

RADIO

ANNUAL

—

TELEVISION

YEAR BOOK

Half-hour  Documentary

"I WAS A COMMUNIST FOR THE F. B. I."

starring
DANA ANDREWS

A thrill-packed look into Communist activities. Based on the actual experiences of MATT CVETIC. A public service opportunity offering sponsors sales—plus prestige!

Half-hour  Comedy-Adventure

IRENE DUNNE - FRED MacMURRAY

co-starring in
"BRIGHT STAR"

A boss-hating reporter and a reporter-hating lady editor brighten your profit story with a riot of feudin', fuss'n and fun—week after week!

Half-hour  Adventure

HUMPHREY BOGART LAUREN BACALL

co-starring in
"BOLD VENTURE"

Radio drama at its exciting best. Action—mystery—intrigue in the South Seas. A terrific series, cleverly planned to make sales zoom!

Quarter-hour  Topical

"MEET THE MENJOUS"

co-starring
ADOLPH MENJOU VEREE TEASDALE

Radio's most entertaining 5-a-week show . . . at a surprisingly low price. Scintillating husband and wife discussions that have sewed up top audiences everywhere!

Half-hour  Detective

"BOSTON BLACKIE"

Enemy to those who make him enemy.
Friend to those who have no friend.

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Quarter-hour  Music

"THE BARRY WOOD SHOW"

with
MARGARET WHITING

Top singing stars accompanied by talented Henry Sylvern and his orchestra. Smooth — popular and commercial. Consistently high ratings. Boosts sales in a hurry!

Quarter-hour  Serial

"DEAREST MOTHER"
A Thrilling Day-to-Day Drama

Heart-stirring romance . . . pulse-quickening action. A top-drawer daytime serial that consistently proves itself to be the most effective way to sell the housewife.

Quarter-hour  Comedy

"EASY ACES"
America's Funniest Husband and Wife

Friendly — warm and sensationally popular. The rare type of domestic comedy that has universal appeal. Assures tremendous audiences for all types of products.

WINNING MOVES
FOR AGENCIES, STATIONS and SPONSORS

ZIV

Shows deliver
**LOWER COST PER LISTENER...
STEADY RENEWALS... EASIER SALES!**

It's YOUR MOVE! Send for "ZIV Selling Aids... Audition Discs... Local

Half-hour  Drama

"FAVORITE STORY"

with
RONALD COLMAN

Features the favorite stories of famous people. A show-case of the entertainment world—with inspired performances in vital roles. Big audiences—and sales!

Half-hour  Music

"THE GUY LOMBARDO SHOW"

Narrated by **DAVID ROSS**

The famous "Royal Canadians" capture the hearts—and ears of millions of Americans with "The Sweetest Music This Side of Heaven." A family show that sells and sells.

Half-hour  Music

"THE WAYNE KING SHOW"

Narrated by
FRANKLIN MacCORMACK

Fabulous showmanship and brilliant direction hold an enormous audience week after week. Glorious singing and soothing music put record-breaking audiences in the mood to listen—and buy!

Half-hour  Western

"THE CISCO KID"

O. Henry's Famous
Robin Hood of the Range

Fast-moving Western action with the kids' favorite actors. Has higher ratings than any show primarily designed for children—and holds a large adult audience, too!

Quarter-hour  Serial

"FORBIDDEN DIARY"

The Shadow of Her Past Menaced
the Lives of 4 People

A human—"down-to-earth" show that is tremendously successful in all markets. Has all the elements needed to attract a "woman's audience."

Half-hour  Mystery

"PHILO VANCE"

Sleuthing at its Scientific
Best

S. S. Van Dine's famous scientific sleuth stars in a series of the mystery fan's favorite stories. A mystery series that adds prestige as well as sales!

Quarter-hour  Music

"KORN KOBBLERS"

Radio's Funniest Musical

Zany entertainment by the band of a thousand gadgets and a million gags. Fun and furor with plenty of sales-making appeal for all!

Quarter-hour  Music

"Sincerely - KENNY BAKER"

America's Favorite Tenor

This famous star of stage, screen and radio presents a parade of melody and comedy that attracts and maintains big audiences from coast to coast.

Quarter-hour  Mystery

"MANHUNT"

Mystery -- Romance
Adventure

Exciting mystery thrillers that get and hold big audiences. Top-flight talent—production and popularity.

Quarter-hour  Variety

"SHOWTIME FROM HOLLYWOOD"

starring
FREDDY MARTIN

A glamorous musical-variety show. Excitingly different. A galaxy of stars join this master of modern music in an ever-changing presentation of musical contrast.

Quarter-hour  Western

"OLD CORRAL"

starring
PAPPY CHESHIRE

Western stories and music. Its outstanding record proves it's sure-fire for all age groups. This fine Western show builds top audiences and sales!

1/4 or 1/2 hour  Music

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THE 1952
RADIO
ANNUAL

Edited by
LACK ALIGATE

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FIFTEENTH ANNUAL EDITION

*Advertising's
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Radio:

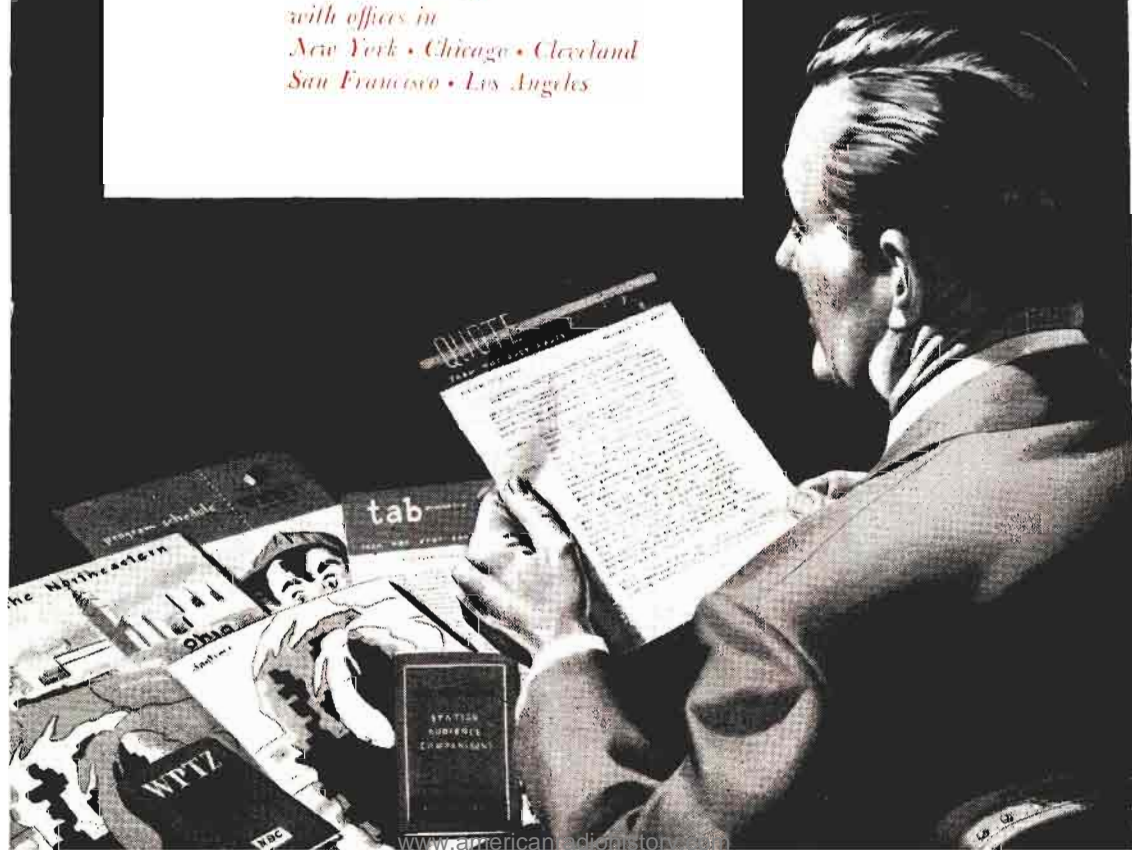
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WGY . . . Schenectady-
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Radio's Fourth Decade



ADIO in this year 1952 enters its fourth glorious decade as a communications service.

The period of 1922 to 1932 saw the birth of this new medium with its capacity for public service.

The next decade, 1932-42 were years of commercial development with the pattern of potentialities seemingly boundless.

In the third period, 1942-1952 radio attained its full stature as a medium of communications.

This year with radio on the threshold of a prosperous new decade, *Radio Annual* is proud to record the progress of the communications art. In this, our 15th annual edition, we give permanent record to the achievements of those whose creative energy sustains this expanding communications service.

Jack Alicoate
Editor-in-Chief

FOR WORLD-WIDE NEWS...

FOR CLEAR, COMPREHENSIVE

COVERAGE...



FOR:

AM-FM-TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

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1952

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HARRY WISMER

SPORTS HIGHLIGHTS

radio

television

coast-to-coast

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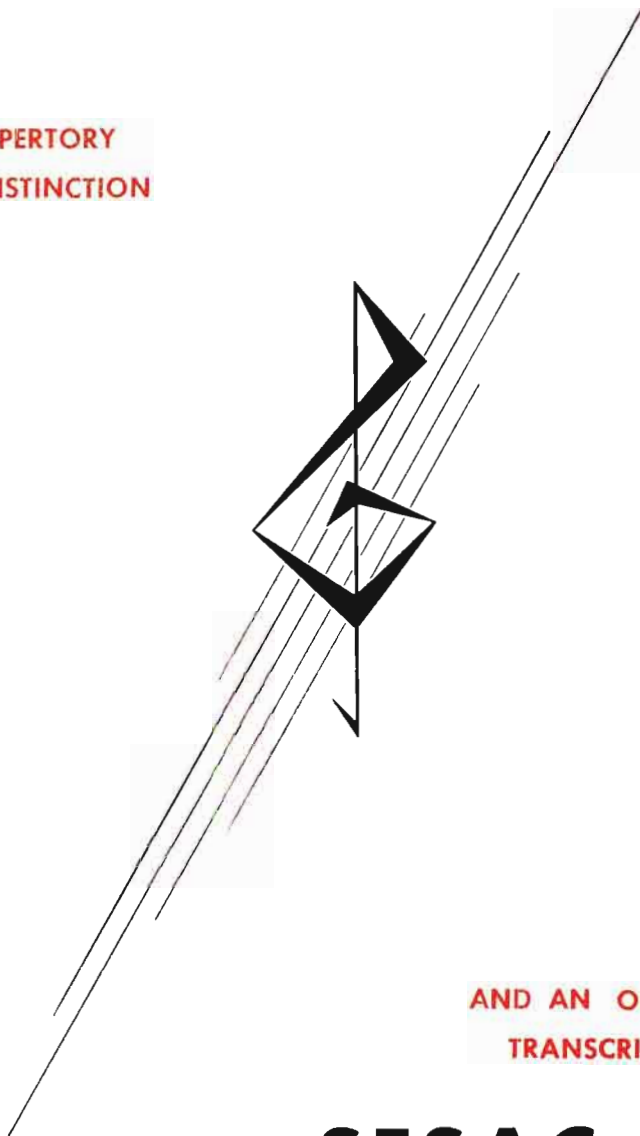
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United Press news programs for radio

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

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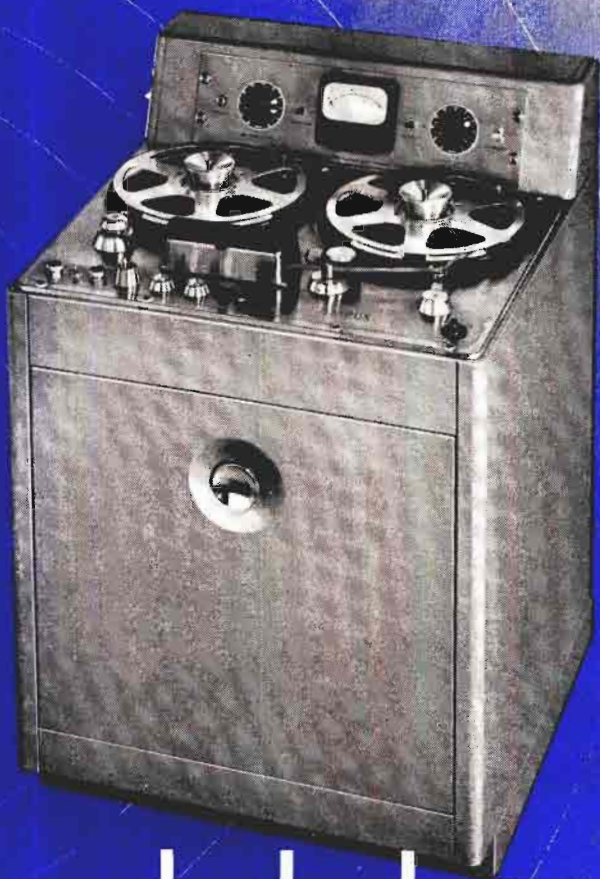
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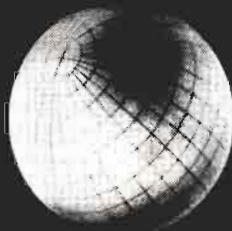
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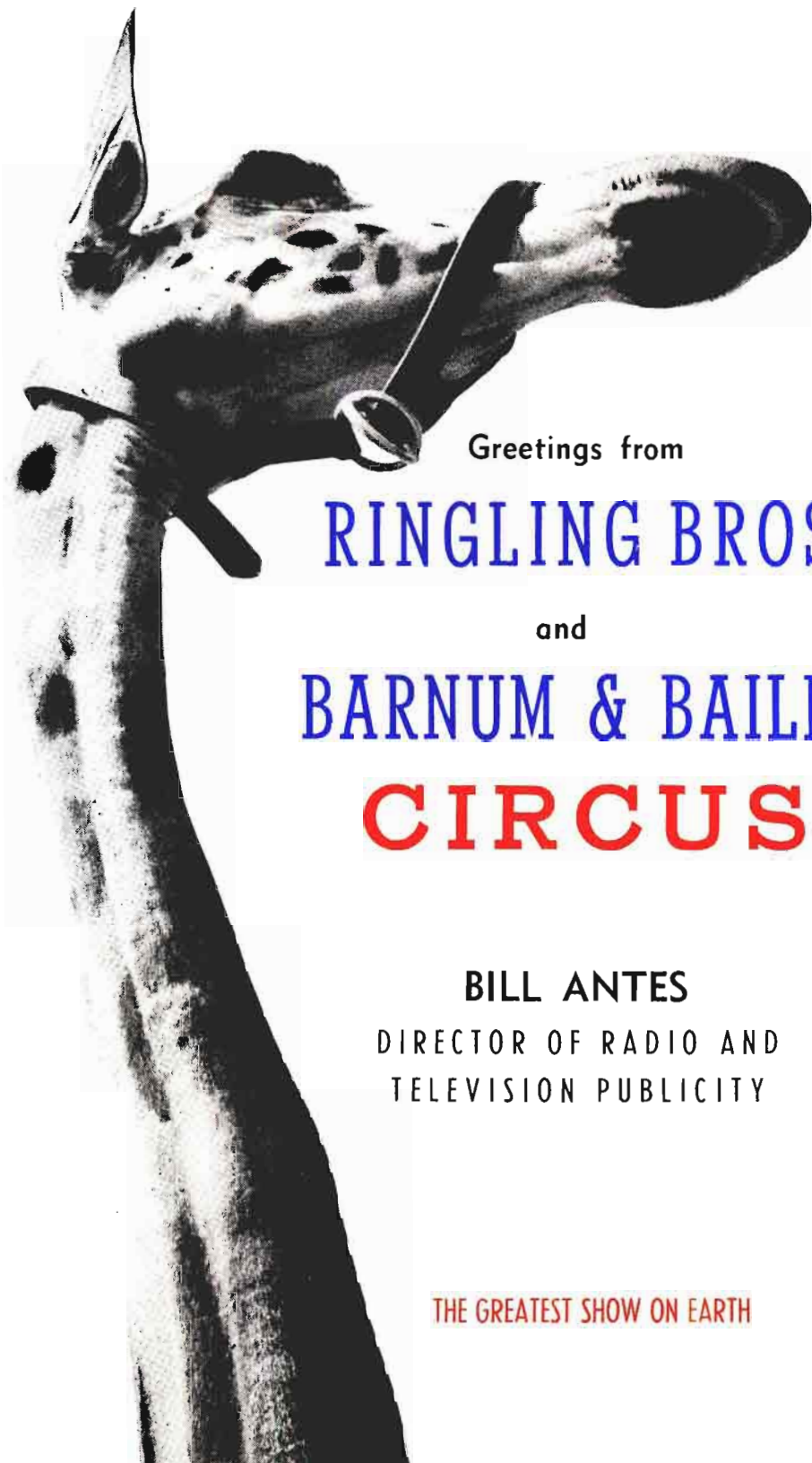
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Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

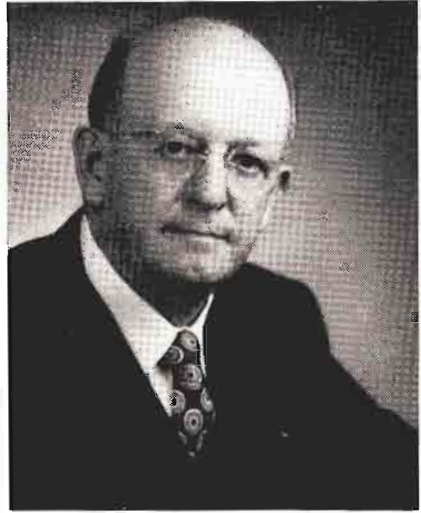
THE GREATEST SHOW ON EARTH

MEMORABLE YEAR AHEAD

EXPANSION OF VIDEO WILL HIGHLIGHT ACTION

By **PAUL A. WALKER**
Chairman

Federal Communications Commission



THE year 1952 will be forever memorable in broadcasting history for the inauguration of America's new nationwide, improved, expanded, and competitive system of television.

That this system will be accorded a hearty welcome by the American public goes without saying. The hunger for television all over the nation can be judged no better than by examining the huge volume of correspondence with which the Commission has been deluged. The great mass of people who have seen television have taken it to their hearts. The great mass who do not have it are demanding it with ever-increasing impatience.

The scope of this industry is so great, the potential investments are so huge, the stake of the public in its stability and acceptability is so vital that the Commission has had to exercise maximum care in laying the foundation.

The new system will provide for a minimum of 2000 assignments. Just how soon that many stations can be built remains to be seen. The enterprise of industry, the ability of smaller communities to support stations, the availability of materials and manpower--all these are factors in determining the speed at which the new system will grow.

Here I would sound a note of warning. With television station construction dammed up for three and a half years, it is easy to sympathize with the eagerness of those entrepreneurs who have been waiting so long to start building. I know their problems. Their money has been earmarked. Their plans have long been made. They want to see their towers go up. But they must realize the realities of the Commission's position. With a limited staff, the Commission cannot process applications on a land-office scale. These applications, with their legal, technical and financial questions, are complex matters. It takes experienced personnel to process them. When new people are hired they must be specially trained. And the many hearings that we know will be necessary involve even greater delays. Applicants would do well to inform themselves of the real nature of the task that confronts the Commission not only for their own benefit but also so that they can intelligently answer the questions that are asked of them by members of their community.

While the Commission bends every effort to foster the growth of this new medium of mass communications, it is well to ponder the responsibilities that industry has to build soundly for the future. Every attention should be given to the development of programming that will truly serve the real needs of the communities. Television cannot be merely a luxury service or a toy or a pastime. To play an indispensable role in the nation's life, television must perform the crucial service of informing the citizens on the issues of the day.

While many basic questions involved in building television have been decided or are in the process of being decided, many others will confront us in the future.



GUY LOMBARDO
and his
Royal Canadians
AMERICA'S NUMBER ONE BAND

LUCKY STRIKES' "YOUR HIT PARADE", NBC
HOTEL ROOSEVELT GRILL, NEW YORK
F. W. ZIV CO. TRANSCRIPTIONS
DECCA RECORDS
C O N C E R T S

NUMBER ONE WITH FANS AND EDITORS

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

NARTB PROGRESS REPORT

By HAROLD E. FELLOWS, President, National Association of
Radio and Television Broadcasters

JUST as they have throughout the history of radio and television, legislative and regulatory matters continue to be among the major problems facing the broadcasting industry. It is heartening to note, however, that some of our legislators are well aware of the vital role played by broadcasting on the national scene in times of peace and war. As more of the public's elected representatives learn something of our business, the task of preserving the system of free enterprise broadcasting will be eased.



Fellows

A most encouraging example of this legislative understanding is contained in recent statements and discussions by Senator Edwin C. Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, and some of his colleagues on that committee, and in some of the regulations issued by the Federal Communications Commission.

It is gratifying to observe the development of this type of thinking. Our integrity, objectives and sense of personal and professional responsibility constitute a "priceless ingredient." It must be cherished, nurtured and protected. We can and will, through daily performance, maintain this high regard for our efforts.

Broadcasting stands at the threshold of its greatest era. As the new year opened broadcasters were serving approximately forty-three million radio homes. Most of the nearly fourteen million home receivers manufactured, according to RTMA figures, since the 1950 national census are in use. More than seventy-five per cent of all new automobiles are radio equipped. Indications are that set manufacturers will be unable to meet 1952 demands if defense needs continue to restrict materials. As 1951 closed there were 2,327 AM stations—95 more than when the year opened—648 FM stations and 108 TV stations on the air.

I am confident that when the "freeze"

is lifted television will keep pace of this expansion and join other mass communications media in all the national markets. I do *not* agree, however, with those who doom radio to oblivion with the advent of the "thaw." In the light of mass media history it seems more logical to regard radio and television as complementary rather than competing, media. Each will command specific areas of service in our ever-enlarging nation.

Advertising, the nerve system of America's economy, is getting bigger and better. So long as consumers need goods and services and manufacturers and suppliers need customers both radio and television will perform importantly in the successful fusion of these elements.

There may of necessity be a period of adjustment as television undergoes its growing pains, ailments very similar to those suffered and survived by radio back in the 1920s; and as radio is shaken from a complacency developed through long-time dominance in the communications field. But each will survive to find a rightful position in the plane of national prosperity and the family circle of mass communications media.

Radio and television have compiled impressive records of public service to the nation. This year will be no exception. Since the outbreak of hostilities in Korea each has volunteered heavily of facilities for broadcasting in the emergency. To cite cases . . . Civil Defense instruction; Defense Bond sales; blood bank appeals; recruitment campaigns; state-of-the-nation addresses by the President and other governmental leaders. I doubt that a single broadcaster has let these patriotic calls go unheeded. I also doubt that any of the other media have made more substantial contributions. This policy of cooperation will continue as long as there is a job to be done.

In this year of national elections both media welcome the opportunity to further serve the public interest by performing the important task of bringing the candidates and their platforms into the living rooms of the voters. Arrangements have already been made to broadcast and telecast the national conventions of both major political parties, to stage get-out-the-vote campaigns and to give election

(Continued on Page 74)

JACK BENNY

RADIO-TV FORGING AHEAD

By FRANK BURKE, Editor of Radio-Television Daily

RADIO and television are doing right well in this year 1952 despite prophets of gloom who had radio on the ropes the past year and television trying to find its place in the nation's advertising pattern.

After a year of re-appraisal in which radio took stock of its potency as a medium and counted its circulation as compared to other advertising services, both networks and stations predicted that 1952 would bring billing increases from 10 to 15 per cent. Total gross radio billings of the networks last year aggregated \$185,000,000.

The television outlook is even brighter. In 1950 the four TV networks billings totalled around \$45,000,000, while the past year saw TV billings mount to over 239.5 million. Some are predicting that billings this year will pass the \$300,000,000 mark.

Of 106 TV stations (i.e., including all but two of the network owned and operated stations for which data was not separately available) 93 reported profitable operations during 1951. Of these, 10 stations reported income between \$600,000 and \$1.0 million; eight stations between \$1.0 and \$1.5 million and five stations reported incomes in excess of \$1.5 million. The median income of the 93 stations was \$350,000 as compared to a median income of \$129,200 for 53 stations reporting a profit in 1950.

Several factors contributed to revitalized radio sales and promotion drives. Efforts of the Association of National Advertisers to beat down radio rates in TV markets and the subsequent radio rate cuts by networks put the radio broadcasters in a fighting mood. This was especially true in non-TV markets with the broadcasters stepping up the tempo of their sales promotion.

The advent of Broadcast Advertising Bureau, Inc., as a sales and promotion service organization to the radio broadcasters was a stimulating hypo to the industry. During the past year BAB under the able



Burke

direction of William B. Ryan, president, has brought the story of radio's sales effectiveness to all sections of the country and has engendered enthusiastic support of broadcaster members in the work of the organization.

Another campaign which attracted nation-wide attention was the combined efforts of radio broadcasters in the Detroit area to sell radio as a community service to the listeners as well as the advertisers. Adopting the slogan, "Everywhere You Go There's Radio," the Motor City broadcasters staged a most effective campaign which was copied in many other communities and brought revived interest in the medium.

National spot radio and sales on the local level have aided materially in keeping up the billings of stations throughout the country. The spot business picture is bright and 1952 should find more national advertisers using local and regional webs than ever before in the history of broadcasting.

The television outlook is most promising. With the lifting of the TV freeze and the channel allocations in many secondary markets it is expected that before year's end the number of TV stations on the air will increase from 108 stations operating in 67 cities to probably 200 stations. On January 15 there were a total of 450 VHF applications on file and 29 UHF applicants.

It is expected that the number of UHF applications will increase considerably with the lifting of the freeze. The UHF stations, according to IRE spokesmen, will probably spread to the secondary markets where UHF transmitters and receivers will be the first television to be introduced in those areas.

The coming national political conventions and the national election is expected to boom TV receiver sales in established markets this summer and fall. Manufacturers, distributors and dealers are planning intensive promotional and sales campaigns to swell the TV audience to around 20,000,000 sets by Election Day. At present there are around 15,000,000 sets in use in the United States. The audience potential for this election year is expected to swell to around 65,000,000 persons.

The rejuvenation of radio and the boundless opportunities for expansion in the television industry augurs well for 1952-53.



MR. TELEVISION

TEN TOP RADIO-TV NEWS EVENTS OF 1951

The RADIO-TELEVISION DAILY selections of the top ten news events of 1951 and outstanding radio network broadcasts follow:

- 1—Korean Armistice Negotiations and Prisoner of War List.
- 2—President Truman Fires General MacArthur.
- 3—Kefauver Crime Hearings.
- 4—The British Elections and Churchill's Return to Power.
- 5—Internal Revenue Department Scandals.
- 6—Amateur Sports Investigations.
- 7—Anglo-Iranian Oil Dispute.
- 8—The Eisenhower Question.
- 9—Government Controls to Prevent Inflation.
- 10—National League Pennant Play-off.

Outstanding Broadcasts

- CBS-Radio—"The Nation's Nightmare."
- NBC—"Assembly VI" (United Nations).
- ABC—"USSR Documentary."
- Mutual—World Series Coverage.

HOPE



1952

**CHESTERFIELD PROGRAM
PARAMOUNT PICTURES**

BAB'S REALLY IN BUSINESS!

By WILLIAM B. RYAN, President, Broadcast Advertising Bureau, Inc.

NINETEEN HUNDRED FIFTY-TWO will mark the Broadcast Advertising Bureau's first full year as a completely independent corporation. We feel that this calls for a restatement of aims and an elaboration of activities.

First, a little background information.

The BAB is an outgrowth of the Broadcast Advertising Department of the National Association of Broadcasters. In June of 1949 it was established as a Bureau of that organization and then in April 1951 started functioning as a separate corporation.

It grew out of radio's need for an independent, alert and progressive promotion Bureau.

Upon becoming an independent and autonomous corporation this past April, BAB had two immediate objectives:

1. It had to organize itself and redefine its objectives in order to be in a position to immediately render service to the entire industry.
2. It had to increase and extend the number and variety of services formerly provided.

Both of these were accomplished.

Here's a report of how the BAB is accomplishing these aims.

Services are distributed within the two general categories of national and local promotion. The distinction between the two can best be arrived at by an analysis of the individual projects.

On the national level, BAB promotional activities concern themselves basically with spot and network advertisers. This is being accomplished through a series of projects designed to present radio's impact to national advertisers, national chains and associations, and national-local advertisers. For instance, a series of special presentations on radio's values are now underway and include those scaled to the needs of specific industries. Plans also call for a basic presentation on radio and another dealing with the farm market.

BAB's national promotion department



Ryan

is also instituting regular communication with advertisers and agencies in the form of two direct mail pieces, each to be issued twice monthly. Advertisers receive a sales letter containing special data pertinent to radio sales while agencies are earmarked for a "Kiplinger-type" newsletter on radio advertising activities.

In the field of basic research BAB is not only collecting and evaluating extant materials, but also plans a series of studies to learn the true value of radio coverage, saturation and sales impact. There will be a pilot study to determine the size of the extra-set market; a test to determine the sales impact of radio vis-a-vis other advertising media in the packaged goods and heavy appliance field; an interim report on all material now extant on all out-of-home listening plus automobile-radio coverage and listening pattern, to be followed in the spring by a national sampling of car-radio listening.

In the competitive aspects of radio sales, BAB will publish a salesman's handbook containing basic facts of newspaper readership. Preparation is also underway on a second edition of a previously BAB-distributed volume on magazine county-by-county circulation statistics, with a comparison of radio-magazine penetration on a national basis plus an additional presentation containing all information available on the trend, pattern and size of radio listening in radio-TV homes.

Local promotional activities will include a continuation of several services instituted to stations during the past year; the revision from a quality and quantity standpoint of many others, plus the addition of three new projects.

BAB's local promotion falls into two basic categories:

1. Regular releases on a weekly or monthly basis, and
2. Special projects.

The first category includes such well-received services as BAB Salesman, Retail Information Folders, Co-op Cards & Bulletins, Local Business Sales Aids, Sales Opportunities, Library Bulletin, Radio Gets Results, Reports and Copy-Minded Selling Aids.

. . . while BAB's plans in the special project field include a master presentation containing a summary of all salient reasons why local merchants should buy

(Continued on Page 74)



RED SKELTON

TELEVISION

For Procter and Gamble
(A Russell M. Seeds Co. Production)
Full NBC-TV Network
Sundays: 10 to 10:30 P.M., E.S.T.

RADIO

Full CBS-Radio network
United States and Canada
Wednesdays: 9 to 9:30 P.M., E.S.T.

MOTION PICTURES

Metro-Goldwyn-Mayer
"Texas Carnival"
"Lovely To Look At"
(Just Completed)

ADVERTISING OUTLOOK—1952

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

WHAT is the year's outlook for advertising volume, and hence for radio and television billings?

The new year brings a number of reasons why there should be no letup in advertising effort—but rather a step-up.

While many companies have reported increased sales, they have also shown a considerable decline in their net profits; they will need to increase sales even further to maintain profits in the face of higher taxes and higher break-even points.

We have seen continued buyer resistance in a number of lines that are still in ready supply.

There is still a considerable accumulation of inventories in distribution channels. We are hearing concern, already, whether industry will successfully adjust from defense production—whether we can find customers over the next few years for a vastly expanded output of goods and services without some degree of recession.

Whether or not there will be a substantial increase in advertising effort will be at the decision of business management. And it will depend to a large extent on advertising agencies.

Agencies have the job of convincing business that the results will justify aggressive advertising activity. In the midst of high costs, their advertising plans must be still more effective. They will need all the help, ammunition and cooperation that media can give.

Among media, it seems to me that broadcasting faces the year's opportunities with some new assets to its credit.

There is the recomposition of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an organized sales program and under new leadership.

There is also the reconstitution of Advertising Research Foundation, as a fully



Gamble

tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is machinery here to do broadcasting research that has recently been much agitated for.

There has also been a healthy tendency, in broadcasting, to review time and talent costs in relation to general program effectiveness. It is healthy and fore-armed, I think, because advertisers will be increasingly cost conscious about all media during 1952.

At the same time, there are places in the broadcaster-agency relationship where we are still surprisingly weak.

We must strengthen our business relationship—in such fundamentals as rate cards and contracts, to facilitate time buying—in improving station billing practices, in speeding up collections and in warding off credit losses.

It should be a cause of serious concern that the credit losses by broadcasters have been far, far higher than those of any other media and bad in comparison even with most other industries. Now, when advertisers are up against material shortages and the other difficult factors of a semimobilized economy, business failures can come most unexpectedly.

There are several ways to guard yourself against credit losses on general advertising.

First, you can make sure that the advertising agencies which you "recognize" are sound financially. This means that the agency should have financial integrity, collect promptly from its clients, pay media by their due dates and have enough capital on hand to meet emergencies. You can determine agency financial capacity by reviewing the agency's balance sheet. There will soon be machinery in broadcasting, we hope—as maintained among other major media—to collect such facts about agencies for the information of individual stations.

Second, you can be prompt and meticulous in submitting your invoices and affidavits of broadcast. Agencies tell us that many invoices from broadcasters are late and some are inaccurate.

Third, you can install the payment stimulus and credit safeguard that is in effect with majorities of other media—the customary 2 per cent cash discount.



SPADE COOLEY

"THE SPADE COOLEY SHOW" — TV

Decca Records • Santa Monica Ballroom • Motion Pictures • Standard Transcriptions

TELEVISION PROGRESS REPORT

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

TELEVISION in 1951 revealed a number of significant advances that portend a great future.

Television stations have proved their ability to operate successfully on the economic foundation of the American system of broadcasting.

The television manufacturing industry has survived its early economic hills and valleys. The sales curve climbed at the beginning of the year, then dipped to a low level during the summer. In the final months, a new upswing in sales began.

That fact, together with the sell-out of television time on the air, demonstrated the public confidence in the new art and guaranteed its permanence as a new industry.

The truth about color television became evident in 1951. The public learned the basic meaning of compatibility—a fundamental characteristic of the RCA color system—and that an all-electronic compatible system will make it possible for owners of present television sets to receive color programs, in black-and-white, without any change whatever, and without any contraptions.

This all-electronic, compatible system with its tri-color picture tube, was publicly shown. It transmitted programs from studios and field-pickups over microwave radio relays and the coaxial cable, to other cities. Its superiority over an incompatible system equipped with whirling mechanical discs, which limit the size of the television picture, became self-evident.

In addition, color pictures produced by the RCA compatible system, were successfully projected on a 9 x 12-foot screen in a Broadway theatre.

Television programming in 1951 demonstrated that the new art has a keen appetite for talent and ideas. If all the feature motion pictures produced during a year in Hollywood were available to television, they would only cover about 600 hours, or six weeks out of a year's programs. TV, in a year, presents more new programs



Sarnoff

than all other media of public contact combined.

Extension of religious programs and the use of television in education during 1951 revealed the marked effectiveness of such telecasts in vast new fields of service to church, school and home.

Coast-to-coast TV network programs, made possible by cross-country microwave radio relays and coaxial cable extensions, demonstrated that the day is not far distant when every corner of the country will have a reserved seat in the amphitheatre of television. When the TV station "freeze" is lifted many additional communities will enjoy the benefits of television.

Television's expansion in the UHF (ultra high frequency) portion of the broadcasting spectrum was proven in 1951 to be both possible and practical by RCA-NBC scientists and engineers, who two years earlier built an experimental UHF station near Bridgeport, Conn. This is the first UHF television station to operate on a regular schedule.

Full-scale tests at Bridgeport climaxed more than 20 years of continuous research by RCA in UHF. Results from the inception of the project were made available to the entire TV-engineering profession as a major contribution to television's future since UHF can accommodate 70 new TV channels, providing for perhaps more than 2,000 UHF stations.

The development of the RCA Vidicon tube, or small electronic "eye," has made possible portable television cameras and transmitters, even of back-pack size, permitting on-the-spot pickups of special events as well as the remote viewing of industrial processes and other operations.

The Vidicon has also led to the development of a television microscope which extends the range and versatility of the light microscope to facilitate group study of living cells at high magnification.

Achievement of coast-to-coast service during the year gave eloquent promise that television would eventually become international in scope.

While television has thus advanced, its older brother radio, too, has continued to move forward. Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95 per cent of the country.



PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

PRODUCTION REPORT FOR '51

By JAMES D. SECREST, General Manager, Radio-Television Manufacturers Association

THE radio-television industry, caught between the prolonged "freeze" on TV station construction and the economic and material curbs brought on by the rearmament program, had its ups and downs in 1951. However, by the end of the year it appeared to have attained some stability and faced the future with renewed optimism.

Production of radio and TV sets boomed in the first quarter in anticipation of increased shortages of raw materials. Government-imposed curbs on consumer buying, however, early in 1951 slowed down the scare buying which followed the Korean outbreak. TV set inventories rose to dangerous levels among dealers, distributors, and manufacturers. With the spring came sharp cutbacks in set production, followed by a substantial reduction in employment and some plant shut-down.

The industry, under RTMA leadership, sought relief via a modification of Regulation W. When the Federal Reserve Board refused to act, the plea was taken to Congress which in the summer compelled the Board to cut credit terms from 25 to 15 percent down payment and extend installment periods from 15 to 18 months. The industry, through RTMA, also succeeded in persuading Congress not to increase excise taxes from 10 to 25 percent as recommended by the Secretary of the Treasury.

★

In the early fall production rose again as retail inventories declined and public demand for consumer goods recovered. However, government allocation of critical raw materials had reduced the industry's potential so that TV set production remained well behind the record-breaking level of the last quarter of 1950.

Final tabulations are expected to show industry output of about 5,250,000 TV sets compared with 7,400,000 in 1950 and more than 12,500,000 radios as against 14,600,000

in the previous year. About half the radios manufactured in 1951 were home sets, while auto receiver production accounted for more than one-third and portables for the remainder.

The value of radio and TV sets produced in 1951, at the manufacturer level, was approximately \$1,250,000,000 as compared with \$1,700,000,000 in 1950. However, military production of electronic equipment rose from about \$500,000,000 to more than \$1,000,000,000 during the same periods.

The year's set production brought total TV sets either sold or in distribution channels to more than 16,600,000. Radios produced since World War II totalled 92,000,000.

As for 1952, the industry expects material shortages and other economic curbs to reduce further the output of radio and TV receivers. While all forecasts are necessarily "guess-estimates," the consensus is that less than 5,000,000 TV sets and under 11,000,000 radios will be the limits on the year's production.

★

The decisive role of electronic equipment in warfare was apparent in the large military appropriations made by Congress since the Korean outbreak. Officials estimated military orders for electronics-communications equipment as \$3.8 billion during the first fiscal year after the Korean outbreak and at an equal amount for the 1951-52 fiscal year. Appropriations in this category during the first two years of rearmament consequently represented three-fourths of expenditures throughout World War II.

However, due to the highly intricate nature of much of the equipment and the high ratio of engineering to labor involved, military orders were not evenly distributed within the industry. Procurement officials estimated that only 20 percent of the electronic and radar equipment required by the Armed Services was for mass-produced items comparable to those normally manufactured by radio-television producers.

Defense officials estimate that the output of electronic equipment and components for the armed services will reach its peak in 1952 and level out at about \$600 million a quarter.



Secrest



FAYE EMERSON—SKITCH HENDERSON

RCA INCREASES PRODUCTION CAPACITY

By FRANK M. FOLSOM, President, Radio Corporation of America

DURING 1951, the Radio Corporation of America as one of the radio-television industry's major producers continued a multi-million dollar plant expansion program to help meet the dual requirements of military and domestic consumers. New manufacturing facilities, plus those established in earlier postwar years under the impetus of television, give RCA the greatest production potential of its 32-year history.

Throughout 1951, RCA accepted a rapidly increasing number of Government contracts for scientific research, engineering development, and production of military equipment in the radio-electronics field. This volume of work, substantial in 1951, is expected to be three to four times greater in 1952, and will reach record levels during 1953. Next year's military output will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100 per cent to war production.

Military equipment produced by RCA in 1951 included various types of radio communication instruments, "walkie-talkies," radar and sonar equipment, range-finding and navigational instruments, audio and radio devices for airplanes, and numerous types of electron tubes. Radio-electronic instruments currently required by the nation's military forces are far more complex than those used in World War II. For this reason a large and increasing number of RCA engineers is engaged in research and engineering development work on Government projects.

One of RCA's outstanding engineering contributions is in the miniaturization of equipment. Major advance in both electron tubes and circuit designs have made this possible, an excellent example being the Signal Corps' new "walkie-talkie," which is half as big and twice as powerful as the one used in the last war. Similarly, it is now possible to get far more electronic control equipment into airplanes than was heretofore possible.

In addition to RCA's military develop-



Folsom

ment and production projects, more than 600 engineers and technicians of the RCA Service Company are working with the United States Armed Forces in twenty different countries. Their job is to service military radio-electronic equipment and assist in the training of military personnel in the equipment's operation.

In the expanding field of Government electronics, RCA, during 1951, increased its tube design and manufacturing activities significantly and geared its facilities for still greater operations in this field during the coming year.

In the domestic field, RCA, as well as other leading manufacturers in the industry, maintained relatively high levels of production of television and radio sets and phonograph records.

The American public purchased approximately 5,000,000 television receivers during 1951, bringing the total in use throughout the nation to more than 15,000,000. These sales, plus new installation and servicing, added more than \$1½ billion to the national income.

A normal upward trend in sales developed during September and, throughout the fourth quarter of 1951, most top-brand producers were manufacturing television sets up to the limit of the Government's material allocations. The New York market, largest in the country with more than 2,500,000 sets in use, was, for example, absorbing the RCA Victor television line as rapidly as shipments could be made.

The glamour of television sometimes overshadows the fact that the radio and phonograph business are also in a very healthy condition. As a matter of fact, production of radio receivers and radio-phonograph combinations during the year was approximately 12,000,000 units—more than twice the figure for television sales. As a result, the number of radio sets in use throughout the United States at the year-end is more than 100,000,000, or an average of more than two sets per family. No other medium of communications reaches so many persons.

Sales of recorded music rose sharply during 1951, setting a trend that is expected to continue throughout the next year.

1902

MY FIFTIETH THEATRICAL YEAR

1952

WAGON SHOWS
NIGHT CLUBS

TELEVISION
RADIO
MUSICAL COMEDY



CIRCUS

VAUDEVILLE

CONCERTS

REVUES

REPERTOIRE

MOTION PICTURES

DRAMA

ED WYNN

C.A.B. ACTIVITIES IN 1951

By MALCOLM NEILL, Chairman, Board of Directors of CAB

THE Canadian Association of Broadcasters continued to grow in 1951. The Association now numbers among its members one hundred and five of the one hundred and thirty-five privately owned stations in Canada plus thirty-one associate members.

Three major activities have occupied the Association this year in addition to normal and routine matters. Preparation of a brief for the Parliamentary Committee on Radio of the Federal Government and appearances before this Committee. The preparation of volumes of material for argument before the Copyright Appeal Board which is conducting hearings as this report is being prepared and detailed work with the Federal Government Civil Defense authorities.

In our brief to the Parliamentary Committee on Radio the main point of emphasis was that Canadian broadcasting stations should be free to operate under the law like other publishers. In addition to our 160,000 word brief, five appendices were presented to the federal committee. They included material (a) showing that the trend of public opinion in Canada is overwhelmingly in favor of placing all broadcasting under private management; (b) surveys of program preference showing a marked preference among Canadians for programs offered by private stations; (c) a history and background of radio broadcasting; (d) comment upon, and analysis of some of the recommendations contained in the report of the Massey Commission; and (e) a summary of the public service activities provided by community broadcasting stations across Canada. The chief witnesses were T. J. Allard, C.A.B.'s General Manager, Joseph Sedgwick, K.C. C.A.B.'s General Counsel, and Guy Roberge, C.A.B.'s Associate Counsel. The membership was outstanding in their support of the presentation to the Committee. This support is best illustrated by the fact that 97 out of 104 stations who were then members sent telegrams to the



Neill

committee backing up the Association brief.

In the copyright field a serious situation has developed for broadcasters through a demand by CAPAC as ASCAP is known in Canada for greatly increased fees from broadcasters effective January 1, 1952. The C.A.B. is appealing CAPAC's demands and as stated earlier hearings are now proceeding before the Copyright Appeal Board in Ottawa.

A considerable amount of progress has been made in establishing the role Canadian private stations will play in the matter of Civil Defense. In the event of any emergency, no matter how caused, broadcasting will have a tremendously important part to play in providing information, maintaining civilian morale and giving instructions to the civilian defense populace.

During 1951 the Sales and Research Department broke new ground in the field of inter-media comparison and conducted extensive research to contrast Canadian time costs and circulations with those in the United States.

An original study examined Canadian radio trends and circulations during the past ten years. This material was presented to the ACA and CBC; the latter presentation opened discussions on the present unrealistic network station rates. These and other studies have formed the basis for special Canadian sections in the United States trade press. An "ideal" rate card was drafted for consideration by the industry. Extensive work was also carried on in the field of promotion.

The practice of holding regional meetings—meetings of such groups as the Western Association of Broadcasters, the Central Canadian Broadcaster's Association, etc., was also continued and this year's annual meeting, held at the Chateau Frontenac, Quebec City from February 26 to March 1st, 1951, was one of the most successful ever held. It was at the 1951 annual meeting that the Johnny J. Gillin, Jr. Memorial Award, an annual award to be presented to the Canadian station which has performed the most outstanding public service during the year, was presented for the first time. This award was set up in memory of the late Mr. John J. Gillin, Jr. of WOW, Omaha, Nebraska.



Exclusive Representative:
Ted Ashley Associates

Press Relations:
Solters-O'Rourke Associates

ALL EYES ARE ON TV!

By THAD H. BROWN, Jr., Director Television Operations NARTB

ALL eyes are on TV! Since 1946, neither the public nor the industry has had a chance to catch its breath. There's no doubt about it, the Cathode Ray tube is a goldfish bowl.

As applied to any other industry, 1951 might have been considered a peak year in development and activity. It was just normal for television broadcast: Coming of age, television warranted a place of its own in the NAB and that organization became the National Association of Radio and Television Broadcasters. Senator Ke-fauver's crime investigation via TV rocked the land. The FCC issued its famous "Third Notice" and the end of the freeze looked like more than a prediction. The President of the United States stepped on a platform in San Francisco and was seen 3,000 miles away.



Brown

NARTB proposed, and the Commission agreed, that expedition was paramount and literally hundreds of cases were "heard" by "written testimony" in the Specific Allocations hearing. Senator Benton personally decided that radio and television broadcast needed government program control and proposed the establishment of a "National Citizens' Advisory Board." "Non-commercial" colleges and universities limited television broadcast of their physical education programs in the interest of the "gate." The nation's heart skipped a beat when a fellow named Bobby Thompson changed the complexion of a World Series right before its eyes. The 108th television station went on the air. As television reported the discouraging war scenes to the public, Red Skelton helped to take their minds off of it. General MacArthur made his Congressional and television debut. Initial experimentation in specific educational programming was continued. As the sands of 1951 were running out, television receivers in the United States hit the 15-million mark. 476 applicants were beating on the doors of the FCC with an estimated 500 more all ready to make their moves when the freeze

ended. Television network gross time sales approached the 125-million mark. The Television Code of the National Association of Radio and Television Broadcasters was promulgated, and the Seal of Good Practice adopted—to go into effect March 1, 1952. In this regard, for Men of the Year, the diary of 1951 in television should record the Television Program Standards Committee: Bob Swezey, Chairman, Harry Bannister, James L. Caddigan, Walter Damm, James C. Hanrahan, Harold Hough, Clair McCollough, Paul Raibourn, Leonard Reinsch, Henry Slavick, Davidson Taylor and Donald Thornburgh.

1952? It already presents a congested calendar—and above all, it's a Presidential election year. A lot of people got into the TV act in 1951. Most of them were still in the act as the year 1952 was entered, and early in January it appeared that they would have plenty of company. The candidates and politicians haven't really started yet, but soon will be donning grease-paint for the greatest show of all.

Whatever happens during this year, one thing is sure—NARTB will watch it closely. In many cases, will do a lot more than "watch."

Real money will be dedicated toward TV construction, installation and operation in 1952. NARTB-TV's "Television Construction Costs—December, 1951," will have to be hurriedly updated in accordance with shifting economic requirements, but it presently estimates *minimum* costs for construction of a VHF station in cities with a population between 50,000 and 250,000 to be approximately \$274,000; UHF construction costs for comparable population, \$281,250. Add to this, NARTB's *minimum* operating expense estimate of \$168,530 and one sees the smallest operation spending close to one-half a million dollars the first year.

At the Commission—after the freeze is lifted there will literally be a frenzy of hearings—straining that bureau's capacities to the utmost.

1952 in Television will be another banner year. The miracle of sound plus sight will grow and become even more miraculous, especially as its effect is reflected in the voting process.

Best Wishes

Kate Smith

THIS IS U. N. RADIO

By DOROTHY LEWIS, U. S. Stations Relations, United Nations

In times of crisis people everywhere seek the facts upon which to form a balanced judgment. 1951 was such a time and United Nations Radio presented the facts in 30 languages to hundreds of millions throughout the world. Its news programs in all languages were strengthened in response to increasing demands ever since the outbreak of hostilities in Korea. Thus, objective presentation of international news on AM and TV and such worldwide symposia as "The Price of Peace" were major contributions of United Nations Radio toward clarifying public thinking on the great issues of today.



Mrs. Lewis

Newscasts and feature programs are prepared by the several services: English Language Service; European and Middle Eastern Service; Latin American Service and the Trans-Pacific Service. This regular operation at the United Nations headquarters, with its staff of international civil servants drawn from many systems of broadcasting of member states has been greatly increased during 1951 with the scheduling of the Sixth General Assembly in Paris. Circuits from Paris and from U.N. Correspondents in Korea, as well as material from the many U.N. Information Centers around the world bring daily recorded news, interviews and proceedings for inclusion on all U.N. programs broadcast daily in some 30 languages.

* * *

U. S. COVERAGE

In the U.S.A., emphasis during 1951 was laid on several projects and developments:

1. Worldwide distribution of "The Price Of Peace" series of talks by world statesmen, climaxed by the cease-fire proposals by Yakov A. Malik in June. This series was relayed to all English-speaking countries and by a news release of the text to all other member states simultaneously each week. CBS aired the talks in the U. S. A.

2. Inauguration of the "Citizens of the

World" (dramatic episodes in the lives of U.N. men and women) in the U.N. STORY series heard on 500 U. S. stations and in other English-speaking countries, and which was awarded the 1951 Ohio State and School Broadcast awards.

3. The television services have been expanded materially. Since November 6, 1951, there has been full coverage by television of the Sixth U.N. General Assembly in Paris over TV in cooperation with the U.N. Department of Public Information. The half-hour program, "The U.N. In Action" (Mondays through Fridays—CBS Network) presents debates, interviews, special features and ceremonies, and on Sundays, a half-hour summary is telecast, "The U.N. This Week." Daily TV coverage of the U.N. meetings taking place in Paris is produced and directed by the U.N. staff, and viewed the following day in the United States by means of Paramount kinescope.

This TV coverage of U.N. activities is also released by RDF in France and over the BBC by means of kinescopes flown nightly to London. The weekly half-hour program over the American Broadcasting Company, "United Or Not," with John MacVane as moderator, presents members of the U.N. Correspondents' Association interviewing a different delegate each week. Other U.N. television in 1951 included special Security Council meetings, and the weekly half-hour program for children, "The U.N. Stamp Club," which was seen over WNBT for 45 weeks in 1950-1951 using philately as a vehicle to disseminate U.N. information.

4. A nationwide project, "U.N. Communications Campaign," was launched in the United States to increase the number of listeners to U.N. shows by 20,000,000. It is sponsored by U.N. Radio and 35 major national organizations. A chairman in each of the 250 selected cities was appointed and 8,000 persons designated by these national groups to serve locally.

5. Another preoccupation of U.N. Radio for 1951 had to do with the move from Lake Success to the permanent headquarters in New York. Each of the Council and conference rooms at Headquarters is provided with a number of booths designed specifically for radio and TV broadcasting.

RALPH EDWARDS

Having wonderful
fun now on TV.
Meet me today!



And Every Monday, Wednesday, Friday
NBC-TV 3:30 P.M., EST

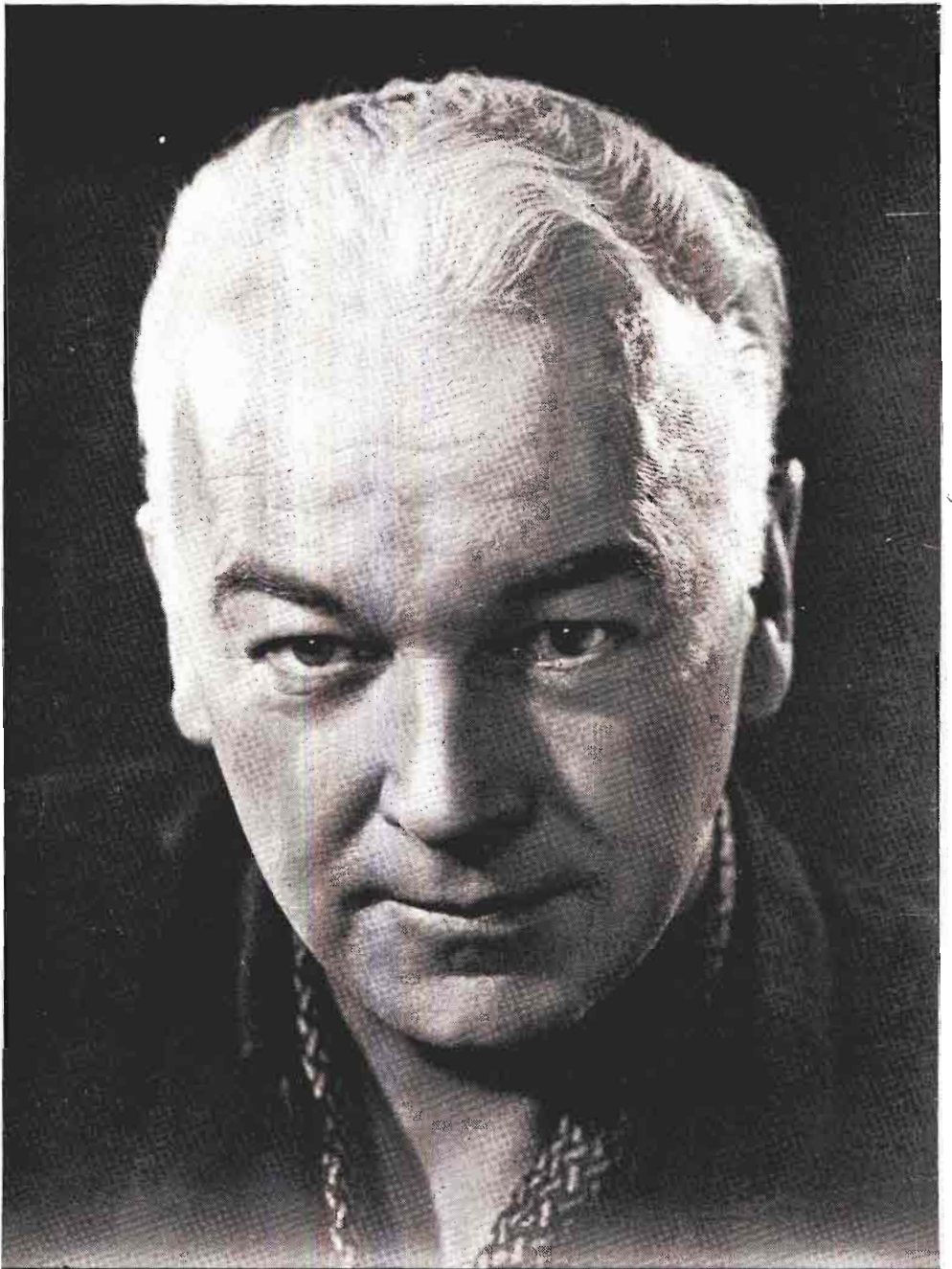
TV SONG HITS OF '51

(January 1, 1951 to January 1, 1952)

The 35 song hits with the largest television audiences are listed below in order of the total ACI points received in the ACI surveys during the year. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1950 are noted by the date . . . (1950).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Too Young (Jefferson)	12,137	31
*Because Of You (Broadcast Music)	11,981	27
If (Shapiro-Bernstein)	10,456	22
Be My Love (1950) (Miller)	9,947	25
You're Just In Love (1950) (Berlin)	9,411	31
How High The Moon (Chappell)	7,689	27
Would I Love You (Love You Love You) (Walt Disney)	6,048	15
Mockin' Bird Hill (Southern)	6,046	19
Loveliest Night Of The Year (Robbins)	6,040	21
Aba Daba Honeymoon (Feist)	5,476	20
My Heart Cries For You (1950) (Massey)	5,237	13
*Down Yonder (LaSalle)	5,144	11
Tennessee Waltz (1950) (Acuff-Rose)	5,112	15
*I Get Ideas (Hill & Range)	5,049	20
On Top Of Old Smoky (Folkways)	4,769	15
Shanghai (Advanced)	4,600	21
Come On-A My House (Duchess)	4,412	18
*(It's No) Sin (Algonquin)	4,203	12
*In The Cool Cool Cool Of The Evening (Burke-Van Heusen & Assoc.)	4,043	16
It's A Lovely Day Today (1950) (Berlin)	3,886	18
*Undecided (Leeds)	3,706	9
*Cold Cold Heart (Acuff-Rose)	3,690	12
Nevertheless (1950) (Chappell)	3,483	10
A Bushel And A Peck (1950) (E. H. Morris)	3,230	12
When You And I Were Young Maggie Blues (Mills)	3,070	11
*And So To Sleep Again (Paxton)	2,796	11
Hello Young Lovers (Williamson)	2,781	14
My Truly Truly Fair (Santly-Joy)	2,758	14
If I Were A Bell (1950) (E. H. Morris)	2,646	11
Mister And Mississippi (Shapiro-Bernstein)	2,433	10
World Is Waiting For The Sunrise (DeSylva-Brown & Henderson)	2,304	10
Zing Zing Zoom Zoom (Robbins)	2,204	10
Sparrow In The Tree Top (Santly-Joy)	2,007	9
Jezebel (Broadcast Music)	1,947	9
*Domino (Pickwick)	1,898	7

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WILLIAM BOYD
"Hoppy"

FAVORITES OF 1951

As Selected by Nation's Radio-TV Editors

RADIO

TELEVISION

— MAN OF THE YEAR —

JACK BENNY
CBS

ARTHUR GODFREY
CBS-TV

— WOMAN OF THE YEAR —

TALLULAH BANKHEAD
NBC

IMOGENE COCA
NBC-TV

— DRAMATIC SHOW OF THE YEAR —

LUX RADIO THEATER
CBS

STUDIO ONE
CBS-TV

— COMEDY SHOW OF THE YEAR —

JACK BENNY
CBS

RED SKELTON
NBC-TV

— COMMENTATOR OF THE YEAR —

EDWARD R. MURROW
CBS

JOHN CAMERON SWAYZE
NBC-TV

— DOCUMENTARY OF THE YEAR —

"THE NATION'S NIGHTMARE"
CBS

"CRUSADE IN THE PACIFIC"
ABC-TV

— QUIZ SHOW OF THE YEAR —

"YOU BET YOUR LIFE"
NBC

"YOU BET YOUR LIFE"
NBC-TV

— SPORTSCASTER OF THE YEAR —

HARRY WISMER
ABC

JIMMY POWERS
NBC-TV

— CHILDREN'S SHOW OF THE YEAR —

"LET'S PRETEND"
CBS

KUKLA, FRAN AND OLLIE
NBC-TV

— SONG HIT OF THE YEAR —

"TENNESSEE WALTZ"
BMI

"BECAUSE OF YOU"
BMI



MEL ALLEN

NATION'S RADIO SETS INCREASE

Results of Joint Radio Network Committee Survey

A TOTAL of 105,300,000 radio sets—an average of 1.8 sets in every radio home in the United States, is the figure arrived at by the Joint Radio Network Committee, composed of research representatives of the four major wired networks, for the beginning of 1952.

This new high figure represents an increase of 9,300,000 radio sets, some 9.7 per cent over the 96,000,000 estimate of a year ago and reveals radio to be in a healthy and growing period, despite the tremendous growth of television in the year's time.

According to the estimates of the committee, 900,000 new radio households were added in a year's time. Secondary and portable sets, added during the year to already existing radio homes came to 4,000,000 while 4,400,000 additional radio-equipped automobiles, completed the increase of 9,300,000 sets.

For the first time this year, a new category—sets in institutions, dormitories and barracks was instituted. This, plus the out-of-home sets, cars and portables, have always been overlooked in totalling up the number of national sets, but, nevertheless, account for an imposing total.

In a breakdown of the figures the Joint Committee finds that 42,800,000 homes in the country have at least one radio. Secondary and portable sets in households, in all radio homes, add up to 34,000,000. Automobiles on the roads today have an estimated 23,500,000 radios and there are 5,000,000 sets in other places.

showed higher radios, but since they seemed inadequate for projections, they were dismissed and the national figure was taken. It may be recalled, at this point, that the BMB study, 1948, gave the percentage figure of homes with radios at 94.2 per cent. Sectionally, however, New England as an example in that study had a figure of 98.2 per cent in the nation, closely followed by the Pacific area with a saturation figure of 98.0 per cent.

Most significant of the findings, in the opinion of the committee, is the 4,000,000 increase in the new estimate of secondary and portable sets in radio homes. This, the committee noted provides for greater radio listening opportunity in homes. The committee bases this opinion on the numerous available studies which have been made and which unanimously agree that listening to secondary sets in homes constitutes an important part of total listening time.

The estimate of automobiles equipped with radios, 23,500,000, is predicted on surveys which show that nearly 64 per cent of the nation's 37,000,000 passenger cars are so equipped. This figure could receive an even higher percentage, the committee feels, since new cars to be sold this year will have a higher percentage of radios.

With 1950 Census data available for the first time, the committee was able to estimate the number of sets in college dormitories, institutions and barracks of the Armed Forces. The figure of 900,000

	Number of Radio Sets as of Jan. 1	
	1952	1951
Radio Households	42,800,000	41,900,000
Secondary & Portable Sets in Homes	34,000,000	30,000,000
Radio-Equipped Cars	23,500,000	19,100,000
Sets in Institutions, Dormitories and Barracks	900,000	
Sets in Other Places	4,100,000	5,000,000
TOTAL SETS	105,300,000	96,000,000

Referring to the Housing Census of 1950, which showed a saturation of 95.6 per cent, for radio, in U. S. homes, the Joint Committee arrived at the total of 42,800,000 radio households. This ratio was then applied to Sales Management's preliminary estimate of 44,737,900, as of January 1, 1952, in order to qualify the figure.

While the 95.6 per cent saturation was taken for the country as a whole, local surveys, in many sections of the country

sets in these places, the committee notes, represents a definite bonus to advertisers who use radio.

Breakdown of the other 4,100,000 sets finds them in other places which includes business establishments, offices, restaurants and other public places. Finally, the committee in releasing their 1952 estimates emphasized that the figures which they have come up with in each category are conservative.



"Be Good To Yourself"

is the wish of **DON McNEILL**

TOASTMASTER of The *Breakfast Club*

19th Year

**SWIFT
PHILCO
JELL-O**

MONDAY through FRIDAY
ABC — 8 to 9 A.M., C.S.T.

Top Ten News Selections of Networks for 1951

The network selections of top ten news events for 1951 follow:

— NBC —

Firing and return of MacArthur.
Korea cease-fire negotiations and POW list.
Morality—crime, narcotics, income tax and sports scandals.
British elections and return of Winston Churchill.
Politics — flowering of Presidential candidates.
Economics — inflation, stabilization, price wars.
Hostages in Red hands—exclusive casts of Oatis, Vogeler.
Giants, Dodgers and series.
Rearmament—atomic tests.
Eisenhower's European tour and Formation of NATO coverage.

— CBS —

The MacArthur dismissal and the coverage of his return to the U. S.
The broadcast by Yakov Malik over CBS radio in June, and the subsequent truce talks, still going on in Korea.
The Kefauver Crime hearings.
The British elections, which altered the political trend by returning Winston Churchill to the head of the government.
The prisoner of war list transmission from Tokyo.
The Anglo-Iranian oil crisis.

The Internal Revenue scandals.
The Woodbridge, N. J., train wreck.
The National League pennant race.
The Suez Canal crisis, daily growing in importance as an international trouble spot.

— ABC —

The recall of Gen. Douglas MacArthur.
Peace talks in Korea.
Kefauver Crime hearings in New York.
Expulsion of British from Iran.
The mid-West floods.
West Point cribbing scandal.
British elect Churchill.
Eisenhower builds European defense force.
Firing of T. Lamarr Caudle.
Woodbridge, N. J., train wreck.

— MBS —

Attempts at armistice in the Korean war.
Bribe corruption in the Federal government.
Crime and sports investigations.
Defeat of the Socialist Government in Britain.
Crisis in taxes.
Power crisis in the Middle East.
Japanese Peace Treaty.
Missouri Valley floods.
The Eisenhower question.



Burr Tillstrom
 with
Kukla, Ollie and Fran Allison

KUKLA,
FRAN
 and **OLLIE**

Musical Director.....Jack Fascinato
Producer.....Beulah Zachary
Director.....Lewis Gomavitz
Costume Designer.....Joseph Lockwood

NBC Television Network

RADIO IN PUERTO RICO

By TOMAS MUNIZ, *President of the Puerto Rican Broadcasting Association*

PUERTO RICO is living at the present time its era of progress in every aspect of its life. Industrialization of the whole Island is the principal aim of Governor Luis Munoz Marin's Administration. Our civilization had its foundation in ancient Europe, with a combination of modern American ways of living. Continentals who have visited Puerto Rico on different times express their surprise at the great development of progress attained during the last years. Housing facilities; hotel accommodations; means of communication; the great decrease in illiteracy; health conditions and the willingness of the Puerto Ricans to fulfill their duty in order to make of Puerto Rico the Island of Enchantment, had resulted in this great progress. Radio industry is not an exception. We, the men in the radio industry in Puerto Rico, feel proud in claiming that we are following—step by step—the great revolutionary movement in the United States in order to offer the listening audience the best programs available. Whoever has followed the great development in our radio during the last twenty-five years has to admit that our industry has done its part for the realization of the progress in Puerto Rico. We can say in all truth that radio is part of our daily life. In our ever green mountains, lives the hillbilly. We know him as "jibaro." That "jibaro" spends his time from sunrise to sunset plowing the earth; planting the seed; harvesting the crop. After a day's work that "jibaro" can stand the luxury of listening to his favorite radio program. Wherever the electrification project has not as yet reached the rural zone, this hillbilly of ours, can always secure a battery for his radio. The latest news flashes; the struggle of the baseball teams in the American and National Leagues in order to secure the pennant; the great deeds of our brave soldiers in Korea; the advices of doctors in their health program; the lectures about



Muniz

agriculture and cattle raising and even the lectures about beauty care are of the complete domain of that "jibaro" living in the mountains, miles away from the city.

We of the radio industry have given our time and talent in order to help those who are willing to do everything possible in order to cooperate with our government in its effort to secure financial stability for the people of Puerto Rico.

True, that television is still a dream for our industry. Nevertheless we are in the alert to offer our people the facilities of television as soon as this project will prove to be a success in our Island. Engineers from the United States have made complete studies and have rendered their official reports. We of the radio industry are ready to act as soon as the time comes to start this new era.

Many years ago, in case of a tropical hurricane, warnings had to be carried to the rural zone by messengers or through the use of flag warnings. Today all the inhabitants of Puerto Rico are well informed of the progress of any hurricane through the twenty-five radio stations in the different cities.

Well known interpreters of music have written the name of Puerto Rico in golden letters. Sanroma, Graciela Rivera, the Figueroa brothers, Rafael Hernandez, Boby Capo, Mapy Cortez—to mention only a few—have received the applause of multitudes through all the world.

Puerto Rico with its 2,200,000 population squeezed in an area of 3,600 sq. mi. is at the present time United States' first customer per capita. Businessmen throughout continental U. S. realize the importance of our market and they have established central offices in our capital city—San Juan—in order to take care of the thousands of customers patronizing their products. In this instant, we, the men in the radio industry in Puerto Rico feel proud to state that we have the main vehicle in order to secure success in the interchange of products.

We feel proud to say: that in the progress attained by our Island in the last twenty-five years, radio has done its part.

STOCKS IN REVIEW 1951

Compiled from daily listings published in
RADIO-TELEVISION DAILY.



THIS rapid-glance survey of leading radio and television industry stocks show how they stood at the beginning of each quarter of 1951 and on January 1, 1952. The figures used are for the first business day following the first calendar day of each quarter where the first day of each quarter did not fall on a regular working day.

☆☆☆
NEW YORK STOCK EXCHANGE

	Jan. 1	Apr. 1	Jul. 1	Oct. 1	Jan. 1
ABC	11	12 ⁷ / ₈	12 ¹ / ₈	12 ⁵ / ₈	11 ⁵ / ₈
Admiral Corp.	24 ¹ / ₂	26 ¹ / ₈	22 ¹ / ₂	24 ⁷ / ₈	26 ⁵ / ₈
Am. Tel. & Tel.	151 ¹ / ₂	154	153	158 ⁵ / ₈	155 ⁷ / ₈
CBS A	28 ³ / ₄	30 ¹ / ₄	26 ¹ / ₄	28 ¹ / ₄	34 ³ / ₈
CBS B	28 ¹ / ₂	29 ³ / ₄	25 ⁵ / ₈	27 ⁵ / ₈	34
Philco	21 ⁵ / ₈	23 ³ / ₈	23	26	27
RCA Common	16 ³ / ₄	19 ³ / ₈	20	23 ³ / ₈	24
RCA First Pfd.	77	77 ¹ / ₂	73
Stewart-Warner	16 ³ / ₈	17 ³ / ₈	16 ³ / ₈	19 ¹ / ₄	19 ¹ / ₂
Westinghouse	35 ¹ / ₄	38 ¹ / ₂	35 ³ / ₈	39 ¹ / ₂	40 ³ / ₈
Westinghouse Pfd.	103 ¹ / ₂	99	95 ¹ / ₂
Zenith Radio	50 ¹ / ₂	67 ¹ / ₈	61 ¹ / ₄	67 ³ / ₄	68 ³ / ₄

☆☆☆
NEW YORK CURB EXCHANGE

Dumont Lab.	14 ⁷ / ₈	17 ³ / ₈	14 ³ / ₄	17	16 ⁵ / ₈
Hazeltine Corp.	24 ³ / ₈	31 ³ / ₄	42 ³ / ₄	41 ¹ / ₂
Natl. Union Radio	4 ¹ / ₂	4 ⁵ / ₈	3 ³ / ₄	4	3 ³ / ₄

☆☆☆
OVER THE COUNTER

	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask
Stromberg-Carlson ..	13	14 ¹ / ₂	12 ³ / ₄	14 ¹ / ₄	11	12 ¹ / ₂	12 ¹ / ₄	13 ¹ / ₂	12 ¹ / ₄	13 ¹ / ₂

"YOUR SHOW OF SHOWS"



**GEORGE
McGARRETT**

Supervisor

"Your Show of Shows"

NBC-TV



HAL JANIS

Associate Supervisor

"Your Show of Shows"

NBC-TV

"YOUR SHOW OF SHOWS"



Max Liebman

Producer-Director

"Your Show Of Shows"---WNBT

"YOUR SHOW OF SHOWS"



CHARLES SANFORD

MUSICAL DIRECTOR
OF
MAX LIEBMAN'S "YOUR SHOW OF SHOWS"
NBC-TV

"YOUR SHOW OF SHOWS"



SID CAESAR

"It's a small world"

MAX LIEBMAN'S
YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.

"YOUR SHOW OF SHOWS"



IMOGENE COCA

"You can say that again"

MAX LIEBMAN'S

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.

"YOUR SHOW OF SHOWS"



CHARLES HOBIN

DIRECTOR

of

MAX LIEBMAN'S

"YOUR SHOW OF SHOWS"

NBC-TV



*Marguerite
Piazza*

Singing star of NBC television
(Max Liebman's "Your Show of Shows")
Metropolitan Opera Company

Publicity:

THE ETTINGER COMPANY

745 5th Ave., New York, N. Y.

1626 N. Vine St., Hollywood, California

Personal Representative:

J. GRAVES McDONALD

430 E. 63rd St., New York, N. Y.



**BILLY
WILLIAMS
QUARTETTE**

ON

MAX

LIEBMAN'S

**"YOUR SHOW
OF SHOWS"**

NBC-TV

"YOUR SHOW OF SHOWS"



CARL REINER

ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV



JUDY JOHNSON

FEATURED SINGER
ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV



JACK RUSSELL

ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV



JAMES STARBUCK

Director of Dances and Musical Numbers
FOR
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV

NARTB PROGRESS REPORT

by
HAROLD E. FELLOWS

(Continued from Page 35)

returns. The voter certainly will have the opportunity of being better informed than ever before, and I predict that the 1952 Presidential election will produce a numerical record in balloting.

Broadcasting, like any other industry, has its critics and opponents. This is sometimes reflected in proposed national and state legislation inimical to the American tradition of free enterprise broadcasting. The perpetuation of this free system is an ideal to which we are dedicated. Broadcasters will continue to guard this with utmost zeal, opposing any attempts to transfer the responsibility for programming from the broadcaster to the government or any other entity.

Industry problems are faced more effectively through unity and cooperation. There is no better way to unite than through support of a strong trade association. The goal of the National Association of Radio and Television Broadcasters is to provide counsel and leadership to all segments of the industry in the solution of mutual problems, and to provide an arena in which the industry representatives can talk out their problems. After representing radio for the first twenty-nine years of its existence, the Association in June 1951 expanded its services and changed its name to include the television interests. The media share the same headquarters building and departmental facilities in Washington, D. C., to the benefit of both.

The NARTB staff, working in behalf of both, is constantly aware of common problems pointing up the close inter-relationship of the audio and video arts. In 1952, NARTB will continue to meet the demands for service in both growing industries.

B.A.B.'s REALLY IN BUSINESS

by
WILLIAM B. RYAN

(Continued from Page 41)

radio; a monthly calendar of radio sales opportunities listing the top merchandising events of the year; release on returns of special radio station merchandising study now being tabulated; distribution of an outline for establishment of "Radio United"—plan for joint station activity in quest of more business, audience and community stature.

'52 bids to be a *big year* for the BAB—and that means *another big year* for radio!

Radio is a very healthy medium. Overall it is prosperous. It is still the *lowest cost medium* and gets the most results per dollar spent—for products needing mass coverage—as well as for many products with relatively limited distribution.

Radio will be even more firmly entrenched in this position once the *true facts* are disclosed relative to the *small circulation* and *shallow penetration* of such media as newspapers, magazines and television.

More stations throughout the nation must be made aware of these facts because the problem of radio's *deserved recognition* can best be solved at the local level. Once the stations, acting in concerted effort, acquaint the dealers and distributors with the truth relative to the circulation and penetration of these media it will create demands for recognition of these truths that cannot remain unheeded by the national advertisers.

Radio cannot excuse itself from not having done this before on the grounds that it has been too busy counting its own vast circulation, because there again it has been remiss. It has never counted, much less sold, an audience of its own that exceeds in size the total circulation of individual major components of competitive media.

BAB intends to call the roll in '52 on radio's great "uncounted" audience found in automobile-radio coverage and out-of-home listening.

The combination of the two—a true evaluation of competitive media circulation—and an *accurate* accounting of radio's own audience are extra insurance of the fact that 1953 will find radio once again occupying the number one position as the *lowest cost-highest return* medium of them all!

Radio-Television Daily's Almanac of Holiday and Special Events

1952

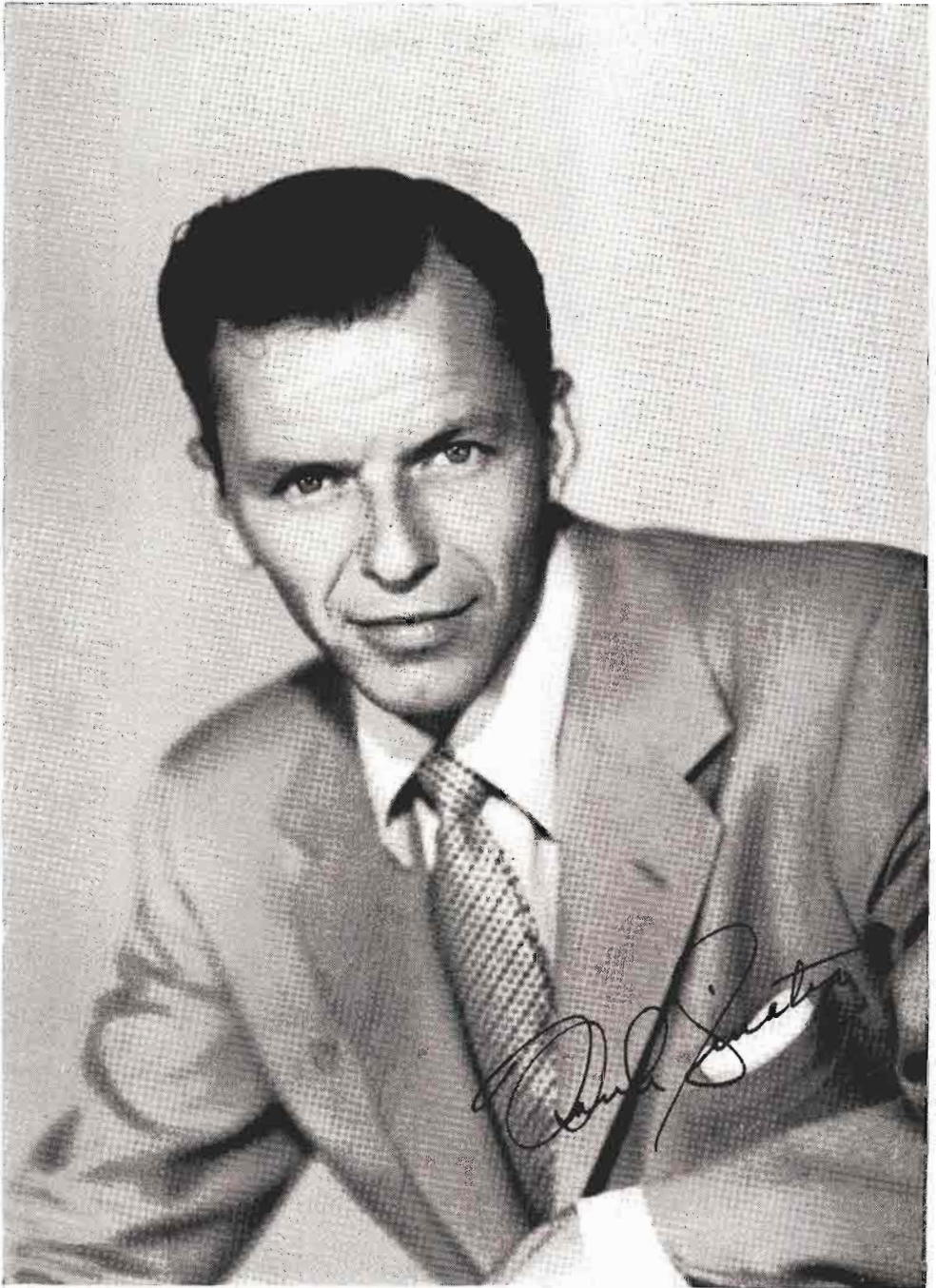
January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Emancipation Proclamation (1863). Blue Network organized (1927).
- 2: Georgia Admitted (1778).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Ratified the U. S. Constitution (1778). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson Born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart Born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson, Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797). Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

February

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





RICHARD STARK
"DICK"



"DANGER"

FOR
AM-MI-DENT

"THE PERRY COMO SHOW"

AND
"GANGBUSTERS"

FOR
CHESTERFIELD

"PEPPER YOUNG'S FAMILY"

FOR
CAMAY

WALTER WINCHELL

FOR
RICHARD HUDNUT

LEXINGTON 2-1100

Holidays and Special Events Almanac

- 6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs (1945).
George Herman ("Babe") Ruth born (1895).
 - 7: Charles Dickens Born (1812).
 - 8: Boy Scout Day.
 - 9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
 - 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
 - 11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).
 - 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
George Day.
 - 14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
 - 15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
 - 16: Katharine Cornell Born (1898).
 - 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
 - 19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
 - 20: U. S. purchased the Danish West Indies (1917).
 - 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
 - 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
 - 23: Johannes Gutenberg Died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
 - 25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
 - 26: William F. Cody (Buffalo Bill) Born (1846).
 - 27: Henry Wadsworth Longfellow Born (1820).
Ash Wednesday.
 - 29: Leap Year. The name given to every year of 366 days.
- ### March
- 1: Nebraska Admitted (1867).
 - 2: Texas Independence Day.
 - 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
 - 4: Pennsylvania Day.
Vermont Admitted (1791).
 - 5: Boston Massacre (1770).
 - 6: Fall of the Alamo (1836).
 - 7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
 - 8: Oliver Wendell Holmes, Jr. Born (1841).
 - 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
 - 10: Lillian D. Wald Born (1867).
 - 11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
 - 12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
 - 13: Standard Time established in U. S. (1884).
 - 14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
 - 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
 - 16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
 - 17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
 - 18: Fast of Esther.
Grover Cleveland Born (1837).
 - 19: William Jennings Bryan Born (1860).
 - 21: First Day of Spring.
 - 22: Emancipation Day (Puerto Rico).
 - 23: Patrick Henry delivered his famous speech (1775).
 - 25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates



ANN MARLOWE

Producer

OF

SOMERSET MAUGHAM THEATRE

NBC-TV

Holidays and Special Events Almanac

- its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.
Passover week starts. Ends April 7.

April

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

May

- 1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
- 6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
Robert Browning Born (1812).
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).



MR. & MRS.

CHARLOTTE MANSON AND DICK BROWN

Kings' Row
Nick Carter

Family Circle
Stop the Music

Holidays and Special Events Almanac

- Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
 - 11: Minnesota Admitted (1858).
 - 12: Florence Nightingale Born (1820).
 - 13: Mother's Day.
WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
 - 14: Rockefeller Foundation Granted Charter (1913).
Free State of Israel proclaimed (1948).
 - 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
 - 17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
 - 18: World Good-Will Day, formerly Peace Day.
 - 19: First American Confederation of United Colonies of New England (1643).
 - 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.
 - 21: Lindbergh's Flight to Paris (1927).
 - 22: National Maritime Day.
 - 23: South Carolina Admitted (1788).
 - 24: First Telegraph Message Sent (1844).
 - 25: Ralph Waldo Emerson Born (1803).
 - 27: Golden Gate Bridge, San Francisco opened (1937).
 - 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
 - 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
 - 31: Walt Whitman Born (1819).
The Johnstown (Pa. flood (1889).
Battle of Jutland (1916).

June

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
- 11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
- 15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lighting by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
Father's Day; 3rd Sunday in June.
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.
New Hampshire joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivar Day (Canal Zone).
- 24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
- 25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).



JOHN GART

COMPOSER - CONDUCTOR

PAUL WINCHELL — JERRY MAHONEY SHOW
WNBT

Holidays and Special Events Almanac

- First American Troops Land in France (1917).
- 27: Helen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).
St. Peter's Day.
- 30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

July

- 1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
- 4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Siberia (1914).
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.

August

- 1: Colorado Day.
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).



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vs.

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New York City
Circle 5-9110

Holidays and Special Events Almanac

Germany Declared War on England and France (1914).

Columbus Sailed from Spain (1492).

4: Feast of St. Dominic.

5: Battle of Mobile Bay (1864) with Admiral Farragut in command.

Second Atomic Bomb dropped (1945) Hiroshima.

6: Feast of the Transfiguration.

Westinghouse discloses Stratovision plan (1945).

7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.

Creation of War Department (1789).

Society of Jesuits Restored by Pope Pius VII (1814).

8: Charles A. Dana Born (1819).

Third Atomic Bomb dropped (1945) Nagasaki.

9: First Train Drawn in U. S. by Steam Locomotive (1831).

Izaak Walton Born (1593).

10: Herbert Clark Hoover Born (1874).

Russia Declared War Against Japan (1945).

11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).

14: V-J Day (1945).

Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).

15: Panama Canal Opened (1914).

16: Bennington Battle Day (Vermont).

First transatlantic cable opened (1858).

George Herman "Babe" Ruth died (1948).

18: Virginia Dare Born (1587).

19: National Aviation Day.

Orville Wright Born (1871).

20: Benjamin Harrison Born (1833).

21: Lincoln-Douglas debate began (1858).

22: Claude Debussy Born (1862).

23: Oliver Hazard Perry Born (1785).

24: British Burn White House (1814).

St. Bartholomew's Day Massacres, France (1572).

Festival of St. Bartholomew.

26: Suffrage for Women—19th Amendment (1920).

27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).

28: Spanish landed at the site of St. Augustine, Fla. (1565).

Johann Wolfgang von Goethe Born (1749).

29: Oliver Wendell Holmes Born (1809).

30: Germany Declared War on Poland (1939).

Beginning of World War II.

French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany Invaded Poland (1939).

Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)

Labor Day.

Eugene Field Born (1850).

3: First American Peace Treaty With England (1783).

Allies Invaded Italy (1943).

4: Henry Hudson Discovered Manhattan Island (1609).

First Electric Power Station in World in New York (1882).

First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).

5: First Continental Congress (1774).

6: Lafayette Day.

First Battle of the Marne (1914);

7: James Fenimore Cooper Born (1789).

Japanese Peace Treaty (WW II) signed (1951).

8: Dutch Surrendered New Amsterdam (New York) to British (1664).

Italy Surrendered (1943).

Crimean War Ended (1855).

9: Admission Day (California—1850).

10: Arthur Holly Compton Born (1892).

Battle of Lake Erie (1813).

11: Harvest Festival.

O. Henry (pen name William Sydney Porter) Born (1862).

12: Henry Hudson entered the river (1609).

Defender's Day (Maryland).

13: Walter Reed Born (1851).

John Joseph Pershing Born (1860).

Battle of Quebec (1759).

Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.

14: Great Britain and its colonies in America adopted the Georgian calendar (1752).

"The Star Spangled Banner" written by Francis Scott Key (1814).

15: Independence Day of the Central American Republics (1821).

William Howard Taft Born (1857).

16: Russians Burned Moscow (1812).

17: Constitution Day.

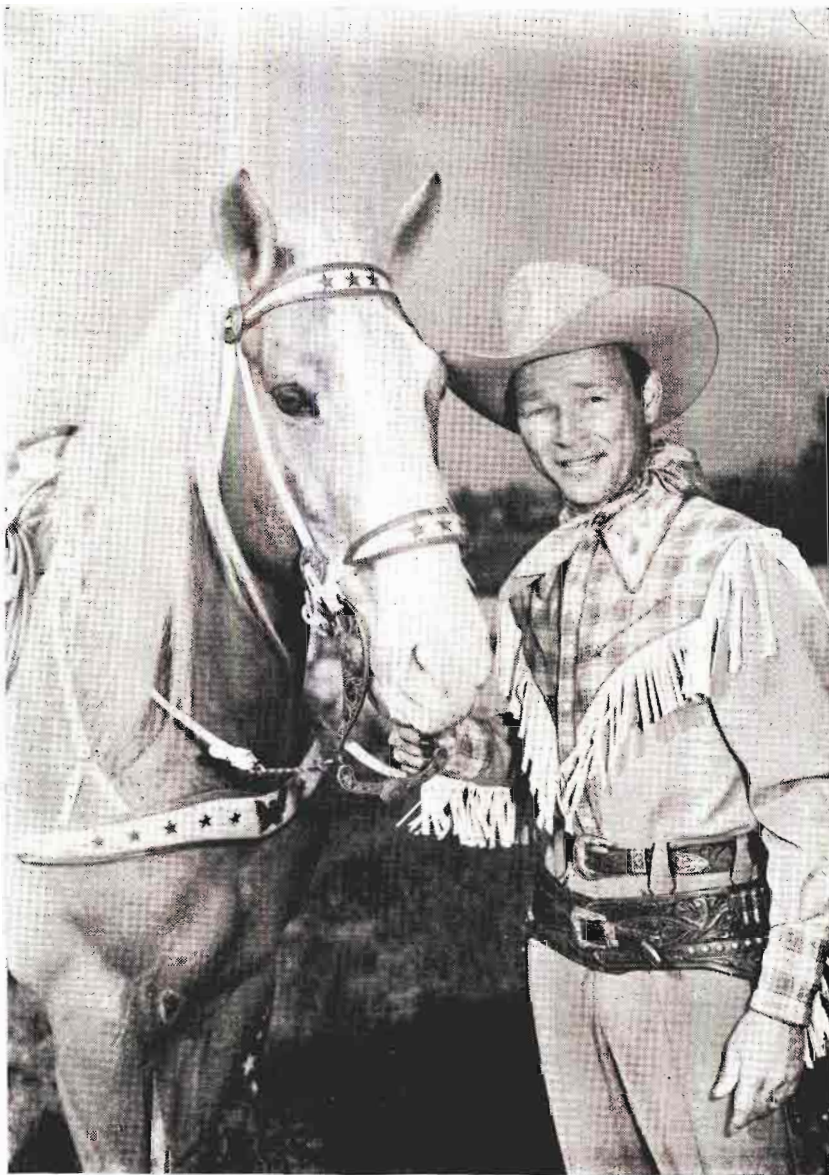
18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).

N. Y. Times established (1851) when its first issue appeared.

Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).

19: Washington issued his farewell address to people of U. S. (1796).

20: Rosh Hashonah.



ROY ROGERS
"King of the Cowboys"
AND TRIGGER

Radio — NBC Coast-to-Coast and Canada

Sponsored by Post Cereals
A Division of General Foods

Television — NBC Coast-to-Coast

RCA Victor Recording Artists

Exclusive Management
ART RUSH, INC.
Hollywood

Public Relations
A. L. RACKIN
Hollywood

Motion Pictures — "Son of Paleface"
A Paramount Picture in Technicolor

Commercial Tie-Ups
ROY ROGERS ENTERPRISES
Hollywood

Holidays and Special Events Almanac

- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
- 26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
Yom Kippur.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
Al Jolson died (1950).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Theodore Roosevelt Born (1858)
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).

October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
- 5: Missouri Day.
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
FCC approves CBS color TV tests (1950).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).

November

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
George Bernard Shaw died (1950).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
- 7: Marie Skladouska Curie Born (1867).
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Con-

DANNY THOMAS

Holidays and Special Events Almanac

- Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pike's Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1833).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).
- ### December
- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
- 5: Martin Van Beuren Born (1782).
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
Human Rights Day.
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
- Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
- 26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
- 30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.



"WHO, ME?"

ROBERT QUIGLEY

Producer-Writer-Director

RH 4-1201

NEW ERA OF COOPERATION

By GORDON C. KINNEY, Director of Radio-Television, The Advertising Council

SOMETHING pretty wonderful has happened in America during the past 10 years, and virtually everyone in advertising and broadcasting has been a part of it.

It all started during the first dark days of World War II. One of Uncle Sam's biggest problems was how to get a thousand and one things done *voluntarily* on the home front. Public-spirited business leaders offered their services free.

They formed The Advertising Council to tell the story. They called upon America's unmatched communications forces to help. Soon millions of messages were going out on radio, in magazines, newspapers, posters and car cards, without cost to the taxpayer.

But this voluntary service did not end with the war. By popular demand, it began to help such peacetime causes as Saving Bonds, Highway Safety, Community Chests, Red Cross, Economic Education, Crusade for Freedom, Better Schools, Civil Defense and Blood Donation.

This Spring The Advertising Council will be ten years old.

It is generally agreed that the most effective tool that the Council has had available for public service campaigns these past ten years has been the Radio Allocation Plan. This Spring, radio advertisers, advertising agencies and the four major radio networks round out their tenth year of cooperation in this voluntary plan that they devised just after Pearl Harbor, and through which they share valuable radio time regularly with government agencies and private organizations to help solve national problems.

It is typical of the broadcasting industry that the Radio Allocation Plan, formed in wartime, was not de-mobilized at the end of World War II. The plan to make available for war information radio's most valuable time and programs—delivering America's biggest radio audiences—was



Kinney

literally invented by the Advertising Council. It was administered by the Office of War Information from April, 1942 to the end of 1945. Since 1945, the plan has served peacetime projects with the same force and effectiveness that marked radio's contribution to wartime projects.

When Korea came, the advertisers, agencies, networks and stations that had kept the Radio Allocation Plan strong—and ready—found themselves called upon once again to help America mobilize for defense.

Because they had chosen not to put their war-born mechanism for broad information campaigns into mothballs in 1945, radio advertisers, advertising agencies, networks and stations were in a position to switch immediately to defense mobilization projects on the very day in 1950 that the President of the United States declared a state of emergency.

Last year The Advertising Council, in cooperation with the NARTB and the Broadcast Advisory Council, (a group of broadcasters organized at the specific request of the government) introduced a stepped-up service to all radio and television stations—a monthly guide giving full information on mobilization-public interest campaigns.

And this time—unlike 1942—the advertising industry stood ready with a completely new and powerful medium and facility—television. Advertisers, advertising agencies, TV networks and stations—many of them the same American business companies that had formed the Radio Allocation Plan—joined forces with the Council and developed a Television Allocation Plan. This new facility for public service quickly took up the defense programs; and the Television Allocation Plan has expanded rapidly—almost as rapidly as television itself—and is still growing. Already this Plan has achieved outstanding support and results for government and private information programs.

The Radio Allocation Plan is an excellent example of the teamwork in advertising that epitomizes The Advertising Council. After ten years, this unique mechanism still looks like the instrument which one national advertiser once described as, "... perhaps the most powerful tool for public service ever devised."

PIANO PLAYHOUSE

A Maggy Fisher Production

The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús Maria Sanromá, Rosalyn Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, Whittemore and Lowe, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz stars as Frankie Carle, Vincent Lopez, Art Tatum, George Shearing, Erroll Garner and Skitch Henderson

all this and the one and only

MILTON CROSS

with Margaret and Forrest Perrin at the twin keyboards

MGM PIANO PLAYHOUSE ALBUM (Volume II)

now being released

A fast growing high popularity show, and with sponsorship growing every day, is now available to you at

LOW CO-OP COST

PIANO PLAYHOUSE with all its glamour and prestige is now available at local rates. Ask your ABC representative today for full details, write or wire

American Broadcasting Company

CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK

Represented by The William Morris Agency

THE IMPORTANCE OF RADIO NEWS

By JIM BORMANN, President, National Assoc. of Radio News Directors

TWO major developments dominated the field of radio news in 1951. One was the headlong arrival of television news as one of the top contenders for news attention. The other was radio's decision to go to the mat to defend its right to freedom of information. Neither development has reached fulfillment, but both can be counted on to hold the attention of newsmen in radio and television during 1952.

One indication of the new importance attached to video news by the newsmen themselves came at the annual NARND convention in Chicago, November 12, 13 and 14. The problems of producing television newscasts and the problems of competing with them held the attention of nearly every delegate. TV monopolized the major portion of the convention program as well as much of the out-of-sessions conversation there.

NBC's television news chief, Frank McCall, headed a lively discussion of technical developments in video news coverage. He listed many important advances during the past year, but acknowledged one major problem as yet unsolved. The speed of transmission for news film to TV stations all over America is still limited, he said, to the speed of the airplanes which fly the footage. It's the fastest transportation presently available, but it's too slow to keep up with the news itself, which is transmitted instantaneously by the news service over a network of teletype circuits.

"When it becomes possible to transmit motion pictures over a micro-wave system," McCall said, "then television news will really be in business on a competitive scale."

Officials of International News and United Press admitted privately that the newsreels which their organizations are producing necessarily suffer from the same transportation lag. Film footage of events happening in the eastern time zone



Bormann

seldom is available for presentation by west coast TV stations until 12 to 24 hours after the event.

"Let's face it," said one wire service executive; "the plane that flies our films doesn't move any faster than planes used by the other services."

The year 1951 may mark the awakening of radio to the urgent need for defending its right to freedom of information. Under the vigorous leadership of Bill Ray, NBC, Chicago, the NARND Freedom of Information committee kept the membership informed on events which affected this right. NARND President Ben Chatfield of WMAZ, Macon, Ga., joined with the leaders of other radio and press organizations in protesting against the order restricting the release of certain information by government bureaus. The executive order was regarded by newsmen generally as peacetime censorship, opposed to the public interest.

Similar protests were registered by the National Association of Radio and Television Broadcasters, the AP Managing Editors Association, the American Society of Newspaper Editors and the American Newspaper Publishers Association. At its convention, NARND adopted a resolution calling on the President to withdraw or modify his order curtailing free access to information about our government.

The nation's press and the nation's radio had formed an alliance, standing together on common ground in a common cause. The quarrels and the rivalry that had separated them in the past seemed less important than ever as they joined forces in a modern crusade for freedom at home. At year's end, the executive order was still in force, but the fight to repeal it had only begun.

The area of NARND's influence was expanded during 1951 as the organization's membership passed the 300 mark for the first time. Added recognition came to NARND with the appointment of President Chatfield to membership on the Broadcast Advisory Council and to the Council on Radio and Television Journalism. NARND now sits as a full partner with management on the board which advises on industry affairs. It also has increased its stature as a professional organization by participating in the affairs of the journalism schools where the newsmen of tomorrow receive their training.

NOW...THE ULTIMATE IN CUSTOM RECORDING!



CAPITOL RECORDS OFFERS

a complete
Studio and
Recording Services
Division

● Here, at last, are Custom Recording facilities superlative in technical excellence and personnel...complete in the finest and latest equipment...luxurious in spacious studios and lounges and, wonderfully convenient!

● Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for *custom* recording comparable to the fidelity and quality associated with the *major recording studios*... Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!

● Whether your requirement be for a speech or a symphony...an organ number or audition...audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result... comfort and convenience in the process!

S·R·S

STUDIO & RECORDING SERVICES DIVISION

Capitol Records, Inc.

5515 Melrose Ave., Hollywood 38, Calif.

HEmpstead 7114

studios in Hollywood • New York • Chicago • Nashville

Capitol
THE RECORDING COMPANY

TV FILMS BEST BET FOR SPONSOR

By JOHN L. SINN, President, Ziv Television Programs, Inc.

ALREADY the nation's television producers are producing more films for television than the nation's motion picture producers are producing films for theaters.

The video film industry is today producing more than 3000 hours of film for television annually, and that figure will increase significantly during this year and in the years to follow.

The advantages of a filmed television series to a sponsor are quite obvious. Film offers him a maximum of flexibility of program structure, as well as the opportunity to provide non inter-connected stations with top-level programming. With film he can also overcome such problems as the time differential between east and west coasts.

The program structure can be more thoughtfully planned and presented on film than "live." In "live" programming a director frequently has to make "on the spot" decisions and emerge with the wrong camera angles. The director of the filmed show can choose his angles more carefully and never make mistakes if he does his job intelligently.

All of the "to err is human" element inherent in "live" production is eliminated on film. The fluffs wind up on the cutting room floor.

Of course, not all types of programs lend themselves to film. However, we in the industry believe that 80-90% of all television programming can be filmed and will some day in the not too distant future be done in that manner.

We in the filmed-"open end" industry go a step further and say that eventually 100% of the filmed television shows will be "open end" because "open end" filmed shows offer the maximum advantages to the sponsor.

To the national sponsor who wants to concentrate on selected markets, the "open end" filmed show affords the opportunity to purchase at local rates a top-



John L. Sinn

budgeted production such as "The Unexpected," whose production budget is \$23,500 or "Boston Blackie" whose production budget is \$21,000 per half-hour show, or "Cisco Kid" or other similarly top-grade shows. Such a sponsor can then buy the best available time in his selected markets, make his deal with the station in each city which can do the best job for him, and then by inserting a hard-hitting local sales message, "live" or filmed, can be assured of getting the top results from his advertising budget.

Similarly, the regional advertiser and local advertiser whose advertising budgets could not stand the initial production costs of such shows, are able to present such shows locally, at prices they can well afford, and build up big audiences for their sales messages in their communities.

Last, but certainly not least of the reasons why "open end" filmed shows are destined to be the dominant category of all TV programming is the fact that stations prefer to buy and re-sell such shows at the local level in order to realize the maximum revenue from the sale of their time. At the same time, the stations could not themselves otherwise hope to offer the advertisers in their communities top programs, featuring top names, top production values, top direction, and top everything else, because obviously top talent leaves local communities and heads for the three major production centers.

Thus, an infant industry of five years ago has become a very healthy big boy who must grow into an even healthier giant.

Surveys which have been taken by trade magazines and other organizations prove that the public no longer knows nor cares which programs are on film or live. The "bugs" of five years ago have been exterminated completely.

This, too, explains why more and more sponsors are turning to filmed shows, and why more specifically they are turning to filmed "open end" shows to do the job.



BMI

... OFFERS THESE PROGRAM AIDS TO THE BROADCASTER

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your music librarian or program director for this material.

CONTINUITY Music programs that sell... ready for immediate use... smooth, well written continuity for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)

SPOTLIGHT ON A STAR (five mins., five times weekly)

TEEN AGE BOOK PARADE (quarter hour, weekly)

SPECIAL EVENTS (half hour, periodically)

CONCERT MUSIC Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

"Your Concert Hall"—a series of half hour radio scripts, three times weekly.

"Today In Music"—dates and facts about the important music events of the month.

PROGRAM CLINICS Third year of State-wide clinics covering broadcasting in all aspects... Brought into the field for the benefit of every station staff.

MUSIC MEMO Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata and Pin Up Patter.

PIN UP SHEETS Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues leaders... issued monthly.

COPYRIGHT RESEARCH Thorough, up-to-the-minute information on music clearance... a complete basic catalog and regular weekly supplements of new published music with consolidated indexes provided semi-annually.

NEWSLETTER Personal monthly message to the BMI family. An exchange of radio and music ideas.

MEET THE ARTIST Valuable reference of vital statistics on 144 of the nation's popular recording artists.

RECORD REPORT Forecast of tomorrow's song hits... weekly facts about BMI-licensed tunes coming up.

HOLIDAY MUSIC Timely suggestions of appropriate music for seasonal and holiday occasions.

MUSIC DISTRIBUTION Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

PERFORMINDEX Handy, time-saving catalogue of most-performed BMI-licensed titles.

CATEGORICAL INDEX Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE

New York • Chicago
Hollywood • Toronto
Montreal
NEW YORK 19, N. Y.

BMI ... ALWAYS
AT YOUR SERVICE

SERVICE is one of the basic theme songs of BMI. The nation's broadcasters are using all of the BMI aids to programming... its vast and varied repertoire... its useful and saleable program continuities... its research facilities... and all of the elements which are within the scope of music in broadcasting.

The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE

BROADCAST MUSIC, INC.
NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

Radio and Television

TELEPHONE NUMBERS

in NEW YORK

AM Radio Stations

WBXN	MElose	5-0333
WCBS	Plaza	5-2000
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-1400
WHLI	HEmpstead	2-8000
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	WHite Hall	3-3600
WOR	LOngacre	4-8000
WOV	Circle	5-7979
WQXR	LAckawanna	4-1100
WWRL	NEwton	9-3300

FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	Plaza	5-2000
WFAS-FM	White Plains	9-6400
WGFR	MURray Hill	6-3266
WGNR	New Rochelle	6-1460
WGYN	BOwling Green	9-4054
WHLI-FM	OLympia	8-1100
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNYC-FM	WOrth	2-5600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAckawanna	4-1100

TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
WCBS-TV	Plaza	5-2000
WJZ-TV	TRafalgar	3-7000
WNBT	Circle	7-8300
WOR-TV	LOngacre	4-8000
WPIX	MURray Hill	2-1234

National Networks

American Broadcasting Co.	Circle	7-5700
Columbia Broadcasting System	Plaza	5-2000
Keystone Broadcasting System	Plaza	7-1460
Mutual Broadcasting System	PeNnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300
Liberty Broadcasting System	MURray Hill	8-5580

Station Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	Judson	6-5536
Hil F. Best	LExington	2-3783
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	6-6263
Guy Bolam	ALgonquin	4-7881
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	Plaza	5-2000
CBS TV Spot Sales	Plaza	5-2000
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegon	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Devney & Co.	MURray Hill	7-5635

Everett-McKinney, Inc.	Plaza	9-3747
Forjoe & Co., Inc.	Plaza	5-8501
Free & Peters, Inc.	Plaza	9-6022
Me'chor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	MURray Hill	9-2606
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingsbery Co.	BRyant	9-3960
The Katz Agency, Inc.	Plaza	9-4460
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	Plaza	8-2255
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio Representatives	MURray Hill	8-4392
William G. Rambeau Co.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	Plaza	9-5570
The O. L. Taylor Co.	MURray Hill	8-1088
The Walker Co.	MURray Hill	3-5830
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	Judson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
The Biow Co., Inc.	Plaza	9-1717
Franklin Bruck Advertising Corp.	Circle	7-7660
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	MURray Hill	8-1234
Compton Advertising, Inc.	Circle	6-2800
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.	ORegon	9-0600
D'Arcy Advertising Co.	Plaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COlumbus	5-4252
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	Circle	6-1400
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	MURray Hill	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	MURray Hill	8-5000
Albert Frank-Guenther Law	COrrlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COlumbus	5-2000
Geyer, Newell, & Ganger, Inc.	Plaza	5-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
Hirshon-Garfield, Inc.	MURray Hill	8-8900
Charles W. Hoyt Co., Inc.	MURray Hill	2-2000
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegon	9-4440
The Joseph Katz Co.	MURray Hill	8-1223
Kenyon & Eckhardt, Inc.	MURray Hill	8-5700
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
Al Paul Lefton Co., Inc.	VAndersonbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marfree Adv. Corp.	LOngacre	4-7190
Marschalk & Pratt Co.	VAndersonbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
McCann-Erickson, Inc.	Judson	6-3400
Emil Maqul Co., Inc.	COlumbus	5-2482
Morey, Humm & Johnstone, Inc.	BRyant	9-5950
Morse International, Inc.	ORegon	9-4600
George R. Nelson	Circle	5-5430
Peck Adv. Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Fletcher D. Richards, Inc.	Judson	6-5400

Radio-TV Telephone Numbers in New York

Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Plaza	7-6400
Street & Finney, Inc.	Watkins	4-8510
Sullivan, Stauffer, Colwell & Bayles	Oregon	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	Chickering	4-3254
Warwick & Legler, Inc.	Murray Hill	4-5800
William H. Weintraub & Co., Inc.	Murray Hill	8-3901
Weiss & Geller, Inc.	Plaza	3-4070
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Murray Hill	6-8180
Advertising & Selling	Longacre	5-3320
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8354
Editor & Publisher	Bryant	9-3052
Film Daily	Bryant	9-7117
Printers' Ink	Murray Hill	3-6500

RADIO-TELEVISION DAILY Wisconsin 7-6336

Radio & Television Weekly	Walker	5-2576
Sales Management	Lexington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	Lexington	2-6611
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	Luxemburg	2-2700

News Associations

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

Talent Agencies

Affiliated Artists	Plaza	3-1862
All America Artists, Inc.	Circle	6-6646
Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Fanchon & Marco, Inc.	Chickering	4-3956
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	Eldorado	5-1076
Management Corp. of America	Plaza	9-7500
Music Corp. of America	Plaza	9-7500
William Morris Agency, Inc.	Judson	6-5100
Marjorie Morrow	Chickering	4-0644
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	Bryant	9-0430
AAAA	Lexington	2-7980
American Communications Assn.	Cortland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	Murray Hill	8-8800
American Television Society	Murray Hill	6-0238
AMPA	Luxemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	Watkins	4-1000
Federal Trade Commission	Whitehall	3-8000
Institute of Radio Engineers	Regent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NARSR	Murray Hill	5-4141
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers' Guild	Murray Hill	6-5252
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Columbus	5-3758
Television Broadcasters' Assn., Inc.	Lackawanna	4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
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Advertisers Recording Service, Inc.	Circle	6-0141
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Murray Hill	9-5900
Alton Alexander Productions	Lorraine	8-3100
American Institute Food Products	Murray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Arts Recording Studios	Plaza	8-0407
Associated Program Service	Plaza	7-7710
Associated Radio & TV Production	Murray Hill	6-2523
Audio-Video Recording Co.	Plaza	7-0780
Jack Barry Productions, Inc.	Oregon	9-3118
Basch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Luxemburg	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	Wisconsin	7-9244
Cinefacts, Inc.	Circle	6-0951
Cinemart, Inc.	Murray Hill	4-1562
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	Oregon	9-3595
Decca Records, Inc.	Columbus	5-2303
Roy DeGroot, Consultants, Inc.	Murray Hill	7-9135
Empire Broadcasting Co.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	Pennsylvania	6-9557
Allen A. Funt Radio Productions	Judson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Columbus	5-7504
Harry S. Goodman Radio Productions	Plaza	5-6131
Laurence Hammond Productions, Inc.	Plaza	9-2210
Arthur Henley Productions	Illinois	9-6729
Hudes & Lind	Boulevard	8-3065
Hummert Radio Features	Murray Hill	9-5900
International 16mm Corp.	Plaza	7-2265
Roger Kay Enterprises	Circle	5-7880
Keystone Broadcasting System, Inc.	Plaza	7-1460
Long-Worth Feature Programs, Inc.	Judson	6-5700
Bob Loewi Productions, Inc.	Plaza	5-0958
Phillips H. Lord, Inc.	Plaza	5-2211
Charles Michelson, Inc.	Plaza	7-0695
Motion Pictures Stages, Inc.	Plaza	3-4840
William Morris Agency, Inc.	Judson	6-5100
Murphy-Lillis Productions, Inc.	Plaza	7-8144
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Plaza	7-7710
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	Murray Hill	6-5862
Press Associations, Inc.	Plaza	7-1111
Prockter Productions, Inc.	Judson	6-4830
Radio Artists Corp.	Murray Hill	8-0940
Radio Events, Inc.	Murray Hill	7-1668
Radio Features of America	Luxemburg	2-5130
Radio-Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	Murray Hill	7-7979
Reeves Sound Studios, Inc.	Oregon	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Murray Hill	8-0940
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	Judson	2-3791
Henry Sauvain, Inc.	Circle	7-5666
Richard Stark & Co.	Circle	6-7337
Irvin Paul Sulds, Inc.	Templeton	8-7025
Television Screen Productions, Inc.	Plaza	5-0808
Transcribed Radio Shows	Luxemburg	2-3530
Transfilm, Inc.	Luxemburg	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	Eldorado	5-0734
Von Baumann Studio	Rhineland	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
Wolff-Feldman Enterprises, Inc.	Lackawanna	4-3450
World Broadcasting System, Inc.	Murray Hill	8-4700
World Video, Inc.	Plaza	9-3870
Wynn, Wright Associates	Plaza	3-4417
Frederick W. Ziv Co., Inc.	Murray Hill	8-4700

Radio and Television

TELEPHONE NUMBERS

in CHICAGO

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBMM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEDC	ROckwell	2-9461
WENR	ANdover	3-7800
WGES	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	AMbassador	2-1128
WEFM	STate	2-1357
WEMS	CLiffside	4-7411
WMOR	ANdover	3-6050
WOAK	SAcramento	2-6272
WXRT	MONroe	6-9060

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-7800
WGN-TV	FInancial	6-0011
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-7800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5000
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	DEarborn	2-5277
The Branham Co.	CEntrol	6-5726
Burn-Smith Co.	CEntrol	6-4437
Capper Publications	CEntrol	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	CEntrol	6-1112
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
H-R Representatives	RAndolph	6-0113
The Katz Agency	CEntrol	6-4006
Joseph Hershey McGillvra, Inc.	STate	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntrol	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7594
John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
Radio Sales	WHitehall	4-6000

William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
The Taylor Co.	STate	2-5260
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	FInancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Beaumont & Hohman	CEntrol	6-4230
Gordon, Best, Co., Inc.	STate	2-5060
Hill Blackett	SUperior	7-6500
Bazell & Jacobs, Inc.	CEntrol	6-6503
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	ANdover	3-6111
Leo Burnett Co., Inc.	CEntrol	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewald Co.	CEntrol	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FInancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntrol	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan, Inc.	SUperior	7-6476
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
H. W. Kastor & Sons Advertising Co.	CEntrol	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	RAndolph	6-7942
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntrol	6-1640
Needham, Louis Brorby, Inc.	STate	2-5151
Olan Advertising Co.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presbo, Fellers & Presbo, Inc.	CEntrol	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrouff & Ryan, Inc.	FInancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	RAndolph	6-2171
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	DElaware	7-1124
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	FInancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shaws, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	DElaware	7-8800
Feature Productions	STate	2-8999
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	CEntrol	6-5275
Hollywood Recorded Features, Inc.	LONgbeach	1-6730
William Morris Agency	STate	2-3632
Jewell Radio Productions	FInancial	6-4474
Beulah Karney, Inc.	STate	2-5060

Radio and Television

TELEPHONE NUMBERS

in LOS ANGELES

AM Radio Stations

KALL (Pasadena)	RYan 1-7149
KBIG	HEmpstead 3025
KECA	HUDson 2-3141
KFAC	DUNkirk 4-1231
KFI	DUNkirk 2-2121
KFMV	Hillside 7406
KFOX	MADison 2247
KFVD	DUNkirk 8-2345
KFWB	HEmpstead 5151
KGER	MADison 2551
KGFI	Hillside 0201
KGIL (Sherman Oaks)	STANley 7-3467
KHJ	HUDson 2-2133
KIEV (Glendale)	CHORiesteron 5-2388
KLAC	HUDson 2-7311
KMGM	TEXas 0-3311
KMPC	HOLlywood 9-5341
KNX	HOLlywood 9-1212
KOWL (Santa Monica)	Santa Monica 4-6761
KRKD	TUcker 7111
KUSC	Richmond 7-2295
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991

FM Radio Stations

KECA-FM	HUDson 2-3141
KKI-FM	DUNkirk 2-2121
KFMV	Hillside 7406
KHJ-FM	HUDson 2-2133
KKLA-FM	DUNkirk 8-7793
KMGM	TEXas 0-3311
KMPC-FM	HOLlywood 5341
KRKD-FM	TUcker 7111
KUSC	Richmond 7-2295

Television Stations

KECA-TV	NOrmandy 3-3311
KFI-TV	DUNkirk 2-2121
KLAC	HUDson 2-7311
KNBH	HOLlywood 9-6161
KTLA	HOLlywood 9-3181
KTSL	HOLlywood 9-1212
KTTV	HUDson 2-7111

Networks

American Broadcasting Co.	HUDson 2-3141
Columbia Broadcasting System, Inc.	HOLlywood 9-1212
National Broadcasting Co.	HOLlywood 9-6161
Mutual-Don Lee Broadcast System	HUDson 2-2133
Pacific Regional Network	Hillside 7406
Liberty Broadcasting System, Inc.	HUDson 2-7471

Station Representatives

American Jewish Broadcasting	NOrmandy 2-5546
Avery-Knodell, Inc.	TU 2435
Walter Biddick Co.	Richmond 6184
John Blair & Co.	GRanite 6103
Blair TV, Inc.	GRanite 6103
Bolling Co., Inc.	GLadstone 8045
The Branham Co.	DUNkirk 8-8158
Howard C. Brawn Co.	HOLlywood 9-6045

Burn-Smith Co., Inc.	Richmond 6184
F M Repts., Inc.	Hillside 2450
Free & Peters	HO 9-2151
Gene Grant & Co.	YOrk 8812
W. S. Grant Co.	CR 6-3400
Irene Griffith Co.	Hillside 3921
Headley-Reed Co.	Hillside 7738
George P. Hollingbery	MADison 6-3633
The Kotz Agency	TUcker 3219
Keenon & Elckelberg	DUNkirk 2-8458
Joseph Hershey McGilvra, Inc.	DUNkirk 7-4388
Tracy Moore	HOLlywood 9-5408
NBC-KNBH Spot Sales	HOLlywood 9-6161
Harlang Oaks Assoc.	DUNkirk 2-3250
Lee F. O'Connell Co.	CRestview 5-2022
John Pearson Co.	DUNkirk 7-4388
Edward Petry Co.	Michigan 8729
Radio Sales	HOLlywood 9-1212
Wm. G. Rambeau Co.	HI 0388
Paul H. Raymer	HUDson 2-2376
Walker Co.	DUNkirk 2-3200
Weed & Company	Hillside 8611

Advertising Agencies

Abbatt Kimball Co. of Calif.	DUNkirk 7-7305
Ad Associates	TUcker 5713
Advertisers Production Agency	PROspect 7761
Advertising Engineers Corporation	MUTual 5039
Alber, R. H., Co.	HOLlywood 9-8273
Allen & Marshall Adv. Agency	DUNkirk 7-5163
Allied Advertising Agency	DUNkirk 7-7331
Altman, Bruce, Adv. Agency	BRadshaw 2-5446
Anderson-Bever-Grant, Inc.	ANGelus 3-7177
Anderson-McConnell Adv. Agency	WEBster 1-8138
Arnold, Rupert, Adv. Agency	PROspect 1782
Asay, Wm. F., Agency	LONG Beach 7-2429
Associated Advertising Agency	DUNkirk 8-3145
Atchison, R. B., Adv. Agency	PROspect 1913
Atherton Advertising Agency	WEBster 3-8488
Ayer, N. W., & Son, Inc.	HEmpstead 4871
Ball, Ted H., & Co.	HOLlywood 9-7127
Benning Co.	DUNkirk 8-3456
Barnes Chase Co.	DUNkirk 4-1193
Barnes, John, & Assoc.	HEmpstead 0387
Bass, Louis, Co.	BRadshaw 2-3396
Bates, Ted, & Co.	HOLlywood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood 9-7337
(Los Angeles)	WEBster 1-1234
Beale, H., Hammond Agency	DUNkirk 7-7777
Beaumont & Hohman, Inc.	MADison 9-2676
Bennett, Harry, Adv. Agency	TRinity 2391
Benton & Bowles, Inc.	Hillside 9151
Berghoff Associates, Inc.	BRadshaw 2-2652
Besel Advertising	ANGelus 3-5121
Biow Co., Inc.	HEmpstead 2377
Bishop & Assoc. Inc.	MADison 6-1221
Black, Robt. J. Adv.	BRadshaw 2-4072
Block Advertising Agency	HU4son 2-5668
Blythe, W. L., Co.	TUcker 5410
Bogarts, The	HEmpstead 6871
Booker-Cooner, Inc.	HU4son 2-3205
Bathwell, W. Earl, Inc.	GRanite 6114
Bowman, Dante, Cummings, Inc.	PROspect 9806
Boyd, John R., Co.	LOGan 1644
Brand, Michael, Assoc.	CRestview 6-2991
Brisacher, Wheeler, & Staff	WEBster 1-8143
Broadcasting Advertising	DUNkirk 9-1339
Brooks Advertising Agency	TRinity 0558
Buchanan & Co., Inc.	CRestview 5-5231
Burnett, Leo, Co., Inc.	DUNkirk 8-8131

Radio-TV Telephone Numbers in Los Angeles

Boyer, Carl, & Assoc., Inc. Trinity 6421
 California Advertising Agency HEMPstead 8008
 Calkins, Holden, Carlock, McClinton
 & Smith, Inc. York 5145
 Campbell-Ewald Co. Richmond 6204
 Caples Co., The DUnkirk 7-4255
 Carroll Dean HOLLYwood 9-1681
 Case, Jack, Adv. Counselor NORmandy 1-1820
 Case, Roger T., Assoc. LONG Beach 7-4474
 Cecil & Presbry, Inc. HEMPstead 2324
 Cinema Advertising Agency PRospect 2141
 Citizen Advertising Agency, Inc. MADison 6-4383
 Clark, Darwin H., Co. MADison 9-1661
 Cloward, Velma, Advertising DUnkirk 4-2558
 Cole, Val, Advertising Agency WALnut 5182
 Coleman-Jones Advertising MADison 6-5859
 Collard, Clark, Adv. Agency MIchigan 2211
 Columbian Advertising Agency HOLLYwood 9-7187
 Compton Advertising, Inc. HOLLYwood 9-8107
 Consolidated Adv. Directors CRestview 4-6108
 Counselors, The Hillside 0263
 Crank Chet, Co. HEMPstead 5129
 Crossley & Jeffries, Inc. CleVeland 7-0617
 Culp Earl R., Co. DUnkirk 2-8406
 Cunningham & Walsh, Inc. GRANite 6131
 Dancer-Fitzgerald-Sample, Inc. HUDson 2-3256
 Davis, Charlie, Advertising AXminster 3-5508
 Davis & Company MIchigan 3908
 Davis-Harrison-Simmons, Inc. HUDson 2-2311
 Davis-Hood & Assoc., Inc. STANley 7-4638
 Dennis, Robert F., Inc. TRinity 4691
 Donald, Dick, Adv. DUnkirk 8-2371
 Dozier & Eastman Adv. PRospect 7091
 Dunkle, W. Donald, & Assoc. DUnkirk 3-3054
 Durstine, Roy S., Inc. DUnkirk 8-3411
 Ebberts, Dan, Adv. Serv. LOGan 4242
 Edwards, Adv. Agency, The BRAdshaw 2-5616
 Edwards, John F. & Assoc. VANDike 1061
 Ehler, Grace, Broadcast Adv. VANDike 3164
 Eisenberg, Ralph, Advertising VANDike 0349
 Erwin, Wasey, & Co., Ltd. WEBster 1-1211
 Ewell & Thurber Assoc. HOLLYwood 9-4994
 Factor, Ted H., Agency DUnkirk 8-8111
 Fagan, O. K., Advertising Agency VANDike 2192
 Fehliman, Warren P., Adv. Co. KImball 9296
 Fishell, Dick & Assoc. CRestview 5-4557
 Foote, Cone & Belding (Hollywood). HOLLYwood 9-6265
 Foote, Cone & Belding (Los Angeles). MIchigan 7651
 Ford-Harshberger HEMPstead 8193
 Forester, Gene, & Assoc. STANley 7-4037
 Free, Newton A., Co., The MIchigan 1195
 Freiburg, John, & Co. NORmandy 3-2111
 Fritzen, Henry, Adv. Agcy. MADison 6-0555
 Gardner, H. M., & Assoc. MADison 6-4397
 Geissinger, W. B., & Co. WEBster 3-7178
 General Advertising Agcy., Inc. HEMPstead 5128
 George, Ernest N., Co. GRANite 8962
 Geoffrey Wade Adv. Hillside 7457
 Gill Clifford Agency BRAdshaw 2-4239
 Glosser-Gailey, Inc. DUnkirk 4-2141
 Glenn Advertising, Inc. AXminster 2-3063
 Gondo, Francis D., Adv. Agency DUnkirk 7-6126
 Goodman, Kent HOLLYwood 9-7992
 Grant Advertising, Inc. HOLLYwood 9-5371
 Grant, Will Adv., Agcy. TRinity 1384
 Greenthal, Monrow, Co., Inc. STANley 7-5953
 Gregory, Willard G., & Co. TRinity 0531
 Harrington-Richards WEBster 3-5577
 Harvey, William W., Inc. CEntury 2-0136
 Heasley & Heasley Adv. Agcy. CRestview 5-6875
 Heintz & Co., Inc. MIchigan 6061
 Hensel, Elliot C., Adv. DUnkirk 9-1225
 Hill, Don TUCKer 3818
 Hillman, David S., Inc. BRAdshaw 2-6586
 Hixson & Jorgensen, Inc. MADison 6-5811
 Hoel, John D., Adv. Agcy. RYan 1-7131
 Houston Adv. Services Co. PRospect 9654
 Huber-Whiteman, Advertising PRospect 8131
 Hunter Advertising Agcy. NORmandy 3-1178
 Industrial Adv. Assoc. NORmandy 2-8362
 Irwin Co., Inc. BRAdshaw 2-5455
 Jaffee & Jaffee Adv. Agcy. CRestview 1-6211
 Johonet Adv. Agcy. OREGon 7-1904
 Johnson, J. Howard MIchigan 8464
 Jones, Dana, Co. TUCKer 6131
 Jordon Co., The DUnkirk 2-2248

Juneau, C. B., Inc. WEBster 3-7131
 Kaufmann, Hans E., & Co. GLadstone 1127
 Keane, Raymond Adv. Agency WEBster 3-9221
 Kellogg, Edward S., Co. DUnkirk 7-5213
 Kelso, M. H., & Co. DUnkirk 2-2072
 Kenyon & Eckhardt, Inc. HEMPstead 2101
 Kester, William, & Co. Hillside 9251
 Kimball, Abbott, Co. of Calif. DUnkirk 7-7305
 Klingelsmith & Co., Inc. DUnkirk 8-3013
 Klitten, Martin R., Co., Inc. DUnkirk 7-8396
 Knight Advertising BRAdshaw 2-5401
 Lannen & Sanders, Inc. MUTual 8060
 Lawrence Co., The BRAdshaw 2-5820
 Lennen & Mitchell, Inc. CRestview 1-7221
 Lenz, J. M., Advertising HOLLYwood 9-3906
 Little & Co. DUnkirk 9-1267
 Lockwood-Shackelford Adv. DUnkirk 8-3121
 Logan, Dudley L., Adv. MADison 9-1604
 Mack-Wharton, Advertising Richmond 7-5477
 Mann Advertising Co., Inc. DUnkirk 2-1179
 Marketers, Inc. DUnkirk 7-5303
 Martna's Adv. Service MADison 6-4897
 Marto, Walter, Adv. Agcy. SYcamore 6-2239
 Matthews, Anne D., Adv. Agency SYcamore 2-3816
 Mayers Co., Inc., The DUnkirk 8-2111
 Mayne, Charles H., Co. DUnkirk 7-4363
 Mays & Co., Advertising TRinity 8534
 McCann-Erickson, Inc. (Los Angeles). MUTual 1181
 McCarty Co., The PRospect 7011
 McCreery, Walter, The BRAdshaw 2-2168
 McElroy Advertising Agency PRospect 2047
 McKee, Burns Advertising DUnkirk 7-8377
 McNeill & McCleery HUDson 2-2337
 Meany, Phillip J., Co., Adv. Agency MIchigan 3601
 Mercury Adv. Agency, Inc. BRAdshaw 2-2207
 Miner, Dan B., Co. DUnkirk 8-3301
 Magge-Privett, Inc. York 7243
 Moore, Thomas & Assoc. DUnkirk 2-0544
 More, C. Church, & Co. TRinity 8043
 Morgan, Raymond R., Co. HEMPstead 4194
 Murray, Dymock, Carson, Inc. BRAdshaw 2-2719
 Nathan, Edw. N., Adv. Agency PRospect 1767
 Neale Adv. Assoc. MIchigan 2149
 Needham, Louis & Brorby, Inc. HUDson 2-2391
 Nelson Advertising Service MIchigan 0548
 Newman, Mike, & Assoc. REPUBLIC 5137
 Newman, N. J., Adv. Agency TRinity 7664
 Noble Advertising Co. MADison 6-5359
 O'Neil, Larson & McMahon GLadstone 2578
 Ostrander, Russell P., Adv. DUnkirk 3-3197
 Pacific Advertising Service PRospect 5803
 Patch & Curtis Adv. Agcy. LONG Beach 6-1259
 Pardee Co., The HUDson 2-7306
 Pendleton, Larry & Assocs. HUDson 2-3205
 Perrett Co., The MUTual 2388
 Peters, Lyman, Inc. CHARleston 5-3619
 Porter, Wesley H., Adv. AXminster 3-0400
 Productive Advertising Agcy. DUnkirk 8-2251
 Raymond, Larry Co. York 8125
 Ringer, Lee, Advertising DUnkirk 7-8131
 Riordan, John H., Co. MADison 6-2291
 Roberts, Jack, & Associates, Inc. TEXas 0-2842
 Robins-Newton-Chapman Hillside 0255
 Robinson, Elwood J., Adv. MUTual 6293
 Roche-Eckhoff & Associates HOLLYwood 9-5363
 Rockett-Lauritzen REPUBLIC 2-9141
 Ross, Charles, Adv. Agency HUDson 2-1184
 Ross, Ellsworth, Inc. DUnkirk 8-3608
 Ross Gardner, & White Advertising DUnkirk 7-7211
 Ross, Roy, Inc. HOLLYwood 9-6263
 Ross, W. B., Assoc., Adv. DUnkirk 8-7194
 Rouse, A. James, Co. BRAdshaw 2-5608
 Ruthrauff & Ryan, Inc. Hillside 7593
 Sawyer, Koss, Advertising RYan 1-8453
 Scholtz Advertising Service MIchigan 2396
 Schurrer, Lou, Advertising GLadstone 1127
 Sebrell, J. B., Adv. Agcy. MADison 6-9397
 Seeds, Russell M., Co., Inc. HUDson 2-1206
 Seidel Advertising Agency Hillside 0255
 Shane, Leonard, Agency, The MIchigan 3231
 Shaw Co., The MUTual 5161
 Sheldon, Lisle Adv. HEMPstead 2366
 Shore Assocs. BRAdshaw 2-6241
 Sieck H. Chas. Inc. BRAdshaw 2-6403
 Simmons, Dean WEBster 1-1311

Radio-TV Telephone Numbers in Los Angeles

Simmons Co.	BRadshaw 2-5319
Smalley, Levitt & Smith	MUtual 5336
Smith & Bull Adv.	HEmpstead 5671
Smith, Robert Adv. Agcy.	TRinity 9529
Smith, T. Tyler, Adv. Agcy.	HEmpstead 9239
Stahl, Chas.	MAAdison 7844
Stebbins, Barton A., Adv.	TRinity 8821
Stebbins, Hal, Inc.	PROspect 5317
Steller, Millar & Lester, Inc.	DUnkirk 7-5377
Stevens, J. G., Inc.	DUnkirk 2-8271
Stevens, Stuart	GLadstone 8645
Stiller, Geo. & Assoc.	WEbster 1-1688
Stodel Adv.	DUnkirk 4-2133
Straus, J. W. & Co.	DUnkirk 3-5072
Sudler Co.	TRinity 0709
Sullivan Stauffer Colwell & Bayles, Inc.	Hillside 2119
Swafford & Co.	MAAdison 6-5521
Taggart & Young	WEbster 3-8108
Theatrical Adv. Agcy.	Mlchigan 7761
Thompson, J. Walter, Co.	MAAdison 2661
Tullis Co., Inc., The	HEmpstead 6831
Universal Advertising Agency, Inc.	Hillside 8218
Van der Boom, Hunt, McNaughton, Inc.	DUnkirk 2-6203
Van-Scott, Inc.	DUnkirk 9-2300
Vaughn, Jack Adv. Agcy.	ROchester 9-2535
Victor, A. J. Co.	GRanite 7161
Warwick & Legler, Inc.	HEmpstead 8163
Webster, R. W., Adv.	MAAdison 9-2283
Weitzman, Louis J., Adv. Agcy.	DUnkirk 8-3115
Welsh-Hollander Advertising	Mlchigan 0876
Wessells, George M., Company	YORk 8258
Western Adv. Agcy., Inc.	DUnkirk 7-7367
Westwood, Tom, Advertising Agcy.	TRinity 8496
Wheelock, Ward, Co.	Hillside 9221
Wilder, Alvin	HEmpstead 1116
Willis, Harry G., & Assoc.	CHarleston 5-3235
Wynne-Alexander Adv. Agcy.	PYramid 1-2319
Young & Rubicam, Inc.	HOLLYwood 9-2731

Marquis, Arnold Productions, Inc.	HOLLYwood 95119
Mayfair Transcription Co.	CRest 18151
Mitchel, Les, Productions, Inc.	FL 31105
Monogram Radio Programs, Inc.	GLadstone 8045
National Film Attractions, Inc.	GLadstone 4750
Oxarart & Steffner, Inc.	HOLLYwood 91171
Patin, Ray, Productions	NORMandy 12174
Peerless Film & Radio Prod.	GLadstone 5613
Proctor & Gamble Prods., Inc.	GRanite 6566
Raison, Dorothy N.	Hillside 8266
Proscenium Productions, Inc.	WEbster 11147
Reynolds, Stu, Prod.	CRestview 16155
Rockett, Frederick K. Co.	Hillside 3183
Rocket Pictures, Inc.	GRanite 7131
Ross, Jack	HOLLYwood 94019
Rourke, Jack, Productions	HEmpstead 7178
Rubens Productions	GRanite 6930
Sande, Robert	STANley 72382
Snader Telescriptions Corp.	CRestview 54451
Songs Ads	HOLLYwood 95449
Standard Radio Transcription Service Inc.	WEbster 89181
Stokey, Mike, Productions	HUDson 21241
Sutherland, John Prods., Inc.	DUnkirk 28211
Telefilm, Inc.	HOLLYwood 97205
Telepix Corp.	Hillside 8351
TV Ads, Inc.	DUnkirk 81323
TV Spots	GLadstone 8243
TeeVee Co., The	CRestview 51076
Telemount Pictures, Inc.	HOLLYwood 98321
Tele-Sound Productions	HEmpstead 2131
Television Guild Productions	HOLLYwood 92895
Telemays Radio Productions, Inc.	BRadshaw 21447
Thomas Co., The	Hillside 6564
Vallee-Video	Hillside 6118
Van Ronkel Productions, Inc.	DUnkirk 78184
Wilding Picture Prods. of Calif.	WEbster 0183
Wiley, Fletcher Prods.	HOLLYwood 91212
Wixson, Herbert	SUNset 23580
World Broadcasting System	HEmpstead 5121
Wright, Carter, Enterprise, Inc.	HOLLYwood 93636
Ziv, Frederic W.	HEmpstead 5121

Radio-TV Program and Transcription Cos.

Alexander Film Co.	Hillside 5677
American Broadcasting Co.	HUDson 23141
Associated Television Enterprises	GLadstone 9214
Audio-Video	CRestview 54373
Bates, Bill	Hillside 0101
Bob White Productions	WAlnut 5398
Bracken Productions, Inc.	WEbster 86196
Burton, Al Productions	GRanite 0176
Caston Productions	CRestview 50113
Cheshire & Associates	HOLLYwood 94580
Cine Video Corp.	NORMandy 26128
Commodore Productions	HOLLYwood 98229
Cooley, Spade Enterprises	BRadshaw 24493
Crosby, Bing Enterprises	BRadshaw 22771
Davis Hal, Productions	HOLLYwood 97741
Dudley, Telev. Corp.	CRestview 17258
Eells, Bruce, & Assoc.	HOLLYwood 95869
Fairbanks, Jerry, Inc.	HUDson 21101
Feature Productions of Hollywood	GLadstone 5072
Five-Star Productions	HEmpstead 4807
Fogel, George	HOLLYwood 93577
General Artists Corp.	CRestview 18101
General Telev. Enterprises, Inc.	GLadstone 4146
Gibson, Grace Radio Prod.	GRanite 5543
Gray, Jeanne TV & Radio Prods.	HOLLYwood 91212
Guedel, John Radio Productions	HEmpstead 5186
Hayes-Keith Productions	HOLLYwood 94584
Hickox, Andres G. Prods.	HOLLYwood 92281
Lawrence & Lee Productions	Hillside 0101
MacMurray, Ted & Co.	Hillside 4305

Radio and TV Artists Agencies

Ainsworth, Helen	CRestview 62062
Allen, Larry	HEmpstead 0421
Allied Casting	HEmpstead 7124
Alvarado, Carlos	CRestview 57203
American Copyright	CRestview 60369
American Federation of Radio Artists	Hillside 5125
Artists, Ltd.	CRestview 67015
Auer, Miles	CRestview 17141
Bender-Ward	CRestview 17247
Bergerman-Brschr	CRestview 63196
Bernie, Herman	CRestview 50117
Beyer, Chas.	Hillside 2125
Business Administration Co.	CRestview 67071
Carling, Cliff	Hillside 9311
Chaplin, Lita	CRestview 54481
Columbia Artists Management	MAAdison 62327
Collier, Shirley	CRestview 63115
Cooper, Ray	CRestview 69769
Cooley, Hallam Agcy.	CRestview 56161
Cukor-Lipton	CRestview 45329
Crosby, Everett	BRadshaw 22771
Darrow, Agency	ARIZona 30951
Demling, Gus	CRestview 12161
Deuser, Lewis J.	CRestview 19134
Dilson, Clyde	CRestview 61825
Doaks, Virginia	CRestview 54177
Draesemer, Isabel	Hillside 1782
Famous Artists	CRestview 15222

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

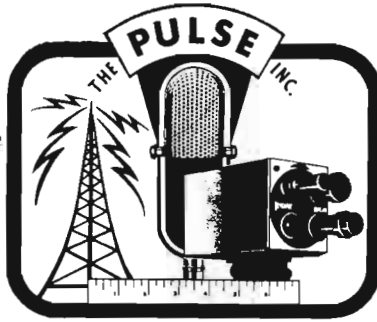
Federal TV	CRestview 45488	Perkins, Lynn	Gladstone 8778
Feins, Bernard	CRestview 51155	Personalities, Inc.	CRestview 15147
Ferry & Pickman	CRestview 54588	Phillips, Ed Paul	Hillside 8266
Frings, Jurt	CRestview 16115	Pomeroy, Jack	CRestview 45148
Fralick, Freddie	CRestview 56111	Powers, Richard	CRestview 19134
Frye, Clinton L.	OLympic 6352	Rantz, Louis	CRestview 12601
General Artists	CRestview 18101	Radio Registry	Hillside 8321
Gertz, Mitchell	CRestview 45491	Reeves, Mary	CRestview 54457
Gear, Bruce	CRestview 53055	Rocamora, Wynn	CRestview 45431
Gold, Sid	CRestview 17149	Rose, Harold	CRestview 46051
Goldman, Jack	CRestview 54457	Rosenberg, Geo.	CRestview 18121
Goldstone, Jules	CRestview 51191	Radio Artists Corp.	CRestview 17111
Goldstone, Nat	CRestview 61071	Rush, Art	Hillside 5161
Grashin, Mauri	CRestview 16449	Ryan, Frank	CRestview 14627
Gregory Ass'ts.	BRadshaw 25084	Salkow, Lester	CRestview 54505
Greshler, Abnar	CRestview 45339	Saphier, James	CRestview 17231
Gwynn, Charles E.	CRestview 50164	Sargent, Jan	HEmpstead 9716
Halliburton-Weintraub	CRestview 11137	Schor, Louis	CRestview 10642
Hamilburg, Mitchell	CRestview 54171	Silber-Bren	Hillside 9106
Hecht, Harold	CRestview 15246	Sharpe, Don	CRestview 62044
Henry, Edd	CRestview 50186	Shauer, M. A.	CRestview 11103
Herdon-Sherrell	CRestview 15236	Shaw-Ingorsoll	GRanite 0862
Herzbrun, Walt	CRestview 64157	Sherman, Edward	CRestview 50186
Hyland, Dick	CRestview 19159	Shiffrin, William	CRestview 17261
Irwin, Lou	CRestview 17131	Short, Antrim	CRestview 54137
Jackson, Edith	CRestview 0155	Shurr, Louis	CRestview 11116
Jacobson, Vernon	CRestview 52545	Small Co.	CRestview 55321
Jaffe Agency	CRestview 66121	Small, Paul	CRestview 15246
Kane, Walter	CRestview 55261	Schnitzer-Fritscher	HOLLYWOOD 96271
Kohner, Paul	CRestview 15165	Somlyno, E. T.	CRestview 62041
Kramer, Earl	CRestview 62338	Stempel-Olenick	CRestview 17171
Lance, Leon	CRestview 66014	Stewart, Rosalie	CRestview 46123
Landy, George	CRestview 15246	Strom-Shaf-Shaw	CRestview 17164
Lazar, Irving	CRestview 56153	Swanson, H. N.	CRestview 15115
Leonard, Fred	Hillside 7546	Thompson, D. H.	CRestview 12188
Lesser, Ted	BRadshaw 23655	Ullman, George	CRestview 45238
Leeve, M. C.	CRestview 61071	Vitt, Angie	CRestview 64484
Lewis, Henry	CRestview 55129	Volck, George	CRestview 57298
Lewis-Molson	CRestview 16111	Wadsworth, J. B.	CRestview 60698
Linsk, Lester	CRestview 54396	Weiner, Jack	CRestview 67081
Longenecker, Robt.	CRestview 17153	Wendling, Chas.	CRestview 62348
McConkey Artists Corp.	HEmpstead 7141	White, Wm. B.	CRestview 46301
MacQuarrie Agency	CRestview 67162	Wilck, Laura	GRanite 9948
Manning O'Conner	CRestview 17191	Wiley, Richard	CRestview 54170
MCA Artists	CRestview 62001	Wilkins, Paul	CRestview 16188
Manuel-Baird	CRestview 45288	Winkler, Daniel M.	CRestview 17244
Martin, Jesse	CRestview 15791	Wurtzel, Harry	CRestview 56175
Martyn, Marty	CRestview 58607		
Marx, Burt	CRestview 17171		
McCormick, Don	CRestview 58295		
Medford, Ben	CRestview 17021		
Messinger, Lili	CRestview 67015		
Meyer, Art	CRestview 57865		
Meyers, Walter	CRestview 18161		
Minter, Ethel	CRestview 46161		
Mishkin Agency	CRestview 45416		
Molina, Carlos	HEmpstead 3271		
Monter-Gray-Armstrong	CRestview 11191		
Montgomery, Don	CRestview 66114		
Moore, Lola	CRestview 65401		
Morris, William	CRestview 16161		
Ochs, Al	HOLLYWOOD 96470		
Ohman, Ernie	CRestview 61071		
Oliver, Maurine	Hillside 0257		
Orsatti & Co.	CRestview 66241		

Publications

Broadcasting-Telecasting	HEmpstead 8181
Hollywood Reporter	Hillside 7411
RADIO DAILY	Gladstone 8436
Radio Life	Hillside 9275
Radio News	Tucker 9213
Variety	HOLLYWOOD 1141
Radio Artists Directory	Hillside 0101

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.	HUDSON 2-7251
Facts Consolidated	WY 3181
C. E. Hooper, Inc.	HOLLYWOOD 9-3553
Moffett Research Co.	HEmpstead 5653



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	RADIO	TV		RADIO	TV
Akron	x		Minn.-St. Paul	x	x
Albany	x		Modesto	x	
Albuquerque	x	x	New Haven	x	x
Atlanta	x	x	New Orleans	x	x
Augusta	x		New York	x	x
Bakersfield	x		Norfolk	x	x
Baltimore	x	x	Northern New Jersey	x	
Bangor	x		Oklahoma City	x	
Birmingham	x	x	Omaha	x	x
Boston	x	x	Philadelphia	x	x
Buffalo	x	x	Pittsburgh		x
Charlotte	x		Port Huron	x	
Chicago	x	x	Providence	x	x
Cincinnati	x	x	Reading	x	
Cleveland	x	x	Richmond	x	x
Columbia	x		Roanoke	x	
Columbus		x	Rochester	x	x
Corpus Christi	x		Saginaw	x	
Dayton		x	San Antonio	x	
Detroit	x	x	San Diego	x	x
Elmira	x		San Francisco-		
Erie	x		Oakland	x	x
Fargo	x		Santa Fe	x	
Flint	x		Seattle	x	x
Fresno	x		Shenandoah	x	
Greenville	x		Spartanburg	x	
Indianapolis	x		Springfield	x	
Jackson	x		St. Louis	x	x
Jamestown	x		Syracuse		x
Kalamazoo	x		Toledo		x
Keene	x		Trenton	x	
Lancaster	x		Tulsa		x
Los Alamos	x		Utica-Rome	x	
Los Angeles	x	x	Washington, D. C.	x	x
Madison	x		Waterbury	x	
Manchester	x		Wilkes-Barre	x	
Miami	x	x	Worcester	x	
Milwaukee		x	York	x	

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

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



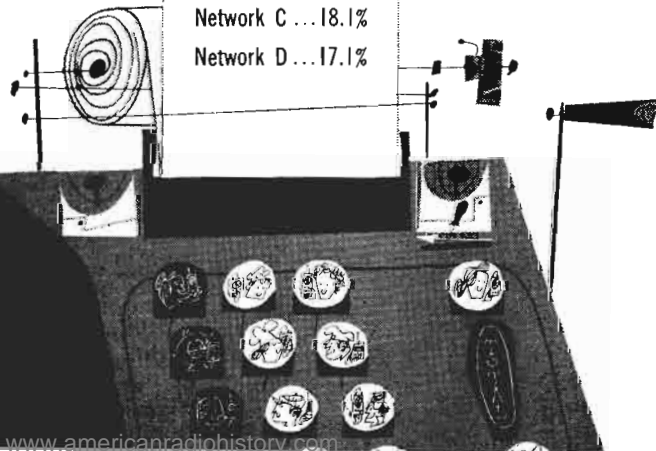
**and listen longer—
to any other network.
every month since
regularly
one-third
listening.**



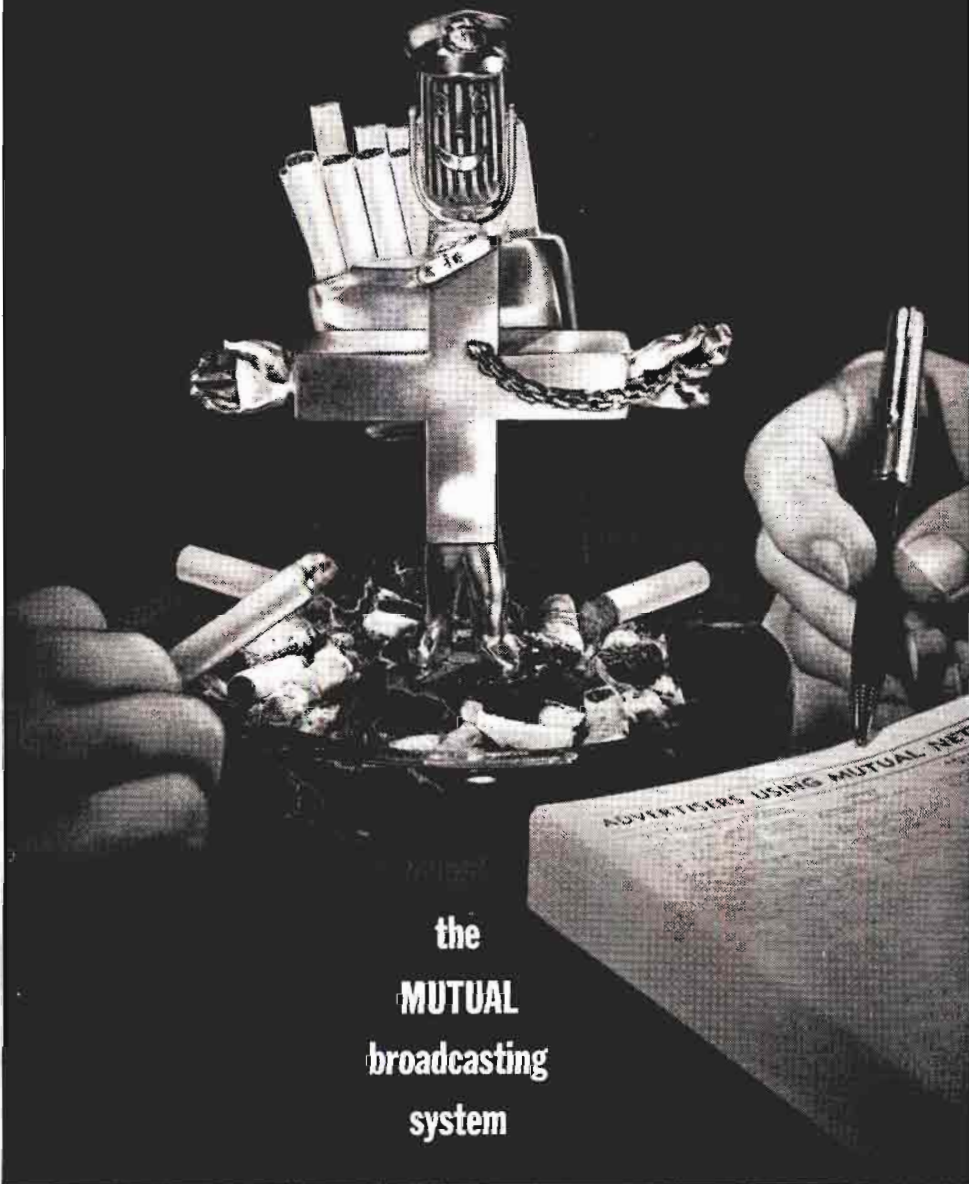
**SHARE OF TOTAL
LISTENING TO
NETWORK STATIONS**

First 10 months of 1951, NRI

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



**focal point
for
successful
campaign planning
in 1952:**



**the
MUTUAL
broadcasting
system**

INTERNATIONAL RADIO—WHAT IS IT?

By PIERRE CRENESSE, Director of 'The French Broadcasting System in North America

SINCE the end of the war, there has been a lot of talk about International Radio. Does such a thing exist? There can be no doubt about it. To be convinced, one need only to witness the exchanges being made daily between American radio stations and Radio diffusion Francaise. Anyone in France can listen to numerous programs during which people talk about the United States, about life here, about American art and American music; and in this country, from coast to coast, Radiodiffusion Francaise makes programs available to over 350 stations.



Crenesse

Nevertheless, up to the present time, International Radio has never really been defined. It has no regulation, no laws. It is ruled only by the good will or the honesty of those who are at its service. You may say that is true of all the arts. No doubt; however, when working for International Radio one should have a definite purpose in mind.

After several years of experience—experience acquired under the best conditions, as I have had the good fortune to be in permanent contact with American broadcasters, and they have the justified reputation of knowing their job—I would say this about International Radio.

"It is the art of making people listen to truths about a country unfamiliar or indifferent to them."

I use the word "listen" intentionally, rather than "hear," as the former indicates sustained attentiveness, whereas the latter denotes only a manifestation of the auditory senses. And I insist on the word "truths."

Consequently, the crux of the matter is to be honest and interesting at the same time. That is not easy to achieve because being honest means not only to respect truths but also to avoid contrivance and not to give in to popular taste.

International Radio can be constructive by enlightening people on the subject of the life and customs of other people; it can be poisonous if it is "propaganda."

Two striking examples came out of the

last war, at the very time when the principle of International Radio was being formed. The first, the bad one, was that of the German radio that flooded occupied territories with lies—lies about the power of the Great Reich as well as about the weakness of democracies. That was propaganda. The other, the good one, was that of the BBC and ABSIE (American Broadcasting System in Europe), that people in occupied territories listened to daily, at the risk of their life. Agreed, it was radio at war, but it was honest radio.

Here is an even more explicit example. A program of the Voice of America is relayed every day by one of the Radiodiffusion Francaise networks. Produced in New York, by Americans, the program gives facts—facts that can be checked—and interviews with personalities who talk about life in the United States. The picture that French listeners get in this way may not exactly coincide with their own conception of America, but in any event it is an honest picture. The programs produced by Radiodiffusion Francaise in Paris, in English, and aired by American stations, present French music. It is honest to talk about Berlioz, Ravel or Debussy who although Frenchmen, belong to the heritage of human genius.

I personally avoid forcing the listener's judgment. I make a point of not saying, "Listen attentively to the last movement of the *Symphonie Fantastique*; it's a masterpiece, you should like it." I just play the composition, interpreted by a good orchestra, bearing in mind that if the listener is not already familiar with it, I have the opportunity of introducing it to him. He is still free to form his own judgment which I respect.

From a practical point of view, experience has taught me that the No. 1 principle of International Radio should be to reach the listeners you want over their favorite stations. This implies that shortwave radio is practically out of business during peacetime. The number of short-wave listeners, ordinarily, is infinitesimal in comparison with AM or even FM listeners. That means that a wide understanding of the significance of International Radio must be established in order that stations the world over may readily accept programs from foreign countries.

NBC RADIO

IS

STRICTLY

BUSINESS

a statement by the National Broadcasting Company

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

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

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

Tandem Plans 1 and 2

Guaranteed Advertising Attention Plan

National Merchandising Plan

Market Basket Plan

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

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

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



radio network

a service of Radio Corporation of America

"Direct From Paris"

RDF

**THE FRENCH BROADCASTING SYSTEM (RDF)
OFFERS YOU FREE OF CHARGE A REGULAR
TRANSCRIBED SERVICE**

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



**AND BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS**

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

NON-COMMERCIAL AM STATIONS

As Listed By The Federal Communications Commission, Jan. 1, 1952

City	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
CALIFORNIA				
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d;1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
COLORADO				
Denver	KPOF	Pillar of Fire	910	5000 d;1000 n
ILLINOIS				
Chicago	WMBI	The Moody Bible Inst.	1110	5000
Urbana	WILL	University of Illinois	580	5000 d
INDIANA				
West La Fayette	WBAA	Purdue University	920	5000 d;1000 n
IOWA				
Ames	WOI	Iowa State College	640	5000 d
Boone	KFGQ	Boone Biblical College	1260	250 d
Decorah	KWLC	Luther College	1240	250
Iowa City	WSUI	The State U. of Iowa	910	5000
KANSAS				
Lawrence	KFKU	University of Kansas	1250	5000
Manhattan	KSAC	Kansas State College	580	5000 d; 500 n
MICHIGAN				
East Lansing	WKAR	Michigan State College	870	5000 d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250
MINNESOTA				
Minneapolis-St. Paul	KTIS	Nwstrn. Schools	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.	770	5000 d
Northfield	WCAL	St. Olaf College	770	5000 d
MISSOURI				
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod	850	5000 d
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire	1380	5000
NEW YORK				
Brooklyn	WBBR	Watch Tower Soc.	1330	5000
New York	WNYC	City of N. Y.	830	1000
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota	1440	1000 d; 500 n
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 d
OREGON				
Corvallis	KOAC	Oregon State College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	250
PENNSYLVANIA				
Grove City	WSAJ	Grove City College	1340	100
SOUTH DAKOTA				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech.	1230	100 d
Vermillion	KUSD	University of South Dakota	920	500
WASHINGTON				
Pullman	KWSC	State College of Wash.	1250	5000
WISCONSIN				
Madison	WHA	University of Wisconsin	970	5000 d



Air-Wick
American Bakeries
American Chicle
Bristol-Myers
Burton-Dixie
Camels
Carter Products
Club Aluminum
Dr. Billy Graham
Dulany Food
Equitable Life Assurance
Free Methodist Church
General Foods
General Mills
General Motors
Gillette
Goodyear Tire & Rubber
Gospel Broadcasting
H. J. Heinz
Institute of Religious Science
Kellogg
Lever Bros.
Old Gold
Philco
Philip Morris
Prudential Insurance
Ralston-Purina
Serutan
Sterling Drug
Stokely-Van Camp
Swift
Sylvania
The Christian Science Monitor
The Texas Company
The Voice of Prophecy
Warner-Hudnut

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

ABC RADIO
American Broadcasting Company

As the year begins...

THIS is a time for taking stock, for adding up a final score for the 12 months past, and taking a look at the months ahead.

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

It also shows that, as 1952 begins, Young and Rubicam is placing the following radio and television shows for its clients:

TELEVISION SHOWS

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

DAYTIME TELEVISION

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

RADIO SHOWS

- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "Halls of Ivy" for the Jos. Schlitz Brewing Company.
- "Counterspy" for the Gulf Oil Corporation.
- "Mr. District Attorney" for the Bristol-Myers Company.
- "Hopalong Cassidy" for the General Foods Corporation.
- "Gangbusters" for the General Foods Corporation.
- Allan Jackson & the News for the Metropolitan Life Insurance Company.

DAYTIME RADIO

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

YOUNG & RUBICAM, INC. ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

BUSINESS

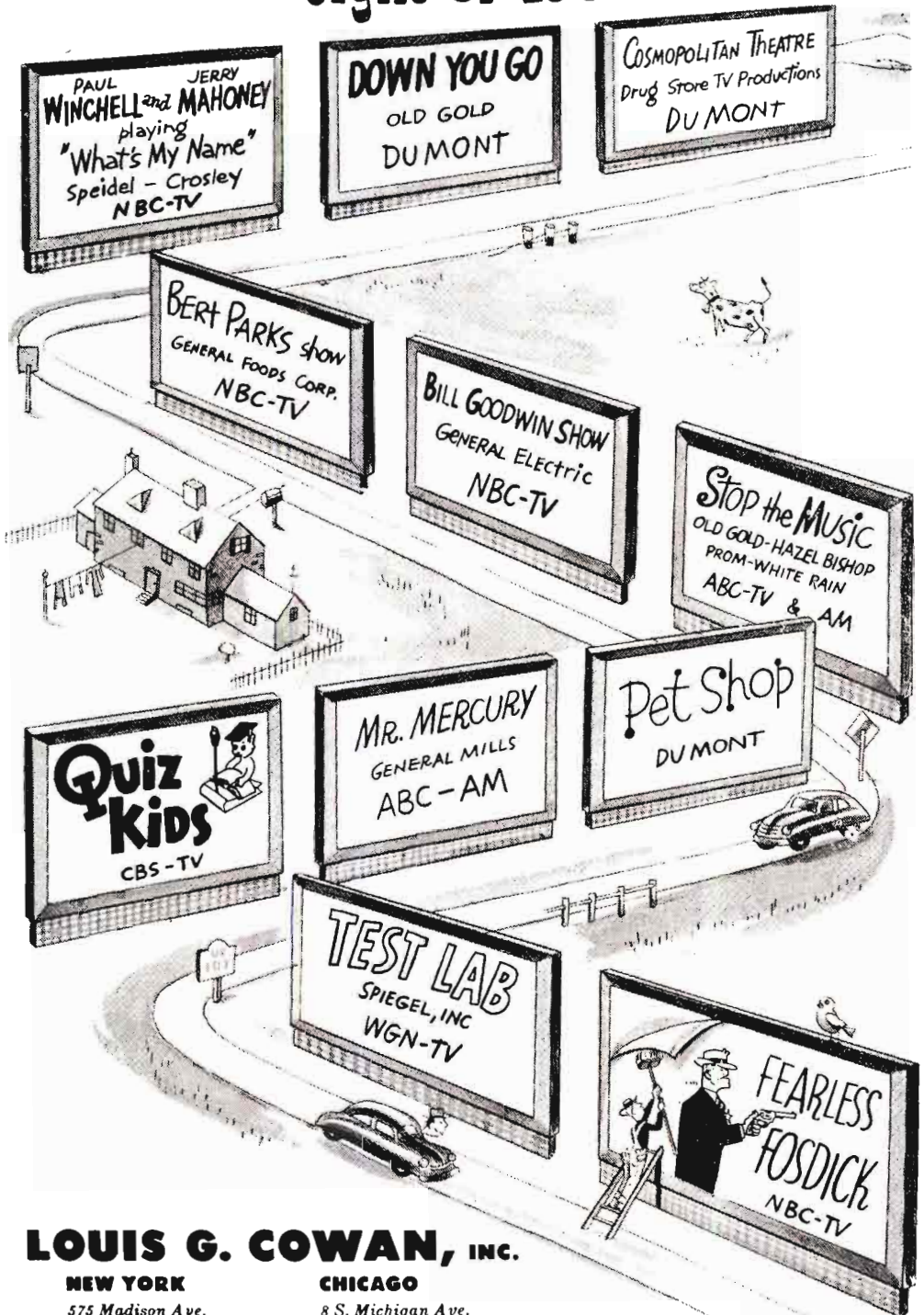
Agency and Sponsor Network Billings

News Services

Advertising Agencies

Radio-TV Station Representatives

Signs Of 1952



LOUIS G. COWAN, INC.

NEW YORK

575 Madison Ave.
New York 22, N. Y.
PLaza 9-3700

CHICAGO

8 S. Michigan Ave.
Chicago 3, Ill.
RAndolph 6-2022

NETWORK BILLINGS

AGENCY AND SPONSORS

American Broadcasting Co. 1951 Agency Gross Billings (AM Radio)

Dancer-Fitzgerald-Sample, Inc.	\$5,930,627
Cecil & Presbrey, Inc.	2,585,120
J. Walter Thompson Co.	2,386,810
Maxon, Inc.	1,713,293
Lamm & Mitchell, Inc.	1,195,217
Hutchins Advertising Co., Inc.	1,169,619
Kudner Agency, Inc.	1,310,036
Roy S. Durstine, Inc.	1,271,021
Knox Reeves Advertising, Inc.	1,008,011
Leo Burnett Co., Inc.	986,291
Warwick & Legler, Inc.	923,771
Young & Rubicam, Inc.	884,199
Kenyon & Eckhardt, Inc.	881,616
R. H. Alber Co.	789,511
William Esty Co., Inc.	683,107
Tatham Laird, Inc.	668,390
Kaster, Farrell, Chesley & Clifford	619,721
Robert W. Orr & Associates.	599,911
Walter F. Bennett Co., Inc.	521,238
William H. Weintraub Co., Inc.	485,101
Grant Advertising, Inc.	480,670
Calkins, Holden, Carleek,	
McClinton & Smith	410,269
N. W. Ayer & Son, Inc.	386,202
Compton Advertising, Inc.	384,803
Doherty, Clifford & Shenfield.	381,602
Turner Advertising Agency	377,568
Grey Advertising Agency	371,767
Pedlar & Ryan, Inc.	317,013
McManus, John & Adams, Inc.	331,882
Western Advertising Agency	238,761
Federal Advertising Agency	237,036
Matheson Associates	185,819
Tucker Wayne & Co.	116,020
Huber, Hoge & Sons	114,183
Ted Bates & Co.	112,880
Henri, Hurst & McDonald	111,738
McCann, Erickson, Inc.	129,273
J. M. Camp	121,988
Gardner Advertising Co.	118,171
Walton Butterfield Advertising	111,911
Getham Advertising Co., Inc.	99,770
Milton Weintraub Advertising	
Agency	92,161
Raymond Spector Co., Inc.	91,323
Benton & Bowles	88,351
Marge-Privet, Inc.	69,102
Sullivan, Stauffer, Colwell &	
Bayles, Inc.	53,295
Albert J. Silberstein—Bert	
Goldsmith	48,333
Joseph Caster & Associates	42,161
Campaigns, Inc.	36,837
Foote, Cone & Bolding	31,980
Buchanan & Co., Inc.	27,857
Brooks Advertising Agency	26,569
Raymond R. Morgan Co.	19,015
Majestic Advertising	17,116
Charles W. Hoyt Co., Inc.	13,013
Batten, Barton, Durstine &	
Osborne, Inc.	12,966
Honig Cooper Co.	11,928
Alvin Wilder Advertising Co.	7,332
Schwimmer & Scott, Inc.	5,105
Quality Bakers of America	
Cooperative	3,160
Dorland, Inc.	2,618
Walter McCreery, Inc.	1,551
Erwin Wasey Co. of Canada	1,375

\$33,212,182

American Broadcasting Co. TV Gross Network Sales 1951 Classifications

Food & Food Products	\$1,316,396
Automobiles, Trucks &	
Accessories	2,131,113
Radio, Ref., Electrical	
Appliances	2,155,190
Beverages	1,792,856
Drugs and Toilet Goods	1,205,158
Clothing and Dry Goods	1,165,369
Jewelry and Accessories	931,302
Cigars, Cigarettes & Tobacco	827,787
Religion	751,613
Miscellaneous	728,327
Laundry Soap and Cleaners	721,287
Confections	517,321
Household Furnishings & Acc.	415,181
Lubricants, Petroleum Products	
and Fuel	191,133
Publications	76,405
Politicals	30,545
	<hr/>
	\$18,297,589

American Broadcasting Co. 1951 TV Gross Network Sales Advertisers

General Mills, Inc.	\$1,160,037
Kellogg Company	1,032,972
Lorillard Corp.	799,155
Nash Kelvinator	751,141
The Goodyear Tire and Rubber	
Co., Inc.	751,095
Ralston Purina	689,668
Bendix Home Appliances	647,006
Canada Dry Ginger Ale, Inc.	626,565
Schlitz Brewing Co.	510,701
Gruen Watch Co.	496,108
Admiral Corp.	177,659
Philco Corp.	110,782
Iron Rite Corp.	405,730
Cruett Peabody	387,618
Procter and Gamble	351,777
Peters Shoes	335,977
B. T. Babbit Co.	329,913
M. & M. Ltd.	315,090
McKesson, Robbins	311,380
Wine Corp. of America	310,572
Packard Motors	293,033
Dodge Div. of Chrysler Motors	290,055
Young Peoples Church of the Air	289,398
Green Giant Company	277,669
Jacques Kreiser	235,265
Seeman Bros.	231,159
C. A. Swanson	228,691
Warner Hudson	212,172
Best Foods	197,311
Anthraxite Institute	195,868
Arnold Bakers, Inc.	189,789
Arthur Murray	177,676
Voice of Prophecy	170,402
Cory Co.	160,039
Hudson Motor Car Co.	158,950
Sehenley, Inc.	153,663

BEANY and

4TH YEAR ON TV

CECIL

THE SEA SICK SEA SERPENT

CREATED BY

BOB CLAMPETT



Winner of over 25 awards !!!
Coast to Coast . . . from Para-
mount's KTLA (Hollywood) to
WCBS-TV (New York)



"TIME FOR BEANY"

AVAILABLE THRU . . . JOHN HOWELL

Paramount Television Prod., inc.
NEW YORK

Agency—Network—Sponsor Billings

Malden Form Brassiere, Inc.	147,363
Sterling Drug Co.	138,930
Selberling Rubber Co.	136,098
Brown Shoe Co.	123,330
Rhodes Pharmacy	123,071
Ranger, Joe, Inc.	118,570
Celanese Corp.	115,400
Ronson Art Metal Works, Inc.	113,023
Blatz Brewing Co.	111,410
Masland & Sons	111,350
Mason Au Muegenheimer.	107,351
U. S. Air Force	105,627
Hollywood Candy Co.	91,882
American Safety Razor.	91,605
Toni Co.	87,925
American Dairy Assn.	86,967
Bauer & Black	85,279
Billy Graham	83,025
Gospel Broadcasting Associates.	79,095
Wauder Co.	78,875
Bonaalide	72,675
Hazel Bishop	71,940
America For Christ.	65,357
Times, Inc.	62,138
General Shoe	59,177
Northam Warren	55,139
Word of Life Fellowship.	48,720
Rosefield Packing Co.	48,000
Minute Maid	47,087
American Bakeries	46,891
Kaiser-Frazier, Inc.	45,850
Bristol Meyers	45,695
Block Drug Co.	42,625
Sam Smith Shoe Co.	42,617
Clif Club	40,370
Fred Amen	40,050
Carter Products	39,150
Crosley Division	37,571
Sundial Shoe	37,383
Chlorex Co.	36,596
American Vitamin Co.	36,550
Jene Sales Corp.	36,270
Edgewood Shoe Co.	29,690
American Tobacco Co.	28,332
Swanson	28,000
Dupont	19,210
Beatrice Foods	18,710
Lutheran Laymens League.	18,615
Frigidaire	16,700
Campana Sales	16,350
Cresta Blanca	10,500
Pontiac Motor Division.	8,101
United Fruit	4,762
Florsheim Shoes	4,350

\$18,297,589

American Broadcasting Co. AM Gross Network Time Sales—1950 and 1951 By Months

Month	1951	1950
January	\$3,132,359	\$3,451,221
February	2,691,998	3,147,208
March	2,868,970	3,454,338
April	2,969,861	3,115,897
May	2,961,018	3,242,000
June	2,586,204	2,880,220
July	2,256,155	2,255,647
August	2,184,067	2,219,885
September	2,156,902	2,416,631
October	3,130,277	3,009,205
November	3,133,749	2,973,103
*December	3,167,619	2,926,270

TOTAL.....\$33,242,182 \$35,124,625

* Estimated.

American Broadcasting Co. 1951 Industrial Classifications

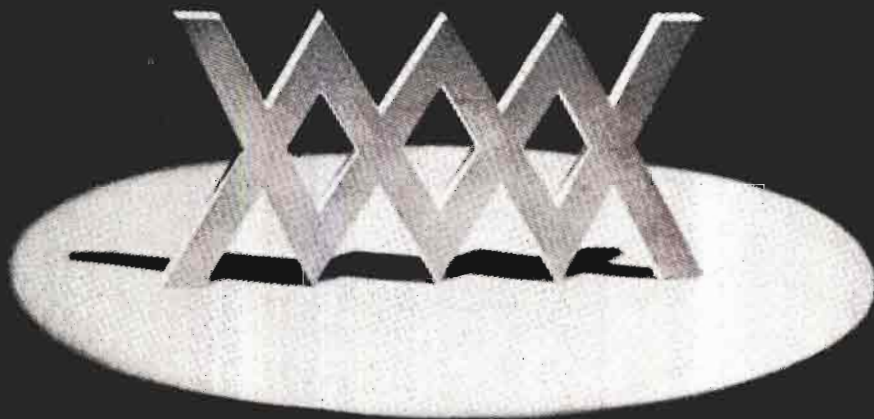
Food and Food Products	\$9,565,175
Cigars, Cigarettes and Tobacco.	4,409,670
Drugs and Toilet Goods	7,207,177
Religion	1,793,319
Radios, Ref., Elec. Appliances	1,610,149
Automobiles Trucks and Acc.	1,370,132
Insurance and Personal Loans	1,334,040
Confections	1,307,015
Laundry Soap and Cleaners	1,228,515
Household Furnishings and Acc.	874,054
Beverages	840,117
Clothing and Dry Goods	499,875
Politicals	480,670
Lubricants, Petroleum Products and Fuel	239,161
Publications	222,405
Jewelry and Accessories	121,861
Miscellaneous	94,065
Transportation and Travel	44,782

\$33,242,182

American Broadcasting Co. 1951 Sponsor Expenditures (AM Radio Network)

General Mills	\$4,612,376
Sterling Drug Co.	2,707,239
Swift Company	2,386,810
Philip Morris & Co., Inc.	2,231,345
P. Lorillard Company	1,495,217
Phileo Corporation	1,469,649
Serutan, Inc.	1,188,740
Mars Inc.	914,366
Helnz	912,795
Equitable Life Insurance	923,771
Gospel Broadcasting Co.	789,544
Gillette Razor Co.	745,876
Procter & Gamble	731,846
R. J. Reynolds Tobacco Co.	683,107
General Foods	667,338
Blatz Brewing Co.	649,721
William R. Warner	611,260
Bristol Meyer Co.	607,409
Jergens Co.	599,911
General Motors, Inc.	502,079
Dr. Billy Graham	501,498
U. S. Army	480,670
Goodyear Tire & Rubber Co.	455,045
Seeman Bros.	428,313
Prudential Insurance Co.	410,269
Lever Bros.	386,202
Burton Dixie	377,568
Block Drug Co.	353,774
American Chiele Co.	338,027
Champion Spark Plug Co.	297,882
Kellogg Co.	270,356
Lee Co.	241,087
Voice of Prophecy, Inc.	238,761
Texas Company	237,786
Pan American Coffee Bureau	237,036
Miller Brewing Co.	185,819
Amerleann Bakeries	146,020
Carter Products	142,880
Peter Shoes	141,738
Ronson Art Metal Works	130,680
Ralston Purina	118,474
Christian Science Monitor	111,911
Pacific Coast Borax	110,466
Bulek Motor Sales	107,282
Good News Back to the Bible.	104,016
Lutheran Laymans League	99,770
Hazel Bishop	91,323
Norwich Pharmacal Co.	82,405

Since 1898



WILLIAM MORRIS AGENCY, INC.
NEW YORK · CHICAGO · BEVERLY HILLS · LONDON · PARIS

Agency—Network—Sponsor Billings

Sylvania	82,283
Ben Hur Products, Inc.	69,102
Adam Hat Stores	56,920
Botany Mills	18,333
Graystone Corp.	44,692
North American Van	42,161
Club Aluminum Products Co.	41,921
Simon & Schuster, Inc.	41,360
Shadow Wave	38,646
American Medical Association	36,837
Pontiac Division	31,000
Dulancy Co.	31,980
National Optic	29,361
M J B Co.	28,755
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co.	24,620
First Methodist Church	22,740
Vitamin Corporation of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp.	17,116
Westinghouse	14,231
Stanley Home Town Choir	13,045
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,718
Book Association	8,051
Fisher Body Division of G. M.	7,812
Sealy Mattress Co.	7,332
Homecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Company of America	5,105
Lucky Lager Brewing Co.	4,576
Quality Bakers	3,160
Airways, Inc.	2,618
Acousticon	1,551
McCull Frontenac Oil Co.	1,375
Arden Farms	700
California Teachers Association	310
F. Scully	320

\$33,242,182

American Broadcasting Co. TV Gross Network Time Sales—1950 and 1951 By Months

Month	1951	1950
January	\$1,285,665	\$225,865
February	1,258,181	189,968
March	1,526,919	341,002
April	1,424,835	362,119
May	1,370,763	357,508
June	1,402,127	388,266
July	1,310,385	213,522
August	1,418,376	249,816
September	1,614,907	476,996
October	1,806,863	1,181,199
November	1,908,265	1,268,088
* December	1,910,000	1,216,131

TOTAL . . . \$18,297,589 \$6,470,916

* Estimated.

American Broadcasting Co. '51 TV Gross Network Time Sales Agencies

Young & Rubicam, Inc.	\$2,050,932
Dancer-Fitzgerald-Sample, Inc.	1,919,126
Kenyon & Eckhardt, Inc.	1,215,411
Tatham, Laird, Inc.	1,116,649
William H. Weintraub Co., Inc.	863,528

Lennen & Mitchell	799,455
Geyer, Newell & Ganger, Inc.	751,141
Ruthrauff and Ryan	713,181
Gardner Advertising Co.	689,568
J. M. Mathes, Inc.	681,701
Brooke, Smith, French, & Do- rance, Inc.	564,680
Leo Burnett Co., Inc.	486,278
Erwin Wasey & Co.	477,659
Stockton, West & Burkhardt, Inc.	440,000
Hutchins Advertising Co., Inc.	110,782
Henri, Hurst & McDonald, Inc.	376,027
William Esty Co., Inc.	315,090
J. D. Tarcher Co.	314,380
Weiss & Geller, Inc.	310,572
J. M. Camp Co.	289,398
Hirshen Garfield, Inc.	232,265
Benton and Bowles, Inc.	227,361
Earle Ludgen & Co.	197,311
J. Walter Thompson Co.	195,868
Grant Advertising, Inc.	184,502
Turner & Dyson, Inc.	172,709
Western Advertising Agency	170,102
Biow Agency, Inc.	153,653
Meldrum & Fewsmith, Inc.	136,098
Walter F. Bennett Co.	131,745
Foote, Cone & Belding	123,365
O'Neil, Larson, McMahon	123,071
Lamb & Keen, Inc.	118,570
Ellington & Co., Inc.	115,400
Grey Advertising Agency	113,023
Anderson & Cairns, Inc.	111,350
Campbell Mithum, Inc.	86,967
Ted Bates & Co., Inc.	86,537
R. H. Alber Co.	79,095
Gilbralter Advertising Agency	72,675
Raymond Spector Co., Inc.	71,940
McCann, Erickson, Inc.	56,407
Guild Bascom & Bonfigli	48,000
BBD & O.	47,542
Tucker Wayne & Co.	46,891
Cecil & Presbrey, Inc.	42,625
Frank Weston Advertising	40,370
Haag & Prevaudie, Inc.	37,383
Houig & Cooper	36,596
Schwimmer & Scott, Inc.	36,550
Sherwin, Robert, Rodgers	36,270
Anderson, Davis & Platte, Inc.	29,690
Politicals	25,783
Gotham Advertising Co., Inc.	18,616
Kaster, Farrell, Chelsey & Clif- ford, Inc.	16,350
J. J. Weiner Advertising	10,500
McManus, John, & Adams, Inc.	8,101
Maxon, Inc.	4,762
Gordon Best Co.	4,350

\$18,297,589

Mutual Broadcasting System 1951 Agency Gross Billings*

J. Walter Thompson	\$ 1,899,926
Wm. H. Weintraub & Co., Inc.	1,430,744
Lennen & Mitchell, Inc.	1,245,415
Furman, Feiner Co., Inc.	1,208,675
Sherman-Marquette, Inc.	1,056,596
Leo Burnett Co., Inc.	895,651
Needham, Louis & Brorby, Inc.	800,635
BBD & O.	737,744
Harry B. Cohen Adv. Co.	704,077
Geoffrey Wade Advertising	677,834
Grant Advertising, Inc.	549,390
Kenyon & Eckhardt, Inc.	512,249
Aubrey, Moore & Wallace, Inc.	463,497
Dancer-Fitzgerald-Sample, Inc.	462,236
Oliam Advertising Co.	430,120
Gotham Advertising Co., Inc.	381,355
Grey Advertising Agency	376,138
McCann-Erickson, Inc.	358,945
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Advertising Agency	307,156

Best Wishes



DEAN & JERRY

Agency—Network—Sponsor Billings

Maxon, Inc.	296,193
Glenn-Jordan-Stoetzel, Inc.	256,672
Sullivan, Stauffer, Colwell & Bayles	238,284
J. D. Tarcher Co.	232,531
Wm. Gleason & Co.	230,933
O'Neil, Larson & McMahan	183,618
Al Paul Lefton Co., Inc.	163,172
Benton & Bowles, Inc.	137,825
Erwin, Wasey & Co.	127,157
Wm. Esty & Co., Inc.	115,700
Blaine-Thompson Co., Inc.	77,165
St. Georges & Keyes, Inc.	69,563
Mathisson & Associates	68,156
Atherton Advertising Agency	63,316
Foot, Cone & Belding	50,000
Fitzmorris & Miller	48,883
J. M. Mathes	40,189
Tracy-Locke Co., Inc.	39,780
Huher Hoge & Sons	35,887
Sidney Garfield & Associates	29,144
Duane Jones, Inc.	28,304
Ruthrauff & Ryan, Inc.	24,571
Dowd, Redfield & Johnstone	21,061
MacManus, John & Adams	20,232
Majestic Advertising Agency	16,383
Bozell & Jacobs	14,325
Direct	12,285
Thwing & Altman	10,056
Charles W. Hoyt	9,835
Dorland, Inc.	8,536
Henri, Hurst & McDonald, Inc.	8,496
Grady & Wagner Co., Inc.	8,176
Lambert & Feasley	7,583
Walter McCreery	5,723
Campaigns, Inc.	5,608
Weston-Barnett, Inc.	3,922
McCreery, Quick & McElroy	3,306
Albert Frank-Guenther Law	2,306
Harold Kaye Advertising	2,202

TOTAL \$17,875,758

Note: December billings estimated.

Mutual Broadcasting System 1951 Gross Billings*

	Monthly	Cumulative
January	\$ 1,542,887	\$ 1,542,887
February	1,426,705	2,969,592
March	1,648,006	4,617,598
April	1,539,801	6,157,399
May	1,510,818	7,668,217
June	1,191,691	8,859,908
July	1,347,841	10,207,749
August	1,329,375	11,537,124
September	1,324,061	12,861,185
October	1,759,468	14,620,653
November	1,583,291	16,203,944
December	1,671,814	17,875,758

Note: December billings estimated.

Mutual Broadcasting System 1951 Sponsor Expenditures*

Kellogg Co.	\$ 1,407,900
Johns-Manville Corp.	1,375,723
B. T. Babbitt, Inc.	1,245,809
P. Lorillard Co.	1,245,115
American Federation of Labor	1,208,675
Quaker Oats Co.	1,056,596
Miles Labs, Inc.	677,834
Kraft Foods Co.	624,203
American Tobacco Co.	562,312
Derby Foods, Inc.	545,217
Pearson Pharmaceutical Co.	461,444
Williamson Candy Co.	463,497
Sterling Drug, Inc.	462,236
Cudahy Packing Co.	403,860
Lutheran Laymen's League	381,355
Ronson Art Metal Works	376,138
Beltone Hearing Aid Co.	372,550
National Biscuit Co.	358,945

Radio Bible Class	352,577
U. S. Tobacco Co.	307,427
Voice of Prophecy, Inc.	307,156
Gillette Safety Razor Co.	296,183
VCA Labs., Inc.	287,937
Christian Reformed Church	256,672
State Farm Mutual Auto Ins. Co.	247,016
Persona Blade Co., Inc.	232,534
Dawn Bible Students Ass'n.	230,933
Noxzema Chemical Co.	213,016
Blatz Brewing Co.	184,935
Pal Blade Co., Inc.	163,172
U. S. Army & U. S. Air Force	145,530
Rhodes Pharmaceutical Co.	139,672
Admiral Corp.	127,157
Wildroot Co., Inc.	118,835
K. J. Reynolds Tobacco Co.	115,700
General Foods Corp.	82,486
Joe Lowe Corp.	77,165
Benjamin Moore & Co.	69,563
Miller Brewing Co.	68,156
Acousticon Div. of Dictograph Products, Inc.	66,622
American School	57,560
Brewing Corp. of America	55,339
Murine Co.	52,470
Toni Co.	50,000
Orange-Crush Co.	48,883
Annuul Products Co., Inc.	43,946
Capchart-Farnsworth Corp.	40,189
Burrus Mill & Elevator Co.	39,780
Book Associates	35,887
Harrison Products, Inc.	29,441
American Chiele Co.	25,268
Motorola, Inc.	24,571
American Protam Corp.	21,061
Pontiac Motor Div.-General Motors Corp.	20,232
The Le Blanc Corp.	16,383
Mutual Benefit Health & Accident Ass'n	14,325
Shrine East-West Football Committee	12,285
Airways Corp.	10,738
Wm. H. Wise & Co.	10,056
Mail Pouch Tobacco Co.	9,835
A. O. Smith Corp.	8,496
S. C. Johnson & Son, Inc.	8,102
Waflex, Inc.	8,176
Phillips Petroleum Corp.	7,583
Shipstad & Johnson	5,723
American Medical Ass'n	5,608
Curtis Circulation Co.	4,097
American Bird Products, Inc., Kiplinger Washington Agency, Inc.	2,306

TOTAL \$17,875,758

Note: December billings estimated.

Mutual Broadcasting System '51 Industrial Classifications*

Food and Food Products	\$ 4,115,127
Drugs and Toilet Goods	3,257,343
Cigars, Cigarettes and Tobacco	2,240,719
Laundry and Household Supplies	1,658,071
Religious	1,528,693
Building Materials	1,284,210
Labor and Politics	1,208,675
Confectionery and Soft Drinks	614,813
Medical Appliances & Equipment	439,182
Smoking Accessories	376,138
Beer, Wine and Liquor	308,430
Insurance	261,341
Radios, TV sets, etc.	191,917
U. S. Government Advertising	145,530
Miscellaneous	95,836
Paints	69,563
Publishing and Media	52,346
Automotive	20,232
Lubricants, Petroleum & Fuel	7,583

TOTAL \$17,875,758

Note: December billings estimated.

MARJORIE MORROW

casting consultant

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WRITERS

DIRECTORS

PRODUCERS

SPONSORS

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MARJORIE MORROW

Co-ordinated Casting Consultants

Chickering 4-0644
New York 18, N. Y.

Paramount Bldg.
1501 Broadway

NEWS SERVICES



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

Executives

Executive Director.....Kent Cooper
General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Lloyd Stratton
Assistant Secretary.....Charles Honce
Radio News Editor.....John A. Aspinwall

International News Service

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

Executives

General Manager.....Seymour Berkson
Editor-In-Chief.....Barry Faris
General Sales Manager.....Frank J. Nicht
Business Manager.....William B. Goode

Press Association, Inc. (Associated Press)

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

Executives

President.....Kent Cooper
V.P.....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

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

Executives

Manager.....D. Kimpton Rogers
News Editor.....A. W. V. King
Accountant.....M. Hathaway
Chief Washington Correspondent.....Paul Scott Rankine

Transradio Press Service, Inc.

New York—14 West 45th Street.....MUrray Hill 2-4053

Executives

Chairman of the Board.....Herbert Moore
President.....Robert E. Lee Moore
General News Manager.....Dixon Stewart

United Press Associations

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

Executives

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



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Phone Numbers

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Network Accounts

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Local Accounts

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RADIO TELEVISION



National Network Programs

RADIO

AMERICAN SAFETY RAZOR CORP.

Blue Star and Treet Razor Blades

"The Red Skelton Show"

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

"The Jack Benny Program"

"Your Hit Parade"

ARMSTRONG CORK COMPANY

Quaker Rugs

"Theatre of Today"

CREAM OF WHEAT CORPORATION

Cream of Wheat

"Let's Pretend"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—

You Bet Your Life"

E. I. DU PONT DE NEMOURS & CO. (INC.)

"Cavalcade of America"

EMERSON DRUG COMPANY

Bromo-Seltzer

"Hollywood Star Playhouse"

GEO. A. HORMEL & COMPANY

Canned Meat Products

"Music With the Girls"

REXALL DRUG COMPANY

Drug Products

"Amos 'n' Andy"

U. S. STEEL CORPORATION

"Theatre Guild on the Air"

WILDROOT COMPANY, INC.

Wildroot Cream-Oil Hair Tonic and

Wildroot Liquid Cream Shampoo

"The F. B. I. in Peace and War"

"The Shadow"

TELEVISION

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

"Robert Montgomery Presents—

Your Lucky Strike Theatre"

"The Jack Benny Television Show"

"This Is Show Business"

"Your Hit Parade"

"Meet the Champ"

ARMSTRONG CORK COMPANY

Floor Coverings, Building Materials

"Armstrong's Circle Theatre"

CURTIS PUBLISHING COMPANY

The Saturday Evening Post

"Keep Posted"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—

You Bet Your Life"

GENERAL ELECTRIC COMPANY

"The Fred Waring Show"

THE B. F. GOODRICH COMPANY

Silvertown Tires

"B. F. Goodrich Celebrity Time"

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- AAAA—AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
- ABC—AUDIT BUREAU OF CIRCULATION
- ABP—ASSOCIATED BUSINESS PAPERS
- ANPA—AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
- NOAB—NATIONAL OUTDOOR ADVERTISING BUREAU
- PPA—PERIODICAL PUBLISHERS' ASSOCIATION
- SNPA—SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.
Phone: REctor 2-0795

Owner.....A. D. Adams
Radio Accounts: Gordon Plastic Products Corp. (plastic ornaments and decorations), Ossining, N. Y.

TV Accounts: Dynavox Corp. (phonographs), Long Island City, N. Y.

A. W. ADV., INC.

6 E. 39 St., New York 16, N. Y.
Phone: MU 4-3320

ANPA—APA

PresidentBliss Woodward

AD FRIED ADVERTISING AGENCY

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

CNPA

Owner & President.....Ad Fried
Radio & TV Timehuyer: Barbetta G. Taylor
Program Manager: Elaine Trigger
Music Director: Elaine Trigger
Production Mgr.: Don Armstrong
Radio & TV Library: Babs Taylor
Radio & TV Director: Ad Fried

Radio Accounts: American Upholstering Co. (Furniture), Oakland, Calif.; Bigelow Films (Motion Picture Films), Berkeley, Cal.; Cochran & Celli Chevrolet Dealers, Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Dean Bros. (Heavy Duty Construction Equip.), Oakland; Crescent Jewelers (Jewelry), Hayward, Oakland, etc.; Betty Elizabeth Shampoo, Oakland; Davi Miracle Foam (rug & upholstery cleaner), Oakland; Henry G. DeLugach (Real Estate), Concord, Calif.; Morwear Paint Co. (Paints), Oakland; Holly Meat Co. (Holly Brand Products), Oakland; Oakland Frame & Axle Co., Oakland, Calif.; Rocsil's Shoe Co. (Vitality Shoes), Oakland; Roerber's (Plumbing Fixtures), Hayward-Oakland; Fidelity Roof Co. (Roofing Materials), Berkeley, Cal.; Rhodes-Jamieson, Ltd. (Building Materials), Oakland; Troiel

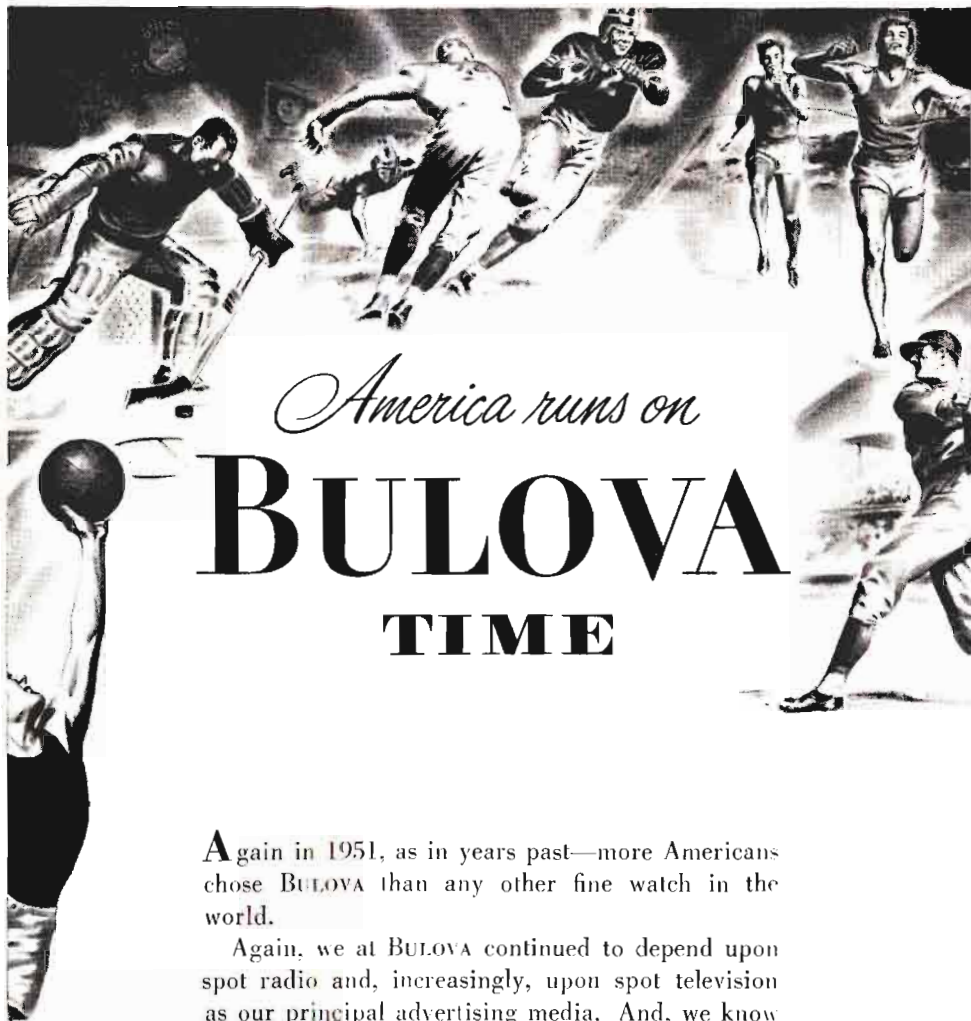
Companies (Bly-Hole Covers), Berkeley; Loomis Industries (Paraliner), Piedmont; G. D. Fuller Foods (Rest. Supplies), Oakland; Charlotte's Bakeries (Pastry Shops), San Francisco; The Quiet Hour (Religious Pgm.s.), Oakland; Minit-Man Auto Laundries, Oakland; Foster & Louis (Insurance), Oakland; Lou Winston Co., Oakland, Calif.; Lo-Fare Cab Co., Oakland, Calif.; Smith Bros. "MAC" Compound, Walnut Creek, Calif.; Oakland Light Opera Assn., (Musicales & Operettas), Oakland, Calif.; Woodminster Amphitheater, Oakland; Fox West Coast Theaters (Radio for Oakland Only); Oakland Police & Firemen, City Hall, Oakland; San Francisco Police & Firemen, City Hall, San Francisco; Servants Furniture Warehouse, Oakland, California; Bell Smoked Fish Co., Fisherman's Wharf, San Francisco.

TV Accounts: Bell Smoked Fish Company (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Oakland, California; Quality Laundries (Laundry Service for Cleaning Firms), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, California; Roto-Rooter of Bay Area (Sewage Cleaners), Oakland, Calif.; Oakland Police & Firemen (Campaign for Pensions), Oakland, Calif.; San Francisco Police & Firemen (Campaign for Wage Adjustment), San Francisco, Calif.; F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; Lake Merritt Hotel (Dining & Dancing), Oakland, Calif.; The Quiet Hour (Religious), Oakland, Calif.; G & W Refrigeration Co. (Ice Makers), Oakland, Calif.; Lo-Fare Cab Co. (Taxi Service), Oakland, Calif.; Woodminster Amphitheater (Musicales, Operettas, etc.), Joaquin Miller Park.

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NEW YORK

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 Asst. to Pres.....Kenneth C. Ring
 Acct. Execs.....W. H. Adler,
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 Secretary.....E. H. Bell
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ADVERTISERS' B'CASTING CO.

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

Executive Director.....M. Keilson
 Radio Director.....Sholom Rubinstein
 Producer.....Bernard Rubinstein
 Program Planning.....David M. Hausdorff
Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Post Cereals); Horowitz-Margaretten (Food Products); R. B. Davis Co. (Davis Baking Powder, Coconut); Colgate-Palmolive-Peet Co. (Colgate Dental Cream Ajax); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellman's Real Mayonnaise); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); The Borden Co. (Borden's Cream Cheese, Borden's Instant Coffee); Dugan Bros. (Dugan's Breads); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The Birkett Mills (Wolf's Buckwheat Products); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); Seeck & Kade, Inc. (Pertussin); International Salt Co. (Red Cross Salt); Gordon Baking Co. (Silvercup Bread); Lever Bros. Co. (Spry, Silver Dust); The Procter & Gamble Co. (Crisco, Tide, Spic & Span); Maltex Co. (Maltex Cereal); Public National Bank & Trust Co.; Kraft Foods, Inc. (Phila. Brand Cream Cheese, Kraft Salad Oil); Sheffield Farms Co. (Dairy Products).

ADVERTISING, INC.

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 Richmond 19, Va.

Phones: 3-2800

ABP—ANPA

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 Vice-President.....M. T. Miller
 Secretary, Radio Dir.....A. G. Timewell
 Production Manager.....F. T. Cook

Radio-TV Dept.

TV Director.....Aubrey F. Watson
 Production Manager.....F. T. Cooke

Branch Office

416 E. Main St., Richmond 19, Va.

Phone: 3-5667

Manager.....A. F. Watson
Radio Accounts: Virginia Electric & Power Co. (Public Utility), Richmond, Fredericksburg & Potomac RR; Virginia Hospital Service, Assn. Commonwealth Motors, Inc. (Ford Automobiles), Ajax Tidewater Co. (Air Conditioning Units), Norfolk, Va.; Commonwealth Sales Co. (Philco Distributor), Virginia Hospital Service Assn. (Blue Cross), Lawyers Title Ins. Corp.

TV Accounts: Commonwealth Motors, Inc. (Ford Dealer); Ajax Tidewater Co.; Commonwealth Sales Corp. (Philco Electrical Appliances).

AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.

Phone: Central 6-5255

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Exec. V.P. & Secy.....Alfred C. Houser
 Publicity Director.....Walter J. Fay
 Space & Time Buyer.....F. J. Kurtzweil
Radio Accounts: North American Acceptance Corp. (Finance), Chicago Motor Club Travel Bureau (Travel information & reservations), Inter-Insurance Exchange of Chicago Motor Club (Auto insurance), Wis. Div. American Automobile Assn. (Auto Club Service & Insurance), Madison, Wis.

TV Accounts: Chicago Motor Club (Club Memberships), Chicago 1, Ill.

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 Philadelphia 2, Pa.

Phone: Rittenhouse 6-7810

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 Partners.....A. K. Aitkin,
 M. E. Goldman, H. A. Medholdt

Art Director.....F. Wade Lane
 Production Manager.....W. B. Turner
 Media Analysis.....B. Hallowell
 Media Rate Dept.....E. M. Gretz
 Acct. Execs.....George B. Barnard,
 Harold B. Montgomery, Allen C. Smith,
 C. W. Eigenbrot, M. H. Sloman

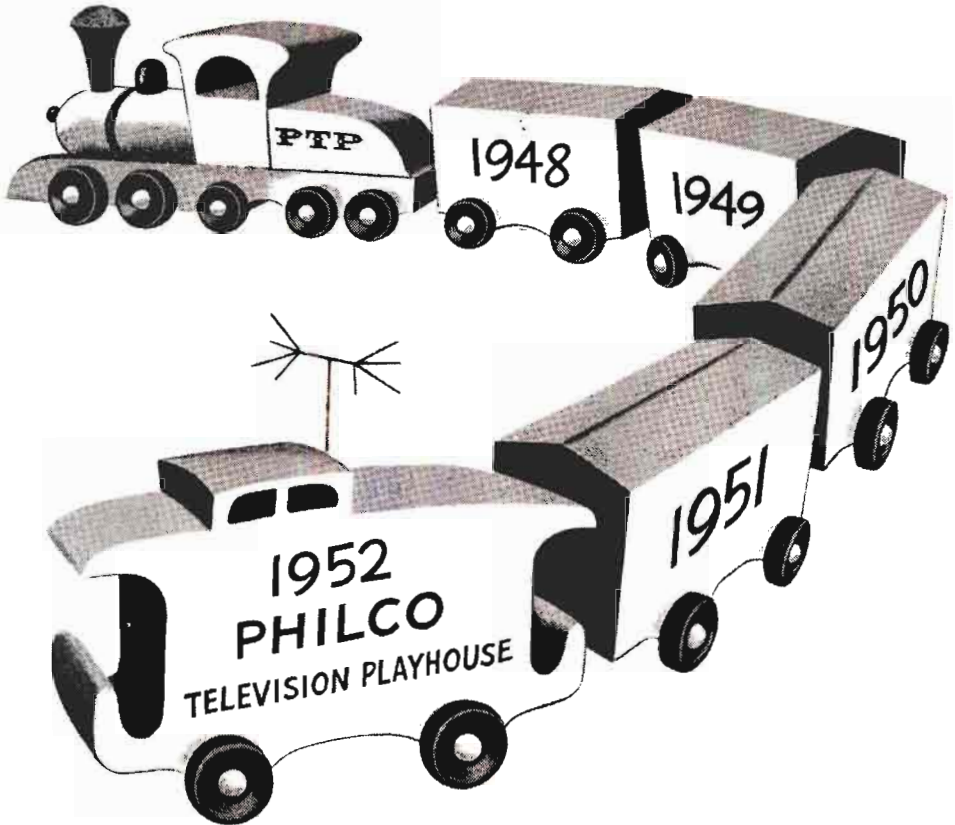
Radio Accounts: Bachman Bakeries, Inc.; Wm. Montgomery Co.; Mrs. Paul's Kitchens; Pennsylvania Refining Co.; Stephano Brothers; Van Wagenen & Schickhaus Co.

R. H. ALBER CO.

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 Phone: HOLlywood 9-8273

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 Dir. of Radio & TV.....Pauline Hagen
Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.
TV Account: Gospel Broadcasting Assn.

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 Phone: CApitol 9445
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 Vice President.....Irvin H. Walsh
 Treasurer.....Everett A. Mitchell
 Secretary.....H. Richard Seller
 Radio-TV Director.....Everett A. Mitchell
 Asst. TV Director.....H. Richard Seller
Radio Accounts: Benj. Franklin Fed'l Savings & Loan Assn., Savings & Loan Assn., Portland, Oregon; G-E Supply Corporation, G-E distributor, Portland, Ore. & regional; Ed Hamilton Furs, Furrier, Portland, Oregon; Logan Oldsmobile Co., Oldsmobile dealer, Portland, Oregon; Arthur Murray's, Dancing Studios, Portland, Oregon; Oregon Coast Ad Club, Resort (beach) association, Delake, Oregon; Windolph Pontiac Co., Pontiac dealer, Portland, Oregon; Zell Bros. Jewelers, jewelers, Portland, Oregon.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
 Omaha 2, Neb.
 Phone: Atlantic 4445
 AAAA—ABP—ANPA—APA
 ABC—NOAB—PPA

Partners.....Milton H. Reynolds,
 Karl M. Joens, R. H. Reynolds, Q. H.
 Moore, M. J. Stephen, Helen C. Miller
 Dir. of Radio & TV.....Milt Stephen
 Asst. Director of
 Radio & Television..Don B. Amsden, Jr.
Radio Accounts: Omaha Public Power District (Public Utility), General Electric Supply Corp. (Electrical Appliances), P. F. Petersen Baking Co. (Bakery Products), Byron Reed Company (Real Estate, Farm Management), George H Lee Company (Biologics and Pharmaceuticals), Merchants Biscuit Company (Bakery Products), Paramount Radio Shop (Appliances), T. H. Maenner Company (Real Estate), Webber Motors (Automobiles, Trucks and Equipment), United States National Bank, Ted's Pen Shop (Pens, Cards, Stationery, etc.), Fairmont Foods Co. (Poultry and Livestock Feed), Tekseed Hybrid Co. (Hybrid Corn), Graybar Electric Co. (Appliances), Hill Hotel; Carpenter Oil Co. (Gas, Oil and other Automotive Products), Northrup-Jones (Cafeteria, Bakery), Uncle Sam Breakfast Food Co., Walnut Grove Products, Inc. (Livestock Feeds).

TV Accounts: T. H. Maenner Co. (Real Estate), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Ted's Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), General Electric Supply Corp. (Electrical Appliances), Hill Hotel (Hotel and Restaurant), Omaha, Neb., Uncle Sam Breakfast Food Co. (Darbs), Holsum Bread Co., C. J. Patterson Co. (Bread).

ALLIED ADVERTISING AGENCIES, INC.

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 Phone: DUmkirk 7-7331

President.....W. Fehr Gardner
 Gen., Prod. Mgr.....Stuart Heinemann
 Space Buyer.....Richard Gardner
 Treasurer.....Helen Esary
 Art Director.....Jack Robbins
 Prod. Mgr. & Radio Dir...Stuart Heinemann
 Account Execs.....Dick Bartlett,
 Lou Sterling, Milton Hoffman, Bart Ross,
 Donald Molin

Radio Accounts: Arden Farms (Dairy Products), Gold Furniture Co. (Furniture & Appliances), Harold A. Sparling (Turkeys), Dr. F. E. Campbell (Dental services), West Pico Furniture (Furniture), United Radio & Appliance (Sporting goods & appliances), Pridham Davis (Optometrist), Troy Upholstering Co. (Reupholstering), Western Home Furniture Co. (Furn. & appliances), Globe Department Store (Department store items), National Distributing Co. (Garbage disposals), Vacuum Cleaner Co. of America (Vacuum cleaners), Howard's Nursery (Flowers), Angeles Funeral Home.

TV Accounts: Golds Furniture Co. (Furn. & appliances), Dr. F. E. Campbell (Credit dentist), Dr. Pridham Davis (Optometrist), United Sporting Goods (Sporting Goods), Western Home Furniture Co. (Furn. & appliances), Arden Farms (Dairy Products), Auction Park (Auction), Harold A. Sparling (Turkeys).

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 Phone: MU 8-5800

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 Executive Vice-Pres.....Joseph H. Smith
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 Director of Radio and
 Television.....Victor Seydel
 Assistant to the
 Radio-TV Dir.....Malcolm B. James
 Assistant to Radio-TV
 Director.....Jean L. Simpson

Advertising Agencies

Branch Offices

Anderson, Smith & Cairns, Ltd.
1510 Drummond St., Montreal 23, Canada
Phone: Plateau 4448

Manager.....Collin A. Rayment
Anderson, Smith & Cairns, Ltd.
50 King Street West, Toronto, Canada
Phone: Empire 3-5341

Manager.....Vernon R. Birtwistle

Radio Accounts: Rootes Motors, Inc. (Hillman Minx Automobiles); Alderney Dairy Co. (Dairy Products), Newark, N. J.; National Homefurnishings Show (Exposition), New York, N. Y.; Columbia Tobacco Co. (du Maurier Cigarettes), New York, N. Y.; C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.

TV Accounts: C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.; Rootes Motors, Inc. (Hillman Minx Automobiles), New York, N. Y.; General Shoe Corp. (Edgewood Shoe Co.) (Friendly Shoes), Nashville, Tenn.; National Homefurnishings Show (Exposition), New York, N. Y.

CLAUDE ANIOL & ASSOCIATES

2700 Transit Tower, San Antonio, Tex.
Phone: Fannin 9148

SNPA—PPA

President & Prod. Mgr.....Claude B. Aniol

ARNOLD & CO., INC.

262 Washington St., Boston 8, Mass.
Phone: RICHmond 2-1220
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Treas.....Arnold Z. Rosoff
Vice-Pres.Harold Glickman
Sec.Evelyn Herrick
Director.....Arnold Z. Rosoff

Radio Accounts: Home Owners Federal Saving Bank, bank, Boston; Old Monastery Wine Co., wines, New Haven; International Harvester, refrigeration, New England; Cadillac Olds, autos, Boston; Maas Motors, autos, Boston; Colonial Provision Co., meat packers, Boston.

TV Accounts: Ring Clear Hosiery, hosiery, Manchester, N. H.

ASSOCIATED ADVERTISING AGENCY, INC.

737 Dixie Terminal Bldg., Cincinnati 2, O.
Phone: Main 2811

ABP—ANPA—PPA—APA—NOAB
President.....Sam Malcolm Levy




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Advertising Agencies

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 Service.....Russel C. Cook
 Director Radio-TV.....Stephen Freiberg

**ASSOCIATED BUSINESS
 COUNSELORS, INC.**

Fox Bldg., Detroit 1, Mich.
 Phone: WOODWARD 1-7878

President.....Franklin A. Johns
 Vice-Presidents..Fred Gould, Lansing Moore
 Secretary.....T. R. Johns
 Space Buyer, Media Dir....F. Humphreys

Branch Office
 350 Fifth Ave., New York 1, N. Y.
 Phone: LO 3-7260

ManagerLansing Moore
Radio Accounts: Detroit Times, Locks
 Laboratories.

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.

Phone: WEBSTER 3-8488

ABP—ANPA

Owner & Acct. Exec.....Alfred A. Atherton
 Copy Chief—Media Dir.....Bill Holmes
 Acct. Exec.....Phil D. McHugh

Radio Accounts: Bisno & Bisno (Real Estate-Investment broker), Los Angeles.

TV Accounts: Pacific Citrus Products Co.
 (Hawaiian Punch), Fullerton, Calif.

ATHERTON & CURRIER, INC.

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

Phone: LEXINGTON 2-8795

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President.....J. W. Atherton
 Vice-President.....Lester Stone
 Secretary, Space-Radio Time

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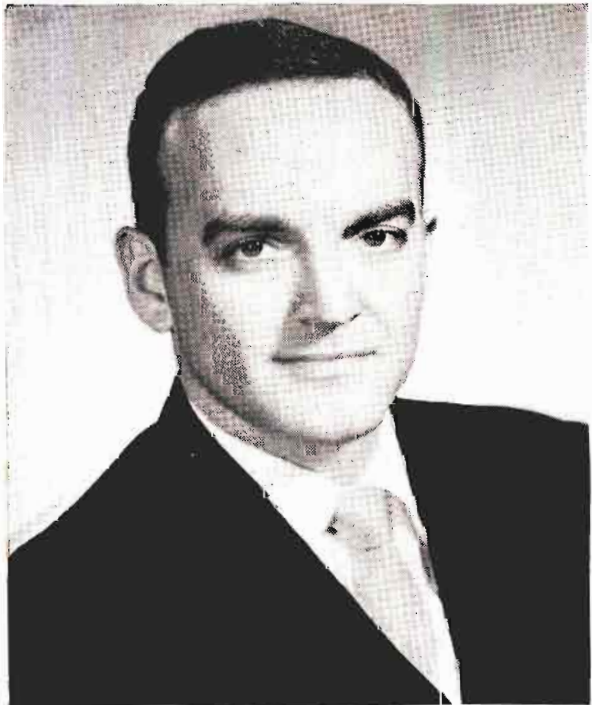
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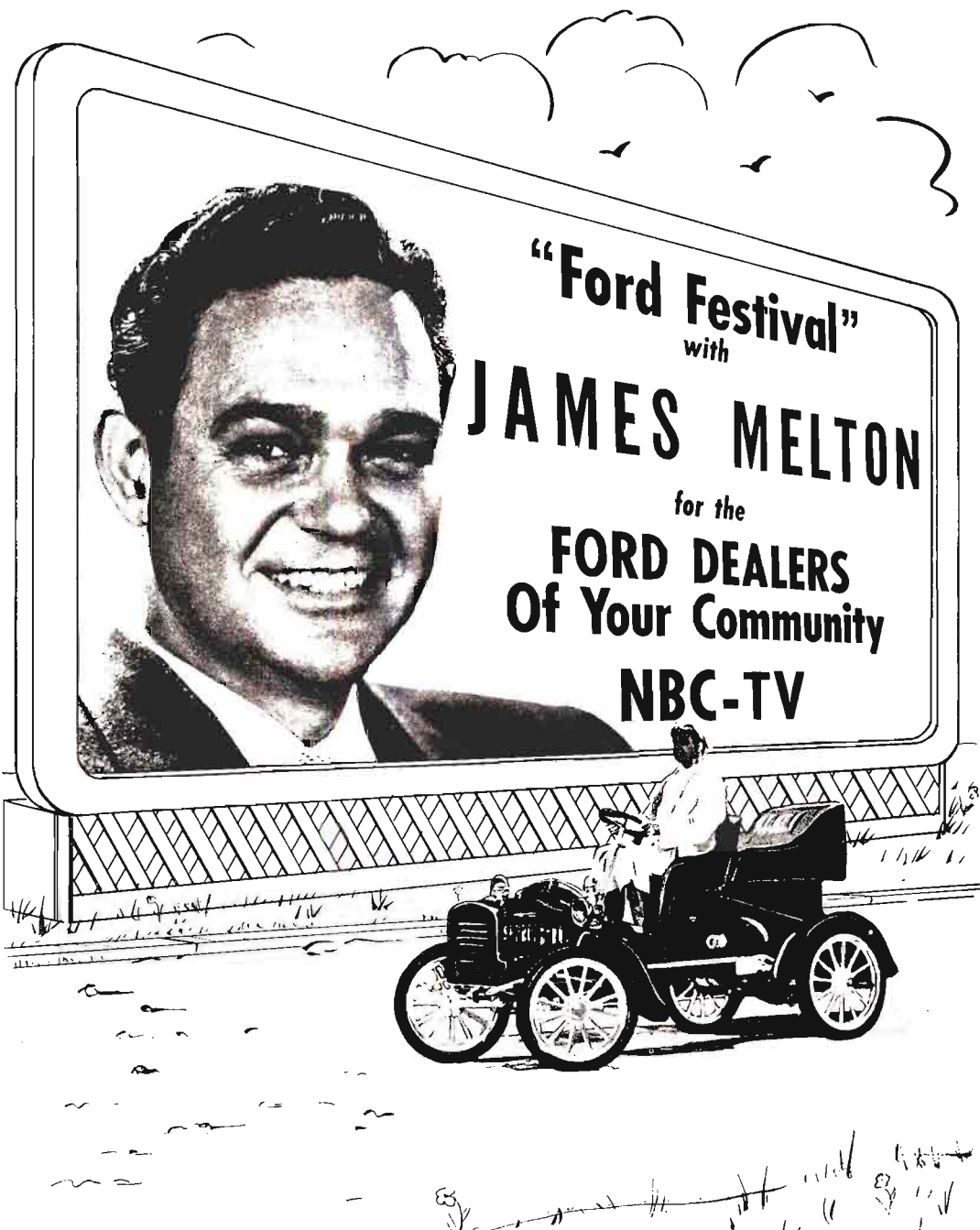
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TV Accounts: General Foods Corp. (Maxwell House Coffee, Post's Cereals, Ridgways Tea, Diamond Crystal Salt), Procter & Gamble (Tide, Prell, Ivory Snow), Audivox, The AVCO Manufacturing Corp.—Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), Arnold Bakers, Inc., The Best Foods, Inc. (Nucoa, Hellmann's Mayonnaise, Presto, H-O Oats, Farina), Norwich Pharmaceutical Company (Pepto-Bismol), Brewing Corporation of America (Carling's Red Cap Ale), Benson & Hedges.

ALFRED PAUL BERGER COMPANY, INC.

9 East 48th St., New York 17, N. Y.
Phone: PLaza 9-4703
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Pres. & Treas. Alfred Paul Berger
Secretary Florence Berger
Space Buyer Jane Ellenbogen
Account Executive Sidney Rosendorf
Production Manager Joel Beier
Art Director Alfred Foute
Radio Director Alfred Paul Berger
Radio-TV Accounts: Pilot Radio Corp., Long Island City, N. Y.; Toffenetti Restaurant, N. Y. C.; Orpheum Shops, N. Y. C.

BERMINGHAM, CASTLEMAN & PIERCE

136 East 38th St., New York 16, N. Y.
Phone: LEXington 2-7550
AAAA—ABP—APA—NOAB

President Arch Bermingham
Directors George Castleman,
Leslie V. Spencer, Herbert Lorentzen,
James Walker, Clarence K. Bagg
Radio Director T. P. Wallower
TV Director John McNeil
Radio Accounts: Griffin Mfg. Co., Inc. (Shoe Polish); Sabena Belgian Airlines (Travel), Brussels, Belgium; Pilgrim (Laundry Service), Whitbread & Co., Ltd. (Imported Ale & Stout), London, England.
TV Accounts: Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.

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51 Madison Ave., New York 10, N. Y.
Phone: MURray Hill 5-3730
ABP—PPA—NOAB

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Treas., Space & Time Buyer
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Art Director Morris Brodis
Publicity Director Ted Kaufmann

Radio Accounts: Eagle Clothes, Inc. (Men's Clothing), Tress, Inc. (Retailer Men's Clothing), Harry Jay Treu (Furrier), New York, N. Y.

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone: STA. 2-5060

ABC—ABP—ANPA—APA—NOAB—PPA
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Vice-Presidents Roy M. Kirtland,
Leroy A. Kling, Frank F. Morr, Burton
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Radio Accounts: Booth Fisheries Corp. (Frozen Fruits, Vegetables, Fish), Chicago, Ill.; Coyne Electrical School (Trade School), Chicago, Ill.; Foel; Packing Co., Chicago, Ill.; Key Work Clothes, Inc., Fort Scott, Kans.; Milner Products Co. (Pine-Sol and Anti-K), Jackson, Miss.; Schulze and Burch Biscuit Co. (Flavor-Kist Cookies & Crackers), Chicago, Ill.; General Finance Co., Chicago; Holland Bulb Growers, 33 N. LaSalle St., Chicago, Ill.

TV Accounts: Florsheim Shoe Co., Chicago, Ill.; Schulze and Burch Biscuit Co., Chicago, Ill.; Helene Curtis Industries, Inc., Chicago, Ill.; Milner Products Co., Chicago.

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640 Fifth Ave., New York 19, N. Y.
Phone: PLaza 9-1717

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Elma Hamilton, Ethel Wieder, Robert
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Advertising Agencies

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703 Market St., San Francisco 3, Calif.
GARfield 1-4854

ExecutiveNorman Mork
1606 North Argyle Ave., Hollywood 28, Calif.
Phone: HEMPstead 2377

ExecutiveJack Runyon
Radio-TV Accounts: American Home Products, Whitehall Division (Guards, Koly-nos, Mercalose, Anacin, Heet); American President Lines; American Trucking Association; Bulova Watch Co.; Eversharp, Inc. (Pens, Pencils, Razors); General Aniline (Anseo, Ozalid); Hills Bros.; Langendorf United Bakeries; Philip Morris & Co. (Philip Morris Cigarettes, Marlboro Ciga-rettes, Spud and Dunhill, Bond Street To-bacco); National Shawmut Bank; Pepsi Cola Co.; Procter & Gamble (Spic & Span, Lava, Joy, Lilt, Teel); Jacob Ruppert Brewing Co. (Beer); Terre Haute Brewing Co. (CV Beer); Lady Esther; Hudson Pulp & Paper Co.; Dennison Food Products; Gunther Brewing Co.

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

ANPA—PPA—APA—ABC—NOAB

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Phillip Solomon
Copy ChiefCarter Jones
Exec. Vice-Pres. & Radio Time
BuyerAlbert Lee Lesser

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Account ExecutivesWilliam R. Dahlman,
Frank A. Kearney, Richard C. Bachman,
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Branch Offices

1680 N. Vine St., Hollywood 28, Calif.
Managers...Thomas Dealy, Wright Nodine
600 Grant St., Pittsburgh, Pa.
V.P. & Mgr.Richard C. Bachman
Radio Accounts: Allegheny Conference for
Community Development, Allegheny County
Democratic Committee, American Home

Products, Corp., American Home Foods, Inc., Boyle-Midway, Inc., & Boyle Midway (Can-ada) Ltd., Christian & Co., Inc., County of Allegheny, Frank & Seder, Hotel Pitts-burgher, Industrial Cigar Company, Morris Clamp & Coupling Co., Pa Pitt's Partners, WCAE, Inc.

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156 Montgomery St., San Francisco 4, Calif.
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Vice-Pres.William Pearce
Empire State Bldg., New York 1, N. Y.
Phone: BRyant 9-4845

Vice-PresidentElizabeth Eyerly
Radio Accounts: Columbia River Packers Assn. (Tuna—Bumble Bee Brand), Astoria, Ore.; E. H. Bendiksen Co. (East Point Oys-ters), Ocean Park, Wash.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; West-ern Hotels, Inc. (Hoteletype), Seattle, Wash.; New Washington Hotel (Hotel), Seattle, Wash.; Von's Cafe (Cafe), Seattle, Wash.; Lucky Stores, Inc. (Super Markets), San Leandro, Calif.; Sego Milk Products (Sego Evaporated Milk) San Francisco, Calif.; Poultry Producers of Central Calif. (Eggs—Nulaid), San Francisco, Calif.; Mayfair Hot-el (Hotel), Los Angeles, Calif.; Golden & Barcroft Inc. (Lustrwash Auto Wash), San Francisco, Calif.; Scott Co. (Plumbing Con-tractors), San Francisco, Calif.; Calif. Sports, Travel & Boat Shows (Sport Shows), San Francisco, Calif.; Crispie Potato Chip Co. (Potato Chips & French Fries), Stockton, Calif.

TV Accounts: E. H. Bendiksen Co. (East Point Oysters), Ocean Park, Wash.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Robt. S. Atkins Co. (Retail Clothiers), San Francisco, Calif.; Foster Lunch Systems (Moar's Cafeterias), San Francisco, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Nulaid Eggs), San Francisco, Calif.; Jantzen Knit-ting Mills (Jantzen Swim Suits & Sun

Advertising Agencies

Clothes), Portland, Ore.; Bell Brook Dairies, Inc. (Dairy Products & "Slim" Milk), San Francisco, Calif.; Idaho Advertising Commission (Idaho Potatoes & Onions), Boise, Idaho; Calif. Sports, Travel & Boat Shows (Sport Shows), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton, Calif.

BOWMAN & BLOCK, INC.

Rand Building, Buffalo 3, N. Y.
Phone: WA 0137

President Albert A. Bowman
Treasurer Nathaniel J. Block
Radio-TV Director..... Gertrude M. Rogers
Radio Accounts: General Electric Supply Corp. (GE Major Appliances & TV); The Kleinhans Company (Men's & Boys' Clothing); Blue Dew Corporation (Washing Crystals); J. N. Adam & Company (Department Store); Kobacker's (Department Stores); Hens & Kelly, Inc. (Department Stores); North Park Furniture (Furniture Store); Weed & Company (Hardware & Appliances); Iroquois Gas Corp. (Gas Appliances).

TV Accounts: General Electric Supply Corp. (Radios, TV, & Major Appliances); J. N. Adam & Company (Department Store); Buffalo Electric Co. (Westinghouse Appliances); The Kleinhans Co. (Men's & Boys' Clothing); Weed & Company (Hardware & Appliances); North Park Furniture (Furniture & Appliances); Kobacker's (Department Store); Iroquois Gas Corp. (Gas Appliances); Fantashere, Inc. (Nylon Hosiery).

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159 Pierce St., Birmingham, Mich.
Phone: Jordan 4-5888

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Vice-President.....Stanley G. Boynton, Jr.
Secretary.....Amelia E. Silvestri
Treasurer.....Ruth A. Speelman
Prod., Radio Traffic.....Marjorie Smith
Branch Office

17 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-0086

Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour, National Tennis Matches, Davis Cup Series.

BOZELL & JACOBS, INC.

510 Electric Bldg., Omaha 2, Nebraska
Phone: Jackson 8039

President.....Morris E. Jacobs
Exec. V.-P.....F. C. Miller
Radio & TV Dir.....Henrietta Kieser
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1010 Heart Square, Chicago 6, Illinois
Phone: Central 6-6505

Chairman of Bd.....Morris E. Jacobs
President.....Nathan E. Jacobs
V.-P., Dir. Radio-TV.....Philip Rouda

411 Terminal Bldg., Indianapolis 4, Ind.
Phone: Lincoln 6326

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....Chas. A. Gallup
2123 Smith Tower, Seattle 4, Wash.
Phone: Main 0145

V.-P. & Manager.....R. H. Wensberg
Chairman of Bd.....Morris E. Jacobs
31 West 47th Street, New York 19, N. Y.
Phone: JUDson 6-5588

Chairman of Bd.....Morris E. Jacobs
President.....Donald D. Hoover
401 WCCO Bldg., Minneapolis, Minn.
Phone: Main 4527

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....Sam Kaufman
Fairfield Bldg., Shreveport, La.
Phone: 3-6124

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....Walter T. Pfeiffer
703 United Gas Bldg., Houston 2, Texas
Phone: Fairfax 4106

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....Carl Storey
813 Thomas Bldg., Dallas 1, Texas
Phone: Randolph 5428

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....M. O. Rice
702 Kass Bldg., 711 14th St., N.W.,
Washington, D. C.
Phone: Sterling 2406

ManagerDon Underwood

Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horse-, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; Andrew Murphy & Son (Chrysler, Plymouth Dealer), Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Bi-States Distributing Corp. (Appliances), Omaha; Major Appliance, Omaha; Sample-Hart Motor Co. (Ford Dealer), Omaha; Omaha & Co. Bluffs Street Railway, Omaha; Douglas County Bank, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Easy Parking Co. (Parking Lots), Omaha; Chicago Herald-American, Chicago, Ill.; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Central Illinois Elec. & Gas Co., Rockford; Northwestern Tel. Co., Freeport, Ill.; Pollyanna Shop (Ladies Wear), Chicago; Intra State Telephone Co., Galesburg,

Advertising Agencies

Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Master Yogurt, New York; Julian Freirich, Inc. (Smoked Meats), New York; Hickory Valley Farm (Epicurean Foods by Mail), Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Lyon-Gray Lumber Co., Dallas; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

TV Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Andrew Murphy & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Nat'l. Bank, Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Security Savings & Loan Assn., Cleveland, O., Chicago; Pfaff Sewing Machine Co., Chicago; Chicago Herald-American; Master Yogurt, N. Y.; Julian Freirich, Inc., Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas, Tex.; W. A. Green Co. (Dept. Store), Dallas; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas; A. B. Cass, Jr. (Real Estate), Dallas.

ARTHUR BRAITSCH ADV.

528 Hospital Trust Bldg., Providence 3, R. I.
Phone: DEXter 1-5313. 1-4115
ABP—APA—ANPA

Radio Director.....Arthur Braitsch
Secretary.....Dorothy Mellen
Space Buyer.....John A. Lorimer
Radio Accounts: Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel), Roger Williams Savings Fund & Loan Assn., Rhodes on the Pawtuxet (Ballroom), R. I. Ice Co. (Torridheet Dealers); I.C.E. Sales Co. (Electrical Appl.); G. H. Walker & Co. (Investments).

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Sec.-Treas.....A. R. Monroe
Production.....June Brantley
Radio Accounts: Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., The Derma Teen Co. (Derma Teen), Sanford, N. C.

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Phone: HOWard 134
ABP—ANPA—APA

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Vice-President.....Victor G. Geisel
Radio Accounts: Brillion Iron Works, Inc.; Woodlot Seed Co., Norway, Mich.; Tulpi Tissues (Lipstick Tissues), Green Bay, Wis.; Unit Structures, Peshtigo, Mich.

J. F. BRINLEY ADVERTISING AGENCY SERVICE

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Buyer.....Garrett E. Hollihan
Prod.-Traffic Mgr.....Jules P. Daniel
Radio & TV Producer.....John H. Butler
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Dir. Food Econ.....Louis Driggs
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1680 N. Vine, Hollywood 28, Calif.
Phone: GRANite 3051

V.P. & Mgr.....A. McKie Donnan
350 Fifth Ave., New York 11, N. Y.
Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide
Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Rainer Brewing Co. (Beer & Ale), San Francisco; Old Homestead Bakery (Butter Nut Bread), San Francisco; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Kaiser-Frazer Dealer Assn. of N. Calif., Emeryville, Calif.; Parsons Am-

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monia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.

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Production Manager.....John G. Fryer
Office Manager.....Alva Edwards

Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; World's Greatest Book Quiz, Portland, Ore.; Cumberland Male Quartet, Haven of Rest, Baker Lake Evangelistic Foundation.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

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Phone: VALley 2-9700

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TV Accounts: Riggio Tobacco Corp. (Regent and Cort Cigarettes), Mullins Mfg. Corp., The Ironite Ironer Co., Hudson Motor Car Co., Goebel Brewing Co., Hygrade Food Products Corp.; Sparks Withington (Sparton Radio-TV Div.), Jackson, Mich.

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Art Director.....James Gaynor

Secretary.....Barbara Vosburgh
Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

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General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-8250

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Radio-TV Accounts: Oldsmobile Division,
General Motors Corporation (Automobiles);
AC Spark Plug Division, General Motors
Corporation (Accessories).

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Radio Time Buyer.....A. Werden
Radio Traffic.....Milton Jurin
TV Production.....David Davidow
Mdse. Director.....Herbert Gold

Branch Office

Taft Bldg., Hollywood & Vine, Los Angeles,
Calif.

Phone: Hillside 7237

Manager.....Howard Blake
Radio Accounts: North American Accident
Insurance Co., Johnson Candy Co., Fashion
Frocks, SitRoux Tissues.

TV Accounts: Bowman Gum, Inc., Phila.,
Pa.; Walter H. Johnson Candy Co., Chicago;
Croton Watch Co., Inc., New York; Fashion
Frocks, Inc., Cincinnati; Food Stores Pro-
gram Corp., New York; Bishop & Co., Los
Angeles; Rexor Corp., New York; Hi-V
Corp., Newark; Sitroux, Inc., New York.

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Phone: 7-0726
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Vice-President.....Robinson Smith

Advertising Agencies

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410-112 S. 19th St., Omaha 2, Nebr.

Phone: ATLantic 2125

ABP—ANPA—APA—NOAB—PPA

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 Director Radio-TV.....Adam Reinemund

BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.

Phone: FInancial 6-4616

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 General Manager.....S. S. Kain
 Art Director.....Al Jacobs
 Production Manager.....S. E. Miller
 Media Manager.....Fred Walder
 Account Executives.....S. W. Grossman,
 J. Margolis, M. A. Harvis, S. Brichta

Radio Accounts: Arvey Corp. (R. V. Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.; Rhein Bros. (Bedding), Chicago, Ill.

TV Accounts: Bell Electric Co. ("No-Shok" Safety Elect'l Prods.), Chicago, Ill.; Blue Crown Spark Plug Co.

BURNET-KUHN ADV. CO.

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

Phone: SUPERior 7-3800

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 Vice-Presidents.....Phillip D. Simons,
 Ellis T. Gash

Secretary.....James H. Kristof
 Radio Director.....William Coop

LEO BURNETT COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.

Phone: CEntral 6-5959

AAAA

President.....Leo Burnett
 Exec. Vice-Pres.....Richard N. Heath
 Treas.-Media Dir.....E. Ross Gamble
 Vice-Pres. in chg. Radio.....W. L. Weddell

Branch Offices

743 Fifth Ave., New York 22, N. Y.

Phone: PLaza 9-7552

Manager.....Donough Prince
 3632 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 8-8131

Manager.....William Coons
Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.;

Club Aluminum Products Co. (Club Aluminum, Cooking Utensils), Chicago, Ill.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Coconut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Club Aluminum Pro. Co. (Cooking Utensils), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Products), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company, (Petroleum Products), Chicago, Ill.

BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus 15, O.

Phone: MAIn 3276

ABC—ABP—ANPA—AFA

Partners.....Herbert Byer,
 Gus K. Bowman, Joel Burghalter
 Radio-TV Directors.....Martha Sullivan,
 John D. Metzger

Account Executives.....Sandy Hallock,
 Reg Testament, Herbert Wise, R. L. Kennard, Gene Hameroff

Radio Accounts: August Wagner Breweries (Gambrinus Beer), Columbus, O.; August Wagner Breweries (Augustiner Beer), Charleston, W. Va.; Ashland Oil & Refining Co. (Gas and Oil), Ashland, Ky.; Buckeye Foods (Potato Chips), Franklin Glue Co. (Household Glue), State of Ohio (Annual Fair), City National Bank, Columbus, Ohio.

TV Accounts: The Ohio Fuel Gas Company (Public Utility), August Wagner Breweries (Gambrinus Beer), Buckeye Foods (Potato Chips), Kahn Jewelers (Jewelry), Columbus, O.; Cream Cone Machine Co., Wood-Nesbitt, Inc., Clean Products Co., Springfield Furn. Co., United Appeals Campaign.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA—ABP—ANPA

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 Production Manager.....Phyllis L. Burlingame
 Copy Chief.....Henry W. Patterson
 Art Director.....William H. Ganick
 Director of Media.....Janet A. Gilbert
Radio Accounts: Adams & Sweet (Rugs),

Advertising Agencies

Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston & Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.; S. S. Pierce Company (Importers and Grocers), Boston, Mass.; Red Coach Grill Restaurant Chain, Boston, Mass.; Rock of Ages Corp. (Monuments), Barre, Vt.

TV Accounts: Adams & Swett (Rugs), Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston and Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.

CAHN-MILLER, INC.

510 St. Paul Place, Baltimore 2, Md.

Phone: SARatoga 4466
PPA

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Radio & TV Dir.....Louis C. Pedlar, Jr.

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Co., Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; The May Co. (Department Store), Baltimore.

TV Accounts: Eutaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Fidelity Storage Co., Baltimore; Hess Shoes (Retail Shoe Store), Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

CALKINS & HOLDEN, CARLOCK,

McCLINTON & SMITH, INC.

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

Phone: PLaza 5-6900
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333 No. Michigan Ave., Chicago, Ill.

ManagerPhilip M. White
Radio Dept. Mgr.....Edward A. Franck
712 So. Cursons at Wilshire Blvd.,
Los Angeles, Calif.
Phone: York 5145

Manager.....Harry W. Witt

Radio Accounts: Oakite Products, Inc., Modern Food, Prudential Insurance Co. of America.

TV Accounts: Oakite Products, Inc., Western Biscuit, Van Camp.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.

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Sr. V.P. Radio & TV.....Winslow H. Case

Branch Offices

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SUtter 1-8736

Vice-Pres. & Manager...T. Milburn Johnston
45 Edgewood Ave., Atlanta 3, Ga.

Phone: LAMar 3858

Manager.....G. G. Thom
Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups.

TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Chevrolet Dealers Association, Inc. (New York), Allen B. Du Mont Laboratories, Inc., Grocery Store Prod. Co. (Foulds Div.).

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: LIncoln 8824

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 Radio Director.....Arthur H. Lund
 Time Buyers....John Cole, Minnie Kaplan
 Production.....Doug. Gabrielson
 Production.....Mort Henderson,
 Arnold Aslakson, Leon Kennedy
 Copywriters.....Myrna McCauley,
 Bill Wheeler, Jerry Crawford, Angeline
 Clement, Dorothy Lowe, Mary Ellen
 Locken

Branch Office

1024 Palmolive Bldg., Chicago 11, Ill.
 Phone: DElaware 7-7553

Vice-President.....Lester J. Will
Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Great Northern Railway Co. (Railroad), Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), HI-LEX Company (HI-LEX Bleach & Disinfectant), St. Paul, Minn.; Land O'Lakes Creameries, Inc. (Dairy Products), Minnesota Consolidated Canneries, Inc. (Butter Kernel Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwc. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Russell Miller Milling Co. (Flour & Cake Mix), Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beefs), St. Paul, Minn.; Kemps Ice Cream Co. (Ice Cream), Minneapolis, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Mira cloth Corporation (Cleaning Cloth), Chicago, Ill.; Munsingwear, Inc. (Underwear, Sleepingwear, Foundation Garments, Hosiery), Northern States Power Co. (Electric Power), Minneapolis, Minn.; Orange-Crush Co. (Soft Drinks), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l. Bank, Minneapolis, Minn.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
 Phone: LO 7-8141
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 Vice-President.....Kathryn Cantor
 Secretary.....Corrine Kolb
 Art Director.....Robert Hersch
 Acct. Execs.....Robert Weiner,
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CARTER ADV. AGENCY

912 Baltimore, Kansas City 6, Mo.
 Phone: HA 1356
 ABP-ANPA-APA-NAAN-NOAB
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 Vice-President.....William G. Rowe
 Radio-TV Director.....Fred Alexander
 TV Acct. Execs...W. G. Rowe, Fred Klemp,
 Curt Bogasch

Radio Accounts: May Potato Chip Co., Corn Kurl Chips, Security Natl. Bank, Home State Bank, Kansas City, Mo.; Butler Mfg. Co. (Farm Equipment Div.).

TV Accounts: R. B. Jones Inc. (Insurance), Retail Merchants Assn. (Various), Kansas City, Mo.

CASMIK ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-2014

Pres. & Treas.....David C. Casmir
 Vice-Pres.....Marvin Casmir
 Copy Chief.....Harriet B. Carter
 Art Director.....William E. Burgess
Radio Accounts: Haynes-Griffin (Radio-TV Records).

CAYTON, INC.

9 East 40th St., New York 16, N. Y.
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 ABP-APA-ANPA-PPA

President.....William D'Arcy Cayton
 Secretary.....D. R. Roberts
 Art Director.....Bob Lee
 Production Manager.....C. F. Lucchese
 Radio-TV Director.....Allen Black
 Asst. Radio-TV Dir.....Lenora Thuna
 TV Time Buyers..Alan Black, Lenora Thuna
 Copy Chief.....Fred Laderman
Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant), The ReClean Corp.

TV Accounts: Chesebrough Mfg. Co., The ReClean Corp., Miracle Adhesive Corp., Virginia Metal Products Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
 Phone: MUrray Hill 8-1234

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 Sec. & Treas. David C. Thomas
 Media Director. Harry Parnas
 Radio-TV Bus. Mgr. J. Frank Gilday
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 Time Buyer. Herbert Gruber

Branch Office

6353 Hollywood Blvd., Hollywood 28, Calif.
 Phone: Hempstead 2324

Manager Riley Jackson
 1814 Union Central Bldg., Cincinnati, O.
 Phone: Garfield 5-178

Manager William Hecker
Radio Accounts: Philip Morris & Co. (Philip Morris Cigarette), Bymart, Inc. (Tintair), New York, N. Y.; Block Drug Co., Inc. (Amm-i-dent, Polident, Poligrip), Jersey City, N. J.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Oyster Shell Products (Pilot Brand Oyster Shell), New Rochelle, N. Y.; Union Dime Savings Bank, New York, N. Y.; Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, Ever Ready Cocoa, "Quik"), New York; Whitehall Pharmaceutical Co., New York; Red Top Brewing Co. (Red Top Beer, Alc, Twenty Grand Ale), Cincinnati, O.

TV Accounts: Block Drug Co., Inc. (Amm-i-dent), Jersey City, N. J.; Bymart, Inc. (Tintair), New York, N. Y.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Sylvania Electric Co. (All Major Products), Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, EverReady Cocoa, "Quik"), N. Y.; Red Top Brewing Co. (Red Top Beer), Cincinnati, Ohio.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.
 Phone: 6-4942

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President. Harry A. Lundborg
 Secy.-Treas. Richard H. Leiper
 Vice-Pres., Gen. Mgr. Sara Kelly
 Art., Prod. Mgr., Copy Chief, Radio-TV
 Talent Buyer. Richard H. Leiper
 Media, Radio Time Buyer. Sara Kelly,
 R. H. Leiper

Radio Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

TV Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
 Phone: WA 2-5732

ANPA—PPA—APA—ABC

Pres. & Space Buyer. J. L. Wade
 Vice-President Elmer Wade
 Radio Director. Simon Levin

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.
 Phone: HANcock 6-7310

AAAA—ABC—ABP—ANPA—APA

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 V.P. in Chg. of Mdsg. Benjamin Shattuck
 Media Director. Edmund J. Shea
 Film Director. J. Nelson Clifford

Branch Office

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

Phone: Murray Hill 7-5040

Vice-President. George A. Frye
Radio Accounts: H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bendsorp Company (Cocoa and Instant Chocolate), Boston, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; Ace Art Co. (NuAce Mounting Corners), Reading, Mass.; H. E. Harris Co. (Stamps), Boston.

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
 Phone: 6-4179

ABP—ANPA

Chairman. C. P. Clark
 Pres. & Treas. D. G. Goodwin
 V.P. & Secretary. J. D. Clark
Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal Co.

ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 32, Fla.
 Phone: 3-5486

ANPA—PPA—SNPA—NOAB

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 V.P., Secy. & Treas. C. B. Clark
 Art Dir. & Prod. Mgr. J. H. Freeman
 Radio & Pub. Dir. E. S. Hamburger
 Media Dir. & Radio Time Buyer. C. Bonnell
Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
 Phone: RIttenhouse 6-0236

ANPA

President. Alice V. Clements
 V.P. & Copy Chief. Elizabeth M. Zindel
 V.P. & Direc. of Radio TV. Robert H. Smith
Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

1 E. 57th St., New York 22, N. Y.
 Phone: MUrray Hill 8-3030

President. Harry B. Cohen
 Vice-Pres.-Treas. Edith S. Cohen
 Exec. Vice-Pres. Edward Aleshire
 Vice-President. Edward Rosenwald
 Vice-Pres. & Copy Chief. Thomas Greer
 Radio-TV Director. Jose di Donato

Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; Pearson Pharmaceutical Co. (Dew Deodorant, "Ennds" Chlorophyll Deodorant Tablets),

Advertising Agencies

New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Black Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.; Waitt & Bond (Blackstone Cigars), Newark, N. J.

TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmaceutical Co.; Waitt & Bond, West End Brewing Co.

THE ARNOLD COHAN CORP.

101 W. 55th Street, New York, N. Y.
Phone: PLaza 7-7730

Pres., Treas. Arnold Cohan
Prod. Dir. Morris Helfman
Radio & TV Accounts: Bruno-New York, Inc.; TV-Radio Appliances.

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.
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Partners. Russell C. Comer, Ruth E. Comer
Prod. Mgr., Art Dir. Tom Korchak
Asst. Executives. Gardner Reams,
Bart Nelson
Radio-TV Director. Jon Yost
Space Buyer. Emlyn W. Gollither

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630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2800
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ABP—AAAA

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Battey, Merrell E. Boyce, George Chat-
field, Chester Dullej, C. James Fleming,
Jr., Wm. O. Geoghegan, John A. Hise, Jr.,
L. O. Holmberg, Jack Rees

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TV Prod. L. H. Titterton
TV Exec. Prod. Brewster Morgan
V.P. & Dir. of Radio &

TV Copy. Muriel Haynes
Mgr. of TV Comm. Prod. Lloyd Durant
Dir. of Publicity. Joseph Field
V.P. & Dir. of Media. Guy Richards
Asst. Media Dir. Frank B. Kemp
Head Time Buyer. Henry Clochessy
Time Buyers. Francis Velthuys,
Martin Hansen, Richard Hurley, Alfred
Ritter, Genevieve Schubert, Donald Car-
ret, Jeanne Bahr, John Neale

Branch Offices

Bd. of Trd. Bldg., 141 W. Jackson Blvd.,
Chicago 4, Ill.

Manager. L. O. Holmberg

Gwynne Bldg., Cincinnati, O.

Manager. Robert P. Marsh
744 N. 4th St., Milwaukee, Wis.

Manager. Richard Davis
6253 Hollywood Blvd., Hollywood, Calif.

Manager. Floyd Holm
Radio and TV Accounts: The Allis Chal-
mers Manufacturing Company; Campbell
Soup Company (Campbell's Tomato Juice &
Campbell's Pork & Beans); The Cochran
Foil Company (Aluminum Foil); M. K.
Goetz Brewing Company (Country Club
Beer); The Goodyear Tire & Rubber Com-
pany, Inc. (Shoe Products); The Hubinger
Company (Quick Elastic Starch); Kelly
Springfield Tire Company; New York Life
Insurance Company; The Personal Products
Corporation (Yes Tissues); The Procter &
Gamble Company (Ivory Soap, Ivory Flakes,
Crisco, Duz and Drene); The Socony-Vacu-
um Oil Company; Standard Brands, Inc.
(Chase & Sanborn Coffee, Instant Chase &
Sanborn Coffee, Tender Leaf Tea, Instant
Tender Leaf Tea).

COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.
Phone: MOhawk 2252
ABP—ANPA—AFA

Partner. Henry W. Comstock
Partner. H. Earl Close
Partner. Frank J. Hess
Dir. of Media &
Research. T. Sloane Palmer
Account Executives. L. W. Simonds,
John B. Morton, Sterling J. Hiles, William
J. Daley, Jr.

Time Buyer. Donald K. Beyer
Radio-TV Director. Mrs. Esther Huff

Radio Accounts: Manufacturers and Traders
Trust Company (Banking Services), Buffalo,
N. Y.; "Gold Seal" Urbana Wine
Co. (Wines), Hammondsport, N. Y.; O-
Cel-O, Inc. (Cellulose Sponges), Buffalo,
N. Y.; Bell Aircraft Corp. (Aircraft), Ni-
agara Falls, N. Y.; Frontier Oil Refining
Corporation (Gasoline & Oil), Buffalo,
N. Y.; Hygrade Food Products Corporation
(Food Products), Buffalo, N. Y.; Semet Sol-
vay Division (Coal), Buffalo, N. Y.

TV Accounts: Manufacturers and Traders
Trust Company (Banking Services), Buffalo,
N. Y.; Frontier Oil Refining Corporation
(Gasoline & Oil), Buffalo, N. Y.; Hygrade
Food Products Corporation (Food Products),
Buffalo, N. Y.; O-Cel-O, Inc. (Cellulose
Sponges), Buffalo, N. Y.

CONNER, JACKSON, WALKER, McCLURE

461 Market St., San Francisco 5, Calif.
Phone: YUkon 6-0196

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Sec.-Treas.....B. H. McClure
Copy Chief.....Audrey Janisen
Art Director.....Fernando Penalosa
Production Manager.....Don Wonacott
Radio Accounts: Golden Nugget Sweets,
Ltd. (Big Hunk Candy Bar), San Francisco,
Calif.; Dinah's Shack (Restaurant), Palo
Alto, Calif.; The Fox Shoppe (Restaurant),
Redwood City, Calif.; Douglas Shaw Candies
(Confections), San Francisco, Calif.; West-
ern Dairy Prod.; Dan T. Cassidy (Interior
Decorator); California Turkey Federation.
TV Accounts: Western Dairy Products;
California Turkey Federation.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
Phone: G 3456
AAAA-ABP-ANPA

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Acct. Exec.....Jack Schlichenmaier
Acct. Exec.....Jack Keasler
Acct. Exec.....Paul R. Ferwerda
Art Dir.....Albin J. Paulson
Auditor.....F. E. Weinholt
Director.....Robert M. Richards
Production Dir.....James F. Davis
Radio Accounts: Anderson, Paul, Co. (Sta-
tioners), San Antonio, Texas; Bohnet Bak-
ing Co. (Baking), San Antonio, Texas;
Comal Cottons (Manufacturing), New
Braunfels; Fomby's (Men's Clothing), San
Antonio, Texas; Hoffinan & Hayman Coffee
Co. (Coffee), San Antonio, Texas; House-
hold Furniture Co. (Furniture), San An-
tonio, Texas; Lone Star Brewing Co. (Beer),
San Antonio, Texas; Mode O Day (Ladies
Ready to Wear), San Antonio, Texas; Mis-
sion Provision (Meat Packers), San An-
tonio, Texas; Ormsby Chev. Co. (Automob-
ile), San Antonio, Texas; Perry Shankle
Co. (Wholesale Distr.), San Antonio, Texas;
Pioneer Flour Mills (Millers' Flour), San
Antonio, Texas; Russ & Co. (Investments),
San Antonio, Texas; Security Finance
(Loans), San Antonio, Texas; Sommers Drug
Stores (Chain Drug Stores), San Antonio,
Texas; Steves Lumber Co. (Lumber, Build-
ers' Supplies), San Antonio, Texas; Studers,
Inc. (Photo Finishers), San Antonio, Texas;
Zale Jewelry Co. (Retail Jewelry), San An-
tonio, Texas.

TV Accounts: Bohnet Baking Co. (Bak-
ing), San Antonio, Texas; Hoffinan & Hay-
man Coffee Co. (Coffee), San Antonio,
Texas; Lone Star Brewing Co. (Beer), San
Antonio, Texas; Ormsby Chevrolet Co.
(Automobile), San Antonio, Texas; Perry
Shankle Co. (Wholesale Distr.), San An-
tonio, Texas; Sommers Drug Stores Co.
(Chain Drug Stores), San Antonio, Texas;
Studers, Inc. (Photo Finishers), San An-
tonio, Texas.

CO-ORDINATED ADVERTISING CORP.

9 E. 38th St., New York 16, N. Y.
Phone: MUrray Hill 9-1440

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Treasurer.....Irving Herz
Vice President.....Matty Miller
Vice President.....Lou DeNunzio
Exec. Producer.....Lester "L" Wolff
Dir. TV & Radio.....Charlotte Armstrong
Time Buyer.....Irving Herz
Radio Accounts: Claridge Foods (Ham-
burgers & Meat Balls), New York, N. Y.;
Sunrise Food Stores (Super Markets), Long
Island, N. Y.; Diamond K & Food Town
(Super Markets), Westchester, N. Y.; Snappy
Cheese, New York, N. Y.

TV Accounts: Associated Food Stores
(Super Markets), New York, N. Y.; Man-
hattan Food Stores, New York, N. Y.; Van
Houton Instant Cocoa, New York, N. Y.;
Myer 1890 Beverages, New York, N. Y.;
Ehlers Coffee, New York, N. Y.; Foremost
Dairy Products (Ice Cream), New York,
N. Y.; Bond Bread, New York, N. Y.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0940
ANPA-PPA-NOAB-APA

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Vice-Presidents.....Porter F. Leach,
J. Clement Boyd, Stuart D. Cowan, Jr.
Media Director.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.
Radio Accounts: Schieffelin & Co. (Pears
Soap), Frank G. Shattuck Co. (Schrafts
Stores & Restaurants), New York.

TV Account: Pears Soap.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.
Phone: 5-6185

ABP-ANPA-APA-PPA

President.....John Gilbert Craig
Vice-Pres.....R. V. Craig
Radio Accounts: Joseph Bancroft & Sons
Co. (Textile Finishing), Brosius & Smedley
(Lumber-Millwork-Coal), Wilmington, Del.;
H. P. Cannon & Son, Inc. (Canned Foods),
Bridgeville; Delaware Coach Co., Delaware
Power & Light Co., Wilmington, Del.; Dia-
mond Ice & Coal Co. (Fuels, Home Prod-
ucts), Equitable Trust Co., Greenhill Dairies,
Inc., Wilmington, Del.; Steinman Stations,
Lancaster, Pa.; Riverview Beach Park, Penns-
ville, N. J.; Wilson Line, Inc. (River Trans-
portation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co.
(Fuels, Home Products), Equitable Trust Co.,
Wilmington, Del.; Delaware Power & Light
Co. (Gas & Electric Service), Wilmington,
Del., Riverview Beach Park (Amusement
Park), Pennsville, N. J.

Advertising Agencies

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733 North Van Buren St., Milwaukee 2, Wis.
Phone: DAly 8-3500

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Exec. Vice-President.....H. N. Pasteur
Vice-Pres.-Treas.....C. W. Faude
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Vice-Pres. in Chg. Media.....L. H. Ness
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R. F. Timm, N. L. Telander

Radio-TV Director.....Roger W. LeGrand
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Supers.....R. LeGrand,
K. Hegard, J. Pritchard

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; Fox Wisconsin Amusement Corp. (Theater Change), Milwaukee, Wis.; Henri's Food Products (Salad Dressings); Chevrolet Dealers of Milwaukee (Car Dealers), A. O. Smith Corp. (Heating Division) (Heating Equipment), Milwaukee, Wis.; Patek Paint Co. (Paints), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Pflugradt Co. (Heating Equipment), Milwaukee; Gehl Bros. Mfg. (Farm Equip.); Milwaukee Hay Tool Co. (Farm Equip.).

TV Accounts: Ed. Schuster & Co., Inc. (Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Henri's Food Products (Salad Dressings), Chevrolet Dealers of Milwaukee (Car Dealers); Pflugradt Co. (Heating Equipment), A. O. Smith Corp.—Heating Division (Heating Equipment), Rolfs (Personal Leather Goods), West Bend, Wis.; Wisconsin Telephone Co., Milwaukee; Haberg Paper Mills, Green Bay, Wis.; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Phoenix Hosiery Co., Milwaukee.

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Media Buyer.....Edward Loveton
Production Chief.....J. J. Franz, Jr.
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Vice-Pres. in Charge.....William Reydel
Radio-TV Director.....John Sheehan
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Branch Office

8420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131

Radio Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Kirkman Soap, Northwest Airlines, E. R. Squibb & Son.

TV Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Sunshine Biscuits, Permutit (Water Softener), Northwest Airlines, Holmes & Edwards Silver, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

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Radio Accounts: Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., American Chicle Co.

TV Accounts: Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc., Procter & Gamble, American Chicle Co., Cory Co., Campbell Soup Co.

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TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

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Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., Blanke-Baer.

TV Account: Pepsi-Cola.

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Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products.

TV Accounts: Scudder Food Products,

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Resistab, Ammen Vitalis, Mum, Vitalis Hair
Cream, Benex), New York, N. Y.; The Borden
Co. (Borden's Instant Coffee), New
York.

TV Accounts: Bristol-Myers Company
(Ipana, Vitalis, Resistab, Sal Hepatica,
Trushay, Bufferin, Mum), Welch Grape
Juice (Grape Juice, Prescres), New York,
N. Y.; Borden Co. (Borden's Inst. Coffee).

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TV Prod.....Hobart Britton
Talent Buyer.....T. Michaux Moody
Media & Space Buyer (Mag.)...Phyllis King
Branch Office

Woodward Bldg., Washington, D. C.

Phone: REpublic 1420

ManagerPhilip Rosenfeld
Radio Accounts: Etchison Hat Co., Inc.,
Chesterfield Hat Corp., Richmond, Va.;
Southland Wine Co., Inc.; Dixie Wine Co.,
Inc.; W. H. Miles Shoe Co., Inc.

TV Accounts: Landers, Frary & Clark Co.
(Stroke Saver Irons).

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SNPA

Dir. Motion Picture, Radio
& TV Div.....A. Carl Rigrod
Time Buyer.....Evelyn Jones
Writer-Production.....Walter Collins
Writer-Acct. Exec.....Latham Owens

Radio Accounts: New York Herald Trib-
une, New York World-Telegram & The Sun,
Carolina Rice (River Brand Rice Mills,
Inc.), M-G-M, New York, N. Y.; Atlantic
Ale & Beer, Atlanta, Ga.; Messing-Cornell
Bread; Inst. of Commercial Art; Monarch
Wine Co.; Brandt Theaters; Atlantic Ale &
Beer.

TV Accounts: Gold Medal Candy Corp.
(Bonomo's Turkish Taffy), New York, N. Y.;
Scripto, Inc. (Pens and Pencils), Atlanta,
Ga.; M-G-M, New York, N. Y.; N. Y.
W-T & Sun; Monarch Wine Co.; Irish Linen
Guild; Inst. of Commercial Art.

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505 Washington Blvd. Bldg., Detroit 26, Mich.

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Helen Anderson, Jack Colt

Branch Office

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

Phone: DEa 2-4676

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Radio Accounts: Big Bear Markets (Super-
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(Jewelers), Dearborn, Mich.; Dixie Shops
(Men & Women's Shops), Ypsilanti, Ann
Arbor, Adrian, Mich.; Famous Furniture &
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Drinks and Mixers), Hab Appliance Stores

(Appliances), Speedway Petroleum Corp.
(Gasoline), Detroit, Mich.; Weil & Co.
(Dept. Store), Detroit, Mich.; Federal Dept.
Stores; Buckeye Beer, American Savings,
Lasky Furniture.

TV Accounts: Annis Furs (Furs), Big
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niture Stores (Furniture), Faygo Beverage
Company (Soft Drinks and Mixers), Federal
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Sausage Co. (Meat Packers), R. R. Pressel
Sausage Co. (Meat Packers), Richard's
Drive-In (Drive-Ins), Rose Jewelry Com-
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Corp. (Gasoline), Studebaker Dealers of
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53 State St., Boston 9, Mass.
Phone: LAfayette 3-0770

Senior V.P.....Chas. W. Morse
1518 Walnut St., Philadelphia 2, Pa.
Phone: PENNypacker 5-4477

V.P.....E. Howard York
425 Bush St., San Francisco 8, Cal.
Phone: YUKon 2-4080

V.P.Ronald Brindley

Radio Accounts: Chemical Bank & Trust
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Peabody & Co. (Brokerage), Philadelphia,
Pa.; Goodbody & Co. (Brokerage), New
York City; Provident Trust Co. of Phila-
delphia (Bank), Philadelphia, Pa.; Kidder,
Peabody & Co. (Brokerage), New York City;
Wellington Fund (Mutual Fund), Philadel-
phia, Pa.; Troy Savings Bank (Savings
Bank), Troy, New York; The Methodist
Radio Society of the Phila. & N. J. Annual
Conferences (Radio Society, Philadelphia,
Pa.; Boston Federal Savings & Loan Assoc.
(Bank), Boston, Mass.; Dayton & Gernon
(Brokerage), Minneapolis, Minn.; Boston
Five Cents Savings Bank (Bank), Boston,
Mass.; St. Paul Federal Savings & Loan As-
soc. (Bank), Chicago, Ill.; Estabrook & Co.
(Brokerage), Boston, Mass.; Lawn Savings
& Loan Association (Bank), Chicago, Ill.;
Waltham Federal Savings & Loan Assoc.
(Bank), Boston, Mass.; American School
(Home Study), Chicago, Ill.; Diamond
Match Co. (Lumber Matches), Boston, Mass.;
Crocker First National Bank (Bank), San

Advertising Agencies

Francisco, Calif.; Seiler's, Inc. (Frozen Foods), Boston, Mass.

TV Accounts: Union Trust Company (Bank), Washington, D. C.; Cities Service Oil Co. (Dealers), Boston, Mass.

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

Phone: ELdorado 5-2680

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Exec. V.P. Radio-TV.....Harold Kaye
Radio & TV Dir.....Alex Courtney
Radio-TV Time Buyer.....Lucille Dreher
Radio Accounts: A. S. Beck Shoe Corp.,
Lavin Perfumes.

TV Accounts: A. S. Beck Shoe Corp.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

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Asst. Radio & TV Dir.....Helen Garabedian

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

Phone: MU 8-1275

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Dowd, Redfield & Johnstone, Inc.

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Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Buckley & Scott Utilities, Inc. (Equipment for Heating), Watertown, Mass.; City Fuel Co. (Coal), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Paper Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Staples Coal Co. (Coal), Town & Country (Real Estate), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Select Baking Co. (Bread), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Giusti Bread (Bread), New Bedford, Mass.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.; Snider Fuel (Coal), Charlestown, Mass.

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Radio & TV Time Buyer.....Betty Nesse
Radio Accounts: Bell & Co. (Bell-Ans, Proprietary Medicine), Orangesburg, N. Y.; Block Drug Co. (Various Drug Products), Jersey City, N. J.; The American Protam Co., Save-By-Mail, Inc.; Dormin, Inc.

TV Accounts: Block Drug Co. (Omega Oil), Jersey City, N. J.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Blensol), New Hyde Park, N. Y.; Continental Radiant Glass Heat, Inc., New York.

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703 Market St., San Francisco, Calif.

Phone: YUKon 6-6239

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Radio Accounts: The Serutan Co. (Serutan, Sedagel, Nutrex, RDX, Lemel, Geritol, Journal of Living), C. J. Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.
TV Accounts: American Cyanamid Co. (Superset Div.), The Serutan Co. (Serutan, R. D. & Sedagel), New York, N. Y.

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Acct. Exec.....Madeline Feeney
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TV Accounts: Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Food Festival (Food Show), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.

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Radio & TV Time Buyer.....Dan Kane
Prod. Asst.....Kay Woelfle
Radio Production.....Jim Haupt
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TV Accounts: Cadbury-Fry America, Inc. (Candy), Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears); White Star Luggage.

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Account Executive...Katherine Doyle Spann
Radio and TV Accounts: KPIX-TV, San Francisco; KSFO-AM, San Francisco.

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Phone: Wa 9902
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448 Seymour St., Vancouver, B. C.
Phone: Ma 2631

Manager.....W. Van Warren
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TV Accounts: Western Savings Bank (Bank—Savings), First National Bank (Bank—Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker—Neptune Sardines, Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Neumier Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Bredenberg Distributing Co. (Imported Labatt's Beer), William Hengerer Company (Department Store), Lamont-Wray Motors (Chrysler-Plymouth Dealer).

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Donald B. Crowl, William Fitzgerald
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Advertising Agencies

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TV Film Director.....Robert L. Friend

Branch Offices

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Phone: RIttenhouse 6-5491

ManagerAl Fingerman
270 Park Ave., New York, N. Y.

Phone: PLaza 5-4952

Vice-Pres.Howard Enders
6611 Santa Monica Blvd., Hollywood, Calif.
Phone: Hillside 6118

ManagerJohn Swallow
1176 Sherbrooke St., W., Montreal, Canada
Phone: Plateau 4181

ManagerDave Kaplan

Radio Accounts: Amvets (American Veterans of World War Two), Veterans of Foreign Wars, Koolvent Metal Awnings, Washington, D. C.; All-Aluminum Corp. (Chairs, Tables), Georges Radio & Television Co., Government Services Inc., Washington, D. C.; Brigg's Filtration Corp., Occidental Restaurant, Travel Inc., Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, and Virginia; Al's Motors (Chrysler), Virginia; McCoy's (Radio, Television & Appliances), Washington, D. C.; Mid-Atlantic Appliances (Admiral and Bendix), Washington, Maryland, Virginia; Air Rome, Inc. (Trips to Holy Land), National; Home Appliance Co. (Radio, Television & Appliances), United States Government Agencies, Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Cardwells Inc. (Rugs), National Institute of Technology, Sil-i-Kleen Auto Polish, Washington, D. C.; Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Academy Motors (Hudson), Philadelphia, Pa.

TV Accounts: Koolvent Metal Awnings, George's Radio & Television Co., The Hecht Company (Dept. Store), Occidental Restaurant, Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, Maryland, Virginia; Al's Motors (Chrysler) Virginia; McCoy's (Radio, Television & Appliances), Mid-Atlantic Appliances (Admiral & Bendix), Washington, D. C., Maryland, Virginia; Home Appliance Company (Radio, Television & Appliances), Washington, D. C.; Hotpoint Corporation, National; Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Sil-i-Kleen Auto Polish, Rumpus Rye (New Philadelphia Bakery), Washington, D. C.; N. Snellenburg & Company (Dept. Store), Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Philadelphia, Pa.; Hecht Bros. (Dept. Store), Washington, D. C.; The Hub (Dept. Store), Baltimore, Md.; Motorola, Gimbel's (Dept. Store), Frigidaire, Philadelphia, Pa.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric),

Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

ENGEL ADVERTISING, INC.

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

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Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Accounts: Superior Match Pants Co.

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218 Anglo Bank Bldg., Fresno, Calif.

Phone: Ph. 3-2613

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Vice-PresidentFrank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams
Radio Accounts: National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce.

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Phone: LEXington 2-8700

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Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Lydia E. Pinkham Medicine Co. (Vegetable Compound), Lynn, Mass.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars,

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TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Seek and Kade, Inc. (Pertussin), New York, N. Y.; Musterole Co. (Musterole), Cleveland, O.; North American Phillips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

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V.P. & Radio Dir. L. H. Greenhouse
Secy.-Treas. & Prod. Mgr. W. J. Collopy
Radio Accounts: Commonwealth of Pa., Dept. of Commerce; Commonwealth of Pa., Dept. of Revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 5-1000
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V.P. Chg. TV Kendall Foster
Bus. Mgr. Radio Charles White
Chief Executives Wendell Adams,
Stan Lomas, Sam Northcross, Helen Phillips, Max Wylie, Jack House, Edward Montague

Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Coca Cola Bottling Co.

TV Accounts: Colgate (Fab, Super Suds, Vel), M & M Ltd. (M & M's Candy), National Carbon (Eveready Batteries, Prestone Anti-Freeze), R. J. Reynolds Tob. Co.

(Camel Cigarettes, Cavalier Cigarettes), Coca Cola Bottling Co.

EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.

Phone: EDison 9521
ABC—PPA—ABP—ANPA—APA
NAAN—NOAB

Partners Albert Evans, Jr.,
Gordon N. Teague, Stanley Schlenker

Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work (Clothes)); Foremost Danes; Ft. Worth Macaroni Co.

TV Accounts: Williamson Dickie Mfg. Co.; Fort Worth Macaroni Co.; Alcohol Druggist).

EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.
Phone: 28868

President Clarence R. Evans
Art Director John Robert Work
Continuity Director Imogene Kundig

Radio Accounts: Axtell Kramer; B & F Toggery; Beatrice Foods; Bootery; Bridge Jewelry Co.; Brunk & Sapp; Camera Shop; Community Bakery; Constantino Packing Co.; Ray DeFrates; Faultless Milling Co.; Fink's Cleaners; First National Bank; Hills Bros. Co.; Jack Harman's Super Service; John S. Harms; Kennedy Laundry & Dry Cleaners; Lloyd's Cleaners; Lincoln Trail Turkey Farm; Quality Dairy; Public Food Market; Roland's; Royal Crown Bottling Co.; Seek DeVault Paint Mfg. Co.; Security Federal Savings & Loan; Springfield Motors; Springfield RefinOil Co.; Swanson Camera Shop; Arch Wilson Inc.

THE EVERLING ASSOCIATES, INC.

1015 Chestnut St., Philadelphia 2, Pa.
Phone: Market 7-2617
ABP—APA

Pres., Radio-TV Dir. Frank J. Crockery
V.P. & Dir. of Art. Reynold Abbruzzi

Radio Accounts: Petroleum Heat & Power Co., Mrs. Smith Pie Co.

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone 3-7333

President John T. Farquhar
Vice-President Ted R. Darvoe
Secretary Roger H. Williams
Treasurer Jay C. Anderson
Radio-Television John T. Farquhar
Media Buyer Elnore M. Farquhar

Radio Accounts: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.

Advertising Agencies

TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Kleen-Maid Baking Corp. (Wholesale Baking Products), Utica, N. Y.; Playworld (Toys, Children's Furniture), Utica, N. Y.

FEDERAL ADV. AGENCY, INC.

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

Phone: MUrray Hill 8-4200

AAAA-ABP-ANPA-APA-NOAB-PPA
Vice-Pres.-Dir. of Radio & TV

Francis C. Barton, Jr.

Asst. to Mr. Barton.....Eleanor L. Larsen
Time Buyer.....Penelope A. Simmons
Copywriter-Radio & TV....."Pat" Bartels,
Asst. to Mrs. Simmons.....Jacqueline Ruta

Radio Accounts: American Safety Razor Corp. (Gem Blades), Brooklyn, N. Y.; Pan American Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Stromberg-Carlson (TV Sets), New York, N. Y.

TV Accounts: General Cigar Co. (Van Dyck Cigars), New York, N. Y.; Gerber Baby Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues and Paper Napkins), New York, N. Y.

HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 4-1536

ANPA-NOAB-PPA

Partners.....Harry Feigenbaum,
David Werman

Radio & TV Director.....Franklin Roberts

Radio Accounts: Grabosky Brothers (Royalist Cigars), Federal Savings & Loan Associations of Phila., Hardwick & Magee Co. (Rugs & Furniture), Philadelphia, Pa.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store, (Men's Furnishings), The Laundry Board of Trade (Phila. Laundry Associations), Fox Weiss (Furriers), Philadelphia, Pa.

TV Accounts: B. S. Pincus & Co. (Yankee Maid Meat Products), Booth's Bottling Co. (Carbonated Beverages), The Arrow Store (Men's Furnishings), Crescent Nut & Chocolate Co. (Nuts & Mints).

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.

Phone: CO 5-3642

Pres. & Radio Time Buyer,

Account Executive.....Robert Feldman
Sec. & Treas.B. Michaels
Radio Director.....C. Rhodes
Copy Chief.....L. Barton
TV Director.....R. Feldman

Radio Accounts: Nevelea Country Club,

Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Restaurant, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.

TV Accounts: Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Larned Blvd., Syracuse, N. Y.

Phone: 2-4175, 2-4176

ABP-APA

Pres., Space & Radio Time Buyer

Byron F. Fellows, Jr.

Secretary-TreasurerMarjorie Hughes

Radio Accounts: B W B Foods Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Company (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

TV Accounts: B W B Foods, Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

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525 N. Charles St., Baltimore, Md.

Manager.....Phil Jackson

Life Ins. Co. of Va. Bldg., Richmond, Va.

Manager.....H. P. Martin

Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler

Peanut Products (Peanut Butter & Peanuts),

Wash. & Balt.; Mann's Potato Chips, Wash.

& Richmond; Smith's Storage Co., Washing-

ton; Lincoln Warehouse Corp., New York;

Manbeck Bread Co. (Bread Products),

Hagerstown, Md.; High's Lee Cream Co.

(Dairy Products), Washington, D. C.; Little

Tavern Shops (Restaurants), Wash. & Balti-

more; Lindsey-Robinson, Inc., Roanoke, Va.

TV Accounts: Briggs (Meat Products),

Smith's Storage Co., Washington, D. C.; P.

D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

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

Phone: MUrray Hill 9-7100

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Radio Accounts: Robt. Orr & Co. (Coffee),
 St. Bernard Coal Co. (Coal), Coal Heating
 Service (Coal), Milk for Health, Inc.
 (Milk), Nashville, Tenn.

TV Accounts: Nashville Pure Milk Co.
 (Dairy Products), Nashville; Moore Handley
 Co. (Hardware); Red Ace Petroleum Co.
 (Coal & Oil).

FIRESTONE-GOODMAN ADV. AGENCY, INC.

445 Loeb Arcade, Minneapolis 2, Minn.
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 Secretary.....R. S. Firestone
 Space Buyer.....L. Koehler

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 Radio & TV Dir... Jack L. (Bud) Fisher, Jr.

Radio Accounts: Bass Bros. Furniture Co.,
 Chicago, Ill.; Bell Savings & Loan Assn.
 (Local Radio), Cook Co. Central Demo-
 cratic Committee—Political (Radio-selected
 Localities), National Foundation for Infan-
 tile Paralysis (Midwest Rep.), New York &
 Chicago; Tam O'Shanter Country Club (Golf
 Tournaments Only), Chicago; United Artists
 Corp. (Motion Picture), Chicago (Radio Se-
 lected Localities); Universal-International
 Pictures (Motion Pictures), Chicago (Radio
 Selected Localities).

TV Accounts: Cook Co. Central Demo-
 cratic Committee (Political), Chicago (Se-
 lected Localities); Tam O'Shanter Country
 Club (Golf Tournaments), Chicago; Harvey
 Lumber Co., Chicago; Lowebco, Inc. (Wil-
 solve & Concrete), Nat'l. Foundation for In-
 fantile Paralysis, Chicago & N. Y.; Phillips
 Prod. (Aurillum), Chicago, Ill.; United
 Artists Corp.; Universal-International Pic-
 tures Corp.

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 TV Director.....Tom Newman
 TV Production.....A. David Cloud

Radio Accounts: Alabama-Georgia Syrup
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 Am. Southern Corporation (Petroleum
 Products), Jackson Brewing Company (Jax
 Beer), Wesson Oil & Snowdrift Sales Co.
 (Snowdrift Shortening, Wesson Oil), South-
 ern Cotton Oil Co. (Crustene and Scoo
 Shortening), New Orleans, La.; Blue Plate
 Foods, Inc. (Coffee, Mayonnaise, Salar Dress-
 ing, Margarine, Jellies and Preserves, Peanut
 Butter), H. G. Hill Stores (Grocery Store
 Chain), New Orleans, La.

TV Accounts: Jackson Brewing Company
 (Jax Beer), Godchaux Sugars, Inc. (God-
 chaux Sugar), H. G. Hill Store (Grocery
 Store Chain), Higgins, Inc. (Flooring &
 Institutional); La. State Rice Milling Co.
 (Mahatma, Fag, Water Maid Rice); So. Cot-
 ton Oil Co.; Wesson Oil & Snowdrift Sales
 Co. (Wesson Oil, Snowdrift).

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 Phone: 2-3129

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Radio Accounts: I. J. Fox, Inc. (Retail Fur-
 rier), Morton S. Pine Co. (Day's Pine
 Cleanser), Cleveland, O.

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1528 Walnut St., Philadelphia 2, Pa.
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 V.P.-Gen. Mgr.....A. Edward Morgan
 V.P.-Media Director.....Wesley Winning
 Copy Director.....Raymond Barr
 Radio-TV Director....Frank M. Knight, Jr.

Radio Accounts: Abbotts Dairies, Inc.
 (Milk, Cheese & Ice Cream), Beneficial
 Saving Fund (Banking), Delaware Steeple-
 chase & Race Assn. (Horse Racing), Wil-

Advertising Agencies

mington, Del.; Harford County Fair Assn. (Horse Racing), Bel Air, Md.

TV Accounts: Abbotts Dairies, Inc. (Milk, Cheese, & Ice Cream), Beneficial Saving Fund (Banking), Philadelphia, Pa.; Atlantis Sales Corporation (Silver Polish), Rochester, N. Y.; Becker-Mills, Inc. (Pontiac Autos); Louis Burk, Inc. (Meats).

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Phone: ATwater 8181

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Radio and TV Accounts: Acme Breweries

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918 11th St., Sacramento 14, Calif.

Phone: GILbert 2-3645

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

Phone: CORTlandt 7-5060

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Phone: Columbia 8449

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Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin
Sales, Valmor Prod.

TV Account: Rosin-Starr.

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23 West 47th St., New York 19, N. Y.
Phone: PLaza 7-7690

ABP—ANPA

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Radio-TV Director.....Dolph Franklin

TV Accounts: Supreme Wines (Wine),
New York, N. Y.; Stern Department Stores;
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Pa.; L. Fish Stores (Furniture), Chicago,
Ill.; Hecht's Department Stores (Depart-
ment Stores).

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545 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 2-7433

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Art Director.....E. Gambale

Production Manager.....Phil Berman
V.P.-Radio & TV Dir.....Sydney Rubin

Radio Accounts: Adler Shoes, New York;
Milrose Products (RAD Cleaner), New
York; The Reporter (Magazine), New York;
Gilbert Mfg. Co. (Electrical Prod.), New
York.

TV Accounts: Adler Shoes for Men, Mil-
rose Products (RAD Cleaner), Vim Elec-
tric Co. (Hallcrafters TV & Norge), New
York.

CURT FREIBERGER & CO.

1349 Court Place, Denver 2, Colo.

Phone: ALpine 2048

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Secretary.....Charles A. Haskell

TreasurerEsther Piper

Radio Accounts: Central Bank & Trust Co.,
Tivoli Brewing Co., Toner's Peanut Butter,
Colorado Potato Flake Mfg. Co., Associated
Grocers of Colo., Sheridan Brewing Co.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.

Phone: HEMlock 1345-6

ANPA—APA—NOAB—PPA—AAAN

Owner.....J. V. Freitag

Prod. Mgr. & Art Dir.....H. J. Torgesen

Space Buyer.....M. K. McGowan

Secretary, Radio Dir.....R. W. Wallace

Radio Accounts: Columbia Baking Co.,
Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.

Phone: NEwstead 0037

AAAA—ABC—ABP—NOAB—ANPA

PPA—APA—AFA

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Mazie G. French

Art Director.....Matthew Falk

Dir. Client Service.....Richard C. Lynch

Media Director.....C. Sewell Pangman

Dir. Radio & TV.....Al Maescher, Jr.

Radio Accounts: Mercantile Commerce
Bank & Trust Co., Dixie Mills, H. P. Coffee
Company, Meletio Sea Food Company, Whis-
tle & Vess Beverages, Inc., St. Louis; Fed-
eral Savings Bank, R. E. Funsten Co., Gen.
Electric Appl. Co., Inc., St. Louis, Mo..

TV Accounts: Whistle & Vess Beverages,
Inc., St. Louis Federal Savings & Loan Assn.,
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Magazine Space Buyer & Prod. Mgr.

Harold E. Bessom
Radio & TV Dir., Time Buyer

Harvey P. Newcomb
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(Marshmallow Fluff), Lynn, Mass.; Winslow
Chip Company (Potato Chips, Products),

Marblehead, Mass.; LePage's Inc. (Glue
Products), Gloucester, Mass.; General Elec-
tric Supply Corp. (Electrical Products), Bos-
ton, Mass.; Gentles Baking Co. (Gentles

Bread), Mattapan, Mass.; Campbell-Fair-
banks, Inc. (Sportsmen's Shows), Boston,

Mass.; Frank Bownes Paint Co. (Modene
Paints), Chelsea, Mass.; Jasper Wyman &

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Advertising Agencies

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TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; Winslow Chip Co. (Potato Chips, Products), Marblehead, Mass.; LePages, Inc. (Gluc Products), Gloucester, Mass.

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1501 Euclid Ave., Cleveland 15, O.

Phone: CHerry 1-6700

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 Media Dept. Mgr. (New York).....G. R. Lyon
 Media Dept. Mgr. (Chicago).....L. J. Boyce
 Radio, Film, TV Dept. Mgr.

(Cleveland Office).....Richard F. Reynolds
Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.

Phone: MUrray Hill 6-5600

Vice-Pres. & Mgr.R. E. Allen
 105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5041

Vice-Pres. & Mgr.....E. J. Lauesen
Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

TV Accounts: Central Natl Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.

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ABP

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 Art Director.....Edwin R. Swaback

Acct. Executives.....H. Edward Simon
 Lon Shaw

Space Buyer.....Alice Wiener

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

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 Radio-TV Director.....William Fisher

Branch Office

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

Phone: COLUMbus 5-2000

Exec. Vice-Pres.....Roland Martini

Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

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

Phone: SUperior 7-8388

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 Account Executive.....J. C. McDonough

Radio Accounts: Florida Citrus Exchange, Gibson Refrigerator Co.

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 Radio-TV Dir.....Edward B. Harvey

Advertising Agencies

Branch Office

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

Phone: LExington 2-0880

Vice-President.....Charles S. O'Donnell

Radio Accounts: Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Diston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

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Account Executive.....J. W. Clark

Media Director.....Pat Crowell

Production Manager.....M. F. Musil

Branch Office

2050 High Tower Dr., Hollywood 28, Calif.

Manager.....Orson Hauter

Radio Accounts: David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

GETSCHAL & RICHARD, INC.

49 E. 51st St., New York 22, N. Y.

Phone: PLaza 9-1332

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Vice-President.....Richard Ash

Radio-TV Accounts: Emerson TV & Radio Corp.; Sealy Mattress Co. of N. Y.; Friendly Frost Stores; Sales Affiliates, Inc.

GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 22, N. Y.

Phone: PLaza 5-5400

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H. Wilson, Ralph Wolfe

931 Third National Bldg., Dayton 2, O.

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Radio Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; Hat Corp. of America (Knox Hats), N. Y.; Chicopee Mills (Tobacco Seed-bed covers), N. Y.; United Aircraft Corp. (Sikorsky & P. & W.), E. Hartford, Conn.

TV Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; P. Lorillard; Zippo Mfg. Co. (Lighters), Bradford, Pa.; U. S. Industrial Chemicals, Inc., N. Y.

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Vice President.....John B. Gibbons

Vice President.....R. W. Peterson

Secretary.....Viola Neese

Radio-TV Dir.....Mercedes (Dee) Freiday

Radio Accounts: National Bank of Tulsa (Banking and Trust Services), Tulsa, Okla.; Stanley's Funeral Service (Funeral Service), Tulsa, Okla.; State Federal Savings & Loan Ass'n. (Savings, Loans and Investments), Tulsa, Okla.; Thurston Chemical Company (Bem Brand Fertilizer), Joplin, Mo.; Hale-Halsell Co. (Coffee and Canned Foods), McAlester, Okla.; Wortz Biscuit Co. (Crackers and Cookies), Ft. Smith, Ark.; Tom P. McDermott, Inc. (Tires, Service & Recapping and Appliances), Tulsa, Okla.; Jenkins Music Co. and Radio-TV Center (Appliances), Tulsa, Okla.; Sand Springs Home Farms (Turkeys and Eggs), Sand Springs, Okla.; John Brown University (Schools), Siloam Springs, Ark.; Liberty Glass Company (Milk and Beverage Bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (VIGO Dog Food), Sand Springs, Okla.; H. M. McDaniel Co. (Real Estate & Home Building), Tulsa, Okla.; Short Stop Hamburger Stands (Hamburgers), Tulsa, Okla.; Southwestern Ornamental Iron Works (Ornamental Iron), Tulsa, Okla.; Whitener's Department Store (Ready-to-wear and home needs), West Tulsa, Okla.; Prayson Candies Co. (Candies and Yogurt), Tulsa, Okla.; Hope Lumber and Supply Co. (Paint, Appliances & Lumber), Tulsa, Okla.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.; Comet Moving & Storage Co. (Moving & Storage Service), Tulsa, Okla.

TV Accounts: National Bank of Tulsa (Banking and Trust Services), Tulsa, Okla.; Hope Lumber & Supply Co. (Paint, Appliances and Lumber), Tulsa, Okla.; Tom P. McDermott, Inc. (Appliances, Tires, Recapping Service, Motor Oil), Tulsa, Okla.; State Federal Savings & Loan Ass'n. (Savings and Investments), Tulsa, Okla.; Wortz

Advertising Agencies

Biscuit Company (Crackers and Cookies), Ft. Smith, Ark.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.

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272 Scott Block, Winnipeg, Manitoba
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Radio & TV Time Buyer.....Gloria Lubin
Publicity Director.....Earl Schueidman
TV Account: Bonafide Mills, Inc. (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.

Radio Account: Pomatex, Inc. (Hairdressing and Pomade).

Radio & TV: Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

Other accounts: Leelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs. Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boat-supplies); Nan Duskin, Inc. (Women's Specialty Store).

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Asst. Dir. Radio-TV.....Heber C. Wolsey
Time Buyer.....Enid N. Ogaard

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream,

Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; Fram Distributors, Intermountain Area; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Fril-lets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Salt Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Streater Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Finance, Salt Lake City, Provo; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

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Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Executive.....Gerald L. Seaman
Radio & TV Executive.....Verne Launsten
Radio Accounts: Allis-Chalmers Mfg. Co.

Advertising Agencies

(Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

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301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 4-2141

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Vice-President.....P. E. Gailey
Secretary-Treasurer....Howard W. Gambrell
Art Director.....Eric S. Heizer

Branch Office

79 Post St., San Francisco, Calif.

Phone: EXbrook 2-6468

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

211 N. Lafayette Ave., Grand Rapids, Mich.

Phone: 9-4052

ABP—ANPA

Owner-Operator.....Francis K. Glew
Radio Accounts: Miller & Zeilstra Lumber Co., Grand Rapids, Mich.; Rausers' Sausage Co., Grand Rapids, Mich.

GOLDEN ADVERTISING AGENCY

44 Court Street, Brooklyn 2, N. Y.

Phone: MAIn 4-1375

ABP—ANPA—AFA

President.....Ben Golden
Account Executives.....William Goldstein,
Gus Goldman

Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl's Men's Shops (Men's Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: Superior 7-6746

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Research & Mds.....George B. Frank
Asst. Media Director.....J. Alden Joice
Production Manager.....Doris Monnette
Account Executive.....Henry Nathan

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The

Illinois Canning Co., Laboratory Products Co., C. H. Runciman Co., Lowell, Mich.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.

GOTHAM ADVERTISING CO.

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Vice Pres.....Arthur F. Connolly
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Dir. Radio & Television...Arthur A. Kron
Radio Time Buyer....Kathleen K. Barton

Branch Offices

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Bolivar 8, Despacho 607, Mexico D.F., Mexico
Director.....Edwin J. Ryan

Coudrey-Gotham Prop. Ltd.

5-7 Barrack St., Sydney, Australia

Director.....C. J. Coudrey

Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; Lucille Villiers Inc. (Perfume), New York, N. Y.

TV Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; Lucille Villiers, Inc. (Perfume), Turin, Italy.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

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Partner & Radio Dir....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers,
Russell K. Carter, Samuel Chew, William B. Edwards, William S. Harvey, Edmond G. Thomas, Atherton Seeley.

Radio-TV Dept. Head...Walter M. Erickson

Radio-TV Dir.....J. C. Hirst

Radio Accounts: Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Capital Bakers, Inc. (Bread), Harrisburg, Pa.; Bell Tele. Co. of Penna. (Service), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Thomas A. Edison, Inc. (Automobile Batteries), Orange, N. J.; The M. A. Hanna Company (Coal), Philadelphia, Pa.; Harleysville Mutual Casualty Co. (Insurance), Harleysville, Pa.; Keystone Automobile Club, (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.; Spring Garden Institute (Service),

Advertising Agencies

Philadelphia, Pa.; Sunshine Brewing Company (Beer); Reading, Pa.

TV Accounts: Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Sunshine Brewing Company (Beer), Reading, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.

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Space & Time Buyer.....Betty Gershon
Art Director.....Cecil Baumgarten
Production Director.....Melford Brodie
Copy Chief.....Mark Issacs
Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

GREY ADVERTISING AGENCY, INC.

166 W. 32nd St., New York 1, N. Y.

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V.P. & Radio-TV Dir.....Wm. A. Chalmers
Business Mgr. Radio-TV.....Barbara Jones
TV Prod. Mgr.....Robert Peyson
Radio Prod. Mgr.....Gerald F. Ford
Time Buyer (AM-TV).....Philip Leshem
Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Hollanderizing Corp. of America, New York; Pharmaco Laboratories, Inc. (Admiracion Shampoo), Kenilworth, N. J.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Bond Stores, Inc., Bernard Ulmann & Co., Inc., Long Island City, N. Y.; Good-Humor, Inc. (Ice Cream), N. Y.; De Jur Amisco (Cameras), N. Y.; I. P. Kleinert Rubber Co., Inc., New York.

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Asst. Treasurer.....William A. Weaver
Dir. of Radio & TV.....John R. Schmunk

Branch Office

307 West Broadway, Louisville 2, Ky.

Phone: Amherst 2474

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Radio Accounts: B. F. Goodrich Co. (Farm Tires), Akron, O.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat'ls for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; The Tremco Mfg. Co. (Building Maintenance Materials), Cleveland, O.

TV Accounts: Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

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Art Director.....Declan Powers
Sec., Media Dir., Radio Time Buyer

Libby Dunn

Copy Chief.....James J. Osebold
Radio Accounts: (21 Local and Regional.)

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Secretary.....E. M. Gruber
Art Director.....Donald Layman

Advertising Agencies

Radio Accounts: Dolly May Cookies Co. (Cookies), Minneapolis, Minn.; Courtesy Motors (Automobiles), St. Paul, Minn.; Davis Furniture & Appliances (Appliances-Furniture), Minneapolis, Minn.; Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

TV Accounts: Chem Search Laboratories (Vitamins), Minneapolis, Minn.; Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Lane Bryant (Fashions), Minneapolis, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Old Home Creameries, Inc. (Cottage Cheese, Butter), Minneapolis, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis, St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Royal Packard Inc. (Packard Automobiles), St. Paul, Minn.; Rusco Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (Desoto Plymouth), Minneapolis-St. Paul, Minn.

GULFORD ADVERTISING AGENCY

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

Phone: PENnsylvania 6-8518

ANPA

Account Executive.....Frances G. Guilford

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Phone: 2-0492

Partners.....John L. Halpin,
Marion G. Halpin

Copy Chief.....L. A. Maney

Production Chief.....E. L. Mincher

Art.....A. J. Hitchins

Radio Accounts: Jonathan Levi Co., Wallace Co., Mynderse Beverage Co., Cobleskill Agricultural Society.

TV Accounts: IUE-CIO (Trade Union), Schenectady, N. Y.

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Branch Office

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Phone: LOcust 3520

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John M. Nixon

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Hallman Chevrolet Co. (Chevrolet Dealer), Rochester, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Sears, Roehuck & Co. (Department Store), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Buick, Inc. (Buick Distributor), Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Hallman Chevrolet Co. (Chevrolet Dealer), Rochester, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Valley View Creameries (Blue Boy Ice Cream), Rochester, N. Y.; Wegman's Supermarket Chain, Rochester, N. Y.

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TV Accounts: Edward Hines Lumber Co. (Lumber), Nelson Bros. (Furniture), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.

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TV Accounts: Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

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Television Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.; Perma Starch, Inc., Illiopolis, Ill.; Pillsbury-Gallard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Flour, Mixes, Feeds), Louisville, Ky.; Milnot Co. (Milk Compounds), Litchfield, Ill.; Ivano, Inc. (Ivalon Sponges), Chicago; Skelly Oil Co. (Motor Oils, Petroleum Products, Gasoline, Skellysolve, etc.), Kansas City, Mo.

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TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; J. E. Rau Cigar Company (Cigars), Milwaukee, Wis.

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TV Art Director.....William Binzen

Radio Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

TV Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

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TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

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TV Accounts: Burlington Mills (Ribbons), New York; Jacques Kreisler Mfg. Corp. (Watchbands), New York; Lane's Dept. Store, New York.

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TV Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

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TV Accounts: Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

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Radio Accounts: Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeyer & Arpe Co. (Re Umberto Olive Oil).

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Co. (Pianos), Chicago, Ill.; Town House—
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ings), Chicago; Nortown Currency Exchange

(Currency Exchange), Chicago; Lake TV
Sales (Television Sets), Chicago.

TV Accounts: Balaban Floor Coverings
(Floor Coverings), Chicago, Ill.; Cole
Finder, Inc. (Mercury Auto Dealer), Chi-
cago, Ill.; Econ Products (Novelties), Chi-
cago, Ill.; Modern Merchandisers (Cleans-
ers), Chicago, Ill.; Wolack & Bauer (Wom-
en's Shoes), Chicago, Ill.; United Slip Cover
Co. (Slip Covers & Draperies), Chicago, Ill.;
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leum Co. (Floor Coverings), Chicago, Ill.;
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Vyons), Newark, N. J.

TV Accounts: National Selected Products,
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 Drackett Company (Charge Division), Cin-
 cinnati, O.

TV Accounts: Bavarian Brewing Co., The
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 pany, Martin Rosenberger Wallpaper Co.,
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 New York.

TV Account: Blatz Brewing Co., New York,
 N. Y.; Hockok Mfg. Co., Rochester, N. Y.

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 & Laundry, Baltimore, Md.; Shields-Com-
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 more, Md.; S. & N. Katz, Inc. (Jewelers), Balti-
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 Dry Shampoo, Alkalds), Jersey City, N. J.

TV Accounts: American Oil Co., Globe
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 Shampoo, Alkalds), Jersey City, N. J.

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Radio Accounts: The S.S.S. Company (S.S.S. Tonic), Atlanta, Ga.; Potomac Elec. Power Co. (Power Company), Trew Motor Company (Automotive), Tom's Auto Service, Inc. (Automotive), Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Columbia Federal Savings & Loan Assn. (Savings & Loan Assn.), Lacy's Inc. (Electric Appliances), Saks Furs (Furs), First Federal Savings & Loan Assn. (Savings & Loan Assn), Gude's Bros. (Florists), Chr. Heurich Brewing Co. (Brewery), Liberal Clothing Co. (Credit Clothing), Manhattan Auto & Radio Co. (Auto Radios & Accessories), Md. & Va. Milk Producers Association (Milk Producers Assn.), Nu Nap Process Co. (Nu Nap Process—Cleaning), Northeast Motor Washington, D. C.; Mason's Root Beer Bottling Co. of Washington, D. C., Shannon & Luchs Co. (Real Estate), Washington, D. C.; Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash, D. C.; Carpel, Inc. (Frozen Foods), Wash., D. C.; Derwood Mill (Animal-Poultry Food); Gude Bros. (Florists); Bruce Hunt, Inc. (Men's Wear); S. Kann Sons Co. (Dept. Store); King's Credit (Credit Clothing); Madrillon Restaurant; Reliable Motor Co.; B. Rich's Sons (Shoe Store); Charles Schwartz & Son; Simon Dist. Corp.; Frank Small, Jr., Inc. (Ford Dealers).

TV Accounts: Giant Food Stores (Grocery); Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Southern Dairies, Inc. (Sealtest Ice Cream), Lacy's Inc. (Electrical Appliances), Chr. Henrich Brewing Co. (Brewery), Peake Motor Co. (Automotive), Rice's Fashion Corner (Dept. Store), Simon Dist. Corp. (Wholesaler—Hotpoint, Motorola), Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash., D. C.; Bruce Hunt, Inc. (Men's Wear), Wash., D. C.; Tom's Auto Service, Inc. (Chrysler-Plymouth Dlr.), Wash., D. C.

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TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

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Radio Accounts: Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Birkett Mills, Inc. (Wolff's Buckwheat), Penn Yan, N. Y.; I. Rokeach & Sons, Inc. (Foods and Cleansers), Farmingdale, N. J.; Horowitz-Margareten (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

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TV Accounts: The Kellogg Co. (Cereal), Ford Motor Co. (All Products—Inst.), Lincoln-Mercury Div. (All Products), Beechnut Packing Co. (All Products), Bristol Meyers Co. (Resistab), General Electric Co. (Air Conditioning), Richard Hudnut Sales Co. (All Products), White Rock Corp. (All Products), Piels Brewing Company, (Piels Beer).

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TV Accounts: Peoples Natural Gas Co., Pittsburgh, Pa.; Natural Gas Companies, Pittsburgh, Pa.; Pittsburgh Zone Chevrolet, Pittsburgh, Pa.; Virginia Zone Chevrolet, Norfolk, Va.; Colonial Trust Company, Pittsburgh, Pa.; East Ohio Gas Company, Cleveland, O.; Rieck-McJunkin Dairy Co., Pittsburgh & Johnstown; Thorofare Markets, Inc., Pittsburgh, Pa.; Hamburg Brothers, Pittsburgh & Johnstown; Westinghouse NCAA (Football only).

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TV Accounts: Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Lini-ment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries.)

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Radio Accounts: First Federal Savings (Savings & Loan Assn.), Phoenix-Yuma, Ariz.; F. & S. Construction Co. (New Homes), Phoenix-Tucson, Ariz.; Western Vil-lage (Resort Motel), Phoenix, Ariz.; Junior Rangers of America (Thrift Promotion), Phoenix, Ariz.; Network Productions Inc. (Radio Productions), Phoenix, Ariz.

TV Account: First Federal Savings (Sav-ings & Loan), Phoenix-Yuma, Ariz.

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TV Accounts: Dayton Council on World Affairs (Public Service by Station WHIO-TV), Dayton, O.; Station WHIO-TV (Public Service), Dayton, O.; Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Day-ton, O.; Liberal Market (Food Stores), Day-ton, O.; Jack Werst, Jeweler (Jewelry), Day-ton, O.; Amole Company (Lime Frappe—Cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

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TV Accounts: The Texas Co., United States
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Grocers), Frank's Dept. Store (Dept. Store),
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 and Co. (Leather Goods), Washington Shirt
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 glas Lumber Co., Chicago, Ill.

TV Accounts: Berecraft Corp. (Appliance
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 er), Chicago, Ill.; Community Builders
 (Builders), Skokie, Ill.; Television Engi-
 neers (Servicing), Chicago, Ill.

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TV Accounts: John Wanamaker, Ranger
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TV Accounts: Crawford Garage Doors
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Bank of Buffalo (Banking), Buffalo, N. Y.

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(Electrical Appliances), Cleveland, O.; High
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(Beverages), Cleveland, O.; Arthur Newman
Music Shop (Sheet Music, Records, Musi-
cal Instruments), Cleveland, O.; Sears, Roe-
buck & Company, Cleveland, O.; Yellow
Cab Co., Cleveland, O.

TV Accounts: The Bib Corporation, Lake-
land, Fla.; Brewing Corp. of America, Cleve-
land, O.; General Electric Supply Corp.,
Cleveland, O.; The Kaynee Company (Boys'
Wear), Cleveland, O.; The Miller-Becker
Company, Cleveland, O.; The Ohio Mattress
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versal Ranges, Apex), Omaha, Neb.; Inland
Manufacturing Company (Radiator Repair
Equipment), Omaha, Neb.; Carl A. Ander-
son, Inc. (Distributor—Rislone), Omaha,
Neb.

TV Accounts: Omaha Real Estate Board
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TV Accounts: Pal Blade Company, Inc.
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 poo & Hairdressing), Jersey City, N. J.;
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 Labs. (Television Transmitters), Allen B.
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 L. Crowley & Co. (Powdered Iron Cores and
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Radio Accounts: Ellis Canning Co.
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 ney Sweep), West Orange, N. J.; Cook and
 Dunn (Paint), Newark, N. J.; Spandy, Inc.
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 Upham (Brokerage), New York; Sophie
 Mae (Candy), Newark, N. J.; Rostwick, Inc.
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TV Accounts: Borck and Stevens (Bak-
 ery), Bridgeport, Conn.; Chambers Gas
 Ranges (Range), Newark, N. J.; Spandy,
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Radio Accounts: Minnesota Amusement
Co. (Theaters), Lavoris Co. (Mouthwash),
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Radio Accounts: Brock Candy Company,
Colonial Stores, Inc., Blackman Stock Com-
pany, Bank of Georgia, National Nu-Grape
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TV Accounts: Brock Candy Co., H. W.
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TV Accounts: Girard's Inc. (Salad Dress-

ing), San Rafael; Kern Food Products
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Cream), Los Angeles.

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Co., Harlingen, Tex.; Holsum Baking Co.,
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N. Y.; Lee Baking Co., Victoria, Tex.;
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Gogh Bakeries Corp., Birmingham, Ala.;
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TV Accounts: New Process Baking Co., Chicago; McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Phoenix Holsum Bakery, Phoenix; Fuchs Baking Co., So. Miami, Fla.

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Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.

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TV Accounts: Maplecrest Turkey Farms (Frozen Turkeys & Chickens), Wellman, Iowa; Whink Products (Rust-Stain Remover), Eldora, Iowa; Crescent Electric Supply (Appliance Distributor), Dubuque, Iowa

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111 Sparks St., Ottawa, Ontario

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Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O' Cedar Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Standard Brands, Ltd., Shefford-Ingersoll Cheese, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited, G. W. Hogan (Car Dealer); Ainsworth Motors; General Motors of Canada; Canadian Shredded Wheat Co.; Canada Dry Ltd.; Provincial Tire Co.

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Ferry-Morse Seed Co., Pontiac Motor Div.,

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TV Accounts: Pontiac Motor Div.

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Radio Accounts: Dad's Root Beer, Hollands

Jewelers, Chicago Coliseum, Foherman

Motors, Joy Candies, Ambrosia Brewing

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Cream).

TV Accounts: National TV & Electrical

Living Show, Courtesy Motors (Autos),

Fohrman Motors (Autos), Hudson Dealers

Asso. (Autos), Hollands Jewelers, Dad's
 Root Beer Co. (Dad's Root Beer), Ambrosia
 Brewing Co. (Nectar Beer), Roller Derby
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England (Soft Drinks), Canadian Ace Ale

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Cleaners), Boston, Mass.

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Radio Account: Snyder Drug Stores.

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Phone: Whitehall 4-2651

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sion), Chicago, Ill.; Lee TV (Television),

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Card Co. (Greeting Cards), New York,

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Cross Hospitalization), Chicago, Ill.; Bemac

Enterprises (Perfumes), Memphis, Tenn.;

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tric Shaver), Chicago, Ill.; United Enter-

prises (Fli-Pel), Chicago, Ill.

TV Accounts: R & F Company (Toys).

New York, N. Y.; Garrick Music Shops

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Mfg. Co. (Furniture Accessories), New York,

N. Y.; Raven Mills Corp. (Textiles), New

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tional Toys), New York, N. Y.; Camer

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TV Account: Esso Standard Oil Co. (Pe-
troleum), New York, N. Y.

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land), Canada Dry Ginger Ale, Inc., New
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perial Paper & Color Corp., Luden's, Inc.,
Reading, Pa.; The Pure Food Co., Inc.,
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bon Corp., New York, N. Y.
TV Account: Canada Dry Ginger Ale, Inc.,
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Radio Account: Edwards Motor Co.

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man Candy Co., Adolps Foods Products
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ricants), Sears Roebuck & Co. (Retail De-
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tail Department Store), Adolps Food Pro-
ducts (Meat Tenderizer).

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 nia Packing Corp., California Wine Associa-
 tion, Chesebrough Mfg. Co., Cons'd., Chry-
 sler Corporation—Chrysler Sales Div., Cold-
 stream Products Co., Columbia Records, Inc.,
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 lishing Co., Frank Fehr Brewing Co., Gruen
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 Company, The Soil-Off Company, Southern
 California Gas Co. and Southern Counties
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 Standard Oil Co. (Ohio), Swift & Co., Trans-
 Canada Air Lines.

TV Accounts: Altes Brewing Co., Amer-
 ican Safety Razor Corp., Bell Brand Foods,
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Radio Accounts: Shamrock Oil & Gas
 Corp.

L. E. McGIVENA & CO., INC.

444 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-7422

ANPA—ABP—APA—PPA—ABC

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 Secretary. John W. Brennan
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 Production Manager. James J. Preston
 Space Buyer. Mrs. Marguerite Andrews

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
 Phone: LOcust 7-4737

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 Vice-Pres. & Treas. David R. Albright
 Vice-Pres. Radio-TV. James A. McFadden
 Time Buyer. Evelyn Walmsley
 Vice-Pres., Mdse. Howard H. Yaw
 Secretary. T. E. Libby
Radio Accounts: Western Maryland Dairy,
 Phila. & Reading Coal & Iron Co., General
 Ice Cream Corp., Breyer Ice Cream Co.,
 Breakstone Bros., Inc. (Dairy Products),
 New York, N. Y.

TV Accounts: General Ice Cream Co.,
 Breyer Ice Cream Co., Phila. & Reading
 Coal & Iron Co., Breakstone Bros., Inc.,
 Renuzit Home Products Co., Keebler-Weyl
 Baking Co. (Biscuits & Crackers), Phila.

McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.
 Phone: Lancaster 5192

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 Vice-Pres., Sec.-Treas. J. W. Thain

Branch Offices

47 Fraser Ave., Toronto, Ont. Canada
 Manager. E. W. Brodie

Advertising Agencies

Paris Bldg., Winnipeg, Man., Canada
 Manager.....A. A. Brown
 Province Bldg., Vancouver, B. C., Canada
 Manager.....W. J. Sandstrom
 376 Strand, London, W.C. 2, Eng.
 Acting Manager.....H. Suffell

MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.
 Phone: Bridgeport 1225
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 Vice-President.....S. E. Melamed
 Secretary.....M. O. Gooder
 Media Director.....Jon Bjornson
Branch Offices

E. 906 First National Bank Bldg., St. Paul 1, Minn.
 Manager.....E. T. Holmgren
 Melamed-Hobbs, Baskin & Livingston
 333 . Michigan Ave., Chicago 1, Ill.

Manager.....E. R. Livingston
Radio Accounts: Chocolate Products Co.,
 Lan-O-Sheen, Inc., Minnesota Farm Bureau
 Federation, Milk Foundation of Minnesota.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
 Phone: DELaware 7-7860

ANPA—PPA—AAAA—NOAB—APA
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 General Manager.....J. H. Black
 Financial Manager.....J. A. Johnston
 Director of Radio & TV...Benjamin J. Green
 Assoc. Radio & TV Dir....George Rich III
 Radio Time Buyer.....Carol Colby
 Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon
Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Manager.....George Grabin
Radio Accounts: Chicago National League
 Ball Club, Illinois Meat Company, Mil-
 waukee Elec. & Transport Co., Wisconsin &
 Michigan SS Co., Wm. Wrigley Jr. Company,
 Patricia Stevens Models' Finishing School,
 Chicago Transit Authority, Clark's Super
 Gas.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-1010

AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

President.....C. L. Miller
 Treas., Radio & TV Dir.....G. V. Carhart
 Sec., Radio & TV Dept.....L. L. Hoffman
 Secretary.....P. P. Hoffman
 Spot Time Buyer.....Miss R. Driscoll
Branch Office

333 No. Michigan Ave., Chicago 1, Ill.
 Phone: CENtral 6-1640

Manager.....I. M. Tuteur
Radio Accounts: Corn Products Sales Co.
 (Karo, Mazola, Linit, Niagara Starch);
 Bachman Choc. Mfg. Co. (Old Sol Bar);

Circle Line Sightseeing Yachts. Blue Chan-
 nel Corp. (Harris American Crabmeat, Har-
 ris American Deviled Crabmeat).

TV Accounts: Corn Products Sales Co.
 (Niagara Starch).

DAN B. MINER CO.

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

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 NOAB—PPA

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 Vice-Presidents.....I. M. Greer
 Hildred Sanders, Richard Glover
 Secretary-Treasurer.....M. R. Swceny
 V.P. in Chg. Radio & TV...Hildred Sanders
 Asst. Radio & TV Dirs.....Robert Black,
 Arthur Trask

Radio TV Accounts: American Beauty
 Macaroni (West Coast Div.) (Macaroni), Los
 Angeles; Forest Lawn Co. (Mortuary and
 Cemetery), Glendale; Lakewood Park, Inc.
 (Houses), Lakewood Park; Interstate Ba-
 keries Corp. (Weber Bread), Kendall Foods,
 Inc. (Dog Foods), Smart & Final Co.
 (Foods); Bu-Tay Products Ltd. (Rain-
 drops); Freemans Frozen Foods (Fish);
 Blue Cross Plan (Health Insurance).

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
 Phone: CO 5-2480

ABP—ANPA—PPA

President.....Emil Mogul
 Secretary-Treasurer.....Helene Mogul
 Exec. Vice-Pres.....Charles L. Rothschild
 Vice-Presidents.....Seth D. Tobias,
 Myron A. Mahler, Rino Negri, Milton
 Guttenplan

TV Dir.....Carlo de Angelo
 Radio & TV Time Buyer...Helen Munroe
 TV Producer.....Lee Reynolds
 Production Manager.....Al Mauro
 Art Director.....William Jacoby
 Media & Research Dir.....Joel Martin
 Copy Chief.....Maxwell Sapan

Radio Accounts: Barney's Clothes (Men's
 & Boys' Clothing), Beriole Import Co.
 (Berio & Francesconi Oil), New York,
 N. Y.; Gem Oil, Brooklyn, N. Y.; Napa
 Valley Grape Prod. (Colombo Wine), New
 York, N. Y.; Canadian Fur Corp. (Women's
 Furs), New York and New Jersey; Ronzoni
 Macaroni Co. (Macaroni & Spaghetti Prod.),
 Long Island City, N. Y.; National Shoes
 (Children's, Women's & Men's Shoes),
 Somnyl Pharnaceal Corp. of America (Nu-
 Pax), New York; Blue Ridge Textile Co.,
 New York; Klein Bros. (Kaybee Silks),
 New York; Knomark Mfg. Co., Inc. (Esquire
 Boot Polish). N. Y.; Modern Industrial
 Bank, New York; Rock-Flint (Flints), Far
 Rockaway, N. Y.; Stone-Tarlow Co., Inc.
 (Shoes), Brockton, Mass.; M. Wile & Co.,

Advertising Agencies

Inc. (Don Richards Men's Clothes), Buffalo, N. Y.

TV Accounts: Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.

Phone: Parkway 1178

PPA—ABP—ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss

V.P. & Time Buyer.....Carl H. Press

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star, Cincinnati.

MOREY, HUMM & JOHNSTONE, INC.

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

Phone: BR 9-5950

ABP—ANPA—APA—NOAB—PPA

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V.P. & Mgr. Utility & Home

Appliance Dept.....Albert W. Humm
V.P. & Copy Chief.....Stanley F. Ellsworth

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Vice-Pres. & Merch. Dir....Walter J. Andree

Secy. & Treas.....William G. Carmody
Media Director.....Frank E. McElmoyl

TV Director.....W. L. Wernicke
Time Buyer.....Kathryn Shanahan

Branch Office

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

Phone: PL 7-8060

V.P. Chg. Midtown Office. Muriel Johnstone
Mdse. Counsellor.....Rosamond Gilmartin

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HEmpstead 4194

ANPA—APA—NOAB

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple

Account Executives.....Jack Kerr,
L. W. Hobson, John Burton

V.P. in Chg. Radio-TV....James C. Morgan
Production.....John Burton

Time Buyer.....Terry Brady
Copy Chief.....Audrey Sharpe

Branch Office

260 California St., San Francisco 11, Calif.

Phone: DOuglas 2-6073

Manager.....Porter Anderson

Affiliate

Goodkind, Joice & Morgan, Inc.

Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Chief Executive....Raymond R. Morgan, Jr.

Radio Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap); Institute of Religious Service, Neb. Beverage Co.

TV Account: Neb. Beverage Co. (Par-T-Pak).

MORSE INTERNATIONAL, INC.

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

Phone: ORegon 9-4600

APA—PPA—NOAB

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Exec. Vice-Pres. & Treas.....M. F. House

Space Buyer.....F. D. Davies

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Director of Prod.....M. K. Burkett

Group Prod. Mgrs.....W. W. Williams,

D. R. Quist, W. J. Berey

Sr. Art Director.....L. Szalay

Group Art Directors.....E. Ellis,

S. Nagle

Art Studio Mgr.....C. Scimecca

Account Executives.....Constance Boland,

Emory Ward, E. R. Korth

Radio Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics), Alfred

D. McKelvey Co. (Seaforth Men's Toiletries).

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.

Phone: MUrray Hill 2-4939

PPA—ANPA

Partners.....Henry Eisen,
Rose Moselle

Copy Chief, Publicity Dir...Mildred Barsky

Art Dir., TV Prod....Frederick H. Cassens

Production Manager.....M. Baumstein

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone: 4-6141

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L. B. Reigler

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Sp. Buyer & Research Dir..Miss L. B. Mang

Asst. Sp. Buyer..Miss Christine H. Van Dyke

Asst. Research Dir....Mrs. Pearl A. Curtis

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Merchandising Director....R. Del Dunning

Account Executives.....Arthur S. Cotins,

James N. Brown, L. B. Reigler, Geo. P.

Hodges, Robert F. MacFarland, Harry T.

Duffy, Kenneth S. Duffes

Radio Accounts: Animal Foundation, Inc.

Advertising Agencies

(Hunt Club Dog Food), Sherburne, N. Y.; C. A. Durr Packing Co. (Meat Products), Utica, N. Y.; Empire Crafts Corp. (Silverware), Newark, N. J.

TV Accounts: C. A. Durr Packing Co. (Meat Products), Utica, N. Y.; General Ice Cream Corp. (Sealtest Ice Cream), Utica, N. Y.; Honey Butter Products Corp. (Honey Butter), Ithaca, N. Y.; Animal Foundation, Inc. (Hunt Club Dog Food), Sherburne, N. Y.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 7-7377
ABC—ABP—ANPA

President.....Joseph H. Moss
Vice-President.....Martin W. Jacobson
Radio & TV Dir.....Miles Shefferman
C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: Financial 6-3481
ABP—ANPA—PPA

President.....C. W. Muench
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Copy Chief.....Glenn E. Martin

Radio Accounts: Adams Corp. (Snacks—Korn Kurls), Beloit, Wis.; Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fanny May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 9-6835

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....Walter Kelly
Radio & TV Director.....James G. Zea
Time Buyer.....Harriette Belille

Radio and TV Accounts: American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), National Carbon Co., Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hudnut, Westinghouse.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151
AAAA—ANPA—PPA—NOAB—APA

ABC—ABP

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Melvin Brorby, W. Raymond Fowler,
Wm. D. Horne, Jr., Wm. P. Bager, Wm.
H. Ohle, Wm. R. Kinnaird
Vice-Pres. & Media Dir.....Otto R. Stadelman
Vice-Pres. & Radio-TV Dir.....Allan Wallace
Sec.-Treas.....Max D. Anwyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr.....Frank Pittman
Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-4230

Pres., Radio Time Buyer...William Rogow
Account Executive...Stewart Pierce Brown,
Yale Shafer
Personnel Director.....Harriet Barnett
Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.

TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.; Bond Stores, Inc. (Clothing), New York.

RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555
APA

President.....Ralph A. Nelms
Secretary.....Irene A. Bass
Art Director.....J. H. Richards
Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meck Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reycor Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

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Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt
TV Time Buyer.....Sybil Van Patten
Assoc. TV Prod.....Jack Landt

Branch Office

150 W. 49th St., New York 18, N. Y.
Phone: Circle 5-5431
Assoc. TV Producer.....Jack Landt

• • • 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

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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

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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

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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. (Lin. & 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

Chairman of the Board.....Harry Peck
President.....Harry Krawit
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

President.....Thomas L. L. Ryan

• • • Advertising Agencies • • •

Vice-Presidents.....T. C. Fisher,
Donald R. Shaw, Jack Skolnik, John Mac-
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: Gr 5775

ANPA—APA—NOAB—PPA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robin-
son
Secretary-Treasurer.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeney

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.

Phone: Victor 9400

ANPA—APA—PPA—NOAB

President.....W. J. Krebs
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

President & Secretary.....E. G. Naeckel
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

Pres. & Treas.....Chas. Dallas Reach
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

President.....E. E. Sylvestre
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
PresidentWallace Meyer
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: TEemplebar 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), Chio, 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.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
Phone: Waverly 6157
ABC

President.....Edward W. Reynolds
Vice-President.....C. W. Reynolds
Sec. & Treas.....Fred Banks
Art Dept.....Garth Harber
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

Branch Office

985 Sherbrooke St. W., Montreal, Quebec
Phone: LAncaster 3745
Exec-in-Charge.....Allan S. Morrison

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400

AAAA—ABP—ANPA—APA
NOAB—PPA
Chairman & Pres.....Fletcher D. Richards
Vice-Presidents.....Eugene I. Harrington,
Bradley A. Walker, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trel Yocum
Sec.-TreasDuane W. Beurmann
Vice-Pres. & Media Dir.....E. A. Elliot
Art Director.....John Sidebotham
Research-Mdsg. Direc.....William J. Shine
Copy Chief.....E. A. Gray

Advertising Agencies

V.P., Radio & TV Dir....John S. Davidson
Time Buyer.....George Pamental

Branch Offices

221 N. La Salle St., Chicago, Ill.

Manager.....French L. Eason
HARRINGTON & RICHARDS: Division of
F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.

Exec.-in-ChargeEugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.

Exec.-in-Charge.....Greacen Mitchell
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
Yucca Vine Bldg., Hollywood, Calif.

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

PresidentLee Ringer
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

Owner.....John H. Riordan
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

OwnerDan 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.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MUTual 6293

ABP-ANPA-APA-PPA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
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.

ROCHE, WILLIAMS & CLEARY, INC.

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

Phone: RAndolph 6-9760

ABC—ANPA—APA—NOAB—PPA

President.....J. P. Roche
 Treasurer.....D. J. Kelly
 Vice-Presidents.....J. M. Cleary,
 S. Weston, Lloyd Maxwell, J. V. Gilmour,
 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

Owner-CopyAllan Rock
 Art Director.....Ken Saco
 Space Buyer.....Sally Winston
 Radio Manager.....Irwin Winehouse

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEarborn 2-0020

ABP—ANPA—APA—PPA—SNPA—NOAB

President.....Walter E. Smith
 Exec. Vice-Pres.....Ray H. Reynolds
 Vice-President.....Howard N. Smith
 Treasurer.....George C. Huppertz
 Secretary.....Olive A. Kinloch
 Vice-Pres. & Copy Chief...Robert L. Headen
 Radio-TV Director.....Edward E. Kash

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
 Exec. V.P. & Mgr.....R. E. Brooks
 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.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.

Phone: University 6-9471

AAAA—ABC—ANPA—CAAN

President.....Russell C. Ronalds
 Vice-President.....F. deB. Walker
 Vice-President (Toronto)R. J. Avery
 Treasurer.....Angus Ahern
 Radio Director.....Frank Starr
 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

Advertising Agencies

Pres., Treas., Radio Dir.
 William Ganson Rose
 Vice-Presidents.....Frank Pelton,
 L. C. Brown
 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
 ABP—ANPA—APA

President.....Irl W. Rose
 Secretary-Treasurer.....John B. Martin
 Media Director.....G. M. Rundbaken
 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,
 Vaughan C. Hannington, John A. Boulle
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

President.....Harold Chartow
 Vice-Pres.....Samuel Rubenstein
 Secretary.....A. A. Rosenberg
 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.

RUDER & FINN

32 E. 68th St., New York, N. Y.
 Phone: TRafalgar 9-3600

Partners.....David Finn, William Ruder

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
 Phone: BAKER 4340

AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill
 Vice-Presidents...G. M. Prince, H. R. Hanson
 Secy-Treasurer.....G. G. Wallington
 Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy.

LOWE RUNKLE CO.

1365 First Natl. Bldg., Okla. City 2, Okla.
 AAA—ABP—APA—PPA—SNPA

President.....Lowe Runkle
 Vice-Pres.....Roger Pishny, Monty Mann
 Secretary.....Irene Gammel
 Production Mgr.....Ray Cooley
 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.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 6-6400

AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

Chairman of the Board...Frederick B. Ryan
 President.....Frederick B. Ryan, Jr.
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 V-P & Asst. Treas.....J. B. Ball
 V-P, Dir. of Radio & Tel...Willson M. Tuttle
 V. P. & Assoc. Dir.....Thomas G. Slater
 Business Mgr.....Grant Y. Flynn
 Prod. Mgr.....John G. Cole
 Script Editor.....Sidney Slon
 Network Time Buyer...Bernard Rasmussen
 Dir. of Publicity.....Bernard Zwirn
 Exec. Prod. of Telev. Films...Marshall Grant
 Dir. Talent & New Pgm's....David Nyren
 Senior Director.....Robert S. Steel
 Canadian Liaison.....Louis de Milhau

Advertising Agencies

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 Television Art Director..... Pud Lane
 Film Prod. Spvr..... Norman Matthews
 Asst. Supervisor..... Roly Howe
 Dir. of Radio & TV Cont.... Frank Dennis

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
 Phone: FINancial 1833

Western Manager..... Paul E. Watson
 Chicago Manager..... William P. Littell
 Sr. Vice-President P. E. Watson
 Sr. Vice-President W. P. Littell
 Director Radio & TV..... R. W. Metzger
 Charge of Production..... N. E. Heyne
 Time Buyer and Bus. Mgr.... Holly Shively
 Asst. Time Buyer..... Victor Lund
 Commercial Director..... Irene Small
 Producer (TV) Lee Randon
 Producer (AM) Warren Johnson
 Producer (TV-AM) Frank Blotter
 Producer (TV) James Taylor
 Producer (AM-TV)..... Walter Daspit

Branch Offices

7430 Second Blvd., Detroit 2, Mich.

Vice-President..... J. O. Weiser
 Carew Tower, Cincinnati 2, Ohio

Vice-Pres. & Manager..... John L. Magro
 505 N. Ervay St., Dallas, Texas

Manager Roger Bacon
 812 Olive Street, St. Louis 1, Mo.

Senior Vice-Pres. Oscar A. Zahner
 712 Main Street, Houston 2, Texas

Vice-Pres. & Mgr..... W. Van A. Combs
 1218 Third Ave., Seattle 1, Wash.

V.P. & Manager..... F. G. Mullins
 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

Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Brewery Co., American Kitchens, Ampco Corp., Autopoint Co., Baldwin Piano Co., Belton Co., Burgess Batteries, Capitol Fritos Inc., Chasers Inc., Chrysler Corporation, Dodge Div., Comfort Mfg. Co., Consolidated Royal Chemists, Delaware, Lackawanna & Western Coal Co., Demert and Dougherty, Dodge Dealers Association of Boston, Chicago, Cincinnati, Cleveland, Columbus, Greater Detroit, Metropolitan New York, Los Angeles, Pittsburgh, St. Louis, Seattle, Toledo, Dr. Pepper Co., Druggists Supply Corp., Edwards Coffee Co., Electric Auto-Lite Co. of Canada, Emery Industries Inc., Encyclopedia Britannica, Fehr Baking Co., Florence Stove Co., Frankemuth Brewing Co., Fritos Inc., Fyr Fyter Co., Galveston-Houston Breweries, General Shoe Co., Goodall Fabrics Inc., Greisedieck Brothers Brewery, Hancock Oil Co., Hollywood Candy Co., Horlicks Corp., Kentile Inc., Krey

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., Serval Inc., Serval 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.

LEWIS EDWIN RYAN

726 Jackson Pl. N.W., Washington 6, D. C.
 Phone: Re. 7606-7-8

AAAA-ABP-ANPA-PPA-SNPA-APA
 Owner Lewis Edwin Ryan
 Gen. Mgr..... J. Robert Corry
 Radio TV Div..... William J. Green

BEN SACKHEIM, INC.

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

Phone: PLaza 9-5141

ABP-ANPA-APA-NOAB-PPA

President Ben Sackheim
 Exec. Vice-Pres..... Lloyd G. Whitebrook
 Vice-President..... Herbert L. Steiner
 Secretary..... M. A. Farmerter
 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.

ST. GEORGES & KEYES, INC.

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

Phone: PLaza 5-1180

ABP—ANPA—PPA—ABC

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Exec. V.P., Radio Dir...Stanley J. Keyes, Jr.
Treasurer.....John H. Vesely
Vice-Pres-Art Director...Alfred A. Anthony
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.; Bisciglia Bros., Wines, Fresno, Calif.; Davison Chemical Corp., Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Bisciglia 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

ABP—ANPA

President.....H. Harvey Salow
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

ABP—ANPA—NOAB—PPA—SNPA

OwnerWalker Saussy
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), Gretna, 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.

FRANK B. SAWDON, INC.

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

President.....Julius Scheck
V. P. & Treas.....Morris Scheck
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
 Pres., Media Dir., Space Buyer
 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
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 Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson
 Treasurer Jack Harding
 Secretary E. V. Owen
 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

PresidentEdward Shapiro
 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.

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ABC

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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

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Radio Dir.....I. M. Diebold
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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

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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

ABI—ANPA—APA—PPA

Advertising Agencies

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 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

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 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

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 Charles, L. F. McCartney, J. Bedford, G.
 M. MacDonald, R. W. Saunders, A. S.
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Branch Offices

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

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 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 Cellucotton 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.
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Treasurer.....Herbert Goldsmith
Radio-TV Director.....Myron L. Broun

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

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Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
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VP & Dir. of Sales.....Joseph D. Nelson, Jr.
VP & Dir. TV Dept.....C. Thomas Martin
VP & Dir. TV Media.....Robert A. McDowell
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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

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 President, Secretary.....Allston E. Storm
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 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

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Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit 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.

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Phone: OREGon 9-2500

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Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.

Phones: Gladstone 5048; Hillside 2119

Vice-Pres.....Jack Van Nostrand

Radio-TV Accounts: American Chicle Co.

(Adams Line of Chewing Gums), Long Island City, New York; American Cigarette & Cigar Co. (Pall Mall Cigarettes), New York; American Petroleum Institute, New York; Carter Products, Inc. (Arrid Cream Deodorant, Rise Shave Cream), New York; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), Baltimore, Md.; Grove Laboratories, Inc. (Antimine), St. Louis, Mo.; Lever Bros. Co. (Lifebuoy Health Soap, Silver Dust), New York; McCormick & Co., Inc. (McCormick Teas, Spices, Flavoring Extracts), Baltimore, Md.; Noxzema Chemical Co. (Noxzema Skin Cream), Baltimore, Md. & Toronto, Ontario; Rubsam & Horrman Brewing Co. (R&H Beer & Ale), Staten Island, New York; The Simoniz Co. (Simoniz Products), Chicago, Ill.; Smith Bros. (Smith Bros. Cough Drops & Cough Syrups), Poughkeepsie, New York; Speidel Corp. (Watch Bands & Other Jewelry), Providence, R. I.; Whitehall Pharmaceutical Co. (BiSoDol Powder & BiSoDol Mints), New York.

J. D. TARCHER & CO., INC.

630 Fifth Ave., New York 20, N. Y.

Phone: CIRCLE 6-2626

AAAA—ABP—ANPA—APA

NOAB—PPA

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 Prod. Mgr.....Jay R. Wieder
 Art Dir.....Harry Prickett
 Copy Chief.....Otto Prochazka
 Research Dir.....Leonard Tarcher
 Mgr. Radio-TV.....Bob Kelly

Radio Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.

TV Accounts: Benrus Watch Co., McKesson & Robbins.

J. WALTER THOMPSON CO.

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

Phone: MURray Hill 3-2000

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Vice-Pres. in Charge of Radio & TV

John U. Reber

Radio-TV Time Buyers.....James O. Luce,
 Anne Wright, Jayne Shannon

Radio-TV Talent Buyers..Virginia Spragle,
 H. Bart McHugh

Branch Offices

1549 North Vine St., Hollywood 28, Calif.

V.-P. Manager.....Cornwell Jackson

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

Vice-Pres. & Gen. Mgr.....Henry T. Stanton

Radio Director.....Harold R. Rorke

Radio Tele Time Buyer....E. R. Fitzgerald

320 Calif. St., San Francisco, Calif.

ManagerFred Fidler

Radio Time Buyer.....Frances Austin

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

Advertising Agencies

Manager.....James L. Thompson
 Radio Time Buyer.....Jane Hubert
Radio-TV Accounts: Atlantis Sales Corp.; P. Ballantine & Sons; Fanny Farmer Candy Shops; Ford Dealer Advertising Groups; Indiana Bell Telephone; Johns-Manville Corp.; Kraft Foods Co.; Lever Brothers Co.; Libby McNeill & Libby; Northern Trust Co.; Pan American World Airways; Pan American Grace Airways; Pharma-Craft Corp.; Penick & Ford Ltd.; RCA Victor Division of RCA; Safeway Stores Inc.; Shell Oil Company, Inc.; Standard Brands Inc.; Swift & Co.; Ward Baking Co.; Washington State Apple Commission; J. B. Williams Co.; Eastman-Kodak Company; Meyenberg Milk Products Co.; Anthracite Institute; Mentholatum Co.; W. F. Young, Inc.; Kilmer & Co.; Owens-Illinois Glass Co.; Puget Sound Black Ball Ferry Line; Hollywood Sugar Corp.; Pacific Mills; Michigan Hospital Service (Blue Cross); Douglas Aircraft Co. Inc.; Champion Spark Plug Co.; Borg-Warner Corp. (Norge Division); Brillo Mfg. Co.; Florida Citrus Commission; Olive Advisory Board; Southwest Airways Co.; Yellow Cab of Los Angeles; Pond's Extract Company; Bowman Dairy Co.

TRACY, KENT & CO., INC.

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 Phone: ELdorado 5-4404

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 Asst. Treas. & Sec.....P. A. Baecker
 Production Mgr.....C. R. Holmberg
 Radio & TV Director.....P. A. Baecker
Radio Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; Chin & Lee Co., Inc., New York, N. Y.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.

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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 Vice-Pres., Secy.-Treas. John H. Wellenkamp
 Director Radio & TV.....Philip L. McHugh
Radio Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Division) (Milk and Ice Cream), Burrus Mill & Elev. Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Duncan Coffee Co., Houston; Reserve Life (Insurance), Dallas.

TV Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Haggard Company (Men's Slacks), Dallas; King Candy Co. (Chocolates), Ft. Worth; Borden Co., Southern Div.; Duncan Coffee.

VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.

Phone: ELdorado 5-5185

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 Charlotte Rains

General Manager.....Agnes Kingsley
 Copy Chief.....William T. Malone

Radio Accounts: W. K. Buckley, Inc. (Jack & Jill Cough Syrup), Buffalo, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; Dolcin Limited (Dolcin), Toronto, Ont., Canada; Kedrin Pharmaceuticals Inc. (Pharmaceuticals), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.; Whitehall Pharmaceutical Co. (Guards Cold Tablets), New York, N. Y.

TV Accounts: Diaperwite, Inc. (Detergent), New York, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; S. W. Farber, Inc. (Farberware Cooking Utensils), New York, N. Y.; C. F. Matlage Sales Co. (Foods), New York, N. Y.; Morgan-Jones Inc. (Kitchen Cottons), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.

J. FRANKLYN VIOLA

152 W. 42nd St., New York 18, N. Y.

Phone: CHickering 4-3254

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 Secretary.....Ann T. Viola
 ProductionGene Scognamiglio

Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co., Italy Laboratories, New York.

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

WILLIAM VON ZEHLE & CO., INC.

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

Phone: MU 2-9010

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 Vice-Presidents.....Lawrence A. Reis,
 Van Lear Woodward, Jr.

Advertising Agencies

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 Secretary Anthony Sarnataro
Radio-TV Accounts: Roman Ravioli
 (Frozen Foods), Garfield, N. J.; Pinelawn
 Cemetery (Radio only), Pinelawn, Long
 Island.

WADE ADVERTISING AGENCY

20 N. Wacker Drive, Chicago 6, Ill.
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 ABC—ANPA

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 Copy Chief..... Chas. W. Tennant
 Research Director..... Gordon Norbreg
 Art Director..... Wm. R. Collier
 Production Manager..... Edw. A. Beane
 Business Manager..... John Mills
 Radio Media Director..... Louis J. Nelson
 Space-Radio-TV Time
 Buyer..... David S. Williams
 Director of Radio..... Jack Farnell
 Director of Television..... Booth Luck

Branch Office

6223 Selma Ave., Hollywood 28, Calif.
 Phone: Hillside 7457

Manager..... Robt. E. Dwyer
 Radio Director..... Forrest F. Owen
Radio Accounts: Miles Laboratories, Inc.
 (Alka-Seltzer, One-A-Day (Brand) Vitamins,
 Nervine, Tabcin, Bactine), Elkhart, Ind.;
 Miles California Co. Los Angeles, Calif.;
 Murphy Products Co. (Feeds), Burlington,
 Wis.

TV Accounts: Miles Laboratories, Inc.
 (Alka-Seltzer, Tabcin, Bactine), Elkhart,
 Ind.; Miles California Co., Los Angeles,
 Calif.

HUGO WAGENSEIL & ASSOCIATES

Talbot Bldg., Dayton 2, Ohio
 Phone: HEmlock 5542
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 Secy.-Treas. G. Wagenseil
 Art Director Ed Hageman
 Industrial Div..... T. A. Polley
 Consumer Div..... W. L. Guisewite
 Acct. Executive..... W. H. Ford
 Radio Director..... F. R. Harwood
 TV Director..... Lincoln Scheurle
Radio Accounts: Bonded Oil Company
 (Service Stations), Springfield, Ohio; First
 National Bank (General Banking Services),
 Middletown, Ohio; The Gallaher Drug Com-
 pany (Drug Store Chain), Lowe Brothers
 Paint Store (Retail Paints, Wallpaper),
 Miami Valley Milk Prod. Ass'n (Dairy Maid
 Butter), Ohio Yellow Cab Company (Taxi
 Cab Service), Dayton, Ohio; The Savings
 Society (Mutual Savings Bank), Springfield,
 Ohio; Phil T. Williams Oil Co. (Service
 Stations), Indianapolis, Ind.

TV Accounts: Anderson Piano Co. (Dealer
 —Musical Instruments), Dairy Council (Dis-
 tributors—Milk, Milk Prod.), Dayton Power
 and Light Co. (Public Utilities), Himes
 Brothers Dairy (Meadow Gold Ice Cream),
 Dayton, Ohio; House of Lowell, Inc. (Hand
 Cream & Deodorant), Piqua, Ohio; Miami
 Valley Milk Prod. Ass'n (Dairy Maid But-
 ter), Portable Beauty Service Mfg. (No-
 Rinse Shampoo), Sears, Roebuck & Co.
 (Retail Department Store), Third National
 Bank & Trust Co. (General Banking Ser-
 vices), Dayton, Ohio.

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 Phone: GRant 1-1900
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 Vice-Presidents..... C. P. Richardson,
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 Account Executives..... C. P. Richardson,
 F. L. Newmeyer, V. I. Maitland, T. B.
 Wallace, C. F. Hoffman
 Radio & TV Directors..... R. B. Stevens,
 C. C. Urganhart

Radio Accounts: Duquesne Brewing Co.
 (Beer), Colonial Biscuit Co. (Crackers),
 Pittsburgh, Pa.; Sterling Oil Div., Quaker
 State Oil Refining Corp., Pittsburgh Con-
 solidation Coal Co. (Solid Fuels), Wilkins
 Jewelry (Jewelry), Galen Laboratories (Skin
 Medications), Champion Coal Co. (Solid
 Fuels), Pittsburgh, Pa.

TV Accounts: Duquesne Brewing Co.,
 Pittsburgh, Pa.; Kaufman's Dept. Store, Wil-
 kins Jewelry, Pittsburgh Consolidation Coal
 Co., Allegheny Ludlum Steel Corporation,
 Fan Tan Chewing Gum, Wm. G. Johnston
 Co. (Printers), Galen Laboratories, Pitts-
 burgh, Pa.

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 William W. Solow, S. P. Jackson
 Radio Dir..... Harry Solow, Jr.
 TV Director..... S. P. Jackson
 Asst. to Director..... William W. Solow
 Mgr. TV Commercials... Conrad Mikorenda
 TV Program Dir..... Jack Bucholtz
 Copy Chief..... Jenny Shenker
 Account Executives..... William Solow,
 S. P. Jackson, Milton Schwartz, J. C. Sil-
 verman, Jack Wilson, Jack Bucholtz, Lloyd
 Ball
Radio Accounts: Sachs Quality Stores
 (Dept. Store); Flag Pet Food Corp. (Dog &
 Cat Food); Strauss Stores (Auto Appli-
 ances); Herbert's Jewelry (Jewelry); Sofa

Advertising Agencies

Bros. (Movers); Monarch Saphin; Manny's Music Shop; N. Y. Musical Institute; Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Teitelbaum & Co.; Alexander's Dept Stores; Westchester Aquarium; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bonded Auto Sales; Cardinal Ties.

TV Accounts: Sachs Quality Stores; Vin Stores; Strauss Stores; Marlon Gandy; Spear & Co.; Westchester Aquarium; Ritz Thrift Shop; Flag Dog Food; Alexander Dept. Store; Warren Connolly; Standard House-keeping Co.; Exercycle; North American Van Lines; Sofia Brothers Inc.; Federal Storage; Jamaica Refrigeration.

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Phone: MURray Hill 4-5800

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Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir.....Robert Steen

Branch Office

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Phone: Dunkirk 3-1141

Vice Pres.....C. E. Staudinger
TV & Radio Dir.....Cecil Underwood

Radio Accounts: Equitable Life Assurance Soc. (Life Insurance), New York, N. Y.; 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.; Kingan & Co. (Kingan's Fine Foods), Indianapolis, Ind.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.

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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Benton Ferguson, Jackson Jones
Production Manager.....S. B. Snyder
Art Director.....Harold Carlross
Radio-TV Director.....Don S. Mitchell

Branch Offices

316 Fidelity Bldg., Dallas, Tex.

Manager.....Burke Gilliam
Acc. Exec. (Dallas).....Marie Callahan
Phone: RIVERSide 5201

Radio Accounts: Oklahoma Tire & Supply Co., United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sisk & Associates, First Natl. Bank, White Auto Stores, Mayo Hotel, Tulsa Insurance Bd., Bryan & Sons, Tennessee Dairies.

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

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., Saint Paul 1, Minn.

Phone: Cedar 3777

AAAA-ABP-APA

Owner.....Luther Weaver
Account Executive.....Donald Gardner
Executive Assistant.....Emily Lemon

Radio Accounts: Fairway Foods, St. Paul; Falcon-Pilgrim Cleaners, St. Paul & Minneapolis; Empire National Bank, St. Paul; R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul; Dox Co. (Toothpaste), Minneapolis; Myndall Cain, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis.

TV Accounts: Fairway Foods, Falcon-Pilgrim Cleaners, R. H. Keller Co. & Scottie's Dist.

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

Phone: MURray Hill 8-3900

ANPA-NOAB-PPA

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Vice-Pres., Dir. of Copy.....Roger Purdon
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Production Manager.....William Zerweck
Research Director.....Dr. Leon Arons

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Office Manager.....Burton R. Durkee

Advertising Agencies

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TV Accounts: Seeman Brothers (Air-Wick), Maiden Form Brassiere Co., Inc. (Maiden Form Brassieres), New York, N. Y.; Anchor-Hocking Glass Corp., Blatz Beer, B. T. Babbitt, Kaiser-Frazer.

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 Time Buyer & Asst. Radio TV Dir.

Max Tendrich

Radio Accounts: Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

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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Lincoln-Liberty Bldg., Philadelphia 7, Pa.

Phone: RIttenhouse 6-7500

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 6277 Selma, Hollywood 28, Calif.
 Vice-President.....Carroll Carroll
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TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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Phone: MURray Hill 9-5000

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Commercials.....Wm. J. Colihan, Jr.
 Radio-TV Business Mgr..Frederick A. Zagbi
 Radio-TV Publicity Dir.....Harry Rauch
 Mgr.-Radio Station Relations

Frank Coulter, Jr.

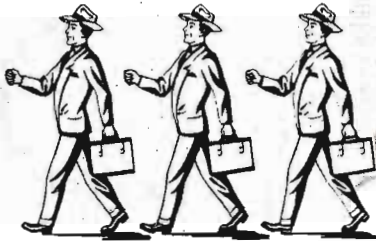
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 Radio-TV Pub. Dir.....Milton N. Samuel
 333 N. Michigan Ave., Chicago 1, Ill.
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TV Accounts: Bigelow-Sanford Carpet Co., Inc., The Borden Co., Duffy-Mott Co., Inc., General Electric Co., General Foods 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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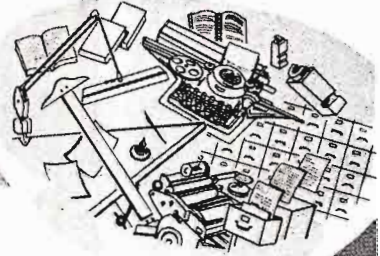


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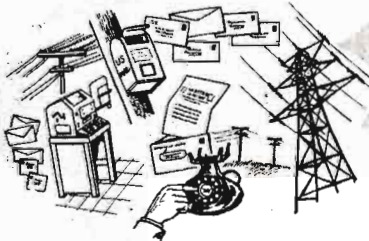
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Manager (AM Spot Sales)...Warren Jennings
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Manager.....Gayle V. Grubb
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Manager (AM).....Amos Baron
Prospect & Talmadge Sts., Hollywood 27, Cal.

Manager (TV).....Phil Hoffman
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Spot Sales Mgr.....Roy V. Smith

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OwnerGuy Bolam

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Radio Luxembourg Advt., Ltd., 36 Davies St.,
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Manager.....G. Clement Cave
Stations Represented—Radio Luxembourg
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Phones Tucker 2435

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Phone: Cypress 7545

Executive-in-charge.....Charles E. Colman
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WGUY, Bangor, Me.; WKBW, Buffalo,
N. Y.; WAYS, Charlotte, N. C.; WJJD, Chi-

cago, Ill.; WSAI, Cincinnati, O.; KDAL,
Duluth, Minn.; WERC, Erie, Pa.; KFPW,
Ft. Smith, Ark.; KFRE, Fresno, Cal.; KILO,
Grand Forks, N. D.; WJEF, Grand Rapids,
Mich.; WCOG, Greensboro, N. C.; WFBC,
Greenville, S. C.; KTHT, Houston, Tex.;

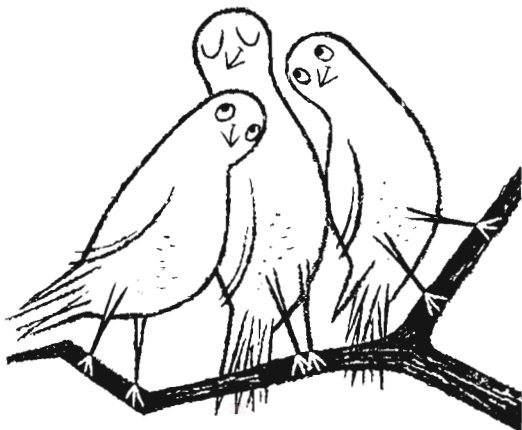
WMBR, Jacksonville, Fla.; WKZO, Kalamazoo,
Mich.; WROL, Knoxville, Tenn.;

WIBA, Madison, Wis.; WDGY, Minneapolis,
Minn.; KOMA, Oklahoma City, Okla.;

WIRL, Peoria, Ill.; WGAN, Portland, Me.;

KOIN, Portland, Ore.; WPJB, Providence,
R. I.; WSL, Roanoke, Va.; WHBF, Rock
Island, Ill.; KROY, Sacramento, Calif.;

WGAC . . . Augusta, Ga.
KERO . . . Bakersfield, Calif.
WGUY . . . Bangor, Me.
WKBW . . . Buffalo
WAYS . . . Charlotte, N. C.
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KFPW . . . Fort Smith, Ark.
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WPJB . . . Providence
WSLS . . . Roanoke, Va.
WHBF . . . Rock Island-Quad Cities
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KALL . . . Salt Lake City
KCBQ . . . San Diego
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KSOO . . . Sioux Falls, S. D.
KTUL . . . Tulsa
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Grand Rapids, Battle Creek, Kalamazoo
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TV Stations Represented — WMBR-TV, Jacksonville, Fla.; WHBF-TV, Rock Island, Ill.; WKZO-TV, Kalamazoo, Mich.

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Phone: WOODWARD 2-7298

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

Phone: LEXINGTON 2-3783

111 N. La Cienega St., Los Angeles 48, Cal.

Phone: CRESTVIEW 5-2022

233 Sansome St., San Francisco 4, Cal.

Phone: YUKON 6-2396

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Owner Bertha Bannan
Sales Assistant..... Gertrude Saxe
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Phone: RICHMOND 6184

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Asst. Mgr..... Mildred Biddick
Office Mgr..... Josephine Corbet
Traveling Rep. Burt Zoul
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Secretary-Treasurer Blake Blair

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434 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHEstnut 5688

Mgr. J. Chris Hetherington
1115 Book Bldg., Detroit 26, Mich.
Phone: WOODward 5-3230

Mgr. Paul Ray
Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RANdolph 7955

Mgr. Clarke R. Brown
AM & FM Stations Represented—KOY.

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

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100 Park Ave., New York 17, N. Y.
Phone: MURray Hill 6-6263

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President. William H. Weldon
Vice-President. Lindsey H. Spight
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How To Apply For FCC License



NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

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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



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Director	District	States Comprising District
(To be elected).....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
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WSOO, Sault Ste. Marie, Mich.		
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Natl. Assn. of Radio-TV Broadcasters

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Kenyon Brown	13	Texas.
KWFT, Wichita Falls, Tex.		
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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.
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NBC, Washington, D. C.
H. V. Akerberg
CBS, New York, N. Y.
C. J. Witting
DuMont, New York, N. Y.

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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 Dreeson**
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: **Dan Downs**
La Grange News: **Jim Wood**
Rome News Tribune: **Edward L. Bernd**
Savannah Evening Press: **John Sulfine**
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 Hickman
 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 Maeklin
 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 Updyke
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
KoebeI

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 MarshaII
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
(Homestead) 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 Tripp**
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**
Fort Worth Press: **Jack Gordon**
Fort Worth Star-Telegram: **Ira Cain**
Forth Worth Star-Telegram: **Irvin Farman**
Fort Worth Star-Telegram: **Bill Hitch**
Fort Worth Star-Telegram: **Mack Williams**
Houston Post: **Bill Harrison**
Houston Post: **Luther Rowsey**
Houston Press: **Bill Newkirk**
Houston Chronicle: **Moselle Jacobs**
Kingsville Record: **E. B. Erard**
Liberty Vindicator: **Orlan Jones**
(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 Potet**
(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**
(Newport News) Times-Herald: **Bobbe Edgington**
(Newport News) Daily Press: **J. Melvin Jones**
(Norfolk) Ledger Dispatch: **Bill Diehl**
(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**

WASHINGTON

Aberdeen Daily World: **Ed Stanley**
(Aberdeen) Grays Harbor Post: **Kearney Clark**
(Aberdeen) Grays Harbor Post: **John Forbes**
Auburn Sun: **Karl Lind**
(Chehalis) Advocate: **Dick Frye**
(Hoquiam) Washingtonian: **Bob Robertson**
Longview Daily News: **Carlton Moore**
Columbia Basin (Moses Lake) Herald: **Ned Thomas**
Columbia Basin (Pasco) News: **Frank Purcell**
(Portland) Oregonian: **B. Mike**
The (Portland) Journal: **Joe Stein**
Raymond Advertiser: **Bob Bailey**
Seattle Post-Intelligencer: **Dan Coughlin**
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**

WEST VIRGINIA

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**

Enslow

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

WISCONSIN

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**
(Wisconsin Rapids) Daily Tribune: **William Beckman**

WYOMING

(Lander) Wyoming State Journal: **William Epler**
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 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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 Philip G. Caldwell... Western Division Manager of
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 Byington Colvig... KECA Continuity Acceptance
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 Francis Conrad..... Director of Radio, Western
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 Francis Dixon..... Pgm. Booking & Oper. Supr.
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 Elliott Henry, Jr..... Publicity Manager
 E. C. Horstman..... Engineering Manager
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 Burr E. Lee..... Radio Production Manager
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 155 Montgomery St., San Francisco 2, Calif.**

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 WXYZ..... Detroit
 KGO..... San Francisco



KECA..... Los Angeles
 WENR..... Chicago



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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



SERGEANT PRESTON of the YUKON 5:00 to 5:30 p.m.. E.S.T., Tuesdays and Thursdays on Mutual Network.



THE GREEN HORNET  Wednesdays and Fridays, 5:00 to 5:30 p.m., E. S. T., on the Mutual Network

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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 Telephone: HYacinth 2-8000

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Edward Scovill..... Station Relations
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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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Fred Ruegg..... Program Manager
Howard Gossage..... Promotion Manager

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

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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.

MUTUAL BROADCAST

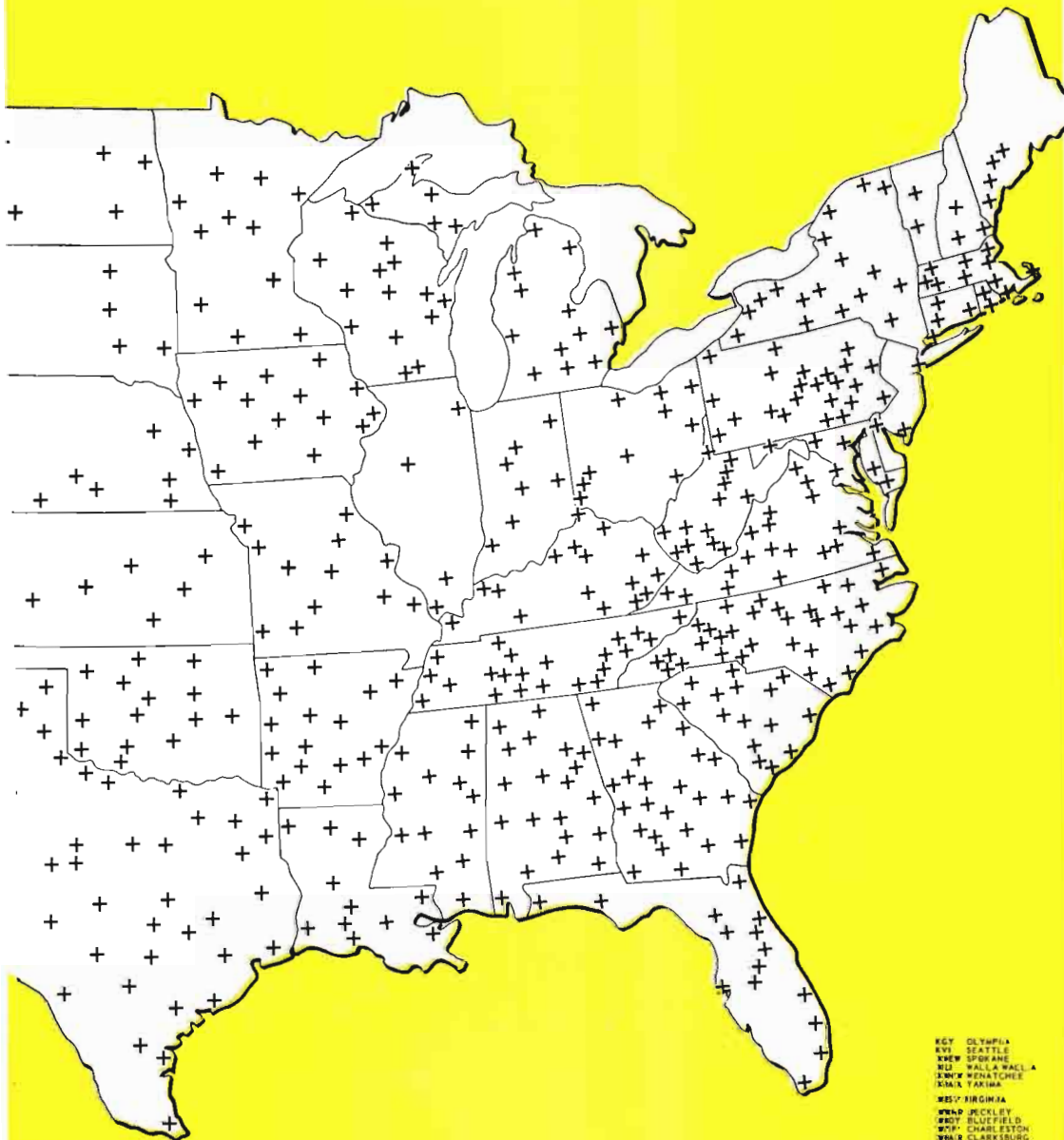
- ALABAMA**
 WCTA ANGLISSA
 WPCF ANNISTON
 WTBS BIRMINGHAM
 WBSB BREXTON
 WVAL DECATUR
 WVAL DEMOPOLIS
 WAGF DOTHAN
 WVAL EUFULA
 WFFA FORT PAYNE
 WBYT GADSDEN
 WBSB HALEYVILLE
 WBSH HUNTSVILLE
 WABY MOBILE
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 WMO OPSELKA
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 WPER SYLACAUGA
 WHTS TALLADEGA
 WTFF TROY
 WTBC TUSCALOOSA
- ARIZONA**
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 EWRC ARCADLPHIA
 EBYA BATESVILLE
 EAMD CAMDEN
 EGBN FAYETTEVILLE
 EWHN FORT SMITH
 EWHN GARRETTSON
 EYFA HELIXIA
 EYFA HOPE
 KXFC HOT SPRINGS
 WTHN JONESBORO
 KLFJ LITTLE ROCK
 EBYA MENA
 EBYA PINE BLUFF
 KXRS RUSSELLVILLE
 EYDA SILVER SPRINGS
 EWAR STUTTGART
- CALIFORNIA**
 KAFY BAKERSFIELD
 KNSL CHICO
 KXJO EL CENTRO
 KNEW ESCALANTE
 KYNO FRESNO
 KXJ LOS ANGELES
 KXMS MARYSVILLE
 KYOS MARICED
 KPEL PASO ROBLES
 KVCY REDDING
 EYON SACRAMENTO
 EBYW SALINAS-MONTEREY
 EBYW SAN BERNARDINO
 EGB SAN DIEGO
 EYFC SAN FRANCISCO
 EYFC SAN LUIS OBISPO
 KYOC SANTA ANA
 EBYA SANTA BARBARA
 KXOB STOCKTON
 KXON TULARE-VISALIA
- COLORADO**
 KFPL DENVER
 KFUP DURANGO
 KXSN GREENWOOD SPRINGS
 KFJ GRAND JUNCTION
 KXDO LA JONITA
 KCSJ FUEBLO
- CONNECTICUT**
 WICC BRIDGEPORT
 WONS HARTFORD
 WNC NEW LONDON
 WCO WATERBURY
- DELAWARE**
 WAMS WILMINGTON
- DISTRICT OF COLUMBIA**
 WDCD WASHINGTON
- FLORIDA**
 WMO DAYTONA BEACH
 WBS DELAND
 WBA FORT PIERCE
 WBF GAINESVILLE
 WBP JACKSONVILLE
 WBS KEY WEST
 WQMN LAKELAND
 WBS MIAMI
 WPMC OCALA
 WLOP ORLANDO
 WOL PANAMA CITY
 WFAW PENSACOLA
 WTP ST. PETERSBURG-TAMPA
 WBE WEST PALM BEACH
 WWR WINTER HAVEN
- GEORGIA**
 WBC AMERICUS
 WBS ATLANTA
 WBC AUGUSTA
 WAGB BAINBRIDGE
 WAGB BRUNSWICK
 WAGB CARTERSVILLE
 WGBA COLUMBUS
 WAM CORDELE
 WBL DALTON
 WBC DAWSON
 WBC ELBERTON
 WBS FITZGERALD
 WGBA GAINESVILLE
 WRE GRIFIN
 WLAG LA GRANGE
 WHEX MACON
 WABC MILL CREEKVILLE
 WOH NERNAK
 WBA ROME
 WCCP SAVANNAH
 WWS STAFFORDSD
 WPT THOMASTON
 WFA THOMSON
 WBT TION
 WLET TOCCOA
 WWS VAL DOSTA
 WBY WAYCROSS
- IDAHO**
 WJVI COEUR D'ALENE
 WPI IDAHO FALLS
 WLC LEWISTON
 WTD HAMPDEN
 WBE POCAHELLO
 WLI IDAHO FALLS
 WNL WALLACE
- ILLINOIS**
 ECHO CAIRO
 WCG CHICAGO
 WFF HERDIS
 WJOL INDIANA
- INDIANA**
 WJW BEDFORD
 WJW FORT WAYNE
 WNC INDIANAPOLIS
 WNC INDIANAPOLIS
 WNC INDIANAPOLIS
- IOVA**
 KCRG CEDAR RAPIDS
 KXOS CLINTON
 KSTT DAVENPORT
 KDEC DECORAH
 SIDA DES MOINES
 KDTM DUBUQUE
 KDFD FORT DODGE
 KFJB MARSHALLTOWN
 KRIB MASON CITY
 KRIZ OTTUMWA
 KFPH SHERMANSBURG
 KTRV SIOUX CITY
 KDFC SPENCER
 KWL WATERLOO
- KANSAS**
 KTFW EMPORIA
 KHL GARDEN CITY
 KYDR GREAT BEND
 KSLA SALINA
 KTOP TOPEKA
 KAKE WICHITA
- KENTUCKY**
 WLBJ BOWLING GREEN
 WCTY COBBIN
 WCPM CUMBERLAND
 WPKY FRANKFORT
 WML HAZLETON
 WVIC HAZARD
 WOH HENDERSON
 WVLK LEXINGTON-VERSAILLES
 WVCZ LOUISVILLE
 WVTM MARYSVILLE
 WDM OWENSBORO
 WUP PAINESVILLE
 WPKK PIKEVILLE
 WSPC SHERBERT
- LOUISIANA**
 EYOR ALEXANDRIA
 WBR BATON ROUGE
 WREC BOSSALOMA
 KLFY LAFAYETTE
 KML LAKE CHARLES
 KVIC MONROE
 EANE NEW IBERIA
 WNOE NEW ORLEANS
 KSLD OPELOUSAS
 EBUS RUSTON
 KEMT SHREVEPORT
- MAINE**
 WFAU AUGUSTA
 WDE NIDDEEBORO
 WCOE WINSTON-AUBURN
 WFOR PORTLAND
- MARYLAND**
 WCBM BALTIMORE
 WCEB CAMBRIDGE
 WDTV CUMBERLAND
 WFA HAGERSTOWN
 WBOC SALISBURY
- MASSACHUSETTS**
 WMAZ BOSTON
 WLE FALL RIVER
 WEM FITCHBURG
 WBS GREENFIELD
 WJMN HOLYOKE
 WLN LOWELL-LANDRENE
 WBN NEW BEDFORD
 WBS PITTSFIELD
 WCRB WEST YARMOUTH
 WBC WORCESTER
- MICHIGAN**
 WATZ ALPENA
 WCKC BATTLE CREEK
 WATT CADILLAC
 WLE DETROIT
 WBC ESCANABA
 WBC FLINT
 WBOB HIGHTON-CALUMET
 WBS IRON RIVER
 WBS IRONWOOD
 WBN JACKSON
 WLS LANSING
 WDM MARGUERITE
 WBS MUSKEGON
 WBM PETOSKEY
 WML PORT HURON
 WSM SAGINAW-BAY CITY
 WTC TRAVERSE CITY
- MINNESOTA**
 KAUS AUSTIN
 KATD BEND
 KZLN BRAINERD
 WBS BULLITT
 EYVE EVELYN
 EYET GRAND RAPIDS
 EYHL MARSHALL
 EYOL MINNEAPOLIS-ST. PAUL
 EYMO MOORHEAD
 EYAD WADENA
- MISSISSIPPI**
 WLOX BILOXI-GULFPORT
 WOK CLARKSDALE
 WCOU COLUMBIA
 WBL COLUMBUS
 WCM CORINTH
 WJFP GREENVILLE
 WAG GRENADA
 WBS JACKSON
 WLA LAUREL
 WMO MERIDIAN
 WYD TUPELO
 WVC VICKSBURG
 WWS WEST POINT
- MISSOURI**
 EYVY CAPE GARDNER
 EYMD FLAT RIVER
 EYMB HAMBURG-QUINCY
 EYOS JEFFERSON CITY
 WBN JOPLIN
 WBR KANSAS CITY
 WMT LEBANON
 EYD MEXICO
 EYFQ ST. JOSEPH
 WBA ST. LOUIS
 XDRD SEDALA
 WICK SPRINGFIELD
- MONTANA**
 EBYW BILLINGS
 KJMN HAYES
 KJMN HELIXIA
 KJOL LEWISTON
 EYFC LIVINGSTON
 EYFJ MILES CITY
 XTY SHELBY
 EYCK SPOYER
- NEBRASKA**
 EBYE BEATRICE
- NEVADA**
 XHAS HASTINGS
 EYR FEARNLEY
 KOLM LINCOLN
 WML MCCOOK
 EYON DANIA
 EYNS SCOTTSDALE
- NEVADA**
 XRAM LAS VEGAS
 KATD BEND
 EYVY CAPE GARDNER
 EYMD FLAT RIVER
 EYMB HAMBURG-QUINCY
 EYOS JEFFERSON CITY
 WBN JOPLIN
 WBR KANSAS CITY
 WMT LEBANON
 EYD MEXICO
 EYFQ ST. JOSEPH
 WBA ST. LOUIS
 XDRD SEDALA
 WICK SPRINGFIELD
- NEW JERSEY**
 WNC ATLANTIC CITY
- NEW MEXICO**
 EYRN ALBUQUERQUE
 EYVY ARTESIA
 RICA CLOVIS
 EYRN HOBBS
 ROBE LAS CRUCES
 EYFN LAS VEGAS
 EYRN RATON
 EYFN SHELBY
 EYFN TUCUMCAR
- NEW YORK**
 WBO AUBURN
 WBT BATAVIA
 WBP BINGHAMTON
 WBS BUFFALO
 WBT CHEMUNG
 WBC ELmira
 WBC JAMESTOWN
 WBT KINGSTON
 WLPN LITTLE FALLS
 WCY MALDEN
 WBT ORANGETOWN
 WTP SALISBURY
 WBS SHELBY
 WBS SOUTHERN PINES
 WSC STATSVILLE
 WBC WATKINSVILLE
 WBC WHITEVILLE
 WOH WILMINGTON
 WOS WILSON
 WTB WINTON-SALEM
- NORTH CAROLINA**
 WNC ASHEVILLE
 WATA BOONE
 WPAW BREVARD
 WBB BURLINGTON
 WST CHARLOTTE
 WOH DURHAM
 WNC ELIZABETH CITY
 WNC FAYETTEVILLE
 WNC GREENSBORO
 WNC HENDERSON
 WNC HICKORY
 WNC HUNTSVILLE
 WNC KANAWHA
 WNC KENNESAW
 WNC KINGSFORD
 WNC KINGSFORD
- NORTH DAKOTA**
 WCD BISMARCK-MANDAN
 XDL DEVLIS LAKE
 EYR GRAND FORKS
 KLFM WINDOT
 KOVC VALLEY CITY
- OHIO**
 WBRK AKRON
 WCP CINCINNATI
 WCP CINCINNATI
 WCP CINCINNATI
- OKLAHOMA**
 WLE LEARVILLE
 WFI LENOIR
 WTS LUMBERTON
 WMS HOGANTON
 WTD WE AUSTIN
 WHT NEW BERN
 WBS NEWTON
 WBL RALPHSH
 WBT SCANDER RAPIDS
 WTP SALISBURY
 WOS SHELBY
 WBS SOUTHERN PINES
 WSC STATSVILLE
 WBC WATKINSVILLE
 WNC WHITEVILLE
 WOH WILMINGTON
 WOS WILSON
 WTB WINTON-SALEM
- OREGON**
 EYAL ALBANY
 WMOB ASTORIA
 KROD BEND
 WOS CLOS BAY
 KORE EUGENE



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

- NEVADA**
 XRAM LAS VEGAS
 KATD BEND
 EYVY CAPE GARDNER
 EYMD FLAT RIVER
 EYMB HAMBURG-QUINCY
 EYOS JEFFERSON CITY
 WBN JOPLIN
 WBR KANSAS CITY
 WMT LEBANON
 EYD MEXICO
 EYFQ ST. JOSEPH
 WBA ST. LOUIS
 XDRD SEDALA
 WICK SPRINGFIELD
- NEW JERSEY**
 WNC ATLANTIC CITY
- NEW MEXICO**
 EYRN ALBUQUERQUE
 EYVY ARTESIA
 RICA CLOVIS
 EYRN HOBBS
 ROBE LAS CRUCES
 EYFN LAS VEGAS
 EYRN RATON
 EYFN SHELBY
 EYFN TUCUMCAR
- NEW YORK**
 WBO AUBURN
 WBT BATAVIA
 WBP BINGHAMTON
 WBS BUFFALO
 WBT CHEMUNG
 WBC ELmira
 WBC JAMESTOWN
 WBT KINGSTON
 WLPN LITTLE FALLS
 WCY MALDEN
 WBT ORANGETOWN
 WTP SALISBURY
 WBS SHELBY
 WBS SOUTHERN PINES
 WSC STATSVILLE
 WBC WATKINSVILLE
 WBC WHITEVILLE
 WOH WILMINGTON
 WOS WILSON
 WTB WINTON-SALEM
- NORTH CAROLINA**
 WNC ASHEVILLE
 WATA BOONE
 WPAW BREVARD
 WBB BURLINGTON
 WST CHARLOTTE
 WOH DURHAM
 WNC ELIZABETH CITY
 WNC FAYETTEVILLE
 WNC GREENSBORO
 WNC HENDERSON
 WNC HICKORY
 WNC HUNTSVILLE
 WNC KANAWHA
 WNC KENNESAW
 WNC KINGSFORD
 WNC KINGSFORD
- NORTH DAKOTA**
 WCD BISMARCK-MANDAN
 XDL DEVLIS LAKE
 EYR GRAND FORKS
 KLFM WINDOT
 KOVC VALLEY CITY
- OHIO**
 WBRK AKRON
 WCP CINCINNATI
 WCP CINCINNATI
 WCP CINCINNATI
- OKLAHOMA**
 WLE LEARVILLE
 WFI LENOIR
 WTS LUMBERTON
 WMS HOGANTON
 WTD WE AUSTIN
 WHT NEW BERN
 WBS NEWTON
 WBL RALPHSH
 WBT SCANDER RAPIDS
 WTP SALISBURY
 WOS SHELBY
 WBS SOUTHERN PINES
 WSC STATSVILLE
 WBC WATKINSVILLE
 WNC WHITEVILLE
 WOH WILMINGTON
 WOS WILSON
 WTB WINTON-SALEM
- OREGON**
 EYAL ALBANY
 WMOB ASTORIA
 KROD BEND
 WOS CLOS BAY
 KORE EUGENE

CASTING SYSTEM



EPOR: PORTLAND
ERBR: ROSEBURG
ESLM: SALEM
PENNSYLVANIA
BZSW: BLTONONIA
WZBZ: BRADYFORD
WZET: EASTON
WZEU: ERIZ
WZVW: HANOVER
WZBD: HARRISBURG
BZLZ: HAZELTON
BZHM: HUNTINGDON
WZED: JOHNSTOWN
WZGL: LANCASTER
WZLZ: LEHISTOWN
WZLH: LOCK HAVEN
WZFN: NEW CASTLE
WZPH: PHILADELPHIA
WZPY: PITTSBURGH
WZPA: POTTSVILLE
WZAW: READING
WZBI: ST. MARYS
WZSL: SHAMOKH
WZAJ: STATE COLLEGE
WZPA: WASHINGTON
WZLZ: WILKES-BARRR
WZNY: YORK
WZNY: YORK

SOUTH CAROLINA
WZMS: ANDERSON
WZSC: ANNETTSVILL
WZSM: CHARLESTON
WZCD: CHESTER
WZDC: COLUMBIA
WZLT: CONWAY
WZTN: GEORGETOWN
WZEE: GREENVILLE
WZSC: HARTSVILLE
WZDK: NEWBERRY
WZNG: ORANGEBURG
WZHN: ROCK HILL
WZIC: SUMTER
WZCU: UNION
WZLD: WALTERBORO
SOUTH DAKOTA
KSOW: ABERDEEN
KDSJ: DEADWOOD
KZFP: HURON
KORN: MITCHELL
KZHQ: SIOUX FALLS

TEXAS
KWKC: ABILENE
WZEE: ALICE
WZLV: ALPINE
KZMP: ANAWOLO
KZET: AUSTIN
KZDK: BAY CITY
KZHZ: BORGES
KZRD: BROWNWOOD
KZRA: BRYAN
KZTR: CHILDRESS
KZMD: COMPTON CHRISTY
KZMA: DALLAS
KZMA: DALLAS
KZMA: DALLAS

WZSX: HARLINGEN
KZTP: HOUSTON
KZAM: HUNTSVILLE
KZBD: LUBBOCK
KZRE: LUFKIN
KZMT: MARSHALL
KZEM: MCKINNEY
KZRI: ODessa
KZFM: PANAMA
KZUP: PECOS
KZYS: PERRYTON
KZVP: PLAINVIEW
KZAC: PORT ARTHUR-BEALMONT
KZXL: SAN ANGELO
KZAC: SAN ANTONIO
KZBY: SHERMAN-DENISON
KZWT: STAMFORD
KZST: SULPHUR SPRINGS
KZXX: SWEETWATER
KZEM: TEMPLE
KZVA: TEXARKANA
KZEM: TYLER
KZVD: UVALDE
KZVC: VERNON
KZVC: VICTORIA
KZTA: WACO
KZEM: WICHITA FALLS

KZLL: SALT LAKE CITY
VERMONT
WZTB: RUTLAND
WZDY: WATERBURY
VIRGINIA
WZVT: BEDFORD
KZLV: BLACKSTONE
KZND: BRISTOL
KZCF: CLIFTON FORGE
KZVA: CULPEPPER
KZVA: DANVILLE
WZTN: FRONT ROYAL
KZAL: GALAX
WZEL: LEANINGTON
WZWD: LYNCHBURG
KZMA: NORFOLK-PORTSMOUTH
KZVA: NORFOLK
KZMA: ORANGE
KZVS: PETERSBURG
KZNY: PULASKI
WZRE: RICHMOND
WZKA: ROANOKE
WZTB: WATNERSBORO

KZTY: OLYMPIA
KZVI: SEATTLE
KZVW: SPOKANE
KZIZ: WALLA WALLA
KZFW: WENATCHEE
KZAX: YAKIMA
WEST VIRGINIA
WZAD: JACKSON
WZPT: CHARLESTON
WZAB: CHARLESTON
WZEE: ELKINS
WZVM: FAIRMONT
KZLR: HUNTINGTON
WZDC: LOGAN
WZBN: MONTGOMERY
WZFD: MORGANTOWN
WZBN: WELCH
WZPI: WHEELING-BELLAIR
WZNV: WESTON
WZTR: WILLIAMSON
WISCONSIN
WZVY: APPLETON
WZTH: ASHLAND
WZFI: BELLEVILLE
WZEE: EAU CLAIRE
WZIZ: FOND DU LAC
KZLO: JAMESVILLE
KZIC: LA CROSSE
WZMT: MANITOWIC
KZSC: MADISON
KZHM: MEDFORD
KZLV: MENA
KZBT: SHELLBURN
KZMC: RICE LAKE
WZKA: WISCONSIN WATERS
WISCONSIN
WZSD: CASPER
KZVE: LANDER

MUTUAL BROADCASTING SYSTEM

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1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

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 Robert O'Connor... Mgr., Station Information
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 Margaret Kelly... Telephone Supr.

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 Henry Poster... Manager, Research
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 Winifred Hall... Production 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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 Information Representative

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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 BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

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Victor T. Norton.....Vice President
Frank M. Russell.....Vice President
Robert W. Sarnoff.....Vice President
Carleton D. Smith.....Vice President
John K. West.....Vice President
Sylvester L. Weaver, Jr.....Vice President
Frederic W. Wile.....Vice President
Harry F. McKeon.....Controller
Lewis MacConnach.....Secretary
Felix Schleenvoigt.....Assistant Secretary
John Q. Cannon.....Assistant Secretary
Thomas E. Ervin.....Assistant Secretary
Paul B. Lynch.....Assistant Secretary
Joseph A. McDonald.....Treasurer
William A. Williams.....Assistant Treasurer

DEPARTMENTS and DIVISIONS

Executive Officers

Joseph H. McConnell.....President
Charles R. Denny.....Executive Vice President
Joseph V. Heffernan.....Financial Vice President
Frank Russell.....Vice President, Washington
David C. Adams...Asst. to the Exec. Vice President
Frederick Dodge.....Director of Merchandising
Samuel Chotzinoff.....General Music Director

Legal Department

Gustav B. Margraf.....V.P. & General Attorney
Thomas E. Ervin.....Assistant General Attorney
John Shute, Sr.....Attorney
Arthur Cuddihy, Jr.....Attorney
James Denning.....Attorney
Theodore Kupferman.....Attorney
Paul B. Lynch.....Attorney
Charles J. Moos.....Attorney
Benjamin Raub.....Attorney
Gordon Cahill, Zachry & Reindel.....Counsel

Public Relations Departments

William F. Brooks.....Vice President in Charge
Frank Young.....Public Relations Representative

Press Department

Sydney H. Eiges.....V.P. in Charge of Press
& Information
J. C. Dine.....Director of Press
Allan Kalmus.....Supr. of TV Publicity
Samuel Kaufman.....Editorial Supervisor
William Lauten.....Trade News Editor
Anita L. Barnard.....Manager of Information

Continuity Acceptance

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

Station Relations Departments

Carleton D. Smith.....Vice President in Charge
Fred Shawn...Director of Radio Station Relations
Sheldon Hickox.....Dir. of TV Station Relations
Ludwig W. Simmel.....Manager of Minute Man
and Co-op Program Activities
Harry Woodman.....Mgr. of Traffic Department

Finance Departments

Joseph V. Heffernan.....Financial Vice President
Hamilton Young.....Operations Analyst

Budget Department

Leslie C. Vaughan.....Budget Director
Stephen Riddleberger.....Asst. Budget Director

Controllers Department

Harry McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh McGeachie.....Assistant Controller

Treasurers Department

Joseph A. McDonald.....Treasurer
William A. Williams.....Assistant Treasurer
William Bloxham.....Purchasing Agent

Capital Appropriations Department

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

Engineering Department

O. B. Hanson.....V.P. & Chief Engineer
William A. Clarke.....Administration Assistant
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
Raymond Guy.....Manager of Radio &
Allocations Engineering
George Nixon...Mgr. of Engineering Development
Chester Rackey...Mgr. of Audio-Video Engineering
James Wood.....Manager of Technical Services

Personnel Department

Ernest de la Ossa.....Director of Personnel
Donald Mackenzie...Mgr. of Personnel Department
Donald Rutledge.....Mgr. of Employee Rel.
Edmund Souhami.....Labor Relations Assistant
to the Director of Personnel
Elizabeth Haglund....Supr. of Placement Section
John Steeves.....Supervisor of Records &
Salary Administration Section
Seth Faison.....Supervisor of Employee
Service Section
Bernard J. Handler, M.D....Company Physician

Plans and Research Department

Hugh M. Beville....Director of Plans & Research

Integrated Services Departments

William S. Hedges....Vice President in Charge
of Integrated Services

William B. Miller.....Night Executive Officer
Frances Sprague.....Chief Librarian
Charles Hicks.....Manager of Radio Recording
Albert Walker.....Manager of Transportation
Willard Frech.....Cost Accountant for
Integrated Services

Program Services Department

Arch Robb.....Manager of Program Services
Department
Thomas Belviso.....Supervisor of Music Rights
& Music Library
Ross Donaldson.....Supervisor of Literary
Rights & Playreading
Patrick Kelly.....Supervisor of Announcers
John Curran.....Supr. of Associate Directors
Frederick Knopfke.....Supr. of Sound Effects
Robert Troy.....Supr. of Night Operations

Building and General Services Department

Edward Lowell.....Mgr. of Building &
General Service Department
Albert Humbert.....Supr. of Building
Maintenance Division
Helen Davis.....Supr. of Office Services Division
George Monahan.....Supr. of Protection Divn.

Guest Relations Department

Peter Tittle.....Mgr. of Guest Relations Dept.
Joseph Phillips.....Supr. of Reception Divn.
James Gaines.....Supr. of Ticket Division

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**

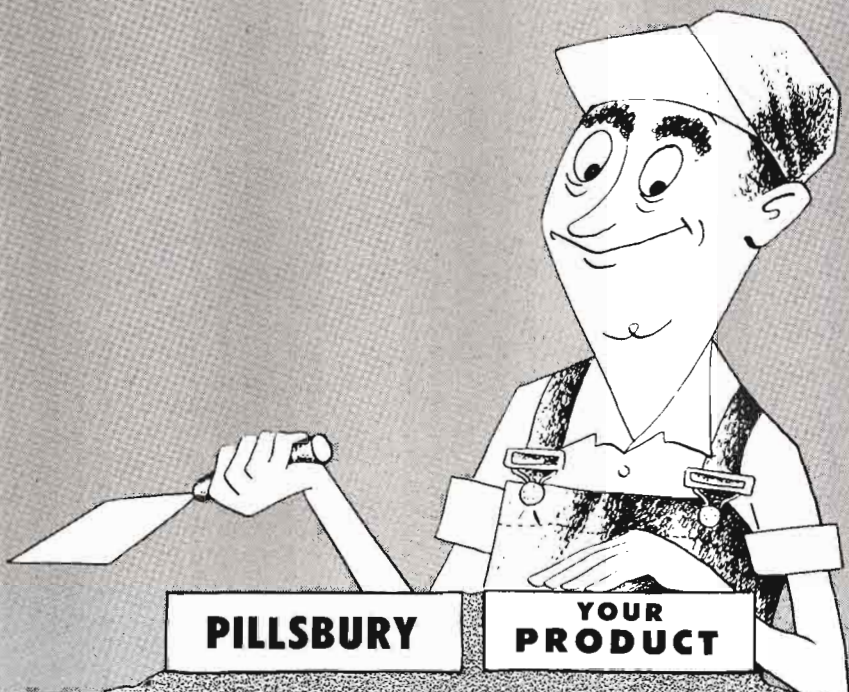
OMEGA OIL

**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



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.

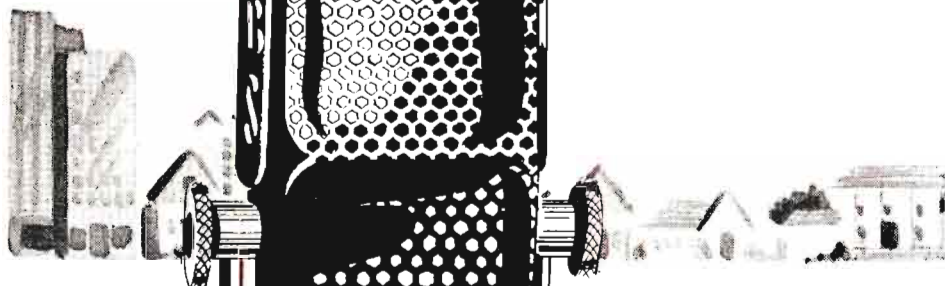
There is an old formula, "Find out what the people want and give it to them." It has worked in the entertainment business for years.

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

LBS

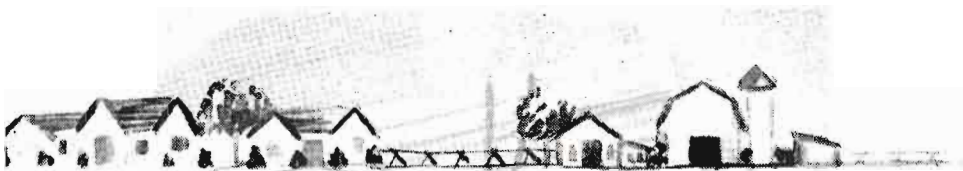


LBS

lbs

DALLAS • LOS ANGELES • NEW YORK

has millions!



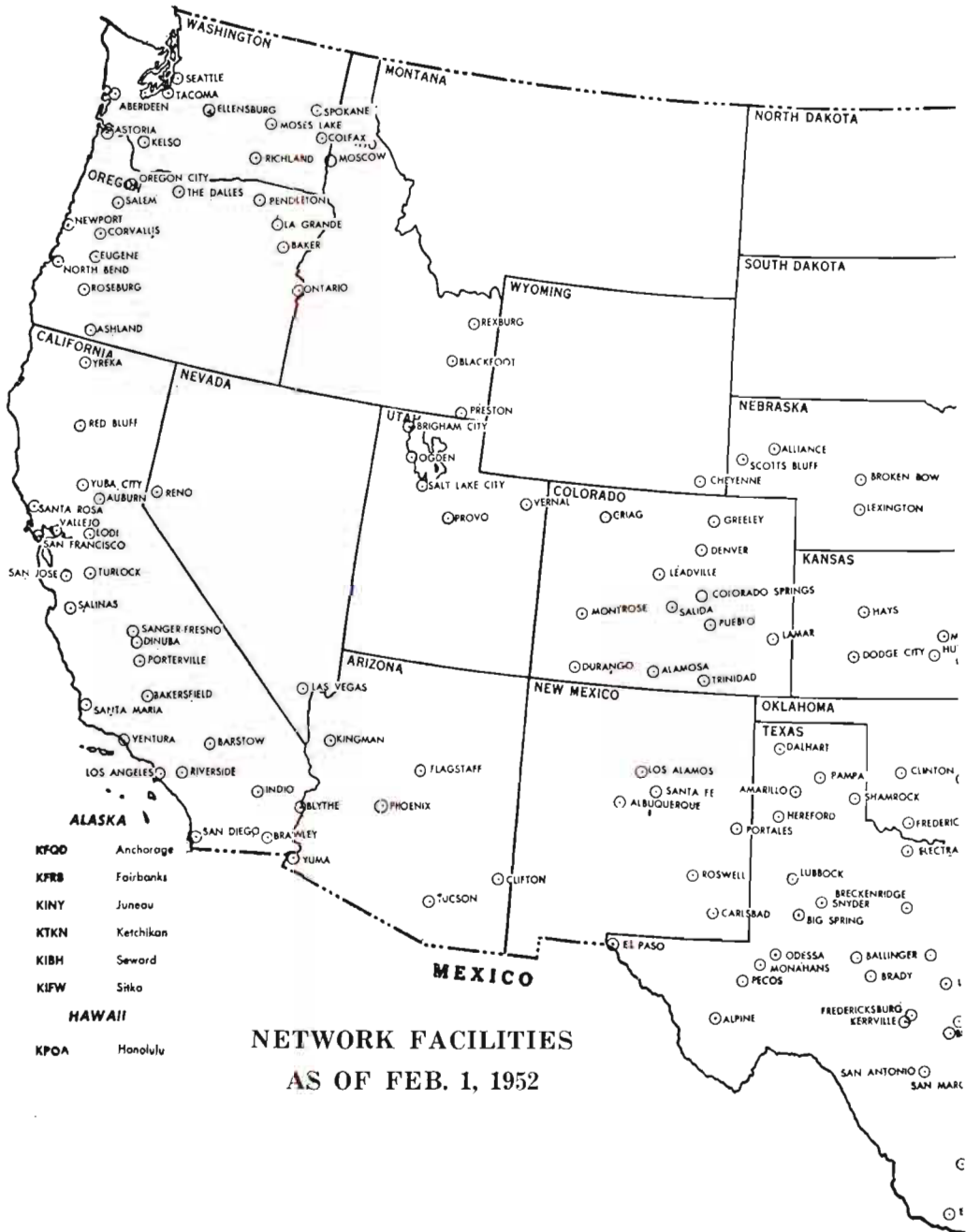
LBS has 33,548,046 radio homes from coast-to-coast . . . border-to-border . . . in Alaska . . . in Hawaii. We'll agree—that's a lot of homes—but they make the LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY . . . any time, anywhere.

LIBERTY BROADCASTING SYSTEM

. pounds home your message

• ATLANTA • WASHINGTON • CHICAGO

LIBERTY BROAD



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; K TSA, 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.; KFJR, 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

Regional Networks

STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, Texas.

Texas Quality Network

312 E. Kings Highway (KTBS), Shreveport 77, Louisiana. Phone: 7-3644.

BRANCH OFFICES

(KTBS), 312 E. Kings Highway, Shreveport, La., Phone: 7-3644, Gen. Mgr. E. Newton Wray; (KRIS), P. O. Box 840, Corpus Christi, Tex., Phone: 4-6354, Gen. Mgr. T. Frank Smith; (KPRC), Lamar & Main Sts., Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., Gen. Mgr. Arden X. Pangborn; (KVAL), Brownsville, Tex., Brownsville, Tex., Gen. Mgr. T. Frank Smith, Jr.; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell.

STATIONS

KTBS, Shreveport, Louisiana; KVAL, Brownsville, Texas; KRIS, Corpus Christi, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; WFAA, Dallas, Texas.

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Manager.....Dale Drake
Traffic Manager.....Forrest W. Clough
Program Director.....Hal Thompson
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVI, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas.

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, N. C.
Phone: 8885

President.....Hartwell Campbell
Vice-President.....Samuel Brody
Secy. and Treas.....Ray D. Williams
Secy. (Raleigh Office).....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC,

Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy
WOKO, Albany, N. Y.

STATIONS

WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

Viking Network

P. O. Box 296, Beaverton, Ore.
Phone: 4-4911

PERSONNEL

Manager.....Tom Hotchkiss

STATIONS

KVAS, Astoria; KRUL, Corvallis; KUGN, Eugene; KIHR, Hood River; KFLW, Klamath Falls; KMCM, McMinnville; KNPT, Newport; KRCO, Prineville; KOCO, Salem and KTLI, Tillamook, all Oregon, and KELS, Kelso, Wash.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter
Vice-President.....Earl Huth

STATIONS

WRJN, Racine; WCLO, Jamesville; WGEZ, Eloit; WIBU, Poyette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; KFIZ, Fond du Lac, Wisc.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

President.....William O'Neil
Executive Vice-Pres. & Gen. Mgr.

Linus Travers
Vice-President.....George Steffy
Vice-President.....Thomas O'Neil
Dir. of Production.....Paul Keyes
Editor, Yankee Network News Service

Leland Bickford
Technical Director.....I. B. Robinson

BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy, John B. Poor.

ESTIMATED FAMILIES FOR 1952

State	U. S. Population April 1, 1952 (Estimated)	Total Housing Units	U. S. Families April 1, 1952 (Estimated)	Stations in State
ALABAMA	3,204,000	846,842	773,000	72
ARIZONA	777,000	241,125	209,000	27
ARKANSAS	1,907,000	575,698	519,000	42
CALIFORNIA	11,170,000	3,608,644	3,507,000	137
COLORADO	1,381,000	438,297	401,000	32
CONNECTICUT	2,090,000	614,075	575,000	26
DELAWARE	324,000	97,002	88,000	6
DISTRICT OF COLUMBIA	832,000	234,734	218,000	7
FLORIDA	2,870,000	961,084	816,000	76
GEORGIA	3,586,000	966,896	891,000	76
IDAHO	608,000	189,601	173,000	23
ILLINOIS	9,107,000	2,579,283	2,566,000	75
INDIANA	3,990,000	1,233,441	1,159,000	46
IOWA	2,692,000	814,622	773,000	47
KANSAS	1,980,000	626,087	577,000	36
KENTUCKY	3,071,000	821,271	761,000	46
LOUISIANA	2,777,000	779,851	711,000	44
MAINE	949,000	311,692	284,000	14
MARYLAND	2,430,000	691,322	636,000	23
MASSACHUSETTS	4,850,000	1,408,797	1,308,000	50
MICHIGAN	6,590,000	1,979,994	1,825,000	67
MINNESOTA	3,101,000	921,270	832,000	47
MISSISSIPPI	2,177,000	610,249	576,000	43
MISSOURI	4,122,000	1,269,772	1,103,000	51
MONTANA	621,000	195,184	179,000	25
NEBRASKA	1,391,000	417,305	379,000	22
NEVADA	170,000	57,457	51,000	11
NEW HAMPSHIRE	559,000	192,031	157,000	12
NEW JERSEY	5,037,000	1,509,402	1,385,000	19
NEW MEXICO	715,000	199,964	181,000	25
NEW YORK	15,571,000	4,651,857	4,332,000	97
NORTH CAROLINA	4,214,000	1,059,335	1,020,000	97
NORTH DAKOTA	618,000	176,602	160,000	14
OHIO	8,276,000	2,416,356	2,340,000	70
OKLAHOMA	2,231,000	715,418	623,000	43
OREGON	1,577,000	526,482	504,000	45
PENNSYLVANIA	10,928,000	3,044,785	2,853,000	113
RHODE ISLAND	821,000	244,784	221,000	11
SOUTH CAROLINA	2,180,000	559,203	522,000	46
SOUTH DAKOTA	665,000	195,079	177,000	12
TENNESSEE	3,365,000	925,143	851,000	61
TEXAS	8,046,000	2,398,125	2,151,000	185
UTAH	702,000	201,156	187,000	18
VERMONT	396,000	122,707	103,000	9
VIRGINIA	3,434,000	905,463	817,000	57
WASHINGTON	2,497,000	814,847	788,000	53
WEST VIRGINIA	2,075,000	544,477	494,000	38
WISCONSIN	3,505,000	1,063,118	958,000	59
WYOMING	304,000	93,242	86,000	13
TOTAL U. S.	156,483,000	46,151,170	42,770,000	2,268

Source: Population based on Census Bureau projections, U. S. Census, 1950. Housing Units and Families based on Family Characteristics, U. S. Census, 1950.

AM RADIO STATIONS

U. S. Station Index

•

Frequency — Power

•

*Stations Alphabetically
Listed by States—Cities*

•

Key Personnel



**WOR sells
everything***

for more people

to more people

at less cost more often

than any other station

in the United States!

*depending that the product or service is ethical, in good taste and in the interest and welfare of WOR's millions of listeners.

Index of Standard Stations of U. S.



Station	City—State	Page
CKLW	— Detroit, Mich.	478
KAAA	— Red Wing, Minn.	491
KABC	— San Antonio, Tex.	663
KADA	— Ada, Okla.	585
KAFP	— Petaluma, Calif.	353
KAFY	— Bakersfield, Calif.	341
KAGH	— Crossett, Ark.	335
KAHU	— Honolulu, Hawaii	706
KAKC	— Tulsa, Okla.	589
KAKE	— Wichita, Kans.	442
KALA	— Sitka, Alaska	706
KALB	— Alexandria, La.	450
KALE	— Richland, Wash.	685
KALG	— Alamogordo, N. M.	524
KALI	— Pasadena, Calif.	352
KALL	— Salt Lake City, Utah	669
KALT	— Atlanta, Tex.	642
KAMD	— Camden, Ark.	334
KAMQ	— Amarillo, Tex.	641
KANA	— Anaconda, Mont.	509
KAND	— Corsicana, Tex.	647
KANE	— New Iberia, La.	453
KANS	— Wichita, Kans.	443
KAPA	— Raymond, Wash.	685
KARE	— Atchison, Kans.	438
KARK	— Little Rock, Ark.	337
KARM	— Fresno, Calif.	344
KASA	— Elk City, Okla.	586
KASH	— Eugene, Ore.	592
KASI	— Ames, Iowa	432
KASM	— Albany, Minn.	487
KAST	— Astoria, Ore.	591
KATE	— Albert Lea, Minn.	487
KATL	— Houston, Tex.	654
KATO	— Reno, Nev.	516
KATY	— San Luis Obispo, Calif.	359
KAUS	— Austin, Minn.	487
KAVE	— Carlsbad, N. M.	524
KAVL	— Lancaster, Calif.	347
KAWT	— Douglas, Ariz.	330
KAYL	— Storm Lake, Iowa	438
KAYS	— Hays, Kans.	440
KBIG	— Avalon, Calif.	341
KBIO	— Burley, Idaho	406
KBIS	— Bakersfield, Calif.	341
KBIX	— Muskogee, Okla.	587
KBIZ	— Ottumwa, Iowa	437
KBKH	— Pullman, Wash.	685
KBKI	— Alice, Tex.	641
KBKO	— Portland, Ore.	595
KBKR	— Baker, Ore.	591
KBKW	— Aberdeen, Wash.	682
KBLF	— Red Bluff, Calif.	353
KBLI	— Blackfoot, Idaho	405
KBMN	— Bozeman, Mont.	510
KBMW	— Wahpeton, N. D.	571
KBMX	— Coalinga, Calif.	342
KBMY	— Billings, Mont.	509
KBND	— Bend, Ore.	591
KBNZ	— La Junta, Colo.	368
KBOA	— Kennett, Mo.	504
KBOE	— Oskaloosa, Iowa	436
KBOK	— Waterloo, Iowa	438
KBOL	— Boulder, Colo.	364

Station	City—State	Page
KBON	— Omaha, Neb.	514
KBOP	— Pleasanton, Tex.	662
KBOR	— Brownsville, Tex.	645
KBOW	— Butte, Mont.	510
KBOX	— Modesto, Calif.	350
KBRC	— Mount Vernon, Wash.	684
KBRL	— McCook, Neb.	514
KBRO	— Bremerton, Wash.	682
KERS	— Springdale, Ark.	340
KBST	— Big Spring, Tex.	644
KBTA	— Batesville, Ark.	334
KBTM	— Jonesboro, Ark.	335
KBUC	— Corona, Calif.	343
KBUD	— Athens, Tex.	642
KBUH	— Brigham City, Utah	668
KEUN	— Bemidji, Minn.	487
KBUR	— Burlington, Iowa	432
KEWD	— Brownwood, Tex.	645
KBYE	— Oklahoma City, Okla.	587
KBYS	— Anchorage, Alaska	705
KBZY	— Grand Rapids, Minn.	489
KCAP	— Helena, Mont.	511
KCBC	— Des Moines, Iowa	434
KCBD	— Lubbock, Tex.	657
KCBQ	— San Diego, Calif.	355
KCBS	— San Francisco, Calif.	356
KCFH	— Cuero, Tex.	647
KCHA	— Charles City, Iowa	433
KCHI	— Chillicothe, Mo.	501
KCHJ	— Delano, Calif.	343
KCHS	— Truth Or Consequences, N. M.	527
KCID	— Caldwell, Idaho	406
KCIJ	— Shreveport, La.	456
KCIL	— Houma, La.	451
KCIW	— Carroll, Iowa	432
KCJB	— Minot, N. D.	571
KCKN	— Kansas City, Kans.	440
KCKM	— Kansas City, Mo.	503
KCKY	— Coolidge, Ariz.	330
KCLA	— Pine Bluff, Ark.	339
KCLE	— Cleburne, Tex.	646
KCLF	— Clifton, Ariz.	329
KCLO	— Leavenworth, Kans.	441
KCLS	— Flagstaff, Ariz.	330
KCLX	— Colfax, Wash.	683
KCLW	— Hamilton, Tex.	653
KCMC	— Texarkana, Tex.	666
KCMJ	— Palm Springs, Calif.	352
KCMO	— Kansas City, Mo.	503
KCNA	— Tucson, Ariz.	333
KCNC	— Fort Worth, Tex.	650
KCNI	— Broken Bow, Neb.	513
KCNO	— Alturas, Calif.	341
KCNY	— San Marcos, Tex.	664
KCOG	— Centerville, Iowa	433
KCOH	— Houston, Tex.	654
KCOK	— Tulare, Calif.	362
KCOL	— Ft. Collins, Colo.	366
KCOM	— Sioux City, Iowa	437
KCON	— Conway, Ark.	335
KCOR	— San Antonio, Tex.	663
KCOW	— Alliance, Neb.	512
KCOY	— Santa Maria, Calif.	361
KCRA	— Sacramento, Calif.	353

KCRC — Enid, Okla.	586	KEYS — Corpus Christi, Tex.	646
KCRE — Crescent City, Calif.	343	KEYY — Pocatello, Idaho	407
KCRG — Cedar Rapids, Iowa	432	KFAB — Omaha, Neb.	514
KCRS — Midland, Tex.	658	KFAC — Los Angeles, Calif.	349
KCRT — Trinidad, Colo.	369	KFAL — Fulton, Mo.	502
KCRV — Caruthersville, Mo.	501	KFAM — St. Cloud, Minn.	493
KCSB — San Bernardino, Calif.	354	KFAR — Fairbanks, Alaska	705
KCSJ — Pueblo, Colo.	368	KFBB — Great Falls, Mont.	510
KCSU — Provo, Utah	669	KFBC — Cheyenne, Wyo.	703
KCTI — Gonzales, Tex.	653	KFBI — Wichita, Kans.	443
KCTX — Childress, Tex.	646	KFBK — Sacramento, Calif.	354
KCUL — Fort Worth, Tex.	650	KFCF — Festus, Mo.	502
KCVR — Lodi, Calif.	347	KFDA — Amarillo, Tex.	642
KDAC — Fort Bragg, Calif.	344	KFDM — Beaumont, Tex.	643
KDAL — Duluth, Minn.	488	KFDR — Grand Coulee, Wash.	683
KDAS — Malvern, Ark.	339	KFDX — Wichita Falls, Tex.	667
KDB — Santa Barbara, Calif.	360	KFEL — Denver, Colo.	366
KDDD — Dumas, Tex.	649	KFEQ — St. Joseph, Mo.	505
KDEC — Decorah, Iowa	434	KFFA — Helena, Ark.	336
KDET — Center, Tex.	646	KFGO — Fargo, N. D.	569
KDHL — Faribault, Minn.	489	KFCR — Forest Grove, Ore.	593
KDIA — Auburn, Calif.	341	KFGT — Fremont, Neb.	513
KDIX — Dickinson, N. D.	569	KFH — Wichita, Kans.	443
KDKA — Pittsburgh, Pa.	615	KFI — Los Angeles, Calif.	349
KDKD — Clinton, Mo.	501	KFIR — North Bend, Ore.	594
KDLA — DeRidder, La.	451	KFIZ — Fond du Lac, Wis.	696
KDLK — Del Rio, Tex.	648	KFJB — Marshalltown, Iowa	436
KDLM — Detroit Lakes, Minn.	488	KFII — Klamath Falls, Ore.	593
KDLR — Devils Lake, N. D.	569	KFJZ — Fort Worth, Tex.	650
KDMA — Montevideo, Minn.	491	KFKA — Greeley, Colo.	367
KDMO — Carthage, Mo.	501	KFLD — Floydada, Tex.	650
KDMS — El Dorado, Ark.	335	KFLW — Klamath Falls, Ore.	593
KDNT — Denton, Tex.	649	KFMB — San Diego, Calif.	355
KDON — Santa Cruz, Calif.	360	KFMJ — Tulsa, Okla.	589
KDRO — Sedalia, Mo.	508	KFMO — Flat Rock, Mo.	502
KDRS — Paragould, Ark.	339	KFNF — Shenandoah, Iowa	437
KDSH — Boise, Idaho	405	KFOR — Lincoln, Neb.	513
KDSJ — Deadwood, S. D.	631	KFOX — Long Beach, Calif.	347
KDSX — Denison, Tex.	649	KFPW — Fort Smith, Ark.	335
KDTH — Dubuque, Iowa	435	KFQD — Anchorage, Alaska	705
KDWT — Stamford, Tex.	665	KFRB — Fairbanks, Alaska	705
KDYL — Salt Lake City, Utah	671	KFRC — San Francisco, Calif.	356
KDZA — Pueblo, Colo.	368	KFRD — Rosenberg, Tex.	662
KEAR — San Mateo, Calif.	359	KFRE — Fresno, Calif.	344
KEBE — Jacksonville, Tex.	656	KFRM — Kansas City, Mo.	503
KECA — Los Angeles, Calif.	349	KFRO — Longview, Tex.	657
KECC — Pittsburg, Calif.	353	KFRU — Columbia, Mo.	502
KECK — Odessa, Tex.	660	KFSA — Fort Smith, Ark.	336
KEEN — San Jose, Calif.	357	KFSB — Joplin, Mo.	502
KELA — Centralia, Wash.	683	KFSD — San Diego, Calif.	355
KELD — El Dorado, Ark.	335	KFTM — Fort Morgan, Colo.	367
KELK — Elko, Nev.	516	KFTV — Paris, Tex.	661
KELO — Sioux Falls, S. D.	631	KFUN — Las Vegas, N. M.	525
KELP — El Paso, Tex.	649	KFVD — Los Angeles, Calif.	349
KELS — Kelso, Wash.	683	KFVS — Cape Girardeau, Mo.	501
KELT — Electra, Tex.	649	KFWB — Hollywood, Calif.	347
KELY — Ely, Nev.	516	KFXD — Nampa, Idaho	407
KENA — Mena, Ark.	339	KFXJ — Grand Junction, Colo.	367
KENI — Anchorage, Alaska	705	KFXM — San Bernardino, Calif.	354
KENM — Portales, N. M.	526	KFYN — Bonham, Tex.	644
KENO — Las Vegas, Nev.	516	KFYO — Lubbock, Tex.	657
KENT — Shreveport, La.	456	KFYR — Bismarck, N. D.	569
KEPO — El Paso, Tex.	649	KGA — Spokane, Wash.	687
KERB — Kermit, Tex.	656	KGAE — Salem, Ore.	598
KERG — Eugene, Ore.	592	KGAF — Gainesville, Tex.	651
KERN — Bakersfield, Calif.	341	KGAK — Gallup, N. M.	525
KERO — Bakersfield, Calif.	341	KGAL — Lebanon, Ore.	593
KEVA — Shamrock, Tex.	654	KGAN — Kingman, Ariz.	330
KEVT — Kerrville, Tex.	656	KGAR — Garden City, Kans.	439
KEX — Portland, Ore.	595	KGB — San Diego, Calif.	355
KEXO — Grand Junction, Colo.	367	KGBC — Galveston, Tex.	651
KEYD — Minneapolis, Minn.	490	KGBS — Harlingen, Tex.	653
KEYE — Perrytown, Tex.	662	KGBX — Springfield, Mo.	508

KGCU — Mandan, N. D.	570	KIFW — Sitka, Alaska	706
KGCCX — Sidney, Mont.	512	KIHN — Hugo, Okla.	586
KGDE — Fergus Falls, Minn.	489	KIHO — Sioux Falls, S. D.	632
KGDM — Stockton, Calif.	361	KIHR — Hood River, Ore.	593
KGEK — Sterling Colo.	369	KIJV — Huron, S. D.	631
KGEM — Boise, Idaho	405	KIKI — Honolulu, Hawaii	707
KGER — Long Beach, Calif.	349	KILA — Hilo, Hawaii.	706
KGEZ — Kalispell, Mont.	511	KILO — Grand Forks, N. D.	569
KGFF — Shawnee, Okla.	589	KIMA — Yakima, Wash.	689
KGfJ — Hollywood, Calif.	347	KIMO — Independence, Mo.	502
KGFL — Roswell, N. M.	526	KIMP — Mount Pleasant, Tex.	659
KGFV — Kearney, Neb.	513	KIND — Independence, Kans.	440
KGFX — Pierre, S. D.	631	KINE — Kingsville, Tex.	656
KGGF — Coffeyville, Kans.	439	KING — Seattle, Wash.	685
KGGM — Albuquerque, N. M.	524	KINY — Juneau, Alaska	705
KGHF — Pueblo, Colo.	369	KIOA — Des Moines, Iowa	434
KGHI — Little Rock, Ark.	337	KIOX — Bay City, Tex.	643
KGHL — Billings, Mont.	509	KIPA — Hilo, Hawaii	706
KGIB — Bremerton, Wash.	683	KIRO — Seattle, Wash.	686
KGIL — San Fernando, Calif.	356	KIRX — Kirksville, Mo.	504
KGIW — Alamosa, Colo.	364	KISD — Sioux Falls, S. D.	632
KGKB — Tyler, Tex.	666	KIST — Santa Barbara, Calif.	360
KGKL — San Angelo, Tex.	662	KIT — Yakima, Wash.	689
KGLC — Miami, Okla.	587	KITE — San Antonio, Tex.	663
KGLN — Glenwood Springs, Colo.	367	KITO — San Bernardino, Calif.	354
KGLO — Mason City, Iowa	436	KIUL — Garden City, Kans.	439
KGLU — Safford, Ariz.	333	KIUN — Pecos, Tex.	661
KGMB — Honolulu, Hawaii	707	KIUP — Durango, Colo.	366
KGNB — New Braunfels, Tex.	659	KIVY — Crockett, Tex.	647
KGNC — Amarillo, Tex.	642	KIWW — San Antonio, Tex.	663
KGNO — Dodge City, Kans.	439	KIXL — Dallas, Tex.	648
KGO — San Francisco, Calif.	356	KIYI — Shelby, Mont.	512
KGON — Oregon City, Ore.	594	KJAM — Vernal, Utah	671
KGOS — Torrington, Wyo.	704	KJAN — Atlantic, Iowa	432
KGPH — Flagstaff, Ariz.	330	KJAY — Topeka, Kans.	442
KGRH — Fayetteville, Ark.	335	KJBC — Midland, Tex.	658
KGRI — Henderson, Tex.	654	KJBS — San Francisco, Calif.	356
KGST — Fresno, Calif.	344	KJCK — Junction City, Kans.	440
KGU — Honolulu, Hawaii	707	KJEF — Jennings, La.	451
KGVL — Greenville, Tex.	653	KJFJ — Webster City, Iowa	438
KGVO — Missoula, Mont.	512	KJR — Seattle, Wash.	686
KGW — Portland, Ore.	597	KJSK — Columbus, Neb.	513
KGWA — Enid, Okla.	586	KKIN — Visalia, Calif.	363
KGY — Olympia, Wash.	684	KLAC — Hollywood, Calif.	347
KGYN — Guymon, Okla.	586	KLAS — Las Vegas, Nev.	516
KGYW — Vallejo, Calif.	363	KLBM — La Grande, Ore.	593
KHAS — Hastings, Neb.	513	KLCB — Libby, Mont.	511
KHBC — Hilo, Hawaii	706	KLCN — Blytheville, Ark.	334
KHBG — Okmulgee, Okla.	588	KLEE — Houston, Tex.	654
KHBR — Hillsboro, Tex.	654	KLER — Rochester, Minn.	491
KHIT — Lampasas, Tex.	657	KLFY — Lafayette, La.	452
KHJ — Los Angeles, Calif.	349	KLIC — Monroe, La.	452
KHMO — Hannibal, Mo.	502	KLIF — Dallas, Tex.	648
KHON — Honolulu, Hawaii	707	KLIX — Twin Falls, Idaho	408
KHOZ — Harrison, Ark.	336	KLIZ — Brainerd, Minn.	488
KHQ — Spokane, Wash.	687	KLKC — Parsons, Kans.	441
KHSL — Chico, Calif.	342	KLMO — Longmont, Colo.	368
KHUB — Watsonville, Calif.	363	KLMR — Lamar, Colo.	368
KHUM — Eureka, Calif.	343	KLMS — Lincoln, Neb.	514
KHUZ — Borger, Tex.	644	KLMX — Clayton, N. M.	525
KIBE — Palo Alto, Calif.	352	KLO — Ogden, Utah	668
KIBH — Seward, Alaska	706	KLOK — San Jose, Calif.	359
KIBL — Beeville, Tex.	644	KLOU — Lake Charles, La.	452
KICA — Clovis, N. M.	525	KLPM — Minot, N. D.	571
KICD — Spencer, Iowa	437	KLPR — Oklahoma City, Okla.	587
KICK — Springfield, Mo.	508	KLRA — Little Rock, Ark.	337
KICO — Calexico, Calif.	342	KLTI — Longview, Tex.	657
KID — Idaho Falls, Idaho	406	KLTF — Little Falls, Minn.	489
KIDO — Boise, Idaho	406	KLUF — Galveston, Tex.	651
KIEM — Eureka, Calif.	343	KLVC — Leadville, Colo.	368
KIEV — Glendale, Calif.	344	KLVL — Pasadena, Tex.	661
KIFI — Idaho Falls, Idaho	406	KLVT — Leveland, Tex.	657
KIFN — Phoenix, Ariz.	332	KLWN — Lawrence, Kans.	440

KLWT — Lebanon, Mo.	504	KOH — Reno, Nev.	516
KLX — Oakland, Calif.	351	KOIL — Omaha, Neb.	515
KLYN — Amarillo, Tex.	642	KOIN — Portland, Ore.	595
KLZ — Denver, Colo.	365	KOJM — Havre, Mont.	511
KMA — Shenandoah, Iowa	437	KOKX — Keokuk, Iowa	435
KMAC — San Antonio, Tex.	663	KOL — Seattle, Wash.	686
KMAE — McKinney, Tex.	658	KOLE — Port Arthur, Tex.	662
KMAN — Manhattan, Kans.	441	KOLJ — Quanah, Tex.	662
KMBC — Kansas City, Mo.	503	KOLN — Lincoln, Neb.	514
KMEL — Junction, Tex.	656	KOLO — Reno, Nev.	517
KMBY — Monterey, Calif.	351	KOLS — Pryor, Okla.	589
KMCM — McMinnville, Ore.	594	KOLT — Scottsbluff, Neb.	515
KMCO — Conroe, Tex.	646	KOMA — Oklahoma City, Okla.	588
KMED — Medford, Ore.	594	KOME — Tulsa, Okla.	589
KMHL — Marshall, Minn.	490	KOMO — Seattle, Wash.	686
KMHT — Marshall, Tex.	658	KOMW — Omak, Wash.	684
KMJ — Fresno, Calif.	344	KONO — San Antonio, Tex.	663
KMLB — Monroe, La.	452	KONP — Port Angeles, Wash.	685
KMMJ — Grand Island, Neb.	513	KOOK — Billings, Mont.	509
KMMO — Marshall, Mo.	504	KOOL — Phoenix, Ariz.	330
KMO — Tacoma, Wash.	688	KOOS — Coos Bay, Ore.	591
KMOD — Modesto, Calif.	350	KOPO — Tucson, Ariz.	333
KMON — Great Falls, Mont.	510	KOPP — Ogden, Utah	669
KMOR — Oroville, Calif.	352	KOPR — Butte, Mont.	510
KMOX — St. Louis, Mo.	507	KORA — Bryan, Tex.	645
KMPC — Los Angeles, Calif.	350	KORC — Mineral Wells, Tex.	659
KMUR — Murray, Utah	668	KORE — Eugene, Ore.	592
KMUS — Muskogee, Okla.	587	KORK — Las Vegas, Nev.	516
KMVI — Wailuku-Maui, Hawaii	709	KORN — Mitchell, S. D.	631
KMYC — Marysville, Calif.	350	KOSA — Odessa, Tex.	660
KMYR — Denver, Colo.	365	KOSE — Osceola, Ark.	339
KNAF — Fredericksburg, Tex.	651	KOSF — Nacogdoches, Tex.	659
KNAK — Salt Lake City, Utah	671	KOSY — Texarkana, Ark.	340
KNAL — Victoria, Tex.	666	KOTA — Rapid City, S. D.	631
KNBC — San Francisco, Calif.	356	KOTN — Pine Bluff, Ark.	339
KNBY — Newport, Ark.	339	KOVC — Valley City, N. D.	571
KNCM — Moberly, Mo.	505	KOVE — Lander, Wyo.	703
KNEA — Jonesboro, Ark.	337	KOVO — Provo, Utah	669
KNEB — Scottsbluff, Neb.	515	KOWB — Laramie, Wyo.	704
KNED — McAlester, Okla.	587	KOWH — Omaha, Neb.	515
KNEL — Brady, Tex.	645	KOWL — Santa Monica, Calif.	361
KNEM — Nevada, Mo.	505	KOY — Phoenix, Ariz.	332
KNET — Palestine, Tex.	661	KPAC — Port Arthur, Tex.	662
KNEU — Provo, Utah	669	KPAM — Portland, Ore.	595
KNEW — Spokane, Wash.	687	KPAN — Hereford, Tex.	654
KNEX — McPherson, Kans.	441	KPAS — Banning, Calif.	342
KNGS — Hanford, Calif.	344	KPAT — Pampa, Tex.	661
KNOE — Monroe, La.	453	KPBM — Carlsbad, N. M.	525
KNOG — Nogales, Ariz.	330	KPBX — Beaumont, Tex.	644
KNOR — Norman, Okla.	587	KPDN — Pampa, Tex.	661
KNOW — Austin, Tex.	642	KPDQ — Portland, Ore.	597
KNOX — Grand Forks, N. D.	570	KPET — Lamesa, Tex.	656
KNPT — Newport, Ore.	594	KPHO — Phoenix, Ariz.	332
KNJU — New Ulm, Minn.	491	KPKW — Pasco, Wash.	685
KNUZ — Houston, Tex.	654	KPLC — Lake Charles, La.	452
KNX — Los Angeles, Calif.	350	KPLT — Paris, Tex.	661
KOA — Denver, Colo.	365	KPMC — Bakersfield, Calif.	341
KOAL — Price, Utah	669	KPMO — Pomona, Calif.	353
KOAM — Pittsburg, Kans.	441	KPOA — Honolulu, Hawaii	707
KOAT — Albuquerque, N. M.	524	KPOC — Pochontas, Ark.	339
KOB — Albuquerque, N. M.	524	KPOJ — Portland, Ore.	597
KOBE — Las Cruces, N. M.	525	KPOW — Powell, Wyo.	704
KOBK — Owatonna, Minn.	491	KPQ — Wenatchee, Wash.	689
KOCA — Kilgore, Tex.	656	KPRC — Houston, Tex.	655
KOCO — Salem, Ore.	598	KPRK — Livingston, Mont.	511
KOCS — Ontario, Calif.	352	KPRL — Paso Robles, Calif.	353
KOCY — Oklahoma City, Okla.	588	KPRO — Riverside, Calif.	353
KODI — Cody, Wyo.	703	KPRS — Olathe, Kans.	441
KODL — The Dallas, Ore.	592	KPST — Preston, Idaho	407
KODY — North Platte, Neb.	514	KPUG — Bellingham, Wash.	682
KOEL — Olewein, Iowa	436	KPUY — Puyallup, Wash.	685
KOFO — Ottawa, Kans.	441	KQV — Pittsburgh, Pa.	615
KOGT — Orange, Tex.	661	KRAI — Craig, Colo.	365

KRAL — Rawlins, Wyo.	704	KSET — El Paso, Tex.	650
KRAM — Las Vegas, Nev.	516	KSEY — Seymour, Tex.	664
KRBA — Lutkin, Tex.	658	KSFA — Nacogdoches, Tex.	659
KRBC — Abilene, Tex.	641	KSFO — San Francisco, Calif.	359
KRCO — Prineville, Ore.	597	KSGM — Ste. Genevieve, Mo.	508
KRCT — Baytown, Tex.	643	KEIB — Creston, Iowa	433
KRDO — Colorado Springs, Colo.	364	KSIG — Crowley, La.	451
KRDU — Dinuba, Calif.	343	KSII — Gladewater, Tex.	653
KRE — Berkeley, Calif.	342	KSIL — Silver City, N. M.	526
KREI — Farmington, Mo.	502	KSIM — Sikeston, Mo.	508
KREL — Baytown, Tex.	643	KSIIW — Woodward, Okla.	590
KREM — Spokane, Wash.	687	KSIX — Corpus Christi, Tex.	647
KREO — Indio, Calif.	347	KSJB — Jamestown, N. D.	570
KRES — St. Joseph, Mo.	505	KSJO — San Jose, Calif.	359
KREW — Sunnyside, Wash.	687	KSJV — Sanger, Calif.	357
KRGV — Weslaco, Tex.	667	KSJY — Dallas, Tex.	648
KRHD — Duncan, Okla.	585	KSL — Salt Lake City, Utah	671
KRIB — Mason City, Iowa	436	KSLM — Salem, Ore.	598
KRIC — Peaumont, Tex.	644	KSLO — Opelousas, La.	455
KRIG — Odessa, Tex.	660	KSMA — Santa Maria, Calif.	361
KRIO — McAllen, Tex.	658	KSMN — Mason City, Iowa	436
KRIS — Corpus Christi, Tex.	647	KSNY — Snyder, Tex.	665
KRIZ — Phoenix, Ariz.	332	KSO — Des Moines, Iowa	434
KRJJ — Miles City, Mont.	511	KSOK — Arkansas City, Kans.	438
KRKD — Los Angeles, Calif.	350	KSON — San Diego, Calif.	355
KRKL — Kirkland, Wash.	684	KSOO — Sioux Falls, S. D.	632
KRKO — Everett, Wash.	683	KSIX — Harlingen, Tex.	654
KRLC — Lewiston, Idaho	406	KSPA — Santa Paula, Calif.	361
KRLD — Dallas, Tex.	648	KSPI — Stillwater, Okla.	589
KRLN — Canon City, Colo.	364	KSPO — Spokane, Wash.	687
KRLW — Walnut Ridge, Ark.	340	KSPR — Caspar, Wyo.	703
KRMD — Shreveport, La.	456	KSPT — Sandpoint, Idaho	408
KRMG — Tulsa, Okla.	590	KSRO — Santa Rosa, Calif.	361
KRMO — Monett, Mo.	505	KSRV — Ontario, Ore.	594
KRNO — San Bernardino, Calif.	355	KSST — Sulphur Springs, Tex.	665
KRNR — Roseburg, Ore.	597	KSTA — Coleman, Tex.	646
KRNT — Des Moines, Iowa	434	KSTB — Breckenridge, Tex.	645
KROC — Rochester, Minn.	493	KSTL — St. Louis, Mo.	507
KROD — El Paso, Tex.	650	KSTN — Stockton, Calif.	361
KROF — Abbeville, La.	450	KSTP — St. Paul-Minneapolis, Minn.	493
KROG — Sonora, Calif.	361	KSTR — Trinidad, Colo.	369
KROP — Brawley, Calif.	342	KSTT — Davenport, Iowa	433
KROS — Clinton, Iowa	433	KSTV — Stephenville, Tex.	665
KROW — Oakland, Calif.	351	KSUB — Cedar City, Utah	668
KROX — Crookston, Minn.	488	KSUE — Susanville, Calif.	362
KROY — Sacramento, Calif.	354	KSUM — Fairmont, Minn.	489
KRPL — Moscow, Idaho	407	KSUN — Bisbee, Ariz.	329
KRRV — Sherman Dennison, Tex.	664	KSVC — Richfield, Utah	669
KRSC — Seattle, Wash.	686	KSVP — Artesia, N. M.	524
KRSN — Los Alamos, N. M.	526	KSWA — Graham, Tex.	653
KRTN — Raton, N. M.	526	KSWB — Yuma, Ariz.	333
KRUL — Corvallis, Ore.	592	KSWI — Council Bluffs, Iowa	433
KRUN — Ballinger, Tex.	643	KSWM — Joplin, Mo.	503
KRUS — Ruston, La.	455	KSWO — Lawton, Okla.	586
KRUX — Phoenix, Ariz.	332	KSWs — Roswell, N. M.	526
KRVN — Lexington, Neb.	513	KSYC — Yreka, Calif.	363
KRXX — Rexburg, Idaho	407	KSYL — Alexandria, La.	450
KRXL — Roseburg, Ore.	598	KTAE — Taylor, Tex.	665
KSAL — Salina, Kans.	442	KTAN — Sherman, Tex.	664
KSAM — Huntsville, Tex.	656	KTAR — Phoenix, Ariz.	332
KSAN — San Francisco, Calif.	356	KTAT — Frederick, Okla.	586
KSBW — Salinas, Calif.	354	KTBB — Tyler, Tex.	665
KSCB — Liberal, Kans.	441	KTBC — Austin, Tex.	642
KSCJ — Sioux City, Iowa	437	KTBI — Tacoma, Wash.	688
KSCO — Santa Cruz, Calif.	361	KTBS — Shreveport, La.	456
KSD — St. Louis, Mo.	507	KTEL — Walla Walla, Wash.	688
KSDN — Aberdeen, S. D.	630	KTEM — Temple, Texas	665
KSDO — San Diego, Calif.	355	KTER — Terrell, Tex.	665
KSEI — Pocatello, Idaho	407	KTFI — Twin Falls, Idaho	408
KSEK — Pittsburg, Kans.	442	KTFs — Texarkana, Tex.	666
KSEL — Lubbock, Tex.	657	KTFY — Brownfield, Tex.	645
KSEM — Moses Lake, Wash.	684	KTHS — Hot Springs, Ark.	338
KSEO — Durant, Okla.	586	KTHT — Houston, Tex.	655

KTIL — Tillamook, Ore.	598	KVMV — Twin Falls, Idaho.....	408
KTIM — San Rafael, Calif.	360	KVNI — Coeur D'Alene, Idaho.....	406
KTIP — Porterville, Calif.	353	KVNU — Logan, Utah.....	668
KTJS — Hobart, Okla.	586	KVOA — Tucson, Ariz.	333
KTKN — Ketchikan, Alaska.....	706	KVOB — Alexandria, La.	450
KTKR — Taft, Calif.	362	KVOC — Casper, Wyo.	703
KTKT — Tucson, Ariz.	333	KVOD — Denver, Colo.	365
KTLN — Denver, Colo.	365	KVOE — Santa Ana, Calif.	360
KTLW — Texas City, Tex.	666	KVOG — Ogden, Utah.....	669
KTMC — McAlester, Okla.	587	KVOL — Lafayette, La.	452
KTMS — Santa Barbara, Calif.	360	KVON — Napa, Calif.	351
KTNM — Tuchumcari, N. M.	527	KVOO — Tulsa, Okla.	590
KTOE — Mankato, Minn.	489	KVOP — Plainview, Tex.	662
KTOH — Lihue-Kaui, Hawaii.....	707	KVOR — Colorado Springs, Colo.	364
KTOK — Oklahoma City, Okla.	588	KVOS — Bellingham, Wash.	682
KTOP — Topeka, Kans.	442	KVOU — Uvalde, Tex.	666
KTOW — Oklahoma City, Okla.	588	KVOW — Littlefield, Tex.	657
KTRB — Modesto, Calif.	351	KVOX — Moorhead, Minn.	491
KTRC — Santa Fe, N. M.	526	KVRC — Arkadelphia, Ark.	334
KTRE — Lufkin, Tex.	658	KVRH — Salida, Colo.	363
KTRF — Thief River Falls, Minn.	495	KVRS — Rock Springs, Wyo.	704
KTRH — Houston, Tex.	655	KVSF — Santa Fe, N. M.	526
KTRI — Sioux City, Iowa.....	437	KVSM — San Mateo, Calif.	360
KTRM — Bedumont, Tex.	644	KVSO — Ardmore, Okla.	585
KTRN — Wichita Falls, Tex.	668	KVVC — Ventura, Calif.	363
KTRY — Bastrop, La.	450	KVWC — Vernon, Tex.	666
KTSA — San Antonio, Tex.	664	KWAD — Wadena, Minn.	495
KTSM — El Paso, Tex.	650	KWAK — Stuttgart, Ark.	340
KTSW — Emporia, Kans.	439	KWAL — Wallace, Idaho.....	408
KTTR — Rolla, Mo.	505	KWAT — Watertown, S. D.	632
KTTS — Springfield, Mo.	508	KWBB — Wichita, Kans.	443
KTUC — Tucson, Ariz.	333	KWBC — Fort Worth, Tex.	651
KTUL — Tulsa, Okla.	590	KWBE — Beatrice, Neb.	512
KTUR — Turlock, Calif.	362	KWBG — Boone, Iowa.....	432
KTW — Seattle, Wash.	686	KWBM — Williston, N. D.	572
KTXC — Big Spring, Tex.	644	KWBR — Oakland, Calif.	351
KTXJ — Jasper, Tex.	656	KWBU — Corpus Christi, Tex.	647
KTXL — San Angelo, Tex.	663	KWBW — Hutchinson, Kans.	440
KTXN — Austin, Tex.	643	KWCB — Searcy, Ark.	340
KTYL — Mesa, Ariz.	330	KWCJ — Natchitoches, La.	453
KUBA — Yuba City, Calif.	364	KWCO — Chickasha, Okla.	585
KUBC — Montrose, Colo.	368	KWCR — Cedar Rapids, Iowa.....	432
KUGN — Eugene, Ore.	592	KWDM — Des Moines, Iowa.....	434
KUIN — Grants Pass, Ore.	593	KWED — Sequin, Tex.	664
KUJ — Walla Walla, Wash.	688	KWEI — Weiser, Idaho.....	409
KUKI — Ukiah, Calif.	362	KWEM — West Memphis, Ark.	340
KULA — Honolulu, Hawaii.....	707	KWEW — Hobbs, N. M.	525
KULE — Ephrata, Wash.	683	KWFC — Hot Springs, Ark.	336
KULP — El Campo, Tex.	649	KWFT — Wichita Falls, Tex.	668
KUNO — Corpus Christi, Tex.	647	KWG — Stockton, Calif.	362
KUOA — Siloam Springs, Ark.	340	KWGB — Goodland, Kans.	439
KURV — Edinburg, Tex.	649	KWHI — Brenham, Tex.	645
KUTA — Salt Lake City, Utah.....	671	KWHK — Hutchinson, Kans.	440
KVAL — Brownsville, Tex.	645	KWHN — Ft. Smith, Ark.	336
KVAN — Vancouver, Wash.	688	KWHW — Altus, Okla.	585
KVAS — Astoria, Ore.	591	KWIE — Kennewick, Wash.	684
KVBC — Farmington, N. M.	525	KWK — Pocatello, Idaho.....	407
KVCV — Redding, Calif.	353	KWIL — Albany, Ore.	591
KVEC — San Luis Obispo, Calif.	359	KWIN — Ashland, Ore.	591
KVEN — Ventura, Calif.	363	KWJB — Globe, Ariz.	330
KVER — Albuquerque, N. M.	524	KWJJ — Portland, Ore.	597
KVET — Austin, Tex.	643	KWKC — Abilene, Tex.	641
KVFD — Ft. Dodge, Iowa.....	435	KWK — St. Louis, Mo.	507
KVGB — Great Bend, Kans.	440	KWKH — Shreveport, La.	456
KVI — Seattle, Wash.	686	KWKW — Pasadena, Calif.	352
KVIC — Victoria, Tex.	667	KWLK — Longview, Wash.	684
KVIM — New Iberia, La.	453	KWLM — Willmar, Minn.	495
KVKM — Monahans, Tex.	659	KWNO — Winona, Minn.	495
KVIC — Little Rock, Ark.	337	KWNW — Wenatchee, Wash.	689
KVLF — Alpine, Tex.	641	KWOA — Worthington, Minn.	495
KVLH — Pauls Valley, Okla.	589	KWOC — Poplar Bluff, Mo.	505
KVMA — Magnolia, Ark.	339	KWOE — Clinton, Okla.	585
KVMC — Colorado City, Tex.	646	KWON — Bartlesville, Okla.	585

KWOR — Worland, Wyo.	704	WABJ — Adrian, Mich.	475
KWOS — Jefferson City, Mo.	502	WABM — Houlton, Me.	457
KWPC — Muscatine, Iowa	436	WABY — Albany, N. Y.	527
KWPM — West Plains, Mo.	509	WABZ — Albemarle, N. C.	555
KWRC — Pendleton, Ore.	594	WACA — Camden, S. C.	625
KWRE — Warrenton, Mo.	509	WACB — Kittanning, Pa.	606
KWRL — Riverton, Wyo.	704	WACE — Chicopee-Springfield, Mass.	468
KWRN — Reno, Nev.	517	WACL — Waycross, Ga.	405
KWRO — Coquille, Ore.	592	WACO — Waco, Tex.	667
KWSD — Mt. Shasta, Calif.	351	WACR — Columbus, Miss.	496
KWSH — Wewaka, Okla.	590	WADC — Akron, O.	572
KWSL — Lake Charles, La.	452	WADE — Wadesboro, N. C.	567
KWSO — Wasco, Calif.	363	WAEB — Allentown, Pa.	598
KWTC — Barstow, Calif.	342	WAEL — Mayaguez, P. R.	709
KWTO — Springfield, Mo.	509	WAFB — Baton Rouge, La.	450
KWTX — Waco, Tex.	667	WAGA — Atlanta, Ga.	393
KWWL — Waterloo, Iowa	438	WAGC — Chattanooga, Tenn.	633
KWYO — Sheridan, Wyo.	704	WAGE — Syracuse, N. Y.	552
KXA — Seattle, Wash.	687	WAGF — Dothan, Ala.	324
KXAR — Hope, Ark.	336	WAGM — Presque Isle, Me.	459
KXEL — Waterloo, Iowa	438	WAIM — Anderson, S. C.	624
KXEO — Mexico, Mo.	504	WAIN — Columbia, Ky.	444
KXGI — Ft. Madison, Iowa	435	WAIR — Winston-Salem, N. C.	568
KXGN — Glendive, Mont.	510	WAIT — Chicago, Ill.	411
KXIC — Iowa City, Iowa	435	WAJR — Morgantown, W. Va.	693
KXIT — Dalhart, Tex.	647	WAKE — Greenville, S. C.	627
KXJK — Forrest City, Ark.	335	WAKN — Aiken, S. C.	624
KXL — Portland, Ore.	597	WAKR — Akron, O.	572
KXLA — Pasadena, Calif.	352	WAKU — Latrobe, Pa.	607
KXLE — Ellensburg, Wash.	683	WALA — Mobile, Ala.	327
KXLF — Butte, Mont.	510	WALB — Albany, Ga.	391
KXLJ — Helena, Mont.	511	WALD — Walterboro, S. C.	630
KXLK — Great Falls, Mont.	511	WALE — Fall River, Mass.	468
KXLL — Missoula, Mont.	512	WALK — Patchogue, N. Y.	549
KXLO — Lewiston, Mont.	511	WALL — Middletown, N. Y.	537
KXLQ — Bozeman, Mont.	510	WALT — Tampa, Fla.	390
KXLR — Little Rock, Ark.	337	WAML — Laurel, Miss.	499
KXLW — St. Louis, Mo.	507	WAMS — Wilmington, Del.	376
KXLY — Spokane, Wash.	687	WAND — Canton, O.	574
KXO — El Centro, Calif.	343	WANE — Ft. Wayne, Ind.	426
KXOA — Sacramento, Calif.	354	WANN — Annapolis, Mo.	459
KXOB — Stockton, Calif.	362	WANS — Anderson, S. C.	624
KXOC — Chico, Calif.	342	WANT — Richmond, Va.	678
KXOK — St. Louis, Mo.	507	WAOV — Vincennes, Ind.	431
KXOL — Fort Worth, Tex.	651	WAPA — San Juan, P. R.	710
KXOX — Sweetwater, Tex.	665	WAPF — McComb, Miss.	499
KXRA — Alexander, Minn.	487	WAPI — Birmingham, Ala.	322
KXRJ — Russellville, Ark.	340	WAPO — Chattanooga, Tenn.	633
KXRN — Renton, Wash.	685	WAPX — Montgomery, Ala.	327
KXRO — Aberdeen, Wash.	682	WARA — Attleboro, Mass.	465
KXRX — San Jose, Calif.	359	WARC — Rochester, N. Y.	551
KXXX — Colby, Kans.	439	WARD — Johnstown, Pa.	606
KXYZ — Houston, Tex.	655	WARE — Ware, Mass.	473
KYA — San Francisco, Calif.	357	WARK — Hagerstown, Md.	464
KYAK — Yakima, Wash.	689	WARL — Arlington, Va.	673
KYCA — Prescott, Ariz.	332	WARM — Scranton, Pa.	617
KYJC — Medford, Ore.	594	WASK — Lafayette, Ind.	428
KYMA — Yuma, Ariz.	334	WASA — Havre De Grace, Md.	464
KYNO — Fresno, Calif.	344	WASL — Annapolis, Md.	459
KYOR — Blythe, Calif.	342	WATA — Boone, N. C.	556
KYOS — Merced, Calif.	350	WATC — Gaylord, Mich.	481
KYOU — Greeley, Colo.	367	WATG — Ashland, O.	573
KYSM — Mankato, Minn.	489	WATH — Athens, O.	573
KYUM — Yuma, Ariz.	334	WATK — Antigo, Wis.	695
KYW — Philadelphia, Pa.	609	WATL — Atlanta, Ga.	393
WAAA — Winston-Salem, N. C.	568	WAIM — Atmore, Ala.	321
WAAB — Worcester, Mass.	473	WATN — Watertown, N. Y.	553
WAAF — Chicago, Ill.	410	WATO — Oak Ridge, Tenn.	640
WAAT — Newark, N. J.	520	WATR — Waterbury, Conn.	375
WABA — Aquadilla, P. R.	709	WATS — Sayre, Pa.	617
WABB — Mobile, Ala.	326	WATT — Cadillac, Mich.	478
WABG — Greenwood, Miss.	497	WATW — Ashland, Wis.	695
WABI — Bangor, Me.	451	WATZ — Alpena, Mich.	475

WAUD — Auburn, Ala.	322	WBSR — Pensacola, Fla.	388
WAUG — Augusta, Ga.	395	WBT — Charlotte, N. C.	556
WAUX — Waukesha, Wis.	702	WBTA — Batavia, N. Y.	528
WAVA — Ava, Ill.	409	WBTH — Williamson, W. Va.	694
WAVE — Louisville, Ky.	446	WBTM — Danville, Va.	675
WAVL — Apollo, Pa.	600	WBUD — Trenton, N. J.	522
WAVU — Albertville, Ala.	321	WBUD — Morrisville, Pa.	609
WAVZ — New Haven, Conn.	373	WBUT — Butler, Pa.	601
WAYB — Waynesboro, Va.	681	WBUX — Doylestown, Pa.	602
WAYN — Rockingham, N. C.	565	WBUY — Lexington, N. C.	562
WAYS — Charlotte, N. C.	556	WBVP — Beaver Falls, Pa.	600
WAYX — Waycross, Ga.	405	WBYS — Canton, Ill.	410
WAZF — Yazoo City, Miss.	501	WBZ-WBZA — Boston-Springfield, Mass.	465
HAZL — Hazleton, Pa.	605	WEZA-WBZA — Springfield-Boston, Mass.	472
WBAC — Cleveland, Tenn.	634	WCAE — Pittsburgh, Pa.	615
WBAL — Baltimore, Md.	461	WCAM — Camden, N. J.	520
WBAP — Fort Worth, Tex.	651	WCAO — Baltimore, Md.	461
WBAT — Marion, Ind.	429	WCAP — Lowell, Mass.	471
WBAX — Wilkes-Barre, Pa.	619	WCAR — Pontiac, Mich.	485
WBAY — Green Bay, Wis.	696	WCAU — Philadelphia, Pa.	611
WBBB — Burlington, N. C.	556	WCAV — Norfolk, Va.	677
WBBC — Flint, Mich.	480	WCAW — Charleston, W. Va.	690
WBBM — Chicago, Ill.	411	WCAX — Burlington, Vt.	672
WBBO — Forest City, N. C.	559	WCAZ — Carthage, Ill.	410
WBBQ — Augusta, Ga.	395	WCBA — Corning, N. Y.	531
WBBW — Youngstown, O.	584	WCBC — Anderson, Ind.	424
WBBZ — Ponca City, Okla.	589	WCBD — Chicago, Ill.	413
WBCK — Battle Creek, Mich.	476	WCBI — Columbus, Miss.	497
WBGM — Bay City, Mich.	476	WCBM — Baltimore, Md.	461
WBEO — Bessemer-Birmingham, Ala.	322	WCBS — New York, N. Y.	537
WBCU — Union, S. C.	630	WCBT — Roanoke Rapids, N. C.	565
WBEC — Pittsfield, Mass.	471	WCCC — Hartford, Conn.	372
WBEJ — Elizabethton, Tenn.	634	WCCO — Minneapolis, Minn.	490
WBEL — Beloit, Wis.	695	WCCM — Lawrence, Mass.	470
WBEN — Buffalo, N. Y.	529	WCCP — Savannah, Ga.	402
WBET — Brockton, Mass.	468	WCCL — Carbondale, Pa.	601
WBEV — Beaver Dam, Wis.	695	WCDD — Winchester, Tenn.	641
WBEX — Chillicothe, O.	574	WCEC — Rocky Mount, N. C.	565
WBGE — Atlanta, Ga.	393	WCED — Dubois, Pa.	602
WBGR — Jessup, Ga.	400	WCEM — Cambridge, Md.	463
WBHB — Fitzgerald, Ga.	399	WCEN — Mt. Pleasant, Mich.	484
WBHF — Cartersville, Ga.	397	WCFL — Chicago, Ill.	411
WBHP — Huntsville, Ala.	326	WCFV — Clifton Forge, Va.	674
WBIG — Greensboro, N. C.	560	WCHA — Chambersburg, Pa.	601
WBIP — Booneville, Miss.	496	WCHS — Charleston, W. Va.	690
WBIR — Knoxville, Tenn.	636	WCHV — Charlottesville, Va.	674
WBIS — Bristol, Conn.	371	WCIL — Carbondale, Ill.	410
WBIW — Bedford, Ind.	424	WCJU — Columbia, Miss.	496
WBIZ — Eau Claire, Wis.	695	WCKB — Dunn, N. C.	557
WBKV — West Bend, Wis.	703	WCKY — Cincinnati, O.	574
WBLJ — Dalton, Ga.	399	WCCL — Flint, Mich.	480
WBLK — Clarksburg, W. Va.	691	WCCL — Corning, N. Y.	531
WBLT — Bedford, Va.	673	WCDD — Cleveland, Miss.	496
WBMD — Baltimore, Md.	461	WCLO — Janesville, Wis.	697
WBML — Macon, Ga.	401	WCLE — Newark, O.	581
WBNL — Boonville, Ind.	425	WCMA — Corinth, Miss.	497
WBNS — Columbus, O.	577	WCMB — Lemoyne, Pa.	607
WBNX — New York, N. Y.	537	WCMC — Wildwood, N. J.	523
WBNY — Buffalo, N. Y.	529	WCMI — Ashland, Ky.	443
WBOB — Galax, Va.	675	WCMN — Areoibo, P. R.	709
WBOC — Salisbury, Md.	465	WCMW — Canton, O.	574
WBOK — New Orleans, La.	454	WCNB — Connersville, Ind.	425
WBOW — Terre Haute, Ind.	430	WCNC — Elizabeth City, N. C.	558
WBPZ — Lock Haven, Pa.	608	WCNH — Quincy, Fla.	388
WBRC — Birmingham, Ala.	322	WCNR — Bloomsburg, Pa.	600
WBRD — Ft. Lauderdale, Fla.	380	WCNT — Centralia, Ill.	410
WBRE — Wilkes-Barre, Pa.	619	WCNU — Crestview, Fla.	379
WBRC — Pittsfield, Mass.	472	WCNX — Middletown, Conn.	373
WBRM — Marion, N. C.	563	WCOA — Pensacola, Fla.	388
WBRW — Welch, W. Va.	694	WCOC — Meridian, Miss.	499
WBRV — Waterbury, Conn.	375	WCOG — Greensboro, N. C.	559
WBSC — Bennettsville, S. C.	625	WCOH — Newman, Ga.	401
WBSM — New Bedford, Mass.	471	WCOJ — Coatesville, Pa.	602

WCOL — Columbus, O.	578	WDUN — Gainesville, Ga.	400
WCOM — Parkersburg, W. Va.	693	WDUZ — Green Bay, Wis.	696
WCOP — Boston, Mass.	465	WDVA — Danville, Va.	675
WCOR — Lebanon, Tenn.	637	WDWD — Dawson, Ga.	399
WCOS — Columbia, S. C.	626	WDWS — Champaign, Ill.	410
WCOU — Lewiston, Me.	457	WDXB — Chattanooga, Tenn.	634
WCOV — Montgomery, Ala.	327	WDXE — Lawrenceburg, Tenn.	637
WCOW — South St. Paul, Minn.	493	WDXI — Jackson, Tenn.	635
WCPA — Clearfield, Pa.	602	WDYK — Cumberland, Md.	463
WCPM — Cumberland, Ky.	445	WDZ — Decatur, Ill.	416
WCPO — Cincinnati, O.	574	WEAB — Greer, S. C.	628
WCPS — Tarboro, N. C.	566	WEAM — Arlington, Va.	673
WCRA — Effingham Ill.	416	WEAR — Pensacola, Fla.	388
WCRB — Waltham, Mass.	473	WEAN — Providence, R. I.	623
WCRI — Scottsboro, Ala.	328	WEAS — Atlanta-Decatur, Ga.	393
WCRK — Morristown, Tenn.	639	WEAT — Lake Worth, Fla.	383
WCRO — Johnstown, Pa.	606	WEAU — Eau Claire, Wis.	696
WCRS — Greenwood, S. C.	628	WEAV — Plattsburg, N. Y.	549
WCRW — Chicago, Ill.	413	WEBC — Duluth, Minn.	488
WCSC — Charleston, S. C.	625	WEBJ — Brewton, Ala.	323
WCEH — Portland, Me.	459	WEBK — Tampa, Fla.	390
WCSI — Columbus, Ind.	425	WEBQ — Harrisburg, Ill.	417
WCSS — Amsterdam, N. Y.	528	WEBR — Buffalo, N. Y.	529
WCTA — Andalusia, Ala.	321	WEDC — Chicago, Ill.	413
WCTC — New Brunswick, N. J.	522	WEDO — McKeesport, Pa.	608
WCTT — Corbin, Ky.	444	WEDR — Birmingham, Ala.	322
WCUE — Akron, O.	573	WEEB — Southern Pines, N. C.	566
WCUM — Cumberland, Md.	463	WEED — Rocky Mount, N. C.	565
WCVA — Culpeper, Va.	674	WEEL — Boston, Mass.	467
WCVI — Connellsville, Pa.	602	WEEK — Peoria, Ill.	420
WCVS — Springfield, Ill.	422	WEEU — Reading, Pa.	616
WCYB — Bristol, Va.	674	WEGO — Concord, N. C.	557
WDAD — Indiana, Pa.	606	WEIM — Fitchburg, Mass.	469
WDAE — Tampa, Fla.	390	WEIR — Weirton, W. Va.	694
WDAF — Kansas City, Mo.	504	WEKR — Fayetteville, Tenn.	635
WDAK — Columbus, Ga.	397	WEKZ — Monroe, Wis.	700
WDAN — Danville, Ill.	415	WELC — Welch, W. Va.	694
WDAR — Savannah, Ga.	402	WELI — New Haven, Conn.	374
WDAS — Philadelphia, Pa.	611	WELL — Battle Creek, Mich.	476
WDAY — Fargo, N. D.	569	WELM — Elmira, N. Y.	531
WDEC — Escanaba, Mich.	480	WELO — Tupelo, Miss.	500
WDBJ — Roanoke, Va.	680	WELP — Easley, S. C.	627
WDBL — Springfield, Tenn.	640	WELR — Roanoke, Ala.	328
WDBO — Orlando, Fla.	386	WELS — Kinston, N. C.	562
WDPQ — Dubuque, Iowa	435	WEMP — Milwaukee, Wis.	699
WDEC — Americus, Ga.	391	WENA — Bayamon, P. R.	709
WDEF — Chattanooga, Tenn.	633	WENC — Whiteville, N. C.	567
WDEL — Wilmington, Del.	376	WENE — Binghamton-Endicott, N. Y.	528
WDEM — Providence, R. I.	623	WFNK — Union City, Tenn.	640
WDEV — Waterbury, Vt.	673	WENR — Chicago, Ill.	413
WDGY — Minneapolis, Minn.	490	WENT — Johnstown-Gloversville, N. Y.	535
WDHL — Bradenton, Fla.	379	WENY — Elmira, N. Y.	533
WDIA — Memphis, Tenn.	638	WEOA — Evansville, Ind.	425
WDIG — Dothan, Ala.	324	WEOK — Poughkeepsie, N. Y.	549
WDKD — Kingstree, S. C.	628	WEOL — Elyria-Lorain, O.	579
WDLA — Walton, N. Y.	553	WEPM — Martinsburg, W. Va.	692
WDLB — Marshfield, Wis.	698	WERC — Erie, Pa.	602
WDLP — Panama City, Fla.	387	WERD — Atlanta, Ga.	393
WDMG — Douglas, Ga.	399	WERE — Cleveland, O.	575
WDMJ — Marquette, Mich.	484	WERH — Hamilton, Ala.	326
WDNC — Durham, N. C.	557	WERI — Westerly, R. I.	624
WDNE — Elkins, W. Va.	691	WESA — Charleroi, Pa.	601
WDOD — Chattanooga, Tenn.	633	WESB — Bradford, Pa.	600
WDOX — Cleveland, O.	575	WESC — Greenville, S. C.	627
WDOR — Sturgeon Bay, Wis.	701	WEST — Easton, Pa.	602
WDOS — Oneonta, N. Y.	547	WESX — Salem, Mass.	472
WDOV — Dover, Del.	376	WETB — Johnson City, Tenn.	636
WDRC — Hartford, Conn.	372	WETO — Gadsden, Ala.	325
WDSC — Dillon, S. C.	626	WEVD — New York, N. Y.	539
WDSG — Dyersburg, Tenn.	634	WEVE — Eveleth, Minn.	488
WDSM — Superior, Wis.	701	WEW — St. Louis, Mo.	507
WDSR — Lake City, Fla.	383	WEWO — Laurinburg, N. C.	562
WDSU — New Orleans, La.	454	WEXL — Royal Oak, Mich.	486

WFAA — Dallas, Tex.	648	WGBS — Miami, Fla.	384
WFAI — Fayetteville, N. C.	558	WGCB — Red Lion, Pa.	617
WFAS — White Plains, N. Y.	554	WGCD — Chester, S. C.	626
WFAU — Augusta, Me.	456	WGCM — Gulfport, Miss.	497
WFAX — Falls Church, Va.	675	WGEN — Quincy, Ill.	421
WFBC — Greenville, S. C.	627	WGES — Chicago, Ill.	413
WFBG — Altoona, Pa.	599	WGET — Gettysburg, Pa.	603
WFBL — Syracuse, N. Y.	552	WGEZ — Beloit, Wis.	695
WFBM — Indianapolis, Ind.	427	WFGF — Kalamazoo, Mich.	483
WFBR — Baltimore, Md.	461	WGGA — Gainesville, Ga.	400
WFCB — Dunkirk, N. Y.	531	WGGG — Gainesville, Fla.	381
WFDL — Flint, Mich.	481	WGGH — Marion, Ill.	418
WFEA — Manchester, N. H.	518	WGH — Newport News, Va.	677
WFEB — Sylacauga, Ala.	328	WGHN — Grand Haven, Mich.	481
WFEC — Miami, Fla.	384	WGIG — Brunswick, Ga.	396
WFGM — Fitchburg, Mass.	469	WGJL — Galesburg, Ill.	417
WFGN — Gaffney, S. C.	627	WGIV — Charlotte, N. C.	557
WFHG — Bristol, Va.	674	WGKV — Charleston, W. Va.	690
WFHR — Wisconsin Rapids, Wis.	703	WGL — Ft. Wayne, Ind.	426
WFIG — Sumter, S. C.	630	WGLS — Decatur, Ga.	399
WFIL — Philadelphia, Pa.	613	WGMS — Washington, D. C.	377
WFIN — Findlay, O.	579	WGN — Chicago, Ill.	413
WFKY — Frankfort, Ky.	445	WGNC — Gastonia, N. C.	559
WFLA — Tampa, Fla.	390	WGNI — Wilmington, N. C.	567
WFLB — Fayetteville, N. C.	558	WGNR — New Rochelle, N. Y.	537
WFLO — Farmville, Va.	675	WGNS — Murfreesboro, Tenn.	639
WFMC — Goldsboro, N. C.	559	WGNV — Newburgh, N. Y.	537
WFMD — Frederick, Md.	463	WGOV — Valdosta, Ga.	404
WFMH — Cullman, Ala.	323	WGPA — Bethlehem, Pa.	600
WFMJ — Youngstown, O.	584	WGPC — Albany, Ga.	391
WFMW — Madisonville, Ky.	447	WGR — Buffalo, N. Y.	529
WFNC — Fayetteville, N. C.	558	WGRA — Cairo, Ga.	396
WFNS — Burlington, N. C.	556	WGRC — Louisville, Ky.	446
WFOM — Marietta, Ga.	401	WGRD — Grand Rapids, Mich.	481
WFOR — Hattiesburg, Miss.	498	WGRM — Greenwood, Miss.	497
WFOX — Milwaukee, Wis.	699	WGRO — Bay City, Mich.	476
WFOY — St. Augustine, Fla.	388	WGRV — Greeneville, Tenn.	635
WFPA — Ft. Payne, Ala.	325	WGRY — Gary, Ind.	426
WFPG — Atlantic City, N. J.	520	WGSM — Huntington, N. Y.	534
WFPM — Fort Valley, Ga.	400	WGST — Atlanta, Ga.	392
WFR — Reidsville, N. C.	564	WGSV — Guntersville, Ala.	325
WFRL — Freeport, Ill.	417	WGTA — Summerville, Ga.	403
WFRO — Fremont, O.	579	WGTC — Greenville, N. C.	560
WFRP — Savannah, Ga.	402	WGTL — Kannapolis, N. C.	562
WFRX — West Frankfort, Ill.	425	WGTM — Wilson, N. C.	568
WFTC — Kinston, N. C.	562	WGTN — Georgetown, S. C.	627
WFTL — Ft. Lauderdale, Fla.	380	WGUY — Bangor, Me.	457
WFTM — Maysville, Ky.	448	WGVA — Geneva, N. Y.	533
WFTR — Front Royal, Va.	675	WGVM — Greenville, Miss.	497
WFUL — Fulton, Ky.	445	WGWC — Selma, Ala.	328
WFUN — Huntsville, Ala.	326	WGWD — Gadsden, Ala.	325
WFUR — Grand Rapids, Mich.	481	WGWR — Asheboro, N. C.	555
WFVA — Fredericksburg, Va.	675	WGY — Schenectady, N. Y.	552
WFGV — Fuquay Springs, N. C.	559	WGYV — Greenville, Ala.	325
WFYC — Alam, Mich.	475	WHA — Madison, Wis.	697
WGAA — Cedartown, Ga.	397	WHAI — Greenfield, Mass.	470
WGAC — Augusta, Ga.	395	WHAK — Rogers City, Mich.	486
WGAD — Gadsden, Ala.	325	WHAL — Shelbyville, Tenn.	640
WGAF — Valdosta, Ga.	404	WHAM — Rochester, N. Y.	549
WGAI — Elizabeth City, N. C.	558	WHAN — Charleston, S. C.	625
WGAL — Lancaster, Pa.	606	WHAP — Hopewell, Va.	676
WGAN — Portland, Me.	458	WHAR — Clarksburg, W. Va.	691
WGAP — Maryville, Tenn.	637	WHAS — Louisville, Ky.	446
WGAR — Cleveland, O.	575	WHAT — Philadelphia, Pa.	611
WGAT — Utica, N. Y.	553	WHAV — Haverhill, Mass.	470
WGAU — Athens, Ga.	391	WHAW — Weston, W. Va.	694
WGAY — Silver Springs, Md.	465	WHAY — New Britain, Conn.	373
WGBA — Columbus, Ga.	397	WHB — Kansas City, Mo.	504
WGBB — Freeport, N. Y.	533	WHBB — Selma, Ala.	328
WGPF — Evansville, Ind.	425	WHBC — Canton, O.	574
WGBI — Scranton, Pa.	617	WHBF — Rock Island, Ill.	422
WGBG — Greensboro, N. C.	560	WHBI — Newark, N. J.	521
WGBR — Goldsboro, N. C.	559	WHBL — Sheboygan, Wis.	701

WHBO — Tampa, Fla.	390	WHYN — Holyoke, Mass.	470
WHBQ — Memphis, Tenn.	638	WHYU — Newport News, Va.	677
WHBS — Huntsville, Ala.	326	WIAC — San Juan, P. R.	711
WHBT — Harriman, Tenn.	635	WIAM — Williamston, N. C.	567
WHBU — Anderson, Ind.	424	WIBA — Madison, Wis.	697
WHBY — Appleton, Wis.	695	WIBB — Macon, Ga.	401
WHCC — Waynesville, N. C.	567	WIBC — Indianapolis, Ind.	427
WHCU — Ithaca, N. Y.	534	WIBG — Philadelphia, Pa.	613
WHDF — Houghton, Mich.	482	WIBK — Knoxville, Tenn.	636
WHDH — Boston, Mass.	468	WIBM — Jackson, Mich.	483
WHDL — Olean, N. Y.	547	WIBR — Baton Rouge, La.	450
WHEB — Portsmouth, N. H.	519	WIBU — Poynette, Wis.	700
WHEC — Rochester, N. Y.	551	WIBV — Belleville, Ill.	409
WHED — Washington, N. C.	567	WIBW — Topeka, Kans.	442
WHEE — Boston, Mass.	467	WIBX — Utica, N. Y.	553
WHFB — Benton Harbor, Mich.	476	WICA — Ashtabula, O.	573
WHFC — Chicago, Ill.	413	WICC — Bridgeport, Conn.	371
WHGB — Harrisburg, Pa.	603	WICH — Norwich, Conn.	374
WHHH — Warren, O.	584	WICY — Malone, N. Y.	535
WHHM — Memphis, Tenn.	638	WIDE — Biddeford, Me.	457
WHIM — Providence, R. I.	623	WIEL — Elizabethtown, Ky.	445
WHIN — Gallatin, Tenn.	635	WIFM — Elkin, N. C.	558
WHIO — Dayton, O.	578	WIGM — Medford, Wis.	698
WHIP — Mooresville, N. C.	563	WIHL — Hammond, La.	451
WHIR — Danville, Ky.	445	WIKB — Iron River, Mich.	482
WHIS — Bluefield, W. Va.	690	WIKC — Bogalusa, La.	451
WHIT — New Bern, N. C.	563	WIKK — Erie, Pa.	603
WHIZ — Zanesville, O.	584	WIKY — Evansville, Ind.	425
WHJB — Greensburg, Pa.	603	WIL — St. Louis, Mo.	508
WHJC — Matewan, W. Va.	692	WILD — Birmingham, Ala.	322
WHK — Cleveland, O.	575	WILE — Cambridge, O.	573
WHKC — Columbus, O.	578	WILK — Wilkes-Barre, Pa.	619
WHKK — Akron, O.	573	WILM — Wilmington, Del.	376
WHKP — Hendersonville, N. C.	561	WILS — Lansing, Mich.	483
WHKY — Hickory, N. C.	561	WIMA — Lima, O.	580
WHLB — Virginia, Minn.	495	WIMS — Michigan City, Ind.	429
WHLD — Niagara Falls, N. Y.	547	WINA — Charlottesville, Va.	674
WHLF — South Boston, Va.	680	WINC — Winchester, Va.	681
WHLI — Hempstead, N. Y.	533	WIND — Chicago, Ill.	413
WHLL — Wheeling, W. Va.	694	WING — Dayton, O.	578
WHLM — Bloomsburg, Pa.	600	WINK — Ft. Myers, Fla.	381
WHLN — Harlan, Ky.	445	WINN — Louisville, Ky.	447
WHLS — Port Huron, Mich.	485	WINR — Binghamton, N. Y.	528
WHMA — Anniston, Ala.	321	WINS — New York, N. Y.	539
WHMP — Northampton, Mass.	471	WINX — Rockville, Md.	464
WHNC — Henderson, N. C.	561	WINZ — Miami Beach, Fla.	386
WHO — Des Moines, Iowa.	434	WIOD — Miami, Fla.	385
WHOB — Gardner, Mass.	470	WIOU — Kokomo, Ind.	428
WHOC — Philadelphia, Miss.	500	WIP — Philadelphia, Pa.	613
WHOD — Homestead, Pa.	606	WIPC — Lake Wales, Fla.	383
WHOK — Lancaster, O.	580	WIPR — San Juan, P. R.	710
WHOL — Allentown, Pa.	598	WIRA — Fort Pierce, Fla.	381
WHOM — New York, N. Y.	537	WIRB — Enterprise, Ala.	324
WHOO — Orlando, Fla.	387	WIRC — Hickory, N. C.	561
WHOP — Hopkinsville, Ky.	446	WIRE — Indianapolis, Ind.	427
WHOS — Decatur, Ala.	323	WIRJ — Humboldt, Tenn.	635
WHOT — South Bend, Ind.	430	WIRK — West Palm Beach, Fla.	391
WHOW — Clinton, Ill.	415	WIRL — Peoria, Ill.	420
WHP — Harrisburg, Pa.	605	WIRO — Ironton, O.	580
WHPE — High Point, N. C.	561	WIRY — Plattsburg, N. Y.	549
WHRV — Ann Arbor, Mich.	475	WIS — Columbia, S. C.	626
WHSC — Hartsville, S. C.	628	WISC — Madison, Wis.	698
WHSY — Hattiesburg, Miss.	498	WISE — Asheville, N. C.	555
WHTB — Talladega, Ala.	329	WISH — Indianapolis, Ind.	428
WHTC — Holland, Mich.	482	WISL — Shamokin, Pa.	618
WHTN — Huntington, W. Va.	692	WISN — Milwaukee, Wis.	699
WHUB — Cookeville, Tenn.	634	WISR — Butler, Pa.	601
WHUC — Hudson, N. Y.	534	WIST — Charlotte, N. C.	557
WHUM — Reading, Pa.	616	WITA — San Juan, P. R.	711
WHUN — Huntington, Pa.	606	WITB — Baltimore, Md.	463
WHVR — Hanover, Pa.	603	WITZ — Jasper, Ind.	428
WHWB — Rutland, Vt.	672	WIVY — Jacksonville, Fla.	381
WHWL — Nanticoke, Pa.	609	WIZE — Springfield, O.	582

WJAC — Johnstown, Pa.	606	WJWL — Georgetown, Del.	376
WJAG — Norfolk, Neb.	514	WJXN — Jackson, Miss.	498
WJAM — Marion, Ala.	326	WJZ — New York, N. Y.	539
WJAR — Providence, R. I.	624	WJZM — Clarksville, Tenn.	634
WJAS — Pittsburgh, Pa.	615	WKAB — Mobile, Ala.	327
WJAT — Swainsboro, Ga.	403	WKAI — Macomb, Ill.	418
WJAY — Mullins, S. C.	629	WKAL — Rome, N. Y.	551
WJAX — Jacksonville, Fla.	382	WKAM — Warsaw, Ind.	431
WJBB — Haleyville, Ala.	325	WKAN — Kankakee, Ill.	418
WJBC — Bloomington, Ill.	409	WKAP — Allentown, Pa.	599
WJBF — Augusta, Ga.	395	WKAQ — San Juan, P. R.	711
WJBK — Detroit, Mich.	478	WKAT — Miami Beach, Fla.	386
WJBO — Baton Rouge, La.	451	WKAY — Glasgow, Ky.	445
WJBS — Deland, Fla.	380	WKBC — North Wilkesboro, N. C.	564
WJBW — New Orleans, La.	454	WKBH — La Crosse, Wis.	697
WJBY — Gadsden, Ala.	325	WKBI — St. Marys, Pa.	617
WJCD — Seymour, Ind.	430	WKBN — Youngstown, O.	584
WJCM — Sebring, Fla.	389	WKBO — Harrisburg, Pa.	605
WJDA — Quincy, Mass.	472	WKBR — Manchester, N. H.	518
WJDX — Jackson, Miss.	498	WKBS — Oyster Bay, N. Y.	547
WJEF — Grand Rapids, Mich.	482	WKBV — Richmond, Ind.	429
WJEH — Gallipolis, O.	580	WKBW — Buffalo, N. Y.	531
WJEJ — Hagerstown, Md.	464	WKBZ — Muskegon, Mich.	485
WJEL — Springfield, O.	582	WKCT — Bowling Green, Ky.	444
WJER — Dover, O.	579	WKDA — Nashville, Tenn.	639
WJET — Erie, Pa.	603	WKDK — Newberry, S. C.	629
WJHL — Johnson City, Tenn.	636	WKDN — Camden, N. J.	520
WJHO — Opelika, Ala.	328	WKEU — Griffin, Ga.	400
WJHP — Jacksonville, Fla.	381	WKEY — Covington, Va.	674
WJIG — Tullahoma, Tenn.	640	WKGN — Knoxville, Tenn.	636
WJIM — Lansing, Mich.	484	WKHM — Jackson, Mich.	483
WJIV — Savannah, Ga.	402	WKIC — Hazard, Ky.	445
WJJD — Chicago, Ill.	415	WKID — Urbana, Ill.	423
WJJI — Montgomery, Ala.	327	WKIN — Kingsport, Tenn.	636
WJIL — Niagara Falls, N. Y.	547	WKIP — Poughkeepsie, N. Y.	549
WJIM — Lewisburg, Tenn.	637	WKJB — Mayaguez, P. R.	709
WJKO — Springfield, Mass.	472	WKJG — Ft. Wayne, Ind.	426
WJLB — Detroit, Mich.	478	WKLA — Ludington, Mich.	484
WJLD — Bessemer, Ala.	322	WKLF — Clanton, Ala.	323
WJLK — Asbury Park, N. J.	519	WKLJ — Sparta, Wis.	701
WJLS — Beckley, W. Va.	690	WKLK — Cloquet, Minn.	488
WJMA — Orange, Va.	678	WKLO — Louisville, Ky.	447
WJMB — Brookhaven, Miss.	496	WKLV — Blackstone, Va.	673
WJMC — Rice Lake, Wis.	701	WKLX — Lexington, Ky.	446
WJMJ — Philadelphia, Pa.	611	WKLY — Hartwell, Ga.	400
WJMO — Cleveland, O.	576	WKMH — Dearborn, Mich.	478
WJMR — New Orleans, La.	454	WKNA — Charleston, W. Va.	691
WJMS — Ironwood, Mich.	483	WKNB — New Britain, Conn.	373
WJMW — Athens, Ala.	321	WKNE — Keene, N. H.	518
WJMX — Florence, S. C.	627	WKNK — Muskegon, Mich.	485
WJNC — Jacksonville, N. C.	561	WKNX — Saginaw, Mich.	486
WJNO — West Palm Beach, Fla.	391	WKNY — Kingston, N. Y.	535
WJOB — Hammond, Ind.	426	WKOK — Sunbury, Pa.	618
WJOC — Jamestown, N. Y.	535	WKOP — Binghamton, N. Y.	528
WJOI — Florence, Ala.	324	WKOW — Madison, Wis.	698
WJOL — Joliet, Ill.	417	WKOX — Framingham, Mass.	469
WJON — St. Cloud, Minn.	493	WKOY — Bluefield, W. Va.	690
WJOY — Burlington, Vt.	672	WKOZ — Kosciusko, Miss.	499
WJPA — Washington, Pa.	619	WKPA — New Kensington, Pa.	609
WJPD — Ishpeming, Mich.	483	WKPT — Kingsport, Tenn.	636
WJPF — Herrin, Ill.	417	WKRC — Cincinnati, O.	574
WJPG — Green Bay, Wis.	696	WKRG — Mobile, Ala.	327
WJPR — Greenville, Miss.	497	WKRK — Columbia, Tenn.	634
WJPS — Evansville, Ind.	426	WKRO — Cairo, Ill.	410
WJQS — Jackson, Miss.	498	WKRS — Waukegan, Ill.	424
WJR — Detroit, Mich.	480	WKRT — Cortland, N. Y.	531
WJRD — Tuscaloosa, Ala.	329	WKRZ — Oil City, Pa.	609
WJRI — Lenoir, N. C.	582	WKSR — Pulaski, Tenn.	640
WJSW — Altoona, Pa.	599	WKST — New Castle, Pa.	609
WJTN — Jamestown, N. Y.	535	WKTG — Thomasville, Ga.	403
WJVA — South Bend, Ind.	430	WKTM — Mayfield, Ky.	447
WJVB — Jacksonville Beach, Fla.	383	WKTY — La Crosse, Wis.	697
WJW — Cleveland, O.	576	WKUL — Cullman, Ala.	323

WKVA — Lewistown, Pa.	608	WLS — Chicago, Ill.	415
WKVM — San Juan, P. R.	710	WLSI — Pikeville, Ky.	449
WKWF — Key West, Fla.	383	WLTC — Gastonia, N. C.	559
WKWK — Wheeling, W. Va.	694	WLVA — Lynchburg, Va.	676
WKXL — Concord, N. H.	517	WLW — Cincinnati, O.	575
WKXY — Sarasota, Fla.	389	WLXW — Carlisle, Pa.	601
WKY — Oklahoma City, Okla.	588	WLYC — Williamsport, Pa.	620
WKYB — Paducah, Ky.	448	WLYN — Lynn, Mass.	471
WKYW — Louisville, Ky.	447	WMAJ — State College, Pa.	618
WKZO — Kalamazoo, Mich.	483	WMAK — Nashville, Tenn.	639
WLAC — Nashville, Tenn.	639	WMAL — Washington, D. C.	377
WLAD — Danbury, Conn.	371	WMAM — Marinette, Wis.	698
WLAG — La Grange, Ga.	400	WMAN — Mansfield, O.	580
WLAK — Lakeland, Fla.	383	WMAP — Monroe, N. C.	563
WLAM — Lewiston, Me.	458	WMAQ — Chicago, Ill.	415
WLAN — Lancaster, Pa.	607	WMAS — Springfield, Mass.	472
WLAP — Lexington, Ky.	446	WMAW — Milwaukee, Wis.	699
WLAQ — Rome, Ga.	402	WMAY — Springfield, Ill.	422
WLAR — Athens, Tenn.	633	WMAZ — Macon, Ga.	401
WLAT — Conway, S. C.	626	WMBC — Macon, Miss.	499
WLAU — Laurel, Miss.	499	WMBD — Peoria, Ill.	421
WLAV — Grand Rapids, Mich.	482	WMBG — Richmond, Va.	679
WLAW — Lawrence, Mass.	470	WMBH — Joplin, Mo.	503
WLAY — Muscle Shoals, Ala.	328	WMBL — Morehead City, N. C.	563
WLBB — Carrollton, Ga.	397	WMBM — Miami Beach, Fla.	386
WLBC — Muncie, Ind.	429	WMBN — Petoskey, Mich.	485
WLBE — Leesburg-Eustis, Fla.	384	WMBO — Auburn, N. Y.	528
WLBG — Laurens, S. C.	628	WMBR — Jacksonville, Fla.	382
WLBH — Mattoon, Ill.	418	WMBS — Uniontown, Pa.	619
WLBJ — Bowling Green, Ky.	444	WMC — Memphis, Tenn.	638
WLBK — De Kalb, Ill.	416	WMCA — New York, N. Y.	539
WLBK — Lebanon, Pa.	607	WMCK — McKeesport, Pa.	608
WLBS — Birmingham, Ala.	322	WMDD — Fajardo, P. R.	709
WLBT — Bangor, Me.	457	WMDN — Midland, Mich.	484
WLCK — Campbellsville, Ky.	444	WMEV — Marion, Va.	676
WLCM — Lancaster, S. C.	628	WBEX — Boston, Mass.	467
WLCR — Torrington, Conn.	375	WMFD — Wilmington, N. C.	568
WLCS — Baton Rouge, La.	451	WMFG — Hibbing, Minn.	489
WLCC — La Crosse, Wis.	697	WMFJ — Daytona Beach, Fla.	380
WLDS — Jacksonville, Ill.	417	WMFR — High Point, N. C.	561
WLDY — Ladysmith, Wis.	697	WMFS — Chattanooga, Tenn.	634
WLEA — Hornell, N. Y.	533	WMFT — Florence, Ala.	324
WLEC — Sandusky, O.	582	WMGA — Moultrie, Ga.	401
WLEE — Richmond, Va.	678	WMGM — New York, N. Y.	539
WLET — Toccoa, Ga.	404	WMGR — Bainbridge, Ga.	396
WLEU — Erie, Pa.	603	WMGW — Meadville, Pa.	608
WLEW — Bad Axe, Mich.	476	WMGY — Montgomery, Ala.	327
WLEX — Lexington, Ky.	446	WMID — Atlantic City, N. J.	519
WLIB — New York, N. Y.	541	WMIE — Miami, Fla.	385
WLIL — Lenoir City, Tenn.	637	WMIK — Middleboro, Ky.	448
WLIN — Merrill, Wis.	699	WMIL — Milwaukee, Wis.	699
WLIO — East Liverpool, O.	579	WMIN — St. Paul, Minn.	493
WLIP — Kenosha, Wis.	697	WMIQ — Iron Mountain, Mich.	482
WLIZ — Bridgeport, Conn.	371	WMIS — Natchez, Miss.	500
WLJH — Lowell-Lawrence, Mass.	471	WMIX — Mt. Vernon, Ill.	420
WMO — Cleveland, O.	576	WMJM — Cordele, Ga.	397
WLNA — Peekskill, N. Y.	549	WMLS — Sylacauga, Ala.	329
WLNH — Laconia, N. H.	518	WMLT — Dublin, Ga.	399
WLOA — Braddock, Pa.	600	WMMB — Melbourne, Fla.	384
WLOE — Leaksville, N. C.	562	WMMN — Fairmont, W. Va.	691
WLOF — Orlando, Fla.	387	WMMT — McMinnville, Tenn.	637
WLOG — Logan, W. Va.	692	WMMW — Meriden, Conn.	373
WLOH — Princeton, W. Va.	693	WMNB — North Adams, Mass.	471
WLOI — La Forte, Ind.	428	WMNC — Morgantown, N. C.	563
WLOK — Lima, O.	580	WMNE — Menomonee, Wis.	699
WLOL — Minneapolis, Minn.	490	WMOA — Marietta, O.	581
WLOS — Asheville, N. C.	555	WMOC — Covington, Ga.	399
WLQU — Louisville, Ky.	447	WMOD — Moundsville, W. Va.	693
WLOW — Norfolk, Va.	677	WMOG — Brunswick, Ga.	396
WLOX — Biloxi-Gulfport, Miss.	496	WMOH — Hamilton, O.	580
WLPM — Suffolk, Va.	681	WMOK — Metropolis, Ill.	419
WLPO — La Salle, Ill.	418	WMON — Montgomery, W. Va.	692
WLRP — New Albany, Ind.	429	WMOU — Berlin, N. H.	517

WMOX — Meridian, Miss.	499	WOKE — Nashville, Tenn.	639
WMPM — Smithfield, N. C.	566	WOKW — Sturgeon Bay, Wis.	701
WMPS — Memphis, Tenn.	638	WOKY — Milwaukee, Wis.	700
WMRA — Myrtle Beach, S. C.	629	WOKZ — Alton, Ill.	409
WMRC — Greenville, S. C.	628	WOL — Washington, D. C.	377
WMRF — Lewistown, Pa.	608	WOLF — Syracuse, N. Y.	552
WMRN — Marion, O.	581	WOLS — Florence, S. C.	627
WMRO — Aurora, Ill.	409	WOMI — Owensboro, Ky.	448
WMRP — Flint, Mich.	481	WOMT — Manitowoc, Wis.	698
WMRY — New Orleans, La.	455	WOND — Pleasantville, N. J.	522
WMSA — Massena, N. Y.	537	WONE — Dayton, O.	578
WMSC — Columbia, S. C.	626	WONN — Lakeland, Fla.	383
WMSL — Decatur, Ala.	324	WONS — Hartford, Conn.	372
WMT — Cedar Rapids, Iowa	432	WONW — Defiance, O.	579
WMTC — Vancelev, Ky.	449	WOOD — Grand Rapids, Mich.	482
WMTE — Manistee, Mich.	484	WOOF — Dothan, Ala.	324
WMTR — Morristown, N. J.	520	WOOK — Washington, D. C.	377
WMUR — Manchester, N. H.	519	WOPA — Oak Park, Ill.	420
WMUS — Muskegon, Mich.	485	WOPI — Bristol, Tenn.	633
WMUU — Greenville, S. C.	628	WOR — New York, N. Y.	543
WMVA — Martinsville, Va.	676	WORA — Mayaguez, P. R.	710
WMVG — Milledgeville, Ga.	401	WORC — Worcester, Mass.	473
WNAC — Boston, Mass.	468	WORD — Spartanburg, S. C.	630
WNAB — Bridgeport, Conn.	371	WORK — York, Pa.	621
WNAE — Warren, Pa.	619	WORL — Boston, Mass.	468
WNAG — Grenada, Miss.	497	WORZ — Orlando, Fla.	387
WNAH — Nashville, Tenn.	639	WOSC — Fulton, N. Y.	533
WNAM — Neenah-Menasha, Wis.	700	WOSH — Oshkosh, Wis.	700
WNAO — Raleigh, N. C.	564	WOTW — Nashua, N. H.	519
WNAR — Norristown, Pa.	609	WOV — New York, N. Y.	545
WNAT — Natchez, Miss.	500	WOW — Omaha, Neb.	515
WNAV — Annapolis, Md.	459	WOWO — Ft. Wayne, Ind.	426
WNAW — North Adams, Mass.	471	WOXF — Oxford, N. C.	564
WNAX — Yankton, S. D.	632	WPAB — Ponce, P. R.	710
WNBC — New York, N. Y.	541	WPAC — Patchogue, N. Y.	549
WNBK — Binghamton, N. Y.	528	WPAD — Paducah, Ky.	448
WNBH — New Bedford, Mass.	471	WPAG — Ann Arbor, Mich.	475
WNBS — Murray, Ky.	448	WPAL — Charleston, S. C.	625
WNBZ — Saranac Lake, N. Y.	551	WPAM — Pottsville, Pa.	616
WNCC — Barnsboro, Pa.	600	WPAQ — Mt. Airy, N. C.	563
WNDB — Daytona Beach, Fla.	380	WPAR — Parkersburg, W. Va.	693
WNDR — Syracuse, N. Y.	552	WPAT — Paterson, N. J.	522
WNEB — Worcester, Mass.	473	WPAW — Pawtucket, R. I.	623
WNEL — San Juan, P. R.	711	WPAX — Thomasville, Ga.	404
WNER — Live Oak, Fla.	384	WPAY — Portsmouth, O.	582
WNEW — New York, N. Y.	543	WPAZ — Pottstown, Pa.	616
WNEX — Macon, Ga.	401	WPEB — Jackson, Ala.	326
WNGO — Mayfield, Ky.	447	WPEC — Minneapolis, Minn.	493
WNHC — New Haven, Conn.	374	WPCF — Panama City, Fla.	388
WNJR — Newark, N. J.	521	WPDQ — Jacksonville, Fla.	382
WNLC — New London, Conn.	374	WPDY — Clarksburg, W. Va.	691
WNLK — Norwalk, Conn.	374	WPEN — Philadelphia, Pa.	611
WNMP — Evanston, Ill.	416	WPEO — Peoria, Ill.	421
WNNC — Newton, N. C.	564	WPFB — Middletown, O.	581
WNNT — Warsaw, Va.	681	WPEP — Taunton, Mass.	473
WNOE — New Orleans, La.	455	WPGH — Pittsburgh, Pa.	615
WNOK — Columbus, S. C.	626	WPGW — Portland, Ind.	429
WNOP — Newport, Ky.	448	WPIC — Sharon, Pa.	618
WNOR — Norfolk, Va.	677	WPIK — Alexandria, Va.	673
WNOW — York, Pa.	621	WPIN — Clearwater, Fla.	379
WNOX — Knoxville, Tenn.	637	WPIT — Pittsburgh, Pa.	616
WNVA — Norton, Va.	677	WPJB — Providence, R. I.	623
WNXT — Portsmouth, O.	582	WPKE — Pikesville, Ky.	449
WOAI — San Antonio, Tex.	654	WPKY — Princeton, Ky.	449
WOAP — Owosso, Mich.	485	WPLA — Plant City, Fla.	388
WOAY — Oak Hill, W. Va.	693	WPLH — Huntington, W. Va.	692
WOBS — Jacksonville, Fla.	382	WPLI — Jackson, Tenn.	635
WOBT — Rhinelander, Wis.	700	WPMP — Pascagoula, Miss.	500
WOC — Davenport, Iowa	433	WPNF — Brevard, N. C.	556
WOCB — West Yarmouth, Mass.	473	WPOR — Portland, Me.	458
WOHI — East Liverpool, O.	579	WPPA — Pottsville, Pa.	616
WOHS — Shelby, N. C.	566	WPPA — Mayaguez, P. R.	710
WOKO — Albany, N. Y.	527	WPRC — Lincoln, Ill.	418

WPRO — Providence, R. I.	623	WRYO — Rochester, Pa.	617
WPRP — Ponce, P. R.	710	WSAI — Cincinnati, O.	575
WPRS — Paris, Ill.	420	WSAL — Loganport, Ind.	429
WPTF — Raleigh, N. C.	564	WSAM — Saginaw, Mich.	486
WPTR — Albany, N. Y.	527	WSAN — Allentown, Pa.	599
WPTW — Piqua, O.	581	WSAP — Portsmouth, Va.	678
WPUV — Pulaski, Va.	678	WSAR — Fall River, Mass.	468
WPWA — Chester, Pa.	601	WSAT — Salisbury, N. C.	565
WQAM — Miami, Fla.	385	WSAU — Wausau, Wis.	702
WQAN — Scranton, Pa.	618	WSAV — Savannah, Ga.	403
WQBC — Vicksburg, Miss.	500	WSAY — Rochester, N. Y.	551
WQUA — Moline, Ill.	419	WSAZ — Huntington, W. Va.	692
WQXI — Atlanta, Ga.	395	WSB — Atlanta, Ga.	395
WQXR — New York, N. Y.	547	WSBA — York, Pa.	621
WRAC — Racine, Wis.	700	WSBB — New Smyrna Beach, Fla.	386
WRAD — Radford, Va.	678	WSBC — Chicago, Ill.	415
WRAG — Carrollton, Ala.	323	WSBT — South Bend, Ind.	430
WRAK — Williamsport, Pa.	620	WSCR — Scranton, Pa.	618
WRAL — Raleigh, N. C.	564	WSDC — Marine City, Mich.	484
WRAW — Reading, Pa.	617	WSDR — Sterling, Ill.	423
WRAY — Princeton, Ind.	429	WSFA — Montgomery, Ala.	327
WRBC — Jackson, Miss.	498	WSFC — Somerset, Ky.	449
WRBL — Columbus, Ga.	397	WSFT — Thomaston, Ga.	403
WRC — Washington, D. C.	377	WSGC — Elberton, Ga.	399
WRCO — Richland Center, Wis.	701	WSGN — Birmingham, Ala.	323
WRCS — Ahoskie, N. C.	555	WSGW — Saginaw, Mich.	486
WRDO — Augusta, Me.	457	WSHB — Stillwater, Minn.	493
WRDW — Augusta, Ga.	396	WSIC — Statesville, N. C.	566
WREB — Holyoke, Mass.	470	WSID — Baltimore, Md.	461
WREC — Memphis, Tenn.	638	WSIP — Paintsville, Ky.	449
WREL — Lexington, Va.	676	WSIR — Winter Haven, Fla.	391
WREN — Topeka, Kans.	442	WSIV — Pekin, Ill.	420
WREV — Reidsville, N. C.	565	WSIX — Nashville, Tenn.	639
WREX — Duluth, Minn.	488	WSJS — Winston-Salem, N. C.	568
WRFC — Athens, Ga.	392	WSKB — McComb, Miss.	499
WRFD — Worthington, O.	584	WSKI — Montpelier-Barre, Vt.	672
WRFS — Alexander City, Ala.	321	WSKY — Asheville, N. C.	555
WRFW — Eau Claire, Wis.	696	WSLB — Ogdensburg, N. Y.	547
WRGA — Rome, Ga.	402	WSLI — Jackson, Miss.	498
WRHC — Jacksonville, Fla.	383	WSLS — Roanoke, Va.	680
WRHI — Rock Hill, S. C.	629	WSM — Nashville, Tenn.	640
WRIA — Caguas, P. R.	709	WSMB — New Orleans, La.	455
WRIB — Providence, R. I.	624	WSMI — Litchfield, Ill.	418
WRIC — Richlands, Va.	678	WSNJ — Bridgeton, N. J.	520
WRIO — Rio Piedras, P. R.	710	WENW — Seneca, S. C.	630
WRJM — Newport, R. I.	623	WSNY — Schenectady, N. Y.	552
WRJN — Racine, Wis.	700	WSOC — Charlotte, N. C.	557
WRJW — Picayune, Miss.	500	WSOK — Nashville, Tenn.	640
WRLD — Iannett, Ala.	323	WSON — Henderson, Ky.	445
WRMN — Elgin, Ill.	416	WSOO — Sault Ste. Marie, Mich.	486
WRNL — Richmond, Va.	679	WSOY — Decatur, Ill.	416
WRNO — Orangeburg, S. C.	629	WSPA — Spartanburg, S. C.	630
WRNY — Rochester, N. Y.	551	WSPB — Sarasota, Fla.	389
WROB — West Point, Miss.	501	WSPC — Anniston, Ala.	321
WROD — Daytona Beach, Fla.	380	WSPD — Toledo, O.	583
WROK — Rockford, Ill.	422	WSPR — Springfield, Mass.	472
WROL — Knoxville, Tenn.	637	WSPT — Stevens Point, Wis.	701
WROM — Rome, Ga.	402	WSRS — Cleveland, O.	576
WRON — Roncverte, W. Va.	693	WSSB — Durham, N. C.	558
WROW — Roanoke, Va.	680	WSSO — Starkville, Miss.	500
WROW — Albany, N. Y.	527	WSSV — Petersburg, Va.	678
WROX — Clarksdale, Miss.	496	WSTC — Stamford, Conn.	374
WROY — Carmi, Ill.	410	WSTP — Salisbury, N. C.	565
WRR — Dallas, Tex.	648	WSTR — Sturgis, Mich.	486
WRRF — Washington, N. C.	567	WSTV — Steubenville, O.	582
WRRZ — Clinton, N. C.	557	WSUN — St. Petersburg, Fla.	389
WRSW — Warsaw, Ind.	431	WSVA — Harrisonburg, Va.	676
WRTA — Altoona, Pa.	599	WSVS — Crewe, Va.	674
WRUF — Gainesville, Fla.	381	WSWN — Belle Glade, Fla.	379
WRUN — Utica, N. Y.	553	WSYB — Rutland, Vt.	672
WRVA — Richmond, Va.	679	WSYD — Mount Airy, N. C.	563
WRXO — Roxboro, N. C.	565	WSYR — Syracuse, N. Y.	553

WTAC — Flint, Mich.	481	WULA — Eufaula, Ala.	324
WTAD — Quincy, Ill.	421	WUSJ — Lockport, N. Y.	535
WTAG — Worcester, Mass.	475	WUSN — Charleston, S. C.	625
WTAL — Tallahassee, Fla.	390	WUST — Bethesda, Md.	463
WTAM — Cleveland, O.	577	WVAM — Altoona, Pa.	599
WTAN — Clearwater, Fla.	379	WVCG — Coral Gables, Fla.	379
WTAO — Cambridge, Mass.	468	WVCH — Chester, Pa.	602
WTAQ — La Grange, Ill.	418	WVEC — Hampton, Va.	675
WTAR — Norfolk, Va.	677	WVET — Rochester, N. Y.	551
WTAW — College Station, Tex.	646	WVIM — Vicksburg, Miss.	501
WTAX — Springfield, Ill.	423	WVJP — Caguas, P. R.	709
WTBC — Tuscaloosa, Ala.	329	WVJS — Owensboro, Ky.	448
WTBF — Troy, Ala.	329	WVKO — Columbus, O.	578
WTBO — Cumberland, Md.	463	WVLK — Versailles-Lexington, Ky.	449
WTCH — Shawano, Wis.	701	WVLN — Olney, Ill.	420
WTCJ — Tell City, Ind.	430	WVMC — Mount Carmel, Ill.	419
WTCM — Traverse City, Mich.	487	WVMI — Biloxi, Miss.	496
WTCN — Minneapolis, Minn.	491	WVNJ — Newark, N. J.	521
WTCO — Campbellsville, Ky.	444	WVOK — Birmingham, Ala.	323
WTEL — Philadelphia, Pa.	615	WVOM — Boston-Brookline, Mass.	468
WTHI — Terre Haute, Ind.	431	WVOP — Vidalia, Ga.	404
WTHT — Hartford, Conn.	372	WVOS — Liberty, N. Y.	535
WTIC — Hartford, Conn.	372	WVOT — Wilson, N. C.	568
WTIK — Durham, N. C.	558	WVPO — Stroudsburg, Pa.	618
WTIL — Mayaguez, P. R.	710	WVSC — Somerset, Pa.	618
WTIP — Charleston, W. Va.	691	WVVW — Fairmont, W. Va.	692
WTIX — New Orleans, La.	455	WVWB — Vineland, N. J.	523
WTJH — East Point, Ga.	399	WVWC — Gary, Ind.	426
WTJS — Jackson, Tenn.	635	WVCO — Waterbury, Conn.	375
WTKM — Hartford, Wis.	696	WVDC — Washington, D. C.	378
WTMA — Charleston, S. C.	625	WWEZ — New Orleans, La.	455
WTMC — Ocala, Fla.	386	WVGP — Sanford, N. C.	566
WTMJ — Milwaukee, Wis.	700	WVGS — Tifton, Ga.	404
WTMV — East St. Louis, Ill.	416	WVHG — Hornell, N. Y.	534
WTNC — Thomasville, N. C.	566	WVIN — Baltimore, Md.	461
WTND — Orangeburg, S. C.	629	WVWJ — Detroit, Mich.	480
WTNJ — Trenton, N. J.	523	WVWL — New Orleans, La.	455
WTNS — Coshocton, O.	578	WVWC — Asheville, N. C.	555
WTNT — Tallahassee, Fla.	390	WVNH — Rochester, N. H.	519
WTOB — Winston-Salem, N. C.	568	WVNR — Beckley, W. Va.	690
WTOC — Savannah, Ga.	403	WVNS — Statesboro, Ga.	403
WTOD — Toledo, O.	583	WVNY — Watertown, N. Y.	554
WTOK — Meridian, Miss.	499	WVOD — Lynchburg, Va.	676
WTCL — Toledo, O.	583	WVWL — Buffalo, N. Y.	523
WTON — Staunton, Va.	680	WVON — Woonsocket, R. I.	624
WTOP — Washington, D. C.	378	WVPA — Williamsport, Pa.	620
WTOR — Torrington, Conn.	375	WVWP — Miami, Fla.	386
WTPR — Paris, Tenn.	640	WVWF — Palatka, Fla.	387
WTPS — New Orleans, La.	455	WVWG — Palm Beach, Fla.	387
WTRC — Elkhart, Ind.	425	WVWL — Woodside, N. Y.	554
WTRF — Bellaire, O.	573	WVWC — Glens Falls, N. Y.	533
WTRR — Sanford, Fla.	389	WVWSO — Springfield, O.	582
WTRW — Two Rivers, Wis.	702	WVWSR — St. Albans, Vt.	672
WTRY — Troy, N. Y.	553	WVWST — Wooster, O.	584
WTSA — Brattleboro, Vt.	672	WVWSW — Pittsburgh, Pa.	616
WTSB — Lumberton, N. C.	583	WVWA — Wheeling, W. Va.	694
WTSL — Hanover-Lebanon, N. H.	518	WVWWB — Jasper, Ala.	326
WTSP — St. Petersburg, Fla.	399	WVWWF — Fayette, Ala.	324
WTSV — Claremont, N. H.	517	WVWWR — Russellville, Ala.	328
WTHH — Port Huron, Mich.	485	WVWWW — Rio Piedras, P. R.	710
WTTM — Trenton, N. J.	523	WVWXL — Peoria, Ill.	421
WTTN — Watertown, Wis.	702	WVWYO — Peaville, W. Va.	693
WTTT — Bloomington, Ind.	424	WXAL — Demopolis, Ala.	324
WTTT — Coral Gables, Fla.	379	WXGI — Richmond, Va.	680
WTUX — Wilmington, Del.	376	WXKW — Albany, N. Y.	527
WTVB — Coldwater, Mich.	478	WXLW — Indianapolis, Ind.	428
WTVL — Waterville, Me.	459	WXRA — Buffalo-Kenmore, N. Y.	531
WTWA — Thomson, Ga.	404	WXRF — Gayama, P. R.	709
WTWN — St. Johnsbury, Vt.	672	WXYZ — Detroit, Mich.	480
WTXL — Springfield, Mass.	473	WYVE — Wytheville, Va.	682
WTYC — Rock Hill, S. C.	629	WZIP — Covington, Ky.	444
WTYS — Marianna, Fla.	384	WZOB — Ft. Payne, Ala.	325

ALABAMA

Pop. April 1, 1952 (Est.) 3,204,000 — Total Housing Units 846,842
Families April 1, 1952 (Est.) 773,000 — Stations in State 72

WAVU

ALBERTVILLE—1948—LBS

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 149
Phone Number 639
News Service AP
Transcription Service World
Pres., Gen. Mgr. Pat M. Courington
Commercial Manager Bob H. Riseling
Program Director Mary Gore
Chief Engineer R. W. Hoffman

WRFS

ALEXANDER CITY—1947—
KEYSTONE

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By Piedmont Service Corp.
Business-Studio Address Main St.
Phone Number 1050
Transmitter Location West End
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
President James L. Coley
Gen.-Station-Com. Mgr. Jim Whatley
Dir. of Operations Lem Coley
Pg. Dir.-Prom. Mgr. Bob McKinnon
Chief Engineer James W. Whatley
Consulting Engineer Claude Grey

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Andalusia Bcstg. Co., Inc.
Address P. O. Box 29
Phone Number 1100
Air Time 5:30 a.m.-10:30 p.m.
Transmitter Sanford Rd.
News Service AP
Transcription Service World
Membership NAB
Executive V.P., Gen. Sta. Mgr. J. Dige Bishop
Sales Prom. Mgr. Robert Statham
Prog. Prom. Dir. Christine Hardage
Chief Engineer Howell Pebworth
Consulting Engineer Claude Gray

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Phone Number 2380-368
Air Time 5:45 a.m.-11:05 p.m.
Transmitter 15th at Boynton
Transcription Service World
Representative Sears & Ayer

Membership NARTB
President Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Commercial Mgr. Lurline M. Smollon
Program Director Rose Ponder
News Director Dewitt Carmichael
Chief Engineer James A. Hudson
Consulting Engineer Claude M. Gray

WSPC

ANNISTON—1949—MBS

Frequency: 1390 Kc. Power: 5000 Watts d;
1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address Jefferson Davis Hotel
Phone 1850-51
Air Time Unlimited
Transmitter Location Gadsden Hgwy.
News Service AP
Transcription Service Standard
Representative Walker
President Stanton B. Ingram
Gen., Sta. Mgr. W. S. Weatherly
Commerical Manager John Orrison
Sales Prom. Mgr. Rosebud Waldrop
Prog., Prod. Dir. Robert W. Bandy
Publicity Director Sara F. Jackson
Chief Announcer Robert W. Bandy
News Director Earl Carter
Musical Director Bettie Russell
Chief Engineer Thomas B. Atkins
Consulting Engineer Claude M. Gray

WJMW

ATHENS—1948—LBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Athens Bcstg. Co., Inc.
Business-Studio Address P. O. Box 386
Phone Number 565
News Service AP
Transcription Service Capitol
Pres.-Gen.-Comm. Mgr. Homer F. Dunnivant
Pgm., Prom., News Dir. Robert V. Dunnivant
Chief Engineer William G. Mitchell

WATM

ATMORE—1949

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By Southland Bcstg. Co.
Address Box 205
Phone Atmore 50
Transmitter Location Wilson St.
Air Time Sunrise-Sunset
News Service UP
President John B. McCrary
Vice-Pres. & Chief Engr. Cyril W. Redbach
General Manager Everett M. McCrary
Program Director Lillian Miller
Chief Announcer Wayne Butts

ALABAMA

WAUD

AUBURN—1947—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Auburn Bcstg. Co.
 Business Address Auburn Box 350
 Phone Number 1240-1
 Studio Transmitter Montgomery Hwy.
 Air Time 6 a.m.-Midnight
 News Service AP
 Transcription Service World
 Pres., Gen.-Station Mgr. Elmer G. Salter
 Pgm., Prod., Pub. Dir. Earl Andrews
 Chief Announcer Bob Donaldson
 Chief Engineer Ted Bellon
 Consulting Engineer C. I. Shelkotsky

WBCO

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Bessemer Bcstg.
 Co., Inc.
 Business Address 1720 3rd Ave., N. Bessemer
 Phone Bessemer 5-5241
 Birmingham 51-5241
 Transmitter Location B'ham-Bessemer Super
 Hwy.
 Air Time 6 a.m.-11 p.m.
 News Service INS
 Transcription Service Langworth
 Pres., Gen. Mgr. J. E. Lanier
 Sta., Comm., Sls. Prom. Mgr.
 Publ. Dir. K. L. Wood
 Prog., Prod., News, Music, Dir.
 Ch. Ancr. W. B. Faush
 Chief Engineer Jack Warden
 Consulting Engineer Claude Gray

WJLD

BESSEMER—1942

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Johnston Bcstg. Co.
 Business Address Box 147
 Phone No. Bessemer 2300
 Transmitter Birmingham Bessemer Super H'way
 News Service INS
 Pres.-Gen. Mgr. George Johnston, Jr.
 Station, Comm. Mgr. James E. Connolly
 Sales Prom. Mgr. Otis Dodge
 Program Director Jane Marlindale
 Prod., Mus. Dir. Sally Gordon
 Publicity Director Mary Patterson
 Chief Announcer Bob Umbach
 News Director Ganus Scarborough
 Chief Engineer Maurice McKinney
 Consulting Engineer Lohres & Culver

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Ala., Inc.
 Address 701 Protective Life Bldg.

Phone Number 3-8116
 Transmitter Sandusky, Ala.
 News Service UP
 Transcription Service World
 Representative Radio Sales (CBS)
 Membership NARTB, BAB
 Chairman of the Board Edward L. Norton
 President-Treasurer Thad Holt
 Gen., Sta., Comm. Mgr., Pgm.
 New Director Lionel F. Baxter
 Chief Engineer James L. Evans
 Asst. Chief Engr. N. S. Hurley
 Consulting Engineer A. D. Ring & Co.

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Birmingham Bcstg. Co., Inc.
 Address 1727½ 2nd Ave., N.
 Phone Number 4-7741
 News Service INS, AP
 Transcription Service Standard, Lang Worth
 Representative Paul H. Raymer Co.
 President Eloise S. Hanna
 Gen. Manager G. P. Hamann
 News, Pgm. Dir. W. H. McCain
 Prom. Mgr. John T. Orr
 Chief Engineer G. P. Hamann
 Farm Editor Don Norman

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Magic City Bcstg. Co.
 Business Address 1417 Fourth Ave. N.
 Phone Number 44523
 Partner J. L. Doss
 Partner Leah L. Doss
 Partner, Gen. Mgr. John A. Thompson
 Program Director Carolyn Mardis
 Chief Engineer John F. Cram

WILD

BIRMINGHAM—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Pilot Bcstg. Corp.
 Address 3427 27th Ave. N.
 Phone Number 4-4511
 President Roy M. Hofheintz
 General Manager Don D. Campbell
 Program Director Charles White McGehee
 Chief Engineer Ray Lowery

WLBS

BIRMINGHAM—1946—LBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By WLBS, Inc.
 Address 216½ 21st St., N.
 Phone Number 54-2541
 General Manager Mary Gorman
 Program Director Ed Rayfield
 Chief Engineer Ralph Dennis

ALABAMA

W S G N

BIRMINGHAM—1926—ABS

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Operated. Birmingham News Co.
 Business Address. P. O. Box 2553
 Phone Number. 4-3434
 Studio Address. YWCA Bldg.
 Transmitter Location. Fair Grounds
 Newspaper Affiliation. Birmingham News
 News Service. AP
 Air Time. 5 a.m.-Midnight
 Representative. Headley-Reed
 Membership. NARTB
 Exec. V.P., Gen. Mgr. Henry P. Johnston
 Gen. Sales Mgr. J. Harry Calloway
 Dir., Sis. Prom. & Publ. Robert D. Williams
 News Director. Gene Procter
 Chief Engineer. J. V. Sanderson
 Farm Editor. Boyd Evans
 Consulting Engineer. Gautney & Ray

W V O K

BIRMINGHAM—1947

Frequency: 690 Kc. Power: 50,000 Watts d.
 Owned-Operated By. Voice of Dixie Inc.
 Business Address. P. O. Box 2468,
 Phone Number. 6-2924
 Transmitter. Bessemer Super Highway
 Air Time. Sunrise-Sunset
 News Service. UP
 Transcription Service. Capitol
 Representative. Radio Reps., Inc.
 Pres., Gen. Sta. Mgr. Iralee W. Bennis
 Com. Sales Prom. Mgr. William J. Brennan
 Chief Announcer. Dan Brennan
 Program Director. Ira Leslie
 Chief Engineer. William J. Brennan
 Consulting Engineer. W. E. Berns, Jr.

W E B J

BREWTON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Brewton Bcstg. Co.
 Address. Brewton, Ala.
 Air Time. 6 a.m.-11 p.m.
 Phone Number. 1000
 News Service. AP
 Transcription Service. SESAC, Capitol
 Pres., Gen. Mgr. W. Emmett Brooks
 Commercial Manager. C. E. Land
 Program Director. Bolling Brooks
 Chief Engineer. R. D. Craig
 Consulting Engineer. Claude Gray

W R A G

CARROLLTON—1951

Frequency: 590 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Pickens County Bcstg. Co.
 Address. Box 128
 Phone Number. 2364
 News Service. UP

Transcription Service. World
 Co-Owners. Roth E. Hook, W. E. Farrar
 General Manager. Charles W. Stratton
 Commercial Manager. Peggy Jones
 Prom. Mgr., Pgm. Dir. Noel Pass
 Chief Engineer. Herb Guthrie

W K L F

CLANTON—1947—KBS

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By. Southeastern Bcstg. Co.
 Bus.-Studio Address. P. O. Box 110
 Phone Number. 448
 Transmitter Location. Selma Highway
 News Service. AP
 Transcription Service. World, Keystone
 Representative. Thomas F. Clarke
 Membership. NARTB
 President. Dr. J. Kelley Robinson
 Gen.-Station-Comm. Mgr. Robert B. Taber
 Chief Announcer. Curley Huntley
 Chief Engineer. Lester Carter
 Consulting Engineer. Claude Gray

W F M H

CULLMAN—1950

Frequency: 1300 Kc. Power: 1000 Watts d.
 The Voice of Cullman

W K U L

CULLMAN—1946—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Cullman Bcstg. Co.
 Business, Studio, Trans. Address. Cullman
 Phone Number. 864
 News Service. UP
 Transcription Service. World
 Pres., Gen. Mgr. Hudson C. Millar, Jr.
 Program Director. Evelyn Buettner
 Chief Announcer. Leon Murphree
 Chief Engineer. Arthur Bachmann
 Consulting Engineer. Claude Gray

W H O S

DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By. No. Alabama Bcstg. Co.
 Business-Studio Address. 212 Jackson St.
 Newspaper Affiliation. Decatur Daily
 Transmitter Location. Flynn Street
 Phone Number. 991-992
 Air Time. Sunrise-Sunset
 News Service. UP
 Transcription Service. RCA, Thesaurus &
 Associated
 Partners. Barrett C. Shelton, John J. Jones
 Gen. Comm. Mgr. Louis C. Blizzard
 Pgm. Dir., Chf. Ancr., Farm Ed. Jim Fouts
 Pgm. Farm Dir. Jim Fust
 Chief Engr. Melvin Cryer
 Consulting Engineer. Claude Gray

ALABAMA

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Tennessee Valley
Bcstg. Co.
Address: P. O. Box 411
Phone Number: 802-803
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: Frank Whisenant
Comm., Prom., Pgm. Dir.: Cletus Quick (Natl.)
Chief Engineer: Garland Sandlin

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Demopolis Bcstg. Co.
Business Address: P. O. Box 261
Phone Number: 400
News Service: AP
Transcription Service: World
Pres., General Manager: W. M. Jordan
Commercial Manager: Henry J. Bley
Pgm. Dir.: Leo Hart
Chief Engineer: Austin Caldwell

WAGF

DOTHAN—1932—MBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Dothan Bcstg. Co.
Address: 204½ E. Main Street
Phone Number: 2-9100
Transmitter Location: Headland Highway
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Joseph Hershey McGillvra
Membership: NARTB
General Manager: Julian C. Smith
Comm. Mgr.: Fred C. Moseley
Program Director: J. Arthur Creamer
Chief Engineer: John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Houston Bcstg. Co.
Business-Studio Address: 107 E. Adams St.
Phone Number: 3-4100
News Service: UP
Representative: Cummings, Reiner
Pres., Gen. Mgr.: Jess Swicegood
Prom. Mgr., News Dir.: Wayne Mosely
Chief Engineer: Charles Lawshe

WOOF

DOTHAN—1948—KBS

Frequency: 560 Kc. Power: 5000 Watts d.
Owned-Operated By: Dowlander Bcstg. Co.
Business-Studio Address: 110 So. Foster
Phone Number: 2-5600

Transmitter Location: Radio Road
News Service: UP
Transcription Service: Keystone
Representative: Sears & Ayer
Membership: BAB
President: R. A. Dowling, Jr.
General Manager: Agatha Barnes
Chief Engineer: Sam Campbell

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Wiregrass Bcstg. Co.
Business Address: Enterprise
Phone Number: 30
News Service: UP
Transcription Service: Lang-Worth
Partners: R. E. James, R. M. Stanford
General Manager: J. Wesley Gardner
Chief Engineer: E. L. Hein

WULA

EUFAULA—1948—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address: Radio Bldg.
Phone Number: 745
Air Time: 5 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: Dora Clayton
Membership: NARTB, BAB
Owner: Edward P. Fussell
Gen. Comm.-Pgm. Dir.: Lee S. Bullis
Chief Engineer: Hugh G. Chastain

WWW F

FAYETTE—1949—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Bankhead Bcstg. Co., Inc.
Address: Jasper
Phone Number: 100
News Service: UP
President: W. W. Bankhead
General Manager: James Reese
Chief Engineer: Don Moore

WJOI

FLORENCE—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Florence Bcstg. Co., Inc.
Address: 850 S. Court St.
Phone Number: 2608
Pres., Gen.-Sta. Mgr.: Joe T. Van Sandt
Commercial Manager: Harry Hearst
Sales Prom. Mgr., Pgm. Dir.: Pat Slotton
Chief Engineer: Paul Shannon

WMFT

FLORENCE—1946—KBS-LBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Tri-Cities Bcst. Co.

ALABAMA

Bus. Add. 800 Cypress Mill Rd.
 Phone Number 42 & 1934
 Studio-Transmitter 800 Cypress Mill Rd.
 News Service AP
 Air Time 5:30 a.m.-Midnight
 President Milton S. Killen
 General-Sta. Manager James L. Garrett
 Commercial Manager Len Hensel
 Sales Prom. Mgr. Virginia Y. Gray
 Program Director Tom York
 Musical Director Virginia Baker
 Chief Engr. Lawrence W. Rohling
 Consulting Engineer Claude Gray

W F P A

FT. PAYNE—1950

Frequency: 1400 Kc. Power: 250 watts
 Owned-Operated By Killian Bcstg. Co.
 Address Stallworth Building
 Phone Number 850
 News Service AP
 Pres., Gen. Mgr. J. Louis Killian
 Commercial Manager Jim Bell

W Z O B

FT. PAYNE—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Glenn M. Cravitt
 Address P. O. Box 255
 Phone Number 1096
 News Service UP
 Transcription Service Thesaurus
 General Manager Glenn M. Cravitt
 Program Director Lester Haston
 Farm Editor, Chief Engr. Jess R. Moore

W E T O

GADSDEN—1950

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Gadsden Radio Co.
 Address 722 S. 12th St.
 Phone Number 69201
 News Service AP
 Transcription Service Capitol
 Representative McGillvra
 Partner, Gen. Mgr. Edwin H. Estes
 Partner Cary L. Graham
 Commercial Manager Mac M. Thomas
 Program Director Weston Britt
 Chief Engineer Calvin C. Williamson

W G A D

**GADSDEN—1947—ABC—ABS
 ALA. BROADCASTING SYSTEM**

Frequency: 1350 Kc.
 Power: 5000 Watts d., 1000 n.
 Owned-Oper. By Coosa Bcstg. Co., Inc.
 Address 520 Chestnut St.
 Phone Number 5641, 5642
 Transmitter Location Attalla, Ala.
 News Service UP
 Transcription Service Capitol

Membership NARTB, BAB
 Pres., Gen.-Comm. Mgr. Curtis DeLamar
 Sales Prom. Mgr. Jack Kirby
 Program Director Frances Seal
 News Dir., Chief Anncr. Jim Young
 Chief Engineer Halley D. Williams
 Consulting Engineer Claude M. Gray

W G W D

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Business Address P. O. Box 128
 Phone Number 6-6301-2
 Air Time 4 a.m.-Sunset
 Transcription Service Associated
 General Manager Leon Loyd

W J B Y

GADSDEN—1928—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Gadsden Bcstg. Co., Inc.
 Address 108 Broad Street
 Phone Number 6-3381
 Transmitter Location 108 Broad St.
 News Service INS
 Representative Sears & Ayer
 President Bascom H. Hopson
 Gen. Mgr., Pgm. Dir. Beatrice Tate Benton
 Comm. Mgr. Sam A. Benton
 Chief Engineer Glen Nichols

W G Y V

GREENVILLE—1948—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Greenville Bcstg. Corp.
 Business Address P. O. Box 227
 Air Time 6 a.m.-10 p.m.
 Phone Number 585
 Transmitter Location Luverne Highway
 News Service AP
 Transcription Service World
 Representative Continental
 Gen., Sta., Comm. Mgr. W. H. Miller, Jr.
 Chief Engineer Winton Beaver
 Consulting Engineer Claude Gray

W G S V

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Gunterville Bcstg. Co.
 Address P. O. Box 32
 Phone Number 4131
 News Service UP
 Transcription Service NBC, Thesaurus
 President Trent Moore
 Gen., Comm. Mgr. Edward Z. Carrell
 Program Dir., News Dir. Ray McClendon
 Chief Engineer LaVelle Jackson

W J B B

HALEYVILLE—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Haleyville Bcstg. Co.

ALABAMA

Address.....P. O. Box 191
 Phone Number.....389
 Air Time.....6 a.m.-11 p.m.
 Transmitter Location.....Bear Creek Road
 News Service.....UP
 Transcription Service.....Capitol
 General Manager.....William G. Harris
 Commercial Mgr.....Ruth Harris
 Program Director.....Larry Brent
 Chief Engineer.....William G. Harris

W E R H

HAMILTON—1950—LBS

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Marion County Bcstg. Co.
 Phone Number.....120
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Langworth
 Station Representative.....McGillvra
 Membership.....NARTB
 Pres., Gen., Prom. Mgr.....Hugh J. Fite
 Commercial Manager.....Charles B. Tucker
 Chief Anncr., News Dir.....Johnnie R. Lott
 Chief Engineer.....Charles B. Tucker

W B H P

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton H. Pollard
 Bus.-Studio Address.....318 W. Clinton
 Phone Number.....313
 Transmitter Location.....Athens Pike
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 President, Gen. Mgr.....Wilton H. Pollard
 Prog., Pub., News Dir.....Grady Reeves
 Chief Engineer.....James Potter

W F U N

HUNTSVILLE—1946—LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Huntsville Bcstg. Co., Inc.
 Transmitter Address.....410 W. Holmes St.
 Phone Number.....2424
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Sears & Ayers
 Pres., Gen. Mgr.....J. B. Falt, Jr.
 Sta. Mgr., Prog. Dir., Chief Engr. John Garrison

W H B S

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Huntsville Times Co.
 Phone Number.....2345
 Transmitter.....N. Church St.
 News Service.....AP
 Representative.....Headley-Reed
 General Manager.....John F. Neal
 Commercial Manager.....Joe Sims
 Pgm., News Director.....Jay Shepherd
 Chief Engineer.....Dave Williams

W P B B

JACKSON—1950—KBS-LBS

Frequency: 1290.....Power: 1000 Watts d.
 Owned-Operated By.....Jackson Bcstg. Co.
 News Service.....AP
 Pres., Gen., Comm. Mgr.....T. H. Gaillard, Jr.
 Program Director.....Charles Ballas
 Chief Engineer.....E. A. Allen

W W W B

JASPER—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Bankhead Bcstg. Co., Inc.
 Business Studio Address.....Bankhead-Long
 Building
 Phone Number.....100
 Transmitter Location.....W. 20th St.
 News Service.....AP
 Executive Director.....James E. Reese
 Manager.....Wm. C. Edgemon

W R L D

LANETT—1944—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Valley Bcstg., Inc.
 Address.....602 Cherry St.
 Phone Number.....2-2771
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 President.....J. C. Henderson
 General Manager.....Paul Reid
 Program Director.....Aileen Love
 Chief Engineer.....R. R. Magill

W J A M

MARION—1951

Frequency: 1310 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Neely Bcstg. Co.
 Address.....Marion
 Phone Number.....2981
 Transcription Service.....Capitol
 News Service.....AP
 Partners.....L. M. Neely, Sr., Kathleen Neely
 General Manager.....L. M. Neely, Jr.
 Station Manager.....Erle Hanna

W A B B

MOBILE—1948—ABC-MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Mobile Press Register, Inc.
 Business Address.....304 Government St.
 Phone Number.....3-1551
 Transmitter.....Eight Mile, Ala.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Branham Co.
 President.....R. B. Chandler
 Executive V.P.....W. J. Hearin, Jr.
 Sta., Comm. Mgr.....Dewey H. Long
 Chief Engineer.....William H. Murphree

ALABAMA

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By: Pape Bcstg. Co., Inc.
 Bus.-Studio Address: 210 Government St.
 Phone Number: 3-3756
 Transmitter: Cochran Bridge Causeway
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard
 Representative: Headley-Reed
 President: W. O. Pape
 General Manager: H. K. Martin
 Commercial Manager: A. Treadway
 Program Director: Al Homan
 Chief Engineer: R. B. Hurley

WKAB

MOBILE—1947—LIBERTY

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Operated By: Pursley Bcstg. Service
 Business-Studio Address: Box 1306
 Phone Number: 7-6345
 Transmitter: Donald St.
 Air Time: Local sunrise-local sunset
 Transcription Service: SESAC, Langworth
 Representative: Forjoe, Dora Clayton
 Membership: NARTB
 General Manager: Louise P. Pursley
 Commercial Mgr.: R. H. Moore
 Program Director: J. T. Jackson
 Sales Prom. Mgr.: J. H. Johnson
 Publicity Director: R. H. Moore
 Production Director: Mary L. Lemon
 Chief Announcer: Larry Keith
 Chief Engineer: Gene Miller

WKR G

MOBILE—1946—CBS

Frequency: 710 Kc. Power 1000 W. d.: 500 W. n.
 Owned-Operated By: Giddens & Rester
 Bus.-Studio-Trans. Address: Telegraph Rd.
 Phone Number: 2-6789
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, Standard
 Representative: Adam J. Young, Jr.
 Gen. Station Mgr.: F. E. Busby
 Commercial Manager: John E. Waller
 Publicity Director: Shirley Raster
 Chief Engineer: Richard M. Cole
 Consulting Engineer: Comm. Radio Equipment Co.

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By: United Bcstg. Co.
 Business Studio Address: 116 Catoma St.
 Phone Number: 3-7589
 Transmitter Location: End of Blackburn St.
 News Service: UP

Transcription Service: Lang-Worth
 Representative: Walker Co.
 Pres., Gen. Mgr.: Thomas E. Martin
 Comm.-Sales Prom. Mgr.: Hoke Williford
 Program Director: Louise Martin
 Chief Engineer: Owen Lehr

WCOV

MONTGOMERY—1939—CBS

Frequency: 1240Kc. Power: 250 Watts
 Owned-Oper. By: Estate of G. W. Covington, Jr.
 Business-Studio Address: Exchange Hotel
 Phone Number: 5781
 Transmitter: Narrow Lane Rd.
 News Service: UP
 Transcription Service: Capitol
 Representative: O. L. Taylor Co.
 Membership: NARTB, BAB
 General Manager: Hugh M. Smith
 Commercial Manager: Joe Petrauka
 Sales Prom. Mgr.: O. M. Teate
 Program Director: Walter Spiro
 News Director: Ray Hardin
 Chief Announcer: Frank Tucker
 Chief Engineer: W. D. Weatherly
 Consulting Engineer: W. J. Haley

WJ J J

MONTGOMERY—1948—MBS

Frequency: 1170 Kc. Power: 10,000 Watts d.,
 1000 n.
 Owned-Oper. By: Southern Bcstg. Co., Inc.
 Business-Studio Address: 115½ Commerce St.
 Transcription Service: Thesaurus
 Representative: Weed
 President: Joseph G. Mathews
 General Manager: John C. Hughes
 Commercial Manager: Herbert A. McLendon
 Program Director: E. Caldwell Stewart
 Promotion Manager: E. J. Duke
 Chief Engineer: A. Fred Wright

WMGY

MONTGOMERY—1946—LIBERTY

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: Dixie Bcstg. Co.
 Business-Studio Address: 4 S. Perry St.
 Phone: 5245
 Transmitter Location: E. of Greenwood Cem.
 Representative: Robert Meeker
 Membership: NARTB
 President: Dr. S. D. Suggs
 Gen.-Comm. Manager: Thomas W. Sewell
 Sales Prom. Mgr.: Hugh Webb
 Program Production Director: Roberta Frost
 News Director: Felix Robinson
 Chief Engineer: John D. Lamar

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By: Montgomery Bcstg. Co., Inc.

ALABAMA

Business Address..... P. O. Box 1031
 Phone 8360
 News Service..... AP
 Transcription Service World
 Representative Headley-Reed
 Membership BAB
 Pres., Gen. Mgr..... Howard E. Pill
 Asst. to Pres..... David E. Dunn
 Local Sales Mgr..... William W. Hunt
 National Sales Dir..... Julia Looney
 Program Director..... Lee Gooch
 Publicity Director..... Alice Mayfield
 Chief Announcer..... Bill Smith
 News Director..... Marguerite Daniel
 Chief Engineer..... Cliff Shelkofsky
 Farm Editor..... Wilson Carnes

W L A Y

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned Oper. By... Muscle Shoals Bcstg. Corp.
 Business Address.... P. O. Box 230, Sheffield
 Transmitter Location . E. 2nd St., Sheffield, Ala.
 News Service..... UP
 Representative..... Devney & Co.
 President..... Frank M. Farris, Jr.
 General Mgr..... W. A. Reeves, Jr.
 Comm. Manager..... Eulus Whitehead
 Program Director..... George Manush
 Chief Engineer..... Melvin G. Hunt

W J H O

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned Oper. By... Opelika-Auburn Bcstg. Co.
 Bus.-Studio-Trans. Address... 1400 Auburn Rd.
 Phone Number..... 712, 713
 News Service..... UP
 Transcription Service... Thesaurus, Keystone,
 SESAC
 Membership NARTB, BAB
 Gen., Sta. Mgr..... John C. Cooper, Jr.
 Comm., Sls., Prom. Mgr..... E. J. Turk
 Program Director..... G. E. Snyder
 Chief Announcer, News Dir..... Bill Kennedy
 Chief Engineer..... John E. Smollen
 Consulting Engineer..... Claude Gray

W E L R

ROANOKE—1949—KBS

Frequency: 1360 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Roanoke Bcstg. Co.
 Address..... 801 N. Main St.
 Station Representative Clayton
 Manager..... J. W. Buttram
 Program Director..... John Hodges

W W W R

RUSSELLVILLE—1949

Frequency: 920 Kc..... Power: 1000 Watts d.
 Owned-Oper. By... Bankhead Bcstg. Co., Inc.
 Address.... Bankhead-Long Bldg., Jasper, Ala.
 Phone Number 100

Transmitter Location..... Underwood Rd.
 News Service..... UP
 President..... Walter W. Bankhead
 General Manager..... James E. Reese
 Sta., Comm. Mgr..... Hal Kirby
 Program Director..... James W. Elliott
 Chief Engineer..... Charles G. McLellan

W C R I

SCOTTSBORO—1950

Frequency: 1050 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Pat M. Courington
 Address Box 394
 News Service AP
 Transcription Service World
 President..... Pat M. Courington
 Gen., Comm. Mgr..... Eaton P. Govan, Jr.
 Program Director..... Lila Jean Keller
 Chief Engineer..... James G. Wallace

W G W C

SELMA—1946—CBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Estate of G. W. Covington
 Address..... Birmingham Highway
 Phone Number 2746
 Air Time..... 6 a.m.-11:05 p.m.
 Transcription Service Capitol
 Station Representative..... Hal Holman
 Membership NARTB
 Gen. Mgr. & Chief Engr.. John F. Townshend
 Sales Prom. Mgr..... John Frazier
 Program Director..... Mrs. Marie Luker
 Chief Announcer..... Virgil Moore
 Consulting Engineer..... T. J. Holey

W H B B

SELMA—1935—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Selma Bcstg., Inc.
 Business Address..... 209 Washington St.
 Phone Number 1233
 Transmitter Location Edgewood
 President..... B. H. Hopson
 Gen. Comm. Mgr..... Julien Smith, Jr.
 Program Director..... Bill Hoops
 Promotion Manager..... Erin Reynolds
 Chief Engineer..... T. F. Kelly, Jr.

W F E B

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Alabama Bcstg. Co.
 Business-Studio Address..... P. O. Box 358
 Phone Number 2-3281
 News Service..... UP
 Transmitter Location... 527 North Broadway
 Air Time..... 6 a.m.-11 p.m.
 President..... E. E. Forbes, Sr.
 Comm., Sta. Mgr..... George W. Carr
 Chief Announcer..... Conrad Pickren
 Chief Engineer..... Maurice Estes
 Consulting Engr..... James Stowers

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By Marble City Bcstg. Co., Inc.
 Business Address 11½ W. Second St.
 Phone Number 2-4354
 Transmitter Address Highway 291 N.
 Air Time 5:45 a.m.—Sunset
 News Service AP
 General Manager Curtis O. Liles, Jr.
 Commercial Mgr. Howard M. Peters
 Prom. Mgr., Pgm. Dir. Robert M. Duck
 Chief Announcer Pete McEwen
 Chief Engineer John F. Norris
 Consulting Engr. Claude M. Gray

WHTB

TALLADEGA—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Voice of Talladega, Inc.
 Address Bemiston Highway
 Phone Number 2205
 Air Time 6 a.m.—10:20 p.m.
 News Service AP
 Transcription Service Capitol
 Pres., Gen. Sta. Mgr. R. A. Davidson
 Comm., Sls. Prom. Mgr. Myron T. Snoddy
 Program Director Alama M. Haynes
 Mus. & Production Dir. Lee Whitehurst
 Publicity Director Johnny Mack Driskill
 Chief Announcer Frank Haynes, Jr.
 Chief Engineer John Lester Fisher
 Consulting Engineer Claude Gray

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Troy Bcstg. Corp.
 Address College Drive
 Phone Number 980-1

News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President J. Roy Crow
 Gen. Mgr. Jess Jordan
 Commercial Mgr. Robert Tolbert
 Chief Announcer Ace Dudley
 Chief Engineer Joe W. Gilchrist
 Consulting Engineer Claude Gray

WJRD

TUSCALOOSA—1936—LBS

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Mrs. Wilhelmina Doss
 Bus. Studio Address First Natl. Bank Bldg.
 Phone Number 4484
 Transmitter Fayette Hway., Northport
 Air Time 5:30 a.m.—M.
 News Service UP
 Transcription Service World
 Representative Walker
 Owner Wilhelmina Q. Doss
 Asst. Mgr., Sales Prom. Mgr. Dick Biddle
 Comm. Mgr. Lehman Mayer
 Pgm., Prod. Dir. Charles Welsh
 Chief Engineer J. G. Cobble

WTBC

TUSCALOOSA—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Tuscaloosa Bcstg. Co.
 Business-Studio Address City Hall Bldg.
 Phone Number 5523
 Transmitter Location 15th St., across from
 Forest Lake
 News Service AP
 Transcription Service Thesaurus
 Representative Sears & Ayer
 General Manager Bert Bank
 Commercial Manager Bob Chisholm
 Prom. Mgr., Pgm. Dir. Neil Lovett
 Chief Engineer T. H. Todd

ARIZONA

Pop. April 1, 1952 (Est.) 777,000 — Total Housing Units 241,125
 Families April 1, 1952 (Est.) 209,000 — Stations in State 27

KSUN

BISBEE—1933—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Carlton W. Morris
 Address P. O. Drawer C, Lowell Station
 Phone Number 9
 Studio-Transmitter Warren Rd.
 Transcription Service World
 Representative Blair & Co., Arizona Network
 President Carleton W. Morris
 General Manager Arlo Woolery
 Chief Engineer John Harris

KCLF

CLIFTON—1950—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Dwight Harkins
 Enterprises Inc.
 Address Box 548
 Phone Number 320
 News Service UP
 President Dwight Harkins
 Gen., Comm. Manager Chet Darwin
 Chief Engineer Frank Toomey

• • •

ARIZONA

• • •

KCKY

COOLIDGE—1948—CBS

Frequency: 1150 Kc. Power: 1,000 Watts
 Owned-Oper. By Gila Bcstg. Co., Inc.
 Address Roosevelt & Main Streets
 Phone Number 4451
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service SESAC
 Representative Forjoe & Co.
 President Louis F. Long
 Station Manager Bill Parady
 Commercial Manager Ken Hooker
 Publicity Dir. Daphne Millwee
 Chief Engineer Wayne Fernyhaugh

KAWT

DOUGLAS—1946—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Carl Morris
 Phone Number 173
 Transmitter Location W. of Douglas
 Transcription Service Capitol
 Station Representative Paul Raymer
 Membership NAB
 President Carleton W. Morris
 General Manager Glenn B. Webber
 Commercial Manager Jack Murphy
 Program Director Jack French

KCLS

FLAGSTAFF—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Saunders Bcstg. Co.
 Address Box 1677
 Phone Number 946
 News Service AP
 Transcription Service Langworth
 Owner, Gen. Mgr. Charles J. Saunders
 Prog., Prod. Dir. Dorothy B. Saunders
 Chief Engineer Charles McNeall

KGPH

FLAGSTAFF—1950—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Frontier Bcstg. Co.
 Address Weatherford Hotel
 Phone Number 51
 News Service AP
 Transcription Service Capitol
 Representative Forjoe
 President E. C. Phillippi
 General Manager A. S. Holm
 Program Director Mary Phillippi
 News Director Jack Willis
 Chief Engineer Alan J. Gardiner

KWJB

GLOBE—1938—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Gila Bcstg. Co., Inc.

Phone Number 41
 News Service AP, INS
 Transcription Service Standard
 Representative Paul H. Raymer
 President Louis F. Long
 Sales Prom. Mgr. Willard Shoecraft
 Commercial Manager Eric Manola
 Prog., Prod. Dir.-Chf. Anncr. Robert Hawkins
 Chief Engineer Matthew M. Burak
 Consulting Engr. Western Engr. Assn., Inc.

KGAN

KINGMAN—1949—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By J. James Glancy
 Business Address P. O. Box 1208
 Phone Number Blue 462
 News Service UP
 President J. J. Glancy
 Commercial Manager Kathlene Covarrubias
 Chief Engineer Donald Cummings

KTYL

MESA—1947

Frequency: 1310 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Sun Valley Bcstg.
 Address P. O. Box 885
 Phone Number 5737
 Transmitter Location Mesa-Tempe Highway
 News Service UP
 Transcription Service Standard
 Pres., Gen., Sta. Mgr. Dwight Harkins
 Commercial Manager Lorenzo K. Lisonbee
 Program Director Jack Harris
 Publicity Director Dick Gilbert
 Chief Announcer Ben Smith
 Chief Engineer William Harrison

KNOG

NOGALES—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Border Bcstg. Co., Inc.
 Address Nogales
 Phone Number 770
 News Service UP
 Transcription Service World
 Representative O'Connell
 President Robert Marcus
 General Manager Samuel Marcus
 Chief Engineer Benny Greenhaw

KOOL

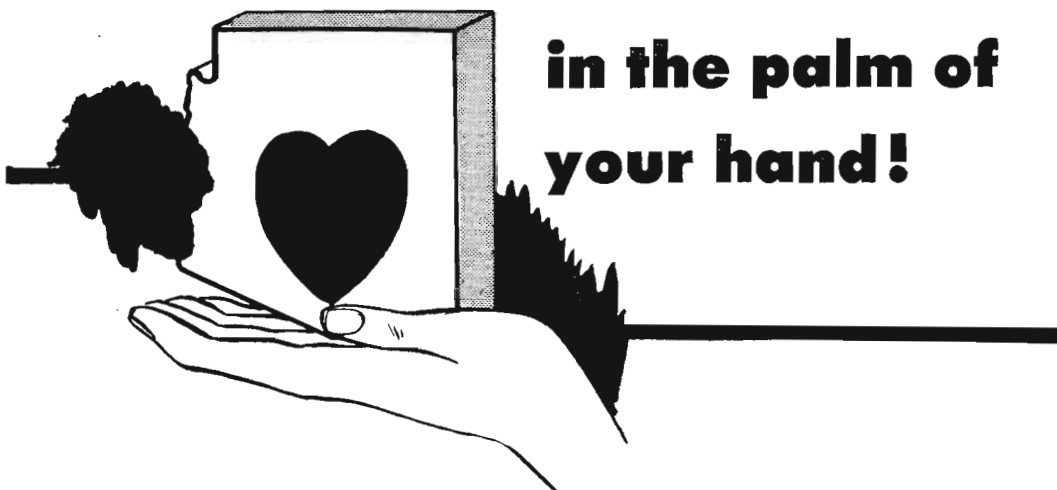
PHOENIX—1947

CBS—RNA

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By Maricopa Bcsters., Inc.
 Business-Studio Address Adams Hotel
 Phone Number 8-6421
 Transmitter Chicago & McDowell Rd.
 Air Time 6 a.m.-M.

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and
▶ **OVER A MILLION TOURISTS**
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ARIZONA

News ServiceUP
 Transcription ServiceStandard
 Representative.....George P. Hollingbery
 MembershipNARTB
 PresidentGene Autry
 Gen.-Station Mgr.....Charles H. Garland
 Commercial Manager.....George E. Agnew
 Sales Prom. & Asst. Mgr.....Thos. Kelland
 Program Director.....Lew Lowry
 Prod. Dir.....Warren Chandler
 Publicity Director.....Thomas Kelland
 News Director.....Frank James
 Chief Engineer.....Miles L. Sheperd

KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Western Bcstg. Co.
 Address.....P. O. Box 430
 Phone Number3-6155
 Transmitter Location.....1975 S. Central
 News ServiceUP
 Transcription ServiceSESAC
 Station Representative.....Harlan Oakes
 Pres., Gen. Mgr.....Frank P. Redfield
 Sta. Mgr., Prog. Dir.....Pedro Moraga
 Commercial Manager.....John K. Redfield
 Chief Engineer.....Edgar B. Pool

KOY

PHOENIX—1921—MBS, Don Lee

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned-Oper. By.....KOY Bcstg. Co.
 Address.....840 N. Central Ave., P. O. Box
 2671
 Phone Number4-4144
 Transmitter.....12th St. & Camelback Rd.
 Air Time.....24 hrs. wk. d.; 17 hrs. Sun.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John Blair
 MembershipNARTB, BAB
 Pres., Comm. Mgr.....John L. Hogg
 Gen.-Station Mgr.....Albert D. Johnson
 Program Director.....John R. Williams
 Prod. Dir., Chief Anncr.....W. J. Lester, Jr.
 Musical Director.....Alfred Becker
 News Director.....Paul Gribben
 Chief Engineer.....Clifford R. Miller
 Consulting Engineer.....Jansky & Bailey

KPHO

PHOENIX—1943—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Phoenix Bcstg., Inc.
 Business-Studio Address.....631 N. First Ave.
 Phone Number4-7367
 Transmitter Location.....2400 W. Buckeye Rd.
 News ServiceAP
 Pres., Gen. Mgr.....John C. Mullins
 Commercial Manager.....Chas. F. Montana
 Program Director.....Francis Murphy
 Chief Engineer.....George L. McClanathan

KRIZ

PHOENIX—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Howard M. Loeb
 Address-Trans. Loc.....2345 Buckeye Rd.
 Phone Number4-8436
 Air Time.....6:00 a.m.-12 M.
 News ServiceUP
 Station Representative.....Burn-Smith
 Gen., Sta. Manager.....Howard M. Loeb
 Comm., Prom. Mgr.....Sheldon Engel
 Program Director.....Ray Odom
 Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Arizona Inc.
 Bus.-Studio Address.....1441 N. First St.
 Phone Number.....2-2371
 Transmitter.....Glendale
 News Service.....UP
 Transcription ServiceAssociated
 Owner, Gen. Mgr.....Allerton Cushman
 Station Manager.....Jack C. Goodsell
 Sales Manager.....Charles E. Schleuter
 Program Director.....Herman Ackerman
 News Director.....Larry Geraghty
 Chief Engineer.....Marvin Edwards

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTAR Bcstg. Co.
 Business Studio Address.....711 Heard Building
 Phone Number4-4161
 Transmitter Location.....36th St. & E. Thomas Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Trans. Ser.....Thesaurus, Standard, Capitol
 Representative.....Paul H. Raymer
 MembershipNARTB, BAB
 Ch. of Bd.....John I. Louis
 Pres., Gen. Sta. Mgr.....Richard O. Lewis
 Commercial Manager.....E. W. Harvey
 Sales Promotion Manager.....John Edwin Miller
 Program Director.....Rol Laughner
 Publicity Directors.....Myron Drake, Bob Pollard
 News Director.....John Snow
 Chief Engineer.....A. C. Anderson

KYCA

PRESCOTT—1940
 NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwest Bcstg. Co.
 Business-Studio Address.....P. O. Box 1631
 Phone Number244
 Transmitter.....E. Gurley St.
 News ServiceAP
 Representative.....Paul H. Raymer

ARIZONA

Pres., Gen. Mgr. Harold Ritter
 Program Director. Roberta M. Pfister
 Chief Engineer. John E. Negley

KGLU

SAFFORD—1938—NBC

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By. Gila Bcstg. Co.
 Business-Studio Address. 520 Main St.
 Phone Number 15
 Transmitter. E. Lone Star, Highway 70
 Air Time Unlimited
 News Service. AP, UP
 Transcription Service. World & Thesaurus
 Representative. Paul H. Raymer
 President. Louis F. Long
 General Manager. Paul Merrill
 Pgm., Prod. Dir. Lester McBride
 Sales Prom. Mgr. Harl Barnett
 Commercial Manager. Edward E. Furman
 Chief Anncr. L. M. Whittaker
 Chief Engineer. Mark H. Webb
 Consulting Engineer. Comm. Radio Eqipt. Co.

KCNA

TUCSON—1947—ABC

Frequency: 1340 Kc. Power: 5000 W. d.:
 500 W. n.
 Owned-Operated By. Catalina Bcstg. Co.
 Business-Studio Address. Box 2348
 Phone Number 2-4664
 Transmitter Swan Road
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Representative Hollingbery
 President Erskine Caldwell
 General Station Manager. Wayne Sanders
 Sales Manager. Harry Chambers
 Program Director. William K. Rider
 Chief Engineer. Tom Epperson

KOPQ

TUCSON—1947—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Old Pueblo Bcstg. Co.
 Business-Studio Add. 115 W. Drachman St.
 Phone Number 4-0431
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Representative Forioe & Co.
 Membership NARTB, BAB
 Chief Owner. Gene Autry
 General-Station Manager. E. S. Mittendorf
 Comm., Sales Prom. Mgr. S. J. Kossack, Jr.
 Pgm. Dir., Chief Anncr. Gerry O'Brien
 Sales Prom. Mgr. Paul Plunkett
 Prod. Dir. Cliff Stillinger
 Publicity Director. Jane Abbott
 News Director. John McShane
 Chief Engineer. Vernard Cimmylott

KTKT

TUCSON—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By. Thomas J. Wallace
 Business-Studio Transmitter Add. 500 W. Elm
 Phone Number 3-7549
 Air Time 18 hours daily
 Transcription Service Lang-Worth
 Representative Best
 Membership BAB
 President. Thomas J. Wallace
 Gen., Sta. Mgr. Art Sidelinger
 Commercial Manager. Manny Ornilas
 Program Director. Charles Blower, Jr.
 News Director. Ken Stodder
 Musical Director. Evelyn Gipson
 Chief Engineer. Thomas J. Wallace, Jr.

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Tucson Bcstg. Co.
 Business-Studio Address. 900 E. Broadway
 Phone Number. 2-3344
 Transmitter. 900 E. Broadway
 Air Time. 6 a.m.-M.
 News Service UP
 Transcription Service. World, SESAC
 Representative John Blair
 Membership NARTB, BAB
 Pres. & General Manager. Lee Little
 Business Manager. Mae C. Matheson
 Prog. Dir. & Chief Announcer. Stan Norman
 News Director. Lou Eaton
 Music Director. Peter Tufts
 Chief Engineer. Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By. Arizona Bcstg. Co., Inc.
 Business-Studio Address. 48 E. Broadway,
 P. O. Box 2911
 Phone Number. 3-2555
 Transmitter Location. 10th Ave. & Lee Street
 Air Time 4:55 a.m.-M.
 News Service AP
 Transcription Service. Thesaurus, Capitol
 Representative. Paul H. Raymer
 Membership NARTB, BAB
 General Manager. R. B. Williams
 Business Mgr. Harper M. Phillips
 Commercial Mgr. John C. Underwood, Jr.
 Sales Promotion Mgr. Fred J. Gerletti
 Program Director. Ben L. Slack, Jr.
 Production Director. Lowell D. Cable
 Chief Announcer. George T. Callison
 Chief Engineer. Ray H. Holsclaw
 Consulting Engineer Gillette

KSWB

YUMA—1951—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Southwestern Bcstg. Co.
 Address Yuma
 Phone Number 3-6222

ARIZONA — ARKANSAS

News Service UP
 Pres., Gen. Mgr. Chet Darwin
 Commercial Manager..... Louis Roberts
 Program Director..... Russ Wannacott
 Chief Engineer..... Frank Hancock

K Y M A

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.... KOY Bcstg. Co., Inc.
 Address..... P. O. Box 671
 Phone 37841
 Transmitter Location..... 699 Ave. B
 Air Time..... 6 a.m.-11 p.m. (7-11 Sun.)
 News Service UP
 Transcription Service World
 Representative John Blair
 Membership NARTB
 President John Hogg
 Gen., Sta. Mgr..... William B. Lindsey
 Program Director..... Bob Vache
 Chief Engineer..... Richard J. Smith
 Consulting Engineer..... Cliff Miller

K Y U M

YUMA—1940—NBC

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By..... Yuma Bcstg. Co.
 Business Address..... 1901 E. 1st St.
 Phone Number 3-3305
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service..... Capitol & Thesaurus
 Representative..... Paul H. Raymer
 Membership NARTB
 President..... R. N. Campbell
 General Manager..... Ray C. Smucker
 Commercial Manager..... Roy L. Jorgensen
 Sales Prom. Mgr..... John P. Carrick
 Program Director..... Bob L. Jones
 Production Director..... Grant Lee
 Publicity Dir..... Ernie Allen
 Chief Anncr..... Glenn Edwards
 News Director..... Paul King
 Musical Director..... Henry Alcott
 Chief Engineer..... Leavenworth Wheeler

AR K A N S A S

*Pop. April 1, 1952 (Est.) 1,907,000 — Total Housing Units 575,698
 Families April 1, 1952 (Est.) 519,000 — Stations in State 42*

K V R C

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.... Arkadelphia Bcstg. Co.
 Business-Studio Address..... 506 Main St.
 Phone Number 789
 Transmitter Location..... Old Gordon Hiway
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative..... Hil F. Best
 President..... Cecil W. Cupp
 Gen., Sta., Comm. Mgr..... J. M. Moore
 Pgm., Prod. Pub. Dir..... Bill Deaton
 News Dir., Chief Anncr..... John Riggle
 Chief Engineer..... S. J. Woodworth
 Consulting Engineer..... Earl Cullum

K B T A

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... White River Valley
 Broadcasters, Inc.
 Bus., Studio, Transmitter Address... Glenn St.
 & Lock & Dam Road. P. O. Box 255
 Phone 1112-1113
 Air Time... 5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
 Newspaper Affiliation Batesville News Review
 News Service AP
 Transcription Service..... Thesaurus, ASCAP,
 BMI, SESAC

President..... Jared E. Trevathan
 General Manager..... Braxton L. Combs
 Commercial Manager..... Larry Blair
 Program Director..... J. Andrew Wright
 Chief Engineer..... William A. Smith

K L C N

BLYTHEVILLE—1921—LBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By.... Harold L. Sudbury
 Phone Number 2093
 Transmitter Location..... E. Highway 18
 News Service AP
 Transcription Service Langworth
 Station Representative..... John E. Pearson
 Pres., Gen., Comm. Mgr..... Harold L. Sudbury
 Sales Promotion Manager..... J. T. Sudbury
 Program Director..... Ernest Simmons
 Farm Editor..... Don Whitney
 Chief Engineer..... Marion Skinner

K A M D

**CAMDEN—1946—MBS-KBS
 RAZORBACK**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.... Camden Radio Inc.
 Address..... P. O. Box 5859
 Phone Number 6791-2
 Transmitter Location..... S. California St.
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Associated

ARKANSAS

President.....Walter E. Hussman
 General Manager.....Frank O. Myers
 Station Mgr.....David Crockett
 Commercial Mgr.....Donald Cathey
 Program Director.....W. M. H. Smith
 Prog. Dir., Chief Anncr.....Callis Carter
 Chief Engineer.....Dorris C. Hunter

KCON

CONWAY—1950—LBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Conway Bcstg. Co.
 Address.....Ark. State Teachers Campus
 Phone Number.....189
 Air Time.....6 a.m.-11 p.m.
 Transcription Service.....Thesaurus, SESAC
 News Service.....UP
 Pres., Gen., Sta. Mgr.....James E. Clayton
 Sales Promotion Mgr.....Ed McClendon
 Program Director.....Muriel Cobb
 Chief Engineer.....Herman G. Stermer
 Consulting Engineer.....Weldon & Carr

KAGH

CROSSETT—1951

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Ashley County Bcstg. Co.
 Address.....900 Main St.
 Phone Number.....750
 News Service.....AP
 Co-Owner.....T. C. Fleet
 Co-Owner, Gen. Mgr.....J. H. Fleet
 Commercial Manager.....Clifton O. Wilson
 Program Director.....Harry G. Howard
 News Director.....William McKelver

KDMS

EL DORADO—1950—KBS

Frequency: 1290 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....David M. Segal
 Address.....Randolph Hotel
 Phone Number.....3-9190
 News Service.....UP
 Transcription Service.....World
 Representative.....Devney
 Pres., Gen. Mgr.....David M. Segal
 Sta., Comm. Mgr.....C. E. Siddon
 Program Director.....Tom Sansing
 Promotion Manager.....M. F. Kissko
 Chief Engineer.....Thomas A. Sebaugh

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Enterprises, Inc.
 Business-Studio Address.....Home Finance Bldg.
 Phone Number.....3-6126
 Transmitter Location.....Country Club Colony
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Continental Radio Sales
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....W. N. McKinney

Comm., Sls. Prom. Mgr.....J. R. Duerson
 Program Director.....Mrs. D. Pondrom
 Prod., Mus. Dir.....Sarah McLarty
 Chief Anncr., News Dir.....E. R. Hall
 Chief Engineer.....John Long
 Farm Editor.....Bill Darland
 Consulting Engineer.....Earl Cullum

KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstg. Co., Inc.
 Business-Studio Address.....922 Leverett St.
 Phone Number.....862
 Transmitter Location.....922 Leverett St.
 Air Time.....5:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....SESAC
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Hayden McIlroy
 Gen.-Sta.-Sls. Prom. Mgr.....Fred J. Stevenson
 Commercial Mgr.....Ed. Gideon
 Program Director.....Wallie Ingalls
 Chief Announcer.....Pat Perrin
 News Director.....Dick Evans
 Musical Director.....Steve Starwyck
 Chief Engineer.....Harold Lindsey
 Consulting Engineer.....A. Earl Cullum

KXJK

FORREST CITY—1949—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....Forrest City Bcstg. Co., Inc.
 Address.....Natl. Bank of East. Arkansas Bldg.
 Phone Number.....950
 Transmitter Location.....4 miles W. of City
 News Service.....AP
 Transcription Service.....Lang-Worth
 Station Representative.....Continental Radio Sales
 Pres., Gen. Mgr.....William Fogg
 Program Director.....Lloyd Denny
 Prom. Mgr., News Dir.....Charlie Simms
 Chief Engineer.....Walter Smith

KF PW

FORT SMITH—1930—CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tulsa Bcstg. Co.
 Business Address.....232 N. Albert Pike Rd.
 Phone Number.....4105
 Transmitter Location.....Albert Pike & Kelley Highway
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB
 Vice-Pres., Gen. Mgr.....John Esau
 Station Manager.....James P. Walker
 Commercial Manager.....L. A. Blust
 Program Director.....Larry Nolan
 Promotion Manager.....George Ketcham
 Chief Engineer.....Willard Kunkel

ARKANSAS

K F S A

FORT SMITH—1947—ABC

Frequency: 950 Kc. Power: 1000 Watts d.
500 Watts n.

Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone Number.....3126
Transmitter Location.....3600 Wheeler Ave.
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
Representative.....John E. Pearson
President.....Donald W. Reynolds
Gen., Sta., Comm. Mgr.....Weldon Stamps
Program Director.....Jerry Winner
Chief Announcer.....Pat Porta
News Director.....Roy T. Bowman
Chief Engineer.....Robert W. Platt
Consulting Engineer.....Tam Craven

K W H N

FT. SMITH—1947—MBS-WESTERN

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By.....KWHN Bcstg. Co., Inc.
Business-Studio Add. 421-423 Garrison Ave.
Phone Number.....8967
Transmitter Location.....5626 Plum St.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Rambeau
Secretary-Treasurer.....H. S. Nakdimen
Sta. Dir., Comm. Mgr.....Parkman R. Feezor
Pgm., News Dir.....John R. Trotter
Chief Engineer.....Bruce Dennis
Farm Editor.....Dave Bateman
Consulting Engineer.....Weldon & Carr

K H O Z

HARRISON—1946—KBS

MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Harrison Bcstg. Corp.
Bus.-Studio Address.....Radio City Addition
Phone Number.....1240
Transmitter Location.....Radio City Addition
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
President.....Roy Milum
Gen., Sta. Mgr.....R. S. Wheeler, Jr.
Comm., Sls. Prom. Mgr.....Mel Lynn
Prog., Prod., Pub. Dir.....Bruce C. Washburn
Chief Anncr., News Dir.....Leon Shaddox
Chief Engineer.....Fred E. Ward

K F F A

HELENA—1941—KBS—MBS

Frequency: 1360 Kc. Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....S. 7th St. Rd.
News Service.....AP

Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Sam W. Anderson
Comm., Prom. Mgr.....Bill Bigley
Program Director.....Hugh Smith
Chief Announcer.....Bob Wallace
Musical Director.....Katie Phipps
Chief Engineer.....A. P. Decker
Consulting Engineer.....Silliman & Barclay

K X A R

HOPE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....Hope
Phone Number.....7-3601
News Service.....AP
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....Haskell Jones

K T H S

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc. Power: 10,000 d., 1000 n.
Owned By.....Times Pub. Co., Ltd., Shreveport, La.

Operated By.....Radio Broadcasting, Inc.
Business-Studio Address.....135 Benton Street
Phone Number.....1160-1
Transmitter Location.....Route 2
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Branham
Membership.....NARTB, BAB
President-Owner.....John D. Ewing
General Manager.....John J. Wolever, Jr.
Chief Announcer.....William S. Bailey
Musical Director.....Wilson Hurst
Chief Engineer.....Cecil L. Suitt

K W F C

**HOT SPRINGS—1940—MBS
RAZORBACK**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address.....819½ Central Ave.
Phone Number.....412-3
Transmitter Location.....Malco Bldg.
News Service.....AP
Representative.....Young
President.....Dr. N. B. Burch
General Manager.....Marvin L. Hull
Commercial Manager.....C. J. Dickson
Program Director.....Vivian Merriott
News Director.....Harvey Stegman
Chief Engineer.....Everett T. Kennedy

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.

ARKANSAS

Address.....KBTM Building, Jonesboro
 Phone Number.....5597-5598
 Transmitter Location E. of the City of Jonesboro
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World-Sesac
 Pres., Sta. Mgr.....Jay P. Beard

K N E A

JONESBORO—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Jonesboro, Inc.
 Address.....Hotel Noble
 Phone Number.....8381
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Sears & Ayer
 President.....R. H. Halbert
 General Manager.....Dick Crane
 Commercial Manager.....Paul Hoffman
 Program Director.....Neal Bunn
 Promotion Manager.....Charles Quinton
 Chief Engineer.....Wesley Bell

K A R K

LITTLE ROCK—1928
NBC-SOUTHCENTRAL QUAL.

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Arkansas Radio & Equip. Co.
 Address.....Radio Ctr., 114 E. Capitol Ave.
 Phone Number.....LD 99
 Transmitter Location.....Hiway 67, N. Little Rock
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 Chmn. of Bd.....T. H. Barton
 Gen., Sta. Manager.....T. K. Barton
 Comm. Sls. Prom. Mgr.....Julian F. Haas
 Pgm., Prod. Dir.....Douglas J. Romine
 Publicity Dir.....A. C. Dowden
 Chief Engineer.....Dan L. Winn
 News Director.....Robert L. Kemp
 Farm Editor.....Robert L. Bulce
 Consulting Engineer.....Earl Cullum

K G H I

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1.000 Watts d.,
 500 Watts n.
 Owned-Operated By.....KGHI Bcstg. Service
 Address.....306 W. 3rd St.
 Phone Number.....27-9166
 Transmitter Location.....Cantrell Rd. and I St.
 Air Time.....Unlimited
 Station Representative.....George P. Hollingsbery
 General Manager.....S. C. Vinsonhaler
 Commercial Mgr.....Kermit L. Richardson
 Program Director.....Virginia Ewing
 Chief Announcer.....Al Pickworth
 Chief Engineer.....V. O. Vandusen
 Consulting Engineer.....George Davis

K L R A

LITTLE ROCK—1927—CBS

Frequency: 1010 Kc.....Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By.....Arkansas Bcstg. Co.
 Business-Studio Address.....P. O. Box 550
 Phone Number.....2-5427-8; 2-1492
 Transmitter Location.....Memphis Highway
 Air Time.....5 a.m.-M.
 Newspaper Affiliation.....Arkansas Gazette
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....O. L. Taylor Co.
 Membership.....NARTB, BAB
 President.....J. N. Heiskell
 Gen., Sta. Mgr.....W. V. Hull
 Commercial Manager.....R. J. Myers
 Sls. Prom. Mgr., Pub. Dir.....Oscar Alagood
 Prog., Prod. Dir.....Harris Owen
 News Director.....Mark Weaver
 Musical Director.....Robert Parker
 Chief Engineer.....Kermit F. Tracy
 Consulting Engineer.....George C. Davis

K V L C

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southwestern Bcstg. Co.
 Business-Studio Address.....Box 2659
 Phone Number.....5-5321
 Studio Address.....Southern Nat'l Insur. Bldg.
 Transmitter Location.....Faulkner Lake Rd.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Radio Reps.
 President.....R. M. Saxon
 General Manager.....Leonard Coe
 Station Manager.....Glen H. Robertson
 Sales Prom. Mgr.....James A. Gatens
 Prog., Prod. Mgr.....Frederick H. Schnutz
 News Director.....Bill Crews
 Chief Engineer.....Dale Mahurin
 Consulting Engr.....Commercial Radio Equip'l.

K X L R

LITTLE ROCK—1946
MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ark. Airwaves Co.
 Business Address.....217 E. Third St.
 Phone Number.....2-2155
 Transmitter Address.....Cotton Belt Bldg.
 News Service.....UP
 Transcription Service.....RCA, Thesaurus
 Representative.....Pearson
 Membership.....NARTB, BAB
 President.....John F. Wells
 Gen., Sta. Manager.....Emil J. Pouzar
 Commercial Manager.....Melton Lancaster
 Program Director.....Roy Nichols
 News Director.....Bobbie Forster
 Chief Engineer.....Earl H. Buttle

AP SELLS

For Stations and Sponsors—

For instance . . . KLRA

“Our Associated Press news programs sell so easily and are so easily renewable that we wish we had more to offer. One news sponsor is now completing his 14th straight year. As to pulling power—once, during our AP newscasts we offered a free map of Korea. Ten mentions over a four-day period brought more than 8,000 requests.”

W. V. HUTT,
General Manager,
KLRA, Little Rock, Arkansas

A R K A N S A S

K V M A

MAGNOLIA—1948—KBS

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Magnolia Bcstg. Co.
 Business-Studio Address 212 N. Jefferson St.
 Phone Number 630
 Transmitter Location 2.2 Mi. N. Magnolia
 News Service AP
 Transcription Service World
 President Joe F. Rushton
 General Manager Richard Tuck
 Comm. Mgr., Pgm. Dir. Lowelle Langley
 Chief Engineer Ray Wells

K D A S

MALVERN—1951—LBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Operated By Malvern Bcstg. Co.
 Address Young Insurance Bldg.
 Phone Number 1584
 Transcription Service World
 Representative Devney
 President David M. Segal
 Sta., Comm. Mgr. Robert Choate
 Program Director Jack Ridgeway
 Chief Engineer Fred Parks

K E N A

MENA—1950—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By R. B. Bell
 Address S. Reene St.
 Phone 878
 Transcription Service Standard
 News Service UP
 Representative Continental
 Owner Manager R. B. Bell
 Chief Engineer O. D. Frederick

K N B Y

NEWPORT—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Newport Bcstg. Co.
 Business Address Newport
 Phone Number 749
 News Service UP
 President C. W. Craft
 General Mgr. Dick Wiethan
 Commercial Mgr. Gene Howe
 Chief Engineer J. C. Clayton

K O S E

OSCEOLA—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By Osceola Bcstg. Corp.
 Business Address Hiway 61 S.
 Phone Number 860
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 President H. F. Ohlendorf

General Station Mgr. Ted Woods
 Commercial Manager Betty G. Woods
 Pgm. Dir., Chief Anncr. Murray Schroger
 Chief Engineer H. M. Jones
 Consulting Engineer Silliman & Barclay

K D R S

PARAGOULD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Progressive Bcstg. Co.
 Business Address Box 491
 Phone Number 627
 Transmitter Tower Drive
 Air Time 6 a.m.-10 p.m.
 News Service AP
 President Ted Rand
 Station Manager Ray Dexter
 Business Manager T. M. Self
 Sales Promotion Mgr. Doyle Bateman
 Program Director Ray Dexter
 News Director Russell Schwamb
 Chief Engineer Joe Nearns
 Consulting Engineer Holey

K C L A

PINE BLUFF—1947—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Radio Engineering Service
 Business-Studio Address 2900 W. 28th St.
 Phone Number 1900
 Transmitter Location 2900 West 28th
 Air Time 6 a.m.-11 p.m.
 News Service AP
 General Mgr. Kenneth Kesterson
 Commercial Manager Clyde Martin
 Pgm. Dir., Chief Engineer Charles Penix
 Consulting Engineer George Davis

K O T N

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Universal Bcstg. Corp.
 Address 505½ Main St.
 Phone Number 721
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Mgr., Chief Engr. B. J. Parrish
 Asst. & Prom. Mgr. R. W. Etter
 Commercial Manager Joe L. Wallace
 Program Director Lois Sloan

K P O C

POCAHONTAS—1950

Frequency: 1420 Kc. Power: 1,000 Watts d.
 Owned-Operated By Pocahontas Radio, Inc.
 Address P. O. Box 250
 Phone 500
 Transcription Service Thesaurus
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 President A. J. Baltz
 Gen., Sta., Comm. Mgr. Adrian L. White

ARKANSAS

Sales Promotion Manager.....Jim Risner
 Prog., Prod., News Dir.....Walt Lawson
 Musical Director.....Jack Wilson
 Chief Engineer.....Roy Forrester

K X R J

**RUSSELLVILLE—1947—MBS-KBS
 RAZORBACK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By....Valley Broadcasting, Inc.
 Address.....Russellville
 Phone Number.....299
 Transmitter Location.....Russellville
 News Service.....AP
 Owner, Gen. Mgr.....C. R. Horne
 Commercial Manager.....L. L. Bryan
 News Director.....Morris Leming
 Pgm. Dir., Chf. Engr.....W. C. McKenney

K W C B SEARCY—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....White County Bcstg.
 Co., Inc.
 Address.....P. O. Box 95
 Phone Number.....1281
 News Service.....AP
 Transcription Service.....SESAC, Thesaurus
 Pres., Gen. Mgr.....Carl N. Dodd
 Program Director.....John Baker
 Sales Manager.....Don P. Jones
 Chief Engineer.....Homer Harris

K U O A

**SILOAM SPRINGS—1923—MBS
 RAZORBACK**

Frequency: 1290 Kc.....Power: 5,000 Watts d.
 Owned-Operated By.....KUOA, Inc.
 Business-Studio Address.....Siloam Springs
 Phone Number.....77
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....John E. Brown, Sr.
 Exec. Vice-Pres.....Storm Whaley
 Manager.....Dick McCartney
 Program Director.....Ralph Kennedy
 Chief Engineer.....Cecil E. Smith
 Consulting Engineer.....A. Earl Cullum

K B R S

**SPRINGDALE—1949—ABC
 RAZORBACK**

Frequency: 1340 Kc...Power: 250 Watts d., n.
 Owned-Operated By.....Southwest Pub. Co.
 Address.....Box 29
 Phone Number.....675
 Transmitter Location.....Hwy. 71 North
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Representative.....Pearson
 President.....Donald W. Reynolds

Gen., Sta. Mgr.....Randall L. McCarrell
 Prog. Dir., Chf. Anncr.....Jerry Bidle
 Production Director.....Rex Parnell
 Publicity Director.....Sally Phillips
 News Director.....Bill Dickson
 Chief Engineer.....Dalton Sanders

K W A K

**STUTT GART—1948
 MBS—KBS—RAZORBACK**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Stuttgart Bcstg. Corp.
 Business Address.....Box 271
 Phone Number.....842
 Transmitter Address.....1818 S. Buerkle
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 President.....Beloit Taylor
 Gen.-Station Manager.....Melvin P. Spann
 Commercial Mgr.....Bill Wells
 Program Dir.....June Spann
 Chief Engineer.....Frank Newberry
 Consulting Engineer.....John Mullaney

K O S Y

TEXARKANA—1951—MBS

Frequency: 790 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Gateway Bcstg. Co.
 Address.....Wadley Bldg.
 News Service.....AP
 Transcription Service.....Thesaurus
 Partners.....Dr. W. Decker Smith, Joe Davis
 General Manager.....Tom E. Dillahunt
 Commercial Manager.....Herman Cecil
 Program Director.....Ray Whitworth
 Chief Engineer.....Chas. Mathis

K R L W

WALNUT RIDGE—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Southern Baptist College
 Address.....P. O. Box 67
 Phone Number.....980
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Best
 President.....Dr. H. E. Williams
 Gen. Mgr., Chf. Engr.....Earl Hodges
 Program Director.....Bill Nicholson

K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KWEM Inc.
 Business-Studio Address.....229 Broadway
 Phone Number.....463
 Transmitter Location.....Highway 70
 News Service.....UP
 President.....E. D. Rivers, Jr.
 Vice-Pres.....William H. Keller

CALIFORNIA

Pop. April 1, 1952 (Est.) 11,170,000 — Total Housing Units 3,608,644
Families April 1, 1952 (Est.) 3,507,000 — Stations in State 137

KCNO

ALTURAS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By.....CONR Inc.
Address.....P. O. Box 1247
Phone Number.....2531
News Service.....UP
Transcription Service.....Standard, Capitol,
SESAC
Pres., Gen. Mgr.....Chester J. Stuart
Comm., Prom. Mgr.....Philip N. Good
Program Director.....Ruth Hudson
News, Farm Director.....Chas. Reinhart
Chief Engineer.....Ralph S. Click

KDIA

AUBURN—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Charles E. Halstead
Business Address.....Diamond H Ranch
Phone.....1178
Pres., Gen. Mgr.,
Chief Engr.....Charles E. Halstead, Jr.

KBIG

AVALON—1952

Frequency: 740 Kc. Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd.
Phone Number.....HE 3205
News Service.....UP
Pres., Gen., Sta. Mgr., Chf. Engr.....John Poole
Comm., Prom. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Consulting Engineer.....George P. Adair
(See Page 348)

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By.....Bakersfield Bcstg. Co.
Business-Studio Address.....2013 Chester Ave.
Phone Number.....464-21
Transmitter.....Cor. Niles Rd. & Morning Dr.
News Service.....UP
Transcription Service.....Capitol
Representative.....W. S. Grant
Membership.....NARTB, BMB
President.....George B. Crome
General Manager.....Sheldon Anderson
Station Manager.....Glenn Rinker
Commercial Mgr.....Clint Johnson
Production Dir.....Bob Blake
Prog., Pub. Dir., Sls. Prom. Mgr.....Naum Healy
Chief Announcer.....Harl Mannes
Musical Director.....Bill Elliott
Chief Engineer.....Ted Froming
Farm Editor.....Jimmy Thomason
Consulting Engineer.....Ron Oakley

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc. Power: 1000 d.
Owned-Oper. By.....Marmat Radio Co.
Studio Address.....957 Oak St.
Phone.....21465
Transcription Service.....Capitol, Associated,
SESAC
News Service.....UP
General Manager.....James L. McDowell
Commercial Manager.....Paul La Riviere

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address.....Elk's Club Building
Phone Number.....8-8431
Transmitter Location.....Oak and Ming Streets
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership.....NARTB, BAB
President.....Eleanor McClatchy
Station Manager.....Walter Baziuk
News Editor.....Gerald Smothers
Technician.....Luverne Shatto
Farm Editor.....D. L. Flickenger
Consulting Engr.....George C. Davis

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Paul R. Bartlett
& Albert De Young
Business-Studio Address.....1420 Truxton Ave.
Phone Number.....44548
Transmitter Location.....17th & Eye Sts.
News Service.....UP
Transcription Service.....Standard, World
Representative.....Avery Knodel
Membership.....NARTB, BAB
President.....Paul R. Bartlett
Vice-President.....Gene DeYoung
Commercial Manager.....Ed Umer
Program Director.....Kenneth Croes
Publicity Director.....Rudy Von Toble
Chief Announcer.....George Day
News Director.....Eob Elias
Chief Engineer.....Bob Richardson
Consulting Engineer.....Craven, Lchnes & Culver

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....307 E. 21st St.
Phone Number.....8-8157

CALIFORNIA

Transmitter Location..... 307 E. 21st St.
 News Service UP
 Transcription Service Thesaurus
 Station Representative... George P. Hollingsbery
 President..... F. G. R. Schamblin
 General Manager..... L. A. Schamblin
 Pgm., Dir. Comm. Mgr..... C. C. Sturm
 Prom. Mgr., News Director.... P. R. Biermann
 Chief Engineer..... L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By Pass Bcstg. Co.
 Address 4425 Ramsey St.
 Phone Number 515
 Transcription Service World
 Representative.... Gene Grant, Donald Cook
 Pres., Gen., Sta., Comm. Mgr.

C. A. Bill Humbert
 Chief Announcer..... Lou Gillespie
 Chief Engineer..... Montran Babcock

KWTC

BARSTOW—1947—LIBERTY

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Mojave Valley Bcstg. Co.
 Business Address..... Box 697
 Phone Number 4001
 Air Time..... 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 President..... W. T. Brown
 Station Manager..... Harry S. White
 Program Director..... Jim Harvey
 Musical Director..... Tom Parke
 Chief Engineer..... Bill Biggs

KRE

BERKELEY—1923

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By... Central Calif. Bcstrs., Inc
 Address-Trans..... 601 Ashby Avenue
 Phone Number..... Ashberry 3-7715
 Air Time..... 6 a.m.-12M.
 News Service AP
 Membership NARTB, BAB
 Transcription Service Standard
 Pres., Gen. Sta. Mgr..... Arthur Westlund
 Comm., Prom. Mgr..... Don Hambly
 Program Director..... Les Avery
 Consulting Engineer..... Commercial Radio

KYOR

BLYTHE—1947—LBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated..... Bcstg. Corp. of America
 Business-Studio Address Riverside
 Phone Number 2231
 Transmitter..... 2 Mi. W. of Blythe, Hiway 60
 President..... W. L. Gleeson

Gen., Comm., Prom. Mgr..... George Flansburg
 Pgm., News, Farm Dir..... Joe Kinser
 Chief Engineer..... Lewis E. Smith

KROP

BRAWLEY—1946—LIBERTY

Frequency: 1300 Kc..... 1000 Watts d., 500 n.
 Owned-Oper. By..... Bcstg. Corp. of America
 Address Box 238
 Representative Scott, Young
 President..... W. L. Gleeson
 General Manager..... John Chandler
 Program Director..... Trudy Ruane
 Chief Engineer..... Drew Walker

KICO

CALEXICO—1947

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Charles R. Love
 Business Address..... P. O. Box 786
 Phone Number 918
 President..... Charles R. Love
 General Mgr..... W. A. Geddes
 Comm. Mgr..... Don Gillette
 Chief Engineer..... James Coin

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated... Golden Empire Bcstg. Co.
 Address 336 Broadway
 Phone Number 2378
 Transmitter... Hooker Oak & Madrone Aves.
 News Service UP
 Transcription Service Standard
 Representative Gene Grant
 President, Gen. Mgr..... Mrs. Hugh McClung
 General Manager..... M. F. Woodling
 Commercial Manager..... J. A. Pero
 Program Director..... Jack Mitchell
 Chief Engineer..... Russell B. Pope

KXOC

CHICO—1948—CBS

Frequency: 1150 Kc..... Power: 5000 Watts
 Owned-Oper. By..... KXOC, Inc.
 Address-Trans..... Radio Lane
 Phone Number 3200
 Air Time..... 6 a.m.-12 M.
 News Service UP
 Transcription Service..... Standard, Associatd
 Representative Pearson, Western
 Membership BAB
 President..... Lincoln Dellar
 Gen., Sta., Comm. Mgr..... Donald J. Quinn
 Prog., Prod. Pub. Dir..... Neil McIntyre
 Chief Engineer..... E. W. Berger

KBMX

COALINGA—1950

Frequency: 1470 Kc..... Power: 500 d.
 Owned-Oper. By... Pleasant Valley Radio Co.

CALIFORNIA

Address Box 715
 Phone 136
 Transcription Service..... Lang-Worth, SESAC
 News Service UP
 Partner, Pres..... Benjamin M. Bowman
 General Manager..... Rea B. Bowman
 Program Director..... Faye M. Bowman
 Chief Engineer..... Don Daniels

K B U C CORONA—1948

Frequency: 1370 Kc..... Power: 500 Watts d.
 Owned..... American Pacific Bcstg. Co.
 Business Address..... Box 111
 Phone Number 1370-1-2
 News Service UP
 Transcription Service.. MacGregor, Lang-Worth
 Membership NARTB, BAB
 Representative McGillvra
 Pres., Gen. Mgr..... Elmer J. Buckrum
 Sta., Comm. Mgr..... Mary Buckrum
 Sls. Promotion Mgr..... Chuck Ferguson
 Program Director..... Cliff Miller
 Chief Announcer..... Bob White
 Musical Director..... Mary Hercer
 Chief Engineer..... Don Kerr
 Farm Editor..... Hal Corwin
 Consulting Engineer..... Ron Oakley

K C R E

CRESCENT CITY—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Del Norte Bcstg. Co.
 Address Box 577
 Phone Number 3061
 News Service AP
 Co-Owner..... John K. Perry
 Co-Owner, Gen. Mgr., Pgm. Dir., Robert E. Grey
 Chief Engineer..... Howard E. Plaschka

K C H J

DELANO—1951

Frequency: 1010 Kc..... Power: 1000 Watts
 d.
 Owned-Oper. By..... Charles Herman Johnes
 Address..... P. O. Box 262
 Phone 8676
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr., Chief Eng. Charle H. Johnes
 Promotion Manager..... Marshall Colo
 Program Director..... Jean J. Johnes
 Farm Director..... Bob Colo

K R D U

DINUBA—1946—LIBERTY

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Radio Dinuba Co.
 Business-Studio Address..... 110 N. L. St.
 Phone Number 500
 Transmitter Location. Bet. W. Dinuba & Reedley
 News Service AP

Pres., Gen., Sta. Mgr..... Egon A. Hafer
 Program Director..... Harold Sparks
 Chief Announcer..... Jim Bailey
 Chief Engineer..... Russ Friend

K X O

EL CENTRO—1927—MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Valradio Inc.
 Business Address..... Box 140
 Phone Number 1100
 Transmitter-Studio Location... South 4th St.
 Air Time Unlimited
 News Service UP
 Newspaper Affiliation. Imperial Valley Pub.
 Co., Brawley News Pub. Co., Indio Date
 Palm
 Transcription Service Capitol
 Representative..... Paul H. Raymer
 Membership NARTB, BAB
 President..... Paul A. Jenkins
 Gen., Sta. Mgr., Pub. Dir. Richard T. Sampson
 Commercial Manager..... Belle Hovey
 Prom. Mgr., Farm Editor..... Douglas Fishel
 Program Director..... Mary Francisco
 Chief Announcer..... Norman Germani
 Chief Engineer..... Stanley Tetley

K H U M

EUREKA—1947—LBS-ABC

Frequency: 1240 Kc.. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By..... Carroll R. Hauser
 Address Vance Hotel
 Phone Number 3900
 Transmitter Location. Murray St. at Railroad
 Air Time..... 6 a.m.-12M.
 News Service AP
 Transcription Service Capitol
 Representative..... Pearson, Western Radio,
 Tracy Moore
 Gen., Sta., Comm. Mgr..... Carol R. Hauser
 Prog., Prod., Publ. Dir..... Bill Steis
 Mus. Dir., Chief. Eng..... Dean Elliott
 Farm Editor..... Frank Smith
 Consulting Engineer..... Everett Dillard

K I E M

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc..... Power: 5000 Watts
 Owned Opr. By... Redwood Bcstg. Co., Inc.
 Address..... Radio Center, E. Sixth St.
 Transmitter..... Eureka Inlet, Humboldt Bay
 Phone Number 4000
 News Service UP
 Transcription Service..... World, Associated
 Representative John Blair
 Membership NARTB, BAB
 President, Manager..... Wm. B. Smullin
 Commercial Manager..... Don Telford
 Sales Promotion Manager..... Robert Stach
 Program Director..... Paul Corbin
 Chief Engineer..... King Larry

CALIFORNIA

K D A C

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mendocino Bcstg. Co.
 Address.....2100 East Oak St.
 Phone Number.....5671
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Forjoe
 President.....Edward Mertle
 Gen. Mgr., Chief Eng.....Craig N. Smith
 Consulting Engineer.....Commercial Radio

K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...KARM, The George
 Harm Station
 Business-Studio Address...1333 Van Ness Ave.
 Phone Number.....4-2966
 Transmitter.....Van Ness & Alluvial Aves.
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Hattie Harm
 General-Station Manager...Clyde F. Coombs
 Exec. Sec., Promotion Manager...Eldora Roth
 Program Director.....Ed Ropolo
 News Director.....Bob Weakley
 Chief Engineer.....Eibert Dean
 Consulting Engineer.....A. D. Ring

K F R E

FRESNO—1946—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Calif. Inland Bcstg. Co.
 Business-Studio Address...T. W. Patterson Bldg.
 Phone Number.....4-5001
 Transmitter Location.....Monson
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB
 Pres., Gen. Mgr.....Paul R. Bartlett
 Assistant Manager.....Keith L. Mealey
 Director of Sls. Svce.....Harry H. Burnum
 Program Director.....Ed J. Frech
 Chief Announcer.....Robert Harris
 News Director.....Noyes Alexander
 Chief Engineer.....K. L. Mealey
 Farm Editor.....Wally Erickson
 Consulting Engineer...Craven, Lohnes & Culver

K G S T

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Operated By...Delle Broadcasting Co.
 Address.....Farmer's Market
 Phone Number.....6-6526 and 4-5459

Transmitter Location...Church & Hughes Sts.
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Station Representative.....Forjoe & Co.
 Commercial Manager.....Morris Mindel
 Chief Engineer.....Milton Gerloff

K M J

FRESNO—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Business-Studio Address...1515 Van Ness Ave.
 Phone Number.....3-6277
 Transmitter Location.....Kerman, Calif.
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 President.....Eleanor McClatchy
 Station Manager.....Hal Brown
 Sales Manager.....Coyle Chambers
 Program Manager.....Joe Tomes
 News Editor.....Joe Drilling
 Chief Engineer.....William N. Wallace
 Farm Editor.....Ed Sturgeon

K Y N O

FRESNO—1947—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio KYNO, The Voice
 of Fresno
 Address.....Hotel Fresno
 Phone Number.....2-4163
 Transmitter Location.....Barton Ave.
 Air Time.....5 a.m.-12M.
 News Service.....UP
 Representative.....Hollingbery
 Membership.....BAB
 President.....Robert Schuler
 General. Sta. Manager.....L. E. Chenault
 Commercial Manager.....Leslie Daggett
 Program Director.....Leo Goldman
 Publicity Director.....Jack Grady
 News Director.....Hap Haggard
 Musical Director.....Bob Clare
 Chief Engineer.....Bert Williamson

K I E V

GLENDALE—1932

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Operated By...Cannon System, Ltd.
 Address.....102 N. Glendale Ave.
 Phone Number.....Citrus 1-1133
 News Service.....UP
 Transcription Service.....Standard
 President.....David H. Cannon
 General Mgr.....Cal Cannon
 Chief Engineer.....Vern Schumann

K N G S

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....Hanford Sentinel &
 Journal



**DON LEE GIVES COMPLETE,
CONSISTENT LOCAL COVERAGE OF THE
PACIFIC COAST AT LOWEST COST
PER SALES IMPRESSION OF ANY
OTHER SALES MEDIA**

A big statement...true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy - DON LEE.

Represented Nationally by John Blair & Company

*The Nation's Greatest
Regional Network*



*1313 North Vine Street
Hollywood 28, California*

Thousands

OF SOUTHERN CALIFORNIANS

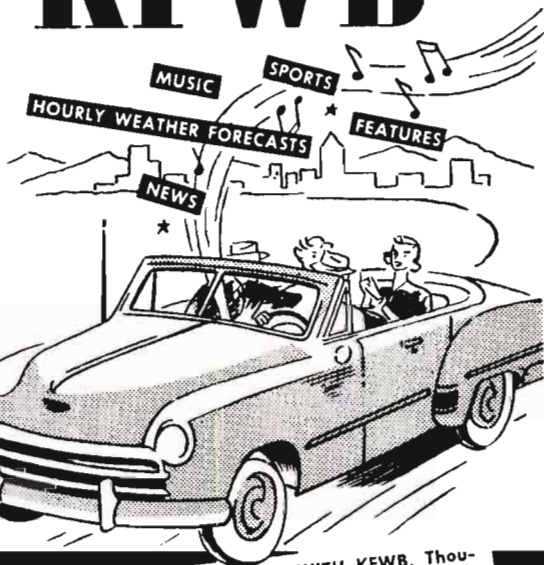
TURN TO
KFWB
KFWB gives you
Everything...
while you're
doing everything
you want to do!



at your
fingertips
980

Drive Safely...
Drive with Pleasure..
while Tuned to the Easy Listening Station

KFWB



Represented
Nationally by

**BRANHAM
COMPANY**

For Easy
Listening...it's

KFWB



980 on the dial

— THE HEART OF HOLLYWOOD

YOU GET A BIG BONUS WITH KFWB. Thousands of *Southern California motorists set their radio dial to 980 for enjoyable easy listening which has made KFWB a leader in the second Largest Market in the nation.

*There are more automobiles than homes in Southern California.

CALIFORNIA

Business Address P. O. Box 620
 Phone Number 620
 Air Time 5 a.m.-M.
 Studio & Trans 4 Mi. E. Hanford Hgway, 198
 Newspaper Affiliation Hanford Sentinel,
 Hanford Journal
 News Service INS, UP
 Transcription Service Standard, World,
 Representative O'Connell
 Gen. Mgr., Chief Engr. Don C. Reeves
 Program Dir. E. C. Balthis

K F W B

HOLLYWOOD—1926

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By KFVB Broadcasting Corp.
 Business-Studio Add. 6419 Hollywood Blvd.
 Phone Number HE 5151
 Transmitter 5775 W. Jefferson, Los Angeles
 Air Time Unlimited
 News Service AP, UP
 Station Representative Rambeau
 Representative William G. Rambeau Co.
 Pres., Gen., Sta. Mgr. Harry Maizlish
 Commercial Manager Sydney Gaynor
 Prog., Prod. Dir. Dan Russell
 Publicity Director Sydney Yallen
 Chief Announcer Joseph Yocam
 News Director Albert Gordon
 Chief Engineer Harry Myers

K G F J

HOLLYWOOD—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Ben S. McGlashan
 Business-Studio Address 6314 Sunset Blvd.
 Phone Number Hillside 0201
 Transmitter Washington & Oak Sts., L. A.
 News Service UP
 Transcription Service Muzak
 Owner Ben S. McGlashan
 General Manager Thelma Kirchner
 Commercial Manager Marvin Briggs
 Prod., Publ. Dir. Gilbert T. Verba
 Chief Engineer Homer Obuchon

K L A C

HOLLYWOOD—1946

Frequency: 570 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By KMTR Radio Corp.
 Address 1000 Cahuenga Blvd.
 Phone Number HUDSON 2-7311
 Transmitter Location Suto & Indiana Sts.
 News Service INS, UP
 Representative Adam J. Young, Jr.
 Membership NARTB
 President Mrs. Dorothy Schiff
 Exec. V.P. & Sta., Gen. Mgr. Don Fedderson
 Commercial Manager Dave Lundy
 Program Director C. G. Renier
 Publicity Director Mickey Freeman

News Director Ed Lyon
 Musical Director Roc Hillman
 Dir. of Engr. R. W. Conner
 Consulting Engr. Craven, Lohnes, Culver

K R E O

INDIO—1946—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Bcstg. Corp. of America
 Address Riverside
 Phone Number 6290
 Air Time 17 hrs.
 Representative Scott, Young
 Membership NARTB
 Pres., Gen., Mgr. William L. Gleeson
 Station Manager Raymond F. Goodwin
 Chief Announcer Clifford Lantz
 Chief Engineer James Tracewell

K A V L

LANCASTER—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Antelope Bcstg. Co.
 Address P. O. Box 192
 Phone 1000
 Transcription Service World, SESAC
 News Service UP
 Pres., Gen. Mgr. W. B. Carler
 Commercial Manager H. L. Comstock
 Program Manager James Turner
 Chief Engineer James French
 News, Farm Editor Ray Cloud

K C V R

LODI—1946—KBS

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Central Valley Radio
 Business Address P. O. Box 600
 Phone Number Lodi 8-0628
 Transmitter Studio 1.8 Mi. N.W. of Lodi
 News Service UP
 General Manager Herbert W. Brown
 Station Mgr. David A. Brown
 Commercial Manager Dedah M. Corlett
 Prog., Music Dir. Marlene Faszer
 Production Director Harry Eden
 Chief Announcer Jack DeVault
 Chief Engineer Howard Martineau
 Consulting Engineer George Sampson

K F O X

LONG BEACH—1924

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Nichols & Warinner, Inc.
 Address 220 E. Anaheim Street
 Phone Number Long Beach 672-81
 News Service UP
 Transcription Service Standard, Lang-Worth
 Representative Burns-Smith
 Pres., Gen. Mgr., Pgm. Dir. Hal G. Nichols
 Promotion Manager Robert Lamb
 Comm. Mgr., Chief Engr. L. W. McDowell

The BIG NEWS in Southern California radio is NEW

K B I G

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.*

THERE'S A REASON!

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

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

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

General Offices:

**6540 Sunset Blvd.,
Hollywood 28, Calif.**

Studios in Avalon and Hollywood

* Source on request

CALIFORNIA

K G E R

LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
 Owned By...John Brown Schools of Calif., Inc.
 Business-Studio Address.....3745 Atlantic
 Phone Number.....467-907
 Transmitter.....Atlantic & Olive, Hynes
 News Service.....AP
 Transcription Service.....SESAC, Cole
 Membership.....NARTB, BAB
 President.....Dr. John E. Cole
 General Manager.....Storm Whatley
 Sta., Comm. Mgr.....Clinton H. Fowler
 Sales Promotion Mgr.....Dick Walsh
 Program Director.....Irene Cook
 News Director.....Finis Bell
 Musical Director.....Peter S'ack
 Chief Engineer.....Luther Crumbaugh

K E C A

LOS ANGELES—1929

Frequency: 790 Kc.....Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By...American Bcstg. Co., Inc.
 Address...1539 N. Vine St., Hollywood 28, Cal.
 Phone Number.....HUDson 2-3141
 Transmitter Location...2951 Fairfax Ave., L. A.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Lang-Worth
 Representative.....ABC Spot Sales
 Membership.....BAB
 President.....Robert E. Kintner
 General Manager.....Frank Samuels
 Station Manager.....Francis H. Conrad
 Commercial Manager.....Amos Baron
 Promotion Manager.....John Hansen
 Program Director.....Bud Edwards
 Production Director.....Dresser Dahlstead
 Publicity Director.....Virginia West
 Chief Announcer.....Dresser Dahlstead
 News Director.....Frank La Tourette
 Chief Engineer.....Philip G. Caldwell

K F A C

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...Los Angeles Bcstg. Co., Inc.
 Business-Studio Address...645 S. Mariposa Ave.
 Phone Number.....Dunkirk 4-1231
 Transmitter Location...3725 Chesapeake Ave.
 Air Time.....24 hrs.
 News Service.....AP
 Transcription Service.....Associated, SESAC
 Membership.....NARTB, BMB
 Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
 Prod., Pgm. Dir.....Howard Rhines
 Pub. Dir.....Jack Becknell
 News Director.....Murray Boggs
 Chief Announcer.....Howard Rhines
 Musical Librarian.....Grace Sperry
 Chief Engineer.....Ron Oakley

K F I

LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Business-Studio Address...141 N. Vermont Ave.
 Phone Number.....Dunkirk 2-2121
 Transmitter Location.....Buena Pk.
 News Service.....AP, UP
 Transcription Service.....Capitol, World
 Representative Service.....Edw. Petry
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Earle G. Anthony
 Gel. Sls. Mgr.....Haan J. Taylor
 Sales Prom. Mgr.....Ronnie Manders
 Dir. Public Services.....Charles E. Hamilton
 Program Director.....Pat Kelly
 Chief Announcer.....George Dvorak
 News Director.....Pat Bishop
 Co-Chief Engineers.....H. L. Blatterman,
 Curtis W. Mason

K F V D

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Standard Bcstg. Co.
 Business-Studio Add.....338 S. Western Ave.
 Phone Number.....Dunkirk 8-2345
 Transmitter Location.....Lynwood, Calif.
 Air Time.....6 a.m.-2-a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....McGillvra
 Membership.....NARTB
 Pres., Gen. Mgr.....Frank Burke, Jr.
 Comm., Sta. Manager.....Vern Lindblade
 Program Director.....Carl Brewster
 News Director.....Gene Thornock
 Chief Engineer.....Leonard Reeves

K H J

LOS ANGELES—1922

MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
 Owned-Operated By...Thos. S. Lee Enterprises,
 Inc.
 Address.....1313 N. Vine St., Hollywood
 Phone Number.....HUDson 2-2133
 Transmitter Location.....Venice Blvd.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS
 Transcription.....World
 Representative.....John Blair
 Membership.....NARTB, BAB
 President.....Willet H. Brown
 Exec. Vice-Pres.....Ward D. Ingram
 Vice-Pres. Sales.....Norman Boggs
 Sales Prom. Mgr.....H. H. Sonnenburg
 Program Director.....A. J. LaFrano
 Publicity Director.....Bud Coulson
 News Dir., Farm Editor.....Les Mawhinney
 Musical Dir.....Harry Zimmerman
 Chief Engineer.....Robert Arne

CALIFORNIA

K M P C

LOS ANGELES—1927—LIBERTY

Frequency: 710 Kc. Power: 50,000 Watts d.; 10,000 Watts n.

Owned-Oper. By...The Goodwill Stations, Inc.
Address.....59 9 Sunset Boulevard
Phone Number.....HOLLYWOOD 9-5341
Transmitter Location.....North Hollywood
Air Time.....5:00 a.m.-M.
News Service.....INS, UP
Representative.....H.R. Representatives
President.....John Patt
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon
Sales Mgr.....Tom Frandsen; National Sales Mgr., Charles Cowling
V.P. in Chg. of Bcsts.....Mark Haas
Dir. of Pub. Rela.....John Baird
Sales Prom. Mgr., Pub. Dir. John R. Gillingham
Chief Announcer.....Howard Flynn
News Director.....Jim McCulla
Musical Director.....Jerome Sybilrud

K N X

**LOS ANGELES—1924—CBS (RADIO)
COLUMBIA PACIFIC**

Frequency: 1070 Kc. Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....6121 Sunset Blvd.
Phone Number.....HOLLYWOOD 9-1212
Transmitter Location.....Torrance, Calif.
Air Time.....5:25 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Spot Sales, CBS
General Manager.....William D. Shaw
Sales Manager.....Edwin W. Bucka'ew
Sales Prom. Mgr.....Sherril W. Taylor
Program Director.....George W. Allen
Production Director.....Allen Botzer
Publicity Director.....Lloyd Brownfield
News Director.....Jack Beck
Musical Director.....Lud Gluskin
Chief Engineer.....Les Bowman
Farm Editor.....Robert Wilson

K R K D

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By.....Radio Bcstrs., Inc.
Business-Studio Address.....541 So. Spring St.
Phone Number.....TRUCKER 7111
Transmitter Location.....1050 Montecito Drv.
News Service.....INS
Transcription Service.....World, SESAC
Membership.....NAB
President.....Frank P. Doherty
General-Station-Comm. Mgr.....Ned Connor
Publicity Director.....Doug Douglas
Pam. Dir.-Chief Announcer.....Charles Clifton
Chief Engineer.....Willis O. Freitag

K M Y C

MARYSVILLE—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owner-Oper. Marysville-Yuba City Bcstrs., Inc.
Business Address.....519 E. Elm
Phone Number.....2-2396
Transmitter Location.....Laurellan Rd., District 10
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....W. S. Grant
Membership.....NARTB, BAB
President.....H. E. Thomas
Gen. Station Manager.....Joe D. Carroll
Commercial Mgr.....C. Greenman
Program Director.....Lois Carroll
Chief Announcer.....Lloyd Hogue
News Director.....Phil Smith
Chief Engineer.....Lloyd McQueary

K Y O S

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By.....Merced Bcstg. Co.
Business Address.....P. O. Box 717
Phone Number.....1430, 1804
Transmitter Location.....Lake Rd., Merced Cty.
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership.....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Commercial Mgr.....A. J. Krisik
Sales Prom. Mgr.....Rod O'Hara
Publicity Director.....Vicki Da'ly
Chief Announcer.....M. R. Beavers
Musical Director.....Hugh Murray
Chief Engineer.....Russell Pope
Consulting Engineer.....Kear & Kennedy

K B O X

MODESTO—1951

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By.....Stanislaus County Bcstrs. Inc.
Address.....1507 10th St.
Phone Number.....6624
News Service.....AP
Transcription Service.....Lang-Worth
General Manager.....Cecil Lynch
Commercial Manager.....John Boyer
News Director.....John Witherspoon
Chief Engineer.....Carl W. Pendergraft

K M O D

MODESTO—1950—ABC

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By.....Radio Modesto, Inc.
Address.....P. O. Box 941

CALIFORNIA

Phone 3838
 Transmitter Location..... Orangeburg Ave.,
 Old Oak Road
 Air Time..... 5:30 a.m.-M.
 News Service AP
 Transcription Service World
 Representative..... Meeker (N. Y.), Moore
 (L. A.), Western Radio (San Fran.)
 Pres., Gen., Sta. Mgr..... John H. Schacht
 Comm., Sls. Prom. Mgr..... Judd Sturtevant
 Prog., Prod., Publ.,
 News Dir..... Gene D'Accardo
 Chief Announcer..... Charley Packard
 Musical Director..... Mrs. Mary di Fant
 Chief Engineer..... Pete Onnigian
 Consulting Engineer..... McIntosh & Inglis

K T R B

MODESTO—1933

Frequency: 860 Kc..... Power: 5000 d.: 1000 n.
 Owned-Operated By..... KTRB Bcstg. Co., Inc.
 Address Norwegian Ave.
 Phone Number 774-5
 Studio-Transmitter..... Norwegian Ave.
 Air Time..... 4:45 a.m.-2 a.m.
 News Service INS, UP
 Transcription Service..... Lang-Worth, Cole,
 Standard
 Representative..... W. S. Grant
 Membership NAB
 Pres.-Gen.-Station Mgr... William H. Bates, Jr.
 Comm., Sls. Prom. Mgr..... Lee Roddy
 Prog., Prod., Pub. Dir..... Milt Hibdon
 Chief Announcer..... Don Lapan
 News Director..... Charlie McEwen
 Musical Director..... Gene Stephens
 Chief Engineer..... William H. Bates, Jr.
 Farm Editor..... Leonard Anderson
 Consulting Engineer..... Gautney & Ray

K M B Y

MONTEREY—1949

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Monterey Bcstg Co.
 Business Address..... Hotel San Carlos
 Phone Number 2-4541
 President Kenyon Brown
 General Manager..... S. M. Aston
 National Sales Manager..... Sam H. Bennett

K W S D

MT. SHASTA—1947

Frequency: 1340 Kc..... Power: 250 Watts d.
 Owned-Oper. By.. Shasta Cascade Bcstg. Corp.
 Address..... E. Alma Street
 Phone Number 2124
 Air Time..... 7 a.m.-10 p.m.
 News Service AP
 Transcription Service Thesaurus
 Station Representative.. Western, Continental,
 (E. Coast), Tracy Moore (L. A.)
 Membership NARTB
 President Vernita Adler

General Manager..... Arthur Adler
 Station Manager..... David H. Rees
 Program Director..... Iola Huntingdon
 Chief Engineer..... Donald F. Keys

K V O N

NAPA—1947—LIBERTY

Frequency: 1440 Kc..... Power: 500 Watts
 Owned-Operated By..... Napa Bcstg. Co.
 Address..... P. O. Box 427
 Phone Number 6-2023
 Air Time..... 6:45 a.m.-10:45 p.m.
 News Service UP
 Transcription Services..... World, Associated
 Representative..... Forjoe, West Coast Radio
 Pres., Gen. Mgr..... Luther E. Gibson
 Station Manager..... Elmer L. Gibson
 Program Director..... Martha Walker
 Chief Engineer..... Dave Wortman

K L X

OAKLAND—1922

Frequency: 910 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tribune Building Co.
 Business Studio Address..... Tribune Tower
 Phone Number..... GLencourt 1-0660
 Transmitter Location..... Tribune Tower
 Air Time 6 a.m.-M.
 Newspaper Affiliation..... Oakland Tribune
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President..... J. R. Knowland, Jr.
 Gen. Station Manager..... Glenn Shaw
 Sales Promotion Mgr..... Jerome De Saxe
 Program Director..... Jerry Morton
 Commercial Manager..... J. Milton Seropan
 Musical Director..... Kinney Ralph
 Prod. Dir., Chief Anncr..... Mark Gerstle
 Publicity Director..... Georgia Crampton
 News Director..... John K. Chapel
 Chief Engineer..... Roswell S. Smith

K R O W

OAKLAND—1925

Frequency: 960 Kc..... Power: 1000 Watts
 Owned-Operated By..... KROW, Inc.
 Address..... 464 19th St.
 Phone Number..... TWinoaks 3-9600
 Transmitter Location..... 1520 8th Ave.
 News Service UP
 Transcription Service Standard
 Representative..... Ra-Tel Repre., Inc.
 President..... Sheldon F. Sackett
 Gen., Sta. Mgr..... Alan L. Torbet
 Commercial Manager..... Jack Grant
 Program Director..... Russ Coglin
 News Director..... William Winter
 Chief Engineer..... Paul Leake

K W B R

OAKLAND—1920

Frequency: 1310 Kc..... Power: 1000 Watts
 Owned-Operated By.. Warner Bros. Radio, Inc.

CALIFORNIA

Business-Studio Address 327 22nd St.
 Phone Number Higate 4-1212
 Transmitter Location 327 22nd St.
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Forjoe
 Membership NARTB
 President, Gen. Mgr. S. W. Warner
 Station Manager F. Wellington Morse
 Program Director Jeane K. Fisher
 Musical Director Sam Watts
 Chief Engineer Paul Gregg

K O C S ONTARIO—1946

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By The Daily Report Co.
 Business-Studio Address 222 East "B" St.
 Phone Number 627-54
 Transmitter Location 4th and San Antonio
 Air Time Local sunrise—Local sunset
 News Service UP
 Transcription Service Associated
 Representative O'Connell, Western
 President Mrs. Jerene Appleby Harnish
 General Manager Herb Olson
 Commercial Manager J. Neale Burns
 Program Director Hal Morelli
 Publicity Director Marjorie Rogers
 News Director Tom McGlowry
 Musical Director Art Viall
 Chief Engineer Floyd Hall

K M O R OROVILLE—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Oroville Bcstrs.
 Address P. O. Box 1032
 Phone Number 1340
 News Service UP
 Transcription Service Thesaurus
 President J. Steventon
 Gen. Mgr., Pgm., News Dir. Roy D. Swanson
 Prom., Comm. Mgr. William Talbitzer
 Chief Engineer William Cronan

K C M J PALM SPRINGS—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Palm Springs Bcstg. Co.
 Business Address Box KK
 Phone Number 2253
 Studio, Transmitter Location Radioasis
 Air Time 6:45 a.m.-M.
 News Service AP
 Representative John E. Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. Joseph E. Gamble
 Commercial Manager Ort J. Lofthus
 Program Director Dorothy Fanning
 Chief Announcer Paul Grannis
 News Director Phil Stone
 Musical Director Pat Barbera

Chief Engineer Robert Harbison
 Consulting Engineer N. Vincent Parsons

K I B E PALO ALTO—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By James Blaine Rhodes
 Address 498 University Ave.
 Phone Number Davenport 3-1341
 Transmitter E. Palo Alto
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 Gen., Sta. Mgr. Jay B. Rhodes
 Prog., Prod. Dir., Chief Anncr. Robert Seaman
 Chief Engineer Paul S. Farelle
 Consulting Engineer Paul Leake

K A L I PASADENA—1950

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By Consolidated Bcstg. Co.
 Business-Studio Address 758 E. Colorado
 Phone Number RY 1-7149
 Transcription Service Associated
 Representative Schepp-Reiner
 President Henry Fritzen
 Vice-President Jack Reeder
 Secy.-Treas. Charles T. Hughes

K W K W PASADENA—1942

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Southern Calif. Bcstg. Corp.
 Address 800 Sierra Madre Villa
 Phone Number Ryan 1-6744
 Air Time Unlimited
 News Service UP
 Representative Forjoe
 Membership NARTB, BAB
 President Marshall S. Neal
 Gen.-Station-Comm. Mgr. William J. Beaton
 Pgm. Dir., Chief Anncr. Bill Garr
 Publicity Director Clair Hughes
 News Director Bill Garr
 Chief Engineer Paul W. Spargo

K X L A PASADENA—1942

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By Pacific Coast Bcstg. Co.
 Business Address 1401 So. Oak Knoll Ave.
 Phone Number Ryan 1-6991
 Transmitter Location El Monti
 Air Time 24 hrs. daily
 News Service AP
 Transcription Service World, Associated
 President Gen. Sta. Mgr. Loyal K. King
 Pgm. Dir. Dick Scofield
 Chief Anncr. Carl Saunders
 Musical Dir. Cliff Stone
 Chief Engineer Jack Reader
 Farm Editor Dr. LeRoy Smith

CALIFORNIA

K P R L

PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Leslie Hen y Hacker
 Business Studio Address...Radio Station KPRL
 Phone Number.....204
 Transmitter Location.....32nd & Oak Sts.
 Transcription Service.....Standard
 Representative.....W. S. Grant
 President.....Leslie Henry Hacker
 Commercial Mgr.....Jack B. Wasson
 Gen. Mgr., Chief Engineer...Dale Schwartz

K A F P

PETALUMA—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Petalinga Bcstrs., Inc.
 Address.....Box 480
 Phone.....2-7255
 Transcription Service.....Thesaurus
 News Service.....UP
 Pres., Gen. Manager.....V. A. L. Linder
 Commercial Manager.....M. E. Linder
 Prog., Prod., Prom. Dir.....Wm. A. Exline
 Chief Anncr., News Dir.....Ted Kenessey
 Musical Director.....Bob Bishop
 Consulting Engineer.....Forrest Hughes

K E C C

PITTSBURG—1949

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By.....KECC, Inc.
 Business Address.....235 Railroad Ave.
 Phone Number.....2-2964
 Transmitter Address.....Collinsville
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....W. S. Grant
 General Mgr.....Mel D. Marshall
 Commercial Mgr.....John C. McFarland
 Program Manager.....Ted Mermod
 News Director.....LaSelle Gilman
 Chief Engineer.....Wm. P. Grether
 Consulting Engineer.....McIntosh & Englis

K P M O

POMONA—1947

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By.....Dean H. Wickstrom
 Business-Studio Address.....1240 E. Holt St.
 Phone Number.....Lycoming 2-1293
 News Service.....UP
 President.....Dean H. Wickstrom
 Station Manager.....Wally Seidler
 Chief Engineer.....Donald Kerr

K T I P

PORTERVILLE—1946—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....J. F. Tighe
 Business-Studio Address...Newcomb & Grand
 Ave., P. O. Box 1312

Phone Number.....1450
 Transmitter Location.....Newcomb Ave.
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Cook, Grant
 Membership.....NARTB
 Gen., Sta. Mgr.....Frank Robinson Brown
 Chief Engineer.....Allan Weaver
 News Editor.....Kenneth Clifford, Jr.

K B L F

RED BLUFF—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Tehama Bcstg. Co.
 Studio-Business Address.....346 Oak St.
 Phone Number.....354
 Transmitter Location.....E. Red Bluff
 Representative.....Tracy Moore
 Pres., Chf. Engr., Gen. Mgr...Arvo Haapanen

K V C V

REDDING—1938—MBS

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Oper. By...Golden Empire Bcstg. Co.,
 Inc.
 Address.....Box 717, Merced
 Phone Number.....1646
 Transmitter Location.....2 miles NE City
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant Co.
 President.....Mrs. Hugh McClung
 Station Manager.....Fred M. Stuelpnagel
 Commercial Manager.....H. E. McCarty
 Promotion Manager.....Robert Hoskins
 Pgm., Prod. Dir.....Lyle Mathys
 Publicity Director.....Frances Bruce
 Chief Announcer.....Vincent Lambert
 News Director.....Charles Castor
 Musical Director.....Ted Dooley
 Chief Engineer.....Russ Pope

K P R O

RIVERSIDE—1941—KBS-LBS

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Oper. By.....Broadcasting Corp. of
 America
 Business Address.....P.O. Box 987
 Phone Number.....Riverside 6290
 Studio-Transmitter.....3401 Russell St.
 News Service.....AP, INS
 Transcription Service.....World, Capitol
 Representative.....Scott, Young
 President-General Mgr.....W. L. Gleeson

K C R A

SACRAMENTO—1945—NBC

Frequency: 1320 Kc. Power: 5000 W. d.;
 1030 W. n.
 Owned-Oper. By.....KCRA, Inc.
 Business Studio Address.....1010 11th St.
 Phone Number.....Gilbert 2-0758

CALIFORNIA

Transmitter Location...Route 3, Box 1213 A
 Air Time.....6 a.m.-12M.
 News Service.....UP, AP
 Transcription Service.....World
 Representative.....Robert Meeker
 President-General Mgr.....Ewing C. Kelly
 Commercial Manager.....John Dupell
 Sales Prom. Manager.....Frank McMinn
 Program Director.....Earl Russell
 Production Director.....Jean Hanley
 Publicity Director.....Irma Davis
 Chief Announcer.....John Kuhlman
 News Director.....Hal LaFoon
 Chief Engineer.....Herbert Hartman
 Consulting Engineer.....Jansky & Bailey

K F B K

SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By...McClatchy Bcstg. Co.
 Business Studio Address.....708 Eye St.
 Phone Number.....Gilbert 3-1745
 Transmitter Location.....Pleasant Grove
 News Service.....UP, AP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....Eleanor McClatchy
 Station Manager.....Keith B. Collins
 Commercial Mgr.....Perry Nelson
 Publicity & Promotion.....Louise Schultz
 Program Manager.....Richard S. Burdick
 News Editor.....Victor Blanks
 Music Librarian.....Herbert Harrison
 Chief Engineer.....Stam Sronce
 Consulting Engineer.....George C. Davis

K R O Y

SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harmco, Inc.
 Business-Studio Address...Hotel Sacramento
 Phone Number.....Gilbert 2-0758
 Transmitter Location.....3402 65th St.
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....Avery-Knodel
 General Manager.....Clyde F. Coombs
 Prom. Mgr., Pgm. Dir....William H. Blackburn
 News Director.....Henry Thornley
 Chief Engineer.....William Karpisek

K X O A

SACRAMENTO—1945—MBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sacramento Bcstrs., Inc.
 Phone Number.....Hickory 9-3576
 Transmitter Location...N. Sacramento Freeway
 News Service.....UP
 Represent....J. E. Pearson, West. Radio Adv.
 President.....Lincoln Dellar
 General Manager.....Robert W. Dumin
 Program Director.....Dean Seaton
 Chief Engineer.....Ewald Berger

K S B W

SALINAS—1947—MBS

Frequency: 1380 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Salinas Bcstg. Corp.
 Business Address.....P.O. Box 1651
 Phone Number.....8071
 Studio-Transmitter.....Laurel Dr.
 News Service.....AP
 Transcription Service.....Capitol
 Representatives.....Burn-Smith, Western
 Membership.....NARTB
 Gen. Sta. Manager.....John C. Cohon
 Commercial Manager.....W. M. Oates
 Sales Prom. Manager.....Neal Edmondson
 Program Director.....Ross Taylor
 Production Director.....Gary Ferlisi
 Chief Engineer.....Herbert J. Hanes

K C S B

SAN BERNARDINO—1948

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By...San Bernardino Valley
 Bcstrs.
 Studio-Bus. Transmitter Address...770 Mill St.
 Phone Number.....8-2245
 News Service.....AP
 President.....Mrs. Essie Binkley West
 Pgm. Dir., Prom. Mgr.....Charles Bennett
 Chief Engineer.....Dean Kiner

K F X M

SAN BERNARDINO—1929—MBS

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By...Lee Bros. Bcstg. Corp.
 Business-Studio Address.....512 Fifth St.
 Phone Number.....4761
 Transmitter Location.....S. "E" St.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 President.....J. Clifford Lee
 General Manager.....Gene W. Lee
 Commercial Manager.....Don S. Cummings
 Sales Prom. Mgr.-Pub. Dir....Lowell Smith
 Program Director.....Evelyn Fagin
 Procd., News Direc.....John Harder
 Chief Announcer.....Jim O'Leary
 Chief Engineer.....George Ewing
 Consulting Engineer...Comm. Rad. Equip. Co.

K I T O

SAN BERNARDINO—1947—ABC

PACIFIC REG.

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....KITO, Inc.
 Address.....569 Fourth St.
 Phone Number.....7807
 Transmitter Location.....1416 E. Baseline
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hollingbery

CALIFORNIA

Pres., Gen., Sta. Mgr. J. J. Flanigan
 Commercial Manager Charles Foll
 Pgm., Prod. Dir. Arnold Benum
 Chief Anncr., News Dir. Bob Van Roy
 Musical Director Betty Jean Doop
 Chief Engineer Richard Klitzing
 Farm Editor Fred Reinhardt
 Consulting Engineer Owen Ford

K R N O

SAN BERNARDINO—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Western Empire Bcstrs., Inc.
 Address 990 Colton Ave
 Phone Number 8-2771
 Air Time 6 a.m.-M.
 News Service AP
 Representatives Tracy Moore, Cooke
 President, Comm. Mgr. James W. Gerrard
 General Manager Norman H. Rogers
 Program Director Robert Stone
 Special Events Cy Smith
 Chief Announcer John Staples
 News Director Charles Palmer
 Chief Engineer George W. Brock

K C B Q

SAN DIEGO—1946—CBS

Frequency: 1170 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By. Charles E. Salik
 Business-Studio Address Hotel Manor
 Phone Number Jackson 4103
 Transmitter Location 62nd & El Cajon Blvd.
 Air Time Unlimited
 News Service UP
 Transcription Lang-Worth
 Representative Avery-Knodel
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles E. Salik
 Commercial Manager Graham H. Moore
 Sales Prom., Publ. Mgr. Regina Bess
 Program Director Grady Edney
 Prod. Dir., Chief Anncr. Robert Regan
 News Director Richard Boynton
 Musical Director Wanda Pierce
 Chief Engineer Charles J. Sherburne
 Consulting Engineer Silliman & Barclay

K F M B

SAN DIEGO—1941—ABC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By. Jack Gross Bcstg. Co.
 Bus-Studio Address 1375 Pacific Blvd.
 Phone Number Main 2114
 Transmitter Location Grantville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, SESAC
 Representative The Branham Co.
 Membership NARTB
 Chairman of the Board John A. Kennedy
 General Manager Howard L. Chernoff

General Sales Manager W. O. Edholm
 Commercial Manager Hobby Myers
 Executive Editor Paul W. White
 Sales Prom., Pub. Rel. Lisle F. Shoemaker
 Chief Engineer Thornton Chew

K F S D

SAN DIEGO—1926—NBC

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By. Airtan Radio Corp. Ltd.
 Business-Studio Address U. S. Grant Hotel
 Phone Number Franklin 6353
 Transmitter Location Emerald Hills Golf Course
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service World
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President Thomas E. Sharp
 Manager John C. Merino
 Chief Engineer Leroy Bellwood

K G B

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By. Don Lee Bcstg. Syst.
 Address 1017 First Ave.
 Phone Number Franklin 6151
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative John Blair
 President Willet H. Brown
 Gen., Comm. Mgr. Wilt Gunzendorfer
 Program Director Matt Long
 Chief Engineer Joe Kline

K S D O

SAN DIEGO—1947—LBS

Frequency: 1130 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By. San Diego Bcstg. Co.
 Business Studio Address 1029 Second Ave.
 Phone Number Main 2041
 Transmitter Location 5240 Ward Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative John E. Pearson
 V.P.-General Manager Jack Heintz
 Pgm. Dir. Wilson Edwards
 Publicity Dir. B. J. Knox
 Chief Engineer Vern Milton

K S O N

SAN DIEGO—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Studebaker Bcstg. Co.
 Business Studio Address 630 F St.
 Phone Number Franklin 5175
 Transmitter Location Rigel & Dalbergia Sts.
 News Service AP
 Transcription Service Associated
 Representative For Joe
 President, General Manager Fred Rabell

CALIFORNIA

V.P., Comm. Mgr. Gordon Studebaker
 Prom. Mgr., Pgm. Dir. Dorothy Johnson
 Chief Engineer Norman Burwell

K G I L

SAN FERNANDO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . San Fernando Va. Bcstg. Co.
 Business Address 4919 Van Nuys Blvd.
 Phone Number State 4-6291
 Transmitter Location 14808 Lassen St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Pres., General Mgr. F. J. Smalley, Jr.
 Commercial Manager Howard P. Gray
 Program Director Allan W. McKee
 Chief Engineer Jay Rice

K C B S

SAN FRANCISCO—1912—CBS-Radio

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Operated By . . . CBS Radio Division Inc.
 Address Palace Hotel
 Phone Number YUkon 2-7000
 Transmitter Location Alviso
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative CBS Radio Spot Sales
 President (CBS) Frank Stanton
 Vice-Pres. & Gen. Mgr. Arthur Hull Hayes
 Sales Director Jules Dundes
 Promotion Manager Howard Luck Gossage
 Program Director Fred Ruegg
 Publicity Director William Cullenward
 News Director William Niefeld
 Chief Engineer Alan Cormack
 Farm Editor Gordon Roth

K F R C

SAN FRANCISCO—1924

MBS-DON LEE

Frequency: 610 Kc. Power: 5030 Watts
 Owned-Operated By . . . Don Lee Bcstg. System
 Business-Studio Address . . 1000 Van Ness Ave.
 Phone Number Prospect 6-0500
 Transmitter Location 1000 Van Ness Ave.
 Air Time Unlimited
 News Service AP, INS
 Transcription Service World
 Representative John Blair
 V.P.-Gen. Sta. Mgr. William D. Pabst
 Commercial Manager Merwyn L. McCabe
 Sales Prom. Mgr.-Pub. Dir. . . Dink Templeton
 Program Dir.-Prod. Mgr. . . . Mel Venter
 Chief Announcer Lewis Pfeifer
 Musical Director Lyle Bardo
 News Director Al Berglund
 Chief Engineer E. G. Underwood

K G O

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts

Owned-Operated By American Bcstg. Co.
 Business Address 155 Montgomery St.
 Phone Number Exbrook 2-6544; Greystone
 4-6565

Transmitter Location Near Newark, Calif.
 Air Time 6 a.m.-M.
 News Service AP, INS
 Transcription Service Standard, Capitol
 Representative ABC Spot Sales
 Membership NARTB
 President (ABC) Robert E. Kintner
 General-Station Manager Gayle V. Grubb
 Commercial Manager Alan Johnstone
 Sales Prom.-Pub. Dir. Gordon Grannis
 Program Director Keith Kerby
 Chief Announcer Tony Morse
 News Director Vic Reed
 Musical Director Phil Bovero
 Chief Engineer A. E. Evans

K J B S

SAN FRANCISCO—1924

Frequency: 1100 Kc. Power: 1000 Watts d
 Owned-Operated By KJBS Bcstrs.
 Business Studio Address 1470 Pine St.
 Phone Number Ordway 3-4148
 Transmitter Location 1470 Pine St.
 Air Time 5 a.m.-Local Sunset
 News Service UP, INS
 Transcription Service Standard, MacGregor,
 Lang-Worth, Associated, Capitol
 Representative Headley-Reed
 Membership NARTB
 Gen. Mgr.-Sta. Mgr. Edwin P. Franklin
 Comm. Mgr. Stanley G. Breyer
 Pgm. Dir.-Prod.-Pub. Mgr. . . Charles F. Pendleton
 Chief Engineer Roger Roberts

K N B C

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Operated By National Bcstg. Co.
 Address 420 Taylor St.
 Phone Number GRaystone 4-8700
 Transmitter Location Belmont
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Thesaurus, Standard
 Representative NBC Spot Sales
 Membership NAB, BAB
 President (NBC) Joseph H. McConnell
 Gen., Sta. Mgr. Lloyd E. Yoder
 Asst. Gen. Mgr. George Greaves
 Commercial Manager Alfred W. Cropsy
 Sales Promotion Manager Dean Mowlby
 Program Director Paul Speegle
 News, Pub. Dir. John Thompson
 Chief Announcer Hal Wolf
 Chief Engineer Curtis Peck

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Golden Gate Bcstg. Corp.

CALIFORNIA

Trans. Studio Address.....1355 Market St.
 Phone Number.....Market 1-8171
 Air Time.....6 a.m.-M.
 News Service.....UP
 Membership.....NARTB
 President.....S. H. Patterson
 Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
 Pgm. Prod. Dir.....Clint Sherwood
 Chief Announcer.....Bill Frost
 News Director.....Frank Arthur
 Chief Engineer.....Norwood Patterson

K Y A

SAN FRANCISCO—1926—LBS

Frequency: 1260 Kc....Power: 5000 Watts d.,
 1000 Watts n.

Owned-Operated By...Palo Alto Radio Station,
 Inc.

Business Studio Address.....Fairmont Hotel
 Phone Number.....DOuglas 2-2536
 Transmitter Location.....Candlestick Pt.
 News Service.....UP
 President.....Elroy McCaw
 General Manager.....Jock Fearnhead
 News Director.....Arthur Primm
 Chief Engineer.....Paul Beck

K S J V

SANGER—1947—LBS

Frequency: 900 Kc....Power: 1000 Watts d.

Owned-Operated By.....Radio Sanger Co.
 Business-Studio Address.....P. O. Box 247
 Phone Number.....Sanger 2501
 Transmitter.....4½ Mi. NE of Sanger
 News Service.....UP
 Transcription Service.....World
 Representative.....Lee O'Connell
 President.....Earl J. Fenston
 General Manager.....Julian J. Nielson
 Asst. Mgr., Prog. Dir.,
 Farm Editor.....David Camp
 News Director.....Walter J. Novell
 Chief Engineer.....Russell Friend

K E E N

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business Studio Address.....Hotel De Anza
 Phone Number.....Cypress 4-0344
 Transmitter.....Wayne Ave. & Oakland Hgy.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....W. S. Grant
 President.....George M. Mardikian
 Genl. Mgr.....Floyd Farr
 Commercial Mgr.....Bob Blum
 Program Dir.....George Snell
 Chief Engineer.....Bill Green
 Farm Editor.....Glenn Dunham
 Consulting Engineer.....George Adair

AP SELLS

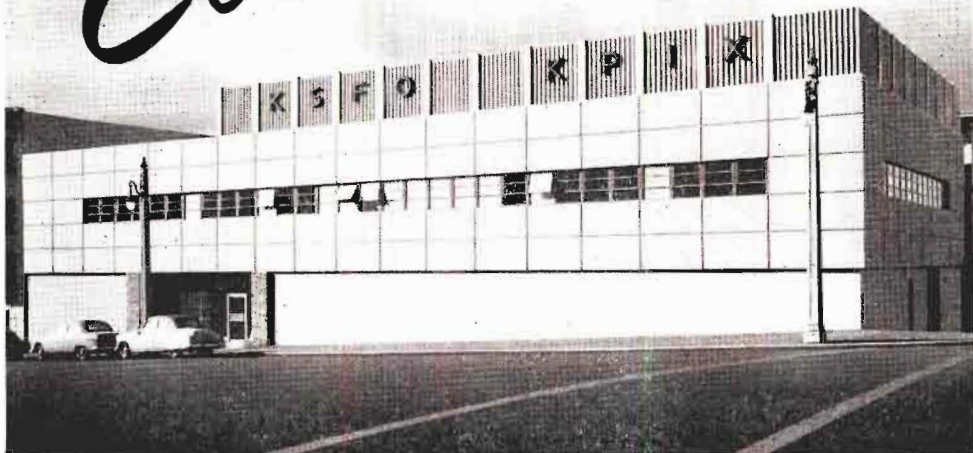
For Stations and Sponsors—

For instance . . . **KLX**

"AP news is a top factor in making KLX the most
 listened-to independent in America's No. 7 market."

GLENN S. SHAW,
 Manager,
 KLX, Oakland, California

Cornerstone...



Here is the finest building of its kind in America.

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

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



KPIX
CHANNEL 5

KSFO
560 KILOCYCLES

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

REPRESENTED BY HEADLEY-REED COMPANY

Van Ness Avenue at Greenwich • San Francisco

CALIFORNIA

K S F O

SAN FRANCISCO—1925

Frequency: 560 Kc. Power: 5000 Watts d.,
1000 Watts n.

Owned-Oper. By... The Associated Bcstrs., Inc.
Bus. Studio Address... Van Ness at Greenwich
Phone Number... Prospect 6-6200
Transmitter Location... Islais Creek, Pier 92
Air Time... 6:15 a.m.-12:15 a.m.
News Service... INS, UP
Transcription Service... Standard; World
Representative... Headley-Reed
Membership... NARFB, BAB
President... Wesley I. Dumm
V.P.-Gen. Mgr... Philip G. Lasky
Commercial Mgr... John G. Campbell
Sales Promotion Mgr... Kay Mulvihill
Program Dir... Robert Hansen
Dir. of Engineering... A. E. Towne
Farm Editor... Herb Kennedy
Consulting Engineer... Universal Research Labs

K L O K

SAN JOSE—1946

Frequency: 1170 Kc. Power: 5000 Watts d.
Owned-Operated By... Valley Bcstg Co.
Business Address... P. O. Box 967
Phone Number... Cypress 3-3445
Transmitter Location... King Rd. at Aborn
News Service... AP
Representative... Pearson
President-Gen. Mgr... E. L. Barker
Commercial Mgr... Richard E. Ryan
Program Director... Ruth Poindexter
Chief Engineer... Bill Cunningham

K S J O

SAN JOSE—1946—LBS

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Operated By... Santa Clara Bcstg. Co.
Business Address... P. O. Box 995
Phone Number... Cypress 3-8030
Transmitter-Studio Loc... Story and Lucretia
Air Time... Unlimited
Newspaper Affiliation... Les Gates Times,
Gilroy Dispatch
News Service... UP
Transcription Service... World
National Sales Mgr... Harold H. Hoffman
President... Patrick H. Peabody
Gen., Sta. Mgr... Charles F. Mallory
Commercial Manager... Richard W. O'Donnell
Pgm.-Prod. Dir... Norman Paul
Publicity Director... Jan Jervis
Chief Engineer... Robert Webb
Consulting Engineer... E. C. Page

K X R X

SAN JOSE—1948

Frequency: 1500 Kc. Power: 1000 Watts
Owned-Operated By... San Jose Bcstg. Co.
Address... Box 167

Phone Number... Cypress 2-5080
Studio-Transmitter... Bayshore Hiway
Air Time... 24 hrs.
News Service... UP
Representative... Western Radio Sales.

Tracy Moore
Membership... NAB
President-Gen. Mgr... Joe E. Levitt
Sta., Commercial Mgr... Gordon Graham
Program Director... Frank G. Kilpatrick
Chief Announcer... Jack Lund
Musical Director... Eileen Hamilton
Chief Engineer... Frank Glass

K A T Y

SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... San Luis Bcstg. Co.
Address... Carpenter Bldg.
Phone Number... 3171
News Service... UP
Representative... Western
Partner... Morden R. Buck
Partner, Gen. Mgr... John R. Rider
Commercial Manager... D. D. MacLeod
Pgm., Farm Dir... Chap Rollins
News Director... Joe Doran
Chief Engineer... James H. Eaken

K V E C

SAN LUIS OBISPO—1937

MBS-DON LEE

Frequency: 920 Kc. Power: 1000 Watts d.;
500 Watts n.

Owned-Oper. By... Christina M. Jacobson
Business Address... 851 Higuera St.
Phone Number... 1100-1
Transmitter Location... Highway One
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... Standard
Representative... W. S. Grant
Membership... NARTB
Pres.-Owner... Christina M. Jacobson
Gen., Sta. Mgr... Les Hacker
Commercial Manager... Joe Shuttleworth
Publ., Music. Dir... Hugh Harling
Prog., Prod. Dir., Chf. Anncr... Arthur Hapgood
News Director... Les Hacker
Chief Engineer... Dale Schwartz
Consulting Engineer... Craven, Lohnes & Culver

K E A R

SAN MATEO—1947

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By... Bay Radio, Inc.
Business-Studio Address... 811 "B" St.
Phone Number... Dl. 4-2594
Transmitter Location... Bayshore Highway
News Service... UP
President... Stephen A. Cisler
V.P. & Gen. Mgr... Howard J. Smiley
Chief Engineer... Douglas F. Mariska

CALIFORNIA

K V S M

SAN MATEO—1946

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By: Hugh H. Smith
 Business Studio Address: 279 Baldwin Ave.
 Phone Number: Diamond 4-2541
 Transmitter Location: Third Ave. at Seal Creek
 Air Time: Local sunrise-local sunset
 News Service: INS, UP
 Transcription Service: Cole
 Representative: Walker
 President: Hugh H. Smith
 Gen. Sta. Mgr.: Gilbert L. Bond
 Chief Engineer: Merwyn F. Planting

K T I M

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By: Marin Bestg. Co., Inc.
 Business Address: 1117 Fifth St.
 Phone Number: San Rafael 1510
 Transmitter Location: College Ave., Kentfield
 News Service: UP
 President: Roy A. Brown
 Vice-President: Hugh E. Turner
 Commercial Manager: Clifford A. Trotter
 Program Director: Pete Miller

K V O E

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: The Voice of the Orange
 Empire, Inc., Ltd.
 Business Address: 105 E. 5th St.
 Phone Number: Kimbely 3-8321
 Studio Transmitter: 12531 E. Willowwick Dr.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Capitol, MacGregor
 Representative: Pearson
 Pres., Gen. Mgr.: Ernest P. Spencer
 Station Manager: Deane S. Long
 Commercial Manager: Donner P. Spence
 Sales Prom. Mgr.: Carol Jean Young
 Program Director: George M. Dewey
 Chief Announcer: George Swift
 Pub., News Dir.: Art Sipherd, Jr.
 Chief Engineer: Stanley G. Guenther
 Consulting Engineer: Jay Tapp

K D B

SANTA BARBARA—1921—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Lincoln Dellar
 Business-Studio-Transmitter: Radio Square
 Phone Number: 4131
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Various
 Representative: Western, Blair
 President: Lincoln Dellar
 General Manager: Colin M. Selph

Program Director: Fred Hall
 Publicity Director: Peggy Walker
 News Director: Bob Byrne
 Musical Director: Lou Stumpo
 Sports Editor: John McCormick
 Chief Engineer: Robert Carter

K I S T

SANTA BARBARA—1947—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Radio KIST, Inc.
 Business-Studio Address: Balboa Bldg.
 Phone Number: 3981
 Transmitter Location: 725 State St.
 Air Time: 5:45 a.m.-12:15 a.m.
 News Service: UP
 Representative: George P. Hollingbery
 Membership: BAB
 Pres., Gen. Mgr.: Harry C. Butcher
 Sales Promotion Mgr.: Michael J. McKeogh
 Chief Announcer: Gordon Stafford
 Prog.-Pub. Director: Mary Ann Casey
 Musical Director: Jose Medina
 Prod. Dir.: Al Staas
 Chief Engineer: Ray Kubly
 Consulting Engineer: Ring & Ring

K T M S

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: New-Press Publishing Co.
 Business-Studio Address: de la Guerra Plaza
 Phone Number: 3911
 Transmitter Location: Goleta
 Air Time: 6:30 a.m.-11:30 p.m.
 Newspaper Affil.: Santa Barbara News-Press
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Paul H. Rayer
 President: Thomas M. Storke
 Vice-President: Charles A. Storke
 Station-Comm. Manager: Al Albinger
 Sales Promotion Mgr.: Emerson Kimball
 Prog., Prod., Music. Dir.: Ed Sprague
 Publicity Director: Cliff Badger
 News Director: Al Sanders
 Chief Engineer: Ed Sheed
 Farm Editor: Tommy Kleveland
 Consulting Engineer: T&T Measurements

K D O N

SANTA CRUZ—1935—LBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By: Salinas Newspapers, Inc.
 Business Address: 137 W. Alisal St.
 Phone Number: 6451
 Transmitter Location: Palm Beach
 Air Time: 6 a.m.-Mid.
 Newspaper Affiliation: Salinas Californian
 News Service: UP
 Transcriptions Service: World, Cole
 Representative: Forjoe
 Membership: NARTB, BAB

CALIFORNIA

President..... Merrit C. Speidel
 General, Sta. Mgr..... Gilbert Baymiller
 Pgm.-Prod.-Publ. Dir..... Orel Phillips
 Commercial Mgr..... Lawrence B. Butler
 Chief Engineer..... Omer Wright

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc..... Power: 1000 d.; 500 n.
 Owned-Operated By..... Radio Santa Cruz
 Business Address..... P. O. Box 1080
 Phone Number..... 1080
 Transmitter Address..... Portola Drive &
 Corcoran Lagoon
 News Service..... AP
 Transcription Service..... Standard, Thesaurus
 Mng. Part.-Gen. Mgr.-Chief Engr.

Charles Vernon Berlin

KCOY

SANTA MARIA—1947—ABC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... News-Press Publishing Co.
 Business-Studio Address..... 114 W. Cook St.
 Phone Number..... 5-2644
 Transmitter Location..... N. Blosser Rd.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Paul H. Raymer
 Partners..... Thomas M. Storke,
 Charles A. Storke
 General Mgr..... J. W. Benes
 Program Director..... Bobbie Lee Davis
 News Director..... Bryant Smith

KSMA

SANTA MARIA—1947—KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... James M. Hagerman,
 John I. Groom
 Address..... P. O. Box 736
 Phone..... 5-2582
 Transmitter Location..... 510 W. Morrison St.
 Air Time..... 6:45 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Partners..... James M. Hagerman, John I. Groom
 Consulting Engineers..... Gale Brady &
 T. & T. Measurement Service

KOWL

SANTA MONICA—1947

Frequency: 1580 Kc..... Power: 5000 Watts d.
 Owned-Operated By..... KOWL, Inc.
 Address..... Pico at Ocean
 Phone Number..... Exbrook 4-6761
 Transmitter Location..... 11637 Chanoack Rd.,
 Los Angeles
 Air Time..... Sunrise-Sunset
 News Service..... UP
 Transcription Service..... Associated
 Membership..... BAB
 Pres., Gen. Mgr..... Arthur H. Croghan

Pgm. Dir., Chief Anncr..... Paul Snyder
 Chief Engineer..... John Morecroft

KSPA

SANTA PAULA—1948

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Santa Paula Bcstrs. Inc.
 Business-Studio Address..... Santa Paula
 Phone Number..... 940
 Transmitter..... 112 N. Middle Rd.
 President, Gen. Mgr..... C. Harvey Haas
 Prom., Comm. Mgr..... Ace Martin
 Chief Engineer..... Bob Funnell

KSRO

SANTA ROSA—1937—LBS

Frequency: 1350 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Finley Bcstg. Co.
 Bus.-Studio Address..... Corner Fresno & Finley
 Phone Number..... 110
 Transmitter Location..... Finley St. & Fresno
 Air Time..... 6:30 a.m.-11 p.m.
 News Service..... UP
 Representative..... W. S. Grant
 Membership..... NARTB
 President..... Mrs. Ruth Finley
 General-Station Manager..... Charles P. Scott
 Sls. Prom. Mgr., Prog., News Dir..... Al Pearson
 Chief Engineer..... Verne Hassett

KROG

SONORA—1949

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Mother Lode Bcstg. Co.
 Business Address..... P. O. Box 996
 Phone Number..... 426
 Air Time..... 7 a.m.-10 p.m.
 News Service..... AP
 Transcription Service..... Standard, SESAC
 General Manager..... Ken Randolph
 Chief Engineer..... Clayton Coldwell

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc..... Power: 5000 Watts
 Owned-Operated By..... E. F. Peffer
 Business-Studio Address..... 519 E. Market St.
 Phone Number..... 4-4551
 Transmitter Location..... Highway 99
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Representative..... John Blair
 President-Gen. Mgr..... E. F. Peffer
 Station-Commercial Mgr..... E. Smith
 Program Director..... M. Humphreys
 Publicity Director..... E. Flower
 Chief Engineer..... J. T. Kelley

KSTN

STOCKTON—1949

Frequency: 1420 Kc..... Power: 1000 Watts
 Owned-Operated By..... San Joaquin Bcstg. Co.

CALIFORNIA

Business Address.....Hotel Clark
 Phone Number.....4-7338
 Air Time.....Unlimited
 Transmitter Address.....Ralph Ave.
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 President.....Knox LaRue
 General Manager.....D. M. Greene
 Program Director.....Elis Lind
 Program Director.....Ray Golden
 Chief Engineer.....Carl McGee

K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Bus. Studio Address.....612 E. Market St.
 Phone Number.....5-5728
 Transmitter Location.....Weber and E Sts.
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Paul H. Raymer
 President.....Eleanor McClatchy
 Station Manager.....Howard L. Bailey
 Program Manager.....James E. Longe
 Chief Engineer.....Frank Nesmith

K X O B

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business-Studio Address.....Hotel Stockton
 Phone Number.....4-7313
 Transmitter Location.....Beyer Lane
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....John E. Pearson, Western
 Membership.....BAB
 President.....Lincoln Dellar
 Gen., Sta., Comm. Mgr.....Grant Pollock
 Sales Promotion Manager.....Daren McGavern
 Prog., News Dir.....Homer Van Derwerker
 Prod., Publ. Dir.....Shirley Stabler
 Chief Engineer.....Ewald Berge

K S U E

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nolan Hollowell,
 James E. McKahan
 Business Address.....P. O. Box 610
 Trans. Address Chestnut & Weatherlow Sts.
 Phone Number.....2020
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Capitol, World
 Representative.....Tracy Moore
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Nolan Hollowell
 Comm., Sls. Prom. Mgr.....Leslie E. McLarrin
 Program Director.....Wm. E. Cruse
 Prod., Music. Dir.....Dale Dwelley

Chief Anncr., Engr.....Harold C. Houston
 Traffic Manager.....Gwen W. Waltz
 Consulting Engineer.....Howard Martineau

K T K R

TAFT—1948—LBS

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Phone Number.....5-3101
 Studio-Transmitter Address.....1 mi. W. of Taft
 Air Time.....7 a.m.—local Sunset
 News Service.....UP
 Pres., Gen., Sta., Comm. Mgr.....Kenneth Aitken
 Comm. Sls. Prom. Mgr.....Earl Greer
 Chief Anncr., News Dir.....Jack Smith
 Musical Director.....George Tschumy
 Chief Engineer.....Kenneth Aitken

K C O K

TULARE—1945—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Herman Anderson
 Business Address.....P. O. Box 119
 Phone Number.....6-2866-7
 Studio-Transmitter Location.....Mooney Blvd.
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....W. S. Grant Co.
 Membership.....NARTB, BAB
 President.....Herman Anderson
 General Manager.....Sheldon Anderson
 Commercial Manager.....Stan Simpson
 Sales Prom. Mgr. (National).....Homer Griffith
 Sales Prom. Mgr. (Local).....J. Alan Rinehart
 Prog. Dir., Farm Editor.....Jean Hixson
 Prod., News Dir., Chf. Anncr.....Art Brock
 Musical Director.....J. Alan Rinehart
 Chief Engineer.....Don Ferguson
 Consulting Engineer.....Sheldon Anderson

K T U R

TURLOCK—1949—LBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Turlock Bcstg. Corp.
 Address.....P. O. Box 526
 Phone Number.....Turlock 43430, 45827
 Transmitter Location.....Quincy Road
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....O'Connell
 President.....Wallace Lindskoog
 General Manager.....H. Ansell McMillen
 Program Director.....David Wisner
 News Director.....Don Burns
 Chief Engineer.....Maxon Sayre

K U K I

UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bartley T. Sims

CALIFORNIA

Address.....P. O. Box 638
 Phone1400
 Air TimeUnlimited
 Representative.....Western; Tracy Moore
 Transcription Service.....Standard
 News Service.....AP
 Pres., Gen. Mgr.....Bartley Sims
 Commercial Manager.....Louis DuMoulin
 Program Director.....John Olivera
 Publicity Director.....Margurite Sims
 Chief Anncr., Farm Editor.....John Franklin
 News Director.....Grover Gent, Jr.
 Chief Engineer.....Stanley Ryno
 Consulting Engineer.....Paul E. Leake

Phone Number4-5811
 Studio Address.....Hotel Johnson
 Transmitter Location.....McWilliams Lane
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Representative.....Forjoe
 Pres., Gen. Mgr.....Lyman Treaster
 Comm.-Sales Prom. Mgr.....Albert Blain
 News Director.....Don Warren
 Chief Engineer.....Lyman Treaster

KWSO WASCO—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Maple Leaf Bcstg. Co.
 Address.....P. O. Box 366
 Phone2145
 Transcription Service.....Lang-Worth
 News Service.....UP
 President.....E. J. Peters
 General Manager.....Theodore G. Heinrichs
 Sales Prom. Mgr.....Ed. Eldsen
 News Director.....Don Rodewald
 Chief Engineer.....Edward Robertson
 Program Dir.....Bob Bann
 Consulting Engineer.....Bernard Associates

KGYW VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Calif. Nev. Bcstg. Co.
 Business-Studio Address.....3267 Sonoma Blvd.
 Phone Number.....3-5667
 News Service.....UP
 Representative.....Western, Tracy Moore
 General Manager.....David McKay
 Station-Commercial Mgr.....Ralph Stillings
 Chief Announcer.....Hal Engebretson
 Chief Engineer.....William Roberts

KHUB WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Patrick H. Peabody
 Business Address.....Atkinson Lane
 Phone Number4-5641
 Studio-Transmitter Location.....Atkinson Lane
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Hoffman
 President.....Patrick H. Peabody
 General Manager.....Hal E. Chase
 Program, Farm Director.....Don Smith
 News Director.....Ford Warner
 Chief Engineer.....James Howard

KVEN VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....P. O. Box 1611
 Phone Number.....Miller 3-8675
 Transmitter.....San Pedro & Al'esandro Sts.
 News Service.....UP
 Program Director.....Dana Marble
 General Manager.....Harry Engel
 Sales Prom. Mgr.....Jack Powell
 Chief Engineer.....Donald Brown
 Farm Editor.....Ed Walden

KVVC

VENTURA—1947—LBS

Frequency: 1590 Kc.....Power 1000 Watts
 Owned-Oper. By.....Voice of Ventura County
 Business Address.....P.O. Box 1411
 Phone Number.....Miller 3-6185
 Transmitter Location.....Mills Rd.
 Air Time.....6 a.m.-M.
 Representative.....W. S. Grant
 Membership.....BAB
 President.....Wm. H. Haupt
 Station Manager.....Roland B. Vaile
 Chief Engineer.....Charles Farmer

KSYC YREKA—1947—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Siskiyou Cty. Bcstg. Co., Inc.
 Address.....Lawrence Lane & S. Oregon St.
 Phone Number624
 Air Time.....6:45 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Tracy Moore
 Membership.....NARTB
 President.....E. G. Millbourn
 General Manager.....Holt C. Wardrip
 Station Manager.....Jack A. Mitchell
 Commercial Manager.....Thomas G. Moran
 Chief Engineer.....Bill Maginnis
 Chief Announcer.....D. M. Comstock
 Consulting Engineer.....Grant Fickert

KKIN

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KKIN, Inc.
 Business Address.....P. O. Box 1589

CALIFORNIA—COLORADO

KUBA

YUBA CITY—1947—LIBERTY

Frequency: 1600 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By... Peachbowl Bcstrs., Inc.
Business Address... Hotel Marysville
Phone Number... 3-7309
Transmitter Location... Sanborn Rd., Sutter Co.
News Service... AP

Transcription Service... Thesaurus
Representative... W. Coast Radio Sales,
Western
President... Chester V. Ullom
Gen., Station Manager... Roger R. Hunt
Commercial Manager... Clyde L. Goodnight
Sales Promotion Mgr... Lloyd Klemp
Program Director... Bill Noethens
News Director... Dan Brown
Chief Engineer... John J. Rolih

COLORADO

*Pop. April 1, 1952 (Est.) 1,381,000 — Total Housing Units 438,297
Families April 1, 1952 (Est.) 401,000 — Stations in State 32*

KGIW

ALAMOSA—1929—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... E. L. Allen
Business Address... P. O. Box 179
Phone Number... 26
Transmitter Address... East of Alamosa
Air Time... 6 a.m.-10 p.m.
News Service... UP
Transcription Service... Keystone, SESAC
President-General Mgr... E. L. Allen
Sta.-Comm. Mgr.-Pg. Dir... Lloyd Allen
Sales Prom. Mgr.-Farm Ed... Charles Dynes
Chief Engineer... Bill Brokaw

Program Director... G. C. Underhill
Chief Announcer... Art Brink
Chief Engineer... W. D. Wells

KRDO

**COLORADO SPRINGS—1947
COLUMBINE**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Pikes Peak Bcstg. Co.
Business-Studio Address... Alta Vista Hotel
Phone Number... Main 1125
Transmitter Location... Alta Vista Hotel
Air Time... 6:00 a.m.-M.
News Service... AP
Transcription Service... Standard, Lang-Worth,
Thesaurus

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Boulder Radio KBOL, Inc.
Address... 1617 Pearl St.
Transmitter Location... E. Pearl St.
Air Time... 7 a.m.-11:05 p.m.
News Service... AP
Transcription Service... Standard
Representative... Headley-Reed
Membership... NARTB, BAB
President... Herb Hollister
General Manager... Russel Shaffer
Commercial Manager... Gene Palm
News Dir... Bob Butz
Program Director... C. O. Allen
Chief Engineer... Blair Dobbins

Representative... Rambeau
Membership... NARTB
Pres., Gen. Mgr... Joseph H. Rohrer
Station Manager... Paul Crozier
Commercial Manager... Harry Hoth
Production Director... Robert Fitzmorris
Prog., Musical Dir... Jean Gitz
Chief Anncr., News Dir... Wes Bradley
Prod. Dir., Chief Engr... Robert Fitzmorris
Consulting Engineer... McNary-Wrathall

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Voice of the Rockies, Inc.
Address... 800 Exchange Natl. Bank Bldg.
Phone Number... Main 278
Transmitter Location... 2803 E. Platte Ave.
Air Time... Unlimited
News Service... UP
Transcription Service... Associated & World
Representative... Raymer Co.
Membership... NARTB, BAB
Pres., Gen., Sta., Comm. Mgr... J. D. Russell
Sls. Prom., Prod. Mgr... Cecil Seavey
Program Director... Isabell McClung
Publicity Director... Meredith Williams
News Director... Hal Bumpus

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Royal Gorge Bcstrs., Inc.
Business-Studio Address... 1615 Central Ave.
Phone Number... 1100
Transmitter Location... 1615 Central Avenue
Air Time... 7 a.m.-7 p.m.
News Service... UP
Transcription Service... Keystone, Cole
Pres.-Gen. Sta. Mgr... Ray M. Beckner

COLORADO

Musical Director.....Pat Henry
 Chief Engineer.....H. C. Strang
 Consulting Engineer.....E. C. Page

KRAI

CRAIG—1949—COLUMBINE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By No. Western Colo. Bcstg. Co.
 Business Address.....So. of Craig
 Phone Number.....707-8
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 Membership.....BAB
 President.....G. N. Winder
 General Manager.....George Cory
 Station Manager.....Dale G. Moore
 Commercial Manager.....George Norvell
 Program. News Dir.....Dick Fuss
 Chief Engineer.....Charles S. Price

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By Aladdin Radio & TV, Inc.
 Business-Studio Address. Shirley-Savoy Hotel
 Phone Number.....MAin 4271
 Transmitter Location.....Engelwood, Colo.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS.
 Transcription Service.....Standard, Capitol
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....Harry E. Huffman
 General Manager.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Sales Prom. Mgr., Pub. Dir.....John Connors
 Program Director.....Charles C. Roberts
 Production Director.....Clayton Bragg
 News Director.....Sheldon Peterson
 Musical Director.....Arthur Gow
 Chief Engineer.....Harvey E. Wehrman

KMYR

**DENVER—1941—LIBERTY
 COLUMBINE**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Address.....Security Life Bldg.
 Phone Number.....MAin 4161
 Transmitter Location.....Ruby Hill,
 1601 W. Jewell
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Station Representative.....Keenan & Eichelberg
 Membership.....NARTB, BAB
 President.....F. W. Meyer
 Station Manager.....A. G. Meyer
 Commercial Manager.....Ed Koepke
 Pgm., Prod. Dir.....Lowell Switzer
 News Director.....Dick Leonard

Chief Announcer.....Gene Amole
 Chief Engineer.....Glen James

KTLN

DENVER—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Station KTLN
 Address.....Park Lane Hotel
 Phone Number.....RAce 4636
 Transmitter Location. 3200 S. Platte Riv. Dr.
 Air Time.....4:30 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Radio Reps., Inc.
 Owner.....Leonard Coe
 General Manager.....John L. Buchanan
 Commercial Manager.....Dean Jarvis
 Sales Promotion Mgr.....Jim Buchanan
 Program Director.....Jack Helling
 Production Director.....Con Schader
 Chief Anncr., News Dir.....Rich Fromke
 Chief Engineer.....O. E. Kelley

KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By...Colorado Radio Corp.
 Business-Studio Add..Midland Savings Bldg.
 Phone Number.....TAbor 2291
 Transmitter Location.....No. of Denver
 Air Time.....5:30 a.m.-12M.
 News Service.....UP
 Transcription Service..Lang-Worth, Associated
 Representative.....Free & Peters
 Membership.....NARTB
 President-Gen. Mgr.....William D. Pyle
 Station Manager.....T. C. Ekrem
 Sales Prom. Mgr.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....Ben H. Stanton
 Chief Engineers.....W. D. Pyle, T. C. Ekrem

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Operated By..National Bcstg. Co., Inc.
 Business-Studio Address..1625 California St.
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colo.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service..Thesaurus & Associated
 Representative.....NBC Spot Sales
 Membership.....NARTB, BAB
 President (NBC).....Joseph H. McConnell
 Gen.-Sta. Mgr.....Charles C. Bevis, Jr.
 Commercial Manager.....Duncan A. McCall
 Sales Promotion Manager.....C. M. Penley
 Program Manager.....Earle C. Ferguson
 Publicity Director.....William R. Day
 Production Supervisor.....Wm. G. Walker
 Musical Director.....Eddy Rogers
 Asst. Mgr. Chg. Engineering..Robert H. Owen

COLORADO

K F E L

DENVER—1923—MBS

Frequency: 950 Kc. Power: 5,000 Watts
 Owned-Operated By Eugene P. O'Fallon, Inc.
 Business-Studio Address Albany Hotel
 Phone Number Alpine 4681
 Transmitter Location 5350 W. 20th St.
 Air Time 24 hrs.
 News Service INS
 Transcription Service Associated
 Representative John Blair
 Membership NARTB, BAB
 General Manager Gene O'Fallon
 Managing Director Frank Bishop
 Commercial Mgr. W. H. Conklin
 Sales Promotion Mgr. Kennie MacDowd
 Prod., Pgm. Dir. Dale Morgan
 Musical Director Nancy Breve
 Chief Announcer Ronald J. McCoy
 News Director Jack L. Fitzpatrick
 Farm Editor Gus Swanson
 Chief Engineer T. G. Morrissey
 Consulting Engineer Comm. Radio

Owned-Operated By San Juan Bestg. Co.
 Address P. O. Box 799
 Phone Number 117
 Transmitter Location 3 Mi. S. of City
 News Service UP
 Transcription Service SESAC, Thesaurus,
 Lang-Worth
 Representative Holman Co.
 General Manager R. E. O'Brien
 Commercial Manager T. Ralph Bennett
 Promotion Manager Lindsey Becker
 Program Director Don Hoover
 News Director Pat O'Brien
 Women's Director Mrs. Lee O'Brien
 Chief Engineer Vander Linden

K C O L

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By Northern Colo. Bestg. Co.
 Business-Studio Address 1600 La. Porte Ave.
 Phone Number 2600
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 President Herb Hollister

K I U P

DURANGO—1935—MBS

Frequency: 930 Kc. Power: 1000 Watts

AJAX • AMAZO • ARRID • BISKIT MIX • BLONDEX • BLUE BONNET MARGARINE • BLUE GOOSE FROZEN FOODS • BORDEN'S STARLAC & INSTANT COFFEE • BOVRIL • BROMO SELTZER • BUICK • BUTTERNUT COFFEE • CAMAY • CHASE & SANBORN COFFEE • CHEER • CHESTERFIELDS • CRAWFORD'S COUGH GUM • FORD • FORMULA NO. 40 METAL POLISH • FOUR-WAY COLD TABLETS • ROBERT HALL CLOTHES • HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE • JELKE GOOD LUCK MARGARINE • JOY • KELLOGG ALL BRAN • KOOLS • LADIES HOME JOURNAL • LILT • LIPTON SOUP • LUSTER COLOR • LYNDEN FOODS • MRS. McDONALD'S CHOCOLATES • MUSTEROLE • NUCOA • OLD MANSE PRESERVES & SYRUP • PEN-JEL • PEPTO BISMOL • PERTUSSIN • PREMIUM CRACKERS • QUICK ELASTIC STARCH • RANCHO SOUPS • REAL GOLD CITRUS PRODUCTS • RIK RAK CLEANSER • ROYAL DESSERTS • SATURDAY EVENING POST • SILVER STAR FOODS • SURF • SWIFT & CO. • TENDERLEAF TEA • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • BLONDEX • BLUE BONNET MARGARINE • AJAX

RAY PERKINS RUNS AGAIN IN '52!

DENVER, Colo. — Supported by 57 of the country's top national advertisers and a host of fine local accounts, KFEL's "Ray Perkins Show" campaigns into its seventh successful year!



AJAX • AMAZO • ARRID • BISKIT MIX • BLONDEX • BLUE BONNET MARGARINE • BLUE GOOSE FROZEN FOODS • BORDEN'S STARLAC & INSTANT COFFEE • BOVRIL • BROMO SELTZER • BUICK • BUTTERNUT COFFEE • CAMAY • CHASE & SANBORN COFFEE • CHEER • CHESTERFIELDS • CRAWFORD'S COUGH GUM • FORD • FORMULA NO. 40 METAL POLISH • FOUR-WAY COLD TABLETS • ROBERT HALL CLOTHES • HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE • JELKE GOOD LUCK MARGARINE • JOY • KELLOGG ALL BRAN • KOOLS • LADIES HOME JOURNAL • LILT • LIPTON SOUP • LUSTER COLOR • LYNDEN FOODS • MRS. McDONALD'S CHOCOLATES • MUSTEROLE • MUZAK • OLD MANSE PRESERVES & SYRUP • PEN-JEL • PEPTO BISMOL • PERTUSSIN • PREMIUM CRACKERS • QUICK ELASTIC STARCH • RANCHO SOUPS • REAL GOLD CITRUS PRODUCTS • RIK RAK CLEANSER • ROYAL DESSERTS • SATURDAY EVENING POST • SILVER STAR FOODS • SURF • SWIFT & CO. • TENDERLEAF TEA • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • BLONDEX • BLUE BONNET MARGARINE • AJAX


11:00 a.m.—12:00 Noon
2:30—4:30 p.m. Daily
MANAGED BY GENE O'FALLON
REPRESENTED BY JOHN BLAIR
Mutual in Denver

COLORADO

General Manager.....Ellis Atteberry
 Commercial Manager.....Bob McClary
 Program Director.....Gregg Chancellor
 Chief Engineer.....Cecil Whitchurch
 Consulting Engineer.....Commercial Radio

KFTM

FORT MORGAN—1949—KBS

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Oper. By...Morgan County Bcstg. Co.
 Address.....Ft. Morgan
 Phone Number.....1000
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 Pres., Gen. Mgr.....Robe t H. Dolph
 Station Manager.....John W. Emery
 Comm., Sls. Prom. Mgr.....Donnell K. Smith
 Chief Announcer.....Bob Breault
 News Director.....Helen Cudworth
 Chief Engineer.....Richard Oldfield

KGLN

**GLENWOOD SPRINGS—1950—MBS
 WESTERN SLOPE**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Western Slope Bcstg. Co.
 Address.....Silver Spruce Lodge
 Phone Number.....777
 Representative.....Holman
 News Service.....UP
 Pres., Gen. Mgr.....Rex Howell
 Sta., Comm., Prom. Mgr.....Jerry Fitch
 Prog. Dir., Chief Annr.....Hal Reid
 Chief Engineer.....Carl Anderson

KEXO

**GRAND JUNCTION—1948
 COLUMBINE**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Voice of Western Colorado,
 Inc.
 Trans. Address...2508 North Ave., P. O. Box
 629
 Phone Number.....1230
 Air Time.....6 a.m.-12M.
 News Service.....INS
 Transcription Service...Capitol, Thesaurus,
 World
 Representative.....Harlan Oakes
 Membership.....NARTB, BAB
 President.....D. Spencer Grow
 Gen., Sta., Comm. Mgr....H. Abbott Tessman
 Sales Promotion Mgr.....Robert Falks
 Prog., Prod. Dir.....Robert Collins
 Publicity Director.....Mildred Fuller
 Chief Annr., Farm Editor.....Jim Eicher
 News Director.....Gene Wilburn
 Chief Engineer.....Lloyd Wilson
 Musical Director.....Bill Orr

KFXJ

**GRAND JUNCTION—1926—MBS
 WESTERN SLOPE**

Frequency: 920 Kc.....Power: 1000 Watts d;
 500 Watts n.
 Owned-Oper. By...Western Slope Bcstg. Co.
 Business-Studio Address.....Hillcrest Manor
 Phone Number.....1300
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hal Holman
 Membership.....NARTB, BAB
 President.....Rex Howell
 Gen., Sta. Mgr.....E. Anson Thomas
 Sales Prom. Mgr.....Rosa Lee Samuels
 Commercial Manager.....Jack Goetz
 Chief Announcer.....Ed Lewis
 News Director.....Lyle Marine
 Program, Music Dir.....Jack Puter
 Chief Engineer.....Bob Lebsock
 Farm Editor.....Bill Warner

KFKA

GREELEY—1921

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Oper. By...Mid-Western Radio Corp.
 Business-Studio Address.....620—8th Ave.
 Phone Number.....450-1
 Transmitter Location.....Radio Ranch, Evans
 Air Time.....5 a.m.-11 p.m.
 Representative.....Hal Holman
 News Service.....UP
 Transcription Serv...Lang-Worth, Cole, SESAC
 Pres., Gen. Mgr.....Francis Price
 Commercial Manager.....Eve-it Shupe
 Sales Prom. Mgr.....William G. Stewart
 Program Director.....Jack Redus
 Musical Director.....Delbert Wood
 Chief Announcer.....Cooper Welch
 News Director.....Keith Gorden
 Chief Engineer.....Harry Brewer
 Farm Editor.....Carl Jordan
 Consulting Engineer.....Kenneth Cooper

KYOU

**GREELEY—1948—COLUMBINE
 LIBERTY**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Moroco Bcstg. Co.
 Address.....2424 6th Avenue
 Phone Number.....3275
 Air Time.....Unlimited
 News Service.....AP
 Representative.....McGillvra, Inc.
 Transcription Service.....World
 Membership.....BAB
 President, Gen. Mgr.....E.wood H. Meyer
 Commercial Manager.....Joe W. Hongold
 Program Director.....Glenn E. Stutzman
 Chief Engineer.....John T. Roscoe

COLORADO

KBNZ

LA JUNTA—1937—KBS INTERMOUNTAIN-COLUMBINE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: R. Dennis Gerkin
 Address: Radio Building
 Phone: 42
 Air Time: 6:25 a.m.-11:35 p.m.
 News Service: UP
 Representative: Clark
 Membership: BAB
 Pres., Gen. Mgr.: William W. Shepherd
 Station Manager: Robert McGregor
 Commercial Manager: Philip Roewe
 Prog. Dir., Chief Anncr.: Dale Allison
 Chief Engineer: Robert Houston
 Consulting Engineer: Willis Shanks

KLMR

LAMAR—1948—LBS

Owned-Oper. By: SE Colorado Bcstg. Co.
 Trans. Address: Lamar, Colorado
 Phone Number: 804
 News Service: AP
 Transcription Service: World
 President: Ralph Eaton
 Gen., Sta., Comm. Mgr.: John M. Bass
 Pgm., Prod., Publ. Dir.: E. E. Meazell
 Chief Engineer: Larry Roser

KLVC

LEADVILLE—1951—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Leadville's Top of the
 Nation Station, Inc.
 Address: 520 W. 6th St.
 Phone Number: 70
 Representative: Columbine
 President: Vir N. James
 Manager: Donald F. Stephens
 Program Director: Flora Stephens
 Chief Engineer: Donald G. Youmans

KLMO

LONGMONT—1949

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By: Longmont Bcstg. Co.
 Phone Number: 1050
 News Service: UP
 Transcription Service: Lang-Worth
 Pres.-Gen. Mgr.: J. P. Dubberley
 Comm. Mgr.: R. Walker
 Program Director: Willis Evans
 Promotion Manager: Dick Lee
 Chief Engineer: Walter Robinson

KUBC

MONTROSE—1947—KBS COLUMBINE

Frequency: 1260 Kc. 1000 Watts d.;
 500 Watts n.

Owned-Operated By: Uncompaghre Bcstg. Co.
 Business-Studio Address: P. O. Box 279
 Phone Number: 199
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Capitol
 Representative: Hil F. Best
 Membership: NARTB, BAB
 President: F. J. Hartman
 Gen.-Sta. Mgr.: Geo. Cory
 Comm., Sales Prom. Mgr.: Bob Hale
 Chief Engineer, Prog. Dir.: Bob Sidwell
 News Director: Tom Olsen
 Consulting Engineer: J. B. Heffelfinger

KCSJ

PUEBLO—1947—MBS-COLUMBINE INTERMOUNTAIN

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Star Bcstg. Co., Inc.
 Address: 211 W. 5th St.
 Phone Number: 8522
 Transmitter Location: North Hudson
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Pearson Co., Keenan &
 Eickelberg (West Coast Only)
 Membership: NARTB, BAB
 President: F. W. Meyer
 Gen., Sta. Mgr.: Douglas D. Kahle
 Comm., Sls. Prom. Mgr.: Bob Clinton
 Prog., Publ. Dir.: Larry Gordon
 Prod., Music. Dir.: Gene Bollinger
 Chief Announcer: Cliff Hendrix
 News Director: Bill Doty
 Chief Engineer: Dale Redlingshafer
 Consulting Engineer: Frank McIntosh

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Pueblo Radio Co.
 Business-Studio Address: 3011 Elizabeth
 Phone Number: 1255
 Transmitter Location: 3011 Elizabeth
 News Service: AP
 Transcription Service: Standard
 Representative: Donald Cooke
 President-Gen. Mgr.: Dee B. Crouch
 Commercial Manager: Barry Tucker
 News Dir.: Charles Lerch
 Chief Engineer: Jack Lundquist

KVRH

SALIDA—1948—KBS-LBS COLUMBINE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Vir N. James
 Address: P. O. Box 229
 Phone Number: 30
 Air Time: 7 am. to 10 p.m.

COLORADO

Transcription ServiceKBS
 News ServiceUP
 RepresentativeClark
 MembershipNARTB, BAB
 Pres., Gen., Prom. Mgr.....Vir N. James
 Assistant.....Clo B. James
 Commercial Manager.....Lu Parmelee
 Chief Anncr., News Dir.....Jack Diehl
 Chief Engineer.....Philip Parmelee
 Consulting Engineer.....Guy C. Hutcheson

Owned-Operated By.....James E. Blair
 Bus.-Studio Address.....P. O. Box 787
 Phone Number414
 News ServiceUP
 Owner, Gen. Mgr.....James E. Blair
 Station Manager.....Kenneth Stabaugh

K G H F

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Colorado Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 293
 Phone Number3877
 Transmitter Location.....N.W. of Pueblo
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription Service.....World, SESAC
 Representative.....Gill-Keefe & Perna, Inc.
 MembershipNARTB, BMB
 PresidentGifford Phillips
 Gen., Station Manager.....Robert D. Ellis
 Commercial Manager.....Bill Mahoney
 Prog., Publ. Dir.....Hal Moon
 Prod. Dir., Chief Anncr.....Norm Teska
 News Director.....Bob Thompson
 Musical Director.....Bob Burch
 Chief Engineer.....Willis C. Shanks
 Farm Editor.....Irwin Cunningham
 Consulting Engineer.....T. A. M. Creven

K G E K

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Elmer G. Beehler
 AddressFleming Rd.
 Phone Number679
 News ServiceUP
 Owner, Gen. Mgr.....Elmer G. Beehler

K CRT

TRINIDAD—1946—LBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Mel-Bert Bcstg. Co.
 Business-Studio Add.....P. O. Box 772
 Phone Number338
 Transmitter Location.South Country Club Drive
 News ServiceUP
 Transcription ServiceLang-Worth
 Ptnr., Gen. Mgr.....Mel Cooper
 Comm. Mgr., Ptnr.....Bert Coyle
 Program Director.....Millye J. Coyle
 Program Director.....George Barron
 Chief Engineer.....Mel Cooper

K STR

TRINIDAD—1946—MBS

Frequency: 1280 Kc...Power: 1000 Watts d.,
 500 Watts n.

The Dominant Station Covering the
 Rich Industrial and Agricultural Area
 of SOUTHERN COLORADO

K G H F

PUEBLO, COLORADO

5000 w A B C

announces

the appointment

of

GILL-KEEFE & PERNA, INC.

NEW YORK CHICAGO

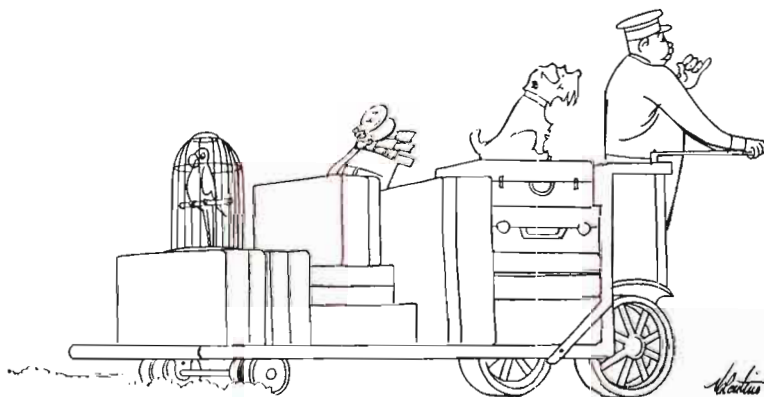
Helen Gill Howard Keefe

WEST COAST
 REPRESENTATION:

Tracy Moore & Associates



There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

CONNECTICUT

Pop. April 1, 1952 (Est.) 2,090,000 — Total Housing Units 614,075
Families April 1, 1952 (Est.) 575,000 — Stations in State 26

W I C C

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc....Power: 1000 Watts d.,
500 Watts n.

Owned-Oper. By.....Thomas E. Lee Ent.
Address.....144 Golden Hill
Phone Number.....8-1121
Transmitter Location.....Pleasure Beach Pk.
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Associated
Representative.....Edward Petry
Exec. Vice-Pres.....Thomas F. O'Neil
General. Sta. Manager.....Robert L. Kennett
Comm.-Sales Prom. Mgr.....Charles W. Parker
Pgm.-Prod. Dir.....Ralph Klein
News Director.....Robert Maguire
Chief Engineer.....Rogers B. Holt

W L I Z

BRIDGEPORT—1947

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Operated By...The Bridgeport Bcstg Co.
Business-Studio Address.....114 State St.
Phone Number.....5-4144
Transmitter.....Seaview Avenue
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Adam J. Young
Pres., Gen., Sta. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Program Director.....Wallace B. Dunlap

W N A B

BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Phone Number.....3-3112
Transmitter.....Locomobile Pt.
Air Time.....Unlimited
News Service.....UP
Representative.....Rambeau, Borgatti
President-Chief Engineer.....Harold Thomas
General. Sta. Manager.....Levon Thomas
Prog. Dir., Chief Annrc.....Jack Dahlby
Traffic Manager.....Grace Kaltenbach
Commercial Manager.....Ray Colonari

W B I S

BRISTOL—1948

Frequency: 1440 Kc....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone Number.....9265

Transmitter Location.....Greystone Ave.
Air Time.....Daytime
News Service.....UP
Representative.....McGillvra
President.....Frederick W. Beach
Gen., Sta., Comm. Mgr.....Cal Colby
Program Director.....Sally Easton
Publicity Director.....Amletto Ciccarelli
Chief Announcer.....Bob Leonard
Chief Engineer.....Richard A. Ricci

W L A D

DANBURY—1947

Frequency: 800 Kc....Power: 250 Watts d.
Owned-Operated By...Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number.....8-3565
Transmitter.....Brushy Hill Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Rambeau
President.....John P. Previdi
Sta., Comm. Mgr., Pub. Dir.....Sol Robinson
Program Director.....Eleanor Kemble
Chief Announcer.....Paul Baker
News Director.....Frank Comer
Chief Engineer.....Walter Hollis
Consulting Engineer.....Garro Ray

NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?

AP

CONNECTICUT

Vice Pres.-Gen. Mgr. Paul W. Morency
 Asst. Gen. Mgr. Chg. Sales Walter Johnson
 Asst. Sales Mgr. Irwin Cowper
 Program Director Leonard J. Patricelli
 Asst. Program Director Paul Lucas
 Production Dir. George Bowe
 Director Public Relations Bernard Mullins
 News Director Tom Eaton
 Plant Manager Herman Taylor
 Consulting Engineer Ring & Clark

(See Page 370)

W M M W MERIDEN—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Silver City Crystal Co.
 Business-Studio Address 8½ W. Main St.
 Phone Number 5-5747
 Transmitter Lewis Ave.
 Air Time Daytime
 News Service UP
 Transcription Service World, Lang-Worth
 President (inactive) C. A. Schultz
 General Manager Alex Buchan
 Commercial Manager G. A. Kruttschnitt
 Program Director Joey Trantino
 Chief Announcer Les Fox
 Chief Engineer Gabriel Langfelder

W C N X MIDDLETOWN—1948

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Oper. By Middlesex Bcstg. Co.
 Business-Studio Address 460 Main St.
 Phone Number 5821
 Managing Dirs. R. J. O'Brien, W. J. O'Brien
 Chief Operator Kenneth A. F. Bishop

W H A Y NEW BRITAIN—1949

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By Central Conn. Bcstg. Co.
 Business Address 22 Grove Hill
 Phone Number 3-2721
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative Adam Young, Bannan
 (Boston)
 President Patrick Goode
 General Manager Aldo DeDominicis
 Sta. Mgr., Prog. Dir. Leo Borin
 Sales Mgr. Thomas Meade
 Office Manager William F. Turner
 Chief Announcer Carter Clements
 News Director Charles Gilson
 Chief Engineer Hillis W. Holt
 Women's Prog. Dir. Elizabeth Kimball

W K N B NEW BRITAIN—1946

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Oper. By New Britain Bcstg. Co.

Address 213 Main St.
 Phone Number 3-6303-4
 Transmitter Location Newington
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Forjoe
 President, General Manager Julian Gross
 Station-Commercial Mgr. Peter B. Kenney
 Pgm., Prod. Dir. J. J. Mariani
 Publicity Director Philip B. Hale
 Chief Announcer Ray Neilan
 Chief Engineer Sam Edsall
 Consulting Engineer George C. Davis

W A V Z

NEW HAVEN—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By WAVZ Bcstg. Corp.
 Business-Studio Address 152 Temple St.
 Phone Number 7-0171
 Transmitter Location Thill St., W. Haven
 Air Time Local sunrise-local sunset
 News Service UP, AP
 Representative Keller
 Transcription Service Thesaurus
 President Victor W. Knauth
 V.P., Gen., Sta. Mgr. Daniel W. Kops
 Commercial Manager Richard J. Monahan
 Prog., Prod. Director Richard E. Barrett

Buy

NEW HAVEN

Buy

RESULTS

Buy

WAVZ

The Lively Local
 Operation with Music
 And News the People Want

CONNECTICUT

Publicity Director.....George Duffy
 Chief Announcer.....Richard Petty
 News Dir., Farm Editor...Thomas W. Bentley
 Musical Director.....Joanne Robbins
 Chief Engineer.....George Hugo
 Consulting Engineer.....Lynne C. Smeby

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By...Conn. Radio Founda-
 tion, Inc.
 Business-Studio Address.....221 Orange St.
 Phone Number.....8-1133
 Transmitter Location...Benham St., Hamden
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 President.....H. C. Wilder
 General Manager.....Richard W. Davis
 Commercial Manager...Edwin H. Schweitzer
 Publicity Director.....Rudy Frank
 News Director.....Robert McKernan
 Program Director.....Charles H. Wright
 Chief Engineer.....Fred King
 Consulting Engr....Craven, Lonnes & Culver

WNHC

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Elm City Bcstg. Corp.
 Business-Studio Address.....1110 Chapel St.
 Phone Number.....6-9826
 Transmitter Location...Front Ave., W. Haven
 Air Time.....18 hrs.
 News Service.....AP, INS
 Transcription Service.....World
 Representative.....Katz Agency
 Membership.....NARTB, BAB
 President.....Patrick J. Good
 Secretary-Treasurer.....Aldo DeDominicis
 Commercial Manager.....J. Vincent Callanan
 Program Director.....Walter Neilsen
 Publicity Director.....William Dukeshire
 News Director.....W. Rockwell Clark
 Musical Director.....John Drake
 Chief Engineer.....Vinnie DeLaurentis
 Consulting Engineer.....Goro W. Ray

WNLC

NEW LONDON—1936 — MBS YANKEE, CONN. ST.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...The Thames Bcstg. Corp.
 Business-Studio Address.....281 State St.
 Phone Number.....2-4365
 Transmitter.....Winthrop Pt., E. New London
 Air Time.....Unlimited
 News Service.....UP
 President-Gen. Sta. Mgr.....Gerald J. Morey
 Comm.-Sales Prom. Mgr.....Leo B. Keegan

Publicity Director.....Mary Jane Koebbe
 Chief Announcer.....Nelson Brown
 Chief Engineer.....Gerald J. Morey
 News Director.....David Conners
 Farm Editor.....Patricia Killeen
 Consulting Engineer.....Craven, Lohnes &
 Culver

WNLK

NORWALK—1947

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By...Norwalk Bcstg. Co., Inc.
 Business-Studio Address...Main & Wall Sts.
 Phone Number.....8-5566
 Transmitter.....West Norwalk
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...World, SESAC, RCA
 Representative.....Rambeau
 Pres., Gen., Sta. Mgr..
 Chief Engineer.....David W. Jeffries
 Comm., Sls. Prom. Mgr....Michael J. Cuneen
 Prog., Publ. Dir.....Joseph V. Lentini
 Production Director.....Milton Warren
 Chief Announcer.....Richard W. Buonerba
 News Director.....Adrian Conway
 Musical Director.....Edna C. Somers
 Consulting Engineer.....W. E. McDowell

WICH

NORWICH—1946—LBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Eastern Conn Bcstg. Co.
 Business-Studio Address.....91 Main St.
 Phone Number.....7-1613
 Transmitter Location...Lucas Pk. Rd.
 Air Time.....6:45 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 President-General Mgr.....John Deme
 Chief Announcer.....Jack Purrington
 Chief Engineer.....Alexander Dubenetsky

WSTC

STAMFORD—1941 ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Wtn. Conn. Bcstg. Co.
 Business-Studio Address.....270 Atlantic St.
 Phone Number.....4-7575
 Transmitter Location...320 Strawberry Hill Ave.
 Air Time.....6:30 a.m.-M.
 Newspaper Affiliation...Stanford Advocate
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Everett-McKinney
 President.....Kingsley Gillespie
 Gen.-Sta. Manager.....Julian Schwartz
 Commercial Manager.....Wharton Ford
 Program Director.....Frank J. Delfino
 Chief Engineer.....Paul Kamensky
 Consulting Engineer.....George C. Davis

CONNECTICUT

W L C R

TORRINGTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Litchfield Cty. Radio Corp.
 Business-Studio Address. 23 Main St.
 Phone Number 4174
 Transmitter Location. Highland Ave.
 Air Time. Local sunrise-local sunset
 News Service UP
 Transcription Service World
 Representative. Sears & Ayer
 Pres., Gen. Mgr. Charles O. Scott
 Sales Prom. Mgr. Allan Brown
 Pgm., Prod. Dir. George Phillips
 Publicity Director. Joseph Storm
 Chief Anncr., News Dir. Pete Stoner
 Chief Engineer. Alfred Pallokat

W T O R

**TORRINGTON—1948
 CONN. STATE—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Torrington Bcstg. Co., Inc.
 Business-Studio Address. 93 Perkins St.
 Phone Number 4181
 Transmitter Location. 93 Perkins St.
 Air Time. 17 hrs.
 News Service AP
 Representative. Rambeau
 Station Manager. Edmund Waller
 Commercial Manager. John J. Morris
 Program Director. Richard C. Kilbourn
 Chief Engineer. Arthur Marcus

W A T R

**WATERBURY—1934
 ABC-CONN. STATE**

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By. The WATR Co., Inc.
 Business-Studio Address. 440 Medow St.
 Phone Number 5-1121
 Transmitter Location. Baldwin Ave.
 Air Time. 7 a.m.-M.
 News Service AP
 Representative. William G. Rambeau
 Membership NARTB
 President-Gen. Mgr. Harold Thomas
 Sta.-Comm. Mgr. Sam Elman

Sales Prom. Mgr. Wallace Gordon
 Production Director. Roy Murray
 Program Director. Wally King
 Pub., News Dir. Joseph C. Callan
 Chief Announcer. Charles Bengtson
 Chief Engineer. Russell Jensen

W B R Y

**WATERBURY—1934—CBS
 NUTMEG**

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By. American-Republican, Inc.
 Business-Studio Address. 136 Grand St.
 Phone Number 3-1125
 Transmitter Location. Boyden St.
 Air Time. 6:55 a.m.-12:05 a.m.
 News Service AP
 Transcription Service World
 Representative. Avery-Knodel.
 Kettel-Carter (Boston)
 Membership NARTB, BAB
 President. William J. Pape
 General Manager. James D. Darcy
 Commercial Manager. Harry A. DeVorken
 Station Manager. J. Maxim Ryder
 Prog.-Prod. Dir. Walter O. Howard
 Publicity Director. Robert S. Holezer
 Chief Announcer. Robert Stewart
 News Director. E. Christy Erk
 Musical Director. Louis Boisvert
 Chief Engineer. Frank B. Hales

W W C O

**WATERBURY—1946
 MBS-YANKEE**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Mattatuck Bcstg. Co., Inc.
 Business-Studio Address. 119 W. Main St.
 Phone Number 4-5141
 Transmitter Location. Thomaston Ave.
 Air Time. Unlimited
 News Service AP
 Membership NARTB
 Pres., Gen. Manager. Milton H. Meyers
 Commercial Manager. Gustave Nathan
 Program Director. Robert C. Crager
 Chief Announcer. Gene Valentino
 News Director. Roy Roman
 Chief Engineer. John Carragan

HELP THE RED CROSS

DELAWARE

Pop. April 1, 1952 (Est.) 324,000 — Total Housing Units 97,002
Families April 1, 1952 (Est.) 88,000 — Stations in State 6

W D O V DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By...Del. State Capital
Bcstg. Corp.
Business Address...Bradford & Loockerman Sts.
Phone Number 5816
Air Time 6:30 a.m.-Sunset
News Service AP
Representative Rambeau
President Dr. C. F. Freed
Gen., Sta. Mgr., Pgm. Dir. Mildred Carroll
Commercial Manager William S. Freed
Chief Engineer Russell F. Lee
Consulting Engineer. Herbert L. Wilson Asso.

W J W L

GEORGETOWN—1951

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By...Rollins Bcstg., Inc.
Address DuPont Highway
Phone Number 2567
News Service AP
Transcription Service Thesaurus
Representative Rollings
President John W. Rollins
Vice-President O. Wayne Rollins
General Manager Frank R. Knutti
Commercial Manager Norman M. Glenn
Program Director Bill Jaeger
Chief Engineer Edward Marzoca

W A M S

WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst.
Co., Inc.
Bus.-Studio Address 321 Delaware Ave.
Phone Number 4-8882
Transmitter Mt. Cuba Rd. & Owl's Nest
Air Time 6:30 a.m.-12:30 a.m.
News Service Transradio
Transcription Service Standard
Representative Hollingberry
President Frank S. Carrow
General Manager L. Byron Jenkins
Comm. Mgr. William S. Ewing
Publicity Director Don Mathewson
Program Director Bill Smith
Music Director Alan Barclay
Chief Engineer Herbert Eckstein

W D E L

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By...WDEL, Inc.

Business-Studio Address...10th & King Sts.
Phone Number 7268
Transmitter New Castle Co.
Air Time 6:00 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Station Executive Clair R. McCollough
Station Manager J. Gorman Walsh
National Sales Manager...J. Robert Gulick
Program Director Harvey C. Smith
Technical Dir. J. E. Mathiot
Consulting Engineer James C. McNary

W I L M

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
Owned-Operated By...Delaware Bcstg. Co.
Business-Studio Address 920 King St.
Phone Number 4-7771
Air Time 24 hrs.
News Service UP
Transcription Service World
Representative Bolling Co.
Membership NARTB, BAB
President-Gen.-Comm. Mgr. Ewing B. Hawkins
Sta. Mgr., Pgm. Dir. Robert J. McFann
Sls. Prom., Pub. Dir. Robert P. Niemeyer
Musical Director Warren Keyser
News Director Harry Thernal
Chief Engineer H. Edwin Kennedy
Farm Editor Richard L. Bair
Consulting Engineer Jansky & Bailey

W T U X

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By...Port Frere Bcstg. Co., Inc.
Business-Studio Address 1326 Market St.
Phone Number Wilmington 5-8821
Transmitter Location Port Frere
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Thesaurus
Representative Forjoe
Membership NARTB, BAB
Pres.-Sta. Mgr. Gordon K. MacIntosh
General Mgr. Howard R. Robinson
Comm., Sls. Prom. Mgr. Julian A. Todd
Program Director Waneda L. Clark
Pub., Prod. Dir.
Chf. Annrcr. William H. Gehlert
News Director Roland Twigg
Chief Engineer Wayne Neuhaus
Musical Director Justina Spagnolo
Consulting Engineer Dixie McKay
Farm Editor Lee Ellsworth

DISTRICT OF COLUMBIA

Pop. April 1, 1952 (Est.) 832,000 — Total Housing Units 234,734
Families April 1, 1952 (Est.) 218,000 — Stations in State 7

W G M S

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By The Good Music Station, Inc.
Address 1125 Vermont Ave., N.W.
Phone Number Executive 8676
Transcription Service Associated
News Service AP
Air Time Sunrise to Sunset
President Morris Rodman
General Manager M. Robert Rogers
Commercial Manager Patrick Hayes
Program Director Pierson Underwood
Chief Engineer Nick Chaconas

W M A L

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By The Evening Star
Bcstg. Co., Inc.
Business-Studio Address 724 14th St., N.W.
Phone Number National 5400
Transmitter Location Green Tree Rd.,
Bethesda, Md.
Air Time 6 a.m.-1:05 a.m.
News Service AP, UP
Transcription Service World, Standard
Representative The Katz Agency
Membership NAB
President S. H. Kauffmann
V.P., General Manager K. H. Berkeley
Commercial Manager Ben B. Baylor, Jr.
Pgm. Dir. Charles Kelly
Pub. Dir. Mary P. Perry
Chief Anncr. Harold Stepler
News Director William Neel
Chief Engineer Frank Harvey

W O O K

WASHINGTON, D. C.—1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By United Bcstg. Co.
Business-Studio 8th & Eye Sts., N.W.
Phone Number Republic 8000
Transmitter Location Florida St. & Lee Hwy.
News Service UP
Pres., Gen., Comm. Mgr., News, Farm Dir.
Richard Eaton
Station Manager Arnold B. Fort
Program Director Clifton D. Holland
Asst. to Pres. Harvey Glascock
Editor Arthur A. Snowberger

W O L

WASHINGTON, D. C.—1924—LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Peoples Bcstg. Corp.

Address 1000 Connecticut Ave.
Phone Metropolitan 0100
Transmitter Location 61 Pierce St., N.E.
Air Time 6 a.m.-1 a.m.
Transcription Service SESAC
News Service AP, UP
Representative O. L. Taylor
Membership NARTB
President Murray Lincoln
General Manager Herbert E. Evans
Station Manager Ben E. Wilbur
Commercial Manager Sid Slappey
Program Director George Campbell
Publicity Director Robert M. Adams
Chief Engineer Harold Reed

W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By National Bcstg. Co., Inc.
Business-Studio Address 724 14th St., N.W.
Phone Number Republic 4000
Transmitter Ager Rd., W. Hyattsville, Md.

Washington's

BEST



BUY

Ask your John Blair man for the WWDC story!

LOOK AT THE RECORD! . . .

In Washington
everything is up
Population
Income
Retail Sales

*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D. C., and a bonus market in Maryland and Virginia your best bet is

WRC

(Check your nearest
NBC Spot Sales Office)

* American Research
Bureau Radio Diary
Study

FIRST in WASHINGTON

WRC



5,000 Watts • 980 KC

... District of Columbia ...

News Service..... AP, INS, UP
Transcription Service..... Thesaurus, Standard
Representative..... NBC Spot Sales
Membership..... NARTB, BAB
President..... (NBC) Joseph McConnell
Vice-Pres. (Wash.)..... Francis Russell
General Manager..... Eugene Juster
Business Manager..... George Sandefer
Program Director..... Kenneth French
Sales Prom. Mgr., Pub. Dir..... John Ghilain
News Director..... Cassius Keller (Local),
Arthur Barriault (Network)
Musical Director..... Fritz Balzer
Chief Engineer..... Charles College
Farm Editor..... W. R. Beattie

W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc..... Power: 50,000 Watts
Owned/Operated By..... WTOP, Inc.
Business-Studio Address..... Warner Bldg.
Phone Number..... Metropolitan 3200
Transmitter Location..... Wheaton, Md.
Air Time..... 5:30 a.m.-2 a.m.
News Service..... AP, UP, INS
Representative..... CBS Radio Spot Sales
President, Gen. Mgr..... John S. Hayes
Commercial Manager..... George Hartford
Sales Promotion Mgr..... Gloria Markoff
Program Director..... Lloyd Dennis
Publicity Director..... Cody Pfanstiehl
News Director..... Ted Koop
Chief Engineer..... Clyde Hunt
Farm Editor..... Claude Mahoney

W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc..... Power: 5000 Watts
Owned/Operated By..... Capital Bstg. Co.
Business-Studio Address..... 1627 K St., N.W.
Phone Number..... Sterling 3800
Transmitter..... Silver Spring, Md.
Air Time..... 24 hrs.
News Service..... AP, UP
Transcription Service..... Standard, Lang-Worth
Representative..... Blair
Membership..... NARTB, BAB
President..... Joseph Katz
General, Sta. Manager..... Ben Strouse
Comm. Manager..... Herman Paris
Prog., Prod. Director..... Norman Reed
News Director..... Denis Sartin
Sls. Prom., Pub. Dir..... Irving Lichtenstein
Chief Announcer..... Ray Morgan
Musical Director..... Lowell Hannock
Chief Engineer..... Ross H. Beville
Consulting Engineer..... Weldon & Carr

(See Page 377)

FLORIDA

Pop. April 1, 1952 (Est.) 2,870,000 — Total Housing Units 961,084
 Families April 1, 1952 (Est.) 816,000 — Stations in State 76

WSWN

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By... Seminole Bcstg. Co.
 Business Address... P. O. Box 8
 Phone Number... 2063
 Studio Address... Scarborough Bldg.
 Transmitter Location... Chosen
 Air Time... Daytime
 News Service... UP
 Transcription Service... Thesaurus, SESAC
 Representative... Hil F. Best
 Membership... NARTB, BAB
 V.P., Gen., Sta. Mgr... Mrs. Mary Foy
 Sales Manager... Phil Haire
 Chief Engineer... C. S. Clemans
 Chief Anncr., Farm Ed... Don Cole

WDHL

BRADENTON—1946—KBS-LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Manatee Bcstg. Co.
 Business Address... Memorial Pier
 Phone Number... 37-531, 37-561
 Studio-Transmitter Location... Memorial Pier
 Air Time... 6:45 a.m.-11:45 p.m.
 News Service... AP
 Representative... Hil Bcst.
 Transcription Service... Associated
 Pres., Gen., Sta. Mgr... L. E. Jakobson
 Sales Dept... Arthur Alvarez
 Prog., Prod., Mus. Dir... Albert T. Moreau
 Publicity Director... Billie Lee Moreau
 News Director... Carl Van Sittart
 Chief Engineer... Charles Castle
 Farm Editor... Ed Ayres

WPIN

CLEARWATER—1947

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Oper. By... Fla. W. Coast Bcstrs., Inc
 Address... Royal Palm Hotel
 Phone Number... Petersburg 7-0511;
 Transmitter Location... Largo
 Air Time... Sunrise-Sunset
 News Service... AP
 Station Representative... Indie Sales, Holman
 Membership... BAB
 President... Dr. Charles Fannington
 Gen., Comm. Mgr... Arthur Mundorff
 Promotion Manager... Dick Marsh
 Chief Engineer... Manley St. Jean
 Consulting Engr... Walter Haley

WTAN

CLEARWATER—1947—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Clearwater Ra. Bcstrs., Inc.
 Business Address... P. O. Box 1109
 Phone Number... 33084
 Transmitter Location... Municipal Auditorium
 Air Time... 6:30 a.m.-12 M.
 News Service... UP
 Transcription Service... Capitol, World
 Representative... McGillvra
 President... Otis E. Pruitt
 Gen., Sta. Mgr., Pub. Dir... H. D. Parker
 Comm., Sales Prom. Mgr... F. L. Parker
 Prog., Prod., Dir... L. H. Falconnier
 Chief Engineer... John D. Callan

WTTT

CORAL GABLES—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Atlantic Shores Bcstg.
 Business-Studio Address... 350 Aragon Ave.
 Phone Number... 83-4663
 Transmitter Location... Miami
 Transcription Service... Associated
 Representative... Joseph Hershey McGillvra
 General Manager... David H. Freedman
 Sales, Commercial Manager... Lee Phillips
 Promotion Manager... Milt Mitke

WVCG

CORAL GABLES—1948

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Operated By... Peninsular Bcstg. Corp.
 Business Address... 223 Aragon Ave.
 Phone Number... 48-7411-2
 Transmitter... Bird & Ludlum Rds., Miami
 Air Time... Sunrise to sunset
 News Service... AP
 Transcription Service... Associated
 Representative... Hil F. Best
 President-General Mgr... George W. Thorpe
 Program Director... Robert S. Stevens
 Chief Engineer... Lawrence Mennitt

WCNU

CRESTVIEW—1948—KBS-LIBERTY

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By... Gulf Shores Bcstg. Co.
 Business-Studio Address... Box 518
 Phone Number... 3511
 Transmitter Location... Highway 85, Crestview
 News Service... AP
 Transcription Service... Lang-Worth
 Pres. & Co-owner... D. Grady O'Neal
 Secretary & Treasurer... H. French Brown
 General Manager... Sam F. Townsend

FLORIDA

W M F J

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: W. Wright Esch
 Business-Studio Address: 444 N. Beach St.
 Phone Number: 6491
 Transmitter Location: 126 Magnolia Ave.
 Air Time: 6:30 a.m.-12 M.
 News Service: UP
 Transcription Service: SESAC
 Representative: Joseph Hershey McGillvra
 Membership: NARTB, BAB
 Owner: W. Wright Esch
 Station Manager: Ray Clancy
 Commercial Manager: John S. Pitts
 Program Director: Jo Bledsoe
 Chief Engineer: Webster K. Ellenwood

W N D B

DAYTONA BEACH—1948—LBS

Frequency: 1150 Kc. Power: 1,000 Watts
 Owned-Operated By: News-Journal Corp.
 Business-Studio Address: 128 Orange Ave.
 Phone Number: 2-0531
 Transmitter Location: Holly Hill
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard, World
 Representative: John H. Perry
 Membership: NARTB, BAB
 Gen.-Sta.Mgr.: Jerry Stone
 Commercial Manager: R. Y. Huffman
 Prog., Prod. Dir.: William R. Steadman
 Chief Announcer: Ken Lueck
 News Director: Ed Fulke
 Chief Engineer: F. A. Scott
 Consulting Engineer: George C. Davis

W R O D

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Daytona Beach Bcstg. Corp.
 Business Address: Box 991
 Phone Number: 4626
 Studio-Transmitter Address: Wilder Blvd. & S. Beach St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Associated
 Representative: Hil F. Best
 Pres.-Gen. Mgr.: E. J. Sperry
 Pgm. Dir.: R. C. Fellows
 Chief Engineer: L. M. Menard

W J B S

DELAND—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: John B. Stetson Univ.
 Address: 220 East Hubbard Ave.
 Phone Number: 1490

Transmitter Location: 220 E. Hubbard Ave.
 News Service: AP
 Transcription Service: Thesaurus
 General Manager: C. L. Menser
 Commercial Manager: Robert Walton
 Program Director: Mark Barker
 Sports Director: Sam Mansfield
 Chief Engineer: Lauren Mickle

W B R D

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By: Broward Bcstg. Co.
 Address: Riverlane Rd.
 Phone Number: 2-2563
 News Service: UP
 President: L. C. Judd
 Gen., Sta. Mgr.: Robert Standart III
 Prog., Prod., Publ. Dir.: Frank W. Hailey
 Chief Engineer: Bill Latham
 News Director: Pete Brady

W F T L

FORT LAUDERDALE—1948—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Gore Pub. Co.
 Bus. Studio Address: 7185 S.E. 15th St.
 Phone Number: 3-2511
 Transmitter Location: 1785 S.E. 15th St.

You buy

EXPERIENCE

when you buy

WMFJ

in

DAYTONA BEACH, FLA.

FOUNDED 1935

by the present owner

W. WRIGHT ESCH

National Sales: McGillvra
 Sales Promotion: Keller

FLORIDA

Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Sears & Ayer
 Membership..... NARTB, BAB
 Gen., Sta., Comm. Mgr..... R. L. Bowles
 Program Director..... Jack W. Swart
 News Director..... Orville Revelle
 Chief Engineer..... Merle Sanford
 Consulting Engineer..... Weldon & Carr

WINK

FT. MYERS—1940—CBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Ft. Myers Bcstg. Co., Inc.
 Business-Studio Address..... 54 E. First St.
 Phone Number..... 4-1341
 Transmitter Location..... 54 E. First St.
 News Service..... AP
 Representative..... Donald Cooke
 Co-Owner..... Arthur B. McBride
 Co-o. & V.P..... Daniel Sherby
 Gen., Comm Mgr..... A. J. Bauer
 Sales Promotion Manager..... Dan Harlacher
 Chief Engineer..... James Lacy

WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Indian River Bcstg Co.
 Business Address..... Melody Lane
 Phone Number..... 1400
 Air Time..... 6:30 a.m.-11:15 p.m.
 News Service..... UP
 Transcription Service..... Standard
 Membership..... NARTB
 Pres., Gen.-Sta. Mgr..... Douglas Silver
 Program Director..... Marjorie B. Silver
 Commercial Manager..... J. Kingsley Bull
 Chief Announcer..... William Strickland
 Musical Director..... John Glynn
 Chief Engineer..... James Sowinski
 Farm Editor..... Anne Wilder
 Consulting Engineer..... Andrew Ring

WGGG

GAINESVILLE—1948—KBS-LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Alachua County
 Broadcasting Co., Inc.
 Business-Studio..... P. O. Box 501
 Phone Number..... 5791
 News Service..... AP
 Transcription Service..... Associated. World
 Representative..... Best
 Pres., Gen. Mgr..... R. M. Chamberlin
 Commercial Manager..... Leon E. Mims
 Program Director..... Pierre A. Bejano
 Chief Engineer..... R. M. Chamberlin
 Promotion Manager..... Lee Shannon

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc..... Power 5000 Watts
 Owned-Operated By..... Univ. of Fla.
 Business-Studio Address..... Campus, Univ. of Fla.
 Phone Number..... 3261, Ext. 466-7-8
 Transmitter Location..... Newberry Rd.
 Air Time..... 5:30 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Membership..... NARTB, BAB
 General Manager..... Garland Powell
 Commercial Manager..... John Dunnivant
 Program Director..... Ray Dantzler
 Chief Announcer..... Otis Boggs
 Chief Engineer..... Garvin Combs
 Farm Editor..... Clyde Beale
 Consulting Engineer..... Geo. C. Davis

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... WIVY, Inc.
 Business-Studio Address..... 135 Riverside Ave.
 Phone Number..... 4-7722
 Transmitter Location..... Springrove Ave. &
 A. C. L. RR. Tracks
 News Service..... INS
 Representative..... Thomas F. Clark
 Membership..... NARTB
 Pres., Gen. Mgr..... Edward J. Oberle
 Sta. Mgr., News Dir..... Alexande- Kiersey
 Comm., Sales Prom. Mgr..... Randy Jones
 Prog., Prod. Dir., Chief Anncr... Claude Taylor
 Musical Director..... Betty Pace
 Chief Engineer..... James Stephens
 Farm Editor..... R. L. Williams
 Consulting Engineer..... Frank Denton

WJHP

JACKSONVILLE—1940—MBS-LBS

Frequency: 1320 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Metropolis Co.
 Business-Studio Address..... 500 Laura St.
 Phone Number..... 4-7711
 Transmitter Location..... Lane Ave. Annex
 Air Time..... 6 a.m.-1 a.m.
 Newspaper Affiliate..... Jacksonville Journal
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John H. Perry Associates
 President..... John H. Perry
 Gen., Sta. Mgr..... Milford A. Reynolds
 Prog. Dir., Chief Anncr..... Jim Underwood
 Publicity Director..... Chaz Harris
 Sports Director..... Fred Schilling
 Chief Engineer..... Beecher Hayford
 Consulting Engineer..... McIntosh & Inglis

FLORIDA

W J A X

JACKSONVILLE—1926—NBC

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By. City of Jacksonville, Fla.
 Business-Studio Address. 1 Broadcast Pl.
 Phone Number 4-1681
 Transmitter Location. Hyde Park
 Air Time. 6 a.m.-M.
 News Service. AP
 Transcription Service. Thesaurus, Muzak
 Representative. John Blair; Harry E. Cummings
 Gen., Sta. Mgr.

Chief Engr. John T. Hopkins, III
 Sls. Prom. Mgr., Prog. Dir. Marion D. Trowell
 Commercial Manager J. W. Douglass
 Chief Announcer. Starling Coleman
 Musical Director. Frank Morris
 Consulting Engineer. Paul Godley

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By. Florida Bcstg. Co.
 Business-Studio Address. 605 Main St. S.,
 P.O. Box 5187
 Phone Number 9-4475
 Transmitter Location. Lane & Stewart Aves.
 Air Time. 6 a.m.-12:30 a.m.

News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Frank King
 Comm. Mgr. Charles M. Stone
 Program Director. Jack Newsom
 News Director. Larry Scarborough
 Musical Director. Tommy Wood
 Chief Engineer. Ernest B. Vordermark
 Consulting Engineer. A. D. Ring

W O B S

JACKSONVILLE—1948

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By. So. Radio and Equipt. Co.
 Business-Studio Address. 10 East Forsyth St.
 Phone Number. 6-4231
 Transmitter Location. Gilmore Road
 Air Time. Sunrise to sunset
 Station Representative. For Joe
 President. Jack Sharpe
 General Manager. Jim Macri
 Commercial Manager. R. L. McQuage
 Program Director. Jack Harrell
 Chief Engineer. W. F. Askew

W P D Q

**JACKSONVILLE—1942
 ABC-FLA.-AMER. GROUP**

**FIRST
 IN LISTENER PREFERENCE
 IN
 FABULOUS FLORIDA'S
 FIRST
 CITY OF YEAR-ROUND SALES, AND
 FIRST
 IN COVERAGE IN NORTH FLORIDA AND
 SOUTH GEORGIA**

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN **NBC** AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

FLORIDA

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By . . . Jacksonville Bcstg. Corp.
 Phone Number 4-4421
 Studio Address P. O. Box 1468
 Transmitter Location Lenox Ave.
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Station Representative Katz
 President James R. Stockton
 General-Station Manager Robert R. Feagin
 Commercial Manager Jack Carter
 Sales Prom. Mgr. Tom Underwood
 Program Director John McLean
 News Director Hugh Batey
 Chief Engineer James R. Donovan
 Consulting Engineer George B. Davis

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WRHC, Inc.
 Address 247 Margaret St., P. O. Box 2467
 Phone 6-0461
 Transmitter Location 247 Margaret St.
 Air Time 6 a.m.-M.
 Transcription Service Lang-Worth,
 Associated, SESAC
 Membership NARTB, BAB
 Pres., Comm. Mgr. Harold S. Cohn
 Gen. Mgr., News Dir. William Fraker
 Sales Promotion Mgr. Deen Harrold
 Program Director Marjorie Phillips
 Chief Engineer Harold B. Russey

WJVB

JACKSONVILLE BEACH—1947—KBS

LBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Jacksonville Beach Bcstg. Co.
 Phone Number 5-3674
 Representative Hil F. Best
 Air Time Sunrise to sunset
 Pres., Gen., Sta. Mgr. J. Lyle Williams, Jr.
 Prog., Pub. Dir. Janeen Kee
 Chief Engineer Daniel M. Long

WKWF

KEY WEST—1945—MBS

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By . . . John M. Spottswood
 Trans. Address Stock Island
 Phone Number 510
 Representative John H. Perry
 Pres., Gen. Comm., Mgr. John M. Spottswood
 Program Director Mary S. Spottswood
 Chief Engineer Charles Lowe

WDSR

LAKE CITY—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Deep South Radioways
 Business-Studio Address . . . 126 No. Marion St.

Phone Number 525
 Transmitter . . . South of Lake City on U.S. No. 41
 News Service UP
 Transcription Service Associated
 Gen. Mgr. & Owner Alfred H. Temple
 Program Director Owen W. Parnacott
 Chief Engineer Richard Dyer

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By . . . Lakeland Bcstg. Corp.
 Business Address P. O. Box 1211
 Phone Number 2127
 Transmitter Location 1430 E. Lime St.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Station Representative John E. Pearson
 Membership NARTB, BAB
 Pres.-Gen.-Station Mgr. S. O. Ward
 Prod. Dir., Chief Anncr., Engr. William P. Lee
 Comm., Sales Prom. Mgr. Powell Adams
 Program Director Mary Whistle
 Consulting Engineer Everett Dillard

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Coastal Bcstg. Co.
 Business Address Lake Hunter Drive
 Phone Number 5117
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative Donald Cooke, Inc.
 Pres., Gen., Sta. Mgr. Robert S. Taylor
 Commercial Mgr. Tom Barber
 Program Dir. Ted Covington
 Chief Engineer Duane McConnell
 Consulting Engineer Gautney, Ray & Price

WIPC

LAKE WALES—1951—LBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Imperial Polk Bcstg.
 Corp.
 Address P. O. Box 389
 Phone Number 29831
 News Service AP
 Transcription Service World
 President Sarkes Tarzian
 Vice-President S. W. Keen
 Gen. Mgr., Chf. Engr. G. Max Kimbrel
 Commercial Manager Ted Linton
 Program Director Joan Galloway

WEAT

**LAKE WORTH-W. PALM BEACH
 1948—NBC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . James R. Meachem

FLORIDA

Business Address..... P. O. Box 791
 Phone Number..... W. Palm Beach 7545
 Transmitter Location..... Nineteenth St. No.
 Air Time..... 6:30 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Pearson
 General Manager..... James R. Meachem
 Commercial Manager..... Clifford H. Glick
 Program Director..... Don James
 News Director..... C. Van Dresser
 Chief Engineer..... Andrew Keicher
 Consulting Engineer..... M. M. Garrison

W L B E

LEESBURG-EUSTIS—1948—LBS

Frequency: 790 Kc..... Power: 1,000 Watts
 Owned-Operated By..... WLBE, Inc.
 Business-Studio Address..... Box 297
 Phone Number..... Leesburg 552
 Transmitter Location..... Silver Lake, Fla.
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Transcription Service..... SESAC
 Membership..... NARTB
 Pres., Comm. Mgr..... Paul A. Husebo
 Gen., Sta., Prom. Mgr..... Wendel F. Husebo
 Pgm., Prod. Dir., Chf. Ann.

Richard R. Coleman

Publ., Farm, News Dir..... C. L. Starnes
 Musical Director..... Bob Whitely
 Chief Engineer..... J. Allen Brimmer

W N E R

LIVE OAK—1949—LBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... John A. Boling
 Business Address..... P. O. Box 655
 Phone Number..... 1450
 Transmitter..... 1 Mi. E. city Rte. 90
 News Service..... UP
 Transcription Service..... SESAC
 President..... John A. Boling
 General Manager..... Norman Protsman
 Program Director..... Faith Protsman
 Chief Engineer..... C. S. Parker
 Farm Editor..... John Alford
 Consulting Engineer..... Claude Gray

W T Y S

MARIANNA—1948—LBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... John H. Phipps Radio Stas.
 Business Address..... P. O. Box 565
 Phone Number..... 650
 Studio-Transmitter Address..... U. S. Hwy. 90, E.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Harry Cummings
 President..... John H. Phipps

General Manager..... L. H. Graves
 Station Manager..... H. C. Harris

W M M B

MELBOURNE—1947—LBS

Frequency: 1050 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Melbourne Bcstg. Corp.
 Business-Studio Address..... Front St.
 Phone Numbers..... 574-5
 Transmitter Location..... Front St.
 Air Time..... 6 a.m.-11:15 p.m.
 Representative..... Hil Best
 News Service..... UP
 Transcription Service..... Capitol
 Membership..... NAB
 President..... Henry G. Dravneek
 General Manager..... Austin V. Catterton
 Commercial Manager..... Beverly Flemming
 Advertising Manager..... Victoria C. Martin
 Program Director..... Barbera W. Bancroft
 Chief Engineer..... Kenneth R. Waltz
 Consulting Engineer..... George P. Adair

W F E C

MIAMI—1949

Frequency: 1220 Kc..... Power: 250 Watts
 Owned-Operated By..... Howard D. Steere DBA
 Florida E. Coast Bcstg. Co.
 Trans-Address..... 350 N.E. 71st St.
 Phone Number..... 89-7534
 Air Time..... Sunrise to Sunset
 News Service..... UP
 Station Representative..... Hil F. Best
 Gen., Comm. Mgr..... Howard D. Steere
 Sta. Mgr., Prog. Dir..... Robert Lyons
 Sales Prom. Mgr..... Norman Stuart
 Chief Engineer..... George Henke
 Consulting Engineer..... Gautney & Ray

W G B S

MIAMI—1939—CBS

Frequency: 710 Kc..... Power: 50,000 Watts d.,
 10,000 Watts n.
 Owned-Operated By..... The Fort Industry Co.
 Address..... 1605 Biscayne Blvd.
 Phone Number..... 9-2401
 Transmitter Location..... 6½ miles NW of
 Hialeah
 Air Time..... 5:55 a.m.-2:00 a.m.
 News Service..... INS, UP
 Transcription Service..... Langworth
 Station Representative..... The Katz Agency Inc.
 Membership..... NARTB, BAB
 President..... George B. Storer
 Managing Director..... Stanton P. Kettle-
 Commercial Manager..... M. N. Babcock
 Program Director..... Ewald Kockritz
 News Director..... Robert Bingham
 Chief Engineer..... A. W. Shropshire
 Farm Editor..... George Chamberlain
 Consulting Engineer..... A. Earl Cullum

FLORIDA

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc. Power: 5,000 Watts
 Owned-Oper. By. Isle of Dreams Bcstg. Corp.
 Business-Studio Address. 600 Biscayne Blvd.
 Phone Number 3-6444
 Transmitter Location. Cameo Island
 Air Time. Unlimited
 News Service AP, INS, UP
 Transcription Service. RCA, Thesaurus
 Representative Bolling
 President. Daniel J. Mahoney
 General Manager. James M. LeGate
 Commercial Manager. Robert L. Fidler
 Program Director. Scott Bishop
 News Director. Eugene Strul
 Prom. Pub. Dir. Martha Henriquez
 Musical Director. Earl Barr Hanson
 Chief Engineer. M. C. Scott
 Farm Editor. Bill Bischoff
 Consulting Engineer. Millard Garrison

Owned-Operated By. Sun Coast Bcstg. Corp.
 Business Address. Everglades Hotel
 Phone Number. 3-5556
 Transmitter Location. Sunset Rd. & Snapper
 Creek, So. Miami
 Air Time. 5 a.m.-2 a.m.
 News Service. INS, UP
 Transcription Service Associated
 Representative Adam Young
 Membership NARTB, BAB
 President. Gov. E. D. Rivers
 Gen. Sta., Comm. Mgr. Robert G. Venn
 Sls. Prom. Mgr. Roland Jones
 Prog., Prod. Manager. Wm. Rega
 Publicity Director. Matty Mathews
 Chief Announcer. Lee Taylor
 News Director. John Price
 Music Librarian. Ruth Lee Jones
 Chief Engineer. Russell Bennett

WMIE

MIAMI—1948—LBS

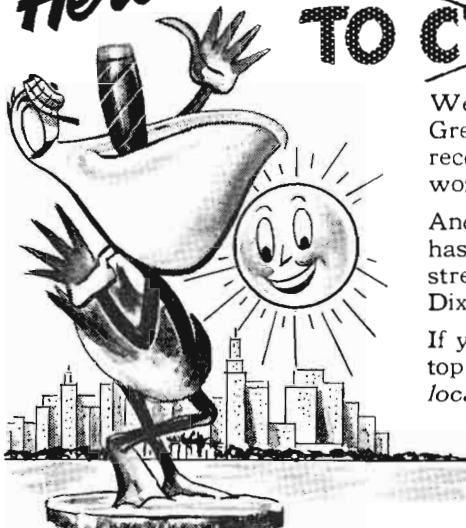
Frequency: 1140 Kc. Power: 10,000 Watts, d.
 5,000 Watts, n.

WQAM

MIAMI—1920—ABC

Frequency: 560 Kc. Power: 5,000 Watts, d.
 1,000 Watts, n.
 Owned-Operated By. Miami Bcstg. Co.
 Business-Studio Address. duPont Bldg.
 Phone Number 2-6121

Here's Something **PELICAN**
TO CROW ABOUT!



We've been serving and selling in Greater Miami for over 26 years! That's a record...in a community of *this* size that won't be 56 years old until July!

And, with each of our 26 years, WIOD has grown in weight and breadth...in strength and prestige with Greater Miami - Dixie's newest, great Key Market.

If you want *your* sales to go over the top...buy the station that's AAA with the *local* boys - WIOD, Miami, Florida.



James M. LeGate, General Manager

5,000 WATTS • 610 KC • NBC

FLORIDA

Transmitter Location... 1425 N.E. Bayshore Ct.
 Newspaper Affiliation... Miami Herald
 News Service... AP
 Transcription Service... World
 Representative... John Blair, Cummings
 Membership... NARTB, BMB
 President... John S. Knight
 General-Station Mgr... Owen F. Uridge
 Comm. Sales, Prom. Mgr... E. Harry Camp
 Program Director... Don Fischer
 Publicity Director... Dick Wright
 Musical Dir... Walt Svelha
 Chief Announcer... P. A. Kelleher
 News Director... Gordon Shaw
 Chief Engineer... Gene Rlder
 Consulting Engineer... A. D. Ring & Co.

W W P B MIAMI—1947

Frequency: 1450 Kc... Power: 250 Watts
 Owned-Operated By... Paul Brake
 Business-Studio Address... 414 S.W. 2nd Ave.
 Phone Number... 3-7405
 Air Time... 24 hrs.
 News Service... AP
 Representative... Donald Cooke
 Owner-Manager... Paul Brake
 Asst. Mgr., Prog., Prod. Dir... M. L. Carter
 Comm., Sls. Prom. Mgr... Bernard Neary
 Chief Announcer... Edward Davenport
 News Director... Noah Tyler
 Musical Director... Cecll Bate
 Chief Engineer... Harold Santini
 Farm Editor... Calvert Carter

WINZ MIAMI BEACH—1946—LBS

Frequency: 940 Kc... Power: 1000 Watts
 Owned-Operated By... Hollywood Bcstg. System
 Business Address... 304 Lincoln Rd.
 Phone Number... 58-7311
 Representative... Forjoe
 News Service... AP, INS
 Comm., Gen. Mgr... Rex Rand
 Program Director... Dennis Kirwan
 Chief Engineer... John Reynolds
 Traffic Manager... Margaret Ann York

WKAT MIAMI BEACH—1937—MBS

Frequency: 1360 Kc... Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By... WKAT, Inc.
 Trans-Address... 1759 No. Bay Road
 Phone Number... 5-5711
 News Service... UP
 Transcription Service... Standard
 Representative... Wood
 President... A. Frank Katzentine

General Manager... John I. Prosser
 Commercial Manager... Walter A. Callahan
 Chief Engineer... Arthur Smith

W B M B MIAMI BEACH—1947

Frequency: 800 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Biscayne Bcstg. Co., Inc.
 Business-Transmitter Address... Causeway Ter.
 Phone Number... 5-5586
 Air Time... Daytime
 News Service... UP
 Transcription Service... Standard
 President... Kenneth S. Keyes, Sr.
 Gen., Comm. Mgr... Buddy E. Starcher
 Program Prod. Dir... Arnold Kaufman
 Farm Editor... Frank Kurtz
 Chief Engineer... Charles A. Hartwick, Jr.

W S B B NEW SMYRNA BEACH—1951

Frequency: 1230 Kc... Power: 100 Watts
 Owned-Operated By... Beach Bcstg. Co.
 Address... 760
 News Service... UP
 Transcription Service... Thesaurus
 Ptnr., Comm. Mgr... Walter T. Slattery
 Ptnr., Pgm. Dir... James D. King Jr.
 Ptnr., Chief Engr... Roland W. Jordan Jr.

W T M C OCALA—1938—MBS

Frequency: 1290 Kc... Power: 1000 Watts
 Owned-Operated By... Ocala Bcstg. Co. Inc
 Address... 14 S. Magnolia
 Phone Number... 128
 Transmitter Location... Highway 500, RFD
 Ocala
 Air Time... Unlimited
 Newspaper Affiliation... John H. Perry
 Newspapers
 News Service... UP
 Transcription Service... Lang-Worth, Capitol
 Representative... John H. Perry Associates
 President... John H. Perry, Jr.
 Gen. Mgr., Pub. Dir... Thomas S. Gilchrist, Jr.
 Comm., Sls. Prom. Mgr... John F. Nicholson
 Prog., Prod., News Dir... James B. Smith
 Chief Engineer... eecher Hayford
 Consulting Engineer... McIntosh & Inglis

W D B O ORLANDO—1925—CBS

Frequency: 580 Kc... Power: 5000 Watts
 Owned-Operated By... Orlando Bcstg. Co., Inc.
 Business-Studio Address... P. O. Box 3707,
 30 S. Ivnhoe Blvd.
 Phone Number... 6181
 Transmitter Location... 222 Hazard St.
 Air Time... 5 a.m.-1 a.m.

FLORIDA

News Service AP, UP
Transcription Service World, Thesaurus, Associated
Representative John Blair, Harry Cummings
Membership NARTB, BAB, FAB
Pres., Gen. Mgr. Harold P. Danforth
Sales Dir. W. G. McBride
Program Director Rosalind Boggs
Musical Director Edward J. Lord
Chief Engineer J. E. Yarbrough
News Dir., Chief Anncr. Carter Scofield
Consulting Engineer W. J. Holey

W H O O

ORLANDO—1947—ABC-LBS

Frequency: 990 Kc. **Power:** 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By. Orlando Daily Newspapers, Inc.
Address Fort Gatlin Hotel
Phone Number 9900
Transmitter Location Old Fairvilla Rd.
Air Time 5 a.m.-1:00 a.m.
News Service AP
Transcription Service Standard, World
Representative Pearson
President Martin Andersen
Gen., Sta. Mgr. Clarence Bracey
Commercial Manager Carl Hallberg
Pgm. Dir., Chief Anncr. Dan Daniel
Sales Prom. Mgr. Nancy Boyle
Publicity Director Joan Fluker
Chief Engineer Don Compton
Farm Editor Bob Kilgore

W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc. **Power:** 5000 Watts
Owned-Operated By Hazelwood, Inc.
Business-Studio Address Angebilt Hotel
Phone Number 8163
Transmitter Location Near Orlo Vista
Air Time 4:55 a.m.-1:00 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
Membership NARTB, BAB
President William Joe Sears
V.P., Gen. Mgr. J. Allen Brown
Comm. Mgr. Don R. Colee
Prom. Mgr., Pub. Dir. Jackie Loughe
Program Director R. Donahue
Chief Announce Rocky Smith
News Director Forrest Clark
Chief Engineer Dodd Daniel
Farm Editor Bob Keith

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc. **Power:** 1000 Watts
Owned-Oper. By. Central Florida Bcstg. Co.
Business-Studio Address WORZ Bldg.
Phone Number 2-2451

Studio Address 740 N. Orange
Transmitter Location Winter Garden Rd.
Air Time 5:30 a.m.-1:05 a.m.
News Service AP
Transcription Service RCA, Columbia
Representative Weed
Membership NARTB, BAB
President Naomi Murrell
Gen., Sta., Comm. Mgr. Eugene D. Hill
Sales Prom. Mgr. Sammy Roen
Program. Prod. Dir. Walter Sickles
News Director Rob Deihl
Publicity Director Shirley Boyd
Chief Anncr. Charles Hunt
Musical Director Orien Osborn
Chief Engineer W. R. Miller
Consulting Engineer Everett H. Dillard

W W P F

PALATKA—1947—LBS

Frequency: 800 Kc. **Power:** 250 Watts d.
Owned-Operated By Palatka Bcstg. Co.
Address 900 River St.
Phone Number 354
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Lang-Worth
Representative Hil F. Best
Partners L. C. McCall, J. E. Massey
Gen.-Station Manager L. C. McCall
Commercial Manager Herb Young
Program Director Johnny Gillis
Music Director Evelyn Longworth
News Director Chris Hernandez
Chief Announcer George Duck

W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By Palm Beach Bcstg. Co.
Business Address South Ocean Blvd.
Phone Number 2-1515
Transmitter Location South Ocean Blvd.
News Service UP
Transcription Service Lang-Worth, World
Representative Perry
President, Gen. Mgr. Charles E. Davis
Commercial Manager Donald S. Greenleaf
Chief Engineer Clyde E. Walkden

W D L P

PANAMA CITY—1940—MBS

Frequency: 590 Kc. **Power:** 1000 Watts
Owned-Oper. By. Panama City Bcstg. Co., Inc.
Business-Studio Address West Beach Dr.
Phone Number 3-1777
Transmitter Location North Springfield
News Service UP
Transcription Service Lang-Worth
Representative Perry Associates
President John H. Perry
General Manager C. B. Kelley
Program Director John Thomas

FLORIDA

W P C F

PANAMA CITY—1949—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts d.
250 Watts n.

Owned-Operated By . . . Bay County Bcstg. Co.
Trans-Address 300 E. 15th St.
Phone Number 6176-6177
Air Time 5:30 a.m.-11:05 p.m.
News Service AP
Transcription Service Thesaurus
Representative Ed Devney
Membership NARTB, BAB
Pres., Gen. Mgr., Prog. Dir. E. L. DuKate
Sta., Comm. Mgr. G. C. Blackwell
Prod., Music. Dir., Chief Anncr. Jack Howell
Publicity Director Ouida K. Lee
News Director Col. W. F. Richardson
Chief Engineer Roy Donegon
Sports Editor Bill Doyle
Consulting Engineer Ed Holmes

W B S R

PENSACOLA—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By WBSR, Inc.
Business Address WBSR Bldg.
Phone Number 6173
Studio-Transmitter N. O & Moreno Sts.
News Service AP
Transcription Service World
President Patt McDonald
V.P., Gen. Mgr. Don J. Lynch
Program Director Boris Mitchell
News Director James Miller
Chief Engineer Bert Mead

W C O A

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By WCOA, Inc.
Business-Studio Address 118 E.
Intendencia St.
Phone Number 4111
Transmitter Location Cary's Lane
Air Time 18 hrs.
Newspaper Affiliation News-Journal
News Service UP
Transcription Service Langworth, RCA
Representative John H. Perry Associates
President John H. Perry
Gen.-Station Mgr. J. Holliday Veal
Commercial Manager Irving Welch
Program Director Russell Hirsch
Chief Engineer Harold Heath
Consulting Engineer MacIntosh

W E A R

PENSACOLA—1947—MBS-ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper By Gulfport Bcstg. Co.
Address 2nd & Hyer St.
Phone 8-4449

Air Time 5:30 a.m.-M.
News Service AP
Representative Pearson
President Charles W. Smith
General Manager Mel Wheeler
Prog., Prod. Dir., Chief Anncr. Dick Darby
News Director Dick Nickelson
Musical Director Kathy McGavley
Chief Engineer Ray Carter
Consulting Engineer Commercial Radio

W P L A

PLANT CITY—1949—KBS

Frequency: 1570 Power: 250 Watts d.
Owned-Operated By W. A. Smith
Address W. Alsbrook St.
Phone Number 8353
Transmitter Location Hopewell Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service Cole
Station Representative Best
President W. A. Smith
Gen., Sta., Comm. Mgr. George Friend
Program Director Frankie Blackwelder
Chief Announcer Jim Shumway
News Director Joseph J. Wilson
Musical Director Nick Nichols
Chief Engineer James L. Derrick
Consulting Engineer Everett L. Dillard

W C N H

QUINCY—1948—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Quincy Bcstg. Corp.
Business Address Box 190, Quincy
Phone Number 300
Studio-Transmitter Location Shelter Heights
News Service UP
Transcription Service Lang-Worth
President Richard J. Gardner
General Manager A. B. Letson
Comm. Manager Jerry Melvin
Pgm., News Director Dewey C. Newton
Chief Engineer A. B. Letson

W F O Y

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc. Power: 250 Watts d.
250 Watts n.
Owned-Operated By Fountain of Youth
Broadcasting Co.
Address Magnolia Ave.
Phone Number 1622
Transmitter Location Magnolia Ave.
Air Time 6 a.m.-12:05 a.m.
News Service UP
Station Representative Avery-Knodel
President Mrs. John C. Bell
Gen., Sta. Mgr. John E. Bernhard, Jr.
Prog., Pub. Dir. Frankie C. Walker
News Director Bob Herrington
Chief Announcer Bob Sheppe
Chief Eng., Farm Editor Ernest Raistrick

FLORIDA

WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By City of St. Petersburg
 Business Address P. O. Box 240
 Phone Number 7-4747-8
 Transmitter Location Gandy Blvd.
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NARTB
 Gen., Sta. Mgr. George D. Robinson
 Commercial Manager Vera New
 Pgm. Dir., Chief Engr. Louis J. Link
 Chief Announcer Burl McCarty
 Consulting Engineer McNary & Wrathall

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Pinellas Bcstg. Co.
 Business-Studio Address Times Bldg.
 Phone Number 7-8108
 Transmitter Location Gandy Blvd.
 News Service INS, UP
 Transcription Service World, Capitol
 Representative H-R
 Membership NARTB, BAB
 President Nelson Poynter
 V.P., Gen. Mgr. F. J. Kelly
 Comm. Mgr. L. L. Wildman
 Chief Announcer Walt Swihart
 Prom., Prog. Dir. Jack Faulkner
 Chief Engineer William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Myron A. Reck
 Business Address Box 1541
 Phone Number 999
 Studio-Transmitter 1110 E. First St.
 Air Time Unlimited
 Representative Hil Best
 News Service UP
 Gen., Sta., Prom. Mgr. Myron A. Reck
 Comm. Mgr. Dick Aiken
 Prog., Prod., News Dir. J. Marion Harman, Sr.
 Chief Engineer Emerson Browne

WKXY

SARASOTA—1949—LBS-KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Sarasota Bcstg. Co.
 Business Address P. O. Box 2431
 Phone Number 3666
 Representative Hil Best
 News Service AP
 Transcription Service Standard
 Gen. Mgr., Chief Engr. A. G. Fernandez
 Station Manager Robert W. Hanesworth

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WSPB, Inc.
 Business Address City Island
 Phone Ringling 6-8811
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Membership BAB
 President Robert C. Jones, Jr.
 General Station Manager John B. Browning
 Comm. Mgr. J. McC. Miller
 Pgm., Prod. Dir. David Hale
 Publicity Director Ruth E. Hearn
 Music Director Margaret Fleischman
 Chief Engineer James E. Grant
 Consulting Engineer O. K. Garland

WJCM

SEBRING—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Highlands Bcstg. Co.
 Business Address P. O. Box 233
 Phone Number 81811
 Representative Best
 Transcription Service Standard

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

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume — 106% above the national average!
 Sarasota reaches a two-county area with more than \$73,000,000 retail sales.

**SARASOTA'S OUTSTANDING
 SALES PERFORMANCE**

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales. . . . IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales. . . .

**WSPB — CBS RADIO
 SARASOTA, FLORIDA**

Represented by JOHN E. PEARSON COMPANY
 New York • Chicago • Kansas City

FLORIDA

News ServiceUP
 President.....Henry L. Jollay
 Gen., Comm., Mgr., Chf. Eng., J. R. H. Wilson

W T A L

TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By.....John H. Phipps Radio
 Stations

Business Address.....P. O. Box 989
 Phone Number.....2-1270
 Studio Address.....Cherokee Hotel
 Transmitter Location.....Lake Bradford
 News Service.....AP
 Transcription Service.....World
 Representatives.....Blair, Cummings
 President.....John H. Phipps
 General Manager.....L. Herschel Graves
 Program Director.....Joe Hosford
 News Director.....Bob Delaney
 Chief Engineer.....W. A. Snowden, Jr.

W T N T

TALLAHASSEE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tallahassee Appli. Corp.
 Business-Studio Address.....Duval Hotel
 Phone Number.....2-1450
 Transmitter Location.....East Park Ave.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Thomas F. Clark
 President.....Frank W. Pepper
 Comm., Gen. Mgr.....Frank W. Hazelton
 Chief Engineer.....Charles Clifton

W A L T

TAMPA—1946—LBS

Frequency: 1110 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....W. Walter Tison tr/as
 Tampa Broadcasting Company
 Address.....401 W. Tyler St.
 Phone.....2-7921
 News Service.....AP
 Transcription Service.....Langworth
 Station Representative.....Pearson
 Pres., Gen., Sta., Comm. Mgr. W. Walter Tison
 Program Dir.....C. W. Geer
 Publicity Director.....Coburn Gum
 Chief Announcer.....Gene Garcia
 News Director.....Bill Mackechnie
 Chief Engineer.....J. B. Tison
 Consulting Engineer.....Kear & Kennedy

W D A E

TAMPA—1922—CBS (RADIO)

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tampa Times Co.
 Business Address.....P. O. Box 2409,
 114 N. Franklin St.
 Phone Number.....2-2911
 Studio Address.....Tampa Times Bldg.

Transmitter Location.....Forrest Hills Country
 Club Area

Air Time.....Unlimited
 Newspaper Affiliation.....Tampa Daily Times
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NARTB
 President.....David E. Smiley
 Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
 Prog.-Prod.-Publicity Dir.....Kenneth W. Skelton
 Chief Announcer.....S. J. Fleischman
 Chief Engineer.....William Pharr Moore
 Consulting Engineer.....Paul Godley

W E B K

TAMPA—1950

Frequency: 1590 Kc...Power: 1000 Watts d.
 Owned-Operated By.....Hillsboro Bcstg. Co.
 Address.....1521 E. Broadway
 Phone Number.....4-3982
 News Service.....INS
 Co-Owners.....E. P. Martin,
 Mrs. Alpha Martin, Elmo B. Kitts
 President.....E. P. Martin
 Vice-President.....Mrs. Alpha Martin
 Gen. Mgr., Chf. Engr.....Elmo B. Kitts
 Program Director.....Bob Martin

W F L A

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tribune Co.
 Business Address.....P. O. Box 1410
 Phone Number.....2-7788
 Transmitter Location.....East Entrance Camp-
 bell Causeway, Columbus Dr.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....John Blair, Harry E. Cummings
 Membership.....NARTB
 Sta-Gen. Mgr.....Charles G. Baskerville
 President.....John C. Council
 General Manager.....George W. Harvey
 Sales Prom. Mgr., Pub. Dir.....Tom Matthews
 Prog.-Prod. Director.....Paul M. Jones
 Chief Announcer, Farm Editor.....Mardi Liles
 News Director.....Fred Reiter
 Chief Engineer.....Joseph Mitchell
 Consulting Engineer.....Garrison & Associates

W H B O

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Harold A. Dunlap
 Business Address.....8122 Nebraska Ave.
 Phone Number.....33-2251
 Transmitter Location.....10001 Florida Ave.
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Representative.....Hil F. Best
 General Manager.....Harold A. Dunlap

FLORIDA — GEORGIA

Program Director.....Ellen Sauls
 Chief Engineer.....Lawrence Castro
 Consulting Engineer.....E. C. Page

WIRK

**WEST PALM BEACH—1947—MBS
 FBS**

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ken-Sell, Inc.
 Business Address.....715 S. Flagler Drive
 Phone Number.....2-1744
 Transmitter Location.....S. Military Trail
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Cooke
 Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.
 Pgm. Prod. Dir.....James C. Steele, Jr.
 Chief Engineer.....William P. Heitsman
 News, Farm Editor.....Jack MacCormack
 Consulting Engineer.....James C. McNary

WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.

Business-Studio Address...1500 N. Flagler Dr.
 Phone Number.....2-3838
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Robert Meeker
 Membership.....NARTB
 President.....Marshall Heminway
 Gen.-Sta. Mgr.....J. Stanley O'Neill
 Chief Engineer.....Warren Spencer

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
 Business Address.....P. O. Box 633
 Phone Number.....32-561
 Transmitter Location.....Lake Howard Dr.
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Representative.....Devney & Co.
 President.....Frederick L. Allman
 Gen., Sta. Manager.....Larry Rollins
 Commercial Manager.....Earl Sturgeon
 Program Director.....Richard Eyrich
 Chief Engineer.....L. Orden Tridg
 Consulting Engineer.....Dixie McKey

GEORGIA

*Pop. April 1, 1952 (Est.) 3,586,000 — Total Housing Units 966,896
 Families April 1, 1952 (Est.) 891,000 — Stations in State 76*

WALB

ALBANY—1941—ABC

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Herald Publishing Co.
 Transmitter Location.....Leesburg Road
 Phone Number.....1590
 News Service.....AP
 Transcription Service.....World
 Representative.....Burn-Smith
 President.....James H. Gray
 Commercial Manager... Mrs. Mildred N. Huie
 Station Manager.....Tommy Stillwagon
 News Editor.....Don Ferrandou
 Chief Engineer.....Ben R. Willis
 Farm Editor.....J. D. Davis

WGPC

ALBANY—1933—CBS—GSN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Albany Bdcstg. Co.
 Business-Studio Address...New Albany Hotel
 Phone Number.....1370
 Transmitter Location.....Gillonville Road
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery

Membership.....NARTB, BAB
 President.....J. W. Woodruff
 Executive Manager.....J. W. Woodruff, Jr.
 Sta.-Comm.-Sales Prom. Mgr.....L. M. George
 Program, News Director.....Walter H. Flint
 Chief Engineer.....Redus A. Carlton
 Farm Editor.....Bill Fowler

WDEC

AMERICUS—1947—MBS

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Operated By...The Americus Bdcstg. Co.
 Business-Studio Address...109½ Windsor Ave.
 Phone Number.....3881-3882
 Transmitter Location.....McGarrah St.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Continental
 Pres., Gen. Mgr.....James R. Blair
 Sta., Comm. Mgr.....Charles C. Smith
 Chief Engineer.....John Rivard

WGAU

ATHENS—1938—CBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...J. K. Patrick & Company

GEORGIA

Business-Studio Address..... Bobbin Mill Road
Phone Number 1741-2
Transmitter Location..... Bobbin Mill Road
Air Time..... 6:35 a.m.-12:05 a.m.
News Service..... **AP**
Gen., Sta., Comm. Mgr...... R. Lewis Doster
Sales Promotion Mgr...... Burl Womack
Program Dir...... Mary L Betts
Publicity Director..... George Pettitt
Chief Announcer..... Chuck Martin
News Director..... E. A. Thilenius
Chief Engineer..... Bill Evans

Program Director..... Mary Anne Martin
Prod., Music. Dir...... Franklin Butler
Publicity Director..... Bill Simpson
Chief Announcer..... Frank Harmon
News Director..... H. Randolph Holder
Chief Engineer..... L. D. Drewry
Farm Editor..... R. D. Stephens
Consulting Engineer..... W. J. Holey

WRFC ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts d.:
 500 Watts n.
Owned-Operated By..... Radio Athens, Inc.
Business-Studio Add...... 279½ N. Lumpkin St.
Phone Number..... 446-7
Studio-Transmitter Location..... Lake Road
Air Time..... 5:30 a.m.-12:30 a.m.
News Service..... UP
Transcription Service..... Associated
Membership..... NARTB, BAB
Representative... Clayton Agency (Southeast)
Pres., Gen., Sta. Mgr...... L. H. Christian
Comm., Sales Prom. Mgr.... Charles A. McClure

WGST

ATLANTA—1923—MBS-ABC

Frequency: 520 Kc. Power: 5000 Watts d.:
 1000 n.
Owned-Operated By.... Board of Regents, Uni-
 versity System of Ga., behalf Ga. Institute of
 Technology
Business-Studio Address..... Forsyth Bldg.
Phone Number..... Walnut 8441
Transmitter Location..... Cheshire Bridge Rd.
Air Time..... 5:30 a.m.-12:30 a.m.
News Service..... **AP**
Representative... Blair; Coleman (Southeast)
Chairman Bd. of Regents..... F. M. Spratlin
General Manager..... John Fulton
Asst. Mgr., Chief Engr...... Ben Ackerman
Sales Promotion Manager..... Paul Sanford
Pgm., Prod. Dir...... Jack Kelly
Publicity Director..... Judson Moses

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

COVERAGE · AUDIENCE · RATES
COST PER THOUSAND

With the other established media in Atlanta

36 COUNTY TRADING ZONE



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

1 165,000 RAD. HOMES
 1 165,000 CIRCUL.
 1 104,000 TV SETS

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



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

G E O R G I A

W A G A

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Fort Industry Co.
 Bus.-Studio Address 1018 W. Peachtree St.
 Phone Number Emerson 2541
 Transmitter Location North Druid Hill Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NARTB, BMB
 President George B. Storer, Sr.
 V.P. & Gen. Mgr. James E. Bailey
 Natl. Adv. Mgr. Claude H. Frazier
 Sales Prom. Mgr., Pub. Dir. Para Lee Brock
 Prog., Prod. Dir. Don Naylor
 Musical Director Mary Burtzloff
 Chief Engineer George R. Smith
 Farm Editor Dale Clark

W A T L

ATLANTA—1931—LIBERTY

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Atlanta Bcstg. Co.
 Business Address Henry Grady Bldg.,
 Phone Number Walnut 4377
 Transmitter Location Log Haven Drive
 Air Time 6 a.m.-M.
 News Service UP, INS
 Representative Hollingsberry
 President J. W. Woodruff, Sr.
 General Manager J. W. Woodruff, Jr.
 Sta. Mgr., Sls. Prom.,
 Prog. Dir. J. O. Hardin, Jr.
 Commercial Manager James A. Davenport
 News Director Lee Nance
 Chief Engineer G. C. Livingston, Jr.

W B G E

ATLANTA—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Mike Benton
 Bus.-Studio Address Georgian Terrace Hotel
 Phone Number VERNON 1194
 Transmitter 467-469 W. Peachtree St., N.E.
 News Service AP
 Representative Burn-Smith
 President Mike Benton
 Commercial Manager Stan Raymond
 Manager H. S. Langham
 Pgm., News Dir. Bob McGarrity
 Chief Engineer Howard J. Parrish
 Traffic Director Jewell Camp

W E A S

ATLANTA-DECATUR—1947

Frequency: 1010 Kc. Power: 10,000 Watts d.
 Owned-Oper. By WEAS, Inc.
 Address 217 W. Ponce de Leon Ave.
 Phone Number Dearborn 2521

Transmitter Location Lawrenceville Hiway
 News Service INS
 Representative Forjoe
 President E. D. Rivers, Jr.
 Vice-President W. H. Keller, Jr.
 Sta. Mgr., Prog. Dir. Warren Roberts
 Comm. Mgr., Pub. Dir. Nedom L. Angier
 Sales Promotion Mgr. Imogene Jones
 Prod. Dir., Chief Anncr. Ned Lukens
 News Director Kurt Alexander
 Musical Director Betty Moore
 Chief Engineer Les Gradick
 Farm Editor Channing Cope
 Consulting Engineer Kear & Kennedy

W E R D

ATLANTA—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Atlanta, Inc.
 Business-Studio Add. 274½ Auburn Ave., NE
 Phone Number Lamar 0666-7-8
 Transmitter Location Fairmount Street, NW
 Representative Interstate
 Membership NARTB, BAB
 President J. B. Blayton, Sr.
 Gen. & Sta. Mgr. J. B. Blayton, Jr.
 Program Dir. A. Kenneth Knight
 Chief Anncr., News Dir. R. Brisendine
 Chief Engineer William F. Kennedy

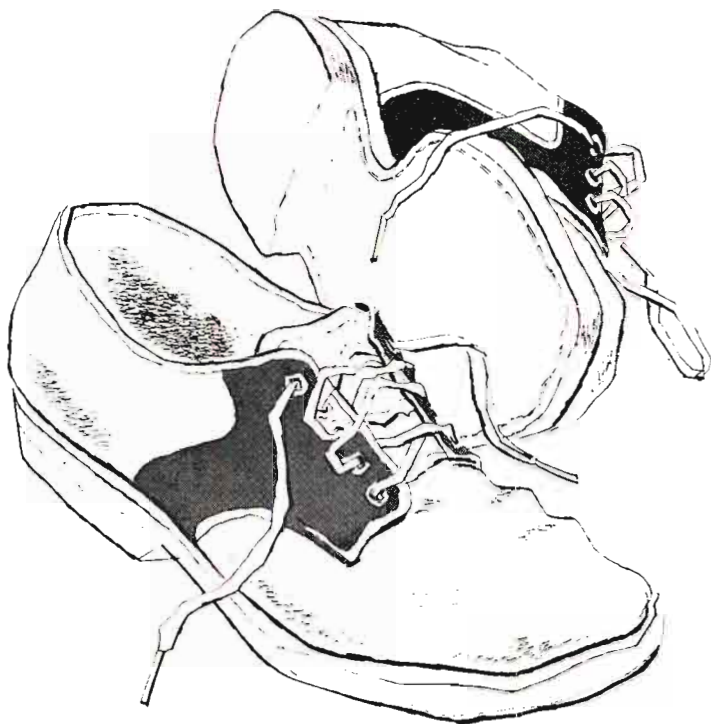
A P S E L L S

For Stations and Sponsors —

For instance . . . WDEC

“AP is as necessary to us as our transmitter. Sponsors want prestige and listener appeal. Associated Press news gives them both—plus a mass of listeners who are conscious of the product advertised. Also, AP news gives our ‘casts high ratings.’”

CHARLES C. SMITH,
 General Manager,
 WDEC, Americus, Georgia



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

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

wsb

The Voice of the South

wsb-tv

World's tallest TV tower

GEORGIA

W Q X I

ATLANTA—1948—MBS

Frequency: 790 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....R. W. Rounsaville
Business-Studio Address.....Peachtree at
Mathieson
Phone Number.....CHerokee 2196
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....World, Capitol
Station Representative.....Pearson
Owner, Gen. Mgr.....R. W. Rounsaville
Station, Comm. Mgr.....Don Mitchell
Program Dir.....Bob Corley
Chief Anncr., News Dir.....Herb Harris
Chief Engineer.....Paul Cram
Consulting Engineer.....John H. Mullaney

W S B

ATLANTA—1922—NBC

Frequency: 750 Kc. Power: 50000 Watts
Owned-Oper. By.....Atlanta Newspapers, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number.....ELgin 6711
Transmitter Location.....Tucker
Air Time.....5:15 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....Edward Petry
Membership.....NARTB, BAB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Sales Promotion Manager.....Vincent C. Piano
Program Director.....Marcus Bartlett
Publicity Director.....Wayne L. Anderson
News Director.....Walter Paschall
Chief Engineer.....C. F. Daugherty
Farm Editor.....Lee Morris
Consulting Engineer.....Frank McIntosh

W A U G

AUGUSTA—1951—LBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By.....Garden City Bcstg. Co.
Address.....Bon Air Hotel
Phone Number.....6-1053
News Service.....AP
Representative.....Augusta Sales
Partners.....Melvin Purvis, Geo.
Nicholson, Chester Jones
General Manager.....George Fisher
Prom., News Dir.....Fred J. Runde Jr.
Chief Engineer.....Ted R. Woodard

W B B Q

AUGUSTA—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owner.....Savannah Valley Bdcstg. Co.
Business-Studio-Transmitter
Location.....515 Jefferson Davis Avenue
Phone Number.....4-5441
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Representative.....Walker
President.....George G. Weiss
Gen., Sta., Comm. Mgr.....John W. Watkins
Sales Prom. Mgr., Prod. Dir.....John G. Lyon
Chief Anncr., Prog. Dir.....Edward H. Dunbar
Chief Engineer.....Marvin Tarpley
News Director.....Fred Runde

W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....The Twin States Bcstg. Co.
Business-Studio Address.....664 Broad St.
Phone Number.....2-2692
Transmitter Location.....Martinez
News Service.....UP
Transcription Service.....RCA
Representative.....Avery-Knode
Membership.....NARTB, BAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Station Mgr.....Donald MacDonald
Comm. Mgr. (Local).....Martin E. White
Program Dir.....Warren Hites
Prod. Dir., Chief Anncr.....John Francis
News Director.....John Barnes
Chief Engineer.....John Jopling
Farm Editor.....J. W. Chambers

W J B F

AUGUSTA—1945—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Georgia-Carolina Bcstg. Co.
Address.....WJBF Bldg.
Phone Number.....4-2421
Transmitter Location.....Sunset Ave.
Air Time.....6:00 a.m.-M.
News Service.....UP
Representative.....Hollingberry
Membership.....NARTB, BAB
Pres., Gen. Mgr.....J. B. Fuqua
Station Mgr.....D. M. Kelly, Jr.
Commercial Manager.....Steve Manderson
Production Director.....John Vance
Chief Announcer.....Hugh Allison
Chief Engineer.....Ernest Swint

GEORGIA

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By Radio Augusta, Inc.
Business-Studio Address 8th & Broad Streets
Phone Number 2-8805
Transmitter Location Berckmans Rd.
News Service UP
Transcription Service World
Representative Headley-Reed
President Ernest D. Black
General Manager W. R. Ringson
Commercial Manager M. C. Gregory
Pgm., News Dir. Frank F. Hubbs
Farm Director Raymond Culpepper
Chief Engineer Rabun F. Bobo

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Decatur Bcstg. Co.
Address P. O. Box 348
Phone Number 777
General Manager Thomas R. Hanssen
Commercial Manager Charles W. Dowdy
Pgm., News Dir. Joe Hill
Promotion Manager John A. Dowdy
Chief Engineer Harry Hutto

WGIG

BRUNSWICK—1949—ABC

Frequency: 1440 Kc. Power: 1,000 Watts
Owned-Operated By . . . Brunswick Bcstg. Corp.
Business-Studio Address 1514 Union St.
Phone Number 2714
Transmitter Location Blythe Island
News Service AP
General Manager Hugh K. Tollison
Commercial Manager John Lane
Pgm. Dir., Prom. Mgr. W. Eddie Wade
Chief Engineer Herman Lange
Farm Director Marvin Massey

WMOG

BRUNSWICK—1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Coastal Bcstg. Co., Inc.
Address P. O. Box 572
Phone Number 1500
News Service UP
Transcription Service Lang-Worth
President Alma W. King
Gen.-Comm. Mgr. Kenneth E. White
Chief Engineer Cecil Tankersley

WGRA

CAIRO—1950—LBS

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . Grady Mitchell Bcstg. Co.

WHAT COUNTS?

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

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

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

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

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION
MOST AUGUSTA PEOPLE LISTEN TO MOST



REPRESENTED NATIONALLY BY HEADLEY-REED

CBS RADIO—AUGUSTA, GA.

GEORGIA

Address Bainbridge Rd.
 Phone Number 439
 Transcription Service Standard
 News Service UP
 President Geise Dozier Jr.
 General Manager Jim Honey
 Commercial Manager William C. Woodall Jr.
 Program Director Kenneth E. Flynt
 Promotion Manager Byron Hurst
 Chief Engineer Gregg Strang

W L B B

CARROLLTON—1947—LBS-KBS

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By Carroll Bcstg. Co., Inc.
 Business-Studio Address Peoples Bank Bldg.
 Phone Number 980
 Transmitter Location Cedar St.
 Membership NAB
 General Manager W. Ryan Frier

W B H F

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. R. Frier
 Transmitter Location Cartersville
 Phone Number 1200
 News Service UP
 Transcription Service Lang-Worth
 President, General Manager W. Ryan Frier
 Commercial Manager Minor C. Shadburn
 Program Director Martha Sullins
 Chf. Engr., Farm Editor J. T. Norton
 News Director James Hale

W G A A

CEDARTOWN—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Timm Inc.
 Business-Studio Address West Ave.
 Phone Number Cedartown 777
 Transmitter Location Rome Highway
 News Service AP
 Transcription Service World
 President B. F. J. Timm
 Gen., Comm. Mgr. Dale Smith
 Program Director Fred Webb
 News Director Eddie Lynch
 Farm Director Bob McGonagle
 Chief Engineer Ray Relihan

W D A K

COLUMBUS—1943—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbus, Inc.
 Business-Studio Address Martin Bldg.
 Phone Number 5447
 Transmitter Location Brickyard Road
 Air Time 5:30 a.m.-1:05 a.m.
 News Service AP
 Transcription Service World
 Station Representative Headley Reed
 Membership NARTB, BAB

President-General Manager Allen M. Woodall
 Sta., Sales Prom. Mgr. Miles H. Ferguson
 Commercial Manager William Massie
 Pgm., Prod., Pub. Dir. Joe Byars
 Chief Anncr., News Dir. William Henry
 Musical Director Loretta Exum
 Chief Engineer Max F. Harper

W G B A

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Ga.-Ala. Bdcstg. Corp.
 Business-Studio Address 1213½ Broadway
 Phone Number 3-3603
 Transmitter Location Morris Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, RCA
 Representative Branham
 Membership NARTB, BAB
 President A. H. Chapman
 General Manager Walter M. Windsor
 Commercial Manager A. H. Haack, Jr.
 Program Director W. L. Gramer
 Chief Announcer Ralph Burgess
 News Director Philip Kriegler
 Musical Director Merle Garrett
 Chief Engineer William R. Atkinson
 Consulting Engineer A. D. Ring

W R B L

COLUMBUS—1928—CBS

GEORGIA SPORTS

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By Columbus Bdcstg. Co.
 Business-Studio Address 1350 - 13th Ave.
 Phone Number 2-0601
 Transmitter Location Phenix City, Ala.
 News Service INS, UP
 Transcription Service Associated
 Representative George P. Hollingbery
 Membership NARTB, BAB
 Executive Manager J. W. Woodruff, Jr.
 Station Manager G. A. Gingell
 Commercial Manager B. Ed Johnson
 Pgm., Prod. Dir. George Gingell
 News Director George Theeringer
 Chief Announcer Bill Mitchell
 Chief Engineer J. A. Gamble

(See next page)

W M J M

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. System
 Business-Studio Address 20th Ave. & B St.
 Phone Number 666
 News Service UP
 President James S. Rivers
 General Mgr. William E. Blizzard, Jr.
 Sales Manager O. Grady Cooper
 Program Dir. Bryant Lane
 Chief Engineer George Jim Martin

WRBL **1st** STATION

WEEKDAY MORNINGS	32.7
WEEKDAY AFTERNOONS	48.1
SUNDAY AFTERNOONS	37.4
EVENINGS	45.1
TOTAL RATED TIME PERIODS	43.0

COLUMBUS **2nd** MARKET

METROPOLITAN AREA

POPULATION	180,900
RETAIL SALES	\$132,332,000
EFFECTIVE BUYING INCOME	\$187,314,000

5 KW IN

1st STATION IN
2nd MARKET OF
GA.
COLUMBUS
ALA.

COLUMBUS, GA.

WRBL

CALL HOLLINGBERY AND WRBL-FM 46.2 KW

GEORGIA

W M O C

COVINGTON—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: The Covington News Inc.
 Business Address: Covington
 Phone Number: 2275
 Studio-Transmitter Location: Monticello St
 News Service: UP
 Transcription Service: World, Capitol, SESAC
 President: Belmont Dennis
 Commercial Manager: W. Thomas Hay
 General Manager: Rich Richards
 Sports Director: S. G. Turner
 Program Director: W. I. Allgood
 Chief Engineer: Jim Rodgers
 Farm Editor: Leo Mallard

W B L J

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Dalton Bdcstg. Corp.
 Business-Studio Address: 111 South Fentz St.
 Phone Number: 1180
 Transmitter Location: River Bend Rd.
 Air Time: 6 a.m.-11:15 p.m.
 News Service: UP
 Transcription Service: Thesaurus
 Membership: NARTB, BMB
 President: H. C. Kenemer
 Gen. Sta. Mgr.: William B. Davies
 Program Director: Bernice Ewton
 News Director: James L. Clark
 Chief Engineer: John S. Andrews
 Consulting Engineer: Claude Gray

W D W D

DAWSON—1948—LBS

Frequency: 990 Kc. Power: 1000 Watts D.
 Owned-Operated By: Dawson Bdcstg. Co.
 Trans.-Bus.-Studio Address: Parrott Road
 Phone Number: 416
 News Service: UP
 Transcription Service: Standard
 President: Ed Stevens
 General Manager: W. C. Woodall, Jr.
 Pgm., Prod., News Dir.: Bill McGuirt
 Comm., Prom. Mgr.: George Burton, Jr.
 Chief Engineer: Joe Stephens

W G L S

DECATUR—1949

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By: DeKalb Bcstg. Co.
 Business-Studio Add.: 546 N. McDonough St.
 Phone Number: Crescent 6471
 Transmitter Location: Northern Ave.
 News Service: UP
 Transcription Service: Standard
 President: Guy W. Rutland, Sr.
 Gen., Sta. Mgr.: Sam W. Kane
 Comm. Sales Prom. Mgr.: Al Ciraldo
 News Dir., Chief Anncr.: Tom Nolan

Chief Engineer: Sam Dillard
 Musical Director: Frank Stiteler

W D M G DOUGLAS—1947

Frequency: 860 Kc. Power 1000 Watts D.
 Owned-Operated By: WDMG, Inc.
 Business-Studio Address: 620 E. Ward St
 Phone Number: 564
 Transmitter Location: Alma Highway
 Air Time: Sunrise-sunset
 News Service: UP
 Transcription Service: World, SESAC
 Representative: Dora C. Dodson
 Membership: NARTB, BAB
 President: Downing Musgrove
 General Manager: B. F. J. Timm
 Musical Director: George Dunaway
 Chief Engineer: Stanley H. Strickland
 Consulting Engineer: Claude M. Gray

W M L T

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Dublin Bdcstg. Co.
 Business Address: Dublin
 Phone Number: 871
 Studio-Transmitter Location: Franklin St.
 News Service: AP
 Transcription Service: World
 Representative: Continental Radio Sales
 President: George T. Morris
 Vice-President: W. Newton Morris
 Program Director: W. C. Courson
 General Manager: Roy M. Hubbard
 Chief Engineer: Lawrence L. Henry

W T J H

EAST POINT—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By: James S., Doris R. Rivers
 Address: P. O. Box 72
 Phone Number: Fairfax 4343
 Transmitter Location: Dolson Drive
 News Service: UP
 President: James S. Rivers
 Gen., Comm. Mgr.: Willard Belote
 Chief Engineer: Wm. J. Hill, 3rd

W S G C

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Elberton Bcstg. Co.
 Address: Elberton
 News Service: AP
 Representative: Continental Radio Sales
 Manager: Melvin C. Gorman

W B H B

FITZGERALD—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Ben Hill Bdcstg. Corp.

GEORGIA

Address 600 Roanoke Dr.
Phone Number 2077-8
Air Time 6 a.m.-10:30 p.m.
News Service AP
Transcription Service Capitol
President Otto Criner
Gen., Sta., Comm. Mgr. Al H. Evans
Prog., Prod., Pub. Dir. Armine H. Wood
Chief Anncr., Engr. Charles E. Player
News Director Jack Wilkerson
Musical Director Elva Snowden
Consulting Engineer Claude Gray

W F P M

FORT VALLEY—1951—LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By Peach Belt Bcstg. Co.
Address Roberta Rd.
Phone Number 84
News Service UP
President Ed Stevens
General Manager W. C. Woodall Jr.
Comm. Mgr., Farm Dir. Olyn L. Gee
Sales Manager Cecil Grider
Program Director Orson Swindle
Chief Engineer Charlie Parish

W D U N

GAINESVILLE—1949—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Northeast Ga. Bcstg. Co.
Business-Studio Address 217½ S. Main St.
Phone Number 2341
Transmitter Location Tower Heights
Air Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service World
Representative Metropolitan
Membership NARTB, BAB
President Paul C. Plagnos
General Manager John W. Jacobs, Jr.
Commercial Manager Joe Franklin
Station Manager Julius Still
Program Director Dean Stobbe
Chief Engineer Lesley P. Brooks
Consulting Engineer Chambers & Harrison

W G G A

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Blue Ridge Bcstg. Co.
Business Address P. O. Box 654
Phone Number 1600
Studio-Transmitter Location 2400 Athens Rd.
Air Time 6 a.m.-M.
News Service UP
Representative Dora Dodson Agency
Pres., Gen. Mgr. Charles A. Smithgall
Commercial Manager E. F. MacLeod
Program Director Robert Schwab
Musical Dir. James A. Hartley
Chief Engineer F. Keith Brown

W K E U

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WKEU, Inc.
Address P. O. Box 155
Phone Number 5507
Transmitter Location Griffin
News Service AP
President, General Mgr. A. W. Marshall, Jr.
Comm. Mgr., Pgm. Dir., Chief Engr. G. H. Whitley, Jr.

W K L Y

HARTWELL—1947

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Louie L. Morris
Business Address Box 189, Hartwell
Phone Number 71
Studio-Trans. Location Bowerville Hiway
News Service UP
Transcription Service Capitol
President Louie L. Morris
Exec. Vice-Pres. Max G. Pfander
Asst. Mgr., Prom. Mgr., Pgm. Dir. Joe Wilder
Chief Engineer Broadus McLane

W B G R

JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By Altamaha Bcstg. Co.
Address P. O. Box 147
Phone Number 2444, 2232
Transmitter Location Waycross Highway
Air Time Sunrise-Sunset
News Service UP
Transcription Service Capitol
Representative Dora C. Dodson
General Manager W. G. Thomas
Sta., Comm. Mgr. George Thompson
Chief Engineer Arthur L. Manning
Consulting Engineer Claude Gray

W L A G

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By LaGrange Bcstg. Co.
Business-Studio Address 305-307 Broome St.
Phone Number 3505
Transmitter Location LaGrange
Air Time 6 am.-M.
News Service UP
Transcription Service World
Membership NARTB, BAB
President Roy C. Swank
General-Station-Commercial
Manager Edwin Mullinax
Program Director John Boggess
Publicity Director Fayzelle Scarborough
Musical Director William Hyde, Jr.
Chief Engineer James McKay
Farm Editor Joe Hawkins
Consulting Engineer Walter Holey

G E O R G I A

W B M L

MACON—1940—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Middle Georgia Bdcstg. Co.
 Business-Studio Address... 230 Second St.
 Phone Number 3-5454
 Transmitter Location..... 8th & Cherry St.
 Air Time 5:30 a.m.-12:30 a.m.
 News Service AP
 Transcription Service..... World
 Representative Headley-Reed
 Membership NARTB, BAB
 President..... E. D. Black
 General Manager..... Charles W. Pitman
 Station Manager..... John Bartlett
 Commercial Manager..... Walter Graham
 Prog., Pub., News Dir..... Richard Johnson
 Chief Announcer..... Tommy Snellgrove
 Musical Director..... Mary H. Richardson
 Chief Engineer..... H. S. Goodrich
 Consulting Engineer..... George Davis

W I B B

MACON—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Peach State Bcstg. Co., Inc.
 Business-Studio Address... Professional Bldg.
 Phone Number 2-2505
 Transmitter Location..... Millirons Road
 News Service UP
 Pres., Gen. Mgr..... Thomas H. Maxwell
 Assistant Manager..... George W. Patton

W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By..... Southeastern Bcstg. Co.
 Business-Studio Address... Bankers Insurance Bldg.
 Phone Number 2-7373
 Transmitter Location..... Forsyth Rd.
 Air Time 5:30 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Katz
 Membership BAB
 Pres., Chief Engineer..... George P. Rankin
 Gen., Sta. Mgr..... Wilton E. Cobb
 Sales Prom., Comm. Mgr..... Frank Crowther
 Publicity Director..... Ed Pendleton
 News Director..... Ben Chatfield
 Chief Announcer..... Lloyd Harris
 Farm Editor..... D. F. Bruce
 Consulting Engineer..... George C. Davis

W N E X

MACON—1945—MBS-ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Macon Bcstg. Co.
 Business-Studio Address..... Bibb Bldg.
 Phone Number 5-3301

Transmitter Location..... Rogers Ave.
 Air Time..... 5:45 a.m.-12:35 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Branham
 President Ed Lowe
 General-Station Manager..... Alired Lowe
 Comm., Sales Prom. Mgr..... Marion Weaver
 Program Director..... Virginia Flint
 Chief Announcer..... Ed Sharpe
 Chief Engineer..... Charles A. Walker
 Consulting Engineer..... George Davis

W F O M

MARIETTA—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Chattahoochee Bcstrs.
 Business Address... So. Cobb Dr., P. O. Box 131
 Phone Number 1746
 Studio-Transmitter Location..... So. Cobb Dr.
 News Service AP
 President..... Fred B. Wilson
 General Manager..... Albert L. Jones
 Program Director..... John Bacheller
 News Dir..... Bill Scott
 Chief Engineer..... Chuck Strauss

W M V G

MILLEDGEVILLE—1946—MBS-KBS GALS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Jere N. Moore
 Business-Studio Address..... P. O. Box 307
 Phone Number 250
 Transmitter Location..... Fishing Creek
 Air Time..... 7:00 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Irene Griffith
 Membership NARTB
 President (Owner)..... Jere N. Moore
 Gen., Sta., Comm. Mgr..... Michael T. Landy
 Program Director Josephine Ragsdale
 Chief Engineer..... Robbie O. Hattaway

W M G A

MOULTRIE—1939—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... John F. Pidcock
 Business-Studio Address..... Moultrie
 Phone Number 999
 Transmitter Location..... Tifton Hiway
 News Service UP
 Representative Thomas Clarke
 Owner..... John F. Pidcock
 Station, Comm. Mgr..... Roy F. Zess
 Chief Engineer..... Lamar Beaty

W C O H

NEWMAN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Newnan Bcstg. Co.

GEORGIA

Business-Studio Address.....11 Court Sq.
 Phone Number.....1400
 Transmitter Location.....Line St.
 News Service.....AP
 Transcription Service.....World
 President.....D. T. Mamget
 Gen., Comm. Mgr.....J. H. Beard
 Chief Engineer.....Walter O. Welch

WLAQ

ROME—1947—KBS-ABC

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....News Publishing Co.
 Phone Number.....7767
 Transmitter Location.....Hanks St.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 V.P., Gen. Mgr.....James F. Mann
 Station, Sls. Prom. Mgr.....Lee Mowry, Jr.
 Commercial Manager.....Martha Daniel
 Prog., News Dir.....Clarence Salmon
 Chief Engineer.....Dan Scott
 Consulting Engineer.....Weldon & Carr

WRGA

ROME—1930—MBS-GSN

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rome Bcstg. Corp.
 Bus.-Studio Address.....501 Broad St.
 Phone Number.....2-2411
 Transmitter Location.....Off Summerville Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Mrs. John W. Quarles
 General Manager.....Mather Payne
 Commercial Manager.....Pinkie Talley
 Prom. Mgr.....Cap Hicks
 Prod., Pgm. Dir.....Jim Roberts
 Publicity Director.....Bill Hart
 Chief Announcer.....Ben Lucas
 News Director.....Cap Hicks
 Musical Director.....Kitty Allford
 Chief Engineer.....Sox Starr
 Consulting Engineer.....W. J. Holey

WROM

ROME—1946—LIBERTY

Frequency: 710 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coosa Valley Radio Co.
 Business-Studio Address.....121 Broad St.
 Phone Number.....2-0833
 Transmitter Location.....Cooper Dr.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Representative.....Dora Clayton
 President.....Dean Covington
 Gen., Prom. Mgr.....Edward N. McKay
 Program Director.....Charlie Doss
 Chief Engineer.....Thomas Robertson

WCCP
SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated by.....Dixie Bcstg. Co.
 Business-Studio Address.....P. O. Box 943
 Phone Number.....2-4182
 Transmitter Location.....West Gwinnett St.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker
 Membership.....NARTB
 Pres., Gen. Mgr.....Carter C. Peterson
 Sta., Comm. Mgr.....Weldon Herrin
 Sales Prom. Mgr.....Charles Lipton
 Program Director.....Charles Beresford
 Publicity Director.....Al Jennings
 Production Director.....Larry Picus
 Chief Engineer.....William Moats
 Consulting Engineer.....Kear & Kennedy

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Phone Number.....3-8807
 Transmitter Location.....E. Perry Lane
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB-BAB
 Pres., Gen. Mgr.....H. Blair Minick
 Commercial Manager.....Robert Finch
 Program Director.....Milton Bellah
 Chief Engineer.....Joseph Testo

WFRP

SAVANNAH—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Bcstg. Co.
 Business-Studio Address.....219 E. Charlton St.
 Phone Number.....3-9642
 Transmitter Location.....E. Perry Lane
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Thomas F. Clark
 Pres., Gen. Sta. Mgr., Pgm. Dir. John F. Pidcock
 Comm., Sales Prom. Mgr.....John Williams
 Chief Engineer, News Dir.....James M. Wilder
 Consulting Engineer.....George C. Davis

WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WJIV, Inc.
 Bus. Address.....128 W. Taylor St.
 Phone.....4-7264
 Transmitter Location.....Hutchinson Island
 Air Time.....Daytime
 News Service.....AP
 Representative.....ForJoe

GEORGIA

President.....E. D. Rivers, Jr.
 Vice-President.....W. H. Keller, Jr.
 Comm., Sales Prom. Mgr.....Abe Eisenman
 Sta. Mgr., Prog. Dir., Chf. Ancr.....J. L. Woods
 Production Director.....Lew Banks
 Publicity Director.....Frank Freeman
 News Director.....Dennis Brown
 Musical Director.....Shirley Collins
 Chief Engineer.....Robert Rivers
 Farm Editor.....Channing Cope
 Consulting Engineer.....Kear & Kennedy

WSAV

SAVANNAH—1939—NBC-GSN

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSAV, Inc.
 Bus.-Studio Address.....Liberty Natl. Bank Bldg.
 Phone Number.....3-0234
 Transmitter Location.....Oatland Island
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Blair
 Pres., Gen.-Sta. Mgr.....Harben Daniel
 Comm. Mgr.....Don Jones
 Sales Mgr.....Robert W. Ward
 Pgm., News Dir.....Robert Shipley
 Pub. Director.....Mary Keating
 Chief Announcer.....Norman Strand
 Musical Director.....Jewell Casey
 Chief Engineer.....M. E. Thompson
 Farm Editor.....Bob Noble
 Consulting Engineer.....A. Earl Cullum

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Savannah Bcstg. Co.
 Business-Studio Address.....516 Abercorn St.
 Phone Number.....2-0127
 Transmitter Location.....Anderson Rd.
 Air Time.....5 a.m.-12:10 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....William T. Knight, Jr.
 Commercial Manager.....Ben Williams
 Sales Promotion Mgr.....Courtney Knight
 Pgm., Pub. Dir.....Dwight J. Bruce
 Production Director.....Ben H. Quick
 Musical Director.....Harriett Tuttle
 News Director.....Wm. D. Randall
 Chief Announcer.....W. O. King
 Chief Engineer.....Kyle E. Goodman
 Consulting Engineer.....George C. Davis

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Statesboro Bcstg. System
 Phone Number.....502
 Studio-Transmitter Location.....E. Olliff St.

Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World
 General Manager.....R. H. Thompson
 Sta. Mgr., Chief Engr.....Jack LoPresti
 Program Director.....J. H. Watson
 Consulting Engineer.....Claude M. Gray

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....Box 213
 Phone Number.....295
 News Service.....UP
 President.....E. C. Pesterfield
 General Manager.....William B. Farrar
 Program Director.....Laurence Keown
 Chief Announcer.....Curley Kinsey
 Chief Engineer.....James S. Stowers, Jr.
 Consulting Engineer.....Kear & Kennedy

WJAT

SWAINSBORO—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Jack & Nancy M. Thompson
 Address.....Covena Road
 Phone Number.....2011
 Transcription Service.....Lang-Worth, Capitol
 News Service.....UP
 Partner, Gen. Mgr.....Jack A. Thompson
 Program Director.....Sally Evans
 Chief Announcer.....Joe Beaumont
 Chief Engineer.....John H. Wisely
 Farm Editor.....Bill Polk
 Consulting Engineer.....Claude M. Gray

WSFT

THOMASTON—1947—MBS

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Thomaston Bcstg. Co.
 Business-Studio Address.....P. O. Box 689
 Phone Number.....1300
 Transmitter Location.....Hightower Rd.
 Air Time.....Daytime
 Transcription Service.....World
 News Service.....AP
 President.....R. E. Hightower
 Staff General Manager.....S. J. Carswell
 Commercial Manager.....C. T. Thames
 Program Director.....Bill Heule
 Chief Engineer.....R. D. Wharton

WKTG

THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Southern Bcstg. System, Inc.
 Business-Studio Address.....Bank of Thomas
 County Bldg.
 Phone Number.....1501
 Transmitter Location.....Pavo Hwy.
 Air Time.....Daytime
 News Service.....UP

G E O R G I A

Transcription Service..... World. Thesaurus
 Representative..... Thomas F. Clark.
 Dora Clayton
 Pres., Gen. Mgr..... W. F. Scott, Jr.
 Commercial Manager..... L. T. Porter
 Chief Engineer..... Bruce E. Singleton
 Chief Announcer..... A. R. Wass

W P A X

THOMASVILLE—1922

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... H. Wimpy
 Business-Studio Address... 117 Remington Ave.
 Phone Number 909
 Transmitter Location..... 117 Remington Ave.
 News Service UP
 Transcription Service Capitol
 Owner, Gen. Mgr..... H. Wimpy
 Commercial Manager..... Al Feinberg
 Program Director..... Bill Kelly
 Chief Engineer..... James Poole

W T W A

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Hickory Hill Bcstg. Co., Inc.
 Business-Studio-Transmitter
 Address 215 Lumpkin St.
 Phone Number 777
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President..... Edgar H. Kobak
 Chief Engineer..... Edward Williams, Jr.

W W G S

TIFTON—1946—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Tifton Bcstg. Corp.
 Phone Number 921
 Bus.-Transmitter Location..... 800 S. Main St.
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 President..... W. A. Graham
 Gen., Comm. Mgr..... James E. Graham
 Program Director..... Carl Wandell
 Chief Announcer..... Oscar Newsom
 Chief Engineer..... W. C. Roberts

W L E T

TOCCOA—1941—MBS-KBS-GALS-
GSN

Frequency: 1420 Kc..... Power: 1000 Watts
 Owned-Operated By..... R. G. Letourneau
 Bus.-Studio-Transmitter Address... 423 Prather
 Bridge Rd.
 Phone Number 544
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Thesaurus
 Representative..... Thomas F. Clark

President..... R. G. Letourneau
 Gen., Sta. Mgr..... Virgle E. Craig
 Commercial Manager..... Sam A. Gaines
 Publicity Director..... Etheldra Davis
 Prod., News, Music Pgm. Dir..... Roy E. Gaines
 Chief Announcer..... Bill Storr
 Chief Engineer..... J. Carl Meeks
 Consulting Engineer..... W. J. Holey

W G A F

VALDOSTA—1951—ABC

Frequency: 910 Kc..... Power: 5000 Watts
 Owned-Operated By..... Valdosta Bcstg. Co.
 Address..... 116 W. Hill Ave.
 Phone Number 910
 News Service AP
 Transcription Service Thesaurus
 Representative..... McKenny
 Pres., Gen. Mgr..... George B. Cook
 Farm Director..... Bob Rogers
 Chief Engineer..... N. V. Pieler

W G O V

VALDOSTA—1941—MBS

Frequency: 950 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... WGOV, Inc.
 Address..... Daniel Ashby Hotel
 Phone Number 1420
 Transmitter Location Kinderlou
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative..... John E. Pearson,
 Dora Clayton
 President..... E. D. Rivers, Jr.
 General Mgr..... A. B. Smith
 Program Director..... Jack Jackson
 Prod., News..... Vince Randolph
 Publicity Director..... Betty Frwis
 Chief Announcer..... Wes Hendricks
 Chief Engineer..... William Keller

W V O P

VIDALIA—1946—LBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Vidalia Bcstg. Co.
 Address..... Box 391, Mt. Vernon Rd.
 Phone Numbers..... 327, 693, 698
 Transmitter Location Vidalia
 Air Time 6:28 a.m.-10:15 p.m.
 News Service UP
 Transcription Service..... World, Cole
 Membership NARTB
 Business Manager..... Howard C. Gilreath
 Gen., Sta., Comm. Mgr..... H. C. Gilreath, Jr.
 Sales Promotion Mgr..... R. S. Bryant
 Prog., Prod. Dir..... Nell Windham
 Publicity Director..... R. E. Ledford
 News Director..... Charles Rollinson
 Chief Announcer..... Loren Dorough
 Musical Director..... Lulu Mae Leverette
 Chief Engineer..... H. L. Dorough
 Consulting Engineer..... George C. Davis

GEORGIA—IDAHO

WACL

WAYCROSS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By: Teletronics Inc.
Address: Carswell Ave.
Phone Number: 3068
News Service: AP
Transcription Service: Lang-Worth
President: James S. Rivers
Comm., Prom. Mgr.: E. K. Avriett Jr.
Program Director: Bob Lay
News Director: Paul T. Hayes
Chief Engineer: Loyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Jack Williams
Business-Studio Address: 1600 Carswell Ave.
Phone Number: 965
Transmitter: Waycross
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: World, Capitol
Representative: Hal Holman
Membership: NARTB, BAB
President: Jack Williams

Gen., Sta., Comm. Mgr.: John J. Tobola
Sales Prom., Mgr.: Tommy Edwards
Production Director: Curt Frazier
Publicity Dir.: Dorothy Smith
Chief Anncr., Pgm. Dir.: Ray Williamson
News Director: Charles R. Witt
Chief Engineer: Curtis Frazier
Farm Editor: Malcolm Thomas
Consulting Engineer: Nathan Williams

WRLD

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Valley Bcstg. Co., Inc.
Business Address: P. O. Box 312
Phone Number: 2-2771
Studio-Transmitter Location: Lanett, Ala.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Joseph H. McGillvra
President: J. C. Henderson
General Manager: Paul E. Reid
Publicity Director: Jay H. Lamb
Sales Promotion Mgr.: Jim Murphy
Program Director: Aileen Love
Chief Engineer: R. R. Magill
Consulting Engineer: Claude Gray

IDAHO

*Pop. April 1, 1952 (Est.) 608,000 — Total Housing Units 189,601
Families April 1, 1952 (Est.) 173,000 — Stations in State 23*

KBLI

BLACKFOOT—1951—LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Blackfoot Bcstg. Co.
Address: Blackfoot
Phone Number: 780
Owner: William I. Palmer
General Manager: Arlond T. Christensen
Commercial Manager: Carl Winther
Chief Engineer: Gerald W. Peterson

KDSH

BOISE—1947—CBS

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Boise Valley Bcstrs., Inc.
Business-Studio Address: 311 N. 10th St.
Phone Number: 6820
Transmitter Location: Meridian, 8 Mi. S.W. of Boise
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Free & Peters
Membership: NARTB, BAB
President: Saul Haas

General Manager: Westernman Whillock
Sta., Comm. Mgr.: Earl Glade, Jr.
Local Sales Mgr.: George Ganz
Musical Director: Bob Salter
Chief Announcer: Ross Woodward
News Director: Charles Platt
Farm Editor: Darwin Dodds
Chief Engineer: James A. Johntz

KGEM

BOISE—1946—ABC

Frequency: 1140 Kc. Power: 10,000 Watts
Owned-Oper. By: Idaho Bcstg. & Telev. Co.
Business-Studio Address: 5601 Cassia
Phone Number: 533
Transmitter Location: 5601 Cassia
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World
Representative: George P. Hollingbery
Membership: NARTB
President: Frank C. Carman
General Manager: Milo J. Petersen
Production Director: Don Bish
Chief Engineer: Manson McClure
Farm Editor: LeRoy O'Loughlin
Consulting Engineer: Grant Wrathall

IDAHO

K I D O

BOISE—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By KIDO, Inc.
 Business-Studio Add. . . Chamber of Comm. Bldg.
 Phone Number 680
 Transmitter Location . . . 10½ Mi. S.W. Boise
 Air Time 6 a.m.-12M.
 News Service UP
 Transcription Service . . . Standard, Thesaurus
 Representative John Blair
 Membership NARTB, BAB
 President Georgia M. Davidson
 General Mgr. Walter E. Wagstaff
 Commercial Mgr. Hugh Shelley
 Program Dir. Jack Link
 Chief Announcer Gene Perkins
 Chief Engineer Harold W. Toedemeier
 News Director Rulon Bradley
 Consulting Engineer Commercial Radio

K B I O

BURLEY—1947

ABC-ROCKY MT. NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KBIO, Inc.
 Business-Studio Address P. O. Box 461
 Phone Number 10
 Transmitter Location . . . 1½ Mi. W. of Burley
 News Service UP
 Transcription Service World
 Representative Donald S. Cooke
 President Jessica L. Longston
 Gen. Mgr., News Dir. K. Clark
 Program Director Barbara Anderson
 Chief Engineer Edwin C. Miller

K C I D

CALDWELL—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Caldwell Bcstg. Co.
 Business-Studio Address . . . 520 So. Kimball Ave.
 Phone Number 9-7444
 Transmitter Franklin Lane
 Air Time 6:30 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Representative Walter Biddick
 President J. T. La Fond
 Sta., Gen., Comm. Mgr. H. R. McCosh
 Pgm., Farm Editor Andrew Grant
 Chief Anncr., News Dir. . . . Bab Callendar
 Chief Engineer Henry Paul
 Consulting Engineer James A. Johtz, Jr.

K V N I

COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By . . . The Coeur d'Alene Bcstg.
 Business-Studio Address . . . Blackwell Island
 Phone Number 900
 Transmitter Location Blackwell Island
 Air Time 7 a.m.-11 p.m.

Transcription Service Capitol
 Representative George P. Hollingbery
 Pres., Gen. Mgr. Burl C. Hagadone
 Sta., Comm., Prom. Mgr. . . . Wayne E. Olsen
 Pgm. Prod., Pub. Dir., Asst. Mgr. . . Bernard V. Merriman

K I D

IDAHO FALLS—1928

MBS-INTERMOUNTAIN NET

Frequency: 590 Kc. Power: 5000 Watts d.,
 1000 Watts n.

Owned-Operated By Idaho Radio Corp.
 Business-Studio Address Park & C St.
 Phone Number 4
 Transmitter Location Ririe Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Membership NARTB
 President A. W. Schweider
 General-Station Manager C. N. Layne
 Commercial Manager Leonard Wasden
 Program Director Roy Southwick
 Chief Engineer Carrol Sechrist
 Consulting Engineer Weldon & Carr

K I F I

**IDAHO FALLS—1946—ABC-MBS
 INTERMOUNTAIN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Idaho Bcstg. &
 Television Co.

Business-Studio Address 339 Broadway
 Phone Number 1054
 Transmitter Location . . . N. Yellowstone Hwy.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Avery-Knodel
 Pres., Gen. Mgr. J. M. Brady
 Prod., Prom. Mgr. Jim Butler
 Program Director Hal Simmons
 Chief Engineer George Stone
 Farm Editor David Lewis
 Consulting Engineer Grant C. Wrathall

K R L C

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By H. E. Studebaker
 Business-Studio Address . . . Lewis-Clark Hotel
 Phone Number 1950
 Transmitter Location Lewiston Orchards
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service RCA, Thesaurus
 Representative W. S. Grant
 Membership NARTB, BAB
 General Manager H. E. Studebaker
 Station Manager Donald Thomas
 Commercial Manager Thomas Decker
 Program Director Bill Dodel

IDAHO

Sales Prom. Mgr. Al Nelson
 Chief Announcer..... Hugh McIntosh
 News Director..... Jack Clifford
 Chief Engineer..... Gene Wilson
 Farm Editor..... Irv Faling
 Consulting Engineer..... Al Sparling

KRPL

MOSCOW—1947—KBS-LBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Interstate Radio, Inc.
 Business Address..... P. O. Box 396
 Phone Number..... Moscow 2283
 Studio-Transmitter Location..... Route 3
 News Service..... AP
 Transcription Service..... SESAC
 Representative..... Walter Biddick (Pacific Coast)
 Membership..... NARTB, BAB
 President..... Ted R. Farrier
 Gen., Sta. Mgr., Pgm. Dir. Bert McAllister
 Comm., Sales Prom. Mgr..... W. L. Hopkins
 Chief Engineer..... Herbert D. Young

KFXD

NAMPA—1930—MBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Frank E. Hurt & Son
 Business Address..... Box 891
 Phone Number..... 6-4611
 Transmitter Location..... Near Meridan
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Avery-Knodel
 Membership..... BAB
 President..... E. E. Coleman
 General Manager..... Edward P. Hurt
 Sta., Comm. Mgr..... D. A. Cain
 Prog., Prod. Dir..... Shirl Black
 Chief Engineer..... G. M. Rose

KEYY

**POCATELLO—1946
 MBS-INTERMOUNTAIN**

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio & Telev. Bcstg. Co. of Idaho
 Address..... 1140 Yellowstone Ave.
 Phone Number..... 1240
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NAB
 President..... F. M. Bistline
 Gen., Comm. Mgr..... Louls F. Haller
 Pgm. Dir., Prom. Mgr..... Doris MacBride
 Chief Engineer..... Julian Dennis

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc..... Power: 5000 Watts
 Owned-Operated By..... Radio Service Corp.

Business-Studio Address..... Hotel Whitman
 Phone Number..... 4000
 Transmitter Location..... Pocatello
 Air Time..... 6 a.m.-12M.
 News Service..... UP
 Transcription Standard, Lang-Worth, Thesaurus
 Representative..... Walker
 Membership..... NARTB, BAB
 President..... O. P. Soule
 Gen., Comm. Mgr..... Henry H. Fletcher
 Publicity Dir..... Olive M. Leeney
 Program Director..... Ruthe A. Fletcher
 Chief Engineer..... Ellis W. Call
 Consulting Engineer..... Comm. Radio Eqpt. Co.

KWIK

**POCATELLO—1946—ABC-MBS
 INTERMOUNTAIN**

Frequency: 1440 Kc..... Power: 1000 Watts
 Owned By..... Eastern Idaho Bcstg. & TV Co.
 Business-Studio Address..... Hotel Bannock
 Phone Number..... 3400
 Transmitter Location..... Pole Line Rd.
 News Service..... AP
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NARTB
 President..... James M. Brady
 General Mgr..... Charles Crabtree
 Commercial Manager..... Don W. Burden
 Prom. Mgr., Pgm. Dir..... Dick Wright
 News Director..... John Sucky
 Chief Engineer..... Delbert Williams
 Consulting Engineer..... Grant C. Wrathall

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Voice of The Rockies, Inc.
 Business-Studio Address..... 17 North St.
 Phone Number..... 600
 Transcription Service..... Lang-Worth, Associated
 President..... Leon Smith
 Gen., Sta. Mgr..... Rulon Dunn
 Commercial Mgr..... N. Pratt Smith
 Program Dir..... Bob Gregg
 Chief Engineer..... Kenneth F. Smith

KRXX

REXBURG—1951

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Snake River Radio & TV Co., Inc.
 Address..... Box 301
 Phone Number..... 700
 News Service..... AP
 Transcription Service..... Capitol, Thesaurus
 President..... Dr. M. F. Rigby
 Gen. Mgr., Chf. Engr..... Howard R. Chapman
 Commercial Manager..... Merrill L. Skinner
 Program Director..... Bruce Hymas

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bauer Bcstg. Co.
 Business Address Dover Rd.
 Phone Number 555
 News Service UP
 Transcription Service Standard
 Pres., News Dir., Gen. Mgr. Norman Bauer
 Sta., Comm. Mgr. Jack Hatch
 Program Director Lone Bauer
 Chief Engineer William Frey

KLIX

TWIN FALLS—1946—MBS-ABC
 INTERMOUNTAIN—DON LEE

Frequency: 1310 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Southern Idaho Bcstg.
 & Television Co.
 Business-Studio Transmitter Elizabeth Blvd.
 Phone Number 2820
 Air Time 5 a.m.-1:30 a.m.
 News Service AP
 Transcription Service Capitol, MacGregor,
 Thesaurus
 Representative Avery-Knodel
 Membership NARTB, BAB
 V.P., Gen. Sta., Mgr., Pub. Dir.
 Frank C. McIntyre
 Commercial Mgr. Juneau H. Shinn
 Program Director Don Allen
 Production Director Eddie Gish
 Chief Announcer Don Flinders
 News Director Bob Brashear
 Musical Director J. Hill
 Chief Engineer Lloyd James
 Farm Editor Hoily Houlberg
 Consulting Engineer Wrathall

KTFI

TWIN FALLS—1928
 NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Radio Bcstg. Corp.
 Business-Studio Address 241 Main Ave. W.
 Phone Number 2400
 Transmitter Location Curry
 Air Time 6 a.m.-12M.
 News Service UP
 Transcription Service Standard, Lang-Worth
 Representative Weed
 Membership NARTB, BAB
 President O. P. Soule
 Gen.-Station-Comm. Manager F. M. Gardner
 Pgm., Pub., Prod. Dir. Richard Bingham
 Musical Director Lenore Parker
 Chief Announcer Jack Farrar
 News Director Bonnie Baird
 Chief Engineer Marvin Hartley
 Consulting Engineer McIntosh & Inglis

KVMV

TWIN FALLS—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Sales Corp.
 Business Address P. O. Box 511
 Phone Number 2002
 Studio-Transmitter Blue Lakes Blvd. N
 Air Time 6 a.m.-12M.
 News Service UP
 Transcription Service World
 President D. Spencer Bros.
 Exec. Vice-Pres. Arch L. Madsen
 Sta., Comm. Mgr. Dewain Sylvester
 News Director Jack Hughes
 Pgm. Dir., Chief Engineer Al Lee
 Publ., Music Director Clair Halverson

KWAL

WALLACE—1939—MBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Silver Bcstg. Co.
 Business Address Osburn
 Phone Number 8-2111

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ILLINOIS

News Service UP
Transcription Service Thesaurus
Representative John E. Pearson
Membership NARTB, BAB
President Loring C. Merwin
General Sta., Manager Warner C. Tidemann
Commercial Manager Harry Swift
Program Director Fred Muxfeld
News Director Keith Bright
Chief Engineer Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Oscar C. Hirsch
Business Address Box 311
Phone Number 1490
Studio-Transmitter Location Paterdale
Air Time 6 a.m.-11 p.m.
News Service UP
Representative John E. Pearson
Membership NAB, BAB
Owner Oscar C. Hirsch
Gen.-Station-Comm. Mgr. Merrill C. Currier
Program Director Charles Housewright
Chief Engineer Oscar C. Hirsch

WBYS

CANTON—1947

Frequency: 1560 Kc. **Power:** 250 Watts, d.
Owned-Operated By Fulton Co. Bcstg. Co.
Business-Studio-Transmitter East Lynn Limits
Phone Number 1877
Air Time Sunrise-Sunset
News Service AP
Transcription Service Lang-Worth, World
President H. R. Winsor
General Sta., Manager Bill Richardson
Commercial Manager Robert L. Burns
Sales Promotion Mgr. Eugene Mayall
Prog., Pub. Dir., Farm Editor Don Ruyle
Chief Announcer Randall C. Furnace
News Director Al Horrigan
Chief Engineer Clovis Sadler

WCIL

CARBONDALE—1946—LBS

Frequency: 1020 Kc. **Power:** 1000 Watts, d.
Owned-Operated By Southern Illinois Bcstg.
Business-Studio Address 219 W. Main St.
Phone Number 167
Transmitter Location 1 Mi. W. of Carbondale
News Service AP
Transcription Service Thesaurus
Pres., Gen. Mgr., Chf. Engr. Paul F. McRoy
Commercial Manager Walter Schafer
News Director Ralph Wain

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc. **Power:** 1000 Watts
Owned-Oper. By Carmi Bcstg Co.
Address 101 South Walnut Street
Phone Number 4161

Trans. Loca. U. S. Hgy 460, 1 M. W. of Carmi
News Service UP
Transcription Service Lang-Worth, SESAC
Representative Sears & Ayer, Inc.
Membership NARTB, BAB
President Roy Clippinger
General Manager Thomas S. Land
Commercial Manager Fred Wilkerson
Program Director Garnet Williams
News Director John W. Berry
Chief Engineer Gene McLin
Consulting Engineer Lynn C. Smeby

WCAZ

CARTHAGE—1921

Frequency: 990 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Superior Bcstg. Service, Inc.
Business-Studio Address 502 Wabash Ave.
Phone Number 520
Air Time Daytime
Representative Holman
President Bob Compton
Manager John Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc. **Power:** 1000 Watts, d.
Owned-Operated By WCNT, Inc.
Business-Studio-Transmitter Hwy. 51 N.
Phone Number 5151
News Service UP
Transcription Service Standard
President, Gen. Mgr. George F. Isaac
Comm., Sta. Mgr. Merle G. Rogers
Program Director Bill Lytle
Publicity Director Pete Brown
Chief Engineer Dwight North

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc. **Power:** 250 Watts
Owner The Champaign News Gazette, Inc.
Business Address 48 Main St.
Phone Number 6-1855
Studio-Transmitter 1.3 mile S. of city
Air Time 7 a.m.-10.45 p.m.
News Service UP
Transcription Service World
Representative Robert Meeker & Associates
Membership NARTB
General Manager J. A. McDermott
Station Manager Marc Howard
Chief Engineer Robert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc. **Power:** 1000 Watts, d.
Owned-Operated By Corn Belt Pub., Inc.
Business Address 221 N. LaSalle St.
Phone Number Randolph 6-1932
Studio Address LaSalle-Wacker Bldg.
Transmitter Location Exchange Bldg., Union
Stock Yards

ILLINOIS

News Service UP
 Transcription Service Standard
 Representative John E. Pearson Co.
 President Ward A. Neff
 General Manager W. E. Hutchinson
 Commercial Manager John E. Halleman Jr.
 Promotion Manager Fred Bauman
 Program Director Bill Bayer
 Chief Engineer Carl W. Ulrich
 News Director Dick Winters

**WAIT
 CHICAGO—1941**

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WAIT
 Bus.-Studio Address 75 E. Wacker Dr.
 Phone Number Franklin 2-0660
 Transmitter Location Elmhurst
 News Service UP
 Transcription Service Standard
 Representative Young
 President Gene T. Dyer
 Gen., Comm. Mgr. Thomas L. Davis
 Program Director Del Hester
 Chief Engineer Edward W. Jacker

W B B M

CHICAGO—1923—CBS RADIO

Frequency: 780 Kc. Power: 50,000 Watts
 Owned By CBS, Inc.
 Operated By CBS Radio Division
 Address 410 N. Michigan Ave.
 Phone Number Whitehall 4-6000
 Transmitter Location Itasca
 Air Time Sunrise-Unlimited
 News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative CBS Radio Spot Sales
 President Frank Stanton
 Vice-Pres., Gen. Mgr. H. Leslie Atlass
 Asst. Gen. Mgr. E. H. Shomo
 Sales Promotion Manager Dave Kimble
 Program Director Al Bland
 News Director Julian Bentley
 Chief Engineer George Sherman
 Farm Editor Harry Campbell

WCFL

CHICAGO—1926—ABC-LBS

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Operated By .. Chicago Federation of
 Labor
 Business-Studio Address . 666 Lake Shore Dr.
 Phone Number MOhawk 4-2400
 Transmitter Location Downers Grove
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Bolling
 President William A. Lee
 Gen., Sta., Comm. Mgr. Arthur F. Harre
 Prog., Prod. Dir. Robert A. Platt
 Publicity Director Louise Sasso



WCFL

FOR 1952

LOWEST COST

of any 50,000 Watt
 Chicago station per 1,000
 tuned-in homes!

*Contact Radio Representatives, Inc.
 480 Lexington Avenue, New York, N. Y.
 or Station WCFL for full information.*

WCFL

666 Lake Shore Drive, Chicago, Ill.

50,000 Watts
Day and Night
1000 on the Dial

Affiliated with LBS

In Chicago, **5** *to* **1!** *it's WGN...*

In October, 1951, an advertiser wrote:

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



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

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

MBS

WGN

**Chicago 11
Illinois
50,000 Watts
720**

On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

ILLINOIS

Chief Announcer.....Norman Pierce
 News Director.....Vic Barnes
 Musical Director.....Lee Petrillo
 Chief Engineer.....Charles E. Willett
 Consulting Engineer.....Walter Kean

W C B D

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Michael J. Mintern
 Business Address.....2714 Enoch Ave., Zion
 Phone Number.....521
 Studio Address.....c-o Station WAIT
 Transmitter Location.....Elmhurst
 Managing Director.....Michael J. Mintern
 Commercial Manager.....Carl Q. Lee

W C R W

CHICAGO—1926

Frequency: 1240 Kc...Power: 100 Watts, d.
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....EAsgate 7-6860
 Pres.-Owner-Chief Engr....Clinton R. White
 General Manager.....J. A. White

W E D C

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denemark, Inc.
 Address.....3860 W. Ogden Ave.
 Phone Number.....CRawford 7-4100
 Air Time.....Unlimited
 News Service.....UP
 President.....Emil Denemark
 Gen.-Station-Comm. Mgr....Frank J. Kotnour
 Prom., Pgm., Prod., Pub. Dir. Chief Anncr.,
 News Dir.....Bill Mack
 Musical Director.....William P. Brady
 Chief Engineer.....Ansel Wayne Smith

W E N R

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Operated By.....American Bcstg. Co.
 Business-Studio Address...20 N. Wacker Dr.
 Phone Number.....ANDover 3-0800
 Transmitter Location.....Tinley Park
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....ABC Spot Sales
 President (ABC).....Mark Woods
 Vice Pres. Cen. Div. ABC. John H. Norton, Jr.
 Station-Comm. Mgr.....Edward Lynch
 Sales Promotion Manager...Dean D. Linger
 Program Director.....Richard Woollen
 Production Director.....Burr E. Lee
 Publicity Director.....Ell W. Henry
 News & Sports Events.....Con O'Dea
 Musical Director.....Rex Maupin
 Chief Engineer.....Ed Horstman
 Farm Editor.....Keith Beecher

W G E S

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WGES
 Business-Studio Address...2708 Wash. Blvd.
 Phone Number.....SAcramento 2-1700
 Transmitter Location.....8601 South Kedzie
 News Service.....UP
 Transcription Service.....Associated
 General Manager.....John A. Dyer
 Commercial Mgr.....Elizabeth M. Hinzner
 Sales Promotion Manager...K. P. Freda
 Program Director.....Herbert Rudolph
 Chief Engineer.....William Shunk

W G N

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WGN, Inc.
 Bus.-Studio Address...441 N. Michigan Ave.
 Phone Number.....SU 7-0100
 Transmitter Location.....Roselle
 Newspaper Affiliation...The Chicago Tribune
 Air Time.....24 hrs.
 News Service.....AP, INS, UP
 Transcription Service.....Standard
 Representative.....Hollingberry
 Membership.....NARTB, BAB
 President.....Col. Robert R. McCormick
 General Sta. Manager.....Frank P. Schreiber
 Commercial Manager.....William A. McGuineas
 Sales Promotion Manager..Charles A. Wilson
 Program Director.....Bruce Dennis
 Production Director.....Glenn Ransom
 Publicity Director.....James Hanlon
 Supervisor of Anncrs.....Win Jolly
 News Director.....Robert F. Hurleigh
 Musical Director.....Henry Weber
 Dir. of Engineering.....Carl J. Meyers
 Farm Editor.....Norman Kraeft

W H F C

CHICAGO—1926

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.
 Address...3350 S. Kedzie Ave., Chicago 23, Ill.
 Phone Numbers.....Cliffside 4-7411,
 Townhall 3-6305
 Trans. Loca.3350 S. Kedzie Ave., Chicago
 Air Time.....7 a.m.-12 m.
 News Service.....UP
 Pres.-Gen. Mgr.....Richard W. Hoffman
 Station Manager.....Marie E. Clifford
 Program Director.....F. Matthews
 Musical Director.....Frank Linhart
 Chief Engineer.....Elmer P. Hayes
 Consulting Engineer.....G. Gillett

W I N D

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Johnson Kennedy Radio
 Corp.



IF IT'S DISTRIBUTION...

A manufacturer selling through grocery outlets established distribution of his product in various important Chicago chain groups through use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

IF IT'S "IN-STORE" CO-OPERATION...

The successful WLS Summer Food Promotion Plan (OPERATION GROCER) through co-operation with eight leading Food Groups offers food advertisers extensive merchandising in 2,300 Chicago area grocery stores. The Plan brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.

IF IT'S DIRECT, TRACEABLE SALES...

An insecticide company with a product selling at \$2.98 got impressive sales at a cost-per-order of only 38¢ . . . 13% of the sales price! Another company sold \$19,974.45 worth of its product directly through use of a series of WLS early morning programs! Here is proof of a responsive audience . . . the power to produce tangible results!

What we did in the cases above cited—no different from what we did for countless others in 1951, and in the many years preceding—we can do for you in 1952. Ask us—or your John Blair man—for details.



CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

ILLINOIS

Bus.-Studio Address... 400 N. Michigan Ave.
 Phone Number..... WHITEhall 4-2170
 Transmitter Location..... Black Oak, Ind.
 Air Time..... Unlimited
 News Service..... AP, UP
 Representative..... AM Radio Sales
 President..... John S. Knight
 General-Station Mgr..... Ralph L. Atlass
 Commercial Manager..... John T. Carey
 Prom. Mgr., Pgm. Dir..... H. Leslie Atlass, Jr.
 Production Director..... Walter Rubens, Jr.
 Publicity Director..... Greta Morgan
 News Director..... Jim Dale
 Chief Engineer..... Kenneth C. Shirk
 Consulting Engineer..... E. C. Page

W J J D

CHICAGO—1934

Frequency: 1160 Kc..... Power: 50,000 Watts
 Owned-Operated By..... Field Enterprises, Inc.
 Bus.-Studio Address... 230 N. Michigan Ave.
 Phone Number..... State 2-5486
 Transmitter Location..... Desplaines
 Air Time..... 4 a.m.-sundown
 News Service..... UP
 Transcription Service..... Standard, Capitol,
 RCA, World

Representative..... Avery-Knodel
 Membership..... NARTB, FMA
 President..... Marshall Field
 Gen.-Sta. Mgr., Pgm. Dir... Frederick G. Harm
 Commercial Manager..... Robert W. Ward
 Sales Prom. Mgr..... Tex Frenkel
 Production Director..... Carl Warner
 Publicity Director..... Dick McNeeley
 Chief Announcer..... Carl Warner
 News Director..... Al Parker
 Musical Director..... Don Lavery
 Chief Engineer..... Walter F. Myers
 Farm Editor..... Chuck Bill
 Consulting Engineer..... George Davis

W L S

CHICAGO—1924—ABC

Frequency: 890 Kc..... Power: 50,000 Watts
 Owned-Operated By..... Agricultural Bcstg. Co.
 Business Address... 1230 Washington Blvd.
 Phone Number..... MO 6-9700
 Air Time... Mon. thru Fri: 10 hrs., Sat., 19 hrs.
 Transmitter Location..... Tinley Park
 News Service..... AP, UP, Overseas N.
 Transcription Service..... Standard
 Representative..... John Blair
 Membership..... NARTB
 President..... James E. Edwards
 Gen., Sta. Mgr..... Glenn Snyder
 Commercial Manager... Charles M. Freeman
 Sales, Prom. Mgr. Warren W. Middleton
 Program Director..... Harold Safford
 Publicity Director..... John Drake
 Musical Director..... Osgood Wesley
 Chief Engineer..... Thomas Rowe
 Farm Editor..... Arthur Page
 Consulting Engineer..... Jansky & Bailey

W M A Q

CHICAGO—1922—NBC

Frequency: 670 Kc..... Power: 50,000 Watts
 Owned-Operated By... National Bcstg. Co., Inc.
 Business-Studio Address... Merchandise Mart
 Phone Number..... SUperior 7-8300
 Transmitter Location..... Elmhurst
 Air Time..... Unlimited
 News Service..... AP, INS, UP
 Transcription Service..... Thesaurus
 Representative..... NBC
 Membership..... NARTB
 President..... Joseph McConnell
 V.P.-General Manager..... Harry Kopf
 Commercial Manager..... Howard Meyers
 Sales Promotion Manager..... John Keys
 Program Manager..... Homer Heck
 Publicity Director..... Jack Ryan
 News Director..... William Ray
 Music Supervisor..... Don Marcotte
 Chief Engineer..... Howard Lutgens
 Farm Editor..... Paul Visser

W S B C

CHICAGO—1925

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... Radio Station WSBC
 Business-Studio Address... 2400 W. Madison St.
 Phone Number..... MOncroe 6-9080
 Transmitter Location... 2400 W. Madison St.
 News Service..... UP
 Transcription Service..... SESAC
 Representative..... Forjoe
 Gen. Mgr., Pgm. Dir..... Robert O. Miller
 Commercial Manager..... Julius Miller

W H O W

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Cornbelt Bcstg. Co.
 Business Address... 401½ S. Side Sq.
 Phone Number..... 305
 Transmitter Location... Rt. 51, 4 Mi. S. City
 News Service..... UP
 Representative..... Holman
 President..... J. R. Livesay
 Gen., Sta. Mgr..... Rolland O. Looper
 Comm. Mgr..... James Williams
 Program Director..... Frank C. Jennings
 News Director..... Bill Ward
 Musical Director..... John Barton
 Chief Engineer..... R. O. Looper

W D A N

DANVILLE—1938—CBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... Northwestern Pub. Co.
 Address..... 1500 N. Washington Ave.
 Phone Number..... 1700-1
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Standard

ILLINOIS

President.....Fred S. Newton
 Gen., Comm. Mgr.....Angus D. Pfaff
 Production Director.....Lee P. Mehlig
 Chief Announcer.....Mel Conner
 Musical Director.....Julia Norris
 Chief Engineer.....Ivan Bukovsky
 Consulting Engineer.....A. J. Cruentz

WFRL

FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Freeport Bcstg. Co., Inc.
 Business-Studio Address...9 N. Chicago Ave.
 Phone Number.....State 436
 Transmitter Location 1¼ Mi. NE of Freeport
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 Pres., Gen. Mgr., Chief Engr.

Vincent S. Barker

Comm. Mgr., News Dir.....Dave Taylor
 Program Director.....Ralph Reynolds

WGIL

GALESBURG—1938

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Galesburg Bcstg. Co., Inc.
 Transmitter Address.....312 Hill Arcade
 Phone Number.....4626
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Wm. G. Rambeau
 President.....Mrs. O. N. Custer
 Sta., Gen. Mgr.....Robert W. Frudeger
 Commercial Mgr.....Roger L. Hoffman
 Prog., Prod., Mus. Dir.....Cy Nelson
 Publicity Director.....Howard Frederick
 Chief Annr., News Dir.....Ken Schleiler
 Chief Engineer.....Douglas H. Horner
 Farm Editor.....A. R. Kemp
 Dir. of Advt.....George F. Thoma
 Consulting Engineer.....James Ebel

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Business-Studio-Transmitter...100 E. Poplar St.
 Phone Number.....28
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 Representative.....George O. Sutton
 Membership.....NARTE, BAB
 President.....J. M. Pruet
 Gen.-Station-Comm. Mgr.....Inglis M. Taylor
 Sales Prom. Mgr., Farm Editor...Ken Hamilton
 Program Dir.....Norma Alexander
 Production, Music Director.....Dorice Turner
 Chief Announcer.....Ed Wise
 News Director.....Bill Baker
 Chief Engineer.....Elmer L. Gladson
 Consulting Engineer.....John B. Caraway

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Business-Studio Address.....P. O. Box 179
 Phone Number.....382
 Transmitter Location.....2.2 Mi. N. of Herrin
 Air Time.....5:30 a.m.-10:45 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President.....Orville W. Lyerla
 Gen.-Station-Comm. Mgr.....Charles R. Cook
 Local Sales Manager.....Fred Simmons
 News Director.....Chet Townsend
 Musical Director.....Frank E. Elders
 Chief Engineer.....Ryburn Yandell

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Jacksonville Radio &
 TV B'csting Corp.
 Business-Studio.....Illinois Theater Bldg.
 Phone Number.....1180
 Transmitter Location.....Old State Rd.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Hal Holman
 Membership.....NARTB
 President.....Robert A. Fay
 V.-P., Gen. Sta. Mgr.....R. Karl Baker
 Prog., Prod. News Dir.....T. J. Fairburn
 Chief Announcer.....Ken Lambert
 Musical Director.....Virginia Colwell
 Chief Engineer.....G. J. Cossens
 Farm Editor.....E. H. Garlich
 Consulting Engineer.....F. O. Grimwood Co.

WJOL

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Joliet Bcstg. Co.
 Business-Studio-Transmitter...601 Walnut St.
 Phone Number.....4761
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Holman
 Membership.....BAB
 President.....Calvin Wilson
 Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
 Publicity Dir.....Marion Warner
 Prog., Prod. Dir.....Eileen Caron
 Chief Announcer.....Scott Dilworth
 News Director.....Glenn Logan
 Musical Director.....Gladys Farrington
 Chief Engineer.....Lester DeCosta
 Consulting Engineer.....Andrew & Co.

ILLINOIS

W K A N

KANKAKEE—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Kankakee Daily Journal Co.
 Business-Studio Address. 183 N. Schuyler Ave.
 Phone Number 3-6833
 Transmitter Location R. R. 1
 Air Time. Local sunrise-local sunset
 News Service AP
 Transcription Service World, Standard
 Representative Hal Holman
 Membership NARTB
 General Manager Burrel Small
 Station Manager Bruce Brown
 Commercial Manager Robert Hawkins
 Program Director Orren Allain
 News Director Ted Parker
 Chief Engineer Richard Eckels

W T A Q

LA GRANGE—1950

Frequency: 1300 Kc. Power: 500 Watts d.
 Owned-Oper. By. The La Grange Bcstg. Co.
 Address Route 1
 Gen. Mgr., Chief Engr. Russ Salter
 Partner Charles Sebastain
 Commercial Manager Marvin Gray
 Program Director Edward Jaeger
 Chief Anncr., News Dir. Stanley Noyes

W L P O

LA SALLE—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By. La Salle County Bcstg. Co.
 Bus. Ad. P. O. Box 215
 Phone Number 3100
 Transmitter Location Near Oglesby
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service RCA, Thesaurus
 Membership NARTB, BAB
 President Peter Miller
 General-Commercial Mgr. William Holm
 Prod., Pgm. Dir. William Kostellic
 Pub., News Director Laverne Waltman
 Chief Engineer Lawrence McCann
 Consulting Engineer Fred O. Grimwood

W P R C

LINCOLN—1947

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By. Prairie Radio Corp.
 Address P. O. Box 37
 Phone Number 209
 Trans. Location Stringer Ave. & Route 66
 Air Time Sunrise-Sunset only
 News Service AP
 Transcription Service Lang-Worth
 Representative Membership Rambeau, BAB
 Pres., Gen. Sta. Mgr. Ray F. Knochel
 Commercial Manager Saunders Devine
 Sales Prom. Mgr. J. Evans Crowell

Prog., News Dir. William H. Brady
 Publicity Director John H. Deal
 Chief Announcer Earle Layman
 News Director Lawrence Schroyer
 Chief Engineer Donald Thompson
 Farm Editor Tom Campbell
 Consulting Engineer Harold Rothrock

W S M I

LITCHFIELD—1950—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mid-Illinois Bcstg. Co.
 Phone Number 100
 News Service AP
 President Hayward L. Talley
 Vice-President Thomas F. Payton, Jr.

W K A I

MACOMB—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By. The Macomb Bcstg. Co.
 Business-Studio Address. 113 E. Carroll St.
 Phone Number 1350
 Transmitter McDonough Co. Fair Grounds
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Langworth, Capitol
 Membership NARTB
 President Wm. E. Schons
 Gen., Sta., Comm. Mgr. Lyle B. Landis
 Sales Prom. Mgr. Gene Larsen
 Prog., Pub. Dir., Farm Ed. Gene Spry
 News Director Caryl Carstens
 Musical Director Darlene Shields
 Chief Engineer Earl E. Tipton
 Consulting Engineer Fred O. Grimwood

W G G H

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Operated By. Marion Bcstg. Co.
 Business Address P. O. Box 228
 Phone Number 824
 News Service AP
 Transcription Service Associated
 Representative Sears & Ayer
 Station Manager George W. Dodds
 Commercial Manager Bill Dill
 Sales Prom. Mgr. Warren J. Thompson
 Chief Announcer Merle Emery
 News Dir., Farm Editor Don Wesley
 Chief Engineer Orval J. Jackson
 Consulting Engineer Fred O. Grimwood

W L B H

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
 Owned-Operated By. Mattoon Bcstg. Co.
 Bus-Studio Address. 17th & Broadway Ave.
 Phone Number 6464
 Transmitter Location Hwy. 45
 Air Time Local sunrise-local sunset
 News Service AP

ILLINOIS

Transcription Service Standard
 Representative Holman
 Membership NARTB, BAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager..... Ken Wooddell
 Sales Promotion Manager..... Dwain Bower
 Program, News Director..... Robert Gwess
 Women's Director..... Phyllis Knight
 Musical Director..... Ken Jakle
 Chief Engineer..... Ray Livesay
 Farm Editor..... Alvin Pigg

W M O K

METROPOLIS—1951—LBS

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Fort Massac Bcstg. Co.
 Address..... Natl. State Bank Bldg.
 Phone Numbers 775-6
 Transcription Service Thesaurus
 New Service UP
 Gen., Sta., Comm. Mgr. James H. Firmin
 Prog., Prod. Dir..... J. R. Wetherington
 Chief Announcer..... James Hankins
 News Director..... Edwin E. Hill
 Musical Director..... Donald Haverkamp
 Chief Engineer..... Stephen C. Wolf
 Farm Editor..... Gilbert Webb
 Consulting Engineer..... Fred O. Grimwood

W Q U A

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Quad-City Bcstg. Corporation
 Address 1319 5th Avenue
 Phone Number 7000
 Transmitter Location 7th Street Ext.
 Air Time 5 a.m.-12 M
 News Service AP
 Transcription Service Capitol
 Representative..... Geo. P. Hollingberry Co.
 President Dalton A. LeMasurier
 Exec. V. P., Gen. Mgr. ... G. LaVerne Flambo
 Commercial Manager W. John Grandy
 Program Director Carter Reynolds
 Publicity Director..... Louise Murphy
 News Director..... Glen Broughman
 Chief Engineer..... Harold Higby

W V M C

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By
 J. R. Brewer & S. B. Bellinger
 Phone Number 937
 Air Time Daytime
 News Service UP
 President..... James R. Brewer

AP SELLS

For Stations and Sponsors —

For instance . . . **WIND**

“I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there’s a waiting list to purchase our 5-minute AP newscasts.”

JOHN T. CAREY,
 Sales Manager,
 WIND, Chicago, Illinois

ILLINOIS

Gen., Sta. Mgr. Stephen P. Bellinger
 Asst. Manager Vernon Nunn
 Program Director Eugene Garrett
 Chief Announcer Harold Richardson
 News Director Elba Talley
 Chief Engineer Raymond G. Luth

WMIX

MT. VERNON—1946—LBS

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Vernon Radio & Tel. Co.
 Address 121 N. 9th St.
 Phone Number 3500
 Trans. Location Salem Road
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 President John Russell Mitchell
 Gen., Sta., Comm. Mgr. James E. Muse
 Pgm. Dir., Chief Anncr. Jim Purser
 Production Director Jim McKinney
 News Director Don Michael
 Musical Director Mildred McGill
 Chief Engineer Gera'd L. Stout
 Consulting Engineer A. A. Ring

WOPA

OAK PARK—1950—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Phone Number VI 8-5760
 Transcription Service Associated
 News Service UP
 President William L. Klein
 General Manager Egmont Sonderling
 Program Director Martin Bouhan
 Chief Engineer Bryan Wright

WVLN

OLNEY—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Olney Bcstg. Co.
 Business-Studio Address 302½ E. Main St.
 Phone Number 935
 Transmitter Location 1 Mi. S. of Olney
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Membership NARTB, BAB
 Pres., Gen. Mgr. Marshall H. Poole
 Prog., Prod., News Dir. Bert DeBarr
 Chief Announcer Fred Perry
 Chief Engineer Paul Hartsey
 Musical Director Joe Kosak

WPRS

PARIS—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.

Address 2 Mi. W. Paris on State Rd. 133
 News Service AP
 Transcription Service Capitol
 Pres., Gen. Mgr. Adlai C. Ferguson Jr.
 Pgm., News Dir. Bud Sunkel
 Chief Engineer William Hunt

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Pekin Bcstg. Co., Inc.
 Business-Studio Address 15 S. Capitol St.
 Phone Numbers 3400-01
 Transmitter Midway bet. Pekin & Peoria
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Representative Hal Holman
 Membership NARTB
 Pres., Gen.-Sta. Mgr. W. Kenneth Patterson
 Commercial Manager Margaret M. Horner
 Sales Prom. Mgr., Pub. Dir. George Udry
 Program Director Robert R. Snow
 Production Director Phillip Strand
 News Director Phillip Strand
 Musical Director Charles Timm
 Chief Announcer Stuart Armstrong
 Chief Engineer W. K. Patterson
 Consulting Engineer Fred O. Grimwood

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By West Central Bcstg. Co.
 Phone Number 3-3688
 Transmitter Location Bartonville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 President Sen. Robert S. Kerr
 General Manager Dean McGee
 Sta., Comm. Mgr. Fred C. Mueller
 Program Director Robert Burton
 Publicity Director Dorothy Klaus
 News Director Larry Finley
 Chief Engineer Wayne Lovely
 Consulting Engineer McIntosh & Inglis

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Illinois Valley Bcstg. Co.
 Business-Studio Address 115 N. Jefferson Ave.
 Phone Number 4-9239
 Transmitter Location Groveland Township
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 President Timothy W. Swain
 General Manager Tom Gavin
 Commercial Manager Joe Faulkner

ILLINOIS

Transmitter Location.....Melrose Township
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....NARTB, BAB
 President.....Lee P. Loomis
 General Manager.....Walter Rothschild
 Nat. Sales Mgr. (Lee Stas.)...Walter Rothschild
 Commercial Manager.....Lloyd Loers
 Sales Prom. Mgr.....John Phillips
 Program Dir.....Merritt Milligan
 Chief Announcer.....Ralph Lewis
 News Editor.....Robert Eickmeyer
 Chief Engineer.....Urlin Whitman
 Consulting Engineer.....E. C. Page

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rock Island Bcstg. Co.
 Business-Studio Address.....321 18th St.
 Phone Number.....6-5441
 Transmitter.....53rd St., 23rd Ave., Moline
 Air Time.....6 a.m.-12 M
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....Ben H. Potter

Gen. Sta. Mgr.....Leslie C. Johnson
 Commercial Manager.....Maurice Coken
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnett
 Prod., News Dir.....C. F. Harrison, Jr.
 Consulting Engineer.....E. C. Page

W R O K

ROCKFORD—1929—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By.....Rockford Bcstrs., Inc.
 Bus.-Studio Address.....Rockford Newstower
 Phone Number.....2-6621
 Transmitter Location.....Guilford Road
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 President.....Albert G. Simms
 Gen., Sta. Mgr.....Walter M. Koessler
 Commercial Manager.....John J. Dixon
 Publicity Dir.....Betty L. Thro
 Program Director.....Maurice P. Owens
 Farm Editor.....Don Bowton
 Chief Engineer.....Morey Nelson
 News Director.....Bob Edell

W C V S

SPRINGFIELD—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address.....523 E. Capitol Ave.
 Phone Number.....9855
 Transmitter Location.....3000 So. 4th St.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....BAB
 President.....H. L. Dewing
 Comm., Prom., Gen., Sta. Mgr.....C. W. Neeld
 Program, Music Dir.....John Geil
 Prod., Pub. Dir.....Mary Bruemmer
 News Director.....James H. Mitchell
 Chief Engineer.....R. Ashenfelter
 Farm Editor.....Ken Spengler

W M A Y

SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By.....Lincoln Bcstg. Co., Inc.
 Address.....526 Reisch Bldg.
 Phone Number.....6963
 Transmitter Location.....Riverton
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....RCA, Thesaurus
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Gordon Sherman
 Program Director.....Syl Binkin

IN ROCKFORD, ILLINOIS

A \$675 Million (NON-TV) Market

**More advertisers
 reach more listeners
 per advertising dollar
 THAN EVER BEFORE**

WROK **AND** **WROK-FM**
 ABC . . . H-R, Nat'l. Reps.

ILLINOIS

Chief Announcer.....Robert Irving
 News Director.....Pat Fredericks
 Chief Engineer.....Melvin Feldman
 Consulting Engineer.....Weldon and Carr

WTAX SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....Route 66 & E. Cook St.
 Phone Number.....2-4441
 Trans. Location ..U. S. Rt. 66 & E. Cook St.
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed
 Membership.....NARTB, BAB
 President, General Manager...Oliver J. Keller
 Sales Prom. Manager....Shelby T. Harbison
 Program Director.....John W. Midgely
 Musical Director.....John Beque
 Publicity Director.....Doris Skrljack
 News Dir., Chief Anncr.Glen Farrington
 Chief Engineer.....E. C. Swaringen
 Farm Editor.....Spizz Singer

WSDR STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By.....Blackhawk Bdcstg. Co.

Address.....Lawrence Bldg.
 Phone Number.....Main 3400
 News Service.....UP
 Transcription Service.....Standard, Capital,
 Lang-Worth
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Sam Bartlett
 Comm., Sales Prom. Mgr.....Lillian Bartlett
 Pgm., Prod. Dir.....John Rohwer
 News Director.....Bob Ferguson
 Chief Engineer.....Ed Fisher
 Consulting Engineer.....Edward Jacker

WKID URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By.....Sterling Bcstg. Co.
 Address.....P. O. Box 192
 Phone Number.....75431
 Transmitter Location.....¼ Mi. S. E. Urbana
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Representative ..Joseph Hershey Malgylvra
 Partner, Comm. Mgr.....R. E. J. Snyder
 Partner, Pgm., Prod. Dir.....G. W. Phillippe
 Publicity Director.....Charles Fink
 Chief Announcer.....Stewart Chohran
 News Director.....Harold Nettleship
 Chief Engineer.....John Walfeldt
 Consulting Engineer.....A. James Ebel



You'll Buy This WHBF Market easier — if you know these facts:



FACT 1—The Quad-Cities are tied together by proximity, by business and by social bonds into one large metropolitan unit.

FACT 2—The 234,000 people in this metropolitan area reside in the 4 cities similarly to residents in the boroughs of New York.

FACT 3—The Quad-Cities is 82nd in Population and 14th in Effective Buying Income per Capita among Sales Management's 162 metropolitan areas.

FACT 4—The Quad-Cities is 69th in Buying Power

and 76th in Retail Sales among the 162 metropolitan areas.

FACT 5—WHBF with over 25 years of service to the Quad-City Community has won the respect and good will of Quad-Citians. A potent outlet for your sales message to this major market.

Les Johnson — V.P. and Manager

Quad-Cities' favorite

WHBF

AM
 FM
 TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

ILLINOIS-INDIANA

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By News-Sun Bcstg. Co.
 Business Address P. O. Box 500
 Phone Number Ontario 9000
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative McGillvra
 President Frank W. Just
 Gen., Comm. Mgr. Joseph B. Kirby
 Program Dir. Fritz Sorenson
 Chief Engineer M. D. Hunnicutt, Jr.

WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pyramid Radio Bcstg. &
 TV Co.
 Address S. Logan St.
 Phone Number 1390
 News Service UP
 Transcription Service Capitol
 Co-Managers Gerald L. Staten,
 Felix Adams Jr.
 Chief Engineer Jim Young

INDIANA

Pop. April 1, 1952 (Est.) 3,990,000—Total Housing Units 1,233,441
 Families April 1, 1952 (Est.) 1,159,000—Stations in State 46

WCBC

ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Civic Bcstg Corp.
 Address Tower Building
 Phone Number 3-5321
 Transmitter Location State Roads 9 and 67
 News Service AP
 Transcription Service World, SESAC
 Representative Hal Holman
 President L. B. Gallimore
 Gen., Comm. Mgr. William Travis
 Sales Promotion Manager Harry Neff
 Program Director Lorraine Travis
 News Director Bill Shannon
 Farm Editor Ted Stamm
 Chief Engineer Robert Crandall

Owned-Operated By Radio Bedford, Inc.
 Address Radio Farm, P. O. Box 169
 Phone Number 4421-4422
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 Pres., Gen., Sta. Mgr. William C. Smith, Jr.
 Commercial Manager Louis E. Gaines
 Sales Promotion Manager Larry Incollingo
 Pgm., Prod. Dir. Mary Crites
 Chief Announcer David Johnson
 News Director Noah Miller
 Musical Director Michael Sargant
 Chief Engineer Carl J. Finger
 Consulting Engineer Harold B. Rothrock

WHBU

ANDERSON—1923—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Anderson Bcstg. Corp.
 Business-Studio 640 Citizens Bank Bldg.
 Phone Number 7791
 Transmitter Location 1110 Meridian St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Bolling Co.
 Membership NARTB
 President C. Bruce McConnell
 General Manager John R. Atkinson
 Program Director Sam Roberts
 Chief Engineer L. M. Shroyer
 Consulting Engineer A. D. Ring & Co.

WTTS

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc. Power 5000 Watts d.;
 500 Watts n.
 Owned-Oper. By Sarkes Tarzian
 Business-Studio Address 535 S. Walnut St.
 Phone Number 2-3366
 Transmitter Location 2½ Mi. SE of City
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated, World
 Representative Robert Meeker Assoc., Inc.
 Membership NARTB, BAB
 President Sarkes Tarzian
 General Mgr. Glenn Van Horn
 Commercial Manager Robert Lemon
 Sales Prom. Mgr. Ray Bartlett
 Chief Announcer Geo. Fleetwood
 News Director Joe Trimboli
 Chief Engineer Morton Weigel
 Farm Editor Maurice Latimer
 Consulting Engineer Kear & Kennedy

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts

INDIANA

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Boonville Bcstg. Co.
 Address.....Lynville Rd.
 Phone Number.....980
 News Service.....UP
 Transcription Service.....Cole
 Co.-O., Gen., Comm. Mgr., Chi. Engr.

H. C. Sanders
 Co.-O., Asst. Mgr., Pgm., News Dir. Norman Hall
 Promotion Manager.....Bill Stevens

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Syndicate Theatres, Inc.
 Address.....WCSI Bldg.
 Phone Number.....3397
 Transcription Service.....Associated, World
 News Service.....UP
 President.....Joseph P. Finneran
 General Manager.....Dick Jewell
 Commercial Manager.....Johnnie Dewart
 Program Director.....Ernie Kerns
 Chief Announcer.....Mike May
 Musical Director.....Bob Turek
 Chief Engineer.....Paul Kelley
 News Dir., Farm Editor.....Charles Powell
 Consulting Engineer.....Martin Williams

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By.....News Examiner Co.
 Business-Studio Address.....405 Central Ave.
 Phone Number.....1950
 Transmitter Location.....Summit Ave.
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Burn-Smith Co., Inc.
 Secretary.....G. S. Tatman
 General Manager.....E. M. Jackson
 Program Director.....Ralph T. Underwood
 Chief Engineer.....James C. Wulliman

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owner-Oper. By...The Truth Publishing Corp.
 Business-Studio Address...116 S. Second St.
 Phone Number.....3-1960
 Transmitter Location.....Oakland Ave.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NARTB
 General Mgr.....Richard W. Holloway
 Commercial Mgr.....Donald McFall
 Chief Engineer.....Lester Zellmer
 News Director.....Phillip Haines

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Business-Studio Address.....24 N.W. 3rd St.
 Phone Number.....4-9215
 Transmitter Location.....5th & Vine Sts.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 President.....Harry M. Bitner, Jr.
 General-Station-Commercial Mgr.....Don Menke
 Program Director.....Alex Monahan
 Prod., Mus. Dir., Chief Anncr.....Michael Finn
 Publicity Director.....Ray Lasher
 News Director.....Courtney Smith
 Chief Engineer.....William Schultz
 Farm Editor.....Kenneth Snapp

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By.....On The Air, Inc.
 Business-Studio Ad.1001 Diamond Ave.
 Phone Number.....21171
 Transmitter Location.....Burkhardt Rd.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed & Co.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....Alvin Q. Eades
 Gen., Sta., Comm. Mgr.....Martin L. Leich
 Local Sales.....Guy R. Crecelius
 Prom., Pub. Mgr.....Del Greenwood
 Pgm., Prod. Dir.....Mrs. Pat Roper
 Chief Engineer.....Erwin P. Schoeny
 Chief Anncr., News Dir.....Fred Rollison
 Consulting Engineer.....John B. Caraway, Jr.

WIKY

EVANSVILLE—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By...South Central Bcstg. Corp.
 Address.....Mt. Auburn Rd. P. O. Box 148
 Phone Number.....4-8284
 Trans. Loca.Mt. Auburn Rd. & Bismark St.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Indie Shows
 Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
 Commercial Mgr.....John Barrett
 News Director.....John Munger
 Musical Director.....Ken McCutchan
 Chief Engineer.....George F. Stoltz
 Consulting Engineer.....Harold B. Rothrock

INDIANA

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.:
1000 Watts n.

Owned-Operated By..... WJPS, Inc.
Business-Studio Address..... 206 Main St.
Phone Number..... 5-2221
Transmitter Location..... Mohr Rd. Bet. 1st &
St. Joseph Ave.

Air Time..... Unlimited
News Service..... AP
Transcription Service..... Standard, World
Representative..... Walker Co.
President..... Robert S. Davis
Gen., Sta. Mgr..... Robert J. McIntosh
Commercial Manager..... Jack D. Frew
Publicity Director..... Betty Sparkman
News, Pgm. Dir..... Jack McLean
Chief Announcer..... Vern Paule
Chief Engineer..... James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.. Radio Fort Wayne, Inc.
Trans. Add. 1205 Ft. Wayne Bank Bldg.
Phone Number..... Anthony 6212
Air Time..... 6 a.m.-M.

News Service..... AP
Transcription Service..... Standard
Representative..... Boiling
President..... C. Bruce McConnell
General Manager..... Robert McConnell
Sta. Comm. Mgr..... Charles E. Kennedy
Program Director..... Paul Price
Chief Engineer..... William Wallace Warren
Consulting Engineer..... Stokes Gresham

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By.. News-Sentinel Bcstg. Co., Inc.
Business-Studio Address.. 201 W. Jefferson St.
Phone Number..... E-3366
Transmitter Location... Lower Huntington Rd.

Air Time..... 6 a.m.-M. (Sunday, 7 a.m.-M.)
News Service..... UP
Transcription Service..... Thesaurus
Representative..... Headley-Reed
President..... Helene R. Foellinger
Gen., Sta. Mgr..... Pierre Boucheron
Commercial Mgr..... Merrill C. Johnson
Prom. Mgr., Pub. Dir..... Richard M. Katt
Pgm., Prod. Dir..... Norman Widenhofer
Chief Engineer..... Don Holzapfel
Consulting Engineer..... A. D. Ring

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc. Power: 5000 Watts
Owner... Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. 220 E. Jefferson St.
Phone Number..... Anthony 2295

Transmitter Location... Decatur & Maple Rds.
News Service..... UP
Representative..... Raymer
President..... Clarence L. Schus.
General Manager..... Edward G. Thoms
Asst. to Mgr..... Hillard Gates
Commercial Manager..... Carl B. Evans
Program Dir..... Calo O. Mahlock
Chief Engineer..... Eugene A. Chase

WOWO

FT. WAYNE—1925—NBC

Frequency: 1190 Kc. Power: 10,000 Watts
Owner..... Westinghouse Radio Stations, Inc.
Business-Studio Address... 925 S. Harrison St.
Phone Number..... Anthony 2136
Transmitter Location..... Routes 30 & 33
Air Time..... Unlimited

News Service..... UP
Transcription Service..... RCA Thesaurus
Representative..... Free & Peters
Station Manager..... Franklin A. Tooke
Commercial Manager..... Paul E. Mills
Sales Prom. Mgr..... Jess L. Hadsell
Sales Service Director... Hilda C. Woehrmeyer
Program Director..... Carl Vandagriff
Production Director..... Guy Harris
Chief Engineer..... Bruce H. Ratts
Farm Editor..... Jay Gould

WGRY

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By..... WGRY, Inc.
Address..... Lake Hotel
Pres., Gen., Comm. Mgr..... George Whitney
Promotion Manager..... Erick Ericksen
Program Director..... William Miller
Chief Engineer..... H. F. Grounds

WWCA

GARY—1949—LBS

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By.. Lake Bdcstg Co., Inc.
Address..... 578 Broadway
Phone Number..... 9171
Transmitter Location... 50th and Chase Streets
Air Time..... Unlimited

News Service..... AP
Membership..... NARTB, BAB
Pres., Gen., Sta. Mgr..... Dee O. Coe
Comm., Sls., Prom. Mgr..... Boyd Lawlor
Pgm., Prod. Dir..... Todd Branson
Publicity Director..... Betty Turak
Chief Announcer..... Pete Tanis
News Director..... Morrison Schwartz
Musical Director..... Minerva Tessine
Chief Engineer..... Victor Voss
Farm Editor..... Ev Huddleston
Consulting Engineer..... Commercial Radio

WJOB

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts

INDIANA

Owned-Oper. By.... South Shore Bcstg. Corp.
 Business-Studio Address.....449 State St.
 Phone Number.....Sheffield 8400
 Transmitter Location...6435 Indianapolis Blvd.
News ServiceUP
 Transcription ServiceWorld
 Representative.....Joseph Hershey McGillvra
 President.....O. G. Gibbs
 Station Manager.....L. B. Weller
 Chief Engineer.....Jess Peters

W F B M

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Business-Studio Address...1330 N. Meridian St.
 Phone Number.....Lincoln 8506
 Transmitter Location.....Millersville Rd.
News ServiceAP, INS
 Transcription ServiceAssociated
 RepresentativeKatz
 MembershipNARTB, BAB
 Pres., Gen., Sta. Mgr.Harry M. Bitner, Jr.
 Commercial Manager.....William F. Kiley
 Prom. Mgr., Pub. Dir.David F. Milligan
 Program Dir.....Frank O. Sharp
 Chief Announcer.....Lyonel Ludwig
 News Director.....E. Gilbert Forbes
 Chief Engineer.....Harold Holland
 Farm Editor.....Harry Martin

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.;
 10,000 n.
 Owned-Operated By.....WIBC, Inc.
 Business-Studio Address 30 W. Washington St.
 Phone Number.....Lincoln 2305
 Transmitter Location....E. 86th St., Zionsville
 Air Time24 Hrs.
News ServiceAP, UP
 RepresentativeJohn Blair
 MembershipNARTB, BAB
 President, Gen. Mgr....Richard M. Fairbanks
 Asst. Gen. Mgr.....R. J. Myers
 Commercial Manager.....Gilbert I. Berry
 Program Director.....William L. Dean
 Chief Announcer.....James Shelton
 News DirectorGordon Graham
 Chief Engineer.....Robert W. Minton
 Farm Editor.....Dixon L. Harper
 Consulting Engineer.....A. Earl Cullum, Jr.

W I R E

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Indianapolis Bcstg., Inc.
 Business-Studio Add...307 N. Pennsylvania St.

AP SELLS

For Stations and Sponsors—

For instance . . . **WWCA**

“At the end of our first year, we received 100% renewals from all our sponsors of AP news!

“We keep a cost analysis of each station department. This analysis shows that our news is our best investment. It produced more revenue than any other program source.”

DEE O. COE,
 General Manager,
 WWCA, Gary, Indiana

INDIANA

Phone Number..... Plaza 1541
 Transmitter Location... 44th St. & Knollton Rd.
 News Service..... **AP, UP**
 Transcription Service..... World
 Representative..... John E. Pearson
 President..... Eugene C. Pulliam
 V.P., Gen.-Station Mgr.. Willard C. Worcester
 Commercial Manager..... Daniel C. Park
 Prom. Mgr., Pub. Dir..... Ward C. Glenn
 Pgm., Prod. Dir..... M. Wayland Fullington
 Chief Announcer..... Robin Bright
 News Director..... Allan Jeffries (n.).
 Donald Bruce (d.)
 Music Librarian..... Ray Potts
 Chief Engineer..... Eugene E. Alden
 Consulting Engineer. Craven, Lohnes & Culver

W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc.... Power: 5000 Watts d.;
 1000 n.
 Owned-Oper. By.... Universal Bcstg. Co., Inc.
 Business-Studio Address.. 1440 N. Meridian St.
 Phone Number..... Plaza 4595
 Transmitter Location.. Post Rd. & Rawls Ave.
 Air Time..... 6 a.m.-M.
 News Service..... **AP**
 Transcription Service..... Thesaurus
 Representative..... Bolling
 Membership..... NARTB, BAB
 President..... C. Bruce McConnell
 General Manager..... Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir.... Reid Chapman
 Station Manager..... William H. Spencer
 Prod., Pgm. Dir..... William E. Frosch
 Chief Engineer..... Stokes Gresham, Jr.
 Farm Editor..... Howdy Carlson

W X L W

INDIANAPOLIS—1948

Frequency: 1590 Kc.... Power: 1000 Watts d.
 Owned-Oper. By.... Radio Indianapolis, Inc.
 Transmitter Address..... 3003 Kessler Blvd.
 Phone Number..... Hickory 6494
 News Service..... **UP**
 Transcription Service..... Capitol
 Representative..... Indie Sales
 President..... Lyman S. Ayres
 General Manager..... Robert D. Enoch
 Program Director..... Greg Smith
 Chief Engineer..... Edward C. Lockwood

W I T Z

JASPER—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By... Jasper on the Air Inc.
 Address..... P. O. Box 167
 Phone Number..... Jasper 678
 Transmitter Address..... Highway 45
 Air Time..... Sunrise-Sunset
 News Service..... **UP**
 Transcription Service..... World

President..... Dr. Gilbert E. Metzger
 General. Sta. Manager..... F. A. Higgins
 Commercial Manager..... George Foulkes
 Publicity Director..... Patricia Frezon
 Prog., News Dir., Farm Ed... Charles O. Presky
 Chief Announcer..... David Tobak
 Musical Director..... Frank Martin
 Chief Engineer..... Nick Yalowey
 Consulting Engineer..... Harvey Kees

W I O U

KOKOMO—1948—CBS

Frequency: 1350 Kc.... Power: 1000 Watts
 Owner..... North Central Indiana Bcstg. Corp.
 Business-Studio Address..... Radio Center
 Phone Number..... 6194
 Transmitter..... Rd. 26. E. of State Rd. 31
 Air Time..... Unlimited
 News Service..... **AP**
 Transcription Service..... Standard
 Representative..... Weed
 Membership..... NARTB
 President..... Richard Blackledge
 V.P., Gen., Sta. Mgr..... John Carl Jeffrey
 Program Director..... William R. Cox
 News Director..... Robert Bruner
 Chief Engineer..... Chester Rector
 Farm Editor..... Bob Nance
 Consulting Engineer..... Gillette

W A S K

LAFAYETTE—1941 MBS—MIDWEST

Frequency: 1450 Kc.... Power: 250 watts
 Owned-Operated By..... WFAM, Inc.
 Business-Studio Address..... McCarty Lane
 Phone Number..... 4300
 Transmitter Location..... McCarty Lane
 Air Time..... 6 a.m.-12:30 a.m.
 News Service..... **UP**
 Representative..... Ra-Tel
 Transcription Service..... World
 Membership..... NARTB, BAB
 Pres., Gen., Comm. Mgr. O. E. Richardson
 Station Manager..... E. R. Herkner
 Pgm. Dir., Chief Announcer. . Richard Fraser
 Chief Engineer..... Harry Garba
 Consulting Engineer..... Frank McIntosh

W L O I

LA PORTE—1948

Frequency: 1540 Kc.... Power: 250 Watts d.
 Owned-Operated By..... La Porte County
 Bcstg. Co., Inc.
 Business-Studio Address..... Rumely Hotel
 Phone Number..... 3734
 Transmitter Location..... Holton Rd.
 News Service..... **AP**
 Transcription Service..... Capitol
 President, Sta. Mgr..... Hoyt H. Scott
 Treasurer, Gen. Mgr..... Dr. Edward Young

INDIANA

WSAL

LOGANSPORT—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone Number 4261
 Transmitter Location Main at Hamilton
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 President John C. Cotner
 Gen., Sta., Comm. Mgr. Joseph W. Jordan
 Prog., Prod., Pub. Dir. Howard Bright
 Chief Anncr., Farm Editor Ira McCormack
 News Director Ted Burklund
 Chief Engineer Earl Nelson
 Consulting Engineer Kear & Kennedy

WBAT

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts d.
 Owned-Operated By Marlon Radio Corp.
 Business-Studio Address 303½ S. Adams St.
 Phone Number 5500
 Air Time 6 a.m.-12:05 p.m.
 News Service AP
 Transcription Service World
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen-Sta. Mgr. J. H. Bone
 Comm.-Sales Prom. Mgr. Kermit A. Botkin
 Pgm., Prod. Dir. Lenora Fuller
 Chief Engineer Chas. E. Westfall
 Chief Announcer, News Dir. William Fowler
 Farm Editor Guy Harris
 Consulting Engineer Commercial Radio

WIMS

MICHIGAN CITY—1947—LBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 (CP 500 n.)
 Owned-Oper. By Northern Indiana Bcsters.,
 Inc.
 Business-Studio Address 415 Franklin St.
 Phone Number 5-5245
 Transmitter Location Keiffer Rd.
 News Service UP
 Pres., Gen., Sta. Mgr. William N. Udell
 Commercial Managers Al Halus, Robert Beel
 Sales Prom. Mgr. Howard Murdock
 Prog., Prod. Dir. Richard Olsen
 Publicity Director Jean LaGrange
 Chief Announcer Jim Harbart
 News Director John Gleason
 Musical Director Dean Shaw
 Chief Engineer Robert J. Schilling
 Farm Editor Stewart C. McDonnell
 Consulting Engineer Walter Kean

W L B C

MUNCIE—1926—CBS

Frequency: 1340 Kc Power: 250 Watts

Owned-Operated By Tri City Radio Corp.
 Business Address P. O. Box 271
 Phone Number 4403
 Studio-Trans. Location Hwary, 35 SE City
 Air Time 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Walker, Hal Holman
 Pres., Gen. Sta. Mgr. D. A. Burton
 Comm., Prom. Mgr. W. F. Craig
 Program Director Lee Allerton
 News Director Fred M. Hinshaw
 Musical Director Bill Summers
 Chief Engineer Maury Crain
 Consulting Engineer Geo. Davis

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Ohio Valley Bcstg., Inc.
 Address Box 285
 Phone Number 4-2235
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Sta. Mgr. Roy L. Hickox
 Commercial Manager Oliver Pedigo
 Pgm. Dir., Chief Anncr. Keith Reising
 Publicity Director Joe Gillman
 News Director Joe Piggott
 Chief Engineer Eugene A. Fischer
 Musical Director Rita Loesch

WPGW

PORTLAND—1951—LBS

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Oper. By Glenn West
 Address R.R. No. 2
 Phone Number 1094
 Transcription Service SESAC
 Membership NARTB, BAB
 Owner, Gen. Mgr. Glenn West
 Pgm. Dir., Chief Anncr. Robert E. Leach
 Consulting Engineer Geo. C. Davis

WRAY

PRINCETON—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By M. R. Lankford
 Address Outer West Broadway
 Phone Number 1250
 News Service AP
 Transcription Service Standard
 President M. R. Lankford
 Gen., Comm. Mgr., Chf. Engr. B. van Davidson
 Program Director Jerry Hirsch
 News, Farm Director Lloyd Ray Harry

WKBV

RICHMOND—1926—MBS

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address 25 S. Ninth St.

INDIANA

Phone Number 2-1156
 Air Time 5:45 a.m.-M.
 News Service UP
 Transcription Service Thesaurus, SESAC
 Representative Robert Meeker
 Membership NARTB, BAB
 President Allen McCrea
 Gen., Sta. Mgr. Lester G. Spencer
 Comm., Sls. Prom. Mgr. Roland L. Nusbaum
 Program Director Charles L. Mitchell
 News Director Spencer Danes
 Musical Director Geneta Kern
 Chief Engineer L. J. Duning
 Farm Editors Cedric Miller, Mary Liz Miller
 Consulting Engineer Craven, Lohnes & Culver

WJCD

SEYMOUR—1949

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Operated By Dr. Azra C. Baker
 Phone Number 1212
 Transmitter 1 Mi. No. of Seymour
 News Service AP
 Air Time Daytime
 Transcription Service Lang-Worth, SESAC
 General Manager Dr. Azra C. Baker
 Commercial Manager Robert E. Shippee
 Sales Prom. Mgr. Herb Arms
 Pgm. Dir., Chief Anncr. Bill Clark
 News Director Harry Bradway
 Chief Engineer Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By South Bend Bcastg. Corp.
 Bus.-Studio-Transmitter Address ... St. Joseph &
 Monroe Sts.
 Phone Number 7-1566
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Bolling
 Membership NARTB, BAB
 President C. Bruce McConnell
 General Manager Robert B. McConnell
 Station Manager Frank Crosiar
 Commercial Manager C. J. Pajakowski
 Sales Prom. Mgr. Robert Nowicki
 Prog., News Dir., Chief Anncr. Jack Melloy
 Chief Engineer Ira D. Kealy
 Farm Editor Bruce Chamberlin
 Consulting Engineer Stokes Gresham, Jr.

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By St. Joseph Valley Bdsg. Corp.
 Address ... 206 So. Main St., Misawaka, Ind.
 Phone Number 5-8620
 Transmitter Location N. Hickory Rd.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World

Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Mgr. F. R. Householder
 Commercial Manager Charlie Sharpless
 Program Director Vince Doyle
 Chief Announcer Johnny Jarvis
 Chief Engineer Francis J. Bock
 Consulting Engineer George C. Davis

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Business-Studio Address ... 223 W. Colfax Ave.
 Phone Number 3-6161
 Transmitter Location 7 mi. S.E. of city
 News Service UP
 Transcrip. Serv. ... RCA Thesaurus, Standard
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President F. A. Miller
 Station Manager Robert H. Swintz
 Commercial Manager Neal B. Welch
 Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
 Program Director Robert J. Drain
 Production Director Oliver Parcher
 Chief Anncr., News Dir. Morton Linder
 Chief Engineer Herbert G. Cole
 Consulting Engineer Millard Garrison

WTCJ

TELL CITY—1948—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By James R. Brewer
 Business-Studio Address Tell City
 Phone Number 740
 Transmitter Address Highway 66-E
 News Service AP
 Owner, Manager James R. Brewer

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Banks of the Wabash, Inc.
 Business-Studio Address 303 S. Sixth St.
 Phone Number Crawford 5034
 Transmitter Location First & Peyton Sts.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Alvin Eades
 Comm., Gen., Sta. Mgr. William F. Rippetoe
 Sales Prom. Manager Sigel A. Roush
 Program Director Harry Frey
 Production Director Ralph McHargue
 Publicity Director Madeline K. Barry
 News Director Howard Stevens
 Chief Announcer Jim Kohl
 Musical Director Leo Baxter
 Chief Engineer Howard Stewart
 Consulting Engineer John Carroway

INDIANA

W T H I

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address 120 South 7th Street
 Phone Number Crawford 9481
 Trans. Loca. ... 13th St. & Hasselburger Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service ... Lang-Worth Library
 Representation Bolling and Co., Inc.
 Membership NARTB, BAB
 President Anton Hulman, Jr.
 Gen., Sta. Mgr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Lou Froeb
 Program Director Ben Falber, Jr.
 Prod. Dir., Chief Anncr. Robert Kimbro
 Chief Engineer Don Petit

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address Grand Hotel
 Phone Number 787
 Studio Address 320 Busseron St.
 Transmitter Location ... Hgwy., N. of Vincennes

Representative John E. Pearson
 President Eugene C. Pulliam
 General Manager Tom Peden
 Program Director Dick Shaughnessy
 Chief Technician Ralph Baldwin

W K A M

WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By ... Kosciusko Bcstg. Corp.
 Address RFD No. 1
 Phone Number 65
 News Service AP
 Transcription Service Cole
 Representative Hal Holman Co.
 Pres., Gen. Mgr. J. W. Autenrieth, Jr.

W R S W

WARSAW—1951

Frequency: 1480 Kc. Power: 500 Watts
 Owned-Operated By Warsaw Times Union
 Address Times Building
 Phone Number 155
 News Service UP
 Transcription Service ... Capitol, Lang-Worth
 Representative Hoosier
 President Raymond B. Williams
 General Manager C. Reuben Williams
 Comm., Prom. Mgr. William Mollenhour

WHY IS **AP**
THE BEST?

BECAUSE—**AP** is faster,
 more complete,
 more accurate
 than any other
 news service.

ISOLATED!

... MUST BE REACHED FROM WITHIN.

Like an oasis in the desert ... WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West ... no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A \$12,000,000 industrial building program is now in progress.

And, WTHI is its most powerful sales voice!

Terre Haute's strongest and only Home-Owned station	Represented Nationally by The Bolling Co.
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W T H I
"CBS Radio"

IOWA

Pop. April 1, 1952 (Est.) 2,692,000—Total Housing Units 814,622
Families April 1, 1952 (Est.) 773,000—Stations in State 47

KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By Ames Bcstg. Co.
Business-Studio Address 328½ Main St.
Phone Number 3460
Transmitter Location Ontario
Air Time Daytime
News Service UP
Transcription Service Capitol
President W. S. Rupe
Gen., Comm. Mgr. Arthur A. Skinner
Program Director Dwaine Moore
Chief Engineer Doyle D. Kelso

KJAN

ATLANTIC—1950

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By George Basil Anderson
Phone Number 1694
Representative Biddick
News Service AP
Pres., Gen. Mgr. George Basil Anderson
Commercial Manager Leslie Wally
Chief Engineer Bob Falk
News Director Bill Sander

KWBG

BOONE—1949—LBS

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Boone Bcstg. Co.
Address 609 Boone Natl. Bldg.
Phone Number 1590
Transcription Service Standard
News Service UP, INS
Membership NARTB
President Harold L. Fisher
Gen., Sta. Mgr. Stuart Sanders
Asst. Mgr., Pgm. Prod. Dir. G. J. Merker
Chief Engineer Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts
Owned-Operated By Burlington Bcstg. Co.
Business-Studio Address National Bank Bldg.
Phone Number 680
Transmitter Location West Burlington
Air Time 6:00 a.m.-M
News Service UP
Transcription Service Standard
Representative Taylor
Membership NARTB
Pres., Gen. Mgr. Gerard B. McDermott
Prom., Comm. Mgr. David H. Steidle
Program Director Richard Mosena
Chief Engineer John Gallino

KCIM

CARROLL—1950—LBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Carroll Broadcasting Co.
Address 520 N. Adams St.
Phone Number 1380
Transcription Service Lang-Worth
News Service UP, INS
Representative Pearson
Membership NARTB, BAB
President C. Everett Bliss
Program Director Bill Parker
Chief Announcer Art Stanley
News Director Bill Mason
Chief Engineer Eugene Reiff

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
Owned-Operated By The Gazette Co.
Business-Studio Address 104 First St., SW
Phone Number 4-4194
Transmitter Location Cedar Rapids
News Service AP, INS
Transcription Service Standard
Representative Burn-Smith
Membership NARTB, BAB
Secretary, Vice-President Joseph F. Hladky
General Manager J. F. Hladky, Jr.
Sta., Comm. Mgr. Fred W. Wagenvoord
Sales Prom., Pub. Dir. Edna A. Herbst
Program Director Forest Broders
News Director Dick Yoakam
Chief Engineer Kenneth M. Caldwell
Consulting Engineer George C. Davis

KWCR

CEDAR RAPIDS—1949—TALL CORN
LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cedar Rapids Bcstg. Corp.
Business Address 211 First St., SW
Transmitter 2616 Robbins Road
Phone Number 3-8265
News Service UP
Representative Pearson
President William J. Barron
General Manager John F. Hanssen
Program Director Ralph Willey
Chief Engineer James A. Dickens
News Director Truman Walrod

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By American Bcstg.
Stations, Inc.

Business-Studio Address...Para. Theatre Bldg.
 Phone Number6127
 Transmitter Location.....Marion
 Air Time5 a.m.-1 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....RCA, Lang-Worth
 RepresentativeKatz
 MembershipNARTB, BAB
 Exec. Vice-Pres.....William B. Dolph
 General ManagerWilliam B. Quarton
 Commercial Manager.....Lew Van Nostrand
 Promotion Mgr.....Leo F. Cole
 Production Director.....Douglas B. Grant
 Publicity Dir.....Dorothy Cummins
 Chief Announcer.....Bob Leefer
 News Director.....Dick Cheverton
 Musical DirectorEsther Rausch
 Chief Engineer.....George Hixenbaugh
 Farm Editor.....Charles A. Worcester

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By ..Centerville Bdcstg Co.
 Address1910 South Main St.
 Phone Number131, 407
 Transmitter Location1910 South Main St.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeMcGillvra
 MembershipNARTB
 PresidentR. K. Beck
 Gen., Sta., Comm., Mgr.....A. M. Farber
 Chief Engin., Anncr.....Robert K. Reimers
 Farm EditorWarren Langflitt

K C H A

CHARLES CITY—1949—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owns1-Operated By.....Inland Bcstg. Corp.
 Business Address.....Charles City
 Phone Number787
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillvra
 President.....Dean Hollingsworth
 General Manager.....C. E. Wright
 Chief Engineer.....Loring Koesling

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By ..Clinton Bdcstg Corp.
 Address246 Fifth Avenue South
 Phone Number448
 Trans. Location ..13th Ave., No. & Elvira Rd.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativePearson
 MembershipNARTB, BAB
 PresidentW. S. Jacobsen

Gen., Sta. Mgr.....B. M. Jacobson
 Commercial Manager.....Darline Gordan
 Sales Promotion Mgr.....Emmett Hassett, Jr.
 Program Dir., Farm Ed.....Jack Thomsen
 Production Director.....Lucille Scoggins
 News DirectorLee White
 Chief EngineerGerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc.....Power: 500 Watts d.
 Owned-Operated By ..Nonpareil Bdcig. Co.
 AddressP. O. Box 509
 Phone Number.....Co. Bluffs 4041
 Transmitter LocationSouth Omaha Rd.
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription Service.....Lang-Worth,
 Associated. RCA

MembershipNARTB, BAB
 PresidentRobert R. O'Brien
 Gen., Sta. Mgr.....Robert H. Davis
 Program DirectorHarold Hughes

K S I B

CRESTON—1946

Frequency: 1520 Kc...Power: 1000 Watts d.
 Owned-Oper. By...Southwest Iowa Bcstg. Co.
 AddressCreston
 Phone Number.....55
 TransmitterHighway 34
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativePearson
 President.....Arthur Horning
 Gen., Comm. Mgr.....E. M. Horning
 Program Director.....Dorothy Lindley
 News Director.....Bob Parker
 Chief Engineer.....Floyd George

K S T T

DAVENPORT—1946

LBS-MBS-IOWA TALL CORN

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By ..Davenport Bcstg. Co. Inc.
 Business-Studio Address.....324 Main St.
 Phone Number6-2541
 Transmitter Location.....Milan, Ill.
 News ServiceUP
 Transcription Service.....C. P. MacGregor
 President, Gen. Manager.....Hugh R. Norman
 Commercial Mgr.....Neil Conklin
 Production Director.....Warren Anderson

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By ..Tri-City Bdcstg. Co.
 Address805 Brady Street
 Phone Number3-3661
 Transmitter LocationBennendorf
 Air Time6 a.m.-M.
 News ServiceUP

I O W A

Transcription Service Thesaurus
 Representatives Free & Peters, Inc.
 Membership NARTB, BAB
 President Col. B. J. Palmer
 V.P. & Treasurer D. D. Palmer
 Exec. Vice-Pres. Ralph Evans
 Secretary Wm. D. Wagner
 Manager Ernest C. Sanders
 Sales Manager Mark Wodlinger
 Program Director Charles Freburg
 Sales Promotion Dir. Fred A. Reed
 News Editor Bob Frank
 Publicity Director Paul Ives
 Chief Engineer Paul Arvidson
 Consulting Engineer A. D. Ring

K D E C

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Scenic Bcstg. Co.
 Business-Studio Address State Road
 Phone Number 1240
 Transmitter Location 600 Leiv Eiriksson Dr.
 News Service AP
 Transcription Service Associated
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Co-Mgr. Verne Koenig
 Gen. Co-Mgr., Comm. Mgr. Kenneth Bjerke
 Sales Prom. Mgr. John Hansen
 News Director Ray Marshall
 Chief Engineer Curtis Eittreim

K C B C

DES MOINES—1946

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Majestic Bcstg. Co.
 Business-Studio Address 2323 Grand Ave.
 Phone Number 4-3151
 Transmitter Location E. 42nd & Dean Ave.
 News Service AP
 Representative Forjoe
 President Karl Peters
 General Manager Rollo H. Bergeson
 News Director John Goslin
 Chief Engineer Bob Brown

K I O A

DES MOINES—1948—MBS

Frequency: 940 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Independent Bdcstg. Co.
 Address 10th & Mulberry
 Phone Number 2-9191
 Transmitter Location Hartford
 Air Time 6 a.m.-12 M.
 News Service INS, UP
 Transcription Service World
 Representative A. M. Radio Sales Co.
 President Ralph L. Atlas
 Gen., Sta. Mgr. Marvin L. Rosene
 Commercial Manager James L. Kelehan
 Program Director Lee L. Harris
 Publicity Director Janice R. Hull

News Director R. J. Nash
 Chief Engineer Lloyd R. Amoo

K R N T

DES MOINES—1935—ABC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Business-Studio Address 715 Locust St.
 Phone Number 3-2111
 Transmitter Location S.W. 22nd & Park Ave.
 Air Time 6 a.m.-M
 News Service AP, INS, UP
 Transcription Service Standard, Associated
 Station Representative The Katz Agency
 Membership NARTB, BAB
 President Gardner Cowles
 General-Station Managr Bob Dillon
 Commercial Manager Paul Elliott
 Sales Prom. Mgr., Pub. Dir. Joe Hudgens
 Program Director Dick Covey
 Musical Director Wayne Ackley
 Chief Engineer Charles Quentin

K S O

DES MOINES—1945—ABS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By Murphy Bcstg. Co.
 Business-Studio Address 800 Farm Bldg.
 Phone Number 3-0571
 Transmitter Location E. 38th & Broadway
 News Service AP
 Transcription Service Capitol
 Representative Peltry & Co.
 Membership NARTB, BAB
 President Kingsley H. Murphy
 Gen., Comm. Mgr. S. H. McGovern
 Pub., Pgm. Dir. B. C. Baldwin
 News Director Donald McGibney
 Chief Engineer F. E. Bartlett
 Consulting Engineer Jansky & Bailey

K W D M

DES MOINES—1948—LBS

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Des Moines Bcstg. Corp.
 Business-Studio Address 407 Fifth Ave.
 Phone Number 2-8363
 Transmitter Location Levey
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Cole, SESAC, Associated
 Pres., Comm. Mgr. George W. Webber
 General Manager Robert L. Webber
 Program Director Edith D. Webber
 Chief Announcer Ford Roberts
 News Director F. N. Booten
 Musical Director Bill Dutcher
 Chief Engineer Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By Central Bcstg. Co.

I O W A

Business-Studio Address.....914 Walnut St.
 Air Time.....3-7147
 Transmitter Location.....Mitchellville
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, SESAC
 Station Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Assistant Manager.....W. W. Woods
 Sales Manager.....Harold Fulton
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Kenneth Gfeller
 News Bureau Manager.....Jack D. Shelley
 Chief Engineer.....Reed E. Snyder
 Farm Editor.....Herb Plambeck
 Consulting Engineer.....A. D. Ring

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address...Eighth Ave. & Bluff Sta.
 Phone Number.....3-7351
 Transmitter Location.....East Dubuque
 News Service.....AP
 Transcription Service.....Associated, World
 Station Representative.....Pearson
 Membership.....NARTB, BAB
 General-Station Manager.....K. S. Gordon
 Commercial Manager.....A. C. Newburgh
 Program Director.....Arnie Slierman
 News Director.....George Freund
 Chief Engineer.....Robert I. Hancock
 Farm Editor.....Gerald McAleece

W D B Q

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.
 Business-Studio Address.....505 Main St.
 Phone Number.....3-8241
 Transmitter Location.....R. R. No. 2
 Air Time.....6:15 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Robert Meeker
 Exec. V.P., Gen. Sta. Mgr.....James D. Carpenter
 Commercial Mgr.....Harry Hatzembuehler
 Program-Production Dir.....Gleason Kistler
 Publicity Director.....R. E. Carpenter
 Chief Anncr., News Dir.....L. Vaughn Gayman
 Musical Director.....Ethel M. Carpenter
 Chief Engineer.....Barkey-Heim

K V F D

FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Bcstg. Co.
 Business-Studio Address.....912 1st Ave. S.

Phone Number.....Walnut 3761
 Air Time.....6 a.m.-12 M.
 News Service.....UP, INS
 Transcription Service.....Lang-Worth
 Representative.....Pearson
 Membership.....NARTB, BAB
 President, General Manager...Edward Breen
 Office Manager.....Lester Person
 Commercial Mgr.....Max Landes
 Sales Prom. Mgr.....Gordon DeKoster
 Farm Edit., Pgm. Dir.....Drexel Peterson
 News Director.....Kenneth Peterson
 Chief Announcer.....Johnny Green
 Chief Engineer.....David G. Sinclair
 Consulting Engineer.....Dillard

K X G I

FT. MADISON—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Operated By.....KXGI
 Business-Studio Address.....Marquette Bldg.
 Phone Number.....1360
 Transmitter Location.....Ft. Madison
 Air Time.....Sunrise to sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Holman
 President.....W. E. Walker
 Gen., Sta. Mgr.....Greg Rouleau
 Commercial Manager.....W. R. Walker
 Sls. Prom. Mgr., Pub. Dir.....Jack Stephen
 Program Director.....Keith Pettack
 News Director.....Chet Szymczak
 Chief Engineer.....Bob Breeding

K X I C

IOWA CITY—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Johnson County Bcstg. Corp.
 Bus.-Studio Address...108½ E. Washington St.
 Phone Number.....8-1181
 Transmitter Location...1 Mi. N. of Iowa City
 News Service.....UP
 Representative.....Wm. G. Rambeau
 Transcription Service.....Lang-Worth
 Gen. Mgr., News Dir.....Gene Clavssen
 Program Director.....Herbert D. Olson
 Chief Engineer.....Elliott Full

K O K X

KEOKUK—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By.....Keokuk Bdcstg. Co.
 Address.....500½ Main Street
 Phone Number.....235
 Transmitter Location.....Hamilton, Ill.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....H. W. Stadler
 V.P., Gen., Sta Mgr.....H. O. Totten

I O W A

Prog., Mus. Dir. C. C. Andrews
 Production Director Gerri Rochow
 Chief Announcer Steve Alan
 News Director Bob Rathe
 Chief Engineer James L. Mott
 Farm Editor Don Frost
 Consulting Engineer John H. Mullaney

K F J B

MARSHALLTOWN—1923—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Times Republican Ptg. Co.
 Operated By Marshall Electric Co.
 Business-Studio Address 133 E. Main St.
 Phone Number 3361
 Air Time 6:30 a.m.-M.
News Service UP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 President John W. Norris
 General Manager Paul G. Norris
 Station, Comm. Manager William P. White
 Pgm., Prod., Pub. Dir. Allan N. Schrock
 Musical Dir. Maurice Roseborough
 News Director Robert W. Billman
 Chief Engineer Herbert G. Anderson

K G L O

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By Lee Radio, Inc.
 Business-Studio Address 12½ 2nd St., N.E.
 Phone Number 2800
 Transmitter Location Hgwy. 18
 Air Time 5:30 a.m.-12 M.
News Service AP, UP
 Transcription Service Standard
 Representative Weed
 Membership NARTB, BAB
 President Lee P. Loomis
 Exec. V.P. Herbert R. Ohrl
 Sta., Comm Mgr. Henry B. Hook
 Sales Promotion Manager Donald Harrer
 Program Director William G. Suter
 Prod. Dir., Chief Anncr. Robert Clausen
 Publicity Director Jane Hertig
 Chief Engineer Roger E. Sawyer
 News Director Charles Hilton
 Farm Editor Dick Arnold
 Consulting Engineer Esterly Page

K R I B

MASON CITY—1948—MBS

TALL CORN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mason City Bcstg. Co.
 Address 5 Second St., S.W.
 Phone Number 5400
 Representative Pearson
 Transcription Service World
 News Service AP
 Partners Louis Abbott, George &
 William Wolf

Gen., Comm. Manager Paul E. Millen
 News Director Bob Cavanaugh
 Chief Engineer Richard J. Kelley

K S M N

MASON CITY—1947

Frequency: 1010 Kc. Power: 500 Watts d.
 Owned-Operated By Mohawk Bcstg. Co.
 Business-Studio Address Weir Bldg.
 Phone Number 5420
 Transmitter Location Hiway 18
 Air Time Sunrise-Sunset
News Service UP
 Membership NARTB, BAB
 Transcription Service Associated
Pres., General-Station Mgr. Robert M. Carson
 Commercial Manager Norman W. Rice
 Program Director J. Boyd Harvey
 News Director Howard Campbell
 Chief Engineer Hubert J. Marshall
 Consulting Engineer Weldon & Carr

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Muscatine Bcstg. Co.
 Transmitter Address Mulberry at Houser
 Phone Number 860
 Air Time Sunrise-sunset
News Service UP
 Transcription Service Thesaurus, Associated
 Representative Pearson
 Membership NARTB, BAB
 Comm., Gen., Sta. Mgr. George J. Volger
 Program Director Donald Woolen
 Musical Director Thelma Volger
 News Director James Ryan
 Chief Engineer Tom Winn
 Consulting Engineer Chambers & Garrison

K O E L

OELWEIN—1950—TALL CORN

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By Northeast Iowa Radio Corp.
 Address 4½ W. Charles St.
 Phone Number 120-1
 Air Time 6 a.m.-M.
 Representative Pearson
 Transcription Service Thesaurus
News Service UP
 Membership BAB
 President A. E. Schneider
 Gen., Sta., Comm. Mgr. W. J. Teich
 Sales Prom. Mgr. Donald McKee
 Prog., Prod., Mus. Dir. Robert Morrow
 Pub., News Dir. Don Ballinger
 Chief Announcer Dave Melton
 Chief Engineer Ralph Giese

K B O E

OSKALOOSA—1950

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Oskaloosa Bcstg. Co.
 Address P. O. Box 273

I O W A

Phone Number 301
 Transcription Service Standard
 News Service AP
 Representative McGillvra
 Membership NARTB, BAB
 President E. W. Wenrick
 General, Sta. Manager Ken Kilmer
 Chief Engineer Robert W. Moore
 News Director Lew Hudson

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KBIZ, Inc.
 Address Seven Acres
 Phone Number 5600
 Transmitter Location Community Gardens
 News Service AP
 Transcription Service World
 President, General Mgr. James J. Conroy
 Station Manager Eleanor M. Haling
 Commercial Mgr. Alice E. Fisher
 Program Director Larry Shepard
 Chief Engineer Lloyd Hanson
 Consulting Engineer Commercial Radio

K F N F

SHENANDOAH—1924—MBS

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Capital Bcstg. Co.
 Address Shenandoah
 Phone Number 1302
 News Service AP
 Transcription Service World, SESAC
 Representative Pearson
 President C. J. Abbott
 Gen., Comm. Manager C. Earl Williams
 Chief Engineer Franz Cherny
 Program Director Earl Blakesley
 Prom. Mgr., News Dir. Clair Gross

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By May Bcstg. Co.
 Phone Number 192
 Transmitter Location 1 ml. NE of
 Shenadoah on Hgwy. 48
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Capitol
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 President Edward W. May
 General Manager Owen Saddler
 Station Manager Anthony Koelker
 Comm. Mgr. H. O. Peterson
 Sales Prom. Mgr., Pub. Dir. H. B. Arkoff
 Program Director Wayne Beavers
 Chief Announcer Warren Nielson
 News Director Ralph Childs
 Musical Director Virginia White
 Chief Engineer R. J. Schroeder

Farm Editor Merrill Langfitt
 Consulting Engineer Wm. L. Foss

K C O M

SIoux CITY—1949—LBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By KCOM Bcstg. Co.
 Address 620 Insurance Exchange Bldg.
 Phone Number 8-0628
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Pearson
 President & Manager Dietrich Dirks
 Commercial Manager Sheldon Singer
 Sales Prom Mgr. L. G. Roley
 Pgm. Dir., Ch. Anncr. E. P. Bouchier
 News Director Millord Miller
 Chief Engineer Al Smith
 Farm Editor M. D. Burgess
 Consulting Engineer McIntosh & Inglis

K S C J

SIoux CITY—1927—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By Perkins Bros. Co.
 Business-Studio Address 415 Douglas St.
 Phone Number 5-7993
 News Service AP
 Transcription Service Lang-Worth, World
 SESAC
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President W. R. Perkins
 Station-Commercial Mgr. E. T. Flaherty
 Program Director Elizabeth Sammons
 Sls. Prom. Mgr., Pub. Dir. Jean Harradady
 Chief Engineer S. C. Dier

K T R I

SIoux CITY—1938—MBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By Sioux City Bcstg. Co.
 Business-Studio Address Commerce Bldg.
 Phone Number 8-0165
 Transmitter Location Dakota City, Neb.
 News Service UP
 Transcription Service Thesaurus
 Representative O. L. Taylor Co.
 Membership NARTB, BAB
 President John C. Kelly
 Gen., Sta., Comm. Mgr. E. J. Huber
 Sales Prom. Mgr., Pub. Dir. Lennon Kelly
 Pgm., Prod. Dir. Bob Hansen
 Chief Engineer Willard Easterly
 Consulting Engineer Commercial Radio

K I C D

SPENCER—1942—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Iowa Great Lakes Bcstg. Co.
 Address Box 631
 Phone Number 1240
 News Service AP

IOWA — KANSAS

Transcription Service . . . Standard, Associated
 Representative . . . Pearson
 Membership . . . NARTB
 Pres., General Mgr. Ben B. Sanders
 Commercial Director Lynn Bickett
 Program Director Mason Dixon
 Production Director Tom Shumate
 News Director Harvey Sanford
 Chief Engineer Elson Kanago

KAYL

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Cornbelt Bcstg. Co.
 Phone Number 1490
 Transmitter Location Hgwy. 71
 News Service AP
 Transcription Service World, Capitol
 Membership NARTB, BAB
 President O. J. Grau
 Gen., Comm. Manager James J. McCord
 Program Director P. R. Benson
 News Director Budd Duvall
 Chief Engineer Howard L. Carlson
 Farm Editor Bob Graham

KBOK

WATERLOO—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. By Waterloo Bcstg. Co.
 Address 620½ Lafayette St.
 Phone Number 6851
 Representative McGillvra
 News Service UP
 Gen. Mgr. & Secty. John M. Printup

KWVL

WATERLOO—1947—MBS

Frequency: 1330 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By . . . Black Hawk Bdcstg Co.
 Address Hotel Russell Lamson
 Transmitter Location Lafayette Rd.
 News Service AP

Transcription Service Capitol
 Representative Headley-Reed
 Pres., Gen., Sta. Mgr. Ralph J. McElroy
 Commercial Manager Donald E. Inman
 Sales Prom. Mgr. Virgil D. Clark
 Pgm., Prod. Mgr. Warren Mead
 Pub., Mus. Dir., Chief Anncr. Raymond Starr
 News Dir., Farm Editor Edwin L. Falk
 Chief Engineer Walton W. Wilson
 Consulting Engineer McIntosh & Inglis

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By Josh Higgins Bcstg. Co.
 Business-Studio Address Insurance Bldg.
 Transmitter Location Dysart
 News Service INS
 Transcription Service SESAC
 Representative Avery-Knodel
 President, Gen., Station Manager Joe DuMond
 Sales Promotion Mgr. A. J. DuMond
 Program Dir. Emlyn Owen
 Publicity Director Pearl Kimball
 Production Director W. E. Morse
 News Director Grant Price
 Chief Engineer Don Kassner
 Consulting Engineer A. James Ebel

KJFJ

WEBSTER CITY—1950—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Land O'Com Brdctrs.
 News Service AP
 Transcription Service Thesaurus, Capitol
 Membership NARTB, BAB
 President Charles V. Warren
 Gen., Comm. Mgr. Wayne J. Hatchett
 Pgm., News Dir., Farm Editor G. D. Warland
 Production Director Russ Bauer
 Publicity Director Betty Trowbridge
 Chief Announcer Wayne Oleson
 Chief Engineer Ronald Alsin
 Consulting Engineer Commercial Radio

KANSAS

*Pop. April 1, 1952 (Est.) 1,980,000—Total Housing Units 626,087
 Families April 1, 1952 (Est.) 577,000—Stations in State 36*

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . The KSOK Bdcstg. Co.
 Phone Number 2666
 Trans. Loca. 1 Mi. No. of Arkansas City
 News Service AP
 Transcription Service Lang-Worth
 President Oscar S. Stauffer
 General Manager S. C. Thompson

Program Director George Carroll
 News Director Arlan Young
 Chief Engineer Edward H. Hewe

KARE

ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Griffith-Buening Bdcstg. Co.
 Address Fifth & Kansas Ave., Atchison
 Phone Number 2447 Atchison
 Transmitter Location Halls, Missouri

KANSAS

Air Time..... 5:45 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard Radio
 Partners..... J. M. Griffith & P. H. Buening
 Program, News Director..... Jack Lloyd
 Publicity Director..... Edna Shelly
 Chief Engineer..... Claude Kramer
 Farm Editor..... J. M. Griffith
 Consulting Engineer..... John Heffelfinger

K G G F

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By..... The Midwest Bcstg. Co., Inc.
 Business-Studio Address..... 8th & Elm
 Phone Number..... 1843-4
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... World
 Representative..... Weed
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Richard M. Seaton
 Prom., Sta. Mgr..... Robert L. Pratt
 Commercial Manager..... E. B. Spoonamore
 Pgm., Prod. Dir..... Richard S. Embody
 Chief Announcer..... Vic Lindsey
 News Director..... Kieth Upson
 Chief Engineer..... J. S. Jaminet
 Mus. Dir., Farm Editor..... Joe Cook
 Consulting Engineer..... A. Earl Cullum

K X X X

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned-Oper. By..... Western Plains Bcstg. Co.
 Phone Number..... 790
 Transmitter Location..... Colby
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... SESAC, Thesaurus
 Representative..... Headley-Reed
 President..... Don Searle
 Gen., Sta. Mgr..... George A. Nickson
 Program Dir..... Ed Mason
 Publicity Dir..... Quint McCredie
 News Director..... Frank Frost
 Chief Engineer..... U. L. Lynch

K G N O

DODGE CITY—1930—KBS-LBS

Frequency: 1370 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Oper. By..... Dodge City Bcstg. Co.
 Business Address..... Globe Bldg.
 Phone Number..... 1370
 Transmitter Location..... W. Park St.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Art Hagg
 Membership..... NARTB, BAB
 President..... J. C. Denious
 Program Director..... Herschel Holland

General Manager..... W. Elliott
 Chief Engineer..... Duane Hoisington
 Farm Editor..... Gail Hamilton

K T S W

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Emporia Bcstg. Co., Inc.
 Business-Studio Address..... Soden's Grove
 Phone Number..... 153-4
 Transmitter Location..... Soden Grove
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service..... World, Thesaurus
 Membership..... NARTB, BAB
 President..... Robert Reed
 V.P., Gen. Mgr..... Max B. Bicknell
 Secretary..... Vic Hielt
 Commercial Manager..... Lyle Ticknor
 Sales Prom. Mgr..... Chuck Wilson
 Pgm., News Dir..... Bruce Wimer
 Treasurer..... G. F. Reed
 Sports Director..... Sid Rose
 Chief Announcer..... Kay Melia
 Chief Engineer..... Everett Thompkins

K G A R

GARDEN CITY—1949

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Ark Valley Bcstg. Co., Inc.
 Business-Studio Address..... Box 878
 Phone Number..... 3041
 Transmitter Location..... 1½ Mi. N.W. City
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Hal Holman Co.
 General Manager..... Dale E. Kern
 Program Director..... Margaret S. Kern
 Chief Engineer..... E. D. Casey

K I U L

GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Telegram Publishing Co., Inc.
 Business-Studio Address..... 509½ N. Main St.
 Phone Number..... 4581
 Transmitter Location..... Warner Terrace
 News Service..... AP
 Transcription Service..... World
 President..... Robert B. Reed
 General Manager..... Robert Wells
 Commercial Manager..... Doug Hough
 Program Director..... Tony Jewell
 Chief Engineer..... Gene Conjurske

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Goodland Bcstg. Co.
 Business-Studio Address..... Hotel Howard
 Phone Number..... 331
 News Service..... UP
 President, General Mgr..... James E. Blair
 Chief Engineer..... Lyle Fick

KANSAS

KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By KVGB, Inc.
Business-Studio Address Cork Bldg.
Phone Number 4317
Transmitter Location 4 Mi. SW of Great Bend
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Thesaurus
Representative John E. Pearson
Membership NARTB, BAB
President Helen T. Coogan
V.P., Gen., Sta. Mgr. Grover C. Cobb
Asst. Mgr. Sherwood R. Parks
Commercial Manager Bill J. Jarvis
Mus., Pgm. Dir. Ray H. Beals
Chief. Anncr., News Dir. James F. Heaton
Chief Engineer Chester A. Wallack
Consulting Engineer John B. Heffelfinger

KAYS

HAYS—1948—KBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By KAYS, Inc.
Phone Number 1700
Studio-Transmitter Address 2450 Hall St.
Air Time 6:30 a.m.-10:30 p.m.
News Service AP
Transcription Service Thesaurus, Capitol
Membership NARTB, BAB
President Frank Motz
Gen., Sta. Mgr. Bob Schmidt
Program Director Jim Ayers
Promotion Manager Bud Ryan
Chief Engineer Glen Barnett

KWBW

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Nation's Center Bcstg. Co.
Business-Studio Address 427 N. Main
Phone Number 5202
Transmitter Location 17th & Harding Sts.
Air Time 18 Hrs.
News Service AP
Representative Walker
Membership NARTB, BAB
Pres., Gen. Mgr. Bess Marsh Wyse
Commercial Manager Gerald Toland
Production Director Mel Haines
Chief Engineer James Riley

KWHK

HUTCHINSON—1946—KBS

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By KWHK Bcstg. Co., Inc.
Business-Studio Address 18 W. 5th St.
Phone Number 3-100
Transmitter Location Hutchinson
Air Time Sunrise-Sunset
News Service AP

Transcription Service Standard
Representative Irene Griffith, Everett-McKinney
President James E. Murray
Sec.-Treas., Gen. Mgr. Vern Minor
Prom., Comm. Mgr. Gren Darling
Program Director Malcolm West
Publicity Director Don Salmon
Musical Director J. Bruce Murray
Chief Engineer Millary Clary
Consulting Engineer Earl Cullum

KIND

INDEPENDENCE—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Central Bcstg., Inc.
Bus.-Studio-Transmitter Professional Bldg.
Phone Number 1010
Transmitter Location 16th & Maple
News Service AP
President J. Nelson Rupard
Program Director Les Brecht
Chief Engineer James Teats

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Junction City Bcstg. Co.
Address 724½ No. Washington St.
Phone Number Junction City 1477
Trans. Loca. 3 Mi. S. of city, on U. S. 77
Air Time Sunrise-Sunset
News Service UP
Transcription Service Microgroove
Membership NARTB, BAB
Sta., Gen. Mgr. R. L. Weir, Jr.
Comm., Sls. Prom. Mgr. James Platt
Program Director Arthur E. Cowan
News Director Bernard Hawley
Chief Engineer John Stone

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By KCKN Bcstg. Co., Inc.
Business Address 823 Walnut
Phone Number Victor 3864
Transmitter Location 901 N. 8th St.
Air Time 6 a.m.-11 p.m.
News Service AP, UP
Transcription Service Lang-Worth, Standard
Representative Capper Publications
President W. A. Bailey
General Manager Ben Ludy
Sta., Comm. Manager Joe Story
Pgm., Prod. Dir. George Stump
Chief Engineer Max Williams
Consulting Engineer Chambers & Garrison

KLWN

LAWRENCE—1951

Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Operated By Lawrence Bcstrs. Inc.
Address Lawrence
News Service UP

KANSAS

Transcription Service Lang-Worth
 Gen., Comm. Mgr. Arden Booth
 Program Director..... Ed Hundle
 Chief Engineer..... Gerald Gray

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By ..Leavenworth Bdcstg. Co.
 Address418½ Cherokee
 Phone Number 3620—3621
 Transmitter Location..... R.R. No. 2
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 President Alf M. Landon
 Gen., Sta., Comm. Mgr. M. L. Gleason
 Sales Prom. Mgr..... Bob Buis
 Program, Prod. Director..... Frank Smith
 Chief Announcer..... Chet Kozak
 Chief Engineer..... David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Oper. By Seward County Bcstg. Co.
 Business-Studio Address..... E. 8th St.
 P. O. Box 311
 Phone Number 3891
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Membership NARTB, BAB
 President Alf M. Landon
 General Manager..... Leon S. Salathiel
 Commercial Manager..... Roy Pearce
 Program Director..... Larry Filkins
 Chief Engineer..... Wayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Manhattan Bcstg. Co.
 Address..... 114 No. 4th St.
 Phone Number 4451
 Transcription Library..... RCA, SESAC
 News Service AP
 President..... Fred A. Seaton
 General Manager..... Ray L. Kozak
 Commercial Manager..... Bill Friday
 Program Director..... Marvin Houtz
 Chief Annr., News Dir..... Brandon Chase
 Chief Engineer..... Herbert P. Lavin

KNEX

McPHERSON—1949—LBS

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Operated By.... McPherson Bcstg. Co.
 Address..... P. O. Box 186
 Phone Number 1540
 Transmitter Location ... 2 Mi. So. of McPherson
 News Service AP
 Transcription Service SESAC

President Evert Mills
 General Manager Henry Dais
 Commercial Mgr..... Vance Archer
 Chief Engineer..... Claude Hughes
 Consulting Engineer..... Ted Heithecker

KPRS

OLATHE—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.
 Address 131 E. Park Street
 Phone Number 1200
 Trans. Loca. 1 Mi. So. of Olathe
 Transcription Service Capitol
 Representative Continental
 Commercial Manager John M. Henry
 General Manager..... Wm. T. Sutherland, Jr.
 Program Director..... James M. Wear

KOFO

OTTAWA—1949

Frequency: 1220 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Ottawa Bcstg. Co.
 Transmitter Address..... 2000 So. Main Street
 Phone Number 1045
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. J. N. Jobes
 Sta. Mgr., Farm Edit. Herbert M. Jobes
 Prom., Comm. Mgr..... Thomas F. Ruble
 Chief Engineer..... Daniel W. Coltrane

KLKC

PARSONS—1948

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Oper. By Community Bcstg. Co.
 Business-Studio Address..... 1904 Broadway
 Phone Number 4050
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Thesaurus, Associated
 President Clyde M. Reed, Jr.
 General Manager..... Raeburn D. Drenner
 Chief Engineer..... Larry Freisner

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc..... Power: 10,000 Watts d.,
 5,000 n.
 Owned-Oper. By .. The Pittsburg Bcstg. Co., Inc.
 Business Address..... P. O. Box 603
 Phone Number 2165
 Transmitter Location ... 3½ Mi. E. of Pittsburg
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service World
 Representative..... John E. Pearson
 Membership NARTB
 President..... E. V. Baxter
 Gen., Sta., Comm. Mgr. R. E. Wade
 Chief Announcer..... Lou Martin
 Chief Engineer..... Leo Stafford

KANSAS

KSEK

PITTSBURG—1947—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By KSEK Bcstg. Co., Inc.
 Business-Studio Address Box 610
 Phone Number 742
 Trans. Loca. E. Quincy St. (extended)
 Air Time 6:29 a.m.-10.30 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Cooke
 President O. S. Stauffer
 General Manager Thad M. Sandstrom
 News Director John Hendry
 Chief Engineer Ray Brasch

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By KSAL, Inc.
 Bus.-Studio Address 201 W. Iron Ave.
 Phone Number 3701
 Transmitter Location Hiway 40
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President R. J. Laubengayer
 Station Mgr. R. V. Jensen
 Sales Promotion Manager C. R. Lamer
 Program Director Al Thompson
 Publicity Director L. E. Fullen
 News Director A. E. Horner
 Chief Engineer Donald Engelhardt
 Farm Editor U. D. Slater
 Consulting Engineer A. Earl Cullum

KJAY

TOPEKA—1947—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone Number 3-1336
 Transmitter Location Lake Linge
 Air Time 6 a.m.-M.
 News Service INS
 Representative Forjoe
 General Manager Norwood J. Patterson
 Station Manager David G. Roberts
 Pgm., News Dir. Allen Franklin
 Chief Engineer Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles B. Axton
 Address 214 W. 6th St.
 Phone Number 4-3444
 Transmitter Location North Buchanan

Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Owner, Gen., Sta. Mgr. C. B. Axton
 Commercial Manager Allan Curnutt
 Asst. Manager Marie M. McKinney
 Pgm., Prod. Dir. Jack Warren Ostrode
 Musical Director Charles Christian
 Chief Engineer Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address 1035 Topeka Blvd.
 Phone Number 3-2377
 Transmitter Location 7 Mi. W. of Topeka
 News Service AP, UP
 Transcription Service Lang-Worth, Standard
 President H. S. Blake
 General-Station Manager Ben Ludy
 Commercial Manager Hilton Hodges
 Prog., Prod. Dir. Maude Carlson
 Publicity Director Allan Young
 Chief Engineer Lewis Dickensheets
 Farm Editor Wes Seyler

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WREN. Bdcstg. Co., Inc.
 Business-Studio Address 411 W. 10th St.
 Phone Number 2-0505
 Transmitter Location Grantville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President R. C. Jackman
 Business Manager Fred L. Conger
 Sales Promotion Manager Gerald K. Barker
 Program Director Max Falkenstein
 Chief Anncr., Music Dir. Robert Richmond
 News Dir., Farm Editor Frank Jones
 Chief Engineer Carl B. Blesner

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KAKE Bcstg. Co., Inc.
 Business-Studio Address 418 W. Douglas Ave.
 Phone Number 4-9369
 Transmitter Location 19th & Hydraulic Sts.
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 General Manager Jack Todd
 Commercial Manager Martin Bass
 Pgm., News Dir. Graeme Fletcher
 Chief Engineer Harold Newby

KANSAS—KENTUCKY

K A N S

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.....Taylor Radio & TV
Business-Studio Address.....1015 N. Broadway
Phone Number.....4-2387
Transmitter Location.....5560 W. 13th St.
Air Time.....5 a.m.-2 a.m.
News Service.....AP, UP
Transcription Service.....Associated
Representative.....O. L. Taylor Co.
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Commercial Manager.....Dudley Tichenor
Sales Promotion Manager.....Russell L. Lowe
Program Director.....Vernon E. Reed
Production Director.....Justin Bradshaw
Chief Announcer.....Stan Hagan
News Director.....George Gow
Chief Engineer.....Ted Heithecker
Consulting Engineer.....Earl Cullum

K F B I

WICHITA—1923—ABC

Frequency: 1070 Kc. Power: 10,000 Watts d.;
1000 Watts n.

Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number.....2-1447
Trans. Location.....42nd & B'way
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President.....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....D. W. McCoy, Sr.
Sales Promotion Manager.....C. Sewell
Program Dir.....George Wells
Production Director.....B. J. Price
Publicity Director.....Marie MacDonald
News Director.....Bob Gadberry

Musical Dir.....James Carpenter
Chief Engineer.....K. W. Pyle

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By.....Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number.....2-4491
Transmitter Location.....RR 3
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Edward Petry
Membership.....NARTB
President.....John Rigby
General Manager.....Frank V. Webb
Comm. Mgr.....Robert Hlx
Sales Promotion Manager.....Bob Payne
Program Director.....Thomas Bashaw
Publicity Director.....Marjory Bassett
Chief Announcer.....Don Anderson
Chief Engineer.....Virgil Hinshaw
Consulting Engineer.....Kear & Kennedy

K W B B

WICHITA—1951—LBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By.....Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone Number.....7-1265
Air Time.....6 a.m.-M.
Transcription Service.....Capitol, Thesaurus
News Service.....AP
Representative.....Pearson
Membership.....NARTB, BAB
President.....Louis Levand
Gen., Sta. Mgr.....J. Milton Hall
Sales Manager.....Robert M. Kent
Program Director.....Donald Wells
Prod. Dir., Chief Anncr.....Chick Martin
Publicity Director.....Gordon Hittenmark
News Director.....Kerm Trimble
Chief Engineer.....Ralph McClellan
Consulting Engineer.....A. D. Ring

KENTUCKY

*Pop. April 1, 1952 (Est.) 3,071,000—Total Housing Units 821,271
Families April 1, 1952 (Est.) 761,000—Stations in State 46*

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Ashland Bdcstg. Co., Inc.
Address.....120 20th Street
Phone Number.....3010
Trans. Location.....48th & Clay Streets
Air Time.....6 a.m.-12:30 a.m.

News Service.....UP
Trans. Service.....World, Thesaurus
Representative.....John E. Pearson
Membership.....NARTB, BAB
President.....Gilmore N. Nunn
Comm., Gen., Sta. Mgr.....Charles C. Warren
Sales Prom. Mgr.....Whitney R. Martin
Pgm., Prod., News Dir.....George Marshall
Musical Director.....Frank Lawson
Chief Engineer.....Clarence W. Weaver

KENTUCKY

WKCT

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Daily News Bdcstg. Co.
Address Park Row
Phone Number 4325
Trans. Location Richardsville Road
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative J. H. McGillvra Inc.
President J. Ray Gaines
Sta., Gen. Mgr. Al Temple
Commercial Manager Houston Griffin
Prod., Pgm. Dir. Dee Huddleston
Publicity Director Audrey Jackson
Chief Announcer James Topmiller Jr.
News Director Al Temple
Chief Engineer Jack Hendricks

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1410 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Bowling Green Bcstg. Co.
Address 901 Fairview Ave.
Phone Number 3212
News Service AP
Transcription Service Capitol
Representative Burn Smith
Pres., Gen. Mgr. Ken D. Given
Commercial Manager Robert Proctor
Promotion Manager William Kuznitsof
Program Director Bill Stamps
Chief Engineer Rondal L. Miller

WLCK

CAMPBELLVILLE—1951

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Taylor County Bcstg Co.
Address P. O. Box 248
Phone Number 380
News Service UP
Transcription Service Capitol. Lang-Worth.
Cole
President R. P. Thompson
General Manager Russell F. Honeyman Jr.
Commercial Manager Custer Ruley
Program, News Director Tom Carlisle
Promotion Manager Reynolds Large
Chief Engineer James B. Crawley

WTCO

CAMPBELLVILLE—1948—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By South Central Kentucky
Bcstg. Co., Inc.
Business-Studio Address 203 E. Main St.
Phone Number 250

Transmitter Location On State Hwy 55, 3/4
Mi. N. of Campbellsville

Air Time Daytime
News Service UP
Transcription Service World, SESAC
President H. T. Parrott
Gen.-Station Mgr. James Shacklette
Sales Promotion Mgr. Frank Hayden
Chief Announcer Ken Knight
News Director Dan Holt
Chief Engineer Harvey Kingsbury
F a m Editor C. V. Bryan
Consulting Engineer Arnold Henderson

WAIN

COLUMBIA—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-County Bcstg. Corp.
Address Columbia
Phone Number 232
News Service UP
Trans. Ser. MacGregor, Thesaurus
President, General Manager S. C. Bybee
Commercial Manager Lanier Burchett
Prom. Mgr., Pgm. Dir. Rex Osborne
Chief Engineer Edwin P. Healy
News Director Oris Gowen

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By Corbin Times-Tribune, Inc.
Business Address Kentucky Ave. & Monroe St.
Phone Number 123-4, 1071
Trans. Location Woodbine Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World, Keystone
President J. Springer Robinson
General Manager John L. Crawford
Station Manager Kenneth Turner
Commercial Manager S. G. Hembree
Chief Engineer Russell Henson
Consulting Engineer A. D. Ring

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By WZIP, Inc.
Bus.-Studio Address Sixth & Madison Aves.
Phone Number Juniper 5300
Transmitter Location Eighth & Horton Sts.
Air Time Daytime
News Service AP
Trans. Serv. World, Lang-Worth
Membership NARTB, BAB
Pres., Gen.-Comm. Mgr. Arthur L. Eilerman
Pgm., Prod., Dir. E. C. Toleman
Chief Announcer Stephen Crane
Publicity Director Arthur L. Eilerman
News Director Walter Rehbaum
Musical Director Earl Jenkins
Chief Engineers H. DeArmond E. C. Toleman

KENTUCKY

W C P M

CUMBERLAND—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Blanfox Radio Co.
 Address: WHLN, Harlan, Ky.
 President: R. B. Helms

W H I R

DANVILLE—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Commonwealth Bcstg. Corp.
 Address: P. O. Box 234
 Phone Number: Danville 1230
 Transmitter Location: Burgin Road
 Air Time: 5:55 a.m.-11 p.m.
 News Service: UP
 Transcription Service: World
 Representative: Hal Holman Co.
 Membership: NARTB, BAB
 Pres., Comm. Mgr.: W. T. Isaac
 V.P., Pgm., News Dir.: David B. Highbaugh
 Chief Engineer: Henry C. Lovell
 Consulting Engineer: J. C. McNary

W I E L

ELIZABETHTOWN—1950—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Elizabethtown Bcstg. Co.
 Address: P. O. Box 347
 Phone Number: 5151
 Air Time: 5 a.m.-11 p.m.
 Transcription Service: Associated, World
 News Service: UP
 Membership: NARTB, BAB
 President: J. W. Hodges
 Gen., Sta. Mgr.: Walter T. Gaines
 Chief Engineer: Thomas Moore Baldwin

W F K Y

FRANKFORT—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Frankfort Bcstg. Co., Inc.
 Transmitter Address: Ky. Ave. Extended
 Phone Number: 48281
 News Service: AP
 Transcription Service: Capitol
 Representative: Burn-Smith
 Pres., Gen. Mgr.: James F. Cox
 Program Director: Alma LaFontaine
 Chief Engineer: Donald Peltz

W F U L

FULTON—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By: Ken-Tenn Bcstg. Corp.
 Address: P. O. Box 482
 Phone Number: 1270
 News Service: UP
 President of Board: Dr. R. W. Bushart
 Sta. Mgr., Pgm. Dir.: Jack A. Dill
 Commercial Manager: Tommy Lovelace
 Chief Engineer: John Garrett Jr.

W K A Y

GLASGOW—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Glasgow Bcstg. Co., Inc.
 Transmitter Address: Happy Valley Rd.
 Phone Number: 598, 632
 News Service: UP
 Transcription Service: World
 President: Gordon E. Brown
 General Manager: Jack Eversole
 Commercial Manager: J. M. Barrick
 Program Director: Freeman Cherry
 Chief Announcer: Lou Ellis
 Chief Engineer: C. H. Hulase

W H L N

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Blanfox Radio Co., Inc.
 Address: S. Main St.
 Phone Number: 625-6
 Air Time: 6 a.m.-11:15 p.m.
 News Service: AP
 Transcription Service: RCA, Thesaurus
 Representative: Burn-Smith
 Membership: NARTB
 President, Gen. Mgr.: R. B. Helms
 Comm., Sta. Mgr., Pgm. Dir.: J. T. Morgan
 News Director: Cawood Ledford
 Chief Engineer: J. Francke Fox, Jr.
 Consulting Engineer: Lewis King

W K I C

HAZARD—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: BMG Bcstg. Corp.
 Address: Peoples Bank Building
 Phone Number: Main 720
 Transmitter Location: Walkertown Sta.
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Thomas F. Clark Co.
 President: Fred B. Bullard
 Gen., Sta. Manager: Richard H. Goodlette
 Chief Engineer: James C. French
 Program Director: Charles W. Metcalf
 Commercial Manager: Leslie H. Lamb

W S O N

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc. Power: 500 Watts d.
 Owned-Oper. By: Henderson Bcstg. Co., Inc.
 Bus-Studio-Transmitter Address: Zion Rd.
 Phone Number: 3923
 News Service: UP
 Transcription Service: World
 Representative: Meeker
 Membership: NARTB, BAB
 Pres., Gen., Sta. Mgr.: Hecht S. Lackey
 Sales Prom. Mgr.: Ewing Graham
 Program Director: Martin E. Schaeffer
 Chief Engineer: Bob Cleveland

KENTUCKY

W H O P

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. ByHopkinsville Bcstg. Co., Inc.
 Phone Number1025
 Studio-Transmitter LocationCadiz Rd.
 Air Time5 a.m.-11:05 p.m.
 News ServiceUP
 Transcription ServiceRCA
 RepresentativeMeeker
 MembershipNARTB
 Pres., Gen., Sta. Mgr.F. E. Lackey
 Commercial ManagerKatherine Peden
 Sales Prom. Mgr.Mary Henry Duncan
 Production DirectorJack W. Jones
 Chief AnnouncerWalter Wilson
 Musical DirectorOtto Bash
 News Dir., Farm EditorJim Pasteur
 Chief EngineerR. E. Wortham

W K L X

LEXINGTON—1946

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. ByFayette Bcstg. Co.
 AddressCampbell House
 Phone Number3-0433
 Transmitter LocationGreendale Rd.
 News ServiceAP
 Transcription ServiceLang-Worth, Standard
 RepresentativeWalker
 PresidentE. F. Prichard, Sr.
 Gen., Comm. Mgr.Ted Grizzard
 Program DirectorClaude Sullivan
 Chief EngineerBill Yount

W L A P

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.
 1000 n.
 Owned-Operated ByAmerican Bcstg. Corp.
 (Not ABC)
 Business-Studio AddressRadio Bldg.
 Phone Number3-2727
 Transmitter LocationRussell Cave Rd.
 Air Time5:30 a.m.-12 M.
 RepresentativeJohn E. Pearson
 PresidentGilmore N. Nunn
 V.P.-General ManagerJ. E. Willis
 Assistant ManagerMiller Welch
 Sales Prom. Mgr.Joe DeLong
 Program DirectorHenry Allin
 Technical SupervisorHenry C. Lockler
 News DirectorSue Fenimore
 Musical DirectorDave Parry

W L E X

LEXINGTON—1946—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. ByCentral Ky. Bcstg. Co.
 Business AddressFirst National Bank Bldg.
 Phone Number3-1975
 Studio-Transmitter LocationRussell Cave Road
 Air TimeUnlimited

News ServiceAP
 PresidentJ. D. Gay, Jr.
 General ManagerGuthrie Bell
 Chief EngineerWallace Roach
 Consulting EngineerC. D. Summerford

W A V E

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated ByWAVE, Inc.
 Business Address334 E. Broadway
 Phone NumberWabash 2201
 Transmitter LocationHamburg Pike
 Air TimeUnlimited
 News ServiceAP, INS
 Transcription ServiceThesaurus, Lang-Worth
 RepresentativeFree & Peters
 MembershipNARTB
 PresidentGeorge W. Norton, Jr.
 General-Station ManagerNathan Lord
 Commercial ManagerLa Velle Waltman
 Sales Prom. Mgr., Pub. Dir.Robert Elderman
 Program DirectorJames Caldwell
 Production DirectorBen Ewing
 Chief EngineerWilbur Hudson
 News DirectorHugh Sutton

W G R C

LOUISVILLE—1937—MBS

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated ByNorthside Bcstg. Corp.
 Bus.-Studio AddressKy. Home Life Bcstg.
 Phone NumberWabash 8871
 Transmitter LocationJeffersontown
 News ServiceUP
 Transcription ServiceLang-Worth, Standard
 RepresentativeWalker
 MembershipNARTB
 Pres., Comm. Mgr.J. Porter Smith
 Sta., Gen. Mgr.Charles L. Harris
 Pgm., Prod. Dir.Ward Hatcher
 Prom., Pub. Dir.L. Doc Cassidy
 Chief EngineerW. J. Morrison
 Chief AnnouncersJack Donnell,
 Gerald Fordyce
 News DirectorGerald Brown
 Consulting EngineerJohn Cruetz

W H A S

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. ByWHAS, Inc.
 Address6th & Broadway
 Phone NumberWABash 2211
 Trans. LocationEastwood, Ky.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeEdward Petry & Co.
 PresidentBarry Bingham
 DirectorVictor A. Sholis
 Sales DirectorNeil D. Cline
 Publicity DirectorR. W. Hughes
 News DirectorRichard Oberlin
 Chief EngineerOrrin W. Towner
 Farm EditorDon Davis

KENTUCKY

WINN

LOUISVILLE—1940—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Kentucky Bcstg. Corp., Inc.
 Bus.-Studio-Transmitter Address... Earle Hotel
 Phone Number... WABash 5148
 Air Time... 7 a.m.-M.
 News Service... UP
 Trans. Service... World, SESAC
 Representative... The Taylor Co.
 Membership... NARTB
 Pres., Gen., Sta. Mgr. ... Harry McTigue
 Commercial Manager... Chas. A. Schacht, Jr.
 Program Director... M. Katherine McCarten
 Production Director... George Partridge
 Publicity Director... Helen E. Roberts
 Chief Announcer... Jim McIntyre
 Chief Engineer... Melvin Scarsdale

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By... Mid-America Bcstg. Corp.
 Business-Studio Address... Henry Clay Hotel
 Phone Number... Clay 4441
 Transmitter... Daisy Lane, New Albany, Ind.
 Air Time... 5 a.m.-M.
 News Service... UP
 Transcription Service... Associated
 President... James F. Brownlee
 Sta., Gen. Mgr. ... Joe Eaton
 Commercial Manager... Russell J. Pirkey
 Production Director... Mary Louise Moore
 Chief Announcer... Ed Farron
 Prom., News Director... Jean Clos
 Chief Engineer... D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Kentucky, Inc.
 Bus.-Studio Address... 431 W. Jefferson St.
 Phone Number... CLay 4811
 Transmitter Address... River Rd., nr. Louisville
 Air Time... Daytime
 News Service... AP
 Transcription Service... Standard
 Representative... Burn-Smith
 President... F. Eugene Sandford
 V.P.-Station Manager... Edwin E. S. Weldon
 Vice-President... S. A. Cisler
 Commercial Manager... H. Parker Smith
 Program Director... Harry Lockhart
 News Director... George Stratton
 Chief Engineer... Stanley Siegwald

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By... Robert W. Rounsaville
 Trans. Bus.-Studio Add. ... 2549 S. Third St.

Phone Number... Calhoun 3680
 Air Time... Daytime
 News Service... UP
 Representative... Pearson
 Owner, Gen. Mgr. ... R. W. Rounsaville
 Sta., Comm. Mgr. ... Lee Smith
 Prog., Prod. Dir. ... Johnny Martin
 Chief Engineer... Steve Dawson

WFMW

MADISONVILLE—1948—LBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Messenger Bdstg. Co., Inc.
 Address... Box 387
 Phone Number... 1885
 Trans. Location... Hgwy. 147
 Air Time... Sunrise-Sunset
 News Service... AP, UP
 Trans. Service... Capitol, World, Standard
 President... Edgar Arnold, Sr.
 Sta., Gen. Mgr. ... H. W. Wells
 Prom., Comm. Mgr. ... Elmer L. Kelley, Jr.
 Program Director... Richard T. Harris
 News Director... Edgar Arnold, Jr.
 Chief Engineer... Evers Mick

WKTM

MAYFIELD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Mayfield Bcstg. Co.
 Phone Number... 46
 Studio Address... Mayfield Hotel
 Transmitter Location... Fancy Farm Hwy.
 Air Time... Sunrise-sunset
 News Service... UP
 Transcription Service... Lang-Work
 Representative... Sears & Ayer
 Membership... NARTB
 President... Frank O. Evens
 Gen., Sta., Comm. Mgr. ... Wayne Morgan
 Sales Promotion Manager... Frances Finks
 Program Director... Margaret Dowdy
 Prod., News Dir. ... Charles Scholes
 Publicity Director... Hallie Vandergriff
 Chief Engineer... Joseph M. Hargrove
 Chief Announcer... Robert Horton

WNGO

MAYFIELD—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By... West Ky. Bcstg. Co., Inc.
 Business-Studio Address... Box 26
 Phone Number... 1204
 Transmitter Location... Hway. No. 45.
 Paducah Rd.
 Air Time... 5:30 a.m.-local sunset
 News Service... AP
 Transcription Service... Capitol
 Membership... NARTB, BAB
 President... Rev. H. M. Suthard
 General Mgr. ... H. Y. Jones
 Sales Prom. Mgr. ... Carl Leigh
 Program Director... O. L. Davis
 Chief Engineer... Eural Wadlington

KENTUCKY

WFTM

MAYSVILLE—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Standard Tobacco Co., Inc.
 Bus. Address..... Tobacco Sq.
 Phone Number..... 1400
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World, Standard
 Membership..... NARTB, BAB
 President..... Charles P. Clarke
 Gen., Sta. Mgr..... J. W. Betts
 Commercial Mgr..... Horace Simpson
 Program Director..... Gene Waters
 Chief Announcer..... Wayne Bell
 Chief Engineer..... Harvey Cross
 Consulting Engineer..... Fred O. Grimwood

WMIK

MIDDLEBORO—1948—LBS-KBS

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Cumberland Gap Bcstg.
 Co., Inc.
 Phone Number..... 980
 Representative..... Holman
 Transcription Service..... World
 News Service..... AP
 President..... Dr. U. G. Brummet
 General Manager..... H. Webster Taylor
 Comm., Prom. Mgr..... Maurice K. Henry
 Chief Engineer..... Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Murray Bcstg. Co.
 Address..... P. O. Box 548
 Phone Number..... 1340
 Transcription Service..... World
 Manager..... Edward Griffin

WNOP

NEWPORT—1948—LBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Tri-City Bcstg. Co.
 Business-Studio Address... 606 Monmouth St.
 Phone Number..... Juniper 7100-1
 Transmitter Location..... Cold Springs
 Air Time..... Sunrise-sunset
 News Service..... UP
 Representative..... ForJoe
 President..... James G. Lang
 Station Manager..... Anna Mae Rolfe
 News, Pgm. Dir., Chief Anncr. Doug Nunn
 Commercial Manager..... Robt. N. Weis
 Chief Engineer..... Joshua Burtz
 Consulting Engineer..... E. C. Page

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Owensboro Bcstg. Co., Inc.

Business Address..... Owensboro
 Phone Number..... 3-1558
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Membership..... NARTB, BAB
 President..... Lawrence W. Hager
 Gen.-Sta. Mgr..... Hugh O. Potter
 Program Director..... Mrs. Cliffordean Potter
 Chief Engineer..... Harold I. Peters

WVJS

OWENSBORO—1947—LBS

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By... Owensboro On The Air, Inc.
 Business-Studio Address..... 324 Allen St.
 Phone Number..... 3-3521
 Transmitter Location..... Hwy. 60 W.
 News Service..... UP
 Transcription Service..... World
 Representative..... William G. Rambeau
 President..... V. J. Steele
 General Manager..... Malcolm Greep
 Commercial Manager..... John T. Rutledge
 Sales Prom. Mgr..... Leola C. Hayden
 Program Director..... Larry Adams
 Chief Engineer..... Robert Earl Jaqoe

WKYB

PADUCAH—1946—NBC

Frequency: 570 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By..... WKYB, Inc.
 Business-Studio Address... 504 Kentucky Ave.
 Phone Number..... 800
 Trans. Loca..... 4 Mi. SE of City
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Pearson
 Membership..... NARTB, BAB
 Pres., Gen., Sta. Mgr..... E. J. Paxton, Jr.
 Commercial Manager..... S. Livingston
 Sales Prom. Mgr..... J. W. Polk, Jr.
 Program Dir..... Joe P. Knight
 Publicity Director..... Joe Mitchell
 Chief Engineer..... E. J. Pell
 Consulting Engineer..... C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Paducah Bdcstg. Co., Inc.
 Address..... 4th & Bway—Taylor Bldg.
 Phone Number..... 4100
 Transmitter Location..... 1600 North 8th
 Air Time..... 5 a.m.-12 M.
 News Service..... UP
 Trans. Serv..... Lang-Worth
 Representative..... Meeker
 Membership..... NARTB, BAB
 President..... Pierce E. Lackey
 General. Sta. Manager..... Prewitt Lackey

KENTUCKY

Prog., Prod., News Dir. Ray Mofield
 Comm., Sales Prom. Mgr. Linn Wolff
 Publicity Director Evelyn Stahl
 Musical Director Jim Youngblood
 Chief Engineer U. C. Morris
 Farm Editor Phil Bimson

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By W. Howes Meade
 Address Meade Bldg.
 Phone Number 1196
 News Service UP
 President W. Howes Meade
 General Manager Ted Arnold Silvert
 Program Director John C. Paras
 Chief Engineer James A. Noonan

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Pikeville
 Phone Number 161
 News Service UP
 Transcription Service Lang-Worth
 President W. J. Ward
 Gen., Comm. Mgr., Pgm. Dir. Roy E. Alexander
 Chief Engineer Guy N. Ferrell

WPKE

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Address Peach Orchard Rd.
 Phone Number 1280
 News Service AP
 Transcription Service Standard, SESAC
 President Clyde Childers Jr.
 Program Director Mary Jane Petry
 Comm., Gen. Mgr. Edward Damron
 Chief Engineer William J. Hart, Jr.

WPKY

PRINCETON—1950

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62
 News Service AP
 Owner, Gen. Mgr. Leslie Goodaker
 Program Dir. Mrs. Leslie Goodaker
 Commercial Manager James H. Johnson
 Chief Engineer Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address P. O. Box 526
 Phone Number 1240-41
 News Service UP
 Transcription Service World
 Representative Colton
 Membership NARTB, BAB
 President W. Howes Meade
 Gen., Sta. Mgr. Mike Layman
 Commercial Manager Donald Orwin
 Program Director Joe McNeilly
 Chief Engineer Ralph F. Denton

WMTG

VANCELEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus. Studio-Transmitter Address Vancleve
 Phone Number 3
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Director Violet Person
 Production Dir., Chief Announcer Louis Bouck
 Musical Director Rachel Picazo
 Chief Engineer M. E. Picazo

WVLK

VERSAILLES-LEXINGTON—1947
MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Bluegrass Bcstg. Co.
 Bus. Studio Address Phoenix Hotel
 Phone No. Versailles 654; Lexington 2-7177
 Transmitter Location Leestown & Yarnalton-
 Ironworks Rds., Fayette Co.
 News Service AP
 Transcription Service SESAC
 Representative Burn-Smith, Inc.
 President Garvice Kincaid
 Gen., Sta. Mgr. Donald J. Horton
 Commercial Manager Lynn E. Knox
 Sls. Prom. Mgr., Prod. Dir. Charles Drew
 Pgm., News Dir. O. C. Halyard Jr.
 Publicity Director Mrs. Kenneth Hart
 Chief Announcer John Parrish
 Musical Director Bud McClain
 Chief Engineer Paul Dunbar
 Farm Editor Mrs. Sarah Hensley
 Consulting Engineer Sanford Helt

LOUISIANA

Pop. April 1, 1952 (Est.) 2,777,000—Total Housing Units 779,851
Families April 1, 1952 (Est.) 711,000—Stations in State 44

KROF

ABBEVILLE—1948—LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By Abbeville Bcstg. Serv. Inc.
Business Address P. O. Box 620
Phone Number 90
Studio-Transmitter Location U. S. H'way 161
Air Time Sunrise-sunset
News Service AP
Transcription Service World
Membership NARTB
Secy.-Treas. Gen. Mgr. George P. Martin
Program-Publicity Dir. Ebba Lou Martin
Chief Engineer George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. Power: 5,000 Watts d.,
1,000 Watts n.
Owned-Oper. By Alexandria Bdcstg. Co., Inc.
Address 6th and Johnston
Phone Number 3-2543
Trans. Location 9/10 Mi. SE Pineville
News Service AP, UP
Trans. Serv. World, McGregor
Representative Weed & Co.
Membership NARTB, BAB
President Walter H. Allen
Sec.-Treas. T. B. Lanford
General, Sta. Manager Willard L. Cobb
Commercial Manager Walter D. Melson
Sales Promotion Manager Vivian Close
News Director Tom Journey
Chief Announcer, Pgm. Dir. Alex Marchand
Chief Engineer Jesse R. Sexton

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By KSYL, Inc.
Trans. Loca., Address Bolton Ave., Nr. Hwy.
71 (P. O. Box 1489)
Phone Number 6611-12
Air Time 6 a.m.-11:05 p.m.
News Service AP
Transcription Service Lang-Worth
Membership NARTB, BAB
Pres., Comm. Mgr. Milton Fox
Gen., Sta. Mgr. Virgil G. Evans
Pgm., Prod. Dir. Bruce Rainey
Publicity, News Director Jack McCall
Chief Engineer Thomas Marheika
Consulting Engineer George Davis

KVOB

ALEXANDRIA—1948—MBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By Central La. Bcstg. Corp.
Address 1710 Jackson St.
Phone Number 20481
Transmitter Location Old Boyce Road
News Service AP
Transcription Service Associated
Representative J. H. McGilvra Inc.
General Manager Ernest Watson

KTRY

BASTROP—1948—KBS-LBS

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By Morehouse Bcstg. Co., Inc.
Bus.-Studio Address Box 193
Phone Number 1400
Transmitter Location Shelton Road
News Service UP
Transcription Service Standard, Associated
President Nathan Bolton
General Manager Bill Davis
Commercial Manager G. I. Johnson
Program Director Carl Livingston
Chief Engineer S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By Modern Bcstg. Co. of Baton
Rouge, Inc.
Address Guaranty Income Life Bldg.
Phone Number 4-8571
Transmitter Location College Drive
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service NBC Thesaurus
Representative Adam Young
Membership NARTB, BAB
President Charles C. Barnard
Gen., Sta. Mgr. T. E. Gibbens
Commercial Manager Richard Gregory
Pgm., Pub., Prod. Dir. John Ferguson
Chief Announcer Bob Peters
Musical, News Director Roland Day
Chief Engineer Donald K. Allan
Consulting Engineer Guatney & Ray

WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Community Bcstg. Co.
Address P. O. Box 1226
Phone Number 49493
Transmitter Location 600 Neosha St.

LOUISIANA

News Service UP
 Trans. Serv. Lang-Worth & Standard
 Representative Donald Cooke
 Partners G. T. Owen, Owen W. Ware
 Gen., Comm. Mgr. Robert Earle
 Promotion Manager Robert S. Davison
 Program Director Scott Erwin
 News Director Bernard Zuccaro
 Chief Engineer E. E. Case

W J B O BATON ROUGE—1934 NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By .. Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address 444 Florida St.
 Phone Number 2-5271
 Transmitter Location Roosevelt Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Douglas L. Manship
 V.P., General Mgr. J. Roy Dabadle
 Sales Manager Charles C. Garvey
 Pgm., Pub. Director Ralph H. Sims
 Production Dir. Robert H. Searce
 Chief Engineer Vernon E. Dudley

W L C S BATON ROUGE—1946—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Air Waves, Inc.
 Business Address 204 North St.
 Phone Number 24411
 Transmitter Location 3399 Broussard St.
 News Service AP, INS
 Transcription Service Associated
 Representative Wm. G. Rambeau
 President R. F. Cangelosi
 General Manager Earl Smith
 Commercial Manager A. Lamar Simmons
 Chief Engineer Edward Van Valkenburg

W I K C BOGALUSA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By .. Enterprise Publishing Co.
 Business Address 635 N. Rio Grande St.
 Phone Number 1490
 Studio-Trans. Add. 605 N. Rio Grande St.
 News Service AP
 Transcription Service World
 General Manager Curt Siegelin
 Commercial Manager John H. Knight

K S I G CROWLEY—1947—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Acadia Bcstg. Co.
 Bus.-Studio Address 101 N. Parkerson Ave.
 Phone Number 1450-1

Transmitter Location Odd Fellow Rd. &
 U. S. 90

News Service AP
 Representative Joseph Hershey McGillvra
 Membership NARTB
 General Manager B. Hillman Bailey, Jr.
 Commercial Manager Edmond M. Klein
 Program Directors Louis Basso Jr.,
 Daniel E. Rogers
 News Director Alden Sonnier
 Chief Engineer G. L. Newman, Jr.

K D L A

DeRIDDER—1950

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Sabine Bcstg. Co.
 Address Box 46
 Phone Number 7600
 News Service UP
 Transcription Service MacGregor
 Co-Owners Cyril W. Reddoch,
 John B. McCrary
 Commercial Manager Ralph L. Hooks
 Program Director Ted Thompson
 Chief Engineer Klien Evans
 News Director Bill Lynch

W I H L HAMMOND—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By WIHL Bcstg. Co.
 Bus.-Studio Add. 205 E. Thomas St.
 Phone Number 960
 Transmitter Location Hammond
 News Service AP
 Partner, Gen. Engr. F. E. Curnutt
 Comm. Mgr. J. K. Ferris
 Program Director Mrs. F. E. Curnutt

K C I L HOUMA—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Business Address P. O. Box 1031
 Phone Number 6828
 Transmitter Location Bayou Black Dr.
 Studio Address Box 1031
 News Service AP
 Transcription Service World
 Owner Charles W. Lamar Jr.
 General Manager Frank Conwell

K J E F JENNINGS—1950

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By Jennings Bcstg. Co., Inc.
 Address P. O. Box 935
 Phone Number 1155
 News Service UP
 General Manager Clovis Bailey
 Station Manager (Miss) Jackie Todd
 Comm., Sales Prom. Mgr. M'dred Rhodriguez
 Chief Engineer Edgar E. Barton, Jr.

LOUISIANA

KLFY

LAFAYETTE—1950—MBS

Frequency: 1390 Kc. Power: 1000 W. d.,
500 W. n.
Owned-Oper. By Camellia Bcstg. Co.
Address P. O. Box 367
Phone Number 8-9494-5
Transcription Service Standard, Capitol
News Service UP
Membership NARTB, BAE
President Paul H. De Clonet
General Manager Stanley G. Young
Commercial Manager J. W. Corcoran
Pgm., News Dir. John H. Selbeck
Publicity Director Bill Patton
Promotion Manager Mildred R. Bland
Musical Director Roy Hebert
Chief Engineer William H. Bland, Jr.
Consulting Engineer Guy Hutchinson

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By Evangeline Bcstg. Co., Inc.
Business-Studio Address P. O. Box 1070
Phone Number 5-6426-7
Transmitter Location Scott Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Meeke
Membership NARTB, BAE
General Manager George H. Thomas
Sta., Prom. Mgr., Pub. Dir. Evan H. Hughes
Commercial Manager Thomas G. Pears
Chief Announcer Don Metz
Musical Director Josephine Rowan
Chief Engineer Louis Pilcher
Consulting Engineer Andrew Ring

KLOU

**LAKE CHARLES—1947—CBS
LOUISIANA**

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Oper. By The Pelican Bcstg. Co., Inc.
Business-Studio Address 134 Clarence St.
Phone Number 6-7277
Transmitter Location North Lake Charles
Air Time 6 a.m.-M.
News Service AP
Representative Pearson
President H. Vernon Anders
Station Manager John L. Veth
Sales Prom. Mgr. W. L. Swanson
Publicity Dir. Lucille Storer
Program Director Sid Morse
Production Director Josephine Moss
Publicity Director Jeb Swanson
Chief Engineer Andrew Vargo

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Calcasieu Bcstg. Co.
Business Address P. O. Box 1521
Phone Number 2713
Transmitter Location W. of Lake Charles
Air Time 5:30 a.m.-M.
News Service AP, UP
Transcription Service World
Representative Weed
President T. B. Lanford
Gen., Sta. Mgr. David Wilson
Commercial Manager P. E. Mills, Jr.
Sales Promotion Manager R. M. White
Program Director A. B. Craft, Jr.
Publicity Director Margaret Petty
Production Director Ralph James
Chief Anncr., News Dir. Bob Thompson
Chief Engineer A. B. Craft
Consulting Engineer Commercial Radio

KWSL

LAKE CHARLES—1947—MBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By KWSL, Inc.
Address 1 Mill St.
Phone Number 6-1401
News Service UP
Representative Forjoe
President Jules J. Paglin
Gen., Comm. Mgr. Thomas A. Gresham
Sta. Mgr., Pgm. Dir. Roy K. Rhodes
Chief Engineer LaVance Carson

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dr. Frank Cerniglia
Address 311 Bernhardt Bldg.
Phone Number 3-4616
Transcription Service Capitol
News Service UP
Pres., Gen., Comm. Mgr. Dr. Frank Cerniglia
Pgm., News Dir., Chf. Engr. Lonnie Licata
Promotion Manager John Lacy

KMLB

MONROE—1930

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By Liner's Bcstg. Station, Inc.
Business Address Hotel Frances
Phone Number 25
Studio Address Frances Hotel
Transmitter Location Millhaven Rd.
News Service UP
Transcription Service World
Owner J. C. Liner, Sr.
Gen., Comm. Mgr. Charles Price
Sales Prom. Mgr. Lawrence Gibbs
Program Director Marjorie Watson
Chief Engineer O. L. Morgan

LOUISIANA

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By James A. Noe
Business-Studio Address Bernhardt Bldg.
Phone Number 8155
Transmitter Location Good Hope Rd.
Air Time 5 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
President James A. Noe
V.P.- Gen., Sta. Mgr. Paul H. Goldman
Commercial Manager Lloyd Leonard
Pgm., Prod., News Director Irving Zeidman
Chief Engineer Jack Raliff
Consulting Engineer F. H. McIntosh

KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By New Iberia Bcstg. Co.
Address D. H. Castille Bldg.
Phone Number 965
Transmitter Location 1102 W. Main St.
News Service AP
Transcription Service Capitol
Pres., General Manager George H. Thomas
Station Manager Dierrell Hamm
Prom. Comm. Mgr. A. Hall Allen
Pgm. Dir., Chief Anncr. Donald Bonin
News Director Mark Douglas
Musical Director Mrs. John Trotter
Chief Engineer Merle Case

KWCJ

NATCHITOCHE—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Natchitoches Bcstg. Co.
Business-Studio Address Box 232
Phone Number 2353
News Service AP
President Dr. William H. Pierson
Gen. Mgr. Charles L. Planchard

KVIM

NEW IBERIA—1950—LBS

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Queen City Bcstg. Co.
Address P. O. Box 50
Phone Number 2121
Transcription Service Associated
President P. M. Cochran
General Manager Gene Cuny
Program Director Hank Bonin
Chief Engineer William H. Bland

AP SELLS

For Stations and Sponsors—

For instance . . . KWKH

“The terrifically high ratings of our newscasts explain the importance we place on AP. For example, the 8:00-8:15 A.M. Monday-Saturday AP news has a Share of Audience of 59.4%, greater than all four competing stations combined. Hooperatings range from 7.0 to 13.1 on the 40 sponsored AP news programs we carry weekly.”

HENRY B. CLAY,
General Manager,
KWKH, Shreveport, Louisiana



LOUISIANA

W B O K

NEW ORLEANS—1951

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: WBOK, Inc.
 Address: 505 Baronne St.
 Phone Number: Tulane 5363
 News Service: UP
 Representative: Forjoe
 President: Jules J. Paglin
 Gen. Comm. Mgr.: Stanley W. Ray Jr.
 Program Director: Edward J. Prendergast
 Promotion Manager: Jack Murray
 Chief Engineer: Bob Sanders

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: WDSU Bcstg. Corp.
 Business-Studio Address: 520 Royal St.
 Phone Number: Tulane 4371
 Transmitter Location: Whitney Ave.
 Air Time: 6 a.m.-12:30 a.m.
 News Service: AP, UP
 Transcription Service: Capitol, World
 Representative: John Blair
 Membership: NARTB, BAB
 President: Edgar B. Stern, Jr.
 V.P. & Gen. Mgr.: Robert Swezey
 Secy.-Treas.: Lester E. Kabacoff
 V.P. & Comm. Mgr.: Louis Read
 Program Dir.: William Elwell
 Prom. Mgr., Pub. Dir.: Marion Annenberg
 Musical Director: Pete Landemann
 Chief Announcer: Gay Batson
 Chief Engineer: Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Louis C. Carlson
 Business-Studio Address: Cigali Bldg.
 Phone Number: Ma. 3488
 Transmitter Location: 2740 Abundance St.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Representative: W. G. Rambeau
 Membership: NARTB
 Gen. Mgr.: Louise C. Carlson
 Station Manager: Ed. Carlson
 Program Dir.: Bob Smith
 Chief Engineer: Frank J. Recely

W J M R

NEW ORLEANS—1946

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By: Supreme Bcstg Co., Inc.
 Address: Jung Hotel, 1500 Canal Street
 Phone Number: Canal 0356-0357
 Transmitter Location: 1500 Canal St.
 Air Time: Sunrise-Sunset
 Transcription Service: Lang-Worth
 Representative: Indie Sales

LOUISIANA

Membership NARTB, BAB
President Chester Owens
Gen., Sta. Mgr. Ricky Adams
Program Director Henry J. Thiele
Chief Announcer James Price
News Director Thomas Kelly
Musical Director Clarence Hamman
Chief Engineer Max Mipro
Consulting Engineer L. J. N. du Triel

W M R Y

NEW ORLEANS—1950

Frequency: 600 Kc. **Power:** 500 Watts d.
Owned-Oper. By Southland Bcstg. Co.
Address 2107 Dryades St.
Phone Number Tulane 4841
Representative Pearson
News Service UP
President Lester Kamin
General Manager Mort Silverman
Chief Engineer Samuel Perkins
Asst. Mgr., Prom. Mgr. Russel E. Olfhaus

W N O E

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. **Power:** 50,000 d.; 5000 n.
Owned-Operated By James A. Noe
Business-Studio Address St. Charles Hotel
Phone Number Raymond 0423
Transmitter Location Belle Chasse
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative H-R
Membership NARTB, BAB
Owner James A. Noe
Vice-Pres., Gen. Mgr. Patt McDonald
Sales Prom. Mgr. Don Scott
Prog., Prod. Dir. Beverly Brown
Chief Engineer Ray Boyd

W S M B

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc. **Power:** 5000 Watts
Owned-Operated By WSMB, Inc.
Business-Studio Address Maison Blanche Bldg.
Phone Number Magnolia 5921
Representative Edward Pety
President N. L. Carter
General Manager H. Wheelahan

W T I X

NEW ORLEANS—1951

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By Royal Bcstg. Corp.
Address Nat'l Bank of Commerce Bldg.

W T P S

NEW ORLEANS—1948—LBS

Frequency: 940 Kc. **Power:** 1000 d.; 500 n.
Owned-Oper. By The Times Picayune Pub. Co.

Business Address 615 North St.
Phone Number Tulane 2411
Transmitter Location Hamilton Ave., Gretna
News Service AP
Transcription Service Associated
Representative Branham
President L. K. Nicholson
General Mgr. H. F. Wehrmann
Commercial Mgr. J. R. O'Meallie

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc. **Power:** 5000 Watts
Owned-Operated By WWEZ Radio Inc.
Bus.-Studio Address Hotel New Orleans
Phone Number Canal 3421
President A. L. Chilton
General Manager Joe A. Oswald
Program Dir. Ken Elliott
Chief Engineer Harrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. **Power:** 50,000 Watts
Owned-Operated By Loyola University
Address Roosevelt Hotel
Phone Number Raymond 2194
News Service UP, AP
Transcription Service Standard, Thesaurus
Representative Katz
President Rev. Thomas J. Shields
General Manager W. H. Summerville
Comm. Manager Larry Baird
Promotion Manager Ray Liuzza
Program Director E. M. Hoerner
Chief Engineer J. D. Bloom, Jr.

K S L O

OPELOUSAS—1947—MBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By KSLO Bcstg. Co.
Studio Address KSLO Bldg.
Phone Number 2833
Transmitter Location 1½ Mi. SW. of City
Air Time Unlimited
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
Gen., Sta. Mgr. W. Eugene Jones
Commercial Manager A. B. Reed, Jr.
Sales Prom. Mgr. M. F. Faircloth
Program Director Glen Hunt
Chief Annr., News Dir. Floyd Cormier
Chief Engineer Freddie Hebert

K R U S

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Ruston Bcstg. Co.

LOUISIANA-MAINE

Bus.-Studio Address...105 N. Railroad Ave.
 Phone Number1490
 Transmitter Location.....Hwy. 80, 2 Mi. W.
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 PresidentC. E. Faulk, Jr.
 Station Manager.....Kenneth L. Whitaker
 Chief Engineer.....Chester Gillespie

KCIJ

SHREVEPORT—1950—LBS

Frequency: 980 Kc....Power: 5000 Watts d.
 Owned-Oper. By.....Southland Bcstg. Co.
 Address.....710 Milam St.
 Phone Number4-6681
 News ServiceUP
 Station Manager.....Martin Kirsch, Jr.
 Station Director.....Ven Marshall

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Frank H. Ford
 Business-Studio Address.....311 Milam Bldg.
 Phone Number3-3681
 Transmitter Location.....Blanchard Rd.
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNARTB, BAB
 General Sta. Manager.....Frank H. Ford
 Commercial Manager.....Frank H. Ford, Jr.
 Prom. Mgr., Pub. Dir.....Bill Monroe
 Program Director.....Joe Monroe
 Chief Engineer.....L. J. Carlson
 Consulting Engineer.....Commercial Radio

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Radio Station KRMD
 Bus.-Studio Address.....New Jefferson Hotel
 Phone Number6171

RepresentativeWeed
 Manager.....G. V. Wilson
 Station Director.....W. L. Switzer

KTBS

SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc.Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. ByRadio Station KTBS, Inc.
 Address312 East Kings Hwy
 Phone Number7-3644
 Transmitter LocationDixie
 Air Time5 a.m.-12 M.
 News ServiceAP, UP
 RepresentativePetry
 Transcription ServiceAssociated
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....E. Newton Wray
 National Sales ManagerDean R. Upson
 Local Sales Manager Chas. F. Whitesides, Jr.
 Pub. Dir., Sales Prom. Mgr.Marie B. Gifford
 Program Director.....Deane R. Flett
 Production Director.....P. J. White
 News Director.....N. L. Gearhart
 Chief Engineer.....C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc....Power: 50,000 Watts
 Owned-Operated ByInternational Bcstg. Corp.
 Business-Studio Address.....Commercial Bldg.
 Phone Number2-8711
 Transmitter LocationDixie
 Air TimeUnlimited
 News ServiceAP, UP
 Transcription ServiceLang-Worth
 RepresentativeBranham
 MembershipNARTB, BAB
 President.....John D. Ewing
 General ManagerHenry B. Clay
 Commercial ManagerB. G. Robertson
 Prom. Mgr., Pub. Dir.....James T. Briggs
 Program Director.....Horace Logan
 Chief Announcer.....Frank Page
 News Director.....James Van Sickle
 Chief Engineer.....W. E. Antony
 Consulting Engineer.....A. Earl Cullum

MAINE

*Pop. April 1, 1952 (Est.) 949,000—Total Housing Units 311,692
 Families April 1, 1952 (Est.) 284,000—Stations in State 14*

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By...Twin City Bcstg. Co., Inc.
 Transmitter Address160 Bangor St.
 Phone Number2540-1
 Air Time6 a.m.-12 M.

News ServiceAP
 Transcription ServiceStandard
 RepresentativeForjoe
 PresidentFaust Couture
 General Manager.....Norman G. Gallant
 Sales Prom. Mgr.....Floyd Smiley
 Program DirectorWillard H. Blaisdell
 News Director.....Robert Golderman
 Chief Engineer.....Robert H. Parker

MAINE

WRDO

AUGUSTA—1932—NBC-MAINE
NERN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WRDO, Inc.
Address 175 Water Street
Phone Number 2285
Transmitter Location Chelsea, Me.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative Weed, Bannan
Membership NARTB, BAB
President Adeline B. Rines
Sta., Gen. Mgr. Jack S. Atwood
Commercial Manager Donald K. Powers
Prod., Pgm. Dir. Leslie R. Hubley
Publicity Director Danny I. Kelly
Chief Announcer Will Whitten
News Director Floyd Nute
Chief Engineer Harold I. Dinsmore

WABI

BANGOR—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By Community Bcstg. Service
Business-Studio Address 57 State St.
Phone Number 6446
Transmitter Location Wilson St., Brewer
Air Time 6 a.m.-12:05 a.m.
News Service AP
Representative Young
President Horace E. Hildreth
Gen., Sta. Mgr. Murray Carpenter
Comm., Sales Prom. Mgr. Leon P. Gorman, Jr.
Pub. Pgm., Prod. Dir. Richard Bronson
News Director Robert Patten
Chief Engineer Walter Dickson
Consulting Engineer George Davis

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Guy Gannett Bcstg. System
Phone Number 7354
Studio-Transmitter Location Mt. Hope Ave.
Air Time 6:30 a.m.-12 M.
News Service UP
Representative Avery-Knodel
President Guy P. Gannett
General Manager Lawrence W. Stubbs
Station Manager Samuel G. Henderson, Jr.
Program Director Clifton E. Reynolds
Chief Engineer Lauris P. MacGown
Consulting Engineer Lohnes & Culver

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Maine Bcstg. Co.

Business-Studio Address 100 Main St.
Phone Number Bangor 6023
Transmitter Location Broadway
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Weed, Bertha Bannan
Membership NARTB, BAB
Station Manager Edward E. Guernsey
Program Director Irving S. Hunter
News Director William Mincher
Publicity Director George Chapman
Musical Director Norman Lambert
Chief Engineer John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Biddeford Bcstg. Corp.
Address 234 Main St.
Transmitter Location Garfield St., Saco
Phone Number 4-4566
Air Time 7 a.m.-11:10 p.m.
News Service UP
Representative Devney & Co.
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Arthur Deters
Comm., Sales Prom. Mgr. Carl Swanson
Pgm., Prod. Dir. Don Dyer
News Director Hal Swaney
Chief Engineer Arthur Deters

WABM

HOULTON—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Aroostook Bcstg. Corp.
Phone Number 2257
Trans. Loc. Address 1340 North Rd.
Air Time 5:55 a.m.-M.
News Service AP
President Harry E. Umphrey
General Manager Harold D. Glidden
Station Manager Ted Coffin
Commercial Manager Dewey Dewitt
Chief Engineer Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Twin City Bcstg. Co., Inc.
Business-Studio Address 223 Lisbon St.
Phone Number 4-6921
Transmitter Location Webber Ave.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard, SESAC
Representative Forjoe
President Faust Couture
General-Station Mgr. John C. Libby
Pgm., Prod., Pub. Dir. Herb Fontaine
News Editor Jack Karmen

• • •

MAINE

• • •

Chief Engineer..... Donald Mason
 Farm Editor.....Harold Alberghini

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Lewiston-Auburn Bcstg.
 Corp.

Business-Studio Address.....129 Lisbon St.
 Phone Number.....4-5401
 Transmitter Location.....Auburn
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Everett-McKinney,
 Kettell-Carter

President, Station Mgr..... Elden H. Shute, Jr.
 General Mgr.-Treas..... Frank S. Hoy
 Comm., Sales Prom. Mgr. ... Gerald T. Higgins
 Production Director.....Norman McKirstry
 Chief Engineer.....Leslie R. Hall

W G A N

PORTLAND—1938—CBS-NERN

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By..Guy Gannett Bcstg. Services

Business-Studio Address.....390 Congress St.,
 Phone Number.....2-7423
 Transmitter Location.....Riverton
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Representative.....Avery-Knode
 President.....Guy P. Gannett
 General Manager....Creighton E. Gatchell
 Commercial Manager.....Richard E. Bates
 Pgm., Pub. Dir.Francis H. Farnum, Jr.
 Chief Engineer.....Roger W. Hodgkins
 Consulting Engineer.Craven, Lohnes & Culver

W P O R

PORTLAND—1946—ABC-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Oliver Bcstg. Corp.
 Business-Studio Address.....477 Congress St.
 Phone Number.....3-8111
 Transmitter Location.....57 Baxter Blvd.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Everett-McKinney
 Louis J. Borgatti

Pres., Sta., Gen. Mgr. Harold H. Meyer
 Commercial Manager.....William J. Mullen
 Sales Prom. Mgr.....Marguerite E. Phillips



REP. EVERETT-McKINNEY, INC.

AMERICAN BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

*Portland's
 favorite
 station—*

ASK ANYONE!

HAL MEYER, PRESIDENT

MAINE-MARYLAND

Pgm., Prod. Dir. Raymond Mercier
 Chief Anncr., News Dir. S. Blake Ellis
 Chief Engineer Roger L. Pery
 Consulting Engineer E. C. Page

W C S H PORTLAND—1925 NBC-NERN-ME.

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Congress Square Hotel Co.
 Business-Studio Address 157 High St.
 Phone Number 2-0181
 Transmitter Location Scarboro
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NARTB, BAB
 President Adeline B. Rines
 General Manager William H. Rines
 Asst. Station Manager Linwood T. Pitman
 Commercial Manager Albert W. Smith
 Program Director Arthur Owens
 Production Director P. N. Johnson
 Chief Engineer Daniel B. Smith
 News Director C. Thomas Wade

W A G M PRESQUE ISLE—1931—MBS YANKEE—ME.B.S.

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Aroostook Bcstg. Corp.
 Business-Studio Address 180 W. State St.
 Phone Number 8821
 Transmitter Location U. S. Route 1
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Commercial Manager Forrest Craig
 Prod. Pgm. Dir. Richard B. Marshall
 Chief Engineer Lester E. Hughes

W T V L WATERVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Kennebec Bcstg. Co.
 Business-Studio Address 36 Silver St.
 Phone Number 2700-1
 Transmitter Location Winslow
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney, Kettell-Carter
 Membership NARTB, BAB
 Pres., Gen. Station Mgr. Carleton D. Brown
 Commercial Manager Harold I. Vigue
 Sales Prom. Mgr., Pub., New Dir. Al Martin
 Pgm., Music Dir. Paul Huber
 Chief Engineer Don Sutherland
 Consulting Engineer Gordon Keyworth

MARYLAND

*Pop. April 1, 1952 (Est.) 2,430,000—Total Housing Units 691,322
 Families April 1, 1952 (Est.) 636,000—Stations in State 23*

W A N N ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Annapolis Bcstg. Corp.
 Business-Studio Address 25 School St.,
 P. O. Box 749
 Phone Number Annapolis 2500
 Transmitter Location Bay Ridge Rd.
 Air Time Local sunrise-local sunset
 News Service UP
 President, General Mgr. Morris H. Blum
 Chief Engineer Arthur P. Dietz

W A S L ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Chesapeake Radio Corp.
 Business Address P. O. Box 508
 Phone Number 9211

Transmitter-Studio Location Truxton Hgts.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Robert L. Blalock
 Commercial Manager Patrick W. Larkin
 Program Director M. E. Blalock
 Chief Engineer Stanley C. Leck

W N A V ANNAPOLIS—1949—LIBERTY

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By . . . The Capital Bdcstg. Co.
 Trans. Loca. Add. P. O. Box 829, Admiral Hgts.
 Phone Number 2639
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative McGillvra, Inc.
 President Albert H. MacCarthy
 Sta., Gen. Mgr. H. Philip Nesbitt
 Commercial Manager Robert C. Bicker

38,000 Square Miles! 496,810 Radio Families!

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COVERAGE

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**Radio
Baltimore**

WBAL

**50,000 Watts
NBC in Maryland**

Nationally Represented by EDWARD PETRY & CO., Inc.

MARYLAND

Sales Promotion Manager....Herb Robinson
Pgm., Prod. Director.....Mary Lane
Chief Engineer.....H. P. Nesbitt
Consulting Engineer.....Glenn Gilett

W B A L

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....2610 North Charles St.
Phone Number.....Hopkins 3000
Trans. Loca.....Winans Rd., Randallstown
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Associated
Representative.....Edward Petry & Co., Inc.
President.....Charles B. McCabe
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering).....John Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ.....Arnold Wilkes
Program Director.....Victor F. Campbell
Program Manager.....William N. Rock
Local Sales Manager.....J. M. Kennedy
News, Pub. Mgr.....Thomas J. White, Jr.
Chief Announcer.....Walter Linthicum
Dir. Women's Pgms.....Mollie Martin
Chief Engineer.....William C. Bareham
Consulting Engineer.....A. Earl Cullum

W B M D

BALTIMORE—1947—LBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Phone Number.....Mulberry 7095
Transmitter Location.....2901 Moravia Rd.
News Service.....AP
Representative.....Joseph Hershey McGillvra
President.....George E. Hull
Gen., Comm. Mgr.....H. Shelton Earp, Jr.
Program Director.....Tom O'Connor
Chief Engineer.....Russell H. Morgan

W C A O

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address.....1102 N. Charles St.
Phone Number.....Mulberry 0600-1-2-3-4
Transmitter Location.....Park Hqts. Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....NARTB
Pres., Sta., Gen. Mgr.....L. W. Milbourne
Chge. Nat'l. Sales.....Robert M. Richmond
Program Dir.....George L. Filling
Chief Engineer.....Martin L. Jones
Consulting Engineer.....George C. Dimes

W C B M

BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address...Harford & North Aves.
Phone Number.....Belmont 8400
Transmitter Location.....Painters Mill Rd.,
Owings Mills
News Service.....AP, INS
Representative.....Taylor
President, Comm. Manager.....John Elmer
Gen. Mgr., Pgm., News Dir.....G. H. Roeder
Chief Engineer.....G. Porter Houston

W F B R

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address.....10 E. No. Ave.
Phone Number.....Mulberry 1300
Transmitter Location.....701 Waterview Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....World
Representative.....John Blair & Co.
President.....Robert S. Maslin
V.P., Gen. Mgr.....John E. Surrick
V.P., & Treasurer.....J. H. L. Trautfelter
V.P. Charge of Adv.....Robert S. Maslin, Jr.
Dir. of Sales, Comm. Mgr.....Wm. S. Pirie, Jr.
Sales Promotion Manager...William B. Roche
Special Events Dir.....Bert Hamauer
Chief Engineer.....William Q. Ranft

W S I D

BALTIMORE—1948

Frequency 1010. Kc.....Power: 1000 Watts.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address...109 W. Baltimore St.
Phone Number.....Saratoga 8250
Transmitter Location.....Essex
Air Time.....Sunrise-sunset
President.....Richard Eaton
General Manager.....Albert R. Lanphear
Promotion Mgr.....Helen Wherley
Chief Engineer.....Leroy Reckling

W W I N

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....5740 Reistertown Rd.
Phone Number.....Mohawk 4400
Transmitter Location.....300 President St.
Air Time.....24 Hrs.
News Service.....AP
Transcription Service.....Associated
Representative.....Indie Sales
Pres., Gen. Mgr.....Thomas F. McNulty
Sales Prom. Mgr.....Bentley Stecher

... no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH



ask your Forjoe man to prove it!

MARYLAND

Program Director.....Lenore Feldman
 Chief Announcer.....Chester Kiser
 Chief Engineer.....Harold A. Kemp
 Consulting Engineer...Craven, Lohnes & Culver

WITH BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Bcstg. Corp.
 Business-Studio Address...7 E. Lexington St.
 Phone Number.....Lexington 7808
 Transmitter Location.....1230 Curtain Ave.
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.....Robert C. Embry
 Program Dir.....Nedra Jeanne Berryman
 Publicity Director.....Mae Hughes
 Musical Director.....Anna Ray Suter
 Chief Engineer.....James S. Duff
 Consulting Engineer.....Jansky & Bailey

WUST

BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Broadcast Management, Inc.
 Business-Studio Address.....1348 You St.,
 Wash., D. C.
 Phone Number.....Hobart 1233
 Transmitter Location.....Bethesda
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 Membership.....NARTB
 Pres., Gen. Mgr.....Harold F. Sheffers
 Sta. Mgr., Pgm. Dir.....Carl Robinson
 Chief Engineer.....Richard Reagan

WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....The Shore Bcstg Co.
 Bus.-Studio Address.....P. O. Box 333
 Transmitter Location.....N. E. Corner Bay
 St. & Queen Ann Ave.
 News Service.....AP
 Transcription Service.....World
 President.....John W. Downing
 Gen., Comm., Prom. Mgr.....Norman V. Bergholm
 Chief Ann., Pgm. Dir.....Edward H. Brigham
 Chief Engineer.....Jerrold P. Merrit

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Tower Realty Co.
 Address.....P. O. Box 360
 Phone Number.....5400-1

Transmitter Loc.....Williams Rd., E. City Line
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Meekcr
 President.....Karl F. Steinmann
 Station Manager.....M. Campbell, Jr.
 Commercial Manager.....Roy S. Knotts
 Sales Prom. Mgr.....Eldred Steinman
 News Director.....William Criswell
 Chief Engineer...William Paul Clendenning

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Radio Corp.
 Business-Studio Address.....Commercial Bank
 Bldg.
 Phone Number.....299
 Transmitter Location.....Cumberland
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Branham
 Pres., Gen., Sta. Mgr.....Charles E. Smith
 Comm., Sales, Prom. Mgr.....Henry J. Guzik
 Pgm., Prod. Dir.....Michael Hurst
 Pub., News Dir.....Robert Rosamond
 Chief Anncr., Music Dir.....Jack Gale
 Chief Engineer.....John Ridgway

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Md. Bcstng.
 Trans. Loca. Add.....450 Byrd Avenue
 Phone Number.....5001
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative...Radio Representatives, Inc.
 President.....Richard A. Raese
 V.P.-Gen., Sta. Mgr.....Dan Hydrick, Jr.
 Commercial Manager.....Floyd V. Cozad
 Sales Prom. Mgr.....Curry M. Bartlett
 Program, News Dir.....Robert Calvert
 Publicity Director.....Ed Meyer
 Production Mgr.....James M. Martinson
 Chief Engineer.....George Sokol, Jr.

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By...Monocacy Bcstg. Co.
 Business-Studio Address.....Winchester Hall
 Phone Number.....1626
 Air Time.....5 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 President.....Laurence Leonard
 General Manager.....Alan W. Long
 Program Director.....Evelyn Leonard

• • •

MARYLAND

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W A R K

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co., Inc.
 Business-Studio Address 128 S. Prospect St.
 Phone Number 4500
 Transmitter Location Commonwealth Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Membership NARTB
 President Richard Eaton
 Managing Director Albert R. Lanphear
 General Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Publicity Director Lynn Keller
 Chief Engineer G. Harold Brewer

W J E J

HAGERSTOWN—1932—MBS-ABC

Frequency: 1249 Kc. Power: 250 Watts
 Owned-Oper. By Hagerstown Bcstg. Co., Inc.
 Business-Studio Address Franklin Court
 Phone Number 2323
 Transmitter Location Carroll Heights
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NARTB, BAB

Pres., Gen. Mgr. Grover C. Crilley
 Sta., Prom., Mgr. William H. Paulsgrove
 Commercial Mgr. Clarence Myers
 Pgm., Prod. Dir. Robert Leshar
 Publicity Director Marle Whitecraft
 Musical Director Patsy Miller
 Chief Anncr., News Dir. D. Glenn Thomas
 Chief Engineer George McIntire
 Consulting Engineer Kear & Kennedy

W A S A

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chesapeake Bcstg. Corp.
 Address P. O. Box 97
 Transmitter Address Bel Air Rd.
 Phone Number 800
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service World
 Representative Schepp-Reiner
 President, General-Station Mgr. Jason T. Pate
 Comm.-Sales Prom. Mgr. Charles W. Irwin
 Mus., Pgm., Prod., Pub. Dir. W. E. Baekey, Jr.
 Chief Engineer Charles E. Veazie

W I N X

ROCKVILLE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By United Bcstg. Co.

AP SELLS

For Stations and Sponsors—

For instance . . . WITH

“We have 160 AP newscasts sponsored weekly. Since WITH was established 10 years ago, we have used Associated Press news continuously, most of the time exclusively. Our AP membership has been a great satisfaction to us. Our AP service has produced two important results . . . satisfied sponsors . . . and a great deal of station revenue.”

THOMAS TINSLEY,
 President,
 WITH, Baltimore, Maryland

MARYLAND-MASS.

Address.....Route 240, Rockville
 Phone Number.....Rockville 4359
 Transmitter Location.....Rockville
 Air Time.....Sunrise-Sunset
 News Service.....UP
 President.....Richard Eaton
 General Manager.....Richard C. Scheele
 Promotion Manager.....Phyllis Johnson
 Chief Engineer.....Arthur A. Snowberger

W B O C

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By...The Peninsula Bcstg. Co.
 Bus.-Studio-Transmitter Address...Radio Park
 Phone Number.....6131
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service...World, Lang-Worth
 Representative.....Burn-Smith
 President.....John W. Downing
 Gen., Sta., Comm. Mgr.....Charles J. T-uitt

Program Director.....John W. Downing, Jr.
 Chief Engineer.....Jack W. Ward
 Consulting Engineer.....A. D. Ring

W G A Y

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc....Power: 1000 Watts d.
 Owned-Oper. By...Tri-Suburban Bcstg. Corp.
 Business Address.....11306 Kemp Mill Rd.
 Phone Number.....Shep. 1050
 Studio-Transmitter Location...Kemp Mill Rd.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....McGillvra
 Membership.....NARTB, BAB
 President.....John W. Kluge
 Gen.-Sta. Mgr.....Joseph L. Brachuer
 Comm., Sis., Prom. Mgr.....James E. Crismond
 Prod., Pub., Pgm. Dir.....Ernest Tannen
 Musical Director.....J. Robert Herr
 Chief Engineer.....Arthur McDougall

MASSACHUSETTS

Pop. April 1, 1952 (Est.) 4,850,000—Total Housing Units 1,408,797

Families April 1, 1952 (Est.) 1,308,000—Stations in State 50

W A R A

ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Attleboro Radio Assn.
 Address.....Bronson Bldg.
 Phone Number.....1320
 Representative.....Bannan
 Transcription Service.....Thesaurus
 News Service.....UP
 Membership.....NARTB, BAB
 General Manager.....J. Ottmar
 President.....Howard H. Sweet
 Station Manager.....Keith S. Field
 Commercial Mgr.....William A. Dawson, Jr.
 Program Director.....David P. Mohr
 Chief Engineer.....Kenneth J. Dolan
 News Director.....William J. Torpey
 Consulting Engineer.....Gillett

Phone Number.....ALgonquin 4-5670
 Transmitter Location.....WBZ, Hull, Mass.;
 WBZA, East Springfield, Mass.
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Free & Peters
 President.....Walter Evans
 Station Manager.....W. C. Swartley
 Sales Manager.....C. M. Meehan
 Promotion Manager.....John Stilli
 Program Manager.....Avner Rakov
 Chief Engineer.....WBZ, W. H. Hauser;
 WBZA, Harold Randol

W C O P

BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By.....T. B. Balser, Jr., A. G.
 Beeman, Roy V. Whisnand (partners)
 Business-Studio Address.....485 Boylston St.
 Phone Number.....COpley 7-0123
 Transmitter Location.....Lexington
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, INS
 General Manager.....Roy V. Whisnand
 Commercial Manager.....A. N. Armstrong
 Program Director.....Irvin E. Dierdorff, Jr.
 News Director.....Jack Chase
 Chief Engineer.....Roland C. Hale

W B Z - W B Z A

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000
 Watts; WBZA, 1000 Watts
 Owned-Oper. By...Westinghouse Radio Sta-
 tions, Inc. (Synchronous Operation)
 Business-Studio Add...1170 Soldiers Field Rd.

★ GO YANKEE! **★ GO HOME-TOWN!**

IN NEW ENGLAND

YANKEE HOME TOWN FOOD SHOW

with

Ruth Mugglebee

Woman's Editor Boston Record American and Sunday Advertiser

Bill Hahn

Yankee Radio and TV Personality

Monday thru Friday 1:15-1:45 P.M.

The fastest comer in New England food shows. In a year's time it equalled any similar program in participations of national advertisers. Renewals prove how effective it is. With this program beamed through the home-town station you can reach all of the home-town audience all over New England.

YANKEE NETWORK NEWS SERVICE

8 A.M. — 9 A.M. — 1 P.M. — 6 P.M. — 11 P.M.

Participations in the news is another way to get your broadcast *inside* each local area — gain extra local impact by going directly from home-town station to home-town audience. National advertisers have used the Yankee Network News Service for many years to go home-town in New England.

**Ask the Man from
H-R Representatives, Inc.**

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

MASSACHUSETTS

W E E I

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....CBS, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone Number.....HUBbard 2-2323
Transmitter Location.....Mystic Valley Pkway.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....CBS Radio Spot Sales
General Manager.....Harvey J. Struthers
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Production Director.....Arthur C. King
Publicity Director.....Marie H. Houlahan
News Director.....Charles J. Ashley
Chief Engineer.....Harold A. Dorschug

W H E E

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....35 Court St.
Transmitter Location.....Medford
Air Time.....Sunrise-sunset
News Service.....UP
President.....Jack M. Berkman

Gen., Sta. Mgr.....Lambert B. Beeuwkes
Program Director.....William Stewart
Production Director.....Al Burns
Publicity Director.....Polly Haddad
News Director.....Steve James
Chief Engineer.....Donald Snider
Consulting Engineer.....George C. Davis

W M E X

BOSTON—1934—LBS

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address.....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Transmitter Location.....71 W. Squantum St.,
Quincy
Air Time.....7:15 a.m.-M.
News Service.....INS
Transcription Service.....Lang-Worth
President, Prod., News Dir.....John E. Reilly
General, Station Manager.....William S. Pote
Consulting Engineer.....Alfred J. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....Marie Mason
Publicity Director.....Mary Saunders
Program Director.....George Kaplan
Chief Announcer.....Joseph Grant
Musical Director.....John Kiley
Chief Engineer.....John Memishian
Farm Editors.....Stephen Follet, John Neville

The most popular show in Boston

COUNTRY STYLE WESTERN TUNES

(8:15 to 11:00 a.m. Monday thru Friday)

W M E X

Boston, Mass.

5,000 WATTS

MEMBER: LIBERTY BROADCASTING SYSTEM

MASSACHUSETTS

W N A C

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By Thomas S. Lee Enterprises
Bus-Studio Address 21 Brookline Ave.
Phone Number Commonwealth 6-0800
Transmitter Location N. Quincy
News Service Reuters
Transcription Service Associated
Representative H-R Reps.
Exec. V.P., Chg. Sales Linus Travers

W H D H

BOSTON—1926

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By Matheson Radio Co.
Bus-Studio Address 6 St. James Ave.
Phone Number Hancock 6-5500
Transmitter Location Needham
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative John Blair
Membership NARTB, BAB
President Robert B. Choate
Managing Director William B. McGrath
Commercial Manager Arthur T. Brush
Program Director George M. Perkins
Production Director George M. Watson, Jr.
Publicity Director William E. Shea
Chief Engineer Philip K. Baldwin
News Director John Day
Consulting Engineer A. Earl Cullum

W O R L

BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
Owned-Oper. By Pilgrim Bcstg. Co.
Address 92 State St.
Phone Number Lafayette 3-4000
Air Time Sunrise-Sunset
News Service AP
Representative Bolling Co.
President Joseph A. Dum
Gen., Sta., Comm. Mgr. Arthur E. Hcley
Program Director Norm Prescott
Promotion Manager Robert Cabitt
Chief Engineer John Parker
News Director Richard D. Jordan

W V O M

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By The Boston Bcstg. Corp.
Address 1 Harvard Street
Phone Number Beacon 2-5640
Representative McGillvra
News Service UP
General Manager Benjamin Bartzoff
Commercial Manager Ken Strong

Chief Announcer William Harrington
Chief Engineer Jerome Bartzoff

W B E T

BROCKTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By Enterprise Publishing Co.
Business-Studio Address 60 Main St.
Phone Number Brockton 7062
Transmitter Location Cor. West & Belmont Sts.
News Service AP
Transcription Service Thesaurus, SESAC,
Representative Bannan, Colton
Membership NARTB, BAB
Station Mgr. Charles A. Fuller
Commercial Mgr. Earle G. Clement
Program Director Kenneth A. Wheeler

W T A O

CAMBRIDGE—1947

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Middlesex Bcstg. Corp.
Address 439 Concord Ave.
Phone Number Eliot 4-0500
News Service AP
Representative Indie Sales
President Frank J. Lyman, Jr.
General Manager F. C. Bailey
Program Dir. Edward Penney
Chief Engineer Arthur W. Richardson

W A C E

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Regional Bcstg. Co.
Business Address Bridgeway Hotel
Phone Number Springfield 6-1323
Air Time Sunrise-sunset
News Service AP
Representative Indie Sales
Membership NARTB, BAB
President David Hayes
Sta., Comm., Gen. Mgr. Ralph J. Robinson
Program Dir. Charles J. O'Malley
Chief Engineer Richard Glinka

W A L E

FALL RIVER—1948—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Narragansett Bcstg. Co.
Address 374 Central St.
Phone Number 4-1400
News Service UP
Representative Walker
Managing Director George L. Sisson, Jr.

W S A R

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By Fall River Bcstg. Co., Inc.

MASSACHUSETTS

Business-Studio Address.....102 So. Main St.
 Phone Number7-9477-8
 Transmitter LocationSo. Somerset
 Air Time.....6:30 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative..Headley-Reed, Bertha Bannan
 MembershipNARTB, BAB
 Treas., Gen. Mgr.Melvin Lahr
 Commercial ManagerNeil Sullivan
 Publicity DirectorJohn Crowley
 Program Dir.....Angus Bailey
 Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS

Frequency: 1340 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WEIM, Fitchburg, Inc.
 Business-Studio Address.....717 Main St.
 Phone Number3-3766
 Transmitter Location.....Alpine Hill Rd.
 Air TimeUnlimited
 News ServiceAP
 RepresentativeKettell-Carter, Walker
 MembershipNARTB, BAB
 President.....Henry G. Molina, Jr.
 General Manager.....Lew Sargent
 Commercial Mgr.....James W. Chalmers

Program Dir.....David Rodman
 News Director.....Leslie Levinson
 Chief Engineer.....Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wachusett Bcstg. Co.
 Address.....455 Main St.
 Phone Number3-4897
 RepresentativeDevney
 News ServiceINS
 MembershipNARTB, BAB
 Pres., Gen. Comm. Mgr.....Ansel E. Gridley
 Program DirectorJohn Wisley
 Chief Engineer.....Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Suburban Bcstg. Co.
 Business-Studio Address....Smith Bldg., Irving
 Square
 Phone Number.....Framingham 7409
 Transmitter Location.....Mt. Wayte Ave.
 News ServiceUP
 RepresentativeKettell-Carter

AP SELLS

For Stations and Sponsors ---

For instance . . . WEIM

“AP is without question our Number One revenue getter! WEIM has 85 AP newscasts sponsored weekly . . . 16 different sponsors . . . all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg’s five banks for us—a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, ‘As a merchandising vehicle, AP news is second to none.’”

HENRY G. MOLINA, JR.,
 President,
 WEIM, Fitchburg, Massachusetts

MASSACHUSETTS

Gen., Prom. Manager.....Richard E. Adams
Commercial Manager...James H. Shoemaker
News Director.....James H. Robbins
Chief Engineer.....Francis Bartol

W H O B

GARDNER—1946—GRANITE STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Granite State
Business Number.....Green St., Gardner
Phone Number.....1490
Representative.....Bolling Co.
President.....W. J. Barkley
Commercial Manager.....Robert A. Brennan
Program Director.....Arthur E. Vaughn
Chief Engineer.....John LaBonte

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....356 Main St.
Phone Number.....4301-2
Transmitter Location.....Woodard Rd.
Air Time.....8 a.m.-11:30 p.m.
News Service.....AP
Transcription Service...Thesaurus, Associated.
World

Representative.....Bertha Bannan, Walker
Membership.....NARTB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Promotion Manager.....Thomas J. Kelly
Pgm. Dir., Chief Anncr.....Ira I. Hewey
Pub., Music Dir.....C. D. Prentice, Jr.
News Director.....Graydon H. Spragg
Chief Engineer.....Leland F. Wheeler

W H A V

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number.....4-4733
Transmitter Location.....110 Observatory Ave.
News Service.....AP
Representative.....Kettell-Carter
President.....John T. Russ
Gen., Comm. Mgr.....Robert I. Kimel
Program Director.....Kenneth Ash
Chief Engineer.....Paul A. Hurd

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hamden—Hamshire Corp.
Address.....180 High St.
Phone Number.....Holyoke 8238
Transmitter Location.....West Holyoke
News Service.....UP
Transcription Service.....Lang-Worth

Representative...Walker Co. & Bertha Bannan
Membership.....NARTB, BAB
Sta., Gen. Mgr.....Charles N. DeRose
Commercial Manager...Patrick J. Montague
Program Director.....John Vondell
Chief Operator.....Alexander Paley
Consulting Engineer.....Kear & Kennedy

W R E B

HOLYOKE—1950

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcastg. Corp.
Address.....323 High St.
Phone Number.....2-3296
Transcription Service.....Associated
News Service.....AP
Representative.....Lionel Colton
President.....Sigward Holmes
Gen., Sta., Comm. Mgr.....W. W. Robinson
Pgm. Dir., Chief Anncr.....F. J. Hamel
News Director.....Francis Shea
Chief Engineer.....Ralph Benedict
Consulting Engineer.....A. D. Ring

W C C M

LAWRENCE—1947

Frequency: 800 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Lawrence Bdcstg. Co.
Address.....54 Essex Street
Phone Number...Lawrence 37171, Lowell 6359
Transmitter Location.....Andover
Air Time.....Sunrise-Sunset
News Service.....AP
Representative.....Bannan, Indie Sales
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Geo. H. Jaspert
Production Director.....Nicholas P. Caruso
Chief Announcer.....Ernest H. Labranche
Prom. Mgr., Pub., News Dir.....W. F. Mitten
Chief Engineer.....Geo. H. Jaspert

W L A W

LAWRENCE—1937—ABC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hildreth & Rogers Co.
Business-Studio Address.....278 Essex St.
Phone Number.....Lawrence 2107
Transmitter Location.....Burlington
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, BAB
President.....Irving E. Rogers
Gen., Sta. Mgr.....William A. Ripley
Commercial Manager.....Nona Kirby
Program Dir.....Richard T. Hickox
Production Director.....Hugh H. Sharpe III
Publicity Director.....Fred A. Sullivan
Chief Engineer.....George A. Hinckley
Consulting Engineer.....George C. Davis

MASSACHUSETTS

WCAP

LOWELL—1951

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Northeast Radio Inc.
Address 24 Central St.
Phone Number 4-0404
News Service UP
Pres., Gen. Mgr. Israel Cohen
Commercial Manager Gerald F. Cronin
Program Director Milton B. Kaye
News Director Joseph S. Davis
Chief Engineer Theodore Cohen

WLLH

LOWELL-LAWRENCE—1934

MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Merrimac Bdcstg. Co.
Trans. Address 39 Kearney Square (Lowell)
Cregg Bldg. (Lawrence)
Phone Number 8715, Lawrence 2-2148
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Associated
Representative Haskell Bloomberg
President Gerald Harrison
V. P. Carl S. Wheeler
Sta. Mgr. Dana W. Fitzgerald
Commercial Manager Haskell Bloomberg
Chief Engineer Anthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By Puritan Bcst. Service, Inc.
Business-Studio Address 7 Willow St.
Phone Number LY. 5-8200
Transmitter Location Heath's Court
Air Time 6:45 a.m.-Sunset
News Service UP
Pres., Gen. Mgr. Theodore Feinstein
Station Manager Winslow Bettinson
Commercial Mgr. Leonard Meyers
Program Director Winslow Bettinson
Publicity Director Milt Jaffee
Chief Engineer John W. Parker

WBSM

NEW BEDFORD—1949

Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By Bay State Bcstg. Co.
Address Pope's Island
Phone Number 3-1767
News Service UP
President Joseph P. Duchaine
General Manager Otto F. A. Arnold
Commercial Manager O. S. Perry
Pgm., Farm Dir. Emmett Hearn
Chief Engineer Harold H. Hoover, Jr.

WNBH

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By E. Anthony & Sons, Inc.
Business-Studio Address 432 County St.
Phone Number 8-5228
Transmitter Location Fairhaven
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service World
Representative Walker Co., Bertha Bannan
Vice-President Basil Brewer
Station Manager Paul Perreault
Comm., Sales Prom. Mgr. David Shurtleff
Program Director Edward Boghosian
Chief Engineer Z. V. Grobowski

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address 466 Curran
Phone Number 1230
News Service AP
Transcription Service World
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. J. Gordon Keyworth
Program Manager Benjamin A. Hubley
Chief Technician William B. Datley

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By Courtlandt Nicoll
Address 20 State Street
Phone Number 860
Transmitter Location Curran Highway
News Service UP
Transcription Service Associated
Pres., Gen. Mgr. Courtlandt Nicoll
Commercial Manager Richard Woodies
Program Director Tom Varnum
Chief Engineer Gerald O'Grady

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Pioneer Valley Bcstg. Co.
Address 78 Main St.
Transcription Service Standard
President John H. Williams
Gen., Comm. Mgr. Alexander W. Milne

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Western Mass. Bcstg. Co.
Business-Studio Address 30 Eagle St.
Phone Number 8292-3

MASSACHUSETTS

Transmitter Location.....30 Eagle St.
 Air Time.....6:45 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Everett-McKinney, Kettell-Carter
 Membership.....NARTB, BAB
 President.....L. K. Miller
 Gen., Sta., Comm.....W. Wendell Budrow
 Pgm., Prod. Dir.....Harry Brown
 Chief Announcer.....Dana Jones
 Chief Engineer.....Wallon Ayer
 Pgm., Prod., Pub. Dir.....Robert Henabery
 Consulting Engineer.....Paul Godley

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Greylock Bcstg. Co.
 Business-Studio Address.....8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Air Time.....6:40 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Walker, Morgatti
 Membership.....NARTB, BAB
 President.....Leon Podolsky
 Sta., Gen. Mgr.....John T. Parsons
 Commercial Manager.....Walter Kearsy
 Sales Promotion Manager.....Larry Vaber
 Mus., Pub., Pgm. Dir.....Richard Bolender
 Production Director.....Ted Holmes
 Chief Engineer.....Leonard Lavendol
 Consulting Engineer.....I. C. McNary

W J D A

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....South Shore Bcstg. Co., Inc.
 Business-Studio Address.....29 Brackett St.
 Phone Number.....Mayflower 9-1300
 News Service.....AP
 Transcription Service.....World
 Pres., Sta. Mgr., Pgm. Dir.....Joseph H. Tobin
 Comm., Sales Prom. Mgr., Chief Engineer.....James D. Asher
 News Director.....Bill Edwards

W E S X

SALEM—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....North Shore Bcstg. Co.
 Business-Studio Address.....49 Washington St.
 Phone Number.....5670
 Transmitter.....Naugus Head, Marblehead
 President.....Joseph H. Tobin
 Gen., Prom., Comm. Mgr.....William C. Asher
 Program Director.....Henry Forbes

W B Z A - W B Z

(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN

(See Boston Listing)

W M A S

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 Business-Studio Address.....101 West St.
 Phone Number.....Springfield 7-1414
 Transmitter Location.....101 West St.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Gerald Harrison
 Sales Prom., Sta. Mgr.....Robert Donahue
 Commercial Manager.....Robert Feldman
 Program Director.....Turner Cooke
 Publicity Director.....Paul Peltier
 Chief Engineer.....John Michnovex

W J K O

SPRINGFIELD—1949

Frequency: 1600 Kc.....5 KW d.
 Owned-Oper. By.....Springfield Bdcstg. Co.
 Address.....137 State St.
 Phone Number.....2-7487
 Trans. Loca.No. Main St., E. Longmeadow
 Air Time.....Unlimited
 News Service.....UP
 Representative.....The Bolling Co.
 Gen. Mgr., Pgm. Dir.....C. M. Manitsas
 Comm. Mgr., Chief Engr.....E. G. Hewinson, Sr.
 Sales Prom. Mgr.....William Heron
 Publicity Director.....Paul Rogers
 Production Director.....Don Thomas
 Consulting Engineer.....Foss & Co.

W S P R

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSPR, Inc.
 Business.....63 Chestnut St.
 Phone Number.....6-2757
 Transmitter Location.....W. Springfield
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Alan C. Tindal
 Commercial Manager.....J. H. Ferguson, Jr.
 Sales Prom. Mgr., Pub. Dir.....Howard S. Keefe
 Program Director.....Wayne H. Latham
 Chief Engineer.....George Townsend

MASSACHUSETTS

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Telecolor Corp.
Phone Number: 9-4768
Air Time: 6:40 a.m.-12 M.
News Service: INS
Transcription Service: World
Representative: Walker
Membership: NARTB, BAB
Pres., Gen. Sta. Mgr.: L. A. Reilly
Commercial Manager: Holland D. Cameron
Oper. Mgr., Chief Engr.: J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Silver City Bcstg. Co.
Address: 174 Broadway
Phone Number: 4-7528
Transcription Service: Lang-Worth
News Service: UP
President: J. Marshall McGregor
General Manager: James Milton Hammond
Station Manager: Joseph G. Quill
Commercial Manager: Edwin Stawniak
Chief Engineer: Owen Kelleher

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By: Charles River Bcstg. Co.
Business-Studio Address: 4 Gordon St.
Phone Number: W 5-7080
Transmitter Location: South St.
Air Time: Daytime
News Service: UP
Representative: Bannan
President: Richard C. O'Hare
General Manager: Deuel Richardson
Commercial Manager: Theodore Jones
Chief Engineer: J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By: Donald W. Howe
Business-Studio Address: East St.
Phone Number: 1250
Transmitter Location: Coy's Hill, Warren
Air Time: Daytime
News Service: AP
Transcription Service: Associated
Representative: Borgatti, Radio Reps.
Membership: NARTB, BAB
Gen., Sta., Comm. Mgr.: Donald W. Howe
Program Director: Tom Colton
News Director: Loren C. Smith
Chief Engineer: Fred Joslin

WOCB

WEST YARMOUTH—1940

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: E. Anthony & Sons
Transmitter Address: South Sea Ave.
Phone Number: Hyannis 502
Air Time: 7 a.m.-11:30 p.m.
News Service: UP
Transcription Service: World
Representative: Walker, Bertha Bannan
President: Basil Brewer
Gen., Sta. Mgr.: Gerald L. Staten
Sta., Prom. Mgr.: Paul Stiles
Program Director: Joyce Johnson
Chief Engineer: Zigmund Grobowski

WAAB

WORCESTER—1931—ABC

Frequency: 1440 Kc. Power: 5000 Watts
Owned By: The Olin Corp.
Business-Studio Address: 34 Mechanic St.
Phone Number: 2-5611
Transmitter Location: Holden
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: Everett-McKinney
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: B. W. Olin, Jr.
Comm., Sls. Prom. Mgr.: George J. Kapel
Pgm., Prod., Pub. Dir.: Don Stevens
Chief Engineer: Felix Bonvouloir

WNEB

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: New England Bcstg. Co.
Trans. Address: Park Bldg., 507 Main St.
Phone Number: 6-4672
Air Time: 6 a.m.-12 M.
News Service: UP
Representative: Bolling
President: Paul C. Lytle
Sta., Gen. Mgr.: John J. Hurley
Commercial Mgr.: Edward T. McCann, Jr.
News Director: Andrew F. Hickey
Chief Engineer: Vernon P. Wilson

WORC

WORCESTER—1927—MBS-YANKEE

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By: Radio Worcester
Business-Studio Address: 65 Elm St.
Phone Number: 5-3101
Transmitter Location: Auburn
Air Time: 7 a.m.-M.
News Service: AP
Representative: Headley-Reed



**Multiply this
501,900 times**

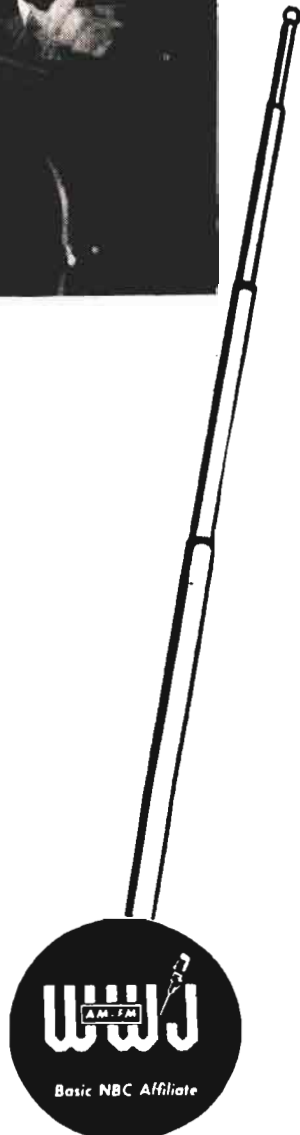
Detroiters are as accessible to advertisers in their cars as they are in their homes . . . through 501,900 auto radios.

That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio *ONLY* homes—and you'll realize why WWJ sells so effectively. And so economically, also . . . because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.

FIRST IN DETROIT *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY 

Associate Television Station **WWJ-TV**



**AM—550 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—57.1 MEGACYCLES**

MASS. - MICH.

President..... C. George Taylor
 Gen., Sta. Mgr..... Kenneth B. Murray
 Pgm. Dir., Chief Annr..... W. W. Pierce, III
 Chief Engineer..... Carroll Philbrook

W T A G

WORCESTER—1924—CBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Operated By..... WTAG, Inc.
 Business-Studio Address..... 18 Franklin St.
 Phone Number..... 5-4321
 Transmitter Location.. Shrewsbury St., Holden

Air Time..... 6 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service..... World, Associated
 Representative..... Paul H. Raymer
 Membership..... NARTB, BAB
 Vice-Pres., Gen. Mgr..... Robert W. Booth
 Station Manager..... Herbert L. Krueger
 Commercial Manager..... Robert J. Brown
 Sales Promotion Manager... Edwin W. Quinn
 Prod., Pgm. Dir..... A. J. Brissette
 Publicity Director..... A. C. Fuller
 Chief Engineer..... E. A. Browning

MICHIGAN

*Pop. April 1, 1952 (Est.) 6,590,000—Total Housing Units 1,979,994
 Families April 1, 1952 (Est.) 1,825,000—Stations in State 67*

W A B J

ADRIAN—1946

Frequency: 1500 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... James Gerity, Jr.
 Address..... Treat Rd.
 Phone Number..... 9000
 Transmitter Location..... Treat Rd.
 Air Time..... Sunrise-Sunset
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Hal Holman Co.
 Membership..... NARTB, BAB
 Owner..... James Gerity, Jr.
 General Manager..... O. Wm. Myers
 Commercial Manager..... Harley West, Jr.
 News, Pgm. Dir..... Larry Payne
 Chief Announcer..... Phil Sanford
 Chief Engineer..... Elwood Brown
 Consulting Engineer..... Earl Cullum

Business Address..... Alpena
 Phone Number..... 1049
 Studio-Transmitter Location..... M-32 West
 Air Time..... 7 a.m.-11 p.m.
 News Service..... AP
 Representative..... Hal Holman
 President..... Les Biederman
 General Manager..... Drew McClay
 Chief Engineer..... William Kiker

W H R V

ANN ARBOR—1947—ABC

Frequency: 1600 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Huron Valley Bcstrs., Inc.
 Business Address..... Box 608
 Phone Number..... 2-4573
 Studio-Trans. Location..... 4230 Packard Rd.
 News Service..... AP
 Transcription Service..... World
 Representative..... Walker
 President..... J. F. Hopkins
 General Manager..... Steve Filipiak
 Program Dir..... Cecelia Ward
 Chief Engineer..... James Allen

W F Y C

ALMA—1948

Frequency: 1280 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... WFYC, Inc.
 Address..... 408½ Gratiot Ave.
 Phone Number..... 95
 Trans. Loca..... 1 Mi. E. of City on U.S. 27
 News Service..... UP
 Trans. Service..... Lang-Worth, World
 President..... L. R. Kamperman
 General Manager..... Robert W. Cessna
 Program Director..... Bob Clayton
 News Director..... David Sommerville
 Chief Engineer..... Harold Frisbee

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Washtenaw Bcstg. Co.
 Bus.-Studio Address..... 3rd Floor, Hutzel Bldg.
 Phone Number..... 2-5517
 Transmitter Location..... 1795 So. Maple Rd.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... McGillvra
 President..... Arthur E. Greene
 General Manager..... Edward F. Baughn
 Commercial Manager..... Kenneth McDonald
 Program Director..... Pat Quinn
 Chief Engineer..... George D. Stearns

W A T Z

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Midwestern Bcstg. Co.

MICHIGAN

W L E W

BAD AXE—1950

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Saginaw Bcstg. Co.
 Phone Number 1010
 Representative Headley-Reed
 Transcription Service Standard
 News Service AP
 President Milton L. Greenebaum
 Vice-President Jack Parker
 Commercial Manager Cliff Thomas
 Chief Engineer Meredith Koerner

W B C K

BATTLE CREEK—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Michigan Bcstg. Co.
 Business-Studio Address 402 Security Natl.
 Bank Bldg.
 Phone Number 3-5555
 Transmitter Location Golden Ave.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus, World
 Representative Burn-Smith
 Pres., General Manager Robert H. Holmes
 Commercial Manager F. K. Doyle
 Program Director E. F. Cahill
 News Director Robt. Merklein
 Chief Engineer Raymond Roof

W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Federated Publications, Inc.
 Bus.-Studio-Transmitter Address Michigan
 National Bank Bldg.
 Phone Number 5655
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative Bolling
 Membership NARTB, BAB
 General Manager Dan E. Jayne
 Commercial Manager E. P. Mills, Jr.
 Program Director Forrest F. Owen
 Chief Engineer Earl J. Stone

W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Bay Bcstg. Co., Inc.
 Business-Studio Address Wenonah Hotel
 Phone Number 7551-2
 Transmitter Address Tuscola Rd., Hampton
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 President Harley D. Peet
 Gen.-Station-Comm. Mgr. Hugh A. Giesel

Program Director Charles E. Anthony
 News Director Frank J. Walsh
 Musical Director Lionel H. DeRemer
 Chief Engineer Ralph H. Carpenter
 Consulting Engineer Jansty & Bailey

W G R O

BAY CITY—1949—LBS—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Oper. By Griner-Dillon Bcstg. Co.
 Trans. Address 4451 Wheeler Rd.
 Phone Number 3-1260
 Air Time Daytime
 News Service AP
 Representative Sears & Ayer
 Pres., Gen. Mgr. Gail D. Griner
 Comm., Sales Prom. Mgr. Edward T. Dillon
 Chief Engineer Floyd Woody

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Fairplain Ave.
 Phone Number 5-2113
 Transmitter Location Fairplain Ave.
 Air Time Sunrise-Sunset

W E L L

BATTLE CREEK

*Battle Creek's top-rated
station*

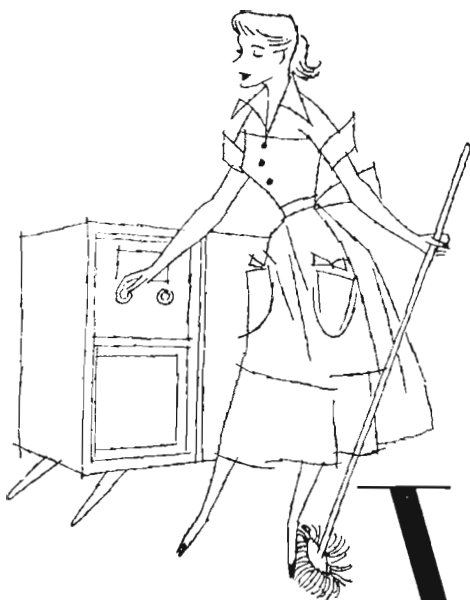
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because . . .**

- 26 years of making friends—
and sales
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198,299
- Affiliated with American Bcstg.
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W

J

R

the
GREAT VOICE
of the
GREAT
LAKES



MICHIGAN

News Service AP
Transcription Service Lang-Worth, RCA, World
Representative Hal Holman
Membership NARTB, BAB
President Stanley R. Banyon
Gen., Sta. Mgr. J. P. Scherer
Commercial Manager Ted Vernasco
Sales Prom. Mgr. Dwight Edmunds
Program Director John Pershing Chase
Publicity Director Charles Hart
Production Director Cal Bollwinkel
Chief Engineer Munson Robinson
Consulting Engineer: Craven, Lohnes & Culver

WATT

CADILLAC—1945—MBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By ... Midwestern Bcstg. Co.
Business-Studio Address P.O. Box 219, Cadillac
Phone Number 1270
News Service AP
Transcription Service SESAC, KBS
Representative Hal Holman
Pres., Gen. Mgr. Les Biederman
Station Manager Art Nyhus
Commercial Manager M. L. Chandler
Chief Engineer Bill Kikel

WTVB

COLDWATER—1949—LBS

Frequency: 1590 Kc. **Power:** 1000 Watts
Owned-Oper. By ... Twin Valley Bcstrs, Inc.
Address Box 32
Phone Number 1230
Trans. Loca. 1½ Mi. So. on U.S. 27
Air Time 6 a.m.-9 p.m.
News Service AP
Trans. Service Associated, Cole
Representative McGillvra
President George Hosek
Gen., Station Manager E. Harold Munn, Jr.
Program Director Jack Douglas
Chief Engineer E. Harold Munn, Jr.

WKMH

DEARBORN—1946—LBS

Frequency: 1310 Kc. **Power** 5000 Watts d.
 1000 n.
Owned-Operated By WKMH, Inc.
Business-Studio Address WKMH Bldg.
Phone Number Logan 2-4000
Transmitter Willow Run Express Hway.
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
Pres., Sta., Gen. Mgr. Fred A. Knorr
Comm., Prom. Mgr. George M. Miller
Program Director Verna Borsadi
Production Director Clare Linn
Chief Engineer Jerrold Martin

News Director Dale Marr
Musical Director Albert Gross
Farm Editor Terry Washburn
Consulting Engineer Kear & Kennedy

CKLW

DETROIT-WINDSOR—1932
MBS-CBC

Frequency: 800 Kc. **Power:** 50,000 Watts
Owned-Oper. By ... Western Ontario Bcstg. Co.,
 Ltd., Essex Bcstrs., Inc.
Business Address 3300 Guardian Bldg., Det.
Phone Number Woodward 1-7200
Studio Address ... Canada Trust Bldg., Windsor
Transmitter Location Harrow, Ont.
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Standard, World,
 Thesaurus
Representative All Canada Facilities,
 Adam J. Young, Jr.
Membership NARTB
President, General Mgr. J. E. Campeau
Sta. Mgr., Chief Engr. W. J. Carter
Commercial Manager E. Wilson Wardell
Sales Prom. Mgr. Art Gloster
Pgm., Prod. Dir. S. Campbell Ritchie
News Director Val Clare
Publicity Director Gene Saunders
Chief Announcer John Gordon
Musical Director Wally Townsend
Farm Editor Austin Grant

WJBK

DETROIT—1928

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Fort Industry Co.
Business-Studio Address 500 Temple Ave.
Phone Number TEmple 3-7900
Transmitter Location 15555 Woodrow Wilson
Air Time 24 Hours
News Service INS, UP
Representative Katz Agency
Membership NARTB
President George B. Storer
Exec. Vice-Pres. Richard E. Jones
Sales Manager Tom Harker
Program Director Richard Fischer
Publicity Director Patricia MacInnis
Chief Engineer Paul O. Frincke
Consulting Engineer Earl Cullum

WJLB

DETROIT—1926

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By ... Booth Radio & TV Stas.
Business Address David Broderick Tower
Phone Number Woodward 5-2000
Transmitter Location 375 Midland Ave.
News Service AP
Membership BAB
Representative Forjoe
Pres., Gen. Mgr. John L. Booth

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., Nat'l Rep. •

J. E. Campeau, President

• MUTUAL •

MICHIGAN

Commercial Manager.....Eric V. Hay
 Sales Prom. Mgr.....Edwin E. Nyy
 Program Director.....George Kendall
 Chief Announcer.....Richard Pavey
 Chief Engineer.....Edward H. Clark

W J R

DETROIT—1926—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.
 AddressFisher Bldg.
 Phone NumberTrinity 5-4440
 Transmitter LocationTrenton
 Air Time24 Hours
 News ServiceAP, INS, UP
 Trans. ServiceThesaurus, World
 RepresentativePetry & Co.
 MembershipNARTB, BAB
 PresidentJohn F. Patt
 V.P., & Gen. Mgr.Worth Kramer
 Sales Service ManagerF. A. McPhillips
 Advt. & Pub. Rel. Dir.....James Quello
 Sales Manager.....Elmer O. Wayne
 Program DirectorFranklin Mitchell
 Production DirectorNorman White
 V.P. in charge of News.....George Cushing
 Chief Announcer.....Charles Park
 News EditorJack White
 Musical DirectorPaul LaVoie
 V.P. in chge of Engr.George Leydori
 Farm EditorMarshall Wells

(See Pages 276, 477)

W W J

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. ByThe Evening News Assn.
 Address615 W. Lafayette
 Phone NumberWoodward 2-2000
 Trans. Loca.8 Mi. & Myers Rd.
 Air Time24 Hours
 News ServiceAP, UP
 Trans. Serv.Lang-Worth & Thesaurus
 Representative ...George P. Hollingberry Co.
 MembershipNARTB
 Director of RadioW. J. Scripps
 General Manager.....Edward Wheeler
 Station ManagerDon DeGroot
 General Program Mgr.M. C. Wissman
 General Engr. Mgr.E. J. Love
 Public Affairs ManagerJames Eberle
 Pgm. & Prod. Mgr.....Charles Penman
 Publicity Manager.....Fran Harris
 Chief Engineer.....Carl Wesser
 Promotion Manager.....Jack Albert
 Program ManagerJohn Hill
 News EditorTom MacMahon
 Musical Director.....Mischa Kettler
 Farm EditorJohn Merrifield
 Sales ManagerWendell Parmelee
 Consulting Engineer.....William L. Foss

(See Page 474)

W X Y Z

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....WVYZ, Inc.
 Business Address.....1700 Mutual Bldg.
 Phone NumberWoodward 3-8321
 Transmitter Location...Joy Rd. & Greenfield
 Air Time6:30 a.m.-1 a.m.
 News ServiceAP
 RepresentativeABC Spot Sales
 President.....James G. Riddell
 Commercial Manager.....Harold Christian
 Pub. Dir., Sales Prom. Mgr....William Morgan
 Program Director.....Jack McCarthy
 Chief EngineerCharles Kocher

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
 Owned-Operated By.....Delta Bcstg. Co.
 Business-Studio Address.....P. O. Box 419
 Phone Number3190-1
 Transmitter Location.....Ski Hill Rd.
 Air Time6:30 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWalker
 Gen., Comm. Mgr.....George D. Lindenthal
 Sta., Mgr., Pgm. Dir.....Robert Wagner
 Production Director.....John Hagerman
 Chief Engineer.....Jack W. Foster
 Consulting Engineer.....McNary, Wrathall

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Oper. By. Booth Radio & TV Stations,
 Business-Studio Address...112 W. Water St.
 Phone Number.....Detroit, Woodward 2-0220;
 Flint, 9-8686
 Transmitter Location.....3076 Bristol Rd.
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipBAB
 President.....John Lord Booth
 General ManagerW. Eldon Garner
 Program Dir.....Jerry Schroeder
 Chief Engineer.....G. Elwood Ryan

W C L C

FLINT—1952—LBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Adelaide L. Carrell
 Address.....1623 Utica Ave.
 Phone Number43381
 News ServiceAP
 Transcription ServiceSESAC

MICHIGAN

Man. Dir., Comm. Mgr. Adelaide L. Carrell
 Prom., Publ. Dir. Charles R. Carrell
 Program Director Richard Hallwood
 Chief Engineer James Robertson
 Consulting Engineer Russell P. May

Program Dir. Laurence Arnold
 Chief Engineer Frank Folsom

W F D F

FLINT—1922—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By The Trebit Corp.
 Bus.-Studio Address Mott Foundation Bldg.
 Phone Number 2-7158
 Transmitter Location Briston Road
 Air Time 5:45 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol, Thesaurus,
 Standard, Lang-Worth
 Representative Katz
 Membership NARTB, BAB
 President Harry M. Bitner, Sr.
 General Mgr. Lester W. Lindow
 Sales Prom. Mgr. Marvin Levey
 Farm Edit., Pgm. Dir. Elmer A. Knopf
 Chief Announcer Irving Haggart
 News Director Jack Lewin
 Musical Director Billy Geyer
 Chief Engineer Frank D. Fallain
 Consulting Engineer Gillett & Assoc.

W M R P

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Methodist Radio Parish, Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 3-5112
 Transmitter Location 3417 Lapeer Rd.
 Air Time Daytime
 Transcription Service UP
 Transcription Service Standard
 Representative Best
 President Victor Longfield
 General Manager William H. Merford
 Chief Engineer Homer Blumerich
 Commercial Manager Richard Carter

W T A C

FLINT—1946—NBC

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address 740 S. Saginaw St.
 Phone Number Flint 2-1136
 Transmitter Location 6171 Center Rd.,
 Grand Blanc
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 President George W. Trendle
 General Mgr. H. Allen Campbell
 Sta., Comm. Mgr. J. R. McKinley

W A T C

GAYLORD—1950—BUNYAN

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Midwestern Bcstg. Co.
 Address Paul Bunyan Bldg., Traverse City
 Phone Number Traverse City 2700
 Representative Holman
 Transcription Service Standard
 News Service AP
 President Les Biederman
 General Manager Mitch Gordon
 Commercial Manager Gerald Crittenden
 Program Director Ken Haven
 Chief Engineer William Kiker

W G H N

GRAND HAVEN—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Grand Haven Bcstg. Co.
 Address Grand Haven

W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Furniture City Bcstg. Corp.
 Business-Studio Address 430 Federal Square
 Bldg.
 Phone Number Gl. 6-9541
 Trans. Loca. 501 Garfield Ave., N.W.
 Air Time Sunrise-sunset
 News Service AP
 Trans. Serv. Associated, RCA, Thesaurus
 Representative Hil F. Best
 Pres., Gen., Sta. Mgr. William Kuiper
 Commercial Manager H. J. Swierenga
 Program Director Henry Bosch
 Chief Engineer Jack Timmer
 Sales Prom., Prod. Dir. Roy W. Marsh
 News Director Gordon Kibby
 Musical Director Bob Beukema

W G R D

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Add. 35 Lafayette Ave., N.E.
 Phone Number 9-4111
 Transmitter Location 1300 Plymouth Rd., N.E.
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Pres., Gen., Sta. Mgr. Paul F. Eichhorn
 Program Director F. T. Mabie
 Chief Engineer Richard Groenevelt
 Consulting Engineer Commercial Radio

MICHIGAN

W J E F

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Fetzer Bdcstg. Co.
 Address 124 W. Mich. Ave., Kalamazoo
 Phone Number Glendale 6-8512
 Transmitter Location Pantlind Hotel
 Air Time 6:30 a.m.-12:05 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 Pres., Gen. Mgr. John E. Fetzer
 Pub. Dir., Sta. Mgr. Martin Giaimo
 Commercial Manager John W. O'Harrow
 Sales Promotion Manager Martin Giaimo
 Production Supervisor Donald Richardson
 Dir. of Public Affairs Dr. Willis F. Dunbar
 Chief Engineer Carl E. Lee
 Consulting Engineer Paul F. Godley

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Versluis Radio &
 Television, Inc.
 Trans. Loca. Add. 6 Fountain St. N.E.
 Phone Number Glendale 6-5461
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership BAB
 President Leonard A. Versluis
 Vice-Pres. & Gen. Mgr. Hy M. Steed
 Sales Promotion Manager L. A. Versluis, Jr.
 Program Director Bob Kirby
 Production Director Don Mullen
 Chief Engineer Lee Stevens
 Consulting Engineer George Davis

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bdcstg. Co.
 Address 1408 Grand Rapids Natl. Bank Bldg.
 Phone Number 9-4211
 Transmitter Location 60th St.
 Air Time 5:30 a.m.-1 a.m.
 News Service UP
 Trans. Serv. Lang-Worth, World
 Representative Katz Agency
 President H. M. Bitner, Sr.
 Gen., Sta., Comm. Mgr. William Schroeder
 Program Director Frank Sisson
 Publicity Director Howard Silbar
 News Director Bob Runyon
 Chief Engineer Robert Wilson

W H T C

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business-Studio Address 5 E. Eighth St.
 Phone Number 9482
 Transmitter Location 4th & Central Avenue
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Grant
 President W. A. Butler
 Chief Engineer John Klungle
 Comm., Gen., Sta. Mgr. Sandy Meek
 Pgm., Prod. Director Robert Nelson
 Publicity Director George Jackson
 Consulting Engineer Andrews Co.

W H D F

HOUGHTON—1929—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan Bcstg. Co.
 Address Douglas House
 Phone Number Houghton 1
 Air Time 7 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Chief Owner G. L. Burgan
 General Manager Albert W. Payne
 Prog. Dir., Chief Announcer Earl Norden
 Technical Supervisor George L. Burgan

W M I Q

IRON MOUNTAIN—1947

ABC-NORTHERN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Iron Mountain-Kingsford
 Bcstg. Co.
 Business-Studio Address 211 E. Ludington St.
 Phone Number 2031
 Transmitter Location Pewabic Hill
 News Service UP
 Transcription Service Thesaurus
 President Frank J. Russell
 General Manager Russell J. Staffeld
 Commercial Manager William C. Johnson
 Chief Engineer Paul F. Anick

W I K B

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By WIKB, Inc.
 Operated By Upper Mich.-Wisc. Bcstg. Co.
 Phone Number 102-3
 Transmitter Location Caspian
 Air Time 6:55 a.m.-1:55 p.m.
 News Service UP
 Transcription Service World
 Representative Walker
 President H. H. Frailing

MICHIGAN

General Manager.....Donald R. Hoover
Sta., Prom. Mgr.....James F. Kauper
Comme cial Manager.....K. P. Finstahl
Prod., Pgm. Dir.....Bob Serenson
Publicity Director.....Ann Cascioli
Chief Engineer.....Eugene Kaari
Consulting Engineer.....Andrew Engless

W J M S

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By...Upper Michigan-Wisconsin
Bcstg. Co., Inc.
Business-Studio Address...124 E. McLeod Ave.
Phone Number.....20
Transmitter Location.....Cary, Wis.
Air Time.....7 a.m.-M.
News Service.....UP
Transcription Service.....Walker
Representative.....Walker
President.....William L. Johnson
Station Manager.....Donald R. Hoover
Music, Pgm. Dir.....Laura Johnson
Sports, News Director.....Bob Olson
Prod. Dir., Chief Anncr.....Tom Kelly
Chief Engineer.....Arne Dahlbacka
Consulting Engineer.....Andrew F. Inglis

W J P D

**ISHPEMING—1947—PBN-GOEBEL
KBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number.....1892
Transmitter Location.....Hway. 41
Air Time.....7 a.m.-11:00 p.m.
News Service.....AP
Transcription Service.....Standard
Pres., Gen., Sta. Mgr.....J. P. Deegan
Prod., Pub. Dir.....Carl B. Tupala
Program Director.....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney
Consulting Engineer.....C. H. Meyer

W I B M

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Transmitter Address.....2511 Kibby Rd.
Phone Number.....6121
Air Time.....6:30 a.m.-M.
News Service.....AP
Representative.....Hal Holman, Forjoe
President.....Roy Radner
Vice-President.....Herman Radner
Station-Commercial Manager...William Cizek
Prog. Dir., Chief Announcer...Jack Underwood
Chief Engineer.....Charles Wirtanen
Consulting Engineer.....Geo. C. Davis

W K H M

JACKSON—1951—MBS-KBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By...Jackson Bcstg. & Tele.
Corp.
Address.....441 Wildwood
Phone.....4-7181
Air Time.....6 a.m.-1 a.m.
News Service.....INS
Transcription Service.....World
Representative.....Headley-Reed
Membership.....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Walter Patterson
Program Director.....Milton Maltz
Chief Engineer.....Roland Grambau
Consulting Engineer.....Kear & Kennedy

W G F G

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Southwestern Michigan
Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number.....4-0111
Transmitter Location.....4154 Jennings Dr.
News Service.....UP
Representative.....H-R Reps., Inc.
President.....Harold F. Gross
General Manager.....L. Joe Bolles
News Director.....Warren Anderson

W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Transmitter Location...Route 2, Richards Dr.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President, Gen. Mgr.....John E. Fetzer
Comm.-Sales Prom. Mgr....John W. O'Harrow
Pgm., Prod., Dir.....Harry E. Travis
Director Public Affairs...Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer.....Paul F. Godley

W I L S

LANSING—1946

Frequency: 1320 Kc...Power: 5000 Watts d.-
1000 Watts n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number.....2-1655

MICHIGAN

Transmitter Location.....Lowcroft Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Rambeau
 Membership.....BAB
 Pres., Gen. Mgr.....W. A. Pomeroy
 Sta., Comm. Mgr., Chief Eng...John C. Pomeroy
 Sales Prom. Mgr., Publ. Dir.....Adrian Swets
 Pgm., Prod. Dir.....Alex Dillingham

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WJIM, Inc.
 Bus.-Studio Address...Bank of Lansing Bldg.
 Phone Number.....2-1333
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Standard
 Representative.....H-R Reps., Inc.
 Membership.....NARTB
 President.....Harold F. Gross
 General Manager.....Howard K. Finch
 Commercial Manager.....Roger S. Underhill
 Program, Pub. Dir.....Richard E. Nason
 Prod., Mus. Dir.....Derwood Carn
 Chief Engineer.....Donald T. Silbert
 Consulting Engineer.....Kear & Kennedy

W K L A

LUDINGTON—1944—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Raymond A. Plank
 Address.....204 East Ludington Ave.
 Phone Number.....842
 Trans. Loca.....E. Ludington Ave.
 Air Time.....Unlimited
 Transcription Service.....UP
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Raymond A. Plank
 Sales Promotion Manager.....Jerry Breen
 Chief Anncr., News Dir.....Tom Mathews
 Chief Engineer.....Chas. Hagerman

W M T E

MANISTEE—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Manistee Radio Corp.
 Address.....Radio Road
 Phone Number.....1340
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Best
 President.....Dr. Tom A. Maxwell
 General Manager.....E. J. Powell
 Commercial Manager.....Edward Owens

Sta. Mgr., Pgm. Dir.....Al LaGuire
 News Director.....John Sullivan
 Chief Engineer.....John Porterfield

W S D C

MARINE CITY—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio St. Clair, Inc.
 Address.....5300 Marine City Hwy.
 Phone Number.....3471
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Best
 Pres., Gen. Mgr.....Jerry Coughlin
 Commercial Manager.....Robert J. Campbell
 Program, News Director.....John S. Bell
 Promotion Manager.....Harry Coughlin
 Chief Engineer.....George Carroll

W D M J

**MARQUETTE—1931—MBS
 NORTHERN**

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By...Lake Superior Bcstg. Co., Inc.
 Business-Studio Address...4th & Wash. St.
 Phone Number.....616
 Transmitter Location.....Garfield & Bluff Sts.
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....Frank J. Russell, Jr.
 General Manager.....Leo G. Brott
 Station Manager.....R. G. Ulbrich
 Commercial Manager.....Robert Luke
 Program Director.....Eldon Wallace
 Promotion Manager.....John Dahl
 Chief Engineer.....Gordon Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Rich Publ. House, Inc.
 Transmitter Address.....298 S. Swede Rd.
 Phone Number.....4000
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service...Lang-Worth, Thesaurus
 President.....Phillip T. Rich
 Gen., Sta., Comm. Mgr.....J. A. Sturgeon
 Pgm., Prod. Dir.....Spencer Dennison
 Chief Engr., Farm Editor.....Peter A. Wolfe
 Consulting Engineer.....Nathan Williams

W C E N

MT. PLEASANT—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By.....Paul A. Brandt
 Address.....112½ E. Bway
 Phone Number.....33-171, 21-501
 Air Time.....6 a.m.-M.

MICHIGAN

News Service AP
 Trans. Serv. World, Standard
 Owner Paul A. Brandt
 Gen., Sta. Mgr. Robert Meskill
 Sales Promotion Manager Jim Brownell
 Program Director Jim Bailey
 Publicity Director Chet Rogoza
 Chief Engineer Steve Cole

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Ashbacker Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Transmitter Location Norton Township
 Air Time 6 a.m.-M.
 News Service AP, UP
 Trans. Serv. Lang-Worth, Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Grant F. Ashbacker
 Comm., Prom. Mgr. Arch Shawd
 Prod., Pgm. Dir. Robert Johnson
 Publicity Director B. L. Bennett
 Chief Engineer George Krivitsky
 Consulting Engineer E. C. Page

W K N K

MUSKEGON—1949—MBS

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By NK Bcstng.
 Address Federal Square
 Phone Number 32126
 News Service UP
 Transcription Service World
 Representative Best
 Owner, Gen. Mgr. Nickolas W. Kuris
 Sales Prom., Pgm. Dir. Don Seaman
 Chief Engineer P. L. Reynolds

W M U S

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address 1769 Peck St.
 Phone Number 2-7608
 Transmitter 517 Giles Rd.
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman
 President Dr. S. E. Duplissis
 Gen., Sta. Mgr. John L. Roach
 Comm., Sales Prom. Mgr. Dalton Hille
 Pgm., Prod., Pub. Dir. Miles M. Olsen
 Chief Engineer Sam Lombardi
 Consulting Engineer Nathan Williams

W O A P

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
 Owned-Operated By Cwosso Bcstg. Co.
 Transmitter Address 2301 N. Shiawassee
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 President J. E. Campbell
 Gen., Comm. Mgr. M. H. Wirth
 News, Pgm. Dir. Merrill Walker
 Chief Engineer M. Carson

W M B N

**PETOSKEY—1946
 MBS-KBS-BUNYAN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business-Studio Address Petoskey
 President Les Biederman
 General Manager Ralph Pierson

W C A R

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
 Owned-Operated By WCAR, Inc.
 Address 2146 S. Telegraph Rd.
 Phone Number Federal 3-7141
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Representative John E. Pearson
 General Manager H. Y. Levinson

W H L S

**PORT HURON—1938
 MBS-KBS-LBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Transmitter Location 540 - 32nd St.
 Air Time 6 a.m.-1 a.m.
 Transcription Service UP
 Trans. Serv. World, Lang-Worth
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. John F. Wismer
 Prod., Pgm. Dir. R. A. Whitford
 Chief Announcer Ernest O. Ferriby
 News Director Stanley G. Smith
 Chief Engineer Russel S. Thrun

W T T H

PORT HURON—1947—ABC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Times Herald Co.
 Address 903 Sixth St.
 Phone Number 5171
 Transmitter Location 3800 Dove Rd.

MICHIGAN

Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. World, Standard, Thesaurus
 Representative Weed & Company
 Membership NARTB, BAB
 President Louis A. Weil
 General Manager Harold E. King
 Commercial Manager William Weil
 Program Director Alice Anderson
 Chief Announcer Dick Sommerville
 News Director Bob Thaw
 Chief Engineer Marion Stoner
 Consulting Engineer E. C. Page

W H A K

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Rogers City Bcstg. Co.
 Address Moltke Dr.
 Phone Number 175
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Mgr., Chief Engr. Harvey A. Klann
 Prom., Comm. Mgr. Albert Klann
 Program Director H. E. Brege
 News Director Ward Mayrand

W E X L

ROYAL OAK—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Royal Oak Bcstg. Co.
 Business Address 212 W. Sixth St.
 Phone Number Lincoln 4-2200
 Transmitter Location ... 2201 Woodward Hts.
 Blvd., Ferndale
 Air Time 6 a.m.-2 a.m.
 News Service AP, INS
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Sta., Comm. Mgr. Gordon A. Sparks
 Sales Prom. Mgr. Ernest Holder
 Chief Engineer Garnet G. Sparks

W K N X

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Lake Huron Bdcstg. Corp.
 Address 221 So. Wash. Ave.
 Phone Number 3-4471
 Transmitter Location Bridgeport
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Hal Holman Co.
 Membership NARTB, BAB
 Pres., Gen. Mgr. William J. Edwards
 Vice-President Donald Williams
 Secy.-Treas., Sta. Mgr. Howard H. Wolfe
 Program Director Henry Scott
 News Director Britt Temby

Publicity Director Henry Scott
 Chief Announcer Bob Dyer
 Chief Engineer Max W. Thomas
 Consulting Engineer John Creutz

W S A M

SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Saginaw Bdcstg. Co.
 Address Radio Building
 Phone Number 2-8161
 Transmitter Location 2000 Whittier
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Headley-Reed Co.
 Membership NARTB, BAB
 President Milton L. Greenebaum
 V.P., Gen., Sta. Mgr. Jack D. Parker
 Pgm., Prod. Dir. Howard Finger
 Publicity Director Jean Wright
 News Director Oscar Huff
 Chief Engineer Harold McCullen
 Consulting Engineer Kear & Kennedy

W S G W

SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By ... Booth Radio & TV Stations
 Address Mason Bldg.
 Phone Number 3-4456
 Representative Pearson
 Transcription Service ... World, NBC Thesaurus
 News Service AP
 Pres., Mngng. Dir. John L. Booth
 Vice-Pres. & Gen. Mgr. Robert W. Phillips
 Program Director Robert Elliot
 Publicity Director Mary Kay
 Chief Engineer John T. Travers
 News Director Frank Wells

W S O O

SAULT STE. MARIE—1940 ABC-NORTHERN

Frequency: 1230 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By ... Hiawathaland Bcstg. Co.
 Business-Studio Address ... 107 W. Portage Ave.
 Phone Number 3000
 Trans. Loca. ... Hwy. No. 2, 2 Mi. S. of City
 President, General Manager, Stanley R. Pratt
 Sta., Comm. Mgr. Richard Y. Burnett
 Pgm. Dir., Farm Editor Ed Krieger
 Promotion Manager Charles Pratt
 News Director Homer Foster
 Chief Engineer William F. Morris

W S T R

STURGIS—1951—KBS-LBS

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Operated By ... Southern Michigan Bcstrs.

MICHIGAN - MINNESOTA

Address.....P. O. Box 67
Phone Number1199
News ServiceAP
Transcription ServiceThesaurus
RepresentativeMcGillvra
General Manager.....E. Harold Munn Jr.
Station Manager.....Charles R. Palmquist Jr.
Program. News Director.....James Harden

W T C M

TRAVERSE CITY—1941
MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. ByMidwestern Bdcstg. Co.
AddressPaul Bunyan Bldg.
Phone Number2700-1
Transmitter LocationElmwood Township
RepresentativeHal Holman Co.
General Manager.....Les Biederman

MINNESOTA

Pop. April 1, 1952 (Est.) 3,101,000—Total Housing Units 921,270
Families April 1, 1952 (Est.) 832,000—Stations in State 47

K A S M ALBANY—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone Number1150
Transcription ServiceLang-Worth
News ServiceUP
President.....William Blattner
General, Sta. Manager.....Urban J. Keppers
Comm., Prom. Mgr.....Ray Schnelly
Pub., News Dir.....John J. Nugent
Program Director.....Sally Hanauska
Chief Engineer.....Clyde A. Weivoda

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner...Albert Lea-Austin Bdcstg. Co., Inc.
Address332 South Broadway
Phone Number2338
News ServiceUP
Transcription Service.....Associated, World,
SESAC
Representatives..Rambeau, Bulmer & Johnson
MembershipNARTB
PresidentBennett O. Knudson
General Manager.....Anson Van Alstyne
Commercial Manager.....Kenneth Peterson
Program DirectorJack Hoetger
News Director.....Dave Pickard
Chief EngineerRobert Holt

K X R A

ALEXANDER—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Alexandria Bcstg. Co.
AddressAlexandria
Phone Number1000
News ServiceUP
Transcription ServiceLang-Worth

RepresentativeLawson
General Manager.....R. C. Brown
Commercial Manager.....Everette Q. Walters
Program Director.....Kenneth Bechtel
News Director.....Wayne Moody
Chief Engineer.....Gerald Lentz

K A U S

AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address....405A N. Main St.
Phone Number8836
Transmitter Location.....2½ Mi. S. of Austin
Air Time6 a.m.-M.
News ServiceAP
Transcription ServiceWorld
RepresentativePearson
MembershipNARTB
PresidentHarry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Pgm., Pub., News Dir.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg
Production Dir.....Ken Bryant
Chief Engineer.....Glen Klein

K B U N

BEMIDJI—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Butler Bcstg. Co., Inc.
Business-Studio Address .419½ Beltrami Ave.
Phone Number1900
Transmitter LocationMidway Dr.
Air Time7 a.m.-11:30 p.m.
News ServiceUP
Transcription ServiceSESAC
RepresentativeLawson
Pres., Gen., Sta. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Chief EngineerArt Vanderluis
Consulting EngineerNat Williams

MINNESOTA

KLIZ

BRAINERD—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Brainerd Bcstg. Co.
 Business Address 2700 E. Oak St.
 Phone Number 2853
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB, BAB
 President, General Manager E. T. O'Brien
 Program Director Lucille Grosse
 Sta., Comm., Prom. Mgr. Earl R. Johnsen
 Chief Engineer James Peterson

WKLK

CLOQUET—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Cloquet Bcstg. Co.
 Address 124½ Ave. C.
 Phone Number 1450
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental
 General Manager James A. McDougall
 Commercial Manager Dale R. Peterson
 Program Director Ralph Hanssen
 Chief Engineer Darrel Gander

KROX

CROOKSTON—1948—LBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Crookston Bcstg. Co.
 Business-Studio Address Eagles Bldg.
 Phone Number 1050
 Transmitter Location 1.5 Mi. N. of Crookston
 News Service UP
 Transcription Service Thesaurus
 Representatives Donald Cook, Gene Grant,
 Lawson & Assoc.
 President D. A. McKenzie
 Gen. Mgr., News, Farm Dir.
 Garfield A. Dahlberg
 Program Director Jerome A. Dahlberg
 Chief Engineer William J. Kiewel

KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Detroit Lakes Bcstg. Corp.
 Address 1360 Richwood Rd.
 Phone Number 1100
 News Service AP
 Transcription Service World
 Representative Lawson
 President R. C. Brown
 General Manager Gordon Hutton
 Commercial Manager Phil Solberg
 Program Director Roger Awsumb
 Chief Engineer Sumner Rasmussen

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Red River Bcstg. Co., Inc.
 Business-Studio Address 218 Bradley Bldg.
 Phone Number Melrose 2-2628
 Trans. Loca. 901 So. 63rd Ave. W.
 Air Time 24 Hours
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membe ship NARTB, BAB
 Pres., Gen. Mgr. Dalton Le Masurier
 Commercial Manager Odin S. Ramsland
 Sales Prom. Mgr. Dale Cowle
 Program Director Jack Gordon
 Chief Engineer Robert A. Deltman

WEBC

**DULUTH—1924
 NBC-ARROWHEAD**

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Head of the Lakes Bcstg. Co.
 Business-Studio Address WEBC Bldg.
 Phone Number Melrose 2-2873
 Transmitter Location 3925 Tower Ave.,
 Superior, Wis.
 News Service UP
 Transcription Service SESAC, World
 Representative Hollingbery
 President Morgan Murphy
 General Manager W. C. Bridges
 Commercial Manager Clifford J. Lue
 Program Director Earl Henton
 Chief Engineer Norman Gill
 Consulting Engineer C. B. Persons

WREX

DULUTH—1948—MBS

Frequency: 1080 Kc. Power: 10,000 Watts d.:
 5000 Watts n.
 Owned-Oper. By Lake Superior Bcstg. Co.
 Business-Studio Address 213 E. Superior St.
 Phone Number 7-2911
 Transmitter Location McCuen St.
 News Service UP
 Representative Weed
 President Thomas McCabe
 Commercial Manager Robert J. Rich
 Gen. Mgr., Chief Engr. William Lounsberry
 News Director Loren Paynter

WEVE

EVELETH—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Carl Bloomquist
 Address Park Hotel
 Phone Number 991
 Transmitter Location Eveleth
 Air Time Unlimited

MINNESOTA

Transcription Service Standard
 Representative Orville Lawson
 Membership BAB
 President Carl Bloomquist
 General Manager Arthur F. Nelson
 Program Director Robert Daniels
 Chief Engineer Joe Cerar

KDHL

FARIBAULT—1948—LBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By KDHL Bdcstg. Co.
 Business-Studio Address 213 Central Ave.
 Phone Number 2312
 Transmitter Location Hwy. 65
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Capitol
 Representative Pearson, Lawson
 General Mgr. Herbert H. Lee
 Commercial Mgr. Palmer Dragsten
 Musical Director Mera Ballis Frydenlund
 Sta. Mgr., Chief Engineer John E. Hyde, Jr.

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Fairmont Bdcstg. Co.
 Address 306 North Park St.
 Phone Number 1370
 Transmitter Location W. Lair Road
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Representative Walker Co., Lawson
 Trans. Serv. Thesaurus
 Membership NARTB, BAB
 President Leo J. Seifert
 General Manager Frank Endersbe
 Program Director Everett Ohrt
 News Director Ray Stougaard
 Chief Engineer Lawrence Lawson
 Consulting Engineer Chambers & Garrison

KGDE

FERGUS FALLS—1926 MBS-GREAT NORTHERN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fergus Radio Corp.
 Business-Studio Address Fergus Falls
 Phone Number 3986
 Transmitter Location Hwy. 3
 Air Time 6 a.m.-M.
 News Service AP
 Representative Walker
 Membership NARTB
 Secy-Treas., Exec. Dir. Harold L. Dell
 Station Manager Don L. Albertson
 Asst. Mgr. Frederic T. Dell
 Chief Engineer Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Itasca Bcstg. Co.
 Phone Number 198
 Transmitter Location Grand Rapids
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Pres., General Manager Robert D. Kennedy
 Program Director Bul Germ
 Chief Engineer Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg. Co.
 Business-Studio Address 5th & Howard
 Phone Number 3-7531
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Morgan Murphy
 General Manager W. C. Bridges
 Sta., Commercial Mgr. Oscar H. Peterson
 Pgm., Prod., Pub. Dir. Ruth E. Coe
 Chief Engineer Norman Gill

KLTF

LITTLE FALLS—1950

Frequency: 960 Kc. Power: 500 Watts d.
 Owned-Oper. By Capital City Bcstg. Co., Inc.
 Address 105½ Broadway E.
 Phone Number 367
 President Thornton G. Simpson
 General Manager Wayne L. King
 Comm. Mgr., News Dir. Albert L. Beck, Jr.
 Program Director Robert J. Hasselman
 Promotion Manager Gordon O. Lommen
 Chief Engineer Donald J. Powers

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By Minnesota Valley Bcstg. Co.
 Phone Number 4537
 News Service UP
 President H. W. Linder
 Station Manager D. O. Linder
 Commercial Manager Willard Smith
 Program Director Wayne Grant
 Chief Engineer Don Ranniger

KYSM

MANKATO—1938 NBC-NORTHWEST

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By F. B. Clements & Co.
 Business-Studio Address 101 N. Second St.

MINNESOTA

Phone Number 4673
 Transmitter..... Belgrade Hill, N. Mankalo
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service... Standard, Thesaurus
 Representative Meeker
 Membership NARTB, BAB
 Gen.-Station-Comm. Mgr..... John F. Meagher
 Sales Promotion Manager..... George Brooks
 Prom. Pgm. Dir..... Bob Gardner
 Musical Director..... Chuck Pasek
 Publicity Director..... Marilyn Mason
 News Director..... Bob Amick
 Chief Engineer..... James Houts
 Consulting Engineer George C. Davis

Transcription Service Lang-Worth
 Representative..... CBS Radio Spot Sales
 Sta., Gen. Mgr. Eugene Wilkey
 Commercial Manager..... Roy W. Hall
 Sales Prom., Mgr..... C. H. Smith
 Program Director Robert P. Sutton
 Publicity Director..... Fred Heywood
 News Director..... Jim Bormann
 Chief Engineer..... J. J. Beloungy

W D G Y

MINNEAPOLIS—1923—LBS

Frequency: 1130 Kc.. Power: 50,000 Watts d.;
 25,000 Watts n.
 Owned-Oper. By.... Twin Cities Bcstg. Corp.
 Business-Studio Address..... Hotel Nicollet
 Phone Number..... Bridgeport 2271
 Transmitter Location... 103rd & Lyndale Ave. S.
 Air Time..... 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Standard
 Representative Avery-Knodel
 Membership NARTB, BAB
 President James Stuart
 Station Mgr..... S. Hegeman
 Commercial Manager..... Sydney Rich
 Sales Promotion Manager..... Gerry Cohen
 Pgm., Prod. Dir., Asst. Mgr..... John Leslie
 News Director..... James McGovern
 Chief Engineer..... Charles Winkler
 Consulting Engineer..... John Creutz

K M H L

MARSHALL—1946—MBS-ABC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Harry W. Linder
 Business-Studio Address..... KMHL Bldg.
 Phone Number 2282
 Transmitter Location..... ½ Mi. E. of City
 Air Time..... 6 a.m.-M.
 News Service UP
 Representative..... John E. Pearson
 Owner..... Harry W. Linder
 General Manager..... Gilmore F. Frayseth
 News Director..... Bill Farrell
 Chief Engineer..... Russ Nelson

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc.... Power: 5000 Watts d.
 Owned-Operated By..... Family Bcstg. Corp.
 Business-Studio Address..... 15 N. Ninth St.
 Phone Number..... Lincoln 8451
 Transmitter Location..... Golden Valley
 Air Time..... 6 a.m.-Sundown
 News Service AP
 Transcription Service Standard
 Representative Rambeau
 Membership NARTB, BAB
 President Henry Klages
 Sta., Gen. Mgr. Lee L. Whiting
 Commercial Manager..... Ray Tenpenny
 Prod., Pgm. Dir. Harry Zimmerman
 Chief Engineer..... Harvey V. Headen
 Consulting Engineer..... Frank H. McIntosh

W L O L

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Oper. By... Independent Bcstg. Co.
 Business-Studio Address... 1730 Hennepin Ave.
 Phone Number... Atlantic 0406, Midway 4043
 Transmitter Location... 1370 Davern. St. Paul
 Air Time..... Unlimited
 News Service UP
 Representative..... A. M. Radio Sales
 President..... Ralph L. Atlas
 Gen., Sta. Mgr..... C. T. Hagman
 Commercial Manager..... Samuel N. Nemer
 Prom., Pgm., Prod., Pub. Dir..... Jack Swenson
 Studio Engineer..... Gene Brautlgam
 Transmitter Engineer..... Merle Bjork
 Consulting Engineer E. C. Page

W C C O

MINNEAPOLIS—1924

CBS Radio

Frequency: 830 Kc..... Power: 50,000 Watts
 Owned By..... Columbia Bcstg. System, Inc.
 Operated By..... CBS Radio Division
 Business-Studio Address... 625 Second Ave. S.
 Phone Number..... Main 1202
 Transmitter Location Anoka
 Air Time 5 a.m.-1 a.m.
 News Service..... AP, UP, INS

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc. ... Power: 500 Watts d.
 Owned-Oper. By People's Bcstg. Co.
 Address 1133 Stinson Blvd
 Phone Number Granville 4356, Prior 3181
 Trans. Loca. 1133 Stinson Blvd.
 Air Time Daytime

MINNESOTA

News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeSears & Ayer, Inc.
 Pres., Gen., Sta. Mgr.W. V. Stewart
 Sales Prom. Mgr.L. Sherman, II
 Commercial Manager.....Merle Forland
 Pgm., Prod., Pub. Dir.Becky Ann Stewart
 Chief Engineer.....Leroy Myri
 Consulting Engineer ..Gautney, Ray & Price

W T C N

MINNEAPOLIS-ST. PAUL—1925 ABC-DAIRYLAND

Frequency: 1280 Kc.Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Mid Continent Radio-
 Television, Inc.
 Business-Studio Address.....50 S. Ninth St.
 Phone Number.....Lincoln 0552
 Transmitter Location.....2235 N. Snelling
 News Service.....AP, UP
 Transcription ServiceAssociated
 Representative.....Free & Peters
 President.....William J. McNally
 Vice-Pres., Gen. Mgr.F. Van Konynenberg
 Commercial Manager.....Robert N. Ekstrum
 Program Director.....Judy Bryson
 Director of Radio.....C. D. Miller
 Promotion Manager.....Bob Wold
 Chief Engineer.....John Sherman

K D M A

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc.Power: 100 Watts
 Owned-Operated By.....Midwest Bcstg. Corp.
 Address.....West Hway. 212
 Phone125
 Air TimeUnlimited
 RepresentativePearson
 Pres., Gen. Mgr.H. Willard Linder

K V O X

MOORHEAD—1937 MBS-GREAT NORTHERN

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By.....KVOX Bcstg. Co.
 Business-Studio Address ..Fred. Martin Hotel
 Phone Number3-1522
 Transmitter Location...14th St. & 12th Ave. So.
 Air Time.....6:30 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker, Lawson
 MembershipNARTB, BAB
 President.....E. J. McKellar
 General-Station Manager.....M. M. Marget
 Comm., Sls. Prom. Mgr.Robert L. Owens
 Program Director.....Al Bergquist
 Chief Engineer.....Don Geiken

K N U J

NEW ULM—1949

Frequency: 860 Kc.Power: 1000 Watts d.
 Owned-Oper. ByKNUJ, Inc.
 Address.....308½ N. Minn. St.
 Phone Number905
 Air TimeDaytime
 Transmitter LocationSo. Bridge St.
 News ServiceAP
 Transcription Service.....Lang-Worth, World,
 Associated
 MembershipNARTB, BAB
 President.....W. K. Mickelson
 Gen. Mgr., Chief Engr.Jack H. Duncan
 Program ManagerWip Robinson, III
 News Director.....Robert Arnott

K O B K

OWATONNA—1950

Frequency: 1390 Kc.Power: 500 Watts d.
 Owned-Operated By.....Owatonna Bcstg. Co.
 Address307 Vesterby
 Phone Number2359
 News ServiceUP
 Transcription ServiceLang-Worth
 Pres., Gen., Comm. Mgr.William F. Johns, Jr.
 Program. News Director.....Harry Rand
 Chief Engineer.....Carl Wilford

K A A A

RED WING—1949

Frequency: 1250 Kc.Power: 1000 Watts d.
 Owned-Oper. ByRed Wing Bdcstg. Co.
 AddressRed Wing
 Phone Number3512
 Trans. Loca.....Hway. 58 So. Red Wing
 Air Time6 a.m.-Local Sunset
 News ServiceAP
 Transcription Service.....World, Capitol
 MembershipBAB
 President.....Fred C. Clarke
 Comm., Sta., Gen. Mgr.Maxine Jacobs
 Prod., Pgm. Dir.Peter Lyman
 Publicity Director.....D. Nelson
 News Director.....Marvin Schultz

K L E R

ROCHESTER—1948—ABC

Frequency: 970 Kc.Power: 500 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Rochester Bcstg. Co.
 Business Address.....229 First Ave. S.W.
 Phone Number2-2757
 Transmitter LocationOrchard Acres
 Air Time.....6 a.m.-1 a.m.
 News ServiceUP
 RepresentativePearson
 MembershipNARTB
 President.....Alyce P. Mayo
 General ManagerWalter T. Bruzek

MINNESOTA

Commercial Manager.....Robert A. Fick
 Program Director.....Vera Keefe
 Prod., News Dir., Chief Anncr.....Bill Erin
 Chief Engineer.....Ruben Rieck

K R O C ROCHESTER—1935 NBC-NORTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southern Minnesota
 Bcstg. Co.
 Business-Studio Address....100 1st Ave. Bldg.
 Phone Number.....3924
 Transmitter Location.....Cascade Township
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representatives.....Bulmer & Johnson
 Membership.....NARTB, BAB
 President.....Mrs. G. P. Gentling
 General Manager.....G. David Gentling
 Sta. Mgr., Pgm. Dir.....Cal Smith
 Commercial Manager.....Jerry Brataas
 Sales Prom. Mgr., Pub. Dir.....Warren Miller
 Chief Announcer.....Gene Thompson
 News Director.....Ray Thompson
 Chief Engineer.....Bob Cross

K F A M ST. CLOUD—1937—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publ. Co.
 Address.....Weber Bldg.
 Phone Number.....3330, 3331
 Trans. Loca.....Hwy. 152, 2 Mi. So. of city
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Frederick C. Schilplin
 Commercial Manager.....John F. Green
 Program Director.....Laurel H. Westrom
 Chief Engineer.....Robert Witschen

W J O N ST. CLOUD—1950—ABC INDEPENDENT

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Granite City Bcstg. Co.
 Address.....St. Cloud Hotel
 Phone Number.....1240
 Representative.....Rambeau
 Transcription Service.....World
 News Service.....UP
 President.....Max H. Lavine
 General Manager.....W. C. Porson
 Commercial Manager.....Paul T. Zaborik
 Program Director.....Wallace MacBriar
 Publicity Director.....Herm Schneider
 Chief Engineer.....Robert Muchow
 Consulting Engineer.....Charles Persons

W M I N ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Bcstg. Co.
 Business-Studio Address....538 Hamm Bldg.
 Phone Number.....Garfield 1361
 Transmitter Location.....St. Anthony at Frontenac
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Associated
 Representative.....ForJoe
 V.P., Gen. Sta. Mgr.....Frank M. Devaney
 Commercial Manager.....N. L. Bentson
 Program Director.....Norman Page
 Publicity Director.....Stuart Lindman
 Chief Engineer.....Warren B. Fritze

K S T P ST. PAUL-MINNEAPOLIS—1928-NBC NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
 Owned By.....KSTP, Inc.
 Bus-Studio Address.....3415 University Ave.
 Phone Number.....Prior 2717
 Trans.....County Rd. C. & Hwy. 61, St. Paul
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Thesaurus, World,
 Lang-Worth, Cole
 Representative.....Edward Petry
 Membership.....NARTB
 President, Gen. Mgr.....Stanley E. Hubbard
 V.P. chg. Sales.....Miller C. Robertson
 Exec. V.P., Treas.....K. M. Hance
 Program Director.....C. Brooks Henderson
 News Director.....Walter C. Miller
 Promotion-Publicity Director.....Joe Cook
 Chief Engineer.....John McMahon

W C O W SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....South St. Paul Bcstg. Co.
 Address.....208 3rd Ave. N.
 Phone Number.....LaSalle 1371
 News Service.....UP
 Transcription Service.....SESAC
 Exec. Director.....Albert Tedesco
 General Manager.....Reinhard Steinley
 Commercial Manager.....Victor Tedesco
 Program Director.....Donald S. Doty
 Promotion Manager.....Paul DeNault
 Chief Engineer.....Robert Muchlo

W S H B STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Operated By.....St. Croix Bcstg. Co.
 Address.....1st Natl. Bank Bldg.
 Phone Number.....Cedar 6819

AP SELLS

For Stations and Sponsors—

For instance . . . KWNO

“KWNO advertisers are pleased with AP sponsorship. Check this record: Kalmes Tire Service, 13 years without interruption. Breitlow Funeral Home, 13 years. Marigold Dairy, 12 years. Merchant’s National Bank, 4 years. Winona Motors, 10 years.

“Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 A.M., before our AP news, KWNO listenership jumps 20%. The same at noon.

“Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

“When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list.”

H. ROD HURD
Sales Manager,
KWNO, Winona, Minnesota

MINNESOTA

Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cook, Inc.
 Pres., Gen. Sta. Mgr. Richard Power
 Sales Prom. Mgr. James McLaughlin
 Pgm., Prod., Music Dir. Roger Erickson
 Publicity Director Don Hastings
 Chief Engineer Elmer Christianson
 Consulting Engineer Fred O. Grimwood

KTRF

THIEF RIVER FALLS—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Henry K. Arneson
 Address 1313 North Main Ave.
 Phone Number 13, 14
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson, Inc.
 Membership NARTB, BAB
 General Manager Henry K. Arneson
 Program Director Alverda Noel
 Pub., News Dir. Katherine Barzen
 Chief Engineer Henry J. Bothman
 Consulting Engineer May & Bond

WHLB

**VIRGINIA—1936—NBC
 ARROWHEAD, NORTHWEST**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg.
 Address 17th St., N.
 Phone Number Virginia 2000
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative Hollingbery, Bulmer & Johnson
 President J. Morgan Murphy
 General Manager Walter Bridges
 Sta., Comm., Sls. Prom. Mgr. H. J. Parise
 Pgm., Prod. Dir. Harry Willis
 Publicity Director Alys Mae McBride
 Chief Engineer Norman Gill
 Consulting Engineer C. Persons

KWAD

WADENA—1948—MBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Associated Bcstrs., Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 920-1
 Transmitter Location 4 Mi. S. City
 Air Time 6 a.m.-12 M.
 News Service UP

Transcription Thesaurus
 Representatives Bulmer & Johnson
 President C. V. Phillips
 General Manager Carl E. Holt
 Chief Engineer Milton La Due

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business-Studio Address 307 W. 6th St.
 Phone Number 1340
 Transmitter Location Foot Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. H. W. Linder
 Commercial Manager Jack Lynch
 Program Director Joe Marlinson
 Chief Engineer Wendell Tallakson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Business-Studio Address 216 Center St.
 Phone Number 3314
 Transmitter Location Garvin Hts.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President M. H. White
 General Manager Ken Marsh
 Commercial Manager H. Rod Hurd
 Sales Prom. Mgr. Dave Moffitt
 Chief Engineer Stanley Johnson

KWQA

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Worthington Bcstg. Co., Inc.
 Address Hotel Thompson
 Phone Number 2-7301
 Transmitter Location 4 Mi. W. of City
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 Membership NARTB
 President R. W. Olson
 General Manager R. E. Shepard
 Commercial Mgr. Arne Karhu
 Program Director Ty Mack
 Chief Engineer Clinton W. Knapp

MISSISSIPPI

Pop. April 1, 1952 (Est.) 2,177,000—Total Housing Units 610,249
Families April 1, 1952 (Est.) 576,000—Stations in State 43

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address: Opp. Buena Vista Hotel
Phone Number: 5581-2
Air Time: 24 hrs.
News Service: UP
Representative: William G. Rambeau
Membership: NARTB
President: James S. Love, Jr.
Gen.-Station Mgr.: Ray Butterfield
Commercial Manager: Thomas B. Majure
Program Director: Toni McCorkle
Chief Engineer: T. B. Majure
Consulting Engineer: L. J. du Triel

WVMI

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Associates
Address: P. O. Box 152
Phone Number: 6961
Representatives: Natl. Time Sales, Dora Clayton
Transcription Service: Thesaurus, Lang-Worth
Air Service: UP
Pres., Gen. Mgr.: Odes E. Robinson
Station Manager: Gene Tibbett
Comm. Sales Prom. Mgr.: Jerry Thompson
Pgm., Prod. Dir., Chief Anncr.: Robert Campbell
Chief Engineer: Geo. Tillotson

WBIP

BOONEVILLE—1950—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Booneville Bcstg. Co.
Address: Highway No. 45-S
Phone Number: 678
News Service: UP
President, Gen. Mgr.: E. O. Roden
Commercial Manager: D. E. Vowell
Chief Engineer: L. A. Bryan
Consulting Engineer: Claude Gray

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Brookhaven Bcstg. Co.
Address: W. Chicksaw St.
Phone Number: 1298
Transmitter Location: Highway 51
News Service: AP
Air Time: 6 a.m.-11 p.m.
Transcription Service: Lang-Worth
Membership: NARTB, BAB

Pres., Sta., Gen. Mgr.: Tullius Brady
Chief Engineer: Robert Bedford

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Birney Ines, Jr.
Address: Delta Ave.
Phone Number: 1566-2467
Transmitter Location: City Limits
Air Time: 5:30 a.m.-10:30 p.m.
News Service: AP
Commercial Manager: Helen Sugg
Pgm. Dir., Chief Anncr.: Jack Cristil
Station Manager: P. B. Hinman
Chief Engineer: C. D. Graves

WCLD

CLEVELAND—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Cleveland Bcstg. Co., Inc.
Address Trans.: Highway 61, S.
Phone Number: 990
News Service: AP
Transcription Service: World
Station Representative: McGillvra
President: Lowry Tims
General Manager: Claude D. Raney
Office Manager: Gay Rowse

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Lester Williams, WCJU, Inc.
Address: So. Main St.
Phone Number: 735
Transmitter Location: Hiway 24 South
Air Time: 6 a.m.-10:15 p.m.
News Service: AP
Transcription Service: World, Keystone
Pres., Gen., Comm. Mgr.: Lester Williams
Asst. Sta. Mgr.: Charles E. Newman, Jr.
Prod. Dir., Chief Anncr.: Bill Barrett
News, Musical Dir.: Paul Dantin
Chief Engineer: Ray Tolar

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By: Miss. Bcstg. Co.
Address: WACR Bldg.
Phone Number: 768
Transmitter Location: 1800 14th Ave. N.
Air Time: Sunrise-Sunset
Transcription Service: Standard
News Service: UP
Pres., Gen. Mgr.: Withers Gavin

MISSISSIPPI

W C B I

**COLUMBUS—1940
MBS—KBS-MID SOUTH**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....Columbus
Phone Number.....1430
Transmitter Location.....River Bridge
News Service.....AP
Representative.....McGillvra
President.....Birney Imes, Jr.
Gen., Sales Prom. Mgr.....Bob McRaney
Commercial Manager.....James Eatherton
Program Director.....Florence Thrower
Chief Engineer.....Thomas McFerrin

W C M A

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number.....5575
Transmitter Location.....Hway. No. 72 E.
Air Time.....5:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith
Membership.....NARTB
President.....Dr. Frank M. Davis
General Manager.....Aaron B. Robinson
Sta., Sales Prom. Mgr.....John E. Bell
Program Director.....Tom Weaver
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson
Consulting Engineer.....Kear & Kennedy

W G V M

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By.....Cotton Belt Bcsting Co.
Bus.-Studio Address.....1000 So. B'way
Phone Number.....4559
Transmitter Location.....Pickett St.
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....Standard
Representative.....Devney, Melville
Pres., General Manager.....David M. Segal
Comm. Sta. Mgr.....Edward M. Guss
Pgm., Prom., News Director.....Wallace D. Hoy
Prod., Pub. Dir., Chief Annrcr.....Jack Baruth
Chief Engineer.....Welton H. Jetton
Consulting Engr.....Lee E. Baker

W J P R

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By.....Radio Services Co.
Business-Studio Address.....107 So. Poplar St.
Phone Number.....9040-9049
Transmitter Location.....Beauchamp Rd.

News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Barbee Ashley
Sales Prom. Mgr.....Jack R. Stull
Publicity Director.....Margo Stephens
Chief Announcer.....Bill McHan
News Director.....Tommy Tiller
Chief Engineer.....Percy L. Kuhn
Consulting Engr.....Harold B. Rothrock

W A B G

GREENWOOD—1950—LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By.....Greenwood Bcstg. Co.
Address.....222 Howard St.
Phone.....3010
Transmitter Location.....Money Rd.
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....World
Owner, Gen. Mgr.....Cy Bahakel
Program Director.....Tom Reardon
Chief Engineer.....Henry Frye
Consulting Engineer.....John Creutz

W G R M

GREENWOOD—1937

NBC-KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Phone Number.....1900-1
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Capitol
President.....P. K. Ewing
General Manager.....F. C. Ewing
Commercial Manager.....Van Power

W N A G

GRENADA—1949—MBS-KBS

MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Trans. Address.....Barwin Hotel
Phone Number.....1400
Air Time.....6 a.m.-11 p.m.
Representative.....Mid-South Network
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr.....Monroe Looney
Chief Announcer, Eng.....Barney Loebe
Consulting Engr.....Dixie Engineering

W G C M

GULFPORT—1929—ABC

LBS AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.

MISSISSIPPI

Address Hewes-Martin Bldg.
 Phone Number 1110
 Transmitter Location Arlington Heights
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Station Representative Sears & Ayer, Inc.
 Owner & Gen. Mgr. Hugh O. Jones
 Station Manager C. Edwin Vann
 Commercial Manager Mrs. O. I. Owens
 Publicity Director Thomas Davis Berry
 Chief Engineer Charles T. Hook
 Consulting Engineer A. D. Ring

W F O R

HATTIESBURG—1925
NBC-KBS-REBEL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Forrest Bcstg. Co.
 Address 302 Hemphill St.
 Phone Number 1866
 Transmitter Location West 7th St. & 25th Ave.
 Air Time 5:30 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World
 Station Rep. George P. Hollingbery Co.
 Pres., Gen., Sta. Mgr. C. J. Wright, Jr.
 Program Director Carl Anderson
 Publicity Director Bud Norval
 Chief Engineer B. B. McLemore
 Consulting Eng. Broadcast Engineering Service

W H S Y

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Hub City Bcstg. Co. Inc.
 Address Highway 11 North
 Phone Number 3180
 Transmitter Location Highway 11 North
 News Service AP
 Transcription Service Lang-Worth
 Station Rep. Joseph Hershey McGillvra Inc.
 Membership NARTB, BAB
 President, Gen., Comm. Mgr. Charles W. Holt
 Sales Promotion Manager Bob Robinson
 Station Manager Connie Holt
 Program Director Bill Tracey
 Chief Engineer Charles Sharpling
 Consulting Engineer C. Shelkotsky

W J D X

JACKSON—1929—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Lamar Life Ins. Co.
 Business Address P. O. Box 2171
 Phone Number 2-1183
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, MacGregor,
 Lang-Worth, Cole, Capitol, World
 Representative George P. Hollingbery

Membership NARTB
 General Manager Wiley P. Harris
 Commercial Manager Frank Gentry
 Program Director Howard Langflitt
 Chief Engineer Percy G. Root

W J Q S

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Mississippi Bcstg. Co., Inc.
 Business-Studio Address Edwards Hotel
 Phone Number 3-9681
 Transmitter Location Pleasant Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 President, General Manager Withers Gavin

W J X N

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Jackson Bcstg. Co.
 Address Deposit Guaranty Bank Bldg.
 Phone Number 2-6673
 News Service AP
 Transmitter Location Fair Grounds
 Air Time 6 a.m.-12 M.
 Representative Indie Sales
 Pres., Gen. Mgr. James T. Ownby
 Sales Prom. Mgr. Hy Davis
 Chief Engineer Thomas Patterson

W R B C

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Rebel Bcstg. Co., Inc.
 Business-Studio Address 125 So. Lamar
 Phone Number 5-1562
 Transmitter Location 3 Mi. NE City
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Branham
 Membership NARTB
 Gen., Comm. Mgr. J. W. Carlier
 Prog. Dir., Farm Editor Forrest Cox
 Production Director W. V. Dubard
 Chief Engineer G. G. Benson
 Consulting Engineer McIntosh & Inglis

W S L I

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By Standard Life Bcstg. Co., Inc.
 Business Address P. O. Box 1847
 Phone Number 3-2788
 Transmitter Location Hwy. 80 N.
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed

MISSISSIPPI

Membership NARTB, BAB
 President..... W. R. Newman
 General-Station Manager..... L. M. Sepaugh
 Commercial Manager..... F. E. Wilkerson, Jr.
 Program Director..... B. K. Smith
 Production Director..... M. B. Wray
 Chief Engineer..... C. A. Perkins
 Consulting Engr..... A. D. Ring

W K O Z KOSCIUSKO—1947—LBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Kosciusko Bcstg. Co.
 Business Address..... P. O. Box 392
 Phone Number 782
 Transmitter Location..... Golf Course Rd.
 Air Time..... 5 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Owner, General Manager..... Cy N. Bahakel
 Program Director..... Erlene Leach
 Chief Engineer..... Wayne A. Oliver

W A M L LAUREL—1932—NBC-KBS-LBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... New Laurel Radio Station
 Business-Studio Address..... 442 Sixth Ave.
 Phone Number 5601
 Transmitter Location..... Washington Rd.
 News Service AP
 Transcription Service World
 Representative..... George P. Hollingsbery
 President Harold Mattison
 Gen., Prom. Manager..... Granville Walters
 Commercial Manager..... M. M. Caver
 Program Director..... Stanley Walters
 Chief Engineer..... Clyne Graves

W L A U LAUREL—1946—ABC-MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Southland Bcstg. Co.
 Bus.-Studio Address..... 437 N. Magnolia St.
 Phone Number 7227-8
 Transmitter Location..... Meridian Ave.
 Air Time..... 5:30 a.m.-11 p.m.
 News Service UP
 Representative McGillvra
 Membership BAB
 President..... C. T. McCallum
 Gen., Sta. Mgr..... Norma H. Leggett
 Commercial Manager..... Teck Jones
 Sales Prom. Mgr..... J. L. Collins
 Pgm. Dir., Chief Anncr..... David Kane
 Chief Engineer..... Jimmie Hilbun

W M B C MACON—1947—MISS.

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Mississippi Bcstg. Co., Inc.
 Address WMBC Bldg.

Phone Number 310
 Transmitter Location..... Old Starkville Rd.
 Air Time..... 6 a.m.-M.
 News Service UP
 President, General Manager... Withers Gavin

W A P F McCOMB—1948—KBS-LBS

Frequency: 1010 Kc..... Power: 250 Watts d.
 Owned-Operated By... S. W. Bcstg. Co. of Miss.
 Address..... Pike Hotel, Box 604
 Phone Number 1884
 Transmitter Location..... Hiway 24 West
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr..... Louis Alford
 Commercial Manager..... Bill Tyler
 Sales Promotion Manager..... Mack Smith
 Program Director..... Carl Austin
 Publicity Director..... Bonnie Sanders
 Chief Engineer, Sta. Mgr..... Phillip Brady

W S K B McCOMB—1939

Frequency: 1250 Kc..... Power: 5000 Watts d.;
 500 Watts n.
 Owned-Operated By..... McComb Bcstg. Corp.
 Address..... P. O. Box 111
 Phone Number 37

W C O C MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... Mississippi Bcstg. Co., Inc.
 Business-Studio Address..... Threefoot Bldg.
 Phone Number 7714
 Transmitter Location..... Hway. 45 North
 Air Time..... 6 a.m.-12:10 a.m.
 News Service UP
 Transcription Service Standard
 President, General Manager... Withers Gavin

W M O X MERIDIAN—1946 MBS-KBS-MIDSOUTH

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Birney Imes, Jr.
 Address..... 9th St. & 23rd Ave.
 News Service AP
 Representative Mid-South Network
 President..... Birney Imes, Jr.
 General Manager..... Bob McRaney
 Station Manager..... Joseph W. Carson
 Commercial Mgr..... Eddie Holladay
 Chief Engineer..... Al Betmarik

W T O K
 MERIDIAN—1946—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Meridian Bcstg. Co.

MISSISSIPPI

Bus.-Studio Add... Citizens Natl. Bank Bldg.
 Phone Number 3-1441
 Transmitter Location 3rd Ave. & 20th St.
 Air Time 6:30 a.m.-11:05 p.m.
 News Service INS
 Representative Headley-Reed
 Pres., General-Station Mgr... Robert F. Wright
 Comm.-Sales Prom. Mgr.... William B. Crooks
 Pub., Pgm. Dir. Cecil Germany
 Chief Engineer Joe H. Saxon
 Consulting Engineer Gautney & Ray

WMIS

NATCHEZ—1941—NBC-KBS-LA.
 MISS.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Natchez Bcstg. Co.
 Business-Studio Address Box 330
 Phone Number 8211
 Transmitter Location Hwy. 61 N.
 News Service UP
 President P. K. Ewing
 Gen., Comm. Mgr. P. K. Ewing, Jr.
 Program Director Ervin Parks
 Chief Engineer George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old South Bcstg. Co.
 Business Address Box 54
 News Service UP
 Transcription Service Standard
 President Mrs. Laurie G. Ratcliffe
 Gen., Comm. Manager Paul Schilling
 Chief Engineer S. J. Parks, Jr.

WPMP

PASCAGOULA—1951—LBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Crest Bcstg. Co., Inc.
 Address P. O. Box 348
 Phone Number 83
 News Service INS
 Transcription Service Capitol
 Pres., Comm. Mgr. William R. Guest, Jr.
 Sta. Mgr., News Dir. Donovan Murphy
 Program Director Lee Smith
 Chief Engineer Fred Strothers

WHOC

PHILADELPHIA—1948—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By William Howard Cole
 Address P. O. Box 26
 Phone Number 740
 News Service UP
 Transcription Service Capitol
 Owner, Gen., Comm. Mgr.
 William Howard Cole
 News, Prom., Prog. Dir. Jim Sparks
 Chief Engineer Edgar C. Goforth

WRJW

PICAYUNE—1949—LBS-KBS

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By Moseley Bros.
 Business Address Picayune
 Phone Number 474
 Transmitter Location. State Rd. 2 Mi. E. of City
 News Service UP
 Transcription Service SESAC, Lang-Worth
 General Manager W. L. Moseley
 Program Director Archie Rushing, Jr.
 Chief Engineer Floyd Colee

WSSO

STARKVILLE—1948—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Starkville Bcstg. Co.
 Business-Studio Address WSSO Bldg.
 Phone Number 1230
 News Service AP
 Transcription Service Capitol
 President Grady Imes
 Gen., Comm. Mgr. Joe Phillips
 Program Director Mrs. Belle McPherson
 Chief Engineer Travis Palmer

WELO

TUPELO—1944
MBS-KBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tupelo Bcstg. Co.
 Business-Studio Address Welo Bldg.
 Phone Number 1400
 Transmitter Location Hwy. 45 So.
 News Service AP
 Station Representative Mid-South Net
 Owner Birney Imes, Jr.
 General Manager Bob Evans
 Commercial Manager Reeves Whirley
 Program Director Chuck Givens
 Chief Engineer LeRoy Green

WQBC

VICKSBURG—1931—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Delta Bcstg. Co., Inc.
 Business-Studio Address Post-Herald Bldg.
 Phone Number 312
 Transmitter Location 2½ Mi. E. of City
 News Service AP
 Transcription Service Capitol
 Representative Sears & Ayer
 Membership NARTB, BAB
 President L. P. Cashman
 General-Station Mgr. Mary-Van Cashman
 Commercial Manager L. L. Miller
 Program Director Charlotte Kahn
 Chief Engineer Waverley Conway

MISSISSIPPI-MISSOURI

WVIM

VICKSBURG—1948—LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Radio Miss., Inc.
 Business-Studio Address Box 76
 Phone Number 1920
 Transmitter Location Thompson & Floyd Sts.
 President James T. Ownby
 Sta., Comm. Mgr. Frank Holifield

WROB

**WEST POINT—1947
 MBS-MID SOUTH-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Bob McRaney, Sr.
 Studio Address WROB Bldg.
 Transmitter Address Forrest St.
 Phone Number 807

Air Time 6 a.m.-11 p.m.
 Representative Mid South Network
 President, General Mgr. Bob McRaney, Sr.
 Sta., Comm. Mgr. Hugh Shankle
 Chf. Ann., Eng. George Corken

WAZF

YAZOO CITY—1946—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WAZF, Inc.
 Phone Number 1300-1
 Transmitter Location I Mi. No. of City
 Air Time 5:55 a.m.-10:15 p.m.
 News Service AP
 Transcription Service World
 Pres., Gen. Sta. Mgr. Guy Corley
 Prom., Comm. Mgr. Phil Streit
 Prod. Program Director Fred Rand
 Chief Engineer D. A. Flinspach

MISSOURI

*Pop. April 1, 1952 (Est.) 4,122,000—Total Housing Units 1,269,772
 Families April 1, 1952 (Est.) 1,103,000—Stations in State 51*

KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Hirsch Bcstg. Co.
 Business-Studio Address 324 Broadway
 Phone Number 2104
 News Service UP
 Representative John E. Pearson
 President Oscar C. Hirsch
 Gen., Comm. Manager Ralph L. Hirsch

KDMO

CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Carthage Bcstg. Co.
 Trans. Address 1201 E. Chestnut
 Phone Number 2648, 2623
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol, Keystone
 Representative Continental
 Membership NARTB, BAB
 Station Manager L. C. McKenney
 Commercial Manager J. I. Dalw
 Sales Promotion Manager Phil Hannum
 Program Director Lee Crocker
 News, Publicity Director Les Kennon
 Chief Engineer George Province

KCRV

CARUTHERSVILLE—1950

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pemiscot Bcstg. Co.
 Address 106 W. 3rd St.

Phone Number 965
 Transcription Service Thesaurus, World
 News Service UP
 President J. E. Taylor
 Gen., Sta. Mgr. Robert L. Harrison
 Commercial Manager Raymond Miller
 Pgm., Prod. Dir. Denis McGovern
 Pub. Dir., Farm Editor Harry A. Moreland
 News Director Norman Shainberg

KCHI

CHILLICOTHE—1950—KBS-LBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By Cecil W. Roberts
 Address Box 719
 Phone Number 1920
 News Service UP
 Representative Conwell
 General, Station Manager Howard G. Rion
 Commercial Mgr., Pgm. Dir. R. Wayne Cox
 Chief Engineer James L. Preston

KDKD

CLINTON—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Clinton Bcstg. Co., Inc.
 Address P. O. Box 113
 Phone Number 233
 News Service UP
 Transcription Service World
 Representative Devney
 Pres., Gen. Mgr. David M. Segal
 Commercial Manager Bill E. Brown
 Program Director Virgil Eugene Stone
 Chief Engineer Marvin Landon

MISSOURI

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....KFRU, Inc.
 Trans. Business Address...U. S. 40 at U. S. 63
 Phone Number.....4141
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 Membership.....NARTB, BAB
 President.....H. J. Waters, Jr.
 Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.
 Comm., Sales Prom. Mgr.....F. I. LeGrand
 Program Director.....Harold Douglas
 News Director.....Edward Lambert
 Musical Director.....Paul Robinson
 Chief Engineer.....Robert Haigh
 Consulting Engr.....John B. Heffelfinger

KREI

FARMINGTON—1947—LBS

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Cecil W. Roberts
 Phone Number.....710
 Studio-Transmitter...Burks Rd. & Webster St.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Pres., Gen. Mgr.....Cecil W. Roberts
 Station Manager.....F. P. (Ted) Graves
 Chief Engineer.....Bill Westbrook

KFCF

FESTUS—1951

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By...Jefferson County Radio
 & TV Co.
 News Service.....UP
 General Manager.....C. M. Poindexter
 Commercial Manager.....Donald M. Donze

KFMO

**FLAT RIVER—1947—MBS
 GRIESEDIECK**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Lead Belt Bcstg. Corp.
 Business-Studio Address.....Flat River
 Phone Number.....1000
 Transmitter Location...U. S. Hway. 61
 Air Time.....Unlimited
 News Service.....UP
 Representative.....John E. Pearson
 President, General Manager...Oscar C. Hirsch
 Station-Comm. Mgr.....James F. Collins
 Program, Publicity Director...Virginia Collins
 Production Director.....Earl Whitener
 Chief Engineer.....Gilbert Collins

KFAL

FULTON—1950—LBS

Frequency: 900 Watts. Power: 250 Watts d.
 Owned-Oper. By.....Mo. Central Bcstrs.
 Address.....5th and Market

Phone Number.....1400
 Transcription Service.....Capitol
 News Service.....UP
 Membership.....NARTB, BAB
 Gen. Mgr., Chief Engr.....Robert W. Nickles
 Sta. Mgr., Pgm. Dir.....Roger P. Fox

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By...Courier-Post Publishing Co.
 Business-Studio Address...102½ S. Main St.
 Phone Number.....3450
 Transmitter Address...6 Mi. S. of Hannibal
 Air Time.....5:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....RCA Thesaurus
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 Gen.-Sta.-Sales Prom. Mgr...Wayne W. Cribb
 Commercial Manager.....P. H. Cunningham
 Pgm., Prod., Pub. Dir.....Gene Hoenes
 News Director.....George Allen, Jr.
 Chief Engineer.....Ben Parrish
 Consulting Engr.....Commercial Radio

KIMO

INDEPENDENCE—1947—LBS

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....The Blue Valley Co.
 Business-Studio Address.....310 N. Osage
 Phone Number.....CL. 9815
 Transmitter Location...28th & Northern Blvd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Membership.....NARTB
 General, Comm. Manager...Craig Siegfried
 Pgm., Prod., Pub. Dir.....Harry L. Becker
 Chief Announcer.....Mark Foster
 News Director.....Robert Hoyt
 Chief Engineer.....Eldon Ryan

KWOS

**JEFFERSON CITY—1937
 MBS-GRIESEDIECK**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Capital Bcstg. Co.
 Business-Studio Address...210-212 Monroe St.
 Phone Number.....6-3137
 Transmitter Location...St. Mary's Blvd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth RCA
 Thesaurus
 Representative.....Sears & Ayer
 President.....R. C. Goshorn
 Gen., Sta. Comm. Mgr.....Catherine Roer
 Chief Engineer.....Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc. Power: 5000 Watts d.;
 1000 Watts n.

MISSOURI

Owned-Oper. By.....Four States Bcsters, Inc.
 Business-Studio Address.....1027 Main
 Phone Number.....1310
 Transmitter Location.....N.W. of Joplin
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....Harry Easley
 Exec. V.-P., Comm., Gen. Mgr.....W. H. Clark
 Program Director.....Ed Johnson
 Chief Engineer.....Ralph Meador
 Consulting Engr.....Robert Silliman

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Trans. Address.....1928 W. 13 St.
 Phone Number.....7260
 News Service.....UP
 Transcription Service.....World
 Representative.....William G. Rambeau
 Pres., Gen. Mgr., Chf. Engr.....

Austin A. Harrison

Commercial Manager.....John D. Whitt
 Pgm., Prom. Dir.....Ronald W. Robson

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Joplin Bcstg. Co.
 Business-Studio Address.....Frisco Bldg.
 Phone Number.....330
 Transmitter Location.....13th & Munroe
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 Membership.....NARTB
 Pres., Gen.-Station-Comm. Mgr.....D. J. Poyner
 Sales Prom. Mgr.....David Gregg
 Program Director.....Golda Shauince
 Chief Engineer.....Jack Langford

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KCKN Bcstg., Inc.
 Business-Studio Address.....300 Wallower Bldg.
 Phone Number.....Victor 3864
 Transmitter Location...901 N. 8th St., Kansas
 City, Kan.
 News Service.....AP, UP
 Transcription Service...Langworth, Standard
 Representative.....Capper Publications, Inc.
 General Manager.....Ben Ludy
 Sales Prom. Mgr.....Joe Story
 Program Director.....George Stump

K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Address.....125 E. 31st St.
 Phone Number.....Jefferson 6789
 Transmitter Location.....Nashua
 Air Time.....Unlimited
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service...Thesaurus, Associated
 Representative.....Katz
 Membership.....NARTB
 President.....Tom L. Evans
 General Manager.....E. K. Hartenbower
 Asst. Manager.....C. E. Breazal
 Commercial Manager.....R. W. Evans
 Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
 Program Director.....S. B. Tremble
 Production Director.....Kenneth Heady
 News Director.....Jim Monroe
 Chief Engineer.....Karl Troeglen
 Consulting Engr.....Andrew R. Ring

K F R M

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Midland Bcstg. Co.
 Business-Studio Address.....222 W. 11th St.
 Phone Number.....HA. 2650
 Transmitter Location...10 Mi. S. of Concordia
 Air Time.....Sunrise-sunset
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Arthur B. Church
 V.P., Managing Dir.....George J. Higgins
 Sales Promotion Manager...Harold W. Storm
 Program Director.....Rod E. Cupp
 Production Director.....Fran Heyser
 News Director.....John Farmer
 Chief Announcer.....Lee Stewart
 Musical Director.....P. Hans Flath
 Chief Engineer.....Ray Moler
 Consulting Engr.....Jansky & Bailey

K M B C

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Midland Bcstg. Co.
 Address.....222 W. 11th St.
 Phone Number.....Harrison 2650
 Transmitter Location.....50th & Bellinder
 Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Free & Peters
 Membership.....NARTB, BAB

MISSOURI

President..... Arthur B. Church
 V.P., Managing Director..... George J. Higgins
 Sales Promotion Mgr..... Harold W. Storm
 Program Director..... Rod Cupp
 Production Director..... Fran Heysler
 Chief Announcer..... Lee Stewart
 News Director..... John Farmer
 Musical Director..... P. Hans Flath
 Chief Engineer..... Ray Moler
 Consulting Engr..... Jansky & Bailey

W D A F

KANSAS CITY—1922—NBC

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Oper. By..... The Kansas City Star Co.
 Business-Studio Address..... 1729 Grand Ave.
 Phone Number..... Harrison 1200
 Transmitter Location..... Johnson County, Kans.
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Standard, Thesaurus
 Representative..... H. I. Christial
 President..... Roy A. Roberts
 General Manager..... Dean Fitzer
 Station Manager..... V. S. Batton
 Commercial Mgr..... E. Manne Russo
 Program Director..... Harry J. Kaufmann
 Publicity Director..... Harold Glazer
 News Director..... Walt Bodine
 Chief Engineer..... J. A. Flaherty
 Consulting Engineer..... G. E. Gauntney

W H B

KANSAS CITY—1922—MBS

Frequency: 710 Kc..... Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Operated By..... WHB Bcstg. Co.
 Business-Studio Address..... Scarritt Bldg.
 Phone Number..... Harrison 1161
 Transmitter Location..... Route 1, Liberty
 News Service..... AP
 Transcription Service..... Associated
 Representative..... John Blair & Co.
 Pres., Comm. Mgr..... Donald Dwight Davis
 Gen., Sta. Mgr..... John T. Schilling
 Sales Prom. Mgr..... Charles Rosenfeldt
 News, Program Director..... Richard Smith
 Chief Engineer..... Henry Goldenberg

K B O A

KENNETT—1947

Frequency: 830 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Kennett Bcstg. Corp.
 Bus.-Studio-Transmitter Address..... Kennett
 Phone Number..... 8-4616
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... Standard, Capitol
 Membership..... BAB
 President, General Manager..... Paul C. Jones
 Station Manager..... C. H. Harrison
 Commercial Manager..... Joe Bankhead
 Chief Engineer..... Robert H. Conner

K I R X

KIRKSVILLE—1947—LBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... North Mo. Bcstg. Co.
 Bus.-Studio-Transmitter Address..... KIRX Bldg.
 Phone Number..... 5-3781
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Standard
 General, Station Manager..... Samuel A. Burk
 Commercial Manager..... R. M. Harpster
 Program Director..... Lee Jones
 News Director..... Robert S. Herrin
 Chief Engineer..... Charles Porter

K L W T

LEBANON—1948—MBS

Frequency 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Lebanon Bcstg. Co.
 Bus.-Studio Address..... 221 E. Commercial St.
 Phone Number..... 1015
 Transmitter Location..... Buffalo Rd.
 Air Time..... 6a.m.-M.
 News Service..... UP
 Transcription Service..... Lang-Worth
 President..... Robert C. Fields
 General Manager..... O. R. Wright
 Commercial Manager..... Jack A. Sellers
 Program Director..... Thomas H. Miller
 Chief Engineer..... E. L. Hendry

K M M O

MARSHALL—1949—KBS-LBS

Frequency: 1300 Kc..... Power: 500 Watts d.
 Owned-Operated By..... KMMO, Inc.
 Address..... P. O. Box 513
 Phone Number..... 40
 Transmitter Location..... 1 Mi. N.W. of City
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Lang-Worth
 Station Manager..... Harold Gordon
 Commercial Manager..... Roger Gordon
 Program Director..... Bettie S. Baldwin
 Chief Engineer..... Bill Williams

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Audrain Bcstg. Corp.
 Phone Number..... 2340-1
 Studio, Trans. Loc..... 1725 E. Liberty
 Air Time..... 6:00 a.m.-12 M.
 News Service..... AP
 Representative..... John E. Pearson
 Membership..... NARTB, BAB
 President..... John Badaracco
 Gen., Sta. Mgr..... W. Earl Dougherty
 Sales Promotion Manager..... Monty Moncrieff
 News Director..... Jim Buffington
 Chief Engineer..... Bob Bruner

MISSOURI

K N C M

MOBERLY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Moberly Bcstg. Co.
 Phone Number 1600
 Representative Conwell
 Transcription Service Lang-Worth, Thesaurus
 News Service UP
 Owner, Gen. Mgr. Jerrell A. Shepherd
 Commercial Manager John Conwell
 Program Director James Lipsey
 Chief Engineer W. D. Sneed
 News Director Tom Hackward

K R M O

MONETT—1950—LBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By Carthage Bcstg. Co.
 Phone Number 858
 Transcription Service Capitol
 News Service AP
 Gen. Mgr. (Partner) L. C. McKenney
 Sales Manager (Partner) J. J. Daly
 Commercial Manager Marion Pilant
 Station Manager Jim Allwood
 Publicity, News Dir. Victor Cox
 Chief Engineer George Province

K N E M

NEVADA—1941—KBS-LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Missouri Bcstng. Co.
 Address P. O. Box 15
 Phone Number 13
 Transmitter Location 3rd & Smecter
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service SESAC
 Representative Conwell Co.
 President Cecil W. Roberts
 General Manager Jerrell Henry
 Commercial Manager Al Meschi
 Program Director Dorothy Henry
 Chief Engineer Paul Gregg

K W O C

POPLAR BLUFF—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Poplar Bluff Bcstg. Co., Inc.
 Transmitter Address KWOC Bldg.
 Phone Number 3922
 Air Time 6:00 a.m.-10 p.m.
 News Service UP
 Transcription Service SESAC
 Representative John E. Pearson
 President, General Manager A. L. McCarthy
 Station Manager Byron Kearbey, Jr.
 Prog., Prod. Dir. Jerry J. Higley
 News Director John A. Thies
 Chief Engineer Donald M. Lidenton
 Consulting Engineer F. O. Grimwood

K T T R

ROLLA—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By "Show-Me" Bcstg. Co.
 Address P. O. Box 567
 Phone Number 380
 Transmitter Location Soest Rd., Rolla, Mo.
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Pres., Gen.-Sta.-Comm. Mgr. Luther W. Martin
 Pgm., Prdo., Pub. Dir. Wilson C. Burkhead
 Musical Director Mel Lee
 Chief, Consulting Engr. Martin W. Mitchum

K F E Q

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By KFEQ, Inc.
 Business-Studio KFEQ Bldg.
 Phone Number 4-0813
 Transmitter Location Hwray, No. 71
 Air Time 5:30 a.m.-12 M.
 News Service UP, AP
 Transcription Service World, SESAC
 Representative Headley-Reed
 President, General Manager Barton Pitts
 Commercial Manager Glenn G. Griswold
 Prom. Mgr., Pub. Dir. J. Ted Branson
 Program Director E. C. Schirmer
 Production Director Walter Johnson
 Chief Engineer J. Wesley Koch
 Consulting Engr. George C. Davis

K R E S

ST. JOSEPH—1946—LBS

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By Missouri Valley Bcstg. Corp.
 Business-Studio Address 113 S. 7th St.
 Phone Number 4-6348
 Transmitter Location Hwray, 169
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 President Basil L. Kaufmann
 Exec. V.-P., Gen. Mgr. William C. Whitlock
 Gen., Sta. Mgr. John L. Bilyeu
 Commercial Manager C. Warren Stout
 Program Director Allen Menefee
 Local Sales Manager Warren Stout
 Publicity Director Gene Miller
 Chief Engineer Harry L. Teegarden
 Consulting Engr. Commercial Radio

*You get **MORE** for your money
when you buy the*



Buy **KSD**

*... with the **LARGEST** daytime
half-millivolt coverage area of
any radio station in **ST. LOUIS***

*... 5000 watts on 550 kc
day and night!*

KSD •

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: **FREE & PETERS, Inc.**

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

MISSOURI

K M O X

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc. Power: 50,000 Watts
 Owned By.....Columbia Bcstg. System, Inc.
 Operated By.....CBS Radio Division
 Business-Studio Address.....401 So. 12th St.
 Phone Number.....Central 8240
 Transmitter Location.....Stallings
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....CBS Radio Spot Sales
 Membership.....BAB
 General Manager.....John Ackerman
 Commercial Manager.....P. S. Anderson
 Sales Prom. Mgr.....C. W. Doebler
 Program Director.....Mark Russell
 Production Director.....George M. Clare
 Chief Engineer.....Harry Harvey

K S D

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By.....The Pulitzer Publishing Co.
 Business-Studio Address.....1111 Olive St.
 Phone Number.....Main 1111
 Transmitter.....Hwy. 66, E. St. Louis, Ill.
 News Service.....AP
 Transcription Service.....World, Thesaurus
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Arthur J. Casey
 Program Director.....Harold Grams
 Commercial Manager.....Edward W. Hamlin
 Promotion Manager.....David Pasternak
 Chief Engineer.....J. E. Risk

K S T L

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Radio St. Louis, Inc.
 Address.....St. Louis 1
 Phone Number.....Main 0600
 Transmitter Location.....East St. Louis, Ill.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Forjoe
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....William A. Ware
 Asst. Manager.....Dick J. Kasten
 Commercial Manager.....William A. Knight
 Program Director.....Bob Terry
 Traffic Manager.....Rose DiCarlo
 Publicity Director.....Dolores J. Ryan
 News Director.....Bob Sheehan
 Chief Engineer.....Edward B. Bench, Jr.

K W K

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By.....KWK, Inc.
 Bus.-Studio Address.....1215 Cole St.
 Phone Number.....Main 9100
 Transmitter Location.....500 Logan St., Baden
 Air Time.....5:30 a.m.-M.
 News Service.....AP
 Representative.....Krtz
 President, General Mgr.....Robert T. Convey
 Station Director.....Ray E. Dady
 Commercial Director.....V. E. Carmichael
 Program Director.....John W. Tinnea
 Production Mgr.....John Traxler
 Publicity Director.....Fred J. Mueller
 Chief Engineer.....N. J. Zehr
 Consulting Engineer.....McIntosh & Inglis

K X L W

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....St. Louis County Bcstg. Co.
 Bus.-Studio Address.....8135 Forsythe Blvd.
 Phone Number.....Delmar 1320
 Transmitter Location.....Brentwood
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Bolling
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....S. E. Sloan
 Station Manager.....Les Ware
 Chief Engineer.....Wallace E. St. Vrain

K X O K

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By.....KXOX, Inc.
 Business-Studio Address.....12th & Delmar
 Phone Number.....CHestnut 6000
 Transmitter Location.....Madison, Ill.
 News Service.....AP, UP
 Transcription Service.....Associated, Standard
 Representative.....John Blair
 Membership.....NARTB, BAB
 President.....Elzey Roberts
 General Manager.....C. L. Thomas
 Asst. to Gen. Mgr.....Bruce Barrington
 Commercial Manager.....V. N. Springgate
 Sales Promotion Manager.....Foster H. Brown
 Production Director.....Elmer Muschany
 Publicity Director.....Mary Williamson
 Chief Engineer.....Arthur F. Rekart
 Consulting Engineer.....Jansky & Bailey

W E W

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....The St. Louis University

MISSOURI

Address 3642 Lindell Blvd.
 Phone Number FRanklin 5665
 News Service INS, UP
 Transcription Service. Lang-Worth, Associated
 President (St. Louis U.)

Very Rev. Paul C. Reinert, S.J.
 Sta. Gen. Manager Geo. A. Volz
 Promotion Manager John G. Walsh
 Chief Engineer Joseph A. Volk

W I L

ST. LOUIS—1922—LBS

Frequency: 1430 Kc. Power: 500 Watts
 Owned-Operated By Missouri Bcstg. Corp.
 Business-Studio Address Hotel Chase
 Phone Number Rosedale 6200
 Transmitter Location North Dupo, ll.
 Air Time 5:30 a.m.-1:30 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Pres., Gen. Mgr. L. A. Benson
 Commercial Manager R. M. Hetherington
 Promotion Manager Nick Pagliara
 Program Director Edward M. Galloway
 Publicity Director Marilyn Rohan
 Chief Announcer Bob Grossman
 News Director John Carr
 Chief Engineer Wells Chapin

K S G M

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc. Power: 500 Watts
 Owned-Oper. By Donze Enterprises, nc.
 Bus.-Studio Address 245 Merchant St.
 Phone Number 580
 Transmitter Location Maxwell Hill
 Air Time 6 a.m.-10 p.m.
 News Service UP
 President, General Manager Elmer L. Donze
 Chief Announcer Harry Stonum
 Chief Engineer Murel L. Rose
 Consulting Engineer Grimwood

K D R O

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Milton J. Hinlein
 Bus.-Studio Address 2100 W. Broadway
 Phone Number 4004
 News Service UP
 Representative Forjoe
 President Milton J. Hinlein
 General Manager Herbert W. Brandes
 Commercial Manager James F. Glenn
 Chief Engineer Leman E. Jones

K S I M

SIKESTON—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper. Sikeston Community Bcstg. Co.
 Bus.-Studio-Transmitter Address Hwy. 60 W.

Phone Number 1
 News Service AP
 Transcription Service Standard
 President Lyman R. Bowman, Jr.
 Sta., Comm., Prom. Mgr. Richard L. Watkins, Jr.
 Pgm. Dir., Chief Annr. James Palmer
 Chief Engineer Ralph L. Hirsch

K G B X

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Springfield Bcstg. Co.
 Bus.-Studio Address 605 Boonville Ave.
 Phone Number 4-2822
 Transmitter Location Bolivar Rd., Hiway 13
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Tams Bixby, Jr.
 General Manager J. Gordon Wardell
 Program Director Carl Fox
 Pub. Dir., Chf. Ann. Dudley Morris
 News Director Paul Adams
 Chief Engineer E. Dennis White

K I C K

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Kickapoo Prairie Bcstg. Co.
 Address 610 College St.
 Phone Number 4-1561
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative McGillvra
 Membership NARTB, BAB
 President Floyd W. Jones
 General Manager Miles N. Walker
 Commercial Manager Richard Bradley
 Program Director Welcome Stanton
 Publicity Director Richard Hainline
 Chief Engineer Charley Grayston

K T T S

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Independent Bcstg. Co.
 Address Chamber of Commerce Bldg.
 Phone Number 2-7474
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership NARTB, BAB
 President J. H. G. Cooper
 Gen., Sta., Prom. Mgr. G. Pearson Ward
 Commercial Manager Bob Burke
 Program Director Wendel Smith
 News Director Bill Bowers
 Chief Engineer William F. Curry
 Consulting Engineer James C. McNary

MISSOURI-MONTANA

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By..... Ozarks Bcstg. Co.
 Business-Studio Address..... 606 E. St. Louis St.
 Phone Number 2-4422
 Transmitter Location..... So. Fremont Rd.
 Air Time..... 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative..... John E. Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr..... Ralph D. Foster
 Asst. Gen. Mgr..... Leslie L. Kennon
 Program, Prod. Director..... Lou Black
 Chief Announcer..... Joe Slattery
 Promotion Director..... Bill Bailey
 News Director..... Floyd M. Sullivan
 Chief Engineer..... Fritz Bauer
 Consulting Engineer..... A. D. Ring

K W R E

WARRENTON—1949

Frequency: 730 Kc. Power: 500 Watts d.
 Owned-Operated By..... W. T. Zimmerman

Address Warrenton
 Phone Number 398
 Transmitter Location Hwyay 47
 News Service UP
 Transcription Service RCA
 Representative Continental Radio
 Pres., Gen. Mgr. W. T. Zimmerman
 Station Manager Don Clem
 Commercial Manager Leo Waters
 Sales Prom. Mgr. Geo. Eddons
 Chief Engineer Cal Morris

K W P M

WEST PLAINS—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Robert F. Neathery
 Trans. Address..... E. Abe Taylor Blvd.
 Phone Number 700
 News Service AP
 Transcription Service Standard
 General Manager..... Robert F. Neathery
 Commercial Manager... Fritze Williams Dixon
 Program Director..... John Billingsley
 Consulting Engineer..... Fred Grimwood

MONTANA

*Pop. April 1, 1952 (Est.) 621,000—Total Housing Units 195,184
 Families April 1, 1952 (Est.) 179,000—Stations in State 25*

K A N A

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Mosby's, Inc.
 Business Address..... Box 1470, Missoula
 Phone Number Missoula 7668
 Studio-Transmitter Location... 1 Mi. E. of City
 News Service UP
 Transcription Service Lang-Worth
 President..... A. J. Mosby
 Station Manager..... Helen M. Ryan
 Commercial Manager..... F. Gilbert Lieser
 Sales Promotion Mgr..... John B. Hogan
 Chief Engineer..... W. J. Derzay

K B M Y

**BILLINGS—1946—KBS
 MBS-INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... Billings Bcstg. Co.
 Business Address..... Box 2124
 Phone Number 3838
 Transmitter Location W. of City
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service..... Capitol, Associated
 Representative Avery-Knodel

Membership NARTB, BAB
 President Don C. Foote
 General Manager..... Ken Nybo
 Program Director Charles Du Bois
 Chief Engineer..... Theodore Hildebrand

K G H L

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By... Northwestern Auto Supply
 Co.
 Business-Studio Address..... 5th & N. B'way
 Phone Number 2-2222
 News Service UP
 Representative Katz
 President..... C. O. Campbell
 Gen., Comm. Mgr..... Edward Yocum
 Program Director..... V. Braunberger
 Chief Engineer..... Jeff A. Kiichli

K O O K

BILLINGS—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By..... The Montana Network
 Address..... P. O. Box 1712
 Phone Number 9-5970
 News Service AP
 Transcription Service Thesaurus

MONTANA

Representative Hollingbery
 President C. L. Crist
 Station Manager V. V. "Bud" Clark
 Comm., Sales Prom. Mgr. Jerry Moen
 Pgm., Prod. Dir. Ed Peiss
 Chief Engineer Grant French
 Consulting Engineer Wrathall & McNary

K B M N

BOZEMAN—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Penn Engrg. Co.
 Address Box 691
 Phone Number 2104
 Transcription Service Associated
 News Service UP
 Membership NARTB
 Pres., Gen. Sta. Mgr. G. Norman Penwell
 Comm., Sls., Prom. Mgr. C. J. Chucovich
 Pgm., Prod. Dir. Dan Snyder
 Pub., News Dir. Ralph Evans
 Chief Engineer Ed Kolman
 Consulting Engineer Archer Taylor

K X L Q

BOZEMAN—1939—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRBM Besters, Inc.
 Business Address Bozeman
 Phone Number 1420
 Transmitter Location 2½ Mi. E. of City
 Representative Walker
 Pres., General Mgr. Ernest A. Neath
 Commercial Manager J. Ray Bridges
 Program Director Wally Reid
 Publicity Director Chuck Dawson
 Chief Engineer Larry Friesner

K B O W

BUTTE—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Radio Co.
 Address 720 Yale Ave.
 Phone Number 7429
 News Service UP
 Representative Donald Cooke
 President Frank Reardon

K O P R

**BUTTE—1948—ABC-MBS
 INTERMOUNTAIN**

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Copper Bcstg. Co.
 Business-Studio Address Hotel Finlen
 Phone Number 6546
 Transmitter Location Little Basin Creek
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodell
 President Frank C. Carman
 General Manager Ed Cooney
 Commercial Manager G. W. Chance

Program Director Jim Harrold
 Publicity Director H. F. Burgman
 Chief Engineer Jim Foster

K X L F

BUTTE—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By KGIR, Inc.
 Phone Number 2-2344
 Transmitter Location W. of Butte
 News Service UP
 Transcription Service MacGregor
 Representative Walker; Pacific No. West
 Pres., Gen. Mgr. E. B. Craney
 Station, Comm. Mgr. Arne E. Anzjon
 Promotion Manager Frank Field
 Publicity Director Vern Totten
 Chief Engineer W. J. Provis

K X G N

GLENDIVÉ—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Lewis Wiles Moore
 Address 314 McDougal
 Phone Number 5375
 Transmitter Location S. Pearson Ave.
 News Service AP
 Transcription Service Capitol
 Owner Lewis Wiles Moore
 General Manager Daniel C. Palen
 Commercial Manager M. M. Schlasner
 Chief Engineer Don Powers

K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By Buttrey Bcst., Inc.
 Bus.-Studio Address 607 First Natl. Bank Bldg.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President Fred Birch
 General Manager J. P. Wilkins
 Chief Engineer Wilbur L. Myhre

K M O N

**GREAT FALLS—1948—MBS
 ABC-INTERMOUNTAIN**

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Montana Farmer Bcstg. Co.
 Business Address Tribune Bldg.
 Phone Number 4382
 Transmitter Location 5 Mi. S. of City
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodell
 President Lester Cole
 General Manager Robert H. Warner
 Commercial Manager Frank W. Kaull

MONTANA

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Address... Park Hotel
Phone Number2-2453
Transmitter Location Park Hotel
Representative Walker
Manager Paul Hatton
Eastern Sales Manager..... Wythe Walker
Western Sales Manager..... Tracy Moore

KOJM

HAVRE—1947—MBS

Frequency: 610 Kc. Power: 1000 Watts d.
Owned-Operated By... No. Montana Bcstg. Co.
Business-Studio Address... Box 70, Liberty Hotel
Bldg.
Phone Number1096-7
Transmitter Location 3.5 Mi. N.E. of Havre
Air Time..... 6 a.m.-M.
News ServiceUP
Transcription Service Capitol
Representative..... Donald Cooke, Inc.
President..... O. R. Rubie
General. Sta. Mgr. Charlotte H. Brader
Prog. Dir., Chf. Ann. James R. Saenger
Production Director Stanley G. Stephens
Chief Engineer..... George H. Bauer

KCAP

HELENA—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Lewis & Clark Bcstg. Corp.
Address..... 1705 Jerome Pl.
Phone Number4030
News ServiceUP
Transcription Service Associated
President James Flinn
Gen., Comm. Mgr..... Robert Fleming
Program Director..... D. M. Lewing
Promotion Manager..... H. J. Rueggs
Co-Chief Engr., Farm Dir..... Dean Mack
Co-Chief Engineer..... Lee Dobler
News Director..... Allen Nowatny

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Peoples Forum of the Air
Address..... P. O. Box 797
Phone Number1240
Transmitter Location Helena
News ServiceUP
President..... A. T. Hibbard
General Manager..... Barclay Craighead
Commercial Manager..... Carl Argabrite
Program Director..... Gene Hogan
Chief Engineer..... Ralph Gassler

KGEZ

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Donald C. Treloar
Business-Studio Address..... 7 Main St.
Phone Number 331-2
Transmitter..... 2½ Mi. S. on Hwy. 93
Air Time Unlimited
News ServiceUP
Transcription Service...World, SESAC, Standard
Membership NARTB, BAB
Pres., Gen. Sta. Mgr..... Donald C. Treloar
Sales Prom. Mgr..... Robert Bennett
Prog., Prod. Dir..... Norm Fisher
Chief Engineer..... Paul Johnston
Consulting Engineer..... Al Sparling

KXLO

**LEWISTON—1947—MBS
INTERMTN. NET**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... W. G. Kelley
Bus.-Studio-Transmitter Address... E. Main St.
Phone Number 1210
News ServiceAP
Transcription Service World
President..... William G. Kelly
Comm., Gen. Mgr..... Marlin T. Obie
Chief Engineer David Sather

KLCB

LIBBY—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Lincoln County Bcstrs. Inc.
Address..... P. O. Box 565
General Manager..... O. G. Coburn

KPRK

**LIVINGSTON—1947—MBS
INTERMTN.**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Yellowstone Amuse. Co.
Business AddressBox 691
Phone Number1000
Transmitter-Studio Address..... E. Park St.
News ServiceUP
Transcription Service World
Pres., Gen. Mgr..... Paul B. McAdam
Commercial Manager..... Jack Hinman
News, Prog. Dir..... Gerald Tyo
Chief Engineer..... Edwin Wood

KRJF

**MILES CITY—1941—KBS
MBS-INTERMOUNTAIN**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Star Printing Co.
Transmitter-Studio Location..... 13 N. 6th
Business Address..... Box 1015, Miles City

MONTANA - NEBRASKA

Phone Number1340
 News Service UP
 Transcription Service..... Lang-Worth, KBS
 RepresentativesAvery-Knodel, Blair
 MembershipNARTB, BAB
 General Manager..... Ian A. Elliot
 Commercial Manager..... Fred B. Hunnes
 Program Director..... Donald E. Holen
 Production Director..... Herbert J. Hanson
 Chief Engineer..... William Sebastian

News ServiceUP
 Representative Walker
 Pres., Gen., Sta. Mgr..... Pat M. Goodover
 Commercial Mgr. Bob Gillis
 Program Director..... Bill Strothman
 Chief Engineer..... Dave Green

K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By..... Mosby's, Inc.
 Business-Studio Address..... 127 E. Main
 Phone Number 2155
 Transmitter Location..... 5 Mi. S. of City
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Gil-Penra-Keith
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. A. J. Mosby
 Commercial Manager..... F. G. Lieser
 Prog., Prod., Pub. Dir..... Marion E. Dixon
 Chief Engineer..... Clifford Baker

K X L L

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Western Montana Assoc.
 Business Address..... Box 1503
 Phone Number 4114
 Studio-Transmitter Location... Orchard Homes
 Air Time..... 6 a.m.-M.

K I Y I

SHELBY—1946—KBS-MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Tri County Radio Corp.
 Address..... P. O. Box 185
 Phone Number 560
 News Service UP
 Representative Cooke
 President..... John J. Hurley
 General Manager..... Bill Murphy
 Commercial Manager..... John Lyon

K G C X

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc..... Power: 5000 Watts
 Owned-Operated By..... E. E. Krebsbach
 Phone Number 408
 Transmitter Location..... 4 Mi. N. of City
 News Service AP
 Transcription Service Capitol
 Representative Lawson
 General Manager..... E. E. Krebsbach
 Station Mgrs..... (Sidney) Keith Krebsbach.
 (Williston, N. D.) Clair Krebsbach
 Production Director..... Bob Roderick
 Publicity Director..... Bob Rockne
 Chief Engineer..... O. H. Halvorson
 Consulting Engineer..... G. B. Bairey

NEBRASKA

*Pop. April 1, 1952 (Est.) 1,391,000—Total Housing Units 417,305
 Families April 1, 1952 (Est.) 379,000—Stations in State 22*

K C O W

ALLIANCE—1949

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By... Sandhills Bcstg. Corp.
 Trans. Address..... 1030 W. 3rd St.
 Phone Number 1300
 Air Time 6:30 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President Hansford Jagers
 Gen., Sta. Mgr. Gene Ackerley
 Commercial Manager..... James L. Thomas
 Chief Engineer Edward Davenport

K W B E

BEATRICE—1949—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Blue Valley Bcstg. Co.
 Address 112½ North 6th St.
 Phone Number 1245
 Transmitter Location ... Mary & Sherman Sts.
 News Service AP
 Transcription Service..... World, Cole,
 Thesaurus
 Comm., Sales Prom. Mgr..... Bud Pentz
 Gen. Mgr., Pgm. Dir..... C. Brugha
 Chief Engineer Wilbur R. Emerson

NEBRASKA

K C N I

BROKEN BOW—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Custer County Bstg. Co.
 Address... Broken Bow
 Air Time... Unlimited
 Mgr., Chief Engr... Bud Crawford
 Commercial Manager... Georgia A. Crawford

K J S K

COLUMBUS—1948—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By... George Basil Anderson
 Business Address... Box 460
 Phone Number... 5154
 Studio-Transmitter Location... Columbus
 Air Time... Sunrise-sunset
 News Service... AP
 Representative... Biddick, Continental
 Transcription Service... World, SESAC,
 Thesaurus
 Pres., Gen. Sta. Mgr... George Basil Anderson
 Commercial Manager... Milo Kincaid
 Program Director... Florence L. Anderson
 Chief Anncr., Farm Editor... Gene Jones
 News, Musical Dir... Carl Rafferty
 Chief Engineer... Harold Hardy

K F G T

FREMONT—1939—MBS

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Oper. By... Walker Newspapers, Inc.
 Business-Studio Address... 118 E. 5 St.
 Phone Number... 1080
 Transmitter Location... E. 16th St.
 Air Time... 7 a.m.-10:30 p.m.
 News Service... AP
 Transcription Service... Capitol
 Membership... NARTB, BAB
 Pres., Gen. Mgr... Lester A. Walker

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By... KMMJ, Inc.
 Business-Studio Address... Division at Cedar
 Phone Number... 703-4
 Transmitter Location... Phillips
 Air Time... Daytime
 News Service... UP
 Transcription Service... World, SESAC
 Representative... Headley-Reed
 President... Don Searle
 V.P. & General Manager... Bill Martin
 Sales Promotion Manager... Quintin McCredie
 Chief Engineer... V. L. Lynch

K H A S

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Nebraska Bstg. Co.

Trans. Address... Tribune Bldg.
 Phone Number... 2-5101
 Air Time... 6 a.m.-12 M.
 News Service... INS
 Transcription Service... Standard
 President... Fred A. Seaton
 Gen., Comm. Mgr... Duane L. Watts
 Pub., Prod., Prog. Dir... Lloyd O. Thomas
 Chief Engineer... Duane B. Allison

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Central Neb. Bstg. Corp.
 Business-Studio Address... Federal Annex Bldg.
 Phone Number... Business, 2-3541
 Transmitter Location... Lakeside
 News Service... UP
 Transcription Service... World
 President, General Manager... Lloyd C. Thomas
 Commercial Manager... John W. Yeager, Jr.
 Program Director... Elen Selah
 Chief Engineer... Jack Lewis
 News Director... Don Sherrill

K R V N

LEXINGTON—1950—LBS

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By... Nebraska Rural Radio
 Address... 104 W. 8th St.
 Phone Number... 716
 Representative... Taylor
 Transcription Service... Standard
 News Service... AP
 Membership... NARTB, BAB
 President... Jay A. Person
 General Manager... Max Brown
 Commercial Manager... Dan Bellus
 Program Director... Gary Schroeder
 Traffic Manager... Patricia Doyle
 Chief Engineer... Tom Copeland

K F O R

LINCOLN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Cornbelt Bstg. Corp.
 Business-Studio Address... Sixth Fl., Stuart Bldg.
 Phone Number... 2-6965
 Transmitter Location... 48th & Vine Sts.
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Capitol, Standard
 Representative... Edward Petry
 Membership... NARTB, BAB
 President... James Stuart
 Gen., Sta. Mgr... George X. Smith
 Pub., Sales Promotion... Lydia Nekuda
 Prod., Program Director... Ken Greenwood
 Chief Announcer... Arvum Bondarin
 Chief Engineer... Charles W. Winkler

NEBRASKA

KLMS

LINCOLN—1949

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Lincoln Bcstg. Corp.
 Address: 130 N. 16th St.
 Phone Number: 2-7579
 Transcription Service: Associated
 Representative: Ind. Met. Sales
 President: Howard A. Shuman
 General Manager: J. Russell Joynl

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Inland Bcstg. Co.
 Business-Studio Address: 212 Federal
 Securities Bldg.
 Phone Number: 2-7218
 Transmitter Location: 40th & W Sts.
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: World
 Representative: Pearson
 President: Paul R. Foy
 General Sta. Manager: Harold E. Anderson
 Commercial Manager: W. B. Waugh
 Prod., Prog. Director: William L. Lucas
 Publicity Director: Twila Walker
 Chief Engineer: M. J. Korinek

KBRL

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: The McCook Bcstg. Co.
 Bus.-Transmitter Address: Hwy. 83 & "J" St.
 Phone Number: 1450
 Air Time: 6:30 a.m.-10:30 p.m.
 News Service: AP
 Transcription Service: Standard
 Representative: McGillivra
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: LeRoy W. Lenwell
 Prog. Dir., Chf. Ann.: Gilbert Mitchell
 Consulting Engineer: Fred O. Grimwood

WJAG

NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Huse Publ. Co.
 Bus.-Studio Address: 527 Norfolk Ave.
 Phone Number: 432
 Transmitter Location: 3½ Mi. W. of Norfolk
 Air Time: Daytime
 News Service: AP
 Transcription Service: Standard
 Representative: Walker
 Membership: NARTB, BAB

President: E. F. Huse
 General Manager: Art Thomas
 Station Manager: Bob Thomas
 Commercial Manager: Vernon Stedry
 Prom. Mgr., Pub. Dir.: Evans Meier
 Chief Engineer: Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Station KODY
 Bus.-Studio-Transmitter Address: 1521 W. 12th
 Phone Number: 382
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Lang-Worth, World
 Representative: John Blair
 Membership: NARTB, BAB
 President, Gen. Mgr.: John Alexander
 Office Manager: Jerry Wing
 Commercial Manager: Joe di Natale
 Chief Engineer: Jay Blakesley

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Inland Bcstg. Co.
 Business-Studio Add.: 676 World Ins. Bldg.
 Phone Number: Jackson 8282
 Transmitter Location: 2807 So. 38th St.
 Air Time: 6:30 a.m.-12 M.
 News Service: AP
 Transcription Service: Associated
 Representative: Pearson
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Paul R. Fry
 Station Manager: Richard E. Welna
 Commercial Manager: Ernest S. Priesman
 Sales Prom. Mgr., Pub. Dir.: Beverly Bush
 Program Director: Richard F. Low
 Chief Engineer: Richard E. Welna
 Consulting Engineer: E. L. Dillard

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By: KFAB Bcstg. Co.
 Business-Studio Address: 620 Farnam Bldg.
 Phone Number: Ja. 3420
 Transmitter Location: 10 Mi. S. of Omaha
 Air Time: 24 Hrs.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Free & Peters
 Membership: NARTB, BMB
 President: Fred S. Sidles
 Gen., Sta. Mgr.: Harry Burke
 Commercial Mgr.: Harold Soderlund
 Sales Promotion Mgr.: Don Shoemaker

NEBRASKA

News Director Carl Uhlarik
 Musical Director..... Alene McKinney
 Transmitter Engineer..... Art Stewart
 Farm Editor W. E. Macdonald
 Consulting Engineer George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By....Central States Bcstg. Co.
 Business-Studio Address..... 211 So. 17th St.
 Phone Number.....Jackson 7626
 Transmitter Location..... Council Bluffs, Ia.
 Air Time Unlimited
 News Service..... AP, INS
 Transcription Service..... Capitol, Standard
 Representative Edward Petry
 Membership NARTB, BAB
 President James Stuart
 Sta., Gen. Mgr. William J. Newens
 Sales Promotion Manager... Charles Frandsen
 Commercial Manager Arden Swisher
 Program Director Virgil Sharpe
 News Director Harry Hatcher
 Musical Director Betty Baker
 Chief Engineer..... Charles W. Winkler

KOWH

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned-Oper. By.... Mid-Continent Bcstg. Co.
 Business-Studio Address..... 15th & Farnam
 Phone Number..... Atlantic 2228
 Transmitter Location..... 69th & Redmon
 News Service..... AP, UP
 Transcription Service Lang-Worth
 Representative Bolling
 President..... Robert H. Storz
 Sta., Gen. Manager..... Todd Storz
 Sales Promotion Jack Sandler
 Program Director..... Gaylord Avery
 Production Director Don Loughnane
 Publicity Director..... G. W. Armstrong
 Chief Announcer..... Jim O'Neill
 News Director Walt Kavanagh
 Musical Director..... Peg E. McGrath
 Studio Supervisor..... Dale Moudy
 Consulting Engr.... C'avens, Lohnes & Culver

WOW

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.... Radio Station WOW, Inc.
 Business-Studio Address. 280 Insurance Bldg.
 Phone Number..... Webster 3400
 Transmitter Location..... 5500 Kansas Ave.
 Air Time Unlimited
 News Service..... AP, UP
 Transcription Service. Standard, World, SESAC

Representative John Blair
 Membership NARTB, BAB
 President..... E. T. Meredith, Jr.
 General Manager..... Frank P. Fogarty
 Natl. Sales Mgr..... Bob Dooley
 Sales Promotion Manager..... Bill Wiseman
 Program Director..... Ray Olson
 Chief Announcer..... Merrill Workhoven
 Musical Director..... Morton Wells
 Chief Engineer..... William J. Kotera
 Farm Editor..... Mal Hansen

KNEB

SCOTTSBLUFF—1948—MBS

Frequency: 970 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.... Platte Valley Bcstg. Corp.
 Business-Studio Address... Golden Rule Bldg.
 Phone Number 1620
 Transmitter Location..... 1½ Mi. S.E. of City
 Air Time 5:30 a.m.-12:30 a.m.
 News Service AP
 Transcription Service.... Capitol, Lang-Worth
 Representative Hal Holman
 Membership NARTB, BAB
 President..... John R. Jirdon
 General-Station Mgr..... Russ M. Stewart
 Commercial Manager..... Byron Joachim
 Program Director..... Keith Roper
 Chief Announcer..... Arthur Taylor
 News Director Richard Rayman
 Sales Prom. Mgr..... Bob Wilber
 Prod., Pub. Dir..... Perry Gerstein
 Chief Engineer Leslie A. Proctor
 Consulting Engineer..... Gautney & Roy

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By..... The Hilliard Co.
 Address 1517½ Bway
 Phone Number 856
 Transmitter Location..... 2 Mi. W. of City
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative McGilvra
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. L. L. Hilliard
 Commercial Manager..... Louis Hunter
 Sales Promotion Manager..... Red Davis
 Program Director W. G. Walter
 Production Director..... Bob Horstman
 Chief Announcer..... Hap Ellis
 News Director W. J. Brennan
 Musical Director..... Gretchen Wimmer
 Chief Engineer Harland A. Morrison
 Farm Editor..... R. C. Ingwerson
 Consult. Eng..... Commercial Radio

NEVADA

Pop. April 1, 1952 (Est.) 170,000—Total Housing Units 57,457
Families April 1, 1952 (Est.) 51,000—Stations in State 11

KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.
Address: P. O. Box 790
Phone Number: 260
Air Time: 6:30 a.m.—10 p.m.
News Service: UP
Transcription Service: Standard
President: Chris Sheerin
General Manager: John J. Gammick
Chief Engineer: Lee Peer

KELY

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: White Pine Bcstg. Co.
Address: Hotel Nevada
Phone Number: 2077
Transcription Service: Capitol
News Service: INS
Co-Mgr., Chief Engr.: D. I. Hansen
Co-Manager: D. V. Bradley
Comm. Mgr., Pgm., News Dir.: J. D. Steward

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Nevada Bcstg. Co.
Business Address: Box 1310
Phone Number: 1400
Studio-Transmitter Location: "The Strip"
Air Time: 5 a.m.—1:30 a.m.
News Service: INS
Representative: W. S. Grant
Pres., Gen.-Sta. Manager: Maxwell Kelch
Commercial Mgr.: Thompson Magowan
Prog., Prod., Pub. Dir.: Ken O'Connell
News Director: Ed Oncken
Chief Engineer: R. O. Dow
Consulting Engineer: J. Tap

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Las Vegas Bctrs., Inc.
Address: Desert Inn. P. O. Box 1510
Phone Number: 4646
Transmitter Location: East Charleston Blvd.
Air Time: 6 a.m.—12 M.
Representative: Hollingbery
Pres., Gen. Mgr.: Fred Stoye
Sales Promotion Manager: Maxine Lunt
Program, News Director: John Ryken
Chief Engineer: Gregg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Vegas Valley Bcstg. Co.
Address: Hotel Thunderbird
Phone Number: 6500
News Service: UP
President: David McKay
Station Manager: Jack Kehoe
Program Director: George Corneal
Chief Engineer: Bill Binford

KRAM

LAS VEGAS—1946—MBS-LBS-KBS
INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By: Boulder City Bcstg. Co.
Address: P. O. Box 1712
Phone Number: 920
Air Time: 6 a.m.—2 a.m.
News Service: UP
Station Representative: Avery Knodel
President: Edward J. Jansen
Gen., Comm. Mgr.: Truman B. Hinkle
Program Director: Drew Rogne
Publicity Director: Paula Clark
Chief Engineer: Fred Young

KATO

RENO—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sierra Bcstg. Co.
Business-Studio Address: Box 2231.
Mapes Hotel
Phone Number: 2-4501
Transmitter Location: 6th & Cassinelli Rds.
Air Time: 7 a.m.—1 a.m.
Representative: John E. Pearson, Western
Transcription Service: MacGregor
Membership: NARTB, BAB
Pres., Chief Engr.: R. K. Wittenberg
Sta.-Gen., Comm. Manager: Robert L. Stoddard

KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
Owner: McClatchy Bcstg. Co.
Business-Studio Address: 143 Stevenson St.
Phone Number: 3-5106
Transmitter Location: Sparks
Air Time: 6 a.m.—12 M.
News Service: UP
Transcription Service: Capitol
Representative: Paul H. Raymer
Membership: NARTB, BAB
President: Eleanor McClatchy
Station Manager: Hewitt Kees

NEVADA—NEW HAMPSHIRE

Commercial Manager.....Merle Snider
 Sales Promotion Mgr.....Tom Cafferty
 Pgm. Dir., Chief Anncr.....Bruce Branson
 News Director.....George Umbenhaur
 Chief Engineer.....Wesley Craig
 Consulting Engineer.....George C. Davis

K O L O

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Reno Bcstg. Co.
 Business-Studio Address.....33 Sierra St.
 Phone Number.....2-4516
 Transmitter Location.....Sparks
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 President.....Dave McKay
 General-Station Manager.....H. G. Wells
 Sales Prom. Mgr.....Bob Tower
 Prod., Program Director.....William Ruff
 Publicity Director.....Martha Breaker
 Musical Director.....Jere Laird
 Chief Engineer.....Merle Peterson

K W I K

RENO—1946—ABC-MBS

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Eastern Ida. Bcstg. &
 TV Co.

Address.....Bannock Hotel
 Phone Number.....3400
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 President.....James M. Brady
 General Manager.....Charles Crabtree
 Commercial Manager.....Don W. Burden
 Pgm. Dir., Prom. Mgr.....Dick Wright
 News Director.....John Suchy
 Chief Engineer.....Delbert Williams

K W R N

RENO—1947—ABC-LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Radio-TV Inc.
 Business-Studio Address.....Riverside Hotel
 Phone Number.....38156
 Transmitter Location.....Kietzke Lane
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Representative.....Grant
 President.....Kenyon Brown
 General Manager.....Frank McLaurin
 Commercial Manager.....Jack Stodelle
 Sales Prom. Mgr.....Jim Luce
 Pgm., Prod., Pub. Dir.....Mark Curtis
 Chief Announcer.....Aubin Thomas
 News Director.....Gene Elyot
 Musical Director.....Walt Rees
 Chief Engineer.....W. C. Comer
 Consulting Engineer.....Earl Cullum

NEW HAMPSHIRE

*Pop. April 1, 1952 (Est.) 559,000—Total Housing Units 192,031
 Families April 1, 1952 (Est.) 157,000—Stations in State 12*

W M O U

BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper.....White Mtns., Bcstng. Co.
 Address.....40 Main Street
 Phone Number.....1797-8
 Transmitter Location.....Hutchins St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Kettell-Carter, Radio Reps.
 Membership.....NARTB, BAB
 President.....John W. Guider
 General Manager.....Wendell C. MacKenzie
 Sales Manager.....A. F. Hickey
 Chief Engineer.....Herschel M. Howe

W T S V

CLAREMONT—1948—GRANITE

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Granite State Bcstg. Co.
 Trans. Address.....155 Front St., Manchester
 Phone Number.....4-4075
 News Service.....UP
 Representative.....Bolling
 President.....William J. Barkley
 General Manager.....W. J. Rust, Jr.
 Comm. Sta. Mgr.....Fred Sterns
 Program Director.....Dick Hill
 Chief Engineer.....A. Davis

W K X L

CONCORD—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Bcstng. Co.
 Business-Studio Address.....Eagle Hotel
 Phone Number.....4180
 Transmitter Location.....Redington Rd.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP

NEW HAMPSHIRE

Transcription Service World
 Representative Adam Young
 Pres., Gen. Mgr. Hon. Charles M. Dale
 Asst. Comm., Prom. Mgr. Thomas S. Pingree
 Station Manager Tom Frank
 Chief Announcer Win Blake
 News Director Donn Tibbetts
 Chief Engineer Robert Wright

W T S L

**HANOVER-LEBANON—1950
 GRANITE**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Granite State Bcstg. Co., Inc.
 Address 155 Front St.
 Phone Number 4-4075
 Representative Bolling
 News Service UP
 President William J. Barkley
 General Manager William J. Rust, Jr.
 Commercial Manager Henry Lewis
 Chief Engineer William Heiser

W K N E

KEENE—1926—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By WKNE Corp.
 Address 17 Dunbar St.
 Phone Number 2080
 Transmitter Location Stanhope Ave.
 News Service UP
 Transcription Service World
 Representative Meeker, Kettell-Carter
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. Joseph K. Close
 Commercial Manager Frank B. Estes
 Sales Prom. Mgr., Pub. Dir. Ted B. Sawyer
 Prod. News Director Howard E. Wheelock
 Chief Engineer Ernest F. Batchelder, Jr.
 Consulting Engr. Craven, Lohnes & Culver

W L N H

LACONIA—1922—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Northern Bcstg. Corp.
 Business-Studio Address 635 Main St.
 Phone Number 2-300
 Transmitter Location Sanornton
 Air Time Unlimited
 News Service AP
 Representative Kettell-Carter, Grant
 President Genevieve Wingate
 Gen., Sta. Mgr. Arthur Rothafel
 Commercial Manager Sydney Clark
 Chief Engineer Walter Avery

W F E A

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By N. H. Bcstg., Inc.

Business-Studio Address 286 Franklin St.
 Phone Number 5-5491
 Transmitter Location Merrimack
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 Kettell-Carter
 President Morris Silver
 Gen., Sta. Mgr., Prog. Dir. Warren H. Journey
 Commercial Manager Saul Gross
 Chief Announcer Gerald Kearney
 Chief Engineer Reginald Schow

W K B R

**MANCHESTER—1946
 GRANITE STATE**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Granite State Bcstg., Inc.
 Trans. Address 155 Front St.
 Phone Number 44075
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Representative Borgatti, Bolling
 President W. J. Barkley
 General Manager W. F. Rust, Jr.
 Commercial Manager Ralph Gottlieb
 Program Director William Carlisle
 Chief Engineer Royston Phillips

AP SELLS

For Stations and Sponsors —

For instance . . . WMOU

“Our AP news programs are
 among the greatest audience-pull-
 ers, as sales of newscasts show!
 AP more than pays for itself!”

JOCK MacKENZIE,
 General Manager,
 WMOU, Berlin, New Hampshire

NEW HAMPSHIRE—NEW JERSEY

WMUR

MANCHESTER—1941—ABC

Frequency: 610 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....The Radio Voice of
New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number.....5-5788
Transmitter Location.....Front St.
News Service.....UP
Air Time.....6 a.m.-11:15 p.m.
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, BAB
President.....Hon. Francis P. Murphy
Sta., Comm., Gen. Mgr.....Hervey Carrier
Production Dir.....Bernie Mack
News Director.....Tom Power
Chief Engineer.....Vincent Chandler
Consulting Engr.....Tansky & Bailey

WOTW

NASHUA—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location....Lund Rd.
Phone Number.....5000
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
Representative.....Bertha Bannan, Walker
Pres., Gen. Mgr.....Arthur A. Newcomb
Comm., Sls. Prom. Mgr.....Norman R. Delude
Program Dir.....Paul Keefe
Chief Engineer.....Harry Hanfield
Consulting Engineer.....Russell P. May

WHEB

PORTSMOUTH—1932—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Bus.-Studio-Transmitter Address..Lafayette Rd.
Phone Number.....4080
Air Time.....Daytime
News Service.....AP
Transcription Service.....World
Representative.....Kettel-Carter, Walker
Pres., Gen. Mgr.....Charles M. Dale
Commercial Manager.....Jack Kane
Sales Promotion.....Walt Emery
Program Dir.....Lucien Dumont
Chief Engineer.....Anthony Vaccaro

WWNH

**ROCHESTER—1948
GRANITE STATE**

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone Number.....1400-1
Air Time.....Sunrise-Sunset
News Service.....UP
Representative.....Bolling, Bannan
Membership.....NAB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Program Dir.....George Michael
Sta. Mgr., Production Dir.....H. Martin
Publicity Dir.....Mary Verrette
Chief Engineer.....Thomas E. McLaughlin, Jr.

NEW JERSEY

*Pop. April 1, 1952 (Est.) 5,037,000—Total Housing Units 1,509,402
Families April 1, 1952 (Est.) 1,385,000—Stations in State 19*

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address.....Press Plaza
Phone Number.....Asbury Park 2-3000
Transmitter Location.....Neptune, N. J.
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Jos. McGillvra, Inc.
Membership.....NARTB, BAB
President.....Wayne D. McMurray
General Manager.....Ernest W. Lass
Station Manager.....Thomas B. Tighe

Commercial Manager.....Margaret Curtis
Program Director.....Everett Rudloff
Chief Engineer.....Frank Huber

WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Senator Hotel
Phone Number.....4-1340
Transmitter Location.....Absecon Blvd.
Air Time.....7 a.m.-2 a.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Forjoe
President.....Richard Endicott

NEW JERSEY

Gen., Sta. Mgr. David H. Freedman
 Program Director Jack Shefrin
 Chf. Ann., Prod. Dir. Alan Owen
 Chief Engineer Earl Godfrey

W F P G

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By ... Neptune Bcstg. Corp.
 Business Address Steel Pier
 Phone Number 5-2188
 Transmitter Location Absecon Blvd.
 News Service UP
 Transcription Service MGM
 Representative John E. Pearson
 Membership BAB
 President Fred Weber
 Commercial Mgr. R. E. Truex
 Sales Prom. Mgr. George Lewis
 Program Dir. Ed Davis
 Production Dir. Fred Haggerty
 Chief Engineer Blair K. Thron

W S N J

BRIDGETON—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Eastern States Bcstg. Co.
 Address Carill's Corner
 Phone Number 2930
 Transmitter Location Old Burlington Rd.

News Service UP
 Transcription Service Thesaurus
 Representative Thomas Clark
 President Russell S. Henderson
 Vice-Pres., Gen. Mgr. Paul Alger
 Commercial Manager Jerry Alden
 News Director Don Hart
 Chief Engineer Francis Fekel

W C A M

CAMDEN—1926

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Operated By City of Camden, Inc.
 Business-Studio Address City Hall
 Phone Number Emerson 5-5600
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 Director Willard C. Schriver
 Gen. Comm. Mgr. John Cleary
 News Director Frank Sheridan
 Chief Engineer John Zander
 Consulting Engineer H. L. Wilson

W K D N

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By So. Jersey Bcstg. Co.
 Business Address Radio Park
 Phone Number EM 5-7200
 Air Time Daytime
 News Service AP
 Transcription Service Associated, SESAC
 Pres., Gen. Mgr. Major Ranulf Compton
 Station Manager Gordon Giffen
 Commercial Manager William Sherry
 Sales Prom. Manager Susan Rollins
 Program Director Jerry Williams
 News Director Bob Ross
 Chief Engineer Frederick Chassey

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Morristown Bcstg. Co.
 Address P. O. Box 345
 Phone Number MO 4-5700
 News Service AP
 Transcription Service Associated
 Membership NARTB
 President George S. Croy
 Station Mgr. Kenneth A. Croy
 Commercial Mgr. Henry Behre
 Program Director Bob Vesel
 Chief Engineer Rudolph C. Prow
 Consulting Engineer McIntosh & Inglis

W A A T

NEWARK—1921

Frequency: 970 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Bremer Bcstg. Corp.

W F P G

CBS RADIO NETWORK FOR NEW JERSEY

Atlantic City, N. J.

*Serving the 107th Market
of the Nation*

with

More Network Programs

More Public Service

More Baseball

More News

from its

408 FOOT TOWER

(Tallest structure in New Jersey,
south of Newark)

WSTV
Steuensville

WPIT
Pittsburgh



WHEE
Boston

WFPG
Atlantic City

NEW JERSEY

Business-Studio Address...Television Center
 Phone...Mitchell 2-6400; BArclay 7-8216 (N. Y.)
 Air Time.....7 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Weed
 Membership.....NARTB
 President, Gen. Mgr.....Irving R. Rosenhaus
 V.P., National Sales.....E. S. Lennon
 Program Director.....George Green
 Public Relations Director...Roland Trenchard
 V.P., Engineering.....Frank V. Bremer

W V N J

NEWARK—1948

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....Newark Bcstg. Corp.
 Business-Studio Address.....45 Central Ave.
 Phone Number.....Mitchell 3-7600
 Transmitter Location.....Livingston
 News Service.....UP
 Transcription Service.....World
 V.P., Gen-Comm Mgr.....Ivon B. Newman
 Station Manager.....Helen Sutton
 Chief Engineer.....Bernard Kellom

W
V
N
J

620 on your dial

The most for your
dollar in the
metropolitan area

NEWARK, N. J.

W H B I
NEWARK—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.;
 1000 Watts n.
 Owned-Operated By...May Radio Bcst. Corp.
 Business-Studio Address.....100 Shipman St.
 Phone Number.....Mitchell 2-7354
 Transmitter Location.....155 Washington St.
 Air Time.....Unlimited
 Pres., Gen. Mgr.....James L. Shearer
 Vice-Pres. & Prog. Dir.....William Masi
 Chief Engineer.....Herman Foster

W N J R

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...North Jersey Radio, Inc.
 Business-Studio Address.....91 Halsey St.
 Phone Number.....Market 3-2700
 Transmitter Location.....Union
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 President.....Edward W. Scudder, Jr.
 Gen., Sta., Comm. Mgr....Harry D. Goodwin
 Pub. Dir., Sales Prom. Mgr.....Arnold Snyder

custom-tailored

*for the 3,833,000 Consumers
in the rich*

Northern New Jersey Market

the exclusive North Jersey

radio dollars

station

WNJR
RADIO STATION OF NEWARK NEWS



5,000 WATTS FULL TIME
 91 Halsey St., Newark 2, N. J. Market 3-2700
 Cortlandt 7-8070

NEW JERSEY

Program Director.....Steven Van Gluck
 News Director.....Tom Costigan
 Chief Engineer.....Peter Testan
 Farm Editor.....Will Peigelbeck
 Consulting Engr.....Paul Godley

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Chanticleer Bcstg. Co.
 Business-Studio Address.....385 George St.
 Phone Number.....Charter 7-1450
 Transmitter Location.....Highland Park
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....James L. Howe
 General Manager.....Robert Williams
 Commercial Manager.....Kenneth Leslie

WPAT

PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By..North Jersey Bcstg. Co., Inc.
 Business-Studio Address.....66 Hamilton St.
 Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
 Transmitter.....Broad at Hepburn Rd. Clifton
 Air Time.....24 Hrs.

News Service.....AP, UP
 Transcription Service.....Associated, Sesac,
 Lang-Worth
 President.....Richard Drukker
 Exec. V.P. & Gen. Mgr.....D. J. Wright
 Commercial Manager.....John F. Sloan
 Sales Prom. Mgr.....Frank X. Tuoti
 Program Director.....Don Kerr
 Chief Announcer.....Bill Bohack
 News Director.....Edward Pollack
 Musical Director.....Harvey Humphrey
 Chief Engineer.....Earl F. Lucas

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pioneer Bcstrs., Inc.
 Address.....Old Turnpike
 Phone Number.....3971
 Transcription Service.....Standard
 News Service.....AP
 Representative.....Martin Scheuer
 President.....Charles Rupp
 General Manager.....John Struckell

WBUD

TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By.....Morrisville Bcstg. Co.

RESULTS

for advertisers

PROVE

conclusively that

WPAT

is the outstanding buy
 in the important
 New York—New Jersey market

5000 watts Paterson, N. J.

930 KC

NEW JERSEY

Address.....108 N. Broad St.
 Phone Number.....4-7191
 News Service.....AP
 Transcription Service.....World
 President.....Verna S. Hardin
 General Manager.....Richard M. Hardin
 Chief Engineer.....William A. Brewer

W T N J

TRENTON—1928

Frequency: 1300 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WOAX, Inc.
 Address.....416 Bellevue Ave.
 Phone Number.....8149
 Transmitter Location.....Morrisville, Pa.
 Transcription Service.....Sesac
 Program Director.....Frank Brooks

W T T M

TRENTON—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Trent Bcst. Corp.
 Business-Studio Address.....541 E. State St.
 Phone Number.....5-8515-6-7-8
 Transmitter Location.....Yardley, Pa.
 Air Time.....7 a.m.-12:05 a.m.
 News Service.....AP
 Representative.....Forjoe

Membership.....NARTB, BAB
 President.....Elmer H. Wene
 General Manager.....S. Carl Mark
 Chief Engineer.....Theodore P. Kilmer

W W B Z

VINELAND—1946

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By...Community Bcstg. Serv.
 Address.....633 Wood St.
 Phone Number.....Vineland 7-1360
 Transmitter Location.....Brotmanville, N. J.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Kennedy
 President.....Joseph M. Bullock
 Gen. Sta., Prom. Mgr.....Fred M. Wood
 Commercial Manager.....John Serra
 Program Director.....Dorothy H. Carlson
 Chief Engineer.....Rudolph Macak
 Consulting Engineer.....John Creutz

W C M C

WILDWOOD—1951

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By....Francis J. Matrangola
 Address.....3300 Pacific Ave.
 Owner.....Francis J. Matrangola

U. P. 2/7/52

(VINELAND) — THE BOROUGH OF VINELAND WILL BECOME A CITY OF 30-THOUSAND RESIDENTS JULY FIRST — AND LANDIS TOWNSHIP WILL CEASE TO EXIST. RESIDENTS OF THE TWO CUMBERLAND COUNTY COMMUNITIES VOTED TO MERGE YESTERDAY. THE COMMUNITY WILL BE LARGEST CITY IN SIZE IN NEW JERSEY.

Sell ALL of southern New Jersey with

W W B Z

For details on this wealthy industrial and agricultural market call:

Gill-Keefe & Perna New York
 Templeton 8-4740

Mal Kennedy Philadelphia
 Rittenhouse 6-8546

WWBZ 1000 Watts - Vineland, N. J.

AP SELLS

For Stations and Sponsors —

For instance . . . WCTC

“Associated Press news is the foundation of our operation. Sponsors are waiting in line for our key 15-minute AP newscasts. The New Brunswick Savings Institution announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened.”

ROBERT L. WILLIAMS,
 Station Manager,
 WCTC, New Brunswick, N. J.

NEW MEXICO

Pop. April 1, 1952 (Est.) 715,000—Total Housing Units 199,964
Families April 1, 1952 (Est.) 181,000—Stations in State 25

KALG

ALAMOGARDO—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By William Wayne Phelps
Address Cuba at Canyon Rd.
Phone Number 311
Air Time 6 a.m.-10:15 p.m.
News Service UP
Representative Avery Knodel
Membership NARTB, BAB
Pres., Gen. Sta. Mgr. William W. Phelps
Chief Engineer Pete Paulos
Consulting Engineer Louis Goemetz

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Business Address P. O. Box 1294
Phone Number 3-4543
Transmitter Location So. 2nd St.
Air Time 5:30 a.m.-12 M.
News Service UP, AP
Transcription Service World
Representative Weed & Co.
Pres., Gen. Mgr. A. R. Hebenstreit
Music Pgm., Prod., Pub. Dir. Robt. Van Driel
Chief Engineer Leonard F. Dodds
Consulting Engr. A. Earl Cullum, Jr.

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Alvarado Bcstg. Co., Inc.
Business-Studio Address 122 S. Tulane
Phone Number 5-7501
Transmitter 2000 W. Indian School Rd.
Air Time 19½ hrs.
News Service UP
Transcription Service Capitol Lang-worth
Representative Adam J. Young
President Herbert W. Wimberly
General Manager A. M. Caldwell
Chief Engineer William Carman

KOB

ALBUQUERQUE—1921—NBC

Frequency: 770 Kc. Power: 50,000 Watts d.:
25,000 Watts n.
Owned-Oper. By Time, Inc.
Bus. Studio Address Fifth & Silver
Phone Number 3-4411
Transmitter Location Alameda
News, Service AP, INS
Transcription Service Standard
Representative Branham
President Wayne Coy

General Manager J. I. Myerson
Program Director Rolf Nielson
Promotion Manager Mary Moses
Chief Engineer George S. Johnson

KVER

ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KVER Bcstg. Co.
Address 317 N. Broadway, Box 1388
Phone Number 3-1744
Transmitter Location Old Albuquerque
News Service AP
Representative Avery Knodel
Membership NARTB, BAB
Vice-President Bert Arnold
Station Manager Keith Type
Program Director Jack Lynn
Publicity Director Violet Shine
Chief Engineer Wilfred Smith
Consulting Engineer Commercial Radio

KSVP

ARTESIA—1946—KBS-MBS
INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Artesia Bcstg. Corp.
Business-Studio Address Box 38
Phone Number 650
Transmitter Location South Roselawn
Air Time 5:30 a.m.-10 p.m.
News Service UP
Transcription Service Standard
Representative Avery Knodel
Membership NARTB, BAB
President Martin Yates III
Gen., Sta., Sales Prom. Mgr. David M. Button
Commercial Manager David Adams
Chief Engineer Pat Kettleson

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Carlsbad Bcstg. Corp.
Business-Studio Address 601 No. Canal St.
Phone Number 244
Transmitter Location 3 mi. SW City
Air Time 6 a.m.-M.
News Service AP
Representative Taylor Co.
President Val Lawrence
General-Station Mgr. Norman R. Loose
Commercial Manager Vernon Spidahl
Program Director Alexander Pitcaithley
Chief Engineer Harland Nilong

NEW MEXICO

K P B M

CARLSBAD—1950—LBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By: Coronada Bcstg. Co.
 Address: 313 W. Mermod
 Phone Number: 5-5373
 Transcription Service: Lang-Worth
 News Service: AP
 Pres., Gen. Mgr.: Maurice F. McEvoy
 Commercial Manager: Darrell A. Swayze
 Program Director: Wayne F. Scott
 Chief Engineer: Luther S. Pully, Jr.

K G A K

GALLUP—1946—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Thunderbird Bcstg. Co.
 Address-Transmitter: P. O. Box 1150
 Phone Number: 1177
 News Service: UP
 Transcription Service: Capital, Lang-Worth
 Station Representative: McGillvra
 Pres., Gen. Mgr., Pgm. Dir.: Merle H. Tucker
 Chief Engineer: Robert Adamson

K L M X

CLAYTON—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper By: Ari-Ne-Mix Bcstg.
 Address: Box 7, Fair Grounds
 Phone Number: 616
 Transcription Service: Capitol
 News Service: UP
 President: Arthur Jernigan
 Gen., Sta. Mgr., Pgm. Dir.: Frank Vale
 Commercial Manager: James Morris
 Chief Engineer: Robert Waters

K W E W

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: KWEW, Inc.
 Business-Studio Address: 116 E. Dunnan
 Phone Number: Hobbs 3-3137
 News Service: UP
 Transcription Service: MacGregor, Lang-Worth
 Representative: Taylor
 President: Mrs. Theresa Whitmore
 General Manager: Harry McAdams
 Commercial Manager: Phil McGee
 Chief Engineer: Roy Evans

K I C A

CLOVIS—1931—MBS
 INTERMOUNTAIN

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By: Hugh DeWitt Landis &
 R. B. McAlister
 Address: 520 Pile St.
 Phone Number: 5511
 Transmitter Location: 1 mile East of Clovis
 Air Time: 5 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Associated, Lang-Worth
 Station Representative: Avery-Knodel
 Membership: NARTB, BAB
 Gen., Sta., Comm. Mgr.: DeWitt Landis
 Prod., Prof. Director: Harold Cook
 Chief Engineer: Vernon Hughes
 Consulting Engineer: Fred O. Grimwood

K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Mesilla Valley Bcstg. Co.
 Bus.-Studio Address: 902 N. Main St.
 Phone Number: 1121
 Transmitter Location: W. Amador Ave.
 News Service: UP
 President: C. L. Knight
 General Manager: L. S. Sleppy
 Chief Engineer: Howard L. Maudlin

K V B C

FARMINGTON—1951

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Valley Bcstg. Co.
 Address: Box 1117
 Phone Number: 307W
 News Service: UP
 Transcription Service: Lang-Worth
 Pres., Gen. Mgr., Chf. Engr.: Marvin E. Bowles
 Commercial Manager: Maxcyne Parker
 Program Director: Marilu Marshall

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcsters, Inc.
 Business Address: Box 710
 Phone Number: 12
 Transmitter Location: 1/2 mi. E. City
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard
 Representative: Hil F. Best
 Pres., Gen.-Station Mgr.: Ernest N. Thwaites
 Chief Engineer: A. F. Schultz

NEW MEXICO

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Alvarado Bcstg. Co.
 Address Community Center
 Phone Number 2-4422
 Representative Adam J. Young
 Transcription Service Capitol
 News Service UP
 President H. W. Wimberly
 General Manager A. M. Cadwell
 Station Manager Bob Porton
 Pgm., Prod., News Dir. William Spack, Jr.
 Publicity Director John F. McCormick
 Chief Engineer John L. Lockhart
 Consulting Engineer William Carman

KENM

PORTALES—1950—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Plains Bcstg. Co.
 Address Box 1019, Roswell
 Phone Number 600
 News Service UP
 Transcription Service Lang-Worth, MacGregor
 Representative Taylor
 President Theresa Whitmore
 General Manager G. F. Roberts
 Commercial Manager Clarence Garner
 Chief Engineer William McCreary

KRTN

RATON—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Southwest Bcsters, Inc.
 Business Address Box 710, Las Vegas
 Phone Number 875
 Studio-Transmitter Address 1128 State St.
 Air Time 7 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard
 Representative Hil F. Best
 Pres., Gen. Manager Ernest N. Thwaites
 Station Manager Stanley K. Brown
 Chief Engineer A. F. Schultz

KGFL

ROSWELL—1927—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KGFL, Inc.
 Business-Studio Address Box 1019
 Phone Number 2000
 Transmitter Location 511 W. 16th St.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth, World,
 MacGregor
 Representative Taylor Co.
 Membership NARTB
 President Mrs. Theresa Whitmore
 General Manager W. E. Whitmore

Station Manager G. F. Roberts
 Sales Prom. Mgr. Paul Larson
 Chief Engineer Leo J. McNemee

KSW S

ROSWELL—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McEvoy Bcstg. Co.
 Bus.-Studio Address 401 N. Richardson
 Phone Number 2400
 Transmitter Location 19th & Railroad Sts.
 News Service AP
 Transcription Service Associated
 Representative McGillyvra
 President Paul B. McEvoy
 General Manager John A. McBoyle
 Commercial Manager Jack Schafer
 Chief Engineer Ray R. Summersgill

KTRC

SANTA FE—1946—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Alvarado Broad. Co., Inc.
 Address 208 E. Marcy St.
 Phone Number 3-6335
 Transmitter Location 208 East Marcey St.
 News Service UP
 Transcription Service Capitol
 President Herbert W. Wimberly
 General Manager A. M. Cadwell
 Sales Promotion Manager Al Paul Theil
 Comm., Sta. Mgr., Pgm. Dir. Hugh M. Gray
 Chief Engineer Acton Tillery

KVSF

SANTA FE—1935—CBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By Sante Fe Bcstg. Co.
 Business-Studio Address 759 Cerrillos Rd.
 Phone Number 3-7319
 Transmitter Location Lower Alameda St.
 News Service AP, UP
 Transcription Service World
 Representative Weed
 President A. R. Hebenstreit
 Gen., Comm. Mgr. Ivaan R. Head
 Program Director Arleen Davy
 Chief Engineer E. J. Vanderwood

KSIL

SILVER CITY—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By S. W. N. Mex Bcstg.
 Bus.-Studio-Transmitter Address 17th & Cactus
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Representative Taylor
 Pres., Gen., Comm. Mgr. A. Carl Dunbar
 Sta., Prom. Mgr., Dir. James H. Duncan
 Chief Announcer Jim Doyle
 Chief Engineer Edward C. Orris

NEW MEXICO-NEW YORK

KCHS

TRUTH OR CONSEQUENCES—1946
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Sierra Bcstg. Co., Inc.
Business-Studio Address 401 Broadway
Phone Number 161
Transmitter Location Yucca Heights
News Service UP
Transcription Service Capitol
Representative Continental Radio Sales
President Leonard R. Trainer
General Manager Russell A. Walz

Commercial Manager H. B. Gardey
Chief Engineer Sam Bradley

KTNM

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Quay County Bcstg. Co.
Business Address Box 668
Phone Number 100
Transmitter Location Outside east city limits
Air Time 6 a.m.-10:30 p.m.
News Service UP
Gen., Sta. Mgr. Lloyd Hawkins
Comm., Prom. Mgr. Richard S. Fox
Program Director Richard Dale Wood

NEW YORK

Pop. April 1, 1952 (Est.) 15,571,000—Total Housing Units 4,651,857
Families April 1, 1952 (Est.) 4,332,000—Stations in State 97

WABY

ALBANY—1933—LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Eastern N. Y. Bcstg.
Business-Studio 80 Braintree St.
Phone Number 2-3353
Transmitter Location . . . Braintree St., Colonie
Air Time 7 a.m.-11:30 p.m.
News Service UP
Representative Rambeau
President David Kyle
General Manager Edward L. Trudeau
Commercial Manager Paul Dennis
Program Director Toni Brady
Chief Engineer Tom Stappleton

Transmitter Location Middle Rd., Colonie, N. Y.
News Service AP, INS
Transcr. Service Associated, SESAC
Station Representative Weed and Co.
President J. Myer Schine
General Manager Morgan Ryan
Station Manager W. Russell David, Sr.
Commercial Manager Bill Schnaudt
Program Director Glen Walrath
Prom., News Dir. Howard W. Maschmeier
Chief Engineer Dwelle S. Hoag

WROW

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5,000 Watts d.;
1,000 Watts n.
Owned-Oper. By . . Hudson Valley Br. Co., Inc.
Address 112 State Street
Phone Number 3-2225
Transmitter Location . . . Route 9W—Glenmont
Air Time 6 a.m.-M.
News Service INS, UP
Transcription Service Thesaurus
Station Representative The Bolling Co.
Membership NARTB, BAB
President Dr. John J. Quinlan
General Manager Harry L. Goldman
Station Mgr. Johnny Lee
Commercial Mgr. Harry Littler
Pgm., News Director Keyes Perrin
Publicity Director Mary Eleanor Wells
Chief Engineer Charles Heisler

WOKO

ALBANY—1925—UBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By . . . Gov. Dongan Bcstg. Corp.
Business-Studio Address 136 State St.
Phone Number 3-6638
Transmitter Location . . . Kenwood Ave., Elsmere
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative McGillora
President, General Mgr. James T. Healey
Station Manager A. Kellert
Program Director Frank Panny
Chief Engineer Al Sardi

WPTR

ALBANY—1948

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By . . . Patroon Brcdstg. Co., Inc.
Address Hotel Ten Eyck
Phone Number 5-3345

WXKW

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Oper. By . . . Champlain Valley Bcstg.
Business-Studio Address 444 Broadway
Phone Number 6-7676
Transmitter Location Selkirk

NEW YORK

Air Time.....6:00 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Katz
 President, Gen. Mgr.....Stephen R. Rintoul
 Station Manager.....George Wetmore
 Commercial Manager.....Eugene Fitzpatrick
 Chief Engineer.....Paul Krutz
 Consulting Engr.....Robert M. Silliman

W C S S

AMSTERDAM—1948—LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Community Service Bcst.
 Bus.-Studio-Transmitter Address.....Upper Locust
 Phone Number4000
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 Pres., Gen., Sta. Mgr.....Cecil Woodland
 Program-Production Dir.....Ray Cheney
 Publicity Director.....Joan MacGregor
 Chief Engineer.....Guy Rauer

W M B O

AUBURN—1926—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WMBO, Inc.
 Business-Studio Address.....141 Genesee St.
 Phone Number2-3511
 Transmitter Location.....York & Division Sts.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....World, SESAC, KBS
 Representative.....Thomas F. Clark
 Membership.....NARTB, BAB
 President.....William O. Dapping
 General Manager.....Frederick L. Keesee
 Commercial Manager.....Robert B. Morgan
 Chief Engineer.....Herbert House

W B T A

BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Batavia Bcstg. Corp.
 Business-Studio Address.....90 Main St.
 Phone Number715
 Transmitter Location.....Creek Rd.
 Air Time6:30 a.m.-M.
 News ServiceAP
 Transcription Service.....Lang-Worth
 Pres., Gen.-Station Mgr.....Edmund R. Gamble
 Commercial Manager.....Robert E. Newstead
 Program-Production Dir.....J. Gordon Bridge
 Pub. Dir., Farm Editor.....James Gerrely
 Chief Engineer.....Fred Callendar

W I N R

BINGHAMTON—1946—NBC

Frequency: 1490 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Southern Tier Radio Service

Business-Studio Address.....Court House Square
 Phone Number4-4318
 Transmitter Location.....Windy Hill
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....George P. Hollingsbery
 Membership.....NARTB
 President.....Donald Kramer
 General Manager.....George J. O'Connor
 Station Executive.....E. R. Vadeboncoeur
 Commercial Manager.....H. R. Nicholson
 Program Director.....Charles Bishara
 Publicity, News Director.....George O'Connor
 Chief Engineer.....A. A. Kelley
 Consulting Engr.....Craven, Lohnes & Culver

W K O P

BINGHAMTON—1947—MBS

Frequency: 1360 Kc.....Power: 100 Watts d.,
 500 n.
 Owned-Oper. By.....The Binghamton Bcstrs., Inc.
 Business-Studio Address.....34 Chenango St.
 Phone Number2-3437
 Transmitter Location.....Morgan Rd.
 Air Time.....5:30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 Pres., Gen.-Sta. Mgr.....Andrew Jarema
 Prom.-Comm. Manager.....Samuel Handshaw
 Prod.-Prog. Dir., Farm Ed.....Wally Buman
 Chief Engineer.....Charles Hallinan
 Consulting Engineer.....E. Dillard

W N B F

BINGHAMTON—1927—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Clark Associates, Inc.
 Business Address.....P. O. Box 48
 Phone Number.....Binghamton 2-3461
 Transmitter Location.....Ingraham Hill
 News ServiceUP
 Transcription Service.....Thesaurus
 Representative.....Bolling
 Membership.....NARTB, BAB
 President.....John C. Clark
 General Manager.....Cecil D. Mastin
 Treasurer.....L. L. Rogers
 Commercial Manager.....S. N. Heslop
 Sales Prom. Mgr., Pub. Dir.....E. R. McCloskey
 Prog.-Prod. Dir., Chief Announcer.....E. M. Scala
 Chief Engineer.....I. H. Stantz
 Consulting Engineers.....Jansky & Bailey

W E N E

**BINGHAMTON—ENDICOTT—1947
 ABC**

Frequency: 1430 Kc.....Power 5000 Watts
 Owned-Oper. By.....Empire Newspapers-Radio
 Business-Studio Address.....909 E. Main
 Phone Number5-3351

NEW YORK

Transmitter Location.....Pierce Hill, Vestal
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Transcription Service.....Associated, Capitol
 Representative.....Radio Reps. Inc.
 Membership.....NARTB, BAB
 President.....James H. Ottaway
 Managing Director.....F. H. Brinkley
 Sta., Comm., Sales Prom. Mgr....S. W. Ryder
 Pgm., Prod. Dir.....Harold E. Graves
 Publicity Dir.....James A. McKechnie
 Chief Engineer.....Sheldon W. Weyland
 Consulting Engr.....Chambers & Garrison

W B E N

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 Address.....Hotel Statler
 Phone Number.....MOhawk 0930
 Transmitter Location.....Grand Island
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 General Manager.....C. Robert Thompson
 Station Manager.....Frank W. Kelly
 Local Sales Mgr.....C. E. Daly
 Asst. Radio Sales Mgr.....Robert J. Conway
 Program Director.....William R. Rich
 Promotion Manager.....Joseph A. Haefner
 Chief Engineer.....Ralph J. Kingsley
 Commercial Engineer.....A. Earl Cullum

W B N Y

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Business-Studio Address.....485 Main St.
 Phone Number.....Mohawk 1400
 Transmitter Location.....154 E. Eagle St.
 News Service.....AP, UP
 Representative.....Adam J. Young, Jr.
 Membership.....FMA
 President.....Roy L. Albertson
 General Manager.....James M. DeMunn
 Sales Director.....Howard Schellenberg
 Chief Engineer.....Thomas L. Vines

W E B R

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WEBR, Inc.
 Business-Studio Address.....23 North St.
 Phone Number.....Lincoln 7133

Transmitter Location.....Hamburg
 Air Time.....5:30 a.m.-2 a.m.
 News Service.....AP, INS
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....William J. Conners, III
 General Manager.....Cy King
 Commercial Manager.....William Doerr, Jr.
 Sales Prom., Pub. Div.....Wm. Schweitzer
 Program Director.....Lloyd Gibson
 Chief Announcer.....Ed Tucholka
 News Director.....Gene Barry
 Musical Director.....Victor D'Ana
 Chief Engineer.....Frank B. Ridgeway
 Consulting Engineer.....McIntosh & Inglis

W G R

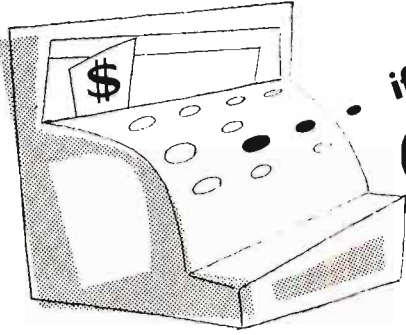
BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....WGR Bcstg. Corp.
 Business-Studio Address.....Rand Bldg.
 Phone Number.....Washington 3100
 Transmitter Location.....Hamburg
 Air Time.....5:50 a.m.-1:05 a.m.
 News Service.....UP
 Representative.....Free & Peters
 Membership.....NARTB
 Chairman of Board.....Leo J. Fitzpatrick
 Pres., Gen. Mgr.....I. R. Lounsberry
 Comm. Mgr. (National spot).....F. R. Greene
 Commercial Manager (Local).....Nat Cohen
 Sales Promotion Manager.....R. McPherson
 Program Director.....Robert Strigl
 Production Director.....Ray F. Wander, Jr.
 Chief Announcer.....Allan Lewis
 News Director.....David Getman
 Musical Director.....David Cheskin
 Chief Engineer.....K. B. Hoffman
 Consulting Engineer.....George C. Davis

W W O L

BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Greater Erie Broad. Co.
 Address.....315 Main St.
 Phone Number.....MO 1200
 Trans. Location.....Dorance St., W. Seneca, N. Y.
 News Service.....INS, UP
 Representative.....ForJoe
 Owner.....Leon Wyszatycki
 Sta. Gen. Mgr.....Ted Wyszatycki
 Commercial Manager.....James C. McKinney
 Sales Promotion Manager.....Cass Casey
 Program Director.....Joe A. Rico
 Production Director.....Fred Klestine
 News Director.....Frank Frederick
 Musical Director.....Trudy Peebles
 Chief Engineer.....Frank Sai



if you want

Cash Register Results

then you need

WKBW

BEST BUY in the BUFFALO MARKET

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

first in . . .

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

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

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

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

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



BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and Manager

NEW YORK

W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By WKBW, Inc.
 Business Address. Radio Center, 1430 Main St.
 Phone Number Grant 5101
 Transmitter Location . . Big Three Rd., Hamburg
 Air Time 5:30 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President, General Mgr. . . Clinton H. Churchill
 Asst. to Pres. Roger M. Baker
 Sales Promotion Alfred E. Anscombe
 Program Director Irving Haag
 Musical Director Jerry Davidson
 News Director Hugh Shannon
 Chief Engineer Leroy Fiedler
 Farm Editor Wally Waggoner

W X R A

BUFFALO—KENMORE—1948

Frequency: 1080 Kc. Power: 1000 Watts d
 Owned-Operated By . . W. New York Broad. Co.
 Trans. Loc. 1515 Niagara Falls Blvd., Amherst
 Phone Number AMherst 1160
 News Service AP
 Transcription Service Associated
 Station Representative Wm. G. Rambeau
 General Manager Thaddeus Podbielniak
 Commercial Manager Robert Bartemus
 Sales Prom. Mgr. Burton W. Flanders
 Program Director James J. Frieling
 Chief Engineer Roger W. Fleming
 Consulting Engr. Edwin R. Sanders

W C B A

CORNING—1949

Frequency: 1350 Kc. Power: 1000Watts d.
 Owned-Operated By
 Corning Wellsboro Broad. Adv. Inc.
 Address English-Keenan Bldg.
 Phone Number 2608
 Transmitter Location Caton Rd.
 News Service UP
 Transcription Service Lang-Worth, Capital
 Representative McGillvra, Inc.
 Pres., Gen. Mgr. Paul E. Carpenter
 Station Manager Paul E. Carpenter
 Program Director Harry Lee

W C L I

CORNING—1950—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
 Owned-Oper. By Elmira-Corning Bcstg.
 Address 114 Walnut St.
 Phone Number 6-4651
 Representative Meeker
 Transcription Service Associated

News Service AP
 President W. A. Underhill
 General Manager Walter Valerius
 Commercial Manager Gordon Jenkins
 Program Director C. Ronald Graham
 Chief Engineer Allen N. Bell

W K R T

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Operated By Radio Cortland, Inc.
 Business Studio Address 27 N. Main St.
 Phone Number 2990
 Transmitter Location Cortlandville-Virgil
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth, Standard
 President Leighton A. Hope
 Commercial Manager Keith W. Horton
 Program Dir. William J. Griffiths
 Chief Engineer William Barron

W F C B

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By Dunkirk Broad. Corp.
 Address 316 Main St.
 Phone Number 7756-7-8
 Transmitter Location Willow Rd.
 Air Time 6:00 a.m.-1:00 a.m.
 News Service AP
 Transcription Service Standard, Lang-Worth,
 World
 Membership NARTB, BAB
 Pres., Gen. Mgr., Sta. Mgr. . . . Alois A. Schmidt
 Commercial Manager Paul Rinehardt
 Program Director Robert Gifford
 Chief Engineer George Smith
 Consulting Engr. Russell-May

W E L M

ELMIRA—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Corning Leader, Inc.
 Business-Studio Address 222 E. Market St.
 Phone Number Elmira 2-1400
 Transmitter Location Grand Central Ave.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Walker
 Membership NARTB, BAB
 President W. Allen Underhill
 Sta. Gen. Manager Walter Valerius
 Comm.-Sales Prom. Mgr. Claude R. Snyder, Jr.
 Prog.-Prod. Dir. Kenneth C. Powell
 Chief Engineer Allen Bell
 Consulting Engineer Commercial Radio



BEST BUY

for Long Island's Major Market!

BIGGEST AUDIENCE

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend \$722,640,000 a year in retail sales — \$214,136,000 in food store sales.

LOWEST COST

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

STRONG LOCAL PROGRAM- MING

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community".

Data Sources:—

Market: U. S. Census, 1950

Sales Management, 1951

Ratings: Conlan — 1951

REPRESENTED BY RAMBEAU

A M 1100

F M 98.3

**H E M P S T E A D
LONG ISLAND, N. Y.**

**PAUL GODOFSKY
President and General Mgr.**

*the voice of
long island*

NEW YORK

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Elmira Star-Gazette, Inc.
Bus.-Studio Address Mark Twain Hotel
Phone Number 5181
Transmitter Location Milton St.
Air Time 6:30 a.m.-1 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Everett & McKinney
Membership NARTB, BAB
General Manager Dale L. Taylor
Sclcs Manager Phil Cameron
Production Director Ted Hodge
Chief Engineer Thurlow A. Greene

W G B B

FREEPORT—1924

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By Harry H. Carman
Business-Studio Address 44 So. Grove St.
Phone Number Freeport 9-1400
Transmitter Location 215 Bedell St.
Air Time 7 a.m.-12 m.
News Service AP
Transcription Service Lang-Worth
Gen., Sta. Mgr. Harry H. Carman
Commercial Manager Murray Evans
Production Director Theodore J. Austin
Program Director A. Cheesman
Publicity Director Marjorie Greto
Chief Engineer Robert Milos

W O S C

FULTON—1949—LBS

Frequency. 1300 Kc. Power: 1000 Watts d.
Owned-Operated By Cassil Radio Corp.
Address 118 Oneida St.
Phone Number 2-2255
Transmitter Location Town of Granby
Air Time Sunrise to Sunset only
News Service UP
Transcription Service Lang-Worth
Station Representative Devney
President Harold W. Cassill
General Manager H. Harrison Flint
Program Director Robert Fitzgerald
Production Director Edward Kuppe
Chief Engineer Richard Horan

W G V A

GENEVA—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Star Bcstg. Co., Inc.
Address Geneva Federal Savings Bldg.
Phone Number 6691
Transmitter Location Lennox Park
Air Time 6:30 a.m.-12:05 a.m.
News Service AP

Representative Cooke
Transcription Service Standard
President M. R. Forman
V.P., Comm., Gen. Mgr. Thomas L. Brown
Program Director Alex Lamutis
Chief Engineer R. Carleton Greene
Consulting Engr. Lohnes & Culver

W W S C

GLENS FALLS—1946—ABC

Frequency: 1450 Kc. Power: 1000 Watts
Owned-Operated By Gt. Northern Radio Co.
Address 13 Warren St.
Phone Number 2-6518
Transmitter Location Dix Ave.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Station Representative Everet-McKinney Inc.
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Martin R. Karig
Program Director Carl W. Mattinson
Commercial Manager Alfred A. Brown
Chief Announcer Shel Bullock
Chief Engineer Joseph Thomas
Consulting Engineer Gautney & Ray

W H L I

HEMPSTEAD—1947

Frequency: 1100 Kc. Power: 250 Watts d.
Owned-Oper. By FM Bcstg. Corp.
Business-Studio Address 245 Baldwin Rd.
Phone Number Hempstead 2-8000
Transmitter Location 470 Milburn Ave.
News Service UP
Transcription Service Associated, World,
Thesaurus
President, Gen. Mgr. Elias I. Godofsky
Exec. V.P., Station Mgr. Paul Godofsky
V.P., Sales Joseph A. Lenn
News Director Jerome J. Karpi, Jr.
Production-Musical Dir. Roger Wayne
Publicity Director Arthur E. Paterson, Jr.
V.P., Chief Engineer Frank E. Knaack
Farm Editor Jerry Carr

W L E A

HORNELL—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
Owned-Oper. By Hornell Bcstng. Corp.
Business-Studio Address P. O. Box 60
Phone Number 1420
Transmitter Location Ashbaugh Hill
News Service UP
Transcription Service Capitol
Representative Everett-McKinney
President Maxwell V. McCarthy
Gen., Sta. Manager Donald L. Sellers
Commercial Manager Harold McEvoy
Program Director Mike Ryan
Chief Engineer Richard Cook

NEW YORK

W W H G
HORNELL—1946

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By: W. H. Greenhow Co.
 Address: 85 Canisteo St.
 Transmitter Location: Hornellsville
 News Service: AP
 Transcription Service: World, Associated
 Representative: McGillvra
 General Manager: Louis G. Buisch
 Station Manager: Donald J. Curran
 Commercial Manager: Sheffield Davis
 Production Director: Eddie Spoo
 News Director: Edward Murphy
 Chief Engineer: James Gram

W H U C
HUDSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Colgren Bcstg. Co.
 Trans. Address: Union Turnpike
 News Service: UP
 Transcription Service: World
 Representative: G. J. Kramer
 Membership: BAB
 Gen. Station Manager: John Kearney
 Comm., Prom. Manager: Robert Strakos
 Prog., Prod. Director: James F. McDonough

Chief Announcer: Wink Hart
 News Director: Robert France
 Chief Engineer: James F. McDonough

W G S M
HUNTINGTON—1951

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Huntington-Montauk Bcstg.
 Co., Inc.
 Address: 237 Main St.
 Phone Number: 46740
 News Service: UP
 Transcription Service: Thesaurus
 President: Byron T. Sammis
 Gen., Comm. Mgr.: Edward J. Fitzgerald
 Pgm., Farm Director: James L. McGrath
 Promotion Manager: Don MacLachlan
 Chief Engineer: Perley Tribou

W H C U
ITHACA—1921—CBS


Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cornell University
 Business-Studio Address: Savings Bank Bldg.
 Phone Number: Ithaca 4-6301
 Transmitter Location: R. D. No. 2, Freeville
 Air Time: Sunrise-sunset

3,000,000

SUFFOLK BUYERS

NOT COVERED OR CLAIMED

BY ANY OTHER ADVERTISING MEDIUM



- PLUS + NASSAU POPULATION 701,600
- PLUS + WESTCHESTER POPULATION 624,200
- PLUS + FAIRFIELD, CONN. POPULATION 505,300
- PLUS + NEW HAVEN CONN. POPULATION 543,600

WGSM reaches the **3 billion dollar** World's Greatest Suburban Market

AND ONLY **WGSM** **REACHES THEM**
1000 WATTS
 at the best spot on the dial
HUNTINGTON, NEW YORK



NEW YORK

News Service UP
 Transcription Service Standard, Associated
 Membership NARTB
 General Manager Michael R. Hanna
 Commercial Manager Earl S. Cobey
 Ass't Mgr. Chg. Prod. Joseph A. Short
 Chief Engineer Norman R. Hoffman
 Consulting Engr. McLean, Smith, Credle

WJOC

JAMESTOWN—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
 Owned-Operated By Air Waves, Inc.
 Trans.-Bus.-Studio Address... 415 W. Fourth St.
 Phone Number 5-108
 Air Time 5:55 a.m.-12 M.
 News Service AP
 Representative McGillvra
 Pres.-Gen., Chf. Engr. Harry E. Layman
 Commercial Manager Harold P. Kane
 Program Director Jerry Lawson

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By James Bcstg. Co., Inc.
 Bus.-Studio Address Hotel Jamestown
 Phone Number 7-151
 Transmitter Location... Jones & Gifford Aves.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service... Associated, McGregor
 Representative William G. Rambeau
 Membership NARTB, BAB
 President Jay E. Mason
 Gen.-Sta.-Comm. Simon Goldman
 Publicity Dir. Jess Price
 Music, Pgm. Dir. George Pfleeger
 Production Director Jim Gardner
 Chief Engineer Harold J. Kratzert
 Chief Engineer Jaucky & Bailey

WENT

**JOHNSTOWN—GLOVERSVILLE
 1944—CBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sacandaga Bcstg. Corp.
 Business-Studio Address 8 W. Fulton St.
 Phone Number 4-7175
 Transmitter Location Harrison St.
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 President George Bissell
 Sta., Gen. Mgr. Kolin Hager
 Commercial Manager Jack Charles
 Pgm. Dir., Chief Annr. Clem Cooper
 Chief Engineer Richard Stewart

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Kingston Bcstg. Corp.
 Business-Studio Address 601 Broadway
 Phone Number Kingston 4500
 Transmitter Plainfield St., Ulster Township
 Air Time 6:45 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 Representative Meeker
 President Joseph K. Close
 General-Station Mgr. Robert M. Peebes
 Program Director Edward R. Eckert
 Chief Engineer Joseph McNelis

WVOS

LIBERTY—1947—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Sullivan County Bcstg. Co.
 Business Address P. O. Box 156
 Phone Number 1680-1, Monticello 869
 Air Time 6:58 a.m.-12 M.
 News Service UP
 Pres., Gen., Sta. Mgr. S. D. Lubin
 Commercial Manager H. G. Borwick
 Program Director Al Turk
 Chief Announcer B. Orr
 News Director P. Bergin
 Chief Engineer Vincent Gabriele

WUSJ

LOCKPORT—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Union-Sun & Journal, Inc.
 Trans.-Address 320 Michigan St.
 Phone Number 3-5944
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative Joseph H. McGillvra, Inc.
 Membership NARTB, BAB
 President Egbert D. Corson
 Station Manager Jack Gelzer
 Publicity Director Carolyn Corson
 Chief Engineer Solomon A. Azar

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By North Country Bcstg. Co.
 Trans.-Address 65 Woodward St.
 Phone Number 187
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Pres., Gen. Sta. Mgr. Mitchell C. Tackley
 Commercial Manager Alice M. Tackley
 Program Director Donald J. Paye
 Chief Announcer John Flynn
 News Director John Flynn
 Chief Engineer Adolf F. Stromer

only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian audience . . . according to Advertest Research which reached this conclusion after making an elaborate survey of listening habits in Italian homes . . . Result-getting economical buys in Polish, Spanish, Jewish, German. For pennies per thousand WHOM captures the vast New York Negro population.

WHOM

MILLIONS
of impressions at a few cents a thousand

For only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian radio audience. . . . according to ADVERTEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes. . . .

WHOM 1480 on your dial • 5000 watts
 A M • F M *The Il Progresso Station*
 136 W. 52 ST. N. Y. 19 • Circle 6-3900

NEW YORK

W M S A

MASSENA—1945—ABC-RRN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Brockway Co.
Business Address: Central Bldg.
Phone Number: 990
Studio-Transmitter Location: So. Main St.
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Associated
Representative: Weed
Membership: NARTB, BAB
President: John B. Johnson
General Manager: Louis Saiff, Jr.
Station-Comm. Mgr.: Thomas R. McHugh
Program Director: James H. Nash
Chief Engineer: Michael Tarkulch
Consulting Engineer: George Davis

W A L L

MIDDLETOWN—1942

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: The Community Bcstg. Corp.
Business-Studio Address: 62 North St.
Phone Number: 3119
Air Time: 6:45 a.m.-10 p.m.
News Service: AP
Pres., General Manager: James M. Patt
Commercial Manager: E. C. Winkler
Program Director: George Shepard
News Director: Charley Zaines
Chief Engineer: Charles B. Lissner

W G N Y

NEWBURGH—1933

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By: WGNV Bcstg. Co., Inc.
Business-Studio Address: 161 Broadway
Phone Number: 4600
Transmitter Location: Cochetton Turnpike
News Service: UP
Transcription Service: Standard
President: M. C. Speidel
General Manager: George W. Bingham
Commercial Manager: Joseph Rake
Program Director: Richard Crans
Chief Engineer: Marvin S. Seimes

W G N R

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By: New Rochelle Bcstg. Service
Address: 524 North Ave.
Phone Number: 6-1460
Transcription Service: Lang-Worth
News Service: UP
Pres., Gen. Mgr.: Julian H. Gins
Commercial Manager: Carl Calman

Sales Prom Mgr.: Fred Gardner
Chief Engineer: Peter Petridge
Consulting Engr.: McIntosh & Inglis

W B N X

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: WBNX Bcstg. Co., Inc.
Bus.-Studio Address: 260 E. 161st St., Bronx
Phone Number: MELrose 5-0333
Transmitter Location: Carlstadt, N. J.
News Service: AP
Transcription Service: SESAC, Standard
Representative: King
Membership: NARTB
President: A. L. Haskell
V.P., Sta.-Gen. Manager: William I. Moore
Program Director: Edward Ervin
Production Director: Frank Johnson
Musical Director: Ed Michaelson
Consulting Engineer: McNary & Wrathall

W C B S

NEW YORK—1924—CBS

RADIO

Frequency: 880 Kc. Power: 50,000 Watts
Owned By: Columbia Bcstg. System, Inc.
Operated By: CBS Radio Division
General Studio Address: 485 Madison Ave.
Phone Number: PLaza 5-2000
Transmitter: Columbia Island, New Rochelle
Air Time: Unlimited
News Service: AP, INS, UP
Representative: CBS Radio Spot Sales
Membership: BAB
President of CBS: Frank Stanton
Gen.-Sta. Mgr.: Carl Ward
Sales Manager: Don Miller
Asst. Sales Mgr.: William P. Dix, Jr.
Sales Prom. Mgr.: Don Foley
Program Director: Sam Slate
Production Director: D. Gordon Graham
Publicity Director: Margaret Kennedy

W H O M

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: Il Progresso Italo-
Americano Publishing Co.
Business Address: 136 W. 52nd St.
Phone Number: Circle 6-3900
Studio Addresses: 136 W. 52nd St., New York
Transmitter Location: Ridgefield Park, N. J.
Air Time: 6 a.m.-2 a.m.
President, Gen. Mgr.: Fortune Pope
V.P., Chge. Sales, Prom.: Charles Baltin
Program Director: Ralph Constantino
Publicity Director: Dan Alfieri
Musical Director: Michael Rosco
Chief Engineer: George Steiger



WINS

*50,000 watts in the world's
richest market, new york*

crosley broadcasting corporation

NEW YORK

WEVD

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By. Debs Memorial Radio Fund
 Business-Studio Address. 117 W. 46th St.
 Phone Number. PLaza 7-0880
 Transmitter Location Maspeth, L. I.
 News Service AP
 President Adolph Held
 Gen.-Sta.-Comm. Mgr. Henry Greenfield
 Program-Publicity Dir. George Field
 Chief Announcer. David Niles
 Musical Director. Nicholas Saslowsky
 Chief Engineer. Charles Brown
 Consulting Engineer. Raymond N. Wilmette

WINS

NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.:
 10,000 Watts n.
 Owned-Operated By. Crosley Bcstg. Corp.
 Bus.-Studio Address. Crosley Sq., Cincinnati
 Transmitter Location. Lyndhurst, N. J.
 Air Time 6 a.m.-3 a.m.
 News Service. INS, UP
 Representative WLW Sales Tracy Moore
 Transcription Service Associated
 Membership NARTB
 President Robert E. Dunville
 Asst. Gen. Mgr., Pgm. Dir. Joe Besch
 Business Manager. Harry G. Kirwan
 Sales Manager Roy Holmes
 General-Station Manager. Harry Fells
 Publicity Director Dick Winters
 News Director. Charles Hall
 Chief Engineer. Paul von Kunitz
 Consulting Engineer. Weldon & Carr

WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By. American Bcstg. Co., Inc.
 Business Address. 30 Rockefeller Plaza
 Phone Number. SU 7-5000
 Transmitter Location. Lodi, N. J.
 Air Time 24 hours
 Representative ABC Spot Sales
 President Robert E. Kintner
 General Manager. William M. Materne
 Commercial Manager. Earl Salmon
 Sales Promotion Manager Phillip Bernstein
 Program Mgr. Ray Diaz
 Publicity Director. Arthur Donegan
 News Director Thomas Velotta
 Chief Engineer. William Trevarthen
 Farm Editor. Philtp Alampi

WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By. WMCA, Inc.
 Business-Studio Address. 1657 Broadway
 Phone Number. Circle 6-2200
 Transmitter Location. Kearny, N. J.
 Air Time 6 a.m.-3 a.m.
 News Service AP
 Transcription Service World
 Representative. AM Radio Sales
 President Nathan Straus
 V.P. & Gen. Mgr. M. M. Fleischl
 V.P. & Program Director. Leon Goldstein
 Sales Mgr. John J. McSweeney
 Chief Announcer. Alun Williams
 Musical Director. Lou Wacks
 Chief Engineer. James McCafferty
 Consulting Engineer E. C. Page

WGM

NEW YORK—1922—LBS

Frequency: 1050 Kc. Power: 50,000 Watts
 Owned-Oper. By. Marcus Loew Booking Agcy.
 Business-Studio Address. 711 Fifth Ave.
 Phone Number. Murray Hill 8-1000
 Transmitter Location. E. Rutherford, N. J.
 Air Time. 6 a.m.-4 a.m.

5000 WATTS
 1330 K.C.



**ENGLISH
 JEWISH**

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area.

Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
 Managing Director

117-119 West 46th Street, New York 19

**The Only Station Serving New York's One Million Negroes
and 2,500,000 English-Speaking Jewish-Americans**

With studios in Harlem's famed Hotel Theresa

Listened to by greatest number of Negro families

Launching Anglo-Jewish programs (in English)

Broadcasting to biggest specialty audience in U. S.

1190 kc.

WRITE: Copy 1952 Survey of Metropolitan New York Negro Market

WLIB

207 East 30th Street

New York 16, N. Y.

HARRY NOVIK, General Manager

Tel.: ORegon 9-2720

NEW YORK

News Service.....AP, UP
 Representative.....Radio Reps.
 Director.....Bertram Lebar, Jr.
 General Manager.....Frank Roehrenbeck
 Sales Manager.....Arthur M. Tolchin
 Program Director.....Raymond Katz
 Publicity Director.....Jo Ranson
 Supvr. of Ann.....Ted Schneider
 Musical Director.....Joel Herron
 Chief Engineer.....Paul Fuelling

Program Director.....Jack Kuney
 Publicity Director.....Mike Jablons
 Chief Engineer.....John J. Bubbers

W N B C

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus.-Studio Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Transmitter Location.....Port Washington
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....NBC Spot Sales
 President.....Joseph H. McConnell
 General Manager.....Ted Cott
 Sales Mgr.....William Rich
 Promotion Manager.....Jay Smolin
 Adv. & Prom. Mgr.....Wini Schaefer
 Program Director.....John Grogan
 Publicity Director.....Phil Dean
 Chief Engineer.....O. B. Hanson

W L I B

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....New Bcstg. Co., Inc.
 Business-Studio Address.....207 E. 30th St.
 Phone Number.....OREgon 9-2720
 Transmitter Location.....180 Morgan Ave., Bklyn.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Associated
 President.....Morris S. Novik
 General Manager.....Harry Novik

The Red Cross Needs



Your Unstinting Assistance

G I V E !

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

Early in '52 — 50,000 watts!

NEW YORK

W N E W

NEW YORK—1934

Frequency: 1130 Kc. Power: 10,000 Watts
 Owned-Operated By WNEW, Inc.
 Business-Studio Address 565 Fifth Ave.
 Phone Number PLaza 3-3300
 Transmitter Location Kearny, N. J.
 Air Time 24 Hours
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 President William S. Cherry, Jr.
 Exec. V.P., Gen. Mgr. Bernice Judis
 V.P., Sales Director Ira Herbert
 Promotion Manager Kenneth Klein
 Production Manager Milton Slater
 Program Dir. William Kaland
 Publicity Director Alan E. Brandt
 Chief Anncr., News Dir. John Jaeger
 Musical Director Roy Ross
 Chief Engineer Max Weiner

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By General Teleradio, Inc.
 Business-Studio Address 1440 Broadway
 Phone Number LOngacre 4-8000
 Transmitter Location Carteret, N. J.
 Air Time 23 Hours
 News Service AP, UP
 Transcription Service Associated
 Representative Keenan & Eickelberg,
 Kettell & Carter
 Membership NARTB, BAB
 President Theodore C. Streibert
 V.P. in Chg. of Sales R. C. Maddux
 V.P. in Chg. Pgms. Julius F. Seeback, Jr.
 V.P. Chge of Engr. J. R. Poppele
 Sales Prom. Mgr. Joseph Creamer
 Publicly Director Robert Blake
 Dir. of News Dave Driscoll
 Musical Director Sylvan Levin

(See Page 304)

AP SELLS

For Stations and Sponsors—

For instance . . . WSNY

“We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result . . . a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years . . . all in the face of strong competition.”

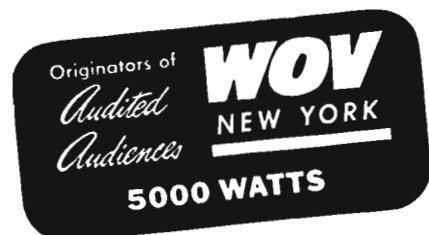
WINSLOW LEIGHTON,
 President,
 WSNY, Schenectady, New York



THESE SIGNS* ARE *NORMAL* IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area.

By showmanship, service, facilities and tradition, **WOV** long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of **all** expenditure for Italian-language radio advertising in New York is on **WOV**. Put it on *all* your New York schedules!



* The sign says "Pedestrian Crossing"

National Representative:
John E. Pearson Co.

730 Fifth Ave., New York 19

**Rome Studios: Via di Porta Pinciana 4
544**

NEW YORK

W O V

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....Circle 5-7979
Transmitter Location.....Carlstadt, N. J.
Air Time21 hrs.
News ServiceAP

Transcription Service Standard....MacGregor
RepresentativePearson
General Manager.....Ralph N. Weil
Sales Manager.....Herbert Schorr
Sales Promotion Mgr.....C. Carroll Forbes
Program Director.....Arnold Hartley
Publicity Director.....Ruth Thompson
Production Director.....Giorgio Padovani
Musical Director.....Dick Dia
Chief Engineer.....Emile Hill

See pages 100-101 for

**LISTING OF NEW YORK
PHONE NUMBERS**



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

THERE IS



NO SUBSTITUTE



FOR THE GOOD MUSIC



OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.
Represented nationally by Paul H. Raymer Co.

NEW YORK

W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
Owned-Operated By: Interstate Bcstg. Co.
Business-Studio Address: 229 W. 43rd St.
Phone Number: LA. 4-1100
Transmitter Location: Maspeth, L. I.
Air Time: 6:30 a.m.-1 a.m.
News Service: N. Y. Times
Transcription Service: Associated
Representative: Paul H. Raymer
President: Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.: Elliott M. Sanger
V.P. Sales Mgr.: Norman S. McGee
Station Mgr.: James Kovach
Sales Prom. Dir.: Mary Rice Anderson
Program Director: Eleanor N. Sanger
Chief Announcer: Albert A. Grobe
Publicity Director: Eleanore "Pat" Hurley
Musical Director: Abram Chasins
Chief Engineer: L. J. Kleinklaus
Consulting Engineer: John V. L. Hogan

W H L D

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 46000 Watts d.
Owned-Oper. By: The Niagara Falls Gazette
Publishing Co.
Business-Studio Address: Hotel Niagara
Phone Number: 8421
Transmitter Location: Grand Island
Air Time: Daytime
News Service: UP
Transcription Service: World, Standard,
Associated
Representative: Headley-Reed
V.P., Gen.-Station Mgr.: Earl C. Hull
Commercial Manager: Richard G. Robbins
Program Director: Tony Allen
Chief Engineer: Robert Wilson
Consulting Engr.: Russell May

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Oper. By: John J. Laux
Phone Number: 5266
Transmitter Location: New Rd.
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: SESAC
Representative: Grant
Owner: John J. Laux
Prom., Sta. Mgr.: Tom W. Talbot
Commercial Manager: Terry Milan
Program Director: Louise Hamrick
Chief Engineer: Gustav Czaplak
Consulting Engineer: George Davis

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: St. Lawrence Bcstg. Corp.
Address: Ogdensburg
Phone Number: 500
Studio-Transmitter Location: 2315 Knox St.
News Service: UP
President: Joseph R. Brandy
General Manager: Harold J. Frank
Program Director: Hal Gilman
Chief Engineer: Ellsworth Hall

W H D L

OLEAN—1928—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHDL, Inc.
Address: 3219 State St.
Phone Number: 4149
Air Time: 6:45 a.m.-11:15 p.m.
News Service: AP
Transcription Service: World
Representative: Everett & McKinney
Membership: NARTB, BAB
President: E. B. Fitzpatrick
General-Station Mgr.: John R. Henzel
Commercial Manager: Donald Merriman
Sales Promotion Manager: Joseph K. Eade
Publicity Director: Anne L. Anstaett
News Director: Carroll Anstaett
Chief Engineer: Otis Atherton
Consulting Engr.: Bernard O'Brien

W D O S

ONEONTA—1947—MBS

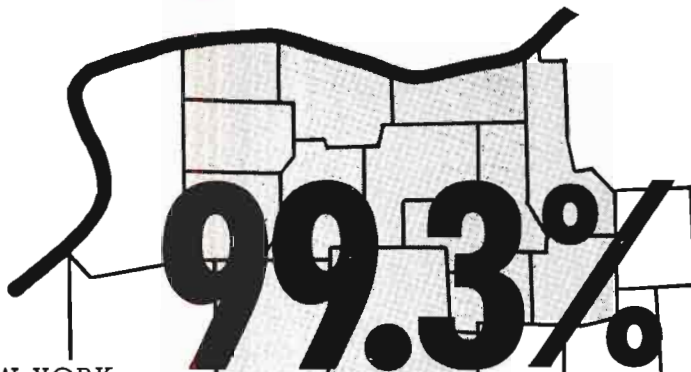
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: The Oneonta Star, Inc.
Bus.-Studio Address: 104 Chestnut St.
Phone Number: 2470
Transmitter Location: So. Side
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated
Representative: Radio Reps.
President: James H. Ottaway
General Manager: Eugene J. Brown
Managing Director: Francis H. Brinkley
Station Manager: Ernest F. Oliver
Prom. Mgr., Pub. Dir.: Dennis J. Sullivan
Program Director: Charles Hobart
Chief Engineer: Wiley Bates
Consulting Engineer: Jansky & Bailey

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
Owned-Oper. By: Key Bdcstg. System Inc.
Phone Number: Oyster Bay 6-2500;
Transmitter Location: Battery Park
News Service: UP

HOW MUCH CLOSER TO 100% CAN YOU GET?



NEW YORK

PENNSYLVANIA

LISTENER PREFERENCE

ON ONE STATION

PULSE has just completed its first audience measurement of 17 Western New York counties ... Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

WHAM is FIRST in 429

WHAM is TIED for FIRST in 2

WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy one station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details

WHAM

The Stromberg-Carlson
Station



Basic NBC — 50,000 watts — clear channel — 1180 kc

NEW YORK

Transcription Service MacGregor
Pres., Gen. Mgr., Chief Engr.
R. Lee Hollingsworth
Commercial Manager Harry Minkoff
Program Director Joan Bennett

WALK

PATCHOQUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By Suffolk Bcstg. Corp.
Address 24 E. Main St.
Phone Number 408
General Manager Nils E. Segerdahl
Commercial Manager Walter S. Bates
Program Director Jack Ellsworth
Chief Engineer Walter Luce

WPAC

PATCHOQUE—1951

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By Patchogue Bcstg. Co.

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc. Power: 500 Watts d.
Owned-Oper. By Highland Bcstg. Corp.
Trans. Address Radio Terrace
Phone Number 7-2454
Air Time 6:45 a.m.-6:45 p.m.
News Service UP
Transcription Service World
Membership NARTB
Pres., Chief Engineer Peter C. Housekeeper
Gen., Sta. Mgr. Irving E. Cottrell
Sales Promotion Mgr. Francis Lough
Consulting Engineer Paul Godley

WEAV

PLATTSBURG—1934—ABC-LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By Plattsburg Bcstg. Corp.
Studio Address 153 Margaret St.
Phone Number 1600
Transmitter Location Lake Shore Rd.
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Langworth
Representative Gill-Keefe & Perna
Membership NARTB, BAB
President, Sta. Mgr. George F. Bissell
Ass't. Sta. Comm. Mgr. Jan King
Program Director Frank Allen
Production Director Glenda Huffman
Publicity Director Claire Norris
Chief Engineer Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Clinton Cty. Bcstg. Corp.
Trans. Loca. Address 301-03 Cornelia St.
Phone Number 2800
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Standard
Representative W. S. Grant Co., Inc.
Membership NARTB, BAB
Pres., Gen., Comm. Mgr. Joel H. Scheier
Sales Prom. Mgr., News Dir. Martin D. Mannix
Chief Engineer John M. Nazak

WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc. Power: 1000 Watts, d.
Owned-Operated By Mid-Hudson Bcsts. Inc.
Business-Studio Address 385 Main St.
Phone Number 8300
Transmitter Location Pendell Road
News Service UP
Transcription Service World
Representative Devney & Co.
Comm., Gen. Mgr. Arthur J. Barry, Jr.
Program Director Harold Hennig
Chief Engineer John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Dutchess County
Broadcasting Corp.
Business-Studio Address Nelson House
Phone Number 6800
Transmitter Location Nelson House
Air Time 6:30 a.m.-11:30 p.m.
News Service AP
Transcription Service Associated
Membership NARTB, BAB
President George W. Bingham
Sec.-Treas. Mabel Shroyer Meurer
V.P. of Sales Richard A. Dwelley
V.P. of Pgm. John Kuhn
V.P. of Engr. Marvin S. Seimes

WHAM

ROCHESTER—1922—NBC

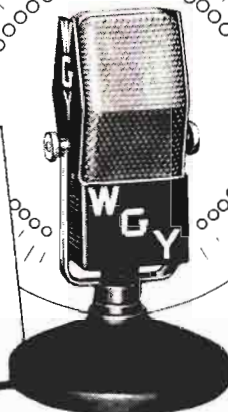
Frequency: 1180 Kc. Power: 50,000 Watts
Owned-Operated By Stromberg-Carlson Co.
Business Address 201 Humboldt St.
Phone Number Culver 7240
Transmitter Location Chili
Air Time 5:15 a.m.-12:30 a.m.
News Service UP
Transcription Service World
Representative George P. Hollingsbery
Membership NARTB, BAB
V.P., Gen. Mgr. William Fay
Commercial Manager John W. Kennedy, Jr.

30 Years of Leadership



1922

WGY's
Pearl Anniversary



1952

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE:** Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

REPRESENTED

WGY

50,000 Watts

NATIONALLY BY NBC SPOT SALES
A GENERAL ELECTRIC STATION
SCHENECTADY, N. Y.

NEW YORK

Program Director.....Charles W. Siverson
 Production Director.....Sylvester Novelli
 Publicity Director.....Armin N. Bender
 Chief Announcer.....Robert Turner
 News Director.....David E. Kessler
 Chief Engineer.....Kenneth Gardner
 Farm Editor.....George Haefer

W A R C

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....WARC, Inc.
 Bus.-Studio Address.....Sheraton Hotel
 Phone Number.....HAmilton 8920
 Transmitter Location.....2670 So. Clinton Ave.
 Air Time.....24 Hours
 News Service.....AP
 Transcription Service.....RCA. Thesaurus
 Representative.....Raymer
 President, Gen. Mgr.....S. W. Townsend
 Station Manager.....Fred R. Ripley
 Commercial Manager.....George Schautz
 Program Director.....Edward Merritt, Jr.
 Publicity Director.....Bebe Grau
 Chief Engineer.....Robert Emch
 Consulting Engineer.....Chambers & Garrison

W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHEC, Inc.
 Business-Studio Address.....40 Franklin St.
 Phone Number.....Baker 6740
 Transmitter Location.....1850 N. Winton Rd.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Everett McKinney
 President.....Frank E. Gannett
 Executive V.P.....Clarence Wheeler
 General Manager.....Gunnar O. Wiig
 Commercial Manager.....Le Moine C. Wheeler
 Pgm., Prom. Dir.....William J. Adams
 Production Director.....L. H. MacMillan
 Chief Engineer.....Bern C. O'Brien

W R N Y

ROCHESTER—1947—LBS

Frequency: 680 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Monroe Bcstg. Co., Inc.
 Business-Studio Address.....191 East Ave.
 Phone Number.....Hamilton 9775
 Transmitter Location.....Mt. Read Blvd.
 News Service.....AP
 Representative.....Forloe
 President.....George B. Kelly
 Gen., Sta. Mgr.....W. Eccles Huff
 Production Director.....Russell A. Browne
 News Director.....Robert Barager
 Chief Engineer.....Kenneth Henderson
 Farm Editor.....Harry Russell

W S A Y

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Oper. By...Federal Bcstg. System, Inc.
 Business-Studio Address.....328 Main St. E.
 Phone Number.....Baker 4870
 Transmitter Location....French Rd., Brighton
 Air Time.....Unlimited
 News Service.....INS
 Representative.....Walker
 Pres., Gen. Mgr.....Gordon P. Brown
 Station Director.....John Hill
 Commercial Manager.....Russell K. Schmidt

W V E T

ROCHESTER—1947—MBS

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Veterans Bcstg. Inc.
 Address.....17 Clinton Ave So.
 Phone Number.....HAmilton 4820
 Transmitter Location.....Westfall Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....The Bolling Co., Inc.
 Pres., Gen. Mgr., Chf. Engr.....Ervin F. Lyke
 Commercial Manager.....Elmer J. Walz
 Sales Prom. Manager...Arthur Murrellwright
 Program Director.....Paul C. Louthier
 Production Director.....F. Chase Taylor
 Chief Announcer.....Bob Trebor
 News Director.....David Roberts
 Musical Director.....Patricia Perkins
 Consulting Engineer.....John Creutz

W K A L

ROME—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Copper City Bcstg. Corp.
 Business-Studio Address..Capitol Theatre Bldg.
 Phone Number.....3616-7
 Transmitter Location.....Muck Rd. & Jay St.
 Air Time.....6:30 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooke, Inc.
 President.....Myron J. Kallet
 General Manager.....Charles King
 Commercial Manager.....Joseph Trela
 Program Director.....Louis Barile
 Sales Prom. Mgr.....George Bolton
 Production Director.....Rick Morgan
 Chief Engineer.....James Delaney
 Consulting Engineer.....George Adair

W N B Z

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Upstate Bcstg. Corp.
 Business-Studio Address.....88 Main St.

NEW YORK

Phone Number1320
 Transmitter Location.....Merrill St.
 Air Time7:30 a.m.-11:15 p.m.
 News ServiceAP
 Transcription ServiceLangworth
 Representative.....Thomas F. Clark
 MembershipNARTB
 Pres., Gen. Mgr.....Jacques DeMattos
 Program Dir. Chief Ann.....Ray Turner
 Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address.....1 River Rd.
 Phone Number7-2261
 Transmitter Location.....R. D. No. 5
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription Service.....Thesaurus, World
 Representative.....NBC Spot Sales
 MembershipNARTB, BAB
 V.P., Pub. Rel.....Chester H. Lang
 Asst. Mgr. of Bcstg.....B. J. Rowan
 Station Manager.....R. B. Hanna
 Asst. Station Mgr.....R. W. Welpott
 Supervisor of Sales.....Robert F. Reid
 Supervisor of Prod.....Earle Pudney
 Spvr. Prom., Pub.....George L. Peck
 Spvr. of News.....W. T. Meenam
 Spvr. of Music.....A. O. Coggshall
 Spvr. of Programs.....Caleb Paine
 Chief Engineer.....W. J. Purcell
 Supervisor of Farm Bcstg.Merl L. Galusha

(See Page 550)

W S N Y

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Gateway Bcstg.
 Business-Studio Address.....619 State St.
 Phone Number3-3622
 Transmitter Location.....Campbell Rd.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....Young
 MembershipBAB
 President, Gen. Mgr.....Winslow Leighton
 Comm., Sls. Prom. Mgr.....Thomas Seeley
 Chief Anncr., News Dir.....Robert Wallace
 Chief Engineer.....Irving P. Beck

W A G E

SYRACUSE—1941—ABC

Frequency: 620 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....WAGE, Inc.
 Business-Studio Address.....Loew Bldg.
 Phone Number2-0277
 Transmitter Location.....626 Liverpool Rd.,
 Air TimeUnlimited

News ServiceAP
 Transcription ServiceStandard
 Representative.....O. L. Taylor
 MembershipNARTB, BAB
 President.....Frank G. Revolt
 General-Station Manager.....Doug Johnson
 Commercial Manager.....F. I. Geiger
 Sales Prom. Mgr.....Ed. O'Connor
 Program Director.....George Drisko
 News Director.....Joe Cumiskey
 Chief Engineer.....Donald F. Langham
 Consulting Engineer.....A. Earl Cullum

W F B L

SYRACUSE—1922—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Onondaga Radio Bcstg.
 Bus.-Studio Address.....433 S. Warren St.
 Phone Number2-1147
 Transmitter Location.....Collamer
 Air Time.....5 a.m.-M.
 News ServiceUP
 Transcription ServiceCole
 Representative.....Free & Peters
 MembershipNARTB, BAB
 President.....Oscar F. Soule
 General Manager.....Samuel Woodworth
 Commercial Mgr.....Charles Phillips
 Sls. Prom. Mgr., Pub. Dir.....Hendrick Soule
 Pgm., Prod. Mgr.....Raymond Gantter
 News Director.....Raymond Krise
 Chief Engineer.....James Kelly
 Consulting Engineer.....Jansky & Bailey

W N D R

SYRACUSE—1947—MBS-LBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Syracuse Bcstg. Corp.
 Address.....306 So. Salina St.
 Phone Number2-6101
 Transmitter Location.....Dewitt
 News ServiceAP
 Transcription Service.....World, SESAC
 Representative.....Rambeau
 General Manager.....Arthur C. Kyle, Jr.
 Assistant Treasurer.....Neldon L. Kidd
 V.P., Comm. Mgr.....Franklin H. Small
 Program Director.....Eric Fields
 Chief Engineer.....Robert Dye

W O L F

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Business-Studio Address.....Onondaga Hotel
 Phone Number2-7211
 Transmitter Location.....Kirkpatrick & Van
 Renselear Sts.
 Air Time.....6 a.m.-2 a.m.
 News ServiceAP

NEW YORK

Transcription ServiceStandard
 RepresentativeWalker
 President, General Mgr.T. Sherman Marshall
 Sta. Mgr., Prog. Dir.Hamilton M. Woodle
 Musical DirectorNorman Meservey
 Chief EngineerDon Muir

W S Y R

SYRACUSE—1922—NBC

Frequency: 570 Kc.Power: 5000 Watts
 Owned-Operated ByCentral N. Y. Bcstg.
 Business-Studio AddressKemper Bldg.
 Phone Number3-7111
 Transmitter LocationValley Dr.
 Air Time5 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 MembershipNARTB, BAB
 PresidentHarry C. Wilder
 V.P. & Gen. Mgr.E. R. Vadeboncoeur
 Commercial ManagerW. R. Alford, Jr.
 Sales Prom. Mgr.Caley Augustine
 Program DirectorBill Rothrum
 Chief AnnouncerElliott Gove
 News DirectorFred Hillegas
 Chief EngineerA. G. Belle Isle
 Consulting Engineer. Craven, Lohnes & Culver

W T R Y

TROY—1940—CBS

Frequency: 980 Kc.Power: 5000 Watts
 Owned-Oper. ByTroy Bcstg. Co., Inc.
 Business-Studio Address92 Fourth St.
 Phone No.Albany 4-2500, Ashley 4-1100
 Transmitter LocationNiskayuna
 Air Time6 a.m.-1 a.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 MembershipNARTB, BAB
 PresidentH. C. Wilder
 General ManagerW. W. Carter
 Commercial ManagerJ. W. Sutphen
 Sales Prom. Mgr., Pub. Dir.James F. Baker, Jr.
 Program-Musical Dir.Randolph English
 News DirectorJohn J. Givney
 Chief EngineerA. H. Chismark
 Consulting Engr.Craven, Lohnes & Culver

W G A T

UTICA—1947—LBS

Frequency: 1310 Kc.Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated ByCentral Bcstg. Co.
 Phone Number2-9231
 Bus.-Studio Add., Trans. Loc.Kellogg Rd.,
 New Hartford
 Air Time7 a.m.-11:30 p.m.
 News ServiceAP
 RepresentativeMeeker

Pres., Gen. Mgr.J. Eric Williams
 Comm., Prom. Mgr.Roland L. Fowler
 Chief EngineerHans W. Winkler
 Consulting EngineerSelliman & Barclay

W I B X

UTICA—1925—CBS

Frequency: 950 Kc.Power: 5000 Watts
 Owned-Oper. ByWIBX, Inc.
 AddressFirst Bank Bldg.
 Phone Number2-2101
 Transmitter LocationWhitestone
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 Reprs.Colton, Bannan, Biddick
 MembershipNARTB, BAB
 Pres., Gen. Mgr.Mrs. Margaret B. Stevens
 V.P., Sta. Mgr., Pgm. Dir.Elliott Stewart
 Production DirectorBetty Cushing Griffin
 Publicity DirectorNathan W. Cook
 V.P., SecretaryGladys P. Moore
 Chief EngineerJohn T. Dowdell

W R U N

UTICA—1947—ABC

Frequency: 1150 Kc.Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. ByThe Rome Sentinel Co.
 Business-Studio Address258 Genesee St.
 Phone Number2-5111
 Transmitter LocationOriskany
 Air Time6:30 a.m.-12:05 a.m.
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeAvery-Knodel
 PresidentBradley C. Barnard
 General ManagerFritz S. Updike
 Station ManagerRichard A. Clark
 Sales Prom. Mgr.Margaret Barnard
 Transmitter SupervisorGeorge S. Woods

W D L A

WALTON—1951—KBS

Frequency: 1270 Kc.Power: 1000 Watts d.
 Owned-Oper. ByDelaware County Bcstg.
 Corp.
 AddressRoute 206
 Phone Number1270
 News ServiceUP
 PresidentE. Ogden Bush
 Gen., Comm. Mgr.Arthur L. Cooper
 Sta. Mgr., Pgm., Prom. Dir.H. C. Fisher
 Chief EngineerGene Robinson

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Oper. ByWatertown Bcstg. Corp.

NEW YORK

Bus.-Studio Location . . . 118 Washington St.
 Phone Number 2424
 Air Time 7 a.m.-12:15 a.m.
 News Service AP
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr. G. Harry Righter

W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By The Brockway Co.
 Business-Studio Address Public Square
 Phone Number 4120
 Transmitter Location Ives St. Rd.
 News Service UP
 Transcription Service World, Associated
 Representative Weed
 Membership NARTB, BAB
 President John B. Johnson
 General-Comm. Mgr. Louis Saiff, Jr.

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By Westchester Bcstg. Corp.
 Bus.-Studio Address 8 Church St.
 Phone Number White Plains 9-6400
 Transmitter Location Secor Rd., Greenburgh
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated
 Representative Headley-Reed
 Membership NARTB, BAB
 President Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer Frank A. Seitz

W W R L

WOODSIDE—1926

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By Long Island Bcstg. Corp.
 Bus.-Studio-Transmitter Address 41-30 58th St.
 Phone Number Newtown 9-3300
 Transmitter Location Secaucus, N. J.
 News Service AP
 Transcription Service Associated
 President W. H. Reuman
 Station Manager Edith Dick
 Sales Prom. Mgr. Selvin Donneson
 Prom., News Dir. Fred Barr
 Chief Engineer Benton R. Bartlett

OUR 21st YEAR . . .

Serving Westchester . . . a retail
 market of nearly \$¾ billion!

And year by year, the WFAS share-
 of-audience keeps climbing.

Ask for current surveys.
 They're really interesting!

WFAS and WFAS-FM

8 Church Street
 White Plains, N. Y.

Represented by
Headley-Reed Company
 New York, N. Y.

WWRL

New York

5,000 WATTS

Powerfully Selling America's Greatest
 Market at the Lowest Cost

Tops in New York
 for
 Spanish — German
 Czechoslovakian
 and the
 Negro Market

1600 Kc NEWTOWN 9-3300

NORTH CAROLINA

Pop. April 1, 1952 (Est.) 4,214,000—Total Housing Units 1,059,335
Families April 1, 1952 (Est.) 1,020,000—Stations in State 97

WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By. Roanoke-Chowan Bcstg.
Co., Inc.
Business Address Ahoskie
Phone Number 333
Studio-Transmitter Location Ahoskie-Aulander
Hwy. (N. C. 350)
News Service UP
Transcription Service World
President Charles H. Jenkins
Gen., Comm. Mgr. P. G. Sewell
Program Director Johnny Palmer
News Director Burt Derman
Chief Engineer John M. Sherwood

WABZ

ALBEMARLE—1947—KBS-LBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Station WABZ, Inc.
Business-Studio Address Hotel Albemarle
Phone Number 1100
Transmitter Address 3 Mi. N. City, Hiway 52
News Service UP
Representative Devney, Dodson
President M. M. Palmer
General Manager W. J. Page
Commercial Mgr. C. H. Shank
Program Dir. J. T. Newman
Chief Engineer J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By. Asheboro Bcstg. Co., Inc.
Business-Studio Address 303 E. Salisbury St.
Phone Number 2187
Transmitter Location Oakie Mt.
Air Time 5 a.m.—sunset
News Service UP
Transcription Service Associated
President Roy Cox
Gen., Sta. Mgr. J. R. Marlowe
Comm., Sls. Prom. Mgr. Ryan R. Neely
Pgm., Pub. Dir., Farm Editor A. B. Brown
Production Director C. V. Smith
Musical Dir. Nelson J. Harrill
Chief Engineer Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc. Power: 5000 W. d.
1000 n.
Owned-Operated By. Radio Station WISE, Inc.
Address 100 College St.
Phone Number 3-5381-3

Air Time Unlimited
News Service AP
Representative Devney
Membership NARTB
Pres., Gen. Sta. Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard
Sales Prom. Manager Floye Bowers
Program Director Harold Moon
Publicity Dir. Skeeter Moore
Chief Engineer John Randolph
Consulting Engineer Wm. E. Bennis, Jr.

WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By. Skyway Bcstg. Corp.
Business-Studio Address Battery Park Hotel
Phone Number 2-2431
Transmitter Location Emma
Air Time 6:00 a.m.—12 M.
News Service UP
Transcription Service World
Representative Taylor Co.
V.P., General Manager Charles B. Britt
Station Manager Kenneth Beachboard
Comm., Prom. Mgr. George Roesler
Program Director William L. Robertson
Musical Director Fred Osborne
News Director R. F. Brown, Jr.
Farm Editor "Bing" Bennett
Chief Engineer William M. Chambers
Consulting Engineer John Creutz

WSKY

ASHEVILLE—1946—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Radio Asheville, Inc.
Business-Studio Address 12 Church St.
Phone Number 3-4451
Transmitter Location Campbell Woods
Air Time 6:30 a.m.—M.
News Service AP
Transcription Service Lang-Worth
Representative Rambeau
President Carl R. Bamford
Gen.-Sta. Mgr. Zeb Lee
Commercial Manager Cliff Bowers
Program Director Frank Messer
Chief Engineer Bill Clements
Consulting Engineer A. D. Ring

WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By. Asheville Citizen-Times Co.
Business-Studio Address 14 O'Henry Ave.
Phone Number 5611
Transmitter Location Emma

NORTH CAROLINA

Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Headley-Reed
 Membership.....NARTB, BAB
 President.....Don S. Elias
 Gen., Sta. Manager.....Cecil B. Hoskins
 Commercial Manager.....James A. Hagan
 Program, News Director.....William F. Melia
 Chief Engineer.....William H. Hamrick
 Consulting Engineer.....A. D. Ring Co.

WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Address.....Depot St., Box 72
 Phone Number.....467
 News Service.....AP
 President.....Doris B. Brown
 Commercial Manager.....Roland B. Potter
 Prom. Mgr., Pgm., News Dir...Charles Wilfong
 Chief Engineer.....Bill K. Phillips
 Consulting Engineer.....John Creutz

WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
 Phone Number.....745
 News Service.....AP
 President.....Ed M. Anderson
 Exec. Director.....John Anderson
 Gen., Comm. Mgr.....M. L. Hammette
 Chief Engineer.....William Pascal
 Program Director.....Dorothy Wallace
 Prom., Farm, News Dir.....Dave Sherrill

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Operated By Alamance Bcstg. Co., Inc.
 Business-Studio Address.....318¹/₂ S. Main St.
 Phone Number.....6-6376
 Transmitter Location.....W. Front St. Ext.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated, Capitol
 Representative.....Joseph Hershey McGillvra
 Membership.....NARTB
 Gen., Sta. Mgr.....E. Z. Jones
 Commercial Manager.....Phil Eakin
 News, Pgm. Dir.....Ed Brooks
 Sales Prom. Mgr.....Ted Hanker
 Production Director.....Robert Thompson
 Chief Engineer.....Berry Tysor
 Consulting Engineer.....John Creutz

WFNS

BURLINGTON—1946—IBS
 TOBACCO NET

Frequency: 1150.....Power: 1000 Watts d.,
 Owned-Oper. By Burlington-Graham Bcstg Co.
 Phone Number.....4261
 Transmitter Location.....Burch Bridge Rd.
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....World
 Representatives.....Sears & Ayer
 Membership.....NARTB, BAB
 General Manager.....John C. Hanner
 Commercial Manager.....Alan Friedrich
 Chief Engineer.....Charles D. Chandler
 Consulting Engineer.....George Davis

WAYS

CHARLOTTE—1942—ABC-N.C.

Frequency: 610 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By...Inter-City Advertising Co.
 Business-Studio Address.....120 E. Third St.
 Phone Number.....3-7173
 Transmitter Location.....Oakdale Section
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....George W. Dowdy
 Gen., Comm. Mgr.....Walter H. Goan
 Program Director.....Harry Barfield
 Chief Engineer.....B. C. Stewart

WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Jefferson Standard Bcstg.
 Address.....Wilder Building
 Phone Number.....3-8833
 Transmitter Location.....Nation's Ford Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Associated, World
 Representative.....CBS Radio Spot Sales
 Membership.....NARTB, BAB
 President.....J. M. Bryan
 Gen., Sta. Mgr.....Charles H. Crutchfield
 Commercial Manager.....Keith S. Byerly
 Sales Promotion Manager.....J. R. Covington
 Program Director.....Kenneth I. Tredwell
 Production Director.....Robert L. Rierson
 Publicity Director.....Doratheia Janssen
 News Director.....Jack Knell
 Chief Engineer.....M. J. Minor
 Consulting Engineer.....A. D. Ring

NORTH CAROLINA

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Charlotte Radio & TV Corp.
 Business Address 702 Builders Bldg.
 Phone Number 2-6669, 5-4829
 Studio-Transmitter Location 2520 Toomey Ave.
 Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Representative For Joe
 Membership NARTB, BAB
 Pres., Gen. Mr. Francis M. Fitzgerald
 Promotion Manager Eric C. Dehlin
 Chief Announcer John G. Surratt
 Program Director Fred W. Vinroot
 Commercial Manager Henry G. Grad
 Chief Engineer Thomas C. Brandon
 Consulting Engineer Gautney & Ray

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc. Power: 5000 d; 1000 n.
 Owned-Oper. By. Bcstg. Co. of South
 News Service AP
 Transcription Service Thesaurus
 Representative Free & Peters
 Managing Director Ray A. Furr
 Commercial Manager Tom Mitchell
 Program Director James A. Frazer
 Chief Engineer John N. Parker

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station WSOC, Inc.
 Trans. Address 1925 N. Tryon St.
 Phone Number 7138
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. Nelson Bentow
 Program Director Armand F. Bodie
 Chief Engineer L. L. Caudle, Jr.
 Consulting Engineer George C. Davis

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Radio Station WRRZ, Inc.
 Bus.-Studio Address Butler Bldg., Main St.
 Phone Number 2354
 Transmitter Location 1.6 Mi. S. of Clinton,
 on Hwy. 701
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service World

Representative Walker
 President W. R. Roberson, Sr.
 Exec. V.P. W. R. Roberson, Jr.
 General Manager George S. Walston
 Program Director Richard Welsh
 Chief Engineer Robert H. Bowden

WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Own-Oper. By. Cabarrus Edcstg. Co.
 Business-Studio Address P. O. 527
 Phone Number 26000
 Transmitter Location Hiway 29
 News Service AP
 Transcription Service Thesaurus
 President A. W. Huckle
 Secretary-Treasurer Elizabeth Huckle
 Pgm., Comm., Prom. Dir. Howard McCurry
 Chief Engineer James M. Wise

WCKB

DUNN—1946—LBS-KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By. No. Car. Cent. Bcstrs.
 Business Address Box 431
 Phone Number 3133-4
 Studio-Transmitter Address Hwy. 421
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President Letton A. Tart, Sr.
 Sta., Gen. Mgr., Pub. Dir. A. Lincoln Faulk
 Commercial Manager Carl Lamm
 Sales Prom. Mgr. Walt De Puy
 Pgm. Prod., Music. Dir. E. L. Burwell
 Chief Engineer Joseph Kotlas
 Consulting Engineer Fred O. Grimwood

WDNC

DURHAM—1934—CBS-LBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. The Durham Radio Corp.
 Bus.-Studio Address 138½ E. Chapel Hill St.
 Phone Number 6155
 Transmitter Location Hillsboro Rd.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NARTB
 President C. C. Council
 V.P., Gen. Sta. Mgr. J. Frank Jarman
 Office Manager Sue Taylor
 Commercial Manager C. James Woodhouse
 Program Director E. R. Higgins, Jr.
 Chief Engineer G. W. Bartlett
 Consulting Engineer George Davis

NORTH CAROLINA

Air Time 5 a.m.-M.
 News Service UP
 Representative Walker
 President T. K. Weyher
 Gen., Sta. Manager Victor W. Dawson
 Program Director Nat R. Martin
 News Dir., Farm Editor Vestal Taylor
 Chief Engineer John Ikner
 Consulting Engr. Craven, Lohnes & Culver

W B B O

FOREST CITY—1947—LBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By Rutherford County Radio
 Co., Inc.

Bus. Studio-Transmitter Address Forest City
 Phone Number 3205
 News Service AP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. Ed M. Anderson
 Sta., Comm. Mgr. Fred Blanton
 Sales Prom. Mgr., Prog. Dir. Jane Smith
 News Dir., Farm Editor Charles Melton
 Chief Engineer Merton Iwerks

W F V G

FUQUAY SPRINGS—1949

Frequency: 1460 Kc. Power: 1000 Watts a.
 Owned-Oper. By WFVG Bdcstg. Co.
 Phone Number 333

Trans. Loca. 1.5 miles No. of Fuquay Varina
 News Service AP
 President J. M. Stephenson
 General Manager Marshall T. Pack
 Commercial Manager Auburn C. Hayes
 Promotion Director William P. Weathers
 Program Director Walter Pearson
 News Director Mark Thomas
 Chief Engineer Walter Johnson

W G N C

GASTONIA—1939—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Catherine T. McSwain
 Bus. Studio Address P. O. Box 737

Phone Number 5-0821
 Transmitter Location Dallas Rd.
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Owner Catherine T. McSwain
 General Manager Pat McSwain
 Commercial Manager F. C. Abernathy
 Program Director Fred Gray
 Chief Engineer W. C. Groves, Jr.

W L T C

GASTONIA—1948—LBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Gastonia Bcstg. Serv., Inc.

Address P. O. Box 1010
 Phone Number 5-1079
 Trans. Loca. Chapel Rd., nr. Ash, Ave.
 News Service UP
 Transcription Service World
 Representative Thomas F. Clark
 Pres., Gen. Mgr. James B. Petty
 Commercial Manager Boyce C. Morrow
 Prom., News Pgm. Dir. R. St. Lawrence
 Chief Engr., Farm Editor Don C. Volgt

W F M C

GOLDSBORO—1951

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Radio & TV Corp.
 Address Goldsboro

Phone Number 963
 News Service UP
 Transcription Service World, SESAC
 President Hayden Stuart
 Gen., Comm. Mgr. William R. Murray
 Program., Prom. Dir. Charles S. Carter
 Chief Engineer William W. Bridges

W G B R

GOLDSBORO—1939—ABC

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By E. Carolina Bdcstg. Co., Inc.
 Address P. O. Box 1024

Phone Number Main Studio-1550
 Trans. Loca. 1 Mi. W. of Goldsboro Hwy No. 70
 News Service AP
 Transcription Service Associated
 President A. T. Hawkins
 General Manager V. Gerald Balkcum
 Chief Engineer Daniel B. Trueblood
 Comm., Sales Prom. Mgr. Nat Royster
 Program Director Vassie Balkcum

W C O G

GREENSBORO—1948—ABC

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Inter-City Adv. Co., Inc.
 Business-Studio Address 314 S. Greene St.

Phone Number 3-6925
 Transmitter Location Muirs Chapel Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NARTB, BAB
 President George W. Dowdy
 General Manager Henry E. Sullivan
 Commercial Mgr. George Barber
 Program Director W. E. Jackson, Jr.
 Publicity Director Sandra Sisk
 Chief Engineer Ernest Pate, Jr.
 Consulting Engineer W. H. Malone

NORTH CAROLINA

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By . . . North Carolina Bcstg. Co.
 Phone Number 6125
 Studio Address O. Henry Hotel Bldg.
 Transmitter Location Battleground Blvd.
 News Service AP
 Transcription Service Thesaurus, World
 Representative George P. Hollingbery
 Pres., Gen. Mgr. Gilbert M. Hutchison
 Commercial Mgr. William P. Mitchell
 Sales Prom. Mgr. Aileen Gilmore
 Program Director Alfred J. Rice
 News Director Charles Mitchell
 Chief Engineer Earl F. Allison

Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Ralph M. Lambeth
 Commercial Mgr. L. O. Hutchins
 Sales Prom. Manager Earl O. Sullivan
 Publicity Director H. Marie Craven
 Chief Engineer Fred S. Smith

W G T C

**GREENVILLE—1940
 TOBACCO—MBS**

Frequency: 1590 Kc. . . Power. 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By . . Carolina Bdcstg. Sys., Inc.
 Address P. O. Box 898
 Phone Number 3182
 Transmitter Location Faulkland Hwy.
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World,
 Capitol Associated
 Representative John E. Pearson Co.
 Membership NARTB, BAB
 President Earl McD. Westbrook
 Gen., Sta., Prom. Mgr. . . . A. Hartwell Campbell
 Commercial Manager Carl McKinney
 Program Director George Webb
 Production Director Margaret Laughinghouse
 Publicity Director Ruth Webb

W G B G

GREENSBORO—1942—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By . . Greensboro Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 2280
 Phone Number 3-3631
 Transmitter Location off Retreat St.
 Air Time 6 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Lang-Worth

ONE OF AMERICA'S FIRST STATIONS!



**W B I G
 MARKET DATA
 16 Counties**

1950 Radio Homes* 198,187
 1950 Retail Sales† \$651,567,000
 1950 Total Farm Income* . . . \$90,234,756
 * SOURCE: 1951 Broadcasting Marketbook
 † SOURCE: 1951 Sales Management

"The Prestige Station of the Carolinas"
 represented by hollingbery

NORTH CAROLINA

Chief Announcer Charles Whedbee
 Chief Engineer Hank Tribbley
 Consulting Engineer Dixie B. McKee

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Oper. By Henderson Radio Corp.
 Bus.-Studio Address Norlina Road
 Phone Number 736
 Transmitter Location Norlina Rd., U. S. 1
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus, Cole,
 Lang-Worth, Keystone

President S. S. Stevenson
 V.P. & Gen. Mgr. Nathan Frank
 Station Manager Harry Trotman
 Program Director Bob Leach
 Production Director Bob Harrison
 Chief Engineer Lewis Hiland
 Consulting Engineer George C. Davis

WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Hendersonville, Inc.
 Phone Number 9962
 Transmitter Location Chimney Rock Rd.
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service McGregor

Representative Donald Cooke
 President Beverly Middleton
 Station Manager Kermit Edney
 Commercial Manager Robert Smith
 Chief Engineer Charles Renfrow
 Consulting Engineer Eliot Lovett

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Catawba Valley Bcstg. Co.
 Address Radio Bldg.
 Phone Number 2294
 Representative Walker
 Transcription Service World, SESAC
 News Service UP
 President Carl V. Cline
 Gen. Sta. Mgr. Edmund S. Long
 Commercial Manager James K. Willis
 Program Director Jack Starnes
 Chief Engineer Thomas E. Long

WIRC

HICKORY—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Foothills Bdcstg., Inc.
 Address 329 1st Ave.
 Phone Number 2124
 Trans. Loca. 2 Mi. SE of Hickory

Air Time 6 a.m.-Local Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NARTB, BAB
 Pres., Pub., News Dir. Margaret A. Smith
 Secty.-Treas., Gen. Mgr. E. H. Smith, Jr.
 Commercial Manager Lee Douglas
 Program Director Mattie I. Padgett
 Chief Announcer Richard H. Benson
 Chief Engineer Elmer H. Troutman
 Consulting Engineer John Creutz

WHPE

HIGH POINT—1947—KBS-LBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By High Point Enterprise, Inc.
 Business-Studio Address 307 N. Main St.
 Phone Number 3466
 Transmitter Location Old Thomasville Rd.
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service Associated, Standard
 Membership NARTB, BAB
 Co-Owner R. B. Terry
 Co-Owner D. A. Rawley
 Sta., Comm. Mgr. Walter Hester
 Program Director Nick Lawrence
 Chief Engineer Yancy Cecil
 Consulting Engineer Dillard

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WMFR, Inc.
 Bus.-Studio-Transmitter Address 164 S. Main
 Phone Number 4593
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen.-Station Mgr. Frank S. Lambeth
 Commercial Manager Frank Smith
 Sales Prom. Mgr. Gerald D. Sullivan
 Program, News Dir. Gary Davis
 Mus. Dir., Farm Editor Wayne Morgan
 Chief Engineer Robert Moore
 Consulting Engineer George Davis

WJNC

JACKSONVILLE—1945 MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Lester L. Gould
 Address Box "E"
 Phone Number 707-708
 Trans. Location New Bridge St.
 Air Time 6 a.m.-11:30 p.m.
 News Service UP

NORTH CAROLINA

Transcription ServiceLang-Worth
 Representative Pearson
 Membership NARTB
 Pres., Gen., Comm. Mgr. Lester L. Gould
 Sta. Mgr., Chief Anncr. Rodric L. Jones
 Sales Prom. Mgr., Pgm. Dir. Frances A. Bovick
 Chief Engineer, Pub. Dir. Howard P. Cohen

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Fred H. Whitley, Inc.
 Address ... Box 997, Cannon Blvd., Hwy 29
 Phone Kannapolis 870, Concord 27076
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth, World
 Membership NARTB
 Pres., Gen. Mgr. Fred H. Whitley
 Chief Engineer. Foy Hinson

WELS

KINSTON—1950—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Farmers Bstg. Service, Inc.
 Address 1400 W. Vernon St.
 Phone Number 5151
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative Devney
 President. E. L. Scott
 Gen. Comm. Mgr. Jack P. Hankins
 Program Director Ed Sheppard
 Chief Engineer Kenneth Read

WFTC

**KINSTON—1937—ABC-CBS-NBC
 TOBACCO NET**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Kinston Bcstg. Co.
 Address 204 East King St.
 Phone Number 4111
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Pres., Gen., Sta. Mgr. William S. Page
 Commercial Mgr. J. Harold Vester
 Program Dir. S. Bruce Petteway
 News Director Herman B. Civils
 Prom. Mgr., Farm Editor. Carl B. Caudill, Jr.
 Chief Engineer. David E. Hardison

WEWO

LAURINBURG—1947—LBS-KBS

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Scotland Bcstg. Co

Bus.-Studio Address State Bank Bldg.
 Phone Number 770
 Transmitter Location Laurinburg-Maxton Hy.
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative Devney & Co.
 Membership NARTB, BAB
 President Edwin Pate
 General Mgr., Farm Edit. J. R. Dalrymple, Jr.
 Commercial Manager Bill Hogan
 Program Director Paul Wynn
 Prom., News Dir. Dick Brown
 Chief Engineer Truman N. Brock
 Consulting Engr. George C. Davis

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Douglas L. Craddock
 Address-Trans. Loc. Blvd. & Pine
 Phone Number 701-2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, Keystone
 Membership NARTB
 Pres., Gen., Sta. Mgr. Douglas L. Craddock
 Pgm., News Dir., Chf. Ann. J. K. Thomas
 Chief Engineer Eldred Winn
 Consulting Engr. McNary & Wrathall

WJRI

LENOIR—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address 107 West Ave.
 Phone Number 761 & 899
 Transmitter Location Morganton Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Pres., Gen. Mgr. John P. Rabb
 Commercial Manager F. Kent Atwater
 Program Director K. Rabb
 Chief Announcer John A. Dellinger
 Musical Director George Kirstin
 Chief Engineer Harvey C. Atchisson
 Consulting Engineer. Janskey & Bailey

WBUY

LEXINGTON—1946—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Davidson County Bcstg. Co.
 Business Address P. O. Box 359
 Phone Number 2716
 Studio-Transmitter Location Route 29
 Air Time 6 a.m.-10 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NARTB, BAB
 Partners Greely N. & Omar G. Hilton

NORTH CAROLINA

Station Manager.....C. Robert Ray
 Commercial Mgr.Robert Raker
 Chief Engineer.....E. P. Mallard
 Consulting Engr.William Benns

W T S B

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Robeson Bcastg. Corp.
 Business-Studio Address.....112 W. Fifth St.
 Phone Number1080
 Transmitter Location.....Charlotte Rd.
 News ServiceAP
 Transcription Service.....Standard
 Representative.....Continental Radio Sales
 General Manager.....James MacNeil

W B R M

MARION—1949—LBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Lake City Bcastg. Corp.
 Address.....13½ W. Court St.
 Phone Number7221
 News ServiceUP
 Pres., Gen. Mgr.....W. P. Erwin
 Commercial Mgr.....J. C. Pleasamt
 Vice-Pres., Pgm. Dir.....J. L. Reynolds, Jr.
 Chief Engineer.....Hubert C. Martin

W M A P

MONROE—1947—KBS-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Union Bcastg. Corp.
 Business Address.....P. O. Box 382
 Phone Number1060
 Studio-Transmitter Location.....Camp Sutton
 News ServiceUP
 Transcription ServiceWorld
 PresidentDick Marable
 Commercial Mgr.....Z. Bright Tucker
 Gen., Prom. Mgr., Farm Dir....J. Archie Laney
 Chief Engineer.....Robert I. Smith

W H I P

MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne M. Nelson
 Trans-AddressMooreville, N. C.
 Phone Number500
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....KBS, Capitol
 Pres., Gen. Manager.....Wayne M. Nelson
 Chief Engineer.....E. M. Stanton, Jr.
 Consulting Engineer.....George C. Davis

W M B L

MOREHEAD CITY—1947—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Carteret Bcastg. Co., Inc.

AddressBox 740
 Phone Number6-3188
 Transmitter Location.....Radio City Island
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription Service.....World and Standard
 RepresentativeMcGillvra
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....Grover C. Munden
 Sales Prom. Mgr.....Charles Markey
 Commercial Manager.....Jimmy Wallace
 Prog. Dir., Chf. Engr.....Ray Cummins

W M N C

MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nathan J. Cooper
 Transmitter—Address.Hwya 181, P. O. Box 698
 Phone Number1100
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription Service.....Capitol
 Pres., Gen.-Sta. Mgr.....Nathan J. Cooper
 Publicity Dir.....Madelyn Patton
 Production Director.....Mozelle Buff
 Chief Engineer.....Frank Ballew

W P A Q

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Ralph D. Epperson
 Bus.-Studio-Transmitter.....Springs Rd., R 5
 Phone Number682
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeThomas Clark
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
 Commercial Prom. Mgr.....W. E. Craddock, Jr.
 News Dir., Chf. Ann.....Johnny Joyce
 Chief Engineer.....Arnold Bruce Flemming
 Consulting Engr.John J. Keel

W S Y D

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.
 Address.....P. O. Box 53
 Phone Number581
 Pres., Gen. Mgr.....Robert H. Epperson
 Assistant Manager.....Tom Stewart
 Commercial Manager.....Erastus F. Poore
 Pgm., Prom. Dir.....Jim Harrelson

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WHIT

NORTH CAROLINA

Address US Hwy 17 So.
 Phone Number 4450-4024
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 President Harmon L. Duncan
 Gen.-Sta.-Comm. Mgr. Ray D. Williams
 Pgm., Prod., News Dir. Stuart Hall
 Chief Engineer Billy Haire

WNNC

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Newton Conover Bcstg. Co.
 Business Address West A St.
 Phone Number 930
 Studio-Transmitter Location. West A. St., Ext.
 News Service UP
 President Charles Turner
 Gen. Mgr., News Dir. Earl Holder
 Commercial Manager Eugene Henry
 Chief Engineer Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Wilkes Bcstg. Co.
 Business-Studio Address Radio Bldg.
 Phone Number 633
 Transmitter Location Wilkes County
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Doris B. Brown
 Comm.-Sales Prom. Mgr. Roland B. Potter
 Program Director C. E. Litchfield
 Prod., News Dir. Ben Talbot
 Chief Engineer Walter Harrold
 Consulting Engineer John Creutz

WOXF

OXFORD—1949

Frequency: 1340 Kc. Power: 250 Watts
 Address Oxford Bcstg. Corp.
 Phone Number 4167
 Transcription Service Capitol
 News Service AP
 President Frank W. Hancock
 General Manager. James F. Flanagan
 Commercial Manager Bill Blalock
 Promotion Manager Bob Smith
 Chief Engineer Archie Hawkins

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By. News & Observer Pub. Co.
 Address 219 So. McDowell St.
 Phone Number 2-0321
 Transmitter Location Cary

Air Time 24 Hrs.
 News Service UP
 Transcription Service. Standard & Associated
 Representative Weed & Co.
 President Josephus Daniels, Jr.
 General Manager Frank Daniels
 Station Manager G. F. Albright
 Comm. Mgr., Pgm. Dir. David A. Brown
 Chief Announcer Wally Ausley
 Pub., News Director Scott Summers
 Chief Engineer E. J. Reopelles
 Consulting Engr. A. D. Ring & Co.

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By. WPTF Radio Co.
 Business-Studio Address Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Free & Peters
 Membership NARTB, BAB
 V.P., Gen. Sta. Mgr. Richard H. Mason
 Sales Manager R. W. Youngsteadt
 Program Manager Graham B. Poyner
 Dir. of Adv. & Prom. Henry T. Vaden
 News Director J. Edgar Kirk
 Production Dir. Warren Barfield
 Chief Engineer Henry Hulick, Jr.
 Consulting Engineer James C. McNary

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Capitol Bcstg. Co., Inc.
 Bus.-Studio Address 130 S. Salisbury St.
 Phone Number 6411
 Transmitter Location Bart St.
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Representative Pearson
 Membership NARTB, BAB
 President A. J. Fletcher
 Gen., Sta. Mr. Fred Fletcher
 Pgm., News Director Jesse Helms
 Chief Engineer Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By. Piedmont Carolina Bcstg.
 Business-Studio Address Box 990, Gilmer St.
 Phone Number 4361-2
 Transmitter Location Wentworth Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President H. T. Williams
 Gen., Sta. Mgr. Stephen F. Woodson

NORTH CAROLINA

Commercial Manager.....Forrest Bedell
 Sales Prom. Mgr.....Costin Lindsey
 Production Director.....James B. Mead
 Publicity Director.....Tiny Turner
 Chief Engineer.....Sam E. Sexton
 Consulting Engineer.....Phil Hedrick

WRE V

REIDSVILLE—1948—LBS

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Reidsville Bcstg. Co.
 Address.....114½ N. Scales St.
 Phone Number.....7051
 Transcription Library.....Standard
 News Service.....UP
 Representative.....Devney
 Pres., Gen. Mgr.....William M. Oliver, Sr.
 Station Manager.....Mrs. Katye Price
 Program Director.....Frank Elliott
 Chief Engineer.....W. T. Martin

WCB T

**ROANOKE RAPIDS—1948—MBS-
KBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....WCBT, Inc.
 Address.....251 Roanoke Ave.
 Phone Number.....7-8551
 Transmitter Location.....E. 10th St.
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Pres., Mgr.....J. Winfield
 Gen., Comm., Prom. Mgr.....Bernard M. Dabney
 Program Director.....Donald O. Collins
 Assistant Manager.....Jerry Elliott
 Chief Engineer.....C. Meares

WAY N

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....WAYN, Inc.
 Bus.-Studio-Trans. Address.....Rockingham
 Phone Number.....4041
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Pres., Gen. Mgr.....Wayne M. Nelson
 Res., Sta. Mgr.....Matt F. Gettings
 Chief Engineer.....William Henley
 Consulting Engineer.....Geo. C. Davis

WCE C

ROCKY MOUNT—1947—LBS

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....E. Caro. Elec.
 Bus.-Studio Address.....115 N. Church St.
 Phone Number.....23109
 Transmitter Location.....Hwy. 95
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated

Membership.....NARTB
 President.....Josh L. Horne
 General Manager.....Mel Warner
 Commercial Manager.....Ray Thompson
 Program Director.....Ray Wilkinson
 Chief Engineer.....Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....W. A. Wynne
 Business Address.....Box 752
 Phone Number.....8149
 Studio-Transmitter Location.....Nashville Hiway
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....RCA Thesaurus
 Representative.....Burn-Smith
 Gen.-Sta. Manager.....W. A. Wayne
 Commercial Mgr.....R. E. Horner
 Program Dir.....Eunice Snipes
 Chief Engineer.....Joe R. Morris
 Consulting Engineer.....Commercial Radio

WRX O

ROXBORO—1949—LBS

Frequency: 1430.....Power: 1000 Watts d.
 Owned-Operated By.....Roxboro Bcstg. Co.
 Address.....Box 130
 Phone Number.....6013
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World
 President.....H. W. Winstead, Jr.
 Gen., Sta., Comm. Mgr.....H. S. Taylor
 Chief Engineer.....Lloyd Perkins
 Consulting Engineers.....Brown, Duncan & Porter

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc.....Power 1000 Watts d.
 Owned-Oper. By.....Mid-Carolina Bcstg. Co.
 Business-Address.....Drawer 99
 Phone Number.....276
 Studio-Transmitter Location.....Milford Hills Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....Charles H. Wentz
 General Manager.....John E. Smith
 Commercial Manager.....R. M. Hunt
 Program Director.....W. F. Fleming
 Chief Engineer.....Elbert Sherman

WST P

SALISBURY—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Piedmont Bcstg. Corp.
 Bus.-Studio Address.....State Theatre Bldg.

NORTH CAROLINA

Phone Number 2121
 Transmitter Location..... Statesville Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NARTB, BAB
 President..... Bryce P. Beard, Sr.
 Gen., Sta., Prom. Mgr..... Alex P. Beard
 Pgm., Publicity Dir..... Russ McIntire
 Comm. Mgr..... Katherine F. Murphy
 Chief Engineer..... Carl B. Watson
 Consulting Engr..... Phil Hedrick

W W G P SANFORD—1946

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Sandhills Bcstg. Corp.
 Address..... 137 So. Steele, Box 651
 Phone Number 860
 Transmitter Location..... Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Continental
 President..... J. C. McIver
 Gen., Sta. Mgr..... Earl L. Boyles
 Commercial Manager..... James Ward
 Pgm., Prod. Dir., Chf. Ann..... Del Carty
 Publicity Director..... W. E. Horner
 Chief Engr..... Edward O. Koprivier

W O H S SHELBY—1946—MBS

Frequency: 730 Kc..... Power: 250 Watts
 Owned-Oper. By..... Western Carolina Radio
 Business Address..... Box 1401, Shelby
 Phone Number 6313
 Studio-Transmitter Location..... Hway. No. 74, W.
 Air Time Daytime
 News Service UP
 Membership NARTB, BAB
 President..... Lee B. Weathers
 Gen.-Sta. Mgr., Chf. Engr..... Robert M. Wallace
 Commercial Mgr..... Max P. Butler
 Program Director..... Hugh Dover

W M P M SMITHFIELD—1950

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Selma-Smithfield Bcstg. Co.
 Address..... Box 177
 Phone Number 2434
 News Service UP
 Transcription Service Capitol
 Co-op., Gen. Mgr., Chf. Eng. John S. Townsend
 Co-Owner..... J. Fred Horton
 Comm. Mgr., Pgm. Dir..... Joe Foster
 News Director..... Robert L. Dupree

W E E B

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... The Sandhill Community
 Bcstrs., Inc.
 Business Address..... So. Pines
 Phone Number 6191
 Studio-Transmitter Location..... U. S. Hway. 2
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 Pres., Gen. Mgr..... Jack S. Younts
 Comm. Mgr., Chf. Anncr..... Joe A. Warren
 Secy.-Treas., Mus. Dir..... Elizabeth M. Younts
 News Dir., Farm Editor..... Tom Perry
 Chief Engineer..... Melvin Kushner

W S I C

STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Statesville Bcstg. Co.
 Address..... Box 1189
 Phone Number 9078
 Transmitter Location..... Radio Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service..... World, Capitol
 Representative Continental Radio Sales
 Membership NARTB, BAB
 President..... Dr. James W. Davis
 Gen., Sta., Comm. Mgr..... Charles D. Melton
 Pgm., Prod., Pub. Dir..... J. N. Tomkins
 News Director..... Bill Brown
 Chief Engineer..... T. K. Abernethy
 Consulting Engr..... Kear and Kennedy

W C P S

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc..... Power: 1000 Watts d.
 Owned-Oper..... Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address..... Edgecombe Bank Bldg.
 Phone Number 2191-2
 Transmitter..... Rocky Mt. & Tarboro Hway.
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Dora-Clayton
 President..... V. E. Fountain
 Gen., Sta. Mgr..... J. T. Snowden, Jr.
 Sales Prom. Mgr..... J. Porter MacNair
 Production Director..... Alfred Vickers
 Publicity Director..... Grace Satterthwaite
 Chief Engineer..... G. Lee Hodges

W T N C THOMASVILLE—1947

Frequency: 790 Kc..... Power: 1000 Watts d.
 Owned By..... The Thomasville Bcstg. Co.

NORTH CAROLINA

Phone Number 902
 Studio-Transmitter Location... Salem St., Ext.
 News Service AP
 Transcription Service World
 President George W. Lyles, Sr.
 Gen., Comm. Mgr..... Harold Harrison
 Chief Engineer..... James McAden

WADE

WADESBORO—1947—KBS

Frequency: 1210 Kc..... Power: 1000 Watts d.
 Owned-Oper. By Anson Bcstg. Co.
 Bus.-Studio Address..... Radio Bldg.
 Phone Number 620
 Transmitter Location..... Highway 52
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative Continental
 President R. P. Lyon
 Gen., Sta. Manager..... Walter V. Mitchell
 Comm., Sls. Prom. Mgr..... J. A. Ballard
 Program Director Williard Billingsley
 Chief Engineer..... Cecil Sills
 Consulting Engineer..... Wm. E. Bennis, Jr.

WHED

WASHINGTON—1948—LBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By Beaufort Bcstg. Co.
 Bus.-Studio Address..... Guaranty Bank Bldg.
 Phone Number 278
 Transmitter Location..... Rt. 17, S.
 Air Time..... 17¼ Hrs.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental
 Membership NARTB
 President Lee B. Wynne
 Gen., Sta. Manager..... F. K. Ward
 Comm., Prom. Mgr..... G. Earl Broome
 Pgm., Prod. Director..... Harry Shriver
 Chief Engineer..... John Wilroy
 Consulting Engineer..... Wm. H. Malone

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc..... Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By . Tar Heel Bcstg. System, Inc.
 Bus.-Studio Add..... Bank of Washington Bldg.
 Phone Number 403
 Transmitter Location..... 1 Mi. S., Hway. 17
 Air Time..... 6 a.m.-1:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President W. R. Roberson, Jr.
 Gen. Sta. Manager..... T. H. Patterson
 Comm., Sales Prom. Mgr..... Merrill Daniels
 Program Director Don Pierce

Chief Engineer..... I. G. Murphrey
 Consulting Engineer..... Geo. C. Davis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By WHCC, Inc.
 Business-Studio Address..... Main St.
 Phone Number 680
 Transmitter Location..... Howell Mill Rd.
 Gen., Prom. Mgr..... James B. Childress
 Commercial Manager..... Vestal Jones
 Chief Engineer..... Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By . . . Whiteville Bcstg. Co., Inc.
 Business-Studio Address..... Whiteville
 Phone Number 120
 Transmitter Location... 1 Mi. from Bus. District
 Representative Clark
 President Josiah Maulsby
 General Manager..... Ward A. Coleman
 Commercial Manager..... Jerry Honeycutt
 Chief Engineer..... Auburn Dutton

WIAM

WILLIAMSTON—1951

Frequency: 900 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Martin Co. Bcstg.
 Address..... 110 S. Smithwick St.
 Phone Number 2478
 News Service UP
 Co-owner..... James Gray, Sr.
 Co-owner..... Charles Gray
 Gen., Sta., Comm. Mgr..... R. B. Armstrong
 Sales Prom. Mgr..... Dolores Baeird
 Prod., Pub. Dir..... Carl B. Armstrong
 Chief Engineer..... James E. Kitchings, Jr.

WGNI

**WILMINGTON—1946—MBS
 TOBACCO**

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By . . . New Hanover Bcstg. Corp.
 Business Address..... P. O. Box 869
 Phone Number 2-2493
 Studio-Transmitter Location..... Eagle Island
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Representative Pearson
 President..... J. S. Brody
 Station Manager..... Allen B. Jones
 Commercial Mgr..... Tommy Thompson
 Program Director..... Paul Parker
 Chief Engineer..... Arthur L. Madeley

NORTH CAROLINA

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By R. A. Dunlea
 Phone Number 4840
 Transmitter Location Brunswick County
 Air Time Unlimited
 News Service UP
 Representative Burn-Smith
 Membership NARTB
 Pres., Gen.-Sta. Mgr. R. A. Dunlea
 Comm.-Sales Prom. Mgr. C. O'Shields
 Program Director Bruce Buchanan
 Prod.-Pub. Director R. A. Dunlea, Jr.
 Chief Engineer E. I. Herring, Jr.
 Consulting Engineer A. D. Ring

WGTM

WILSON—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By Watson Industries, Inc.
 Bus.-Studio Address Herring Ave. Ext.
 Phone Number 2188-9
 Transmitter Location Rock Ridge
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB
 President Penn Thomas Watson
 Gen.-Sta.-Prom. Mgr. Allen Wannamaker
 Commercial Mgr. R. R. Brunson
 Pgm. Dir., Chief Annrcr. Bill Gordon
 Production Director Clint Faris
 Chief Engineer W. H. Malone

WVOT

WILSON—1948—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilson Radio Co.
 Address Wilson
 Phone Number 5157
 News Service AP
 Representative Pearson
 President H. W. Anderson
 General Manager Harry Severance
 Commercial Mgr. P. O. Barnes
 Sales Prom. Mgr. Lynda Thomas
 Program Director Joel Lawhon
 News Director Callbie Wood
 Chief Engineer Dan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Community Bcstg.
 Service, Inc.
 Address Atlantic Bldg.
 Phone Number 2-4121
 President Roger Page, Jr.

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WAIR Bcstg. Co.
 Business-Studio Address Pepper Bldg.
 Phone Number 2-1133
 Transmitter Location S. Stratford Rd.
 Air Time 6 a.m.-12:15 p.m.
 News Service AP
 Transcription Service World, Capitol
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. George D. Walker
 Comm., Prom. Mgr. Pat Taylor
 Pub. Dir., Chief Annrcr. Lawrence Patrick
 Program Director Bernice Morris
 Chief Engineer Lee King
 Consulting Engr. George Davis

WSJS

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Piedmont Publishing Co.
 Bus.-Studio Address 419-21 N. Spruce St.
 Phone Number 5-2311
 Transmitter Location R.F.D. No. 1, Old Town
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Standard
 Representative Headley-Reed
 Membership NARTB, BAB
 President Gordon Gray
 V.P., Managing Dir. Harold Essex
 Sales Manager Harry B. Shaw
 Program Manager Robert Estes
 Production Director John Comas
 Publicity Director Jack Burney
 Chief Engineer Phil Hedrick
 Consulting Engineer Craven, Lohnes & Culver

WTOB

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Op. By Winston-Salem Bcstg. Co., Inc.
 Address P. O. Box 2798
 Phone Number 34353
 Transmitter Location Polo View Rd.
 Air Time 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative The Taylor Co.
 President James W. Coan
 Gen.-Comm. Manager John G. Johnson
 Sales Prom. Manager Charles Brunt
 Program Director Owen Spann
 Publicity Director Jack Wiggins
 Chief Engineer Ben Vogler

NORTH DAKOTA

Pop. April 1, 1952 (Est.) 618,000—Total Housing Units 176,602
Families April 1, 1952 (Est.) 160,000—Stations in State 14

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 402½ Fourth St.
Phone Number 468
Transmitter Location Menoken
News Service AP, UP
Transcription Service Thesaurus
Representative John Blair
Membership NARTB, BAB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Pgm., Prod. Dir. Cal Culver
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Business-Studio Address 1025 3rd St.
Phone Number 1090
Transmitter Location E. end Fourth St.
Air Time Unlimited
News Service UP
Transcription Service World, SESAC
Representative Lawson
President, General Manager Bert Wick
Program Director Wilbur Clemenson
Chief Engineer Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dickinson Radio Assn.
Bus.-Studio Address 119 2d Ave. W.
Phone Number 4113
Transmitter Location 1 Mi. N. of Dickinson
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, SESAC
Representative Orville F. Lawson
Membership NARTB, BAB
President Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda
Commercial Manager E. A. Spear
Sales Prom. Manager William C. Mason
Chief Engineer Clark Franklin

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business-Studio Address KFGO Bldg.
Phone Number Fargo 2-3291
Transmitter Location Wild Rice
News Service AP
Transcription Service Standard
Representative Bolling
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke
Pgm., Prod. Dir. David B. Henley
Chief Engineer Olaf Gabrielson

WDAY

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Air Time 6 a.m.-12
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NARTB, BAB
President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
Sales Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Program Director Ken Kennedy
Chief Engineer Juline Savold
Technical Director Julius Helland
Consulting Engineer Glen D. Gillett

KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.
Owned-Oper. By Grand Forks Herald, Inc.
Bus.-Studio Address First Natl. Bank Bldg.
Phone Number 4-5321
Transmitter Location Univ. of N. Dak. Campus
Air Time Unlimited
News Service UP
Representative Avery-Knodel
Membership NARTB
President M. M. Opeggard
General Manager J. Warren McClure
Comm. Manager Herman Livingston
Program Director M. C. Gorham
News Director Rikk Riley
Chief Engineer A. F. Petrich
Program Dir. Jeff Gorham
Consulting Engineer Walter F. Kean

NORTH DAKOTA

KNOX

**GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned By..... Community Radio Corp.
 Address Grand Forks
 Phone Number 4-4611
 Transmitter Location State Mill Rd.
 News Service UP
 Transcription Service World
 Representative Natl. Time Sales
 President..... Carroll E. Day
 General Manager..... Elmer Hanson
 Sales Prom. Mgr..... Robert Whyte
 Program Director..... Jack French
 Chief Engineer..... Clifford Thomfords

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By..... N. Dak. Bcstg. Co., Inc.
 Address... 429 S.W. 2d St., Jamestown, N. D.,
 271½ Bway., Fargo, N. D.
 Phone Number 1600
 Transmitter Location... Hwy 218, 6 Mil. So.
 of City

News Service UP
 Representative..... Weed & Co.
 Pres., Gen. Manager..... John W. Boler
 Station Manager..... Don Kingsley
 Comm., Sales Prom. Mgr..... Jud Milton
 Publicity Director..... Howard Graber
 Chief Engineer Robert E. Ridgway
 Farm Editor..... Chester Reitan
 Consulting Engineer..... Kear Kennedy

KGCU

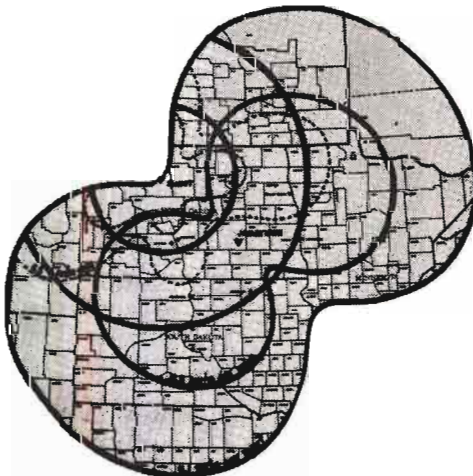
MANDAN—1925—MBS

Frequency: 1270 Kc. Power: 1000 d.; 250n.
 Owned-Oper. By..... Mandan Radio Assn., Inc.
 Bus.-Studio Address Mandan
 Phone Number 561, 562
 Transmitter Location..... 2 Mil. SE of Mandan
 on Hwy. 10
 Air Time..... 6 a.m.-12 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen. Mgr..... W. S. Russell
 Sta., Comm. Mgr..... Paul C. Gussner
 Program Director..... Merritt Bushee
 Chief Engineer..... Ray Barnett

**KSJB 600 KC
5000 W**

JAMESTOWN,
NORTH DAKOTA

COVERING
THE GREAT
NORTHWEST



“CBS --
The Stars'
Address”

REPRESENTED NATIONALLY BY WEED & CO.

NORTH DAKOTA

K C J B

MINOT—1950—CBS-DRN

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By No. Dakota Bcstg. Co.
 Address 104 A. So. Main
 Phone Number 51-161
 Representative Weed
 News Service UP
 Pres., Gen. Mgr. John W. Boler
 Commercial Manager G. H. McKinnon
 Sales Prom. Mgr. Charles L. Henshaw
 Pgm., Prod. Dir. Arv. Johnson
 News Director Bill Johnson
 Chief Engineer Don Harris

News Service AP, UP
 Transcription Service World
 Representative Walker
 President, Gen. Mgr. John B. Cooley
 Sta. Mgr., Chief Engineer C. W. Baker
 Comm. Mgr., Farm Editor E. H. Cooley
 Publicity Director Lyle Swigert
 Prog.-Prod. Dir. James J. Hautman
 Consulting Engr. Commercial

K L P M

**MINOT—1929
 MBS-GREAT NORTHERN**

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Minot Bcstg. Co.
 (Partnership)
 Business-Studio Address Fair Block
 Phone Number 41-146
 Transmitter E. of Minot
 Air Time 6 a.m.-12 M.

K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KOVC, Inc.
 Business-Studio Address 156 Central Ave. S.
 Phone Number 408-W
 Transmitter Location S.W. of town
 Air Time 6:30 a.m. 11 p.m.
 News Service UP
 Pres., Gen., Comm. Mgr. Robert E. Ingstad
 Program Director Russ Kaber
 Chief Engineer Charles Sjostrom

K B M W

WAHPETON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Interstate Bcstg. Corp.

**K C J B 910 KC
 1000 W**

MINOT,
 NORTH DAKOTA

SERVING
 THE GREAT
 NORTHWEST



“CBS —
 The Stars’
 Address”

REPRESENTED NATIONALLY BY WEED & CO.

NORTH DAKOTA—OHIO

Address Willmar, Minn.
 Phone Number (Wahpeton, N. D.) 567
 Transmitter Location.. 2 Mi. N. of Breckenridge
 Air Time..... 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 President..... Kline E. Bower
 Gen., Sta., Comm., Prom. Mgr. Herbert E. Nels
 News, Pgm. Dir., Chief Annr. Geo. Kaufman
 Chief Engineer..... Grant Unkenholz
 Farm Editor..... Virgil Fortner

K W B M

WILLISTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....KWBM Bcstg. Co.
 Address.....Box 198, Williston
 Phone Number1450
 News ServiceUP
 Transcription ServiceWorld
 General ManagerCharles L. Scofield
 Commercial Manager.....James C. Carson
 Sales Promotion Manager.....Fay Faltys
 Program Director.....L. P. Holloran
 Chief Announcer.....Rodney Romine
 Chief Engineer.....Charles L. Scofield

AP SELLS

For Stations and Sponsors —

For instance . . . KDIX

“Sponsors of AP newscasts get the kind of results that mean automatic renewals year after year! One sponsor says it's the equivalent of ten salesmen in the field.”

ORVILLE F. BURDA,
 General Manager,
 KDIX, Dickinson, North Dakota

OHIO

*Pop. April 1, 1952 (Est.) 8,276,000—Total Housing Units 2,416,356
 Families April 1, 1952 (Est.) 2,340,000—Stations in State 70*

W A D C

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Allen T. Simmons
 Bus.-Studio Address.....WADC Bldg., corner
 Main & Mill Sts.
 Phone Number.....JEHerson 6165
 Transmitter Location.....Route 8, Akron-
 Cleveland Rd.
 Air Time.....5:30 a.m.-1:00 a.m.
 News Service.....Transradio, UP
 Transcription Service...Lang-Worth, Standard,
 World
 Representative.....George P. Hollingbery
 Owner-Operator.....Allen T. Simmons
 Asst. Mgr., Comm. Dir.....Robert B. Wilson
 Sales Prom. Mgr.....Secret Williams
 News, Program Dir.....Harold H. Hageman
 Publicity Director.....Doc Williams
 Chief Engineer.....Lawrence Hennigan
 Consulting Engr.Glen Gillett

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned By.....Summit Radio Corp.
 Operated ByWAKR
 Bus.-Studio Address.....First Natl. Tower
 Phone Number.....HEmlock 6151
 Transmitter Location.....739 Swartz Rd.
 Air Time.....5:30 a.m.-1:05 a.m.
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativeWeed
 President, Gen. Mgr.....S. Bernard Berk
 Asst. Prom. Mgr.....Viola G. Berk
 Station Manager.....Roger G. Berk
 Comm.-Sales Prom. Mgr.....Kenneth M. Keegan
 Pgm., Prod., Pub. Dir.....A. R. Cooper
 Chief Announcer.....Bob Wylie
 Chief Engineer.....Irwin L. Knopp

W C U E

AKRON—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Akron Bcstg. Corp.
 Address. Palace Theatre Arcade
 Phone Number. Fr. 7114
 Representative. Forjoe
 News Service. UP
 President. Tim Elliot
 General Manager. George K. Stroupe
 Commercial Manager. Jack Maurer
 Consulting Engineer. A. D. Ring

W H K K

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Operated By. United Bcstg. Co.
 Business-Studio Address. 51 W. State St.
 Phone Number. Bl. 7101
 Transmitter Location. Akron Peninsula Rd.
 Air Time. 6 a.m.-sunset
 News Service. AP
 Transcription Service. Thesaurus
 Representative. Meeker Assoc.
 President. S. E. Graham
 General-Station Mgr. R. W. Richmond
 Comm.-Sales Manager. Cecil Green
 Program-Production Dir. B. R. Blake
 Publicity Director. Don O'Neil
 Chief Engineer. B. V. Berg
 Consulting Engr. Carl E. Smith

W A T G

ASHLAND—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Beer & Koehl
 Phone Number. 1575-1
 Transcription Service. Lang-Worth, Thesaurus
 News Service. AP
 Co-Owners. Robert Beer, Edgar Koehl
 General Manager. Robert Beer
 Comm., Sales Prom. Mgr. Richard Topper
 Sta. Mgr., Pgm. Dir. Richard Leidy
 Production Director. Wayne Byers
 Chief Engineer. Richard Matthes
 Consulting Engineer. Glenn Gillett

W I C A

ASHTABULA—1937—LBS

Frequency: 970 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By. WICA, Inc.
 Business-Studio Address. 221 Center St.
 Phone Number. 26-221, 27-181
 Transmitter Location. Ashtabula-Jefferson Rd.
 Air Time. 7 a.m.-11:15 p.m.
 News Service. UP
 Transcription Service. World
 Representative. McGillvra
 President. R. B. Rowley

General Manager. D. C. Rowley
 Station Manager. W. W. Walrath
 Commercial Manager. D. W. Fassett
 Program Director. John C. Strasen
 News Director. H. James Sharp
 Musical Director. Joan Hart
 Chief Engineer. F. N. Bernato
 Consulting Engr. Gautney & Ray

W A T H

ATHENS—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Andrew Kovlan & James
 Sinyard
 Address. P. O. Box 502
 News Service. UP
 Partners. Andrew H. Kovlan,
 James D. Sinyard
 Gen. Mgr., Chief Engr. Andrew Kovlan
 Commercial Manager. J. D. Sinyard
 Program Director. Joe Klarke
 Publicity Director. Joe Salley
 Consulting Engineer. Lynne C. Smeby

W T R F

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By. The Tri-City Bcstg. Co.
 Bus.-Studio-Transmitter Address. The Skyline
 Phone Number. 1515
 News Service. AP
 Transcription Service. Associated, World
 Representative. Walker
 Membership. NARTB, BAB
 V.P., Gen. Manager. Robert W. Ferguson
 Sales Prom. Mgr. Albert T. Fisher
 Program Director. Frank Curtis
 Publicity Director. Helen Gaynor
 Chief Engineer. George Cowen
 Consulting Engineer. William Foss

W I L E

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Land O'Lakes Bcstg. Corp.
 Business-Studio Address. 917 Beatty Ave.
 Phone Number. 4-5605
 Transmitter Location. R. D. No. 1, College
 Hill
 Air Time. 6:30 a.m.-local sunset
 News Service. AP
 Transcription Service. World
 President. H. D. McClelland
 V.P., Gen. Mgr. Howard A. Donahoe
 Comm. Mgr., Pub. Dir. Richard F. Rose
 Program Director. David C. Lorimer
 Chief Engineer. A. G. Engel
 Consulting Engineer. Frank McIntosh

O H I O

W A N D

CANTON—1947

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Operated By: P. C. Wilson
 Address: 106 High Ave. N.W.
 Phone Number: 68396
 Transmitter Location: 20th St. & Whipple Rd., N.W.

W C M W

CANTON—1946

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Operated By: Stark Bcstg. Corp.
 Bus.-Studio Address: Hills & Dales Rd.
 Phone Number: 5-9475
 Transmitter Location: Hills & Dales Rd.
 Air Time: Daytime
 News Service: AP
 Transcription Service: Thesaurus, Capitol World
 Representative: Sears & Ayer
 Membership: BAB
 Pres., Gen. Mgr.: S. L. Huffman
 Station Manager: Clark L. Dozer
 Commercial Manager: Ronald Stranathan
 Pgm., Prod. Director: Robert Valliquette
 Chief Engineer: Robert Leedham
 Consulting Engineer: Herbert Wilson

W H B C

CANTON—1925—ABC

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By: Ohio Bcstg. Co.
 Business-Studio Address: 550 S. Market St.
 Phone Number: 6-7166
 Transmitter Location: Richville
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Associated
 Representative: Taylor Co.
 Membership: NARTB, BAB
 President: Roy D. Moore
 General Manager: Joseph K. Vodrey
 Station Manager: Robert C. Fehlman
 Commercial Manager: Paul E. Gilmor
 Sales Prom. Mgr., Pub. Dir.: Marian Zwallen
 Program Director: James Roberts
 News Director: Al Frances
 Musical Director: Charles Pickens
 Chief Engineer: Kenneth L. Sliker
 Farm Editor: John Baker
 Consulting Engr.: Ring & Clark

W B E X

CHILLICOTHE—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Shawnee Bcstg. Co.
 Business-Studio Address: 27 E. Second St.
 Phone Number: 2244
 Transmitter Location: Carlisle Hill
 Air Time: 6 a.m.-11 p.m.

News Service: AP
 Transcription Service: World
 Representative: W. S. Grant
 Membership: NARTB, BAB
 General Manager: Truman Morris
 Sta., Sales Prom. Mgr.: William R. Mnich
 Program Director: Donald Dick
 Pub. Dir., Chief Anncr.: Dave Achor
 News Director: Ron Johnson
 Chief Engineer: Harold Counts

W C K Y

CINCINNATI—1929

Frequency: 1530 Kc. Power: 50,000 Watts
 Owned-Operated By: L. B. Wilson, Inc.
 Bus.-Studio Address: Hotel Gibson, 5th & Walnut Sts.
 Phone Number: Cherry 6565
 Transmitter Location: near Crescent Springs, Ky.
 Air Time: 24 Hrs.
 News Service: INS
 Transcription Service: Standard, Associated
 Representative: Thomas Welstead
 Membership: NARTB, BAB
 President, General Manager: L. B. Wilson
 Sta.-Comm. Manager, Chief Engineer: C. H. Topmiller
 News Director: John Murphy
 Record Librarian: Essie Rupp
 Farm Editor: Frank Sommerkamp
 Consulting Engr.: Andrew Ring

W C P O

CINCINNATI—1937—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Scripps-Howard Radio, Inc.
 Phone Number: Capitol 0777
 Studio Address: 2345 Symmes St.
 Transmitter Location: 659 E. 6th St.
 Air Time: 6 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Branham
 President: Jack R. Howard
 General Manager: M. C. Watters
 Station Dir.: Glenn Clark Miller
 Pgm., Prod. Dir.: Earl Corbett
 Publicity Director: Jack Sebastian
 News Director: Robert Otto
 Chief Engineer: Paul Adams

W K R C

CINCINNATI—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By: Radio Cincinnati, Inc.
 Address-Trans.: Hotel Alms
 Phone Number: Woodburn 0550
 News Service: AP
 Transcription Service: Lang-Worth

OHIO

Representative Katz
Membership NARTB
Exec. Vice-Pres. Hulbert Taft, Jr.
General Manager H. E. Fast
Promotion Manager W. B. Hines
Local Sales Mgr. Joel W. Stovell
National Sales Mgr. Kenneth W. Church
Program Director Paul Shumate
Production Director Byron Taggart
Chief Engineer George Wilson

Transcription Service SESAC
Pres., Gen. Mgr. R. Morris Pierce
Asst. to Pres. Frederick C. Wolf
Program Director Charles Hoover
Chief Engineer William Pettepiece

W L W

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc. **Power:** 50,000 Watts
Owned-Oper. By Crosley Bcstg. Corp.
Address Crosley Sq., 140 W. Ninth St.
Phone Number Cherry 1822
Transmitter Location Mason
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Thesaurus
Membership NARTB, BAB
Chairman of Board James D. Shouse
Pres., General Mgr. R. E. Dunville
Commercial Manager Harry Mason Smith
Dir. of Sales Prom. Edward G. Felthel
Program Director William P. Robinson
Prod. Dir., Chief Anncr. Chester A. Herman
Publicity Director Gilbert Kingsbury
News Director Dallas DeWeese
Gen. Mgr. of Music Milton Weiner
V.P. in Chrg. of Engineering R. J. Rockwell
Dir. of Farm Prog. Dept. Roy Battles
(See Page 258)

W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc. **Power:** 5000 Watts
Owned-Oper. By Buckeye Bcstg. Co.
Bus.-Studio Address 115 E. Fourth St.
Phone Number Main 1068
Transmitter Location Mt. Healthy
Air Time 6 a.m.-M.
News Service UP
Transcription Service Capitol, Lang-Worth
Representative Avery-Knodel
President George B. Storer
General Manager J. Robert Kerns
Commercial Mgr. Robert H. Boulware
Program Director Charles Black
Chief Engineer William Symons

W D O K

CLEVELAND—1950—LBS

Frequency: 1260 Kc. **Power:** 5000 Watts
Owned-Operated By Civic Bcstrs., Inc.
Address 1515 Euclid Ave.
Phone Number Main 1-3370
Trans. Location Rockside Rd., 7 Hills Village
Air Time 24 hrs.
News Service UP, INS

W E R E

CLEVELAND—1948

Frequency: 1300 Kc. **Power:** 5000 Watts d.
 5000 Watts n.
Owned-Operated By Cleveland Bcstg. Inc.
Address 1501 Euclid Ave.
Phone Number Superior 1-9600
Transmitter Location Ridge Rd., N. Royalton
Air Time 5:30 a.m.-1:00 a.m.
News Service AP, INS
Transcription Service Lang-Worth, World
Membership NARTB
President Ray T. Miller
Gen., Sta. Mgr. Bob Neal
Commercial Manager O. Keith Baldwin
Publicity Director Ed Stevens
Sales Promotion Manager Ed Paul
Program Director John Kurtz
Production Director John Wellman
Chief Engineer M. L. Snedeker
Consulting Engineer George Adair

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc. **Power:** 50,000 Watts
Owned-Operated By WGAR Bcstg. Co.
Address Hotel Staller
Phone Number Prospect 1-0200
Transmitter Location Broadview & Akins Rd.,
 Broadview Hts.
Air Time 5:30 a.m.-1:05 a.m.
News Service INS, UP
Transcription Service World
Station Representative Petry
Membership NARTB
President John F. Patt
General Manager Carl E. George
Commercial Manager John Garfield
Sales Promotion Manager Julius Glass
Program Director Reg Merridew
Production Director Stanley Gee
Publicity Director Robert Smith
Chief Announcer Charles Roberts
News Director Charles Day
Musical Director Henry Pildner
Chief Engineer Bob Fox

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc. **Power:** 5000 Watts
Owned-Operated By United Bcstg. Co.

OHIO

Business-Studio Address..... 500 Euclid Avenue
 Phone Number..... Express 1-5000
 Transmitter Location..... Pleasant Valley Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... ASCAP, BMI
 Representative..... Headley-Reed
 Membership..... NARTB, BAB
 President..... Sterling Graham
 General Manager..... K. K. Hackathorn
 Commercial Manager..... J. B. Maurer
 Sales Prom. Manager..... Louis Oswald
 Program Director..... C. M. Hunter
 Production Director..... James Aubele
 Chief Engineer..... R. H. DeLany
 Consulting Engr..... Carl E. Smith

Commercial Manager..... Robert Detchon
 Pgm., Prod. Director..... Paul Nakel
 Chief Announcer..... Paul Nakel
 News Director..... David Stashower
 Chief Engineer..... Thomas Ghidiu
 Consulting Engr..... George Davis

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc..... Power: 5000 Watts
 Owned-Operated By..... WJW, Inc.
 Business-Studio Address..... 1375 Euclid Ave.
 Phone Number..... SUperior 1-0101
 Transmitter Location..... North Royalton
 Air Time..... 6 a.m.-1 a.m.
 News Service..... UP
 Transcription Service..... Associated
 Representative..... H-R Representatives, Inc.
 President..... William M. O'Neil
 Vice-President..... Lawrence Webb
 General Manager..... William Lemmon
 Program Director..... Bruce MacDonald
 Chief Engineer..... Gerold G. Roberts

W J M O

CLEVELAND—1947

Frequency: 1540 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... WJMO Bcstg. Co.
 Address..... 2157 Euclid Ave.
 Phone Number..... SUperior 1-4424
 Air Time..... Local sunrise-local sunset
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Adam J. Young, Jr.
 President..... W. J. Marshall
 Sta.-Gen. Mgr..... Dave Baylor

W S R S

CLEVELAND—1947

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... WSRS, Inc.

WE COUNTED THE CUSTOMERS!



Ratio of Results

	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Last in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no "if came" phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

WJMO

Adam J. Young, Jr., Inc.
 National
 Representatives

1000 WATTS
 in
 CLEVELAND

O H I O

Bus.-Studio-Transmitter Address . 2156 Lee Rd.
 Phone Number ERievew 1-2005
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe & Co.
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr., Pgm. Dir. . . . S. R. Sague
 Commercial Mgr. Jack D. Kelly
 Sales Promotion Manager. . . . Will Dougherty
 Production Director. Stan Dale
 Musical Dir. Lenabelle Guerin
 News Director Bob Engel
 Chief Engineer. Ben Whittaker

W T A M

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By. National Bcstg. Co., Inc.
 Bus.-Studio Address. 30 Rockefeller Plaza,
 N. Y.
 Phone Number CHerry 1-0942
 Transmitter Location Brecksville
 Air Time 5:30 a.m.-1 p.m.
 News Service AP, UP
 Transcription Service. Thesaurus, Associated
 Representative. NBC Spot Sales

Membership NARTB
 President (NBC). Joseph H. McConnell
 General Manager John McCormick
 Pgm., Prod. Dir. Joseph Bova
 Sales Manager. Eugene Myers
 Pub. & Prom. Director. Clement G. Scerback
 Dir. Pub. Affairs. J. E. Hines
 News Director Edward Wallace
 Engineer-in-Charge. S. E. Leonard
 Consulting Engr. NBC Engineers

W B N S

COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By. Radiohio, Inc.
 Business-Studio Address. 33 N. High St.
 Phone Number. Ad. 9265
 Transmitter Location. 1037 Barnett Rd.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associate
 Representative John Blair
 Membership NARTB, BAB
 General Manager. Richard A. Borel
 Commercial Manager. W. I. Orr

"BEST BY TEST!!"

IN THE CLEVELAND MARKET

WSRS

The Family Station!!

**CLEVELAND'S ONLY NEWS STATION
 ON THE AIR . . . 24 HOURS DAILY
 'ROUND THE CLOCK**

LOCAL NEWS EVERY SIXTY
 MINUTES ON THE HALF
 HOUR 'ROUND THE CLOCK

**WSRS
 CLEVELAND**

ASK FOR JOE FOR THE COMPLETE SUCCESS STORY!!

OHIO

Sales Prom. Director..... Jim Yerian
 Program Director..... Geer Parkinson
 Chief Announcer..... Russell Canter
 Musical Director..... Paul Neal
 News Director..... Chet Long
 Chief Engineer..... Lester H. Nafzger
 Consulting Engineer..... Jansky & Bailey

WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Pixley's, Inc.
 Business-Studio Address..... E. Broad & Young St.
 Phone Number..... MAin 4581
 Transmitter Location..... 555 W. Goodale St.
 News Service..... AP, UP
 Transcription Service..... Lang-Worth, World
 Representative..... H-R Reprs., Inc.
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... L. A. Pixley
 Program Director..... Phil S. Bradford
 Chf. Ann., Pgm. Dir..... William L. Belaney
 Publicity Director..... Margie J. Ruddock
 Chief Engineer..... Harold E. Beard
 Consulting Engr..... Robert M. Higggy

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Operated By..... United Bcstg. Co.
 Business-Studio Address..... 22 E. Gay St.
 Phone Number..... Adams 1101
 Transmitter Location..... 901 Obetz Rd.
 Air Time..... 6 a.m.-1 a.m.
 News Service..... INS, UP
 Transcription Service..... Lang-Worth
 Representative..... Paul H. Raymer
 President..... Sterling Graham
 V.P., Gen.-Sta. Mgr..... Carl M. Everson
 Comm.-Sales Prom. Mgr..... H. H. Hoessly
 Program-Production Dir..... John B. Moses
 Publicity Director..... Rita Thomas
 Chief Ann., News Dir..... Budd Sweeney
 Musical Director..... John Kenward Agnew
 Chief Engineer..... William C. Minor
 Consulting Engr..... United Bcstg. Co.

WVCO

COLUMBUS—1951—BUCKEYE

Frequency: 1580 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Skyway Bcstg. Corp.
 Address..... 274 S. 3rd St.
 Phone Number..... Main 5247
 News Service..... UP, INS
 Transcription Service..... Associated, Capitol
 Representative..... Forjoe
 President..... Gustav Hirsch
 General Manager..... Bert Charles
 Commercial Manager..... Robert Hill
 Promotion Manager..... Mary Ladyne Weaver
 News, Farm Director..... John Terry
 Chief Engineer..... Gene Liggett

WTNS

COSHOCTON—1947

Frequency: 1560 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Coshocton Bcstg. Co.
 Business-Studio Address..... 114 N. 6th St.
 Phone Number..... 1560, 2140
 Transmitter Location..... Roscoe
 Air Time..... Sunrise-sunset
 News Service..... UP
 Transcription Service..... Thesaurus
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Bruce Wallace
 Commercial Manager..... James Sigman
 Pgm., News Director..... Michael Joseph
 Production Director..... Mark Lucas
 Publicity Director..... Lynn Burkholder
 Promotion Dir..... William Kirk
 Chief Engineer..... Eugene Wiggins
 Consulting Engr..... Jansky & Bailey

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Miami Valley Bcstg. Corp.
 Business-Studio Address..... 45 S. Ludlow St.
 Phone Number..... Adams 2261
 Transmitter Location..... Hempstead Rd., R.R. 2
 News Service..... AP, INS, UP
 Transcription Service..... Standard, Associated
 Representative..... Bolling
 President..... James M. Cox, Jr.
 General Manager..... Robert H. Moody
 Commercial Manager..... Harvey R. Young, Jr.
 Program Director..... Wade H. Alley
 Chief Engineer..... Ernest L. Adams

WING

DAYTON—1924—ABC

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Great Trails Bcstg. Co.
 Business-Studio Address..... 121 N. Main St.
 Phone Number..... ADams 3288
 Transmitter Location..... E. David Rd.
 Air Time..... 6 a.m.-1:30 a.m.
 News Service..... AP
 Transcription Service..... World
 Representative..... H. R. Representative, Inc.
 President..... Charles Sawyer
 Exec. V.P..... John Pattison Williams
 General Manager..... Adna Karns
 Program Director..... Arthur L. Martin
 Prod.-Musical Dir..... Charles G. Reeder
 Publicity Director..... Jean Broome
 Chief Engineer..... H. Lloyd House
 Consulting Engr..... George C. Davis

WONE

DAYTON—1949—MBS

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Operated By..... Skyland Bcstg. Corp.

OHIO

Address.....5 S. Jefferson St.
 Phone Number.....Michigan 6501
 Air Time.....19 Hrs.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Ronald B. Woodyard
 National Sales Mgr.....Jack Thornquest
 Commercial Manager.....William J. Warren
 Sls. Prom. Mgr., Pgm. Dir. Ronald B. Woodyard

W O N W

DEFIANCE—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Defiance, Bryan, Poulding
 Bcstg. Co.
 Address.....U. S. Route 24
 Phone Number.....32226
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 President.....Richard W. Crowell
 Gen., Sta., Comm. Mgr.....Glenn R. Thayer
 Program Director.....Walter Weaver
 Consulting Engineer.....Harold B. Rothrock

W J E R

DOVER—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dover Bcstg. Co., Inc.
 Address.....210 Blvd.
 Phone Number.....42-125
 Transcription Service.....World
 News Service.....UP
 Representative.....Robert S. Keller
 Owner.....Agnes J. Reeves Greer
 General Manager.....Ford Billings
 Commercial Manager.....John C. Needs
 Pgm., Prod. Director.....Donald W. Wolford
 Chief Engineer.....William McClellan
 Farm Editor.....Wesley Greenfield

W L I O

EAST LIVERPOOL—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Business-Studio Address.....Pottery Bcstg. Co.
 Phone Number.....Main 5190
 Transmitter Location.....Irish Ridge Rd.
 Air Time.....7 a.m.-sunset
 News Service.....UP
 Membership.....NARTB, BAB
 President.....Earl D. Eisenhower
 Gen., Sta., Comm. Mgr.....Paul B. Saliner
 Pgm., Prod. Dir., Chief Ann. Douglas Bateman
 News Director.....Joseph Puglia
 Musical Director.....June Bateman
 Chief Engineer.....William Siebenthal
 Consulting Engineer.....Weldon & Carr

W O H I

EAST LIVERPOOL—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....East Liverpool Bcstg. Co.
 Address.....516 Market St.
 Phone Number.....Main 1490
 News Service.....AP
 Transcription Service.....World
 Representative.....W. S. Grant Co., Inc.
 President, Manager.....Richard V. Beatty
 Gen., Comm. Mgr.....Richard E. Kaiser
 Program Director.....Bob Metcalf
 Chief Engineer.....Mike Battle

W E O L

ELYRIA-LORAIN—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
 Address.....Elyria Savings and Trust Bldg.
 Phone Number.....2255
 Transmitter Location.....Grafton
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Capitol
 Membership.....BAB
 President.....Roy W. Ammel
 Gen.-Sta.-Comm. Mgr.....Maurice J. Condon
 Sales Prom. Manager.....Douglas Lillico
 Pgm. Dir., Chief Ann.....Viets Collister
 Production Director.....Bill Reid
 Publicity Director.....Jack O'Brien
 News Director.....Don Kirk
 Chief Engineer.....Gerald McCasland
 Consulting Engr.....Weldon & Carr

W F I N

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....The Findlay Publ. Co.
 Bus.-Studio Address.....101½ W. Sandusky St.
 Phone Number.....Main 1330
 Transmitter Location.....2½ Mi. SE Findlay
 Air Time.....Local Sunrise-Local Sunset
 News Service.....INS, UP
 Transcription Service.....Thesaurus
 Membership.....BAB
 President.....R. L. Heminger
 Gen., Sta., Comm. Mgr.....Harold H. Heminger
 Program Director.....Allen P. Dudley
 Chief Engineer.....Edgar C. Smith

W F R O

FREMONT—1949

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wolf Bcstg. Corp.
 Address.....905 W. State St.
 Phone Number.....Main 3401
 Transcription Service.....Thesaurus, World
 News Service.....INS
 President.....Robert F. Wolfe

OHIO

General Manager.....R. C. Force
 Comm., Prom. Mgr.....J. Waddell Kerr
 Pgm., Farm Director.....Frank Swartz
 Chief Engineer.....Allen Kauble

WJEH

GALLIPOLIS—1950

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Ohio Valley on the Air, Inc.
 Address.....Box 244
 Phone Number.....1160
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Grant
 President.....John E. Halliday
 General Manager.....Truman A. Morris
 Promotion Manager.....Mrs. Phyllis W. Sheets
 News Director.....Mrs. Leanna S. Haskins
 Chief Engineer.....Paul Franzel

WMOH

HAMILTON—1944—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fort Hamilton Bcstg. Co.
 Bus.-Studio Address.....Second Natl. Bank Bldg.
 Phone Number.....Hamilton 4-6543
 Transmitter Location.....Middletown Pike
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Robert J. Briede
 Gen., Comm. Mgr.....Robert L. Odson
 Program Director.....Robert F. Spina
 News Dir., Chief Ann.....Joseph Weckerle
 Chief Engineer.....Joseph Briggs

WIRO

IRONTON—1951—NBC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owner.....Iron City Bcstg. Co.
 Address.....Radio Plaza
 Phone Number.....360
 Air Time.....6:30-M.
 Representative.....McGillvra
 Membership.....NARTB
 Pres., Gen. Mgr.....Glacus G. Merrill
 Station Manager.....Robert Edge
 Commercial Manager.....Dempsey McFann
 Program Director.....Edward Paulin
 Production Director.....Donna Mae Seicrist
 Chief Engineer.....Chester Christensen
 Consulting Engineer.....Beryl Snyder

WHOK

LANCASTER—1948

Frequency: 1320 Kc.....Power: 500 Watts d.
 Owned Oper. By.....Hocking Valley Bcstg. Corp.

Address-Trans. Loc.....Memorial Dr.
 Phone Number.....4500
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 President.....Walson Emery
 Gen., Comm. Manager.....J. E. Brown
 Program Director.....Benny Bee
 News Director.....Donald W. White
 Chief Engineer.....Charles R. Houston

WIMA

LIMA—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
 Business-Studio Address.....223 N. Main St.
 Phone Number.....6-3841
 Transmitter Location.....2500 McClain Rd.
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....G. E. Hamilton
 General Sta. Mgr.....R. W. Mack
 Commercial Mgr.....C. B. Heller
 News Director.....Don Sherwood
 Program Dir.....Ester Straker
 Chief Engineer.....A. J. F. Smith
 Consulting Engr.....George Davis

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLOK, Inc.
 Business Address.....Nat'l Bank Bldg.
 Phone Number.....6-3411
 Transmitter Location.....Rice Ave.
 News Service.....UP
 Representative.....H-R Reprs., Inc.
 President.....L. A. Pixley
 Gen., Sta. Mgr.....Robert O. Runnerstrom
 Sales Prom. Mgr., Pub. Dir.....Pete Stanley
 Program Dir.....Dave Lee
 News Director.....Lyle Lee
 Chief Engineer.....Darrel Hunter

WMAN

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Business-Studio Address.....144½ Park Ave. W.
 Phone Number.....4235-6
 Transmitter Location.....Longview Ave.
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
 Sales Prom. Manager.....Carl Kindt
 Prod.-Mus.-Prog.-Pub. Dir.....Robert James
 Chief Engineer.....William Morrison

W M O A

MARIETTA—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Marietta Bcstg. Co.
 Business Address P. O. Box 201
 Phone Number 1690
 Studio-Transmitter Location 409 Oakwood
 Ave., Williamstown, W. Va.
 News Service UP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 President William G. Wells
 General Manager R. Sanford Guyer
 Chief Engineer Charles E. Clark

W M R N

MARION—1940—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address P. O. 518
 Phone Number 2-6666-7
 Transmitter Location ¼ Mi. N. of city limits
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace Stovin, Canada
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. Robert T. Mason
 Commercial Manager Robert M. Sprouse
 Prom. Mgr., Pub. Dir. R. T. Mason, Jr.
 News Director Joe Ionne
 Musical Director Richard Stadler
 Chief Engineer Francis Joseph Peters

W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. Power 1000 Watts d.
 100 Watts n.
 Owned-Operated By Paul F. Braden
 Address-Trans. Loc. Lebanon-Coles Rd.
 Phone Number 2-3625
 Air Time 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, Sesac
 Pres., Gen., Sta. Mgr. Paul F. Braden
 Commercial Manager Ranny Daly
 Prog., Prod. Dir. Jack Kistler
 News Director Harold Calvin
 Traffic & Pub. Dir. Jean Murphy
 Musical Director Jack Sheehan
 Chief Engineer Larry Beckwith
 Farm Editor Homer Tingle
 Continuity Director Jean Anne Young
 Consulting Engineer George Davis

W C L T

NEWARK—1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Advocate Printing Co.
 Address Newark, Ohio

Phone Number 4007
 Transmitter Location Jackson Rd., Route 13
 Air Time 6:45 a.m.-Sunset
 News Service AP
 Transcription Service Thesaurus
 Representative Meeker Associates
 Membership NARTB
 President Frank W. Spencer
 General Manager Thomas A. Rogers
 Commercial Mgr. Robert Pricer
 Program Director Lewis Greenough
 Chief Engineer Benjamin Windle

W P T W

PIQUA—1947—OSN

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. Miami County Bcstg. Co., Inc.
 Address-Trans. 1625 W. Covington Ave.
 Phone Number 1420-1
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Pres., Gen., Comm., Sta. Mgr. Richard E. Hunt
 Pub.-Pgm.-Production Dir. Robert Bulp
 Musical Director Anne Steenrod
 Chief Announcer Kenny Rench
 News Director Bill Fox
 Chief Engineer Bob Blaney
 Consulting Engr. Odes E. Robinson

WPFB

Middletown-Dayton-Hamilton

Serving 2 million people
 1 million of which are in
 rural areas & small communities

Daily news broadcasts
 from newspaper offices in

- Miamisburg
- Oxford
- Lebanon
- Eaton
- Leesburg
- Germantown

910 Kc

1000 Watts

Middletown, Ohio

WNXT**PORTSMOUTH—1951—ABC**

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By... Portsmouth Bcstg. Co.
 Address... Masonic Temple Bldg.
 Phone Number... 2-1961
 Transmitter Location... ½ Mi. N. of Portsmouth
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard
 Representative... Everett-McKinney
 Pres., Gen., Sta., Comm. Mgr., Marshall Rosene
 Program Director... Dean Sturm
 Prod., Musical Director... Phil Phillips
 Publicity Director... Lillian Sagraves
 Chief Announcer... Bill Dawson
 News Director... Frank Balmert
 Chief Engineer... Russell Newman
 Consulting Engineer... Wm. L. Foss

WPAY**PORTSMOUTH—1935—CBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... The Scioto Bcstg. Co.
 Bus.-Studio-Trans. Address... 1009 Gallia St.
 Phone Number... 3-2111
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... Associated
 Representative... The Taylor Co.
 Membership... NARTB, BAB
 President... Roy D. Moore
 Director of Radio... Eugene Carr
 Station Comm. Mgr... Gerald F. Boyd
 Production Director... Mary Bercini
 Program Director... E. G. Sheridan
 News Editor... E. L. Kaufman
 Chief Engineer... Maurice L. Myers

WLEC**SANDUSKY—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Lake Erie Bcstg. Co.
 Address... 1640 Cleveland Rd.
 Phone Number... 5170
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... World, Lang-Worth,
 Associated
 Membership... NARTB, BAB
 Pres., General-Station Mgr... Albert E. Heiser
 Commercial Manager... Ralph S. Silver, Jr.
 Program Director... Ray Sherman
 News Director... Irwin Hunt
 Chief Engineer... Jay Leibach
 Consulting Engr... George Davies

WIZE**SPRINGFIELD—1940—ABC**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Voice of Springfield

Trans.-Address... 117 W. High St.
 Phone Number... 3-4955
 News Service... AP
 Transcription Service... World
 Representative... H. R. Representative, Inc.
 President... Charles Sawyer
 Exec. V.P... J. P. Williams
 Station Manager... Arthur L. Martin
 Program Director... Robert Christol
 Promotion Manager... John McEnaney
 Chief Engineer... Victor L. Bushong

WJEL**SPRINGFIELD—1947**

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By... Champion City Bcstg. Co.
 Business Address... Guardian Bank Bldg.
 Phone Number... 3-4676
 Transmitter Location... 801 Bechtle Ave.
 News Service... UP
 Representative... McGillvra
 President, Gen. Mgr... Chester R. Hinkle
 Commercial Manager... R. D. Chew
 Program Director... Paul Miller
 News Director... Bill Morgan
 Chief Engineer... Fred Eckardt

WWSO**SPRINGFIELD—1947—LBS-KBS**

Frequency: 1210 Kc. Power: 250 Watts d.
 Owned-Oper. By... Radio Springfield, Inc.
 Address... Spring & High
 Phone Number... 3-6488
 Transmitter Location... Arthur Rd.
 Air Time... Sunrise-Sunset
 Transcription Service... M. M. Cole
 President... Bradley Kincaid
 Commercial Mgr... E. Purnelle
 Program Director... Ford Rush, Jr.
 Chief Engineer... Ed Stuepak

WSTV**STEBENVILLE—1940—MBS—OHIO NET**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... WSTV, Inc.
 Bus.-Studio Address... Exchange Realty Bldg.
 Phone Number... 2-6265-6-7
 Transmitter Location... Altamont Hghts.
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... World
 Representative... Pearson
 President... Jack N. Berkman
 Gen.-Comm.-Sta. Mgr... John J. Laux
 Pgm., Prod., Pub. Dir... Joseph M. Troesch
 News Director... Scott McMurray
 Chief Engineer... Charles S. Shepherd
 Consulting Engr... George C. Davis

OHIO

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By: The Fort Industry Co.
Bus.-Studio Address: 199 Pierce St., Birmingham
Phone Number: Midwest 4-7700
Transmitter Location: R.F.D. Oregon Rd.
News Service: INS, UP
Transcription Service: World, Lang-Worth
Representative: Katz
President: George B. Storer
Managing Director: Ailen L. Haid
Local Comm. Mgr.: Westford F. Shannon
Program Director: Robert Evans
Promotion Manager: Richard Gourley
News Director: James Uebelhart
Chief Engineer: William M. Stringfellow

WTOD

TOLEDO—1946—LBS

Frequency: 1560 Kc. Power: 1000 Watts d.
Owned-Operated By: Unity Corp.
Business-Studio Address: 515 Madison Ave.
Phone Number: Garfield 5551
Transmitter Location: Byrne & Arlington Rds.
Air Time: 6 a.m.-sunset
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: Headley-Reed
President: Edward Lamb
Gen., Sta., Comm. Mgr.: Sunne Miller
News, Program Director: Doug Tabner
Sales Promotion Mgr.: John Koerber
Production Director: Richard Rice
Musical Director: Larry Owens
Chief Engineer: Robert Sowers
Consulting Engr.: George Adair

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Community Bcstg. Co.
Trans.-Address: Bell Bldg.
Phone Number: Adams 3291
Air Time: 19 hrs.
News Service: AP, UP
Transcription Service: Standard
Representative: Paul H. Raymer
Membership: NARTB
President: Frazier Reams
Gen.-Station Mgr.: Thomas S. Bretherton
Commercial Manager: Morton Neipp
Sales Prom. Mgr.: Pgm.-Pub.
Prod. Dir.: Bob Krieghoff
Chief Ann., News Dir.: Charles Baxter
Musical Director: Lee Leali
Chief Engineer: Harold Holmes
Consulting Engr.: Andy Ring

WRFD COVERS OHIO

- Primary coverage area includes 4,866,698 people with nearly \$5 billion of buying power.
- Reaches 199,359 farm families who have more than a billion dollars in spendable income.
- Listened to by 57% of the farm people in Ohio.

Write today for complete Market Data on WRFD prepared by A. C. Neilson Jr.

5000 WATTS

880 KC



Worthington
Ohio

Represented nationally by
O. L. Taylor Company

O H I O

W H H H

WARREN—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Oper. By: Warren Tribune Radio Station, Inc.
 Business-Studio Address: 108 Main St.
 Phone Number: 2212-9
 Transmitter Location: Lordstown Center
 Air Time: 6:45 a.m.-M.
 News Service: AP
 Transcription Service: Associated, SESAC
 Representative: Joseph Hershey McGillvra
 President: Helen Hart Huribert
 General Manager: H. R. Farrall
 Sta., Comm. Mgr., Pgm., Prod. Dir.: Carl J. Raymond
 News Director: Bill Loftus
 Chief Engineer: Robert E. Hardy

W W S T

WOOSTER—1947

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Wooster Republican Ptg. Co.
 Phone Number: 760
 Transmitter Location: 1.8 Mi. E. of City, Rte. 30
 News Service: AP
 Transcription Service: Capitol, World
 General Manager: E. B. Evans
 Commercial Manager: K. S. Gordon
 Program Director: R. E. Heeter
 Chief Engineer: Willis Sherman

W R F D

WORTHINGTON—1947—LBS

Frequency: 880 Kc. Power: 5000 Watts d.
 Owned-Oper. By: Peoples Bcstg. Corp.
 Phone Number: FR 2-5342
 Transmitter Location: Powell Rd. & Rte. 23
 News Service: AP, INS
 Transcription Service: Thesaurus
 Representative: O. L. Taylor Co.
 President: M. D. Lincoln
 Vice-Pres., Gen. Mgr.: Herbert E. Evans
 Comm. Station Manager: J. D. Bradshaw
 Program Director: Robert C. Miller
 News Director: Winted C. Arthurs
 Production Manager: Bob Geis
 Chief Engineer: Harold Schaaf
 Farm Editor: Robert C. Miller, Clyde Keathly
 (See Page 583)

W B B W

YOUNGSTOWN—1949

Frequency: 1240 Kc. Power: 250 Watts d.
 Owner: Mahoning Valley Bcstg. Corp.
 Address: Warner Theatre Bldg.
 Phone Number: 44421
 Transmitter Location: 418 Knox St.
 Air Time: 5:30 a.m.-1:05 a.m.
 News Service: AP, INS

Trans. Serv.: Associated, Lang-Worth
 Station Representative: Fcrjoe & Co.
 Membership: NARTB, BAB
 President: John Cherpack, Jr.
 Vice-Pres., Gen-Comm. Mgr.: Gene Trace
 Program Director: Tony Ross
 Publicity Director: Dorothy Park
 Chief Engineer: John Cherpack, Jr.

W F M J

YOUNGSTOWN—1939—ABC-NBC

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By: WFMJ Bcstg. Co.
 Business-Studio Address: 101 W. Boardman
 Phone Number: 3-4121
 Transmitter Location: Boardman-Poland Rd.
 Air Time: 6 a.m.-1:05 a.m.
 News Service: AP, UP
 Transcription Service: Thesaurus, Standard
 Representative: Headley-Reed
 Membership: NARTB, BAB
 Pres., Gen., Sta. Mgr.: William F. Maag, Jr.
 Comm. Mgr.: Leonard E. Nasman
 Program Director: Ronald W. Richards
 Chief Engineer: Frank A. Dieringer

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: WKBN Bcstg. Corp.
 Bus-Studio Address: 2930 Sunset Blvd.
 Phone Number: 2-1145
 Transmitter Location: 3930 Sunset Blvd.
 News Service: UP, AP
 Transcription Service: World, Lang-Worth,
 McGregor
 Representative: Paul H. Raymer
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Warren P. Williamson, Jr.
 Station Dir.: J. Lothair Bowden
 Promotion Mgr.: Howard Rempes
 Prog., Prod. Dir.: Don Brice
 Chief Engineer: B. T. Wilkins

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owner: Southeastern Ohio Bcstg. System, Inc.
 Business-Studio Address: Lind Arcade Bldg.
 Phone Number: 2-5431
 Transmitter Location: Newark Rd.
 News Service: AP, UP
 Transcription Service: World
 Representative: John E. Pearson
 Membership: NARTB, BAB
 President: Clay Littick
 Gen., Station Manager: Vernon A. Nolte
 Commercial Manager: Nate Milder
 Chief Engineer: William A. Hunt

OKLAHOMA

Pop. April 1, 1952 (Est.) 2,231,000—Total Housing Units 715,418
Families April 1, 1952 (Est.) 623,000—Stations in State 43

K A D A

ADA—1934—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KADA Bcstg., Inc.
Business Address Box 642
Phone Number 12-3
Studio-Transmitter Address No. Broadway
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Standard
Representative The Taylor Co.
Membership NARTB, BAB
President Dr. C. C. Morris
General Manager Billy T. Hoover
Station Manager Brown Morria
Prod. Music Dir. Zelma Dean Woods
Publicity Director Nadine Mullinax
Pgm. Dir., Chf. Annr. Monte C. Bell
News Director Charles Seybert
Chief Engineer George Miller
Consulting Engineer Weldon & Carr

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Altus Bcstg. Co., Inc.
Business Address Radio Bldg.
Phone Number 1405
Studio-Add. Trans. Loca. E. Bradford
Air Time 7 a.m.-10 p.m.
News Service AP
Representative Hil F. Best
Membership NARTB, BAB
Pres., Gen. Mgr. Frank E. Wimberly
Chief Engineer Ernest Baucum

K V S O

ARDMORE—1935—ABC
OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John F. Easley
Bus. Studio Address 112 N. Washington
Phone Number 3030
News Service AP
Transcription Service World, SESAC
Representative The Taylor Co.
Membership NARTB
General Manager Albert Bloom
Sta., Comm. Mgr. J. E. Bloom
Program Director Dolly Dutton
Publicity Director Gayley Varnell
Chief Announcer Heywood Vaughn
Chief Engineer William E. Kolb

K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Bartlesville Bcstg. Co.
Bus. Studio Address Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location 9 Mi. NE on U. S. 75
President, Manager J. Fred Case

K W C O

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc. Power: 250 Watts
Owned-Oper. By Washita Valley Bcstg. Corp.
Address KWCO Bldg.
Phone Number 2899
Transmitter Location 4th & Grand
Air Time 6 a.m. local sunset
News Service AP
President P. D. Jackson
Program Director Lorine Null
Chief Engineer Neal M. Allen

K W O E

CLINTON—1949—LBS

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By Western Okla. Bcstg. Co.
Address Box 706
Phone Number 617
Transmitter Location Neptune Park
News Service UP
Transcription Service SESAC
Station Representative Hil F. Best
General Manager V. M. Preston
Chief Engineer Hugh Gaston
Consulting Engr. Colton & Foss

K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. Power: 250 Watts d.,
100 n.
Owned-Operated By Duncan Bcstg. Co.
Address Hwya. 81 at Pine St.
Phone Number 1350
Air Time Unlimited
News Service UP
Transcription Service World
Membership NARTB
President R. H. Drury
Sta., Comm. Mgr. Leo Morris
Sales Prom. Mgr. Joe Fisher
Pgm., Prod., Pub. Dir. Henry Mattison
Chief Engineer William D. Buford

OKLAHOMA

K S E O

DURANT—1947—KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Democrat Printing Co.
 Address Box 511
 Phone Number 2200
 News Service AP
 Transcription Service Standard
 Partners R. F. Story, Bennett Story
 General Manager Leroy Moses
 Chief Engineer Curtis Parish

K A S A

ELK CITY—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address . . . 150 North Randall
 Phone Number 731
 Transmitter Location No. Randall
 Manager Lonnie J. Preston

K C R C

ENID—1931—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.
 Bus.-Studio Address Broadway Tower
 Phone Number 447
 Transmitter Location 318 E. Willow
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative O. L. Taylor Co.
 Membership NARTB, BAB
 President Milton B. Garber
 General Manager Guy B. Farnsworth
 Commercial Mgr. H. P. Hale
 Publicity, News Dir. Cecil E. Hill
 Chief Engineer Murray D. Coleman

K G W A

ENID—1949—MBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Public Bcstg. Service, Inc.
 Address 115½ E. Broadway
 Phone Number 4230
 News Service UP
 Transcription Service Capitol, Standard
 Representative Rambeau
 President George Hutchison
 General Manager H. J. Godschalk
 Commercial Manager Hi Roberts
 Program Director Tom Belcher
 Chief Engineer William Teitzel Jr.

K T A T

FREDERICK—1948—KBS-LBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Frederick Bcstg. Co.

Address Main & Grand
 Phone Number 1010
 Transmitter Loc. 1 Mi. W. of City Hwy. 5
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Representative Hil F. Best
 General Manager (Ptrn.) J. D. Jones, Jr.
 Program Director (Ptrn.) Mary Wheeler
 Comm. Mgr., Pub. Dir. Evelyn Jones
 News Dir., Chf. Engr. Dan Jones
 Consulting Engr. Guy C. Hutcheson

K G Y N

GUYMON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address Box 77
 Phone Number 888
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President, Gen. Mgr. T. M. Raburn, Jr.
 Commercial Manager Ed Slater
 Chief Engineer Herbert L. Noyes

K T J S

HOBART—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner
 Transmitter Location 315 E. 11th St.
 Phone Number 1070
 Air Time Sunrise-sunset
 News Service AP
 President, Gen.-Sta. Mgr. T. J. Shriner
 Commercial Manager M. J. Shriner
 Prom. Manager A. C. Ferguson, Jr.
 Pgm.-Prod.-Pub. Dir. Jack Wickizer
 Chief Announcer Herb Carnahan
 Musical Director Barbara Evans
 Chief Engineer Ted Shriner

K I H N

HUGO—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Phone Number 1140
 News Service AP
 Transcription Service SESAC
 President George Malone
 Gen.-Comm. Manager Jim Hendrix
 Program Director Dan Bridges
 Promotion Manager Mrs. Billie Van Hoose
 Chief Engineer Dalton E. Jones

K S W O

**LAWTON—1941
 ABC-OKLA. NET**

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus.-Studio Address 406½ D Ave.
 Phone Number 1380

OKLAHOMA

Transmitter Location... 1½ Mi. E. of Lawton
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative The Taylor Co.
 Membership NARTB, BAB
 President R. H. Drewry
 General Manager Allan Page
 Commercial Mgr. Neil Ashlock
 Sales Prom. Mgr. Peggy Snell
 Chf. Ann., Prog. Dir. Morgan Roberts
 Production Director Bill Wheatley
 Chief Engineer Bill Buford

K N E D

McALESTER—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Pittsburg Bcstg. Co., Inc.
 Address McAlester
 Phone Number 1460
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Ray Van Hooser
 Commercial Manager Phil Reed
 Program Director Mildred Martin
 Chief Engineer Ben Strotman

K T M C

McALESTER—1946—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By ... McAlester Bcstg. Co.
 Business-Studio Address Municipal Bldg.
 Phone Number 2411
 Transmitter Location A & Grisler Sts.
 News Service AP
 Transcription Service Standard
 Representative The Taylor Co.
 President William Young
 Commercial Manager Lee Hopper
 Gen. Mgr., News Dir. James O. Wilson Jr.
 Chief Engineer Robert Schilb
 Farm Editor Bill Gibbons

K G L C

MIAMI—1948—KBS-LBS

WESTERN

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Box 511
 Phone Number 3303
 Transmitter Location 5 Mi. E. Miami
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Sam Bennet
 Membership NARTB, BAB
 President M. K. Hutts
 General Manager Charles L. Unger, Jr.
 Exec. Vice-Pres. Kenyon Brown
 Program Director Bill York

Chief Engineer Louis Stone
 Consulting Engr. A. Earl Cullum

K B I X

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address 214-216 Wall St.
 Phone Number 303
 Air Time 6 a.m.-12 M.
 Transmitter Location ... 9th floor, Barnes Bldg.
 News Service UP
 Transcription Service Thesaurus
 Representative The Taylor Co.
 President, Gen. Mgr. Tams Bixby, Jr.
 Comm., Sta. Mgr. Walter W. Weber
 Program Director Martin Thomas
 Chf. Ann., News Dir. Bob Carmack
 Chief Engineer Eugene Edwards

K M U S

MUSKOGEE—1948—MBS

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By ... Eastern Okla. Bcstg. Corp.
 Business-Studio Address 412½ Court St.
 Phone Number 656-7
 News Service UP
 Representative Pearson
 President R. M. Mountcastle
 Gen., Station Mgr. Jimmie Barry
 Program Dir. George Overton
 Chief Engineer James Keitel

K N O R

NORMAN—1949

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Cleveland County
 Bcstg. Co.
 Address P. O. Box 542
 Phone Number 474
 Transmitter ½ mile E. of city Hqy. 9
 News Service UP
 Transcription Service Standard, World
 Partner William S. Morgan
 President, Comm. Mgr. Tol Dickenson
 Program Director Gene Stansberry
 Chief Engineer Don Daniel

K B Y E

OKLAHOMA CITY—1946—LBS

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By State Bcstg. Co.
 Bus.-Studio Address 9th & Broadway
 Phone Number 3-2323-4-5
 Transmitter Location 55th & N. Eastern
 Representative Radio Reps
 General Mgr. Frank J. Lynch

K L P R

OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Byrne Ross

OKLAHOMA

Business Address.....128½ W. Commerce St.
 Phone Number3-6358
 Studio-Transmitter Address.....300 Block, SE
 73rd St. & Shields Blvd.

Air TimeSunrise-sunset
 News ServiceAP
 MembershipNARTB, BAB
 Owner, Pres., Gen. Mgr.....Byrne Ross
 Prom. Comm. Mgr.....Fred Farha
 Music Program Dir.....Mrs. Kathleen Burkett
 Production Dir.....Monty Wells
 Publicity Director.....Byrne Ross
 Chief Anncr.....Grant Ladd
 News Director.....Jack Reynolds
 Chief Engineer.....Jay Davis
 Consulting Engineer.....Commercial Radio

K O C Y

OKLAHOMA CITY—1922

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Plaza Court Bcstg. Co.
 Business-Studio Address...Plaza Court Bldg.
 Phone Number3-4333
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNARTB
 Pres., Gen. Mgr.....M. H. Bcnebrake
 Sta., Comm Manager.....George Collison
 Program Director.....David E. Loye
 Chief Engineer.....Howard Hollars
 Consulting EngineerDillard

K O M A

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KOMA, Inc.
 Business Studio Address.....Biltmore Hotel
 Phone Number2-3291
 Transmitter LocationMoore
 Air Time.....5 a.m.-12 M.
 News ServiceUP
 Transcription Service...Standard, Lang-Worth
 RepresentativeAvery-Knodel
 MembershipNARTB
 President.....John Toole Griffin
 General-Station Mgr.....J. J. Bernard
 Sales Prom. Mgr., News Dir...Ben H. Holmes
 Commercial Manager.....Carroll Loos
 Program Director.....Robert M. Eastman
 Production Director.....Martin Fuller
 Musical Director.....Clarence Reynolds
 Chief Engineer.....M. W. Thomas
 Consulting Engineer.....Paul Godley

K T O K

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts d..
 1000 n.
 Owned-Operated By.....KTOK, Inc.

Business-Studio Address.....1800 W. Main
 Phone Number3 8352
 Transmitter Location.....S.E. of City
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription ServiceCapitol
 Representative.....O. L. Taylor Co.
 President.....O. L. Taylor
 Station Manager.....Edgar T. Bell
 Commercial Manager.....E. L. Colbourn
 Chief Engineer.....Clifford Easum

K T O W

OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sooner Bcstg. Co.
 Business-Studio Address...Liberty Bank Bldg.
 Phone Number2-6367
 Transmitter Location.....Reno & Eastern
 Air TimeSunrise-sunset
 News ServiceUP
 RepresentativeForjoe
 MembershipNARTB
 PresidentRalph Ball
 Gen., Sta. Mgr.....Rex M. Lester, Jr.
 Commercial Mgr.....Ross Baker
 Pgm., Prod., News, Pub. Dir.....Bill Bryan
 Chief Engineer.....John Witt

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WKY Radiophone Co.
 Bus.-Studio Address.....500 E. Britton Rd.
 Phone Number.....Britton 2161
 Air Time.....Unlimited
 News ServiceAP, UP
 Transcription Service...Associated, Standard
 RepresentativeKatz
 MembershipNARTB
 Pres., Gen. Mgr.....E. K. Gaylord
 V.P. & Station Manager.....P. A. Sugg
 Asst. Station Mgr.....Hoyt Andres
 Commercial Manager.....Robert E. Chapman
 Administrative Asst.....Eugene B. Dodson
 Program Manager.....Paul Brawner
 News Supvr.....Ewing Canaday
 Public Rel. Mgr.....Ray Scales
 Chief Announcer.....Wakefield Holley
 Chief Engineer.....H. J. Lovell
 Consulting Engineer.....A. D. Ring

K H B G

OKMULGEE—1937—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Okmulgee Bcstg. Corp.
 Business Address.....Box 1350
 Phone Number3646
 Transcription Location.....20th St.
 News ServiceAP
 RepresentativePearson

OKLAHOMA

President Don Reynolds
 Gen. Mgr., News Dir. Dan Kenan
 Program Director Bill Davis
 Chief Engineer John Brenerman

KVLH

PAULS VALLEY—1947—KBS—LBS

Frequency: 1470 Kc. Power: 250 Watts d.
 Owned-Oper. By KVLH Bcstg. Co.
 Business Trans. Address P. O. Box 610
 Phone Number 1470
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 President James T. Jackson
 General Manager Phil Crenshaw
 Program Director Mort Halpern
 Chief Engineer George Rountree

WBBZ

PONCA CITY—1928—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By The Ponca City Publ. Co.
 Address 3rd & Cleveland
 Phone Number 3311
 Air Time 6 a.m.-11 p.m.
 Transmitter Location 615 W. Grand St.
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 President Clyde E. Muchmore
 Sta., Gen. Mgr. Cy Casper
 Commercial Mgr. M. E. Sheid
 Pgm., Prod. Dir. William C. Maugans
 News Director Gareth Muchmore
 Chief Engineer Carrol Blewster

KOLS

PRYOR—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Lakes Area Bcstg. Co.
 Address Fifth & S. Mill Sts.
 Phone Number 1263
 Transcription Service Standard
 News Service AP
 Owner-General Manager L. L. Gaffney
 Commercial Manager Mrs. L. L. Gaffney
 Chief Engineers Jack Merrill,
 Nathan Parsons, Jr.

KGFF

SHAWNEE—1930—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KGFF Bcstg. Co., Inc.
 Address Federal Natl. Bldg.
 Phone Number 4390
 Transmitter Location Shawnee County Club
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 President Oscar S. Stauffer

General Manager Wilford C. Dickson
 Commercial Manager Bill Weaver
 Program Director Gerald Ziegler
 Chief Engineer Robert Martin

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc. Power: 250 Watts d.
 Owned-Oper. By Stillwater Publishing Co.
 Business Address P. O. Box 231
 Phone Number 1831
 Studio-Transmitter Loc. 1½ Mi. S. on Hwy. 40
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 President C. R. Bellatti
 General Manager L. F. Bellatti
 Program Director J. R. Bellatti
 Chief Engineer Paul McCollum

KAKC

TULSA—1946

Frequency: 970 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By Public Radio Corp.
 Bus.-Studio Address 412 E. Fifth St.
 Phone Number 4-2401
 Transmitter Location 21st & Yale Sts.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President-Treas. S. E. Avey
 V.P., General Manager James L. Neal
 Sales Promotion Manager Rusty Kirk
 Program Director John B. Wheeler
 Chief Engineer M. M. Donley

KFMJ

TULSA—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Fred Jones Bcstg. Co.
 Business-Studio Address 13th & Boston
 Phone Number 5-5555
 Transmitter Location 21st & Yale
 Air Time Daytime
 News Service UP
 Representative Indie Sales
 Membership NARTB, BAB
 President Fred Jones
 General Manager Lawson Taylor

KOME

TULSA—1938—MBS

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Oper. By Oil Capital Sales Corp.
 Business-Studio Address Kome Bldg.
 Phone Number 3-4121
 Transmitter Location 86th & S. Harvard
 News Service AP
 Transcription Service World
 Representative Pearson

OKLAHOMA

President.....John E. Brown Jr.
 Exec. Vice-Pres.....Storm Whaley
 General Manager.....Riley R. Gibson
 Program Director.....Jean Arwood
 News Director.....Don Bell
 Chief Engineer.....Roy Brown

K R M G

TULSA—1949—ABC

Frequency: 740 Kc.....Power: 50,000 Watts d.
 25,000 n.
 Owned-Operated By...All Oklahoma Bcstg. Co.
 Business-Studio Address...311 So. Denver Ave.
 Phone Number.....5-3291
 Transmitter Location.....Keystone
 Transcription Service.....Capitol
 Air Time.....5:30 a.m.-M.
 Representative.....John Blair
 News Service.....AP
 Membership.....NARTB, BAB
 President.....Robert S. Kerr
 Sta., Gen. Mgr.....Robert B. Jones, Jr.
 Commercial Manager.....Frank S. Lane
 Program Director.....David E. Wilson
 News Director.....Glenn Condon
 Publicity Director.....Dale L. Bethke
 Chief Engineer.....Alden F. Wooster
 Consulting Engr.....McIntosh & Inqlis

K T U L

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulsa Bcstg. Co.
 Business Address.....Boulder-on-the-Park
 Phone Number.....2-3191
 Transmitter Location.....Turley
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....John T. Griffin
 V.P. & Gen. Mgr.....John Esau
 Commercial Mgr.....L. A. Blust, Jr.
 Sales Prom. Mgr.....George Ketcham
 Chief Announcer.....Ed Nelbling
 Program Director.....Karl Janssen
 Production Director.....Harry Abbott
 News Director.....Jack Morris
 Musical Director.....Glenn Hardman
 Chief Engineer.....Robert Snider
 Farm Editor.....Al Clauser
 Consulting Engr.....Paul F. Godley

K V O O

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Southwestern Sales Corp.

Bus.-Studio Address.....2104 Philtower Bldg.
 Phone Number.....3281-2
 Transmitter Location.....11 Mi. E. of Tulsa
 Hwary. 66

Air Time.....Unlimited
 News Service.....UP, INS
 Transcription Service.....Standard, World
 Representative.....Edward Petry
 President.....P. Q. Proctor
 Sta., General Mgr.....William B. Way
 Commercial Manager.....Gustav K. Brandborg
 Sales Prom. Mgr.....N. T. McClarin
 Program Director.....Tom DeVore
 Production Director.....John Henry
 News Director.....Ken Miller
 Musical Director.....Joe O'Neill
 Chief Engineer.....Watt Stinson
 Farm Editor.....Sam Schneider

K W S H

WEWAKA—1951—MBS

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Operated By.....KADA Bcstg. Inc.
 Address.....Box 1260
 Phone Number.....1280-1261
 Transmitter.....2 Mi. W. Wewoka, Hy. 270
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Taylor
 Membership.....NARTB, BAB
 President.....Dr. C. C. Morris
 General Manager.....Bill Hoover
 Station Manager.....Pat Murphy
 Commercial Manager.....John Landreth
 Chief Anncr., Pgm., News Dir.....Don Owen
 Publicity Director.....Romane Rowland
 Musical Director.....Betty Hughes
 Chief Engineer.....Warren W. Abbott
 Consulting Engineer.....Weldon & Carr

K S I W

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woodward Bcstg. Co.
 Address Trans. Loc.....22 & Cedar Sts.
 Phone Number.....1450
 Air Time.....6 a.m.-10:15 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Continental
 Pres., Gen. Mgr.....Edward A. Ryan
 Program Director.....Lenora W. Ryan
 Chief Engineer.....George Archer
 Chief Announcer.....Mark Gaston

OREGON

Pop. April 1, 1952 (Est.) 1,577,000—Total Housing Units 526,482
Families April 1, 1952 (Est.) 504,000—Stations in State 45

KWIL

ALBANY—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.... Queen Ave. & Elm
Phone Number 1234
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative John Keating
Membership NARTB, BAB
President..... R. R. Cronlse
General Manager..... Chet Wheeler
Pgm., News, Pub. Dir..... Ken McCoy
Commercial Manager..... Johnny Birrel
Station Manager..... Warren Stoffer
Sales Prom. Mgr..... Mal Waltman
Publicity Director..... C. Copenhaver
Chief Engineer, Farm Editor. Herbert Davidson

KWIN

ASHLAND—1946—LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Rogue Valley Bcstg. Co.
Address..... 1160 Helman Rd.
Phone Number 2-1351
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service..... Capitol
Membership NARTB
President..... Leslie V. Bahr
Gen. Mgr., Pub. Dir..... James A. Strickland
Comm., Prom. Mgr..... Hal K. Shade
Pgm., News Dir..... Doyle Seely
Chief Anncr., Engr..... L. Curtis Raynes
Consulting Engineer..... Grant Feikert

KAST

ASTORIA—1936—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By... Astoria Bcstg. Co.
Bus.-Studio Address..... 1006 Taylor Ave.
Phone Number 95
News Service AP
Transcription Service Standard
Representative McHugh
President..... Robert B. Chessman
Gen., Sta., Comm. Mgr..... R. D. Holmes
Program Director..... Mrs. Mary Ristola
Production Director..... Irving Steinbock
Chief Anncr., Engr..... Bruce Whitwell
Consulting Engineer..... James Hatfield

KVAS

ASTORIA—1950—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Clatsop Video Bcstra.
Address..... 612 Commercial St.
Phone Number 41
Representative Coxcomb Hill
Transcription Service World
News Service UP
Membership NARTB
Gen. Mgr., Chief Engr..... L. E. Parsons
Comm., Prom. Manager..... J. W. Spencer
Pgm., Prod. Dir..... E. W. Littlehales

KBKR

BAKER—1939—LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Inland Radio, Inc.
Bus.-Studio Address..... 2030 Auburn Sts.
Phone Number 140
Transmitter Location..... H. Street
News Service UP
Transcription Service World
Membership NARTB
President..... Lee W. Jacobs
Gen., Station Mgr..... Kenneth B. Lockwood
Commercial Mgr..... Milton L. Levy
Program Dir..... Kenneth Holden
Chief Engineer..... Walt Bobisud
Consulting Engineer..... Harold Singleton

KBND

BEND—1938—MBS

Frequency: 1110 Kc. Power: 1000 Watts
Owned-Oper. By... Central Oregon Bcstg. Co.
Bus.-Studio Address..... Coble Bldg.
Phone Number 848
Air Time 6 a.m.-11 p.m.
Transmitter Address..... Butler Market Rd.
News Service UP
Transcription Service Standard
Representative W. S. Grant
Membership NARTB
Gen., Sta. Mgr..... Frank H. Loggan
Comm. Mgr..... W. H. Barton
Pgm. Dir., Chf. Ann..... Kessler Cannon
Publicity Director..... Jack Thornton
Chief Engineer..... Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... KOOS, Inc.
Bus.-Studio-Trans. Address..... 505 Hall Bldg.
Phone Number 4321-4331

OREGON

Air Time Unlimited
 News Service UP
 Reprs. Keating, Forjoe, O'Connell
 President Sheldon F. Sackett
 Vice-President Fred F. Chitty
 Station Manager Phil Waters
 Asst., Comm. Manager Jack Irvine
 Program Director Brad Cole
 Chief Engineer Nate Olson
 Consulting Engineer Paul Leake

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KWRO Bcstrs.
 Address P. O. Box 396
 Phone Numbers 3961-3971
 News Service AP
 Transcription Service Associated, Cole, Capitol
 Representative Gene Grant
 Pres., Gen. Mgr. Walter L. Read
 Station Manager William Cook
 News Director Jim Hodges
 Chief Engineer Phillip Linn
 Program Director Patsy Barkwell
 Consulting Engineer Grant Feikert

KRUL

**CORVALLIS—1947
 LBS-VIKING-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific States Radio Co.
 Address Trans. Lot 1221 So. 15th St.
 Phone Number 3-3322
 Air Time 6:30 a.m.-12:05 p.m.
 News Service AP
 Transcription Service Capitol
 Representative Keating
 President J. C. Haley
 Gen., Sta. Mgr. C. W. Peck
 Commercial Manager Doris Peck
 Chief Announcer Wayne Loeerke
 News Director Ted Carlson
 Program Director Pat McHugh
 Chief Engineer Steve Evans
 Consulting Engr. Grant Feikert

KODL

THE DALLES—1900—KBS-LBS

Frequency: 1230 Kc. Power: 250 d., 100 n.
 Owned-Oper. By Western Radio Corp.
 Trans. Address Scenic Dr. nr. Sorosis Pk.
 Phone Number 2300
 Air Time 6:40 a.m.-10:30 p.m.
 News Service UP
 Transcription Service MacGregor
 Pres., General Manager V. B. Kenworthy
 Station Manager Paul E. Walden

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts

Owned-Oper. By Radio Air Ways, Inc.
 Business Address Trans. Day Island Rd.
 Phone Number 5-3357
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol. SESAC
 Representative Donald Cooke
 Pres., Gen. Mgr. E. L. Kincaid
 Commercial Manager Paul N. Plank
 Program Director Laura Nidever
 Asst. Mgr., Pub. Dir. Clare Mattingly
 Chief Engineer Norville M. Packard

KERG

EUGENE—1948—LBS-CBS

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Guard Pub. Co.
 Address P. O. Box 506
 Phone Number 5-4304
 Transmitter Location Route 2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative W. S. Grant
 Membership NARTB, BAB
 President Alton F. Baker
 Gen., Sta. Mgr. L. W. Trommlitz
 Commercial Manager Herb Michael
 Pgm., Prod. Dir. Reg Rose
 Chief Engineer Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lane Bcstg. Co.
 Business Address P. O. Box 1032
 Phone Number 4-4214
 Studio-Trans. Location S. Willamette St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Everett McKinney
 Membership NARTB
 Director Glenn McCormick
 General Mgr. Lee Bishop
 Commercial Mgr. Bob Hillyer
 Program-Production Dir. Robert Eubanks
 Publicity Dir. Virgil Parker
 Chief Engineer Floyd Viken

KUGN

EUGENE—1946—ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By KUGN, Inc.
 Business Address P. O. Box 590
 Phone Number 4-6216
 Studio-Transmitter Location Coburg Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative McHugh, Meeker

OREGON

Membership NARTB, BAB
 President..... C. H. Fisher
 Sta., Gen. Manager..... S. W. McCready
 Commercial Manager..... L. N. Young
 Program Director..... LeRoy Jolley
 Chief Announcer..... Ken Lomax
 News Director..... Robert Short
 Chief Engineer..... George Hathaway
 Consulting Engr..... Grant S. Feikert

K F G R

FOREST GROVE—1950

Frequency: 1570 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Irving G. Schmidtke
 Address..... Rt. 2, Box 245
 Phone Number..... 6091
 Transcription Service..... Standard, SESAC
 News Service AP
 Pres., Gen., Sta. Mgr..... Irving V. Schmidtke
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir.

Robert Peel

Chief Ann., Mus. Dir..... Gene D. Jacobson
 News Director..... Allen Hoffard
 Chief Engineer..... Irving V. Schmidtke
 Consulting Engineer..... Stanton D. Bennett

K U I N

GRANTS PASS—1939—MBS

DON LEE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Southern Oregon Bcstg. Co.
 Business Address..... P. O. Box 148
 Phone Number..... 4477
 Studio-Transmitter Location..... Redwood Hwy.
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service..... World, McGregor
 Representative..... W. S. Grant
 Membership NARTB, BAB
 President..... A. E. Voorhies
 General Manager..... E. A. Malone
 Commercial Mgr..... M. K. Ball
 Program Director..... Dave Allen
 Chief Engineer..... N. L. Williams

K I H R

HOOD RIVER—1950

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Ore.-Wash. Bcstrs.
 Phone Number..... 8561
 General Mgr., Ptnr..... C. H. Fisher
 Partner..... C. O. Fisher
 Station Manager..... Don McCutcheon
 Chief Engineer..... Robert Houghlum
 Consulting Engineer..... Grant S. Feikert

K F J I

KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc... Power: 5000 d., 1000 n.
 Owned-Oper. By..... KFJI Bcstrs., Inc.
 Address..... P. O. Box 692

Phone Number 22551
 Transmitter Loc..... Radio Hill
 Air Time..... 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative..... W. S. Grant, Keating
 Membership NARTB
 President..... W. D. Miller
 General Manager..... Dick Maguire
 Sales Promotion Manager..... Arlen Sanders
 Chief Announcer..... Chas. A. "Sandy" Potee
 News Director..... John Barton
 Chief Engineer..... William P. Grimes
 Consulting Engineer..... Harold Singleton

K F L W

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Herald Publ. Co.
 Address..... P. O. Box 941
 Phone Number 8115
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Everett McKinney
 Membership NARTB
 President..... Frank Jenkins
 General Manager..... Bud Chandler
 Commercial Manager..... Aaron Boe
 Program Director..... Marjorie Eagle
 Chief Engineer..... Gilbert Walters
 News Director..... Charles McFarlan
 Farm Editor..... Paul Alexander

K L B M

LA GRANDE—1938—KBS-LBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Inland Radio, Inc.
 Address..... Old Oregon Trail
 Phone Number 2201
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President..... Lee Jacobs
 General Station Manager..... John G. Jones
 Commercial Manager..... Ken Lillard
 Pgm. Dir..... Evelyn Bridges
 Chief Engineer..... Murray Durham

K G A L

LEBANON—1950—KBS

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Linn County Bcstrs., Inc.
 Phone Number 8631
 Transcription Library Lang-Worth
 News Service AP
 President..... W. Gordon Allen
 Gen. & Comm. Mgr..... Marcus F. DuLaunay
 Program Director..... Madeline Allen
 Chief Engineer..... Ed McElroy

OREGON

K M C M

McMINNVILLE—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By Yamhill Bcstrs.
Address P. O. Box 207
Phone Number 3811
Transcription Service Lang-Worth
News Service AP
President Jack B. Bladine
General Manager Louis F. Gillett
Commercial Manager Glasco Branson
Chief Engineer Milt Muir

K M E D

MEDFORD—1922—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By Radio Medford, Inc.
Address P. O. Box 1306
Phone Number 2-4000
Transmitter Location Ross Lane
News Service UP
Transcription Service Thesaurus, MacGregor
Station Representative Meeker Assoc.
President Vern Robinson
General Manager Jennings Pierce
Commercial Manager Bill Hansen
Chief Engineer Ray Johnson

K Y J C

MEDFORD—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Medford Printing Co.
Trans. Address Barnett Rd.
Phone Number 2-5277
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Grant, McHugh
President Robert W. Ruhl
Gen., Sta. Mgr. Jimmy Dunlevy
Comm. Mgr. Douglas Gaines
Pgm., Prod. Dir. John Ahern
Chief Engineer Dick Woods
Consulting Engineer Grant S. Feikert

K N P T

NEWPORT—1948—LBS

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By Yaquina Radio, Inc.
Business Address Box 276
Phone Number 560
Studio-Transmitter Address Newport
News Service AP
Transcription Service World
President, General Manager Tom R. Becker
Commercial Manager Dan Kirch
Program Director Ed Warmoth
Chief Engineer Tom Bracanovich

K F I R

NORTH BEND—1951—LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Bay Bcstg. Co.
Address 1937 Union Ave.
Phone Number 5-7351
News Service AP
Transcription Service Standard
President Mrs. Josephine Bjarnson
Gen., Comm. Mgr., Chf. Engr. Roger Spaugh
Prom., Pgm. Dir. Sara Spaugh

K S R V

ONTARIO—1946—LBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By Inland Radio, Inc.
Address Box 540
Phone Number 212
Transmitter Location Hiway 30
Air Time 6 a.m.-M.
News Service UP
Representative Oregon Trail
Transcription Service World
Membership NARTB, BAB
President Lee W. Jacobs
V.P., Gen. Mgr. Gordon L. Capps
Commercial Manager John W. Powell
Program Director Ned Leibman
Chief Engineer Charles E. Harland
Consulting Engr. Harold Singleton

K G O N

OREGON CITY—1947—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Clackamas Bcstrs.
Business Address Box 391
Phone Number 1-5475
Studio-Transmitter Super Hiway, N.
News Service AP
Transcription Service World
Representative McGillvra
President Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr. Irwin S. Adams
Assistant Manager H. I. Jackson
Program Director Sonora Hoffman
Chief Engineer Edward G. Saxe

K W R C

PENDLETON—1941—LBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Western Radio Corp.
Business Address P. O. Box 178
Phone Number 1425
Studio-Transmitter Location End of S.W. Sixth
News Service UP
Pres., Gen. Mgr. V. B. Kenworthy
Station Manager Ted A. Smith
Program Director Denman Dayton
Chief Engineer Robert E. Fay

OREGON

KBKO

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By Mercury Bcastg. Co.
Bus.-Studio Address 3908 N.E. Sandy Blvd.
Phone Number MURdock 1290
Transmitter Location Oaks Park
Representative Forjoe
News Service UP
Pres., Gen. Mgr., Pgm. Dir. Gordon Bambrick
V.P., Chief Engr. Harold Krieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By Westinghouse Radio
Address 1230 SW Main St.
Phone Number CAPITAL 1881
Transmitter Location Clackamas
Air Time 5:30 a.m.-1 a.m.
News Service UP, INS
Transcription Service Associated
Station Representative Free & Peters Inc.
Station Manager J. B. Conley
Commercial Manager Robert H. Prigmore
Sales Promotion Manager Charles L. Burrow
Program Director Mel Bailey
Production Director Jesse Leonard
News Director Robert L. Thomas

KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By KOIN, Inc.
Business Address P. O. Box 1031
Phone Number ATwater 3333
Transmitter Location Rt. 5, Box 1025
Air Time 6 a.m.-M.
News Service AP, INS, UP
Transcription Service Associated, World,
Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
President Marshall Field
Gen.-Sta. Mgr. Harry H. Buckendahl
Promotion Director George Wann
Program Manager Ted W. Cooke
Production Director Willard Mears
Chief Announcer Duncan Macleod
News Director Lester Halpin
Musical Director Owen Dunning
Dir. of Engineering Louis S. Bookwaller
Farm Editor Luke L. Roberts

KPAM

PORTLAND—1951

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By Bcstrs, Oregon Ltd.
Address P. O. Box 1230

AP SELLS

For Stations and Sponsors

For instance . . . **KGAL**

“All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off . . . made him News and Public Relations Director. We have no trouble at all selling AP news.”

GORDON ALLEN,
President,
KGAL, Lebanon, Oregon

THE SKY'S THE LIMIT IN THE KGW MARKET!



**MORE PEOPLE
WITH MORE TO SPEND
ALL SET TO GIVE ADVERTISERS
A ROUSING WESTERN WELCOME**

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

Oregon's population has shown a net increase of 39.6% in the past 10 years. Every index of market prosperity has hit a new all-time high. Total per capita spendable income is up over 3 1/2 million above last year.

ADVERTISERS who want big-market results will do well to consider KGW's prosperous Western families as prime prospects in 1952!

KGW PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

OREGON

Phone Number.....Broadway 7471
 News Service.....AP
 Transcription Service.....Associated, World
 Pres., Comm., Gen. Mgr.....Stanley M. Goard
 Program Director.....Alvin C. Yantiss
 Chief Engineer.....Charles K. Dickson

K G W

**PORTLAND—1922—NBC
 N.W. TRIANGLE**

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Oper.....Pioneer Bcstrs. Inc.
 Bus.-Studio Address.....1320 S.W. Broadway
 Phone Number.....BEacon 6364
 Transmitter Location.....No. Portland
 Air Time.....6 a.m.-12 M.
 News Service.....AP, INS
 Transcription Service.....Lang-Worth, World
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Mrs. S. I. Newhouse
 Station Manager.....H. Quenton Cox
 Commercial Manager.....J. N. Wassan
 Program Manager.....Donald Whitman
 Chief Announcer.....Bob Franklin
 News Directors.....Don Kneass, Chuck Foster
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold C. Singleton
 Farm Editor.....Don Kneass

K P D Q

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....John W. Davis
 Bus.-Studio-Trans. Address.....1008 S.W. 6th Ave.
 Phone Number.....CA 9209
 Transmitter Location.....Oaks Park
 News Service.....AP
 Transcription Service.....Associated
 Pres., Gen. Mgr.....John W. Davis
 Commercial Manager.....Dave Jack
 Pgm., News Dir.....Fred Haskins
 Chief Engineer.....Chuck Moore

K P O J

PORTLAND—1932—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...KPOJ, Inc., Portland Oregon
 Journal
 Phone Number.....Broadway 3484
 Studio Address.....1019 S.W. 10th
 Transmitter Location.....P. O. Address R. 1,
 Box 2433
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....John Blair
 Membership.....NARTB, BAB
 President.....P. L. Jackson
 General Station Manager.....R. M. Brown
 Commercial Manager.....Harry C. McLain
 Sales-Prom. Mgr., Publ. Dir.....Isabell Hoyt
 Program Director.....Joseph T. Hallock

Chief Ann., Prod. Dir.....Jack Moys
 News Director.....Vern Mueller
 Chief Engineer.....Carol Saling
 Farm Editor.....Alvin D. Bauer
 Consulting Engrs.....McIntosh & Inglis

K W J J

PORTLAND—1927

Frequency: 1080 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....KWJJ Bcst. Co., Inc.
 Bus.-Studio Address.....1011 S.W. 6th Ave.
 Phone Number.....Atwater 4393
 Transmitter Location.....4350 N. Suttle Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith
 Pres., Gen., Sta. Mgr.....Wilbur J. Jerman
 Prog., Dir., Comm. Mgr.....Jerry Speerstra
 Prom. Mgr., Pub. Dir.....Ben Crosby
 Chief Anncr.....Art Morey
 Musical Director.....John Emmel
 Chief Engineer.....Dwight Loomis

K X L

PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
 Owned-Operated By.....KXL Bcstrs.
 Business-Studio Address.....Orpheum Bldg.
 Phone Number.....BR. 6451
 Transmitter Location.....Harmony Twp.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker
 Pres., Gen., Comm. Mgr.....H. S. Jacobson
 Program, Prom. Manager.....Jackson Fleming
 News Director.....Ralph Wiegand
 Chief Engineer.....Ralph Mifflin

K R C O

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Central Oregon
 Phone Number.....6-239
 Representative.....Gene Grant
 Transcription Service.....Thesaurus
 News Service.....UP
 Pres., Gen., Sta. Mgr.....Norbert A. Miksche
 Sales Promotion Manager.....Richard Burger
 Program Director.....Les McKay
 Chief Engineer.....Curtis Burnside
 Consulting Engineer.....Grant Feikert

K R N R

ROSEBURG—1935—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....News Review Co.
 Address.....211 N. Main St., 134 N.
 Jackson St.
 Phone Number.....3-5551

OREGON—PENNSYLVANIA

Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 Representatives John Keating
 Membership NARTB, BAB
 President Frank Jenkins
 Station Manager Leroy Hiatt
 Commercial Mgr. Warren Ward
 Program Director Lyle Fenner
 Chief Engineer Max Dick

Address Trans. Loca. 1426 Edgewater St.
 Phone Number 3-3100
 Air Time 8 a.m.-M.
 News Service UP
 Transcription Service.... Capitol, Associated,
 Representative..... William G. Rambeau
 General Manager Loring Schmidt
 Program Director Carl Ritchie
 Chief Ann., News Dir. Gene Good, Jr.
 Chief Engineer..... Robert Suing

KRXL

ROSEBURG—1950—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Umpqua Bcstrs., Inc.
 Address..... P. O. Box 847
 Phone Number 3-4464
 Transcription Service..... Lang-Worth,
 Capitol, World
 News Service UP
 President..... Donn Radabaugh
 Gen., Sta. Manager..... Iris Rice Helliwell
 Commercial Manager..... Lon D. Hunt
 Chief Engineer..... Ralph E. Smith

KGAE

SALEM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By... Allen, Truhan & Clark
 Address Marion Hotel
 News Service AP
 Pres., Gen. Mgr. W. Gordon Allen
 Program Director..... Del Olney
 Chief Engineer..... Gordon Allen

KOCO

SALEM—1947—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Loring Schmidt

KSLM

SALEM—1934—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By... Oregon Radio, Inc.
 Business Address..... P. O. Box 631
 Phone Number 3-4831
 Transmitter Location..... Kingwood Hghts.
 Representative McKinney, Everett
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service.... World, Lang-Worth
 Membership NARTB, BAB
 President..... Glenn McCormick
 Gen., Comm. Mgr. Earl Headrick
 Sales Prom. Mgr., Pgm. Dir. Dave Hoss
 News Director Jim Danielson
 Chief Engineer..... Clyde Carlton
 Consulting Engr..... Grant Fiekert

KTIL

TILLAMOOK—1947

Frequency: 1590 Kc. Power: 250 Watts
 Owned-Oper. By... Tillamook Bcstg. Co., Inc.
 Business Address..... Star Route W.
 Phone Number 1122
 Representative John Keating
 Manager Tom Hoover
 Sales Manager..... Jim Kelly Jr.

PENNSYLVANIA

*Pop. April 1, 1952 (Est.) 10,928,000—Total Housing Units 3,044,785
 Families April 1, 1952 (Est.) 2,853,000—Stations in State 113*

WAEB

ALLENTOWN—1949—ABC

QUAKER

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By..... WAEB, Inc.
 Address Center Square
 Phone Number 4-9364
 Transmitter Location Mickley
 Air Time 6 a.m.-1 a.m.
 News Service UP

Representative George P. Hollingbery Co.
 President Howard Wasserman
 General Manager..... Milton Laughlin
 Program Director..... Thomas A. Earley
 Chief Engineer..... William Gottshall
 Consulting Engineer..... MacIntosh & Inglis

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Allentown Bcstg. Corp.

P E N N S Y L V A N I A

Add. Trans. Loca. 1125 Colorado St.
 Phone Number Allentown 4-4801
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Thesaurus
 Representative Robert Meeker
 President Henry K. Bauman
 Sta. Mgr., Pgm., Pub. Dir. J. F. Chambers
 Musical Dir. Sydney Paul
 Chief Engineer Gerald B. Werst
 Consulting Engineer Lynne Smeby

W K A P

ALLENTOWN—1947

Frequency: 1320 Kc. Power: 1000 Watts
 Operated By WKAP, Inc.
 Bus.-Studio Address ... P. O. Box 689, No. 7th
 St. Pike
 Phone Number 3-3166
 Transmitter Location No. 7th St., Pike
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated
 Representative Weed
 President N. Joe Rahall
 Sta., Gen. Mgr. O. R. Davies
 Program Director Marshall Cleaver
 Chief Engineer C. Frank Cordaro
 Consulting Engineer E. C. Page

W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By ... Lehigh Valley Bcstg. Co.
 Bus.-Studio Address ... 39-41 N. Tenth St.
 Phone Number 4-9511
 Transmitter Location Route 1
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley Reed
 General Manager B. Bryan Musselman
 Comm. Mgr. Olivia P. Musselman
 Dir. of Programs George Y. Snyder
 Chief Engineer Reuel H. Musselman
 Consulting Engineer Gautney & Ray

W F B G

ALTOONA—1924—NBC-QUAKER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Gable Bcstg. Co.
 Phone Number 6467
 Transmitter Location Atop Gable Store
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative H.R. Repr., Inc.
 Membership NARTB, BAB
 President George P. Gable
 General Manager John M. Snyder
 Chief Ann., Pgm. Dir. James Gates

Musical Director Allo Weiladt
 Chief Engineer George Burgoon
 Farm Editor Eugene Hammil
 Consulting Engineer Craven, Lohnes &
 Culver

W J S W

ALTOONA—1947—MBS

Frequency: 1290 Kc. Power: 1000 d., 500 n.
 Owned-Operated By Altoona Bcstg. Co.
 Bus.-Studio Address 1413 11th Ave.
 Phone Number 9301
 Transmitter Location Goods Lane, Logan
 Township
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership BAB
 President Herbert T. Wolf
 General Mgr. Thomas W. Metzger
 Station-Comm. Mgr. James E. Moren
 Sales Prom. Mgr. D. Guy Chappie
 Publicity Director Charles Flynn
 Chief Engineer C. Irvin Metzger
 Consulting Engineer George C. Davis

W R T A

ALTOONA—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Thompson Bcstg. Co.
 Address 1421 12th Ave.
 Phone Number 6646
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Robert Meeker
 Membership NARTB
 Pres., Gen. Mgr. Roy F. Thompson
 Sales Prom. Mgr. William Clear
 Program Director Dorothy M. Thompson
 Musical Director Robert Michaels
 Publicity Dir. S. Carlton Ayers
 Chief Engineer George R. Burgoon

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By General Bcstg. Corp.
 Address Trans. Loca. 2801 Edgewood Dr.
 Phone Number 8127
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed & Co.
 President Emanuel S. Leopold
 General Manager Robert G. Walter
 Comm., Prom. Mgr. Will Union
 Program Director Robert G. Walter
 News Director John Riley
 Chief Engineer William R. Butterbaugh

P E N N S Y L V A N I A

WAVL

APOLLO—1947

Frequency: 910 Kc. Power: 1000 Watts. d.
 Owned-Oper. By. Tri-Borough Bcstg. Co.
 Bus.-Studio Address Trans. Loca. No. 4th
 Phone Number 72-3921
 Air Time Daytime
 News Service UP
 Transcription Service SESAC, Cole,
 Thesaurus
 General Manager Cecil F. Clifton
 Sales Prom. Manager A. J. West
 Comm. Mgr., Prod. Dir. David T. Taylor
 Chief Engineer H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc. Power: 500 Watts d.
 Owned-Oper. By. No. Cambria Bcstrs.
 Phone Number 1010
 Transcription Service Thesaurus, Standard
 News Service UP
 Pres., Prom. Mgr. Harris G. Breth
 General Manager W. J. Thomas
 Chief Engineer Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. WBVP, Inc.
 Business-Studio Address. 1216 Seventh Ave.
 Phone Number 4100
 Transmitter Location. New Brighton
 Air Time Unlimited
 News Service UP, AP
 Transcription Service Standard, World
 Membership NARTB, BAB
 Pres., Sta., Gen. Mgr. Frank R. Smith, Jr.
 Prom., Comm. Mgr. Thomas B. Price
 Program Director Charles H. Wilson
 Production Director Jean E. Biggard
 Chief Announcer George Allen
 Chief Engineer Gerald Cushing

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By. The Bethlehems' Globe
 Bus.-Studio Address. 426 Brodhead Ave.
 Phone Number 6-8074-5
 Transmitter Location. Eighth Ave. & Dell St.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Capitol, Thesaurus
 Membership NARTB, BAB
 General Manager Ellis Service
 Station Manager Arthur C. McCracken
 Comm., Sales Prom. Mgr. Frank Collie
 Prod., Pgm. Dir. Stefan George
 Chief Engineer Edwin L. Rybak

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Columbia-Moniour
 Bcstg. Corp.
 Bus.-Studio Address. 38 W. Main St.
 Phone Number 1700
 Transmitter Location. Bloomsburg RFD
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NARTB
 President Robert R. Eyerly
 Gen. Mgr. Ed Darlington
 Chief Engineer Robert Fulton

WHLM

BLOOMSBURG—1951—LBS

Frequency: 690 kc. Power: 1000 Watts d.
 Owned-Operated By. Bloom Radio
 Address Hotel Magee
 Phone Number 1800-1
 Transmitter Location. Scott Twp.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President Harry Magee
 Manager Robert R. Williams
 Chief Engineer Anthony Hogg

WLOA

BRADDOCK—1947

Frequency: 1550 Kc. Power: 1000 Watts d.
 Owned-Operated By. Matta Bcstg. Co.
 Business-Studio Address. 1233 Braddock Ave.
 Phone Number Electric 1-1100
 Transmitter Location N. Braddock Hilltop
 News Service UP
 President, Gen. Mgr. William G. Matta
 Commercial Manager George Matta
 Program Director George Bozic
 Chief Engineer Richard G. Noullet

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. WESB
 Business Address. 43 Main St.
 Phone Number 3173
 Studio-Transmitter Location. High St. Ext.
 Air Time 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 News, Pub., Dir., Prom., Gen. Mgr. J. M. Cleary
 Commercial Manager James Ponder
 Chief Engineer Joseph Sudock

P E N N S Y L V A N I A

W B U T

BUTLER—1948—LBS

Frequency: 1580 Kc. Power: 500 Watts d.
Owned-Oper. By Eagle Printing Co.
Phone Number 75-778
Transcription Service Thesaurus
News Service AP
President John L. Wise
Sta., Comm. Mgr. Philip B. Hirsch
Sales Prom. Mgr. Vernon L. Wise, Jr.
Program Director Joseph Laconi
Chief Engineer Gerald L. Coleman

W I S R

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc. Power: 250 Watts d.
Owned-Oper. By The Butler Bcstg. Co., Inc.
Business-Studio Address 357 N. Main St.
Phone Number 4701-2
Transmitter Location McKinley Ave. Ext.
Air Time 6:30 a.m.-Sunset
News Service UP
Membership NARTB, BAB
President Mrs. Georgia Rosenblum
News Dir., Sta. Mgr. Robert Kaufman
Pgm., Musical Dir. Warren Ihlenfeld
Chief Announcer Edward Menke
Chief Engineer Paul Rex
Consulting Engineer George C. Davis

W C D L

CARBONDALE—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address 127 Salem Rd., Carbondale; 849
Main St., Honesdale, Pa.
Phone Number Carbon, 1230, Hones, 1230
Trans. Loca. 116 Salem Rd., Carbondale Twp.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service SESAC, World
Representative Donald Cooke, Inc.
President William H. Ware
Gen., Sta. Mgr. W. Richard Carlson, Jr.
(Honesdale Studio Manager Tut Perry)
Comm., Prom. Mgr. William Fletcher
Program Director Norah B. Carlson
Production Director John Krieger
Publicity Director Jean Lynady
Chief Engineer Robert G. Adams
Farm Editor (Honesdale Studios) J. McKeon
Consulting Engineer J. Gordon Keyworth

W L X W

CARLISLE—1948—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Operated By Philip Mathews

Business Address Holly Pike
Phone Number Carlisle 1785
Studio-Transmitter Location Mt. Holly Pike
News Service UP
President Philip Mathews
Chief Exec. Florence Good
Chief Engineer Henry Palmer

W C H A

CHAMBERSBURG

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Chambersburg Bcstg. Co.
Bus.-Studio Address Craft Press Bldg.
Phone Number 1110
Transmitter Location Route No. 6, Warm
Spring Rd.
Air Time Sunrise-sunset
News Service UP
Transcription Service Capitol, Associated
Representative Forjoe
Membership NARTB
Pres., Gen. Manager John S. Booth
Commercial Manager Earl P. Strine
Program Director Allen Saunders
Chief Engineer James McCurdy
Consulting Engineer Kear & Kennedy

W E S A

CHARLEROI—1947—KBS

Frequency: 940 Kc. Power: 250 Watts d.
Owned-Oper. By Monongahela Valley Bcstg.
Business-Studio Address Fifth St.
Phone Number 3-6551
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Thesaurus
President Dr. A. S. Sickman
Gen., Comm. Mgr. C. R. Duvall
Chief Engineer Mel Wigand
News Director Bill Richards

W P W A

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By Lou Poller
Business Address Box 30, Chester
Phone Number 3-1641
Trans. Loca. Brookhaven, Middletown Rd.
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative Forjoe
Pres., Gen. Mgr. Lou Poller
Station Manager Harry Simmington
Comm., Sales Prom. Mgr. Burton Levin
Pgm., Prod. Dir. Melvin Levine
Chief Announcer Paul Warren
Publ. News Director Mort Rosenman
Chief Engineer Harry Simmington
Consulting Engineer Russell P. May

PENNSYLVANIA

WVCH

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Operated By James M. Tisdale
Bus.-Studio Address Wolf Bldg., Market Sq.
Phone Number Chester 2-8861
Transmitter Location Bridgewater Rd., RD 1
Air Time Sunrise-sunset
News Service UP
Prom., Gen., Comm. Mgr. James M. Tisdale
Program Director Robert A. Hibbert, Jr.
Chief Engineer James M. Tisdale
Consulting Engineer John Creutz

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Clearfield Bdcsters, Inc.
Address 215 Church St.
Phone Number 5-5541
Transmitter Location R. D. Clearfield
Air Time Sunrise-Sunset
News Service UP
Transcription Service Thesaurus, Associated
Membership NARTB, BAB
President W. K. Ulerich
Commercial Manager W. C. Plummer
Sta., Gen. Mgr., Pgm., Pub., News Dir.
W. J. Thomas
Production Director Miss Margaret Nemeth
Musical Director Joseph Milsop
Chief Engineer Lewellyn Duck
Consulting Engr. John Mullaney

WCOJ

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Chester Co. Bcstg. Co.
Address 703 E. Chestnut St.
Phone Number 2100
Transcription Service SESAC
News Service UP
Pres., Gen. Mgr. William S. Halpern
Vice-President Richard Scully, Jr.
Pgm., News Dir. Ellis Shook
Promotion Manager Donald Kimes
Secy., Chief Engr. Louis N. Seltzer

WCVI

CONNELLVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Connellsville Bcstrs., Inc.
Bus.-Studio Address 124 W. Crawford Ave.
Phone Number Connellsville 2700
Transmitter Location Limestone Hill
Air Time 7 a.m.-12 M.
News Service UP
Transcription Service SESAC, World
Membership NARTB, BAB
President Raymond Galiardi
Gen., Sta. Mgr. Jack Craddock

Commercial Manager Howard McMeekin
Program Director Fran Roberts
Chief Announcer Dick Jessen
Chief Engineer Paul Queer

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Charles M. Meredith
Business-Studio Address The Hart Bldg.
Phone Number 220
Transmitter Location Doylestown Township
News Service AP
General Manager William A. Lynch

WCED

DUBOIS—1941—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Tri-County Bcstg. Co.
Bus.-Studio-Transmitter Address 80 N. Park Pl.
Phone Number 1700
News Service UP
Transcription Service SESAC
Representative McGillivra
President Harold Gray
General Mgr. Jason S. Gray
Commercial Manager George Williams
Pgm., News Dir. Ed Paul Finger
Promotion Manager Ken Johnston
Chief Engineer Bernard Gurewicz

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Associated Bcstrs., Inc.
Bus.-Studio Address 516 Northampton St.
Phone Number 6131
Transmitter Location Williams Township
Air Time 6:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB
Station Executive Clair R. McCollough
Station Manager Elwood C. Anderson
Natl. Sales Manager J. Robert Gulick
Program Director Eugene Bethman
Technical Director J. E. Mathiot

WERC

ERIE—1941—NBC

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By Presque Isle Bcstg. Co.
Bus.-Studio Address 121 W. 10 St.
Phone Number 46367
Transmitter Location Robinson Rd.
Air Time 6 a.m.-2 a.m.
News Service UP
Transcription Service Capitol, Lang-Worth
Representative Avery-Knodel
President Jacob A. Young

P E N N S Y L V A N I A

General Manager.....Charles E. Denny
 Commercial Manager.....Art Ingram
 Program Director.....Virginia Donachy
 Chief Engineer.....Ken Hestor
 Consulting Engineer.....Kear & Kennedy

W I K K

ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By..Community Service Bcstg.
 Co.

Bus.-Studio Address.....1021 State St.
 Phone Number.....2-3248,23-240
 Transmitter Location.....Waterford
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....H.R. Reps.
 President.....Keith Kiggins
 Gen., Sta. Mgr.....Ted Nelson
 Program Director.....C. E. McElroy
 Chief Engineer.....Clarence Baker
 Consulting Engineer.....George Adair

W J E T

ERIE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Jet Bcstg. Co.
 Address.....1635 Ash St.
 Phone Number.....4-6013
 News Service.....AP
 Transcription Service.....SESAC
 Pres., Gen. Mgr.....Myron Jones
 Commercial Manager.....Paul C. Rinehardt
 Chief Engineer.....William Fleckenstein

W L E U

ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLEU Bcstg. Corp.
 Bus.-Studio-Transmitter Address.....2nd Fl.
 Commerce Bldg., 12th & State Sts.
 Phone Number.....23-327, 22-129
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 President.....Leo J. Omelian
 V.P., Comm., Gen. Mgr.....V. Hamilton Weir
 Secretary.....Catherine Donatelli
 Musical Director.....Anthony Conti
 Consulting Engineer.....McNary & Wrathall

W G E T

GETTYSBURG—1950—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Times & News Pub. Co.
 Address.....Harrisburg Rd.

Phone Number.....850
 Air Time.....6 a.m. 12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Gen., Sta., Comm. Mgr.

Murray L. Goldsbrough

Sales Promotion Manager.....Sebastian Hafer
 Program Director.....Maurine Nelson
 Publicity Director.....Edwin Shoop, Jr.
 Chief Announcer.....Owen Voigt
 Chief Engineer.....Lester Blair
 Consulting Engineer.....Howard S. Frazier

W H J B

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d.
 500 n.

Owned-Oper. By.....Pittsburgh Radio Supply
 House
 Business-Studio Address...128 N. Penn Ave.
 Phone Number.....Greensburg 3740
 Transmitter Location.....3 Mi. E., Rt. 30
 Air Time.....7 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooke
 Membership.....NARTB
 President.....H. Kenneth Brennen
 General-Comm. Mgr.....G. J. Podyyn
 Program Director.....Glen Grayson
 Chief Engineer.....L. L. Allen

W H V R

HANOVER—1948—MBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 500 Watts n.

Owned-Operated By.....Radio Hanover, Inc.
 Address.....Hanover Trust Bldg.
 Phone Number.....3831
 Transmitter Location.....½ Mi. No. of City
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Pres., Sta. Gen. Mgr.....John D. Bare
 Comm. Mgr.....H. Vernon Ferster
 Pgm. Dir.....Mack Edwards
 Chief Engineer.....Philip Rohrbaugh
 Consulting Engineer.....A. D. Ring Co.

W H G B

HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Bus.-Studio-Trans. Address.....112 Market St.
 Phone Number.....2-3456
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative.....Weed
 Pres., Gen., Comm. Mgr.....Herbert Kendrick
 Station Manager.....Jack Hooper
 Music, Publ. Dir.....Red McCarthy
 News Director.....Lewis Doolittle



WINS FRIENDS AND INFLUENCES PEOPLE BY THE THOUSANDS

**PULLS
HIGHEST HOOPERS
WITH CBS
AND STELLAR
LOCAL
PROGRAMMING**

These are the most valuable kinds of friends... the long-time friends gathered during a quarter century. W H P gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W H P has 5000 busy watts on 580. Hooper says so... more listeners who listen more.



**COVERS
PENNSYLVANIA'S
TOP-QUALITY
MARKET**

These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family (\$6,135), income per capita (\$1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.



HARRISBURG, PA.

**KEY STATION OF
THE KEYSTONE
STATE**

5000 W 580 KC

REPRESENTED BY BOLLING

P E N N S Y L V A N I A

Chief Announcer.....Tony Bekas
 Chief Engineer.....William Kuntz

W H P

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHP, Inc.
 Business-Studio Address.....216 Locust St.
 Phone Number.....4-3211
 Transmitter Location...1½Mi. W. Summerdale
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Standard, Associated
 Representative.....The Bolling Co.
 Membership.....NARTB
 Gen.-Sta.-Comm. Mgr.....A. K. Redmond
 Sales Prom. Mgr.....Beatrice Pottleiger
 Program Director.....Dick Redmond
 Production Director.....Harry Hinkley
 News, Pub. Dir.....John Price
 Musical Director.....David Shoop
 Chief Engineer.....E. Daniel Leibensperger
 Farm Editor.....George Wirt

W K B O

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Keystone Bcstg. Corp.
 Bus.-Studio Address.....31 N. Second St.
 Phone Number.....4-0191

Transmitter Location.....Penn Harris Hotel
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....David J. Bennett, Jr.
 Program Director.....Don Wear
 Technical Director.....J. E. Mathiot

W A Z L

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Bcstg. Co.
 Bus.-Studio Address.....708 Hazleton Natl.
 Bank Bldg.
 Phone Number.....5400-1
 Transmitter Location.....E. Berner Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Victor C. Diehm
 Commercial Mgr.....Thomas Tito
 Program Director.....Don Murray
 Asst. to Gen. Mgr.....Kathryn Kahler
 Chief Engineer.....Elwood Tito
 Farm Editor.....Bob Richards

WAZL

1490 Kc.

ESTABLISHED 1932

WAZL-FM

97.9 Meg.

HAZLETON, PENNA.

VIC DIEHM, Pres. & Gen. Mgr.

FOR BEST RESULTS

- 7 Out of Every 10 Listeners Tune to WAZL
- Average Per Family Income Is \$6,576.00*
- Metropolitan Buying Population — 117,000
- Retail Sales for Hazleton — \$45,619,000*

National Representatives:
 Robert Meeker Associates
 521 Fifth Avenue
 New York City, N. Y.

* Sales Management

P E N N S Y L V A N I A

W H O D
HOMESTEAD—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By... Steel City Bcastg. Corp.
Bus.-Studio Address... 105 E. Seventh Ave.
Phone Number... HO 1-0172
Transmitter Location... W. Millin Borough
Air Time... Sunrise-sunset
News Service... UP
Representative... Interstate
President... Anthony S. Ortale
General-Comm. Mgr... Roy Ferree
Chief Engineer... James Herbert

W H U N
HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Joseph F. Biddle Publ. Co.
Bus.-Studio Address... 400 Washington St.
Phone Number... 1291
Transmitter Location... 27th & Murray Aves.
News Service... UP
Transcription Service... SESAC. World
President... John H. Biddle
General Manager... William E. Germann
Chief Engineer... Ernest A. Craig

W D A D
INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Indiana Broadcast Inc.
Address... Indiana Theatre Bldg.
Phone Number... 5-5511
Transmitter Location... East Pike
Air Time... 6:30 a.m.-12:05 a.m.
News Service... AP, UP
Representative... McGilvra
Pres., Gen. Mgr... T. K. Cassel
Sales Prom. Manager... Bob Sefick
Comm. Mgr... Tony Rand
Sta. Mgr., News Dir... James E. Pattison
Chief Engineer... Robert Ramsay

W A R D
JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Central Bcastg. Co., Inc.
Business-Studio Address... Porch Bldg.
Phone Number... 81-216
Transmitter Location... Prospect Hill
Air Time... 6 a.m.-2 a.m.
News Service... UP
Transcription Service... World
Representative... Weed
Membership... NARTB
President... Paul Short
General Manager... George D. Gartland
Station Manager... Robert R. Nelson
Commercial Mgr... John C. Gilmore

Chief Announcer... Bill Santoro
News Director... Frank C. Jordan
Chief Engineer... Millard C. Coleman

W C R O
JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Century Bcastg. Corp.
Bus.-Studio Address... Fort Stanwix Hotel
Phone Number... 9-8539
Transmitter Location... Ihmsen Rd.
Air Time... 6 a.m.-1 a.m.
News Service... INS
Representative... Radio Reps
President... John J. Keel
General Manager... Stewart W. Phillips
Comm., Sta. Mgr... Dennis Gerken
Chief Engineer... Robert Stillwagon

W J A C
JOHNSTOWN—1925—NBC-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... WJAC, Inc.
Bus.-Studio Address... 329 Main St.
Phone Number... 4-1267
Transmitter Location... Tribune Bldg.
News Service... AP
Transcription Service... Lang-Worth
Representative... Young
President... W. W. Krebs
Station Manager... John P. Foster
Chief Engineer... Theodore E. Campbell

W A C B
KITTANNING—1948-LBS

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By... The Armstrong County
Bcastg. Corp.
Bus.-Studio Address... 325 Market St.
Phone Number... 43-1381
Transmitter Location... Bunker Hill
Air Time... Sunrise-Sunset
News Service... AP
Transcription Service... Thesaurus
Membership... NARTB
President... J. B. Moore
General Manager... Edward J. Hirshberg
Station Manager... W. Marshall Fatkin
Commercial Manager... John Albert Dame
Chief Engineer... Joseph Pelletier

W G A L
LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... WGAL, Inc.
Business-Studio Address... 8 W. King St.

PENNSYLVANIA

Phone Number 5251
 Transmitter Location Lancaster
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 President Clair R. McCollough
 Station Manager Maynard W. Thomas
 Technical Director J. E. Mathiot

WLAN LANCASTER—1946 ABC—QUAKER

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Peoples Bcstg. Co.
 Bus.-Studio Address 252 N. Queen St.
 Phone Number 720
 Transmitter Location Manheim Township
 Air Time 6 a.m.-12:35 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 President Frank H. Altdoerfer
 Comm., Sales Prom. Mgr. Arthur H. Beckwith
 Pgm., Prod. Dir. Theodore Pollack

WAKU LATROBE—1951

Frequency: 1570 Kc. Power: 250 Watts d.

Owned-Operated By Clearfield Bcstrs. Inc.
 Address Lovenstein Bldg.
 Phone Number 2348
 Transcription Service Thesaurus, World
 President W. K. Ulenick
 General Manager W. J. Thomas

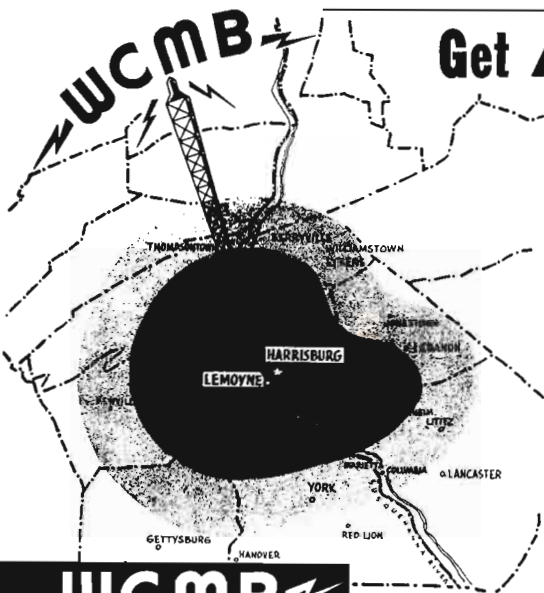
WLBR LEBANON—1947

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Lebanon Bcstg. Co.
 Bus.-Studio Address 8th & Cumberland Sts.
 Phone Number 3900
 Transmitter Location Ebenezer
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Associated
 Representative William G. Rambeau
 Membership NARTB, BAB
 General Manager Lester P. Etter
 Station Manager Julian F. Skinnell
 Chief Engineer M. Leonard Savage

WCMB LEMOYNE—1948—LBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By Rossmoyne Corp.
 Bus.-Studio Address Lemoyne Theater Bldg.
 Phone Number Harrisburg 4-3005

Get ALL of HARRISBURG



Make sure you get ALL of Harrisburg . . .
 . . . not just the "City of Harrisburg".

Perhaps you're missing MOST of your
 selling potential?? Consider this:

- ★ More than 200,000 of Metropolitan Harrisburg's population live OUTSIDE THE CITY OF HARRISBURG!
- ★ More than 65% of Harrisburg Stores' Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to really sell the complete Harrisburg Market
 . . . ALL OF IT . . . you need

WCMB
 the **BIG BUY**
 . . . per dollar, per listener!

5000 • WATTS • FULL TIME

WCMB
 LEMOYNE, PA.
 Represented by Donald Cooke, Inc., New York

PENNSYLVANIA

Transmitter Location.....Poplar Church Rd.,
E. Pennsboro Township

Air Time.....6:30 am.-1 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Donald Cooke
President.....Edgar T. Shepard, Jr.
Gen., Sta. Manager.....Ed K. Smith
Commercial Manager.....Rudy O. Marcoux
Sales Prom. Mgr.....Gilbert Brown
Program Director.....John Archer
Production Director.....Stanley Bowman
Publ., News Director.....Pete Wambach
Chief Engineer.....J. Howard Bair
Consulting Engineer.....McIntosh & Inglis

WKVA

LEWISTOWN—1949

Frequency: 920 Kc.....Power: 1000 Watts a.
Owned-Operated By...Central Pa. Bcstg. Co.
Address.....7 N. Wayne St.
Phone Number.....6771
Air Time.....Daylight
News Service.....UP
Transcription Service.....World
President.....Mrs. Paul J. Newton
Sta., Gen. Mgr.....Robert L. Wilson
Prom. Mgr.....Don Raffensberger
Farm Ed., Pgm. Dir.....Lynn Bloom
Publicity Director.....Read Gray
Chief Engineer.....Robert Steltzer
Musical Director.....Allan Jay
Consulting Engineer.....A. D. Ring

WMRF

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Lewistown Bcstg. Co.
Business-Studio Address...Monument Square
Phone Number.....6759
Transmitter Location.....Lewiston
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard
Representative.....Burn-Smith
Membership.....NARTB, BAB
President.....J. S. Woods
General Manager.....T. W. Metzger
Commercial Manager.....Ralph Parker
Pgm., Publ. Director.....James Keyes
Chief Engineer.....Bernard H. Bopp
Consulting Engr.....George Davis

WBPZ

LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number.....4038
Transmitter Location.....Allison Township
Air Time.....6 a.m.-M.
News Service.....AP

Transcription Service.....Associated, World.
SESAC

Representative.....Joseph Hershey McGillvra
Membership.....NARTB, BAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Prom. Mgr., News, Pgm. Dir.....Dave King
Production Director.....Richard Kidney
Chief Engineer.....Kenneth C. Caum
Consulting Engineer.....George Davis

WEDO

McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....Box 810
Phone Number.....McKeesport 4-7167,
Homestead 1-3113
Transmitter Location.....Foster Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP
Trans. Service.....Thesaurus
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Chief Engineer.....Wilkes E. Hurley
Consulting Engr.....Ben Farkas

WMCK

McKEESPORT—1947—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By...Mon-Yough Bcstg. Co., Inc.
Business-Studio Address.....516 Market St.
Phone Number.....88888
Transmitter Location.....Lincoln Twp.
Air Time.....7 a.m.-12 M.
News Service.....UP
Representative.....Rambreau
Transcription Service.....Lang-Worth
President.....Robert M. Cox
Gen., Comm. Mgr.....Gene Kline
Pgm. Dir.....Pat Haley
Pub. Dir.....Sam Vidnovic
Chief Engineer.....Charles White
News Director.....Steve Chantos

WMGW

MEADVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Meadville Bdcstg. Serv., Inc.
Address.....1st National Bank Bldg.
Phone Number.....46-723
Transmitter Location.....Kerrtown
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Trans. Serv.....Lang-Worth, World
Membership.....NARTB, BAB
President.....H. C. Winslow
Station Manager.....Robert Trace
Commercial Manager.....Fran Richmond
Program Director.....Zane Knauss
News Director.....Mark N. Funk, Jr.
Chief Engineer.....Hoyt H. Stout

PENNSYLVANIA

WBUD

MORRISVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Morrisville Bcstg. Co.
Business Address 108 N. Broad St.
Phone Number 4-7191
Transmitter Location Morrisville
Air Time 7 a.m.-12 M.
News Service AP
Transcription Service World
President Verna S. Hardin
General Manager Richard M. Hardin
Commercial Manager William Garry
Program Director William F. Hildenbrand
Promotion Manager Fred Walker
Chief Announcer John Schneider
News Director Harry Alleva
Chief Engineer William A. Brewer
Consulting Engineer Wm. E. Bennis, Jr.

WHWL

NANTICOKE—1946

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio Anthracite, Inc.
Business-Studio Address 38 E. Main St.
Phone Number Nanticoke 1332
Transmitter Avondale Plymouth Twp.
News Service UP, AP
Transcription Standard, Capitol SESAC
Representative Forjoe
President Henry W. Lark
General Manager Jones Evans

WKST

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By WKST, Inc.
Bus.-Studio Address Cathedral Bldg.
Phone Number 5050
Trans. Loca. 3½ Mi. SE of City
Air Time 6:30 a.m.-12 M.
News Service UP
Transcription Service World
Representative Meeker
President, General Mgr. S. W. Townsend
Sta., Comm. Mgr., Pgm. Dir. A. W. Graham
Sales Prom. Mgr., Pub. Dir. William Sommer
Production Director Shirely Kerr
Chief Engineer Robert Emch

WKPA

NEW KENSINGTON—1940—PBS

Frequency: 1150 Kc. Power: 250 Watts d.
Owned-Oper. By Allegheny-Kiski Bcstg. Co.
Business-Studio Address 810 Fifth Ave.
Phone Number 3534
Transmitter Location E. Deer Township
News Service UP

Transcription Serv. Lang-Worth, MacGregor,
SESAC, M. M. Cole
Representative Continental Radio Sales
President C. R. Cooper
Gen., Comm. Mgr., Pgm. Dir. E. J. Kroen
Chief Announcer Michael Felack
Chief Engineer W. W. Neely

WNAR

NORRISTOWN—1946

Frequency: 1110 Kc. Power: 500 Watts d.
Owned-Operated By Norristown Bcstg. Co.
Bus.-Studio Address 115 W. Main St.
Phone Number Norristown 8-7600
Transmitter Location E. Noriton
Air Time Sunrise-Sunset
News Service AP
Transcription Service SESAC
Representative Walker
Membership NARTB, BAB
President Farris E. Rahall
General Manager Joseph A. Pace
Program Director Buddy Brode
News Director James N. Nellany
Chief Engineer Sam Geise
Consulting Engineer E. C. Page

WKRZ

OIL CITY—1946—MBS-LBS-KBS

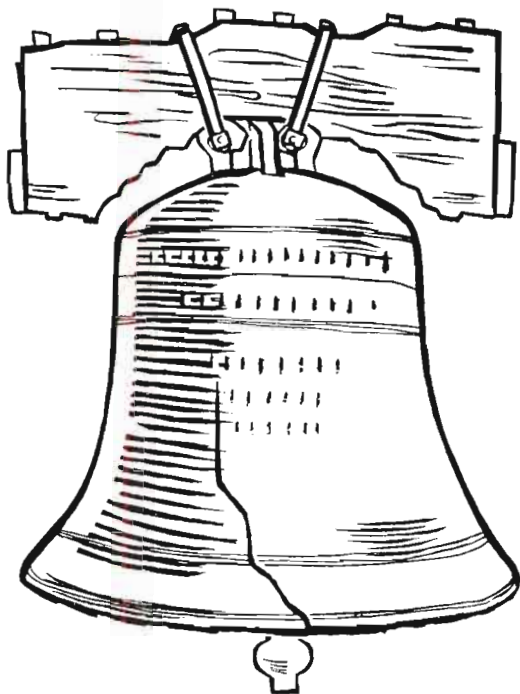
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By WKRZ, Inc.
Business-Studio Address 201 Fair Bldg.
Phone Number 4-1269
Transmitter Rich Hill, Cranberry Township
News Service UP
Transcription Service World
Pres., Gen. Mgr. Kenneth E. Rennekamp
Commercial Manager Joseph Connor
Promotion Manager Roland B. Phillips
News, Pgm. Dir. Richard Thompson
Chief Engineer Gerald Cushing

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts
Owned-Oper. By Westinghouse Radio
Stations, Inc.
Business-Studio Address 1619 Walnut St.
Phone Number LOcust 4-3700
Transmitter Location Whitemarsh
Air Time 5 a.m.-2 a.m.
News Service INS, UP
Transcription Service Associated
Representative Free & Peters
President Walter Evans
Station Manager L. R. Rawlins
Sales Manager R. H. Teter
Promotion Manager Paul I. Woodland
Program Director Gordon Davis
Chief Engineer I. N. Eney

Philadelphia is proud of **WCAU**, too



WCAU

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio **Spot** Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

P E N N S Y L V A N I A

W C A U

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By. The Philadelphia Bulletin
 Address. Filbert & Juniper Sts.
 Phone Number LOcust 7-7700
 Transmitter Location Moorestown, N. J.
 Air Time Unlimited
 News Service UP, AP
 Transcription Service Lang-Worth
 Representative CBS Radio Spot Sales
 Pres., Gen. Mgr. Donald W. Thornburgh
 V.P., Asst. Gen. Mgr. Jos. L. Tinney
 Commercial Manager John S. DeRussy
 Program Director Jos. T. Connolly
 Prom., Pub. Dir. Robert N. Pryor
 News Director Alfred T. Ringler
 Musical Director David Stephens
 V.P., Director of Engr. John G. Leitch
 Farm Editor Amos Kirby

W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Max M. Leon, Inc.
 Business-Studio Address. 1211 Chestnut St.
 Phone Number LOcust 7-7400
 Transmitter Location Philadelphia
 News Service AP
 Representative Forjoe
 President Max M. Leon
 Gen., Comm. Mgr. Robert A. Klein
 Program Director Richard H. Booth
 Chief Engineer Frank W. Unterberger

W H A T

PHILADELPHIA—1929

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Independence Bcstg. Co.
 Business-Studio Address. 1505 Walnut St.
 Phone Number RIttenhouse 6-2058
 Transmitter Location Penn Sheraton Hotel
 Air Time 7 a.m.-1:30 a.m.
 News Service AP
 Pres., Gen., Comm. Mgr. William A. Banks
 Prom., Sta. Mgr. Dolly Banks
 Pgm., Pub. Dir. Annette Oroman
 Music., Prod. Dir. Len Stevens
 News Dir., Chief Anncr. Jerry Gaines
 Chief Engineer Arnold Goldman
 Consulting Engineer A. D. Ring Co.

W J M J

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By. Patrick J. Stanton
 Business-Studio Address. St. James Hotel,
 13 & Walnut Sts.
 Phone Number Kingsley 5-7000

Transmitter Location Pennsauken, N. J.
 Air Time Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra, Viola
 Pres., Gen., Sta. Mgr. Patrick J. Stanton
 Comm., Prom. Manager Charles Stahl
 Publicity Director Doug Henson
 Prog. Dir., Chief Announcer. Michael Deegan
 News Director Bob Gallagher
 Chief Engineer Alec Felton Iles
 Consulting Engineer Kear & Kennedy

W P E N

PHILADELPHIA—1929—LBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By. William Penn Bcstg. Co.
 Business-Studio Address. 2212 Walnut St.
 Phone Number LOcust 4-4383
 Transmitter Location Brookhaven Rd. &
 77th St.
 Air Time 24 hrs.
 News Service AP, UP
 Representative William G. Rambeau
 President William Sytk
 Gen., Sta., Comm. Mgr. William B. Caskey
 Program Director Jules Rind
 Prom. Mgr., Prod., Publ. Dir. Sam Elber
 Chief Engineer Charles W. Burtis

A P S E L L S

For Stations and Sponsors —

For instance . . . WFBG

“AP service is tops for
 good programming and easy
 sales. It always gives us top
 ratings.”

JOHN M. SNYDER,
 Managing Director,
 WFBG, Altoona, Pennsylvania

In **WFIL-adelphia**

**WFIL PROMOTION leads the way to
POINT OF SALE**

- AIR ANNOUNCEMENTS
- NEWSPAPER ADVERTISING
- DIRECT MAIL
- POSTER DISPLAY
- TRANSPORTATION CARDS
- BILLBOARDS
- STUDIO DISPLAY
- MAGAZINE ADVERTISING
- WINDOW STREAMERS
- PUBLICITY SERVICE



And Now... **ACTUAL PRODUCT DISPLAYS**
IN 35 FOOD FAIR SUPERMARKETS
serving a half-million customers a week
in 17 WFIL-covered cities



And **EXCLUSIVE MERCHANDISING COOPERATION**
OF PHILADELPHIA ASS'N OF RETAIL DRUGGISTS
and Affiliated Groups representing more
than 1800 drug stores

Promotion — Merchandising — Impact
to shorten the line between your RADIO
ADVERTISING and your SALES schedule

WFIL

The Philadelphia Inquirer Station

Represented by **THE KATZ AGENCY**

ABC AFFILIATE

Where

It

Pays



to advertise in . . . Philadelphia

35 South 9th Street
Philadelphia 7, Pa.
WALnut 2-6800

Represented Nationally by
Edward Petry & Co., Inc.

5000 Watts . . . *Philadelphia's Pioneer Voice* . . . 610 on the dial

* Courtesy National Cash Register Company

P E N N S Y L V A N I A

Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Edward Petry
 Pres., Gen. Mgr. Benedict Gimbel, Jr.
 Dir. of Sales Ralph Brent
 Program Director Murray Arnold
 Production Director Howard J. Burnett
 Prom. Mgr., Pub. Dir. Edward Wallis
 News Director Samuel Ettinger
 Technical Director Clifford C. Harris

W T E L

PHILADELPHIA—1925

Frequency: 860 Kc. Power: 250 Watts
 Owned-Oper. By. Foulkrod Radio Engineering Co.
 Business-Studio Address. ... 4312 N. Broad St.
 Phone Number Gladstone 5-1310
 Transmitter Location Rowlandville
 Pres., Pgm. Dir. E. Douglass Hibbs
 General Manager Henry N. Cocker
 Chief Engineer John Field

K D K A

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
 Owned-Oper. By. Westinghouse Radio Stations, Inc.
 Business-Studio Address. Grant Bldg.
 Phone Number Grant 1-4200
 Transmitter Location Allison Pk.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Free & Peters
 President Walter Evans
 Gen. Mgr. Joseph E. Baudino
 Station Manager Robert G. Duffield
 Commercial Manager George D. Tons
 Promotion Manager David N. Lewis
 Program Manager Robert E. White
 Production Director Edward P. Young
 Publicity Manager Lee Curran
 Chief Engineer Theodore C. Kenney

K Q V

PITTSBURGH—1919—MBS

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By. Allegheny Bcstg. Corp.
 Bus.-Studio Address. 800 Chamber of Commerce Bldg.
 Phone Number Atlantic 1-9100
 Transmitter Babcock Blvd., Oak Glenn Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 President Earl F. Reed
 Gen., Comm., Prom., Sta. Mgr. J. F. Murray

Pgm., Publ. Director Ed Trageser
 News Director Bill Burns
 Chief Engineer James J. Schultz
 Consulting Engr. Craven, Lohnes & Culver

W C A E

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Bus.-Studio Address. Carlton House
 Phone Number Atlantic 1-6900
 Transmitter Location Baldwin Township
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS
 Transcription Service World
 Representative Katz
 Membership NARTB, BAB
 Pres., General Manager Leonard Kapner
 Sta. Mgr., Prog. Dir. R. Clifton Daniel
 Commercial Manager Carl M. Dozer
 Prom. Mgr., Pub. Dir. Edward Brown
 Production Director John Leban
 Chief Engineer James Greenwood
 Consulting Engineer A. Earl Cullum, Jr.

W J A S

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By. Pittsburgh Radio Supply House, Inc.
 Bus.-Studio Address. 1406 Chamber of Commerce Bldg.
 Phone Number Grant 1-4860
 Transmitter Location 1459 Crane Rd., Greentree
 Air Time 6 a.m.-12:30 a.m.
 News Service Transradio, UP
 Transcription Service Lang-Worth
 Representative Hollingberry
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchheit
 Program Director James M. Hughes
 Production Director Fred R. Davy
 Publicity Director Cal T. Mara
 News Director Henry Dabeco
 Musical Director Lee Kelton
 Chief Engineer Walter W. McCoy
 Consulting Engineer Garrison

W P G H

PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburgh Bcstg. Co.
 Bus.-Studio Address. 220 N. Highland Ave.
 Phone Number EMerson 1-5000
 Transmitter Location 2500 E. Lane
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 President George M. Harton
 General Manager Howard Lazarus
 Chief Engineer Ralph L. Ketterer

P E N N S Y L V A N I A

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By WPIT, Inc.
 Bus.-Studio Address 211 Smithfield St.
 Phone Number Atlantic 1-1900
 Transmitter Location Mt. Troy Rd.
 Air Time Sunrise-sunset
 News Service UP
 Representative Forjoe
 President John J. Laux
 V.P., Commercial Manager Don Ioset
 Pgm., Prod., News Dir. George Varnum
 Chief Engineer Mike Komichak
 Consulting Engr. George Davis

W W S W

PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By WWSW, Inc.
 Bus.-Studio Address Sheraton Hotel
 Phone Number GRant 1-5200
 Transmitter Location Cemetery Lane,
 Ross Township
 Air Time Unlimited
 News Service UP
 Representative John Blair
 Membership NARTB, BAB
 President, Gen. Manager O. M. Schloss
 Station-Comm. Mgr. Ben W. Muros
 Sales Prom. Mgr. Harold J. Go'dstein
 Chief Engineer Henry R. Kaiser
 Consulting Engineer Glenn D. Gillett

W P A Z

POTTSTOWN—1951

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By Pottstown Bcstg. Co.
 Address 247 High St.
 Phone Number 5000
 News Service UP
 Transcription Service Thesaurus
 Representative Rambeau
 General Manager Herbert Scott
 Sales Manager Clifford M. Chafey
 Chief Engineer Ralph E. P. Mellon

W P A M

**POTTSVILLE—1947—MBS
 QUAKER**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Miners Bcstg. Serv., Inc.
 Bus.-Studio Address 106 S. Centre St.
 Phone Number Pottsville 5050
 Transmitter Location Lawton's Hill
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Everett-McKinney

Membership NARTB, BAB
 President Joseph L. Maguire
 Comm., Gen., Sta. Mgr. Louis H. Murray
 Sales Promotion Manager Bud Angst
 Production Director Horace Richards
 Chief Engineer Milton Seltzer
 Consulting Engineer George C. Davis

W P P A

POTTSVILLE—1946—LBS

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Pottsville Bcstg. Co.
 Bus.-Studio Address 8 So. Second St.
 Phone Number Pottsville 1744
 Transmitter Location Bull's Head
 News Service AP
 Transcription Service World
 Membership NARTB
 Owner, Gen. Mgr. A. V. Tidmore
 Commercial Manager Ralph L. Price, Jr.
 Farm Editor, Pgm. Dir. Edward Romance
 Chief Engineer A. V. Tidmore

W E E U

**READING—1932
 ABC—QUAKER**

Frequency: 850 Kc. Power: 1000 Watts
 Owned By Reading Eagle Co.
 Business-Studio Address 431 Penn St.
 Phone Number 7335
 Transmitter Township Spring Township
 Air Time 6:15 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NARTB, BAB
 President Hawley Quier
 Gen., Sta. Mgr. Thomas Martin
 Commercial Manager K. Richard Creitz
 Prom. Mgr. Nan Heckman
 Farm Edit., Prod., Pgm. Dir. George Carroll
 Chief Engineer Harold Schearer
 Consulting Engineer Everett Dillard

W H U M

READING—1946—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Radio Corp.
 Business-Studio Address Berkshire Hotel
 Phone Number Reading 4-4805
 Transmitter Location Old Wyomissing Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Representative H.R. Reps.
 Pres., Gen., Sta. Mgr. Humboldt J. Greig
 Commercial Manager Richard G. Fichthorn
 Production Director Arthur W. Heim
 Program Director Alan Lane

P E N N S Y L V A N I A

Chief Engineer.....Joseph McCormack
 Consulting Engineer.....A. Earl Cullum, Jr.

W R A W READING—1922—NBC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Reading Bcstg. Co., Inc.
 Business-Studio Address.....19 N. Fifth St.
 Phone Number.....Reading 7173
 Transmitter Location.....6th & Penn Sts.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....Raymond A. Gaul
 Natl. Sales Mgr.....J. Robert Gulick
 Program Director.....Frank Voss
 Technical Director.....J. E. Mathiot

W G C B RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Rev. John M. Norris
 Address.....Delta Rd.
 Transcription Service.....SESAC
 News Service.....UP
 President.....Rev. John M. Norris
 Station Manager.....John H. Norris
 Commercial Manager.....Vincent A. Freeman
 Program Director.....Stanley D. Deppen
 Chief Engineer.....M. F. McDowell
 Traffic Manager.....Sarah E. Kitchen

W R Y O ROCHESTER—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Beaver Valley Radio, Inc.
 Address Trans. Loca.....Cleveland Ave.
 Phone Number.....Roch. 4660
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 President.....Michael Baker, Jr.
 Gen., Sta., Comm. Mgr.....David R. Burkhardt
 Pgm., Prod., Publ. Dir.....Lois M. Huey
 Chief Engineer.....Philip R. Hurlbut
 Consulting Engineer.....E. E. McCosbe

W K B I ST. MARYS—1950—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elk Cameron Bcstg. Co.
 Address.....41 Erie Ave.
 Phone Number.....2321
 Transcription Service.....Standard
 News Service.....AP
 Co-Partners.....K. E. Rennekamp,
 C. H. Simpson

General Manager.....C. H. Simpson
 Commercial Manager.....George A. Clark
 Program Director.....John A. Fay
 Promotion Manager.....R. H. Knouse
 Chief Engineer.....Galen D. Castlebury
 News Director.....Gautney & Ray

W A T S SAYRE—1950—KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Thompson K. Cassel
 Address.....110 N. Elmer Ave.
 Phone.....Tally 0961
 Transcription Service.....Thesaurus, World
 News Service.....UP
 Owner.....T. K. Cassel
 Station Manager.....Shaun F. Murphy
 Program Director.....Richard Buzzerd
 Prom. Mgr., News Dir.....Stan Hinden
 Chief Engineer.....Benjamin A. Franklin

W A R M SCRANTON—1940—ABC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Union Bdcst. Co.
 Address.....Bowman Bldg.
 Phone Number.....4-1148
 Transmitter Location.....Falls Twp.
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Representative.....Hollingbery Co.
 Transcription Service.....Thesaurus
 President.....Martin F. Memolo
 Gen., Sta. Manager.....William M. Dawson
 Sales Prom. Mgr., Pub. Dir.....Mary Lynott
 Program Director.....Joseph H. Salsburg
 Chief Announcer.....Arthur Bolin
 Chief Engineer.....Roswell J. Parker

W G B I SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business-Studio Address...1000 Wyoming Ave.
 Phone Number.....2-0296
 Transmitter Location.....223 Davis St.
 Air Time.....6 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NARTB
 President.....Mrs. M. E. Megargee
 Vice-President.....Mrs. Douglas Holcomb
 Gen., Comm., Sales Prom. Mgr.
 George D. Coleman
 Station Manager.....Robert E. McDowell
 Program Director.....Frank Monaghan
 Chief Engineer.....Kenneth R. Cooke

PENNSYLVANIA

WQAN

SCRANTON—1923

Frequency: 630 Kc. Power: 500 Watts d.
 Owned-Oper. By The Scranton Times
 Address Trans. Loca. 149 Penn Ave.
 Phone Number 5151
 Air Time Sunrise-Sunset
 News Service UP, AP
 Trans. Serv. Standard, Associated, SESAC
 Representative The Bolling Co.
 Membership NARTB, BAB
 Owners Eliz. R. Lynett & Edward J. Lynett
 Gen., Sta., Comm. Mgr. Cecil Woodland
 Program Director Robert R. Flanagan
 News Director William Cullen, Jr.
 Chief Engineer John P. McGoldrick

WSCR

SCRANTON—1947—NBC

Frequency: 1320 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Lackawanna Valley Bcstg.
 Co.
 Business-Studio Address 116 Adams Ave.
 Phone Number 5242
 Transmitter Location Keyser Ave.
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Pres., Gen., Comm. Mgr. David M. Baltimore
 Program Director Barry Sherman
 Chief Announcer Mike Woloson
 News Director Bob McHale
 Chief Engineer Willard Shimski

WISL

**SHAMOKIN—1948—MBS
 QUAKER**

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Anthracite, Inc.
 Bus.-Studio Address Rock & Sunbury Sts.
 Phone Number 2650
 Transmitter Location Coal Township
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 President Henry W. Lark
 General Manager Charles R. Petrie
 Program Director Dick Owen
 Chief Engineer Bernard Marshall
 Consulting Engineer Weldon & Carr

WPIC

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sharon Herald Bcstg. Co.

Business Address P. O. Box 541
 Phone Number 4113
 Studio-Transmitter Location Pine Hollow Blvd.
 News Service UP
 Transcription Service Associated, Capitol,
 World
 Representative Adam J. Young, Jr.
 Pres., Gen. Mgr. John Fahnlne, Jr.
 Program Director Marc McCulloch
 Production Director Harold E. Smith
 Publicity Director Evelyn L. Keller
 Chief Engineer A. C. Heck

WVSC

SOMERSET—1951

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Somerset Bcstg. Co.
 Address P. O. Box 231
 Phone Number 4186
 News Service UP
 Transcription Service Standard
 Gen., Comm. Mgr. T. H. Oppegard
 Program Director Ernest E. Mark
 Chief Engr., Sta. Mgr. Carl R. Lee

WMAJ

STATE COLLEGE—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstrs., Inc.
 Bus.-Studio Address P. O. Box 888
 News Service AP
 Transcription Service World
 President R. J. Kennard
 General Manager Alethea Mattern Ulerich
 Commercial Manager Miriam Krebs
 Program, News Director John Pfeil
 Chief Engineer Douglas Beman

WVPO

STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts d.
 Owned-Operated By Pocono Bcstg., Inc.
 Business-Studio Address 578 Main St.
 Phone Number Stroudsburg 1102
 Transmitter Location Godfrey's Ridge
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Associated
 Representative Radio Reps.
 President James H. Ottaway
 General Manager Merle C. Ostrom
 Station Manager Elton Hall
 Managing Director Francis H. Brinkley
 Program Director Joseph Webster
 Chief Engineer Ernest Transue

WKOK

**SUNBURY—1933—ABC
 QUAKER**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter 1150 N. Front St.

P E N N S Y L V A N I A

Phone Number.....Sunbury 1325-6
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 President.....Harry H. Haddon
 Gen., Sta. Manager.....Homer R. Smith
 Commercial Manager.....W. Robert Trevitt
 Program Director.....Michael J. Kane
 Publicity Director.....Nelson Futch
 Chief Announcer.....Jerry Moore
 Chief Engineer.....John W. Keller

W M B S UNIONTOWN—1937 CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Fayette Bdcstg. Corp.
 Address.....F. T. & T. Bldg.
 Phone Number.....8-3900, 8-3909
 Transmitter Location.....Burgess Field
 Air Time.....7 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Meeker Asso., Inc.
 Pres., Gen. Mgr.....J. C. Burwell
 Sta., Comm. Mgr.....H. C. Burwell
 Sales Promotion Manager.....Ed Hamlyn
 Mus., Pgm. Dir., Chf. Anncr. C. H. Underwood
 Prod., Pub. Dir.....Ed Hamlyn
 News Director.....James Gismondi
 Chief Engineer.....Thomas Kikta
 Farm Editor.....Rex Carter
 Consulting Engineer.....George C. Davis

W N A E WARREN—1946—MBS

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Oper. By.....N. Allegheny Bdcstg. Co.
 Address.....Second Avenue
 Phone Number.....3033
 Transmitter Location.....Warren-Kinzua Rd.
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....A. David Potter, Jr.
 Commercial Manager.....James W. Potter
 Program Director.....W. LeRoy Schneck
 Chief Engineer.....Homer M. Haines
 News Director.....Charles Tranter

W J P A WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Washington Bcstg. Co.
 Bus. Address.....George Washington Hotel
 Phone Number.....4870
 News Service.....UP
 Transcription Service.....World
 Representative.....Joseph Hershey McGillvra
 President.....William S. Yard
 General Manager.....A. Boyd Siegel

Commercial Mgr.....Peter Stanton
 Chief Engineer.....H. E. Cooper

W B A X WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Business-Studio Address.....85 W. Union St.
 Phone Number.....3-0196
 Transmitter Location...Route 11, Edwardsville
 Borough
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Burn-Smith
 President.....John H. Stenger, Jr.
 General Manager.....John H. Stenger, III
 Program Director.....Ed Kuzma
 Chief Announcer.....John Foster
 Chief Engineer.....John H. Stenger, Jr.
 Asst. Chief Engr.....Milan J. Krupa
 Farm Editor.....Jim Hutchison

W B R E WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Louis G. Baltimore
 Bus.-Studio Address.....62 S. Franklin St.
 Phone Number.....3-3101
 Transmitter Location.....Kingston
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....Louis G. Baltimore
 Prom., Gen. Mgr.....David M. Baltimore
 Commercial Mgr.....A. C. Baltimore
 Program Director.....Franklin D. Coslett
 Musical Director.....Louis Savitt
 Chief Engineer.....Charles Sakoski, Sr.
 Consulting Engineer.....Millard Garrison

W I L K WILKES-BARRE—1946 ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.. Wyoming Valley Bcstg. Co.
 Bus.-Studio Address.....88 No. Franklin St.
 Phone Number.....4-4666
 Transmitter Location...Breslau, Hanover Twp.
 Air Time.....6 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service..Lang-Worth, Thesaurus
 Representative.....Avery-Knodel
 President.....Dr. I. C. Morgan
 General Manager.....Roy E. Morgan
 Station Mgr.....Thomas P. Shelburne
 Commercial Manager.....Jerry Butler
 Program Director.....Hal Berg
 Chief Announcer.....Charles Whittier
 Chief Engineer.....Theodore French
 Consulting Engineer.....John Creutz

P E N N S Y L V A N I A

W L Y C

WILLIAMSPORT—1951

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Operated By: Lycoming Bcstg. Co.
 Address: 331 Pine St.
 Phone Number: 24676
 News Service: AP
 Transcription Service: Thesaurus
 President: J. T. Keliher
 Gen., Prom. Mgr., News Dir.: Richard W. Bower
 Commercial Manager: John Spicer
 Program Director: Vern Hester
 Chief Engineer: Kenneth Calahan

W R A K

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: WRAC, Inc.
 Address: 244 West 4th St.
 Phone Number: 2-6116
 Transmitter Location: 1561 W. 4th St.
 Air Time: 6:30 a.m.-12:05 a.m.
 News Service: AP
 Transcription Service: Associated
 Representative: Everett McKinney
 Membership: NARTB, BAB
 President: E. M. Case
 General Manager: George E. Joy

Treasurer: W. Van Person
 Comm. Mgr., Music Dir.: J. Wright Mackey
 Pgm. Mgr., Chief Anncr.: Leon E. Kelly
 Program Director: Marian E. Antes
 Prod. Mgr., News Dir.: Irving A. Berndt, Jr.
 Promotion Manager: Everett W. Rubendall
 Chief Engineer: Glen L. Sherman
 Consulting Engineer: George Davis

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Williamsport Radio Bcstg.
 Assoc., Inc.
 Address: 330 Government Pl.
 Phone Number: 7119
 Transmitter: So. Williamsport
 Air Time: 6:30 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: World
 Representative: Burn-Smith
 Membership: NARTB, BAB
 President: Harry J. W. Kiessling
 General Manager: Woodrow W. Ott
 Commercial Manager: J. David Fleming
 Program Director: Louis C. Cate
 News Director: Ted Forman
 Musical Director: Will Moyle
 Chief Engineer: Carl Steinbacher
 Consulting Engineer: Russell May

IN NORTH CENTRAL PENNA.



The right combination for a
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PENNSYLVANIA

W N O W

YORK—1948—LBS

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By Helm Coal Co.
Business-Studio Address 25 S. Duke St.
Phone Number 8-2911-8-2952
Transmitter Location R. D. 5
Air Time 6 a.m.-local sunset
News Service AP
Transcription Service Associated
Membership NARTB, BAB
General Manager Lowell W. Williams
Commercial Manager John O. Border
News Director Albert Gladding
Program Director H. E. Daugherty
Sales Promotion Manager Edwin L. Fay
Chief Engineer Willis N. Weaver
Consulting Engineer John Mullaney

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By York Bcstg. Co.
Business-Studio Address 13 S. Beaver St.
Phone Number 6629

News Service UP
Transcription Service Thesaurus
Representative Robert Meeker
Station Executive Clair R. McCollough
General Manager Leroy K. Strine
Natl. Sales Mgr. J. Robert Gullick
Program Director James R. Wilson
Technical Director J. E. Mathiot

W S B A

YORK—1942—ABC—QUAKER

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By Susquehanna Bdctsg. Co.
Address R. D. 5
Phone Number 82676 - 81308
Transmitter Location York, R. D. 5
Air Time 5:55 a.m.-12:30 a.m.
News Service AP
Transcription Service World
Representative Radio Reps. Inc.
Membership NARTB, BAB
President Louis J. Appell
General Manager Walter J. Rothensies
Comm. Sales Prom. Mgr. Philip K. Eberly
Program Director Otis B. Morse
Chief Engineer Llewellyn Jones
Consulting Engr. George Davis

AP SELLS

For Stations and Sponsors —

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"AP news is the most saleable item we have. Sustaining newscasts on WEDO are non-existent."

**EDWARD J. HIRSHBERG,
President,
WEDO, McKeesport, Pa.**

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs — programs designed for PRIMARY listening attention. Important because — listeners who really LISTEN, are buyers who really BUY!

more

New Englanders

listen to WPRO

than any other

Rhode Island

station.

**to reach the
most buyers,**

BUY BASIC..



WPRO AM
& FM

PROVIDENCE • 630 KC • 5000 W

REPRESENTED BY RAYMER

RHODE ISLAND

Pop. April 1, 1952 (Est.) 821,000—Total Housing Units 244,784
Families April 1, 1952 (Est.) 221,000—Stations in State 11

WRJM

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By The Aquidneck Bcstg. Corp.
Business-Studio Address 172 Thames St.
Phone Number 4673
Transmitter Location Middletown
Air Time 7:15 a.m.—Sunset
News Service AP
Transcription Service Associated World
Representative Deveny & Co.
President Columbus O'Donnell
Gen. Mgr., Pgm. Dir., Chief Engr.
Warren G. Clement

WPAW

PAWTUCKET—1949—KBS

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By Roger Williams Bcstg. Co.
Address 34 N. Union St.
Phone Number 5-900U
Transcription Service MacGregor
News Service UP
Manager Dominick Hysko
Gen., Comm. Mgr. Allen Jones
Program Director Paul Garnett
Publicity Director Henrietta Brazeau
Chief Engineer John Costa
Consulting Engineer Jim Bonney

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Narragansett Bay B. Co.
Address 1111 N. Main St.
Phone Number Jackson 1-6565
Trans. Loca. Bold Pt. E. Providence
Air Time Sunrise-Sunset
News Service UP
Pres., Gen. Mgr. Louis A. R. Pieri
Sta. Mgr., Pgm. Dir. John C. Martin
Publicity Director George Patrick Duffy
Chief Engineer George Arabak

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Yankee Network, Div. of
Thomas S. Lee Entr., Inc.
Business-Studio Address Crown Hotel
Phone Number Temple 1-0800
Transmitter Location E. Providence
Air Time 5:30 a.m.—1 a.m. (8 a.m.—M. Sun.)
News Service AP

Transcription Service Associated
Representative H-R Reprs.
President William O'Neil
Gen., Sta., Comm. Mgr. Mowry Lowe
Prog.-Prod.-Pub. Dir. Donald Morton
Chief Engineer Henry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Intercity Bcstg. Co.
Business-Studio Address 144 Westminister St.
Phone Number Union 1-4211
Transmitter Location Eastern Ave.,
E. Providence
Air Time 6 a.m.—6 p.m.
News Service AP
Representative Headley-Reed
President, Gen.-Sta. Mgr. Robert T. Engles
Program Director C. George Taylor
News, Prod. Dir., Chief Anncr.
Bruce Williamson
Chief Engineer Carroll Philbrook

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned Providence Journal Co.
Address 75 Fountain St.
Phone Number Dexter 1-0600
Transmitter Location Lincoln
Air Time 6 a.m.—M.
News Service AP, UP
Transcription Service World, Standard
Station Representative Avery-Knodel
Membership NARTB, BAB
President George P. Metcalf
General Manager H. William Koster
Sales Promotion Manager Arthur E. Lathrop
Program Director Harmon H. Hyde
Publicity Director Clifford A. Shaw
News Director Harry V. McKenna
Chief Engineer George W. Sharpe
Consulting Engineer Jansky & Bailey

WPRO

PROVIDENCE—1924—CBS-NEMMG

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Cherry & Webb Bcstg. Co.
Bus-Stud. Add. 24 Mason St., WPRO Bldg.
Phone Number Plantations 1-9776
Transmitter Location E. Providence
Air Time 5:30 a.m.—12:05 a.m.
News Service AP, UP
Transcription Service Thesaurus, Lang-Worth

RHODE ISLAND — SOUTH CAROLINA

Representative.....Paul H. Raymer
 Membership.....NARTB, BAB
 President.....William S. Cherry, Jr.
 General-Comm Mgr.....Arnold F. Schoen, Jr.
 Program Director.....John A. Owen
 Chief Engineer.....John V. Ferri
 Consulting Engineer.....James V. McNary

News Service.....UP
 Transcription Service.....Associated
 Representative.....ForJoe
 President.....Frank Rao
 General Manager.....Nicholas Ruggieri
 Pgm. Dir., Chief Anncr.....Don Rogers
 Chief Engineer.....Richard Buckley

W J A R

PROVIDENCE—1922—NBC

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address.....176 Weybosset St.
 Phone Number.....Gaspee 1-8521
 Transmitter Location.....Wampanoag Trail,
 E. Providence
 Air Time.....6 a.m.-12:05 a.m.
 Transcription Service.....World
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 Vice Pres., Treas.....George O. Griffith
 General Mgr.....John J. Boyle
 Sales, Program Director.....Sothorn Abbott
 News Director.....Ben Boyden
 Chief Engineer.....Thomas C. J. Prior

W R I B

PROVIDENCE—1947—LBS

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....R. I. Bcstg. Co.
 Bus.-Studio Address.....Narragansett Hotel
 Phone Number.....Union 1-4512
 Transmitter Location.....Water St., E. Providence
 Air Time.....Sunrise-local sunset

W E R I

WESTERLY—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned Oper. By.....Radio Westerly, Inc.
 Address.....34 Main St.
 Phone Number.....2263
 Transmitter Location.....Margin St.
 Air Time.....14½ hrs.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Colten, Bannon
 President.....Richard G. Moore
 General Manager.....Warren M. Greenwood
 Program Director.....Brud Warren
 Chief Engineer.....Stanley Brown

W W O N

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woonsocket Bcstg. Co.
 Business-Studio Address.....99 Main St.
 Phone Number.....1240
 Transmitter Location.....Getchell Ave.
 News Service.....AP
 Transcription Service.....World
 President.....Millicent S. Palmer
 Station Manager.....Mitchell F. Stanley

SOUTH CAROLINA

Pop. April 1, 1952 (Est.) 2,180,000—Total Housing Units 559,203
Families April 1, 1952 (Est.) 522,000—Stations in State 46

W A K N

AIKEN—1951

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Aiken Electronics Adv. Corp.
 News Service.....AP
 President.....B. T. Whitmire
 Vice-Pres.....Jack Younts
 Vice-Pres.....J. P. Williamson
 Secy.-Treas., Managing Dir.....John Mare
 Chief Engineer.....W. W. Prim

W A I M

**ANDERSON—1935—CBS
PALMETTO NET**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Address-Trans. Loca.....1 Martin St.

Phone Number.....3800-1-2
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....INS
 Transcription Service.....World
 Representative.....Burn-Smith, Dora—Clayton
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Prom., Comm. Mgr.....G. P. Brown
 Program Director.....Ray Barath
 Chief Engineer.....H. B. Greene
 Consulting Engr.....George C. Davis

W A N S

ANDERSON—1949—MBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Carolina Bcstrs.
 Address.....Box 211
 News Service.....UP

SOUTH CAROLINA

Pres., Gen., Sta. Mgr. C. R. Johnson
 Commercial Manager Richard Warner
 Sales Promotion Manager Robert Fant
 Pgm., Prod. Director Carroll Lee
 Publicity Director Paula J. Wright
 Chief Engineer Alfred W. Pratt
 Consulting Engineer Robert Silliman

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By Bennettsville Bcstg. Co.
 Business-Studio Address Box 639
 Phone Number 1080
 Transmitter Location Hamlet Hway. 38
 News Service AP
 Representative Joseph Hershey McGillvra
 President John W. Orvin
 Gen., Sta. Mgr. Malcolm A. Young
 Program Director Ervin Melton
 Chief Engineer John Gronert
 Consulting Engr. William E. Bennis

WACA

CAMDEN—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Camden Bcstg. Co.
 Address Camden
 Phone Number 80
 Transmitter 4 Mi. E. of City
 News Service UP
 Transcription Service Capitol
 President Haygood S. Bowden
 Gen. Comm. Mgr. Tom Richards
 News, Farm, Pgm. Dir. Chuck Ballard
 Chief Engineer Frank Richardson

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Powe:: 5000 Watts
 Owned-Oper. By WCSC, Inc.
 Address Francis Marion Hotel
 Phone Number 7611
 Transmitter Location Eagles Nest
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Free & Peters
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Pgm., Pub. Dir Russell Long
 Publicity Director Alma D. Davis
 Copy Chief Alma D. Davis
 News Director Robert Truere
 Musical Director Bob Tamblyn
 Chief Engr., Cons. Engr. Wilbur Albee
 Traffic Manager Annie Laurie Quarterman

WHAN

CHARLESTON—1947—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address Box 183
 Phone Number 3-1643
 Transmitter Location St. Andrew's Parish
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 President S. Lewis Johnson
 Acting Manager Traynor Ferillo
 Program Director Traynor Ferillo
 Chief Engineer William P. Birchfield

WPAL

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By George G. Weiss
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Transmitter Location Windemere
 News Service UP
 Transcription Service Thesaurus
 Representative Clayton, Pearson
 Gen., Sta. Mgr. Laurens P. Moore
 Commercial Manager Robert T. Christle

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address 133 Church St.
 Phone Number 2-2961
 Transmitter Location St. Andrew's Parish
 Air Time 6:00 a.m.—12:50 a.m.
 News Service AP
 Transcription Service Associated
 Representative John Blair
 Membership NARTB, BAB
 President Edward Manigault
 Gen., Sta. Mgr. Douglas M. Bradham
 Comm. Mgr. Grange S. Cuthbert, Jr.
 Publicity Director Kay Martin
 Pgm., Prod. Director Vernon M. Bushong
 News Dir., Chief Ann. Garry Morrison
 Chief Engineer Gordon Knight

WUSN

CHARLESTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Bus.-Studio-Trans. Address 42 Tenth St.
 Phone Number 2-2652
 News Service UP
 Air Time 6 a.m.-M.
 Representative Radio Reps.
 Pres., Gen., Sta., Comm. Mgr.
 J. Drayton Hastie
 Promotion Manager Ben Hutto
 Program Director Henry Hoppe

SOUTH CAROLINA

Chief Announcer Bill Ward
 News Director Charles Allen
 Chief Engineer Walter Nelson
 Consulting Engineer Gautney & Ray

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bcstg. Co.
 Address 128 Main St., Press-Radio Bldg.
 Phone Number 1171 & LD995
 Transmitter Location Harris Street
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 President A. B. Craig
 General Mgr. M. J. Craig
 Comm., Prom. Mgr. D. A. Phillips
 Sta. Mgr., Prod., Music, Pgm. Dir.

Arthur Cornwall

Prod., Pub. Dir. James Kennedy
 Chief Engineer Vernon Cameron
 Consulting Engineer M. J. Craig

W C O S

COLUMBIA—1939—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Business-Studio Address 1202 Main St.
 Phone Number 2-5601
 Trans. Location 2806 Edgewood Rd.
 Air Time 6 a.m.-12:30 a.m. (Mon.-Sat.)
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 President E. D. Black
 General-Station Manager James W. Hicks
 Commercial Manager Law Epps
 Pgm., Prod., Pub. Dir. Stewart Spencere
 Chief Engineer Robert D. Lambert, Jr.
 Consulting Engr. George C. Davis

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Transmitter Location Bluff Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard, Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President B. Calhoun Hipp
 General Manager G. Richard Shafto
 Station Manager J. Dudley Saumenig
 Local Sales Mgr. W. Miller Montgomery
 Prom.-Pub. Manager Steve Libby
 Program Director Frank Harden
 Chief Engineer Herbert G. Eidson, Jr.
 Consulting Engr. Jansky & Bailey

W M S C

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Marseco Bcstg. Corp.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location Lexington County
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative H.R. Representatives
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr.

C. Wallace Martin

Chief Announcer Tom Burgess
 Pub., Prod., Pgm. Dir. Grenville Seibels
 Chief Engineer John C. Cosby
 Consulting Engr. Millard M. Garrison

W N O K

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Address Hotel Jefferson, Box 5307
 Phone Number 39401
 News Service AP
 Representative Walker
 Membership BAB
 General Manager H. Moody McElveen
 Commercial Manager W. C. Bochman
 Chief Engineer Don Willoughby
 Consulting Engineer Kear & Kennedy

W L A T

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Coastal Bcstg. Co.
 Business-Studio Address P. O. Box 497
 Phone Number 340
 Transmitter Location U. S. Hwy. 701, 1/4
 Mi. N.W. Center of City
 Representative Joseph Hershey McGillvra

W D S C

DILLON—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Border Bcstg. Co., Inc.
 Business-Studio Address 3. Mi. S. of Dillon
 Phone Number 470-1
 Transmitter Location U. S. Hwy. 301, 3/2
 Mi. S. of Dillon
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President L. B. Hyman
 Gen., Sta., Sales Prom. Mgr. Joseph Martin
 Commercial Manager Adelaide C. Monroe
 Pgm., Prod. Dir. J. E. Murff, Jr.
 Chief Engineer Chris. Stromberg
 Consulting Engr. McNary & Wrathall

SOUTH CAROLINA

W E L P

EASLEY—1951—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By. Pickens County Bcstg. Co.
 Address Box 522
 Phone Number 9388
 Transcription Service Capitol
 News Service AP
 President J. Lake Williams
 Vice-Pres. Joel N. Hinton
 General Manager Robert O. Moran
 Commercial Manager Cleatus Brazzell
 Program Director William D. Grove
 Chief Engineer Ben A. Jones Jr.

W J M X

FLORENCE—1947—ABC

Frequency: 970 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By. Atlantic Bcstg. Co., Inc.
 Business Address P. O. Box 1211
 Phone Number 6351
 Studio-Transmitter Location Darlington Hwy.
 Air Time Full Time
 News Service AP
 Transcription Service World, Capital
 Representative Walker
 President Eugene E. Stone
 Gen., Sta. Mgr. Paul H. Benson, Jr.
 Program Director Sam I. Latimer
 Chief Engineer Frank Jenne
 Consulting Engineer Craven, Lohnes & Culver

W O L S

FLORENCE—1937—KBS—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Florence Bcstg. Co., Inc.
 Business-Studio Address 151 S. Dargan St.
 Phone Number 3271-2
 Transmitter Location 1 Mi. NE City
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen.-Station Mgr. Melvin Purvis
 Comm., Sales Prom. Mgr. A. P. Skinner
 Pgm., Prod., Pub. Dir., Chief Anncr. J. Putnam
 Chief Engineer W. A. Pritchett
 Consulting Engr. Comm. Rad. & Equip. Co.

W F G N

GAFFNEY—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By. Cherokee Radio Co., Inc.
 Address P. O. Box 759
 Phone Number 4795-6
 Trans. Loca. Leadmine Rd.
 News Service UP
 Transcription Service Lang-Worth
 President A. Ray Godshall

Gen. Mgr., News Dir. Morton E. Green
 Commercial Manager Velve Wilder
 Program Director E. Parrott
 Prom. Manager V. Gertz
 Chief Engineer Albert Katool

W G T N

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Georgetown Bcstg. Co.
 Address, Trans. Loc. 216 Fraser St.
 Phone Number 621
 President Dr. John T. Assey, Jr.
 General Manager J. B. Delzell

W A K E

GREENVILLE—CBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Piedmont Bcstg. Co., Inc.
 Address 400 Mayberry St.
 Phone Number 5-7406
 News Service INS
 President V. D. Ramseur
 General Manager J. S. Ayers
 Chief Engineer H. A. Morris
 Consulting Engr. Palmer Greer

W E S C

GREENVILLE—1947—LBS

Frequency: 660 Kc. Power: 5000 Watts d.
 Owned-Operated By. Greenville Bcstg. Co.
 Business-Studio Address 1 College St.
 Phone Number 2-8241
 Transmitter Location Farris Bridge Rd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker, Keller
 President (Mrs.) Scott Russell
 Commercial Manager Gordan Anderson
 Gen., Sta. Manager W. Ennis Bray
 Program Director David Moss
 Chief Engineer F. B. Bailey
 Consulting Engr. George C. Davis

W F B C

GREENVILLE—1933—NBC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By. Greenville News Piedmont
 Co.
 Business-Studio Address Poinsett Hotel
 Phone Number 2-7616-7
 Transmitter Location Ghantt
 Air Time 5:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 President B. H. Peace, Jr.
 General Manager B. T. Whitmire
 Commercial Mgr. R. Q. Glass, Jr.

SOUTH CAROLINA

Sales Prom. Manager..... P. H. Chapman
 Program Director..... Newton S. Smyth
 Chief Announcer..... Norvin Duncan
 Publicity Director..... P. H. Chapman
 Chief Engineer..... William Garrison
 Consulting Engineer..... A. D. Ring & Co.

W M R C

GREENVILLE—1940—ABC

Frequency: 1440 Kc..... Power: 5000 Watts
 Owned-Operated By..... Textile Bcstg. Co.
 Bus.-Studio Address... Box 1499, Prevost Bldg.
 Phone Number..... 3-2751
 Transmitter Location..... White Horse Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World
 Representative..... Weed & Co.
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... R. A. Jolley, Sr.
 Prom., Comm. Mgr..... Kenneth C. Willson
 Prod., Pgm. Dir..... William T. Arrington
 Chief Announcer..... James D. Simpson, Jr.
 News Director..... Claude E. Freeman
 Chief Engineer..... George D. Tate
 Consulting Engr..... Robert M. Silliman

W M U U

GREENVILLE—1949

Frequency: 1260 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Bob Jones Univ.
 Address..... Greenville
 Phone Number..... 2-6711
 Transmitter Location..... Piney Mt.
 Air Time..... 5 a.m.-Local Sunset
 News Service..... Ins
 Transcription Service..... SESAC, Associated
 Membership..... NARTB, BAB
 President..... Dr. Bob Jones, Jr.
 General Manager..... R. K. Johnson
 Sta. Mgr., Pgm. Dir..... Jim Ryerson
 Commercial Manager..... Marvin R. Steffins
 Sales Promotion Manager..... Robert J. Vrzal
 Production Director..... Ben Cummings
 Pub., News Director..... Elmer Rumminger
 Chief Announcer..... Dave Yearick
 Musical Director..... Mrs. Elmer Rumminger
 Chief Engineer..... Don C. Smith

W C R S

GREENWOOD—1941—NBC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Grenco, Inc.
 Phone Number..... 4300
 Studio-Transmitter Location..... Willson St.
 News Service..... AP
 Transcription Service..... Standard, Lang-Worth
 President..... Douglas Featherstone
 General Manager..... Dan Crosland

Commercial Manager..... Ralph Norman
 Program Director..... Randy Davidson
 Chief Engineer..... Charlie Sparks

W E A B

GREER—1949

Frequency: 800 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Greer Bcstg. Co.
 Address..... Jones Rd.
 Phone Number..... 1057-8
 Air Time..... Daylight
 News Service..... UP
 Transcription Service..... Lang-Worth
 Pres., Gen. Mgr..... E. A. Burch
 Comm., Sales Prom. Mgr..... Chester Munson
 Program Director..... Vernon Fox
 Chief Engineer..... Joe Cole
 Consulting Engineer..... Palmer E. Greer

W H S C

HARTSVILLE—1946—MBS-LBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Hartsville Bcstg. Co., Inc.
 Business-Studio Address..... 1306 College Ave.
 Phone Number..... 1450
 Transmitter Location..... 1 Mi. S. of Hartsville on
 Hway. 15-A
 Air Time..... 6:55 a.m.-11:15 p.m.
 News Service..... AP
 Representative..... McGillvra
 Transcription Service..... Capitol
 President..... Charles H. Campbell
 Gen. Mgr., News Dir..... Raymond Caddell
 Commercial Manager..... Gerald Quick
 Farm Ed., Pgm. Dir..... Ernest Stokes
 Publicity Director..... Eleanor F. Williamson
 Chief Engineer..... Donald A. Brienen
 Musical Director..... David Rogers

W D K D

KINGSTREE—1949

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Palmetto Bcstg. Co.
 Address..... Kingstree
 Phone Number..... 6761
 Transmitter Location..... Hway. 52
 News Service..... AP
 Transcription Service..... Lang-Worth, World
 Partners..... M. L. Few, E. G. Robinson, Jr.
 Chief Engineer..... D. H. I. Owens

W L C M

LANCASTER—1951

Frequency: 1360 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Arthur Wilson Davis
 Address..... 103 S. Catawba St.

W L B G

LAURENS—1948—KBS

Frequency: 860 Kc..... Power: 250 Watts d.
 Owned-Operated By..... WLBG, Inc.

SOUTH CAROLINA

Business Address.....Box 642, Laurens
 Phone Number2-2331
 Studio-Transmitter Location..Greenville Hwy.
 Air TimeSunrise-Sunset
 News ServiceUP
 Transcription ServiceWorld, Ziv
 President.....James C. Todd
 Gen., Sta., Sales Prom. Mgr..Bob Ross Smith
 Program DirectorMurul Ashley
 Prod., Pub. DirectorBob Ross Smith
 News Dir., Chief Ann.Dan McHugh
 Musical DirectorBetty Bishop
 Chief EngineerJack Taylor

W J A Y

MULLINS—1949—LBS-KBS

Frequency: 1280 Kc....Power: 1000 Watts d.
 Owned-Oper. By..Mullins & Marion Bcstg. Co.
 Phone Number.....390 (Marion, 3901 (Mullins)
 Transmitter Location..Highway 76 bet. Mullins
 and Marion
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceLangworth
 President.....W. G. Smith
 Gen., Sta., Comm. Mgr.James F. Ramsey
 Pgm. Prod. Dir.....Robert A. Allen
 Musical Director.....Kenneth Gasque
 Chief Engineer.....George Magera
 Consulting Engr.Robert Lambert

W M R A

MYRTLE BEACH—1948

Frequency: 1450 Kc....Power: 250 Watts d. n.
 Owned-Oper. By ..Myrtle Beach Bcstg. Serv.
 Address.....Ocean Forest Hotel
 Phone Number5061
 Transmitter Location28th & Oak
 Air Time7:30 a.m.-10:15 p.m.
 Pres., Gen., Sta. Mgr.Elizabeth Evans
 Comm., Sales Prom. Mgr.S. W. Monroe
 Pgm., Prod., News Dir., Chief Ann.
 Gaines Gough
 Chief EngineerW. C. Evans
 Consulting Engineer.....John Keel

W K D K

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Oper. By...Newberry Bcstg. Co., Inc.
 Address, Trans.....11 Radio Dr., Box 211
 Phone Number143
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld, Thesaurus
 President.....John F. Clarkson
 Gen., Sta. Mgr.James F. Coggins
 Comm., Sales Prom. Mgr.Emory Bedenbaugh
 Publ. Dir.Marcia Coggins
 Chief Engineer.....Ray Gilliam
 News Dir., Farm Editor ...Charles E. Bowers

W R N O

ORANGEBURG—1946—MBS

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By.....WRNO, Inc.
 Bus. Addr.-Trans. Loc.Orangeburg, S. C.
 Phone Number1420
 Air TimeUnlimited
 News ServiceAP
 President.....Charles S. Henery
 Gen., Sta., Mgr.....Frank B. Best, Jr.
 Commercial Mgr.....Norman M. Mathews
 Chief Engineer.....Gus Browning
 Consulting Engr.Gautney & Ray

W T N D

ORANGEBURG—1948—LBS

Frequency: 1270 Kc....Power: 1000 Watts d.
 Owned-Operated ByWTND, Inc.
 Phone Number1600
 Transmitter Location2 Mi. N.W. City
 Air TimeDaytime
 News ServiceINS
 Transcription Service.....World, Associated
 RepresentativeThos. F. Clark
 Gen., Sta. Mgr., Pres.J. I. Sims
 Program DirectorRichard R. Rhame
 Chief EngineersLarry W. Styles,
 Perry Herrington

W R H I

ROCK HILL—1944—MBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By.....York Co. Brcdg. Co.
 Address.....Rock Hill Nat. Bk. Bldg.
 Phone No.....2085, 2077 (Studio); 5767 (Trans.)
 Transmitter LocationE. Main St. Ext.
 News ServiceAP
 Transcription ServiceWorld
 MembershipNARTB
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir.Wm. C. Beaty
 Commercial ManagerHarper S. Gault
 Consulting Engr.James C. McNary

W T Y C

ROCK HILL—1948—LBS

Frequency: 1150 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-County Bcstg. Co.
 Bus.-Studio Address...Robert Marshall Hotel
 Phone Number3175
 Transmitter...Hwy. 21 near Charlotte Hwy.
 Air TimeDaytime
 Transcription ServiceCapitol
 RepresentativeContinental Radio Sales
 President.....W. G. Reid
 Gen., Sta. Mgr.G. P. Cobb
 Commercial ManagerC. L. Stevens
 Chief Engineer.....Tom L. Byrd

WSNW

SENECA—1949—KBS-LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By Blue Ridge Bcstg. Co., Inc.
Address Seneca
Phone Number 8234
News Service UP
Transcription Service Lang-Worth, SESAC
Pres., Gen. Mgr. J. A. Gallimore
Program Director Virginia F. Gallimore

WORD

SPARTANBURG—1940—ABC

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By The Spartan Radiocstg. Co.
Business-Studio Address 291 E. Main St.
Phone Number 3-2711
Transmitter Location White Ave.
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Thesaurus
Representative Hollingsberry
Membership NARTB
President Walter J. Brown
General Manager John W. Kirkpatrick
News Director James Hobby
Chief Engineer Clyde J. Burdette

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Beasting. Co. of the So.
Business-Studio Address 224 E. Main St.
Phone Number 33621
Transmitter Location Route 7
News Service UP
Air Time 19 hrs., 5 min.
Transcription Service Standard
Representative John Blair
Membership NARTB, BAB
Station Manager Roger A. Shaffer
Commercial Manager Guy Vaughan, Jr.
Prom. Mgr., News Dir. Thomas J. Fleming
Program Director Ed McGrath
Chief Engineer H. R. Beckholt

WFIG

SUMTER—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WFIG, Inc.
Business-Studio Address Radio Center Bldg.
Phone Number 1340
Transmitter 1 Mi. E. of Sumter on Hwy. 76
News Service UP
Transcription Service World
Representative Joseph Hershey McGillvra
President Fulton B. Creech
Gen., Sta. Mgr. T. Doug Youngblood
Commercial Mgr. William H. Moore, Jr.
News, Pgm. Dir. Paul Reidy
Production Director John Sherman
Chief Engineer James L. Williams
Farm Editor T. O. Bowen

WBCU

UNION—1949—MBS

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Oper. By Union-Carolina Brcstg. Co.
Address 210 East Main St.
Phone Number 1200
Transmitter Location 3 Mi. N.W. of Union
Air Time 6:00 a.m. to 12:00 M.
Transcription Service Thesaurus
Station Repr. Continental
Pres., Gen. Mgr. E. H. Hughes
Prog., Prod. Dir. Marilyn F. Scruggs
Sales Prom. Mgr., Chief Ann. C. P. Stribling
News, Pub. Dir. Harry Doggette
Chief Engineer T. W. Weathers

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Walterboro Bcstg. Co.
Transmitter Address Ft. Benson St.
Studio-Address Box 12
Phone Number 3861
News Service AP
President R. M. Jefferies
General Manager Louis M. Neale Jr.
Program Director Louis Long
News Dir., Chf. Engr. Ralph Keogh

SOUTH DAKOTA

Pop. April 1, 1952 (Est.) 665,000—Total Housing Units 195,079
Families April 1, 1952 (Est.) 177,000—Stations in State 12

KSDN

ABERDEEN—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By Aberdeen News Co.
Phone Number 4573
Air Time 6 a.m.-12 M.

News Service AP
Transcription Service World
Representative Weed
President Henry J. Schmitt
Sta., Gen. Manager Byron McElligott
Commercial Manager Russa Osborne
Pgm., Prod. Director E. C. Pieplow
Chief Engineer George Crocker

SOUTH DAKOTA

K D S J

DEADWOOD—1947—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... John, Eli & Harry Daniels
 Address P. O. Box 462
 Phone Number 186
 Transcription Service World
 News Service UP
 Gen. Mgr., Chief Engr. Eli Daniels
 Commercial Manager Harry Daniels
 Program Director Bill Plunkett
 Chief Announcer Bill Lynn

K I J V

HURON—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. . James Valley Bcstg. Co., Inc.
 Bus.-Studio Address 32 Second St. S.E.
 Phone Number 765
 Transmitter Location 18th St. & Idaho
 Representative Lawson
 Transcription Service Thesaurus
 Manager Max F. Staley
 Commercial Manager. Dwight Coursex

K O R N

**MITCHELL—1947—MBS
 GOLDEN PHEASANT**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Mitchell Bcstg. Assn.
 Bus.-Studio Address 217-219 N. Main
 Phone Number 621
 Transmitter Location ½ Mi. E. of city on
 Hwya. U. S. 16
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Raymond V. Eppel
 Comm., Sales Prom. Mgr. B. Harland Ohde
 Pgm., Prod. Director Raymond Eppel
 Chief Engineer Frances Kelly

K G F X

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
 Owned-Oper. By. Estate of Dana McNeil
 Bus.-Studio-Transmitter Address 203 W.
 Summit Ave.
 Air Time 9:30 a.m.-Sunset
 Phone Number 2351
 Air Time 9:30 a.m.-sunset
 News Service UP
 Representative Continental
 President Ida A. McNeil
 Chief Engineer Selwyn Ronning

K O T A

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By Black Hills Bcstg. Co. of
 Rapid City

Business Address 1819 W. St. Joe St.
 Phone Number 2000
 Transmitter Location Hwya. 79, E. of
 Rapid City
 Air Time 5:30 a.m.-M.
 News Service UP
 Representative Headley-Reed
 Transcription Service. Standard, Associated,
 Capitol
 Membership NARTB, BAB
 President Robert J. Dean
 Gen., Sta., Comm. Mgr. Abner H. George
 Pgm. Dir., Chief Ann. Harley Hanson
 Chief Engineer. A. E. Griffiths
 Consulting Engr. Everett L. Dillard

K E L O

SIoux FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By. Midcontinent Bcstg. Co.
 Bus.-Studio Address Kelo Bldg.
 Phone Number 4-5841
 Transmitter Location S.E. of Sioux Falls
 Air Time 5:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol, Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. S. Fantle, Jr.

AP SELLS

For Stations and Sponsors —

For instance . . . KSDN

“AP news is a great service
 to KSDN’s vast rural audi-
 ence. AP news programs are
 top money-getters on this
 station.”

B. J. McELLIGOTT,
 General Manager,
 KSDN, Aberdeen, South Dakota

SOUTH DAKOTA

Commercial, Station Manager.....Evans Nord
 Sales Prom. Mgr., Pub. Dir.....Darlene Nesby
 Pgm., Prod. Dir. Jim Burt
 News Dir., Chf. Ann.....Dean Montgomery
 Chief Engineer.....Lester Froke
 Consulting Engr.....Andy Ring & Co.

KIHO

SIoux FALLS—1948

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By....Big Sioux Brcstg. Co., Inc.
 Address218 South Main Ave.
 Phone Number912
 Transm. Location5 miles s.w. of City
 News ServiceUP
 Transcription ServiceWorld
 Station Representative.....Paul H. Raymer Co.
 General ManagerDavid J. Kempkes
 Commercial Manager.....Richard C. Morenus
 Program Director.....Fred W. Schweikher

KISD

SIoux FALLS—1948—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KISD, Inc.
 Bus-Studio Address311 S. Phillips Ave.
 Phone Number4-5571
 Transmitter LocationW. 12th St.
 News ServiceAP
 Transcription ServiceLang-Worth
 President.....H. R. Alton
 Gen. Mgr., Prog. Dir.....Verl Thomson
 Commercial Manager.....Jack Ramsell

KSOO

SIoux FALLS—1927

Frequency: 1140 Kc..Power: 10,000 Watts d.:
 5,000 Watts n.
 Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
 Address317½ S. Phillips Ave.
 Phone Number4-7545
 Transm. LocationSpringdale Township
 Air Time5:30 a.m.-1:00 a.m.
 News ServiceAP
 Transcr. ServiceRCA, Thesaurus
 Station Representative.....Avery Knodel, Inc.
 MembershipNARTB
 PresidentMorton Henkin
 General ManagerGeorge R. Hahn
 Station ManagerGeorge "Bill" Rohn
 Commercial ManagerRollie R. Williams
 Production DirectorRay Loftness
 Program DirectorMurray Stewart
 News DirectorOrrin Melton
 Musical Director.....Bob Helgeson
 Chief EngineerMax Pierce
 Farm Editor.....E. C. "Red" Stangland
 Consulting EngineerGeorge C. Davis

KWAT

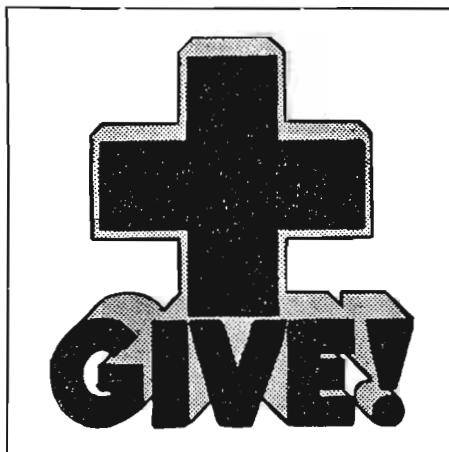
WATERTOWN—1926—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Oper. By..Midland Natl. Life Ins. Co.
 AddressWatertown
 Phone Number777
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcr. ServiceStandard
 RepresentativeOrville Lawson, Walker
 MembershipNARTB, BAB
 PresidentJohn Ehrstrom
 Gen. Mgr., Publ. Dir. Ross E. Case
 Commercial Manager.....Morris Wisott
 Sales Prom. Mgr. Bernard Kinney
 Prog., Prod., News Dir. Doug Marlow
 Publicity Dir.....Bob Keller (N. Y.)
 Chief AnnouncerJohn Birdsall
 Chief Engineer.....Francis Alwin
 Consulting Engr.....Commercial Radio

WNAX

YANKTON—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Bus-Studio AddressWNAX Bldg.
 Phone Number442
 Transmitter Location5 mi. E. of Yankton
 Air Time5:30 a.m.-M.
 News ServiceAP, UP
 Transcription ServiceCapitol
 RepresentativeKatz
 MembershipNARTB, BAB
 General ManagerRobert R. Tincher
 Commercial Manager.....Donald D. Sullivan
 Promotion Mgr.....Richard T. Harris
 Program Director.....Herb Howard
 News DirectorArthur J. Smith
 Musical Director.....Rex Hays
 Chief Engineer.....Clifton M. Todd
 Consulting Engr.....Craven, Lohnes & Culver



TENNESSEE

Pop. April 1, 1952 (Est.) 3,365,000—Total Housing Units 925,143
Families April 1, 1952 (Est.) 851,000—Stations in State 61

W L A R

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Athens Bcstg. Co.
Business-Studio Address N. Jackson St.
Phone Number 1450
Transmitter Location Decatur Hway.
Air Time Unlimited
News Service UP
Transcription Service Capitol
President Lowell F. Arterburn
General Manager Buell J. Charles
Program Director John Redwine
Commercial Manager Leonard Dawson
Chief Engineer J. W. Turner
Consulting Engr. Claude Gray

W O P I

BRISTOL—1929—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Radiophone Bcstg. Station,
WOPI, Inc.
Business-Studio Address 310 State St.
Phone Number South 3730
Transmitter Location Old Abingdon Pike
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Lang-Worth, Capitol
Representative Burn-Smith
Membership BAB
Pres., Gen., Sta. Mgr. W. A. Wilson
Comm. Mgr. James C. Wilson
Sales Prom. Mgr. Sam Davis
Prod., News Dir. Mike Cady
Publicity Director Walsa McQueen
Chief Engineer George Guertin

W A G C

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Tenn. Valley Bcstg. Co.
Address Hotel Patten
Phone Number 7-1128
Transmitter Location Rossville Blvd.
Air Time 5:55 a.m. to 12 M.
News Service AP
Transcription Service Langworth
Station Repr. Rambeau
General Manager Vann Campbell
Program Director Roy Morris
Chief Engineer George McMurtrie
Consulting Engineer Gautney

W A P O

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By WAPO Bcstg. Service
Business-Studio Address Read House
Phone Number 6-6141
Transmitter Location Pineville Rd.
Air Time 5:00 a.m.-12M.
News Service AP
Transcription Service Thesaurus
Representative Headley-Reed
Membership NARTB, BAB
General Manager R. G. Patterson
Comm. Mgr., Pub. Dir. Helen Patterson
Program Director Frances Harley
Chief Engineer B. B. Barnes
Consulting Engr. Gautney & Ray

W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts d.,
1000 n.
Owned-Oper. By WDEF Bcstg. Co.
Bus. Studio Address 420 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location Moccasin Bend
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Branham
President Carter M. Parham
Gen., Sta., Comm. Mgr. Ken Flenniken
Program Director Morrie Quave
News Dir. Paul Wann
Chief Announcer Luther Masingill
Chief Engineer B. C. Baker
Consulting Engr. Russell P. May

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By WDO D Bcstg. Corp.
Address Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Transmitter Location Baylor Rd.
Air Time 5:30 a.m.-12:30 a.m.
News Service UP
Transcription Service Standard, World
Representative Paul H. Rayer
Pres., Gen., Sta. Mgr. Earl W. Winger
Commercial Manager B. J. Bush
Prom. Mgr., Pub. Dir. Gene Allen Carr
Pgm., Prod. Director Charley Gullickson
Chief Engineer W. Roy Owens
Consulting Engr. George C. Davis

T E N N E S S E E

W D X B

CHATTANOOGA—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: WDXB, Inc.
 Address: 539 Vine St.
 Phone Number: 6-1114
 Representative: Forjoe
 Transcription Service: SESAC
 News Service: AP
 President: Joseph Bloom
 Vice-President: David E. Cohen
 General Manager: Charles W. Trippe
 Chief Engineer: Byron E. Fincher

W M F S

CHATTANOOGA—1951

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By: Lookout Bcstg. Co.
 Address: 215 W. Ninth St.
 Phone Number: 53127
 Representative: McGillvra
 Managing Ptnr., Gen. Mgr.: William F. Stone
 Commercial Manager: D. Wert Campbell
 Program Director: Larry McKinley
 Chief Engineer: Glenn Channel's

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: Campbell & Sheftall
 Operated By: E. T. Campbell
 Business-Studio Address: 411 Madison St.
 Phone Number: 6414
 Transmitter Location: Martin St.
 News Service: AP
 Transcription Service: Capitol
 Membership: NARTB, BAB
 Pres., Gen.-Sta. Mgr.: E. T. Campbell
 Commercial Manager: Parry Sheftall
 Prom. Mgr., Pgm. Dir.: Clay Cline, Jr.
 Chief Engineer: John Bailey
 Consulting Engr.: Ring

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Robert W. Rounsaville
 Business-Studio Address: Central Ave.
 Phone Number: 62
 Transmitter Location: Chattanooga Hwy.
 Air Time: 6:00 a.m.-10:30 p.m.
 News Service: UP
 Gen. Mgr.: R. W. Rounsaville
 Comm., Sta. Manager: Thad F. Fitch
 Program Director: Bill Stone
 Chief Engineer: William D. Stuart
 Technical Director: Paul Cram

W K R M

COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: The Middle Tennessee
 Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address: P. O. Box 71
 Phone Number: 1340
 Air Time: 5 a.m.-M.
 News Service: AP
 Transcription Service: Capitol
 Membership: NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr.: R. M. McKay, Jr.
 Sales Prom. Mgr.: Mel Dugger
 Mus., Publ., Pgm., Prod. Dir.: Al Knott
 Chief Engineer: Cameron McKay
 Consulting Engineer: Ring & Co.

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WHUB, Inc.
 Bus.-Studio Address: 315 E. Spring St.
 Phone Number: 789
 Transmitter Location: 807 Hickory St.
 News Service: UP
 Representative: Continental Radio Sales
 Membership: NARTB, BAB
 General Manager: M. L. Medley
 Station Director: Joe C. Medley

W D S G

**DYERSBURG—1946
 MBS-KBS-MID-SOUTH**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: State Gazette Bcstg. Co., Inc.
 Address: Box 58
 Phone Number: 77
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 President: Russel M. D. Bruce
 General Manager: Frank Armstrong
 Commercial Manager: O. P. Laten
 Prod. Pgm. Director: Robert Ward
 Chief Engineer: Dave Ross

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Robert Rounsaville &
 George Clark
 Business-Studio Address: Elk Ave.
 Phone Number: 2-1241
 Transmitter Location: State Line Rd.
 News Service: UP
 Senior Partner & Mgr.: R. W. Rounsaville
 Comm., Sta. Manager: Frazier Cochran
 Comptroller: S. A. Wade
 Pgm., Prod. Dir.: Art Selley
 Chief Engineer: Condon Bowers, Jr.
 Technical Director: Paul Cram
 Consulting Engr.: John H. Mullaney

T E N N E S S E E

W E K R

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Fayetteville Bcstg. Co.
 Business-Studio Address Box 625
 Phone Number 1240
 Transmitter Old Boonshill Rd.
 News Service AP
 President John R. Crowder
 General Manager Porter Clark
 Sta. Mgr. Jim Tate
 Comm. Mgr. Teddy Barnes
 Pgm. Dir. Glen Slayton
 Chief Engineer Ernest Tucker
 Consulting Engr. John H. Mullaney

W H I N

GALLATIN—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sumner County Bcstg. Co.
 Address Gallatin
 Phone Number 1010
 Transmitter Location Highway 109
 News Service UP
 Transcription Service Capitol
 Membership NARTB, BAB
 President A. B. Perkins
 Gen., Sta. Mgr. J. B. Thomas
 Commercial Manager Charles Brewer
 Chief Engineer Robert Boyd
 Consulting Engineer Dave Binns

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Greeneville, Inc.
 Address Radio Bldg.
 Phone Number 797
 News Service UP
 Pres., Gen. Mgr. Paul Metcalfe
 Commercial Manager Hugh Pickel
 Program Director Tom Lyons
 Chief Engineer Laile Hampton

W H B T

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By The Harriman Bcstg. Co.,
 Inc.
 Bus-Studio Address Harriman
 Phone Number 661
 Transmitter Location Margrave St.
 Air Time 6:15 a.m.-11:15 p.m.
 News Service UP
 Transcription Service SESAC
 Representative Continental
 Owner, Gen. Mgr. F. L. Crowder
 Comm., Sales Prom. Mgr. Hugh Patton
 Pgm. Dir., Chief Ann. Carl Williams
 Chief Engineer Gene Davidson
 Consulting Engineer Claude Gray

W I R J

**HUMBOLDT—1949—MID-SOUTH
 KBS**

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Gibson Co. Bcstg. Co., Inc.
 Address 210 N. 22nd Ave.
 Phone Number 740
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President J. F. Warmath
 Commercial Manager Thomas S. Armistead
 Gen., Sta. Manager Howard E. Byrum
 Chief Engineer Irie Brown

W D X I

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By Dixie Bcstg. Co.
 Business-Studio Address Williams Bldg.
 Phone Number 7-9611
 Transmitter Location 3 Mi. N. Hiway 45
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Burn-Smith
 Pres., Gen. Mgr. Aaron B. Robinson
 Comm., Sta. Manager Bill Winslett
 Sales Prom. Mgr. Jack Murphy
 Program Director James W. Hoppers
 Production Director Lawrence Dunne
 Chief Engineer James S. Thomas
 Consulting Engr. Kear & Kennedy

W P L I

JACKSON—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George Arthur Smith
 Address First Natl. Bank Bldg.
 Transmitter Location Old Bolivar Road
 Phone Number 7-8541
 Air Time 16 hrs.
 News Service UP
 Transcription Service Capitol
 Representative McGillvra
 President George Arthur Smith
 General Manager Charles J. Wingate
 Commercial Manager Leonard Fielding
 Pgm., Mus. Dir. Charles McMillan
 Chief Engineer Dave Jordan

W T J S

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Sun Publishing Co.

T E N N E S S E E

Bus.-Studio Address Jackson
 Phone Number 7-3316
 Transmitter Location Bemis Hwy.
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Branham
 Membership NARTB, BAB
 Exec. V.-P. A. A. Stone
 Station Manager Frank S. Proctor
 Asst. Manager Leslie R. Brooks, Jr.
 Studio Director Sam D. Lollar
 Chief Engineer Robert M. Gordon

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WJHL, Inc.
 Business-Studio Address 145 W. Main St.
 Phone Number 2780
 Transmitter Bristol-Kingsport Hwy.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 Pres., Gen. Mgr. W. H. Lancaster
 Sta., Comm. Mgr. Hanes Lancaster Jr.
 Sales Prom. Mgr., Pub. Dir. Ken Matthews
 Pgm., Prod., News Dir. Robert Walker
 Chief Announcer Ed Cowell
 Chief Engineer O. K. Garland

W E T B

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By E. Tennessee Bcstg. Co.
 Business Address Press Bldg.
 Phone Number 2993
 Studio-Transmitter Location Irwin Hiway
 Air Time 6 a.m.-sunset
 News Service AP
 Representative McGillvra
 Transcription Service World
 Membership NARTB, BAB
 President Carl A. Jones, Jr.
 Station Manager Cliff Goodman
 Commercial Manager Bud Kelsey
 Program Director Berney Burleson
 Chief Engineer E. B. Jones

W K I N

KINGSPORT—1951

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By Cy N. Bahakel
 Address Kingsport
 Owner Cy N. Bahakel

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Kingsport Bcstg. Co., Inc.
 Business-Studio Address 222 Commerce St.
 Phone Number 2870
 News Service AP
 Transcription Service Thesaurus, World
 Representative Donald Cooke
 President C. P. Edwards, Jr.
 Gen., Sta. Manager Paul L. Overbay
 Commercial Mgr. Phil Weaver
 Mus., News, Pgm. Dir. Martin Karant
 Chief Engineer Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WBIR, Inc.
 Business-Studio Address 618 S. Gay St.
 Phone Number 4-3321
 Transmitter Location Painter & Concord Sts.
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB, BAB
 President Gilmore N. Nunn
 Gen.-Sta. Mgr., Pgm. Dir. John P. Hart
 Commercial Manager James A. Dick
 Chief Engineer J. Rex Horton

W I B K

KNOXVILLE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Independent Bcstg. Co., Inc.
 Business-Studio Address 406 W. Church St.
 Phone Number 4-9866
 Transmitter Location Rouse Hill
 Air Time Sunrise-sunset
 News Service AP
 Membership NARTB
 President J. Harold Smith
 Sta., Gen. Mgr. Marvin I. Thompson
 Program Director Bob Johnson
 Promotion Manager Margaret C. Peltier
 Chief Engineer John D. Caylor
 News Director Lorene Ball

W K G N

KNOXVILLE—1947—MBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WKGN Bcstg. Co.
 Bus.-Studio Address Atop the Park Natl.
 Bank Bldg.
 Phone Number 4-0766
 Transmitter Location 2166 Ailor Ave.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe

T E N N E S S E E

Membership NARTB, BAB
 Pres., Gen. Mgr. Clarence Beaman
 Station Manager J. E. "Gene" Bouldin
 Comm. Mgr. Guy L. Smith
 Publicity Director Bill Sorrell
 Chief Engineer Milton L. Jones

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By . . . Scripps-Howard Radio, Inc.
 Business-Studio Address . . . 110-112 S. Gay St.
 Phone Number 3-3171
 Transmitter Location . . Anderson Rd. nr. Beverly
 Air Time 5 a.m.-1:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Branham
 President Jack R. Howard
 Gen.-Station Mgr. R. B. Westergaard
 Comm.-Sales Prom. Mgr. O. L. Smith
 Program-Production Dir. C. A. McMahon
 Publicity Director Walter Corning
 Chief Announcer Lowell Blanchard
 Musical Director Jerry Collins
 Chief Engineer Ray Evans

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By . . . Mountcastle Bcstg. Co.
 Business-Studio Address 612 Gay St.
 Phone Number 2-7111
 Transmitter Location Holston Hills
 Air Time 20 hrs.
 News Service UP
 Transcription Service World, Capitol
 Representative Avery-Knodel
 President Paul Mountcastle, Sr.
 Gen. Sta. Mgr. W. H. Linebaugh
 Commercial Manager J. T. McCloud
 Pgm., Prod. Dir. J. H. Reese
 Publicity Director Wayne Hudson
 Chief Engineer Fred Andrews
 Consulting Engr. Glenn D. Gillett

W D X E

LAWRENCEBURG—1951—MBS

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By Lawrenceburg Bcstg. Co.
 Address Locke Bldg.
 Phone Number 4462
 News Service UP
 Transcription Service Capitol, SESAC
 Representative Burn-Smith
 President Aaron R. Robinson
 General Manager George Eubanks
 Commercial Manager Ghan Smith
 Program Director Ken Marston
 Promotion Manager Eud Sawyer
 Chief Engineer James S. Thomas

W C O R

LEBANON—1949

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Lebanon Bcstg. Co., Inc.
 Address Cumberland Ave.
 Phone Number 1540
 News Service UP
 Transcription Service Lang-Worth
 General Manager Theo. F. Ezell Jr.
 Program Director Jack Hendrickson
 News Director Walt Dillard
 Chief Engineer William Johnston

W L I L

LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
 Owner Arthur Wilkerson Lumber Co.
 Address Bway at Grand
 Phone Number 1095
 Transcription Service SESAC
 News Service UP
 Owner, Gen. Mgr. Arthur Wilkerson
 Commercial Manager Otis Parker
 Program Director Fred Pell
 Chief Engineer P. C. Melone

W J J M

LEWISBURG—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Estate of James J. Murray
 Address East Hill
 Phone Number 780
 News Service AP
 General Manager Louis D. Lingner
 Chief Engineer J. E. Sowell

W G A P

MARYVILLE—1947—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Aluminum Cities Bcstg. Co.
 Address 503 Blount Natl. Bank Bldg.
 Phone Number 2490-1
 Transmitter Location Louisville Pike
 Membership NARTB
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Co-owners F. H. Corbett, H. C. Weaver
 Gen. Sta. Mgr. F. H. Corbett
 Prod., Prog. Dir. Joe Wheeler
 Chief Engineer Curtis Lamarr
 Commercial Manager Walter Moore

W M M T

McMINNVILLE—1947—MBS

KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts d., n.
 Owned-Oper. By . . . McMinnville Brdg. Co., Inc.
 Address McMinnville
 Phone Number 401

T E N N E S S E E

Transmitter Location North Chancery St.
 Air Time 5:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 President Dr. Sam J. Albritton
 General Manager Royce E. Richards
 Commercial Manager Van Slack
 Sales Prom. Manager Henry Trent
 Program Director Ernie Richards
 Chief Engineer Hubert Beasley

President P. E. Furlow
 Gen., Sta. Mgr. C. K. Beaver
 Commercial Manager Louis Zlotky
 Pgm., Prod. Dir. Jack Brooks
 Publ., News Dir. Bob Jones
 Chief Engineer William Marsh

W D I A

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Bluff City Bcstg. Co.
 Operated By John Pepper, Bert Ferguson
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Daytime
 News Service UP
 Representative John E. Pearson
 Membership NARTB, BAB
 Gen., Sta. Mgr. Bert Ferguson
 Commercial Manager Harold F. Walker
 Program Director Christine Spindel
 Production Director David James
 News Dir. Marie Wathen

W M C MEMPHIS—1923—NBC SOUTH CENTRAL QUALITY

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Memphis Publishing Co.
 Bus.-Studio Address Goodwyn Institute Bldg.
 Phone Number 8-7464
 Transmitter Location Thomas Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Representative Branham
 Membership NARTB
 President Enoch Brown
 Gen., Sta. Mgr. H. W. Slavick
 Commercial Mgr. Earl Moreland
 Program Director Wilson Mount
 Production Director Ott Roush
 Publicity Director Walter E. Frase
 Chief Announcer Charles B. Sullivan
 News Dir. Bob Pigue
 Chief Engineer E. C. Frase, Jr.

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Harding College.
 Searcy, Ark.
 Bus.-Studio Address Hotel Gayoso
 Phone Number 8-6868
 Transmitter Location Circle Rd.
 Air Time Full Time
 News Service AP
 Representative Weed & Co.
 Membership NARTB, BAB
 Gen., Sta. Mgr. John Cleghorn
 Comm. Mgr. Bill Grumbles
 Pgm., Dir. Gordon Lawhead
 Music, Dir. Dick Covington
 Prod. Dir. Lee McEachern
 Chief Engineer Welton Roy
 Consulting Engr. McIntosh & Englis

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc. Power: 10,000 Watts d.:
 5000 Watts n.
 Owned-Operated By WMPS, Inc.
 Business-Studio Address Radio Center
 Phone Number 5-2663
 Transmitter Location N. Benjestown Rd.
 Air Time 5 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Standard
 Representative Radio Representatives
 Membership NARTB, BAB
 V.P., Gen. Mgr. Harold R. Krelstein
 Sta., Sales Prom. Mgr. W. B. Rudner
 Program Director George Faulder
 News Director Tys Terwey
 Chief Engineer J. E. Deaderick

W H H M

MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Mid South Bcstg. Corp.
 Business-Studio Address Sterick Bldg.
 Phone Number 37-4422
 Air Time 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service Lang-Worth, Capitol
 Representative For Joe
 Membership NARTB

W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By WREC Bcstg. Service
 Business-Studio Address Hotel Peabody
 Phone Number 5-1313
 News Service UP
 Transcription World, Lang-Worth, SESAC
 Representative Katz
 Owner, General Manager Hoyt B. Wooten
 Commercial Manager Hollis R. Wooten
 Program Director Roy Wooten
 Chief Engineer Wilson Raney

T E N N E S S E E

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cherokee Bcstg. Corp.
 Bus.-Studio-Transmitter Address Brown Ave.
 Phone Number 1450
 News Service AP
 Transcription Service Lang-Worth
 Representative Hal Holman
 President Herbert S. Walters
 Gen., Comm. Mgr. Howell Ashford
 Program Director John Frank McCrary
 Chief Engineer James R. Redden

W G N S

MURFREESBORO—1947—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By WGNS, Inc.
 Address P. O. Box 456
 Phone Number 1450
 Representative Holman
 Transcription Service Lang-Worth, World
 News Service UP
 Pres., Gen. Mgr. Cecil Elrod
 Vice-President Mrs. Cecil Elrod, Sr.
 Secy.-Treas. Cecil Elrod, Sr.
 Commercial Manager Robertson C. Scott
 Promotion Manager John D. Hood
 Chief Engineer Will Dunn

W K D A

NASHVILLE—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Capitol Bcstg. Co.
 Bus.-Studio Address 1st American Natl. Bank
 Bldg.
 Phone Number 4-0511
 Transmitter Location 2nd Ave. & Peabody St.
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol, Lang-Worth
 Representative Bolling
 Membership NARTB
 (Partners) Owners T. B. Baker, Jr. &
 A. G. Beaman
 General Manager T. B. Baker, Jr.
 Sports Director L. H. Munson
 Program Director Alfred G. Kengott, Jr.
 Chief Engineer Oscar C. Griffin, Jr.
 Consulting Engr. A. D. Ring Co.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Oper. By WLAC Bcstg. Service
 Bus.-Studio Address Third Natl. Bank Bldg.
 Phone Number 6-0161
 Transmitter Location Old Hickory Blvd.
 Air Time 5 a.m.-1 a.m.

News Service UP
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 Membership NARTB, BAB
 Owner J. T. Ward
 Gen. Mgr. F. C. Sowell
 Commercial Manager E. G. Blackman
 Sales Manager Frank Gonzales
 Program Director Paul Oliphant
 Chief Engineer F. D. Binns

W M A K

NASHVILLE—1948—MBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Volunteer State Bcstg. Co.
 Address Maxwell House
 Phone Number 4-3411
 Transmitter Location Hydes Ferry Rd.
 Air Time 5 a.m.-12 M.
 News Service UP
 President Frank W. Mayborn
 Gen. Sta. Mgr. George B. Faulder
 Sales Prom. Mgr. Clarence L. Waggoner
 News Director Robert L. Chaudoin
 Chief Engineer Charles W. Stokely
 Consulting Engineer McIntosh & Inglis

W N A H

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Hermitage Bcstg. Corp.
 Address James Robertson Hotel
 Phone Number 4-7611
 Transcription Service Standard
 Pres., Gen., Comm. Mgr. Van T. Irwin, Jr.
 Program Director Donn C. McInturff
 Chief Engineer Harold Motlow

W O K E

NASHVILLE—1951—LBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By Air Mart Corp.
 Address P. O. Box 391, Grove Center
 Phone Number 5-1333
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Mgr. Harry C. Weaver
 Commercial Manager Richard S. Quinn
 Production Manager William S. Sorrell
 Chief Engineer Curtis LaMarr

W S I X

NASHVILLE—1927—ABC-LBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Jack and Louis R. Draughon
 Address Nashville Trust Building
 Phone Number 5-5431
 Transmitter Location McGavock Road
 Air Time 6:00 a.m. to 12:00 M.

T E N N E S S E E

News Service AP
 Transcription Service World
 Station Representative... George P. Hollingbery
 Membership NARTB, BAB
 Gen., Sta. Mgr. Louis R. Draughon
 Comm. Manager E. S. Tanner
 Pgm. Dir. Jim McKinney
 Chief Engineer Charles R. Duke

W S M

NASHVILLE—1925—NBC

Frequency: 650 Kc. Power: 50,000 Watts
 Owned By Natl. Life & Accident Ins. Co.
 Bus.-Studio Address 301 7th Ave. N.
 Phone Number 6-7181
 Transmitter Location 12 Mi. in the country
 News Service AP, INS
 Transcription Service Thesaurus
 Representative Edward Pety
 President. John H. DeWitt, Jr.
 Commercial Manager. Irving C. Waugh
 Program Director. Jack Stapp
 News Director. Harold Baker
 Chief Engineer. George A. Reynolds

W S O K

NASHVILLE—1951

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Nashville Bcstg. Co.
 Address 1703 Hillmont Drive

W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WATO, Inc.
 Address Municipal Market Bldg.
 Phone Number Oak Ridge 5-3535
 Air Time Unlimited
 News Service UP
 Representative Burn-Smith
 Pres., Gen., Comm. Mgr. David H. Carpenter
 Program Director Arthur J. Metzler
 Chief Engineer Marvin L. Paul

W T P R

PARIS—1947—KBS

Frequency: 710 Kc. Power: 250 Watts d.
 Owner Paris Bcstg. System, Inc.
 Bus.-Studio Address Davis Bldg.
 Phone Number 1700
 Transmitter Location Clifty Rd.
 News Service AP
 Transcription Service Lang-Worth
 General Manager. Virgil L. Lindner Jr.
 Commercial Manager. B. C. Kilgore
 Chief Engineer Don Somerville

W K S R

PULASKI—1947—LBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By The Richland Bcstg. Co.

Address Radio Center
 Phone No. 1066-67
 Transmitter Location Highway 64-W
 Air Time Sunrise-Sunset
 News Service UP
 Membership NARTB, BAB
 President. W. K. Jones
 Gen., Sta. Mgr. Virgil Trimm
 Comm., Sales Prom. Mgr. Wallace Beecham
 Pgm. Dir., Chief Anncr. George Martin
 Production Director. Corky Hoover
 Publ., News Dir. Allene Williams
 Chief Engineer. Richard Spruill
 Consulting Engineer. John Mullaney

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Shelbyville Bcstg. Co., Inc.
 Phone Number 1400
 Transmitter Location Lewisburg Hwy.
 News Service UP
 President Harvard Smith
 Gen., Comm. Mgr. Charles Christian
 Program Director. Charles Bragg
 Chief Engineer. Tim Marsh

W D B L

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Springfield Bcstg. Co., Inc.
 Address Springfield
 Phone Number 1287
 Transcription Service World
 News Service UP
 Pres., Gen. Mgr. Walter A. Duke
 Program Director. Kenneth Early
 Chief Engineer. Anna A. Duke

W J I G

TULLAHOMA—1948—LBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By. Raymond L. Prescott, Jr.
 Business Address. Old Winchester Hwy.
 Phone Number 2607-5
 Studio-Trans. Location. Old Winchester Hwy.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. Col. Raymond L. Prescott, Jr.
 Station Manager. James Walkup
 Chief Engineer. William C. Spraggins
 Consulting Engr. Claude Gray

W E N K

UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Union City Bcstg. Co.
 Phone Number 1240-1
 Transmitter Location Fulton Hwy.
 Air Time 5 a.m.-11 p.m.

• • • **TENNESSEE — TEXAS** • • •

News Service UP
 Transcription Service World
 Representative Burn-Smith
 Pres., General Mgr. Aaron B. Robinson
 Sta. Mgr., Pub. Dir. Louis C. Wrather
 Sales Prom., Comm. Mgr. Edwin A. Kallenberg
 Prog., Prod. Director Mrs. Lee Smith
 Chief Announcer Ray Brown
 News Director David Banks
 Chief Engineer James Thomas
 Farm Editor Tom Garth

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Arthur D. Smith, Jr.
 Address Box 1103
 Phone Number 2201
 Transmitter Location Cowan Hwy.
 News Service UP
 Pres., Gen., Prom. Mgr. Arthur D. Smith, Jr.
 Commercial Manager Harry W. Sullivan
 Pgm., News Dir. Russell Bradley
 Chief Engineer Frank Spencer

TEXAS

*Pop. April 1, 1952 (Est.) 8,046,000—Total Housing Units 2,398,125
 Families April 1, 1952 (Est.) 2,151,000—Stations in State 185*

K R B C

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Reporter Bcstg. Co.
 Business Address Windsor Hotel
 Phone Number 4-6255
 Transmitter Location Old Anson Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol, Associated
 Representative John E. Pearson
 President Mrs. Eva M. Hanks
 General-Station Mgr. Howard Barrett
 Comm. Mgrs. John Mingus (Local);
 Forest Lane (National)
 Sales Prom. Manager Forest Lane
 Chief Engineer J. B. Casey
 Consulting Engr. Commercial Radio

K W K C

ABILENE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Citizens Bcstg. Co.
 Bus. Studio Address 25th & Butternut Sts.
 Phone Number 4-7286
 Air Time 18 hrs.
 News Service AP, UP
 Transcription Service World
 Representative Taylor
 President W. P. Wright
 Gen., Prom. Mgr. A. C. Etter
 Commercial Manager Tyler Stewart
 News, Pgm. Dir. Leonard Johnson
 Chief Engineer Forest Tipton

K B K I

ALICE—1947—MBS

Frequency: 1070 Kc. Power: 1000 Watts
 Owned-Operated By Alice Bcstg. Co.

Business Address Box 731
 Phone Number 2070
 Transmitter Location No. on Hiway 281
 Air Time 6 a.m.-12 M.
 News Service AP
 President E. G. Lloyd, Jr.
 Gen., Sta. Mgr. A. C. Lloyd, Jr.
 Commercial Manager Nat Watson
 Sales Prom. Mgr. Bill Dromgool
 Pgm., Music, Dir. J. Allen Frye
 Chief Announcer Joe Melody
 News Director Bill Scofield
 Chief Engineer S. L. Spencer

K V L F

**ALPINE—1947—MBS
 LBS—KBS—CACTUS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Big Bend Bcstrs.
 Business Address P. O. Box 779
 Phone Number 37
 Studio-Transmitter Kokernot Field
 News Service UP
 Representative Hil F. Best
 Membership NARTB
 President Barney H. Hubbs
 General Manager Jack Hawkins
 Station Manager Gene Hendryx
 Program Director Cathrine Conner
 Chief Announcer Randy White
 News Director John Newell
 Chief Engineer Earl McCall
 Consulting Engr. Harry Banemum

K A M Q

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Top of Texas Bcstg. Co.
 Address 1301 Polk St.

TEXAS

Phone Number 2-6543
 Representative Forjoe
 Transcription Service Capitol, Thesaurus
 News Service AP
 President Walter G. Russell
 Vice-President Hoyt Houck
 Secy.-Treas., Gen. Mgr. R. D. Houck
 Commercial Manager Jess Richardson
 Program Director Ray Whitworth
 Promotion Manager Johnny Hathcock
 Chief Engineer Stewart Parsons

K F D A

AMARILLO—ABC—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Amarillo Bcstg. Corp., Inc.
 Business-Studio Address 109 E. 5th St.
 Phone Number 5343
 Transmitter Location Belaire Pk.
 News Service UP
 Transcription Service World
 Representative Branhan Co.
 Membership NARTB, BAB
 President Gilmore Nunn
 General Manager John G. Ballard
 Pgm. Dir. Tom Priest
 News Director Kelly West
 Chief Engineer Kenneth Bean
 Farm Editor Kelly West

K G N C

**AMARILLO—1922
 NBC-LONE STAR**

Frequency: 710 Kc. Power: 10,000 Watts d.
 Owned-Oper. By Plains Radio Bdcstg. Co.
 Address Radio Building
 Phone Number 3-4242
 Transmitter Location Fritch Hwy.
 Air Time 5:30 a.m.-12 M.
 News Service UP, AP
 Transcription Service Lang-Worth, M. M. Cole
 Representative Taylor Co.
 Membership NARTB, BAB
 President Gerie A. Howe
 Gen., Sta. Mgr. Tom Kritser
 Sales Promotion Manager Peggy Williamson
 Pgm., Prod. Dir. Bob Watson
 News Director Wesley S. Izzard
 Chief Engineer W. H. Torrey
 Consulting Engr. A. Earl Cullum, Jr.

K L Y N

**AMARILLO—1949—CBS
 WESTERN NET**

Frequency: 940 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Plains Empire Bdcstg. Co.
 Address 1014 West Seventh
 Phone Number 2-6773
 Trans. Loca. 7 Mi. SE of City
 Air Time 6 a.m.-12 M.
 News Service UP

Transcription Service Standard
 Representative John Blair & Co.
 Membership NARTB, BAB
 President R. G. Hughes
 General Manager Kenyon Brown
 Station Manager Howard Roberson
 Chief Engineer Gene Fennimore

K B U D

ATHENS—1948

Frequency: 1410 Kc. Power: 250 Watts d.
 Owned-Oper. By Henderson County Bcstg. Co.
 Business Address Box 309
 Phone Number 2277
 Transmitter Location Highway 19
 Air Time Daytime
 News Service UP
 Sta., Gen. Mgr. J. B. McNutt, Jr.
 Consulting Engr. Merl Saxon

K A L T

ATLANTA—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Ark-La-Tex Bcstg. Co.
 Phone Number 681
 Transcription Service Capitol
 News Service UP
 President Herman H. Wommack, Jr.
 Gen., Sta. Mgr. David A. Wommack
 Commercial Manager Robert Bielh
 Program Director Norm Bale
 Chief Engr. James L. Waites

K N O W

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstg. Co., Inc.
 Bus.-Studio Address 520 Capital Natl. Bank
 Bldg.
 Phone Number 2-6213
 Transmitter Location First & Tillery Sts.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Pearson
 Membership NARTB
 President Wendell W. Mayes
 Station Manager Louis R. Cook
 Program Director Warren M. Beaman
 Chief Engineer James E. Lewis

K T B C

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Texas Bcstg. Corp.
 Bus.-Studio Address Brown Bldg.
 (P. O. Box 717)
 Phone Number 2-2424
 Transmitter Location Manchaca Rd.
 Air Time 6 a.m.-12 M.

TEXAS

News ServiceUP
 Transcription ServiceWorld
 Representative Taylor Co.
 President Claudia T. Johnson
 General Manager J. C. Kellam
 Sales Manager Sam Plyler
 Program Director Richard S. Pryor
 Publicity Director Revis Taylor
 News Director Paul Bolton
 Chief Engineer A. B. Hearn

KTXN AUSTIN

Frequency 1370 Kc.Power: 1000 Watts d.
 Owned-Oper. By Radio KTXN, Inc.
 Address P. O. Box 1102
 Phone Number74476
 Transmitter Location Bee Cave Rd.
 Air Time Sunrise-Sunset
 President Ed C. James
 General Manager Frank Stewart
 Commercial Manager Joseph K. Harry
 Sales Promotion Manager Frank Foster
 Program Director Mrs. Lilia Guzman
 Chief Engineer Paul Lindhorn

KVET

AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc.Power: 1000 Watts
 Owned-Oper. By Austin Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 1116
 Phone Number8-8521
 Transmitter Location Bull Creek Rd.
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 President John B. Connally
 General Manager Willard Deason
 Commercial Manager Charles Howell
 Pub., Pgm., Prod. Dir. Dave Smith
 Chief Engineer Alfred W. Scharath

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. By Runnels County Bcstg. Co.
 Address Zappe Bldg.
 Phone Number3151-3161
 Air Time 6 a.m.-10:15 p.m.
 News Service UP
 Transcription Service Standard, SESAC
 President, General Mgr. R. E. Bruce
 Comm., Sales Prom. Mgr. R. F. McGarvey
 Chief Engineer W. C. Kelley

KIOX

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.Power: 1000 Watts
 Owned-Oper. By Bay City Bcstg. Co.

Business Address Bay City
 Phone Number 4642-3
 Stud.-Trans. Loc. East W. Columbia Hwy.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 President J. L. Long
 General Manager Bryan Powell
 Station Manager Cleve Griffin
 Commercial Manager Boyd Porter
 Sales Promotion Manager Gordon Calcoate
 Program Director Paul Young
 Production Director Sie Schineder
 Chief Engineer Charles Cunningham

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.Power: 250 Watts d.
 Owned-Operated By Bay Bcstg. Co.
 Address Box 629
 Phone Number8251
 Trans. Loca. Ft. of E. Texas Ave.
 News Service AP
 President C. Q. Alexander
 Secretary-Treasurer Sylvia McKinstry
 Vice-President O. J. Howell

KREL

BAYTOWN—1947—LBS

Frequency: 1360 Kc.Power: 1000 Watts
 Owned-Oper. By Tri-Cities Bcstg. Co.
 Business Address P. O. Box 419, Decker Dr.
 Phone Number8211-2
 Studio-Transmitter Location Decker Dr.
 News Service UP
 Transcription Service World
 Representative Thomas F. Clark
 President Robert Matherne
 Gen. Mgr. William M. Lightfoot
 Commercial Manager Richard Rosenfeld
 Program Director Mary Lightfoot
 Chief Engineer Emilio Rodriguez

KFDM

BEAUMONT—1924 ABC-LONE STAR

Frequency: 560 Kc.Power: 5000 Watts
 Owned-Oper. By Beaumont Bdcstg. Corp.
 Address P. O. Box 2950, 1420 Calder Ave.
 Phone Number2-7758
 Trans. Loca. Bridge City
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Free & Peters, Inc.
 Membership NARTB, BAB
 President D. A. Cannon
 Gen., Sta., Comm. Mgr. C. B. Locke
 Sales Promotion Mgr. H. F. Caldwell
 Prod. Dir. Conrad Bering, Jr.
 Pub. Dir., Farm Editor Ralph Ramos
 Pgm., News Director Dave Russell
 Chief Engineer Harold W. Bartlett

T E X A S

K P B X

BEAUMONT—1947—LBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....KPBX Bcstg. Co.
 Address.....P. O. Box 1432
 Phone Number.....2-0201
 Representative.....Forjoe
 Transcription Service.....Standard
 President, General Manager.....J. M. Gilliam
 Program Manager.....Lynn Toney
 Advertising Manager.....C. P. Ward

K R I C

BEAUMONT—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....The Enterprise Co.
 Bus.-Studio-Trans. Address 3130 Blanchette St.
 Phone Number.....4-9421
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Branham
 President.....O. Eugene Davis
 Vice-Pres., Gen. Mgr.....E. C. Davis
 Station Manager.....Les Ryder
 Commercial Manager.....John Edwin Henry
 Program Director.....Mrs. Virginia Ryde
 Chief Engineer.....Marvin J. Easterwood
 Consulting Engr.....Glenn D. Gillett

K T R M

BEAUMONT—1947

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By.....KTRM, Inc.
 Business-Studio Address.....230 Orleans St.
 Phone Number.....2-8478
 Transmitter Location.....Crow & Odom Rds.
 Air Time.....5 a.m.-12:30 a.m.
 News Service.....INS
 Transcription Service.....World
 Representative.....Adam Young
 Pres., Gen.-Sta. Mgr.....Jack Neil
 Commercial Manager.....Bill McRae
 Pgm., Prod. Dir.....Roy Dixon
 News Director.....Jack Neil
 Chief Engineer.....Ben F. Hughes
 Consulting Engr.....Gautney & Ray

K I B L

BEEVILLE—1949

Frequency: 1490 Kc. Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By.....Bee Bcstg. Co.
 Address.....P. O. Box 650
 Phone Number.....1490
 Air Time.....6:30 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 General Manager.....John D. Rosi

Chief Anncr.....Louis B. Shaw
 News Director.....Bob Frank Nance
 Pgm. Dir., Chief Engr.....Harry W. Wardell
 Consulting Engr.....Glenn D. Gillett & Asso.

K B S T

**BIG SPRING—1936—ABC
 TEXAS STATE**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Big Spring Bcstg. Co.
 Bus.-Studio Address.....702 Johnson St.
 Phone Number.....1500
 Transmitter Location.....1½ Mi. N.E. of city
 Air Time.....17 hrs.
 News Service.....AP
 Representative.....John E. Pearson
 Pres., Gen. Sta. Mgr.....William J. Wallace
 Commercial Manager.....William L. Cox
 Sales Prom. Mgr., Pgm. Dir.....J. N. Young, Jr.
 Publicity Director.....Jack Wallace
 Chief Engineer.....Andrew M. Jones
 Consulting Engineer.....Commercial Radio

K T X C

BIG SPRING—1949—LBS

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By.....Big State Bcstg. Co.
 Address.....Big Spring City Park
 Phone Number.....3300
 Trans. Loca.....City Park
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Pres., Gen. Mgr.....V. T. Anderson
 Sta. Mgr., News Dir.....Woodie Groves
 Commercial Manager.....James O. Taylor
 Prog. Dir.....Miss Ernest Dean Rodman
 Chief Announcer.....Fred Mathews
 Chief Engineer.....Billie Austin
 Farm Editor.....Bruce Frazier

K F Y N

BONHAM—1948

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By.....Frank Svoboda
 Bus.-Studio-Transmitter Address. 903 E. 4th St.
 Phone Number.....781
 Air Time.....Sunrise-sunset

K H U Z

BORGER—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....KHUZ, Inc.
 Business Address.....Box 110
 Phone Number.....1600
 Studio-Transmitter Location. 1431 Clayton St.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Trans. Serv.....World, SESAC
 Membership.....NARTB
 President.....R. G. Hughes
 General Manager.....Jack Roberts
 Commercial Manager.....Louis Roberts

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TEXAS

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News Director.....Jake Shubinski
Musical Director.....Bob Jackson
Chief Engineer.....Herman Kreiger

K N E L
BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address.....Brady
Phone Number.....7777
Transmitter Location.....Brady
Air Time.....8 a.m.-10 p.m.
News Service.....AP
Representative.....Hil F. Best
Gen.-Station Manager.....G. L. Burns
Comm., Sales Prom. Mgr.....J. S. Sloane
Prog. Dir., Chief Announcer.....Gene Burns
Chief Engineer.....Cecil Nelln

K S T B

BRECKENRIDGE—1947—LBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number.....1430
Transmitter Location.....1½ Mi. W. of city
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen. Mgr.....R. W. Chapman
Commercial Manager.....Sidney Foster
Program Director.....T. Drake
Chief Engineer.....R. L. Smith

K W H I

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead
Business Address.....108½ Main St.
Phone Number.....655
Transmitter Location.....2 Mi. N. on Hwy. 36
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Pres., Gen. Mgr.....Tom S. Whitehead
Commercial Manager.....J. C. Price
Chief Engineer.....R. D. Elder

K T F Y

BROWNFIELD—1949—KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Terry Cty. Bdcstg. Co.
Address.....Drawer 1032
Phone Number.....1000
Transmitter Location.....Tahoka Hwy.
Air Time.....5:30 a.m.-Sunset
News Service.....UP
Transcription Service.....Capitol
Membership.....NARTB, BAB
Gen., Comm. Mgr.....David R. Worley
Sales Prom. Mgr., Publ. Dir.....Sid McIntosh
Program Director.....Nathan Daniel
Chief Announcer.....Don Opheim
Chief Engineer.....Hardin L. Smith

K B O R

BROWNSVILLE—1949—LBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....1934 Central Blvd.
Phone Number.....2-5677
Transmitter Location.....1934 Central Blvd.
Air Time.....6 a.m.-12
News Service.....AP
Trans. Service.....World, Thesaurus
Representative.....Best
Chief Announcer.....Tom Martin
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prom. Mgr., Pgm., Prod. Dir.....R. E. Fowler
Chief Engineer.....Willis A. Wilson
Consulting Engr.....George E. Gautney

K V A L

**BROWNSVILLE—ABC
TEX. QUAL. NET**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....T. Frank Smith
Address.....P. O. Box 1792
Phone Number.....2-8452
Transmitter Location.....Hwy 77
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters
Membership.....BAB
President, Gen. Mgr.....T. Frank Smith
Comm. Sta. Mgr.....T. Frank Smith, Jr.
Chief Engineer.....Don Morris
Consulting Engr.....George C. Davis

K B W D

BROWNWOOD—1941—MBS

Frequency: 1380 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address.....800 Hawkins St.
Phone Number.....2401
Transmitter Location.....Williams Ranch Rd.
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Representative.....Walker
Pres., Gen. Mgr., Pgm. Dir.....W. Mayes, Jr.
Commercial Manager.....Joe B. Foster
Sales Prom. Mgr.....Bill Jamar
Chief Engineer.....A. W. Stewart
Consulting Engr.....Everett Dillard

K O R A

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....604 Varisco Bldg.
Phone Number.....3-1240
Transmitter Location.....Villa Maria Rd.

T E X A S

Air Time.....6 a.m.-M.
 Owner, Gen. Mgr.David C. Jones, Jr.
 Comm. Sales Prom. Mgr.....M. Ralph Weedon
 Chief Announcer.....R. D. Jones
 Chief Engineer.....David C. Jones

K D E T

CENTER—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Center Bcstg. Co., Inc.
 Address.....205 Austin St.
 Phone Number1199
 LocationCenter
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativeHil F. Best
 Pres., Pgm. Dir.Talbert E. Foster
 Gen., Comm. Mgr.....Tom E. Foster
 News Dir., Chief Ann.....Jack Bell
 Chief Engineer.....Harlan Riley

K C T X

CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Golden West Bcstg. Co., Inc.
 Bus.-Studio. Address.....217½ N. Main
 Phone Number1085-6
 Transmitter Location...1 Mi. W. of Childress
 Air Time.....Local sunrise-sunset
 News ServiceAP
 RepresentativeP. W. Seward
 President.....R. Malone Hagan
 Gen., Sta. Manager.....George D. Cowan
 Program Director.....LeRoy Carter
 Publicity Director.....Nelle Carter
 Chief Announcer.....Bob Pace
 Chief Engineer.....William V. Queen

K C L E

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Marti, Inc.
 Address.....919 N. Main
 Phone Number1025
 Transmitter LocationRoute 3
 Air Time.....Sunrise to Sunset only
 News ServiceAP
 Representative.....Hil F. Best
 Pres., Gen., Comm. Mgr.....George W. Marti

K S T A

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Coleman County Bcstg. Co.,
 Inc.
 Business Address.....Box 432
 Phone Number8406
 Studio-Transmitter Address...A. Bilene Hwray.
 Air TimeDaytime
 News ServiceUP

Transcription Service.....SESAC, Capitol
 RepresentativeHil F. Best
 President.....H. H. Jackson
 Gen., Sta. Mgr.....Floyd Shelton
 Comm. Mgr.....Dan C. Guthrie
 Pgm. Dir., Chief Anncr.....Bill Fox
 Chief Engineer.....Brownie Seals

W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Agricultural &
 Mechanical College of Texas
 Bus.-Studio AddressCollege Station
 Phone Number66724
 Transmitter Location.....College Station
 Air Time.....6 a.m.-local sunset
 News ServiceAP
 Sta. Mgr.....Richard L. Webb
 Commercial Manager.....Helen McLendon
 Pgm. Dir., Chief Anncr.....John Scogin
 Chief Engineer.....Richard L. Webb
 Farm Editor.....Dick Hickerson
 Consulting Engr.....H. C. Dillingham

K V M C

COLORADO CITY—1950—KBS

Frequency: 1320 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Colorado City Bcstg. Co.
 Address.....1.3 Mi. W. of Colorado City
 Phone Number64
 News ServiceAP
 PartnersMarshall Formby,
 Eldon Mahon, Clint Formby
 ManagerClint Formby
 Comm. Mgr., Pgm. Dir.....Walter Grubbs
 Chief Engineer.....Paul Brown

K M C O

CONROE—1951

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Montgomery County
 Bcstg. Co.
 Address.....324 N. Main
 Phone Number1190
 News ServiceUP
 Transcription ServiceStandard
 President.....Reagan Smith
 Station Manager.....James C. Dorrell
 Sales Manager.....David L. Oglesby
 Pgm., News Dir.....Hal H. Coley
 Chief Engineer.....John W. Neathery

K E Y S

CORPUS CHRISTI—1941

Frequency: 1440 Ks.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Nueces Bcstg. Co.
 Phone Number2-7411
 Address.....P. O. Box 1460
 Transmitter Location.....Shell Rd.

TEXAS

General Manager..... Aubrey Jackson
 Manager..... Kelly Wolford
 Program Director..... Robert Cutting

Sta., Sales Prom., Comm. Mgr... Harry H. Hayes
 Prod., Mus. Director..... George Wilcox
 Chief Engineer..... Nestor Cuesta
 Consulting Engineer..... Earl Cullum &
 Nestor Cuesta

KRIS

CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Gulf Coast Bcstg. Co.
 Address..... P. O. Box 840
 Phone Number..... 4-6354
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Free & Peters
 Pres., Gen. Mgr..... T. Frank Smith
 Commercial Manager..... William Eikner
 Pgm. Dir., Prom. Mgr..... Charles Nethery
 Chief Engineer..... Buster Harvey

KSIX

CORPUS CHRISTI—1947—ABC-LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address..... Show Room Bldg.
 Phone Number..... 2-9242
 Transmitter Location..... Whelan Dr.
 Air Time..... 5:45 a.m.-1 a.m.
 Transcription Service..... RCA Thesaurus
 Representative..... Forjoe & Co.
 Pres., Gen. Mgr..... Vann M. Kennedy
 Commercial Manager..... Charles R. Manning
 Program Director..... Henry Schwartz
 Publicity Director..... Carol Ann Burg
 Chief Engineer..... W. K. Bridges
 Consulting Engr..... James H. Burney

KUNO

CORPUS CHRISTI—LBS—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... KUNO, Inc.
 Address-Trans. Loca..... 19th & Agnes Sts.
 Phone..... 4-5203
 Air Time..... Unlimited
 Transcription Service..... Capitol, Associated
 Membership..... NARTB, BAB
 President..... Leslie C. Smith
 Gen. Mgr..... J. H. Mayberry
 Station Manager..... Ben F. Blackman
 Commercial Manager..... Peggy Lindsay
 Asst. Manager..... Herbert N. Garrett

KWBU

CORPUS CHRISTI—1944

Frequency: 1030 Kc... Power: 50,000 Watts d.
 Owned-Oper. By..... Texas Baptist Convention
 Representative..... Branham
 News Service..... AP
 General Manager..... Carr P. Collins

KAND

CORSICANA—1937

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Alto, Inc.
 Bus.-Studio Address..... State Natl. Bank Bldg.
 Phone Number..... 2486
 Transmitter Location..... No. Hwy. 75
 News Service..... UP
 Transcription Service..... World
 Representative..... Branham
 President..... J. C. West
 General Manager..... Luther A. Johnson, Jr.

KIVY

CROCKETT—1949

Frequency: 1570 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Hamilton H. Callen &
 James H. Gibbs
 Address..... P. O. Box 478
 Phone Number..... 222
 Transcription Service..... Lang-Worth
 News Service..... UP
 Ptnr., Gen. Mgr., Chief Engr.....
 Hamilton H. Callen
 Ptnr., Prom. Mgr., Pgm. News Dir.
 James H. Gibbs
 Farm Editor..... Don Gatz

KCFH

CUERO—1949—LBS

Frequency: 1600 Kc..... Power: 500 Watts d
 Owned-Oper. By..... A. M. Respondek
 Phone Number..... 700
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... World
 Representative..... Best, Biddick
 Pres., Gen. Mgr., Chief Engr... A. M. Respondek
 Commercial Manager..... Edson Foster
 Program Director..... Charlice Dietze

KXIT

DALHART—1948—LBS-KBS

Frequency: 1410 Kc.... Power: 500 Watts d.
 Owned-Operated By..... Dalrad Associates
 Address..... P. O. Box 1350
 Phone Number..... 740
 News Service..... UP
 Representative..... Best
 Transcription Service..... Lang-Worth
 Co-owner, Gen. Mgr..... Ken Bishop
 Chief Engineer..... Bill Smith

• • • **TEXAS** • • •

KIXL
DALLAS—1947

Frequency: 1040 Kc. Power: 1000 Watts d.
Owned-Operated By: Variety Bcstg. Co. Inc.
Business-Studio Address: 1401 S. Akard St.
Phone Number: Riverside 4521
Transmitter Location: 5500 Parkdale Dr.
Air Time: Daytime
News Service: AP
Transcription Service: Standard, World,
MacGregor, Capitol, Associated
Representative: ForJoe
President, General Manager: Lee Segall
Commercial Manager: Charles F. Payne
Production Manager: John D. Wilson
Chief Engineer: Bob E. Tripp
Consulting Engineer: George P. Adair

KLIF
DALLAS—1948—LIBERTY

Frequency: 1190 Kc. Power: 1000 Watts d.
1000 Watts n.
Owned-Oper. By: Trinity Bcstg. Corp.
Business-Studio Address: 2100 Jackson St.
Phone Number: RAndolph 2421
Transmitter Location: Scyene Rd
Air Time: 5:30 a.m.-1 a.m.
News Service: UP
Representative: John A. Pearson
Membership: NARTB, BAE
President: Gordon McLendon
General Manager: Ray Lewis
Commercial Manager: Bill Weaver
Program Director: Joe Roddy
Chief Announcer: Art Nelson
Chief Engineer: Glenn Callison

KRLD
DALLAS—1926—CBS

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By: KRLD Radio Corp.
Address: Herald Square
Phone Number: RA 6811
Transmitter Location: Garland
Air Time: 5:15 a.m.-12 M.
News Service: UP, AP, INS
Transcription Service: Standard, SESAC
Representative: Branham
Membership: NARTB, BAB
President: John W. Runyon
General Manager: Clyde W. Rembert
Commercial Mgr.: William A. Roberts
Program Director: Roy George
Pub. Dir., Prom. Mgr.: A. J. Putnam
Chief Engineer: Bill B. Honeycutt

KSKY
DALLAS—1941

Frequency: 660 Kc. Power: 1000 Watts d.
Owned-Operated By: SKY Bcstg. Service

Business-Studio Address: Hotel Stoneleigh
Phone Number: 6193 Randolph
Transmitter Location: Bruton Rd.
Air Time: Sunrise-sunset
News Service: AP
Membership: NARTB
Partner, Gen. Mgr.: A. L. Chilton
Station Manager: R. G. Terrill
Commercial Manager: R. L. Kanatzar
Program Director: Leonard Holland
Chief Engineer: Morris M. Ming

WFAA
DALLAS—1922—NBC-ABC

Frequency: 820 Kc. Power: 50,000 Watts
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Dallas Morning News
Business-Studio Address: 1122 Jackson St.
Phone Number: Riverside 9631
Transmitter Location: WFAA-820;
WFAA-570, Grapevine
Air Time: Unlimited
News Service: AP, UP
Trans. Serv.: Lang-Worth, Associated
Representative: Edward M. Petry
Membership: NARTB, BAB
President: E. M. Dealey
General Manager: Martin B. Campbell
National Comm. Mgr.: Ralph W. Nimmons
Asst. Manager: Alex Keese
Sales Prom. Mgr.: Mrs. Wyona Portwood
Program Director: Karl Lambertz
Publicity Director: Harry Koenigsberg
Chief Engineer: J. Raymond Collins

WRR
DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By: City of Dallas
Business Address: Municipal Radio Bldg.
Phone Number: Tenison 6101
Transmitter Location: White Rock Lake
News Service: AP
Transcription Service: Thesaurus
Representative: John Blair
Membership: NARTB
Chairman: E. O. Cartwright
Gen., Comm. Mgr., Chief Engr.: Durward Tucker
Sales Prom. Mgr., Pgm. Dir.: Pete Teddlie
Publicity Director: Louise Freedman
Consulting Engineer: Commercial Radio

KDLK
DEL RIO—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Del Rio Bcstg. Co.
Business Address: P. O. Box 1162
Phone Number: 1234

TEXAS

Studio-Transmitter Location.....Cypress &
E. Second Sts.
News ServiceUP
RepresentativeHoward
President.....James A. Clements
Gen., Comm. Manager.....Don R. Howard

KDSX

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Grayson Bcstg. Co.
AddressHotel Denison
Phone Number3-400
Transmitter Location. 2 Mi. N. City, Hiway 75
News ServiceAP
PresidentB. V. Hammond, Jr.
Vice-President.....L. L. Hendrick
Program Director.....Allen Hundley
Chief EngineerFranklin Bailey

KDNT

DENTON—1938—LBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harwell V. Shepard
AddressRadio Center
Phone Number276
Transmitter LocationHwy 24
News ServiceUP
Owner & Manager.....Harwell V. Shepard

KDDD

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
AddressBox 337
Trans. Add. . .Hwy. 287, No. edge of Dumas
Phone Number2-5000
Air TimeSunrise-sunset
News ServiceAP
Transcription ServiceStandard
RepresentativeHil F. Best
President.....Lucian M. Spencer
Gen., Sta., Comm. Mgr.....Ken Duke
Prod., Publ. Director.....Al Tremble
News, Pgm. Dir.....Bill Lask
Chief EngineerGeorge Pepin
Consulting Engr.....Guy Hutcherson

KURV

EDINBURG—1947—LBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. C. Looney
AddressEdinburg
Phone Number710
Studio-Transmitter Location. 2 Mi. N. State Hy.
Air TimeSunrise-Sunset
News ServiceUP
RepresentativeForjoe
MembershipNARTB, FMA
President.....James Cullen Looney

Gen. Mgr.....Albert C. Ryan
Program DirectorJack Moran
Chief Engineer.....Warren Chase

KULP

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....515 E. Jackson St.
Phone Number1390
Air Time6 a.m.-Local Sunset
News ServiceUP
Transcription ServiceLang-Worth
MembershipNARTB
PresidentCulp Krueger
ManagerMelbadean Wells
Commercial Manager.....Horace Wells
Program Director.....Bob Hathaway
Chief Engineer.....Joe Miller

KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Oil City Bcstg. Co.
AddressRadio Rd.
Phone Number1051
Transcription ServiceStandard
President.....A. C. Raines, Jr.
Gen., Sta., Comm. Mgr.....Mrs. L. McCowan
Chapman
Program Director.....Jean Thompson
Chief Engineer.....Bill Frank Lindsay
Consulting Engineer.....Bill Elkins

KELP

EL PASO—1947—LBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hills Bldg.
Phone Number3-3658
RepresentativePearson
Transcription Service.....KBS, Capitol
President.....B. R. McLendon
Gen., Sta., Comm. Mgr.....Dick Weaver
Sales Prom. Mgr.....Charles Gish
Program Director.....Walter Peterson
Production Director.....Robert M. Lindley
Chief Ann., News Dir.....Bob Lindley
Chief Engineer.....Virgil Cisneros
Consulting Engineer.....Weldon & Carr

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By....Rowley-Brown Bcstg. Co.
Address2419 N. Piedras St.
Phone Number5-2731
Trans. Loca. .Hwy. 54, 10 Mi. N.E. of City
Air Time6 a.m.-11:30 p.m.
News ServiceUP

TEXAS

Transcription Service...Standard, Lang-Worth
 RepresentativeJohn Blair & Co.
 MembershipNARTB, BAB
 Exec. Vice PresidentKenyon Brown
 General ManagerWillard L. Kline
 Commercial ManagerHoward W. Baldwin
 Publ., Pgm. Dir., Farm Editor...Cecil Sansbury
 Sales Prom. Dir.....Sam H. Bennett
 Chief EngineerE. L. Gemoets
 Consulting EngineerA. Earl Cullum

K R O D

EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Roderick Bcstg. Corp.
 Business-Studio Address...2201 Wyoming St.
 Phone Number2-6551
 Transmitter Location...3½ Mi. N., Newman Rd.
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeTaylor Co.
 President.....Dorrance D. Roderick
 Gen., Comm. Mgr.....Val Lawrence
 Promotion Manager.....T. Wiseheart
 News, Program Director.....Ted Hunt
 Chief Engineer.....Edward P. Talbutt

K S E T

EL PASO—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Rio Grande Bcstg. Co.
 Address706 N. Mesa Ave.
 RepresentativeMcGillvra
 Transcription ServiceCapitol
 News ServiceAP
 President.....Fred Harvey
 General Manager.....George R. Thady
 Commercial Manager.....Don Brooks
 Chief Engineer.....Frederick Sheehan

K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc...Power: 1000 d., 500 n.
 Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address801 N. Oregon St.
 Phone Number2-5423
 Transmitter Location.....First St., Ascarate
 Air Time6 a.m.-11:30 p.m.
 News ServiceINS
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....Karl O. Wyler
 V.P.-Sec.....Roy T. Chapman
 Program Director.....Jack Chapman
 Chief Engineer.....Kenneth J. Walton
 Consulting Engr.....George P. Adair

K F L D

FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Operated By...West Texas Bcstrs. Inc.
 AddressRalls Highway
 Phone Number11
 News ServiceUP
 RepresentativeContinental, Kellar
 PresidentEd Holmes
 Gen., Prom. Mgr.....James E. Stanton
 Comm. Mgr., News Dir.....Len Sucher
 Program Director.....Wayne Robison
 Chief Engineer.....Pat Jeter

K C N C

FORT WORTH—1946—WESTERN

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Blue Bonnet Bcstg. Corp.
 Bus.-Studio AddressP. O. Box 629
 Phone NumberFortune 7175
 Transmitter Location...4000 Lawnwood St.
 Air TimeDaytime
 News ServiceAP
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....J. H. Speck
 Commercial ManagerJ. N. Mullan
 Program Director.....Jim Bradley
 Chief EngineerChester Grubbs
 Consulting Engr.....A. Earl Cullum, Jr.

K C U L

FORT WORTH—1946

Frequency: 1540 Kc...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. ByEast-West Bdcstg. Co.
 Address3607 Camp Bowie Blvd.
 Phone NumberSUNset 6555
 Transmitter LocationKennedale
 Air Time5:30 a.m.-1:30 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
 Commercial Manager.....Homer Hogan
 Sales Promotion Manager.....W. E. Moore
 Program Director.....Jerry Hahn
 Production Director.....Charles Temple
 Publicity Director.....Maydell Wallace
 Chief Engineer.....R. L. McAlister
 Consulting Engineer.....William L. Foss

K F J Z

**FORT WORTH
 MBS-TEXAS STATE**

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Tarrant Bcstg. Co.
 Business-Studio Address...1201 W. Lancaster
 Phone NumberEd 3474
 Transmitter LocationBirdville
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeJohn Blair
 MembershipNARTB, BAB

T E X A S

Pres., Gen. Mgr. Gene L. Cagle
 Comm. Mgr. Clyde D. Pemberton
 Pgm. Dir. Hal Thompson
 Chief Engineer James T. Peterson
 Consulting Engr. Commercial Radio

Musical Director Gene Baugh
 Chief Engineer R. C. Stinson
 Farm Editor W. A. Ruhmann
 Consulting Engineer A. D. Ring
 (See Page 652)

K W B C

FORT WORTH 1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By Worth Bcstg. Co.
 Bus.-Studio Address Box 7116
 Phone Number VA 1279
 Transmitter Location Kimbo Rd.
 Air Time Daytime
 News Service AP
 Representative Rambeau
 President Judge P. W. Seward
 General Manager Lewis Love
 Commercial Manager Pat McFathers
 Sales Prom. Mgr. Charles Lewis
 Program Director Dean McClain
 Publicity Director Dorothy Reed Hill
 Chief Engineer Melvin Parsons

K X O L

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Fort Worth Bcstg. Co., Inc.
 Bus.-Studio Address 1216 Pennsylvania Ave.
 Phone Number Edison 1448
 Transmitter Location Galloway Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative John E. Pearson
 President F. M. Skinner
 Gen. Sta. Mgr. Herman K. Clark
 Commercial Mgr. Hewel Jones
 Chief Engineer John R. Crouse

W B A P

FORT WORTH—1922 NBC-ABC-LONE STAR

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By Carter Publications, Inc.
 Business Address 3900 Barnett St.
 Phone Number Ft. Worth LO-1981
 Transmitter Location WBAP-820, Grapevine;
 WBAP-570, Grapevine
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service Associated, Cole
 Representative Free & Peters
 Membership NARTB
 President Amon Carter
 Directors Harold Hough, George Cranston
 Commercial Manager Roy Bacus
 Program Director Ed Lally
 Production Director A. M. Woodford
 Pub. Dir. Thaine Engle
 Chief Announcer Frank Mills
 News Director James A. Byron

K N A F

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Gillespie Bcstg. Co., Inc.
 Business-Studio Address Security State Bank
 Bldg.
 Phone Number 311
 Air Time 6:30 a.m.-10 p.m.
 News Service AP
 Representative Hil F. Best
 President Walter T. McKay
 Chief Engr., Sta., Gen. Mgr. Norbert A. Fritz

K G A F

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Gainesville Bcstg. Co.
 Address Box 222
 Phone Number 248, 1600
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Standard, Ullman
 President Joe M. Leonard, Sr.
 General Manager Joe M. Leonard, Jr.
 Comm. Mgr. Earl Leonard
 Program Director Jerry Talley
 Chief Engineer Cordell Martin

K G B C

GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.,
 250 n.
 Owned-Oper. By The Galveston Bcstg. Co.
 Business-Studio Address P. O. Box 1138
 Phone Number 3-4329
 Transmitter Location E. end Galveston Island
 Air Time 6:30 a.m.-M.
 News Service AP
 Gen., Sta. Mgr. James W. Bradner, Jr.
 Commercial Manager Orland O. Dodson
 Program Director Tom Dawson
 Chief Engineer Jesse Simms
 Consulting Engr. A. Earl Cullum, Jr.

K L U F

GALVESTON—1922—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The KLUF Bcstg. Co.
 Business-Studio Address 300 Haden Bldg.
 Phone Number 5-6676
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 President Orrin Tucker

It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.....

1

WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.

2

WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.

3

WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951, Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.	WBAP-TV	Sta. B	Sta. C
MONDAY THROUGH FRIDAY 12:00 Noon to 6:00 p. m.	50.3	22.3	27.4
SUNDAY THROUGH SATURDAY EVE. 6:00 p. m.-11:00 p. m.	44.3	36.6	19.0

4

FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

5

MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!

WBAP AM-FM-TV
570 - 820
Channel



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National
Representatives

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

T E X A S

General Manager.....Robert J. Savage
 Commercial Manager.....Guy H. Popham
 Program Director.....Braden E. Clough
 Chief Engineer.....L. D. Clough

K S I J

GLADEWATER—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....C. A. Lee
 Address.....T. W. Apartment Bldg.
 Phone Number.....516
 Transmitter Location.....Kilgore Highway
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 Commercial Manager.....J. O. Sisk
 Sales Prom. Mgr.....Tom E. Perryman
 Program Director.....Joe Talley
 Gen. Mgr., News Dir.....Douglas Reeh
 Chief Engineer.....Lloyd Johnson

K C T I

GONZALES—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Gonzales Bcstg. Co.
 Business Address.....425 St. George St.
 Phone Number.....770
 Transmitter Location...2½ Mi. E. City, Hiway
 200
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....
 Transcription Service.....SESAC
 Representative.....Gene Grant, Cooke
 Gen. Comm. Mgr.....Lawrence M. Walshak
 Prom. Mgr., Pgm. Dir., Chief Engr.....
 Frank Wilson, Jr.
 Consulting Engineer.....George C. Davis

K S W A

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Southwestair, Inc.
 Address.....Box 748
 Phone Number.....1200
 Studio-Transmitter Location.....Hiway 24
 Transcription Service.....SESAC
 General Manager.....H. V. Newsom
 Program Director.....Eugene Turner

K G V L

**GREENVILLE—1946
 MBS-TEXAS STATE-KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Truett Kimzey
 Phone Number.....2066
 Air Time.....18 hrs.
 News Service.....AP
 Owner, Pres.....Truett Kimzey
 Gen., Comm., Prom. Mgr.....Leo Hackney
 Pgm. Dir., Chief Ann.....James D. Jones
 Chief Engineer.....Tom Clyde

K C L W

HAMILTON—1948

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Hamilton Bcstg. Co.
 Bus.-Studio Address.....Box 592
 Phone Number.....500
 Transmitter Location.....2½ Mi. Hwy. 36
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB, BAB
 President.....Clyde Weatherby
 Gen. Mgr.....J. H. Smith
 Chief Engineer.....Carl Knelly

K G B S

HARLINGEN—1941—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Harbenito Bcstg. Co., Inc.
 Phone Number.....2200
 Studio-Transmitter Address...U. S. Hwy. 83
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service...Associated, Standard
 Representative.....Weed & Co.
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Commercial Manager.....Dave Bennett
 Chief Engineer.....Al Beck

AP SELLS

For Stations and Sponsors —

For instance . . . KRIS

“Listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out. Sponsors call it ‘asset’ and ‘finest investment.’ ”

T. FRANK SMITH,
 President,
 KRIS, Corpus Christi, Texas

T E X A S

KSOX

HARLINGEN—1951—MBS

Frequency: 1530 Kc. . . . Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By Roy Hofheinz
Address 1519 West Harrison
Phone Number 3500
News Service UP
Representative Avery-Knodel
President Roy Hofheinz
General Manager Gould Beech
Assistant Manager Allen Dale
Program Director Joe Keith
Chief Engineer Bob Bush

KGRI

HENDERSON—1947

Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Oper. By Henderson Bcstg. Co.
Business-Studio Address Box 1111
Phone Number 4528
News Service UP
Representative Best
Transcription Service World, SESAC
President Roy B. Cannon
Manager Cliff Crawford
Program Director James T. Reeves
Chief Engineer James Austin

KPAN

HEREFORD—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By Marshall Formby
Address P. O. Box 868
Phone Number 860
Representative Best
Transcription Service Thesaurus
News Service UP
President Marshall Formby
Gen. Sta. Mgr. Cliff Formby
Commercial Manager Bob Blount
Chief Ann., Pgm. Dir. Bob Hess
Production Director Kathleen Caylor
Chief Engineer Dennis Surber
Consulting Engineer Stewart & Stewart

KHB R

HILLSBORO—1948—LBS

Frequency: 1560 Kc. Power: 250 Watts d.
Transmitter Location Hwy. 77
Representative Best
News Service UP
Membership BAB
General Manager Ray J. Williams
Station Manager Nelson Galle
Comm. Mgr., Pgm. Dir. J. K. Lane
Chief Engineer Bill Stanley
Consulting Engineer Stewart & Stewart

KATL

HOUSTON—1947—LBS

Frequency: 1590 Kc. . . . Power: 5000 Watts d.,
5000 Watts n.
Owned-Oper. By Texas Bdcsters., Inc.
Address 412 Main St.
Phone Number Preston 3108
Transmitter Location Post Oak Rd.
Air Time 24 Hours
News Service UP
Transcription Service Lang-Worth
Representative IMS
Membership NARTB, BAB
President William H. Talbot
Gen., Sta. Mgr. King H. Robinson
Program Director Johnny Edwards
Chief Engineer Edward Martin
Consulting Engineer Kear & Kennedy

KCOH

HOUSTON—1948

Frequency: 1430 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By Call of Houston, Inc.
Business-Studio Address 1 Main St.
Phone Number Charter 1888
Transmitter Location Kerr St.
Air Time Daytime
News Service UP
Transcription Service World, Associated
Representative John E. Pearson
Pres., Gen. Mgr. Robert C. Meeker
Pgm., Publ. Dir. Hal Hazelrigg
Chief Announcer, Prod. Dir. John Neely
Chief Engineer Dick Locke

KLEE

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By W. Albert Lee
Business-Studio Address Milby Hotel
Phone Number Preston 1161
Transmitter Location 1 Mi. from inter-
section N. Sherperd & Airline
Air Time 24 hrs.
News Service UP
Transcription Service World
Representative Adam J. Young
Membership NARTB
President W. Albert Lee
General Manager Cal Perley
Commercial Manager Bill Edwards
Pgm., Publ. Dir. Noel Pettingell
Chief Engineer Harold Weinzell
Consulting Engineer Andrew Ring

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 200 watts
Owned-Oper. By Veterans Bcstg. Co.

T E X A S

Business-Studio Address 4701 Caroline St.
 Phone Number Keystone 2581
 Transmitter Location N. Ennis & Freeland Sts.
 Air Time 14 Hours
 News Service UP
 Transcription Service Lang-Worth
 Representative For Joe
 Membership NARTB
 President Max H. Jacobs
 Gen. Sta. Mgr. Dave Morris
 Comm. Mgr. Jack Healy
 Production Director Walter Colvin
 Publicity Director Inez Elbel
 Chief Announcer Biff Collie
 Chief Engineer O. C. Crossland
 Musical Director J. R. Covington, Jr.
 Consulting Engr. Thomas Lockett

K P R C

HOUSTON—1925
NBC—T. Q. N.

Frequency: 950 Kc. Power: 5000 Watts d.
 5000 Watts n.
 Owned-Oper. By The Houston Post Co.
 Address Lamar Hotel
 Phone Number FAirfax 7101
 Transmitter Location Deepwater
 News Service AP
 Transcription Service Thesaurus
 Representative Edw. Petry & Co.
 President W. P. Hobby
 Vice-Pres., Gen. Mgr. Jack W. Harris
 Commercial Manager Jack McGrew
 Sales, Promotion Manager Marsh Callaway
 Program Director Frances Sullivan
 News Director Pat Flaherty
 Chief Engr. Harvey T. Wheeler

K T H T

HOUSTON—1944—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Roy Hofheinz
 Bus-Studio Address 4005 Travis St.
 Phone Number Keystone 5535
 Transmitter Location Nr. San Jacinto
 Battlegrounds
 Air Time 5 a.m.-12 M.
 News Service UP
 Representative Avery-Knodel
 President Roy N. Hofheinz
 Gen., Comm., Prom. Mgr. Bill Bennett
 Production Director Ted Nabor
 Publicity Director Lauri Schutt
 Program Director John Knapp
 Chief Engineer O. B. Johnson
 Consulting Engineer John Creutz

K T R H

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Oper. By KTRH Bcstg. Co.
 Address Rice Hotel

Phone Number Preston 4361
 Transmitter Location Baytown
 News Service AP, INS
 Transcription Service World
 Representative John Blair
 President B. F. Orr
 Station Manager Roy Herndon
 Sales Manager Ray Bright
 Program Director Tom Jacobs
 Engineers Tom Hiner, Lester Mullan

K X Y Z

HOUSTON—1930—ABC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Shamrock Bdcstg.
 Address Gulf Bldg.
 Phone Number CApitol 6151
 Transmitter Location Deepwater
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard, Lang-Worth
 Representative Free & Peters, Inc.
 Membership NARTB, ABD, FMA
 President Glenn H. McCarthy
 V.P., Gen. Mgr. Fred Nahas
 Commercial Manager Howard C. Evans
 Program Director Ted Hills
 Production Director Ken Bagwell

AP SELLS

For Stations and Sponsors —

For instance . . . KTRH

“Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP’s ability to build a loyal audience of people who BUY.”

RAY HERNDON,
 Manager,
 KTRH, Houston, Texas

TEXAS

Publicity Director.....Ednah Forester
 Chief Engineer.....Gerald Chinski
 Consulting Engr.....Craven, Lohnes & Culver

K S A M

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Huntsville Bcstg. Co.
 Address.....Highway 75 So.
 Phone Number.....666
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....NARTB
 General Manager.....H. C. Bailes
 Asst. Mgr. News Dir.....Ted Lott
 Comm., Sales Prom. Mgr.....Roy Greer
 Chief Engineer.....Albert W. Strong
 Consulting Engineer.....Merl Saxon

K E B E

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bill A. Laurie
 Bus. Studio-Transmitter Address.....Box 1071
 Phone Number.....2211
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, SESAC
 Gen. Mgr.....Bill A. Laurie
 Station Manager.....Mrs. B. A. Laurie
 Commercial Manager.....J. D. Spencer
 Chief Engineer.....Eugene R. Kintz

K T X J

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Jasper Bcstg. Co.
 Address.....Texas Theatre Bldg.
 Phone Number.....580
 Transcription Service.....Capitol
 News Service.....AP
 President.....Joe Fisher
 General Manager.....Mrs. Joe J. Fisher
 Commercial Manager.....L. B. Herring III
 Program Director.....Nida A. Marshall
 Chief Engineer.....Fred Smith

K M B L

JUNCTION—1951

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By Kimble County Bcstg. Co.
 General Manager.....James E. Calhoun

K E R B

KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kermit Bcstg. Co., Inc.

Address.....Hwy. 302
 Phone Number.....3481
 Transcription Service.....Lang-Worth
 News Service.....UP
 President.....George H. Cook
 News Director.....Ray Boyd Kilman
 Gen., Comm. Manager.....Victor King
 Program Director.....James Boultinghouse
 Promotion Manager.....Gene Connors
 Chief Engineer.....James Radcliffe

K E V T

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Kerr County Bcstg. Co.
 Representative.....Best
 Manager.....Dean Turner

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Oil Capitol Bcstg. Assn.
 Address.....Radio Bldg.
 Phone Number.....2001
 Transmitter Location.....Martin & Ross Sts.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Representative.....Hil F. Best
 President.....Roy G. Terry
 Gen., Sta., Comm., Sales Prom. Mgr.
 Prog., Prod., News, Mus. Dir. James C. Elamon
 Chief Engineer.....Karem O. Soule

K I N E

KINGSVILLE—1948—LBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
 Address.....205 E. King St.
 Phone Number.....1317
 Transmitter Location.....Bishop
 Air Time.....6 a.m.-Local Sunset
 News Service.....UP
 Representative.....Hil F. Best
 Membership.....NARTB, BAB
 President.....James H. Clement
 General Manager.....Ben A. Glusing
 Comm., Sta. Mgr.....Eston R. Pace
 Chief Engineer.....R. T. Whitaker
 Consulting Engr.....C. E. Page

K P E T

LAMESA—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts
 Operated By.....Lamesa Bcstg. Co.
 Business Address.....502 S. First
 Phone Number.....690
 Studio Trans. Location.....2 Mi. S. Lamesa
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Membership.....NARTB, BAB

. . .
TEXAS
. . .

Gen.-Sta. Mgr. Bob Bradbury
Commercial Mgr. Clayton Barkhurst
Program Dir. Olene Blewett
Chief Engineer Eugene Cornelius
Consulting Engr. Glenn D. Gillett

KHIT

LAMPASAS—1948—LBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Lampasas Bcstg. Co.
Address P. O. Box 228
Phone Number 721
Representative Best
Transcription Service Lang-Worth
News Service UP
Gen., Comm. Mgr., News Dir. Harry Van Slycke
Program Director Ken Fulton
Chief Engineer Don Peak

KLVT

LEVELLAND—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Forest Weimhold
Address P. O. Box 866
Phone Number 1030
Transmitter Loc. Farm to Market Hiway.
News Service AP
Transcription Service Standard
Station Representative Hil F. Best
General Manager Gerald H. Sanders
Commercial Manager Joe Garrison

KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Southwestern Bcstrs.
Business Address Box 192
Phone Number 400
Studio-Transmitter Location Clovis Hway.
News Service AP
Transcription Service SESAC
President J. C. Rothwell
General Manager J. B. McShan
Program Director Othell W. Whitson
Chief Engineer Jack Duemler

KFRO

**LONGVIEW—1934
ABC-KBS-TEX. STATE**

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Oper. By Voice of Longview
Bus.-Studio Address Curtis Bldg.,
P. O. Box 792
Phone Number 1370, 411
Transmitter Location 2118 Marshall Ave
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Donald Cooke
Membership NARTB, BAB
President James R. Curtis

KLTI

LONGVIEW—1948—LBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By LeTourneau Radio Corp.
Address P. O. Box 1866
Phone Number 4331
Studio-Trans. Address Mobberly Ave. Ext.
News Service UP
Transcription Service Associated, Standard
Representative Pearson
President R. G. LeTourneau
General Manager Lloyd Hawkins
Commercial Manager Art Green
Program Director Lawrence Birdsong
Chief Engineer Ken Maxwell

KCBD

LUBBOCK—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By Caprock Bcstg. Co.
Business-Studio Address 1803 Broadway
Phone Number 5-6348
Transmitter Location U. S. Hway. 84
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World, Associated
Representative John E. Pearson
Membership NARTB, BAB
President, General Mgr. Joe H. Bryant
Assistant Manager Robert L. Snyder
Commercial Manager George L. Tarter
Chief Engineer Frank Lee

KFYO

LUBBOCK—1927—ABC-LONE STAR

Frequency: 790 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By Plains Radio Bcstg. Co., Inc.
Business-Studio Address 914 Ave. J
Phone Number 5-5567
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Standard, Capitol
Representative Taylor Co.
Membership NARTB, BAB
President Gene A. Howe
Sta. Mgr. Gordon Thompson
Sales Prom. Mgr. Leete Lackson
Program Director Noel (Bud) Thompson
Chief Engineer Scott Bledsoe
Consulting Engr. A. Earl Cullum

KSEL

LUBBOCK—1946—LBS

Frequency: 950 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Lubbock Bcstg. Co.
Business Address 1916 Ave. Q

TEXAS

Phone Number 3-0484
 Transmitter Loca. ½ Mi. E. of Courthouse
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Wm. G. Rambeau & Co.
 President Walter G. Russell
 General Manager David P. Pinkston
 Commercial Mgr. M. M. Rochester
 Program Director Wayne Allen
 Chief Engineer Roger V. Hively

K R B A

LUFKIN—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Darrell E. Yates
 Address Lufkin
 Representative Continental Radio Sales
 Owner, Promotion Manager... Darrel E. Yates

K T R E

LUFKIN—1947—MBS-LONE STAR

Frequency: 1420 Kc. Power: 1000 Watts d.
 1000 Watts n.
 Owned-Oper. By... Forest Capital Bcstg. Co.,
 Inc.
 Address P. O. Box 701
 Phone Number 1420
 Transmitter Location 114½ N. First St.
 Air Time 5:25 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB
 President R. W. Wortham, Jr.
 Gen., Sta., Comm. Mgr. Richman G. Lewin
 Promotion Manager Kenneth Barfield
 Program Director Royce Christenson
 Prod., Pub. Dir. Murphy Martin
 Chief Engineer Fred C. Hill
 Consulting Engineer Bill Antoney

K M H T

**MARSHALL—1947
 MBS—TEX. STATE—KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Marshall Bcstg. Co.
 Business-Studio Address 109 W. Rusk St.
 Phone Number 7826-7
 Transmitter Location Old Jefferson Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 President F. M. Skinner
 General Manager Herman Clark
 Station Manager Myrl Stein
 Program Director Alice Rose Becker
 Chief Announcer Bill Merrill
 Chief Engineer R. L. Clay

K R I O

McALLEN—1947—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Frontier Bcstg. Co., Inc.
 Business Address P. O. Box 1551
 Phone Number 1700
 Transmitter Location 3 Mi. W. of Edinburg
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Representative Weed
 President Gene L. Cagle
 Gen. Manager Stanley Wilson
 Comm., Sales Prom. Mgr. Ingham S. Roberts
 Chief Engineer Wm. Meiners

K M A E

McKINNEY—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By... McKinney Air Enterprises,
 Inc.
 Bus.-Studio Address 218 E. Virginia St.
 Phone Number 183-4
 Transmitter Location 1½ Mi. W. of McKinney
 Air Times 6:30 a.m.-sunset
 News Service AP
 Transcription Service Lang-Worth
 President Robert Forte
 Gen., Sta. Mgr., Pgm. Dir. Miss Denise Adkins
 Comm., Sales Prom. Mgr. Melvin Belew
 Chief Announcer, Engr. C. W. Rampy
 News Director Wayne Farrar
 Consulting Engineer Guy C. Hutchinson

K C R S

**MIDLAND—1935—ABC
 TEXAS STATE**

Frequency: 550 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By... Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address Scharbauer Hotel
 Phone Number 2-4393
 Transmitter Location W., Hiway 80
 Air Time 6 a.m.-M.
 News Service UP
 Representative John E. Pearson
 Membership BAB
 President Clarence Scharbauer
 General Station Manager J. M. McDonald
 Commercial Manager G. L. McDonald
 Sales Prom. Mgr. Robert L. Warren
 Chief Announcer Don Bassman
 News, Pgm. Dir. Doyce Elliot
 Chief Engineer Tom Yates
 Consulting Engr. Frank H. McIntosh

K J B C

MIDLAND—1950—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jack Cecil

TEXAS

Address Box 1658
 Phone Number 4-5152
 News Service UP
 Pres., Gen. Mgr., Chief Engr. Jack Cecil
 Commercial Manager Mareen White
 Sales Promotion Manager Bill Bennington
 Pgm., News, Mus. Dir. Claude Hailey
 Production Director Kieth Ward
 Publicity Director Dorothy Stafford

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By Raymond River
 Phone Number 319
 Transmitter Location N.E. edge of City
 News Service AP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Pres., General Mgr. Raymond River
 Program Director Glenn Duke
 Chief Engineer Jerry Hickman

KVKM

MONAHANS—1947—MBS-LBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Address Radio Center
 Phone Number 438
 Transmitter Loc. 1½ mi. No. Hway. 82
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President Mrs. Charles W. Stuckey
 Gen., Comm. Mgr. William B. Lee
 Program Director J. Ross Rucker
 Chief Engineer John Rosenberger

KIMP

MOUNT PLEASANT—1948—LBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Pleasant Bcstg. Co.
 Business Address Box 990
 Phone Number 915
 Studio Trans. Location ... W. on Dallas Hiway
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President, General Mgr. Winston O. Ward
 Program Director Ruby Stanley
 Chief Engineer Cliff Taylor

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Address Box 8
 Phone Number 1230
 Transmitter Loca. 1½ mi. S. on Hiway 59
 News Service UP

Transcription Service Lang-Worth
 President Kelly Bell
 General Manager J. C. Stallings
 Chief Engineer Frank Murray

KSFA

NACOGDOCHES—1947—LBS

Frequency: 860 Kc. Power: 1000 Watts
 Owned-Oper. By ... Nacogdoches Br. Co., Inc.
 Address 1509 North St.
 Phone Number 860
 Transmitter Location 1.5 Mi. E. Pruitt Hill
 Air Time Daytime
 Transcription Service Capitol
 Pres., Gen., Sta., Comm. Mgr. ... Wilbur C. Fouts
 Sales Promotion Manager ... Sara Jane Moon
 Pgm., Mus. Dir. Mary Margaret Marshman
 Chief Ann., Prod Dir. ... James Kippenbrock
 Chief Engineer Leroy Morgan
 Consulting Engineer Gerald Chensky

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Comal Bcstg. Co.
 Address 184 Castell

AP SELLS

For Stations and Sponsors —

For instance . . . KPDN

“All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends.”

COY C. PALMER,
 Station Manager,
 KPDN, Pampa, Texas

TEXAS

Phone Number1612
 Transcription Service.....Thesaurus, Cole
 News ServiceAP
 Pres., Gen. Mgr.....F. T. Wilson
 Pgm., News Dir.....Howard Edwards
 Chief Engineer.....L. J. Owen

KECK ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By...Ector County Bcstg. Co.
 Business Address120 W. 3rd St.
 Phone Number6-5791-2
 Transmitter Location.....Hwy. 80, 3 Mi. W.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service...Lang-Worth, Standard,
 SESAC
 RepresentativeForjoe
 Owner, Gen.-Sta. Comm. Mgr.,
 Pub. Dir.Ben Nedow
 Prod., Prg. Director.....Roy Elsner
 Chief Ann., News Editor.....Tom Rollins
 Chief Engineer.....George A. Cerboskas
 Consulting Engr.....George C. Davis

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Odessa Bcstg. Corp.
 Business-Studio Address.....115 W. 6th
 Phone Number6-4301
 Transmitter Location.....Crane Hwy.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeTaylor Co.
 Pres., General Manager.....Cecil L. Trigg
 Commercial Manager.....Jay Mehaffey
 Sales Prom. Mgr.....Ed Costello
 Continuity DirectorJohn Guffey
 Program Manager.....John Vacca
 Publicity Director.....Charlie King
 Chief Engineer.....James Simpson
 Consulting Engr.....Ed Talbot

KRIG

ODESSA—1945—MBS-LBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By...Oil Center Bcstg. Co., Inc.
 Business-Studio Address.....Crane Hwy.
 Phone Number6-6871-2
 Transmitter Location.....Crane Hwy.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Hil F. Best

KECK

Dial "920"



FIRST in Permian Basin
 in Coverage
 in Listeners-Conlan
 survey year in and year out in Local
 Sports
 in Nation's Richest Market

Fastest Growing Market in the U. S. Supply
 center for over 25,000 Producing Oil
 Wells in Permian Basin

HOME of the World's Largest Carbon Black
 Plant

Effective Buying Power—\$1,470 per capita

COVERS 18 counties in West Texas,
 3 in New Mexico
 63,610 radio homes in 1/2 millivolt
 area
 It costs less than .07 to reach
 1,000 homes in KECK's primary
 area

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—\$232,675,000

Total General Food Sales—\$49,622,000

*Source—Standard Rate and Data 1950-1951
 Consumers' Market*

1000 Watts-D-Nondirectional

500 Watts-N-Directional

Ben Nedow,

Owner and General Manager

National Representative

FORJEO AND COMPANY, INC.

19 W. 44th Street, New York 18, N. Y.

KECK

ODESSA, TEXAS

Your Best Buy in Radio

T E X A S

President..... R. O. Canon
 General Manager..... Jack W. Hawkins
 Promotion Manager..... Barney Hubbs
 Commercial Manager..... Jack Howard
 Station Manager..... Marguerite Larue
 Chief Ann., News, Pub. Dir..... Bob Smith
 Program Director..... Jack Lee
 Chief Engineer..... Harold Poole

K O G T

ORANGE—1948—LBS-KBS

Frequency: 1600 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Sabine Area Brcstg. Corp.
 Address..... Lucas Bldg.
 Phone Number..... 8-4381
 Transmitter Location..... Hiway, 87 No.
 Station Repr..... Hill F. Best
 President..... M. L. Jacobs
 General Manager..... Rocky Stone
 Commercial Manager..... Frank Dusenbury
 Program Director..... Jerome Oppel
 Promotion Manager..... Hulan Smith
 Chief Engineer..... Loyd Vincent

K N E T

PALESTINE—1935—KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Palestine Bcstg. Corp.
 Business-Studio Address..... Hotel O'Neill
 Phone Number..... 8686
 Transmitter Location..... Strickland Park
 Air Time..... 6:30 a.m.-10 p.m.
 News Service..... UP
 President..... B. A. Laurie
 Station Manager..... Don Norton
 Prog. Dir..... Marvin Crain
 Publicity Director..... Mrs. Emo Laurie
 Chief Engineer..... E. R. Kintz
 Consulting Engr..... Guy Hutcheson

K P A T

PAMPA—1951—LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... J. C. Daniels
 Address..... Pampa
 Phone Number..... 2511
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Pearson
 President..... J. C. Daniels
 General Manager..... J. W. Crabtree
 Commercial Manager..... C. B. Snoddy
 Program Director..... Jim Terrell
 Chief Engineer..... Edward Murphree

K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper By..... Freedom Newspapers Inc.
 Address..... Box 901
 Phone Number..... 1100
 Trans. Location..... U. S. Hwy. 60 E. of Town

Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... World
 Representative..... Sears & Ayer
 Membership..... NARTB, BAB
 Gen., Sta. Manager..... Coy Palmer
 Pgm., News Dir..... Kay L. Fancher
 Chief Engineer..... Garth W. Osborn
 Consulting Engineer..... Sillman & Barclay

K F T V

PARIS—1950—KBS-LBS

Frequency: 1250 Kc..... Power: 500 Watts d.
 Owned-Operated By..... Lamar Bcstg. Co., Inc.
 Address..... First Nat'l Bank Bldg.
 Phone Number..... 166
 News Service..... UP
 Transcription Service..... SESAC
 Representative..... Best
 President..... Cecil Hardy
 General Manager..... Aubrey T. Harris
 Commercial Manager..... Harry J. Porter
 Pgm., News, Farm Dir..... Norman Butler
 Chief Engineer..... Stafford E. Davis

K P L T

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... No. Star Bcstg. Co., Inc.
 Address..... Hwy. 124
 Phone Number..... 1124-5-6
 Transmitter Location..... Hwy. 124
 Air Time..... 5:30 a.m.-11 p.m.
 News Service..... AP
 Representative..... John E. Pearson
 President..... Boyd Kelley
 Gen., Sta. Manager..... Fred Kincaid
 Commercial Manager..... Bob Prichard
 Program Director..... Jack Carney
 Chief Engineer..... Paul H. Daniels
 Consulting Engr..... A. Earl Cullum, Jr.

K L V L

PASADENA—1950

Frequency: 1480 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Felix H. Morales
 Address..... Pasadena State Bank Bldg.
 Phone Number..... Grand 2-1361
 President, Gen. Mgr..... Felix H. Morales
 Commercial Manager..... C. B. Rice
 Secretary-Treasurer..... Mrs. Felix Morales
 Program Director..... Victor Lara Ortegen
 Chief Engineer..... Eugene C. McNally

K I U N

PECOS—1935—MBS—LBS—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Jack Hawkins, Barney Hubbs
 Business-Studio Address..... 306 S. Sedar St.
 Phone Number..... 999-8
 Transmitter Location..... 1 Mi. N. of Town
 Air Time..... 6:30 a.m.-10:30 p.m.

T E X A S

News ServiceUP
 RepresentativeHil F. Best
 General ManagerJack Hawkins
 Commercial ManagerDavid Martin
 Program DirectorBob Stevens
 Publicity Dir.Barney Hubbs
 Consulting Chf. Engr.Harry W. Boehnemann

Commercial ManagerGlenn Hewitt
 Promotion ManagerHugh McElroy
 Ptnr., Pgm. Dir.Mary Anne Petru

K E Y E

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. ByGreat Plains Bcstg. Co.
 AddressBox 917
 Transmitter Location1/4 mi. SW.
 Air Time6 a.m.-10:30 p.m.
 Transcription ServiceLang-Worth, Capitol
 MembershipNARTB
 PresidentCarl Ellis
 Gen., Sta., Comml. Mgr.Irvin R. Buchanan
 Sales Prom. Mgr.Jerry Drennan
 Program DirectorZeb Williams
 Chief EngineerCoy Thompson

K V O P

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. ByKVOP, Inc.
 Business-Studio AddressVeigel Bldg.
 Phone Number1400
 Transmitter LocationW. of Plainview
 News ServiceAP
 MembershipNARTB, BAB
 PresidentW. J. Harpole
 Gen., Sta. ManagerKermit Ashby
 Comm., Sales Prom. Mgr.Bill Harrell
 Program DirectorRalph Thorton
 Chief EngineerWayne Hawkins
 Consulting Engr.Comml. Radio

K B O P

PLEASANTON—1951—KBS

Frequency: 1380 Kc.Power: 1000 Watts d.
 Owned-Operated ByAtascosa Bcstg. Co.
 AddressBox 247
 Transcription ServiceCapitol, SESAC
 RepresentativeBest
 General ManagerBen L. Parker

K O L E

PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByPort Arthur Bcstg. Co.
 Business AddressP. O. Box 1126
 Phone Number2-9436
 Studio AddressPayne Bldg.
 TransmitterPt. Arthur-Beaumont Hiway
 News ServiceAP
 Transcription ServiceLang-Worth
 Ptnr., Gen. Mgr., Chf. Engr.Secs Vratiss

K P A C

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. ByPort Arthur College
 Bus.-Studio Address1500 Procter St.
 Phone Number5-7458
 Transmitter LocationHwy. 87
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativePearson
 MembershipNARTB
 Sta., Gen. ManagerMarjorie R. Vickers
 Sales Prom. Mgr.George Crouchet, Jr.
 Program DirectorCorinne Enos
 Production DirectorFreda Halwe
 Publicity DirectorMack Newberry
 Chief EngineerM. Glenn Boatright

K O L J

QUANAHA—1951—KBS

Frequency: 1150 Kc.Power: 500 Watts d.
 Owned-Operated ByOrville L. Jenkins
 AddressBox 566
 Phone Number654
 News ServiceAP
 Pres., Gen. Mgr.Orville L. Jenkins
 Commercial ManagerHelen Norris
 Program DirectorDick Dormier
 Chief EngineerLester Agee

K F R D

ROSENBERG—1948

Frequency: 980 Kc.Power: 1000 Watts d.
 Owned-Oper. ByFord Bend Bcstg. Co.
 Business AddressP. O. Box 832
 Phone Number980
 Transmitter LocationExtension of Ave. N.
 Air Time6 a.m.-Sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 Gen., Comm., Sales Prom. Mgr.Jim Hairgrove
 Local Sales Mgr.Audrey Lewis
 Pgm. Dir., Chief Ann.Charles Harrison
 Publ., News Dir., Farm EditorJim Hairgrove
 Chief EngineerFrank Wood

K G K L

SAN ANGELO—1928—ABC

Frequency: 960 Kc.Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated ByKGKL, Inc.

TEXAS

Business-Studio Address..... P. O. Box 850
 Phone Number 6715
 Transmitter Location..... Robert Lee Rd.
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Representative..... John E. Pearson
 Membership NARTB, BAB
 President..... H. C. Ragsdale
 General Manager..... Lewis O. Seibert
 Commercial Manager Bill Williamson
 Program Director..... Mrs. Jean Welch
 Chief Engineer..... William Poteet
 Consulting Engr..... Evertt L. Dillard

KTXL

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Wes-Tex Bcstg. Co., Inc.
 Bus.-Studio Address..... 1901 W. Beauregard
 Phone Number 7183
 Transmitter Location..... Robert Lee Rd.
 News Service UP
 Representative Taylor
 President..... Armistead D. Rust
 General Manager..... Robert McClellan
 News Dir., Comm. Mgr..... Walton Foster
 Program Director..... O. L. Sams
 Chief Engineer..... Robert Benson

KABC

SAN ANTONIO—ABC

Frequency: 680 Kc..... Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Oper. By..... Alamo Bcstg. Co., Inc.
 Business-Studio Address..... Milam Bldg.
 Phone Number Fannin 3126
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative..... John Blair
 Membership NARTB, BAB
 President..... Gene L. Cagle
 Station Manager..... Bill Michaels
 Asst. Manager..... Earle Fletcher
 Program Director..... Jim Wiggins
 Chief Engineer..... Joseph B. Haigh

KCOR

SAN ANTONIO—1946

Frequency: 1350 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Raoul A. Cortez
 Business-Studio Address..... KCOR Bldg.
 Phone Number..... Cathedral 1301
 Representatives..... Everett McKinney, Oakes
 President, Gen. Mgr..... Raoul A. Cortez
 Commercial Manager..... William P. Smythe
 Asst. Comm. Mgr..... Richard O'Connell
 Program Director..... Stanton L. Morris

KITE

SAN ANTONIO—1947

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Charles W. Balthrope
 Business-Studio Address..... 310 Transit Tower
 Phone Number..... Fannin 0335
 Transmitter Location..... San Antonio
 News Service AP
 Representative Pearson
 Station Manager..... Charles W. Balthrope
 Commercial Manager..... Alex A. Coe
 Program Director..... Alec Chesser
 Chief Engineer..... John Siercovich

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Oper. By... Good Neighbor Bcstg. Co.
 Address..... 518 W. Houston St.
 Phone Number..... Fannin 5254
 Air Time Daylight
 Representative McGillvra
 President..... Joe Olivares
 Gen., Sta., Sales Prom. Mgr..... L. E. Richards
 Commercial Manager..... R. E. Johnson
 Chief Engineer..... L. E. Richards
 Consulting Engineer..... Guy C. Hutcheson

KMAC

SAN ANTONIO—1926—MBS-LBS

Frequency: 630 Kc..... Power: 5,000 Watts
 Owned-Oper. By..... The Walmac Co.
 Address..... 222-24 W. Commerce St.
 Phone Number Cathedral 6211
 Transmitter Location... Hwy. 87, Martinez and
 Converse Road
 Pres., Gen., Comm. Mgr... Howard W. Davis
 Sales Promotion Manager..... Sam Young
 Program Director..... A. S. (Tony) Bessan
 Chief Engineer..... Al Knight

KONO

SAN ANTONIO—1927

Frequency: 860 Kc..... Power: 5000 d., 1000 n.
 Owned-Operated By..... Eugene J. Roth
 Address..... 317 Arden Grove
 Phone Number..... Fannin 5171
 Transmitter Loc. Gembler Rd.
 Air Time..... 24 hrs.
 News Service AP
 Transcription Service Capitol
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Owner Eugene J. Roth
 General Manager..... Jack L. Pink
 Station Manager..... Bob Roth
 Commercial Manager..... James M. Brown
 Program Director..... Robert F. Jenkins
 Publicity Director..... Jack Roth

T E X A S

Chief Engineer.....George Ing
 Consulting Engr.Lynne Smeby

K T S A

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sunshine Bcstg. Co.
 Business-Studio Address.....Ave. E. & 3rd St.
 Phone Number.....Garfield 1251
 Transmitter Location.....Eisenhower Rd.
 News Service.....AP, UP
 Transcription Service..Associated, MacGregor
 Representative.....Free & Peters
 President.....Frank G. Huntress, Jr.
 Genl. Comm. Mgr.....Charles D. Lutz
 Program Director.....H. H. Carr
 Chief Engineer.....W. G. Egerton

W O A I

SAN ANTONIO—1922—NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.
 Owned-Oper. By...Southland Industries, Inc.
 Address.....1031 Navarro St.
 Phone Number.....Garfield 4221
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Standard
 Representative.....Edward Petry & Co., Inc.
 President.....Hugh A. L. Halff
 Gen., Sta. Manager.....Arden X. Pangborn
 Commercial Manager.....Rex Preis
 Sales Promotion Manager.....Dallas Wyant
 Prod. Director.....Bill Shomette
 Publicity Director.....Imogene Stanley
 News Directors.....Henry Howell (Day),
 Austin Williams (Night)
 Musical Director.....Melvin Winters
 Chief Engineer.....Charles L. Jeffers
 Farm Editor.....Billy McReynolds
 Consulting Engineer.....A. D. Ring & Co.

K C N Y

SAN MARCOS—1948—KBS-LBS

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Central Brcstg. Co.
 Address.....P. O. Box 32
 Phone Number.....888
 Transmitter Location.....1105 McKie St.
 Station Representative.....Hil F. Best
 President.....Edw. C. James
 Gen. Mgr., News Dir.....Tom C. Fleet
 Commercial Manager.....Ronald C. Ives
 Program Director.....Ernest Wood
 Promotion Manager.....Sonny Stewart

K W E D

SEGUIN—1948

Frequency: 1580 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....W. Lawson, G. Kiel
 Business-Studio Address.....200 S. Camp St.
 Phone Number.....1580

Transmitter.....½ Mi. N. on McQueeney Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 General Manager.....Garfield Kiel
 Comm. Sta. Mgr.....Stan McKenzie
 Prog. Dir., Chief Announcer...Henry Lehnhoff
 Chief Engineer.....Louis Sowder
 Consulting Engr.....Guy Hutcheson

K S E Y

SEYMOUR—1950

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Oper. By.....W. C. Moss, Jr.
 Address.....Seymour
 News Service.....AP
 Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.
 Chief Engineer.....Kenneth L. Skillern
 Program Director.....Hugh E. Neeld
 Consulting Engineer.....Guy C. Hutcheson

K E V A

SHAMROCK—1949—KBS-LBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Shamrock Texas Bcstg. Co.
 Address.....P. O. Box 21
 Phone Number.....620
 Air Time.....Daytime
 Transcription Service.....Capitol
 President.....James D. Abbott
 Comm. Mgr., Chf. Engr.....Farrell M. Brooks

K R R V

SHERMAN DENNISON—1936

MBS-TEX STATE

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By Red River Valley Bcstg. Corp.
 Address.....Box 94 (Dennison)
 Box 665 (Sherman)
 Phone Number . 423 (Dennison); 201 (Sherman)
 Representative.....Pearson
 Transcription Service.....Associated, World
 News Service.....UP
 President.....G. H. Wilcox
 General Manager..Tom E. Spellman (Sherman)
 W. E. Wilcox (Dennison)
 Comm. Mgr.....Van C. Hutto (Sherman)
 Program Director.....Earl Ellington
 Chief Engineer.....Tom Johns

K T A N

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sherman Bcst. Corp.
 Business-Studio Address.....KTAN
 Phone Number.....2910
 Transmitter Location.....½ Mi. N. of Sherman on
 Hwy. 75
 Air Time.....Daytime
 Representative.....Hil F. Best
 President.....Charles Cain

T E X A S

Sta., Comm. Mgr. William A. Jaco
 Sales Promotion Manager. . . Mrs. Charles Cain
 Program Director. James Shelton
 Chief Ann., Prod. Dir. Walter Vaughan
 Publicity Director. Carol Lee
 Chief Engineer. Charles Cain

K S N Y

SNYDER—1949—LBS

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By John Blake
 Address Box 1468
 Phone Number 1280
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Owner John Blake
 Gen. Mgr., Chf. Engr. Charles R. Wolfe

K D W T

STAMFORD—1947—MBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By David W. Ratliff
 Phone Number 1400 or 866
 Transmitter Location. Highway 380
 Air Time 7 a.m. to 10 p.m.
 Pres., Gen., Sta. Mgr. David W. Ratliff
 Comm., Sales Prom. Mgr. Paul L. Singer
 Program Director. J. Richard Acke
 Chief Engineer. O. P. Davis
 Consulting Engineer. Guy C. Hutcheson

K S T V

STEPHENVILLE—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Galen O. Gilbert &
 J. R. Kincaid
 Address P. O. Box 102
 Phone Number 950
 Transcription Service Standard
 News Service UP
 Gen., Sta. Mgr., Farm Editor. . . Galen O. Gilbert
 Comm., Sales Prom. Mgr. Bill George
 Program Director. Jack Reeves
 Chief Engineer. Clarence Bayer

K S S T

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By . . . Hopkins County Bcstg. Co.
 Bus-Studio Address Radio Rd.
 Phone Number 1230
 Transmitter Location. Radio Rd.
 Air Time 6 a.m.-10:15 p.m.
 News Service AP
 Representative Hil Best

Pres., Gen. Mgr. Bill Bradford
 Commercial Manager. Clovis Pinion
 Publicity Director. Margaret Thomas
 Chief Engineer. William E. Bradford, Jr.
 Program Director. B. J. Morris

K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio & News, Inc.
 Bus-Studio-Transmitter Address. Box 570,
 Roby Hwy. 70
 Phone Number 4655-6
 Air Time 6:15 a.m.-11 p.m.
 News Service UP
 Transcription Service. Standard
 Representative. Hil F. Best
 President. J. S. McBeath
 Gen., Sta. Manager. J. Harley Hubbard
 Comm., Sales Prom. Mgr. Elwood Fritch
 Prod., Pgm. Dir., Chf. Ann. Al Cobb
 Chief Engineer. J. T. Allen

K T A E

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By KTAE, Inc.
 Business Address 121 E. Second St.
 Phone Number 1260
 Transmitter Location. Hwy. 95
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. Graham Gillis Conoley
 Commercial Manager. John M. Wehby
 Prod., Pgm., News Dir. R. S. Heller
 Chief Engineer. Gordon W. Rainey
 Promotion Manager. Bob Mitchell

K T E M

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address 17 S. Third St.
 Phone Number 3-5252
 Transmitter Location. ½ Mi. N. of Temple
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President. Frank W. Mayborn
 General Manager. Burton Bishop
 Chief Engineer Curtis M. Casey

K T E R

TERRELL—1949

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Terrell Bcstg. Corp.
 Address Terrell

T E X A S

Phone Number1710
 Transcription ServiceSESAC
 News ServiceUP
 Pres., Gen. Mgr.Paul A. Wnorowski

K C M C

TEXARKANA—1932
ABC-TEX. STATE

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Oper. By.....KCMC, Inc.
 Business-Studio Address.....317 Pine St.
 Phone Number3-6151
 Transmitter Location.....Summerhill Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service.....Lang-Worth, Cole,
 Associated
 RepresentativeTaylor
 MembershipNARTB, BAB
 General Manager.....Frank O. Myers
 Program Director.....Donald Myers
 Chief Engineer.....Harvey Robertson
 Consulting Engineer.....Everett Dillard

K T F S

TEXARKANA—1946
KBS-COTTON BELT

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. By.....Texarkana Bcstg. Co.
 Bus.-Studio Address...409½ State Line Ave.
 Phone Number3-5123
 Transmitter Location.....S. Robison Rd.
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB
 General Manager.....David M. Segal
 Commercial Manager.....Tom Alford
 Program Director.....Les Eugene
 Chief Engineer.....Tom McFaddin
 Consulting Engineer.....Lee E. Baker

K T L W

TEXAS CITY—1948—KBS

Frequency: 920 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....Texas City Bcstg. Service
 Business-Studio Address...Showboat Theater
 Bldg.
 Phone Number5-4418
 Transmitter Location.....Moses Lake
 News ServiceUP
 ManagerLynn Pentony

K G K B

TYLER—1930—MBS KBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. By.....Station KGKB
 Business-Studio Address.....P. O. Box 548
 Phone Number23875
 Transmitter Location.....N. Church & Carlyle
 Air Time.....5:30 a.m.-M.
 News ServiceUP

Transcription ServiceWorld
 RepresentativePearson, Grant
 MembershipNARTB, BAB
 PresidentLucille Buford
 General Manager.....Marshall Pengra
 Chief Announcer.....Sam Matthews
 Program Director.....J. Edwin Smith
 Chief Engineer.....Hudson C. Collins

K T B B

TYLER—LIBERTY-LONE STAR—1947

Frequency: 600 Kc.Power: 500 Watts d.
 1000 Watts n.
 Owned-Operated By...Blackstone Bcstg. Co.
 Business-Studio Address...Blackstone Hotel
 Phone Number4-7278
 Transmitter Location.....3 MI. SE of Tyler
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeTaylor Co.
 MembershipNARTB, BAB
 President.....Mrs. Calvin Clyde
 Gen., Sta. Mgr.....M. E. Danbom
 Comm., Sales Prom. Mgr.....William O. Hill
 Chief Ann., Pgm. Dir.....Don Jackson
 Production Director.....Richard Wheeler
 Chief Engineer.....R. A. Willeman
 Consulting Engineer.....A. Earl Cullum

K V O U

UVALDE—1947—MBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. By.....E. J. & W. J. Harpole
 Address.....1450 Batesville Rd.
 Phone Number717
 News ServiceUP
 RepresentativeBest
 General Manager.....Edward J. Harpole
 Commercial Manager.....Joe Watson, Jr.
 Program Manager.....Burney Jones
 Chief Engineer.....Bob Hicks

K V W C

VERNON—1939—MBS-KBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. By.....Northwestern Bcstg. Co.
 Business-Studio Address.....1813 Wilbager
 RepresentativeClark
 General Manager.....W. R. Hixon
 Commercial Manager.....Harold Burdick

K N A L

VICTORIA—1949—LBS

Frequency: 1410 Kc.Power: 500 Watts
 Owned-Operated By.....Victoria Bcstg. Co.
 Address.....20 E. Forrest St.
 Phone Number1410
 Transmitter Location.....So. of town
 News ServiceUP

T E X A S

Transcription Service.....Capitol, SESAC
 Representative.....Hil F. Best
 Pres. Truman Belcher
 Gen., Comm., Prom. Mgr..... Robert Thorpe
 Program Director.....George Slocum
 Chief Engineer.....Douglas Smith

K V I C

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....KVIC Bcstg. Co.
 Business Address.....Box 725
 Phone Number.....1106-7
 Studio-Transmitter Location.....Cuero Hwy.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 President.....J. G. Long
 Gen., Sta. Mgr., Pub. Dir.... William C. Burks
 Comm., Sales Prom. Manager.....Jim Traber
 Pgm. Dir., Chief Ann..... Dick Lewis
 Chief Engineer.....Robert McCown

K W T X

WACO—1945—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWTX Bcstg. Co.
 Business-Studio Address.....108½ So. 6
 Phone Number.....3-7331
 Transmitter Location.....S 11th off LaSalle
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Everett McKinney
 Membership.....NARTB, BAB
 President.....W. W. Callan
 General Manager.....M. N. Bostick
 Commercial Manager.....J. M. Brinegar
 Chief Announcer.....Byron Lowrey
 Chief Engineer.....L. R. Grubbs

W A C O

WACO—1922—ABC-TEXAS STATE

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Waco
 Phone Number.....2-6571
 Transmitter Location.....So. 12th St. Rd.
 Air Time.....6a.m.-M.
 News Service.....AP
 Representative.....Weed
 General Manager.....R. Lee Glasgow

K R G V

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Taylor Radio & TV Corp.
 Bus.-Studio-Transmitter Address.. 201 Border St.
 Phone Number.....375
 Air Time.....5:45 a.m.-12 M.

News Service.....AP, UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....O. L. Ted Taylor
 General Manager.....Byron W. Ogle
 Commercial Manager.....Aubrey Jackson
 Program Director.....Jim Cook

K F D X

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d.,
 1,030 Watts n.
 Owned-Oper. By...Wichtex Radio and Tel. Co.
 Address.....City Natl. Bldg.
 Phone Number.....2-8668
 Transmitter Location.....Iowa Pk. Rd.
 Air Time.....5:30 a.m. to 12 M.
 News Service.....AP
 Transcription Service.....World, SESAC
 Station Representative.....Taylor Co.
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Darrold A. Cannan
 Commercial Manager.....Mott M. Johnson
 Pgm. Dir., Sta. Mgr.....Howard Fry
 Chief Engineer.....John Adams
 Consulting Engineer.....George Davis

AP SELLS

For Stations and Sponsors —

For instance . . . **KTRE**

“AP news is the biggest
 single money maker KTRE
 has. The service more than
 pays for itself.”

RICHMAN LEWIN,
 General Manager,
 KTRE, Lufkin, Texas

TEXAS—UTAH

KTRN

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Phone Number.....2-5214
Transmitter Loc.....City View Lane
News Service.....AP
Transcription Service.....Capitol
President.....Houston Harte
General Manager.....Boyd Kelley
Commercial Manager.....Sid Grayson
Program Director.....Bill Edgar
News Director.....Bill Richie
Chief Engineer.....Bob Harmon

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Rowley-Brown Bcstg. Co.
Business-Studio Address.....P. O. Box 420
Phone Number.....4181
Transmitter Location.....3½ Mi. W. of town
Air Time.....5:30 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....Standard
Representative.....John Blair
Membership.....NARTB, BAB
President, General Manager.....Kenyon Brown
Station Manager.....Charles E. Clough
Comm. Sales Prom. Manager.....A. L. Pierce
Program Director.....Blaine Cornwell
Chief Engineer.....Herbert T. Wiley

UTAH

*Pop. April 1, 1952 (Est.) 702,000—Total Housing Units 201,156
Families April 1, 1952 (Est.) 187,000—Stations in State 18*

KBUH

BRIGHAM CITY—LBS

Frequency: 800 Kc. Power: 250 Watts d.
Address.....948 W. Forest St.
Phone Number.....948
Air Time.....Sunrise-sunset
Representative.....Continental
News Service.....UP
Pres., Gen., Comm. Mgr.....Wade Ebeling
Sta., Sales Prom. Mgr.....Bill Thompson
Chief Engineer.....Samuel Stephens, Jr.

Address.....1393 N. Main St.
Phone Number.....1400
Air Time.....6:00 a.m. to 12:00 p.m.
News Service.....UP
Transcription Service.....World
President.....Herschel Bullen
Gen., Sta. Mgr.....Reed Bullen
Comm. Mgr.....A. George Raymond
Pgm., Prod. Dir.....Paul Coburn
Chief Engineer.....Delmonte Olesen

KSUB

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Phone Number.....398-9
Transmitter Location...7 Mi. W. of Cedar City
Air Time.....6 a.m.-11:15 p.m.
Transcription Service.....World
Membership.....NARTB, BAB
President.....Ivor Sharp
General Manager.....Arthur Higbee
Chief Engr.....George E. Jensen
Program Director.....Beth Talbot

KMUR

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Oral J. Wilkinson
Address.....4646 So. State St.
Phone Number.....Murray 1360
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Langworth, Capitol
Membership.....NARTB, BAB
President.....Oral J. Wilkinson
Gen., Sta. Mgr.....Bob Davies
Commercial Manager.....Howard Pingree
Chief Ann., Engr.....Fred Weibell

KVNU

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.

KLO

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.

UTAH

Address 425 25th St. Hotel Ben Lomond
 Phone Number 5721
 Transmitter Location Kanesville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Edris Glasmann
 General Manager George C. Hatch
 Sales Prom., Comm. Mgr. Collin W. Lowder
 Program Director Doug Stringfellow
 Publicity Director Bruce Thornton
 Chief Engineer Wayne T. Boothe

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By KOPP, Inc.
 Address W. 12th St.
 Transcription Service Lang-Worth
 President G. Stanley Brewer
 General Manager King Harmon

KVOG

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co.
 Business Address P. O. Box 325
 Phone Number 2-7535
 Studio-Transmitter Location 1538 Gibson Ave.
 Representative Biddick
 Transcription Service Standard
 Pres., Gen., Comm. Mgr. Arch G. Webb
 Chief Engineer Ronald Leavitt
 Promotion Manager David B. Affleck

KOAL

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Utah Bcstg. Co.
 Address Price
 Phone Number Price 200
 Transmitter Location U. S. Hiway 50
 News Service UP
 Representative Avery-Knodel
 Pres., Gen. Comm. Mgr. Jack Richards
 Sls. Prom. Mgr., Pgm. Dir. Carl P. Wolfrom

KCSU

PROVO—1947—ROCKY MT.-ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Central Utah Bcstg. Co., Inc.
 Address P. O. Box 550
 Phone Number 2802
 Representative Biddick
 News Service UP
 Co-owner, Pres., Gen. Mgr.
 Frank A. Van Wagenen
 Co-owner, V.P., Prom. Mgr.
 Harold E. Van Wagenen
 Chief Engineer Dallin H. Oaks

KNEU

PROVO—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Mid Utah Bcstg. Co.
 Address 307 So. 17th W.
 Phone Number 4060
 President Lester Taylor
 Gen., Sta. Manager Garn Carter
 Program Director J. D. Jones
 Promotion Manager Larry Steppe
 Chief Engineer Robert Brock
 Consulting Engr. Howard Johnson

KOV0

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By KOVO Bcstg. Co.
 Business-Studio Address 108 W. Center St.
 Phone Number 1680
 Transmitter Location 651 W. 16th So.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB, BAB
 President Clifton A. Tolboe
 General-Station Mgr. Arch L. Madsen
 Commercial Manager L. H. Curtis
 Pgm. Dir. James H. Lawrence
 Chief Engineer Lovell A. Killpack
 Consulting Engineer Millard F. Garrison

KSVC

RICHFIELD—1947

INTERMOUNTAIN

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Sevier Valley Bcstg. Co.
 Business Address 690 Tower Lane
 Phone Number 620
 Transmitter Location East on 4th South
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World
 Representative Avery Knodell
 President Homer Bandlely
 Gen., Sta. Mgr. Frank Peacock
 Comm., Sales Prom. Mgr. Art Tucker
 Program Director Jesse Poulson
 Chief Engineer Ralph Ross
 Consulting Engineer Bill Warner

KALL

SALT LAKE CITY—1945

MBS-INTERMOUNTAIN

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Salt Lake City Bcstg. Co.
 Business-Studio Address 146 S. Main St.
 Phone Numbers 4-3561
 Transmitter Location 386 W. Gregson



EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

COVERAGE? Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than \$900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

RATINGS? Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations combined, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be *even greater*.

NETWORK? Check KSL. Its network is CBS Radio.

MERCHANDISING? Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

PRESTIGE? Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

MORAL? Check KSL from every angle. You'll find it measures up as the biggest value — *your best buy* — in Intermountain America.



SALT LAKE CITY

50,000 WATTS

Represented by CBS Radio Spot Sales

UTAH

Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Representative.....Avery-Knodel, Inc.
 Pres., Gen. Mgr.....George C. Hatch
 Sta., Comm. Mgr.....Thomas H. Anderson
 Sales Promotion Mgr.....Jack Paige
 Production Director.....Mel Standage
 Program Director.....Kay Richins
 Publicity Director.....Jack Goodman
 Musical Director.....Earl Donaldson
 Chief Engineer.....W. D'Orr Cozzens
 Consigt. Engr... Haley, McKenna & Wilkinson

K D Y L

**SALT LAKE CITY—1922
 NBC**

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Intermountain Bcstg. &
 Telev. Corp.
 Business-Studio Address.....143 S. Main
 Phone Number.....5-2991
 Transmitter Location.....33rd So. & 9th W.
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service..Associated. Thesaurus
 Representative.....John Blair
 Pres.-General Mgr.....S. S. Fox
 National Sales Dir.....Holly Meyer
 Exec. Vice-Pres.....Easton Woolley
 Program Director.....Emerson Smith
 Publicity Dir.....Del Leeson
 Chief Engineer.....John M. Baldwin
 Consulting Engr.....George Davis

K N A K

SALT LAKE CITY—1945—LBS

Frequency' 1280 Kc...Power: 10000 Watts, d.;
 500 n.
 Owned-Operated By...Granite District Radio
 Bcstg. Co.
 Business-Studio Address.....1042 So. 6th W.
 Phone Number.....4-3685
 Representative.....Forjoe
 President.....Howard D. Johnson
 Mgr., News Dir.....Thomas M. Ivory
 Commercial Manager.....Richard I. Nicholes
 Program Director.....Eldon Walton
 Farm Editor.....R. M. Johnson
 Chief Engineer.....Lyle Wahlquist

K S L

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
 Owned-Oper. By..Radio Service Corp. of Utah
 Bus.-Studio Address.....10 S. Main St.
 Phone Number.....5-4641
 Transmitter Location.....Saltair
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP

Transcription Service.....World
 Representative.....CBS Radio Spot Sales
 Membership.....NARTB, BAB
 Exec. Vice Pres.....Ivor Sharp
 General Manager.....C. Richard Evans
 Station Manager.....Eugene M. Halliday
 Sales Manager.....Alfred Biorge
 Program Director.....Joseph A. Kjar
 Promotion Manager.....Wayne Kearl
 Chief Engineer.....Curtis Neilson
 News Director.....Paul Royall
 Farm Director.....Elvon Orme

K U T A

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Utah Bcstg. & Telev. Co.
 Business-Studio Address.....29 S. State St.
 Phone Number.....3-2737
 Transmitter Location.....No. Salt Lake City
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 President, General Mgr.....Frank C. Carman
 Sta. Mgr., Prog. Dir.....Ray Fadel
 Comm., Sales Prom. Manager....John Schile
 Pub. Dir.....Al Thomas
 Production Director.....Harold Collipriest
 Chief Announcer.....Warren Fletcher
 Musical Director.....Ed Stoker
 News Director.....Garnett Marks
 Chief Engineer.....Wendell Bell
 Farm Editor.....Rulon Bradley
 Consulting Engr.....McNary & Wrathall

K J A M

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Vintah Bcstg. Co.
 Address.....120 E. Main St.
 Phone Number.....494
 News Service.....UP
 Representative.....W. S. Grant
 President.....James C. Wallentine
 Gen. Mgr., News Dir.....Lee Walker
 Commercial Manager.....Grant E. Parry
 Program Director.....Buchanan Fulmore
 Chief Engineer.....Wallace D. Raker



VERMONT

Pop. April 1, 1952 (Est.) 396,000—Total Housing Units 122,707
Families April 1, 1952 (Est.) 103,000—Stations in State 9

WTSA

BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Address Putney Rd.
Phone Number 1700
Representative Bolling
News Service UP
President W. J. Barkley
General Manager W. J. Rust, Jr.
Program Director James Simmonds
Chief Engineer Joe Rich

WCAX

BURLINGTON—1932—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bcstg. Corp.
Business-Studio Address 135 Main St.
Phone Number Burlington 3-3437
Transmitter Location Colchester
Air Time Unlimited
News Service UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President C. P. Hasbrook
Sta.-Mgr. J. D. Swan
Commercial Manager T. B. Braine
Prog. Dir. Milton Slater
Chief Engineer James W. Tierney
Consulting Engr. S. T. Murtin

WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location 633 Main St.
Phone Number 4-5774
Air Time 6:30 a.m.-11:25 p.m.
Representative William G. Rambeau
Membership NARTB, BAB
President David W. Howe
Sales Promotion Manager Richard Burt
Sta. Mgr., Prog. Dir. Alfred E. Spokes
Chief Engineer John C. Quill
Musical Director Frank Balch

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bcstg. Co.
Business Address Union Mutual Bldg.
Phone Number Montpelier 1740
Transmitter Location Country Club Dr.
Air Time 6 a.m.-11 p.m.
News Service AP

Transcription Service Lang-Worth
Representatives Borgatti, W. S. Grant
Membership NARTB, BAB
Pres., Gen., Comm. Mgr. C. W. Grinnell
Program Director Robert Bannon
Chief Engineer Gerald Marcotte
Consulting Engineer J. Gordon Keyworth

WHWB

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By Central Vt. Bcstg. Corp.
Address 24½ Center St.
News Service AP
Phone Number 3200
Transcription Service Capitol
Pres., Gen., Sta. Mgr. Vena M. Bates
Treasurer Charles I. Bates
Program Director Shirley Neilson
Chief Engineer Willard H. Buttles
Consulting Engr. Herbert L. Wilson

WSYB

**RUTLAND—1930—MBS-YANKEE
KBS-UNION**

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Philip Weiss Music Co.
Bus.-Studio Address 35 Washington St.
Phone Number 1247
Transmitter Location Door Dr.
Air Time Unlimited
Representative Joseph Hershey McGillvra
Station Manager J. H. Weiss

WWSR

ST. ALBANS—1940—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1390
Transmitter Location Swanton Rd.
Air Time daytime
News Service UP
Transcription Service World
Representative Walker
President-Gen. Mgr. Lloyd Squier
Sta.-Comm.-Sales Prom. Mgr. Warren Marsden
Prog.-Prod. Dir. C. Stuart Perry
Chief Engineer Theodore Boivert

WTWN

**ST. JOHNSBURY—1949
KEYSTONE**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Twin State Bcstrs. Inc.

VERMONT—VIRGINIA

AddressConcord Ave.
 Phone Number2344
 Air Time16½ hrs.
 News ServiceUP
 Transcription Service.....SESAC, Lang-Worth
 RepresentativeMcGillvra
 MembershipNARTB
 Pres., Gen. Mgr.....E. Dean Finney
 Chief Engineer.....Gerald D. Johnson

W D E V

WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lloyd E. Squier

Business-Studio Address.....Waterbury
 Phone Number400-1
 Transmitter Location.....Blush Hill
 Air Time6:00 a.m.-12 M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 Owner, Gen.-Sta. Mgr.....Lloyd E. Squier
 Comm. Mgr., Pgm. Dir.....Thomas L. Dodd, Jr.
 Production Director.....Craigue Parker
 Chief Anncr.Thomas Dodd
 Chief EngineerWarren Chase

VIRGINIA

*Pop. April 1, 1952 (Est.) 3,434,000—Total Housing Units 905,463
 Families April 1, 1952 (Est.) 817,000—Stations in State 57*

W P I K

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Potomac Bcstg. Corp.
 Address.....Virginia Theatre Bldg.
 Phone NumberOVERlook 3000
 Transmitter Location.....504 Telegraph Rd.
 News ServiceAP
 Pres., Gen., Comm. Mgr.....Carl L. Lindberg
 Traffic ManagerBarbara Power
 Program DirectorEd Hudson

News ServiceAP
 Representative.....Donald Cooke, Inc.
 President.....Harold H. Thoms
 Gen., Sta., Comm. Mgr.....Howard Stanley
 Pgm., Prod. Dir.Wayne Farrell
 Chief Announcer.....Jack Ridge
 Chief Ann., News Director.....Tom Frawley
 Musical Director.....John Cooley
 Chief EngineerCliff Inman
 Consulting Engrs.Benn. Ring

W A R L

ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.
 Bus.-Studio Address.....3102 10th Road No.
 Phone Number.....OWens 7800
 Transmitter Location...Nr. Bailey's Crossroads
 Air TimeSunrise-sunset
 News ServiceUP
 PresidentLou Poller
 TreasurerCy Blumenthal
 General Manager.....Raymond W. Baker
 Commercial Manager...William W. Jefferay
 Program DirectorRay Armand
 Chief EngineerStephen Hart
 Consulting EngineerRussell May

W B L T

BEDFORD—1950—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Bedford Bcstg. Co.
 Address.....P. O. Box 406
 Phone Number8245
 News ServiceAP
 Transcription ServiceStandard
 Pres., Gen. Mgr., Chf. Engr., A. P. Marsh, Jr.
 Vice-Pres., News Director.....J. E. Synan
 Prom. Mgr., Farm Dir.....R. A. Owen
 Program Director.....R. A. Scott, Jr.

W K L V

BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 watts
 Owned-Oper. By.....Nottaway Bcstg. Corp.
 Phone Number478
 Transmitter Location.....Community Bldg.
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 PresidentHaney Robertson
 Gen., Sta. Mgr.....David M. Platt
 Commercial ManagerJ. L. Manson
 Chief EngineerTheodore Bonn, Jr.

W E A M

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WEAM, Inc.
 Address.....Radio Bldg.
 Phone Number.....OW 7100

VIRGINIA

WCYB

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Oper. By... Appalachian Bcstg. Corp.
 Address... Front & Cumberland Sts.
 Phone Number... North 3560
 Transmitter Location... N. E. of Bristol
 Air Time... Daytime
 News Service... AP, UP
 Membership... NARTB, BAB
 Vice Pres., Treas., Gen. Mgr., Robert H. Smith
 Pres., Sales Mgr., J. Fey Rogers

WFHG

BRISTOL—1947—MBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By... Bristol Bcstg. Co.
 Address... Hotel Bristol
 Phone Number... 3620
 News Service... UP
 Transcription Service... Thesaurus
 General Manager... William L. Mininger
 Commercial Manager... Jack Martin
 Program, News Director... Rex Raney
 Chief Engineer... John Hughlett

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Barham & Barham
 Bus-Studio-Transmitter Address... Rose Hill St.
 Phone Number... 2-5121
 Air Time... 6 a.m.-12:15 a.m.
 News Service... AP
 Transcription Service... World
 Representative... Joseph Hershey McGillvra
 Pres., Gen. Mgr., Charles Barham, Jr.
 Commercial Manager... Robert C. Walker
 Pgm., Prod., Publ. Dir., Bud Sketchley, Jr.
 Promotion Manager... Charles Smith
 Chief Engineer... Walter W. Gray
 Consulting Engr., Ring & Co.

WINA

CHARLOTTESVILLE—1949

LIBERTY

Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned-Oper. By... Charlottesville Bcstg. Corp.
 Address... 4th & Main Sts.
 Phone Number... 2-6177
 Air Time... Daytime
 News Service... UP
 Transcription Service... Standard
 Pres., Gen., Comm. Mgr., Thos. W. Carruthers
 Pgm. Dir., Sta. Mgr., Charles W. Freeman
 Chief Engineer... Lawrence Kennedy

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Clifton Forge Bcstg. Corp.
 Address... P. O. Box 214
 Phone Number... 2147
 Transcription Service... Standard, SESAC
 News Service... AP
 Pres., Gen., Sta. Mgr., John H. Wilson
 Commercial Manager... Walter DePuy
 Program Director... Donald J. Tucker
 Chief Engineer... John H. Wilson

WKEY

COVINGTON—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Earl M. Key
 Business Address... Main St. at Bridge
 Phone Number... 8351
 Transmitter Location... Fairlawn
 Air Time... 7 a.m.-11:15 p.m.
 News Service... UP
 Representative... Devney
 Transcription Service... Thesaurus
 Membership... NARTB
 Pres., Gen. Mgr., Earl M. Key
 Commercial Mgr., Kenneth L. Bryant
 Program Director... John Lee Davis
 Chief Engineer... Clinton J. Lewis

WSVS

CREWE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By... So. Virginia Bcstg. Corp.
 Business Address... 117 Carter St.
 Phone Number... Crewe 5000
 Transmitter Location... Crewe
 Air Time... Sunrise-sunset
 News Service... AP
 Transcription Service... World
 President... Calvin S. Willis
 General Manager... John E. Sadler
 Commercial Manager... Brown Hoffler
 News, Pub. Dir., Fred Oginz
 Prod. Director... Don Greene
 Chief Engineer... Everett Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Culpeper Bcstg. Co.
 Address... Hendricks Ave.
 Phone Number... 8338
 Transmitter Location... Hendricks Ave.
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard
 President... Ira C. Hopkins
 Gen., Comm. Mgr., John T. Rogers
 Program Director... Woody Powell
 Chief Engineer... Robert Delaney

VIRGINIA

W B T M

DANVILLE—1931—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By... Piedmont Bcstg. Corp.
Bus. Studio Address... Hotel Danville Bldg.
Phone Number... 2350
Transmitter Location... Mt. Cross Rd.
Air Time... 6:25 a.m.-12 M.
News Service... AP
Transcription Service... Lang-Worth
Representative... George P. Hollingbery
Membership... NARTB
President... L. N. Dibrell
General Manager... Edward G. Gardner
Comm. Mgr... E. M. Hurd
Program Director... Milton Adams
Prod., Pub. Dir... John Parker
Chf. Ann., News Director... William Howard
Musical Director... Harry W. Spencer
Chief Engineer... Lyle C. Motley
Consulting Engr... George Davis

W D V A

DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By... Va.-Carolina Bcstg. Corp.
Address... American Natl. Bank Bldg.
Phone Number... 5300
Transmitter Location... Martinsville Rd.
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Associated
Representative... Burn-Smith
Membership... NARTB, BAB
President... J. D. Pruitt
General Manager... Emerson J. Pryor
Commercial Mgr... Stover Morris, Jr.
Prog.-Prod. Director... Richard Campbell
Publicity Director... Earl Stagner
Chief Engineer... Rush Sawyers
Consulting Engrs... McNary & Wrathall

W F A X

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By... Lamar A. Newcomb
Address... Box L
Phone Number... 0900
Transmitter Location... Seven Corners
News Service... UP
Transcription Service... Thesaurus
Pres., Gen. Mgr... Lamar A. Newcomb
Commercial Manager... Bill Belton
Program Director... Genevieve Newcomb
Chief Engineer... Emmett Murphy

W F L O

FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By... Colonial Bcstg. Co.
Business Address... 118 W. Third St.
Phone Number... 870
Transmitter Location... Cumberland Rd.
News Service... UP
Transcription Service... Capitol
Representative... Clark
General Manager... Carla B. Keys
Station Manager... Charles R. Maillet
Program Director... John D. Wilson
Chief Engineer... Charles K. Chrismon

W F V A

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Fredericksburg Bcstg. Corp.
Business Address... P. O. Box 269
Phone Number... 1261
Studio-Transmitter Location... King's Hwy.
Transcription Service... Lang-Worth
Manager... Walter F. Harris, Jr.
Chief Engineer... Charles J. Hinkle

W F T R

FRONT ROYAL—1948—MBS

Owned-Oper. By... Sky Park Bcstg. Corp.
Address... P. O. Box 192
Phone Number... 750
News Service... UP
President... Thomas J. Owens
Gen., Comm. Mgr... Kenneth Gordon
Program, News Director... Tom Gibson
Chief Engineer... Claude F. Jones
News Director... Claude Jones

W B O B

GALAX—1947—MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Carroll-Grayson Bcstg. Corp.
Address... Poplar Knob Rd.
Phone Number... 2921
Air Time... 6 a.m.-11:30 p.m.
News Service... AP
Membership... NARTB
President... Robert V. Morris
Gen., Comm. Manager... Joseph P. Crockett
Program Director... Muriel Bell
Prod. Dir... Jewell Cullop
Chief Announcer... Dick Perry
Chief Engineer, Farm Editor... W. Edward Boyer

W V E C

**HAMPTON—1948—KBS
LIBERTY**

Frequency: 1490 Kc. Power: 250 Watts d.
Owned-Operated By... Peninsula Bcstg. Co.

VIRGINIA

Business Address P. O. Box 481
 Phone Number 6332
 Studio-Trans. Address Hampton Ave.
 Air Time 6:00 a.m.-12:05 p.m.
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 President Thomas P. Chisman
 Gen., Sta. Mgr. Harrol A. Brauer, Jr.
 Comm. Manager Charles L. Coker, Jr.
 Pgm., Prod. Dir. L. W. Kliever
 Chief Engineer James E. Swafford
 Consulting Engineer Lynne Smeby

W S V A

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts
 Owner-Oper. Shenandoah Valley Bcstg. Corp.
 Business-Studio Address Rawley Pike
 Phone Numbers 550, 875
 Air Time 6 a.m.-M.
 News Service UP
 Representative Devney & Co.
 Membership NARTB, BAB
 President Frederick L. Allman
 Sales Prom., Comm. Mgr. Robert B. Harrington
 Program Director Richard H. Johnson
 Chief Anncr., Prod. Dir. Charles McGinley
 Chief Engineer Warren L. Braun

W H A P

HOPEWELL—1949—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By The Hopewell Bcstg. Co.
 Business Address P. O. 621
 Phone Number 801
 Studio-Trans. Location City Point & River Rds.
 Air Time 7 a.m.-11:07 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald S. Cook
 President Augustus Robbins, Jr.
 Gen. Comm. Mgr. Charles M. Mark
 Pgm. Dir., Chief Anncr. Johnny Mercer
 Chief Engineer Robert E. Anthony, Jr.

W R E L

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Rockbridge Bcstg. Co.
 Business-Studio Address 24 S. Main St.
 Phone Number Lexington 6000
 Transmitter Location Rt. 11, One Mi. No. City
 News Service AP
 Representative Donald Cooke
 Transcription Service Capitol
 President Marshall L. Wilmer
 General Manager Milton B. Henson
 Production Director Andrew Petersen
 Chief Engineer James I. Bray, Jr.

W L V A

LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Lynchburg Bcstg. Corp.
 Address 925 Church St.
 Phone Number 2-1242
 Transmitter Location Bedford County
 Air Time 6:00 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Edward A. Allen
 Gen., Sta. Manager Philip P. Allen
 Commercial Manager Joseph F. Wright, Jr.
 Prog. Publ. Dir. Warren Uttal
 Chief Anncr., News Dir. Wayne Tyler
 Chief Engineer John T. Orth
 Form Editor Eric Lund
 Consulting Engr. Craven, Lohnes & Culver

W W O D

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Old Dominion Bcstg. Corp.
 Address First Natl. Bank Bldg.
 Phone Number 2-3441
 Transmitter Location Boonsboro Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World, Thesaurus
 Representative Walker
 Membership NARTB, BAB
 President David Hugh Dillard
 V.P.-General Manager Jack Weldon
 Commercial Manager Norman T. Simpson
 Prog.-Pub. Director Don Jarvis
 Chief Engineer Forest J. Pinkerton
 Consulting Engr. Gauney & Ray

W M E V

MARION—1948—LIBERTY

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mountain Empire Bcstg. Corp.
 Address Park Boulevard
 Phone Number 9001
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Cooke
 Membership NARTB, BAB
 President L. Preston Collins
 Gen.-Comm. Mgr. Robert C. Wolfenden
 Pgm. Dir. Mrs. R. C. Wolfenden
 News Dir., Chief Anncr. Bob Kent
 Chief Engineer Edward Surface
 Consulting Engr. Phil Hedrick, O. K. Garland

W M V A

MARTINSVILLE—1940—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Martinsville Bcstg. Co., Inc.

VIRGINIA

Address Chatham Heights
 Phone Number..... Virginia 2152
 News Service AP
 President..... William C. Barnes
 General Manager..... John W. Shultz
 Comm.-Sls. Prom. Mgr..... Charles F. Adams
 Program Director..... Barbara Zimmerman
 News Director..... Maynard Dillaber
 Musical Director..... Paul E. Zimmerman
 Chief Engineer..... Dewey W. Muse

W G H

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Hampton Roads Bcstg. Corp.
 Bus.-Studio Address..... 500 Portlock Bldg.,
 Phone Number..... Norfolk-2-7031
 Transmitter Location..... Military Hiway
 News Service AP
 Transcription Service Associated
 Representative..... Free & Peters
 Membership NARTB, BAB
 President..... Raymond B. Bottom
 Gen.-Sta. Manager..... Edward E. Bishop
 Comm. Mgr..... Edward E. Edgar
 Prod., Prog. Director..... Robert J. McBride
 Publicity Director..... Bill Rhyne
 News Dir..... G. Edward Travis
 Chief Engineer..... Alois Braun

W H Y U

NEWPORT NEWS—1947

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Eastern Bcstg. Corp.
 Business-Studio Address..... 114 W. 24th St.
 Phone Number..... 3-1632
 Trans. Loca..... Respass Beach, Churchland
 Air Time daytime
 News Service UP
 Transcription Service Capitol
 President..... John Doley
 Sta. Mgr..... Frederic F. Clair
 Program Dir..... Tom Bradshaw, Jr.
 Chief Engineer..... Percy C. Magoun

W C A V

NORFOLK—1947

Frequency: 850 Kc..... Power: 1000 Watts
 Owned-Operated By..... Cavalier Bcstg. Corp.
 Bus.-Studio Address..... Helena Bldg.
 Phone Number..... 2-3266
 Transmitter Location..... W. Norfolk
 News Service UP
 Representative..... Indie Sales, Inc.
 Membership BAB
 President..... Joseph Light
 General Manager..... Graeme W. Zimmer
 Commercial Manager..... Robert Rodgers
 Program Director..... Ray Penner
 Prod. Dir., Chief Ann..... Joe Guidi
 News Director..... Bill Neal
 Chief Engineer..... W. M. Manrov
 Consulting Engineer..... McIntosh & Inglis

W L O W

NORFOLK—1946—

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Commonwealth Bcstg. Corp.
 Bus.-Studio Addr..... 21st & Manteo Sts.
 Phone Number..... 4-5678
 Transmitter Location..... Columbus Circle,
 Portsmouth
 Air Time 24 hrs. daily
 News Service UP
 Transcription Service Capitol
 Representative Forjoe
 V-P, Gen. Mgr..... Robert E. Wasdon
 Commercial Manager..... Joseph B. Matthews
 Program Director..... Robert Drepperd
 Tech. Dir., Chf. Engr..... Jack Siegel
 Consulting Engineer..... John Creutz

W N O R

NORFOLK—1949

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Norfolk Bcstg. Co.
 Address..... 1019 Boissevain Ave.
 Phone Number..... 27071
 Air Time 24 hrs.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President..... Louis H. Peterson
 Gen., Sta. Comm. Mgr..... Earl Harper
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir.
 Jack Black
 Musical Director..... Paul Hennings
 News Dir., Chief Engineer..... Howard Sheets
 Consulting Engr..... Craven, Lohnes & Culver

W T A R

NORFOLK—1923—NBC

Frequency: 790 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WTAR Radio Corp.
 Bus.-Studio Address..... 720 Boush St.
 Phone Number..... 56711
 Transmitter Location..... Glen Rock
 Air Time..... 19 hrs.
 News Service AP
 Transcription Service Standard
 Representative..... Edward Petry
 Membership NARTB, BAB
 Pres., Gen. Mgr..... Campbell Arnoux
 Commercial Manager..... Robert M. Lambe
 Sales Promotion Director..... Fred Lowe
 Program Director..... Joel Carlson
 Chief Announcer..... Blair Eubanks
 News Director..... Gilbert McLeod
 Chief Engineer..... Dick Lindell
 Consulting Engr..... Jansky & Bailey

W N V A

NORTON—1946—MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Blanford Radio Co., Inc.

VIRGINIA

Bus.-Studio Address... Coalfield Progress Bldg.
 Phone Number 700
 Transmitter Location Josephine
 News Service AP
 Transcription Service Lang-Worth
 President..... Richard B. Helms
 Gen., Prom. Manager..... Jack T. Helms
 Comm. Mgr., Pgm. Dir..... Bill Holland
 Chief Engineer..... Gene Thommerdahl

W J M A

ORANGE—1949—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... James Madison Bcstg. Corp.
 Address..... Rt. 15, Orange
 Phone Number 7263
 Air Time..... 5:55 a.m.-10:05 p.m.
 News Service UP
 Transcription Service SESAC
 President..... W. A. Sherman, Jr.
 Gen.-Comm. Mgr..... A. C. Livick, Jr.
 Asst. Manager..... Alfred W. Walthall
 Chief Engineer..... Joseph Trivette
 Consulting Engineer..... Warren Brown

W S S V

PETERSBURG—1945—MBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By... Southside Virginia Bcstg.
 Corp.
 Business-Studio Address..... 112 W. Tabb St.
 Phone Number 3881-2
 Transmitter Location Lieutenant Run
 Air Time..... 6:30 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 President..... Louis H. Peterson
 Station Manager..... Ray L. Moss
 Commercial Manager..... James H. Smith
 Program Director..... N. W. Andrews
 Production Director..... Donald E. Ruggles
 Chief Engineer..... Edward F. Schwarz

W S A P

PORTSMOUTH—1943—MBS

Frequency: 1350 Kc..... Power: 5000 Watts
 Owned-Oper. By... Portsmouth Radio Corp.
 Bus.-Studio Address... 205 Professional Bldg.
 Phone Number 7-3488
 Transmitter Location Craney Island
 Air Time..... 6:00 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Burn Smith
 President..... Tom E. Gilman
 Gen.-Sta.-Comm. Mgr..... Jack Norfleet
 Pgm.-Prod. Dir..... David Nelson
 Chief Engineer..... John Brigman
 Consulting Engr..... George Davis

W P U V

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... Southwest Bcstg. Corp.
 Address..... Dora Highway
 Phone Number 3-3931
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Pres., Gen. Mgr..... Mason C. Deaver
 Vice-Pres..... Maruma R. Deaver
 Program Director..... Richard Parker
 Chief Engineer..... John A. Columbus

W R A D

RADFORD—1950

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Rollins Bcstg., Inc.
 Phone Number 2461
 Transcription Service Thesaurus
 News Service AP
 President..... John W. Rollins
 Gen., Sta., Comm. Mgr..... Wendell H. Siler
 Program Director..... Alfred L. Mills
 Chief Engineer..... Fitzgerald McDaniel

W R I C

RICHLANDS—1951

Frequency: 1050 Kc..... Power: 100 Watts d.
 Owned-Oper. By... Clinch Valley Bcstg. Corp.
 Address..... Box 218
 Phone Number 450
 Transcription Service Thesaurus, SESAC
 President..... J. Powell Royal, Jr.
 Secy.-Treas., Chf. Engr..... Max M. Blakemore
 Vice-Pres..... Jess White
 Comm., Prom. Mgr..... Joe J. Webb
 Pgm., News Director..... Douglas E. Smith

W A N T

RICHMOND—1951

Frequency: 990 Kc..... Power: 1000 Watts
 Owned-Oper. By... United Bcstg. Co. of Virginia
 Address..... 513 E. Main St.
 Phone Number 38368
 Transmitter Location..... Belle Isle
 News Service INS
 President..... Richard Eaton
 General Manager..... Glen A. Harmon
 Promotion Manager..... Phyllis Johnson
 Chief Engineer..... Silas Bell

W L E E

RICHMOND—1945—MBS

Frequency: 1480 Kc..... Power 5000 Watts
 Owned-Operated By..... Lee Bcstg. Corp.

VIRGINIA

Bus.-Studio Address.....Broad-Grace Arcade
 Phone Number.....3-6741
 Transmitter Location.....W. Broad St. Rd. & Horsepen Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 President.....Thomas G. Tinsley, Jr.
 Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff
 Program Director.....Harvey Hudson
 Chief Engineer.....George W. McGuigan, Jr.
 Consulting Engineer.....Millard Garrison

Prog.-Prod. Dir.....Jack Lewis
 Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Richmond Newspapers, Inc.
 Business-Studio Address..107-111 N. Fourth St.
 Phone Number.....3-3436
 Transmitter Location.....Wilkinson Rd.
 Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....D. Tennant Bryan
 Station Manager.....E. S. Whitlock
 Program Director.....Don Martin
 Chief Engineer.....Vincent Wolstenholme
 Consulting Engineers.....Jansky & Bailey

WMBG

RICHMOND—1926—NBC

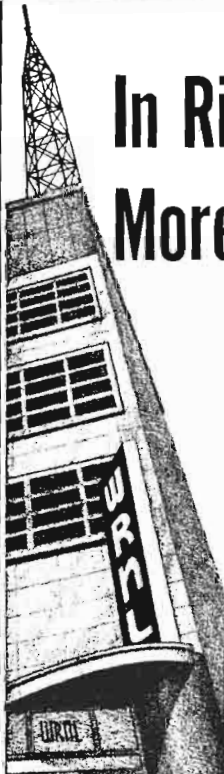
Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Havens & Martin, Inc.
 Bus.-Studio Address.....3301 W. Broad St.
 P. O. Box 5229
 Phone Number.....5-8611
 Transmitter Location.....Staples Mill Rd.
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....Transtadio
 Representative.....John Blair
 Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
 Commercial Manager...Walter A. Bowry, Jr.

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Larus & Brother Co.

THE BEST BUY FOR YOU IN '52- WRNL



In Richmond, Virginia, There's More SELL on WRNL!

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course.) Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

**910 KC 5 KW
 ABC AFFILIATE
 RICHMOND
 VIRGINIA**

WRNL

**NATIONAL REPRESENTATIVES
 EDWARD PETRY & COMPANY, INC.**

VIRGINIA

Business Address.....Hotel Richmond
 Phone Number.....3-6633
 Transmitter Location.....Edgeworth
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB
 General Manager.....C. T. Lucy
 Commercial Manager.....Barron Howard
 Promotion Manager.....Jack Stone
 Sales Manager.....James D. Clark
 Program Service Mgr.....Samuel S. Carey
 Production Manager.....John B. Tansey
 Public Relation Dir.....Walter R. Bishop
 Chief Engineer.....David C. Woods

W X G I

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Virginia, Inc.
 Bus.-Studio Address.....100 W. Franklin St.
 Phone Number.....7-4684
 Transmitter Location.....German Town Rd.
 Air Time.....5:30 a.m.-Sunset
 News Service.....AP
 Representative.....Indie Sales
 President.....Douglas H. Robertson
 Gen., Sta., Comm. Mgr.....David M. Wilburn
 Sales Prom. Mgr.....Morris T. Longo
 Program Director.....John Stinson
 Production Director.....Jack Tucker
 Chief Engineer.....Walter Seldon

W D B J

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Times-World Corp.
 Address.....124 W. Kirk Ave.
 Phone Number.....8131
 Transmitter Location.....Colonial Ave.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Free and Peters, Inc.
 Membership.....NARTB, BAB
 President.....J. P. Fishburn
 President of Times-World Corporation
 General Manager.....Ray P. Jordan
 Commercial Manager.....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Production Director.....Charles A. Ballou
 Publicity Director.....Benton B. Boggs
 Chief Engineer.....J. Edward Newman
 Consulting Engineer.....George Davis

W R O V

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Roanoke, Inc.

Bus.-Studio Address..600 Mountain Trust Bldg.
 Phone Number.....3-4444
 Transmitter Location...Cleveland Ave., S.W.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith
 Membership.....NAB, BAB
 President.....Leo F. Henebry
 Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
 Asst. Mgr.-Prog.-Prod. Dir..Gordon R. Phillips
 Chief Engineer.....Frank A. Hall

W S L S

ROANOKE—1940—NBC

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Roanoke Bcstg. Corp.
 Business-Studio Address...Shenandoah Bldg.
 Phone Number.....9227
 Transmitter Location.....2 Mi. N. of Salem &
 6.5 Mi. N.W. of Roanoke
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service...Thesaurus, Associated
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....Paul C. Buford
 Exec. Vice President.....James H. Moore
 Chief Engineer.....J. P. Briggs
 Pgm. Dir., Prom. Mgr.....Bill Ashworth
 Consulting Engineer.....George Davis

W H L F

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Halifax Bcstg. Co.
 Address.....Webster St.
 Phone Number.....2-9988
 News Service.....AP
 Transcription Service.....Capitol, World
 Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.
 Pgm., Prod., Publ., Mus. Dir. Ella L. Poindexter
 Chief Engineer.....David O. Guthrie

W T O N

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles P. Blackley
 Business-Studio Address...Morrison Bldg.
 Phone Number.....5-5555
 Transmitter Location.....U. S. Route 250
 Air Time.....17½ hrs.
 News Service.....AP
 Transcription Service...Associated, Thesaurus
 Membership.....NARTB
 General-Station Mgr.....Charles P. Blackley
 Comm.-Sales Prom. Mgr...Charles F. Seebeck
 Prog.-Prod. Dir.-Chief Anncr...Fulton A. King
 Chief Engineer.....Rex C. Houser

VIRGINIA

W L P M

SUFFOLK—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Suffolk Bcstg. Corp.
Business-Studio Address Radio Bldg.
Phone Number 2394
Transmitter Location Richmond Hiway
Air Time Unlimited
News Service AP
Transcription Service RCA
Representative Sears & Ayer
Pres., Gen. Manager Fred L. Hart
News Director Earl Hundley
Production Director Helen Buffkin
Publicity Director Lee Williams
Chief Engineer Veryl W. Rupp

W N N T

WARSAW—1949

Frequency: 690 Kc. Power: 250 Watts d.
Owned-Oper. By No. Neck & Tidewater
Bcstg. Co.
Address Warsaw
Phone Number 690
News Service UP
Transcription Service Standard
Pres.-Gen. Mgr. Grayson Headley
Commercial Manager William Redd

Program Director Charles E. Springer
Chief Engineer James L. Bittner

W A Y B

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Waynesboro Bcstg. Corp.
Address 526 Main St.
Phone Number 6066
Air Time 6:30 a.m.-11:15 p.m.
News Service UP
Transcription Service Lang-Worth
Membership NARTB
Representative Cooke
President Judson T. Phillips
Gen., Sta., Comm. Mgr. N. Wilbur Kidd
Program Director Richard A. Rhodes
Chief Engineer Donald D. Curtis

W I N C

WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Richard Field Lewis, Jr.
Business Address Box 605
Phone Number 4855
Studio-Transmitter Location Winchester
Air Time 6 a.m.-11:30 p.m.
News Service UP

AP SELLS

For Stations and Sponsors—

For instance . . . WBTM

“AP service pays its way for us. We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They’ve had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income.”

EDWARD G. GARDNER,
General Manager,
WBTM, Danville, Virginia

VIRGINIA—WASHINGTON

Transcription Service Associated
 President... Richard Field Lewis, Jr. (Licensee)
 Prom. Mgr., Pgm., Prod. Dir. John Morgan
 Gen., Sta., Comm. Mgr. Winslow Porter
 Chief Engineer..... Phil Whitney

WYVE

WYTHEVILLE—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By.... Wythe County Bcstg. Co.

Address..... P. O. Box 452
 Phone Number 840-1-2
 Air Time Daylight
 News Service UP
 Membership NARTB, BAB
 Transcription Service.... Lang-Worth, Capitol
 Owner..... A. M. Gates
 General Manager..... A. M. Gates, Jr.
 Commercial Manager..... Sidney Tear
 Chief Engineer..... Luther Norris

WASHINGTON

*Pop. April 1, 1952 (Est.) 2,497,000—Total Housing Units 814,874
 Families April 1, 1952 (Est.) 788,000—Stations in State 53*

K B K W

ABERDEEN—1949—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By KBKW, Inc.
 Address .. 701 E. Heron St., Aberdeen, Wash.
 Phone Number 1015, 1016
 Transmitter Location 701 E. Heron St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Trans. Serv..... Associated, World
 Representative... Art Moore, Joseph McGillvra
 Membership NARTB, BAB
 President..... Archie Taft, Jr.
 Gen., Sta. Mgr..... Don. G. Bennett
 Commercial Manager..... Ralph Peyton
 Sales Prom. Mgr..... Alex Johnson
 Program Director..... Dorothy Langren
 Production Director..... Evelyn Rodrigue
 Consulting, Chief Engr..... Richard Pooley

K X R O

**ABERDEEN—1927—MBS—DON LEE
 KBS**

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By KXRO, Inc.
 Address 207½ E. Market St.
 Phone Number Aberdeen 4098
 Transmitter Location 1308 Coolidge Rd.
 Air Time..... 7 a.m.-11:15 p.m.
 News Service UP
 Representative W. S. Grant Co.
 Membership NARTB, BAB
 President..... Harry R. Spence
 Sta., Gen. Mgr..... Fred G. Goddard
 Comm., Sales Prom. Mgr..... Roy Johnson
 Pgm., Prod. Dir. Stanley Craft
 Chief Announcer..... William L. Fox
 News Director..... William P. Koski
 Musical Director..... Lawrence P. Roberts
 Chief Engineer Philip True
 Consulting Engineer J. B. Hatfield

K P U G

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Operated By..... KPUG, Inc.
 Business Address..... P. O. Box: 655
 Telephone 6200
 News Service UP
 Representative Cooke
 President Jessica L. Longston
 General Manager..... Robert E. Pollack
 Comm., Prom. Mgr..... James Hamstreet
 Program Director..... Verle Jones, Jr.
 News Director John Dimeo
 Chief Engineer..... Donald R. Pinney

K V O S

BELLINGHAM—1927—ABC

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By..... KVOS, Inc.
 Bus. Studio Address..... 1321 Commercial St.
 Phone Number Bellingham 790
 Transmitter Location..... Yew St.
 News Service UP
 Transcription Service MacGregor, World
 Representative Meeker
 President, General Mgr..... Rogan Jones
 Sta., Comm., Prom. Dir. Jack Clarke
 Sports Director Haines Fay
 Chief Engineer..... Ernest Harper
 News Director Bert Jackson

K B R O

BREMERTON—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Bruce Bartley
 Address..... 205 Washington Ave.
 Phone Number 3-5095
 Transmitter Location ... 205 Washington Ave.
 News Service AP
 Transcription Service World
 Representative... John Keating, Bruce Bartley
 Pres., Gen., Sta. Mgr..... Bruce Bartley

WASHINGTON

Pgm. Dir., Chief Ann. Bob Gleason
 Chief Engineer Al Stewart
 Consulting Engineer J. B. Hatfield

K G I B

BREMERTON—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kitsap G.I. Bcstrs., Inc.
 Address 124 N. Callow St.
 Phone Number 7-3757
 Transcription Service Standard
 News Service UP
 President G. A. Weyland
 General Manager James Munro
 Chief Engineer Paul Crittenden

K E L A

CENTRALIA-CHEHALIS—1937-MBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By Central Bcstg. Corp.
 Business Address P. O. Box 720, Centralia;
 P. O. Box 827, Chehalis

Phone Numbers Centralia 6-3321,
 Chehalis 8-3321

Studio Address On Hw. 99 midway bet.
 Centralia & Chehalis

Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative John Keating, John E. Pearson
 Membership NARTB, BAB
 President J. Elroy McCaw
 Sec. Treas. Mabel A. McGwinn
 Gen., Sta. Mgr. Joe Chytil
 Comm. Manager Hugh J. MacPherson
 Production Director Wayne Killmer
 Publicity Director Schuyler C. Hill
 Pgm., Mus. Director Del Spencer
 Chief Engineer John L. Kelley

K C L X

COLFAX—1950—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Interstate Radio, Inc.
 Address P. O. Box 710
 Phone Number 780
 Representative Biddick
 Transcription Service SESAC
 News Service AP
 President T. R. Farrier
 General Manager Bert McAllister
 Commercial Manager Joseph E. Martin
 Chief Engineer H. D. Young

K X L E

ELLENSBURG—1946—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Central Washington Bcstrs.
 Bus. Add. Trans. Loc. Box 600
 Phone Number 2-1488
 Studio-Transmitter Location West 10th

Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President Goodwin Chase, Jr.
 Gen., Sta. Manager Joe Kendall
 Commercial Manager Darrel Burns
 Program Director Don Bevilacqua
 Chief Engineer Darrel Burns

K U L E

EPHRATA—1950

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Columbia Basin Bcstg. Co.
 Phone Number 730
 News Service UP
 Pres., Manager M. P. Monson
 Chief Engineer Elwood E. Eby

K R K O

EVERETT—1922—MBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Everett Bcstg. Co., Inc.
 Bus. Studio-Transmitter Address KRKO Bldg.
 Phone Number Cedar 1144
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, SESAC
 Representative Joseph Hershey McGillvra
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. William R. Taft
 Program Director Earl Gordon
 Production Director Warren Johnson
 Chief Engineer Dave Foley

K F D R

GRAND COULEE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Carl F. Knierim
 Address P. O. Box 1642
 Phone Number 515
 Air Time 15 Hrs.
 News Service UP
 Transcription Service C. P. MacGregor
 Gen., Sta. Mgr. Carl F. Knierim
 Program Director Patriciae A. Westerman
 Chief Engineer Raymond L. Groff

K E L S

KELSO—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By N.W. Public Services, Inc.
 Address P. O. Box 90
 News Service UP
 Trans. Serv. Capitol, Standard
 President Roscoe A. Day, Jr.
 General Manager Claire O. Banks
 Sales Promotion Manager Martin Welch
 Program Director Lowell Gibson
 Chief Engineer John Holmes

WASHINGTON

KWIE

KENNEWICK—1949

Frequency: 610... Power: 1000 Watts
Owned-Oper. By... KWIE, Inc.
Address... 11 S. Cascade St.
Phone Number... 6961
Transmitter Location... Perkins Rd.
Air Time... 6 a.m.-12 M.
News Service... AP
Transcription Service... World, Associated
Representative... Art Moore, Robert Meeker
Pres., Gen. Mgr... Harold A. Clark
Commercial Manager... C. J. McCredie
Program Director... Marvin E. Johnston
Production Director... Ben T. Weaver
Chief Engineer... C. J. McCredie
Farm Editor... Marvin E. Johnston
Consulting Engineer... A. D. Ring

KRKL

KIRKLAND—1948

Frequency: 1050 Kc... Power: 250 Watts d.
Owned-Oper. By... Eastside Pdcstg. Co.
Address Trans. Loca... Civic Center
Phone Number... 22-1201
Transcription Service... Capitol
Presidents... L. N. Ostrander, W. A. Chamness
Gen. Mgr., News Dir... Jerry McCumber
Commercial Manager... Bert Demers
Program Director... Frank Ferry
Chief Engineer... Jack Kerr

KWLK

LONGVIEW—1938—MBS

Frequency: 1400 Kc... Power: 250 Watts
Owned-Oper. By... Twin City Bcstg. Corp.
Bus.-Studio Add. Natl. Bank of Commerce Bldg.
Phone Number... Longview 1500
Transmitter Location... Ocean Beach Hwy.
Air Time... Full Time
News Service... UP
Transcription Service... Associated, World
Representative... W. S. Grant, John Keating
Membership... NARTB
President, Gen. Mgr... C. O. Chatterton
Commercial Manager... J. F. Carlson
Program Director... Ellen Hammond
Production Director... Bob Moran
Chief Engineer... Ralph Brown
Consulting Engineer... Harold Singleton

KSEM

MOSES LAKE—1947—KBS-LBS

Frequency: 1450 Kc... Power: 250 Watts
Owned-Operated By... KSEM, Inc.
Address... Box 276
Phone Number... 234
Transmitter Location... Capistrano Park
Air Time... 7 a.m.-10 p.m.

News Service... UP
Transcription Service... World
Representative... Donald Cooke
President... Jessica L. Langston
Gen., Sta., Comm. Mgr... Alan O. Miller
Program Director... Dorothy Yale
Chief Engineer... Roland Kissler
Consulting Engineer... A. H. Fisher & Sons

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc... Power: 500 Watts
Owned-Operated By... Beckley Radio Co.
Bus.-Studio Add. Trans. Loca... P. O. Box 240
Phone Number... 8995
Air Time... 6 a.m.-10 p.m.
News Service... UP
Transcription Service... World
Representative... John Keating
Membership... NARTB, BAB
Pres., Gen., Sta. Mgr... Leo H. Beckley
Commercial Manager... Jack England
Pgm. Dir., Chief Ann... Tom Haveman
Chief Engineer... Walter Bjerke
Consulting Engineer... J. B. Hatfield

KGY

OLYMPIA—1922—MBS

Frequency: 1240 Kc... Power: 250 Watts
Owned-Oper. By... Tom Olsen
Address Trans. Loca... Rockway Leland Bldg.
Phone Number... 6636
Air Time... 6 a.m.-11 p.m.
News Service... UP
Transcription Service... World, SESAC
Representative... Grant
Membership... NARTB, BAB
General Manager... Tom Olsen
Sta., Comm. Mgr... Elmer J. Holmberg
Sales Promotion Manager... Sam Crawford
Pgm., Prod., Publ. Dir., Chief Ann... Don Jones
Chief Engineer... Charles A. Roark

KOMW

OMAK—1947

Frequency: 680 Kc... Power: 1000 Watts d.
Owned-Operated By... KOMW, Inc.
Business-Studio Address... Box 151
Phone Number... 00
Transmitter Location... Omak
Air Time... Daytime
News Service... UP
Transcription Service... Lang-Worth, Capitol
Representative... John Keating
Membership... NARTB, BAB
President... R. L. McNett
General Manager... Dean Nichols
Commercial Manager... Grover D. Allen
Program Director... Nola Malone
Chief Engineer... Kirk W. Springer

WASHINGTON

KPKW

PASCO—ABC-NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Address Trans. Loca. Pasco
 Phone Number 3337
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Representative Keating
 Membership NARTB, BAB
 President Joe Chytil
 Sta., Comm. Mgr. Robert C. Finley
 Sales Promotion Manager Dwight Smart
 Program Director Fred W. Hepner
 Production Director Pat Allen

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Pacific, Inc.
 Bus-Studio-Transmitter Address 313 W. First
 Phone Number 4200
 Air Time 6:45 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Representative John Keating
 Pres., General Mgr. C. N. Webster
 Station Manager Keith Patterson
 Chief Engineer Bevin Roth

K B K H

PULLMAN—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bayton & Hicks
 Address P. O. Box 356
 Phone Number 1-5251
 News Service UP
 Partners J. Ronald Bayton,
 Maynard Hicks
 General Manager J. Ronald Bayton
 Commercial Manager John Puckett
 Pgm. Dir., Farm Editor Robert Concie
 Promotion Manager B. J. Bayton
 Chief Engineer Glen R. Southworth

K P U Y

PUYALLUP—1951

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Clarence E. Wilson
 Address 1510 Linden Drive
 Phone Number 5-8502
 News Service UP
 Transcription Service Associated
 Owner., Gen., Comm. Mgr. Clarence E. Wilson
 Prom. Mgr., Pgm. Dir. Pete Hansen
 Chief Engr., Farm Dir. Robert E. Vey

K A P A

RAYMOND—1950

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By Pacific Bcstg. Corp.
 Address P. O. Box 288
 Phone Number 1010
 Air Time 6 a.m.-12 M.
 News Service AP
 Station Representative Pearson, Keating
 Membership NARTB, BAB
 President Joe Chytil
 Sta., Comm. Mgr. Robert C. Finley
 Sales Promotion Manager Dwight Smart
 Program Director Fred W. Hepner
 Production Director Pat Allen

K X R N

RENTON—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Interlake Bdcstg. Corp.
 Address Trans. Loca. N. 7th & Park Ave.
 Phone Number Renton 5-3424
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Cole
 Membership NARTB, BAB
 Pres., Gen. Mgr. R. S. McCaw
 News., Publ. Dir., Prom. Mgr. Robert S. Jones
 Commercial Manager Thomas D. Fuller
 Pgm., Mus. Dir., Farm Editor F. J. Jensen
 Chief Engr. F. C. Cook
 Consulting Engineer Wm. Foss

K A L E

RICHLAND—1950—LBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Yakima Bcstg. Corp.
 Address P. O. Box 513
 Phone Number Pasco 3389
 Representative Pearson, Moore, Hall
 Transcription Service Cole
 News Service UP
 Pres., Gen. Mgr. Robert S. McCaw
 Station Manager Arnold G. Sanborn
 Commercial Manager Ralph Nachtmann
 Program Director Robert Parnell
 Chief Engineer Joseph Muench
 Consulting Engineer J. R. Bird, Jr.

K I N G

SEATTLE—1927

Frequency: 1090 Kc. Power: 50,000 Watts
 Owned-Oper. By KING Bcstg. Co.
 Address Smith Tower
 Phone Number Mutual 1090
 Representative Blair
 News Service UP
 President Mrs. A. Scott Bullitt
 Exec. Vice-Pres. Henry B. Owen
 General Manager Otto P. Brandt
 Commercial Manager Robert Kilpatrick
 Program Director Hal Davis
 Production Director Hal Moen
 Publicity Director Mel Anderson
 Chief Engineer Arthur A. Shultz
 Consulting Engineer William Foss

WASHINGTON

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By. Queen City Bcstg. Co.
 Business-Studio Address. 66 Cobb Bldg.
 Phone Number. Seneca 1500
 News Service. UP
 Transcription Service. Thesaurus
 Representative. Free & Peters
 President. Saul Haas
 Sales Manager. William F. Tucker
 Program Director. Kenneth Yeend
 Publicity Director. Frankie Goodwin
 Chief Engineer. James Hatfield

KJR

SEATTLE—1922—ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By. Tolem Bcstrs., Inc.
 Business-Studio Address. Skinner Bldg.
 Phone Number. Elliot 5890
 Transmitter Location. 2600 26th Ave., S.W.
 Air Time. Unlimited
 News Service. AP
 Transcription Service. World
 Representative. Avery-Knodel
 Membership. NARTB, BAB
 President. Marshall Field, III
 General-Station Mgr. J. Archie Morton
 Publ. Dir., Sales Mgr. Mait Jordan
 Pgm., Prod. Director. Homer Pope
 Chief Engineer. Don M. Anderson
 Consulting Engineer. E. C. Page

KOL

SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By. Seattle Bcstg. Co.
 Bus.-Studio Address. Northern Life Tower
 Phone Number. MA. 2312
 Transmitter Location. 1110 W. Florida
 Air Time. 6 a.m.-M.
 News Service. UP
 Transcription Service. Capitol, World
 Representative. Forjoe
 President. Archie Taft
 Sta., Gen. Mgr. Archie Taft, Jr.
 Prom., Comm. Mgr. Arthur Moore
 Pgm., Prod., Publ. Dir. Robert Harris
 Chief Engineer. Perry Lind

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By. Fisher's Blend Station, Inc.
 Bus.-Studio Address. 100 4th Ave. No.
 Phone Number. Seneca 6000
 Transmitter Location. Vashon Island

Air Time. 18 hrs.
 News Service. UP
 Transcription Serv. Associated, Lang-Worth
 Representative. Edward Petry
 Membership. NARTB, BAB
 President, General Mgr. O. W. Fisher
 Commercial Manager. Ray Baker
 Mgr., Natl. Sales & Sales, Prom. Mgr. Richard E. Green
 Program Manager. W. W. Warren
 Publicity Director. Margaret Frey
 Production Mgr. Frederick J. Patterson
 Chief Engineer. F. J. Brott
 Consulting Engineer. A. D. Ring

KRSC

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By. Radio Sales Corp.
 Add., Trans. Loca. 2939 Fourth Ave. So.
 Phone Number. Eliot 2480
 Air Time. 5:30 a.m.-3 a.m.
 News Service. AP
 Transcription Service. Lang-Worth
 Membership. NARTB, BAB
 President. J. Elroy McCaw
 Gen., Sta. Mgr. H. E. Riddalls
 Commercial Manager. William L. Simpson
 News, Pgm. Dir. Ted Bell
 Chief Engineer. Les Cabe

KTW

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By. The First Presbyterian
 Church of Seattle, Wash.
 Add. Trans. Loca. 7th Ave. & Spring St.
 Phone Number. Mutual 1250
 President. W. T. Whitney
 Sta., Gen. Mgr. Don Bevilacqua
 Consulting, Chf. Engineer. James S. Ross
 Pgm., Prod. Dir. A. G. Atworth, Jr.

KVI

SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. Puget Sound Bcstg. Co., Inc.
 Business Address. Camlin Hotel
 Phone Number. Seneca 4848
 Transmitter Location. Vashon Island
 Air Time. 6 a.m.-12 M.
 News Service. AP
 Transcription Service. Thesaurus
 Representative. George P. Hollingbery
 Membership. NARTB, BAB
 Pres., Gen. Mgr. Vernice Irwin
 Vice President. Laura M. Doernbecher
 Comm.-Sales Prom. Mgr. Earl T. Irwin
 News, Pgm. Dir., Chief Anncr. Harry Long
 Chief Engineer. D. M. McDonough
 Consulting Engrs. Sidor & Hollingsworth

WASHINGTON

KXA

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts d. Owned-Operated By: KXA, Inc. Bus.-Studio Address: 312 Bigelow Bldg. Phone Number: Seneca 1000 Transmitter Location: 2nd & Union Air Time: 5 a.m.-Local Sunset News Service: AP Representative: Rambeau Membership: NARTB, BAB President: Wesley I. Dumm General Manager: Lincoln W. Miller Commercial Manager: R. G. McArdle Chief Engineer: John Dubuque

Pgm. Dir., Sales Prom. Mgr.: Robert H. Wesson Chief Engineer: John Walker Consulting Engineer: George C. Davis

KNEW

SPOKANE—1947—MBS

Frequency: 790 Kc. Power: 5000 Watts Owned-Oper. By: Inland Empire Bcstg. Co. Bus.-Studio Address: 511 Eagle Bldg Representative: George P. Hollingbery Pres., Gen. Mgr.: Burl C. Hagadone Station Manager: C. E. Rodell Sales Manager: W. C. Rhodes Program Director: Paul Crain Chief Engineer: Vincent L. Hoffart

KSP0

SPOKANE—1922—LBS

Frequency: 1230 Kc. Power: 250 Watts Owned-Oper. By: Louis Wasmer Address, Trans. Loca.: 526 Riverside Ave. Phone Number: Riverside 8033 News Service: UP Transcription Service: Thesaurus, SESAC Pres., Gen. Mgr.: Louis Wasmer Commercial Manager: Gene Williams Pgm. Mgr.: Darrel Holt Chief Engineer: E. P. Antosyn

KREM

SPOKANE—1947

Frequency: 970 Kc. Power: 1000 Watts Owned-Operated By: Cole E. Wylie Address: Radio Central Bldg. Phone Number: MADison 3333 Transmitter Location: 4101 S. Regal St. News Service: AP Transcription Service: Associated Representative: Forjoe & Co. Pres., Gen., Sta. Mgr.: Cole E. Wylie Commercial Manager: Robert H. Temple Program Director: William Stevens Chief Engineer: William Patterson

KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts Owned-Operated By: Corp. of Gonzaga U. Bus.-Studio Address: Radio Central Bldg. Phone Number: MADison 5383 Transmitter Location: Moran Prairie, Rt. 3 Air Time: 6 a.m.-12 M. News Service: UP Transcription Service: Standard Representative: Edward Petry President: Rev. Francis E. Corkery, S. J. Gen., Sta., Comm. Mgr.: Harvey Wixson Pgm., Prod., Pub. Dir.: Hub Warner Chief Engineer: A. G. Sparling

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts Owned-Operated By: Symons Bcstg. Co. Address: Television Center Phone Number: MAIn 1218 Transmitter Location: So. Regal St. Air Time: Unlimited News Service: UP Transcription Service: Lang-Worth, MacGregor Representative: Walker, PNB President: E. B. Carney Sta., Gen. Mgr.: Franz Robischon Commercial Manager: B. E. Woolston Natl. Sales Mgr., Pgm. Dir.: Martin Boss Chief Engineer: George Langford

KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts Owned-Operated By: KHQ, Inc. Bus.-Studio Address: Radio Central Bldg. Phone Number: MADison 5131 Transmitter Location: 4102 So. Regal Air Time: 19 hrs. News Service: AP Transcription Service: World Representative: Katz Membership: NARTB, BAB Pres., Gen.-Sta. Mgr.: Richard O. Dunning

KREW

SUNNYSIDE—1950

Frequency: 1230 Kc. Power: 250 Watts Owned-Oper. By: Cole E. Wylie Address: Outlook Rd. Phone Number: 7-2277 Transcription Service: Associated News Service: AP Representative: Forjoe President: Cole E. Wylie

WASHINGTON

Station Manager.....C. Nat Harris
 Commercial Manager.....Clifford F. Nelson
 Program Director.....Jean Runyon
 Chief Engineer.....Richard M. Nicholas

K M O

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Carl E. Haymond
 Bus.-Studio Address.....914½ Broadway
 Phone Number.....MAIN 4144
 Transmitter Location.....Colonial Garden Area
 Air Time.....6 a.m.-12 p.m.
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Representative.....McGillvra, Scott
 Membership.....NARTB
 General Manager.....Carl E. Haymond
 Station Manager.....Jerry Geehan
 Comm.-Sales Prom. Mgr.....Ray T. McKenzie
 Prog.-Publ. Dir.....Ted Knightlinger
 Chief Engineer.....John Boor

KTBI

TACOMA—1941—LBS

Frequency: 810 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By.....Tacoma Bcstrs., Inc.
 Address.....2715 Center St.
 Phone Number.....Broadway 2241
 Air Time.....18 hrs.
 News Service.....UP
 Transcription Service.....Cole, World
 Representative.....McGillvra, Moore
 Membership.....NARTB
 President.....Harold J. Quilliam
 Station Manager.....T. R. Knightlinger
 Commercial Manager.....Don Hopkins
 Chief Engineer.....R. C. Velo
 Consulting Engineer.....James B. Hatfield

K V A N

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Vancouver Radio Corp.
 Phone.....3-4717, TW 7323
 Studio Address.....707½ Main St.
 Transmitter Location.....Smith Lake
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representatives.....Keating, O'Connell
 President.....Sheldon F. Sackett
 General-Station Mgr.....Fred F. Chitty
 Sales Prom. Mgr.....Al Bauer
 Pgm., Prod., Publ., News Dir.....George W. Conner
 Chief Engineer.....Edgar Means
 Consulting Engineer.....Paul Leake

KTEL

WALLA WALLA—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Walla Walla Bdcstg. Co.
 Address.....Book Nook Bldg.
 Phone Number.....4103
 Transmitter Location.....2nd & Cordiner
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Pres., Gen. Mgr.....Jack Keating
 Sales Promotion Manager.....Don Harris
 Program Director.....John Keating
 Chief Announcer.....Carl Hebenstreit
 News Director.....Dan Murphy
 Chief Engineer.....Ty McFadden
 Consulting Engineer.....Harold Singleton

K U J

WALLA WALLA—1928—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....KUJ, Inc.
 Business-Studio Address.....55 E. Main St.
 Phone Number.....1230
 Transmitter Location.....U. S. Hwy 410 &
 Sudbury Rd.
 Air Time.....6:30 a.m.-11 p.m.

AP SELLS

For Stations and Sponsors —

For instance . . . KJR

“Associated Press news is
 a major factor in KJR’s 66%
 gain in net revenue from
 newscasts for 1951 over
 1950.”

J. ARCHIE MORTON,
 General Manager,
 KJR, Seattle, Washington

WASHINGTON

News ServiceUP
 Transcription ServiceThesaurus
 Representative.....W. S. Grant, John Keating
 MembershipNARTE, BAB
 Pres., Gen. Mgr.....H. E. Studebaker
 Sta. Comm. Mgr.....Don Wike
 Pgm. Dir., Chief Anncr.....Martin Tobin
 Chief Engineer.....M. L. MacLafferty

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc.Power: 5000 Watts
 Owned-Oper. By....Wescoast Bcstg. Co., Inc.
 B'cs.-Studio Address....2nd & Columbia Sts.
 Phone Number2757
 Transmitter Location..Wenatchee & Columbia
 Rivers Junct.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeRobert Meeker
 MembershipBAB
 PresidentRogan Jones
 Sta., Gen. Mgr.....James W. Wallace
 Prom., Comm. Mgr.Pat O'Halloran
 Pgm., Prod. Director.....Emerson Elder
 Publicity DirectorCharlotte Tochterman
 Chief Engineer.....George Frese
 Chief Announcer.....Bill Denton
 Consulting Engineer.....Bill Foss

K W N W

WENATCHEE—1948—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. By....Appleland Bdcsters, Inc.
 AddressP. O. Box 1510
 Phone Number2468-2469
 Trans. Loca.1119 No. Wenatchee Ave.
 Air Time6 a.m.-12 M.
 Transcription ServiceStandard
 RepresentativeWalter Biddick
 PresidentLawrence Leahy
 General Manager.....Bernard H. Droz
 Sales Promotion Manager...Hanford Choate
 Program Director.....Ron Satterwhite
 Chief Engineer.....Gilbert Reeves
 Consulting Engineer.....James Hatfield

K I M A

YAKIMA—1944—CBS

Frequency: 1460 Kc. ...Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. ByCascade Bdcstg. Co.
 AddressHotel Chinook
 Phone Number6197
 Transmitter LocationTerrace Hgts. Rd.
 Air Time5 a.m.-12M.
 News ServiceAP
 Trans. Serv.....Lang-Worth, SESSAC, APS
 RepresentativeWeed & Co.
 President.....A. W. Talbot

Gen., Sta. Mgr.....R. Lee Black
 Sta. Opera., Pgm. Dir.Tom C. Bostic
 Commercial ManagerTed Morrow
 Production DirectorJoe Ryan
 Publicity DirectorVirginia Ann Schaeffer
 Chief EngineerM. D. Lambert

KIT

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Own.-Oper. By ..Valley Bcstrs. C. E. Haymond
 Business-Studio Address..414 E. Yakima Ave.
 Phone Number8115
 Transmitter Location.....Washington Ave.
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....Capitol
 RepresentativeBranhams
 PresidentCarl E. Haymond
 Comm., Gen., Sta. Mgr.James A. Murphy
 Sales Prom. Mgr., Pub. Dir.....William Moody
 Chief Anncr., Pgm., Prod. Dir. ...Jas. W. Nolan
 News Director.....Pete Wick
 Musical Director.....Harrison A. Miller
 Chief Engineer.....H. B. Murphy
 Consulting Engineer ...Chambers & Garrison

K Y A K

YAKIMA—1947—MBS

Owned-Oper. By.....Yakima Bcstg. Co.
 Address.....P. O. Box 172
 Phone Number2-7143
 TranscriptionWorld
 News ServiceUP
 President.....Robert S. McCaw
 Station Manager.....W. W. Boone
 Commercial Manager.....I. N. Prell
 Program Director.....Gerald Webb
 Chief Engineer.....Donald E. Gardner

WHY IS AP
THE BEST?

BECAUSE—**AP** has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.

WEST VIRGINIA

Pop. April 1, 1952 (Est.) 2,075,000—Total Housing Units 544,477
Families April 1, 1952 (Est.) 494,000—Stations in State 38

WJLS

BECKLEY—1939
CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address WJLS Bldg., Main &
Kanawha St.
Phone Number 7311
Transmitter Location Routes 19-21
Air Time Unlimited
News Service UP
Transcription Service Cole
Representative Weed
Membership NARTB, BAB
President Joe L. Smith, Jr.
General-Station Mgr. Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir. W. R. Barrett
Pgm., Prod. Dir. W. S. Jackson
Chief Announcer Sid Doherty
Chief Engineer Al J. Ginkel
Farm Editor William R. Barrett
Consulting Engineer A. D. Ring

WWNR

BECKLEY—1946—MBS

Frequency: 620 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Rahall Bcstg. Co.
Business-Studio Address 1565 Harper Rd.
Phone Number 9309
Transmitter Mount Tabor
Air Time 18 hrs.
News Service AP
Transcription Service Lang-Worth
Representative Walker
President N. Joe Rahall
Gen., Sta. Mgr. Tom Douds
Chief Engineer Estil Willis
Traffic Director Jo Ann Herring
Consulting Engineer E. C. Page

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By Daily Telegraph Prtg. Co.
Business-Studio Address 623 Commerce St.
Phone Number 7114
Transmitter Location Harry Heights
Air Time Unlimited
News Service AP
Transcription Service World, Cole
Representative Katz
General Manager P. T. Flanagan
Pgm., Pub. Dir. William Hostetter
Prod.-Musical Dir. Barnes Nash
Chief Engineer P. T. Flanagan
Consulting Engineer Ring & Co.

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WKOY, Inc.
Address West Virginian Hotel
Phone Number 7405
Air Time 6 a.m.-12 M.
News Service UP
Representative Devney & Co.
Transcription Service Associated
Pres., Gen., Sta., Comm. Mgr. J. Lindsley Alley
Program Director Emma Eue Phelps
Chief Engineer Roy Yost
Consulting Engineer Odes E. Robinson

WCAW

CHARLESTON—1947—LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Capitol Bcstg. Corp.
Business Address P. O. Box 2791
News Service UP
Transcription Service Lang-Worth
Representative McGillvra
Pres., Gen. Mgr. Garland F. Wilkinson
Commercial Manager Selma Pierson
Promotion Manager Jack Zeillmann
Program Director Al Walker
Chief Engineer William Stone

WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By The Tierney Co.
Address 1111 Virginia St. E.
Phone Number 2-8131
Transmitter So. Charleston
Air Time 5:25 a.m.-1:10 a.m.
News Service AP, UP
Transcription Service Associated
Representative Branham
Membership NARTB, BAB
President Lewis C. Tierney
General Manager John T. Gelder, Jr.
Promotion Manager Harry M. Brawley
Production Director Frank Annand
Program Director Morton S. Cohn
Chief Engineer William E. Dixon
Consulting Engineer Weldon & Carr

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Kanawha Valley
Bdcstg. Co.

WEST VIRGINIA

Address 210 Dickinson St.
 Phone Number 3-7541
 Transmitter Location Coal Branch Hgts.
 Air Time 6 a.m.-3 a.m.
 News Service AP
 Transcription Service Associated
 Representative Robert Meeker Assos., Inc.
 President R. M. Venable
 Gen., Sta. Mgr. Henry V. Diefenbach
 Musical Director Charles Coleman
 Program Director C. P. Vogel, Jr.
 Sales Prom. Mgr., Publ. Dir. Hugh McPherson
 Chief Engineer Harry R. Bowen
 Consulting Engineer George C. Davis

W K N A

CHARLESTON—1946—ABC

Frequency: 950 Kc. Power: 5000 d., 1000 n.
 Owned-Oper. By Joe L. Smith, Jr., Inc.
 Bus.-Studio Address 804 Kanawha Blvd.
 Phone Number 39-971
 Transmitter Location Tyler Mountain Rd.
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Representative Weed
 Pres., Gen. Mgr. Joe L. Smith, Jr.
 Station Manager George J. Gray
 Chief Engineer A. J. Ginkel

W T I P

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Chemical City Bcstg. Co.
 Bus.-Studio Address Capitol & Fife
 Phone Number 23-136
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative For Joe
 Membership NARTB, BAB
 President Gus Zaharis
 Gen., Sta., Comm. Mgr. Berton Sonis
 Program Director Joseph J. Herget
 Publicity Director Bob Bower
 Chief Engineer Paul Sullivan

W B L K

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Ohio Valley Bcstg. Corp.
 Phone Number 4-7571
 Transmitter Location Pinnickinnick Hill
 News Service AP
 Transcription Service Lang-Worth
 Representative Branham
 President Austin Wood
 General Manager George H. Clinton
 Station, Comm., Prom. Mgr. Fred Zimmerman
 Pgm., Prod., Publ. Director Carl Loose
 Chief Engineer Harry S. Brown

W H A R

**CLARKSBURG—1946—MBS-KBS
 ABC**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Mountain State Bcstg. Co.
 Address Trans. Loca. Radio Plaza
 Phone Number 4-5525-6
 News Service UP
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. Glauca G. Merrill
 Commercial Manager F. T. Gregg
 Program Director James Harper
 Chief Engineer Beryl Snyder
 Consulting Engineer John Creutz

W P D X

CLARKSBURG—1947

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By Clarksburg Bcstg. Corp.
 Business-Studio Address 339 W. Main St.
 Phone Number 4-6425
 Transmitter Location 3½ Mi. S. of
 Clarksburg on Weston Rd.
 News Service UP
 Transcription Service World
 President O. L. Billingsley
 Gen., Sta. Mgr. R. C. Warden
 Comm., Sales Prom. Mgr. Joe M. Larosa
 Prog. Dir., Farm Editor Dewitt Wyatt
 Prod., Mus. Director John Peters
 Chief Engineer R. D. Hough

W D N E

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By W. Va. Radio Corp.
 Address P. O. Box 967, Elkins
 Phone Number 1300
 Trans. Loca. Washington & Davis Sts.
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World
 President Mrs. H. C. Greer
 General Manager Ford Billings
 Station Manager Ben Greenhaw
 Commercial Manager Bill Wilson
 Chief Engineer Al Calisti

W M M N

FAIRMONT—1928—CBS

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By The Fort Industry Co.
 Address 208 Adams Street
 Phone Number 3100
 Transmitter Location Monongah
 Air Time 5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Katz Agency
 President George B. Storer

WEST VIRGINIA

General Manager Lee B. Wailes
 Station Manager Glenn C. Jackson
 Commercial Manager A. G. Ferrise
 Sales Prom. Mgr., News Dir. Wm. W. Powell
 Program Director Frank Lee
 Chief Engineer Joseph C. Strelauski

W V V W

FAIRMONT—1946—MBS
ABC-SBN-ATLANTIC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Fairmont Bcstg. Co., Inc.
 Bus.-Studio Address 119 Fairmont Ave.
 Phone Number 5000
 Transmitter Location Radio Pk.
 Air Time 6:45 a.m.-1:15 a.m.
 News Service AP
 Transcription Service World, SESAC
 President J. Patrick Beacom
 Gen., Sta. Mgr. Numa Fabre, Jr.
 Commercial Manager Robert Drummond
 Chief Engineer Earl Pelkey

W H T N

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Huntington Radio Corp.
 Business-Studio Address 1112½ Fourth Ave.
 Phone Number 3-3453
 Transmitter Location Overby Rd.
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 President A. B. Hyman
 Gen., Comm. Mgr. John S. Phillips
 Pgm., Prod. Director Raymond Anderson
 Chief Engineer Harold F. Sturm

W P L H

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Huntington Bcstg. Corp.
 Business-Studio Address 1105 Fourth Ave.
 Phone Number 3-3421
 Transmitter Location 1050 McCoy Road
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. F. J. Evans
 Program Director Charles T. Snowden
 Commercial Manager Curtis S. Clark
 Chief Engineer Alvin V. Jayne

W S A Z

HUNTINGTON—1923—ABC

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WSAZ, Inc.

Business-Studio Address 912½ Third Ave.
 Phone Number 38-401
 Transmitter Location 28th St. & Park at
 C. & O. R. R.

Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Branham
 Membership NARTB, BAB
 President Col. J. H. Long
 General Manager Lawrence H. Rogers
 Commercial Manager Tom Garten
 Publicity Director Harold W. Shriber
 Production Director Bert Shimp
 Program Director Ted Eiland
 Chief Engineer Leroy Kilpatrick
 Consulting Engineer William L. Foss

W L O G

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By C. H. Frey, R. O. Greever
 Address P. O. Box 720
 Phone Number 540
 News Service UP
 Transcription Service World

W E P M

MARTINSBURG—1946—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Martinsburg Bcstg. Co.
 Business Address P. O. Box 874
 Phone Number 5252
 Transmitter Location Red Hill
 Air Time 17 hrs.
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB, BAB
 Gen., Sta. Mgr. C. Leslie Golliday
 Commercial Manager Amos L. Harper
 Program Director Charles Rand
 Production Director Mrs. Joy Edmunds
 Chief Engineer Sterling Heil
 Consulting Engineer A. D. Ring

W H J C

MATEWAN—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Three State Bcstg. Co.
 Address Merrimac

W M O N

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Fayette Associates, Inc.
 Address Box 750, 1028 1st Ave.
 Phone Number 620
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 President Arnold M. Vickers

WEST VIRGINIA

Comm.-Sales Prom. Mgr., Publicity
Director.....Andrew W. Vickers
Program Director.....Ted McKay
Chief Engineer.....Campbell J. Craver
Consulting Engineer.....Odes E. Robinson

W A J R

MORGANTOWN—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....P. O. Box 867
Phone Number.....9488
Transmitter Location.....100 Charleston Ave.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Membership.....NARTB
President.....Agnes J. Reeves Greer
Gen., Sta. Manager.....Ford Billings
Commercial Manager.....John W. Johns
Program Director.....Bos Johnson
Chief Engineer.....Clarence Rulong

W M O D

MOUNDSVILLE—1950—LBS-KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....James D. Sinyard
Address.....P. O. Box 308
Phone Number.....1730
News Service.....UP
President.....James D. Sinyard
Gen., Prom. Manager.....John T. Taylor
Commercial Manager.....Harry Hechesky
Pgm., News Director.....Hank Bendel
Chief Engineer.....Jerry Boles

W O A Y

OAK HILL—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Oak Hill
Phone Number.....651
News Service.....AP
Transcription Service.....Capital, Thesaurus
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Commercial Manager.....Phyllis Stull
Chief Engineer.....James Bucy

W C O M

PARKERSBURG—1947—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Parkersburg Bcstg. Co.
Business-Studio Address.....317 Ninth St.
Phone Number.....7-4991-2
Transmitter Location.....New York Ave.
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra

President.....Joseph M. Handlan
Gen., Sta. Mgr.....A. N. Archer
Commercial Manager.....Dick Abels
Chief Engineer.....William Collins

W P A R

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address.....211½ 5th St.
Phone Number.....75-475
Transmitter Location.....Route 2
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Branham
Membership.....NARTB, BAB
President.....Austin V. Wood
Gen., Sta. Comm. Mgr.....George H. Clinton
Sales Prom. Mgr.....Lawrence V. Murphy
News, Pgm. Dir.....Sherman Grimm
Publicity Director.....Hazel N. Mercer
Chief Engineer.....V. G. Brooks

W W Y O

PINEVILLE

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Wyoming Bcstg. Co., Inc.
Address.....Pineville
Phone Number.....2711
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....Lang-Worth, Cole
Representative.....McGillvra, Inc.
President.....R. D. Bailey
Gen., Sta. Mgr.....Van B. Darby
Comm., Sales Prom. Mgr.....Edward Hawley
Pgm., Publ., News Dir.....Van B. Darby
Production Director.....William J. Ge mond
Chief Engineer.....Jack D. Mullens

W L O H

PRINCETON—1947—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Mountain Bcstg. Service
Phone Number.....2151
Studio-Trans. Loca.....Lilly Grove
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NARTB
President.....Harold P. Hunnicutt
Gen., Sta. Mgr.....Melvin F. Barnett
Comm., Sales Prom. Mgr.....James M. Angel
Production Director.....Betty Bailey
Program, News Director.....Al Rich
Chief Engineer.....Earl H. Graham

W R O N

RONCEVERTE—1947—NBC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.

WEST VIRGINIA

Address Ronceverte
 Phone Number 300
 News Service AP
 Transcription Service Lang-Worth
 Representative..... Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. William E. Blake
 Commercial Manager..... Carl E. Lipps
 Program Director..... Clyde M. Hopper
 Chief Engineer..... Hugh I. Shott II

WEIR

WEIRTON—1950

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By..... Tri-State Bcstg. Co.
 Address..... 234 No. 4th St., Steubenville
 Phone Number..... Steubenville 2-9721
 Transcription Service... Associated, Thesaurus
 News Service AP
 President..... Thomas E. Millsop
 Gen., Sta. Mgr..... Edward J. Hirschberg
 Program Director..... Harry Birrell
 Production Director..... Robert Banfield
 Publicity Director..... Paul Harris
 Chief Engineer..... Frank W. Schaefer

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... McDowell Service Co.
 Address..... 10 Riverside Drive
 Phone Number..... 818
 News Service AP
 Transcription Service Thesaurus
 President..... J. G. Hunt
 Prom., Gen., Comm. Mgr..... Ellis Landreth
 Pgm., News Dir. John J. Villani

WELC

WELCH—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Pocahontas Bcstg. Co.
 Address..... King Coal Bldg.
 Phone Number 1150
 Representative McGillvra
 Transcription Service Capitol
 General Manager..... Tom Hicks

WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By Lewis Service Corp.
 Address..... P. O. Box 431
 Phone Number 1555
 News Service UP
 Representative Donald Cooke, Inc.
 Pres., Gen. Mgr. Harold McWhorter
 Comm., Prom. Mgr..... Glenn Short
 Program Director..... Pat Hoffman
 Chief Engineer..... Roscoe J. Bailey

WHLL

WHEELING—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Wheeling Bcstg. Co.
 Address Box 989
 Phone Number 6700
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr..... K. H. Forney
 Commercial Manager..... Paul Miles

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..... Community Bcstg., Inc.
 Trans. Add. . . Pythian Bldg. 16th & Market Sts.
 Phone Number 5320
 News Service UP
 Station Representative Weed
 Pres., Gen. Manager..... John B. Reynolds
 Commercial Manager..... Alfred C. Ihlenfeld
 Program Director..... Nancy A. Hilmes Vieweg
 Promotion Manager..... Ray Vingi
 Chief Engineer..... Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Operated By... The Fort Industry Co.
 Address..... Hawley Bldg.
 Phone Number..... Wheeling 5383
 Transmitter Location..... St. Clairsville, Ohio
 Air Time..... Full time
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NARTB, BAB
 President..... George B. Storer
 General Manager..... George B. Storer
 Station Manager..... Wm. E. Rine
 Sales Promotion Mgr..... Howard W. Meagle
 Assistant Manager..... Paul J. Miller
 Program Director..... Paul A. Myers
 Chief Engineer..... Edwin L. Keim
 Consulting Engineer..... Jansky & Bailey

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..... Williamson Bcstg. Corp.
 Business Address Williamson
 Phone Number 1241
 Studio-Transmitter Location Williamson
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Clarence Lovitch
 Gen.-Sta.-Comm. Mgr..... Alice Shein
 Program Director..... John T. Blair, Jr.
 Chief Engineer..... Robert W. Bullio
 Consulting Engineers..... McIntosh & Inglis

WISCONSIN

Pop. April 1, 1952 (Est.) 3,505,000—Total Housing Units 1,063,118
Families April 1, 1952 (Est.) 958,000—Stations in State 59

WATK

ANTIGO—1948

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Business-Studio Address.....936 Superior St.
Transcription Service.....Lang-Worth
President.....Artemas F. Burner
Manager.....G. McElrone
Commercial Manager.....Donald Burns
Chief Engineer.....Robert Fowler

WHBY

APPLETON—1924—MBS
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone Number.....3-6639
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....Everett-McKinney
Comm., Gen., Sta. Mgr.....Earl H. Huth
Sales Promotion Manager.....Richard Moore
Program Director.....Robert Petrie
Publicity Director.....Lewis Process
Chief Announcer.....William Felton
News Director.....Ken Mommaerts
Chief Engineer.....George Merkl

WATW

ASHLAND—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Upper Michigan-Wisconsin
Broadcasting System, Inc.
Address.....321 2nd Street W.
Phone Number.....1680
Transmitter Location.....South Ellis Ave.
Air Time.....5:55 a.m.-11:55 p.m.
Transcription Service.....World
Representative.....Walker
Membership.....NARTB
President.....William L. Johnson
Sta., Comm., Mgr.....Todd Hogan
Sales Prom. Mgr., Prod. Dir.....Arnold Peterson
Pgm., Music Dir.....Mary Jean Anno
Chief Engineer.....Otto Link

WBEV

BEAVER DAM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By.....Beaver Dam Bcstg. Co.
Address.....Radio Park
Phone Number.....4443
News Service.....UP

Transcription Service.....Capitol
Representative.....Holman
President.....William E. Walker
Gen., Comm. Mgr.....Charles R. Dickoff
Promotion Manager.....John Saxe
Chief Engineer.....Alister Alexander

WBEL

BELOIT—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address.....335 E. Grand Ave.
Phone Number.....College 1380
Transmitter Location.....901 E. Elmwood Ave.
Air Time.....5:30 a.m.-Local Sunset
News Service.....AP
President.....Lloyd Burlingham
Gen., Sta. Mgr.....L. O. Fitzgibbons
Commercial Manager.....Joe Moen
Program Director.....Robert LaMere
Chief Engineer.....Leo Wilson
Consulting Engineer.....Walter F. Kean

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone Number.....College 6024
Transmitter Location.....U. S. Hwy. 51
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....William G. Rambeau
President.....Sidney H. Bliss
Gen., Sta. Mgr.....John H. Rhodes
Commercial Manager.....Gene Steinhorst
Pgm., Prod., News Dir.....Phil Kane
Publicity Director.....Bernice Krueger
Chief Engineer.....Stanley Holmes

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address.....609 Cameron
St.
Phone Number.....5111-2
Air Time.....6:30 a.m.-12 M.
News Service.....UP
President, General Mgr.....James J. Conroy
Station Manager.....Stan Torgerson
Publ., Prod., Pgm., Dir.....Bob Benson
Chief Engineer.....Russell R. Holmes
Comm., Prom. Manager.....Curt Hanson

W I S C O N S I N

W E A U

EAU CLAIRE—1937—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By Central Bcstg. Co.
Business-Studio Add. 203 S. Barstow St.
Phone Number 6149
News Service UP
Transcription Service Lang-Worth, World
Representative Hollingbery
President W. C. Bridges
Gen., Comm. Mgr. Harry S. Hyett
Sales Prom. Mgr., Pgm. Dir. Robert E. Nelson
Chief Engineer T. O. Jorgenson

W R F W

EAU CLAIRE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By Chippewa Valley Radio &
Telev. Corp.
Bus.-Studio-Transmitter Address Rudolph Rd.
Phone Number 2-1629
Air Time Daytime
News Service AP
Transcription Service Capitol
Representative Forjoe
President Thomas K. Werner
Gen. Mgr., News Dir. John E. Kelly
Pgm. Dir., Chief Anncr. Robert Froemming
Commercial Manager Richard Werner
Publicity Director Lowell Christison
Chief Engineer Oscar Sielaff
Consulting Engineer J. J. Beloungy

K F I Z

FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address 18 W. First St.
Phone Number 356
Air Time 6:30 a.m.-10 p.m.
News Service UP
Membership NARTB
Exec. Vice Pres. Emery W. Martin
General Manager Lynn N. Fairbanks
Program Director Lucille Fairbanks
Chief Engineer Wendell S. Meyers

W B A Y

GREEN BAY—1925—CBS

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By WHBY, Inc.
Business-Studio Address Bellin Bldg.
Phone Number Adams 1
Transmitter Location W. De Pere
News Service AP
Representative Weed
Managing Director Rev. M. J. Beemster
General-Station Mgr. Hayden R. Evans
Sales Prom. Manager Lee Stinson

Program Director Clair Stone
Production Director Hal O'Halloran
Publicity Director Karl Gorsche
Chief Engineer Wallace Stangel

W D U Z

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Green Bay Bcstg. Co.
Business-Studio Address Nicolet Bldg.
Phone Number Howard 6300
Transmitter Location Cass St., Town of Preble
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth, World
Representative John E. Pearson
Membership NARTB, BAB
Pres., Gen. Mgr. Ben A. Laird
Station Manager Robert G. Nelson
Commercial Manager Robert A. Vandersteen
Prog.-Prod. Director Don Arthur
Pub. Dir., Chief Announcer John R. Kessenich
Consulting Engineer Nathan Williams

W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Green Bay Newspaper Co.
Business Address P. O. Box 620
Phone Number Howard 6400
Transmitter Location Bellevue
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Standard, Thesaurus
Membership NARTB
President V. I. Minahan
General Manager A. B. Turnbull
Station Manager John M. Walter
Commercial Manager Glen R. Holznecht
Program Director Les Sturmer
Publicity Director Mary Ann Wudlick
News Director James Bartelt
Chief Engineer Elmo Reed
Consulting Engineer George Davis

W T K M

HARTFORD—1951

Frequency: 1540 Kc. Power: 500 Watts d.
Owned-Operated By Kettle Moraine Bcstg. Co.
Address Hartford
Phone Number 61
Transcription Service SESAC
News Service UP
Gen. Mgr., Chief Engr. Sherman C. Carr
Comm., Prom. Mgr. Walter Zastrow

W I S C O N S I N

W C L O

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Southern Wisconsin Radio, Inc.

Business-Studio Address . . . 200 E. Milwaukee St.
Phone Number 3316
Transmitter Location 1436 So. Oakhill Ave.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative William G. Rambeau
Membership NARTB
Pres., Gen. Mgr. Sidney H. Bliss
Sta. Mgr., News Dir. V. W. Williams
Commercial Manager Charles W. Bessire
Pgm., Pub. Dir. Ralph Schroeder
Chief Engineer Wayne Clay

W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts
Owned-Operated By Kenosha Bcstg. Co.
Bus.-Studio-Transmitter Address . . . 625 57th St.
Phone Number 6162
Air Time Sunrise-Sunset
News Service AP
Transcription Service World
Representative Everett-McKinney
Membership BAB
General Manager William L. Lipman
Station Manager Hugh Gately
Program Director Jerome Golden
Production Director Steve Kelley
Chief Engineer Casimir Lubinski
Consulting Engineer Nathan Williams

W K B H

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By WKBH, Inc.
Business-Studio Address 409 Main St.
Phone Number 2-4678
Transmitter Location Gillette St.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Representative The Taylor Co.
Membership NARTB, BAB
President, Station Mgr. Howard Dahl
Program Director Berneice Callaway
Production Director Leonard G. Anderson
Publicity Director Paul Ziemer
Chief Engineer Al Leeman

W K T Y

LA CROSSE—1948—ABC

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By La Crosse Bcstg. Co.

Business-Studio Address 112 N. 4th St.
Phone Number 2-6042
Transmitter Location 5 Mi. So. of La Crosse
Air Time 6 a.m.-M.
News Service UP
Transcription Service Thesaurus
Representative Weed
V. P., Gen. Mgr. Veri Bratton
Asst. Mgr., Pgm., Prom. Dir. . . . J. Bondeson
Chief Engineer J. Harold White

W L C X

LA CROSSE—1947—MBS

Frequency: 1490 Kc. Power 250 Watts
Owned-Operated By Bermac Radio, Inc.
Business-Studio Address State Bank Bldg.
Phone Number 4-4521
Transmitter Location Lang Drive
Air Time 6 a.m.-12 M.
News Service UP
President James J. Conroy
Prom., Gen., Sta., Comm. Mgr. . . . Milo Knutson
Prog. Dir.-Production Mgr. . . . Rosemary Castor
Chief Engineer Elphin G. Rinn

W L D Y

LADYSMITH—1948—KBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address . . . Ladysmith
Phone Number 584
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Representative Thomas Clark
Membership NARTB, BAB
President O. J. Falge
Gen., Sta., Prom., Comm. Mgr. . . . A. T. Shields
Pub. Dir. Corinne Kopp
Prog., Prod. Dir. Joseph Dahlvig
Chief Engr., News Dir. Jeff Evans

W H A

MADISON—1922—WISCONSIN

Frequency: 970 Kc. Power: 5000 Watts d.
Owned-Operated By Univ. of Wisconsin
Address Radio Hall
Phone Number 5-2988
News Service UP
Director H. B. McCarty
Program Director William Harley
Production Director Raymond J. Stanley
News Director Roy Vogelmann
Chief Engineer John H. Stiehl

W I B A

MADISON—1925—NBC

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By Badger Bcstg. Co.
Business-Studio Address 3800 Regent St.

WISCONSIN

Phone Number 3-5311
 Transmitter Location Fitchburg
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 Membership NARTB, BAB
 President William T. Evjue
 General Manager Kenneth F. Schmitt
 Commercial Manager Howard A. Johnson
 Program Director Robert N. Dick
 News Director Jack Newman
 Chief Engineer Norman Hahn

News Service UP
 Transcription Service World
 Representative Inde. Sales Inc.
 Membership NARTB
 President, Gen. Mgr. Francis M. Kadow
 Publ. Prog. Dir. George H. Erdman
 Comm.-Sales Prom. Mgr. John M. Kadow, Jr.
 Chief Engineer W. F. Duben

WISC

**MADISON—1948—MBS
 ABC-ARROWHEAD**

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Wisconsin, Inc.
 Address Comm. State Bank Bldg.
 Phone Number 7-2588
 Transmitter Location Seyene Rd., Route 4
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 President Morgan Murphy
 Executive Director W. C. Bridges
 General Manager Ralph O'Connor
 Comm., Prom. Mgr. Richard S. Nickeson
 Program Director Morton Wagner
 Prod., Pub. Dir. Beverly White
 Chief Engineer W. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Monona Bcstg. Co.
 Address 215 W. Washington Ave.
 Phone Number 7-2261
 Transmitter Location MacFarland
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Representative Headley Reed
 President Stewart Watson
 Gen., Sta., Comm. Mgr. Michael Henry
 Program Director Audrey Johnson
 Chief Engineer Vince Vanderheiden

WOMT

MANITOWOC—1926—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Francis M. Kadow
 Business-Studio Address Radio Bldg.
 Phone Number 6015
 Transmitter Location Easy St.
 Air Time 5:45 a.m.-12 M.

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Oper. By M. & M. Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Radio Park
 Phone Number 2-6631
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Hal Holman Co.
 Membership NARTB, BAB
 President William E. Walker
 General Manager Joseph D. Mackin
 Commercial Manager Howard L. Emich
 Program Director Pat Kehoe
 News Director Don Metzger
 Chief Engineer A. L. Stewart
 Consulting Engineer A. D. Ring

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Own-Oper. By Dairyland's Bdcstg. Serv., Inc.
 Add. Trans. Loca. 1710 N. Central Ave.
 Phone Number 1450
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol, SESAC
 Membership NARTB, BAB
 President Lloyd L. Felker
 Gen., Sta. Mgr., Pub. Dir. Robert W. Behling
 Commercial Manager Robert K. Hansen
 Sales Promotion Manager Roger Thomsen
 Production Director Kay Winters
 News Director Lowell Chistensen
 Chief Engineer Jerry Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Bus.-Studio-Transmitter Address Medford
 Phone Number 5147
 News Service UP
 Transcription Service SESAC
 Representative Continental
 Pres., Comm., Gen. Mgr. George F. Meyer
 Program Director Irma Meyer
 Chief Engineer Ray Bohnert

WISCONSIN

WMNE

MENOMONIE—1951

Frequency: 1360 Kc. Power: 500 Watts d.
Owned-Operated By... Capitol City Bcstg. Co.
Address... P. O. Box 83
Phone Number... 1156
Transcription Service... Lang-Worth
News Service... UP
Representative... Power-John
President... William F. Johns, Jr.
General Manager... Barry Stewart
Comm., Prom. Mgr... James Bailey
Pgm., News Director... Douglas Weikley
Chief Engineer... Robert Simondet

WLIN

MERRILL—1948—MBS

Frequency: 550 Kc. Power: 1,000 Watts
Owned-Operated By... Alvin E. O'Konski
Business Address... Merrill
Phone Number... 1444
Air Time... 6:30 a.m.-12 M.
Transmitter Location... Hwy. 51 and 17
News Service... AP, UP
Membership... NARTB, BAB
Transcription Service... Standard, Capitol, Cole
Representative... Rambeau
President, Gen. Mgr... Alvin E. O'Konski
Chf. Anncr., News Dir... Jack Larkin
Chief Engineer... Chris Zercher

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Milwaukee Bcstg. Co.
Bus.-Address... 710 N. Plankinton Ave.
Phone Number... MARquette 8-7722
Studio Trans. Location... 5407 W. Martin Dr.
Air Time... 24 Hours
News Service... UP
Representative... Headley Reed
Membership... NARTB, BAB
President... Glenn D. Roberts
Gen., Sta. Manager... Hugh K. Boice, Jr.
Commercial Manager... John C. Gagliano
Sales Prom. Manager... Ellis Saxton
Pgm. Dir., Chief Announcer... Tom Shanahan
News Director... Don O'Connor
Chief Engineer... Rolland Paske

WFOX

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By... Wisconsin Bcstg. System,
Inc.
Bus.-Studio-Transmitter... 208 E.
Wisconsin Ave.
Phone Number... Broadway 2-1272

Air Time... Sunrise-sunset
News Service... AP
Representative... John E. Pearson
Pres., Gen.-Sta. Mgr... Charles J. Lanphier
Program Director... John Van Osch
Prod., Pub. Dir... Charles La Force
Chief Engineer... George Dodge
Cnnsulting Engineer... E. C. Page

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5,000 Watts
Owned-Oper. By... Hearst Radio, Inc.
Address... 540 N. Plankinton Ave.
Phone Number... Division 2-3000
Transmitter Location... 5001 So. 60th St.
Air Time... 6 a.m.-12 M.
News Service... INS, UP
Transcription Service... World
Representative... The Katz Agency
Membership... NARTB
General Manager... G. W. Grignon
Station Mgr... Harry D. Peck
Promotion Director... George DeGrace, Jr.
Program Director... Jack Raymond
Chief Engineer... Donald A. Weller
Consulting Engr... A. Earl Cullum, Jr.

WMAW

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Oper. By... Midwest Bcstg. Co.
Business-Studio Address... 723 N. Third St.
Phone Number... DAly 8-2154
Transmitter Location... Hales Corners
Air Time... 18 hrs.
News Service... UP
Representative... Bolling Co.
President... Clifford C. Randall
Gen.-Sta. Mgr... Jack Bundy
Sales Prom. Mgr., Pub. Dir... Janet M. Trudel
Program Director... Donald McClellan
Production Director... Hal Walker
Chief Engineer... Raymond Host
Consulting Engineer... Paul Godley

WMIL

MILWAUKEE—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By... Cream City Bcstg. Co., Inc.
Bus.-Studio Address... 2625 W. Wisconsin Ave.
Phone Number... West 3-1290
Transmitter Location... Glendale
Air Time... 6 a.m.-Local sunset
News Service... UP
Transcription Service... SESAC, Cole
Representative... Forjoe
Gen. Mgr... Jerome Sill
Consulting Engineer... John Creutz

WISCONSIN

WOKY

MILWAUKEE—1950—LBS

Frequency: 920 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Bartell Bdcsters, Inc.
Bus.-Studio Address ... Empire Bldg.
Phone Number ... Broadway 1-8428
News Service ... UP
President ... Gerald A. Bartell
Program Director ... John A. Reddy
Chief Engineer ... Ralph Evans

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc. ... Power: 5000 Watts
Owned-Oper. By ... The Journal Co.
Business Address ... 720 E. Capitol Dr.
Phone Number ... MARquette 8-6000
Transmitter Location ... Rt. 4, Box 817
Waukesha
Air Time ... 19 hrs.
News Service ... AP
Representative ... Edward Petry
V.P., General Mgr. ... Walter J. Damm
Asst. General Mgr. ... L. W. Herzog
Station Manager ... R. G. Winnie
Asst. Prom. Mgr. ... Bruce Wallace
Traffic Director ... Frank Bignell
Chief Engineer ... Phil Laeser

WEKZ

MONROE—1951

Frequency: 1260 Kc. ... Power: 500 Watts d.
Owned-Operated By ... Green County Bcstg. Co.
Address ... P. O. Box 460
Phone Number ... 1260
News Service ... AP
President ... Kenneth Stuart
Gen. Mgr., Farm Editor ... Grant Ritter
Program Director ... Stan Neuberger
Chief Engineer ... Rex Eyler

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc. ... Power: 1,000 Watts
Owner ... Neenah-Menasha Bcstg. Co.
Bus.-Studio Add. ... 101 E. Wisconsin Ave.
Phone Number ... 2-2871
Transmitter Location ... Rte. 1, Neenah
Air Time ... 6 a.m.-12 M.
News Service ... UP
Transcription Service ... Associated
V. P., General Manager ... Don C. Wirth
Chief Engineer ... E. W. Fliegel
Consulting Engineer ... Walter Kean

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Oper. By ... Oshkosh Bcstg. Co.
Phone Number ... Stanley 4580
Transmitter Location ... 1235 Bowen St.
Transcription Service ... Capitol
Representative ... Pearson
Pres., Pgm. Dir. ... Wm. F. H. Johns, Jr.
Comm., Gen. Mgr. ... Allen Embury
News Director ... Lloyd Wasser
Chief Engineer ... Ozzie Oren

WIBU

POYNETTE—1925—WIS.

Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Oper. By ... William C. Forrest
Bus.-Transmitter Address ... Poynette
Phone Number ... Poynette 98
Representative ... Burn-Smith
Owner ... William C. Forrest

WRAC

RACINE—1950

Frequency: 1460 Kc. ... Power: 500 Watts d.
Owned-Oper. By ... Bell City Bcstg. Co.
Address ... 423 Main St.
Phone Number ... 2-1627
President ... Jerome Sill
Secy.-Treas. ... Gene Posner
Gen., Comm. Mgr. ... Gordon Lewis
Pgm., Prod. Dir. ... Henry E. Duling
Chief Engineer ... Howard Immekus

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Oper. By ... Racine Bcstg. Corp.
Business Address ... 441 Main St.
Phone Number ... 4-3311
News Service ... AP
Representative ... Walker
General Manager ... Harry R. LePoidevin
Station Manager ... Harold J. Newcomb
Commercial Manager ... Gerald D. Nelson
News, Pgm. Dir. ... Lyman Merens
Promotion Manager ... Amelia French
Chief Engineer ... F. Lee Dechant

WOBT

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By ... Oneida Bcstg. Co.
Business Address ... Rhineland
Phone Number ... 1240
News Service ... UP
Representative ... Cooke
Transcription Service ... World
President ... John R. Tomek
Gen., Comm. Mgr., News Dir. ... Don Mortwedt

WISCONSIN

Program Director.....Bartley Curran
Chief Engineer.....Charles Bresette

W J M C

RICE LAKE—1938—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WJMC, Inc.
Address Trans. Loca.....1615 S. Main
Phone Number.....550
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Hollingbery
President.....W. C. Bridges
Commercial Manager.....Russell J. Brown
Prom. Mgr., Pgm., News Dir.....Bob Topinka
Chief Engineer.....Robert Kolsky

W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone Number.....20
News Service.....UP
Trans. Serv.....SESAC, Lang-Worth
President.....Arthur Overgaard
Gen., Comm. Mgr.....T. R. Kelley
Prom. Mgr., Pgm. Dir.....R. J. Bodden
Chief Engineer.....Donald Northrop

W T C H

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address.....107 E. Green Bay St.
Telephone Number.....666
Representative.....Schepp-Reiner
News Service.....UP
Transcription Service.....Capitol
General Manager.....Jeanne Heal
Station Manager.....D. W. Hodgins

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.;
250 Watts n.
Owned-Operated By.....WHBL, Inc.
Business-Studio Address.....Hwy. 141
Phone Number.....4844-5
Transmitter Location.....Hwy. 141
Air Time.....7 a.m.-11 p.m.
News Service.....AP
Representative.....Taylor Co.
Membership.....NARTB, BAB
President.....A. Matt Werner
General-Comm. Mgr.....G. P. Richards
Pgm., News Director.....Glen James
Chief Engineer.....Herbert J. Mayer

W K L J

SPARTA—1951

Frequency: 990 Kc.....Power: 250 Watts d.

Owned-Operated By.....Victor J. Tedesco
Address.....124 Waterl St.
Phone Number.....3307
Transcription Service.....SESAC
News Service.....UP
Pres., Gen. Mgr.....Jon F. Lohmer
Chief Engineer.....Marvin Moberly

W S P T

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414 Main St.
Phone Number.....2744
News Service.....UP
Transcription Service.....SESAC
Representative.....Hal Holman
Gen., Comm. Mgr.....L. Larry Zurawski
News, Pgm. Dir., Prom. Mgr.....Charles Gossett
Chief Engineer.....Donald Zuehlke

W D O R

STURGEON BAY—1951

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Door County Bcstg. Co. Inc.
Address.....15th & Utah
Phone Number.....593
Transcription Service.....Thesaurus
News Service.....AP
Pres., Gen. Mgr.....Edward Allen, Jr.
Commercial Manager.....Jack Baker
Program Director.....Dolores Allen
Chief Engineer.....L. J. Lorenzen

W O K W

STURGEON BAY—1951

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Door County Radio Co.
Address.....Rhode Island St.
Phone Number.....1050
Transcription Service.....Capitol
News Service.....UP
President.....Sumner Harris
General Manager.....Herbert H. Graefe
Chief Engineer.....Carl Raasch

W D S M

SUPERIOR—1939—ABC

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave.
Phone Number.....Superior: 4451
News Service.....UP
Transcription Service.....Standard
Representative.....Free & Peters
President.....Robert Ridder
General Manager.....Rodney A. Quick
Commercial Manager.....William Lukoskie
Program Director.....Lew Martin
Chief Engineer.....Melvin Laskey

WISCONSIN

WTRW

TWO RIVERS—1951

Frequency: 1590 Kc. Power: 500 Watts d.
Owned-Operated By: Two Rivers Bcstg. Co.
Address: 1817 Washington
Phone Number: 324
Transcription Service: Capitol
News Service: UP
President: John H. Markel
Gen., Comm. Mgr.: Norman C. Haagenson
Program Director: Meredith Greene
Chief Engineer: Elmer Johnson

WTTN

WATERTOWN—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By: Watertown Radio, Inc.
Address: 104 W. Main St.
Phone Number: 2215
News Service: UP
Pres., Gen. Mgr.: Albert B. Gale
Program Director: Carl V. Kolata
Chief Engineer: Leonard E. Benson

WAUX

WAUKESHA—1947

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By: Waukesha Bcstg. Co.

Business-Studio Address: 319 W. Main St.
Phone Number: 6619
Transmitter Location: R. 1, Orchard St.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Thesaurus
Representative: Ra-Tel
Membership: NARTB, BAB
President: Carl Taylor
Gen., Sta. Mgr.: Mig Figi
Commercial Manager: Charles E. Williams
Farm Editor, Pgm. Dir: Donald Froehlich
Production Director: Mary Miles
Chief Engineer: Adin Randall

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper By: The Journal Co. (The Milwaukee Journal)
Business-Studio Address: 714 Fifth St.
Phone Number: 6521
Transmitter Location: Coates Lane R. R. 3
Air Time: 17 hrs.
News Service: AP
Transcription Service: Thesaurus
Representative: Meeker
Station Manager: Ben F. Hovel
Program Director: George Bundner

AP SELLS

For Stations and Sponsors—

For instance . . . WAUX

“Every AP newscast sold . . . 78 a week! WAUX and WAUX-FM have been literally built on our Associated Press news and features. We now carry news every hour on the hour and there is seldom worry about a renewal. Our biggest sponsor of AP news, the Waukesha State Bank, has had excellent results—experiencing direct and tangible results with in one week after its AP newscasts started. Nice going, AP.”

MIG FIGI,
General Manager,
WAUX, Waukesha, Wisconsin

WISCONSIN—WYOMING

News Director.....Keith Jacobs
Chief Engineer.....R. W. Richardt

W B K V

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Decorah Rd. & Indiana Ave.
Transcription Service.....Capitol, Thesaurus
News Service.....UP
Sta., Comm. Mgr.....Paul J. Mueller
Chairman of Board.....August C. Berkholtz
President.....Wendell S. Ciganic
Treasurer.....Carl H. Rhode
Chief Engineer.....Paul J. Ripple
Program Director.....Donald Frazier

W F H R

WISCONSIN RAPIDS—1940
MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....William F. Huffman Radio
Business Address.....141 W. Grand Ave.
Phone Number.....1340
Transmitter Location.....1500 Bonow Ave.
Air Time.....6:30 a.m.-10:30 p.m.
News Service.....AP
Transcription Service.....World
Membership.....NARTB, BAB
President.....Louise F. Huffman
Gen., Sta. Mgr., Pub. Dir.Geo. T. Frechette
Commercial Manager.....Bruce G. Beichl
Chief Engineer.....Gordon Miller

WYOMING

Pop. April 1, 1952 (Est.) 304,000—Total Housing Units 93,242
Families April 1, 1952 (Est.) 86,000—Stations in State 13

K S P R

CASPER—1930

MBS—INTERMOUNTAIN—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone Number.....407
Studio-Transmitter Location...1st & Lennox Sts.
News Service.....UP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NARTB, BAB
Owner, Pres., Mgr.....Donald L. Hathaway
Commercial Manager...Frederic W. Hufsmith
Program Director.....Marcus R. Nichols
Chief Engineer.....Duane W. Simons

K V O C

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....1540 So.
Wolcott St.
Phone Number.....130
News Service.....AP
Transcription Service.....Thesaurus
President.....Jack W. Perry
Comm., Gen. Mgr.....J. R. Bailey, Jr.
Prom. Mgr., Pgm. Dir.....Eugene Larrieux
Chief Engineer.....John Mursu

K F B C

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Plains Hotel
Phone Number.....Cheyenne 4461
News Service.....UP
Representative.....McGillivra
President.....Tracy S. McCracken
General Manager.....William C. Grove
Commercial Manager.....Frank Flynn

K O D I

CODY—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Address.....915 Rumsey Ave.
Phone Number.....750
General Manager.....A. J. Richard
Chief Engineer.....Phillip H. Barnhart

K O V E

LANDER—1948—KBS—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
Phone Number.....488
Studio-Transmitter Location...N.W. of Lander
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Keystone

WYOMING

President Edward J. Breece
Pgm. Dir., Sta., Gen. Mgr. Jack L. Breece
Comm., Prom. Mgr. Maurice Fitzgerald
Publicity Director Marlene Young
Chief Engineer Gary Fehlaver
Consulting Engineer Stanley Benson

KOWB

LARAMIE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
Own-Oper. By Snowy Range Bdstg. Co., Inc.
Address West Laramie
Phone Number 4888
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service Standard
President F. O. Rice
General Manager Richard F. Connor
Sta. Mgr., Pgm. Dir. L. O. Smith
Publ. Dir., Sales Prom. Mgr. J. C. Steele
Consulting Engineer Warren Mallory

KPOW

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
Phone Number 222
Air Time 6 a.m.-10 p.m.
News Service UP
Transcription Service Associated. Cole
Representative Avery-Knodel
General Manager Al Meyer
Prom., Comm. Mgr. Mel Whitmire
Program Director Agnes Fields
Consulting Engineer D'Orr Cozzens

KRAL

RAWLINS—1947—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Rawlins Bcstg. Co.
Address Rawlins, Box 385
Phone Number 1003
Air Time 7 a.m.-10:35 p.m.
News Service AP
Membership NARTB, BAB
President Tracy S. McCracken
Gen., Sta., Comm. Mgr. Jack C. Vagner
Program Director Anita Phisterer
Chief Engineer Gordon E. Clarke

KWRL

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Joseph P. Ernst
Phone Number 789
News Service AP
General Manager Joseph P. Ernst

KVRS

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Wyoming Bcstg. Co.
Business-Studio Address Rock Springs
Phone Number 93
Transmitter Location 2 Mi. N. of City
Air Time 6:45 a.m.-10:30 p.m.
News Service AP
Transcription Service Standard
President D. G. Richardson
Gen., Sta. Mgr. Dwight Fisher
Comm., Sales Prom. Mgr. Laurel Moseby
Pgm., Publ. Dir. Imogene Parr
Chief Engineer Glade Montgomery
Consulting Engineer William Grove

KWYO

SHERIDAN—1934—MBS

Frequency: 1410 Kc. Power: 1000 d., 500 n.
Owned-Operated By Bighorn Bcstg. Co.
Business-Studio Address 21 N. Main
Phone Number 601
Transmitter Location 1½ Mi. N.W. of Sheridan
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Avery-Knodel
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Jim Carroll
Comm.-Sales Prom. Mgr. Don Tannehill
Prod., News, Pgm. Dir. Bob Wilson
Chief Engineer Bob Crosthwaite

KGOS

TORRINGTON—1950

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Joseph P. Ernst
Phone Number 567
News Service UP
Owner Joseph P. Ernst

KWOR

WORLAND—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Joseph P. Ernst
Address Box 409
Phone Number 733
President Joseph P. Ernst
Gen., Comm. Manager Mildred V. Ernst
Program Director Celesta Robinson
Chief Engineer Joe Henry

TERRITORIES AND POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Aleutian Bcstrs.
Business-Studio Address.....P. O. Box 1960
Phone Number.....3-4433
News Service.....UP
Transcription Service.....MacGregor, Capitol
Representative.....Donald Cooke
Director.....Jack Borges
General Manager.....Keith Copper

KENI

ANCHORAGE—1948-MBS-ABC-NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 879
Phone Number.....20301
Transmitter Location.....Sunset Drive
Air Time.....6:15 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....Associated
Representative.....Wellington Fletcher
President.....Miriam Dickey
Gen., Sta. Manager.....A. G. Hiebetr
Commercial Manager.....William Stewart
Publ. Pgm., Prod. Dir.....Harold Knutson

KFQD

ANCHORAGE—1924—CBS-LBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
Air Time.....6:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....Wm. J. Wagner
Commercial Manager.....Juanita Underwood
Program Director.....Gerald Mathis
Chief Engineer.....Chas. Mohler
Consulting Engineer.....A. D. Ring

KFAR

FAIRBANKS—1939—MBS-NBC-ABC

Frequency: 660 Kc. Power: 10,000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Building
Phone Number.....2125
Transmitter Location.....Farmers Loop Road
Air Time.....6:30 a.m.-12 M.
News Services.....AP and UP
Representative.....Fletcher, Wellington
President.....Miriam L. Dickey
Station Manager.....Alvin O. Bramstedt
Commercial Manager.....Arvid Erickson
Program Director.....Richard Greuel
Chief Annc., Prod. Dir.....Don McCune
Publicity Director.....Val Forth
Chief Engineer.....Jorgen Twieten

KFRB

FAIRBANKS—1948—CBS-LBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg.
Phone Number.....Seneca 6333
Transmitter Location.....College Loop
Air Time.....6:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....Wm. J. Wagner
Commercial Manager.....Joel Buffington
Program Director.....Graham Kleckner
Chief Engineer.....Richard Schoup
Consulting Engineer.....A. D. Ring

KINY

JUNEAU—1935—CBS-LBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg.
Phone Number.....Seneca 6333
Transmitter Location.....Juneau
Air Time.....Unlimited
News Service.....AP

ALASKA — HAWAII

Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. Wm. J. Wagner
 Station Manager Richard Peter
 Program Director Norma Weeks
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

K T K N

KETCHIKAN—1935—CBS-LBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By William J. Wagner
 Business-Studio Address... 830 Securities Bldg.
 Seattle 1, Wash.

Phone Number Seneca 6333
 Transmitter Location Ketchikan
 News Service AP
 Air Time Unlimited
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Station Manager Dorothy Jacobson
 Program Director Ed Mack
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

K I B H

SEWARD—1948—CBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By William J. Wagner
 Business-Studio Address
 830 Securities Bldg., Seattle, Wash.
 Phone Number Seneca 6333

Transmitter Location Seward
 Air Time 3.30 p.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Commercial Manager Lee Norton
 Program Director David Hassinger
 Chief Engineer Chas. Mohler
 Consulting Engineer A. D. Ring

K A L A

SITKA—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Baranof Enterprises, Inc.

K I F W

SITKA—1949—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By William J. Wagner
 Bus.-Studio Address 830 Securities Bldg.,
 Seattle, Wash.

Phone Number Seneca 6333
 Transmitter Location Sitka
 News Service AP
 Air Time 5 p.m.-12 M.
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Pgm. Dir., Sta. Mgr. Wm. Maynard
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

HAWAII

K H B C

HILO—1936—CBS

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By Hawaiian Bcstg. System, Ltd.
 Business Address P. O. Box 1476
 Phone Number 4616
 Studio-Transmitter Location Piihonua
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World, Standard
 Representative Free & Peters
 Pres., Gen. Mgr. J. Howard Worrall
 Station Manager C. Tracy Thrumston
 Commercial Manager Roger H. Coryell
 Chief Engineer Robert W. Moore

K I L A

HILO—1951—MBS

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Island Bcstg. Co.
 Address Naniloa Hotel
 Phone Number 5313
 News Service UP
 Representative Hollingbery

Co-Owner J. Elroy McCaw
 Co-Owner John Keating
 Gen. Mgr., Chief Engr. James E. Jaeger

K I P A

HILO—1947—ALOHA NET

Frequency: 1110 Kc. Power: 1,000 Watts
 Owned-Oper. By Big Island Bcstg. Co., Ltd.
 Business-Studio Address 140 Haili St.
 Phone Number 2177
 Representative Grant
 President Manager A. H. Green

K A H U

HONOLULU—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Rural Bcstg. Co., Ltd.
 Address 1639 Kapiolani Blvd.
 Phone Number 993185
 Transcription Service Capitol
 News Service AP
 Commercial Manager Arthur Sedgwick
 Program Director Ed Marion
 Treasurer Harry En Chu

HAWAII

K G M B

HONOLULU—1929—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By...Hawaiian Bcstg. System,
Ltd.

Bus.-Studio-Transmitter Address.....1534
Kapiolani Blvd.

Phone Number9-0914

Air Time5:30 a.m.-10:45 p.m.

News ServiceUP

Transcription Service.....World, Standard

Representative.....Free & Peters

Pres., General Mgr.....J. Howard Worrall

Station-Comm. Mgr.....E. Fitz Donnell, Jr.

Pub. Dir., Sales Prom. Mgr.....Faye Johnson

Pgm., Prod., Farm Dir.....Robert Costa

Chief Engineer.....Ernest G. Lindemann

K G U

HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts
Owned-Operated By...Advertiser Pub. Co., Ltd.

Phone Number5-2977

Chief Engineer.....M. A. Mulrony

Studio-Transmitter Location...South & Kapiolani

Air Time.....6:30 a.m.-11:30 p.m.

News ServiceUP

Transcription Service.....Thesaurus

Representative.....Katz

President.....Lorin P. Thurston

Gen. Mgr., Chf. Engr.....M. A. Mulrony

Station Manager.....William O. Paine

K H O N

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
Owned-Operated By...Aloha Bcstg. Co., Ltd.

Business AddressP. O. Box 1380

Phone Number95295

Transmitter LocationKalia, Waikiki

News ServiceUP

Trans. Serv.Capitol, Standard

Representative.....Grant

President.....R. M. Fitkin

Chief Engr., Sta. Mgr.....Ira G. Mercer

Program Director.....W. H. Whedbee

K I K I

HONOLULU—1950

Frequency: 860 Kc. Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.

Address.....320 Ward Ave.

Phone Number63456

Representative.....Western Rad. Sales

Transcription ServiceLang-Worth
News ServiceAP, INS
Pres., Gen. Mgr., Chief Engr. Royal V. Howard
Vice-President.....William B. Meyers
Commercial Manager.....Marcel Cailliet
Program Director.....Clair Weidenaar

K P O A

HONOLULU—1946—LBS—MBS

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.

Business-Studio Address.....575 Kamoku St.

Phone Number95236

Transmitter Location.....Kapiolani & Date Sts.

News ServiceUP

Representative.....George P. Hollingbery

Partners...J. Elroy McCaw, John D. Keating

Station Manager.....Wm. B. Murphy

Gen., Prom., Comm. Mgr.....Fin Hollinger

Chief Announcer.....Bob Lang

Prod. Director.....Carlos Rivas

Consulting Engineer.....R. Bird

K U L A

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
Owned. Oper. By...Pacific Frontier Bdcstg. Co.,
Ltd.

AddressP. O. Box 1479

Phone Number71933

Transmitter LocationKalanianiole Hway.

Air Time.....18 hrs.

News ServiceUP

Representative.....Adam Young Jr.

Pres., Gen. Mgr.....Jack A. Burnett

Prom., Sta. Manager.....Geo. B. Morgan

Commercial Manager.....Irving C. Phillips

Program Director.....Ted Scott

Production Director.....Dan Kawakami

Chief Engineer.....C. W. Evans

Consulting Engineer.....D'Orr Cozzens

K T O H

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By...Garden Island Publ., Ltd.

Bus.-Studio-Transmitter Location...Lihue, Kauai
Box 1748

Phone Number.....Kauai 361, 961

Air Time.....5:30 a.m.-10 p.m.

News ServiceUP

Transcription Service.....Standard

General Manager.....Charles J. Fern

Station Manager.....Clarence M. Ashman

Commercial Manager.....Dwight Mossman

Program Director.....Raymond K. Sasaki

Chief Engineer.....Katashi Nose

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Radio Cadena Puerto Rico



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K M V I

WAILUKU-MAUI—1947—ALOHA

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By Maui Publ. Co., Ltd.
 Address Trans. Loca. Wailuku-Maui
 Phone Number 981
 Air Time 5:30 a.m.-11:15 p.m.

News Service UP
 Transcription Service Standard, Cole
 Representative Grant
 President J. Walter Cameron
 General Manager Ezra J. Crane
 Sta. Mgr., Prog. Dir. Richard E. Mawson
 Commercial Manager Frank Kovacic
 Consulting Engineers Lohnes & Culver

— PUERTO RICO —

W A B A

AQUADILLA—1951

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Hector Reichard

W C M N

ARECIBO—1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By Caribbean Bdcstg Corp.
 Address Arecibo
 Phone Number (Studios) 589
 President Aristides Santoni
 General Manager Nabal Barreto
 Comm. Mgr. Francisco López Oronoz
 Prog. Dir. Digna Olivero Barrios
 Chief Engineer José Soler

W E N A

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By Bayamon Bcstg. Co.
 Phone Number Bayamon 161
 Transmitter Location Cataño-Bayamon Rd.
 Air Time Unlimited
 President Dr. A. Diaz Atilés
 General Manager Domingo Diaz Alejandro
 Chief Engineer Natalio Pabellon

W R I A

CAGUAS—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owner Inter-American Radio Corp.
 Business Address Caguas
 Phone Number 678
 Gen. Mgr., Chief Engr. Eduardo Biacochea
 Commercial Manager Charles Miner
 Prom. Mgr., Pgm. Dir. J. G. Morales

W V J P

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts
 Owned-Oper. By Borinquen Bdcstg. Co.
 Address P. O. Box 207
 Phone Number 789
 Gen., Sta Mgr. Héctor Pereira Buonomo
 Commercial Manager Jorge Luis Arzuaga
 Sales Prom. Mgr. Federico E. Virella

Program Director Ramón Mojica Solá
 News Director William Valentine Rico
 Chief Engineer Pedro Luis Jiménez
 Farm Editor Freddy Percy

W M D D

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Madrazo & Diaz
 Address P. O. Box 187
 Phone Number 132
 General Manager Augustin R. Camunas

W X R F

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
 Owned-Operated By Rafael Fuster
 Business-Studio Address Calle Hostos No. 42
 Phone Number 243
 Transmitter Location Barrie Santo Domingo
 Gen., Sta., Comm. Mgr. Charles L. Cordero
 Pgm., Prod. Dir. Jose Colon
 Chief Engineer J. H. Conesa
 Consulting Engineer William N. Greer

W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Mario Acosta
 Business Address Iglesia No. 12
 Phone Number 799
 Owner-Manager Mario Acosta

W K J B

MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Jose A. Bechara, Jr.
 Business Address Minerva St. 54
 Phone Number 983
 Studio Address 59 Minerva St.
 Transmitter Location Guanajibo Ave.,
 Route 37
 Air Time 6 a.m.-M.
 President Jose A. Bechara
 General Manager Arturo Cortes
 Commercial Manager Jaime Sanjurjo
 Program Director Alberto Basora
 Promotion Manager Rafael Colon Diaz
 Chief Engineer Henry Fischback

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PUERTO RICO
 . . .

W O R A

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Americas Corp.
 Phone Number 1150
 Studio Address 1150 Guanajibo Ave.
 Transmitter Location 1150 Guanajibo Ave.
 Air Time 6 a.m.-M.
 Pres., Gen. Mgr. Alfredo R. de Arellano, Jr.
 Station Mgr. Reinaldo Dupont
 Commercial Manager Maria Alvarez
 Pgm., Prod. Director Angel Rivera Graciani
 Chief Engineer Marcos Vega Pagán
 Consulting Engineer Jansky & Bailey

W P R A

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Puerto Rico Adv. Co.
 Address Box 869
 Phone Number 869
 President-Gen. Mgr. Andres Camara
 Commercial Manager Virginia DiCristina
 Program Director Ishmael Torrelas
 Prom. Mgr., News Dir. Esteban Rosado Baes
 Chief Engineer Aristides Zapata

W T I L

MAYAGUEZ—1950

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Mayaquez Radio Corp.
 Address Box 1346
 Phone Number 1290
 President Alberto Sanabria
 Treas., Pgm. Dir. Gilbert Mamary
 Chief Engineer Rafael Rodriguez Santiago

W P A B

PONCE—1939

Frequency: 550 Kc. Power: 5000 Watts;
 1000 Watts n.
 Owned-Operated By
 Portorican American Bcstg. Co., Inc.
 Bus.-Studio Add. P. O. Box 786, 164 Villa St.
 Phone Number 783, 1177
 Transmitter Locations Pampanos Rd.
 News Service AP
 Representative Inter-American Publ., Inc.
 Membership NARTB
 Pres., Gen. Mgr. A. Gimenez Aguayo
 Commercial Manager Radames Mayoral
 Program Director Eliseo Borrero
 Chief Engineer Pedro E. Conesa

W P R P

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Puerto Rico, Inc.

Business Address Box 430
 Phone Number 1015, 1752, 1821
 Studio Address Guadalupe & Salud Sts.
 Transmitter Location Las Cucharas
 Representative Guzman, Co., Inc.
 Membership NARTB
 President Guillermo A. Marques
 General Manager Francisco M. Susoni
 Commercial Manager Antonio Miro
 Program Director Rogelio Ramos Rivas
 Chief Engineer José Arzuaga

W R I O

RIO PIEDRAS—1949

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By The Master Bdcstg. Corp.
 Address P. O. Box 335—Hato Rey
 Phone Number Hato Rey 1096
 President Isidro Quiñones Vidal
 V.P., Chief Engr. Julio Morales Ortiz
 Adm. Asst. to V.P. Manuel Rivera Morales
 Program Director Ramon Viscaronnlo

W W W W

RIO PIEDRAS—1949

Frequency: 1520 Kc. Power: 250 Watts
 Owned-Oper. By Frank A. Gaudia
 Address P. O. Box 935
 Phone Number 1098
 Owner Frank A. Gaudia

W A P A

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Oper. By José Ramón Quiñones
 Bus.-Studio Address 357 Ponce de León Ave.
 Phone Number 3-0100
 Transmitter Location Guaynabo
 Transcription Service Thesaurus
 Membership NAB
 President José Ramón Quiñones
 Gen., Sta. Mgr. Harwood Hull, Jr.
 Commercial Manager Segismundo Quiñones
 Chief Engineer José A. Fernández
 Farm Editor Guillermo Atilas
 Consulting Engineer Commercial Radio Equip.

W K V M

SAN JUAN—1946

Frequency: 1070 Kc. Power 25,000 Watts d.
 Owned-Oper. By Am. Col. Bdcstg. Corp.

W I P R

SAN JUAN—1949

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By Dept. of Education
 Address 1310 Ponce de Leon Ave.
 Phone Number 2-3218
 Transcription Service World

PUERTO RICO

President Mariano Villaronga
 Station Director..... Jose A. Buitrago
 Program Director..... Francisco Arrivi
 Chief Engineer..... Pedro Luis Jimenez
 News Director..... Wilfredo Braschi

WIAC

SAN JUAN—1947

Frequency: 740 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Radio Station WIAC
 Address..... P. O. Box 4504
 Phone Number 2-1558
 Gen., Sta. Mgr..... Thomas Muniz
 Commercial Manager..... Bolivar Perez Rios
 Program Director..... Roberto Perez Navarro
 Publicity Director..... Manuel Morales
 Chief Announcer..... Luis E. Marrero
 Chief Engineer..... Albert D. Sears
 Consulting Engineer..... George C. Davis

WITA

SAN JUAN—1947

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Electronic Enterprises, Inc.
 Address..... P. O. Box 3726
 Studio Director..... Fermin F. Bonni
 Commercial Manager..... William H. Montaiivo

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Oper. By..... El Mundo Bcstg. Corp.
 Business Address..... P. O. Box 9007
 Phone Number 2-2023
 Transmitter Location..... Sabana Llana
 Air Time..... 6 a.m.-12 M.
 Transcription Service Associated
 News Service UP
 Representatives..... Inter-American Pub'L. Inc.
 Membership NARTB
 Pres., Gen. Mgr..... Angel Ramos
 Chief Engineer..... Rafael J. Acosta

WNEL

SAN JUAN—1934

Frequency: 860 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WNEL, Inc.
 Address..... 960 Ponce de Leon Ave.
 Transcription Service Associated
 Pres., Gen. Mgr..... A. Ramos
 Program Director..... Santiago Garcia
 Chief Engineer..... Rafael J. Acosta

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- * ALKA SELTZER
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- * GILLETTE
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- * JELLO
- * HEINZ
- * RAY - O - VAC
- * RHEINGOLD
- * KRESTO DENIA
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 35-30 81st St., Jackson Hgts., L. I., New York
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CFRB

Representatives

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited



CANADA



C B C

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C A B

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By Call Letters*

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Stations

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Networks

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COMMERCIAL DIVISION

354 Jarvis Street
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1425 Dorchester Street W.
Montreal 25, P.Q.

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Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.

Administration—P. O. Box 6000, Montreal, Que.

Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.



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N. R. Olding, Operations Engineer
E. C. Stewart, Co-ordinator of Engineering Projects and Services
D. G. McKinstry, Chief Architect
W. A. Nichols, Plant Engineer
Marcel Ouimet, Director of French Network
C. R. Delatfield, Supervisor, International Service
A. Seguin, Director of Television

Toronto

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Charles Jennings, Assistant Director General of Programs
Ira Dilworth, Director of Program Production
Neil M. Morrison, Supervisor of Talks and Public Affairs
R. S. Lambert, Supervisor of School Broadcasts
D. C. McArthur, Chief News Editor
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts
W. H. Brodie, Supervisor of Broadcast Language
H. J. Boyle, Program Director, Trans-Canada Network
H. G. Walker, Manager, Dominion Network
E. W. Jackson, Traffic Manager

Television

F. Mutrie, Director of Television

Administration

D. Claringbull, Manager of Personnel and Administrative Services

Engineering

H. Hilliard, Supervising Engineer, Toronto Area

Commercial

W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager
Hugh Clark, Sales Representative
T. T. Odell, Sales Representative
A. Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics



In Canada you sell 'em when you tell 'em!

If you could walk into the living room of every sales prospect and sit down to tell him what your product will do for him — you could do a better selling job than in any other way. But the cost of selling this way is prohibitive — it certainly would be in Canada.

Canada is a vast country, stretching 4,365 miles from St. John's to Victoria, B. C. All in all, it has 3,845,144 square miles of fabulous resources and unlimited potential. The Province of Ontario alone, Canada's second largest, is slightly larger than Texas, New York and Pennsylvania combined.

With an area roughly $\frac{1}{4}$ larger than the U. S., the Canadian population is less than 10% that of her neighbor; only 3.57 persons per square mile, compared with 45.1 in the U. S. But Canada's population is somewhat concentrated: 79% live in a narrow strip

of land only 200 miles wide hugging the U. S. border.

These figures present a curious problem to anyone marketing a product in Canada. Obviously, it's easy to reach the large population centers. But that leaves a vast market untouched — a market that, in 1949, accounted for over \$3,622,465,000 in retail sales — 41.5% of Canada's total. Too often, manufacturers faced with this dilemma have either put all their advertising eggs in one basket or spread themselves too thinly in an attempt to add rural coverage to metropolitan.

The problem is: how to cover both urban and rural markets with a maximum number of sales messages for every advertising dollar expended.

Once you are aware of the problem, once convinced of the solution, then you are on your way towards exploiting this lucrative market.

*For Complete Information
on your specific merchandising problems, consult*

The CANADIAN ASSOCIATION of BROADCASTERS

Pat Freeman,
Sales Research Dir.
37 Bloor St., W.,
Toronto

T. J. Allard,
General Manager,
108 Sparks St.
Ottawa

CANADIAN ASSOCIATION OF BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Offices—37 Bloor Street West, Toronto, Ont.
Phone: Pr 3729



Officers

Chairman of the Board..... D. Malcolm Neill
Vice-Chairman..... F. H. Elphicke
Manager..... T. J. Allard
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Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 104 privately owned (independent) broadcasting stations in Canada.

STATIONS OF CANADA

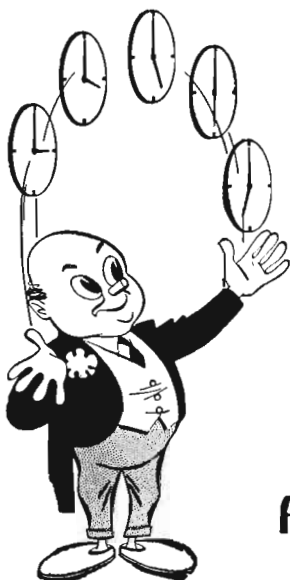
The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	725	CHLN	Three Rivers, Que.	738
CBE	Windsor, Ont.	734	CHLO	St. Thomas, Ont.	732
CBF	Montreal, Que.	735	CHLP	Montreal, Que.	736
CBG	Gander, Nfld.	726	CHLT	Sherbrooke, Que.	738
CBH	Halifax, N. S.	727	CHML	Hamilton, Ont.	729
CBI	Sydney, N. S.	727	CHNC	New Carlisle, Que.	737
CBJ	Chicoutimi, Que.	735	CHNO	Sudbury, Ont.	733
CBK	Watrous, Sask.	739	CHNS	Halifax, N. S.	727
CBL	Toronto, Ont.	733	CHOK	Sarnia, Ont.	732
CBM	Montreal, Que.	736	CHOV	Pembroke, Ont.	732
CBN	St. John's, Nfld.	726	CHRC	Quebec City, Que.	737
CBO	Ottawa, Ont.	731	CHRL	Roberval, Que.	738
CBR	Vancouver, B. C.	723	CHSJ	Saint John, N. B.	726
CBT	Grand Falls, Nfld.	726	CHUB	Nanaimo, B. C.	722
CBV	Quebec City, Que.	737	CHUM	Toronto, Ont.	733
CBW	Winnipeg, Man.	724	CHVC	Niagara Falls, Ont.	730
CBX	Edmonton, Alta.	720	CHWK	Chilliwack, B. C.	721
CBY	Corner Brook, Nfld.	726	CJAD	Montreal, Que.	736
CFAB	Windsor, N. S.	728	CJAT	Trail, B. C.	723
CFAC	Calgary, Alta.	720	CJAV	Port Alberni, B. C.	722
CFAR	Flin Flon, Man.	724	CJBC	Toronto, Ont.	733
CFBC	Saint John, N. B.	725	CJBQ	Belleville, Ont.	728
CFCF	Montreal, Que.	736	CJBR	Rimouski, Que.	737
CFCH	North Bay, Ont.	731	CJCA	Edmonton, Alta.	720
CFCN	Calgary, Alta.	720	CJCB	Sydney, N. S.	727
CFCO	Chatham, Ont.	729	CJCH	Halifax, N. S.	727
CFCY	Charlottetown, P. E. I.	734	CJCS	Stratford, Ont.	732
CFGP	Grande Prairie, Alta.	721	CJDC	Dawson Creek, B. C.	721
CFJC	Kamloops, B. C.	721	CJEM	Edmundston, N. B.	725
CFJR	Brockville, Ont.	729	CJFP	Riviere-Du-Loup, Que.	737
CFNB	Fredericton, N. B.	725	CJFX	Antigonish, N. S.	727
CFOR	Orilla, Ont.	731	CJGX	Yorktown, Sask.	739
CFOS	Owen Sound, Ont.	731	CJIB	Vernon, B. C.	723
CFPA	Port Arthur, Ont.	732	CJIC	Sault St. Marie, Ont.	732
CFPL	London, Ont.	730	CJJK	Kirkland Lake, Ont.	730
CFPR	Prince Rupert, B. C.	722	CJLS	Yarmouth, N. S.	728
CFQC	Saskatoon, Sask.	739	CJNB	North Battleford, Sask.	739
CFRA	Ottawa, Ont.	731	CJNT	Quebec City, Que.	737
CFRB	Toronto, Ont.	733	CJOB	Winnipeg, Man.	724
CFRN	Edmonton, Alta.	720	CJOC	Lethbridge, Alta.	721
CHAB	Moose Jaw, Sask.	739	CJON	St. John's, Nfld.	726
CHAD	Amos, Que.	735	CJOR	Vancouver, B. C.	723
CHAT	Medicine Hat, Alta.	721	CJOY	Guelph, Ont.	729
CHEF	Granby, Que.	735	CJRL	Kenora, Ont.	730
CHEX	Peterborough, Ont.	732	CJRW	Summerside, P. E. I.	735
CHFA	Edmonton, Alta.	720	CJSO	Sorel, Que.	738
CHGB	Ste. Anne de la Pocatiere, Que.	738	CJVI	Victoria, B. C.	723
			CKAC	Montreal, Que.	736

Call Letters	City	See Page
CKBB	. Barrie, Ont.	728
CKBI	. Prince Albert, Sask.	739
CKBL	. Matane, Que.	735
CKBW	. Bridgewater, N. S.	727
CKCH	. Hull, Que.	735
CKCK	. Regina, Sask.	739
CKCL	. Truro, N. S.	728
CKCR	. Kitchener, Ont.	730
CKCV	. Quebec City, Que.	737
CKCW	. Moncton, N. B.	725
CKDA	. Victoria, B. C.	723
CKEN	. Kentville, N. S.	727
CKEY	. Toronto, Ont.	734
CKFH	. Toronto, Ont.	734
CKFI	. Fort Frances, Ont.	729
CKGB	. Timmins, Ont.	733
CKLB	. Oshawa, Ont.	731
CKLN	. Nelson, B. C.	722
CKLS	. La Sarre, Que.	735
CKLW	. Windsor, Ont.	734
CKMO	. Vancouver, B. C.	723
CKMR	. New Castle, N. B.	725
CKNB	. Campbellton, N. B.	725
CKNW	. New Westminster, B. C.	722
CKNX	. Wingham, Ont.	734
CKOC	. Hamilton, Ont.	730

Call Letters	City	See Page
CKOK	. Penticton, B. C.	722
CKOV	. Kelowna, B. C.	722
CKOX	. Woodstock, Ont.	734
CKOY	. Ottawa, Ont.	731
CKPC	. Brantford, Ont.	728
CKPG	. Prince George, B. C.	722
CKPR	. Fort William, Ont.	729
CKRC	. Winnipeg, Man.	724
CKRD	. Red Deer, Alta.	721
CKRM	. Regina, Sask.	739
CKRN	. Rouyn, Que.	738
CKRS	. Jonquire, Que.	735
CKSB	. St. Boniface, Man.	724
CKSF	. Cornwall, Ont.	729
CKSM	. Shawinigan Falls, Que.	738
CKSO	. Sudbury, Ont.	733
CKTB	. St. Catherine, Ont.	732
CKTS	. Sherbrooke, Que.	738
CKVC	. Quebec City, Que.	737
CKVD	. Val D'Or, Que.	738
CKVL	. Verdun, Que.	736
CKWS	. Kingston, Ont.	730
CKWX	. Vancouver, B. C.	723
CKX	. Brandon, Man.	724
CKXL	. Calgary, Alta.	720
CKY	. Winnipeg, Man.	724
VOCM	. St. John's, Nfld.	726

Canada's Selective Radio Headquarters



The little All-Canada man represents all phases of Canadian broadcasting — both time and talent.

Through the years he has come to symbolize not only the Company he represents, but the medium he champions: *Selective Radio*.

In a vast country with wide "skip-distances" between major markets, All-Canada offers you the most economical, most effective method of reaching the consumer at home through a select group of key Canadian stations.

Call on the All-Canada man wherever your campaign plans extend into the Canadian market. He'll be ready to discuss times and stations; and All-Canada also offers you selection from the world's largest library of transcribed programs.

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

ALBERTA

CFAC

CALGARY—1922—CBC

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address.....1000 Greyhond Bldg.
Phone Number.....Renfrew 6-1036
Transmitter Location.....Midnapore, Alberta
Air Time.....5:55 a.m.-12 M.
News Service.....CPN, BUP
Transcription Service.....Thesaurus, World,
Associated
RepresentativeAll-Canada, Weed
President.....H. R. Carson
Station Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Production Director.....D. MacMillan
Promotion Manager.....R. J. Tregillus
Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc. Power: 10,000 Watts
Owned-Oper. By. The Voice of the Prairies, Ltd.
Bus.-Studio Address...Toronto General Trusts
Bldg.
Phone Number2-1161
Transmitter Location.....Midnapore, Alta.
Air Time.....6 a.m.-M.
News ServiceBUP
Transcription...Standard, Lang-Worth, Capitol
RepresentativeRadio Representatives,
Adam J. Young, Jr.
MembershipCAB
President.....H. G. Love
Commercial Manager.....E. H. McGuire
Pgm., Publ. Director.....James A. Love
Chief Engineer.....Robert Lamb

CKXL

CALGARY—1950

Frequency: 1140 Kc. Power: 1000 Watts
Owned-Oper. By.....CKXL, Ltd.
Address.....210 9th Ave. W.
Phone Number.....63026
Representative...Cooke, Inc.; Natl. Bcstg. Sales
News Service.....BUP, PN
President.....G. Max Bell
General Manager.....Frederick R. Shaw
Commercial Manager.....Bruce D. Alloway
Sales Prom. Mgr.....Francis R. Turner
Program Director.....Jack Stewart
Chief Engineer.....Ross Craig

CBX

EDMONTON—1948—CBC

Frequency: 1010 Kc. Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.

Bus.-Studio Address....713 MacDonald Hotel
General Manager.....Dr. Augustine Frigon
Commercial Manager.....W. E. Powell
Supervising Engr.....R. D. Cahoon

CFRN

EDMONTON—1934

CBC DOMINION

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone Number22101
Transmitter Location...Jasper Hwy., 2 Mi. W.
News Service.....BUP, PN
Transcription Service.....Lang-Worth
Representative.....Radio Representatives,
Adam J. Young, Jr.
MembershipCAB
Pres., Gen. Mgr.....G. R. A. Rice
Comm., Sales Prom. Mgr.....A. J. Hopps
Program Director.....George A. Duffield
Production Director.....Jerry Forbes
Publicity Director.....Isobel McDonald
Chief Engineer.....Frank G. Makepeace

CHFA

EDMONTON—1949

Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone Number42157
News ServiceBUP
President.....Dr. L. O. Beauchemin
Station Manager.....J. A. Gallant
Commercial Manager.....Romain LeClair
Program Director.....Leo Remillard
Chief Engineer.....Gordon L. Sadler

CJCA

EDMONTON—1922

CBC TRANS-CANADA SUPP

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone Number44131
Transmitter LocationEllerslie
Air Time.....19 hrs.
News Service.....PN, BUP
Transcription ServiceThesaurus
RepresentativeAll-Canada, Weed
MembershipCAB, BAB
Station Manager.....Gerry Gaetz
Commercial Manager.....Joe MacKenzie
Production Director.....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingsworth
Consulting Engineer.....Keith McKinnon

ALBERTA — BRITISH COLUMBIA

CFGP
GRAND PRAIRIE—1937—CBC

Frequency: 1050 Kc. Power: 1000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Bus.-Studio Address.....9910—99th St.
Phone Number.....611
Transmitter Location.....Clairmont Hwy.
Air Time.....6 a.m.-M.
News Service.....CP
Transcription Service.....World, SESAC
Representative.....All-Canada, Weed
Membership.....CAB
President.....J. E. Thomson
General-Station Mgr.....Arthur I. Balfour
Commercial Manager.....Jack E. Soars
Program Director.....John Wilson
Publicity Director.....Gene Ross
Chief Engineer.....Jim de Roaldes
Consulting Engr.....Keith McKinnon

CJOC

LETHBRIDGE—1926—CBC

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Phone Number.....3161
Transmitter Location.....Broxburn, Alberta
Air Time.....5:30 a.m.-1 a.m.
News Service.....PN, BUP
Transcription Service.....Assoc., Thesaurus
Representative.....Weed, All-Canada
Membership.....CAB, BBM, WAB
Pres. & Gen. Mgr.....H. R. Carson
Station Manager.....W. M. Guild
Comm., Prom. Manager.....C. A. Perry

Pgm., Prod. Director.....G. A. Brown
Chief Engineer.....R. A. Reagh
Consulting Engineer.....Keith McKinnon

CHAT

MEDICINE HAT—1946—CBC

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address.....520 First St.
Phone Number.....2821
Representative.....Weed, All-Canada
Transcription Library.....Standard
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Promotion Manager.....Eva Biel
Chief Engineer.....Ian Carson

CKRD

RED DEER—1949

CBC DOMINION SUPP

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Central Alberta Bcstg.
Co., Ltd.
Business Address.....Foster Bldg.
Air Time.....17½ hrs.
News Service.....BUP
Transcription Service.....Capitol
Representative.....Radio Reps., Young
Memberships.....CAB
Pres., Gen. Mgr.....Gordon S. Henry
Commercial Manager.....Ike Kaila
Pgm., Prod. Dir.....Ned Corrigan
Chief Engr.....A. I. Booker
Consulting Engr.....Canadian Marconi Co.

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—1927

CBC DOMINION

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By.....Fraser Valley Bcstrs., Ltd.
Business-Studio Address.....50 Yale Rd. E.
Phone Number.....7511-21
Transmitter Location.....Prest Rd.
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....BUP
Transcription Service.....Cole
Representative.....All-Canada, Weed
Membership.....CAB, BBM, WAB, BCAB
President.....C. Casey Wells
Gen. Mgr., Chief Engr.....Jack Pilling
Commercial Manager.....W. G. Teetzel

Owned-Operated By.....Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.
Phone Number.....216
News Service.....Press News
Transcription Service.....Associated
Representative.....Radio Representatives, Cooke
President.....W. B. Michaud
General Manager.....Lewis R. Roskin
Program Director.....Michael Laverne
Chief Engineer.....William Gordon

CFJC

KAMLOOPS—1926

TRANS-CANADA

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By.....Interior Bcstrs.
Business-Studio Address.....310 St. Paul St.
Phone Number.....1021
Representative.....All-Canada, Weed

CJDC

DAWSON CREEK—1947—CBC

TRANS-CANADA

Frequency: 1350 Kc. Power: 1000 Watts

BRITISH COLUMBIA

Transcription Service World
 News Service PN
 General Manager..... Ian G. Clark
 Prom., Comm. Mgr..... R. J. Innes
 Chief Engineer..... G. G. Henderson

CKOV

KELOWNA—1931—CBC

Frequency: 630 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Okanagan Bcstrs., Ltd.
 Business-Studio Address..... Box 1481
 Phone Number 1331-2-3
 Transmitter Location.. Okanagan Mission, B. C.
 News Service PN
 Transcription Service..... World, Thesaurus
 Representative All-Canada, Weed
 Membership CAB
 General Manager..... J. H. B. Browne
 Chief Engineer..... J. Fred Weber

CHUB

NANAIMO—1949

Frequency: 1570 Kc..... Power: 1000 Watts
 Owned-Operated By..... Standard Bcstg. Co.
 Business Address..... Malaspina Hotel
 Air Time..... 6 a.m.-12 M.
 News Service CP
 Transcription Service World
 Representative.. Natl. Bcstg. Sales, Hunt, Cooke
 President Donald Cromie
 Sta., Prom., Comm. Mgr., Mrs. Mary Sutherland
 Chief Engineer..... Tom Walsh

CKLN

NELSON—1939—CBC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... News Publishing Co., Ltd.
 Address..... 266 Baker St.
 Phone Number 19
 News Service PN
 Representative Stovin, Young
 Membership... BBM, CAB, WAB, BCAB, BMI
 Station Mgr., Chief Engineer... A. R. Ramsden

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc..... Power: 1000 Watts
 Owned By..... International Bcstg. Co., Ltd.
 Business-Studio Address..... 227 Columbia St.
 Phone Number 3000
 Transmitter Location..... Lulu Island, B. C.
 News Service PN
 Transcription..... Associated, World, Cole,
 Representative..... Forjoe, Nat. Bcstg. Sales
 Pres., Gen., Sta. Mgr..... William Rea, Jr.
 Sales Promotion Manager..... Phil Baldwin
 Pgm., Prod. Manager..... Hal Davis
 Chief Engineer..... Bill Collins

CKOK

PENTICTON—1948

Frequency: 800 Kc..... Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By..... CKOK, Ltd.
 Business-Studio Address Nanaimo Ave.
 Phone Number 800
 Transmitter Location Addr..... Skaha Lake
 Air Time..... 6:30 a.m.-M.
 News Service CP
 Transcription Service Standard
 Representative..... Radio Reprs., Cooke
 Membership..... BBM, CAB, BCAB, WAB
 President..... Maurice P. Finnerty
 Sta., Comm. Manager..... Roy G. Chapman
 Chief Engineer..... Jim English

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... CJAV, Ltd.
 Address..... 735 Third Ave. N.
 Phone Number 604
 Air Time..... 6 a.m.-12 M.
 News Service BUP
 Transcription Lang-Worth, Cole, Capitol
 Representative Radio Representatives
 Membership CAB
 Station Manager..... Charles J. Rudd
 Commercial Manager..... K. Hutcheson
 Program-Production Dir..... T. Rannie
 Chief Engineer..... H. Hollway

CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio Station CKPG, Ltd.
 Address..... 434 George St.
 Phone Number 140
 Transmitter Location..... So. Fort George
 Air Time..... 16½ hrs.
 Representative All-Canada, Weed
 Membership CAB, BBM
 President..... Frank H. Elphicke
 General Manager..... Cecil G. Elphicke
 Commercial Manager..... Charles Cawdell
 Station Manager..... Jack Carbutt
 Chief Engineer..... Cliff Steele

CFPR

PRINCE RUPERT—1938—CBC
 TRANS-CANADA

Frequency: 1240 Kc..... Power: 250 Watts
 Owned By..... Northwest Bcst. & Service Co., Ltd.
 Studio Address..... 336 Second Ave., Box 848
 Phone Number 863
 General Manager (CBC)..... Dr. Augustin Frigon
 Station Manager..... C. H. Insulander

BRITISH COLUMBIA

CJAT

TRAIL—1932—CBC

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By. Kootenay Bcstg. Co., Ltd.
Business-Studio Address. 815 Victoria St.
Phone Number 1840
News Service AP
Representative Weed
Membership. BBM, CAB, WAB, BCAB
President. E. W. Hazlewood
Station Manager. John W. Loader
Commercial Manager. Donald G. Marshall
Chief Engineer. John D. Hepburn

CBR

VANCOUVER—1936—CBC

Frequency: 1130 Kc. Power: 5000 Watts
Owned-Oper. By. Canadian Bcstg. Corp.
Address. 701 Hornby St.
Phone Number Marine 6121
News Service. BUP, R, CP
General Manager (CBC). Dr. Augustin Frigon
Commercial Mgr. (CBC). Walter E. Powell
Regional Representative. Kenneth Caple
Program Director. Doug Nixon
Publicity Director. W. Gilmour Clark
Chief Announcer. Marce Munro
Senior News Editor. Richard T. Elson
B. C. Regional Engineer. F. B. C. Hilton

CJOR

**VANCOUVER—1926
CBC DOMINION**

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By. CJOR, Ltd.
Business-Studio Address. 846 Howe St.
Phone Number. Marine 6464
Transmitter Location. R.R. 2 Nelson Rd.
News Service. BUP, UP, PN
Transcription Service. Thesaurus
Representative. Stovin, Young
Membership. CAB
Pres., Gen. Mgr. George C. Chandler
Commercial Manager. Don Laws
Production Director. Dorwin Baird
Program Director. Ross Mortimer
Publicity Director. Miss K. V. Cronin
News Director. Keith Cutler
Chief Engineer. A. H. Chandler

CKMO

VANCOUVER—1925

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By. B. C. Bcstg. System, Ltd.
Address. 812 Roken St.
Phone Number. Marine 1271

Transcription Service. Standard, Associated.
SESAC

Representative. Cooke
President. Mrs. R. J. Sprott
Commercial Manager. Dick Thompson
Managing Director. Mrs. E. M. Willis
Chief Engineer. R. McKenzie

CKWX

VANCOUVER—1923—MBS

Frequency: 980 Kc. Power: 5000 Watts
Business-Studio Address. 543 Seymour St.
Phone Number. TAtlow 5131
News Service. CP, BUP
Transcription Service. Lang-Worth, World
Representative. All-Canada, Weed
President. Mrs. Arthur Holstead
Vice-Pres., Gen. Mgr. Frank H. Elphicke
Commercial Manager. John L. Sayers
Program Dir. Laurie Irving
Sales Promotion Mgr. Ken Hughes
Chief Engineer. Charles Smith

CJIB

**VERNON—1947
DOMINION**

Frequency: 940 Kc. Power: 1000 Watts
Owned-Operated By. Interior Bcstrs., Ltd.
Business Address. 3330 Barnard Ave.
Phone Number. 900
Transcription Service. Associated
Representative. Radio Representatives, Cooke
Station Manager. Howard Thompson

CJVI

VICTORIA—1940—DOMINION CBC

Frequency: 900 Kc. Power: 1000 Watts
Owned-Oper. By. Island Bcstg. Co., Ltd.
Business-Studio Address. 520 View St.
Phone Number. Garden 2014
News Service. PN
Transcription Service. Thesaurus
Representative. Weed, All-Canada
President. Tim Matson
General Manager. M. V. Chestnut
Commercial Manager. Lee F. Hallberg
Sales Prom. Mgr. James S. Crawford
Program Director. Richard T. Baty
News Director. Bruce Lowther
Chief Engineer. Joe Sommers

CKDA

VICTORIA—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Capital Bcstg. System
Address. Douglas Hotel
Representative. Radio Reprs., Forjoe
Gen., Sta. Mgr. David M. Armstrong
Chief Engineer. Norman E. Bergquist

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By... Western Manitoba Bcstrs.
Address... 8th St. & Princess Ave.
Phone Number... 4532
Transcription Service... Thesaurus, World
Representative... Radio Representatives, Cooke
News Service... PN
Managing Director... J. B. Craig
Commercial Manager... E. D. Holland
Program Director... Eric Davies
Sales Prom. Manager... Archie Olson
Chief Engineer... Humphrey Davies

CFAR

FLIN FLON—1937
TRANS-CANADA

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By... Arctic Radio Corp., Ltd.
Address... 75 Hill St.
Phone Number... 590
News Service... PN
General Manager... C. H. Witney
Commercial Manager... J. Thiele
Program Director... T. O. Nelson
Chief Engineer... Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By... Radio St. Boniface, Ltd.
Address... 607 Langevin St.
Phone Number... 204-865
News Service... BUP
President... Dr. Paul L'Heureux
Gen., Comm., Sta., Prom. Mgr. Roland Couture
Pgm., Prod. Dir. Rene Dussault
Farm Ed., Chief Ann. Maxime Desaulniers
News Director... Norbert Prefontaine
Chief Engineer... D. R. Thomson

CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc. Power: 50,000 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Business Address... 300 Telephone Bldg.
Phone Number... 922191
News Service... BUP, PN, Reuters, CP
General Manager... Dr. A. Frigon
Regional Representative... J. R. Finlay
Station Manager (CBC) Winnipeg
J. N. Mogridge
Commercial Manager... W. E. Powell
Publicity Director... C. E. L'Ami
Chief Engineer... R. D. Cahoon

CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Blick Bcstg., Ltd.
Business-Studio Address... Lindsay Bldg.
Phone Number... 926, 374
Transmitter Location... St. Boniface
News Service... CP, BUP
Transcription Service... World, Thesaurus,
Associated, Standard, Lang-Worth
Representative... Radio Representatives, Young
Membership... CAB
President, General Manager... J. O. Blick
Commercial Manager... A. J. Messner
Program Director... George C. Davies
Chief Engineer... R. V. Durlle

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By... Transcanada Communica-
tions, Ltd.
Bus.-Studio Address... 300 Carlton St.
Phone Number... 922, 266
Transmitter Location... St. Vital
Air Time... Unlimited
News Service... BUP, PN
Transcription Service... Lang-Worth, Standard
Representative... Weed, All-Canada
Membership... CAB, BBM
President... V. Sifton
Gen., Sta. Mgr. William A. Speers
Commercial Manager... B. M. Pirie
Sales Prom. Mgr. F. M. Desourdy
Prog. Dir., Prod. Mgr. J. M. Hill
Chief Engineer... Bert Hooper

CKY

WINNIPEG—1949

Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By... Station CKY, Ltd.
Business Address... 432 Main St.
Phone... 931, 531
Air Time... 5:50 a.m.-1 a.m.
News Service... BUP, CP
Transcription Service... Capitol, World, SESAC
Representative... Stovin, Cooke
Membership... CAB
President... Lloyd E. Moffatt
General Manager... A. R. Mackenzie
Production Manager... J. M. Ellis
Commercial Manager... W. E. Collier
Publicity Director... W. E. Savage
Chief Engineer... Andy

—NEW BRUNSWICK—

CKNB

CAMPBELLTON—1939—CBC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By... Restigouche Bcstg. Co., Ltd.
Business Address..... P. O. Drawer 226
Phone Number 8
Transmitter Location..... Maple Green
Air Time..... 7:55 a.m.-12:10 a.m.
Representative Hardy, Weed
Membership CAB, BBM
President..... J. Wesley MacDonald
General Manager..... Dr. Charles H. Houde
Station Manager..... Stan Chapman
Sales Prom. Mgr..... Bill Harper
Program Director..... Bob Richards
Chief Engineer..... Phil Paquet

CJEM

EDMUNDSTON—1944—CBC

FRENCH

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By... Edmundston Radio, Ltd.
Business-Studio Address Edmundston
Phone Number 880
Transmitter Location Iroquois
Air Time..... 7 a.m.-12 M.
Transcription Service World
Representative Stovin, Young
Pres., Gen. Mgr..... Georges Michaud
Station Manager..... Maurice Lacasse
Comm., Prom. Mgr..... Georges Guerrette
Pgm., Prod. Dir..... Maurice Lacasse
Chief Engineer..... Yvon Roy

CFNB

FREDERICTON—1923—CBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By... James S. Neill & Sons, Ltd.
Business-Studio Address..... Queen St.
Phone Number 5501
Transmitter Location..... New Maryland
Air Time..... 6:30 a.m.-12:15 a.m.
News Service..... BUP, RP
Transcription Service..... Thesaurus, Standard
Representative All-Canada, Weed
Membership CAB
Gen., Sta. Mgr..... Dr. Malcolm Neill
Comm., Prom. Manager..... H. L. McFee
Pgm., Prod. Director..... J. T. H. Fenety
News Director..... Claude Cain
Chief Engineer..... Glenn D. Love
Consulting Engineer..... Cana Marconi

CKCW

MONCTON—1934
CBC DOMINION

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By..... Moncton Bcstg., Ltd.

Business-Studio Address..... K. of P. Bldg.
Phone Number 9111
Transmitter Location Cherryfield
Air Time..... 6:30 a.m.-1 a.m.
News Service..... BUP, RP
Transcription Service World
Representative Young, Stovin
Membership CAB, BBM
Pres., Gen. Mgr..... F. A. Lynds
Commercial Manager..... T. Tonner
Program Director..... Mike Woods
Publicity Director..... H. Button
Chief Announcer..... Mike Stephens
News Director..... J. S. Irving
Chief Engineer..... James A. White
Consulting Engineer RCA

CKMR

NEW CASTLE—1949

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Miramichi Bcstg. Co., Ltd.
Business Address..... Castle St.
Phone Number 690

CBA

SACKVILLE—1939

CBC TRANS-CANADA

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Oper. By... Canadian Bcstg. Corp.
Bus.-Studio Address..... 100 Sackville St.
Phone Number 3-6188
Transmitter Location Sackville
News Service..... PN, BUP, CP
General Manager (CBC)... Dr. Augustin Frigon
Regional Representative..... W. E. S. Briggs
Commercial Manager..... W. E. Powell
Regional Engineer..... H. M. Smith

CFBC

SAINT JOHN—1946

CBC DOMINION

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By... Fundy Bcstg. Co., Ltd.
Business-Studio Address..... 4 Carleton St.
Phone Number 3-2421
Transmitter Location..... Sand Cove Rd.
Air Time..... 6 a.m.-1 a.m.
News Service..... RP, BUP
Transcription Service Standard
Representative Weed, Alexander
President..... A. M. A. McLean
Station Manager..... Robert T. Bowman
Commercial Manager..... C. F. Bedford
Production Director..... D. H. Armstrong
Chief Announcer..... W. N. Anderson
Prom. Mgr., Publ. Dir..... R. J. Gallagher
Chief Engineer..... H. M. Stout

NEW BRUNSWICK — NEWFOUNDLAND

CHSJ

**SAINT JOHN—1934
CBC TRANS-CANADA**

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By: New Brunswick Bcstg. Co., Ltd.
Business-Studio Address: 14 Church St.
Phone Number: 3-3304
Transmitter Location: Coldbrook
Air Time: Unlimited

News Service: PN
Transcription Service: World, Lang-Worth, Associated
Representative: Stovin, Young
Membership: CAB, BBM
Station Manager: George A. Cromwell
Sales Promotion Manager: Herman Covey
Program Director: Cleve G. Stillwell
Production Director: Earl McCarron
Publicity Director: Christine Fewings
Chief Engineer: J. G. Bishop
Consulting Engineer: T. Reid Dowling

NEWFOUNDLAND

CBY

**CORNER BROOK—1949—CBC
TRANS-CANADA SUPP**

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Corner Brook
News Service: CP, BUP, Reuters
Representative: CBC
Gen. Mgr. (CBC): Dr. Augustin Frigon
Commercial Manager (CBC): E. A. Wier
Regional Rep.: William F. Galgay
Station Manager: C. V. Hierlihy
D. Press & Info. Serv. (CBC): Ron C. Fraser
Dir. Gen. Engrg.: Gordon W. Olive
News Director (CBC): D. C. McArthur
Farm Editor (CBC): A. R. Kemp

News Director: D. C. McArthur
Station Manager: John J. Grace
Publ. Director (CBC): Ron C. Fraser
Chief Engineer: J. J. Maloney
Consulting Engineer: E. D. Witherstone

CBN

ST. JOHN'S—1949—CBC

Frequency: 640 Kc. Power: 10,000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: St. John's
Air Time: 16½ hrs.
News Service: CP, PN, BUP, Reuters
Representative: CBC
General Manager (CBC): Dr. Augustin Frigon
Commercial Mgr. (CBC): W. E. Powell
Regional Rep.: William F. Galgay
Publ. Director (CBC): Ron C. Fraser
Chief Engineer: J. A. Ouimet

CBG

**GANDER—1949—CBC
TRANS-CANADA**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Gander
News Service: CP, BUP, Reuters, PN
General Manager (CBC): Dr. Augustin Frigon
Commercial Mgr. (CBC): W. E. Powell
Regional Rep.: William F. Galgay
Station Manager: A. Barrett
D. Press & Inf. Serv. (CBC): Ron C. Fraser

CJON

ST. JOHN'S—1951

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station CJON
President, Manager: Geoff Stirling
Production Manager: Dan Jamieson

CBT

GRAND FALLS—1949—CBC

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Address: Munro Bldg.
Air Time: 16½ hrs.
Phone Number: 382
Gen. Mgr. (CBC): Dr. Augustin Frigon
Commercial Mgr. (CBC): W. E. Powell

VOCM

ST. JOHN'S—1936

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Colonial Bcstg. System
Business Address: McBride's
Phone: 3148
Transcription Service: Thesaurus, World
Membership: CAB, BBM
Representative: Stovin, Weed
Station Manager: J. L. Butler
Commercial Manager: M. Shulman
Program Director: J. M. Murdoch
Chief Engineer: W. B. Williams

NOVA SCOTIA

CJFX

ANTIGONISH—1943
DOMINION

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By Atlantic Bcstrs., Ltd.
Address Broadcasting Bldg.
Representative Young, Natl. Bcst. Sales
News Service PN
Transcription Service Lang-Worth
Representative Natl. Bcst. Sales, Young
General Manager J. Clyde Nunn
Promotion Manager James Burroughs

CKBW

BRIDGEWATER—1947—CBC

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By Acadia Bcstg. Co., Ltd.
Address 399 King St.
Phone Number 445
Transmitter Location Hebbville
News Service PN
Transcription Service Associated
Representative Radio Representative Ltd.,
Cooke
President C. J. Morrow
General Manager John F. Hirtle
Commercial Manager Howard E. MacLean
Sales Prom. Mgr. Lester L. Rogers
Sta. Mgr., Pgm. Dir. James A. MacLeod
Publicity Director Bruce F. Rafuse
Chief Engineer Douglas B. Hirtle
Consulting Engineer RCA Victor

CBH

HALIFAX—1944—CBC

Frequency: 1330 Kc. Power: 100 Watts
Owned-Operated By Canadian Bcstg. Corp.
Business-Studio Address 100 Sackville St.
Phone Number 3-6188
News Service BUP, PN, Reuters, CP
General Manager Dr. Augustin Frigon
Station Manager S. R. Kennedy
Commercial Manager W. E. Powell
Maritime Reg. Repre. W. E. S. Briggs
Publicity Director Ron Fraser

CHNS

HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address 10 Tobin St.
Phone Number 3-8318
Transmitter Location Rockingham
Air Time 7-12:15 a.m.
News Service CP, BUP
Transcription Service Thesaurus, Lang-Worth
Representative All-Canada, Weed
Membership CAB, BBM

President Andrew W. Robb
General Manager William Coates Barrett
Station Manager Gerald Redmond
Commercial Manager Douglas Grant
Chief Engineer Arthur H. Grelg

CJCH

HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By Chronicle Co., Ltd.
Bus.-Studio Address Lord Nelson Hotel
Phone Number 3-7311
Transmitter Location St. Margaret's Bay Rd.
Air Time 24 hrs.
News Service PN
Transcription Service Standard, Associated
Representative Mulvihill, Tapp, Young
Managing Director Mrs. B. P. McCurdy
Station Manager E. Finlay MacDonald
Sales Manager C. L. Chambers
Promotion Manager Maurice L. Foisy
Chief Engineer A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Evangeline Bcstg. Co., Ltd.
Business-Studio Address Radio Center
Phone Number Kentville 400
Transmitter Location Upper Dyke
Air Time 7 a.m.-10:15 p.m.
News Service UP, PN
Transcription Service McGregor
Representative Alexander
Membership CAB, BBM
President, Chief Engr. Avarid M. Bishop
General Manager J. A. C. Lewis
Comm., Prom. Mgr., Publ. Dir. Bernard
Butler-Grey

CBI

SYDNEY—1948—CBC

Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By Canadian Bcstg. Corp.
Business-Studio Address 247 Charlotte St.
News Service BUP, Reuters, CP, PN
General Manager Dr. Augustin Frigon
Station Mgr. Barry MacDonald
Commercial Manager W. E. Powell
Regional Representative W. E. S. Briggs
Publicity Director Ron Fraser

CJCB

SYDNEY—1929—CBC DOMINION

Frequency: 1270 Kc. Power: 1000 d.,
5000 Watts n.
Owned-Operated By Cape Breton Bcstrs., Ltd.

NOVA SCOTIA—ONTARIO

Business-Studio Address..... Radio Bldg.
 Phone Number 5596-7
 Transmitter Location..... So. Bar, Cape Breton
 Air Time..... 7 a.m.-12M.
 News Service..... PN
 Transcription Service..... Thesaurus, Lang-Worth
 Representative..... All-Canada, Weed
 General Manager..... J. Marven Nathanson
 Station Manager..... C. J. McDougall
 Commercial Manager..... R. M. Burchell
 Chief Engineer..... A. E. Vernon

CKCL TRURO—1947

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Colchester Bcstg. Co. Ltd.
 Business Address..... 7 Pleasant St.
 Phone Number..... 491
 Transmitter Location..... Onslow
 Air Time..... 7 a.m.-11 p.m.
 News Service..... BUP, Radio Press
 Transcription Service..... Associated
 Representative..... Omer Renaud
 Membership..... CAB, BBM
 President, General Mgr..... J. Arthur Manning
 Sta., Comm. Manager..... Alex Thomson
 Chief Engineer..... Sidney Bernasconi
 Consulting Engineer..... No. Electric Co., Ltd.

CFAB WINDSOR—1946

Frequency: 1450 Kc..... Power: 250 Watts

Owned-Oper. By..... Evangeline Bcstg. Co., Ltd.
 Address..... Radio Centre
 Phone Number..... 400
 Transmitter Location..... Falmouth
 Air Time..... 7 a.m.-10:15 p.m.
 News Service..... PN
 Transcription Service..... McGregor
 Representative..... Alexander
 Membership..... CAB, BBM
 President, Chief Engr..... Avard M. Bishop
 General Manager..... J. A. C. Lewis
 Comm., Prom. Mgr., Publ. Dir..... Bernard
 Butler-Grey
 Program Director..... Willard A. Bishop

CJLS YARMOUTH—1934—CBC DOMINION

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Gateway Bcstg. Co., Ltd.
 Address..... 222 Main St.
 Phone Number..... 500
 Transmitter Location..... Brooklyn, Yarmouth Co.
 Air Time..... 7:45 a.m.-12:10 a.m.
 News Service..... CP
 Transcription Service..... All-Canada
 Representative..... All-Canada, Weed
 Membership..... BBM
 Pres., Gen., Sta., Comm. Mgr..... Donald L. Smith
 Program Director..... Denny J. Comeau
 Publicity Director..... William Singer
 Chief Announcer..... Gene Alton
 Chief Engineer..... Donald L. Smith

ONTARIO

CKBB BARRIE—1949

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Barrie Bcstg. Co. Ltd.
 Address..... 26 Elizabeth St.
 Phone Number..... 5585
 Representative..... Young, Mulvihill
 News Service..... PN
 Pres., Gen. Mgr..... Ralph T. Snelgrove
 Program Director..... Richard Mungham
 Chief Engineer..... Jack Mattenley
 Sta. Mgr., News Dir..... H. J. Snelgrove

CJBQ BELLEVILLE—1946—CBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Quinte Bcstg. Co., Ltd.
 Business-Studio Address..... 11 Victoria Ave.
 Phone Number..... 3200
 Transmitter Location..... Foxboro Hwy.

Air Time..... 6:30 a.m.-12:05 a.m.
 News Service..... CP
 Transcription Service..... World, Thesaurus
 Representative..... Stovin, Young
 Membership..... CAB, BBM
 President..... A. McLean Haig
 Station Manager..... W. H. Stovin
 Commercial Manager..... J. H. MacDonald
 Production Director..... Scott Hannah
 Publicity Director..... Don Rose
 Chief Engineer..... J. B. Buchanan

CKPC BRANTFORD—1923—CBC

Frequency: 1380 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Telephone City Bcst., Ltd.
 Address..... 525 Colborne St.
 Phone Number..... 3-2664
 Transcription Service..... World
 News Service..... BUP
 Representative..... J. L. Alexander
 Pres., Gen. Mgr..... Mrs. E. M. Buchanan
 Commercial Manager..... Hugh Bremner

ONTARIO

Farm Director.....Michael Warren
 News Director.....Frank Kovacs
 Chief Engineer.....Jack Church

CFJR

BROCKVILLE—1943—CBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Eastern Ontario Bcstg. Co., Ltd.
 Business-Studio Address.....King St. West
 Phone Number.....4628
 Transmitter Location.....Perth Road
 Air Time.....7 a.m.-11:30 p.m.
 News Service.....BUP
 Representative.....Stovin, Young
 Membership.....CAB, BBM
 Owner, Gen.-Sta.-Comm. Mgr.....Jack R. Radford
 Program Director.....Al Hunter
 Prod., Publ. Manager.....Tom Statham
 Chief Engineer.....John G. Brasford

CFCO

CHATHAM—1926—CBC

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By.....John Beardall
 Business address.....42 King St. W.
 Phone Number.....2626
 News Service.....BUP
 Transcription Service.....Cole, Capitol
 Pres., Gen. Manager.....John Beardall
 Commercial Manager.....Peter Kirkey
 Program Director.....Lee Sheltus
 Chief Engineer.....Gordon Brooks

CKSF

CORNWALL—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Standard-Freeholder, Ltd.
 Business-Studio Address.....36 Pitt St.
 Phone Number.....4800-01
 Transmitter Location.....Toll Gate Rd.
 Air Time.....6:45 a.m.-11:45 p.m.
 News Service.....CP
 Transcription Service.....Thesaurus
 Representative.....Stovin, McGillvra
 Membership.....CAB, BBM
 President.....Howard Fleming
 General Manager.....Phil Robertson
 Station Manager.....Fred H. Pemberton
 Production Director.....Carl Fisher
 Publicity Director.....Alma Larocque
 Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned By.....Radio Station CKFI
 Business-Studio Address.....Fort Francis
 Phone Number.....Ft. Frances 200

Transmitter Location.....King's Hwy.
 Air Time.....6:55 a.m.-11 p.m.
 News Service.....PN
 Transcription Service.....Keystone
 Representative.....Alexander, Bcst. Reprs. Ltd.
 Pres., Publ. News Dir.....J. G. McLaren
 Sta. Comm., Gen. Mgr.....W. H. McLellan
 Chief Engineer.....Dick Endseth
 Consulting Engineer.....McKinnon

CKPR

FORT WILLIAM—1931—CBC

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Oper. By.....H. F. Dougall Co., Ltd.
 Bus.-Studio Address.....414½ Victoria Ave.
 Phone Number.....33477
 Transmitter Location.....Memorial Ave.,
 Port Arthur
 Air Time.....7 a.m.-11:45 p.m.
 News Service.....CP
 Transcription Service.....Thesaurus, United
 Representative.....Stovin, Radio Representatives,
 Young, All-Canada
 Membership.....BBM, CAB
 Pres., Gen. Mgr.....H. F. Dougall
 Commercial Manager.....George Jeffrey
 Program Director.....J. P. Friesen
 Chief Engineer.....W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....CJOY, Ltd.
 Business Address.....Bond Bldg.
 Phone Number.....555
 Transmitter Location.....R.R. 7
 Air Time.....6:30 a.m.-12:30 a.m.
 News Service.....PN
 Transcription Service.....Lang-Worth, Associated
 Representative.....Radio Reprs., Cooke
 Pres., Gen. Sta. Mgr.....Wallace Slatter
 Commercial Mgr.....Frederick T. Metcalf
 Program Director.....Don LeBlanc
 Chief Engineer.....D. A. Page
 Consulting Engineer.....McCurdy

CHML

**HAMILTON—1926
 CBC DOMINION SUPP**

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Maple Leaf Bcstg. Co., Ltd.
 Business-Studio Address.....848 Main St. E.
 Phone Number.....9-2411
 Transmitter Location.....Vinemount
 Air Time.....5:25 a.m.-2 a.m.
 News Service.....PN
 Representative.....Natl. Bcst. Sales, Young
 Transcription Service.....Standard, Associated
 Membership.....BBM
 President.....Kenneth D. Soble
 General Manager.....Tom Darling

ONTARIO

Commercial Manager.....W. D. Whitaker
 Sales Prom. Mgr.....Daryl Wells
 Chief Engineers.....Hugh Potter, Phil Tahany

CKOC

HAMILTON—1922
CBC—TRANS-CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Wentworth Radio Bcstg.
 Co., Ltd.
 Bus-Studio address.....32 John St.
 Phone Number.....7-4483
 Transmitter Location.....Elfrida
 Air Time.....5:45 a.m.-1:05 a.m.
 News Service.....BUP, PN
 Transcription Service.....Thesaurus, World
 Representative.....All-Canada, Weed
 Membership.....CAB, BBM
 Manager.....W. T. Cranston
 Commercial Manager.....L. A. Westmoreland
 Sales, Prom. Mgr.....W. H. Edge
 Chief Engineer.....Leslie Horton

CJRL

KENORA—1938—CBC DOMINION

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Oper. By.....C. W. Johnson
 Address.....Johnson Block
 Phone Number.....6212
 Transmitter Location.....Jaffray Township
 Air Time.....17 hrs.
 News Service.....CP
 Transcription Service.....Thesaurus
 Representative.....Stovin, Cooke
 Membership.....CAB, BBM, WAB
 President.....C. W. Johnson
 Sta., Prom., Comm. Mgr.....G. A. McLean
 Program Director.....T. E. Lavers
 Chief Engineer.....J. Edwards

CKWS

KINGSTON—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Brookland Co., Ltd.
 Address.....King St.
 Phone Number.....4405
 Transmitter Location.....Wolfe Island
 Air Time.....16 hrs.
 News Service.....PN
 Transcription Service.....Lang-Worth, World
 Representative.....Natl. Bcst. Sales
 Membership.....CAB
 President.....Senator W. R. Davies
 General Manager.....Jack Davidson
 Station Manager.....Roy W. Hofstetter
 Commercial Manager.....El Jones
 Chief Announcer.....W. Luxton
 Chief Engineer.....Burt Cobb

CJKL

KIRKLAND LAKE—1934—CBC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Roy H. Thompson
 Address.....Govt. Rd.
 Phone Number.....27
 News Service.....PN
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Natl. Bcst. Sales, Cooke
 Membership.....CAB
 President.....Roy H. Thomson
 General Manager.....J. M. Davidson
 Station Manager.....D. R. Lawrie
 Commercial Manager.....Doug Scanlan
 Program Director.....Don Nairn
 News Director.....Al Brooks
 Chief Engineer.....Les Oliver

CKCR

KITCHENER—1930—CBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....K-W. Bcstg. Co., Ltd.
 Business-Studio Address.....125 King St. W.
 Phone Number.....3-3628
 Transmitter Location.....R.R. 3
 Air Time.....17 hrs.
 News Service.....PN
 Transcription Service.....Associated
 Representative.....Renaud, Young
 Pres., Gen., Sta. Mgr.....G. Liddle
 Publ. Dir., Comm. Mgr.....James C. Mitchell
 Program Director.....Don Martz
 Chief Engineer.....Bill Marchand

CFPL

LONDON—1922—CBC

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper.....London Free Press Printing Co.
 Address.....442 Richmond St.
 Phone Number.....4-2121
 Transmitter Location.....R.R. 1
 Air Time.....6:05 a.m.-12:05 a.m.
 News Service.....PN
 Transcription.....Standard, Lang-Worth
 Representative.....Weed, All-Canada
 Membership.....CAB, BBM
 President.....Walter J. Blackburn
 General Manager.....Murray T. Brown
 Commercial Manager.....Keith Chase
 Sales Promotion Manager.....Douglas C. Trowell
 Program Director.....Robert A. Reinhart
 Production Director.....Jack N. Illman
 Chief Engineer.....Glen A. Robitaille

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Radio Station CHVC, Ltd.
 Business Address.....Rainbow Bridge

ONTARIO

Phone NumberNiagara Falls, Ont. 4110
Transmitter LocationQueen Elizabeth Way
Air Time7:30 a.m.-11:15 p.m.
News ServiceBUP
Transcription ServiceThesaurus
RepresentativeCooke, Alexander
PresidentB. Howard Bedford
Commercial ManagerR. H. Hamilton
Chief AnnouncerSkip Letcher
Production DirectorArthur W. Blakely
Chief EngineerO. O. Bingleman

CFCH

**NORTH BAY—1931—CBC
TRANS-CANADA**

Frequency: 600 Kc.Power: 1000 Watts
Owned-Oper. ByNorthern Bcstg. Co., Ltd.
AddressFraser St.
Phone Number2400
News ServicePN
Transcription ServiceStandard, Lang-Worth
RepresentativeNatl. Bcst. Sales
PresidentRoy H. Thomson
General ManagerJack M. Davidson
Station ManagerKeith Packer
Commercial ManagerG. Burnett
Program DirectorPhil Clayton
Chief EngineerJack Barnaby

CFOR

ORILLIA—1945—CBC

Frequency: 1570 Kc.Power: 1000 Watts
Owned-Oper. ByGordon E. Smith
Bus.-Studio Address101 Mississauga St., E.
Phone Number3511
Transmitter LocationAtherly
News ServiceBUP
RepresentativeStovin
MembershipCAB
President, General Mgr.Gordon E. Smith
Program DirectorJames McGarvey
Commercial ManagerAlex Gilmour
Promotion ManagerRuss Waters
Chief EngineerGeorge Slinn

CKLB

OSHAWA—1950

Frequency: 1240 Kc.Power: 250 Watts
Owned-Oper. ByLakeland Bcstg. Co., Ltd.
Business-Studio Address16 Centre St.
Phone Number3-3415
Air Time6 a.m.-1:05 a.m.
News ServiceAP
Transcription ServiceWorld
RepresentativeAlexander, McGillvra
Pres., Gen. Mgr.Alfred H. Collins
Pgm., Prod. DirectorL. Solway
Chief EngineerD. Ockenden
Comm., Prom. ManagerGordon C. Wilson

CBO

OTTAWA—1924—CBC

Frequency: 910 Kc.Power: 1000 Watts
Owned-Oper. ByCanadian Bcstg. Corp.
Bus.-Studio AddressChateau Laurier Hotel
Phone Number2-1151
Transmitter LocationHawthorne
Station ManagerCharles P. Wright
Chief EngineerMaxted Gilbert

CFRA

OTTAWA—1947

Frequency: 560 Kc.Power: 1000 Watts
Owned-Operated ByRadio Station CFRA
Business AddressCatherine St.
Phone Number3-6241
Transcription ServiceStandard, Lang-Worth,
Cole, Capitol
RepresentativeAll-Canada, Weed
President, General Mgr.Frank Ryan
Commercial ManagerGeorge M. Gowling

CKOY

OTTAWA—1949—CBC DOMINION

Frequency: 1310 Kc.Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated ByCKOY, Ltd.
Address272 Somerset St., W.
Phone Number2-2641
News ServiceBUP, AP
Transcription ServiceCapitol, Thesaurus
RepresentativeCooke, Natl. Bcst. Sales
PresidentDuncan K. MacTavish
General ManagerDon V. Carr
Commercial ManagerJack Thompson
Program DirectorKeith Sterling
Chief EngineerJack Pond
Consulting EngineerMcKinnon

CFOS

**OWEN SOUND—1940
CBC DOMINION SUPP**

Frequency: 1470 Kc.Power: 1000 Watts
Owned-Oper. ByGrey & Bruce Bcstg. Co.,
Ltd.
Address270 9th St. E.
Phone Number1940
Transmitter LocationR. R. No. 4
Air Time7 a.m.-11:15 p.m.
News ServicePN
Transcription ServiceWorld
RepresentativeStovin, Young
PresidentHoward Fleming
Station ManagerWilliam N. Hawkins
Commercial ManagerD. Ferry
Sales Prom. Mgr.R. Tomlinson
Pgm., Music Dir.E. Smith
Production DirectorWilliam Fulton
Publicity DirectorJ. McAsh
Chief EngineerR. Turnpenny

ONTARIO

CHOV

PEMBROKE—1942—CBC

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Oper. By: Ottawa Valley Bcstg. Co.
Address: 197 Albert St.
Phone Number: 1350
News Service: BUP
Transcription Service: Thesaurus, SESAC
Representative: Stovin, Young
Pres., Gen. Mgr.: E. G. Archibald
Program Director: Bill Kutshke
Comm., Prom. Manager: Ramsay F. Garrow
Chief Engineer: W. E. Schmidt

CHEX

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By: Brookland Co., Ltd.
Bus.-Studio Address: Hunter & Water Sts.
Phone Number: 2-0451
Air Time: 6 a.m.-12 M.
News Service: PN
Transcription Service: Standard, Lang-Worth
Representative: Natl. Bcst. Sales, Cooke
President: W. R. Davies
Vice President: Roy H. Thomson
General Manager: J. Davidson
Commercial Manager: G. Grady
Program Director: Doug Burrows
Chief Engineer: A. E. Crump

CFPA

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Ralph H. Parker
Bus.-Studio Address: Public Utilities Bldg.
Phone Number: 5-7651
Air Time: Unlimited
Transcription Service: Standard
Representative: Broadcast Representatives, Alexander, Weed
Sta., Gen. Mgr.: Ralph H. Parker
Commercial Manager: R. P. MacGowan
Program Director: Al Davidson

CKTB

ST. CATHARINES—1933
CBC DOMINION SUPP

Frequency: 620 Kc. Power: 1000 Watts
Owned-Oper. By: The Niagara District Bcstg. Co., Ltd.
Business-Studio Address: 12 Yates St.
Phone Number: 5-7351
Air Time: 5:45 a.m.-12:10 a.m.
News Service: PN-CP
Transcription Service: Thesaurus
Representative: Radio Time Sales, J. H. McGillvra, P. Mulvihill
Membership: CAB, BBM, CCBA
President: W. B. C. Burgayne
Commercial Manager: V. A. Lococo

Sta., Prom. Mgr., Pgm. Dir.: W. C. Wingrove
Production Manager: Jack Dawson
Chief Engineer: W. H. Allen

CHLO

ST. THOMAS—1948
CBC TRANS-CANADA SUPP

Frequency: 680 Kc. Power: 1000 Watts
Owner: Station CHLO, Ltd.
Business-Studio Address: 133 Curtis St.
Phone Number: 3696
Air Time: 6 a.m.-12 M.
News Service: CP, PN
Transcription Service: Lang-Worth, Associated
Representative: Radio Repts.
President: Clarence Nichols
Pgm., Prod. Dir.: L. C. Evans
Gen., Sta. Mgr.: J. C. Warder
Chief Engineer: William Onn

CHOK

SARNIA—1946
CBC TRANS-CANADA SUPP

Frequency: 1070 Kc. Power: 5000 Watts d.: 1000 Watts n.
Owned-Oper. By: Sarnia Bcstg. Co., Ltd.
Address: 148 1/2 Front St. N.
Phone Number: Digby 1121
Air Time: Unlimited
Transcription Service: Standard, Lang-Worth
Representative: Natl. Bcst. Sales, Cooke, Mulvihill
President: Claude R. Irvine
Station Manager: Karl E. Monk
Commercial Manager: Arthur H. J. O'Hagan
Sales Promotion Manager: Mrs. Ev. Wallace
Program Director: Frank P. Stalley
Chief Engineer: Robert F. Cooke

CJIC

SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: J. G. Hyland
Address: P. O. Box 218
Phone Number: Algoma 31121
News Service: PN
Transcription Service: World
Representative: J. L. Alexander, McGillvra
Pres., Gen. Mgr.: J. G. Hyland
Commercial Manager: E. Vance
Chief Engineer: D. N. Irwin

CJCS

STRATFORD—1927—CBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Central Bcstg. Co.
Address: 125 Ontario St.
Phone Number: 675
News Service: BUP
Transcription Service: World

ONTARIO

Representative.....All Canada, Weed
Sta., Gen. Manager.....Frank M. Squires
Chief Engineer.....John Grigg

CHNO

SUDBURY—1947—CBC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone Number.....6-6416
Transmitter Location.....Burwash Rd.
Air Time.....6:30 a.m.-1 a.m.
News Service.....PN
Transcription Service.....Associated
Representative.....Renaud, Hunt, Young
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Pgm., Prod. Director.....Wilf Davidson
Chief Engineer.....Wallace Roberts

CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Business-Studio Address.....21 Elgin St., N.
Phone Number.....77-505
Transmitter Location.....7 Mi. from Sudbury
at McFarlane Lake
Air Time.....6:30 a.m.-1:10 a.m.
News Service.....PN
Transcription Service.....Thesaurus
Representative.....All-Canada, Weed
President.....G. M. Miller, K.C.
General Manager.....W. J. Woodill
Commercial Manager.....K. Dobson
Chief Engineer.....J. McRae

CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Bus. Studio Address.....Thompson Bldg.
Phone Nrmber.....1-500
Transmitter Location.....Mountjoy Township
Air Time.....7 a.m.-12:10 a.m.
News Service.....PN
Transcription Service.....Lang-Worth, Standard
Representative.....Natl. Bcst. Sales, Cooke
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....H. C. Freeman
Commercial Manager.....Douglas Manning
Program Director.....Jesse French
Chief Engineer.....Ernie Mott

CBL

TORONTO—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....Midwar 5481
Transmitter Location.....Hornby
News Service.....BUP, Reuters, PN, CP, AP
Representative.....CBC
General Manager.....Dr. Augustin Frigon
Commercial Manager (CBC).....W. E. Powell
Chief Engineer.....J. A. Ouimet

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Rogers Radio Bcstg. Co., Ltd.
Business-Studio Address.....37 Bloor St. W.
Phone Number.....Princess 5711
Air Time.....5:45 a.m.-1:05 a.m.
News Service.....BUP, PN
Transcription Service.....Thesaurus, World
Representative.....Young, All-Canada
Pres., Gen. Mgr.....Harry Sedgwick
Station Manager.....Lloyd Moore
Promotion Manager.....Ken Marsden
Commercial Manager.....Waldo Holden
News, Pgm. Dir.....Wes McKnight
Publicity Director.....Ken Marsden
Chief Engineer.....Clive Eastwood
Farm Editor.....Rex Frost

(See Page 712)

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....225 Mutual St.
Phone Number.....EM 4-4271
Transmitter Location.....Lawrence Ave. East
Air Time.....Sunrise-sunset
News Service.....BUP
Transcription Service.....Lang-Worth, Capitol
Representative.....McGillvra, Alexander
President.....John H. Q. Part
General-Comm. Mgr.....Robert L. Lee
Pgm., Prod. Dir.....Leigh Stubbs
Publicity Director.....Phil Stone
Chief Engineer.....Aurele Boisvert

CJBC

TORONTO—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....Midway 5481
News Service.....CP, BUP, Reuters, PN
General Manager (CBC).....Dr. Augustin Frigon
Program Director.....H. G. Walker
Commercial Manager.....W. E. Powell
Chief Engineer.....J. A. Ouimet

ONTARIO — PRINCE EDWARD ISLAND

CKEY

TORONTO—1944

Frequency: 580 Kc. Power: 5000 Watts d.; 1000 Watts n.

Owned By: Toronto Bcstg. Co., Ltd. Bus.-Studio Address: 444 University Ave. Phone Number: WAverly 3881 Transmitter Location: Scarborough Air Time: 24 hrs. daily News Service: CP, BUP Transcription Service: World, Lang-Worth, Standard, Associated

Representative: Natl. Bcst. Sales, Cooke President, General Mgr.: Jack K. Cooke Station Manager: Hal Cooke Commercial Manager: Jack Turrall Program Director: Don Insley Publicity Director: Jack Ross Chief Engineer: Allan Taylor

CKFH

TORONTO—1951

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By: Foster Hewitt Address: 1 Greenville St. President: Foster Hewitt Station Manager: Howard C. Caine Commercial Manager: W. L. Smith Sales Promotion Manager: Frank Somerville Program Director: D. Robert Pugh Chief Engineer: William D. McGregor

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc. Power: 10,000 Watts d.

Owned-Oper. By: Canadian Bcstg. Corp. Address: Security Bldg. News Library: CP, BUP, R, PN General Mgr. (CBC): Dr. Augustin Frigon Promotion Manager: Ron C. Fraser Commercial Manager (CBC): W. E. Powell Station Manager: M. L. Poole Chief Engineer: J. A. Ouimet

CKLW

WINDSOR CBC TRANS-CANADA

DOMINION SUPP

(See U. S. Listing, Detroit, Mich.)

CKNX

WINGHAM—1926

DOMINION SUPP

Frequency: 920 Kc. Power: 1000 Watts

Owned-Oper. By: Radio Station CKNX, Ltd. Business-Studio Address: Josephine St. Phone Number: 158 Transmitter Location: Belgrave Air Time: 6:30 a.m.-11:15 p.m. News Service: BUP Transcription Service: Lang-Worth, World, Standard, Cole

Representative: Alexander, Young President, General Mgr.: W. T. Cruickshank Station Manager: J. J. Cruickshank Promotion Manager: V. Dittmer Program Director: J. F. Brent Chief Announcer: Tom Rafferty Publicity Director: R. Clark Chief Engineer: S. C. Reid

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Oxford Bcstg. Co., Ltd. Business Address: P. O. Box 100 Phone Number: 2400 Studio Address: 380 Hunter St. Transmitter Location: Sweaburg Rd., Township of W. Oxford

Air Time: Unlimited News Service: BUP Transcription Service: World, Lang-Worth Representative: Omer Renaud Membership: CAB President, Gen.-Station Mgr.: Monty J. Werry Comm.-Sales Prom. Mgr.: G. Lewis Pgm. Dir., Prod. Mgr.: W. Whiting Chief Engineer: T. Little

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—1924

CBC DOMINION-MARITIME

Frequency: 630 Kc. Power: 5000 Watts

Owned-Oper. By: Island Radio Bcstg. Co. Business-Studio Address: 85 Kent St. Phone Number: 741 Transmitter Location: North River

Air Time: 7 a.m.-12:10 a.m.

News Service: PN Transcription Service: Associated Representative: All-Canada, Weed Membership: CAB Pres., Managing Dir.: Lt. Col. K. S. Rogers Station Manager: R. F. Large Promotion Manager: C. E. Cooper Traffic Supervisor: W. A. MacMillan Technical Spvr.: A. L. Finley

PRINCE EDWARD ISLAND — QUEBEC

C J R W

SUMMERSIDE—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Gulf Bcstg. Co., Ltd.
 Business-Studio Address: 218 Water St.
 Phone Number: 2201-2
 Transmitter Location: Read's Corner, 2 Mi.
 E. of Summerside

Air Time: 6 a.m.-12 M.
 News Service: BUP
 Transcription Service: World
 Representative: Radio Reps.
 Membership: CAB, BBM
 President: J. K. Curran
 Gen., Comm. Mgr.: F. A. Bestall
 Chief Announcer: Albert Nicholson
 Program Director: Ned Conlon
 Consulting Engineer: John Harris

QUEBEC

C H A D

AMOS—1942

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Northern Radio Inc.
 Business Address: Rouyn

C B J

CHICOUTIMI—1933—CBC

Frequency: 1580 Kc. Power: 10,000 Watts
 Owned-Oper. By: Canadian Bcstg. Corp.
 Business-Studio Address: 286a Racine St.
 Phone Number: 155
 News Service: CP, BUP, R. PN
 Representative: CBC
 General Manager: Dr. Augustin Frigon
 Station Manager: V. Fortin
 Commercial Manager: M. Valiquette
 Director: Marcel Ouimet
 Prom. Manager: J. Saint-Georges
 Chief Engineer: J. A. Ouimet

C H E F

GRANBY—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Granby Bcstg. Co., Ltd.
 Address: 7 Johnson St.
 Phone Numbers: 353

C K C H

HULL—1933—CBC FRENCH SUPP

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By: Syndicats d'Oeuvres Sociales
 Ltée.
 Business Studio Address: 121 Notre-Dame St.
 Phone Number: 77-2771
 Transmitter Location: Deschenes
 Air Time: Unlimited
 News Service: BUP
 Representative: Renaud, McGillvra
 Membership: CAB, BBM
 Station Manager: J. P. Lemire
 Sales Promotion Manager: Henry Allard
 Publicity Director: George Huard
 Chief Ann., Pgm. Dir.: Henri Bergeron
 Chief Engineer: Max Gebhardt
 Consulting Engineer: Canadian Marconi, Ltd.

C K R S

JONQUIERE—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Saguenay, Ltd.
 Address: 359 St. Dominique St.
 Phone Number: 720
 News Service: BUP
 Transcription Service: World
 Representative: Trans-Quebec, Hardy, Young
 President: Henry Lepage
 Sta., Comm. Manager: Tom Burham
 Pgm. Dir., Prom. Mgr.: Paul Bouchard
 Chief Engineer: Paul Fortier

C K L S

LA SARRÉ—1950

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Radio La Sarre, Inc.
 Representative: Renaud
 Station Manager: Jean Senecal

C K B L

MATANE—1948

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: La Cie de Radiodiffusion de
 Matane Ltée
 Address: 144 Ave. St. Jerome
 Phone Number: 355
 Transmitter Location: Poncheville
 Air Time: 7 a.m.-12M.
 News Service: BUP
 Transcription Service: Associated
 Representative: Jos. A. Hardy & Co., Ltd.
 Membership: BBM, BMI, CAB
 Pres., Gen., Sta. Mgr.: Rene Lapointe
 Comm., Prom. Manager: Octave Lapointe
 Pgm., Prod. Dir.: Marcel Houle
 Chief Engineer: Louis-Philippe Gosselin

C B F

MONTREAL—1936

Frequency: 690 Kc. Power: 50,000 Watts
 Owned-Oper. By: Canadian Bcstg. Corp.
 Bus.-Studio Address: Radio Canada Bldg.,
 1425 Dorchester St., W.
 Phone Number: UN 6-2571

QUEBEC

Transmitter LocationVercheres
 Air Time..... 7 a.m.-M.
 News Service.....BUP, CP, AFP
 MembershipBBM
 President.....A. D. Dunton
 Gen. Mgr.....Dr. Augustin Frigon
 Commercial Manager.....M. Valiquette
 Pgm. Dir., Sta. Mgr.....Marcel Ouimet
 Sales Representative.....J. R. Peloquin
 Prod. Director.....Roger Daveluy
 Publicity Director.....J. Saint-Georges
 Chief Engineer.....H. Audet

CBM

MONTREAL—1937—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus.-Studio Address.....Radio Canada Bldg.
 Phone Number.....University 62571
 News Service.....CP, BUP, R, PN
 RepresentativeCBC
 Gen. Mgr. (CBC).....Dr. Augustin Frigon
 Commercial Manager.....W. E. Powell
 Chief Engineer.....J. A. Ouimet
 Dir., Press & Info. Ser. (CBC)....Ron C. Fraser

CFCF

MONTREAL—1919—ABC-CBC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Canadian Marconi Co.
 Bus.-Studio Address.....1231 St. Catherine St. W.
 Phone Number.....PLateau 2575
 Transmitter Location.....St. Genevieve
 Air Time.....6 a.m.-12:20 a.m.
 News ServiceBUP
 Transcription ServiceStandard
 RepresentativeWeed, All-Canada
 MembershipCAB, BBM
 Bcstg. Manager.....W. Victor George
 Station Manager.....J. Allan Hammond
 Commercial Manager.....T. J. Quigley
 Publicity Director.....Sheldon O'Connell
 Production Director.....J. Howlett
 Chief Engineer.....John Gettenby

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By.. La Patrie Publishing Co. Ltd.
 Address.....Sun Life Bldg.
 Phone Number.....Unniversity 6-6611
 Transmitter LocationLaprairie
 Air Time.....17 hrs.
 News ServiceBUP
 Transcription ServiceAssociated
 Representative...Alexander, McGillvra, Hunt
 Pres., Gen. Mgr.....Sen. P. R. DuTremblay
 Sales, Sta., Comm. Mgr.....Flavious M. Daniel
 Chief Ann., Prod. Dir.....Pierre Gavreau

Program Director.....Marcel Marineau
 Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By.....CJAD, Ltd.
 Business-Studio Address.....1191 Mountain St.
 Phone Number.....University 6-6821
 Transmitter LocationMacKayville
 Air Time.....6:05 a.m.-12:05 a.m.
 News Service.....PN, BUP, CN
 Transcription ServiceLang-Worth,
 World, Associated, Thesaurus, Capitol
 Representative.....Young, Radio Time Sales
 MembershipCAB, BBM
 Pres., Gen., Sta. Mgr.....J. Art. Dupont
 Commercial Manager.....R. L. Laurion
 Program Supervisor.....C. W. McGibbon
 Chief Announcer.....H. T. McCurdy
 News Director.....Hamilton Grant
 Chief Engineer.....Maurice Rousseau

CKAC

MONTREAL—1922—CBS TRANS-QUEBEC

Frequency: 730 Kc.....Power: 10,000 Watts n.
 5000 d.
 Owned-Oper. By.....La Cie. De Publication,
 La Presse, Ltée.
 Phone Number.....UNiversity 6-7301
 Studio Address.....980 Stes. Catherine St., W.
 Transmitter Location.....St. Hyacinthe
 Air Time.....19 hrs.
 News Service.....BUP, PN, CP, FP
 Transcription Service...Associated, Lang-Worth
 RepresentativeYoung, Renaud
 President.....Hon. Sen. P. R. Du Tremblay
 Gen., Sta. Manager.....Phil Lalonde
 Commercial Manager.....Georges Bourassa
 Prom. Mgr., Publ. Dir.....Paul Gelinax
 Program Director.....Ferdinand Biondi
 Chief Announcer.....Louis Belanger
 News Director.....Gabriel LaSalle
 Chief Engineer.....Leonard Spencer

CKVL

VERDUN—1946

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Operated By.....J. Teitolman
 Business Studio Address.....211 Gordon Ave.
 Phone Number.....Trenmore 2525
 Transmitter Location.....Laprairie, Que.
 Air Time.....24 hrs.
 Representative...Cooke, Radio & TV Sales Inc.
 President.....Jack Tietolman
 Gen., Sta. Manager.....Corey Thomson
 Commercial Manager.....Judah Tietolman
 Production Director Omer Duranceau (French),
 Hal Stubbs (English)

QUEBEC

Program Director.....Marcel Provost
Publicity Director.....Cory Thomson
Chief Announcer.....Jean Boulu
Musical Director.....Billy Munro
Chief Engineer.....J. C. Charlebois

CHNC

NEW CARLISLE—1933—CBC
TRANS-QUEBEC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Business-Studio Address.....New Carlisle
Phone Number.....64
Representative.....Hardy, Young
Membership.....BUP
President.....Dr. Charles E. Dumont
General Mgr.....Dr. Charles Houde
Commercial Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Studio Address.....Palais Montcalm
Phone Number.....5-8155
Transmitter Location.....Charlesbourg
Air Time.....7:30 a.m.-M.
Station Manager.....Guy Dumais
Chief Engineer.....Rene Frenette

CHRC

QUEBEC CITY—1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC. Limitée
Business-Studio Address.....39 St. Jean
Phone Number.....2-8177
Transmitter Location.....St. Romuald
Air Time.....8 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth, Thesaurus
Representative.....Young
Membership.....CAB, BBM
President.....Herve Baribeau
General Station Manager.....Henri Lepage
Commercial Manager.....Aurele Pellitier
Chief Engineer.....Arsene Nadeau

CJNT

QUEBEC CITY—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of
Quebec, Inc.
Address.....405 Hamel Blvd.
Phone Number.....5-6119
Transmitter Location.....405 Hamel Blvd.

CKCV

QUEBEC CITY—1926
CBC DOMINION SUPP

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number.....2-1585
Air Time.....6:30 a.m.-1 a.m.
News Service.....PN
Transcription Service.....World, McGregor
Representative.....Renaud, Weed
Membership.....CAB
President.....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Promotion Manager.....Marie Paul Vachon
Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf
Publicity Director.....Normand Maltais
Chief Engineer.....Albert DuBerger
Consulting Engineer.....Keith MacKinnon

CJBR

RIMOUSKI—1937
CBC FRENCH SUPP

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Central Public Service
Corp., Ltd.
Address.....1 St. John St.
Phone Number.....2217
News Service.....PN
Transcription Service.....McGregor, Standard
News Service.....PN
Representative.....Stovin, Young
President.....Hon. J. A. Brillant
Gen., Sta. Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Program Director.....Guy Ross
Chief Engineer.....Cecil Daok
Consulting Engineer.....Marcel Valée

CJFP

RIVIERE-DU-LOUP—1947
CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temisouata Ltée
Address.....322 rue Lafontaine
Phone Number.....2727
Transmitter Location.....La Pointe
Air Time.....7 a.m.-12M.
Representative.....Young, Renaud
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau
Commercial Manager.....Yves Marchand
Sales Prom. Mgr.....Luc Simard
Pgm. Dir., Chief Anncr.....Raoul Savard
Production Director.....Rene Viel
Chief Engineer.....Raymond Lavoie
Consulting Engineer.....Rene Viel

Q U E B E C

C H R L

ROBERVAL—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Roberval Inc.
 Address Hotel Maison Blanche
 News Service BUP
 Representative Renaud
 President Georges Gagnon
 General Manager L. Morin
 Chief Engineer Fernand Levesque

C K R N

ROUYN—1939—CBC FRENCH SUPP

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Northern Radio, Inc.
 Bus.-Studio Address Reilly Block Bldg.
 Transmitter Location Rouyn
 News Service UN
 Transcription Service Associated, World
 Representative CBC, Renaud
 President, General Manager David A. Gourd
 Chief Engineer Jean Senecal

C H G B

STE. ANNE DE LA POCATIERE—1938

Frequency: 570 Kc. Power: 1000 Watts
 Owned-Oper. By G. Thomas Desjardins
 Address Main St.
 Phone Number 101

C K S M

SHAWINIGAN FALLS—1951—CBC

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Operated By Shawinigan Falls
 Broadcasting Co.
 Address City Hall Bldg.
 Phone Number 4494
 Transcription Service Thesaurus
 News Service BUP
 Representative Cooke, Renaud
 Gen., Comm., Prom. Mgr. Allen Rogerson
 Program Director Gaston Tessier
 News Director Phil Fisette
 Chief Engineer Ernest Brunelle

C H L T

**SHERBROOKE—1937
 CBC FRENCH SUPP**

Frequency: 900 Kc. Power: 1000 Watts
 Owned-Operated By La Tribune, Ltd.
 Business-Studio Address 3 Marquette St.
 Phone Number 3-2525
 Transmitter Location 2 miles from city
 Air Time 6 a.m.-M.

Transcription Service World, UTS, Thesaurus
 News Service CP
 Representative Young, Hardy
 Membership BBM
 President Sen. Jacob Nicol
 General Manager A. Gauthier
 Commercial Manager J. L. Gauthier
 Program Director Ren Caron
 Chief Engineer Romeo Paquette

C K T S

**SHERBROOKE—1946
 CBC DOMINION**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Telegram Ptg. & Pub. Co.,
 Ltd.
 Business-Studio Address 3 Marquette St.
 Phone Number 2071
 Transcription Service Thesaurus, World
 Representative CBC, Hardy, Young
 President Hon. C. B. Howard
 General Manager A. Gauthier
 Prom. Mgr., Pgm. Dir. J. L. Gauthier
 Commercial Manager Gordon Beerworth

C J S O

SOREL—1945—FRA

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Richelieu, Lee
 Business Studio Address 72 Rue Du Roi
 Phone Number 3318
 Trans. Location Montreal-Sorel Nat'l Hway.
 Air Time 7 a.m.-11 p.m.
 News Service BUP
 Representative Radio & TV Sales
 Pres., Elec. Engr. J. Arthur Villeneuve
 General Manager Henri Olivier
 Station Manager Maurice Boulianne
 Production Director Lorenzo Brouillard
 Chief Announcer Marcel Villemaire
 Chief Technician Joseph Cardin

C H L N

THREERIVERS—1937

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By Le Nouvelliste, Lté.
 Bus.-Studio Address Chateau de Blois Hotel
 Phone Number 4500

C K V D

VAL D'OR—1939

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By Northern Radio, Inc.
 Address 437 St. James St.
 President David A. Gourd

—SASKATCHEWAN—

CHAB

MOOSE JAW—1926
CBC DOMINION

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CHAB, Ltd.
Bus.-Studio Address: 127 Main N.
Phone Number: 6464
Transmitter Location: Boharm
Air Time: 6:30 a.m.-12 M.
News Service: BUP
Representative: Stovin, Weed
Membership: CAB
President: J. E. Slight
General Manager: J. S. Boyling
Commercial Manager: N. Skingle
Chief Engineer: M. Pickford

CJNB

NORTH BATTLEFORD—1946

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Oper. By: Northwestern Bcstg. Co., Ltd.
Business Address: Box 484
Phone Number: 2373
Transmitter Location: N. Battleford
Air Time: 7 a.m.-12 M.
News Service: BUP
Transcription Service: Associated
Representative: Stovin
Membership: CAB, WAB, BBM
General, Station Manager: Hume A. Lethbridge
Commercial Manager: Allen H. Klassen

CKBI

PRINCE ALBERT—1927
CBC DOMINION

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By: Central Bcstg. Co., Ltd.
Bus.-Studio Address: Sanderson Bldg.
Phone Number: 2621
Transmitter Location: 7 Mi. S. of Prince Albert
Air Time: 19 hrs.
News Service: PN
Transcription Service: Thesaurus
Representative: All-Canada, Weed
Membership: CAB
General Manager: E. A. Rawlinson
Commercial Manager: Gerald Prost
Chief Engineer: Tom Van Nes

CKCK

REGINA—1922
CBC TRANS-CANADA SUPP

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Leader-Post, Ltd.
Bus.-Studio Address: 1853 Hamilton St.
Phone Number: 8525
Transmitter Location: Rowatt
Air Time: 6 a.m.-12 M.
News Service: BUP, PN
Transcription Service: World
Representative: All-Canada, Weed

President: Victor M. Sifton
General Manager: Harold A. Crittenden
Commercial Manager: Gil Seabrook
Chief Engineer: E. A. Strong

CKRM

REGINA—1926—CBC DOMINION

Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper By: Western
Communications, Ltd.
Bus.-Studio Address: Fidelity Life Bldg.
Phone Number: 7631
Transmitter Location: Rowatt
Air Time: Unlimited
News Service: CP, BUP
Transcription Service: Lang-Worth
Representative: Radio Reps., Young
Membership: CAB, BBM
Station Manager: N. Botterill
Commercial Manager: Don Oaks
Chief Engineer: William MacDonald

CFQC

SASKATOON—1923—CBC

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By: A. A. Murphy & Sons, Ltd.
Bus.-Studio Address: 216 1st Ave., N.
Phone Number: 7917
Representative: Radio Reps., Young
President: A. A. Murphy
General Manager: Vernon Dallin
Commercial Manager: Blair Nelson
Chief Engineer: Lyn Hoskins

CBK

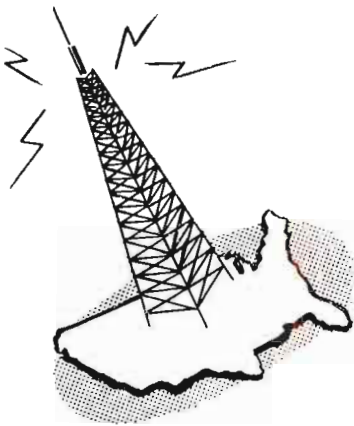
WATROUS—1939—CBC

Frequency: 540 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Bus.-Studio: 300 Manitoba Telephone Bldg.
News Service: PN, BUP, CP, R
General Manager (CBC): Dr. Augustin Frigon
Station Manager: J. N. Mogridge
Commercial Manager (CBC): W. E. Powell
Publicity Director: C. E. L'Ami
Chief Engineer: R. D. Cahoon

CJGX

YORKTON—1927—CBC DOMINION

Frequency: 940 Kc. Power: 1000 Watts
Owned-Oper. By: Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address: Smith-McKay Bldg.
Phone Number: 258
Transmitter Location: Yorkton
Air Time: 6:30 a.m.-11:30 p.m.
News Service: CP
Transcription Service: Lang-Worth
Representative: Stovin, Young
Membership: CAB
President: Dawson Richardson
General Manager: Arthur Mills
Station Manager: J. M. Shortreed
Chief Engineer: Dave Glass



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By OTTO A. HARBACH
President



A BLANKET AGREEMENT with The American Society of Composers, Authors and Publishers gives a client the right to use any or all of the hundreds of thousands of songs and other musical works whose public performing rights are registered with the Society. This includes most of the world's important compositions of the past fifty-seven years, plus the present and future works of America's and Europe's best authors and composers.

Therefore, ASCAP becomes a vast clearing house through which creators can do business with users. It relieves both creator and user of all contractual and legal details and all bookkeeping relating to collections and distributions. To make its vast repertory easily available to licensees, ASCAP spends more than two million dollars yearly. Thus the great costs of music clearance that otherwise would accrue to the user are borne by ASCAP, whose members similarly are relieved of the otherwise onerous—in fact, impossible—task of supervising their musical properties.

Like Radio, ASCAP is truly cosmopolitan. Members of the Society hail from every state. Foreign-born Americans from more than forty countries are included in its membership. All speak the international language of music.

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By M. E. TOMPKINS
President and Secretary



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In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott's Soehne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig—Paris. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life. Performance rights continue to be administered by BMI.

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By CARL HAVERLIN

President



THE past year was undoubtedly one of the most fruitful in BMI's 12 years of existence. In the realm of popular music, its record was and is fairly amazing. One the heels of the biggest hit in a quarter of a century in point of sales of sheet music, phonograph records and performances, BMI-licensed popular songs further contributed and have been the backbone of "Your Hit Parade" for many, many months. Last fall it was songs No. 1, 2 and 3 in a row in terms of nationwide popularity. Currently it is songs No. 1 to 5 in that order, five out of seven—a great achievement for any organization. But this is not BMI's *raison de etre* much less its sole objective in life. These hits have been taken in stride and are to some extent coincidental—to major obligations.

BMI continues to consolidate its position on all fronts, at home and abroad. During the past year, it has held 35 Program Clinics in various states and Canada, mainly in cooperation with the State Associations of Broadcasters. For this year 43 such Program Clinics have been set from Coast-to-Coast, all within a short period, plus a one-week seminar at the University of Denver in mid-summer.

The Young Composers Radio Awards, a joint project of BMI and the Committee of Presidents of State Broadcasters Associations, is well under way throughout the country.

More Concert Music Use by Broadcasters is another BMI sponsored project which is bearing fruit on more than 1000 stations. BMI has also been instrumental in making available at cost the Benny Goodman Music Festival, a concert music commentary and program series.

Teen-Ager Book Reviews, a series gratis to broadcasters launched recently is a must on hundreds of stations, programmed in cooperation with local civic organizations and public libraries.

Thus from Canada to Puerto Rico, BMI has not spared its efforts to serve the broadcaster in every conceivable manner. For the coming year, BMI again dedicates itself to such service.

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 Crowe, Edward and Pyle, Pete
 Crowell Music Pub. Co.
 Cundy-Bettyon Co.
 Dallas Music Co., Inc.
 Dana Music Co., Inc.
 Dance Music Corp.
 Daniels Music Publishing Co.
 Darrell, Jack, Music Publisher
 Davis & Ostergard
 Davis Music Company
 Dayton Smith Publications
 D. Davis & Co., Pty.
 D. Dreyer Co., Inc.
 Delaware Music Co.
 Dennis Music Co.
 Dexter, Al and Paris, James
 Dexter, Al, Music Publishing
 Dinehart Music Company, The
 Dixie Music Publishing Co.
 Dolan, Ann
 Domino Music Corporation
 Doraine Music Publishing Co.
 Doraine, Peter, Inc.
 Doray, T., Music Publishing Co.
 Dornix Music, Inc.
 Douglas Publishing Company
 Duchess Music Corporation
 Dumac Music Corporation
 Dunhill Music Corp.
 Dunray Music Company
 Duo Music Publishing Corp.
 Eagle Music Publishing Corporation
 East Coast Music Publications
 Eberle-Maxted Music Co.
 Eccma Music Company
 Echoes of Victory Music Pub. Company
 Editions Musicales Victoria Musical Editions
 Editora Dominicana De Musica, C. Por A.
 Edizioni Kramer (Milano)
 Edizioni Mascheroni (Milano)
 Edizioni Musicali Di Lazzaro
 Edizioni Musicali Italiane
 Edizioni Suvini Zerboni
 Edlee Music Corp.
 Edward Music Service
 Edwards, Norman, Music Pub.
 Elkane Music Company
 Elliott, Lewis
 Elmore, C. M. Publisher
 Elsmo Bros. Publishers
 Elwood Publishing Co.
 Embassy Music Corp.
 Emco Music Company
 Emerald Music Company
 Emerson Music Publications, Inc.
 Encore Music Publications, Inc.
 Enos, Clyde
 Esquire Music Co.
 Essay Music Company
 Excelsior Music Publishing Co.
 Executive Music Corporation
 Fairfax Music Company
 Fairway Music Corp.
 Fame Music Company
 Fargo Music Inc.
 Fi-Del Music Publishing Co.
 Fine Songs

B M I Publishers

- Fletcher Publishing Company
 Florida Music Company
 Flye-Bye-Knight Pub. Co.
 Folk Songs
 Folkways Music Publishers Inc.
 Ford Music, Inc.
 Foremost Melodies Inc.
 Four-Star Music Company
 Fowler, Wallace Publications
 France Music Company
 Francis & Wilmore Music Pub.
 Franco-American Publications
 Freed & Hall Music Publishers
 Freeman, Albert Edward
 Freeman Music Co.
 Fremart Music Company
 Frey, Fran and Company
 Friedly, Lowell G. & Company
 G & W Music Publications, The
 G. M. S. Music Publishing Co.
 Gainsborough Music, Inc.
 Gala Music Publishing Corp.
 Gale & Gale, Inc.
 Gilbert Music Publishers
 Glamor Music Co.
 Globe Publications
 Goday Music Inc.
 Golden Gate Quartet Music Co.
 Golden Tune Publishers
 Golden West Melodies, Inc.
 Golden West Music Publications
 Gollatz Music Publisher
 Goode Music, Inc.
 Gordon Music Company
 Green Music Publications
 Guinand, Clinton
 Guy Publishing Company, The
 H. M. Banner Publications
 Halama, Frank J., Publications
 Helmac Company
 Hamilmeyer Music Publishing
 Company
 Hanna & Co. Music Composi-
 tions
 Happy Songs, Inc.
 Harcourt, Brace & Co., Inc.
 Harmony House
 Harmony Music Publishers
 Hartmann, Edward & Lynette
 Hartmann & Van Horn
 Harwall Music Publishers
 Haun, Dal E., Company
 Hawaii Conservatory Pub. Co.
 Hemispheric Publications
 Hendrix Music Publications
 Hill and Range Songs, Inc.
 Hill Music Publishing Company
 Hillbilly Music Publishing Co.
 Hilliard-Currie Music Publishers
 Hillside Music Publishers
 Hinds, Hayden & Eldredge, Inc.
 (B.M.I.)
 Hit Parade Publications
 Hockenull's Music Publications
 Hoffman, Carrie
 Holden, Alfred H.
 Holdsworth, Elmer
 Hollis Music, Inc.
 Hollywood House Music Pub-
 lishing Co.
 Hollywood Melody Publishing
 Co.
 Hollywood Music Sales
 Hollywood-Western Music Co.,
 Inc.
 Holmes Publications
 Hoosier Music Publications
 Hopkins, Earle C.
 Horoscopes in Song
 House of Carols
 House of Fortune
 House of Irish Songs
 House of Melody
 Howard, Jack, Publications, Inc.
 Hub Publishing Company
 Humphries, Bruce, Inc.
 Hunter's Music House
 Hynnes Music Company
 Imco Music Publishing Co.
 Imperial Music Publishing Co.
 Inco Music Company
 Independent Music Publishers
 Indigo Music, Inc.
 Ineman, James
 Inspired Music Company
 Inter-American Music Pub. Co.
 Intermountain Specialty Sales
 Company
 International Dance Studio
 International Popular Music Co.
 Irma Music Company
 Irving Tanz Music Corp.
 J.A.Y. Music Company
 Jackson Music Corporation
 Jahnke Publishing Company
 Jardy Music
 Jarman Publications, Ltd.
 Jay-Dee Music Corporation
 Jay Method, Publisher
 Jean Music Company
 Jill Music Co.
 Jim Bulleit Music Corp.
 Jo-Ann Music Company
 John Mason's Pub. Co.
 Johnstone-Monte, Inc.
 Johnstone Music, Inc.
 Jones, J. Grayson, Music Com-
 pany
 Joseph Music
 Judson Music Co.
 Jupiter Publishing Company
 Kammern, J. & J., Music Co.
 Kampas, William T.
 Kaolene Corp.
 Karen Publications
 Karr, Jerome J.
 Kaymusic Publishers
 Kayro Music Publishing Co.
 Keenote Music
 Kelly Music Publications
 Kelly-Stool
 Kelly, William A.
 Kelton-Romm Music Company
 Kennedy Music Company
 Kenneth Publishing Company
 Kerr, Edward
 Key Music Company
 Keyser Music Publisher
 Keystone Music Co.
 King-Del Music Publishers
 Kingsbury Music, Inc.
 Kinkade's Songs
 Kit Music Company
 Knight Publishing Co.
 Knobloch, M. H.
 Knudsen Publications
 Knutson & Kilbourne Song Pub-
 lishers
 Kolbert, Marguerite (Produc-
 tions)
 Kord Music Company
 L & B Publications
 La Chapelle Music Publications
 La Rue Publishing Company
 Langley Music Co.
 Lang-Worth Publications, Inc.
 Lanier Music Company
 Latin American Publishing Corp.
 Laura-Lea Music
 Laurel Music Publishers, Inc.
 Lawndale Music Publishers
 Leal, Felipe Valdes
 Lee, Robert, Music Publishers,
 Inc.
 Lee Music
 Lennerts Music Publications
 Leora Music
 Lester, Betty
 Lester, J. L. Music Company
 Lewcon Music Company
 Liberty Music Publishers
 Life Music, Inc.
 Life Records, Inc.
 Lincoln, F. S.
 Lind Music Company
 Linden Music Publishers
 Little Jazz Music Pub., Inc.
 Livingston & Evans Music Com-
 pany
 Lois Music Publishing Co.
 Lomax, Carl, Music Publishing
 Company
 London Music Corp.
 Lone Star Music Co.
 Long, J. Baxter
 Long, Joey Music Publishing
 Lowden, C. Harold
 Lubin, Jimmy, Music Publishers
 Lucky Music Publishers
 Ludlow Music, Inc.
 Lutz Brothers Music Co., Inc.
 Lydian Music Publishers
 Lynch, Edward J.
 Lynn, E. A., Publishing Co.
 Lynn Music Corp.

B M I Publishers

- Lynne Music Company
 Lyric Music Co.
 M. and F. Music Publisher, The
 M-E Melodies
 M. R. E. Music Co.
 Mac Angelo
 MacFarlane, Thomas M.
 Mac Gregor, Grant
 Mack Music Company
 Mack-Nell Publications
 Mackley Music Publishing Co.
 Maestro Music Company
 Magnet Music, Inc.
 Magnolia Music Corp.
 Main Music Publishing Company, The
 Main Street Songs, Inc.
 Majestic Music Company
 Major Melodies
 Major Minor Music
 Malamar Music, Inc.
 Mallory Music Publications
 Manhattan Melodies Music Pub.
 Mank's, Chaw, Blue Ribbon Music Co.
 Mann Music Co.
 Manning Music Company
 Mansfield, Frank, Music Pub. Co.
 Marchant, J. C., Publications
 Marcy, Victor
 Mardi Gras Music Company
 Maresh Music Co.
 Margo Music Co.
 Marino Music Company
 Marion and Son Publishing Co.
 Mark-Lee Music Company
 Mar-Lane Music Publishers
 Marks, E. B. Music Corp.
 Mars Music Publications
 Marsales, Frank
 Martens, W. F., Music Co.
 Martin, Jack "Tex"
 Marvel Music Pub. Co.
 Master Melodies Music Pub.
 Master Music Press, Inc.
 Master Music Publishers
 Masters Music
 Material Songs Publishing Company
 Mayhams Music Company
 Maywood Music Co.
 McCall and Malin Publishing Company
 McClaran, Olive Hanson
 McClellan Music Company
 McClure Music Company
 McClure, Ruth D.
 McCune Music Company
 McDonald, J. K.
 McDonald Music Company, The
 McDowell, Frances Grider
 McChee, Berry M.
 McCinty Music Publishing Company
 McClean, Gene, Music Co.
 McMahon, Frank
 Meadowbrook Music Publishing Co.
 Med-Rik Music Publishing Company
 Medallion Music Corp.
 Mellin Music, Inc.
 Mellow Music Publishing Co.
 Melo Music Co.
 Melo-Song Publishers
 Melodies of the Americas, Inc.
 Melody Hall Music Publishers
 Melody Lane, Inc. (Peer)
 Melody Moderne Incorporated
 Melody Music Publications
 Melotone Music Publishers
 Memphis Music Publishers, The
 Mercer Music
 Mercury Music
 Meridian Music Corp.
 Merit Music, Inc.
 Merit Music Publishing Co.
 Meritt Publications
 Merrymount Music Press
 Merrywood Publishers
 Metro Music
 Metropolitan Music Company
 Metropolitan Music Publishers
 Michael Music Co., Inc.
 Micor Publishing Company
 Midland Music Company
 Midwestern Publishers
 Millbrook Music
 Millburn Music Publishers, Inc.
 Milliegene Music Publishing Company
 Miracle Music Company
 Mission Hills Publications
 Missud, Jean M. (B.M.I.)
 Mode Music Publishing Co.
 Modern Melo Melody Publications
 Modern Melodies Publishing Co.
 Modern Music Publishing Co.
 Modern Standard Music Co.
 Mohawk Music Publishing Co.
 Monahan Music Publications
 Monarch Music Company
 Mongiello, Cosmo Andreotti
 Monitor Music Publishers
 Monmouth Publishing Company
 Mono-Music
 Monroe Music Company
 Monroe Music House
 Monroe Publications
 Montauk Music
 Montclare Music Corp.
 Moon Ray Music Publishers
 Morris Music Publications
 Morrison & Ewing
 Morrison Music Company
 Morrissey Music Company
 Morse, Dave, Studio Pub. Co.
 Morton Music Corp.
 Motley Music Publishing Co.
 Motor City Music Publishers
 Mount Vernon Publications
 Mountain Music Company
 Mountain State Music Pub.
 Movieland Music Publishers
 Murob Music Publishers
 Murray Music Publishers
 Musart, L. C. Publications
 Music Art Publications
 Music Box Melodies
 Music City Copyrights
 Music Counter, The
 Music Enterprises
 Music for Freis
 Music For Young America Co.
 Music Incorporated
 Music Manuscript Reporter
 Music Products, Inc.
 Music Row Publications
 Musicana, Inc.
 Musin, Ovid (E. B. Marks)
 Mustang Music Pub. Co.
 Muzik Masters Company
 Nash Chain Song Service, The
 Nacham Nardi
 National Association For Blind Composers, Inc.
 National Broadcasting Co., Inc.
 National Music Corp.
 Nationwide Songs, Inc.
 Neison, Overson Publications
 Neptune Music Publishers
 Nettles Publishing Co.
 New England Song Publishing
 New Era Music Corporation
 New Harmony Music Publishers
 New York Music Publishing Co.
 Newton, Al
 Niehoff, Dolorosa
 Nicksch, Donald E.
 Nimisilla Music Company
 Nolan Music Co.
 Nolton, Frances Stuart
 Nordoll Music Co.
 Normandy Music, Inc.
 Normay Music Company
 Northeastern Music Company, The
 Northern Bell Music Pub. Co.
 Nosnaws Music Company
 Note Music Co.
 Noteworthy Music, Inc.
 Nu-Tune Music Corporation
 Nu-View Publications
 Oahu Publishing Company
 Ocean-Spray Music Company
 Olin, Milton E.
 Oliver-Jacobs Music
 Olson, Nils
 Olympian Agencies
 Onyx Publishers
 Orange Music Publishers
 Oree Music
 Original Music Publishing Co.

B M I Publishers

- Oriole Tunes
 Orpheum Music Corp.
 Otten & Kemp
 Out West Music Publisher, The
 P. M. Music Publishing Co.
 Pace Music Co.
 Pacific Coast Music Publishers
 Pacific Music Publications
 Palladium Music Publishing Co.
 Palomar Music Corp.
 Pan-American Publications
 Parade Music Company
 Paradise Music Company
 Paragon Music Corp.
 Paragon Publishers
 Paris, James B.
 Parliament Music, Inc.
 Pastor Music Co.
 Paterson, James A.
 Patmar Music Company, Inc.
 Patriotic Music Publishing Co.
 Paty Publishing Company, The
 Paul Reiner Music Pub. Co., Inc.
 Paxon, Margaret O.
 Pearl Music Company, Inc.
 Peer International Corporation
 Peerless Music Publishing Co.
 Pelkonen, Matt, Music Co.
 Peloubet, William Spalding
 Pemora Music Company, Inc.
 Penn-Sylvan Publications
 Personal Publications
 Peskin Music Publishing Co.
 Phoenix Music Corp.
 Phono-Tunes Music Company
 Piccadilly Music Corp.
 Pittman, Pete, Publications
 Pitts, P. S., Publications
 Plamor Music Company
 Plumb, Neely Publishing Co.
 Pond, Frank, Music Company
 Porgie Music Corporation
 Portland Music Company, The
 Prelude Music Co. (E. B. Marks)
 Premier Music Publishing
 Prestige Music
 Preview Music Co., Inc.
 Pre-View Publications
 Princess Publications
 Pritchett Publications
 Professional Music, Inc.
 Progressive Music Publishing Co., Inc.
 Pro Musica Publishing Co.
 Propoggio, R. N.
 Prosser Music Publishing Co.
 Proven Publications
 Putman Publications
 Quaker Music Company
 Quality Music Company, Inc.
 Quincy Music Publishers
 R. R. Publishers
 R. S. Rose Publishing Co.
 Radio & Video Music Publishing Company
 Radio Music Company
 Radio Music Publishers
 Radio-Recording Songs, Inc.
 Radio Screen Music Pub. Co.
 Rainbow Melodies Music Co.
 Rainbow Music Corporation
 Rainbow Music Publishers
 Rainier Music Publishers
 Raleigh Music Publishing Co.
 Rancho Music
 Randolph, Al, Publications
 Ray Music Publishing Company
 Raybert Music Company
 Raymond Music Corp.
 Raymond, William
 Raymor-McCollister Music Publishers
 Rayven Music Co., Inc.
 Real Music Company
 Record Music Publishing Company
 Recordo Music Publishers
 Red River Songs
 Redskin Publishing Co.
 Redwood Music Co., Inc.
 Reeny Rhythms
 Rees, H. E., Music Publishers
 Reeves, John Frank
 Regal Music Company
 Regal Music Company, Ltd.
 Regent Music Corp.
 Reid & Singer Music Publishing Co.
 Remarque Music Publishing Co.
 Remington Music
 Renown Music, Inc.
 Republic Music Corporation
 Retter, Louis, Music Company
 Revell, Thomas H.
 Reveille Music Co.
 Rex Music Publishers
 Rhodes, David W.
 Rhythm Publishing Company
 Rhythms Of The West
 Ricordi, G. & Co.
 Ridgeway Music
 Rinehart, Marion W., Music Enterprise
 Ringwald Publications
 Rinker, Charles, Music Pub.
 Rion, Johnny
 Riverdale Music Co.
 Riverdale Music, Inc.
 Roberts, Virgil, Publishing Co., Inc.
 Rod Jon Music Company
 Rodenberg, Edward L.
 Romance Music Publications
 Romaunt Music Publications
 Romany Music, Inc.
 Roque, Julio
 Rork, Ernest A., & Son
 Rosemart Music Co.
 Rosetti, Joseph
 Roslyn Music Company
 Ross & Howard
 Rossi, Edward
 Rossi, Edward and Louis
 Roth, Howard H., & Co., Inc.
 Rousseau Publishing Co.
 Roxy Music Corp.
 Royal Crown Music Company
 Royal Gorge Music Publishing
 Royal Music Corporation
 Royalty Music Company
 Rubens, Mark
 Ruby Music Co.
 Rudy Vallee Music Publications
 Rujanart Music Publications
 Rumbalero Music, Inc.
 Rush Music Co.
 Russell, Willard
 Russian-American Music Publishers, Inc.
 S. A. Melodi
 S. B. G. Music Publishers
 Salamanca Music Publishers
 Salvatori Music Company
 San Juan Music Publishing Co.
 Sanders, Zeb V.
 Sapphire Music Publisher
 Savoy Music Company
 Sawaya Publications, Inc., The
 Saxonette Music Company
 Scala Music Publishers
 Schael, August, Company
 Scheuerle Bros. Music Publishers
 Schillinger, Arthur E.
 Schirmer, E. C., Music Co.
 Scholl Publishing Company
 Schumann Music Company
 Scriptor's
 Seattle Music Publishing Co.
 Siedel, Emil, Music Pub'g Co.
 Sentinel Music Publications
 Serac Publishing Co.
 Sgambellone, G., Music Publishers
 Shavers, Herman
 Shaw, Charlie, Publications
 Shealy Music Pub. Co., Inc.
 Shelby Music Publishing Co.
 Sheldon-Mitchell Pub. Corp.
 Sheldon Music, Inc.
 Shermack Company
 Shields Music Corporation
 Shopa Music Publications
 Show-Biz Music Co.
 Shutt, Albert Music Publisher
 Signet Music Co.
 Simon House, Inc.
 Singer, Murray, Music Pub.
 Singmore Music Publishers
 Skrivanek Music
 Skylark Songs
 Skyline Music Publishers
 Slate Enterprises, Inc.
 Smart Songs Publishing Co.
 Smith, Bob
 Smith, Jerry, Publications

B M I Publishers

Smith Publications
 Snell, Ethel, Publishing Co.
 Snyder, Fenton Publications
 Sobeck, Rosina
 Society of Jewish Composers,
 Publishers and Songwriters
 Soergel, Oscar
 Sommers, Henry J.
 Songette Publishing Co.
 Song-Ranch Publications
 Song Shop, The
 Song-Tex Music Company
 Song Writers' Cooperative, Inc.
 Sonorous Music Co., Inc.
 Sons Music Pub. Co.
 Sophisticate Music, Inc.
 Sorority Fraternity Record Co.
 Spanish Music Center
 Spartan Music Publishers
 Spin Music
 Spitzer Songs, Inc.
 Spotlight Music Company
 Spry Music Publishing Co.
 Staff Music
 Staff Music Corporation
 Stan-Host Melodies
 Standard Publications
 Stark Music Printing Company
 Starlight Music Company
 Stavín Milt, Music Company
 Steele, Ted, Publishing Co.
 Stein, Rose Yvonne
 Stern, Jos. W., & Co., (E. B.
 Marks)
 Stern Music Publishing Co.
 Steven, Arthur Publications
 Stevens Music Company
 Stevens Music Corporation
 Stevens, Thomas A.
 Stone, Irving
 Stone Jack & Associates
 Stover Music Company
 Strand Press Music Publishers
 Stratton, A. D., Music Co.
 Stuart Music, Inc.
 Stuart Hambleu Music Co.
 Sudlik & Siegel
 Sultan Associates
 Sundial Songs
 Sunnyside Music Publications
 Sunrise Music Company
 Superior Melodies Publishing Co.
 Sutton Music Company
 Swansongs Publications
 Sweet Music Publications
 Sweet, William R.
 Swing & Tempo Music Co.
 Swing Music Publishers
 Symbolic Music Publishing Co.
 Syncopation Songs
 Syndicate Music Publishers, Inc.
 Szathmary, Irving
 Tannen Music, Inc.
 Taps Agency
 Tara Music Company
 Tennessee Music Corp.
 Terry Tune Studios
 Televisé Music Company
 Thomas Cole Publishing Co.
 Tic-Toc Publishing Company
 Tiffany Music Company
 Tiffany Productions, Inc.
 Timberland Publishing Co.
 Time Music Company
 Times Squar Music Publishing
 Tingor Music, Inc.
 Tinker, Bill
 Toby Music Publishers
 Tomerlin, Lysle
 Tompkins, Clarence F.
 Tompkins, Clarence & Cuff,
 Paul
 Tono Record Co.
 Topik Tunes
 Tourjee, Leo Eben
 Tracy Music Company, Inc.
 Trans-American Music Pub.
 Transatlantic Music Company
 Treasure Music Publishers
 Trend Music
 Triad Music Company
 Trianon Publications
 Trinity Music Co., Inc.
 Trio Music Company
 Tropical Song Counter
 Truntone Publishing Company
 Tune Shop Music Publishers, Inc.
 Tune-Time Music
 Tune Towne Tunes
 Turner Tunes, The
 Turnpike Music, Inc.
 20th Century Music Publishers
 U. S. and International Music
 Publishers
 U. S. Music, Inc.
 Uhl & Ware
 Ultra Music Company
 Unger Music Publisher
 Unique Music Publishers
 United Artists Publishing Co.
 Universal Music Sales
 University Music Co.
 University of Toledo
 Uranus Music Company
 Val Music Corporation
 Valentine Music Publications
 Valiant Music Company, Inc.
 Valjean Music
 Valley-Hill Music Co.
 Valor Publications
 Van Brunt Publishing Company
 Van Dorn
 Van Russ Music
 Vance Music Company
 Vander Music Company
 Vanguard Songs
 Van's Music Company
 Variety Music Company
 Vavrin & King
 Velleca Publishing Company
 Vernon Music Publishers
 Versailles Music Co., Inc.
 Vicca's Music Co.
 Victory Music Company
 Village Music Co.
 Vogue Music Corporation
 Volunteer Music Pub. Co.
 Volunteer Music Sales Co.
 Von Hallberg Music Company
 Wade Franklin, Publications
 Wahl, J. Frederick
 Walden, Orville C.
 Waldman, Irving, Music Pub.
 Wallace Publishing Company
 Ward, Allan W., Music Pub.
 Warner Studio
 Warren Publications
 Washburn, Rozella T.
 Washington Music Bazaar
 Waterss Music Publishing Co.
 Watkins Music, Inc.
 Watson, W. A.
 Wayne, D., Music Publishing
 Weaver, Jesse E.
 Webster Music Company
 Weddington Music, Inc.
 Weeks, Publisher
 Weiss & Barry, Inc.
 Wemar Music Corporation
 Wentworth, Martha
 Wesjay Music Corp.
 West Coast Music Publishers
 Whimsy, Ltd.
 White Mountain Music
 White Way Music Company
 Whitney, F. E., Publications
 Wilcox Music Publishing Co.
 Willard Herring, Ltd.
 Williams, Albert
 Wilson Publishing Co.
 Winchester Music Inc.
 Winfield Music, Inc.
 Wing Music Corp.
 Winner Music
 Winters, Leo, Inc.
 Winthrop, G. & Company
 Wise Music Publications
 Witro Music Publishing Co.
 Wizell, Murray, Music Co.
 Wolfe, Hugh J.
 Wood Song and Record Co.
 Woodward, Harry, Music Pub.
 Woodland Music Company
 Woods Music Co.
 Worldwide Music Publishers
 Wright Publishing Company
 Wrightman, Neale Publishers
 Wyner Music Publishers

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

SESAC, INC.

By PAUL HEINECKE

President



CONDITIONS in our industry change but the substance of life remains the same. As long as there are people, there will be music lovers, eager to receive the bounty of melody flowing from the present and past. SESAC and its busy affiliates continue serving them, the largest unchanging audience on earth, people of all ages and tastes. Our repertory is now replete with the works contained in over 230 fundamental publisher's catalogs. In the past year, we have welcomed to our roster 24 of these, listing some of the important works of Stravinsky, Milhaud, Dello Joio, Poulenc, Thomson, Arnell, Busch, and many other first-ranking modern composers. A SESAC Performance License gives music users everywhere simple and economical access to one of the basic parts of this country's musical output.

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Enduring music is firmly rooted in the lives of us all and is a matchless medium for the sponsor to reach and win his audience. SESAC will go on meeting the needs of good listening throughout the years to come. May they be peaceful, rewarding years for everyone.

SESAC Publishers

Accordion Music Publishing Co., New York

including:
Deiro, Pietro

Alford, Harry L. (Estate of)

Alkire, Eddie, Publications, Easton, Pa.

Amsco Music Publishing Co., New York
ARCT, M., Warsaw, Poland (See
Wydawnictwo Muzyczne Arcta)

Augsburg Publishing House, Minneapolis, Minn.

Barnes, A. S. and Company, Inc., New York

Barnhouse, C. L., Company, Oskaloosa, Ia.

Benson, John T., Publishing Co., Nashville, Tenn.

Braun Music Co., Chicago

including:
Braun, Hubert J.
Braun Organization, The

Breuer, Harry, New York

Brumley, Albert E., and Sons, Powell, Mo.
including:

E. M. Bartlett

Bryant Music Company, Orlando, Fla.

Cardilli, M. V. (See Cerruti, John M.)

Catholic Music Co. (See McLaughlin & Reilly Co.)

Central Music Co., Sherman Oaks, Calif.
including:

Ramsey, Will M.

Century Music Publishing Co., New York
including:

Heritage Music Publications, Inc.

Keyboard Publishing Co.

Cerruti, John M., New York

including:

Cardilli, M. V.

Chart Music Publishing House, Inc., Chicago

including:

Beirly, Alfred, Company

Coanacher, B.

Huffer, Fred K.

Littig, Frank, Music Publishing Co.

SESAC Publishers

- Ward, Harry*
Warner, F. Eugene
Western Accordion Music Company
 Choral Press, Hollywood, Calif.
 Church Music Co., The, Neosho, Mo.
 including:
Grammer, Frank
 Clayton, Norman J. (See Gospel Songs, Inc.)
 Clef Music Corp., New York
 Coleman, Robert H. Publishing Co., Nashville, Tenn.
 Composers Press, Inc., The, New York
 Concord Music Publishing Co., Inc., New York
 Craig, Ivy E., Mt. Gilinda, South Rhodesia, Africa (See Sacred Music Foundation)
 Cummings, M. Homer, Glasgow, West Va.
 Daniel, John, Quartet Song Publishers, Nashville, Tenn.
 Dawson, L. William (See Music Press)
 Deiro, Pietro (See Accordion Music Publishing Co.)
 Denison, T. S., & Company, Minneapolis, Minn.
 Di Bella, O., Music Co., New York
 Edition Gil-Ron (See "IPA," Israel Publishers Agency)
 Edition "Jastrzab"
Rudnicki (See Walery)
 Editions Pro Arte (See "P.W.P.")
 Eulenburg, Ernst, Ltd., London, England
 Europa Music Co. (See Goddard Pub. Corp.)
 Fairbank, H. W., Company (See National Music Co., Inc.)
 Ferrill, J. W. (See National Music Co.)
 Firm Foundation Publishing House, Austin, Tex.
 including:
Dean, Emmet S.
Dean & Edmiaston
Dean & Evidge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Ramsey & Parker
Trio Music Co.
 Fitzsimmons, H. T., Co., Inc., Chicago
 Fouts, S. G., Cookeville, Tenn.
 including:
Fouts-Payne Music Co.
 Gebethner & Wolff, Warsaw, Poland
 Goddard Publishing Corp., Hollywood, Calif.
 including:
Target Music Co.
Europa Music Co.
 Gornston, David, New York
 Gospel Songs, Inc., Malverne, N. Y.
 including:
Norman J. Clayton
 Grabzewski, F., Lodz, Poland
 Grammer, Frank (See Church Music Co.)
 Gregorian Institute of America, 2130-32 Jefferson Ave., Toledo, Ohio
 Hall Music Co., The, Maryville, Tenn.
 Hall & McCreary Co., Chicago
 Harper & Brothers, New York
 Hartford Music Co., The, Powell, Mo.
 Hathaway, Franklin Earl, Music Publisher, Chicago
 including:
Gospel Music Publications
 Henson, J. M., Music Co., Atlanta, Ga.
 including:
Morris-Henson Music Co.
Southern Music Plate Co.
 Hoffman, Raymond A., Co., Chicago
 Holbrooke, Josef (See Modern Music Library)
 Hymntime Publishers, Box 44, Fort Worth, Texas
 including:
Ira Stanphil
 Idzikowski, Leon, Warsaw, Poland
 Idzikowski, M.
 "IPA," Israel Publishers Agency, Tel Aviv, Israel
 including:
"Iscam," Israel Society of Composers, Authors and Music Publishers, Tel Aviv, Israel
Edition Hazemer, Tel Aviv, Israel
Edition "Pizmon," Tel Aviv, Israel
Edition Gil-ron, Tel Aviv, Israel
Wilensky, Moshe, Tel Aviv, Israel
Wohl, Yehuda, Tel Aviv, Israel
 "Iscam," Israel Society of Composers, Authors and Music Publishers (See "IPA," Israel Publishers Agency)
 Jastrzab (See Rudnicki Walery)
 Jeffress Music Company, Crossett, Ark.
 Jewell, Fred, Music Co., Worthington, Ind.
 Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
 Keene, Hank, Inc., South Coventry, Conn.
 Kelman Music Corp., New York
 Keyboard Publishing Co. (See Century Music Publishing Co.)
 King, K. L., Music House, Inc., Fort Dodge, Ia.
 King Music Publishing Corp., New York
 including:
Bass Co., The, Music Publishers
 Kjos, Neil A., Music Co., Chicago
 including:
Max and Beatrice Krone
 Krachtus, John, Inc., Chicago
 Krone, Max & Beatrice (See Kjos Music Co.)
 Lillenas Publishing Co. (See Nazarene Publishing House)
 Littig, Frank Music Publishing Co. (See Chart Music Publishing House, Inc.)

SESAC Publishers

- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc., New York
- Markiewicz, Adam (See "P.W.P.")
- McLaughlin & Reilly Co., Boston including:
- Liturgical Music Company*
 - Catholic Music Co.*
- Also including published copyrighted compositions taken over from:
- Wm. E. Ashmall & Co.*
 - Berge Music Company*
 - John Singenberger*
 - Otto Singenberger*
 - Gilbert Music Company*
- Mercury Music Corp., New York including:
- Music Press, Inc.*
 - Weaner-Lerant Publications*
 - Weaner, Maxwell*
- Modern Music Library, London, England including:
- Josef Holbrooke*
- Music Press, Tuskegee Institute, Ala. including:
- Dawson, William L.*
- Music Press, Inc. (See Mercury Music Corp.)
- National Music Company, Fort Worth, Texas including:
- Ferrill, J. W.*
 - Quartet Music Company*
 - Thomas, Alvis O.*
 - Thomas, J. E.*
- National Music Company, Inc., Chicago including:
- Albright Music Company*
 - Bendix Publishing Corp.*
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- Natgrass-Schenck, Inc., New York
- Nazarene Publishing House, Kansas City, Mo. including:
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- Oak Ridge Quartet Music Company, Nashville, Tenn.
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 - Music Products Corp.*
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- Panella, Frank A., Pittsburgh, Pa.
- Paragon Music Publishers, New York
- Parks, J. A., Company, The, Chicago
- Perry, F. Clark, Co. (See Tennessee Music and Printing Co.)
- Perry's Sons, A. W., Sedalia, Mo.
- Pioneer Music Press, Salt Lake City, Utah including:
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- Podgorski, I., Philadelphia
- Polonia Publishing Co. (See Zalewski, B. J.)
- Polskie Towarzystwo Muzyki Wspolczesnej, Warsaw, Poland (See "P.W.P.")
- Popular Music Publications (See National Music Company, Inc.)
- Pro Arte Publications, New York
- Pro Arte (See Editions Pro Arte)
- "P.W.M.," Polskie Wydawnictwo Muzyczne, Krakow, Poland
- "P.W.P." Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers), Warsaw, Poland
- Affiliates:
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- Ramola Music, Box 5262, Dallas, Texas

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 Ramsey & Parker (See Firm Foundation Publishing House)
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- Ricart & Cia, Luis, S. L., Via Layetana 13, Barcelona, Spain
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- Sacred Music Foundation, The, Los Angeles, Calif.
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Craig, Ivy E.
- Sajewski, W. H., Music Publishing Co., Chicago
- Schmidt, Arthur P., Co., Inc., The, Boston, Mass.
- Schmitt, Paul A., Music Company, Minneapolis, Minn.
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- Smith, Alfred B. (See Singpiration Associates)
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RADIO EXECUTIVES CLUB—1951-52

By I. E. SHOWERMAN, President, Radio Executives Club of New York

BACK in 1940, its 20th Anniversary on the air, Westinghouse Radio Station KDKA built a new tower just outside Pittsburgh. By way of celebrating the anniversary and promoting its new facilities, Westinghouse invited a group of agency and advertiser representatives from the East and Middle West to visit Pittsburgh as the guests of KDKA. A hundred or so of these people closed their desks and went to Pittsburgh.

The trip was pleasant and the Westinghouse hospitality traditionally high. The best evidence of this was the fact that the visitors from New York took steps later to recognize and continue their common interests in a series of luncheon meetings under the remarkable appellation of "Broadcasters' Bull Sessions."

Thus was started a group shortly to be known as the Radio Executives Club of New York. Perhaps the group might still function under the original name or one as descriptive had it not been for the offended sense of delicacy of the nominee for the presidency a year or so later. He agreed to run provided the club's name be changed. At that moment, the Radio Executive Clubs of New York came into being.

The club's by-laws adopted at that time are: "1. To promote and encourage the intelligent use of radio broadcasting as a medium of advertising; 2. To create a lasting fraternity of persons engaged in radio broadcasting and its allied fields; 3. To provide a common meeting place for all members of the Club and their guests; 4. To promote a better understanding among members of the problems confronting the radio industry; 5. To promote the proper dissemination of information pertaining to radio which may be of mutual interest and value to Club members."

By-law No. 2, above, provides for the creation of a lasting fraternity of persons engaged in radio broadcasting and its allied fields. This, by lack of preclusion,

more or less adequately provides eligibility of men and women with varying degrees of interest in television. The club's roster includes many with such interests. Indeed there has been expressed a considerable interest in a change in the name of the club better to represent its membership. It is possible that the change may be effected this year.

The Radio Executives Club has two major classifications of members—those whose operations are located in the New York area and those located in other cities. The majority of the latter group are associated with radio stations, networks, and advertising agencies.

The local group represents a good section of the broadcast industry. Approximately 25 per cent of this membership comes from the networks, largely sales, program, and administrative. The second largest group in the local membership comes from advertising agencies and represents about 17 per cent of the total membership. Station representative organizations furnish about 12 per cent, local New York stations 10 per cent, and program and talent another 10 per cent. The remaining membership comes from equipment manufacturers, trade publications, trade associations, research organizations, etc.

From the start, the Radio Executives Club's luncheon meetings have served as a forum for its members and guests. These bi-weekly luncheon meetings have presented speakers from several fields, the vast majority of them from broadcasting.

Infrequently, national and international figures have been the club's guests and attendance has been high. However, important as they were, their appearances were not in keeping with the original purpose of the club. A recent survey demonstrated that members of the club preferred speakers on subjects more directly allied with broadcasting. The plans for the rest of the 1950-1951 season, therefore, include speakers whose interests are essentially the members' interests.

The present season has brought two anniversaries of note—the 25th Anniversary of NBC and the 50th Anniversary of transoceanic wireless. The first was observed in the meeting of November 15th and brought the season's largest turnout.



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Phone: FAirfax 8576

Executive-in-Charge.....Don Harway

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Phone: PLaza 9-7880

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Publisher.....M. Clements

Business Mgr.....M. H. Newton

Western Mgr.....S. M. Gaskins

TELEVISION DIGEST

Wyatt Bldg., Washington 5, D. C.

Phone: STerling 1755

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Assoc. Editor.....Albert Weinstein

Assoc. Editor.....David Lackenbruch

Business Mgr.....Robert Cadel

TELEVISION ENGINEERING

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Phone: MUrray Hill 4-0170

Pres. & Bus. Mgr.....Bryan S. Davis

Vice-Pres. & Gen. Mgr.....Paul S. Weil

Editorial Dir.....Lewis Winner

TELEVISION

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

Phone: PLaza 3-3671

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Managing Editor.....Nort Wyner

Associate Editor.....Kathleen Circola

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Business Manager.....Jack L. Blas

Advertising.....James Coleman

Art Director.....Richard Rose

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National Press Bldg., Washington, D. C.

Washington Editor....Louis Ottenberg, Jr.

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154 W. 46 St., New York 19, N. Y.

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Editor.....Abel Green

Branch Offices

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Manager.....Don Wilson

6311 Yucca St., Hollywood 28, Calif.

Editor (Daily Variety).....Joe Schoenfeld

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IT'S THE SHOWMANSHIP THAT COUNTS

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

THE transcribed "open end" radio business is no different, in one major aspect, than "live" radio: It's the showmanship that counts.

Today the entire transcribed picture is totally different than it was five years ago. Transcription techniques have advanced to the point where it is no longer possible for even trained ears to distinguish whether the program is "live" or on wax. Thus, we have recently seen many articles in the various trade publications urging the FCC to do away with the necessity of identifying a program as "transcribed."



Frederic W. Ziv

I believe that the entire radio industry is today agreed on the point that there are so many advantages to transcribing all except a very few categories of programming that eventually as much as 90-95% of all shows on the air will have been pre-transcribed.

The only real thing that matters today, insofar as the listener is concerned, is the show itself. While it is true that radio is a business, it is also true that it is SHOW business. The show is the thing, and that holds true whether the show is "live" or transcribed.

I believe that the big story in the radio industry during the past few years has been the fact that producers of transcribed "open end" programming have come up with top shows from a showmanship point of view.

Ten and twelve years ago we in the "open end" industry were using as our selling arguments the fact that there were certain "plus" advantages to "open end" programming for advertisers to take into consideration.

None of those "plus" advantages have

disappeared. It is still true that with an "open end" show can an advertiser exercise complete freedom of selection of markets to buy. Only with an "open end" show can he select the exact day, time, and station to buy.

The flexibility is still there. However, in addition the buyer of "open end" programming today can take his pick of top-quality shows, featuring top names, top direction, top scripting—in short, top showmanship values.

These extra added attractions to the advertiser did not happen overnight. They happened because of the fact that over a period of many years the "open end" industry advanced to the point where it was able to obtain the services of a Dana Andrews, a Humphrey Bogart, a Lauren Bacall, a Irene Dunne, a Fred MacMurray, a Guy Lombardo, and other names of very top stature.

These are stars jealous of their reputation, and before we could sign them, we in the industry had to prove to everyone's satisfaction that we were trodding the right path. Today's trade paper headlines attest to the fact that we have been successful in meeting the one test that matters—the test of public approval.

Figures do not lie. The huge listening audiences to "open end" shows such as "I Was A Communist For The FBI," "Bright Star," "Bold Venture," "Boston Blackie," and "Guy Lombardo Show" do not exist merely because the advertisers have been able to obtain the best available air time for them. They are listened to because they are first rate shows.

In the case of "I Was A Communist For The FBI" the very timeliness of it coming at a time when the communist menace is headline news, coupled with the top grade of its production demonstrates that there is no limit to how far you can go in radio today with real showmanship.

"Bright Star," "Bold Venture" and "I Was A Communist For The FBI" together form the story of radio during the past year. They are transcribed shows. They are "open end" shows. They are first rate shows. They are successful shows.



PRODUCTION



Radio and Television

Program Producers

•

Transcription Companies

•

Recording Companies

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The Three Johns

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"LIVE LIKE A MILLIONAIRE" — TV

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NBC—Mondays through Fridays at 2:30 P.M., E.S.T.

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New York, N. Y.

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729 Seventh Ave., New York 19, N. Y.
Phone: CIRCLE 5-6873

President.....Charles A. Alicoate
Exec. Vice-Pres. & Secy....William E. Wild
Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: CIRCLE 6-0141-2

President.....James A. Miller
Secretary.....E. B. McCutcheon
Services Offered: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records.

AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MURRAY Hill 7-1881

President.....Paul F. Adler
Services Offered: Live programs plus syndicated films. Animated spots.

NICHOLAS T. AGNETA

RKO Bldg., New York 19, N. Y.
Phone: COLUMBUS 5-0232

Manager.....Nicholas T. Agneta
Services Offered: Recording, Production, Scripts, Talent.

AIR FEATURES, INC.

347 Madison Ave., New York, N. Y.
Phone: MU 9-5900

Managing Director.....Maurice Scopp
Services Offered: Radio-TV package productions, live, transcribed and film.

ALTON ALEXANDER RADIO- TELEVISION PRODUCTIONS

825 W. 187th St., New York 33, N. Y.
Phone: LORRAINE 8-3100

Manager.....Lottie Ritter
Services Offered: Recording, Scripts, Package Programs, Production.

AMERICAN-JEWISH BROADCASTING CO., INC.

150 Broadway, New York 7, N. Y.
Phone: WORTH 2-3322

President.....Herman Younglieb
Services Offered: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill.
Phone: FINANCIAL 6-2255

Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.
Asso. Producer.....Jean Gendon
Asso. Producer.....Phyllis F. O'Brien
Asst. Producer.....Wendell Anderson
Admin. Asst.....Allis Allen
Admin. Asst.....Dan D. O'Brien
Services Offered: Live film shows, film commercials.

ANIMATION HOUSE, INC.

(For complete listing see TV Film Producers)

PETER ARNELL PRODUCTIONS, INC.

215 E. 51st St., New York
Phone: PLAZA 5-2145

ASSOCIATED BROADCAST ADVERTISING CO.

8409½ Melrose Place, Los Angeles 46, Calif.
Phone: DUNKIRK 8-2972

Partner, Advg. Mgr. & Publicity
Dir.....Irwin T. Porter
Partner, Program Mgr. & Dir. Research
Dept.....Gertrude T. Porter
Script Dept.....Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLAZA 7-1111

Asst. General Manager....Oliver Gramling
Services Offered: Daily specialized tele-
scripts.

Stanley J. Wolf

PRODUCTIONS

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Phone: ENdicott 2-4351

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Services Offered: Creating - producing - directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.

104 E. 40th St., New York 16, N. Y.

Phone: ORegon 9-3118

President Jack Barry
 Vice-President Dan Enright
 Executive Producer Myron Oppenheimer
 Producers Ann Lawten, Alta Bassett
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.

Phone: MURray Hill 2-8877

Sales Manager Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.

Phone: MURray Hill 9-4175

Director Zach Baym
Services Offered: Production and distribution of TV shows on film. One hour features and westerns; half-hour travelogues and documentaries; quarter-hour sports, cartoons, contract bridge programs. Audition films sent upon request.

IRENE BEASLEY RADIO PRODUCTION SERVICE

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

Phone: PL aza 3-8940

Owner Irene Beasley
 Head of Sales Victor Sack
 Manager Prizes Andrew Hirsch
 Supervisor Display Mary H. Lincoln
 Supervisor Mail Rita Burke
Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.

Phone: LI 4708

Executive Director Joseph H. Beck
 Technical Supervisor William E. Cage
 Sales Promotion Mel Jass
Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera

facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theatre, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS

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

Phone: LUXemburg 2-1040

Owner Viola S. Becker
Services Offered: Production of package shows and spots for Radio, Television programs, live and film. Representatives of Talent. Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

GEORGE R. BENTEL & ASSOCIATES

6606 Sunset Blvd., Hollywood 28, Calif.

Phone: Granite 8608

President George R. Bentel
 Vice-President Scott Perkins
Services Offered: Radio & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDDICK CO. (Radio Programs Div.)

Manager Guy Riddick
 Asst. Mgr. Mildred Biddick
 Traveling Rep. Burt Zoul

Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y.

Phone: COLUMbus 5-5885-6

President Albert Black
Services Offered: Live and film package shows for television.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.

Phone: CIRCLE 7-2236

President Ford Bond
 Assistant John P. Foster
Services Offered: Specializing in open-end transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

THE BORIES ORGANIZATION

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

Phone: MURray Hill 8-4900

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THE MOST FAMOUS MOUNTY OF THEM ALL

THE SILVER EAGLE

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THE MOST FAMOUS CEREAL OF THEM ALL

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540 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-5543

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Secretary-Treasurer.....B. J. Tunick
Prog. Exec. & Dir. of Radio
SalesRichard Bradley
Office ManagerLeo Rabens
Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

BROADCASTING PROGRAM SERVICE

341 Madison Ave., New York 7, N. Y.
Phone: Murray Hill 3-3381

PresidentHerbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, TV programs on films.

BYRON PRODUCTIONS

730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-2677

President.....Edward A. Byron
Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President.....Garry J. Carter
Asst. to the President.....Bob Howe
Production Manager.....Eva Rogers
Time Buyer.....Isabel Philip
Copy Chief.....Stanton Edwards
Public Relations.....D. Peters
Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

55 W. 42nd St., New York 18, N. Y.
Phone: Wisconsin 7-9244

PresidentBruce Chapman
Vice-Pres.-TreasurerEdna Chapman
Sales ManagerQuentin Gulliver
Program ManagerAlvin Robinson
Production ManagerStanley Whitman
Paris: ManagerDan Morley
Paris: Associate Manager...Mary Hutcheson
London ManagerFrank Byers
Hollywood ManagerJoseph Mansfield
Berlin ManagerRolf Brede
Vienna ManagerVictor Reingruber

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 9-4580

General ManagerBob Reichenbach
Productions DirectorHarry V. Cheshire
Services Offered: Transcribed program and spot announcement producers and distributors. Open-end and custom features.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 7593

OwnerLeslie Clucas
Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

TED COLLINS CORP.

1819 Broadway, New York 23, N. Y.
Phone: Circle 7-0094

ManagerTed Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.
Phone: Hollywood 9-8229

Pres. & Exec. Prod.....Walter White, Jr.
Vice-Pres.Secy. & Treas.....Shirley Thomas
Prod. SupervisorE. R. Woodworth
CoordinatorEleanor Pavée
Services Offered: Create, write & produce "live" and transcribed" radio programs ... also live and filmed TV programs.

COMMONWEALTH FILM & TELEVISION, INC.

(For complete listing see TV Film Producers)

COMPAGNIE FRANCAISE DE FILMS

73 Champs Elysees, Paris
Phone: Elysees 2-30

PresidentA. Tinehant
Executive ProducerJean Messon
SecretaryJean Arroy
TV AdvisorVal Williams
Services Offered: Production and packaging of TV shows made in France for agencies and stations.

FRANK COOPER ASSOCIATES AGENCY

7225 Hollywood Blvd., Los Angeles, Calif.
N. Y. Phone: Vanderbilt 6-5661-2

PresidentFrank Cooper
Services Offered: Personal management of talent and writers as well as the production of radio and television shows.

JACK L. COOPER RADIO ADVERTISING SERVICE

1331 W. 111th Place, Chicago 43, Ill.
Phone: BEverly 8-2056

Manager.....Jack L. Cooper
Sales ManagerBob Roberts
Religious Pgms. Dir.....I. Leon Roberts
Musical DirectorGertude R. Cooper
Services Offered: Recorded programs: popular, religious, organ: Live talent: religious, drama, etc.



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"SATURDAY SURPRISES"—KHJ-TV

Major-Minor Productions—5927 Sunset Blvd., Hollywood, Calif.

Telephone: Hillside 5168

Program Producers

LOUIS G. COWAN, INC.

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

Phone: PLaza 9-3700

President.....Louis G. Cowan
Exec. Vice-President.....Alfred L. Hollender
Vice-President.....Harry Fleischman
Treasurer.....J. Kyle Faber
8 S. Michigan Ave., Chicago 3, Ill.

Phone: RAndolph 6-2022

Vice-Pres.-in-Charge.....John Lewellen
Vice-Pres.-in-Chge. Sta. Rel....R. D. Michels
Services Offered: AM-TV-Productions-Net-
work Programs (Package); Production-
Transcription Programs; Program Consult-
ants.

DAMON RECORDING STUDIOS, INC.

1221 Baltimore Ave., Kansas City 6, Mo.

Phone: VICTor 2585

President.....Vic Damon
V. P. & Treas.....Alice Damon
Secretary.....Harry A. Morris
Engineer.....Roger Webb

Services Offered: Commercial, personal
and audition recordings on tape, discs at all
speeds, Radio-TV shows, spots TV film sound
track, air checks; masters, portable record-
ings. Public address installations, sales-rental
service.

FREDERIC DAMRAU, M. D.

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

Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and drama-
tized programs relating to health, for both
radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.

Phone: Nevins 8-4374

Director.....Mac Davis

Services Offered: Unusual sport shows cre-
ated, written and produced for television and
radio presentation. Also special scripts and
ideas furnished for all types of sport pro-
grams for local, regional or network presen-
tation.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.

Phone: ORegon 9-3595

Writer, Composer.....Gordon M. Day
Producer-Director.....Carol Bulkeley

Services Offered: Package programs, radio-
TV department service to advertising
agencies, creating and producing custom-
built musical jingles and spots of all kind.

ROY DE GROOT CONSULTANTS, INC.

551 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 7-9135

President.....Roy de Groot
Vice-President.....Katherine Hynes
Chief, TV Dept.....Margot Murphy
Chief, Music Dept.....I. Rabinowitz
Chief, Art Dept.....Ed Winslow

Services Offered: Counseling in mass com-
munications through radio, TV and motion
picture. Planning and development of sin-
gle programs or entire campaigns. Complete
service for script, costume and stage design,
animation, tape or disc recording, live or
film.

THE DEMBY COMPANY

34 E. 51 St., New York 22, N. Y.

Phone: PLaza 9-2495

President.....Emanuel Demby
V.P. & Gen. Mgr.....Myron Broun
Program Supervisor....Alexander Marshaek
Script Editor.....Allen Swift
Women & Fashions Editor..Mildred Demby
Publicity.....Jack Becker

Services Offered: Produce live and film
TV shows and commercials as well as radio.
Public Relations films. Representation in
Asia and Latin America. Exploitation and
public relations for programs.

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywoo d28, Calif.

Phone: HU 2-1228

Owner.....Jerry Devine
Casting Director.....Peg Pillion
Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y.

Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton
Services Offered: Radio, stage, film, TV
productions.

HARRY S. DUBE

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

Phone: COlumbus 5-7035

Owner.....Harry S. Dube
Manager.....J. Knight
Services Offered: Live Talent, package
shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.

Phone: TRafalgar 3-6221

President.....Henry Morley
Treasurer.....Nathan Zucker
Services Offered: Film producer—open end
films and commercials made specifically for

Program Producers

TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1, Ill.
Phone: CEntal 6-0942

Owner.....W. M. Ellsworth
Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.

420 Lexington Ave., New York 17, N. Y.
President-Treasurer.....Helen D. Kellcher
Vice-President.....Fred de Jaeger
Vice-PresidentArthur Lubo
SecretaryJohn H. Dwyer
Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

BERNARD ESTES

6 Peter Cooper Rd., New York, N. Y.
Phone: SPring 7-5766

PresidentBernard Estes
Secretary-Treasurer.....Hazel Estes
Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, FM, Video and Shortwave to and from the U. S., Latin America and Europe.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 18, N. Y.
Phone: LAckawanna 4-3544

Manager.....Edwin Fadiman
Services Offered: Production, Package Shows.

JERRY FAIRBANKS, INC.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUDson 2-2110 1

Pres. & Exec. Prod.....Jerry Fairbanks
V. P. Chg. Studio Operations...Sid Rogel
V. P. & Gen. Sales Mgr.Ralph Cattell
In Chg. Eastern Production.Robert Lawrence
Midwestern Sales Director...B. N. Darling
Production Manager.....Raoul Pagel
Dir. Scenario Dept.....Lou Lilly
Dir. Music Dept.Edward Paul
Dir. Publicity Dept.....Reavis Winckler
Dir. Casting Dept.....Kan Dyson
Dir. Sound Dept.Lawrence Aicholtz
Dir. Animation Dept.....Manny Gould
Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and for stations for local sponsors.

FENTON PRODUCTIONS, INC.

40 E. 49th St., New York 17, N. Y.
Phone: PLaza 9-8266

OwnerMildred Fenton
DirectorHenry Fownes
Writers' Repr.Blanche Gaines
Show Sales and Talent Repr.Mildred Fenton
Services Offered: Radio and Television Package Producer. Also functions as radio and television counsel for advertising agencies.

FILM ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.
Phone: WALnut 2164

President-Treasurer....E. Raymond Arn, Jr.
Vice-President.....Mildred G. Arn
Secretary.....Clement V. Jacobs
Chief Engineer.....Robert Duke
Editorial Director.....Del Gay
Office Manager.....Peggy A. Mayl
Services Offered: Producers of TV "Tele-skits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities, NAB Curve. Magnetic recording facilities.

FISHER PRODUCTIONS

1501 Broadway, New York, N. Y.
Phone: PENna 6-9557

OwnerMaggy Fisher
AssistantCatherine Sundmark
Services Offered: Packaging, writing, directing TV and radio shows.

WALT FRAMER ASSOCIATES

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

ALLEN A. FUNT RADIO PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227

President.....Allen A. Funt
ProductionDick Christian, Al Sep
Cameraman.....A. Tom Florman
Camera AssistantHoward Kuperman
Sound Technicians.....Ralph Friedman,
Howard Warren
Editorial.....Stanley Kotis, Bert Shapiro
SecretarySusie Lampman
Services Offered: Network, live, transcribed and syndicated programs.

GAINSBOROUGH ASSOCIATES

1440 Broadway, New York 18, N. Y.
Phone: CH 4-0626-0627

PresidentMike Jablons
Vice President & Gen. Mgr....Shirley Graf

Program Producers

Vice President in Chge. Radio
 Arlene Shelley Gaines
 Vice President in chge. TV..Martin Seligson
 TreasurerShirley Graf
 Casting DirectorJosephine Savoca
 Publicity DirectorJane Mead
 Director Hollywood office.Eli Lloyd Hoffman
 1607 N. Gower St., Hollywood 28, Calif.
Services Offered: Radio and television package producers. Program consultants to new and existing radio-TV stations. Personal representation and talent management. Publicity and public relations. Radio and television publicity and exploitation for fund raising agencies.

GALE, INC.

48 W. 48 St., New York 19, N. Y.
 Phone: PLaza 7-7100

PresidentMoe Gale
Services Offered: Talent.

HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-1022

DirectorHarold R. Gingrich
 Musical DirectorJack Wonnell
 Research DirectorJessica Petrie
Services Offered: Transcriptions and films, package program and counsellor service.

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.
 Phone: CIRCLE 7-7543

PresidentThomas G. Rockwell
 Chge. Radio...TV Dept.. John J. Mulvihill
 Radio-TV Dept.....George Burke
 Radio-TV Dept.....Nino Bruno
Services Offered: Program production, package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 23, N. Y.
 Phone: ELdorado 5-3520

President & Treasurer....Howard G. Barnes
 V.P. & Secretary.....A. Edward Masters
 General Manager.....Hugh Brooks
 Executive Assistant.....Eleanor Simon
Services Offered: Producers and distributors open-end transcriptions and live programs, spot announcements and jingles. Film features and spot films for TV.

WILLIAM GERNANNT

180 Central Park South, New York 19, N. Y.
Services Offered: Radio and television programming.

JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-5959

PresidentJohn Gibbs
 Writers Department.....Francis Head

Talent DepartmentBob Ferres
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.
 Phone: GRAnite 5543

General Manager.....Bob Reichenbach
 Executive ProducerGrace Gibson
Services Offered: Production and distribution of transcribed dramatic programs, especially tales of mystery, adventure, romance and authentic documentary series.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
 Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
 Vice-Pres.-Charge Sales.Everett F. Goodman
 Vice-Pres.-Charge TV....Daniel R. Goodman
 SecretaryH. D. Knuth
Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOODSON-TODMAN PRODUC- TIONS

49 E. 52nd St., New York 22, N. Y.
 Phone: PLaza 5-9100

PartnerWilliam S. Todman
 PartnerMark Goodson
 Business Manager.....Howard F. Todman
 Script EditorVincent McConnor
 Director of SalesAngus D. Mackintosh
 Director.....Jerome S. Schnur
 Production Manager.....Jean Hollander
Services Offered: Producing and packaging live and transcribed radio and TV programs. Directorial and supervising service.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 19, N. Y.
 Phone: JUDson 6-5577

PresidentHerbert M. Moss
Services Offered: Recording (tape and disc), program production and packages. Syndicated transcriptions.

GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-0818

General ManagerLewis G. Green
Services Offered: Production Spots, TV shows, film.

JOHN GUEDEL RADIO PRODUCTIONS

Room 600 Taft Bldg., Hollywood 28, Calif.
 Phone: HEmpstead 5186

Vice-Pres. & Exec. Producer....John Guedel
Services Offered: Radio and television packaging and producing.

Program Producers

**LAURENCE HAMMOND
PRODUCTIONS, INC.**

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

PresidentLaurence Hammond
Vice-Pres.....Merikay Howard
Musical SupervisorLloyd Shaffer
Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

**SUE HASTINGS MARIONETTES,
INC.**

112 W. 89th St., New York 24, N. Y.
Phone: EN-2-2602

PresidentLinnea Roberts
Program Director.....Donald B. Somers
Art Director.....Adelaide Davis
Marionette Technician....Howard Spielman
Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS

73-37 Austin St., Forest Hills, N. Y.
Phone: BOulevard 3-0136

Writer-ProducerArthur Henley
Executive SecretaryJanet Radskin
Services Offered: Creators of radio and TV program production, writing, merchandising services. Additional services: program consultation.

**WILLIAM F. HOLLAND
PRODUCTIONS**

"Holland House," Auburn Ave. & Taft Rd.,
Cincinnati 19, O.

Phone: CApitol 1252-3

PresidentWilliam F. Holland
Services Offered: Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

WEST HOOKER, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 2-3026

PresidentWest Hooker
Services Offered: Program production and programs, Talent, Artists' Representative.

**HOWARD RADIO-TV
PRODUCTIONS**

123 W. Chestnut St., Chicago 40, Ill.

Phone: MIchigan 2-0128

OwnerBernard Howard
Services Offered: All creative phases of Radio-TV—ideas, writing, production—in-

QUIZ KIDS

CBS-TV, AM

A LOUIS G. COWAN PRODUCTION

Program Producers

cluding commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

HUDES & LIND

550 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8321

ProducerTed Hudes
Asst. ProducerBert Lind
Services Offered: Producers of transcribed and live public service radio and television programs.

**INTER-CALIFORNIA
BROADCASTING SYSTEM**

253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759

General Manager.....Gustavo Faist Moran
Sales Manager.....M. L. Moran
Office Manager.....Margarita Lamar
National Reps.....Forjoe & Co., Inc.
Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

**INTERNATIONAL 16mm
CORP.**

165 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
SecretaryGeorge Blake
Board of Directors....Patrick E. Shanahan,
George Blake, Julia Cooke.

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

THE JAFFE AGENCY, INC.

38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693

Chief Executive (N. Y.).....Paul Radin
Chief Executive (Calif).....Don A. Davis

Services Offered: Representation for sale of radio and television packages; creation of packages, represent personalities, writers, directors, etc.

**JEWELL RADIO AND TELEVISION
PRODUCTIONS**

185 N. Wabash Ave., Chicago 1, Illinois
Phone: FIancial 6-4474

PresidentJames E. Jewell
Vice PresidentW. Ralph Jewell
ManagerCharles P. Flynn
SecretaryJane Cohan

Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.

GOODSON-TODMAN PRODUCTIONS

Creative Programming For Radio and Television

**49 East 52nd Street
New York 22, N. Y.**

MARK GOODSON

BILL TODMAN

Program Producers

ROBERT JOSEPH TELEVISION PRODUCTIONS

4453 Carpenter Ave., No. Hollywood, Calif.
Phone: SUNset 11331

President Robert Joseph
Vice-President George Crossen
Program Director Ken Charles
Sales Manager Walter Klinger
Pub. & Pro. John Strauss-Chip Cleary

Services Offered: Packaging and production of live and film TV, production of commercial and industrial shorts and documentaries; 15 minute films for TV.

KAGRAN CORP.

4 W. 58th St., New York 19, N. Y.
Phone: MU. 8-0585

Gen. Mgr., Prod. Martin Stone
Pub., Prom. Mgr. Lela Hadley
Asst. to Prod. Harriet Halsband
Mdse. Directors... Inez Pierson, Allan Stone
Writer Eddie Kean

Services Offered: Merchandising and TV package producers of "Howdy Doody," "Author Meets The Critics" and "Gabby Hayes Show."

KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357
President-Prod. Mgr. Edwin H. Kasper

Treasurer-Commercial Dir. Aaron S. Bloom
Office Manager Robert W. Graham
Engineer Frederick Piroumian

Services Offered: Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

ROGER KAY ENTERPRISES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164

Executive Producer Roger Kay
Agency Contact Nan Marquand
Legal Counsel Miller & Miller

Services Offered: Creators, producers, packagers of television and radio programs, live, transcribed, and film. Consultants on programming. TV Show Doctoring. Commercials.

SONNY KENDIS, INC.

1776 Broadway, New York 19, N. Y.
Phone: PLaza 7-2070-1

Pres., Exec. Prod. James Sonny Kendis

Services Offered: Lived & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent—artists and writers.

TWO OF OUR TOPS!

A 7 YEAR OLD
Sponsored by BRISTOL MYERS
and PHILIP MORRIS

BREAK THE BANK

Radio's and Television's Leading Quiz Show
RADIO

½ Hour Daily, 5 Days a Week
11:30 A.M., WJZ and ABC
Coast-to-Coast Network

BUD COLLYER

with WIN ELLIOTT and JOHNNY OLSEN
TELEVISION

for BRISTOL MYERS
Sunday WCBS-TV, 9:30-10:00 P.M.
and CBS Cross Country Network with

BERT PARKS

MC

AN 8 YEAR OLD

Sponsored by
MILES LABORATORIES

HILLTOP HOUSE

Radio's Outstanding Serial
About the Little Orphanage

in Glendale and Its Head

Matron Julie (Jan Miner)

Directed by JACK RUBIN

WCBS, 3 P.M., and Entire CBS Network

WOLF ASSOCIATES, Inc.

Radio and Television Productions

420 MADISON AVENUE, NEW YORK

Program Producers

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403

President Jack M. Kurtze
Vice-President Lulu Mae Kurtze
Executive Producer C. Allen Fox
Asst. Executive Producer... William Anderson

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

LARRY KURTZE

360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246

Services Offered: Development of live or filmed TV shows. General copy and production services for broadcast media.

ELY LANDAU, INC.

10 East 44th St., New York, N. Y.
Phone: MURray Hill 7-5224

President Ely Landau
Services Offered: Television programs on

THE LANDT TRIO

565 Fifth Ave., New York 17, N. Y.
Phone: CRele 5-5431

Partner.....Karl B. Landt
Partner.....Jack M. Landt
Partner.....Dan B. Landt

Services Offered: Jingles, spots and live shows for radio and TV.

LANG-WORTH DISTRIBUTING CORP.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.

Phone: JUDson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President W. O'Keefe

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.

JUDson 6-5700

President.....C. O. Langlois
SecretaryJohn D. Langlois
TreasurerC. O. Langlois, Jr.
Vice President.....W. O'Keefe
Stations Relations..... William E. Young
West Coast Mgr.....Walter B. Davison

**BURL
IVES**

"THE WAYFARING STRANGER"
ACTOR • SINGER • COMPOSER

NOW AVAILABLE
Transcribed Quarter Hours
One to Five Times Weekly

Burl is Assisted by the Famous
Tony Mattola Musical Group

EXCLUSIVE RIGHTS GRANTED



Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

Program Producers

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302

Partner, Sales Herbert S. Laufman
Partner, Production..... Jules Pewowar
Executive Prod. James W. Green

Services Offered: Packagers and producers of TV programs.

LAWRENCE PRODUCTIONS

760 Thayer Ave., Los Angeles 24, Calif.
Phone: Arizona 9-3265

Owner Bee Eaton Lawrence
Production Manager.. Richard Hill Wilkinson
Services Offered: Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif.
Phone: Hillside 0101

President Jerome Lawrence
Vice-President..... Robert E. Lee

Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

JERRY LAYTON ASSOCIATES, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6320

President Jerry Layton
Services Offered: Production of live and filmed TV shows, live and transcribed radio shows; management of personalities, performers and writers for radio and television.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100

President Les Lear
Account Executives: Milt Parlow, Jack Curran
Services Offered: Radio, TV and film production. Personal management.

JACK CURRIER LEWIS

515 Madison Ave., New York 22, N. Y.
Phone: EL 5-0257

Owner Jack Currier Lewis
General Manager William P. Popp
Women's Programs Margaret Tester
Services Offered: Television and radio packaged programs; film or live. Advisors on TV or radio problems.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.
Phone: PLaza 3-5083

Newsstand Theatre
ABC — Radio

Hollywood Love Story
NBC — Radio

Kathi Norris Show
DuMont — TV

The Big Hand
ABC — Radio

Co-Producer
Rocky King, Detective
DuMont — TV

Escape With Me
ABC — Radio

WILBUR STARK

510 MADISON AVENUE, NEW YORK, N. Y.

PL 3-1742

Program Producers

PartnerLester Lewis
 PartnerJuliet Lewis
 Casting DirectorMarie Stroud
 Sales ManagerMerritt Franklin
 Script EditorMort Lewis
Services Offered: TV package shows, personal management.

BOB LOEWI PRODUCTIONS, INC.

255A E. 49th St., New York 17, N. Y.
 Phones: MU 8-2600, PL 5-0958

PresidentBob Loewi
Services Offered: Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

PHILLIPS H. LORD, INC.

501 Madison Ave., New York 22, N. Y.
 President.....Phillips H. Lord
 Manager.....Dorothy E. Levy
 Program Supervisor.....Leonard L. Bass
Services Offered: Package shows.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
 Phone: DUnkirk 4-4191

President.....C. P. MacGregor
 Manager.....George R. Jones
 Production Manager.....Paul Quan
 Eastern Sales Mgr.....Nat V. Donato
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MAJOR-MINOR PRODUCTIONS

5927 Sunset Blvd., Hollywood 28, Calif.
 Phone: GL 9268

Producer and Director...Stuart M. Nathanson
 Producer and Director...Ronald L. Stanton
 Musical DirectorRuby Raksin
Services Offered: Production, packaging and merchandising of juvenile television shows.

MANNON SOUND STAGES

(For complete listing see TV Film Producers)

ARNOLD MARQUIS PRODUCTIONS, INC.

6404 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HO 9-5119

PresidentArnold Marquis
Services Offered: Write, direct, produce and package radio and television programs and spots.

MARSHALL—HESTER PRODUCTIONS

521 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-2722-3-4
 Partner.....A. W. Marshall

Commodore Productions and Artists, Inc.

1350 N. Highland Av., Hollywood, Calif.

WALTER WHITE, JR., President

Radio

TARZAN

for General Foods, CBS, t.c.

CLYDE BEATTY SHOW

for Dr. Ross Dog & Cat Food, t.c.

HOPALONG CASSIDY, t.c.

Television

THE CLYDE BEATTY SHOW

Program Producers

PartnerHarriet Hester
 Legal Representative.....Gerald Dickler
Services Offered: Producing and Packag-
 ing Live and Transcribed Radio and TV
 Programs, Directorial and Supervising Ser-
 vice. Complete Radio and TV Public Rela-
 tion services for Social, Professional and
 Trade Organizations.

MASTERSON, REDDY & NELSON

745 Fifth Ave., New York 22, N. Y.
 Phone: PLaza 9-1120

PartnerJohn Masterson
 PartnerJohn Reddy
 PartnerJohn Nelson
 DirectorEd Leftwich
 ProducerJerry Browne
 Production Supvr.Ruth Kyle
 Business Mgr.Helen Guy
Services Offered: Packaging and produc-
 tion of radio and TV programs.

**ALEXANDER McQUEEN &
 ASSOCIATES**

5222 N. Lakewood Ave., Chicago 40, Ill.
 Phone: RAvenswood 8-9010

OwnerAlexander McQueen
Services Offered: "Nothing But The Truth"
 feature (Reg. U. S. Pat. Office), in person,
 transcribed, or TV. Research for human-
 interest stories on sponsor's product.

**METRO-GOLDWYN-MAYER RADIO
 ATTRACTIONS**

711 Fifth Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-1000

Director.....Bertram Lebhar, Jr.
 Director of Production.....Raymond Katz
 Dir. Dist. & Record....Frank Roehrenbeck
 West Coast Administrator.....Les Petersen
 West Coast Coord. & aide to

Dir. of Production.....Marcella Napp
 Director of Publicity.....Jo Ranson
 Asst. to Dir. of Prod.....Irwin Greenfield

Services Offered: Metro-Goldwyn-Mayer
 Radio Attractions offers the following syn-
 dicated programs: "MGM Theater of the
 Air," "The Story of Dr. Kildare," "The
 Hardy Family," "The Adventures of Maisie,"
 "At Home With Lionel Barrymore," "Crime
 Does Not Pay," "The Gracie Fields Show"
 and "John Nesbitt's Passing Parade."

CHARLES MICHELSON, INC.

23 W. 47th St., New York 36, N. Y.
 Phone: PLaza 7-0695

PresidentCharles Michelson
 SecretaryA Michelson
 Divisional Sales Manager.....Sidney Guber
 Traffic Manager.....R. Mantell
 Export Manager.....Martin Diamond
Services Offered: Producers and distrib-

WILLIAM GERNANT

Program Producers

ntors of open end quarter hour and half hour radio and television programs. Radio Transcription Features of Mystery shows for local station use and TV film series on 16 m.m. motion picture film.

MILVERNE PRODUCTIONS, INC.

Hotel Bryant, 230 W. 54th St., N. Y. 19, N. Y.
Phone: CIRCLE 6-3497; CIRCLE 6-2100, Ext. 219
Executive Producers.....Milton E. Stanson,
Vernon P. Becker.

Services Offered: Origination and production of creative TV programs for every budget: Creation and production of TV Film and Radio commercials: Programming and film consultants to agency and client.

MOLE & LEE, INC.

105 W. 55th St., New York 19, N. Y.
Phone: CIRCLE 6-0006

PresidentJohn Mole
Exec. V.-P. & Secy.....Blanche Stuart Lee
Office Mgr.J. McDonald

Services Offered: Production of packaged shows for Radio and TV.

WILLIAM MORRIS AGENCY, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIRCLE 7-2160

Exec.-in-Chge. of Radio..Wallace S. Jordan
Services Offered: Production of packaged shows for radio and TV, also talent reps.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntRAL 6-4144

PresidentMorton Jacobson
Sales Promotion.....Irene C. Norbut
Services Offered: Open-end and custom-built transcriptions, live packages, and custom-built TV shows.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.

Producer.....Herbert M. Moss
Sec.-Treas.Rose Gray
Services Offered: Live and transcribed shows for Radio and TV.

MOTION PICTURE PRODUCTIONS, INC.

Rockefeller Bldg., Cleveland 13, Ohio
Phone: PRespect 1-4900

President.....Donald C. Jones
Vice-President.....Claude N. Rakestraw
SecretaryL. S. Kelly

Services Offered: Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

BARRY & ENRIGHT PROD., INC.

JACK BARRY, Pres.

JUVENILE JURY

LIFE BEGINS AT 80

FAITH BALDWIN SHOW

ADVENTURES OF MICHAEL SHAYNE

STARS AND STARTERS

THE PEOPLE'S CHOICE

PETER McDONALD, M.D.

SECRET INVESTIGATOR

Program Producers

MUSIC CORPORATION OF AMERICA

MCA Artists, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

Branch Offices

17-18 Dover St., London, England

430 N. Michigan Ave., Chicago, Ill.

9370 Santa Monica Blvd., Beverly Hills, Calif.

106 105 Montgomery St., San Francisco, Calif.

1172 Union Commerce Bldg., Cleveland, O.

2102 N. Akard St., Dallas, Tex.

1612 Book Tower, Detroit, Mich.

9 Newbury St., Boston, Mass.

Northwestern Bank Bldg., Minneapolis, Minn.

Services Offered: Program production.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.

Phone: Superior 7-5080

Exec. Vice-Pres.....Frank P. Kendall

Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Direc-

tor and Continuity Director; six continuous script shows issued monthly; one Annual Christmas show; Tempera Tunes; Memorial Hour.

NELSON PRODUCTIONS, INC.

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

Phone: MUrray Hill 6-5862

PresidentRaymond E. Nelson

Secy.-Treas.....Betty Nelson

Casting Dir.Martin Roberts

Services Offered: Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients, time buying, filmed commercials, research.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 19, N. Y.

Phone: LUxemburg 2-5130

Cable Address: ARREFFAY Newyork

Producer-Dir.,

Executive-Dir.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

**HOLLYWOOD SCREEN TEST
ELOISE SALUTES THE STARS
WHAT'S THE STORY***

*** (For DuMont Network)**

LESTER LEWIS ASSOCIATES

11 E. 48 ST., N. Y. 17

PLaza 3-5083

**Radio-Television Productions
Personal Representation**

• • • **Program Producers** • • •

OLIO VIDEO TELEVISION PRODUCTIONS, INC.

(See Television Film Producers)

PAN AMERICAN BROADCASTING CO.

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810

Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

NORMAN & IRVING PINCUS

101 W. 55 St., New York, N. Y.
Phone: CIrcle 6-0138

Partnership.....Norman & Irving Pincus
Script Editor.....Eugene Burr
Director.....Donald Richardson
Services Offered: Program producers.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

PresidentKent Cooper
Vice-PresidentOliver Gramling
Services Offered: "Personality Time," 15-minute transcription dramatizing personali-

ties of stage, screen and radio, 78 episodes; "Sports Star Special," 15-minute transcription dramatizing big name sports personalities, 26 episodes; "Special Assignment," 15-minute transcription dramatizing the unusual experiences of news reporters, 78 episodes.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Malibu 7871

President.....George Logan Price
Sales Manager.....S. M. Lauch
Copy and Production...George L. Price, Jr.
Services Offered: Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PROCKTER PRODUCTIONS, INC.

221 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-4830

PresidentBernard J. Prockter
Services Offered: Package Programs.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

NOW THAT YOU CAN
HAVE THE BEST, WHY
BE SATISFIED WITH LESS

AP

Program Producers

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 19, N. Y.

Phone: LUXemburg 2-5130

Cable Address: ARREFFAY, Newyork

Executive Director.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

London Representative

Towers of London, Ltd., 84 Hallam St.,

London W. 1, England

Phone: LAngham 6248, 5050

(Harry Alan Towers)

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Nat'l. Society Television Producers).

RAO VIDEO

366 Madison Ave., New York 19, N. Y.

Phone: Va. 6-3417

Exec. Dir. Producer....Robert A. Ormbach

Services Offered: TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 7-7979

PresidentLou Goldberg

Vice-PresidentWanda Ellis

SecretaryLloyd Marx

Services Offered: Producers of "The Original Amateur Hour."

STU REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 16155

PresidentStuart Reynolds

Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

R. S. ROBBINS

163 Bleecker St., New York 12, N. Y.

Phone: SP 7-2568

PresidentR. S. Robbins

Mgr. of Prize Promotion..Edward E. Finch

Services Offered: Radio and Television package producers.

BOB L. ROBERTS PRODUCTIONS

806 7th Ave., New York 19, N. Y.

Phone: JUDson 6-0025

KAGRAN CORPORATION

(Formerly Martin Stone Associates)

RADIO and TV PRODUCTIONS

HOWDY DOODY

NBC-TV and Radio

GABBY HAYES SHOW

NBC-TV and Mutual Radio

AUTHOR MEETS THE CRITICS

Du Mont Network

Other top-notch properties available

Kagran Corp.

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

MU. 8-0585

Program Producers

President.....Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN ASSOCIATES

646 Park Ave., Hotel Sulgrave
 New York 20, N. Y.
 Phone: TRinidad 9-5640

PresidentRichard H. Roffman
Services Offered: Package program and production, Talent, Public Relations. Guest and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel.

ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa.
 Phone: WA 2-6800

PresidentW. P. Robinson
 Recording Engineers.....W. W. Jost,
 Chas. Metz
Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL RADIO

18 E. 50th St., New York 22, N. Y.
 Phone: PLaza 9-7979

President.....Stanley J. Wolf
 ProducerAlbert Alex
 ProducerLeonard Carlton
 ProducerAllen Duroux
 ProducerDrex Hines
Services Offered: Complete packages, radio, transcriptions, TV film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HE 7178

PresidentJack Rourke
 General Manager.....Fred Fuld, Jr.
 Secretary-Treasurer.....Joan Lane Rourke
Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

126 W. 46th St. (Branch), New York, N. Y.
 Phone: LUXemburg 2-1815
 Bankers Securities Bldg., Philadelphia 7, Pa.
 Phone: KIngsley 5-7055

Production Manager.....Barnard L. Sackett
 Fashion Director.....Ann E. Pestor
 Film Technician.....Richard Newmayer
 Script Editor.....Toba Sackett
 PublicityMorris Yuter
 Sales Manager.....Jean Sargeant

DEMBY, BROUN and Co., Inc.

MOTION PICTURE AND TELEVISION PRODUCERS

“WHAT’S PLAYING?”

“FIGHT AGAINST CRIME”

“LOVE CLINIC”

“WHAT’S THE REASON?”

“ALLEN SWIFT SHOW”

“FILMS FOR SALES” “THIS IS INDONESIA”

(SALES TRAINING SERIES)

(INTERNATIONAL SERIES)

34 EAST 51 STREET, NEW YORK 22, N. Y. ● PLAZA 9-2495

Program Producers

Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, animation, custom-built shows, television consultants, personal radio-television representation, concert management.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
 Phone: CRestview 1-7231
 6 East 45th St., New York, N. Y.
 Phone: MUrray Hill 7-8370

President.....James L. Saphier
 V.P. & Mgr. of New York Office.....Jules Green
Services Offered: Radio and TV productions, sale of package programs and talent.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS

1585 Broadway, New York 19, N. Y.
 Phone: JU 6-1496-7

President.....Kermit Schafér
 General Manager.....Harry Lee
 Treasurer.....Michael Louis
 Office Manager.....Patricia Cullen
Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialists in cooperative advertising also offers celebrity securing and prize procuring services.

SEABOARD STUDIOS, INC.

(For complete listing see TV Film Producers)

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-0944

President.....Bernard L. Schubert
Services Offered: Talent, production radio and TV package management.

WALTER SCHWIMMER PRODUCTIONS, INC.—RADIO Features, Inc.

75 E. Wacker Drive, Chicago 1, Ill.
 New York Phone: LExington 2-1791

President.....Walter Schwimmer
Services Offered: Syndicated live package programs, Production, Recording, Scripts.

SCREENCRAFT PICTURES, INC.

341 W. 44th St., New York 18, N. Y.
 Phone: CIRCLE 6-8546

President.....J. S. Berkson
 Vice-President.....B. H. Mills
 Treasurer.....Edward Berkson
Services Offered: Distributors of 16 and 35 mm features and shorts.

PETER ARNELL

ORIGINATOR OF

THE NAME'S THE SAME

RATE YOUR MATE

BY POPULAR DEMAND

Produced in Association with
GOODSON-TODMAN PRODUCTIONS

Represented by TED ASHLEY ASSOCIATES

• • • **Program Producers** • • •

SENTINEL PRODUCTIONS

(A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood, 28, Calif.
(Nassour Studios)

Phone: HEMpstead 6828

President & Exec. Dir.....Earle R. Harper
Vice-Pres. & Treas.....A. G. Harper
Secretary.....David Griffith, Jr.
Producer-DirectorAnn Archer
DirectorHarry Mancke
Director of Photography....Chas. Straumer
Publicity Director.....Bill Keefe
Film Editor.....Robt. Belcher
ComptrollerJames Fair

Services Offered: Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

SERVICE UNLIMITED

360 N. Michigan Ave., Chicago 1, Ill.

Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney
Production Director.....Lary Kurtze
Office Manager.....Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV

campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 5-5365

PresidentPaul Heinecke
Secretary-Treasurer.....R. C. Heinecke
General Manager.....K. A. Jadassohn
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 19, N. Y.

Phone: MUrray Hill 5-6626

PresidentFletcher Smith
Vice-PresidentCharles Schettler
Secretary-TreasurerPeter Caldera
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE COMPANY

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

Phone: Circle 7-5666

General Partner.....Henry Souvaine
General Partner.....Howard L. Taylor
Services Offered: Producers of radio and TV productions.

ELY LANDAU, Inc.

Television Programs on Film

10 East 44th Street, New York

MUrray Hill 7-5224

Program Producers

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.

Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell
Fashion Photog., Consultant...J. T. Stark
Design.....George Shealy

Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK, INC.

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

Phone: PLaza 3-1742

President.....Wilbur Stark
Executive Secretary.....Nancy Bowling

Services Offered: Personalities and programs for radio and television.

RICHARD STROUT PRODUCTIONS

Box 331, Hollywood 38, Calif.

Phone: Hemstead 8507

President.....George C. Mercham
Exec. Prod.....Robinson Taylor, Jr.
Hollywood Prod. Mgr....James E. McKenzie
Sales Promotion Talent....Doris Edwards

Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

IRVIN PAUL SULDS, INC.

654 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 8-7025

President.....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge

Services Offered: Production of live and filmed TV programs.

TV PROGRAMS, INC.

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

Phone: CHickering 4-1374

President.....Edward Roberts, Jr.
Treasurer.....William Mills, 3rd

Sales Manager.....David Horwich
Production Manager.....Frances Hidden

Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

TAG-A-TUNE RADIO & TELEVISION, INC.

355 North Beverly Drive, Beverly Hills, Calif.

New York Phone: BRyant 9-9858

General Manager.....M. Jack London
Radio & Television Dir...Abbott B. London
Production Supervisor.....N. D. Altfeld

Services Offered: Syndicated and custom-made radio/television programs produced and distributed; advertising agency specializing in radio-television; packager of radio

BYRON PRODUCTIONS
COMPANY

PRESIDENT

EDWARD A. BYRON

Television and
Radio Productions

**JERRY
LAYTON**
ASSOCIATES, Inc.

551 FIFTH AVENUE
NEW YORK 17, N. Y.
MURRAY HILL 7-6320

Program Producers

promotional campaigns; advertising-sales counsellors.

TAYLOR PRODUCTIONS, INC.

6700 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-1089

President.. Gordon Van Dover
Services Offered: Sales agents for Tom, Dick and Harry, Chuckwagon Jamboree, Strange Wills. Transcribed radio shows. Also write and produce Radio & TV spots.

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill.
Phone: HAarrison 7-3610

President Hal Tate
Vice-Pres. & Sales Mgr..... Phil Fischer
Secy.-Treas..... Lucille E. Schall
Canadian Sales Mgr..... S. W. Caldwell
S. W. Caldwell, Ltd.

Simcoe House, 150 Simcoe St., Toronto, Canada
Phone: PL 8727

Services Offered: Syndicated radio & TV package programs; also independent TV producer and consultant to advertising agencies (Chicago only) on TV shows.

THE TEE VEE CO.

(See TV Film Producers)

TELCO PRODUCTIONS

55 W. 53 St., New York, N. Y.
Phone: PLaza 7-0394

President Albert Gannaway
Secretary..... Charles McGregor

Services Offered: Program producers of package shows: (live, transcribed, filmed)—ideas, scripts, productions for Radio & TV.

TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.
Phone: TRafalgar 4-1999

Owner-Musical Consult.. Frank J. Novak, Jr.
Manager, Charge of Radio/TV Formats
G. Kane Campbell
Radio/TV Producer..... John Gunn
Writers Paul Davis, Laura McGhee

Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsors. Musical consultants to advertising agencies.

TELEFEATURES PRODUCTIONS, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone: JUdson 2-3026

President Wayne Wirth
Services Offered: TV programs of all types.

WEST HOOKED, INC.

Artists, Programs & Films
for Television

CURRENT FEATURES:
SAY IT WITH ACTING
PANTOMIME QUIZ

JIM FAIR { CLUB MATINEE
 { 6:55 P.M. News
 { 11:10 P.M. Weather

HALF PINT PARTY
FILMS FOR GABBY HAYES SHOW
WOMEN TAKE OVER
TAKE TWO
RANGER JOE

30 Rockefeller Plaza JUdson 2-3026
New York City



**MARSHALL—HESTER
PRODUCTIONS**

521 FIFTH AVENUE
NEW YORK 17, N. Y.



MURRAY HILL 7-2722-3-4

Program Producers

TELEFEX

(See TV Film Producers)

TELEMATED CARTOONS

(See TV Film Producers)

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 19, N. Y.

Phone: LUXemburg 2-3530

President.....M. E. Moore
General Manager.....F. Kronen

Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.

Phone: 2-4974

President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle

3948 Grand Central Terminal
New York 17, N. Y.

Phone: MURray Hill 4-4520

ManagerClaude Barrere

Services Offered: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.

Phone: BRAdshaw 21447, CRestview 67238

President.....Charles A. Kennedy
Accounting Dept.....A. Corrigan

Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y.

Phone: PLaza 5-9800

President.....John L. Clark

RADIO \$ DOLLARS

A brand new merchandising plan for radio stations, based on coupons.



RICHARD H. ULLMAN, INC.

295 DELAWARE AVENUE

BUFFALO 2, N. Y.

BEATRICE KAY SHOW TUNE-O

OLIO VIDEO

TELEVISION FILM PROGRAMS
1952 Schedule

Completed:

JUNIOR SCIENCE (13 programs)

In production:

DO IT YOURSELF (65 programs)

In preparation:

SURPRISE! (26 programs)

FANTASY (13 programs)

OLIO VIDEO

TELEVISION PRODUCTIONS, INC.

Studio and offices: 20 East 42nd St.

New York City Murray Hill 2-3218

Harvey Cort

Milton Subotsky

Program Producers

Services Offered: Television and radio writing, direction, production and packaging.

TRENDELE-CAMPBELL ENTERPRISES, INC.

1803 Stroh Building, Detroit 26, Mich.
Phone: WOODward 2-9184

PresidentGeorge Trendle
V. Pres. & Gen. Mgr.H. Allen Campbell
Secy. & Gen. Counsel....Raymond J.Meurer
Services Offered: Radio-TV production.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLEVELand 2066

President.....Richard H. Ullman
Exec. V.-P.....Robert P. Mendelson
Production Mgr.Marvin A. Kempner

Services Offered: JINGL-LIBRARY, tailored jingles, syndicated shows. RADIO DOLLARS. . . . This is a merchandise plan based on coupons which are redeemed from a catalogue of nationally-advertised products. Franchised on an exclusive basis to radio stations.

UNITED BROADCASTING CO., INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUPERior 7-9144

PresidentWilliam L. Klein

Services Offered: Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-0400

Radio & TV News ManagerPhil Newsom
Gen. Sales Manager.....Leroy Keller
Radio Shows Div. Mgr....C. Edmonds Allen

Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; daily wire and film service for TV.

UNITED ARTISTS TELEVISION

(See TV Film Producers)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIRCLE 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Treasurer.....T. J. Valentino
Sales Manager.....Peter J. Riolo

Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

CREATIVE TV PROGRAMMING
FOR EVERY BUDGET

MILVERNE

PRODUCTIONS, INC.

VERNON P. BECKER
MILTON E. STANSON
Executive Producers

"KIDDIE KOLLEGE"
DuMont

"SOLO DRAMA"
ABC-TV NETWORK

"MAN ABOUT MUSIC"
DuMont

"CURTAIN CALL"
WOR-TV

FILM COMMERCIALS
RADIO TRANSCRIPTIONS

Circle 6-3497 HOTEL BRYANT
Circle 6-2100 230 West 54th Street
 Suite 219
 New York 19, N. Y.

NORMAN & IRVING PINCUS

*Distinctive television
productions*

101 W. 55th Street, N. Y. C.

Program Producers

VALLEE-VIDEO, INC.

6611 Santa Monica, Hollywood 36, Calif.
Phone: Hillside 6118

President Rudy Vallee
Vice-President B. S. Otto
Secretary D. Hall
Manager John W. Swallow
Services Offered: Full film studio for TV-Stage, Cutting Room, Projection Room, Dressing Rooms.

VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-1668

President Julianne (Judy) Dupuy
Services Offered: Live TV programs, radio programs, TV commercials. Specializing in Children's shows.

V. I. P.

35 W. 53rd St., New York 19, N. Y.
Phone: PLaza 7-0130

President Bill Murphy
Vice-President Charlotte Morgan
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out-of-towners with reservations in hotels, theatre tickets and travel accommodations.

VIDEO VARIETIES CORP.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer Chick Vincent
Casting Director Norma Vincent
Services Offered: Package producers, program production, TV programs, live and film.

VISUAL MEDIA, INC.

(See TV Film Producer Section)

STEPHEN L. WELLS PRODUCTIONS

617 S. Olive Street, Los Angeles 14, California
Phone: VA 8530

Beatrice Kay Production Director
Glenn V. Armstrong Account Executive
Carol Strong Asst. to Production Director
Services Offered: Write and produce television shows—entire production handled out of own office.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-7620

President Edward Wolf

LES LEAR

PUBLICITY - PRODUCTION
PERSONAL MANAGEMENT

Procter & Gamble's { Business Manager
 { 'Welcome Travelers'
 { Fifth Year

LES LEAR PRODUCTIONS CORP.
HOTEL SHERMAN
CHICAGO 1, ILL.
FR 2-2100

In Washington H. T. stands for Harry
Truman but in Chicago H. T. is

HAL TATE

p r o d u c t i o n s

Chicago's fastest growing producer. Packager of:
CUGAT'S
CELEBRITY CALENDAR
starring Xavier Cugat
with Abbe Lane

"WHO'S TALKING?"

Chicago distributor for Columbia Pictures Screen Gems, Inc.
TV-Disc Jockey "Toons"

Call or write for your free copy of Tate's Chicago TV Directory — the most complete directory for your personal use.

HT

HT

HT

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HAL TATE PRODUCTIONS

831 S. WABASH AVE. CHICAGO 5, ILL. HA 7-3610

Program Producers

Vice-PresidentHerbert Wolf
 Exec. Producer-Dir.....Jack Rubin
 Sales ManagerPaul Ross
Services Offered: Radio-TV production.

WOLFF-FELDMAN ENTERPRISES, INC.

214 W. 42nd St., New York 18, N. Y.
 Phone: LA 4-3450

PresidentMax Wolf
 Secretary-Treasurer.....Robert Feldman
 Television ProductionMona Gross
 TalentAl Roth

Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

WORLD VIDEO, INC.

15 E. 47 St., New York 17, N. Y.
 Phone: PLaza 9-3870

President.....Richard H. Gordon, Jr.
 Vice-PresidentJoseph M. Drexler
 Secty.-Treas.Irving Oppenheim
 Exec. ProducerRichard Lewine
 Asst. ProducerMarion Urmy
 Asst. ProducerNorma Gold

Services Offered: Create and/or produce live and film packages for television.

WYNN WRIGHT ASSOCIATES

17 W. 57 St., New York 19, N. Y.
 Phone: PLaza 3-4417

ProducerWynn Wright
 ManagerCharles Granzow

Services Offered: Package radio and TV programs.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
 Phone: PLaza 1323

PresidentFrederic W. Ziv
 Vice-President.....John L. Sinn
 V.P., Chg. of Prod.....Herb Gordon
 V.P., Chg. of Sales.....Alvin E. Unger
 Treas. & Comptroller.....Joseph L. Moore
 Partner.....M. R. Ziv

Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-4700

Chairman of the Board....Frederic W. Ziv
 President.....John L. Sinn
 Vice-President.....M. J. Rifkin
 Treasurer & Comptroller...Joseph L. Moore

Services Offered: Network and film programs.



MURPHY - THOMAS
Productions

producers of

**FRONTIER
 DETECTIVES**

Starring

VICTOR JORY

... a series of 52
 half-hour films
 produced specially
 for TELEVISION

GENERAL SERVICE STUDIOS
 Hollywood, Calif.

TEAM UP YOUR SELLING

with **RCA VICTOR** quality...

dependability...

integrity...

service...



FOR PROMOTIONS OR PREMIUMS



6 1/2" Spinner

Wrap your sales message with music and entertainment . . . and deliver it on a platter! Put your own voice on records and pay a personal visit to hundreds of prospects! Easy to mail, nonbreakable.



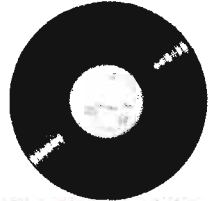
10" Promoter

FOR TRANSCRIPTIONS



10" and 12" Transcriptions
(microgroove)

Spot announcements, full-length shows . . . program material of every kind . . . recorded, processed and pressed in the country's best-equipped studios and plants. Complete production and script-writing facilities available.



12" and 16" Transcriptions
(standard groove)

Now...the "45" system for SALES TRAINING

Put your sales presentations or training programs across . . . on 45 rpm records! Up to 7 minutes per side, nonbreakable, inexpensive to mail. Complete automatic player gives astonishingly clear, strong sound . . . with a convenience and compactness never before achieved in any comparable audio system. Ideal for special, on-the-spot promotion stunts.



a book you'll need at your desk-

Tells you all about Custom Record Sales . . . describes the complete variety of services this division of RCA Victor offers you. Just write or phone any of the offices listed here, for a FREE copy to keep at your desk. You'll find it useful.

Make a note of your nearest RCA Custom Record Sales office. Here's the address and phone number:

630 Fifth Ave.
Dept. D-30
New York 20, N. Y.
Judson 2-5011

445 North Lake Shore Drive
Dept. D-30
Chicago 11, Illinois
Whitehall 4-3215

1016 North Sycamore Ave.
Dept. D-30
Hollywood 38, California
Hillside 5171



Custom Record Sales

Radio Corporation of America RCA Victor Division



800

TRANSCRIPTION COMPANIES



ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada
Phone: PL 7691

President.....H. R. Carson
General Manager.....G. F. Herbert
Asst. Gen. Manager.....J. S. MacKay
Sales Manager.....F. W. Cannon
Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: Circle 6-0141, 0142
(See detailed listing under
Program Producers)

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881
President.....Paul F. Adler
Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.
Phone: 3-7405
President.....Sanford L. Wartell
Services Offered: Contract pressing only. Custom fabricator of 10", 12", 7", 33 1/3, 78, 45 RPM phonograph records in materials ranging from pure cherry red vinylite through extended non-breakable to break resistant. All services.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOLlywood 9-0157
President.....D. K. Broadhead
Vice Pres. of Mgr.....Sam Salzman
Comptroller.....J. S. Van Leer
Sales Manager.....Hal G. Neely
K. R. Smith Div. Mgr.....K. R. Smith
K. R. Smith Div. Sales Mgr.....Peter M. Rogers
Washington D. C. Mgr.....Jack Wegner

Services Offered: Processing and pressing electrical transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available. Manufacturing plants in Hollywood and New York.

APEX RECORDING STUDIOS, INC.

119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7067
President.....Robert E. Scheuing

ARTISTS RECORDING STUDIOS

15 West 10th St., Kansas City 6, Mo.
Phone: HA 6109

Owner.....Bill L. Godden
Engineer-Operator.....Bill L. Godden
Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710
Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Vice-Pres. & Treas.....John C. Andrus
Vice-Pres. Chg. Rec....Andrew M. Wiswell
Sales Manager.....Edward Hochhauser, Jr.
Subscriber Service.....W. H. Houghton
Script Editor.....Barbara Rose
Services Offered: 15 different musical transcription libraries: basic AM/FM, basic TV-specialized libraries; commercial, production-music, radio-music, show medley, popular music, concert music, special purpose music—TV production-music library-school, workshop, educational libraries two foreign libraries.

ATLANTIC AND PACIFIC BROADCASTING SYSTEM

2020 Pinchurst Rd., Hollywood 28, Calif.
Phone: GLadstone 6983
Vice-Pres. & Gen. Mgr.....Jack Parker
Prod. Mgr. & Asst. to V.P.....Ray Bond
Executive Producer.....Garland Brunton
TV Producer & Chief TV Script Editor
Ross Van Nibroc

Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: PL 3091

*Higher and Higher
and HIGHER go SALES,
RATINGS, RENEWALS!*

Tell 'em and Sell 'em with WORLD

**VARIETY
AND MUSICAL
PROGRAMS**

A host of income-producing shows
bringing up sales for stations coast
to coast.

Tell 'em and Sell 'em with WORLD

**LOCAL
PERSONALITY
SHOWS**

A variety of audience-winning programs
designed to tie-in your popular,
local selling personalities.

**Save Money! Make Money
WITH**

WORLD

THE ALL-PURPOS

LOCAL

SALES SERVICE

Tell 'em and Sell 'em with WORLD

**DRAMATIC
AND MUSICAL
FEATURES**

You'll get immediate sponsorship of
these programs that capture the mood
and spirit of the times.

Tell 'em and Sell 'em with WORLD

**SIGNATURES and
PRODUCTION
AIDS**

Unique lead-ins and closings to add
impact to selling messages and to
stimulate sales.

Tell 'em and Sell 'em with WORLD

**SPECIALS, SEASONAL
CAMPAIGNS AND
HOLIDAY FEATURES**

...sales-winning ideas
...added revenue
...sponsors.
www.americanradiohistory.com

Tell 'em and Sell 'em with

**WORLD
STARS**

A galaxy of top musical
performers that keep
World-Affiliated



Tell 'em and Sell 'em with WORLD

SPECIAL CAMPAIGNS

Your opportunity for tapping more new sources of station revenue.

Tell 'em and Sell 'em with WORLD

COMMERCIAL JINGLES

A complete variety of diversified jingles for every purpose.



ALL PURPOSE

because World fulfills the entire range of your requirements and gives you its "know how" for top quality programming and diversified advertising ideas that boom sales for you and your sponsors too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service—World!

LOCAL

because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios, take advantage of your popular local personalities.

And it's a

MONEY-MAKER

for you because quality and quantity combine to build irresistible appeal for advertisers and audiences, alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World-Affiliate stations!

Let ONE Service Do The WHOLE Job At LESS Cost

WORLD SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.

An Affiliate of The Frederick W. Ziv Company

488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD



Month After Month After Month—The New Ideas

• • • Transcriptions—Recordings • • •

President.....Percy L. Deutsch
 Vice-Pres.....T. J. Merson
 Vice-Pres.....W. Oliver Summerlin
 V.P., Treas., Asst. Secy.....Richard Rynd
 Dir. of Advertising.....Leon A. Wortman

Services Offered: Complete facilities for dramatic and musical recording and transcribing; 5 air-conditioned studios and control rooms; private tape editing rooms; experienced tape editing personnel on staff. Disc mastering with Fairchild and Scully lathes; custom constructed multiple tape copying (not a printing process) for mass duplication by re-recording from original tapes and discs; manufacturers of famous A-V Tape Libraries, Inc., pre-recorded magnetic tape music.

BELL RECORDING COMPANY

112 W. 89 St., New York 24, N. Y.
 Phone: TR 3-4328-9

President.....Daniel Cronin
 Vice-President.....Allen Weintraub
 Chief Engineer.....Paul Marcus
 Sales Representative.....Richard S. Milbauer

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

FORD BOND RADIO PRODUCTIONS

810 RCA Bldg. W., New York 20, N. Y.
 Phone: Circle 7-2236

See detailed listing under **Program Producers.**)

BRINKLEY RECORDING CO.

232 E. Erie St., Chicago 11, Ill.
 Phone: DElaware 7-4786

Owner-Manager.....Jack Brinkley
Services Offered: Transcriptions and phonograph records.

CAPITOL RECORDS, INC.

Studio and Recording Services Div.
 5515 Melrose Ave., Los Angeles 5, Calif.
 Phone: HEmpstead 7111

General Manager.....Jack Richardson
 National Sales Mgr.....Clifford E. Ogdan
Services Offered: Phonograph; Television; Studio Recording; TV and Slide Film.

THE CARDINAL CO.

1459 N. Seward St., Hollywood 28, Calif.
 Phone: GLadstone 8444

President.....Joseph F. MacCaughtry
 Secretary-Treasurer.....Joseph T. Scott
Services Offered: Radio and TV productions, live and transcribed.

PHILLIPS-CARLIN

RKO Bldg., New York 20, N. Y.
 Phone: JUdson 6-5534

Owner.....Phillips Carlin
Services Offered: Recording, Program Production, Package programs, Agency Representative, Station and Agency Consultant.

CINEMART, INC.

Exec. & Sales Offices
 101 Park Ave., New York 17, N. Y.
 Phone: MUrray Hill 4-1562

President.....Varian M. Fry
 V.P., Chief Engr.....Bernard Held
Services Offered: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

COASTAL RECORDING CO.

136 W. 52 St., New York 19, N. Y.
 Phone: Circle 6-3900

Manager.....Arthur Shaer
Services Offered: Recording, program production, syndicated transcriptions, script, package programs, talent. (Equipped for foreign language transcriptions, including continuity, production and talent.)

COLUMBIA RECORDS, INC.

799 Seventh Ave., New York 13, N. Y.
 Phone: Circle 5-7300

President.....James B. Conkling
 Executive Vice-Pres.....Goddard Lieberman
 Vice-Pres. Chg. of

Mfg. & Engrg.....James H. Hunter
 Vice-President.....Adrian Murphy
 Vice-President.....A. E. Satherley
 Vice-Pres. Chg. of

West Coast Op.....A. J. Schrade
 Vice-Pres. Chg. of Sales.....Paul J. Wexler
 Secretary.....Kenneth E. Raine
 Treasurer.....W. G. Wilkin
 General Auditor.....Arthur S. Padgett

COLUMBIA TRANSCRIPTIONS

(A Division of Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y.
 Phone: Circle 5-7300

General Manager.....Robert J. Clarkson
 Senior Sales Rep.....Alden O. Carlson
 Sales Representative.....Carl Reinschild
 Mgr., Order Serv. Dept.....Albert Shulman
 Manager, Chicago Office.....Girard D. Ellis
 410 N. Michigan Ave., Chicago, Ill.

Dir. West Coast Oper.....Andrew J. Schrade
 8723 Alden Drive, Hollywood, Calif.

Services Offered: Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcriptions and phonograph records. Script and production service.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
 Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
 Producer-Director.....Carol Bulkley
Services Offered: As "Assistant radio-TV department" for agencies to supply jingles, spots and programs as needed.

ALFREDO ANTONINI 88*



KAY ARMEN 99*



MINDY CARSON 71*



TED DALE 99*



VIC DAMONE 95*



THE DEEP RIVER BOYS 108*



RALPH FLANAGAN 50*



AL GOODMAN 85*



DICK JURGENS 121*



EVELYN KNIGHT 143*



FRANKIE MASTERS 100*



GUY MITCHELL 30*



GLENN OSSER 76*



THE SATISFIERS 60*



DENNY VAUGHAN 30*



MARTHA WRIGHT 21*



all this and ...

*SEE OTHER SIDE

...ROSEMARY CLOONEY, too



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

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

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

APS

"the library that pays for itself"

Associated Program Service

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



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

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

• • • Transcriptions—Recordings • • •

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.

Phone: Columbus 5-2300

Mgr. Special Service.....Edward Strauss
Services Offered: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION

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

Phone: PLaza 9-4500

President & Treasurer.....Helen D. Kellcher
 Vice-PresidentArthur Lubo
 Vice-President.....Fred de Jaeger
 Secretary.....John Hughes Dwyer
Services Offered: Recording, program production and packages, talent.

FRANKAY & JACKSON RECORDING STUDIOS, INC.

48 W. 48 St., New York 19, N. Y.

Phone: JUdson 6-9030

PresidentHarry Jackson
 Vice-PresidentFrank Kay
 Secy. and Treas.....Betty Jackson
 Business Mgr.....Harry Jackson
Services Offered: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings. Also Tape.

FULTON RECORDING

80 W. 40 St., New York 18, N. Y.

Phone: LAckawanna 4-7188

General Manager.....Rene J. Oulmenn
Services Offered: Sound recording, tapes, discs. Ampex tape recorders; Separate facilities for cutting of masters and tape editing.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.

Phone: CR 4-5491

OwnerMitchell Gertz
 Talent Head.....Jack Heasley
 Literary Head.....William Herndon
 TV Package Head.....Leo Logan
Services Offered: Packagers of Radio and TV shows—live, transcribed, or kinscoped. Talent and technicians for all types of production: producers, directors, set designers, writers, cameramen, actors and actresses, composers, arrangers.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.

Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
 Vice-Pres.-Charge Sales.....Everett F. Goodman
 Vice-Pres.-Charge TV.....Daniel R. Goodman
 Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 W. 46 St., New York, N. Y.

Phone: JU 6-5577

President.....Herbert M. Moss
 Vice-President.....Stephen F. Temmer
 Secretary-TreasurerRita Bourne
 General Manager.....Harry F. Landon
Services Offered: Six medium and large studios available—12 amper tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.

Phone: GRant 1-3696

PresidentGeorge Heid
 Chief Engineer.....Clare "Doc" Cypher
 Musical Director.....Max Adkins
Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y.

Phones: PLaza 8-2910

OwnerMary Howard
 Mgr. Chg. of Sales and Prom.Betty Jane Keiuls
 Office Manager.....Gretchen C. Howard
Services Offered: Recording studio, tape.

ESTELLA H. KARN

49 W. 45 St., New York, N. Y.

Phone: LUXemburg 2-2170

Owner.....Estella H. Karn
Services Offered: Recording, program production and packages.

KASPER-GORDON, INC.

140 Boylston St., Boston 16, Mass.

Phone: DEVonshire 8-7357

Pres. & Pro. Dir.....Edwin H. Kasper
 Treas., Com. Dir.....Aaron S. Bloom
 Office Manager.....Robert W. Graham
Services Offered: Recordings, transcriptions, production, talent, scripts, jingles, syndicated programs, package shows.

KEYSTONE BROADCASTING SYSTEM, INC.

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

Phone: PLaza 7-1460

Vice-PresidentJoseph Bayer
 Vice-PresidentArthur Wolf
 Secretary-Treasurer.....Sidney J. Wolf
 Ass't Secretary.....William Bayer
 Eastern Sales Mgr.....Noel A. Rhys

A recipe for Station

HERE'S HOW IT TASTES:



"Even before we received shipment of the Thesaurus library we sold enough to pay for the first nine months of the library." WWOD (Lynchburg, Va.)

"We're getting a large enough talent fee from the Wayne King Serenade and The Hour of Charm to pay for your service. Wish all library services would go in for this." WMT (Cedar Rapids, Iowa)



WLAC "Sold Wayne King Serenade for 52 weeks... sponsor's initial step in radio after 25 years in business. Hour of Charm sold for 52 weeks on co-operative basis to 17 leading local business organizations." WLAC (Nashville, Tenn.)

KIST

"We sold Wayne King Serenade, Music by Roth and Fran Warren Show within the first week we had the library. Two are long-term contracts. Hour of Charm now sold to County National Bank." KIST (Santa Barbara, Cal.)

KROS "Sold 15 Thesaurus shows in 60 days—46 quarter hours weekly! I really believe this is terrific. We really had something to sell. Thanks for everything in helping us get started with Thesaurus." KROS (Clinton, Iowa)



"We've sold Wayne King and Hour of Charm with enough talent fees to pay for Thesaurus—and expect to sign up Music by Roth—all by the time we receive our library. We should have bought Thesaurus sooner." KCSJ (Pueblo, Col.)



WMOK

"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)

WLBB

"Took just 15 minutes to sell the sponsor—the day the audition disc arrived. More shows like Hour of Charm, Wayne King Serenade, Hank Snow—and this station won't need the services of a sales manager." WLBB (Carrollton, Ga.)

WSRK

"A jewelry store prospect I've been unable to 'crack' for over 2 years bought the Wayne King Serenade in one presentation—surpasses all our other 'package' shows." WSRK (Shelbyville, Ind.)

WARM

"Just sold Wayne King Serenade to the leading furniture store in northeast Pa. Just another reason why we're in our 11th year as a satisfied Thesaurus subscriber. Hour of Charm sold to appliance dealer." WARM (Scranton, Pa.)

"Today we auditioned and sold The Wayne King Serenade to Star Palace Laundry. I cannot help feel that your agency mailing had a big part in it, for the agency was definitely behind the sale of the show." WARC (Rochester, N. Y.)



"We sold The Wayne King Serenade to Dodge-Plymouth dealer, Allen Roth Show to General Electric distributor, Festival of Waltzes, Hour of Charm to furniture dealers, and Weather Jingles to a men's shop. Very pleased with these sales as all talent charges made exceed monthly rental." WGNI (Wilmington, N. C.)

KGBX

"We've sold the Hour of Charm program for 52 weeks. Your audition record was great... clinched the sale. 12 Thesaurus shows sold to date!" KGBX (Springfield, Mo.)

WFDF

"Big mail response led Silkworth Co., appliance dealer, to boost Church In The Wildwood from 3 to 5 shows a week. Over 1,000 cook books requested on one offer." WFDF (Flint, Mich.)

WTON

"Our Thesaurus library arrived here 3 weeks ago, and without too much effort, I've managed to take in \$3,176.94 in time sales and talent charges. We're well satisfied in every way with Thesaurus." WTON (Staunton, Va.)

Success... *The*thesaurus

THE LIBRARY THAT PAYS ITS OWN WAY!



MUSIC BY ROTH

HANK SNOW
AND HIS RAINBOW
RANCH BOYS

EDDIE FISHER

THE WAYNE KING
SERENADE

FRAN WARREN SINGS

THE TEX BENEKE SHOW

THE SINGING AMERICANS—DR. FRANK BLACK'S MALE CHORUS

CONCERT HALL OF THE AIR—ARTHUR FIEDLER VINCENT LOPEZ AND HIS ORCHESTRA

CLAUDE THORNHILL AND HIS ORCHESTRA

SONS OF THE PIONEERS

JOHNNY DESMOND ON THE MUSIC OF MANHATTAN

LAWRENCE DUCHOW AND HIS RED RAVEN ORCHESTRA

MUSIC IN MARCH TIME

I HEAR THE SOUTHLAND SINGING—GOLDEN GATE QUARTET

CHURCH IN THE WILDWOOD

HERE'S JUNE CHRISTY WITH THE JOHNNY GUARNIERI QUINTET

NORMAN CLOUTIER AND HIS MEMORABLE MUSIC

RIDIN' THE RANGE

OLD NEW ORLEANS—JIMMY LYTELL AND THE DELTA EIGHT

RAY MCKINLEY AND HIS ORCHESTRA

DOWN HARMONY LANE

A FESTIVAL OF WALTZES

SLIM BRYANT AND HIS WILDCATS

MUSIC HALL VARIETIES

ORGANAIRES

SOLD! "Wayne King Serenade"

KSD (St. Louis) Dau Furniture Co.
KRLD (Dallas) Padgett Bros.
WMBD (Peoria) The Schradzki Co.

SOLD! "Hour of Charm"

WWL (New Orleans) Baumer Foods, Inc.
KSTP (Minneapolis) Myndall Cain Salon
WFMJ (Youngstown, O.) Union National Bank

BASIC LIBRARY: approximately 5000 selections.

MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 28 program series—55 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues; open-end time, weather, commercial & shopping jingles; news, sports & feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits—mats, photos, press releases—to publicize and merchandise THE SAURUS shows locally.

Catalog, card index file, storage cabinets

Phone or write for comprehensive
THE SAURUS brochure today!

THE NEW ERA

IN *The*thesaurus

recorded
program
services



RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Contact Dept. D-30

630 Fifth Avenue

New York 20, N. Y., JUdson 2-5011

415 N. Lake Shore Drive

Chicago 11, Ill., W Hitehall 4-3530

1016 N. Sycamore Ave.

Hollywood 38, Calif., Hillside 5171

522 Forsyth Bldg.

Atlanta 3, Ga., WAlnut 5948

1907 McKinney Ave.

Dallas 1, Texas, Rlverside 1371

10" . . . 15 MINUTES PER SIDE

Best for You in '52!

COLUMBIA

Microgroove

COLUMBIA TRANSCRIPTIONS

A DIVISION OF COLUMBIA RECORDS, INC.

New York: 799 Seventh Avenue,
Circle 5-7300

Los Angeles: 8723 Alden Drive,
BRadshaw 2-5411

Chicago: Wrigley Building,
410 N. Michigan Avenue,
WHitehall 4-6000

• • • **Transcriptions — Recordings** • • •

Research Director.....James A. Yergin
Office Manager.....Eve Banner

Branch Offices

134 N. LaSalle St., Chicago 2, Ill.

Phone: STate 2-4590

Secretary-Treasurer.....Sidney J. Wolf
Dir. of Sta. Rel.....E. R. Rogers
Acc't & Office Mgr....Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers
Special Representative...Edwin R. Peterson
310 Citizens Bldg., Cleveland 14, O.

Phone: CHerry 4050

Mid-Western Sales.....Louis M. Block, Jr.

Services Offered: The Keystone Broadcasting System is a network which assists 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.

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 1952, as in 1951, many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

**LANG-WORTH FEATURES
PROGRAMS, INC.**

113 W. 57 St., New York 19, N. Y.

Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-Presidents Pierre Weis, W. O'Keefe
Mgr. of W. Coast Oper....Walter B. Davison
Sales Representative.....Wm. E. Young

Services Offered: Transcribed music library service for radio stations, open-end and package shows.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: MUrray Hill 7-3717

President.....C. P. MacGregor
Manager.....George R. Jones
Production Mgr.....Paul Quan
Eastern Sales Mgr.....Nat V. Donato

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording elec-

tro-plating of masters and production on vinylite pressings.

MAGNO RECORDING STUDIOS

37 W. 57 St., New York 19, N. Y.

Phone: PLaza 8-0759

Business Manager.....A. J. Dash
EngineerHoward Warren
TechnicianRalph Friedman

Services Offered: Recording sound on film 35mm and 16mm. Complete production facilities for all phases of motion pictures—television — theatrical — non theatrical. Disc recording.

MAYFAIR TRANSCRIPTION CO.

8511 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 1-8151

Executive Vice-Pres.....B. A. Joslin
Production Manager.....Vern Carstensen
Office Manager.....Florence Jordan

Services Offered: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's "Behind the Scenes," and "The Greatest of These."

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.

Phone: Malibu 7871

President.....Fred C. Mertens
Sales Manager.....George L. Price

Services Offered: Open-end package programs of 5 minutes and more, primarily of inspirational-educational type which render public service and create good will as well as sales.

M G M RECORDS

701 Seventh Avenue, New York, N. Y.

Phone: CIrcle 5-4820

General Manager.....Frank B. Walker
Advertising & Promotion...Sol Handwerker
Artist & Repertory.....Harry Meyerson

Services Offered: Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

CHARLES MICHELSON, INC.

15 West 47 St., New York 19, N. Y.

Phone: PLaza 7-0695

PresidentCharles Michelson
Divisional Sales Mgr.....Sidney Guber

Services Offered: Open end dramatic and musical transcribed feature programs. Genett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.

Phone: FI 6-4183

Owuer.....Edwin M. Webb



... EVERYTHING —
 including the picture "sync"

Yes, of course **GOTHAM** has the latest in TV Picture Sync — film sound at transcription rates, with savings better than 40% over yesterday's methods.

Does your budget bleed at the thought of miles of raw stock wasted in *film* editing? If so, you don't have to be told about the *economy of tape* — whether a forty-two-voice lip sync chorus or one-voice off-screen narrator.

All this, plus the *know-how*, *know-when* (and **NO KIDDING!**) that makes **GOTHAM** New York's most talked-up recording outfit!

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 36, N. Y. — JUdson 6-5577

• • • Transcriptions — Recordings • • •

Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144

President Morton Jacobson
Sales Promotion.....Irene C. Norbut
Services Offered: Open-end and custom built transcriptions, live packages. Transcribed programs.

MUSICOMMERCIALS

344 W. 72 St., New York 23, N. Y.
Phone: TRafalgar 4-1999

President Frank Novak
Radio-TV Producer.....John Gunn
Mgr., Writer.....Lewis Reid
Associate Producer.....Betty Marshall
Promotion Manager.....Richard Davis
Services Offered: Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the convenience of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President.....Harry E. Houghton
Exec. Vice-Pres.....Charles C. Cowley
Vice-Pres. & Treas.....John R. Andrus
Secretary.....Anna M. Kerner

Wired Music Div.

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. N. Y. Oper.....Ethel W. Marlean
Vice-Pres. Chg. of Sales...Curt H. Pfenniger
Promotion Mgr.....Roger L. Thaxter

Associated Program Service Div.

Radio Libraries and TV Film

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr... Maurice B. Mitchell
Sales Mgr.....Edward Hochhauser
Service Mgr.....William H. Houghton

Production Div.

250 W. 54 St., New York 19, N. Y.
Phone: PLaza 7-7700

V.P. & Gen. Mgr.... Alexander B. Motenko

Music Div.

151 W. 46 St., New York 15, N. Y.
V.P. & Recording Dir... Andrew M. Wiswell
Technical Research and Engineering Div.

229 Fourth Ave., New York 3, N. Y.
Vice-Pres.....Emil F. Hembrooke

NOLA RECORDING STUDIOS

1657 Broadway, New York, N. Y.
Phone: PL 7-4870

Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0040

President.....Vincent J. Nola
General Manager.....Thomas Nola
Chief Engineer.....Stanley Bumbly

Services Offered: Complete tape and disc facilities for studios, master transcriptions, location and live AM, FM, and TV; sound-echo chambers, sound tables, organs.

PALMETTO BROADCASTING SYSTEM

**Transcription Division of
THE HALL BROADCASTING AND
TELEVISION COMPANY, INC.**

Anderson, S. C.
Phone: 3802

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Sales Manager.....Paul H. Benson, Sr.

Services Offered: Network and Transcription Productions for Radio and Television. Sound Film Recordings.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

PresidentKent Cooper
Vice-Pres., Mgr.....Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the “who’s who” of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871

President.....George Logan Price
Sales Manager.....S. M. Lauch
Production Manager.....George Price, Jr.

Services Offered: Radio program ideas, scripts, production and services, including audience checks, inquiry-getters, and door-openers. Commercials, publicity, promotion, based on 31 years’ national advertising experience.

**RCA VICTOR CUSTOM RECORD
SALES DIV.**

630 Fifth Ave., New York 20, N. Y.
Phone: JUDson 2-5011



ALLIED

Leads in Pressings

....there's a reason.....

18 years of better service have proved that Allied *Quality Control* means tops in ETs, dependability on deadlines.

Specify Allied for your transcriptions. Most top radio men do.

Write for free folder "Allied All the Way."

ALLIED

RECORD MANUFACTURING CO.

1041 N. Las Palmas, Hollywood 38, California — HO 9-5107
619 W. 54th Street, New York 19, New York — JU 2-3791

• • • **Transcriptions—Recordings** • • •

Manager.....James P. Davis
 Artist & Repertoire Mgr....Herbert H. Wood
 Advtg. & Prom. Mgr.....Bennett S. Rosner

Custom Record Sales Sections

Acting Manager.....James P. Davis
 Chicago Manager.....A. E. Hindle
 Hollywood Manager.....R. C. Bucholz
 N. Y. Mgr. Orders & Service

Richard E. Bylandt

N. Y. Slide Film Rep.....Marjorie Tahaney
 N. Y. Sales Rep.....James R. Cunnison
 Chicago Sales Rep.....Geoffrey B. Bennett

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Sales Manager.....A. B. Sambrook
 Central Sales Manager...William F. Reilly
 Western Sales Manager.William C. Gartland
 Northeastern Sales Rep.....George Field
 Southeastern Sales Rep...Henry A. Gillespie
 Central Sales Rep.....Gregory Reeser
 Southwestern Sales Rep.....Robert Fender

Services Offered: THESAURUS (musical program service); RCA SYNDICATED

PROGRAMS (recorded dramatic, variety, musical shows).

Studios and Regional Offices

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
 445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
 1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: Hillside 5171
 522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Walnut 5946
 1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: LUXemburg 2-5130
 Executive Director.....Oliver W. Nicoll
 Associate Director.....Sandra Munsell
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS

7000 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HEMpstead 3282

**IF YOUR
 RADIO & TV
 DRAMATIZATIONS
 NEED
 SOUND
 EFFECTS &
 MOOD MUSIC**

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**Thomas J.
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**USE
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- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
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- Playable on any Phonograph or Turntable

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 DISTRIBUTOR

Instantaneous
 Recording Service
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• • • Transcriptions — Recordings • • •

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Services Offered: Strictly a custom recording studio. Complete facilities for tape or disc recording and processing; any size or speed. Tape duplicating a specialty. Five completely equipped studios.

REEVES SOUND STUDIOS, INC.

304 E. 44 St., New York 17, N. Y.
 Phone: ORegon 9-3550

Vice-Pres.....Chester L. Stewart
 Chief Engineer.....Lyman J. Wiggin

Services Offered: Recording.

ROCKHILL RADIO RECORDING

18 E. 50 St., New York 22, N. Y.
 Phone: PL 9-7979

President.....Stanley J. Wolf
 Sales Manager.....Emanuel H. Wolf
 Recording Manager.....Leo J. Launer

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 5-5365

President.....Paul Heinecke
 Secretary-Treasurer.....R. C. Heinecke
 General Manager.....K. A. Jadassohn

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

THE CHARLES E. SKINNER PRODUCTIONS

1819 Broadway, New York, N. Y.
 Phone: PLaza 7-6600

Exec. Producer-Director.....Charles E. Skinner
 Associate Producer.....Robert Sloan
 Musical Dir.-Asso. Pro.....Skitch Henderson
 Film Editorial Supervisor.....Joe Josephson
 Associate Producer, West Coast Rep.

Albert Kelley
 Treasurer.....Alexander J. Greeley
 Gen. Business Mgr.....Melville Ruick
 Designer.....Charles Carlotti

Services Offered: Creators, Producing Contractors. Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood. National Television.

ALLENTOWN RECORD CO.

CONTRACT RECORD PRESSING MANUFACTURERS

SPECIALISTS IN ALL TYPES OF

LONG PLAY MICROGROOVE PRESSINGS

PRODUCTION ALSO AVAILABLE IN 45 and 78 RPM PRESSINGS. MATERIAL USABLE INCLUDES VINYLITE, NON-BREAKABLE BLACK and EXTENDED VINYLs, and BREAK-RESISTANT MATERIALS.

A CHOICE OF COMPLETE SERVICING AVAILABLE INCLUDING DUBBING FROM YOUR TAPE OR INSTANTANEOUS MASTER, METAL PROCESSING, LABELS, PRESSING, COLLATING, STORAGE and WAREHOUSING, DROP SHIPPING, ART WORK and ALBUMS.

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ALLENTOWN, PENNSYLVANIA

S. L. WARTELL, President

Phone: 3-7405

• • • **Transcriptions** • • •

theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

K. R. SMITH
(Division of)

ALLIED RECORD MFG. CO., INC.
619 W. 54 St., New York 19, N. Y.
Phone: JUDson 2-3791

Gen. Mgr. K. R. Smith
Sales Mgr. Peter M. Rogers

Services Offered: Manufacturer transcriptions and phonograph records.

SONG WRITERS' COOPERATIVE, INC.

2261 Earl St., Los Angeles 39, Calif.
Phone: NORmandie 1-0845

Business Manager Harry Henderson
President Dorothea Towne
Vice-President Bill Cody
Secretary Sally Weightman
Secretary Bob Stifel
Music Director Frank Hemmerlein
Music Supervision Kenneth Howell

THE TEEVEE CO.

211 So. Beverly Drive, Beverly Hills, Calif.
Phone: CREstview 5-1076

President Gifford Phillips
General Manager Mark Frederic
Asst. to President Ludlow Flower, Jr.

Services Offered: Custom Built TV shows, film and live; spot commercials.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CENTral 6-5275

Owner L. S. Toogood
Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS

2 W. 47 St., New York 19, N. Y.
Phone: LUx. 2-3530

General Manager F. Krinen
Services Offered: Package programs and production, syndicated transcriptions, scripts, spot announcements.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974, N. Y. Phone: MU 4-4520

President J. P. Williams
Executive Vice-Pres. Adna H. Karns
Vice-Pres. & Gen. Mgr. John F. Hyle
New York Office

3948 Grand Central Terminal,
New York 7, N. Y.

Manager Claude Barrere
Services Offered: Open end Transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile



**EMPIRE
RECORDING**

**TAPE - DISC
—
STUDIOS
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AIR/LINE CHECKS
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PORTABLE JOBS
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FILM
SYNCHRONIZATION**

EMPIRE BROADCASTING CORP
480 LEXINGTON AVE.
NEW YORK 17, N. Y.
PLaza 9-4500-01 -
02-03-04-05-06

• • • Transcriptions—Recordings • • •

Cote," "Charles Magnante," "Curley Bradley," "The Golden Gate Quartet," and many others.

RICHARD H. ULLMAN, INC.

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

Phone: CLEVELAND 2066

President.....Richard H. Ullman
Exec. V. P.....Robert P. Mendelson
Production Mgr.....Robert Nicholson

Services Offered: Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies, Producers of "The Beatrice Kay Show," "Jingle-Library," "Musical Tune-O," "\$Dollar Derby," "Barbershop Harmonies," "Joe McCarthy Speaks," and tailored jingles.

UNITED BROADCASTING COMPANY, INC.

301 E. Erie St., Chicago 11, Ill.

Phone: SUPERIOR 7-9114

Gen. Mgr. & Chief Producer..Wm. L. Klein
Assistant Manager.....Marilyn L. Fridel
Chief Engineer.....Bryan A. Wright

Services Offered: Operate former World Broadcasting System studios. Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," "Hartz Mountain," and drama-

tized spot announcements. Making masters for phonograph record companies. Operate own processing and pressing plant. Syndicating "Dinner Winner" and "Bob Elson on the Century" programs. Doing TV, sound-film recording, and slide-film work.

UNITED RECORDING LABORATORIES

1650 Broadway, New York, N. Y.

Phone: CI 7-2089, 3718

Partners.....George Adams, Anita Smith

Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 9-8282

President.....Arthur B. Hogan

Services Offered: Recordings, transcriptions.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill.

Phone: MI 2-6465

President.....Milton T. Putnam

Vice-President.....A. B. Clapper

Secretary-Treasurer.....Robert A. Weber

**UNITED
RECORDING
LABS.**

TAPE — DISC — STUDIOS

Editing

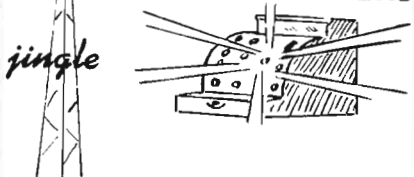
Microgroove and United's Own
"Minigroove" Recording

1650 Broadway
New York 19, N. Y.
CI 7-3718-2089

GORDON M. DAY

 *jingles*

Make CASH REGISTERS



Gordon Day's AM & TV jingles pay off at the cash register! Proof? — 66 result-getting jingle and spot campaigns! Send for presentation recording and full details.

**Gordon M. Day
Productions**

108 E. 30 St., N. Y. C. 16, ORegon 9-3595

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Office Manager.....Mercedes Kelley
 ContollerIrving Steindler
Services Offered: Recording, transcriptions,
 package programs, masters pressing.

THOMAS J. VALENTINO, INC.
 150 W. 46 St., New York 19, N. Y.
Phone: Circle 6-4675

President.....Thomas J. Valentino
 Vice-Presidents.....Michael T. Valentino,
 Elsie F. Valentino
 Gen. Mgr. & Sec.....Peter J. Riold
Services Offered: Recording, processing
 and pressing transcriptions and commercial
 phonograph records.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6811

Owner.....H. Dixon McCoy
Services Offered: Tape and Disc. Record-
 ing-Assembly and Editing. Radio Broadcast-
 ing from our Studios.

HAL WILSON PRODUCTIONS

142 Westbourne Drive, Los Angeles, 48, Calif.
Phone: CRestview 5-6914

OwnerHal Wilson
Services Offered: Live and Transcribed
 Radio Shows, TV Films, Live TV packages.
 General production services for agencies.

WORLD BROADCASTING SYSTEM

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

President.....John L. Sinn
 Vice-President.....Frederic W. Ziv
 West Coast Manager.....Maynard Marquard
Services Offered: World Program Service
 Library. Library programs and custom built
 shows.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President.....Frederic W. Ziv
 Vice-President (Executive)...John L. Sinn
 Vice-Presidents.....Alvin E. Unger,
 Herb Gordon
 Treas. & Comptroller.....Joseph L. Moore
Services Offered: Network and transcrip-
 tion Productions, package shows.

M-G-M Records

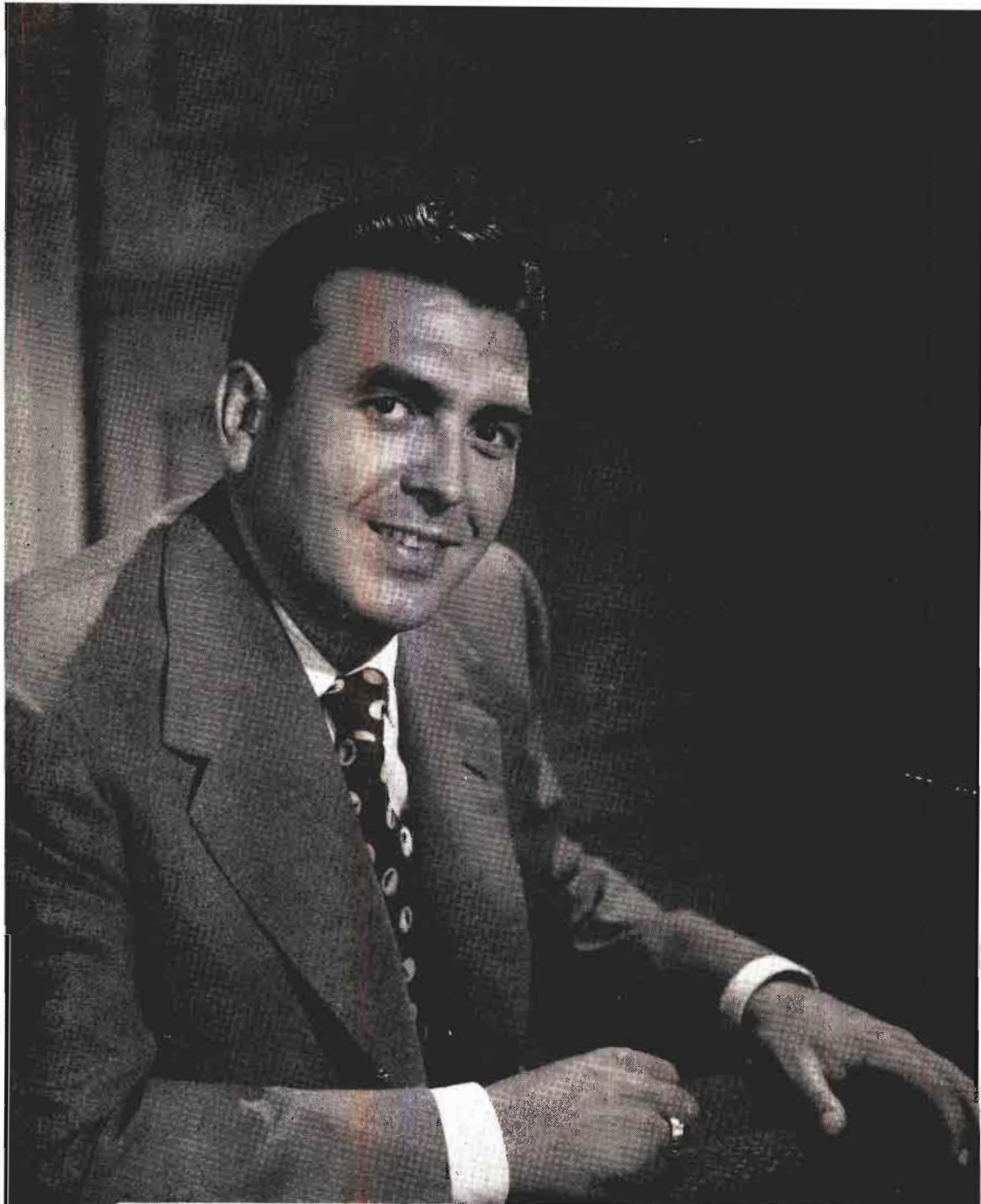
The Greatest Name
 In Entertainment

73 RPM
 45 RPM

33 1/3 Long Playing Records

*Leader In The Field Of
 Movie Sound Track Albums*





DENNIS JAMES

BEHIND THE MIKE

RADIO TELEVISION

Artists

Vocalists

Sports Commentators

News Commentators

Disc Jockeys

Announcers — M.C.'s

Orchestra Leaders

Musical Conductors

Organists

Writers

Directors

Producers

Women Commentators

Home Economics Directors

For . . . 1951

Don Russell
DuMont

RADIO-TV ARTISTS

—their work during 1951



— A —

ABBOTT & COSTELLO

Colgate Comedy Hour, NBC-TV

ABBOTT, BUD

B. Oct. 2, 1895, Atlantic City, N. J.; "Colgate Comedy Hour," NBC-TV; Motion Pictures

ADAIR, PAT

Talent Shop
WABD, New York, N. Y.

ADAMS, MASON

Pepper Young's Family
NBC

ADAMS, SUSAN

Universal Homemaking
Kitchen Fare
Du Mont

ADLER, WILLIAM

Not For Publication
Du Mont

AGEE, RAY

Jambin' Jacks
WKLV, Richmond, Ind.

AHERN, JANET

Quiz Kids
CBS-TV

ALEXANDER, JOAN

Perry Mason
CBS

ALLEN, BILL

Carolina Barn Dance
WEAL, Fayetteville, N. C.

ALLEN, FRED

Colgate Comedy Hour
Chesterfield Sound-Off Time
NBC-TV

ALLEN, GEORGE

Man Of The Week
CBS-TV

ALLEN, GRACIE

B. 1906, San Francisco, Calif.;
George Burns & Gracie Allen
Show, CBS-TV

ALLEN, JACK

The Jack Allen Show
WFUR, Grand Rapids, Mich.

ALLEN, ROSALIE

Prairie Stars
WQV, New York, N. Y.

ALLEN, STEVE

Steve Allen Show, Songs For
Sale, CBS-TV

ALLISON, FRAN

Kukla, Fran and Ollie
NBC-TV

ALLISON, JONE

Guiding Light
CBS

AMES, FLORENZ

Adventures of Ellery Queen
Du Mont

AMSTERDAM, MOREY

Breakfast with Music, WNBT;
Decca Records

ANDERS, GORIE

Ken Murray Show
CBS-TV

ANDERSON, EDDIE

"ROCHESTER"

B. Sept. 18, 1905, Oakland,
CBS; Jack Benny TV Show, CBS-
Calif.; The Jack Benny Show,
TV

ANDERSON, RAY

WHTN, Huntington, W. Va.

ANDREWS, ABBIE & HIS

CANADIAN RANCH BOYS
CKTB, St. Catharines, Ont.,
Canada

ANDREWS, CAMERON

Double C. Canteen
WABD, New York, N. Y.

Can You Spare a Little Blood?

Contact the Red Cross.

It May Save a Life!



JAN MURRAY

Radio-TV Guest Appearances
James Melton's Ford Festival
The Kate Smith Evening Hour
The Big Show

Bookings: M.C.A. Management: JACK BERTELL



MIMI BENZELL

Radio-TV Guest Appearances
Toast Of The Town
Paul Whiteman Revue
The Railroad Hour
And Others

Management: JACK BERTELL



EARL WRIGHTSON

Starring Weekly on:

The At Home Show — ABC-TV

The Paul Whiteman Revue—
ABC-TV

Musicland, U.S.A. — CBS Radio

Personal Management:

Jack Bertell

Don Coplin — Associate

745 5th Ave., N. Y. 22, N. Y.

Radio and Television Artists

APACHE TRAILBLAZERS

Trailblazers
WKRT, Cortland, N. Y.
ARBOGAST, BOB
WMAQ, Chicago, Ill.
ARCHER, GENE
WNBW, Washington, D. C.

ARDEN, EVE

B. Mill Valley, Calif.; Star of
"Our Miss Brooks," CBS

ARIZONA, JOHNNIE

Western Star Time
KXOC, Chico, Calif.
ARIZONA TRAIL HANDS
KBRN, Springdale, Ark.
ARLEN, MARGARET
Margaret Arlen Hostess
CBS-TV

ARNAZ, DESI

I Love Lucy
CBS-TV

ARNO, SIG

My Friend Irma
CBS-TV

ARO, BOBBY

Vagabond Troubadour
WHLB, Virginia, Minn.

ARTHUR, JACK

Jack Arthur Show
NBC

ATCHER, RANDY

T Bar V
WHAS-TV, Louisville, Ky.

ATRINS, JIM

Saddle Pal Club
WJZ-TV, New York, N. Y.

AUSTIN, DON

WHOW, Clinton, Ill.

AUTRY, GENE

Gene Autry
CBS-TV

AURES, LEW

Story of Doctor Kildare
(MGM)
MBS

— B —

BABY RAY

Rhythm Ranch
WMRC, Greenville, S. C.

BAILEY BROS.

WPTE, Raleigh, N. C.

BAILEY, GENE

"Songs of The Hills"
WWYO, Pineville, W. Va.

BAIN, BUDDY

Buddy Bain Show
WCMA, Corinth, Miss.

BAKER, ANCIL

KPSA, Ft. Smith, Ark.

BAKER, ART

You Asked For It
Du Mont

BAKER, BILL

Hillbilly Jamboree
WEBQ, Harrisburg, Ill.

BAKER, DICK

880 Jamboree
WPLN, Clearwater, Fla.

BAKER, JACK

Jack Baker Show
NBC

BAKER, PHIL

\$64 Question
NBC

BALL, LUCILLE

I Love Lucy
CBS-TV

BALLARD, KAY

The Henry Morgan Show
NBC-TV

BALLEW, FRANK

Announcer-Engineer
WMNC, Morganton, N. C.

BANCROFT, GIFFING

The Big Question
CBS-TV

BANKHEAD, TALLULAH

The Big Show
NBC

BANKS, JOHN

Western Requester
KRDU, Duraba, Calif.

BAR B. Q. BILL

Homefolk's Jamboree
KVAN, Vancouver, Wash.

BARBER, CHARLIE AND HIS

BAND
KALG, Alamogordo, N. M.

BARKER, DWIGHT

"Melody Boys"
WSIC, Statesville, N. C.

BARNES, WAYNE

The Old Corral
KGPH, Flagstaff, Ariz.

BARNEY, MARION

Pepper Young's Family
NBC

BARRETT, ART

Tidewater Hoedown
WSAP, Portsmouth, Va.

BARRIE, WENDY

ABC, CBS, NBC

BARRY, JIM

Pacific Serenade
KTEM, Eureka, Calif.

GEORGE BURNS AND GRACIE ALLEN

CBS-TV

Every Other THURSDAY

for

CARNATION EVAPORATED MILK



ARLENE FRANCIS



JAY JOSTYN
"Mr. District Attorney"



BILL CULLEN



WENDY BARRIE

Management: MARTIN GOODMAN

65 West 54th St., N. Y. C.

JU 6-1180

Radio and Television Artists

BARRY, NICK

Hillbilly Show
WCMW, Canton, Ohio

BARRYMORE, LIONEL

Story of Doctor Kildare
(MGM)
MBS

BARTLETT, TOMMY

B. Milwaukee, Wis.; "Welcome
Travelers," NBC; Hi-Ladies TV,
WGN-TV

BARTON, CLARA MAE

WHOW, Clinton, Ill.

BARTON, JOHN

WHOW, Clinton, Ill.

BARTY, BILLY

B. Pa.; James Melton Show,
NBC-TV; Ken Murray Show;
Steve Allen Show; Fred Waring
Show; Frank Sinatra Show; CBS-
TV; Your Pet Parade (26 weeks),
ABC-TV; Milton Berle Show,
NBC-TV

BASS, DUG

Radio Ranch Hands
WALT, Tampa, Fla.

BAUM, CLYDE

Clyde Baum & His Bayou Boys
KALB, Alexandria, La.

BEAN, LOIS AND BETTY

The Rangerettes
KVSM, San Mateo, Calif.

BEASLEY, IRENE

Grand Slam, CBS

BECK, JACKSON

B. July 23, 1912, New York,
N. Y.; Space Cadet, ABC, ABC-
TV; Mark Trail, ABC; F.B.I. In
Peace And War, CBS; Gabby
Hayes, MBS; Barrie Craig, NBC;
Paramount Newsreel

BECKER, MONA

Kids And Company
Du Mont

BECKER, SANDY

Young Dr. Malone
CBS

BECKETT, RON & DOUB

"Ranger's Cabin"
CKNW, New Westminster,
B. C., Canada

BEERS, BETTY

"Haylot Hattie"
WEAB, Greer, S. C.

BELEW, MELVIN

Kornfield Karnival
KMAE, McKinney, Texas

BELL, LLOYD

Tennessee Sweethearts
WSVA, Harrisonburg, Va.

BELLAMY, RALPH

Man Against Crime
CBS-TV

BELLAMY, VIC

WLW, WLW-T, Cincinnati, O.

BELTRAMI ROUNDUP

KBCN, Bemidji, Minn.

BENADARET, BEA

Meet Millie, CBS
Burns & Allen, CBS-TV

BENDIX, WILLIAM

The Life of Riley
NBC

BENNETT, "BING"

HymnTime
WLOS, Asheville, N. C.

BENNY, JACK

B. Feb. 14, 1894, Waukegan,
Ill.; The Jack Benny Television
Show, CBS-TV; Jack Benny
Show, CBS-KNX

BENZELL, MIMI

B. April 6, 1924, Bridgeport,
Conn.; Pet Milk Summer Revue,
NBC; Guest "Railroad Hour,"
NBC; Guest "Toast Of The
Town," CBS-TV; Guest "Paul
Whiteman Revue," ABC-TV;
Guest "Cavalcade Of Stars,"
DuMont; Guest "Songs For
Sole," CBS-TV

BERCH, JACK

Jack Berch Show
NBC

BERG, GERTRUDE

The Goldbergs, NBC-TV

BERGER, CURLEY

Cliff, Curley & Gene—Satur-
day Farm Gang
KHQ, Spokane, Wash.

BERLE, MILTON

Texaco Star Theatre, NBC-TV

BERLIN, IRVING

Irving Berlin's Salute to
America, NBC-TV

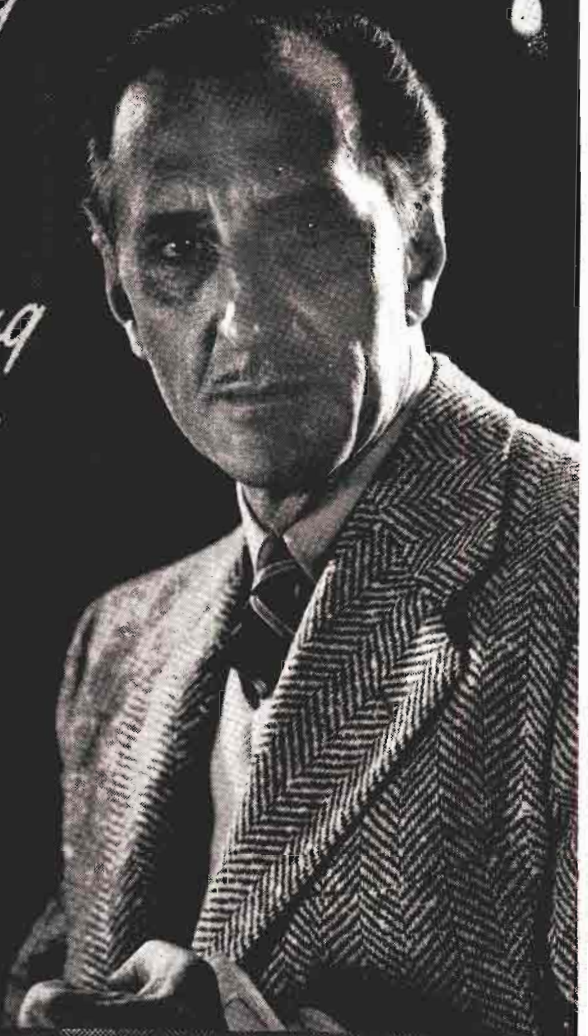


JUDY CANOVA

*Outstanding
Artists*

NEED

*Outstanding
Pictures*



JULES ALEXANDER

45 WEST 45th St.

Phone - LU-2-0899

Radio and Television Artists

BERQUIST, WHITEY

Musica
NBC

BERRY, DALE

Dale And The Blues
KTER, Terrel, Texas

BICHON, ED

Duffy's Tavern
NBC

BILL, CHUCK

Breakfast Frolic
WJJD, Chicago, Ill.

BILLINGSLEY, SHERMAN

Stork Club
CBS-TV

BISHOP, BOB

Golden Eagle Time
KAPF, Petaluma, Calif.

BLAKE, RANDY

Supertime Frolic
WJJD, Chicago, Ill.

BLOCK, HAL

What's My Line
CBS-TV

BLUE GRASS ERVIN

Jamboree
KGMB, Honolulu, Hawaii

BLUE RIDGE RAMBLERS

WUSN, Charleston, S. C.

BLUERIDGE RAMBLERS

WKBC, N. Wilkesboro, N. C.

BLUE SKY TRIO

Noontime Jamboree
WVMC, Mt. Carmel, Ill.

BOB AND RAY

The Bob and Ray Show
NBC-NBC-TV

BOND, DALLAS

Dallas Bond
WILE, Cambridge, Ohio

BOGGS, LUCKY & BAND

GOSPEL TONES QUARTET
WNXT, Portsmouth, Ohio

BOLDT, VIC

Polka Time
KVIC, Victoria, Texas

BORGE, VICTOR

The Victor Borge Show
NBC-TV

BOULETTE, WILLIAM

Kove Ranch Time
KOVE, Lander, Wyo.

BOULTON, MILO

Shoppers' Corner
WABD, New York, N. Y.

BOWES BROS.

The Bowes Bros.
WDVA, Danville, Va.

BOWMAN, JERRY

Hi Neighbor
WERE, Cleveland, Ohio

BOWMAN, LEE

Adventures Of Elroy Queen
Du Mont

BOYD, BILL

Bill Boyd Show
WRR, Dallas, Texas

BOYD, JIM

Parade of Western Hits
WFAA, Dallas, Texas

BOYD, LLOYD

The Singing Ranger
CKCL, Truro, Nova Scotia,
Canada

BOYD, WILLIAM

"HOPPY"

B. June 15, 1898, Cambridge,
Ohio; "Hopalong Cassidy," CBS

BOYS—II DOUBLE

Western Roundup
KEEN, San Jose, Calif.

BRAGG, NELSON

Hayloft Jamboree
WCOP, Boston, Mass.

BRAHAM, HORACE

Radio, TV, Stage, Screen

BRAND, OSCAR

Folksong Festival
WNYC, New York, N. Y.

BRASFIELD, ROD

Grand Ole Opry
NBC

BRAY, CURLY

Buddies Of Airlines
WHBF, WHBF-TV, Rock
Island, Ill.

BREHMER, LARRY

Crazy Cowboy
KTBI, Tacoma, Wash.

BRENNAN, WALTER

You Can't Take It With You
NBC

BRESSLER, SAM

TV Ranch
WSPD-TV, Toledo, Ohio

BRICKHOUSE, JACK

Saturday Night At The Gar-
den, Du Mont

BRIGGS, BILLY

Xit Boys
KGNC, Amarillo, Texas

E V E A R D E N

"OUR MISS BROOKS"

C B S

BUD
ABBOTT

and

LOU
COSTELLO

Exclusive Management
EDWARD SHERMAN



**Jack
Carson**

Management
Frank Stempel
Hollywood, Calif.

• • • **Radio and Television Artists** • • •

BRIGGS, SALLY
Sally Briggs Show
KWTO, Springfield, Mo.

BRIMMER, J. ALLEN
RFD 790 Jamboree
WLBE, Leesburg, Fla.

BRINKLEY, J. B.
"Barn Dance"
WBAP-TV, Fort Worth, Texas

BRITTON, CAPT. BILL
"Old Ship of Zion"
WPCF, Panama City, Fla.

BRONSON, MARILYN
"The Marilyn Bronson Show"
KTBC, Rustin, Texas

BROOKER, JIM
"Cactus Jim's Talent Ranch"
WTVJ, Miami, Fla.

BROOKS, TOM "CACTUS"
T Bar V
WHAS-TV, Louisville, Ky.

BROUSSARD, BRUCE
Roundup Time
WAFB, Baton Rouge, La.

BROWN, CHUCK
Barn Dance Time
WSWN, Belle Glade, Fla.

BROWN, DICK
Stop The Music, ABC; Family Circle, ABC; Dick Brown Show, WABD; This Is Show Business, CBS-TV; Fashion Magic, CBS-TV; Langworth & World Transcriptions

BROWN, DOUGLAS
KNEL, Brady, Texas

BROWN, HUDIE
Cuzzin Al
WDAK, Columbus, Ga.

BROWN, VIRGE
Cornbread Matinee

BROWN, WALLY
Ford Festival
NBC-TV

BROWNE, RUSSELL A.
"Mountain Music"
WRNY, Rochester, N. Y.

BRYAN, ARTHUR Q.
B. May 8, 1899, Brooklyn, N. Y.;
"Doc" Gambleon, NBC; "Fibber McGee And Molly," NBC; "Great Gildersleeve," NBC

BRYAN, CHICK
"Saturday Farm Gang"
KHQ, Spokane, Wash.

BRYAN, HARRY
Lone Cowboy
WTJS, Jackson, Tenn.

BURGUIERE, BILLY
Billy Burguiere Trio
WLNA, Peekskill, N. Y.

BURKHARDT, KEN
Hillbilly Hit Parade
KSM, Sikeston, Mo.

BURNS, GENE
KNEL, Brady, Texas

BURNS, GEORGE
B. January 10, 1896, New York, N. Y.; George Burns & Gracie Allen Show, CBS-TV

BURROUGHS, CHARLES
The Burroughs Sing
WPAR, Parkersburg, W. Va.

BURROWS, RUD
Bud Burrows Show
KGA, Spokane, Wash.

BUTLER, DAWES
Time For Beany
CBS-TV

BUTLER, FRANK
Mr. Chameleon
CBS

BYRD, PAUL
Paul Byrd Show
WKCB, Dunn, N. C.

— C —

CAESAR, SID
Your Show of Shows, NBC-TV

CAFFEY, JULIAN
Woman's Club
Du Mont

CAL DUSTY WITHAM AND BONNIE
Dusty & Bonnie
WWNH, Rochester, N. H.

CALDWELL, JIM
Record Roundup
KWED, Seguin, Texas



BOB CROSBY

"Club 15" Show

CBS Network



Capitol Records

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PUBLICITY
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BOOKINGS
WILLIAM MORRIS
AGENCY

Radio and Television Artists

CALVERT, CHARLES
Broadway's My Beat
CBS

CAMARGO, RALPH
Gang Busters, CBS; FBI in Peace
And War, CBS; My True Story,
Modern Romances, ABC; Pepper
Young, Hollywood Love Story,
NBC; Treasury Agent, NBC-TV;
The Web, CBS-TV; Suspense,
CBS-TV

CAMPBELL, ALEX
Campbell's Corner
WASA, Havre De Grace, Md.

CAMPBELL, ARCHIE
Country Playhouse
WROL, Knoxville, Tenn.

CAMPBELL, CLYDE
Bobby Benson Show
MBS

CAMPBELL, PATSY
Second Mrs. Burton
CBS

CANOVA, JUDY
(See Vocal Artists)

CANTOR, CHARLIE
Duffy's Tavern
NBC

CANTOR, EDDIE
B. January 31, 1892, New York,
N. Y.; Colgate Comedy Hour,
All Star Revue, NBC-TV; Philip
Marris Radio Show, The Eddie
Cantor Show, The Big Show,
NBC

CAPLINGER, WARREN
Trading Post
WKNA, Charleston, W. Va.

CARD, NORMAN R.
Rhythm Ranch
WLAM, Lewiston, Maine

CARL, CLIFF
Cliff, Curley & Gene—Satur-
day Farm Gang
KHQ, Spokane, Wash.

CARLISLE, BILL
Tennessee Barn Dance
WNOX, Knoxville, Tenn.

CARLON, FRAN
Big Town
NBC

CARNEY, ART
The Henry Morgan Show
NBC-TV
Cavalcade of Stars
Du Mont

CAROLINA DRIFTERS
Saturday Merry Go Round
WANS, Anderson, S. C.

CAROLL, FRANCINE
Small Fry Club
Du Mont

CARPENTER, GENE
Cliff, Curley & Gene—Satur-
day Farm Gang
KHQ, Spokane, Wash.

CARROLL, JIMMY
Most Important People
Du Mont

CARROLL, RITA
Most Important People
Du Mont

CARSON, JACK
B. October 27, 1910, Carman,
Manitoba, Canada; "All Star
Revue," NBC-TV; Colgate Com-
edy Hour, NBC-TV

CARTER, JACK
The Jack Carter Show
NBC-TV

CASILE, JINGLE JOE
The Big Top
CBS-TV

CASSEL, ARTHUR
B. April 18, 1941, New York;
Kraft; One Man's Family; James
Melton Show; Eddie Cantor Show;
NBC-TV. Casey, Crime Photog-
rapher; Studio One; CBS-TV

CASSEL, SID
Robert Montgomery Presents;
Cameo Theater; NBC-TV. Dan-
ger; Man Against Crime; Studio
One; CBS-TV. Pulitzer Prize
Playhouse; ABC-TV

C-BAR-D SWINGBILLIES
WAGE, Syracuse, N. Y.

CESANA, RENZO
The Continental
CBS-TV

CHALMERS, THOMAS
Pepper Young's Family
NBC

CHANDLER, JEFF
Our Miss Brooks
CBS

CHILDRESS, ALVIN
Amos 'N' Andy
CBS-TV

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ACTRESS

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Radio and Television Artists

CHRISTY, KEN
The Great Gildersleeve
NBC
Meet Corliss Archer
CBS-TV

CIRCLE BAR BOYS
WBAT Jamboree
WBAT, Marion, Ind.

CIRCLE JOY RANCH BOYS
CJOY, Guelph, Ont., Canada

CIVILS, HERMAN B.
"Carolina Jamboree"
WFYC, Kinston, N. C.

CLARK, LON
Nick Carter Show
MBS

CLARK, WILLIAM
"Denver Bill Show"
WFMJ, Youngstown, Ohio

CLAUDE ALLANE

TROUBADORS
WJNC, Jacksonville, N. C.

CLAY, PATSY
Radio Rodeo
WOAL, San Antonio, Texas

CLEM, THE COUNTRY BOY
Cabin In The Corn
WARA, Attleboro, Mass.

CLEMENTS, ZEKI
WAFN-TV, Birmingham, Ala.

CLINE, EZRA
Lonesome Pine Fiddlers
WHIS, Bluefield, W. Va.

CLYDE & PAL
Clyde & Pal Show
KGA, Spokane, Wash.

C. N. R. A. TRIO
After Supper Breakdown

CKCL, Truro, Nova Scotia,
Canada
COBB, BUFF
Mike And Buff
CBS-TV

COCA, IMOGENE
Your Show of Shows
NBC-TV

COLLIE, BIFF
"Collie's Corral"
"Houston Hoedown"
KNTZ, Houston, Texas

COLLIER, LOIS
Boston Blackie
NBC-TV

COLLINS, MARY
Double C Canteen
WABD, New York, N. Y.

COLLINS, TED
The Kate Smith Hour
The Kate Smith Evening Hour
NBC-TV

COLMAN, RONALD
Mr. & Mrs.—The Halls of Ivy
NBC

CONWAY TOM
The Saint
NBC

COOK, BOB
WPTW, Piqua, Ohio

COOK, CHARLIE
Country Boy
WSSB, Durham, N. C.

COOK, DICK
Southern Tier Jamboree
WLEA, Hornell, N. Y.

COOK, FRED
KFSB, Joplin, Mo.

COOK, JACK
Handy Andy
WNOK, Columbia, S. C.

COOK, JOE
Harmony Hayride
KGGF, Coffeyville, Kans.

COOK, LOIS
Harmony Hayride
KGGF, Coffeyville, Kans.

COOK, PAT
The Pat Cook Show
KSTL, St. Louis, Mo.

COOK, ROBERT
Texas Saddle Pals
WPAR, Parkersburg, W. Va.

COOLEY, SPADE
B. Grand, Oklahoma; Spade
Cooley TV Show, KTLA, Para-
mount; Decca Records; Santa
Monica Ballroom; Motion Pic-
tures; Standard Transcriptions

COONS, JOHNNY
Panhandle Pete & Jennifer
NBC-TV

COOPER, STONEY
Jamboree Matinee
WWVA, Wheeling, W. Va.

CORBET, LOIS
Meet Corliss Archer
CBS-TV

CORTEZ, CARLOS
Western Tune Time
KDIA, Auburn, Calif.

COSTELLO, LOU
B. March 6, 1906, Paterson,
N. J.; "Colgate Comedy Hour,"
NBC-TV; Motion Pictures

**MARY
MARGARET
McBRIDE**

ABC NETWORK
WGN-CHICAGO

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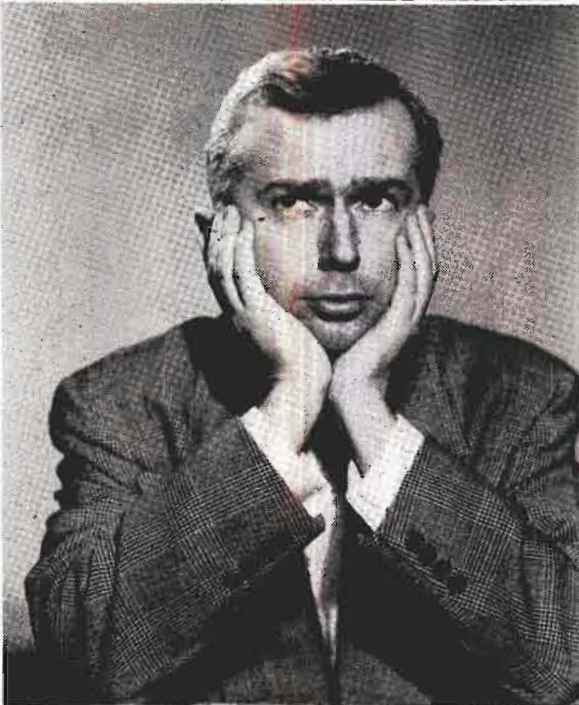
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New York Office:
Director of Radio and Television:
Ursula Halloran
15 East 58th St.
Eldorado 5-5000

Beverly Hills Office:
Director of Radio and Television:
Milton Weiss
226 North Canon Drive
CRestview 5-4581



JACKIE
KELK

Radio and Television Artists

COTHE, BONNIE SUE
Saddle Pals
KCHI, Chillicothe, Mo.

COTSWORTH, STAAZ

B. Feb. 17, 1908, Oak Park, Ill.; "Mark Trail," ABC; "Front Page Farrell," NBC; "Lone Journey," ABC

COUGHLIN, FRANCIS
Down You Go
Du Mont

COUNTRY BOY
WGBA, Columbus, Ga.
COUNTRY NEIGHBORS
WIMA, Lima, Ohio

COURTLEIGH, ROBERT
Miss Susan
NBC-TV

"COUSIN CLARE"
Cowboy Capers
WNER, Live Oak, Fla.

COUSIN LEE
Western (L Ranch Roundup
WCOJ, Coatesville, Pa.

COUSIN WILBUR & BLONDIE BROOKS
KWFT, Wichita Falls, Texas

COUSIN ZEKE
Virginia Valley Boys
WMEV, Marion Va.

COVERT, TED
Round Up Time
WATH, Athens Ohio

COWBOY IRBY
Soap 'n The Saddle
KELT, Electra, Texas

COX, JIMMY
Jimmy Cox Show
KCSJ, Pueblo, Colo.

COX, RICHARD
Harvest Time
WSAZ, Huntington, W. Va.
Tri-State Jamboree
WSAZ-TV, Huntington, W. Va.

COY, CINDY
Cindy Coy Show
WPDX, Clarksburg, W. Va.

CRACKER, JIM
Cracker Jim
WMIE, Miami, Fla.

CRAIGHILL, MAC
Camp Altruria Hoedown
WCHV, Charlottesville, Va.

CRANE, GENE
The M & M Candy Carnival
CBS-TV

CRAVEN, JOHN
The Egg And I
CBS-TV

CRAVER, CAMPBELL
Hillbilly Hit Parade
WMOX, Montgomery, W. Va.

CRAWFORD, BOB
Bob Crawford Show
WBAP, Fort Worth, Texas

CROCKER, CHARLES
KFBI, Ranch Boys
KFBI, Wichita, Kans.

CRONE, WILD BILL
CKOY Party Line
CKOY, Ottawa, Ont., Canada

CROSBY, BOB
August 23, 1913, Spokane, Wash.; Star of Club 15, CBS

CROSBY, FOY
Dixie Jamboree
WPDQ, Jacksonville, Fla.

CROSS, ELWIN
Elwin Cross
KYNO, Fresno Calif.



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RADIO — TV

Slide Films

Columbia Recording Artist

— • —
Lexington 2-1100

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ZERBE**

SU. 7-5400



**JACKSON
BECK**

ACTOR — ANNOUNCER
NARRATOR
MARK TRAIL — SPACE CADET
AM-TV

MU. 8-6600

Radio and Television Artists

CROSS, GEORGE
Sagebrush Melodies
WEXL, Royal Oak, Mich.

CULLEN, BILL
It Happens Every Day
CBS

CULLERS, TEX
Round-Up Time
WATA, Boone, N. C.

CUMBERLAND MOUNTAIN BOYS
WWNC, Asheville, N. C.

CUMMINS, RAY
Carolina Hayride
WMBL, Morehead City N. C.

CUZZIN LEM
Cuzzin Lem Show
WQXI, Atlanta Ga.

— D —

DALY, JOHN
What's My Line
CBS-TV

DANTINE, HELMUT
Shadow Of The Cloak
Du Mont

DAGMAR
Broadway Open House
NBC-TV

DAHLVIG, JOE
WLDY, Barn Dancer
WLDY, Ladysmith, Wis.

DAHMS, WALLA
Dude Ranch Party
KLER, Rochester, Minn.

DAMON, LES
The Falcon
NBC

DANDRIDGE, RUBY
Beulah
CBS

DANIELS, TEX
Lazy H. Ranch
WAAM Baltimore Md.

DARDEN, MARYBELLE
Marybelle's Chickens
WTAR, Norfolk, Va.

DARNEY, TONI
Just Plain Bill
NBC

DAVIES, GWEN
Let's Pretend
CBS

DAVIS, BETTE
Woman Of The Year (MGM)
MBS

DAVIS, BILL
Sheriff Davis
WLOW, Norfolk, Va.

DAVIS, LON
Dixie Festival
WBGR, Jesup Ga.

DAVIS, O. L.
Band Leader
WNGO, Mayfield, Ky.

DAWN, HAZEL
Fairmeadows USA
NBC-TV

DAWSON, CURLEY
Ozark, Playboys
KCON, Conway, Ark.

DAV, JACK
The Jack Day Show
WNAR, Norristown, Pa.

DEER VALLEY BOYS
WLPO, La Salle, Ill.

DENKEMA, EDDIE
Cousin Ed Show
WGRD, Grand Rapids, Mich.
KFEQ, St. Joseph, Mo.

DEVINE, ANDY
Wild Bill Hickok
MBS

DE VOL, FRANK
(See Orchestra Leaders)

DeWITT, DAVE
Denver Dude's 3 Hour Morn-
ing Commotion
WWXL, Peoria, Ill.

DIAMOND BROTHERS
WPBG, Altoona, Pa.

DIAMOND BROTHERS
WRTA, Altoona, Pa.

DILLON, GENE
Western Hayride
WCMW, Canton, Ohio

DIXIE HARMONAIRES
Dixie Harmonaires
WTNS, Coshocton, Ohio

DIXIE PLAYBOYS
WTUN, Charleston, S. C.

DIXIE REVELERS
Hillbilly Jamboree
WVMI, Biloxi, Miss.

DIXIELAND PLAYBOYS
WBBB, Burlington, N. C.

DIXON, BOB
B. April 8, 1911, Stamford,
Conn.; Sheriff Bob Dixon Show,
Du Mont TV; Perry Mason, CBS;



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LE. 2-1100



HOLLIS IRVING
LE. 2-1100



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Radio and Television Artists

Edward R. Murrow, CBS; Life Can Be Beautiful, NBC; Double C Canteen, WABD

DIXON, ROY

Top of the Trail
KTRM, Beaumont Texas

DONLEVY, BRIAN

Dangerous Assignment
NBC

DORNHUBER, HENRY

Farmers Roundup
WCVA, Culpeper, Va.

DOUGLAS, SCOTT

Sam Spade, CBS; Black Hood, MBS; The Batman, MBS; Young Dr. Malone, CBS; Hallmark Playhouse, CBS; Stars Over Hollywood, CBS; Aunt Mary, NBC

DOWDY, TOBY

WRUF, Gainesville, Fla.

DOWN, HOMERS

WTIC, Hartford, Conn.

DOWNEY, MORTON

10th Year for Coca-Cola

DOYLE, LEN

Mr. District Attorney
NBC

DRAKE, BETSY

Mr. & Mrs. Blanding
NBC

DRAKE, BILL

Dude Ranch
KEEN, San Jose Calif.

DRAKE, JIMMY

WWGS, Tifton, Ga.

DRAPER, MARGARET

Brighter Day
CBS

DUNCAN, COYAL

Dusty Duncan
KXOB, Stockton, Calif.

DUNCAN, TOMMY

Tommy Duncan Show
KTRB, Modesto, Calif.

DUDE FELLOWS

Fellows Brothers
KMMO, Marshall, Mo.

DUDES, DIXIE

The Dixie Dudes
WPTF, Raleigh, N. C.

DUPRANE, AL

Bunkhouse Bueeros
WICY, Malone, N. Y.

DUKE, TOMMY

Country Store
WULA, Eufaula, Ala.

DUMONT, MARGARET

My Friend Irma
CBS-TV

DUNCAN, DOPEY

Crossroads Store
WKAP, Allentown, Pa.

THE DUNIGANS

WJTN, Jamestown, N. Y.

DUNNE, STEVE

Adventures of Sam Spade
NBC

DURANTE, JIMMY

Feb. 10, 1893, New York, N. Y.;
All Star Revue, NBC-TV; Motion
Pictures; Radio; Records—Jimmy
Durante Music Publ. Co., Inc.

DUSTY RIVERS & THE

WAGONMASTERS
KCJB, Minot, N. Dak.

DYCH, HARVEY

Quiz Kids
CBS-TV

— E —

EADIE, BOB

Bob Eadie Show
CKSF, Cornwall, Ont., Canada

EAGER, CLAY

WLOK, Lima, Ohio

EYNES, JIM

WBTM, Danville, Va.

EDWARDS, DOUGLAS

CBS News With Douglas
Edwards
CBS-TV

EDWARDS, SAM

Meet Corliss Archer
CBS

EGGLESTON,

SHIRLEY

Dec. 14, Cleveland, Ohio; One
Man's Family, NBC-TV; Tales
Of Tomorrow, ABC-TV; Cosmo-
politan Theater, Dumont; Rogue's
Gallery, ABC; My True Story,
ABC; Modern Romances, ABC;
Newsstand Theater, ABC; Cath-
edral Films Of Hollywood

EICHER, SHORTY

Silver Creek Rambler
WARD, Johnstown, Pa.

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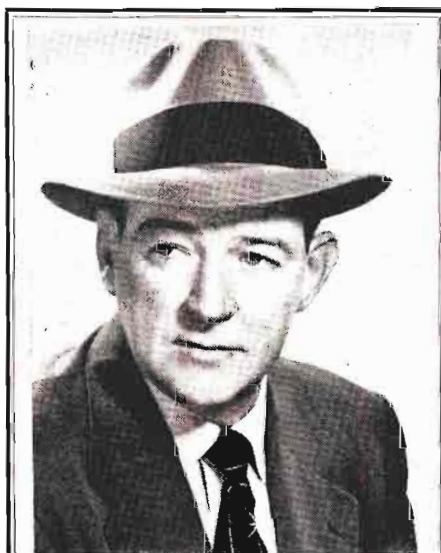
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MAGGI McNELLIS

"Leave It To The Girls" NBC-TV
"Say It With Acting" ABC-TV
"What's Playing?" ABC-TV

**JEAN
HERSHOLT**

"Dr. Christian"

15th Year

C. B. S.

Radio and Television Artists

EISENBERGER, JOHN

Old Salldebugs
WBEN, Buffalo, N. Y.

ELLIS, BOBBY

Meet Corliss Archer
CBS-TV

ELLSWORTH, BUDDY

Country Round-up
WSTC, Stamford, Conn.

ELSTNER, ANN

Stella Dallas
NBC

ELY, DICK

Western Revue
WKOP, Binghamton, N. Y.

EMBREE, DOC & ESTHER

Doc & Esther
KMA, Sherandoah, Iowa

EMERSON, FAYE

Faye Emerson's Wonderful Town
CBS-TV

EMERSON, LOU

Radio Rodeo
WOAT, San Antonio, Texas
TV Dude Ranch
WOAT-TV, San Antonio, Texas

EMERY, BOB

Small Fry
Du Mont

EMERY, RALPH

Ralph's Rhythm Ranch
Hayloft Jamboree
WLAV, Grand Rapids, Mich.

ENDERS, RUTH

Mr. T. Magination
CBS-TV

ERICSON, JOHNNY

Hayloft Jamboree

CJAV, Port Alberni, B. C.,
Canada

ERNIE, TENNESSEE

Hams Ranch
KXLA, Pasadena, Calif.

ETHEL & ALBERT

The Kate Smith Hour
NBC-TV

EVANS, CHARLES

Roundup of Ranch Rhythm
KORA, Bryan, Texas

EVANS, DR. BERGEN

Down You Go
Du Mont

EVANS, HARRY & TROUPE

KRVN Hayloft Party
KRVN, Lexington, Nebr.

EVANS, MICKIE

Mickie's Musical Corral
WTTM, Trenton, N. J.

EVANS, WHITEY

Harvest Hands Of Harmony
Ranch
WDGY, Minneapolis, Minn.

EVERHARDT, SLIM

WOW, WOW-TV, Omaha,
Nebr.

EVERSON, SLEEPY BOB

Cron's A Poppin'
KLEE, Houston, Texas

— F —

FADIMAN, CLIFTON

This Is Show Business
CBS-TV

FAGERDAHL, NORM

Saturday Night Jubilee
CPKI, Fort Frances, Ontario,
Canada

FAGUE, RICHARD

WHAY, Jamboree
WHAY, New Britain, Conn.

FAIRBANKS, DOUGLAS, JR.

The Silent Man
NBC

FALKENBERG, JINX

Tex and Jinx Closeup
NBC-TV

FARREN TWINS

Farren Twins
KBWD, Brownwood, Texas

FATS, HAPPY

Happy Fats Jamboree
KROF, Abbeville, La.

FAZZIN, ART

Request Roundup
WAKR, Akron, Ohio

FAYE, ALICE

The Phil Harris-Alice Faye
Show
NBC

THE FIDDLE DUSTERS

KIRX, Kirksville, Mo.

FIELDS, DON

Pony Boys
WDEV, Waterbury, Vt.

FIELDS, GRACIE

Gracie Fields Show (MGM)
MBS

FILINGENBERG, PAUL

Holland Jamboree
WHTC, Holland, Mich.

FINCHER, SHORTY

Rhythm Ranch
WCMB, Lemoyne, Pa.

FINN, JIMMY

WARE, Ware, Mass.



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DECCA RECORDS

Radio and Television Artists

FISKE, FRED
Skeeter Hawkins
WWDC, Washington, D. C.

FITZGERALD, ED & PEGEEN
The Fitzgeralds, ABC, ABC-TV

FLEETWOOD, BLACKIE
The Southland Playboys
WGOV, Valdosta, Ga.

FLOYD, COUSIN
Cousin Floyd
WTBO, Cumberland, Md.

FLYNN, ERROL
Modern Adventures of Casanova (MGM)
MBS

FORD, EDSON
Uncle Red
WRIB, Providence, R. I.

FORD, HENRY
Dixie Jamboree
WPDQ, Jacksonville, Fla.

FOREMAN, SPEED
Buddies of Airlines
WHBF, WHBF-TV, Rock Island, Ill.

FORSTER, LEE
The Lee Forster Show
WHLD, Niagara Falls, N. Y.

FOURNIER, LARRY
Ranch Hands
WEAV, Plattsburg, N. Y.

FOX, CURLY
KPRC-TV, Houston, Texas

FRADETTE, PAUL
Club Rendez-Vous
CKBL, Matane, Que., Canada

FRANCE, BOB
Hayloft Jamboree
WHUC, Hudson, N. Y.

FRANCIS, ARLENE
It Happens Every Day
CBS
What's My Line
CBS-TV

FRANKLIN, DELMAS
Morning Jamboree
WLAQ, Rome, Ga.

FRAUENFELD, AUGUST
Rhythm On The Range
CKPR, Fort William, Ont., Canada

FRAWLEY, WILLIAM
I Love Lucy
CBS-TV

FREBERG, STAN
Time For Beans
CBS-TV

FREEMAN, CLAUDE
Jam & Jive
WMRC, Greenville, S. C.

FREEMAN, FLORENCE
Young Widder Brown
NBC
Wendy Warren And The News
CBS

FROST, NEILO
Hillbilly Jamboree
WAUD, Auburn, Ala.

FRYE, J. ALLEN
Rhythm Roundup
KBKI, Alice, Texas

FULKS, ART
Echo Valley Boys
WTVN, Columbus, Ohio

FULLER, LORENZO
Man About Music
WABD, New York, N. Y.

— G —

GAINES, EALT
WIEF, Elizabethton, Ky.

GAINES, ROLAND
KMOX, St. Louis, Mo.

GALLIGHER, JOHNNY
WHPE, High Point, N. C.

GALYON, COTTON
Jukebox Parade
WSEC, Somerset, Ky.

GARDNER, ED
Duffy's Tavern
NBC

GARDNER, RUSS
Record Review
WPDX, Clarksburg, W. Va.

GARGAN, WILLIAM
Starring As Barrie Craig; Confidential Investigator, NBC; Martin Kane, Private Eye, NBC-TV

GARROWAY, DAVE
Deal Dave Garroway
NBC
Garroway At Large
NBC-TV

GARVEN, HAL & ERNIE
Murphy Barn Dance
WCCO, Minneapolis, Minn.

GATES, RUTH
Mama
CBS-TV



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RADIO

LExington 2-1100

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Radio and Television Artists

GATESON, MARJORIE
One Man's Family
NBC-TV

GERRARD, HENRY
The Aldrich Family
NBC-TV

GIBBS FAMILY
Roundup Time
WJER, Dover, Ohio

GIBSON, BILLY
Here's Archer
WRC, Washington, D. C.

GILLETTE, HELEN
The Plainclothes Man
Du Mont

GILMAN, TONI
Down You Go
Du Mont

GILMORE, BRUCE
Early Farm Edition
WHSY, Hattiesburg, Miss.

GLEASON, JACKIE
B. Feb. 26, 1916, Brooklyn,
N. Y.; Colgate, NBC-TV; Frig-
idaire, NBC-TV; Four Star The-
ater, NBC-TV; Cavalcade of
Stars, DuMont; Frank Sinatra
Show, CBS-TV

GLEN NEAVES & BOYS
Saturday Night Barndance
WBOB, Galax, Va.

GLENN, RAY
Ray Glenn Presents
KGIW, Alamosa, Colo.

GLOSSON, LONNIE
Lonnie Glosson Show
KWHN, Fort Smith, Arkansas

GNAGY, JOHN
You Are An Artist
NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
Arthur Godfrey's Talent Scouts
CBS-TV

GOLIGHTLY, W. G., JR.
Cousin Bud's Hillbilly Hit
Parade

WSPA, Spartansburg, S. C.
GOOBER & HIS KENTUCKIANS
WLVN, Otney, Ill.

GOOD, DOLLY
Circle 11 Ranch
WKRC-TV, Cincinnati, Ohio

GOODWIN, BILL
The Bill Goodwin Show
NBC-TV

GORDAN, ANITA
Ken Murray Show
CBS-TV

**GORDON, CURTIS, AND HIS
HILLBILLY PAIS**
Dixieland Barn Dance
WKTG, Thomasville, Ga.

GORDON, GLORIA
My Friend Irma
CBS-TV

GOSPEL MELODY QUARTET
WCOA, Pensacola, Fla.

GOTHARD, DAVID
Romance of Helen Trent
'This Is Nora Drake'
CBS

GRAHAM, CACTUS
Western Round-Up
KKIN, Visalia, Calif.

GRAHAM, JOHN & SUE
Sue's Record Show
WPDX, Clarksburg, W. Va.

GRAHAM, PAUL
North Shore Merry-Makers
CKNB, Campelton, N. B., Can.

GRAHAM, SHEILAH
Sheilah Graham's Show
NBC-TV

GRATELLI, VINCENT
Quiz Kids
CBS-TV

GRANIK, THEODORE
American Forum Of The Air

GRANT, CARY
Mr. & Mrs. Blanding
NBC

GRASSY CREEK QUARTET
Saturday Bandwagon
WATA, Boone, N. C.

GRAYLIN, NOBLE
Hillbilly Hit Parade
WABC, Phil., Mich.

GRAVES, SMOKEY
Blue Star Boys
WLVA, Lynchburg, Va.

GRAY, BARRY
B. July 2, 1916, Atlantic City,
N. J.; Author Meets The Critics,
NBC-TV; Winner Take All,
CBS-TV; Barry Gray Show,
WMCA; Danny Thomas Show,
NBC-TV



Bob Haag

Current Radio Contracts:
ROSEMARY
HILLTOP HOUSE
BOBBY BENSON

PL. 7-0700

RADIO-TV



HELEN HALL

WOR's BARBARA WELLES

Radio — Mon.-Fri. — 1:30-2:00 p.m.
Television — Mon.-Fri. — 2:45-3:00 p.m.

MUTUAL'S "FEMME FAIR"

Saturday — 10:45-11 a.m.

Radio and Television Artists

GREAZA, WALTER

Big Town
NBC
Treasury Men In Action
NBC-TV

GREEN, DAVID

Hour Glass
CHAB, Mose Jaw, Sask.,
Canada

GREEN MT. HILLBILLIES

WTVR, Richmond, Va.

GREENSTREET, SIDNEY

Nero Wolfe
NBC

GRIER, TINY

Florida Playboys
WJHP, Jacksonville, Fla.

GRIMES, JACK

Let's Pretend
CBS

GRISSOM, GAIL

Western Ledger
WTTV, Bloomington, Ind.

GROSS, KEN

Shorty & Keen-Tones
KSDN, Aberdeen, S. D.

GROVE, BETTY ANN

Bert Parks Show
CBS-TV

GROVER, ROBERT

The Hone Twisters
WENE, Binghamton-Endicott,
N. Y.

GRYMES, NICHOLAS

The Curly Fox Show
KPRC-TV, Houston, Texas

GUEST, DICK

WDSG, Dyersburg, Tenn.

GUEST, GORDON

Hillbilly Record Shop
KHBH, Hillsboro, Texas

GUITAR RAMBLERS

Guitar Ramblers
WYOK, Metropolis, Ill.

GUNTER, JIMMY

Tennessee Valley Ramblers
WPIC, Sharon, Pa.

— H —

HAAG, BOB

Hilltop House, CBS; Rosemary,
CBS; Lubby Benson, WOR

HAAS, ABIE

Men of Europe
CFRN, Edmonton, Alberta,
Canada

HACK, GEORGE

Folk Tune Frolic
WNOW, York, Pa.

HADLEY, REED

Racket Squad
CBS-TV

HAIN, JACK

WLBR, Lebanon, Pa.

HAINES, HAPPY

Happy Haines Hour
KCM, Carroll, Iowa

HALEY, AMBROSE

Ambrose Haley & His Ozark
Ramblers
KHMO, Hannibal, Mo.

HALEY, BILL

Bill Haley's Melody Hayride
WPWA, Chester, Pa.

HALL, HELEN

B. Feb. 3; The Barbara Wells
Show, WOR, WOR-TV; Helen
Hall's "Femme Fair," WOR

HALL, JIM

Jim Hall Show
WFNS, Burlington, N. C.

HALL, JOHN

Chisholm Trail
WESB, Bradford, Pa.

HALL, MONTY

KPMB, San Diego, Calif.

HALSTEAD, CHARLES E.

Western Tune Time
KDLA, Auburn, Calif.

HAM, J. B.

CFCN, Calgary, Alberta, Can.

HAMILTON TRIO

Your Show of Shows
NBC-TV

HAMILTON, UNCLE OLLIE

Uncle Ollie Record Show
WJZM, Clarksville, Tenn.

HAMMOND, EARL

Pulitzer Prize Playhouse, ABC-
TV; Search For Tomorrow, CBS-
TV; Danger, CBS-TV; Rocky
King, DuMont; Maugham The-
ater, NBC-TV; Cavalcade Of
Stars, DuMont; We, The People,
NBC-TV

HANCOCK, HUNTER

Harlematinee
KPYD, Los Angeles, Calif.

Your Announcer . . .

Michael Fitzmaurice

SAMMY KAYE SHOW—CBS-TV

WHISPERING STREETS—ABC

LIVE LIKE A MILLIONAIRE—NBC-AM
and CBS-TV

ALL STAR REVUE—NBC-TV

FLYING TIGERS—DuMONT



VINTON HAYWORTH

SU 7-5400

Radio and Television Artists

HANKINS, ESCO
WLAP, Lexington, Ky.

HAPPY VALLEY GANG
Happy Valley
WTVV, Bloomington, Ind.

HARDING, CHUCK & COLORADO COWHANDS
KROA, Kennett, Mo.

HARLAN & HIS HILLBILLY RANGERS
Hillbilly Rangers
WEPM, Martinsburg, W. Va.

HARLESS, LES
KSNAN, San Francisco, Calif.

HARPER, MEG
Love Of Life
CBS-TV

HARRILL, NELSON
Good Neighbor Time
WGWR, Asheboro, N. C.

HARRIS, HOMER
WLAP, Lexington, Ky.

HARRIS, PHIL
The Phil Harris-Alice Faye Show
NBC

HASTINGS, BOB
Adventures of Archie Andrews
NBC

HASTINGS, DON
Captain Video
Du Mont

HAWK, BUDDY
Trailways Troubador
WSFA, Montgomery, Ala.

HAWKINS, EZRA
Bar Nothin' Ranch
KMA, Shenandoah, Iowa

HAYES, GABBY
The Gabby Hayes Show
NBC-TV, MBS

HAYES, PETER LIND
Star Of The Family
CBS-TV

HAYWORTH, VINTON J.
June 4th, Washington, D. C.;
Philco Playhouse, NBC-TV; Big Story, NBC-TV; Treasury Men, ABC-TV; First Hundred Years, CBS-TV; Life Can Be Beautiful, NBC; The Big Show, NBC

HAZITT, HENRY
Chronoscope
CBS-TV

HEALAN, A. O.
WREC, Athens, Ga.

HEALY, MARY
Star Of The Family
CBS-TV

HEDRICK, BILL
Bill Hedrick Show
WDNE, Elkins, W. Va.

HELTON, BOB
Bob Helton Show
WMGY, Montgomery, Ala.

HELTON, MARY
Mary Helton Show
WMGY, Montgomery, Ala.

HENDERSON, HANDY
Handy Henderson Show
WRFW, Eau Claire, Wis.

HENDRIX, BILL
Bill Hendrix Show
WCOA, Pensacola, Fla.

HENLEY, LEWIS
Cherokee Jack Show
KMO, Tacoma, Wash.

HERBERT, DON
Mr. Wizard
NBC-TV

HERSHOLT, JEAN
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (15th Year), CBS

HEWITT, KENNETH
Early Risers
WOPI, Bristol, Tenn.

HICKMAN, HERMAN
Celebrity Time
CBS-TV

HICKS, JOHN
KRLD-TV, Dallas, Texas

HICKS, JOHNNY
KRLD, Dallas, Texas

HIGSBY, HIRAM
KFRM, Kansas City, Mo.

HODGE, AL
Captain Video
Du Mont



STAATS COTSWORTH

TITLE ROLES:
"FRONT PAGE FARRELL" — NBC
"MARK TRAIL" — ABC

LEAD:
"LONE JOURNEY" — ABC



LON CLARK

Title Role in "Nick Carter" MBS

"The Comic Weekly Man" ET
Announcer for Krinkles—"Tarzan" CBS

Writer—Producer—Narrator of
Children Albums

Actor — Announcer — Narrator

MU. 8-6600

Radio and Television Artists

HODGES, BOBBY
Stoughton Presents
WKOW, Madison, Wis.

HOFFMAN, BERN
Flying Tigers
DuMont

HOLDEN, FAY
The Hardy Family (MGM)
MBS

HOLDER, NELSON
WRXO, Roxboro, N. C.

HOLT, JENNIFER
Panhandle Pete & Jennifer
NBC-TV

HOPE, BOB
B. London, England; The Bob Hope Show, Sponsored By Chesterfield, NBC; Bob Hope Show, Colgate Comedy Hour, NBC-TV; Motion Pictures For Paramount

HOPPER, HEDDA
The Hedda Hopper Show
NBC

HOUCINS, KEN
Cowboy Ken
WOC, WOC-TV, Davenport, Iowa

HOULE, MARCEL
On Veille A Matane
CKBL, Matane, Que., Canada

HOUSE, BROS.
KTLR, Turlock, Calif.

HOUSTON, JUDY AND JOYCE
Judy and Joyce
KCHL, Chillicothe, Mo.

HOWARD, CAMMIE
CKOY Party Line
CKOY, Ottawa, Ont., Canada

HOWARD, PAUL
WBGR, Jessup, Ga.

HOWELL, WILLARD
Buttermilk Jamboree
WZOB, Fort Payne, Ala.

HUDDLESTON, EY
The Ey Huddleston Show
WWCA, Gary, Ind.

HUDLOW, BILL
KGFJ, Shawnee, Okla.

HUGGINS, HARLEY
KRGST, Fresno, Calif.

HUFF, ARLIE
Country Cousin
WSAV, Savannah, Ga.

HUGHES, BILL
Just Plain Bill
NBC

HULL, WARREN
Public Prosecutor
WABD, New York, N. Y.

HUNTER, EYE
The Eye Hunter Show
NBC-TV

HUNTLEY, CURLEY
Curley's Dinnerbell
WKLF, Clanton, Ala.

— I —

IRVING, CHARLES
(See Producers Section)

IRVING, HOLLIS
Somerset Maugham Theater,
NBC-TV; Robert Montgomery
Presents, NBC-TV; Ellery Queen,
ABC-TV; Suspense, CBS-TV;
Love Of Life, CBS-TV

IVEY, GLEN
Songs By Ivey
KVOP, Plainview, Texas

— J —

JACKSON, EDDIE
All Star Revue
NBC-TV

JAMES, DENNIS
Okay Mother
Wrestling With Dennis James
DuMont

JAMESON, HOUSE
The Aldrich Family
NBC-TV

JANNACK, FRED
Fred Jannack Sings And Plays
His Guitar
CFJR, Brockville, Ont., Can.

JOHNSON, CHIC
All Star Revue
NBC-TV

JOHNSON, LAMONT
Operation Underground
CBS



Arthur S. Cassel
TV's No. 1 Boy

Over 200 TV Shows

B'way — LEx 2-1100 — Radio



RALPH CAMARGO

RADIO — TV

ACTOR — ANNOUNCER

NARRATOR

RADIO REGISTRY

Radio and Television Artists

JOHNSON, MAGGIE
Your Television Shopper
Shopping At A. & S.
WABD, New York, N. Y.

JOHNSON, OZ
Farragut Sons of Frontier
KVON, Napa, Calif.

JOHNSON, STAN
KBRO, Bremerton, Wash.

JOHNSTON, WAYNE
KSET, El Paso, Texas

JOHNSTONE, BILL
The Line-Up
CBS

JOHNSTONE, JOHNNIE
Johnnies Studio Party
CJAV, Port Alberni, B. C.,
Canada

JONES, CANDY
Star Night At The Astor
NBC-TV

JONES, DON
Western Trails and RFD 1450
KXLR, Little Rock, Ark.

JONES, LEE
WLW-T, Cincinnati, Ohio

JONES, SPIKE
Colgate Comery Hour
NBC-TV

JORDAN, MARIAN AND JIM
Fibber McGee & Molly
NBC

JOSTYN, JAY
Mr. District Attorney
NBC

JULIAN, JOSEPH
Hearthstone Of The Death
Squad
CBS

— K —

KARNES, ROSCOE
Rocky King, Detective
Du Mont

KAUFMAN, GEORGE S.
This Is Show Business
CBS-TV

KAY, MARY
Mary Kay's Nightcap
NBC-TV

KAYE, SAMMY
Sammy Kaye Variety Show
CBS-TV

KAYE, VIRGINIA
Rosemary
Hilltop House
CBS

KEANE, HELEN FAITH
For Your Information
Du Mont

KEARNEY, RAMSEY
Ramsey Kearney Show
WDXI, Jackson, Tenn.

KEARNS, JOSEPH S.
B. Feb. 12, 1907, Salt Lake City,
Utah; Jack Benny Show, CBS;
Lux Radio Theater, CBS; Sus-
pense, CBS

KEEGAN, CHRIS
The Big Top
CBS-TV

KEENE, WILLIAM
B. Aug. 4, 1911, Franklin, Pa.;
Big Town, NBC; The Big Story,
NBC, NBT; Greatest Story Ever
Told, ABC; Famous Jury Trials,
WABD; Captain Video, DuMont;
We, The People, NBT; First 100
Years, CBS-TV; Aldrich Family,
NBT; Columbia Recording Artist

KEESHAN, BOB
Howdy Doody
NBC-TV

KELK, JACKIE
The Aldrich Family
NBC-TV

KELLY, JOE
Quiz Kids
CBS-TV

KELTON, PERT
Cavalcade of Stars
Du Mont

KENNEY, MARIE
Love Of Life
CBS-TV

EARL S. PEED AGENCY, INC.



JAN MINER

AFRA _____ TVA
SAG _____ EQUITY

PL. 7-0700

Radio and Television Artists

KENNY, NICK
The Nick Kenny Show
NBC-TV

KERR, TOMMIE
Songs You Know
WTGO, Campbellsville, Ky.

KEYSTONE TROUBADOURS
WLBR, Lebanon, Pa.

KIERNAN, WALTER
B. January 24, 1902, New Haven, Conn.; One Man's Opinion, ABC; Kiernan's Corner, ABC; Family Circle, ABC; What's The Story?, DuMont TV; Who Said That?, NBC-TV

KILGALLEN, DOROTHY
What's My Line
CBS-TV

KING, CARL
B. July 30, 1921, St. Louis, Mo.; Your Show Of Shows, NBC-TV; King's Crossroads, ABC-TV; Captain Video, DuMont-TV

KING, PEE WEE & BAND
Cheer Up Jamboree
WAVE, Louisville, Ky.
Pee Wee King Show
WAVE-TV, Louisville, Ky.

KING, RAY
Ray & Lyle
WBYS, Canton, Ill.

KINGERY, PAT
The Special
WKAY, Glasgow, Ky.

KINGSBURY, GEORGIA MAE
Georgia Mae
WLAW, Boston & Lawrence, Mass.

KIRBY, FRED
Hillybilly Star Time
WFT, Charlotte, N. C.
Junior Rancho
WFTV, Charlotte, N. C.

KIRKLAND, PAT
The Egg And I
CBS-TV

KNAPP, HENRY
The Knapp Family
WFUR, Grand Rapids, Mich.

KNELL, JACK
Frontier Tales
WFTV, Charlotte, N. C.

KNOTTS, DON
Bobby Benson Show
MBS

KOHL, ARTHUR
Adventures of Archie Andrews
NBC

KOVACS, ERNIE
Ernie's Ernie
NBC-TV

LAHR, BERT
RCA Victor Show
NBC-TV

LAIRE, JUDSON
Mama
CBS-TV

LAMB, MAX
Max Lamb Sings
KIRX, Kirksville, Mo.

LANE, JANET
Janet Lane Show
WACE, Springfield-Chicopee, Mass.

LANGFORD, FRANCES
Star Time
DuMont

LARKIN, DON
Home Town Frolic
WAAT, Newark, N. J.

LARKIN, JOHN
Right to Happiness
NBC
Perry Mason
CBS

LEADERS, BENNY
Benny Leaders
KREL, Baytown, Texas

LEE, BARNEY
Western Jamboree
KGST, Fresno, Calif.

LEE, ERNIE
WLAV, WLWT, Cincinnati, Ohio

LEE, PATSY
WOTW, Nashua, N. H.

— L —



BOB RUSSELL

M.C.—Singer—Announcer
"Big Top" CBS-TV
for Sealtest
"Toast of the Town" CBS-TV
for Mercury
"Rootie Kazootie Club" NBC-TV
for Coca-Cola
Director—Writer—M.C. — "Miss Universe Pageant"



HORACE BRAHAM

RADIO — TV
STAGE SCREEN
LEx. 2-1100

Radio and Television Artists

LEONARD, JACKIE
Broadway Open House
NBC-TV

LEROY, LUCKY
WGGH, Marion, Ill.

LES DIABLES NOIRS
CJSO, Sorel, Que., Canada

LESTER, JERRY
Broadway Open House
NBC-TV

LEVENSON, SAM
This Is Show Business
Sam Levenson Show
CBS-TV

LEWBEL, BUNNY
All Star Revue
NBC-TV

LEWIS, CATHY
My Friend Irma
CBS-TV

LEWIS, ELLIOT
The Phil Harris-Alice Faye
Show
NBC

LEWIS, FORREST
The Women In My House
NBC

LEWIS, JERRY
Colgate Comedy Hour
NBC-TV

LEWIS, ROBERT Q.
The Show Goes On
CBS-TV

LICKLIDER, MARTIN
Marty Licklider Show
WICA, Ashtabula, Ohio

LIEBLING, BRENDA
Quiz Kids
CBS-TV

LILLIE, BEATRICE
RCA Victor Show
NBC-TV

LINKLETTER, ART
People Are Funny
House Party
CBS

**LIVINGSTON, MARY
(MRS. JACK BENNY)**
B. June 23, 1909, Seattle, Wash.;
"The Jack Benny Television
Show," CBS-TV; "Jack Benny
Show," CBS-KNX

LLOYD, JACK
Lux Radio Theater
Hollywood Star Playhouse
Suspense
CBS

LODEWICK, KENNETH
Folk Music & Facts
KERG, Eugene, Oregon

LOGSDON, JIMMIE
Rhythm Ranch

Ranch Party
WJNN, Louisville, Ky.

LOR, DENISE
Garry Moore Show
CBS-TV

LORING, LYNN
Search For Tomorrow
CBS-TV

LOVEJOY, FRANK
Nightbeat
NBC

LOVEJOY, KEN
Sunrise Rancho
WTDE, Biddeford, Maine

LOWE, EDMUND
Front Page Detective
WABD, New York, N. Y.

LOWERY, BILL
Hodges Corner
WGST, Savannah, Ga.

LYDON, JIMMY
First Hundred Years
CBS-TV

LYNCH, KEN
The Plainclothes Man
Du Mont

LYONS, RUTH
Ruth Lyons 50 Club
NBC-TV

LYTELL, BERT
One Man's Family
NBC-TV



CARL KING

Your Show of Shows — NBC-TV
Kings Crossroads — ABC-TV
Captain Video — DuMont

DON MARTIN

SCHOOL OF
RADIO and TELEVISION
ARTS and SCIENCES

Now in our 15th Year

600 Stations in 42 States
Employ our Graduates

HOLLYWOOD, CALIFORNIA

Radio and Television Artists

— M —

MACKENZIE, KEN
Ken Mackenzie Show
WGUY, Bangor, Maine

MacLAUGHLIN, DON
Counterspy
NBC

MADISON, GUY
Wild Bill Hickok
MBS

MAHER, WALLY
The Line-up
CBS

MALONE, MARY
The Aldrich Family
NBC-TV

MALONE, RAY
Broadway Open House
NBC-TV

MALONE, TED
B. May 18, 1908, Colorado
Springs, Colo.; Ted Malone Show,
ABC; It's Your Business, ABC;
Holiday Overseas, ABC-TV

MANN, CLAIRE
Glamour Show
WJZ-TV

MANN, GLORIA
Adventures of Archie Andrews
NBC

MANSON, CHARLOTTE
Kings Row, NBC; Nick Carter,
MBS; Hollywood Stars On Stage,
ABC; Famous Jury Trials,
DuMont TV; Strike It Rich, CBS-
TV; Paul Winchell Show, NBC-
TV

MARCH, HAL
My Friend Irma,
Burns & Allen
CBS-TV

MARLIN AND JIM
Marlin and Jim
KQOA, Siloam Springs, Ark.

MARLOWE, MARION
Arthur Godfrey And His
Friends
CBS-TV

MARSHALL, CHARLEY
KFBK, Sacramento, Calif.

MARSHALL, HERBERT
The Man Called X
NBC

MARSHALL, REX
January 10, 1919; Suspense,
CBS-TV; Ellery Queen, ABC-TV;
Sunday Matinee, DuMont; Som-
erset Maugham Radio Theater,
NBC; Date With Rex, WABD

MARSHALL, ROY K.
The Nature of Things
Ford Festival
NBC-TV

MARTIN, DEAN
Colgate Comedy Hour
NBC-TV

MARTIN, JOHNNY
Johnny Martin Show
KRMG, Tulsa, Okla.

MARTIN, MIKE
WVLK, Versailles & Lexing-
ton, Ky.

MARTIN, TONY
Colgate Comedy Hour
NBC-TV

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

MARX, HARPO
Colgate Comedy Hour
NBC-TV

MASSEY, ILONA
Top Secret, NBC; Studio One,
CBS-TV; Ken Murray Show, CBS-
TV; Ed Wynn Show, NBC-TV;
Arthur Murray Show, DuMont;
Holiday Hotel, ABC-TV; Cameo
Theater, NBC-TV; Show Of
Shows, NBC-TV; Rendezvous,
ABC-TV

MATA & HARI
Your Show of Shows
NBC-TV



CLAIRE MANN

—TV STAR—PRODUCER—

"Glamour Show" . . . Health, Beauty, Fashion



Best Wishes From
Bob Murphy & Kay Westfall

WENR-TV CHICAGO

Channel 7

Radio and Television Artists

MATTESON, RUTH
Fairmeadows USA
NBC-TV

MATTHEWS, GRACE
Big Sister
CBS

MAXWELL, MARILYN
The Bob Hope Show
NBC

MAXWELL, RICHARD
We Remember
NBC

McBRIDE, JEAN
Love Of Life
CBS-TV

**McBRIDE, MARY
MARGARET**
ABC Network; WGN-Chicago

McCAFFERY, JOHN K. M.
Author Meets The Critic
NBC-TV

McCARTHY, JOSEPHINE
Josephine McCarthy Cooking
Show
NBC-TV

McCAY, PEGGY
Love Of Life
CBS-TV

McCOLLOUGH, MARVIN
Marvin McCollough Show
KWHN, Fort Smith, Arkansas

**McCONNELL, "SMILIN' ED"
AND HIS BUSTER BROWN
GANG**
NBC, NBC-TV
Smilin' Ed's Gang
CBS-TV

McCRARY, TEX
Tex & Jinx Closeup
NBC-TV

McCREA, JOEL
Tales of Texas Rangers
NBC

McDONNELL, CRAIG
Official Detective, Bobby Ben-
son Show
MBS

McELHONE, ELOISE
Quick On The Draw
NBC-TV
Eloise Salutes The Stars
DuMont

McGAVIN, DARREN
Crime Photographer
CBS-TV

McGRATH, PAUL
Big Sister
CBS

McMAHON, ED
The Big Top
CBS-TV

McMILLAN, GLORIA
Meet Corliss Archer
CBS-TV

McNAUGHTON, HARRY
It's Higgins, Sir
NBC

McNEILL, DON
B. Dec. 23, 1907, Galena, Ill.;
Don McNeill's Breakfast Club,
ABC; Don McNeill's TV Club,
ABC-TV.

McNELLIS, MAGGI
Leave It To The Girls, ABC-TV;
Say It With Acting, ABC-TV;
What's Playing? ABC-TV.

McPHEE, JOHNNY
Twenty Questions
DuMont
McVEY, PAT
The Big Town
CBS-TV

McWHIRT, DORIS
B. Tulsa, Okla.
Radio & Television

MEADE, JULIA
Okay Mother
DuMont

MEHRMAN, ROBERT S.
WCCM, Lawrence, Mass.

MEIKLE, PAT
Magic Cottage
DuMont
TV Baby Sitter
WARD

MEYERS, WILLIS
WSAN, Allentown, Pa.

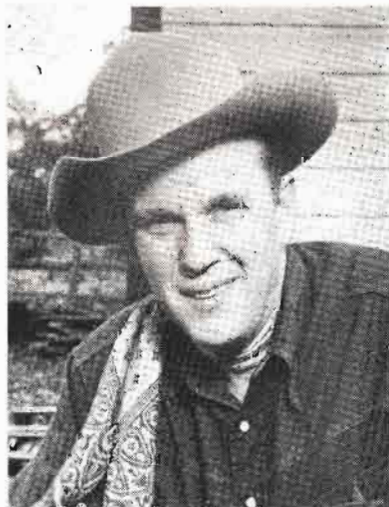
MILANO, FRANK
Bobby Benson Show
MBS

MILLER, PEE WEE
Pee Wee Miller Show
WCAM, Camden, N. J.

MIMS, SLIM
Dream Ranch Boys
WJMX, Florence, S. C.

MINER, JAN
Hilltop House, CBS; Cavalcade
of America, NBC; Crime Pho-
tographer, CBS; Cameo Theater,
NBC-TV; Robert Montgomery
Presents, NBC-TV; Lights Out,
NBC-TV.

JOSEPH KEARNS



THE VERSATILE BOB DIXON

Ed Murrow Program—CBS
"Sheriff Bob Dixon Show"—DuMont
Perry Mason—CBS
"Life Can Be Beautiful"—NBC

Radio and Television Artists

MISHLER, EMBERT
WHO, Des Moines, Iowa

MONKS, JAMES
Mr. Motto
NBC

MONROE, CHARLIE
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

MONTGOMERY, ROBERT
Robert Montgomery Presents
Your Lucky Strike Theater
NBC-TV

MOORE, GARRY
Garry Moore Show
CBS-TV

MORGAN, HENRY
The Henry Morgan Show
NBC-TV

MORGAN, ROBIN
Mama
CBS-TV

MORRIS, BROS.
WWNC, Asheville, N. C.

MORRISON, BRETT
The Shadow
MBS

MOTTOLA, TONY
Crime Photographer
CBS-TV

MOYE, CLAUD
Pie Plant Pete & Bashful Joe
WJR, Detroit, Mich.

MURPHY, ROBERT
Bob & Kay, ABC- WENR-TV;
Breakfast Club, ABC; Alex

Dreier News, NBC; Sachs Amateur Hour, ABC

MURPHY, SHERWOOD & CO.
The Westernaires
WJTN, Jamestown, N. Y.

MURRAY, JAN
Songs For Sale, CBS, CBS-TV;
Sing It Again, CBS, CBS-TV;
Go Lucky, CBS-TV; Guest "The Big Show," NBC; Guest "Kate Smith Evening Hr.," NBC-TV; Guest "Toast Of The Town," CBS-TV.

MURRAY, KEN
Ken Murray Show
CBS-TV

MURRAY, KATHRYN
Arthur Murray Show
Du Mont

MURRAY SISTERS
Murray Sisters
WNAR, Morristown, Pa.

— N —

NAGEL, CONRAD
Celebrity Time
CBS-TV

NELSON, CLAIRE
Backstage Wife
NBC

NELSON, BUDDY & NIGHT HAWKS
WPLH, Huntington, W. Va.

NENTWIG, ROME
WSGW, Saginaw, Mich.

NIXON, JOE
Open House
WMAK, Nashville, Tenn.

NOEL, JACK
Monroe County Ramblers
WTTS, Bloomington, Ind.

NOLAN, LLOYD
Martin Kane, Private Eye
NBC

NORRIS, KATHI
Kathi Norris Show
NBC-TV

NORTH, ROBERT
The Phil Harris Alice Faye Show
NBC

NORTON, CLIFF
Garroway At Large
NBC-TV

NUSBAUM, MORT
B. Aug. 10, 1914, Rochester, N. Y.; You Can Be A Star, Dollar Derby, Take It Easy, WHAM - TV; Clockwise, For Women Only, It's Fun To Be Right, WHAM



SHIRLEY EGGLESTON

**RADIO
BROADWAY**

**TV
SCREEN**

LExington 2-1100



Sidney Paul

**ACTOR-NARRATOR
ANNOUNCER**

RADIO-TV-STAGE

ARTISTS SERVICE

• • • **Radio and Television Artists** • • •



O'CONNOR, DONALD
Colgate Comedy Hour
NBC-TV

O'DELL, DOYE
Cowboy Thrills
KTLA, Los Angeles, Calif.

O'KEEFE, TEX
WNLK, Norwalk, Conn.

O'KEEFE, WALTER
Double Or Nothing
NBC

OLIVER, FRED
Prairie Pioneers
WLDS, Jacksonville, Ill.

OLSEN, JOHNNY
Rumpus Room
Kids And Company
DuMont

OLSEN, OLEY
All Star Revue
NBC-TV

OLSEN, PENNY
Rumpus Room
Du Mont

O'NEIL, BILL
Smoking Guns
WKRC-TV, Cincinnati, Ohio

ORRISON, JACK
The Plainclothes Man
Du Mont

ORTEGA, SANTOS
City Hospital
CBS



PADEN, HERMAN
Your Friendly Neighbor
KUCO, Siloam Springs, Ark.

PARKER, FRANK
Arthur Godfrey And His
Friends
CBS-TV

PARKER, FRED
Breakfast Show
WESB, Bradford, Pa.

PARKER, LEW
Star Time
Du Mont

PARKS, BERT
The Bert Parks Show
NBC-TV, CBS-TV

PAUL, SIDNEY
(See Announcers)

PEARCE, AL
Al Pearce Show
CBS-TV

PEARL, JACK
The Pet Milk Show
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

PECK, ED
Flying Tigers
Du Mont

PERKINS, F. MARLIN
Zoo Parade
NBC-TV

PETERS, SUSAN
Miss Susan
NBC-TV

PINZA, EZIO
All Star Revue
RCA, Victor Show
Colgate Comedy Hour
NBC-TV

POLESIE, HERB
Twenty Questions
Du Mont
The Ethel Thorsen Show
WABD



ARTHUR Q. BRYAN

"Doc" Gamble
"Fibber McGee and Molly"

Floyd Munson—"The Barber"
Great Gildersleeve

AFFILIATED ARTISTS
REPRESENTATIVES

IRENE ETKIN

ROBERT MAYBERRY

LEE WALLACE

20 East 53rd St., New York, N. Y.

PLaza 3-1862

Radio and Television Artists

POOLE, LYNN
Jobb Popkins Science Review
Du Mont

POPE, CARMELITA
Down You Go
Du Mont

POTTER, PAUL
Love Of Life
CBS-TV

POWERS, JOSEPH
Tim Bright Show
WNAV, Annapolis, Md.

PRESCOTT, ALLEN
Recipe For Happiness
WABD, New York, N. Y.

PRICE, VINCENT
The Saint
NBC

PRYOR, ROGER
Theater Guild On The Air
NBC

— **Q** —

QUINLAN, ROBERTA
(See Vocal Artists)

QUINN, DOMINIC
The Polish Hour
WFED, Flint, Mich.

— **R** —

RAEBURN, BRYNA

B. March 14, New Jersey; Somerset Maugham Theater, NBC-TV; Theater Guild, NBC; Life Can Be Beautiful, NBC; Counterspy, NBC; Gangbusters, CBS; Big Sis-

ter-Brighter Day, CBS; Top Guy, ABC

RAINEY, FROELICH, DR.
What In The World
CBS-TV

RALSTON, ESTHER
Starred on Kraft Theater in Daphne du Maurier's "September Tide," NBC-TV

RANDOLPH, LILLIAN
The Great Gildersleeve
NBC
Beulah
CBS

RATH, KATHERINE
The Aldrich Family
NBC

RAYE, MARTHA
The Big Show
NBC
All Star Revue
NBC-TV

REINER, CARL
Your Show Of Shows
NBC-TV

REINHEART, ALICE
The Women In My House
NBC

REX & ELEANOR
Rex & Eleanor
WLOH, Princeton, W. Va.

RHODES, FRANK
Shopping At A. & S.
WABD, New York, N. Y.

RICE, FRANK
WGTM, Wilson, N. C.

RICE, ROSEMARY
Adventures of Archie Andrews
NBC
Mama
CBS-TV

RICH, DORIS
The Egg And I
CBS-TV

RINARD, FLORENCE
Twenty Questions
Du Mont

ROBBINS, BARBARA
The Aldrich Family
NBC-TV

ROBBINS, FRED
Talent Shop
WABD, New York, N. Y.

ROBINSON, JOHN
John Robinson's Band
WFEW, Sylacauga, Ala.

ROBINSON, LARRY
Second Mrs. Burton
Let's Pretend
CBS

ROGERS, AL
Al Rogers Show
KGNC, Amarillo, Texas

ROGERS, JESSE
Rangers Joe
CBS-TV

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV; Radio NBC Coast-To-Coast And Canada; TV-NBC Coast to Coast; RCA Victor Recording Artists; Motion Pictures, "Son of Pale-face" Paramount

TOMMY BARTLETT

Radio and Television Artists

- ROMERO, CAESER**
Colgate Comedy Hour
NBC-TV
- ROONEY, MICKEY**
The Hardy Family (MGM)
MBS
- ROOSE, JEAN**
The Phil Harris-Alice Faye Show
NBC
- ROOSEVELT, ELEANOR, MRS.**
Mrs. Roosevelt Meets The Public
NBC-TV
- ROSS, EARLE**
The Great Gildersleeve
NBC
- ROSS, GUY**
Musique De Reveil
CJBR, Rimouski, Que., Can.
- ROSS, JOE**
Polka Hop
WHAY, New Britain, Conn.
- ROTH, JACK**
All Star Revue
NBC-TV
- ROUNTREE, MARTHA**
Keep Posted
Du Mont
Meet The Press
NBC-TV
- THE ROWLEY, TRIO**
KFDM, Beaumont, Texas
- ROXANNE**
Beat The Clock
CBS-TV
- RUSSELL, BOB**
(See Ann.-MC Section)
- RUSSELL, DON**
Cavalcade Of Stars
Cavalcode Of Bands
Cosmopolitan Theater
Take The Break
DuMont
- RUSSELL, JACK**
Your Show of Shows, NBC; NBC
Opero "Pagliacci, WNBT; Roberta Quinlan Show, NBC
- RYE, FORREST**
Farm Hour
WPAD, Paducah, Ky.
- S —
- SADDLE RIDGE RIDERS**
WNLK, Norwalk, Conn.
- SADDLE SOAP SVEN**
WEAM, Arlington, Va.
- ST. JOHN, HOWARD**
Fairmeadows USA
NBC-TV
- SANDERS, LUGENE**
Meet Corliss Archer
CBS-TV
- SANDERS, MACK**
Western Folk Hit Parade
KFBI, Wichita, Kans.
- SANDY, SAGEBRUSH**
Sagebrush Serenade
KOKX, Keokuk, Iowa
- SANTE FE RIDERS**
WKAL, Rome, N. Y.
- SARGENT, ANNE**
Road Of Life
NBC
First Hundred Years
CBS-TV
- SARTY, WALTER & ORCH.**
CHNO Barn Dance
CHNO, Sudbury, Ont., Canada
- SCHAFFER, ROY**
KWRE, Warrenton, Mo.
- SCHRAMM, WAYNE**
Ozark Mt. Boys
WHRN, Syracuse, N. Y.
- SCHREIBER, ALICE**
Golden West Girl
WKBL, St. Marys, Pa.
- SCOFIELD, BEVERLY**
Hoe-Down Party
WEAU, Augusta, Maine
- SCOGGINS, SLIM & HIS ROAMIN' COWBOYS**
WRBC, Jackson, Miss.
- SCOTT, JANET**
The Women In My House
NBC
- SCOTT, WILLIE**
Sundown Serenaders
KSRO, Santa Rosa, Calif.
- SCOTT, ZELDA**
WHO, Des Moines, Iowa
- SCOTTY & RUBY**
Scently & Tar, Heel Ruby
WWYO, Pineville, W. Va.
- SCOTTY AND THE MOUNTAINEERS**
WACB, Kittanning, Pa.
- SCRUGGS, EARL**
WVLC, Versailles & Lexington, Ky.
- SEAMAN, DON**
WKNK, Muskegon, Mich.
- SEATON, ERNIE**
The Abro Valley Rangers
WFUR, Grand Rapids, Mich.
- SEBOROUGH, MAURICE R.**
KFJB, Marshalltown, Iowa
- SELF, JIMMY**
KICA, Clovis, N. M.
- SELLEY, ART**
Side-Saddle Selly
WBEJ, Elizabethton, Tenn.
- SERLING, ROD**
Lux Video Theater, CBS-TV
Stars Over Hollywood, NBC-TV
- SETTERBERG, DOUG**
Scandia Barn Dance
KOMO, Seattle, Wash.
- SEYMOUR, JANE**
Young Mr. Bobbin
NBC-TV
- SHADY MT. BOYS**
El Rancho 920
WKVA, Lewistown, Pa.
- SHARP, BILL**
KRES, St. Joseph, Mo.
- SHELTON, BANNER**
Hillbilly Time
WGCD, Chester, S. C.
- SHELTON, BOB**
Texas Barn Dance
WFAA, Dallas, Texas
- SHERMAN, BETTY**
Betsy Sherman Trio
WEAV, Plattsburg, N. Y.
- SHERMET, HAZEL**
Duffy's Tavern
NBC
- SHIELDS, FRED**
Meet Corliss Archer
CBS-TV
- SHINER, MERV**
Country Round-Up
WSAN, Allentown, Pa.
- SHIPLEY, REECE**
Rainbow Valley Boys
WKPT, Kingsport, Tenn.
- SHIRLEY, ALFRED**
Hearthstone Of The Death Squad
CBS
- SHORE, DINAH**
The Dinah Shore Show
NBC-TV
- SHRUM, CAL**
Cal Shrum Show
WMAF, Springfield, Ill.
- SHAS, BILL**
KELD, El Dorado, Ark.
- SILVER, JOE**
Mr. I. Magnation
CBS-TV
- SILVER SADDLE BOYS**
Silver Saddle Boys
KWBW, Hutchinson, Kans.
- SIMMONS, S. E.**
KTUR, Turlock, Calif.
- SIMS, BARBARA**
Panhandle Pete & Jennifer
NBC-TV
- SINATRA, FRANK**
Frank Sinatra Show
CBS-TV
- SINCLAIR, JOHN**
Cousin John
WLEE, Richmond, Va.
- SKELTON, RICHARD "RED"**
B. July 18th, Vincennes, Indiana; Red Skelton Show, NBC-TV; Red Skelton Show, CBS; Motion Pictures, M-G-M
- SKINNER, GEORGE**
KYW, Barn Dance
KYW, Philadelphia, Pa.
- SKINNER, JIMMIE**
The Jimmie Skinner Show
WNOP, Newport, Ky.
- SKYLINE BOYS**
WYVE, Wytheville, Va.
- SLATER, BILL**
Headline Clues From Broadway To Hollywood
Twenty Questions
Du Mont
- SMITH, BILL**
Brighter Day
CBS
- SMITH, BOB**
Howdy Doodly
NBC-TV
- THE SMITH FAMILY**
WKLV, Blackstone, Va.
- SMITH, CHESTER**
Chester Smith Hr.
KTRB, Modesto, Calif.
- SMITH, KATE**
The Kate Smith Hour
The Kate Smith Evening Hour
NBC-TV
- SMITH, KID**
Dixie Night Hawks
KSDN, Aberdeen, S. D.
- SMITH, SYDNEY**
B. April 6, 1923, New York, N. Y.; Market Melodies, WJZ-TV; Cosmopolitan Theater, WABD; Cavalcade of Stars, WABD; Strike It Rich, CBS-TV; Leave It To The Girls, NBC-TV; Holiday Hints, WJZ-TV
- SMOLEN, VIVIAN**
Stella Dallas
NBC
Our Gal Sunday
CBS

Radio and Television Artists

SMYTHE, ANTHONY
One Man's Family
NBC

SNODGRASS, GOOB
Country Junction
WTOG, Savannah, Ga.

SNYDER, DAN
Western Jamboree
KBMN, Bozeman, Montana

SOLWAY, L.
CKLB, Oshawa, Ont., Canada

SONNIER, A. B.
Louisiana Swingsters
KLFY, Lafayette, La.

SONS OF DIXIE
Hillbilly Hoedown
WHIT, New Bern, N. C.

SONS OF PLAINS
Sons of Plains
WCMB, Lemoine, Pa.

SONS OF THE RANGE
KVOO, Tulsa, Okla.

"SONS OF THE SOIL"
Sons Of The Soil
WDLB, Marshfield, Wis.

SONS OF THE SOUTH
Sons Of The South
WSTP, Salisbury, N. C.

SOTHERN, ANN
Adventures of Maudie (MGM)
MBS

SPEARS, CHARLIE
Ranch House Tales
WTVR, Richmond, Va.

SPIVAK, LAWRENCE E.
Meet The Press
NBC-TV
Keep Posted
DuMont

STACK, MERV
CJRL, Kenora, Ont., Canada

STACY, JIM
Coffee Club
WCPO-TV, Cincinnati, Ohio

STANG, ARNOLD
The Henry Morgan Show
NBC-TV

STARR, KAY
All Star Revue
NBC-TV

STERLING, JACK
The Big Top
CBS-TV

STEVE & GOLD STAR BAND
WCKB, Dunn, N. C.

STEVENS, JULIE
Romance Of Helen Trent
CBS

STEWART, LEE
Morning Profile
WHAT, Philadelphia, Pa.

STOKES, ERNEST
Mustard & Gravy
WGTM, Wilson, N. C.

STONE, DAVID
Surprise Roundup
Main Street
KSTP, Minneapolis-St. Paul
Minn.

STONE, EZRA
The Aldrich Family
NBC-TV

STONE, HARLAN
Adventures of Archie Andrews
NBC

STONE, KIRBY
Chesterfield Sound-Off Time
Quintet
Broadway Open House
NBC-TV

STONE, LEWIS
The Hardy Family (MGM)
MBS

STONE, SID
Texaco Star Theater
NBC-TV

STRONGIN, MIMI
Farmsteads USA
NBC-TV

STUART, MARV
Search For Tomorrow
CBS-TV

STYRES, GLEN
Small Fry Club
DuMont

SULLIVAN, ED
Toast Of The Town
CBS-TV

SUMMERS, WILLIAM
Small Fry Club
DuMont

THE SUNSHINE GIRL
KURX, Kirksville, Mo.

SUSANN, JACQUELINE
Shoppers' Corner
Open Door
WABD, New York, N. Y.

SUTTON, GRADY
The Egg And I
CBS-TV

SWAN, JIMMY
Jimmy Swan Show
WFOR, Hattiesburg, Miss.

SWANSON, CARL
Mr. Sunshine Show
WRUN, Tulsa, N. Y.

SWENSON, KARL
Mr. Chameleon, Our Gal Sunday
CBS
Lorenzo Jones
NBC

— T —

TABLER, BOB
Time For Tabler
KBOR, Brownsville, Texas

TACY, ED
Ed Tacy Show
WGAC, Augusta, Ga.

TAYLOR, DENNY
Denny Taylor Trio
WHIZ, Zanesville, Ohio

TAYLOR, FRANK W.
Chronoscope
CBS-TV

TAYLOR, KENT
Boston Blackie
NBC-TV

TAYLOR, MARY LEE
NBC

TEBROW, IRENE
Meet Corliss Archer
CBS-TV

TEMPLE, PICK
WTOP-TV, Washington, D. C.

TENNESSEE JAMBOREE
WSM-TV, Nashville, Tenn.

TERKLE, STUDS
Voice Of The Perkle
WENR, Chicago, Ill.

TETLEY, WALTER
The Great Gildersleeve
NBC

THEIS, FRANK
Classics Country Style
WRHC, Jacksonville, Fla.

THOMAS, AL
Al's Jamboree
WAGC, Chattanooga, Tenn.

THOMAS, DANNY
B. Jan. 16, 1915; Deerfield, Mich.; All Star Revue; Colgate Comedy Hour, NBC-TV; Motion Pictures-Warner Bros., RCA-Victor Recording Contract

THOR, LARRY
Broadway's My Beat
CBS

THORSEN, ETHEL
The Ethel Thorsen Show
WABD, New York, N. Y.

THREE SUNS TRIO
NBC

TIERNEY, WALSH
Teen Age Time
WICY, Malone, N. Y.

TILLER, TED
Mr. T. Magination
CBS-TV

TILLSTROM, BURR
Kukla, Fran And Ollie
NBC-TV

TOMPKINS, JOAN
This Is Nora Drake
CBS

TORRES, LUPE
Spanish Program
KTXC, Big Spring, Texas

TOTTER, AUDREY
Meet Millie
CBS

TRAUBEL, HELEN
All Star Revue
NBC-TV

TREMAVNE, LES
The Women In My House
NBC

TRENT, SABIL
Let's Pretend
CBS

TRIPP, PAUL
Mr. T. Magination
CBS-TV

TRUMAN, MARGARET
The Big Show
NBC
The Screen Director's
Playhouse
NBC

TUCKER, SOPHIE
All Star Revue
NBC-TV

TURNER, DEAN
Turners Turntable
KWBQ, Ft. Worth, Texas

TURNER, ZEB
WEAM, Arlington, Va.

TURNER, ZEBE
WBAL, Baltimore, Md

TUTTLE, WESLEY
Tuttle Time
KFVD, Los Angeles, Calif

TWEDELL, FRANK
The Egg And I
CBS-TV

TYLER, DICK
The Aldrich Family
NBC-TV

TYLER, JUDY
Howdy Doodie
NBC-TV

TYLER, TOM
Farmsteads USA
NBC-TV

— V —

VALENTINE, GRACE
Stella Dallas
NBC

VALENTINE, JACK
Jack Valentine Show
WBAP, Fort Worth, Texas
Barn Dance
WBAP-TV, Fort Worth, Tex.

VALLEE, RUDY
Texaco Star Theater
NBC-TV

Radio and Television Artists

VALLEY TROUBADOURS

WGBA, Columbus, Ga.

VANCE, VIVIAN

1 Love Lucy
CBS-TV

VANDER PLOEG, FRANKIE

Quiz Kids
CBS-TV

VANDERPYL, JEAN

Father Knows Best
NBC

VAN DEVENTER, FRED

Twenty Questions
Du Mont

VAN PATTEN, DICK

Mama
CBS-TV

VOLA, VICKI

Mr. District Attorney
NBC

— W —

WAGONER, PORTER

Porter Wagoner Show
KWTO, Springfield, Mo.

WALDO, JANET

Meet Corliss Archer
CBS

WALL, LUCILLE

Lorenzo Jones
NBC

WALLACE, MIKE

Mike And Buff
CBS-TV

WARNER, GERTRUDE

The Shadow
MBS

WATERMAN, WILLARD

The Great Gildersleeve
NBC

WATSON, TOMMY

KMOX, St. Louis, Mo.

WEAVER, DOODLES

Doodles Weaver Show
NBC-TV

WEBB, JACK

Dragnet
NBC

WEBB, STANLEY

Crime Photographer
CBS-TV

WEEKS, BARBARA

Young Dr. Malone
CBS

WELT, DWIGHT

Second Mrs. Burton
CBS

WELLES, ORSON

The Black Museum (MGM)
MBS

WE T. ROOKS

My Friend Irma
CBS-TV

WESTFALL, KAY

B. April 10, Chicago, Ill.; Bob
And Kay, WENR-TV; Oh Kay,
ABC-TV; 4 Star Revue, NBC-TV

WESTMAN, NYDIA

Young Mr. Bobbin
NBC-TV

WESTMORELAND, PAUL

Western Hit Parade
KCRA, Sacramento, Calif.

WEVER, NED

Young Widder Brown
NBC
Under Arrest
MBS

WHISPERING STRINGS

WLOH, Princeton, W. Va.

WHITE, BERNIE

Bernie White
WFGM, Fitchburg, Mass.

WHITFIELD, ANNE

The Phil Harris-Alice Faye
Show
NBC

WHITLEY, RAY

WMEX, Boston, Mass.

WILDER, JAMES

Howdy Neighbor
WFRP, Savannah, Ga.

WILKERSON, WALT

Merry Morning Melodies
WJMA, Orange, Va.

WILLIAMS, CURLY

Georgia Peach Pickers
WHMA, Anniston, Alabama

WILLIAMS, CURLY

Radio Rodeo
WOAI, San Antonio, Texas
TV Dude Ranch
WOAI-TV, San Antonio, Texas

WILLIAMS, FLORENCE

Front Page Farrell
NBC

WILLIAMS, JIMMY

Bill Dawes Show
WCPO-TV, Cincinnati, Ohio

WILLIAMS, SPENCER, JR.

Amos 'n' Andy
CBS-TV

WILLIS, RICHARD

Here's Looking At You
NBC-TV

WILSON, EARL

Stage Entrance
Du Mont

WILSON, ED

The Country Show
WFEC, Miami, Fla.

WILSON, FREDDY

Freddy Wilson Show
KYMA, Yuma, Ariz.

WILSON, HAPPY &

HIS GOLDEN RIVER BOYS
WAPL, WAFM-TV, Birming-
ham, Ala.

WILSON, JANE

Celebrity Time
CBS-TV

WILSON, LOIS

The Aldrich Family
NBC-TV

WILSON, MARIE

My Friend Irma
CBS-TV

WINCHELL, PAUL

B. Dec. 21, 1923, New York,
N. Y.; The Paul Winchell & Jerry
Mahoney Show, NBC-TV; The
Milton Berle Show, NBC-TV;
The Kate Smith Show, CBS-TV;
The Colgate Comedy Hour with
Ezio Pinza, NBC-TV; Ted Mack's
Amateur Hour, NBC-TV

WINSLOWE, PAULA

The Life of Riley
NBC

WINTERS, GWENNIE

The Gwennie Winters Show
WKYO, Rochester, Pa.

WISEMAN, MAC

The Mac Wiseman Show
WPAQ, Mt. Airy, N. C.

WIZIARDE, FRANK

KFRM, KMBC, Kansas City,
Mo.

WOLFE, MIRIAM

Let's Pretend
CBS

WONG, ANNA MAY

Mme. Liu Tsong
Du Mont

WOOD, PEGGY

Mama
CBS-TV

WOODARD, TOMMY

KVLP, Coral Gables, Fla.

WOOLLEY, MONTE

The Magnificent Montague
NBC

WORKMAN, DAVE

Joe Klare's Korn Krib
KVON, Napa, Calif.

WRAGGE, BETTY

Pepper Young's Family
NBC

WRIGHT, BEN

Pursuit
CBS

WRIGHT, GEORGE

Crime Photographer
CBS-TV

WRIGHTSON, EARL

Paul Whiteman Revue, ABC-TV;
Earl Wrighton's At Home Show,
ABC-TV; Musicland, U. S. A.,
CBS; Guest "The Big Show,"
NBC; Guest-NBC Symphony, NBC

WYNN, ED

B. Nov. 9, 1886, Philadelphia,
Pa.; Colgate Comedy Hour, NBC-
TV; All Star Revue, NBC-TV

— Y —

YANEY, "SKEETS"

KMOX, St. Louis, Mo.

YODELIN, SLIM CLARKE

WARE, Ware, Mass.

YOUNG, AGNES

Aunt Jenny
CBS

YOUNG, ALAN

B. November 19, North Shield,
Northumberland, England; Alan
Young Show, CBS-TV; Alan
Pictures

YOUNG CARLETON

The Whisper
NBC

YOUNG, EVE

Eve Young Show
NBC

YOUNG, ROBERT

Father Knows Best
NBC

YOURMAN, ALICE

Adventures of Archie Andrews
NBC

— Z —

ZEMBRUSKI, VICTOR

Polish Eagles
WAVZ, New Haven, Conn.

ZERBE, LAWSON

B. Portland, Ore.; Gangbusters,
CBS; Counterspy, NBC; Gabby
Hayes, Mysterious Traveller,
Peter Salem, Joseph Cotton
Show, MBS; Wm. Gargan Show,
NBC

ZIMMERMAN, CARL CAPT.

The Big Picture
CBS-TV



ROBERTA QUINLAN

VOCAL ARTISTS

RADIO AND TELEVISION
—their work during 1951



— A —

AARTHUN, JOHAN
Song Of The Country
KING, Seattle, Wash.

ABBOTT, MARGIE
Marge & Tony
KSTL, St. Louis, Mo.

ADAMS, JACK
Jack Adams Show
WVMC, Mt. Carmel, Ill.

ADDISON, AL
Al Addison's Westernaires
CHUB, Nainaimo, B. C., Can.

AIKEN, DICK
Dick Aiken Sings
WTRR, Sanford, Fla.

ALBERT, C. E.
Un Quart D'Heure Avec
CFJP, Riviere Du Loup, P.
Que., Canada

ALEXANDER, DURELLE
The Durelle Show
WBAP-TV, Fort Worth, Texas

ALLAN, FRANK
Frank Allan Show
WEAV, Pottsburg, N. Y.

ALLEN, TOMMY
Tommy Allen Show
KOMA, Oklahoma City, Okla.

ALMAGUER, ROSITA
On The Alamo
WOAI-TV, San Antonio, Texas

**ANDERSON, LES
(CARROT TOP)**
B. Feb. 20, 1921, Siloam Springs,
Arkansas; "Carrot Top" Anderson
TV Show; Star of "Town
Hall" Radio Show, NBC; Recording
Artist for Decca.

ANDREW SISTERS
Colgate Comedy Hour
NBC-TV

**ANTHONY, RAY & HIS
CHORUS**
Perry Como Show
CBS-TV

ARCHER, GENE
INBW, Washington, D. C.

ARDEN, TONI
Texaco Star Theater, NBC-TV;
Sinfara Show, CBS-TV; Colgate
Hour, NBC-TV; Bob Hope Show,
NBC-TV; Columbia Records

ARMISHAW, ETHEL
The Old Songs
CHUB, Nainaimo, B. C., Can.

ARO, BOBBY
Vagabond Serenader
WHLB, Virginia, Minn.

ASHBY, ALVAN
Toast 'N' Coffee
WGBF, Evansville, Ind.

ASHMAN, MIKE
Evening Serenade
KTOH, Lihue, Kauai, Hawaii

ATNIP, IVAN
Western Serenaders
KVNU, Logan, Utah

ATTER, VIRGINIA
WMBR-TV, Jacksonville, Fla.

AUSTIN, DON
WHOW, Clinton, Ill.

— B —

BABBITT, HARRY
Bandstand Revue
KTLA, Los Angeles, Calif.

BAINES, BEVERLY
KPDN, Pampa, Texas

BAKER, JEANNIE
J. B. Show
WLBG, Laurens, S. C.

BAKER, JOY
WBBZ, Ponca City, Okla.

BALL, GEORGE
Quittin' Time
WXYZ, Detroit, Mich.

BALLARD, KAY
Mel Torme Show
CBS-TV

BALLARD, LYN
Big Bear Dollar Derby
WLW-C, Columbus, Ohio

BARBER SISTERS
Barber Sisters
WKOK, Sunbury, Pa.

BARCLAY, FRAN
WJNC, Jacksonville, N. C.

BARFIELD, WARREN
Barfield & Scott
WPTF, Raleigh, N. C.

BARLOW, JERRY
Hi-Neighbors
KLOU, Lake Charles, La.

BARNES, WAYNE
The Old Corral
KGPB, Flagstaff, Ariz.

BARTON, EILEEN
The Bill Goodwin Show
NBC-TV

BARTON, JOHN & CLARA
WHOW, Clinton, Ill.

BASIL, TROY
Troy Sings
WKAY, Glasgow, Ky.

BEARD, JEAN
Jean Beard Show
WPAI, Fayetteville, N. C.

BEARSDALE, PAT
Songs Of The Golden West
KLPM, Minot, N. Dak.

BECKETT, RON & DOUG
Ranger's Cabin
CKNW, New Westminster,
B. C., Canada

BELL, BOB
Breakfast Frolic
KFH, Wichita, Kans.

BELLAMY, TOMMY
Happy Valley Serenade
WKAY, Glasgow, Ky.

BENTLEY, JUNE
Lake Club Show
WMAF, Springfield, Ill.

BENZELL, MIMI
The Railroad Hour
The Pet Milk Show
NBC

BERNIER, DAISY
Fred Waring Show
CBS-TV

BETTINGER, JACK
WTOL, Toledo, Ohio

BIRCH, TOMMYE
KMOX, St. Louis, Mo.

BIRD, ROBERT C.
Tuning In With Fletcher
WRAL, Raleigh, N. C.

BLACKWOOD BROS.
WBPS, Memphis, Tenn.

BLAIR, LOIS
KBOS, Clinton, Iowa

BLAUGN, J. W.
Youth In Religion
WCOA, Pensacola, Fla.

BOLAND, NORMAN
Uncle Norm.
WFBG, Altoona, Pa.

BOSCH, HENRY G.
Smilin' Time
Henry Bosch Sings
WFUR, Grand Rapids, Mich.

BOUCK, LOUIS
Name The Song
WMTG, Vanceleve, Ky.

BOUDREAU, ELIZABETH
Curtain Time
WMEX, Boston, Mass.

BOWMAN, LOIS
Lois Sings
KJFJ, Webster City, Iowa

BRAY, CURLY
Buddies Of Airlines
WHBF-TV, Rock Island, Ill.

BREENE, PAT
Pat Breene Show
KTUL, Tulsa, Okla.

BREES, BUD
The Bud Brees Show
WPEN, Philadelphia, Pa.

BRIGHT, WELDON
Weldon Bright Show
KGNC, Amarillo, Texas

BRITT, ELTON
The Elton Britt Show
NBC

BROCK, KATHOLEEN
Say It With Music
KIBL, Beeville, Texas

BROOKS, ELOISE
1 O'clock Jump Time
KCOK, Tulare, Calif.

BROOKS, GLORIA
WKRC-TV, Cincinnati, Ohio

BRYANT, JAY
Jam & Jive
KOCA, Kilgore, Texas

BUNA QUARTET
KFDM, Beaumont, Texas

BURNS, FREDDIE
WHIQ, Memphis, Tenn.

BUSH, BARBARA
Song Premier
WNBC-TV, New Haven, Conn.

BUSH, DON & HELEN
Don & Helen
WBAP, WBAP-TV, Fort
Worth, Texas

BUSSE, GLORIA
Gloria Sings
WDOK, Cleveland, Ohio

BUTCHER, JACK
Saturday Roundup
KWPC, Muscatine, Iowa

BUTLER, WARDE
Coffee Club
WHIZ, Zanesville, Ohio

BUZZ & BILL
Buzz & Bill
WJAS, Pittsburgh, Pa.

Vocal Artists—Radio-Television

— C —

CABE, WILLARD

The Gospelaires
WLET, Toccoa, Ga.

CAHILL, ROBERT

WOW, WOW-TV, Omaha, Neb.

CAMERON, BARBARA

Dave And Barbara
WKRC, Cincinnati, Ohio

CANOVA, JUDY

(Mrs. Philip Rivero)
B. Nov. 20, 1916, Jacksonville, Florida; Under Contract to NBC, Radio; Motion Picture, Republic

CANTOR, EDDIE

(See Radio-TV Artists)

CAPLE, BETTY

The Caples

KVNI, Coeur D'Alena, Idaho

CARAGHER, JIMMY

WMID, Peoria, Ill.

CARMEN, DICK

Date At Six
WNHC-TV, New Haven, Conn.

CARON, ESTELLE

Vive La Canadienne
CKCH, Hull, Que., Canada

CARR, NANCY

WGN, Chicago, Ill.

CARROLL, JIMMY

Musiland U. S. A.
CBS
Most Important People
Dumont

CARROLL, TOMMY

WMBR-TV, Jacksonville, Fla.

CARSON, JACK

B. Oct. 27, 1910, Carman, Manitoba, Canada; "All Star Revue," NBC-TV.

CARSON, KEN

Garry Moore Show
CBS-TV

CARSON, MARTHA

Muddy Merry-Go-Round
WNOX, Knoxville, Tenn.

CARTER, ELMER

Bit of Ireland
WHAY, New Britain, Conn.

CARTER, WES

Dinner Bell
WKXN, Saginaw, Mich.

CASON, MARION

Marion Cason
WAIR, Winston-Salem, N. C.

CHAPEL, BETTE

Garroway At Large
NBC-TV

CHAPPEL, BOB

Piano Talks
KXON, Sweetwater, Texas

CHASE, DALE

Iowa Troubadour
KOEL, Oelwein, Iowa

CHENOWETH, LAVADA

KBZ, La Junta, Colo.

CHEROKEE, JACK (HENLEY, LEWIS)

Cherokee Jack Show
KMO, Toxoma, Wash.

THE CHORDETTES

Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV

CIO CINGERS

Listen To Labor
WBCO, Birmingham-Bessemer, Ala.

CLAIRE, DOROTHY

Paul Winchell-Jerry Mahoney Show
Henry Morgan Show
NBC-TV

CLAIR, JUDY

Coffee 'n' Cakes
WXYZ-TV, Detroit, Mich.

CLAIRE, TIPPY

Tippy And Clyde
WARD, Johnstown, Pa.

CLARK, AL

The Al Clark Show
KOTA, Rapid City, S. Dak.

CLEMENTS, ZOEK

Man From Music Mountain
WPAL, Birmingham, Ala.

CLEMMONS, ETHEL KING

Ethel King Clemmons Show
KGIN, Glenwood Springs, Colo.

CLINE, BEA

Bea Cline Sings
WWOD, Lynchburg, Va.

CLITES, MINOR

KRES, St. Joseph, Mo.

COBIA, VIRGIL

KCJB, Minot, N. Dak.

COLBY, MARION

The Doodles Weaver Show
NBC-TV

COLE, LYNN

Star Room
KPRC-TV, Houston, Texas

COLELLA, AL

Lunchtimers
WBRE, Wilkes-Barre, Pa.



TONY
MARTIN

To the Radio and Television Editors Throughout the Nation . . .

Thanks.

Vocal Artists—Radio-Television

COLLINS, DOROTHY

Your Hit Parade
NBC, NBC-TV

COLORADO PETE

KMBC, KFERM, Kansas City,
Mo.

COLTON, CLARENCE

Morning Melodies
CKTB, St. Catharines, Ont.,
Canada

COMO, PERRY

Perry Como Show
CBS-TV

CONDON, BOB

KIMA, Yakima, Wash.

CONFER, JOIMY

Baron Elliott Ortel
WCAE, Pittsburgh, Pa.

CONTE, JOHN

John Conte's Little Show
NBC-TV

COOK, DONNA

Serenade In The Night
KGA, Spokane, Wash.

COOK, JOE

Frolie Time
KGGF, Coffeyville, Kans.

COOK, SUE

Singing with Sue
KSPT, Sandpoint, Idaho

COOKE, JACK

Jack Cooke Sings
CKCK, Regina, Sask., Canada

COOLEY, JOHN

Your Singing Host
WEAM, Arlington, Va.

COOPER, GENEVA

Geneva Cooper
WINN, Louisville, Ky.

CORNWALL, ARTHUR

Memory Time
WGCD, Chester, S. C.

CORNWELL, GIN

Gin Cornwall Show
KWFT, Wichita Falls, Texas

CORVO, JOHNNY

Song Premier
WNHC-TV, New Haven, Conn.

COTTEY, MICKEY

Mickey Cotley
KMA, Shemandoah, Iowa

COURY, ROSELE

Roselle Coury
WCOU, Lewiston, Maine

COYLE, JERRY

Rollin With Stone
WRGB, Schenectady, N. Y.

CRAWFORD, NAOMI

KMOX, St. Louis, Mo.

CRIST, PHIL

Club 1300
WFBR, Baltimore, Md.

CROCKER, CHARLES

KFBI, Ranch Boys
KFBI, Wichita, Kans.

CROOK, MARIAN

Dream Train
KOWH, Omaha, Nebr.

CROSBY, BOB

Club 15
CBS

— D —

DAHLSTROM, EARL

The Earl Dahlstrom Show
KLIX, Twin Falls, Idaho

DANA, JOE

Dana on Discs
KOY, Phoenix, Ariz.

DANN, ROGER

The Bill Goodwin Show
NBC-TV

DAVIDSON, LOREN

Scandia Barn Dance
KOMO, Seattle, Wash.

DAVIES, EDWARD

WMAQ, Chicago, Ill.

DAVIS, BONNA

Mon. Musical
Sun. Serenade
WDAY, Fargo, N. Dak.

DAVIS, GEORGE

The Singing Miner
WKIC, Hazard, Ky.

DAVIS, "HONEY"

Magie Valley Jamboree
WTIP, Charleston, W. Va.

DAVIS, JANETTE

Arthur Godfrey Morning Show
CBS-TV

DAWN, MARION

Club 1300
WFBR, Baltimore, Md.

DAY, DENNIS

The Dennis Day Show
NBC

DEAN, BILLY

Missouri Valley Barn Dance
WNAX, Yankton, S. D.

DEANE, JUDY

Judy Deane Show
KNBC, San Francisco, Calif.

DEEL, SANDRA

Date On Broadway
WABD, New York, N. Y.

DEER, JIMMY

The Jimmy Deer Show
WDAK, Columbus, Ga.

TONI ARDEN

Columbia Records

Texaco Star Theatre

Sinatra Show

Colgate Hour

Toast of The Town

Bob Hope Show

Edgar Bergen Show

Guest on Every Top
TV and Radio Show

Direction MCA

Star Management —
Gerard W. Purcell



Vocal Artists—Radio-Television

DEHLIN, ERIC
Dehlin Dozen
WGIV, Charlotte, N. C.

DeLAND, JIM
Jim DeLand Show
WWJ-TV, Detroit, Mich.

DELINE, JIM AND HIS GANG
WSYR, Syracuse, N. Y.

DEL MAR, DOLORES
Just For You
WJAS, Pittsburgh, Pa.

DE LONG, HOWARD
Memory Lane
WENT, Gloversville, N. Y.

DEWITT, KAY
Kay Sings
WLBS, Bangor, Maine

DIAZ, LUIS ALFONSO
Canciones Para Ti
WPRP, Ponce, Puerto Rico

DICK, BOBBY
"Marlingaires" Western & Hillbilly

WREN, Topeka, Kansas

DICK, GERALDINE
"Marlingaires" Western & Hillbilly

WREN, Topeka, Kansas

DIESING, ANNE
Grant Wilson Show
WXEL, Cleveland, Ohio

DOGGETT E. LLOYD
KELD, El Dorado, Ark.

DOWNEY, JACK
Music Shop
WONS, Hartford, Conn.

DUCAN, TOMMY
Tommy Ducan Show
KTRB, Modesto, Calif.

DUDLEY, LEON
Leon Dudley Show, Hammond Harmonies
KGHF, Pueblo, Colo.

DUGUAY, JEANETTE
Jeanette Duguay Sings
CFNB, Fredericton, New Brunswick, Canada

DUKE, JENNY
Time Talk
WEAR, Pensacola, Fla.

DUNHAM, BURT
Friendly Time
WNAX, Yankton, S. D.

DUNIGAN, GERTRUDE
The Dunigans
WJTN, Jamestown, N. Y.

DUNIGAN, JACK
The Dunigans
WJTN, Jamestown, N. Y.

DUNLAP, MILAN
WBBZ, Ponca City, Okla.

DUNN, JOHN
John Dunn Sings
WLOH, Princeton, W. Va.

DUNN, PAT
Pat Dunn Sings
WDAP, Kansas City, Mo.

— E —

EANES, JIM & SHENANDOAH VALLEY BOYS
WBTM, Danville, Va.

EATON, JACK
Jack Eaton Show
KWKW, Pasadena, Calif.

EDWARDS, AL
Nash's Coffee Time

Musically Yours
WDAY, Fargo, N. Dak.

EMERSON, VI
Vi Emerson Show
CHML, Hamilton, Canada

ESTELLE, DELORES
Delores Estelle Show
WMRY, New Orleans, La.

ESTES, DON
Music City, U. S. A.
WSM-TV, Nashville, Tenn.

EVANS, WHITEY
Harvest Hands
WDGY, Minneapolis, Minn.

— F —

FANTAISISTES, JEAN-LUC
Les Cantorides
CKCH, Hull, Que., Canada

FARNELL, AUDREY
Music To Remember
CHNS, Halifax, Nova Scotia, Canada

FARRELL, SKIP
WMAQ, Chicago, Ill.
Big City Serenade
NBC

FATS, HAPPY
Song By Happy Fats
KROP, Abbeville, La.

FIELD, KAY
S' Prize Party
WIRE, Indianapolis, Ind.

FISHER, JOE & RUSS
Party Line
WKCP, Bowling Green, Ky.

FLOWERS, SALLY
Mectin' Time At Moore's
WLW-C, Columbus, Ohio



THE HEATHERTONES

THE BERT PARKS SHOW
3:30 to 4:00 P.M. — CBS-TV
Mon., Wed., Fri.

Management: Peter Dean • CO. 5-0790



BETTY ANN GROVE

THE BERT PARKS SHOW
3:30 to 4:00 P.M. — CBS-TV
Mon., Wed., Fri.

STOP THE MUSIC

8-9 P.M., Thurs. — WJZ-TV
Management: Peter Dean • CO. 5-0790

Vocal Artists—Radio-Television

FOLEY, RED
The Red Foley Show
Prince Albert Grand Ole Opry
NBC

FONTANE SISTERS
Perro Como Show
CBS-TV

FORAN, JIM
Gal About Town & A Guy
KGST, Fresno, Calif.

FRY, BETTY
Harp Strings
WGPA, Bethlehem, Pa.

FRYE, MAUREEN
Third Call
WWJ, Detroit, Mich.

— G —

GARDNER, JUNE
Musical Clock
WFBL, Syracuse, N. Y.

GEARHART, VIRGINIA & LIVINGSTON
Fred Waring Show
CBS-TV, Fayetteville, Tenn.

GILLETTE, MARION
Let's Take A Holiday
WJR, Detroit, Mich.

GLASS, BILL
The Glass Showcase
KRMG, Tulsa, Okla.

GLASS, CATHERINE
It's Time For Music
WFLO, Farmville, Va.

GLENN, RAY
Ray Glenn Presents
KGIW, Alamosa, Colo.

GLENN, TONY
Marge & Tony
KSTL, St. Louis, Mo.

GOLTE, NELLY
WOR-TV, New York, N. Y.

GOODE, GLORIA
WXYZ-TV, Detroit, Mich.

GORDON, PHIL
Four O'Clock Frolic
WDSU-TV, New Orleans, La.

GRADY, DON
Don Grady Show
WHAV, Haverhill, Mass.

GREER, FRANCES
Musicland U. S. A.
CBS

GRIGGS, DICK
WVLN, Olney, Ill.

GRIM, CHARLES
WIEL, Elizabethtown, Ky.

GROVE, BETTY ANN
The Bert Parks Show
NBC-TV

— H —

HAGAMAN, CHARLES
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

HAGGART, BUD
The Blue Chasers
WFDF, Flint, Mich.

HALDENBY, HAROLD, MRS.
At Home With Ladies
CKNX, Wingham, Ont., Can.

HALEOKE
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV

HALFTOWN, CHIEF
Pony Express
WFIL-TV, Philadelphia, Pa.

HALL, WENDELL
Wendell Hall Reflections
WBKB, Chicago, Ill.

HAMILTON, WARD
Coffee Club
WWNY, Watertown, N. Y.

HAMMANS, LILY JO
Lily Jo Sings
KWNW, Wenatchee, Wash.

HANNY, RUTH
Jack & Jean
KARE, St. Joseph, Mo.
Atchinson, Kans.

HANSON, BURT
Breakfast With Bob
WCCO, Minneapolis, Minn.

HARRIS, JACK
Third Call
WWJ, Detroit, Mich.

HARTMAN, HOWARD
The Howard Hartman Show
KPRC, Houston, Texas

HASKELL, JACK
Garroway At Large
NBC-TV

HAYES, BILL
Your Show of Shows
NBC-TV

HAYMES, BOB
The Bob Haymes Show
WNEW, New York, N. Y.
Date On Broadway
WABD, New York, N. Y.

HEATHERTON, RAY
Heatherton House
WOR, New York, N. Y.



LANNY ROSS

1951-52

40 Concerts ✓

12 TV Shows ✓

250 Mutual Broadcasts ✓

115 East 53rd St., New York City



JUNE VALLI

RCA VICTOR RECORDING ARTIST

"Stop the Music"

Vocal Artists—Radio-Television

HEATHERTONES

Bert Parks Show
CBS-TV

HILL, ED

Radio Club
WPAD, Paducah, Ky.

HIT PARADERS

Your Hit Parade
NBC, NBC-TV

HOLDEN, JACK

Jack & Frances
WEAS, Atlanta- Decatur, Ga.

HORNE, LENA

Colgate Comedy Hour
NBC-TV

HOWARD, PAUL

Club Miscellaneous
WTRF, Bellaire, Ohio

HUDSON, HENRY

Hudson's Serenader's
KOVE, Lauder, Wyo.

HUFFMAN, JULE

Meet The Ladies
WCPO-TV, Cincinnati, Ohio

HUND, BOB

WLW-T, Cincinnati, Ohio

HUTSON, LEE

WIEL, Elizabethtown, Ky.

— I —

IRA AND CHARLES LOUVIN

WMPS, Memphis, Tenn.

IRVING, BOB

Sunny Side
WMAY, Springfield, Ill.

— J —

JACKSON, EDDIE

All Star Revue
NBC-TV

JACOBS, BILL

My Song
WKBY, Richmond, Ind.

JEFFRIES, BILL

TV Song Shop
WFMY-TV, Greensboro, N. C.

JEFFRIES, JOAN

KMTV, Omaha, Nebr.

JENSEN, PATSY

Rockabye Lady
KELK, Elko, Nevada

JOHNSON, DON

Rendezvous with Don
WOND, Pleasantville, N. J.

JOHNSON, JUDY

Show of Shows, NBC-TV.

JOHNSON, STAN

KBRO, Bremerton, Wash.

JORDAN, GIL

Jordan Jingles
KVCV, Redding, Calif.

— K —

KANE, RICHARD

Hit Parade
WUSN, Charleston, S. C.

KAYE, ELAINE

The Bon Ton Show
WMUR, Manchester, N. H.

KEITH, JANE

Jane Keith Sings
KALB, Alexandria, La.

KENDALL, FRED

Fred Kendall Show
WJR, Detroit, Mich.

KERR, ANITA

Anita Sings
WMAK, Nashville, Tenn.

KING, JIM

Me and My Organ
WILM, Wilmington, Del.

KING, JOHNNY

Man Around The House
WWJ-TV, Detroit, Mich.

KINNEY, WENDAL

Studios In Black & White
KMO, Tacoma, Wash.

KIRK, RED

WIMA, Lima, Ohio

KIRSTEN, DOROTHY

The Railroad Hour
NBC

KUHN, ROBERT

Songs By Bob
WILE, Cambridge, Ohio

— L —

LANE, FRANCESY

Easy Does It
NBC-TV

LANGFORD, FRANCES

Star Time
Du Mont

LANSON, SNOOKY

Your Hit Parade
NBC, NBC-TV

LANZA, MARIO

The Mario Lanza Show
NBC

BEST WISHES!

PATSY LEE

"DON McNEILL'S BREAKFAST CLUB"

Vocal Artists—Radio-Television

LEE, LINDA

Songs By Linda Lee
WHAZ, Troy, N. Y.

LEE, MEL

Mel Lee Program
KTTR, Rolla, Mo.

LEE, PATSY

B. March 26, 1928, Berkeley, Calif.; Don McNeill's Breakfast Club, ABC, Chicago.

LEE, PEGGY

The Peggy Lee Show
CBS
Steven Allen Show
CBS-TV

LEMASTER, MARY JANE

WMBD Peoria, Ill.

LINN, ROBERTA

Lawrence Welk
KTLA, Los Angeles, Calif.

LOACH, JEAN

LePetit Cafe
WWJ-TV, Detroit, Mich.

LOOMIS, CAROL

Studio A
WKTG, Thomasville, Ga.

LOU, MARY

Southern Maid Show
WRBL, Columbus, Ga.

LOUDON, DOROTHY

Big Time
CBS

LOUIS, JOHN

WSAZ-TV, Huntington, W. Va.

LUND, ART

Ken Murray Show
CBS-TV

LUNCH, CHRISTOPHER

Voice Of Firestone
NBC, NBC-TV

— M —

MACK, JIMMY

Piano Portraits
WHFB, Benton Harbor, Mich.

MACDONALD, JET

Remember This Date
NBC-TV

MACKENZIE, GISELE

Club 15
CBS

MACRAE, GORDON

Railroad Hour
NBC

MARINE, JOE

Fred Waring Show
CBS-TV

THE MARINERS

Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV

MARTIN, TONY

B. Dec. 25, 1913, Oakland, Cal.;
Carnation Hour; The Tony Martin Show, CBS; Colgate Musical Comedy Hour, NBC-TV; Motion Pictures; Recordings.

MARTINEZ, BLANCA L. DE

WORA, Mayaguez, P. R.

MASIELLO, JOE

WOV, New York, N. Y.

MASSEY, CURT

Curt Massey Show
MBS
Curt Massey Time
CBS

McCLURE, BOB

Let's Make Music
WTAX, Springfield, Ill.

McDONALD, LOUISE

Songs By Louise McDonald
WFRD, Worthington, Ohio

McINTIRE, RUSS

Songs By Russ McIntire
WSTP, Salisbury, N. C.

McPHAIL, JIMMY

Songs By Jimmy McPhail
WUST, Bethesda, Md.

MELLO-LARKS

Broadway Open House
Doodles Weaver Show
NBC-TV
Mel Tormé Show
CBS-TV

MELTON, JAMES

Ford Festival
NBC-TV

MERRIDEW, REG

Reg and Henry
WGAR, RITA

MERSMAN, RITA

Coffee Club
WPCO-TV, Cincinnati, Ohio

MILNE, NANCY

Milne & Townsend
WDBJ, Roanoke, Va.

MILLER, PAUL

Songs To Remember
KREO, Indio, Calif.

MITCHELL, WM., JR.

Musical Clock
WFBL, Syracuse, N. Y.

MORATH, MAX

Max is Back
KVOR, Colorado Springs, Colo.

MORGAN, JANE

The Girl From Paris
NBC

MORRIS, CHARLOTTE

You Name It
WJJD, Chicago, Ill.

MORRISON, BOB

S' Prize Party
WIRE, Indianapolis, Ind.

MULLIN, DIANE

Diane Comes Calling
WKAT, Rome, N. Y.

MURDOCH, PEGGY

A Guy, A Gal, & A Song
WIND, Chicago, Ill.

MURRAY, JOHNNIE

Murray Matinee
WMAK, Nashville, Tenn.

MUSSARD, FLOYD

Songs By Floyd
WFRD, Worthington, Ohio

— N —

NELSON, JOHANNA

Johanna Sings
WOND, Pleasantville, N. J.

NEVINS, NATALIE

Strictly For The Girls
WCAU, Philadelphia, Pa.

NEWLAND, PETE

WMA, Lima, Ohio

NEWLIN, BETTY

Songs By Betty Newlin
WROY, Cami, Ill.

NO NAME TRIO

We Three
WPBC, Minneapolis, Minn.

NOEL, DICK

WLW, WLW-TV, Cincinnati, Ohio

NOLTON, JOHNNY

Johnny Nolton Show
WFAA, Dallas, Texas

NOYAK, MILDRED

Millic Noyak Sings
WPIC, Sharon, Pa.

NYLAND, RALPH

Big Time
CBS

— O —

OGBURN, RUTH

WUY, Jacksonville, Fla.

O'HEREN, RICHARD

WHK, Cleveland, Ohio

O'NEAL, HELEN

WBTV, Charlotte, N. C.

OWEN, PEGGY

Breakfast With Big
WJTN, Jamestown, N. Y.

OWENS, JACK

Jack Owens Show
KNX, Los Angeles, Calif.

— P —

PADLEY, JEANETTE

Date With Jeanette
WBTT, New Bern, N. C.

PAIGE, CONA

Date At Six
WNHC-TV, New Haven, Conn.

PALMER, JANE

Jim DeLand Show
WWJ-TV, Detroit, Mich.

PALMER, MARY

Top o' the Morning
WGBA, Columbus, Ga.

PARENT, JEANINE

Meet Jeanine
WPAU, Augusta, Maine

PARKER, DEE

Musical Treasures
WXYZ, Detroit, Mich.

PARKER, RANDALL

Randall Parker Sings
WKBY, Richmond, Ind.

PATTERSON, CREAM

Patter by Patterson
WONS, Hartford, Conn.

PEBBLES, JOSAPHINE

Jo Pebbles Show
WHHH, Warren, Ohio

PHILLIPS, JO

Jo Phillips Sings
WHSC, Hartsville, S. C.

PHILLIPS, RALPH

Club 1300
WFBR, Baltimore, Md.

PIAZZA,

MARGUERITE

Your Show Of Shows
NBC-TV
Metropolitan Opera Co.

PICKENS, JANE

Pickens Party
NBC

POST, BILL

Telemart
KSL-TV, Salt Lake City, Utah

POTTER, PENNY

Talent Time
KCOK, Tulare, Calif.

POULIN, DENISE

Reverie Musicale
CKCH, Hull, Que., Canada

PRATT, TOMMY

Tea-time with Tommy
KEEN, San Jose, Calif.

PRICE, GEORGE

Big Time
CBS

PRICE, VIVIAN

Sunday Sing
WMEV, Marion, Va.

PRYER, CHARLENE

Charlene's Party Line
WJVA, South Bend, Indiana

Vocal Artists—Radio-Television

PRYOR, HARLEY
KUBC, Montrose, Colo.

PUDNEY, EARLE
Earle Pudney Show
WGY, Schenectady, N. Y.

— Q —

QUINLAN, ROBERTA
Mohawk Showroom
NBC-TV

QUINLAN, ROBERTA
Mohawk Showroom
NBC-TV

QUINN, BENNY
Rainbow Review
KSUB, Cedar City, Utah

QUIRK, PHIL
Lunchtimers
WBRE, Wilkes-Barre, Pa.

QUIST, ZOLA
Songs Of Your Heart
KOVO, Provo, Utah

— R —

RAINS, CARL
Melody Masters
WDXI, Jackson, Tenn.

RAND, KELLY
Kelly Rand Show
WJMR, New Orleans, La.

RANGERS, TRIO
KFAB, Omaha, Nebr.

REED, LUCY
Musicians
NBC

REGAN, PHIL
The Phil Regan Show
NBC

REISENAUER SISTERS
KDXI, Dickinson, N. Dak.

REYNOLDS, BRAD
The Brad Reynolds Show
Hostess House Party
KGW, Portland, Oregon

REZTOR, JOHNNY
WKRC-TV, Cincinnati, Ohio

RHODES, BOB
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.

RICH, CHUCK
WHOW, Clinton, Ill.

RICHARDS, DONALD
The Jack Carter Show
Broadway Open House
NBC-TV

RICHARDS, TRUDY
WINS, New York, N. Y.

RICHMOND, ROBERT
"Marlingairos" Western &
Popular

WREN, Topeka, Kansas

RING, BILL
Taystee Time
KWTO, Springfield, Mo.

ROBBINS, GEORGE
Listen While You Lunch
WEBR, Buffalo, N. Y.

ROBERTS, MARTY
WDZ, Decatur, Ill.

ROBINSON, BILL
Robinson To You
WPAR, Parkersburg, W. Va.

ROESE, RAY
Dinner Date
WBNS, Columbus, Ohio

ROGERS, HAZEL
Hazel Rogers
WINN, Louisville, Ky.

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati,
Ohio; Radio — NBC Coast-to-
Coast and Canada; TV-NBC
Coast-to-Coast; RCA Victor Re-
cording Artist; Motion Pictures,
"Son of Paleface," Paramount.

ROLLING FIVE
Rolling Five (Negro Qt.)
KSFA, Nacogdoches, Texas

ROSS, LANNY
B. Jan. 19, 1906, Seattle, Wash.;
Lanny Ross Show, MBS; Jackie
Gleason, DuMont, Koto Smith,
NBC; General Mills, CBS; Gen-
eral Electric, CBS; Pepsi-Cola,
CBS.

ROSS, RON
Ronnie Ross Show
KSL, Salt Lake City, Utah

ROWE, GLENN
WLW, Cincinnati, Ohio

ROYAL GOSPEL SINGERS
WVCG, Coral Gables, Fla.

ROYAL JUBILEERS
Royal Jubileers
WPBC, Minneapolis, Minn.

RUBLE, JERRY
WPRC, Lincoln, Ill.

RUCKER, JOAN
Joan Sings
WTND, Orangeburg, S. C.

RUDOLPH, WESLEY
REA Reporter
WKCT, Bowling Green, Ky.

RUNTZ, NORMAN
Songtime
CJGX, Yorkton, Sask., Canada

RUSSELL, CONNIE
Garroway At Large
NBC-TV

RUSSELL, JACK
Your Show Of Shows
NBC-TV

RYNO, BARBARA
Words and Music
KUKI, Ukiah, Calif.

— S —

SARGENT, KENNY
Kenny Sargent Show
WHHM, Memphis, Tenn.

SARGENT, MICHAEL
Music Michael Please
WBIW, Bedford, Ind.

SCHAFFER, ROY
KWRE, Warrenton, Mo.

SCHREVE, BOB
Club Matinee
WJZ-TV, New York, N. Y.

SCOTT, PATRICIA
CKLN, Nelson, B. C., Canada

SCOTT, ROMAINE
WPPA, Pottsville, Pa.

SEABURY, LEVI
Moonlight Blues
KWTX, Waco, Texas

SELF, JIMMY
KICA, Clovis, N. M.

SHARVER QUARTET
The Sharver Program
KTAT, Frederick, Okla.

SHAY, DOROTHY
Jack Benny Show
CBS-TV

SHEA, MERRILL
Merrill Sings
WLAM, Lewiston, Maine

SHELTON, BANNER
Banner Shelton Sings
WGCD, Chester, S. C.

SHORE, DINAH (Mrs. George Montgomery)
B. March 1, 1917, Winchester,
Tenn.; The Tide Show, Sponsored
by Tide, CBS (Radio); The Dinah
Shore Show, Sponsored by Chev-
rolet, NBC-TV; Motion Pictures,
"Aaron Slick From Punkin Crick"
for Paramount.

SIMMS, GINNY
Jack Smith-Dinah Shore-Ginny
Sims Show
CBS

SINAIKO, DON
WKOW, Madison, Wis.

SLIM AND MARY
Western Varieties
KFEQ, St. Joseph, Mo.

SLOCUM, WILL
Wand'ring Minstrel
KPOJ, Portland, Oregon

SMILEY, BETTY
Gift Shop of the Air
WCAE, Pittsburgh, Pa.

SMITH, ARTHUR
Carolina Corner Store
WBT, Charlotte, N. C.

SMITH, CARL
Carl Smith Show
CBS

SMITH, CHERRY KAY
Cherry Kay Smith
WRGA, Rome, Ga.

SMITH, CHESTER
Chester Smith Hour
KTRB, Modesto, Calif.

SMITH, FRED
KSTP, Minneapolis-St. Paul,
Minn.

SMITH, HOWARD (QUINTET)
Garry Moore Show
CBS-TV

SMITH, JACK
Jack Smith-Dinah Shore-Ginny
Sims Show
CBS

SMITH, MELISSA
On The Alamo
WOAI-TV, San Antonio, Tex.

SNARY, BILL
A Guy, A Gal, & A Song
WIND, Chicago, Ill.

SNYDER, BOB
Bob & Gene
WFBG, Altoona, Pa.

THE SONGFELLOWS
WHO, Des Moines, Iowa

SONGSMITHS
Garroway At Large
NBC-TV

SPELMAN, MARIAN
WLWT, Cincinnati, Ohio

SPELTZ, BERNADINE
Bernie Sings
WPHR, Wisconsin Rapids,
Wis.

STACY, JEAN
Songs By Jean Stacy
KTAT, Frederick, Okla.

STARKEY, ROY
Silhouettes Of The West
WBKB, Chicago, Ill.

STEBER, ELEANOR
Voice of Firestone
NBC, NBC-TV

STECHOW, JUDY
Judy Sings
WJER, Dover, Ohio

STEELMAN, STUART
WHO, Des Moines, Iowa

Vocal Artists—Radio-Television

STEENROD, ANNE
WPTW, Piqua, Ohio

STENDAHL, RUTH
Scandia Barn Dance
KOMO, Seattle, Wash.

STEPHENS, DICK
D. S. Sings
CKLN, Nelson, B. C., Canada

STEVENS, GARY
TV Showcase
WRGB, Schenectady, N. Y.

STEPHENS, GINNY
Say It With Music
WCAU, Philadelphia, Pa.

STEVENS, HERB
Lee Keltin Orchestra
WJAS, Pittsburgh, Pa.

STEVENS, RISE
Voice Of Firestone
NBC, NBC-TV

STEWART, CLAIRE
Claire Stewart Show
WFAA, Dallas, Texas

STOTTS, BOB
Bob Stotts
KMA, Shenandoah, Iowa

STRAND, NORM
Can You Sing It
WSAV, Savannah, Ga.

STRAUGHMAT, SHIRLEY
Songs With Shirley
WVMC, Mt. Carmel, Ill.

STREET, DAVE
Broadway Open House
NBC-TV

THE STROLLERS (4)
CKCK, Regina, Sask., Canada

SUITS, GORDON
Suits' Song Shop
KGNC, Amarillo, Texas

SULLIVAN, LEE
Date In Manhattan
NBC-TV

SULLIVAN, RONNIE (MISS)
WBVP, Beaver Falls, Pa.

SUNSHINE TRIO
WBBB, Burlington, N. C.

SWANSON, BYRON
Serenade In The Night
KGA, Spokane, Wash.

SWEET, SALLY
Harvest Hands
WDGY, Minneapolis, Minn.

SWEETLAND, SALLY
Big Time
CBS

SWIERENGA, JOHN
Hymns Of The Morning
WHTC, Holland, Mich.

— T —

TAGLIAVINI, FERRUCCIO
Telephone Hour
NBC

TAYLOR, BOB
On The Alamo
WOAI-TV, San Antonio, Tex.

TERRELL, TOMMY
Starlite Time
WGAR, Cleveland, Ohio

TEXTOR, KEITH & SYLVIA
Fred Waring Show
CBS-TV

THEBOM, BLANCHE
Telephone Hour
NBC

THOMAS, CLYDE
American Songs
WFOX, Milwaukee, Wis.

THOMAS, DANNY
(See Radio Artists)

THOMAS, THOMAS L.
Voice of Firestone
NBC, NBC-TV

THREE BEAUS AND THE PEEP
John Conte's Little Show
NBC-TV

TIBBS, HAROLD
The Studio Hour
CFKI, Fort Frances, Ontario, Canada

TILLMAN, TINY
KMBC-KFRM, Kansas City, Mo.

TILTON, MARTHA
Curt Massey Show
MBS
Curt Massey Time
CBS

TOLAND, DON
Don Toland Sings
KICD, Spencer, Iowa

TORME, MEL
Mel Torme Show
CBS-TV

TOWNE, MARILYN
Breakfast with Marilyn
WNLK, Norwalk, Conn.

TRENNERY, ANN
Girl With A Song
KIMA, Yakima, Wash.

TURNER, DALLAS
Songs Of The West
KWJJ, Portland, Oregon

TURNER, S.
Music For Sunday Afternoon
CFOS, Owen Sound, Ont., Can.

— U —

UPSON, DAVE
WKRC, Cincinnati, Ohio

UPTON, DON
Don Upton Show
WLVA, Lynchburg, Va.

— V —

VALLEY BOYS
WBVP, Beaver Falls, Pa.

VALLI, JUNE
B. June 30, 1930, New York, N. Y.; Stop the Music, ABC; Broadway To Hollywood, DuMont; Ezio Pinza Show, NBC-TV; Big Show, NBC; Fashion Model, DuMont; Cavalcade of Bands, DuMont; Mike & Buff, CBS-TV; RCA Victor Show, NBC-TV; Headline Clues, WABD.

VAN ALSTYNE, CHUCK
Happy Valley Boy
WKBI, St. Marys, Pa.

VANDERBILT, EILEEN
Songs By Eileen
WPLA, Plant City, Fla.

VANDYKE, KEITH
Piano Melodies
WATA, Boone, N. C.

— W —

WAGNER, ANNE
Songs By Ann Wagner
WFBS-TV, Indianapolis, Ind.

WALKER, DUSTY
Chef Milani Show
KNBH, Hollywood, Calif.

WALKER, MADELINE
WOW, WOW-TV, Omaha, Nebr.

WANER, EMMA
Starlite Serenade
KODY, North Platte, Nebr.

WARD, JIM
Western Jamboree
KGST, Fresno, Calif.

WARE, GILBERT
Meditations
KONO, San Antonio, Texas

WARENSKJOLD, DOROTHY

B. San Francisco, Calif.; Ford Festival, NBC-TV; Railroad Hour, NBC; Standard Hour, NBC; Firestone Hour, NBC & NBC-TV.

WATSON, DELORES
Music City, USA
WSM-TV, Nashville, Tenn.

WAYNE, EDDY
Eddy Wayne Show
WHKK, Akron, Ohio

WEBB, HELEN
Sooner Shindig
WKY-TV, Oklahoma City, Okla.

WEBB, RED
RW Show
WLBG, Laurens, S. C.

WESSELS, MAX H.
Continental Variety
WWRL, Woodside, N. Y.

WEST, NADINE
Breakfast Frolic
KFH, Wichita, Kans.

WESTON, KIM
Wakin' With Weston
KFEQ, St. Joseph, Mo.

WESTON, PAUL
Organ Interludes
WATA, Boone, N. C.

WHEATLEY, JOAN
Fred Waring Show
CBS-TV

WHIT & NICK
Bunkhouse Jamboree
KHUZ, Borger, Texas

WHITING, MARGARET
Railroad Hour
NBC

WICKBERG, RALPH
CKY, Winnipeg, Manitoba, Canada

WIETING, MARGE
Street Of Dreams
WFIL, Philadelphia, Pa.

WILLIAMS, BILLY QUARTET

Your Show Of Shows
NBC-TV

WILLIAMS, EDDIE
Eddie Williams Show
KDAL, Duluth, Minn.

WILSON, CAROLE
Basin St. Serenade
WRGA, Rome, Ga.

WILSON, EILEEN
Your Hit Parade
NBC, NBC-TV

WILSON, FREDDY
Freddy Wilson Show
KYMA, Yuma, Ariz.

WILSON, PAT
Homemaker's HobNob
WBNS-TV, Columbus, Ohio

WRIGHTSON, EARL

Musicland U. S. A.
CBS

— Z —

ZEIDMAN, IRVING
Irving Sings
KNOE, Monroe, La.

ZEIGNER, MARIE
Songs By Marie Zeigner
KRSN, Los Alamos, N. Mexico



AL HELFER

BASEBALL

Mutual Game of the Day
World Series
All-Star Game

FOOTBALL

Mutual Game of the Week
Rose Bowl
East Vs. West All-Star Game
Army Vs. Navy

SPORTS DIGEST—MBS

Personal Rep.

CHICK VINCENT

509 MADISON AVE., NEW YORK 22, N. Y.

EL. 5-0734

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1951



— A —

ADAMS, TONY
Sports Tonight
WCAX, Burlington, Vt.

AGRESTA, PHIL
Sports Special
WRT, Charlotte, N. C.

ALAN, STEVE
Spotlight On Sports
KOKX, Keokuk, Iowa

ALDERTON, GEO.
WJIM, Lansing, Mich.

ALDRIDGE, MAHLON
KFRU, Columbia, Mo.

ALEXANDER, ALEX
Coachella Valley Sports
Round-Up
KREO, Indio, Calif.

ALEXANDER, ED
Highlights
KXOX, Sweetwater, Texas

ALLAIN, ORREN
Sports
WKAN, Kankakee, Ill.

ALLBRIGHT, NAT.
Sports Hi-Way
WEAM, Arlington, Va.

ALLORN, BILL
Football
KBWD, Brownwood, Texas

ALLEN, KIRBY
KXEO, Mexico, Mo.

ALLEN, LEE
Inside Angle On Sports
KYW, Philadelphia, Pa.

ALLEN, MEL

B. Feb. 14, 1913, Birmingham, Ala.; N. Y. Yankee Baseball, Home Of Champions Network; Notre Dame Football, DuMont; World Series, MBS; All Star Game, MBS; Orange Bowl, CBS; Triple Crown, NBC, CBS.

ALLEN, PERCE

Perce Allen
CKOC, Hamilton, Canada

ALLEN, WAYNE

Sports Page
KSEE, Lubbock, Texas

ALLINGHAM, JOHN

CKNB, Campbellton, N. B., Canada

AMBROSE, JOHNNY

Speaking Of Sports
WTAG, Worcester, Mass.

ANDERSON, DICK

Dick's On At Six
WEOA, Evansville, Ind.

ANDERSON, DOUG

Reports On Sports
KPYR, Bismarck, N. D.

ANDERSON, TOM

Sports Roundup
WL DY, Ladysmith, Wis.

ANGWYN, PERCY

Just Outdoors
WSKI, Montpelier, Vt.

ANTHONY, GEORGE

Sports Parade
WOND, Pleasantville, N. J.

ANZIVINO, JOE

Sports Parade
KGMB, Honolulu, Hawaii

ARMSTRONG, CARL B.

WIAM, Williamston, N. C.

ARMSTRONG, WM.

Sports Views
WOMI, Owensboro, Ky.

ARNOLD, FULTON

Sports Roundup
WTTM, Trenton, N. J.

ARO, SAM

Grant Jottings
WICA, New York, N. Y.

ASH, KEN

WHA V, Haverhill, Mass.

ARTHUR, DON

Gottelman Sports
WDUZ, Green Bay, Wis.

AUCLAIR, GASTON

CJSO, Sorel, Que., Canada

AUSLEY, WALLY

WNAO, Raleigh, N. C.

— B —

BACHRACH, TOM

KDHL, Faribault, Minn.

BAILES, H. C.

KSAM, Huntsville, Texas

BAILEY, CHARLEY

WEBB, Buffalo, N. Y.

BAILEY, CHUCK

WHBF, Anderson, Indiana

BAIR, PAUL

The AM Sportscast
WEOA, Evansville, Ind.

BAKER, DICK

Dick Baker Show
WSAI, Cincinnati, Ohio

BAKER, NELSON

The N. B. Show
WBBK, Baltimore, Md.

BAKER, RAY

WVLN, Olney, Ill.

BALCH, FRANK

Sports Notebook
WJOV, Burlington, Vermont

BALTER, SAM

KLAC-TV, Los Angeles, Calif.

BARBER, RED

G. E. Football Roundup
CBS

BARBER, EDDIE

KRLD, Dallas, Texas

BARCKLEY, PETE

Radio Sports Page
KGNO, Dodge City, Kansas

BARRINGTON, JAY

Sports Final
WDAF-TV, Kansas City, Mo.

BARTON, DALE

Sports Roundup
KCI M, Carroll, Iowa

BARRY, GUY

National Sports Parade
WCOJ, Coatesville, Pa.

BATES, MARVIN

Sports Round-Up
WGBF, Evansville, Ind.

BAYEUR, ROLAND

Les Sports En Revue
CKVL, Verdun, Que., Canada

BEGG, WENDELL

Sports Page
KSDN, Aberdeen, S. D.

BELCHER, ROD

All Sports
KOL, Seattle, Wash.

BELL, JACK

Sports Line Up
KDET, Center, Texas

BELL, MONTE C.

KADA, Ada, Okla.

BELL, TED

KRSC, Seattle, Wash.

BELLINGER, STEVE

Sports Sidelights
WVMC, Mt. Carmel, Ill.

BENDER, BOB

Sports
WGY, Schenectady, N. Y.

BENDER, CHIEF

Sports Parade
WGPC, Albany, Ga.

BENDER, TED

This Week In Sports
KTSM, El Paso, Texas

BENNETT, DEAN

Local Sports
KSL-TV, Salt Lake City, Utah

BENSON, DICK

Sports Digest
WIRC, Hickory, N. C.

BERDAN, BIRD

Sport Shots
WEAV, Plattsburg, N. Y.

BERGER, JEAN

Sportnews
CKHL, Matane, Que., Canada

BERGENSEN, CHUCK

WFDF, Flint, Mich.

BERMAN, AL

The Al Berman Show
WEVD, New York, N. Y.

BERNDT, IRVING A.

WRAC, Williamsport, Pa.

BIEDZACKI, TOM

Tip Off On Sports
KRJF, Miles City, Montana

BLACK, JAY

Dixie Sports Special
WDXI, Jackson, Tenn.

BLACKBURN, BOB

Sports Edition
KEX, Portland, Oregon

BLOUNT, BOB

Sports Review
KPAN, Hereford, Texas

BLUE, IRA

KGO, San Francisco, Calif.
ABC

BODIE, ARMAND

BC Sports Review
WSOC, Charlotte, N. C.

BODNEY, AL

Football Prophet
KDSH, Boise, Idaho

BOGGS, OTIS

WRUF, Gainesville, Fla.

BOGYO, JIM

Sports Roundup
CHUB, Nanaimo, B. C., Can.

BOHNHOFF, ED

10:20 Sports Club
KILO, Grand Forks, North
Dakota

Sports Commentators—Radio-Television

- BOICE, CHUCK**
KVAN, Vancouver, Wash.
- BOLAND, CHARLIE**
KRLD, Dallas, Texas
- BOLAND, JOE**
Football
WCPH, Chicago, Ill.
- BOND, HARRIS**
WTXL, Springfield, Mass.
- BOSTIC, TOM C.**
KIMA, Yakima, Wash.
- BOWER, BOB**
Sportscaall
WTIP, Charleston, W. Va.
- BOWMAN, DUKE**
Sports Shorts
KWFT, Wichita Falls, Texas
- BOWMAN, HUGH**
Sportslines
CJOY, Guelph, Ont., Canada
- BOWSER, BEN**
Davis Sports
WACB, Kittanning, Pa.
- BOX, YES**
KRLD-TV, Dallas, Texas
- BOYD, DON**
Sports Roundup
WCLO, Jamesville, Wis.
- BOYLE, BILL**
Down The Line In Sports
WPCF, Panama City, Fla.
- BRACHER, BERNIE**
Sports Slants
WAVE-TV, Louisville, Ky.
- BRADLEY, JACK**
The Sports Journal
WSAZ, WSAZ-TV, Huntington,
W. Va.
- BRANSON, TODD**
Play By Play
WWCA, Gary, Ind.
- BRAY, DICK**
Baurian News Roundup
WCPO, WCPO-TV, Cincinnati,
Ohio
- BREMSEY, LYELL**
KFAB, Omaha, Nebr.
- BREWER, CHAS.**
WHIN, Gallatin, Tenn.
- BRICKHOUSE, JACK**
WGN, WGN-TV, Chicago, Ill.
- BRITT, JIM**
Football, Baseball
MBS
- BRITTON, JACK**
WHBQ, Memphis, Tenn.
- BROCKMAN, DON**
Sports Report
WJON, St. Cloud, Minn.
- BRODE, BUDDY**
Sports Roundup
WNAR, Norristown, Pa.
- BROMBERG, LESTER**
Fight Follow Up
CBS-TV
- BROMBERG, VERN**
Hawkeye Sports Journal
KCHA, Charles City, Iowa
- BROOKS, BILL**
Sports Round-Up
WEBJ, Brewton, Ala.
- BROOKS, BOB**
Sports Parade
Sports Story
KCRG, Cedar Rapids, Iowa
- BROOME, G. EARL**
WHED, Washington, N. C.
- BROWN, AL**
Sports Review
WWSC, Glens Falls, N. Y.
- BROWN, BILL**
Kendall News & Sports Review
WBTA, Batavia, N. Y.
- BROWN, BILL**
Sports Picture
WTVN, Columbus, Ohio
- BROWN, FRED**
Sports Reporter
WLOS, Asheville, N. C.
- BROWN, GLENN**
Brown Sportscaast
KVET, Austin, Texas
- BROWN, HARRY**
Sports Extra
WKIP, Poughkeepsie, N. Y.
- BRUBAKER, TOM**
Baseball
KSST, Sulphur Springs, Texas
- BRUNELL, JOHN**
Sports Final
WDEV, Waterbury, Vt.
- BRYAN, BILL**
Sports Review
KTOW, Oklahoma City, Okla.
- BRYANT, TED**
Sports Final
KRLC, Lewiston, Idaho
- BRYSON, JOHN**
Sports Review
WENR, WENR-TV, Chicago,
Ill.
- BUCHANAN, BRUCE**
WMFD, Wilmington, N. C.

Thanks NBC

RADIO DAILY — TELEVISION DAILY

Friday, September 21, 1951

• • • Following extended negotiations, Bill Stern has been signed to a new three-year contract by NBC. Actually, Bill's present contract with NBC does not expire until next March, but to sew him up for the future, since they knew that both CBS and ABC were after him, NBC tore up Bill's old pact and gave him a new one starting immediately. Under the terms of his new contract, Stern is guaranteed a minimum of \$350,000 for the next three years. Under the new pact, he assumes the new title of sports editor.

Bill Stern

VARIETY

Wednesday, September 19, 1951

Bill Stern's 500G 3-Year NBC Pact

Bill Stern, NBC sports director, has negotiated a new three-year deal with the network, although the present one doesn't expire until next March. Under the new pact, Stern will forsake his administrative functions to devote his time exclusively to broadcasting and telecasting.

New contract gives Stern a minimum guarantee of \$500,000 over the three-year span. That amount has approximated his total gross under the old agreement, but under the new terms it permits Stern an opportunity to shoot for higher than the minimum stakes.

Stern will do some of the Westinghouse-sponsored grid games under the NCAA formula. Whether or not he gets the Rose Bowl assignment under the Gillette NBC exclusivity is still problematical.

Sports Commentators—Radio-Television

— C —

BUDDE, BOOTS
Boots Budde Looks At Sports
WIBV, Belleville, Ill.

BUETEL, FRANK
WLOL, Minneapolis, Minn.

BULLETT, "BUCKY"
Sports Trail
WMNB, North Adams, Mass.

BUPP, BOB
WPTW, Piqua, Ohio

BURGESS, JACK
WOSC, Fulton, N. Y.

BURGMAN, HORST F.
KOPR, Butte, Montana

BURKE, GORDON
Sports Calendar
KULA, Honolulu, Hawaii

BURNES, BOB
Sportscaster
KMOX, St. Louis, Mo.

BURR, CHARLES C.
Sports Excerpts
WXRA, Buffalo, N. Y.

BURT, JIM
Sports Final
KELO, Sioux Falls, South
Dakota

BYRUM, BUCK
All Sports Play-By-Play
WIRJ, Humboldt, Tenn.

BYRNE, BOB
KDB, Santa Barbara, Calif.

BYERS, WAYNE
Play-By-Play
Panorama Of Sports
WATG, Ashland, Ohio

BUTTERFIELD, RAY
What's New In Sports
WLOX, Biloxi, Miss.

CAIN, CLAUDE
Basketball On The Air
KID, Idaho Falls, Idaho

CAMMAROTA, ED
Ed Cammarota Sports Show
WEEU, Reading, Pa.

CAMPBELL, BILL
WCAU, Philadelphia, Pa.

CAMPBELL, BUD
Sports Forecast
WIND, Chicago, Ill.

CAMPBELL, DAVE
WAFM-TV, Birmingham, Ala.

CAMPBELL, JOHN
Review
KXLL, Missoula, Montana

CAMPBELL, MAL
Sports Parade Final
WCUM, Cumberland, Md.

CAMPBELL, NEENIE
Caravan of Sports
WMCK, McKeesport, Pa.

CAMPERSON, BILL
Sportsmen's Corner
WHOL, Allentown, Pa.

CAMPFREDA, NICK
Washington Senators
Baseball
WAAM, Baltimore, Md.

CANAVAN, BOB
KSET, El Paso, Texas

CANHAM, ERWIN
ABC

CARAY, HARRY
Sports Extra
WIL, St. Louis, Mo.

CARL, LEONARD
Sports Parade
KMA, Shenandoah, Iowa

CARMACK, BOB
Spotlight
KBIX, Muskogee, Okla.

CARNEGIE, TOM
Sportswire
WIRE, Indianapolis, Ind.

CARPENTER, JIM
Sports Roundup
WKBB, Dubuque, Iowa

CARROLL, HARRY
Today's Sports
WANS, Anderson, S. C.

CARSON, JAMES C.
KWBM, Williston, N. Dak.

CARSON, TOM
Carson With Sports
WJW, Cleveland, Ohio

CARTER, DON
Spotlight
CHAT, Medicine Hat, Alberta,
Canada

CARTER, RONNIE
Play By Play
KNEM, Nevada, Mo.

CARTY, DEL
Sports Roundup
WWGP, Sanford, N. C.

CARVIN, EDDIE
WMSA, Massena, N. Y.

CASE, JACK
Sports Roundup
WWNY, Watertown, N. Y.

CASEY, BOB
Sports Final
WDGY, Minneapolis, Minn.

CASPER, TEE
Sports Director
KCUL, Fort Worth, Texas



Guy Le Bow

WPIX
WABD
WJZ-TV

STRAUSS STORES
REPORT "GREATEST SALES"
GOLD SEAL SATURDAY ROUNDUP
"ATTAINED HIGHEST WPIX PULSE RATING"

New York Rangers
HOCKEY MADISON SQ. GARDEN

"TODAY'S BASEBALL" NEW YORK
WORLD-TELEGRAM
and SUN

"TAKE A TIP FROM ME"
"WARM-UP TIME" • "SPORTS EXTRA"

**BERT
LEE
WMGM**
"The Call Letters
of the Stars"
NEW YORK

Sports Commentators—Radio-Television

- CAUDILL, CARL B.**
Sports Review
WFTC, Kinston, N. C.
- CAULEY, AL**
Harry Gold Sports Final
CJAD, Montreal, Quebec, Can.
- CAVANAUGH, JOE**
Sports Scene
WARD, Johnstown, Pa.
- CHALMERS, JAMES**
Speaking For Sports
WEIM, Fitchburg, Mass.
- CHAMBERLAIN, CARL**
Sports
WARC, Rochester, N. Y.
- CHAMBERLAIN, GUS**
Sports Review
WDEF, Chattanooga, Tenn.
- CHAPMAN, ELBERT**
Sportscast
KGIW, Alamosa, Colo.
- CHARLES, AL**
WAYB, Waynesboro, Va.
- CHARVAT, JACK**
Tonights Sports
KTUL, Tulsa, Okla.
- CHEDWICK, CRAIG**
The Scoreboard
WHOD, Homestead, Pa.
- CHERRY, CHARLES**
Sports Mike
KTOH, Lihue, Kauai, Hawaii
- CHERRY, FREEMAN**
Spotlight
WKAY, Glasgow, Ky.
- CHRISTENSEN, DUANE**
Sportscast
KVNU, Logan, Utah
- CHRISTIE, GEO.**
Sport's Show
WFEA, Manchester, N. H.
- CHRISTOFFERSON, AL**
Sportscast
KTRF, Thief River Falls, Minn.
- CLARK, JUSTIN**
Sports Stardust
WWXL, Peoria, Ill.
- CLAWSON, LEW**
Sports
WWVA, Wheeling, W. Va.
- CLAYTON, DEAN**
Sports Parade
KBOE, Oskaloosa, Iowa
- CLEAR, BILL**
Sports
WRTA, Altoona, Pa.
- CLEFTON, ROD**
Sports Spotlight
KHQ, Spokane, Wash.
- CLEMENS, BOB**
Clemens Sportscast
KENO, Las Vegas, Nevada
- CLEMENTS, JOE**
KLIK, Twin Falls, Idaho
- CLOVER, CARLOS**
Sports Director
KRIG, Odessa, Texas
- COBURN, HUGH**
Let's Look 'Em Over
WBLJ, Dalton, Ga.
- COGGINS, JIMMIE**
Along The Sports Trail
WKDK, Newberry, S. C.
- COLE, BENJAMIN**
WORA, Mayaguez, P. R.
- COLE, JOE**
WEAB, Greer, S. C.
- COLEMAN, KEN**
Sports Journal
WNEB, Worcester, Mass.
- COLES, ED**
Play-By-Play
WSSB, Durham, N. C.
- COLLARD, RENE**
Radio-sport CKCV
CKCV, Quebec, Canada
- COLLIE, VIN**
Sports Round-Up
WERI, Westerly, R. I.
- COLLINS, DAVID**
WRFD, Worthington, Ohio
- COLLINS, JERRY**
Sports Spotlight
WJBC, Bloomington, Ill.
- COLLINS, JUD**
Touchdown Prevue
WSM-TV, Nashville, Tenn.
- COLLINS, SID**
WBBC, Indianapolis, Ind.
- COMBS, HOOT**
WVLK, Versailles & Lexington, Ky.
- COMEAU, DENNY**
CJLS, Yarmouth, N. S., Can.
- COMPTON, AL**
Sports Review
WCKB, Dunn, N. C.
- CONNOR, LUIS VISOT**
Pagina Deportiva Ultimas Noticias
WPRP, Ponce, Puerto Rico
- CONNOR, DAVE**
WBAL-TV, Baltimore, Md.
- CONRADE, STEVE**
WDDO, Chattanooga, Tenn.
- COOK, GORDON**
CFRB, Toronto, Ont., Canada
- COOK, HAROLD**
KICA, Clovis, N. M.
- COONEY, JAMES J.**
Great Moments Sports
WJNC, Jacksonville, N. C.
- CORBETT, KEN**
KLWT, Lebanon, Mo.
- CORLEY, BILL**
WBNS, Columbus, Ohio
- CORRIGALL, NED B.**
All Sport
CKRD, Red Deer, Alberta, Can.
- CORSBILL, CHUCK**
Sports Spotlite
KBBW, Aberdeen, Wash.
- COSTELLO, ED**
World of Sports
KOSA, Odessa, Texas
- COWELL, ED**
Speaking of Sports
WJHL, Johnson City, Tenn.
- COX, JIM**
Hockey-Lacrosse
CKNW, New Westminster, B. C., Canada
- COZAD, FLOYD V.**
WDYK, Cumberland, Md.
- CRADDOCK, JACK**
Baseball, Football, Basketball
WCVI, Connellsville, Pa.
- CRAFT, STAN**
Football-Basketball
KNRO, Aberdeen, Wash.
- CRAIG, WILLIAM**
Sports World
WATA, Boone, N. C.
- CRAMER, CRIS**
Sports Report
WCHV, Charlottesville, Va.
- CRAWFORD, VERN**
Fish N' Tackle
WJNO, W. Palm Beach, Fla.
- CREIGHTON, HARRY**
WGN, WGN-TV, Chicago, Ill.
- CRISTIL, JACK**
All Sports
WROX, Clarksdale, Miss.
- CROGHAN, JOE**
WBAL, WBAL-TV, Baltimore, Md.
- CROSIAR, FRANK**
Sports Director
WHOT, South Bend, Ind.
- CROWLEY, BILL**
Spotlight On Sports
WARA, Attleboro, Mass.
- CROWLEY, PAUL C.**
WJPD, Ishpeming, Mich.
- CRUM, JIMMY**
WRFD, Worthington, Ohio
- CRUSDALE, JOE**
Scoreboard
CKEY, Toronto, Ont., Canada
- CUDAHY, BILL**
Sports Personalities
CHVC, Niagara Falls, Ont., Canada
- CULLINGS, BOB**
Sportscast
WINR, Binghamton, N. Y.
- CUNO, ERNIE**
News Views & Clues From The World of Sports
WSYR, Syracuse, N. Y.
- CURRIE, BILL**
WHPE, High Point, N. C.
- CUMMINS, JACK**
Jack of All Sports
WTVJ, Miami, Fla.
- CUMMINS, RAY**
Sports Review
WMBL, Moorehead City, N. C.
- CUMMINS, TAIT**
Sports Digest
WMT, Cedar Rapids, Iowa

— D —

- DABOUL, JOE**
Sports Hi-Lights
WIRY, Plattsburg, N. Y.
- DADAY, JOHN**
Sports Matinee
WGPA, Bethlehem, Pa.
- DA GROSSA, JOHN "OX"**
Speaking of Sports
WCAU, Philadelphia, Pa.
- DAHL, DON**
On The Sidelines
KDAL, Duluth, Minn.
- DAIN, ROLAND**
Spotlite On Sports
KAUS, Austin, Minn.
- DALEY, BILL**
News & Sports Before Noon
KEYD, Minneapolis, Minn.
- DALY, JACK**
CKOY, Ottawa, Ont., Canada
- DANCY, KEITH**
CFCF, Montreal, Que., Canada
- DANES, SPENCER**
Play-By-Play
WKBV, Richmond, Ind.
- DANIEL, DAN**
Sports Journal
WBOO, Orlando, Fla.
- DAVIES, BOB**
Football, Baseball, Basketball
KMUR, Murray, Utah
- DAVIS, BILL**
Sports Final
WLOW, Norfolk, Va.
- DAVIS, CHAS.**
Sports Report
WME, Miami, Fla.
- DAVIS, DICK**
Speaking of Sports
WFN, Findlay, Ohio
- DAVIS, GENE**
Spotlight
WDOK, Cleveland, Ohio

Sports Commentators—Radio-Television

DAVIS, GEOFF

B. July 26, 1918, Edmonton, Alta., Can.; Sports Director, WINS, New York, N. Y.

DAVIS, HY

Sports Digest
WJXX, Jackson, Miss.

DAVIS, JIM

What's What In The Land Of Sports
WKPT, Kingsport, Tenn.

DAVIS, JOHNNY

The Sportsman
WUSJ, Lockport, N. Y.

DAVIS, LES

Today In The World Of Sports
WNAX, Yankton, S. D.

DAVIS, NORM

WRUF, Gainesville, Fla.

DAVY, FRED

Sports Final
WJAS, Pittsburgh, Pa.

DAW, W.

Sports Deal
CFOS, Owen Sound, Ont., Can.

DAWSON, BUD

WQUA, Moline, Ill.

DEAN, DIZZY

Yankee Baseball Games
WABD, New York, N. Y.
Game Of The Day
MBS

DIENES, NAY

Sports Time
KMMJ, Grand Island, Nebr.

DELANEY, BOB

WHDH, Boston, Mass.

DELANEY, ROBERT

WCVA, Culpeper, Va.

DENTON, BILL

Football Scoreboard—Football
Prophet
Rainier Sports Reel
Marching Thru Sports
KPQ, Wenatchee, Wash.

DERR, JOHN

Sports Roundup
CBS

DESILET, LEROY

News In Sports
KYAK, Yakima, Wash.

DESMOND, CONNIE

Football Roundup
CBS

DE VICTOR, MARTY

WBNS, Columbus, Ohio

DEVINE, JACK

In The Spotlight
CJBQ, Belleville, Ont., Canada

DeYOANNES, MUNDO

Sports By DeYoannes
WHLB, Virginia, Minn.

DIAB, GEORGE

Play By Play
Sports Reel
WTRF, Bellaire, Ohio

DICKSON, WILFORD

KGFF, Shawnee, Okla.

DIEHL, BILL

Deading It Out
WGH, Newport News, Va.

DIEHL, VICTOR C.

WAZL, Hazleton, Pa.

DIHLMANN, HENRY

KROS, Clinton, Iowa

DILLON, FRED

Sports Review
WMA, Corinth, Miss.

DILLON, GENE

Sports Review
WCMW, Canton, Ohio

DILLON, LENNY

Today In Sports
WFAS, White Plains, N. Y.

DITTERT, ED

World of Sports
Sportstime
KRIC, Beaumont, Texas

DIX, JACK

Sports Call, Sports Quiz
WHSY, Hattiesburg, Miss.

DIXON, MASON

Sports Parade
KICD, Spencer, Iowa

DOLAN, FRANK

All Outdoors
WKOP, Binghamton, N. Y.

DOMMER, WILLIAM

Time In For Sports
WONW, Defiance, Ohio

DONLEY, RED

Sports Today
The Week In Sports
WSTV, Steubenville, Ohio

DOPP, CLAY

Sports Desk
WXEL, Cleveland, Ohio

DORE, BILL

KBRO, Bremerton, Wash.

DOUGHERTY, CHUCK

Sports Final
WBTH, Williamson, W. Va.

DOUGLAS, SCOTT

Wrestling, MBS-TV; Boxing, CBS-TV; All Sports.

DOUGLAS, STEVE

A Kid And A Dog
WNBW, Washington, D. C.

DOYLE, VINCE

Picture In Sports
WJVA, South Bend, Ind.

DRAPER, LARRY

Today's Sports
WEIR, Weirton, W. Va.

DRENNAN, JERRY

KEYE, Perryton, Texas

DREW, E. R.

CKLB, Oshawa, Ont., Canada

DUDLEY, JIMMY

WERE, Cleveland, Ohio

DUGGAN, TOM

WMAQ, Chicago, Ill.

DUGGAN, TOM

WNBQ, Chicago, Ill.

DUMONT, HERMEL

The Week In Sports
CJEM, Edmundston, N. B.
Canada

DUNBAR, WALTER

Time For Sports
WBET, AM & FM, Brockton, Mass.

DUNPHY, DON

Trotting Races
WABD

DURKIN, RALPH

Sports Final
WDAF, Kansas City, Mo.

DYER, BILL

Baltimore Bullets
Basketball
WAAM, Baltimore, Md.

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EAKINS, PHIL

Sportsreel
KEPO, El Paso, Texas

EATON, TOM

Today In Sports
WREB, Holyoke, Mass.

EDWARDS, BILL

Sportscast
KGNC, Amarillo, Texas

EDWARDS, BILL

KLEE, Houston, Texas

EDWARDS, WEB

Sport Roundtable
KPOA, Honolulu, Hawaii

EGAN, GAIL

Sports Desk
WXEL, Cleveland, Ohio

EHLERS, NED

WMTR, Morristown, N. J.

EHRICH, GEORGE

Sports Whirl
WINH, Laconia, N. H.

ELAMON, JAMES C.

KOCA, Kilgore, Texas

ELBRECHT, PAUL

Play-By-Play
WCDL, Carbondale, Pa.

ELLIOTT, DOYCE

KCRS, Midland, Texas

ELLIOTT, OWEN

Sports Review
WSBT, South Bend, Ind.

ELLIS, KEN

Sports with Ken Ellis
CFPL, London, Ontario, Can.

ELLIS, STEVE

Giant Joltings
WMCA, N. Y., N. Y.

ELLISON, WM.

WHBF-TV, Rock Island, Ill.

ELSON, BOB

Sports & Comments
WBKB, Chicago, Ill.

ELSTON, BOB

KIOA, Des Moines, Iowa

ENGLANDER, BYRON

Local Sports
WGBB, Freeport, N. Y.

ENROTH, DICK

Newsports
WLJL, Minneapolis, Minn.

ENSLEY, HAROLD

Fisherman's Friend
KIMO, Independence, Mo.

ERHARD, CHARLES

WHIS, Bluefield, W. Va.

ESSICK, LOU

WGNI, Wilmington, N. C.

ESTELLE, RICHARD

WTVB, Coldwater, Mich.

ESTES, JAMES L.

WRHI, Rock Hill, S. C.

EUBANKS, BLAIR

Sports Review
WTAR, Norfolk, Va.

EVANS, L. C. "LEN"

Sports On A Spree
Sports In Five
CHLO, St. Thomas, Ont., Can.

EVANS, RUSH

Speaking of Sports
KSEK, Pittsburg, Kans.

EWART, DON

Sportscycle
CEGP, Grand Prairie, Alberta, Canada

— F —

FALKENSTEIN, MAX

Tops in Sports
WREN, Topeka, Kans.

FALLON, FRANK

WMEX, Boston, Mass.

FANCHER, K. L.

Sports Review
KPDN, Pampa, Texas

FARIS, CLINT

The Sports Review
WGTM, Wilson, N. C.

FARRELL, MAURY

WAFM-TV, Birmingham, Ala.

FARRINGTON, FRANK

KFAM, St. Cloud, Minn.

FARRIOR, BILL

In The SportsLight
WFLB, Fayetteville, N. C.

FARRIS, JOE

Sports Billboard
WGKV, Charleston, W. Va.

Sports Commentators—Radio-Television

- FAULCONER, J. B.**
WLAP, Lexington, Ky.
- FEES, HAL**
KSEY, Seymour, Texas
- FELDLING, LEONARD**
Play-By-Play
WPLI, Jackson, Tenn.
- FELDMAN, CHIC**
Sports Extra
WSCR, Scranton, Pa.
- FERGUSON, BOB**
Sports Desk
WBOW, Terre Haute, Ind.
- FERGUSON, JOHN**
Sports
WAFB, Baton Rouge, La.
- FERRIS, JACK**
Sports Time
WSDR, Sterling, Ill.
- FINCH, HOWARD**
WJIM, Lansing, Mich.
- FINEGAN, JIMMIE**
Sportraits & Wrestling
WHAS-TV, Louisville, Ky.
- FINGER, HOWARD**
Sports Page
WSAM, Saginaw, Mich.
- FINLAYSON, JOHN L., JR.**
KCOM, Sioux City, Iowa
- FIRMIN, JAMES H.**
Play By Play
WMOK, Metropolis, Ill.
- FISHER, CARL**
Sports Roundup
CKSF, Cornwall, Ont., Canada
- FISHER, EDDIE**
Sports Parade
WWBZ, Vineland, N. J.
- FISHER, HANK**
Hank Fisher On Sports
WIRL, Peoria, Ill.
- FISHER, WILFRED**
The Sportlight
WMTC, Vancelev, Ky.
- FITZ, STEPHEN**
WSNY, Schenectady, N. Y.
- FITZGERALD, FRANK**
WHLS, Port Huron, Mich.
- FLEMING, JACK**
Today In Sports
All Play-By-Play
WAJR, Morgantown, W. Va.
- FLINDERS, DON**
KLIX, Twin Falls, Idaho
- FLORA, EARL**
Florascope
WBNS-TV, Columbus, Ohio
- FLYNN, GENE**
Sportscast
WORC, Worcester, Mass.
- FLYNN, JOHN**
N. Y. Sports
WICY, Malone, N. Y.
- FLYNN, TONY**
Looking Up
WJPG, Green Bay, Wis.
- FORSELL, RON**
Speaking Of Sports
KXLE, Ellensburg, Wash.
- FOSTER, TERRY**
Sports Parade
WHBL, Sheboygan, Wis.
- FOURNIER, JOHNNY**
The Sportsman
WIRY, Plattsburg, N. Y.
- FOWLER, BILL**
Field of Sports
WBAT, Marion, Ind.
- FOX, BILL**
Sports Roundup
KSTA, Coleman, Texas
- FOX, WM. F., JR.**
Fox's Den
WIBC, Indianapolis, Ind.
- FRAZIER, HAL**
Sports Final
WSTP, Salisbury, N. C.
- FREEMAN, CARROLL**
Sports Extra
KOMA, Oklahoma City, Okla.
- FRENCH, BOB**
French On Sports
WWCA, Gary, Ind.
- FRIEDRICK, FRANK**
WWOL, Buffalo, N. Y.
- FRIEND, GEORGE**
WPLA, Plant City, Fla.
- FRINK, BILL**
WSGW, Saginaw, Mich.
- FROH, DAVE**
Sports Corner
WLSL, Lansing, Mich.
- FUNSTON, JOHN**
Fanfare
CHNS, Halifax, Nova Scotia, Canada
- G —
- GAGE, FRED**
WIBA, Madison, Wis.
- GAINES, JERRY**
Sports Today
WHAT, Philadelphia, Pa.
- GAINES, WALT**
WIEL, Elizabethtown, Ky.
- GALBREATH, DON**
Sports Parade
KTEL, Walla Walla, Wash.
- GALLACHER, BOB**
Sports Review
WJMJ, Philadelphia, Pa.
- GALLICO, BOB**
Sports Report
WDAR, Savannah, Ga.
- GALLIVAN, DANIEL L.**
Wildroot Sportscast
Nu-Way Sportscast
CJCH, Halifax, N. S., Canada
- GANS, ALAN**
Inside Angle On Sports
KYW, Philadelphia, Pa.
- GARCIA, PEDRO JUAN**
Panorama Deportivo
WPRP, Ponce, Puerto Rico
- GARDNER, BILL**
Scoreboard
WWPA, Williamsport, Pa.
- GARDNER, DON**
Sports Director
WKBN, Youngstown, Ohio
- GARRICK, TOMMY**
Late Sports Roundup
CKTB, St. Catharines, Ont., Canada
- GARWOOD, JOHN**
Sports In Review
WNBZ, Saranac Lake, N. Y.
- GATES, JIM**
Sports of All Sorts
WFBG, Altoona, Pa.
- GEE, STAN**
WGAR, Cleveland, Ohio
- GEORGE, BILL**
Sports Final
KSTV, Stephenville, Texas
- GEORGE, ED**
Tomorrow's Headlines in Sports
WSAN, Allentown, Pa.
- GIBB, BART**
Speaking of Sport
CFRN, Edmonton, Alberta, Canada
- GIBBS, RON**
Forecasts
WTAX, Springfield, Ill.
- GIBBONS, JAMES L.**
WMAL, WMAL-TV, Washington, D. C.
- GILLESPIE, EARL**
Play-By-Play Sports
WEMP, Milwaukee, Wis.
- GILLHAM, DICK**
Sports Final
WDAF-TV, Kansas City, Mo.
- GILMORE, BOB**
WCPO, Cincinnati, Ohio
- GIVENS, GLEN**
Sports Today
KTAT, Frederick, Okla.
- GLAZER, PETE**
Sports Digest
WSAP, Portsmouth, Va.
- GLEASON, JAMES**
WNBH, New Bedford, Mass.
- GLENN, RALPH**
Sports Digest
WMID, Atlantic City, N. J.
- GLICKMAN, MARTY**
WGMJ, New York, N. Y.
- GOESSER, JOE**
Gazing At Sports
KFIZ, Fond Du Lac, Wis.
- GOLLIDAY, C. LESLIE**
Sports Special
WEPN, Martinsburg, W. Va.
- GOOD, BILL**
Bill Good Sports Review
CBR, Vancouver, B. C., Can.
- GOOD, GENE, JR.**
Good Reports on Sports
KOCO, Salem, Oregon
- GOODING, RALPH**
Sports Parade
WRFW, Eau Claire, Wis.
- GOODRICH, BILL**
Tops In Sports
WSLI, Jackson, Miss.
- GORDON, BILL**
WENT, Gloversville, N. Y.
- GORMAN, ED**
Sports
WJLK, Asbury Park, N. J.
- GOULD, LESTER L.**
Sport Hi-Lites
WJNC, Jacksonville, N. C.
- GOURLIE, BUD**
Sports Shots
WWOD, Lynchburg, Va.
- GOWDY, CURT**
WHDH, Boston, Mass.
- GRAHAM, BILL**
WAZL, Hazleton, Pa.
- GRANT, BOB**
World Of Sports
KRNR, Roseburg, Oregon
- GRAY, GEORGE**
WTAW, College Station, Texas
- GRAYMOUNT, STUART**
Special Events
KRIO, McAllen, Texas
- GREBE, JIM**
Football, Baseball, Basketball
KMUR, Murray, Utah
- GREEN, JOHNNY**
KVFD, Fort Dodge, Iowa
- GREENFIELD, WESLEY**
Sports Review
WJER, Dover, Ohio
- GREENHOE, BOB**
Play By Play
WHTC, Holland, Mich.
- GREENWOOD, KEN**
Sports Topics
Sunday Nite Quarter Back
KFOR, Lincoln, Nebr.
- GREER, GORDON**
WMBF, Lewiston, Pa.
- GREGG, M. L. "TORY"**
The Sportcast
CKNX, Wingham, Ont., Can.

Sports Commentators—Radio-Television

- GREHAN, JAMES**
Sports Show
WLNA, Peekskill, N. Y.
- GRIFFIN, CLEVE**
KIOX, Bay City, Texas
- GRIFFITH, DON**
Sports Page
WCOA, Pensacola, Fla.
- GRIFFITHS, DAVE**
Sportsreel of The Air
WARM, Scranton, Pa.
- GRIFFITHS, WILLIAM J.**
WKRT, Sports Desk
WKRT, Cortland, N. Y.
- GRIGSBY, W. W.**
WMBH, Joplin, Mo.
- GRIMBERG, WARREN**
Local Games
KAST, Astoria, Oregon
- GRIMM, JOSEPH E.**
WILE, Cambridge, Ohio
- GROSS, DON**
Sports Director
KFSB, Joplin, Mo.
- GROSSMAN, DICK**
Sportscope
Coaches Corner
WHRN, Syracuse, N. Y.
- GRUBBS, WALTER B.**
World Sports
KVMC, Colorado City, Texas
- GUIDO, JOE**
Sports Final
WESB, Bradford, Pa.
- GUINAN, JACK**
WQAN, Scranton, Pa.
- GUOKAS, MATT**
Sports Extra
WPEN, Philadelphia, Pa.
- GUTHRIE, WILARD**
Sports Director
KWRO, Coquille, Oregon
- H —
- HACK, PAUL**
Sports Roundup
CKPR, Fort William, Ont.,
Can.
- HALL, CHARLES**
Sports Roundup
WWNC, Asheville, N. C.
- HALL, HALSEY**
Time Out For Sports
WCCO, Minneapolis, Minn.
- HALLECK, MARK**
Football Games
WKLO, Louisville, Ky.
- HALYARD, O. C., JR.**
WVLK, Versailles & Lexington, Ky.
- HAMILTON, KEN**
WEBQ, Harrisburg, Ill.
- HAMRICK, HAL**
Sports Review
WAIR, Winston-Salem, N. C.
- HAMRICK, HOWARD**
WRNL, Richmond, Va.
- HANAN, MARC**
Great Moments In Sports
KXO, El Centro, Calif.
- HANEY, BOB**
Ky. Sports Review
WSPC, Somerset, Ky.
- HANKINS, JIM**
Sports Roundup
WMOK, Metropolis, Ill.
- HANSON, ED**
Let's Talk Sports
WFHR, Wisconsin Rapids,
Wis.
- HANSON, HARLEY**
The Sports Digest
KOTA, Rapid City, S. Dak.
- HARMON, TOM**
KNX, Los Angeles, Calif.
- HARBISON, SHELBY**
Sports of the Air
WTAX, Springfield, Ill.
- HARRIS, JACK**
Sports Parade
WNOR, Norfolk, Va.
- HARRIS, WALT**
Pigs-kin Preview
KFRC, San Francisco, Calif.
- HARRIS, WES**
Sports Circus
WGAY, Silver Spring, Md.
- HARRISON, BOB**
Sports Director
WHNC, Henderson, N. C.
- HARRISON, CHARLES H.**
Play-By-Play
KBOA, Kennett, Mo.
- HART, HAL**
Sports Summary
WOC, Davenport, Iowa
Hart of Sports
WOC-TV, Davenport, Iowa
- HARTMAN, ROME**
Sportscope
WIRK, W. Palm Beach, Fla.
- HASEL, JOE**
Joe Hasel Sports
ABC
- HASSE, WARREN**
KPDN, Pampa, Texas
- HATCH, JACK**
Sport Spotlight
KSPT, Sandpoint, Idaho
- HAUGHTON, JIM**
Report On Sports
WHAT, Philadelphia, Pa.
- HAWKEY, BOB**
Todays Sports
WJNO, W. Palm Beach, Fla.
- HAWKINS, VERN**
Sports Spotlight
KWTO, Springfield, Mo.
- HAYDEN, FRANK**
WTCO, Campbellsville, Ky.
- HAYDEN, WILF**
CHNO, Sudbury, Ont., Canada
- HEALY, DAN**
Sports Round Up
WBRK, Pittsfield, Mass.
- HEARN, "CHICK"**
"Chick" Hearn On Sports
WEEK, Peoria, Ill.
- HEIBRONER, LOU**
WCPS, Sports
WCPS, Tarboro, N. C.
- HELPER, AL**
B. Sept. 26, 1909, Pittsburgh,
Pa.; Sports Voice of the MBS;
Baseball: Mutual Game of the
Day, World Series, All-Star
Game; Football: Mutual Game
of the Week, Rose Bowl, East
vs. West, All-Star Game, Army
vs. Navy; Sports Digest; All
MBS
- HEMANN, CHUCK**
WCUE, Akron, Ohio
- HEENDRICKSON, BOB**
WAGE, Syracuse, N. Y.
- HENRICH, TOMMY**
Tommy Henrich Sports
WJZ-TV, New York, N. Y.
- HENRY, JOHN**
KVOO, Tulsa, Okla.
- HEKRON, PAT**
Football, Basketball
WKOW, Madison, Wis.
- HERRICK, SHERB**
Sports
WKKW, Albany, N. Y.
- HEWETT, DROOMY**
Play-By-Play
- CHVC, Niagara Falls, Ont.,
Canada
- HEWEY, IRA L.**
Spotlighting The Spotlight
WHAI, Greenfield, Mass.
- HEWITT, BILL**
Play-By-Play
CKFH, Toronto, Ont., Canada
- HEWITT, WARREN**
Today in Sports
KIRX, Kirksville, Mo.
- HICKLING, LEE**
Sports Reports
WDOS, Oneonta, New York
- HICKMAN, HERMAN**
NBC
- HIELSCHER, C. N.**
KORA, Bryan, Texas
- HIGHTOWER, BILL**
Sports Scope
KXOL, Fort Worth, Texas
- HILL, BOB**
WANE, Ft. Wayne, Ind.
- HILL, DON**
Spotlight on Sports
WPAR, Parkersburg, W. Va.
- HILL, EDDIE**
Sports Finals
WRR, Dallas, Texas
- HILL, JOE**
WLW-C, Columbus, Ohio
- HODGES, JIM**
Sportscaster
KWRO, Coquille, Oregon
- HODGES, RUSS**
Scoreboard
WABD, New York, N. Y.
Russ Hodges Sports
WJZ-TV, New York, N. Y.
- HOEMKE, RAY**
Kingpin Corners
WKBW, Buffalo, N. Y.
- HOFFMAN, GIBBY**
Sports Story
WKBI, St. Marys, Pa.
- HOGAN, BILL**
Sports Final
WEWO, Laurinburg, N. C.
- HOGAN, LARRY**
Speaking Of Sports
KSRO, Santa Rosa, Calif.
- HOLAND, CHARLIE**
KRLD-TV, Dallas, Texas
- HOLECKO, ANDY**
Speaking of Sports
WICA, Ashtabula, Ohio
- HOOPER, JACK**
Report On Sports
WHGB, Harrisburg, Pa.
- HOOPER, D. L.**
WKSR, Pulaski, Tenn.
- HORNER, JACK**
Horner's Corner
KSTP, Minneapolis-St. Paul,
Minn.
- HOWARD, DON**
Sports Parade
WLBE, Leesburg, Fla.
- HOWARD, HARRY**
KIEM, Eureka, Calif.
- HOWARD, WILLIAM, JR.**
Play By Play
Sports Extra
WBTM, Danville, Va.
- HOWLETT, BILL**
KVNI, Coeur D'Alene, Idaho
- HOYT, WAITE**
Waite Hoyt Show
WCPO-TV, WCPO, Cincinnati,
Ohio
- HUDDLESTON, WALTER DEE**
Sports Review
WKCT, Bowling Green, Ky.
- HUGGINS, C. ROBERT**
CFAB, Windsor, N. S., Canada

Sports Commentators—Radio-Television

HUGGINS, C. ROBERT
CKEN, Kentville, N. S., Can.

HULL, DICK
Let's Talk Sports
WFRP, Savannah, Ga.

HUNTER, HERB
Baseball Warm-Up
Winter League
KMON, Great Falls, Montana

HUNTINGTON, CLAY
KTBI, Tacoma, Wash.

HURST, JACK
Sport Page of The Air.
WNXT, Portsmouth, Ohio

HURT, MICHAEL
Accent on Sports
WTBO, Cumberland, Md.

HURT, MURRAY
Sportscast
WGIL, Galesburg, Ill.

HURT, ZACK
KFJZ, Fort Worth, Texas

HUSING, TED
Ted Husing Sport Show
NBC-TV, WMGM, New York, N. Y.

HYMAN, ED
Live Wrestling
WOAI-TV, San Antonio, Texas

— I —

IHLENFELD, WARREN
Sports Spotlight
WISR, Butler, Pa.

INGSTAD, BOB
Play-By-Play
KOVC, Valley City, N. Dak.

INKOL, BILL
Sports Spotlight
CJCS, Stratford, Ont., Canada

IRELAND, MILLARD
News Man
KOMO, Seattle, Wash.

IRVINE, JACK
Sports Final
KOOS, Coos Bay, Oregon

— J —

JACKSON, BILL
WCOG, Greensboro, N. C.

JACKSON, DICK
Sports Roundup
WEIR, Weirton, W. Va.

JACKSON, HAL
Sports Page
WUST, Bethesda, Md.

JACKSON, LEE
WAO, Chattanooga, Tenn.

JACOBS, PAUL
WHK, Cleveland, Ohio

JAMES, DENNIS
Wrestling With Dennis James
WABD, New York, N. Y.

JARVIS, BILL
Bill Jarvis Report—Sports
KVGB, Great Bend, Kans.

JAY, ALLAN
Sports Digest
Sports Roundup
WKVA, Lewistown, Pa.

JAY, BILL
Sports Parade
WNOX, Knoxville, Tenn.

JENKINS, ED
Sports Parade
KOEL, Oelwein, Iowa

JOBES, JAMES N.
Sinclair Sportscast
KOFO, Ottawa, Kansas

JOHNSON, ARV
KCJB, Minot, N. Dak.

JOHNSON, ED
WSMI, Litchfield, Ill.

JOHNSON, LEN
WIKB, Sports Mike
WIKB, Iron River, Mich.

JOHNSON, MONROE
Play-By-Play
KMHL, Marshall, Minn.

JOHNSON, MORRIS
Tops In Sports
KBUR, Burlington, Iowa

JOHNSON, TINY
Sports Parade
WLPO, La Salle, Ill.

JOHNSON, WARREN
Sports Eye
WPFB, Middletown, Ohio

JONES, BOB
Sports High-Lights
WSPR, Springfield, Mass.

JONES, DICK
KULP, El Campo, Texas

JONES, EARL D.
Sports Edition
WFTM, Maysville, Ky.

JONES, GORDON
Sportscope
WCMB, Lemoyne, Pa.

JONES, SLEW
Sports News
WAPP, McComb, Miss.

JORDAN, AL
Sport Special
CKWX, Vancouver, B. C. Can.

JORDAN, "TINY" JOE
Sports Edition
WSAL, Logansport, Ind.

JAYCE, JOHNNY
WPAQ, Mt. Airy, N. C.

JAYNER, JACK
Sports Newsreel
WBIR, Knoxville, Tenn.

JUDKINS, HARLAN
Sports Review
KTUL, Tulsa, Okla.

— K —

KABER, RUSS
Today In Sports
KOVC, Valley City, N. Dak.

KALBER, FLOYD
KMTV, Omaha, Nebr.

KALLAY, ED
Sports Headlines
WAVE, Louisville, Ky.

KANE, JACK
Sports Director
WHEB, Portsmouth, N. H.

KANE, MAX
Sports Showkase
WNEW, New York, N. Y.

KAUFMAN, SAM
Human Side of Sports
WOL, Washington, D. C.

KAUFMANN, GEORGE F.
Sports Highlights
The Sports Parade
KBMW, Waukegan, N. D.

KEATING, BILL
Sports Revue
WHYN, Holyoke, Mass.

KELBACK, J.
CKY, Winnipeg, Manitoba, Canada

KELLEY, BOB
Loyola Football Games
KNBH, Hollywood, Calif.

KELLY, GENE
Baseball, Basketball
MBS

KELLY, HAL
Sports Roundup
CKEY, Toronto, Ont., Canada

KENNEDY, ED
Sports Eye
WRRK, Cincinnati, Ohio

KENNEDY, JAS. L.
Sports' Round-Up
WGCD, Chester, S. C.

KENNEDY, JOHN
Sports Parade
KFYO, Lubbock, Texas

KENNY, FRED
Grandstand & Bandstand
WPWA, Chester, Pa.

KEPPENBROCK, JIM
KSFA, Sports
KSFA, Nacogdoches, Texas

KESSENIICH, RAYMOND
Sports Roundup
WBKY, West Bend, Wis.

KIEL, LYMAN
At The Sports Desk
WBCK, Battle Creek, Mich.

KIGGINS, LARRY
Highlights in Sports
WLAU, Laurel, Miss.

KILGORE, GORDON
KDTN, Dubuque, Iowa

KIMBLE, VANCE
Sports Final
KBST, Bar Spring, Texas

KINCAID, FRED
Sports Extra
KPLT, Paris, Texas

KING, BILL
Sports Scrapbook
WTAD, Quincy, Ill.

KING, JAN
Sports Director
WEAV, Plattsburg, N. Y.

KING, JIM
Sports Parade
KDMO, Carthage, Mo.

KING, MANUEL
Sportscasting
KBOR, Brownsville, Texas

KIRBY, GENE
Game of The Day
MBS

KIRBY, LEE
Sports Spotlight
WBT, Charlotte, N. C.
Star Session
WBTY, Charlotte, N. C.

KIRMEYER, MIKE
KAVE, Carlsbad, N. M.

KLEIN, DON
Play-By-Play
KIBE, Palo Alto, Calif.

KLEWER, L. W.
Sport Spotlight
WVEC, Hampton, Va.

KNIEVEL, JOHN
KIMA, Yakima, Wash.

KOESTER, TONY
Sports Final
KFBK, Sacramento, Calif.

KOGAN, JACK
KRAM, Las Vegas, Nevada

KOVENCHON, GEO.
KNUJ, New Ulm, Minn.

KRAMER, WILLIAM J.
WLE, Cambridge, Ohio

KRSUKA, FRANK
Sports Leads
KOJM, Havre, Montana

KULMAN, ARTHUR
KWLK, Longview, Wash.

— L —

LABRANCHE, ERNEST H.
WCCM, Lawrence, Mass.

LACHENMEIER, RUDY
Sports Page Final
KGW, Portland, Oregon

Sports Commentators—Radio-Television

- LaFRANCHISE, CHARLIE**
KPOJ, Portland, Oregon
- La GRANBE, JEAN**
Valparaiso, Michigan City, Ind.
- LAING, ART**
CKLW, Detroit, Mich.
- LANDIS, LYLE B.**
Play-By-Play
WKAI, Macomb, Ill.
- LANE, DICK**
Wrestling, Boxing
KTLA, Los Angeles, Calif.
- LANE, J. K., JR.**
World of Sports
KHBR, Hillsboro, Texas
- LANGLOIS, BERNARD**
Nouvelles Sportives
CJBR, Rimouski, Quebec, Can.
- LASK, BILL**
Sports Roundup
KDDD, Dumas, Texas
- LAURIE, BILL**
KNET, Palestine, Texas
- LAWRENCE, JAMES H.**
Football, Basketball, Baseball
KOVQ, Provo, Utah
- LAWSON, JERRY**
WJOC, Jamestown, N. Y.
- LAYER, BRUCE**
KPRC-TV, Houston, Texas
- LAYMAN, EARLE**
WPRC, Lincoln, Ill.
- LEACH, ROBERT E.**
WPGW, Portland, Ind.
- LEAKE, BUS**
Sports Review
Basketball Games — Football Games
WDNE, Elkins, W. Va.
- LEAMING, JIM**
Sports Shots Football, Basketball, Baseball
- LEAVITT, MEL**
Inside Of Sports
WDSU-TV, New Orleans, La.
- LeBOW, GUY**
B. June 11, 1916, N. Y. C., N. Y.; Strauss Stores Sport Special, WABD; Play Ball Quiz, WPX; Sportscope, WPX; Sports-whirl, WOR-TV; Saturday Round-up, WPX; Latin Carnival, WJZ-TV.
- LECIUS, EDWARD**
Sports Hilites
WOTW, Nashua, N. H.
- LEDFORD, CAWOOD**
Speaking Of Sports
WHLN, Harlan, Ky.
- LEE, BARNEY**
Sports Roundup
WJLB, Detroit, Mich.
- LEE, BOB**
KICK, Springfield, Mo.
- LEE, BRUCE**
WHIT, New Bern, N. C.
- LEE, BERT**
Take A Tip From Me, Warm-up Time, Sports Extra, WMGM, New York, N. Y.
- LEE, FRANK**
Sports Journal
WMMN, Fairmont, W. Va.
- LEE, MIKE**
WEDO, McKeesport, Pa.
- LeFEBRE, DON**
WINA, Charlottesville, Va.
- LEIBMAN, NED**
Sports Spotlight
KSRV, Ontario, Oregon
- LEIGHTON, AL**
Sport Spotlight
KLIZ, Brainerd, Minn.
- LENNON, PAUL**
Sports Digest
WTTS, Bloomington, Ind.
- LENOX, JOHN**
Sportscope
KGKB, Tyler, Texas
- LENTZ, ART**
WISC, Madison, Wis.
- LeSUEUR, PERCE**
Perce LeSueur
KROC, Hamilton, Canada
- LEWIS, BARNEY**
WLDS, Jacksonville, Ill.
- LEWIS, ED**
Sports Digest
KFXJ, Grand Junction, Colo.
- LEWIS, JACK**
Sportslight
WTVR, Richmond, Va.
- LIGHTCAP, JACK**
Parade of Sports
NBC
- LILICO, DICK**
Sport Spotlight Sportdesk
CHAB, Moose Jaw, Sask., Canada
- LINDSAY, BILL FRANK**
Local Football
KELT, Electra, Texas
- LING, MIKE**
Sports Spotlight
KRBC, Abilene, Texas
- LINTHICUM, WALTER**
WBAL-TV, Baltimore, Md.
- LIPEZ, HARRIS**
Inside of Sports
Sports Parade
WBPZ, Lock Haven, Pa.
- LIPTON, JOE**
Sports Roundup
WANS, Anderson, S. C.
- LITZINGER, RAY**
Short Sports Report
KIT, Yakima, Wash.
- LIVINGSTON, SAM**
Down Sports Ave.
WKYB, Paducah, Ky.
- LLORENS, SANTIAGO**
WORA, Mayaguez, P. R.
- LLOYD, BOB**
Week's Sport
KWRE, Warrenton, Mo.
- LLOYD, BOB**
Sports Review
WHBY, Appleton, Wis.
- LLOYD, VINCE**
WGN, WGN-TV, Chicago, Ill.
- LOCHNER, ART**
Spotlight On Sports
WLEA, Hornell, N. Y.
- LOCKE, ROBERT**
WBBW, Youngstown, Ohio
- LOEBE, BARNEY**
Miss. Sports
WNAG, Grenada, Miss.
- LOHMEIER, WM.**
WHBF-TV, Rock Island, Ill.
- LOMAX, STAN**
WOR, WOR-TV, New York, N. Y.
- LOMBARDI, SAM**
The Sportlite
WMUS, Muskegon, Mich.
- LONG, PAUL**
Football Predictions
WESC, Greenville, S. C.
- LOWE, WALT**
Football Scoreboard
KDSH, Boise, Idaho
- LOWRIE, BOB**
Sports Roundup
KFQD, Anchorage, Alaska
- LUDGATE, GEORGE**
Round Town
- CHEX, Peterborough, Ont., Canada**
- LUKE, HARRY**
WMBG, Richmond, Va.
- LUNDQUIST, ELDY**
Sports Today
WTRC, Elkhart, Ind.
- LUSK, BERNIE**
KROC, Rochester, Minn.
- LUNCH, BUD**
Sports Close-Up
WWJ-TV, Detroit, Mich.
- LYNN, JAMES**
Sports Review
WVCH, Chester, Pa.
- LYTLE, BILL**
Sportscope
WCNT, Centralia, Ill.

— Mc —

- McADOO, DICK**
Sports Roundup
WGBG, Greensboro, N. C.
- McALEECE, GERALD**
KDTH, Dubuque, Iowa
- McALLISTER, ROY**
WHMA, Anniston, Alabama
- McBRIDE, BILL**
WOW-TV, Omaha, Nebr.
- McCANN, BOB**
Sports Parade
KBMY, Billings, Montana
- McCARTHY, JIM**
On The Sports Scene
WBRE, Wilkes-Barre, Pa.
- McCARTHY, TOM**
Late Sports
WOND, Pleasantville, N. J.
- McCLELLAND, PAUL**
Sport's Round-Up
WGEM, Gutney, Ill.
- McCLOY, GEORGE**
Sports Round Up
CJOB, Winnipeg, Manitoba
- McCLURE, BOB**
KWRN, Reno, Nevada
- McCOLGAN, BILL**
Sports Director
WFMJ, Youngstown, Ohio
- McCORMICK, JACK**
Sports Parade
KRSN, Los Alamos, N. Mexico
- McCORMICK, JOHN**
KDB, Santa Barbara, Calif.
- McCRACKEN, JARRELL**
KWTX, Waco, Texas
- McCUTCHEON, DON M.**
Sports Final
KIHR, Hood River, Oregon
- McFARLAND, RICK**
Sports Review
WLAJ, Lakeland, Fla.
- McGEEHAN, JOHN**
WISC, Madison, Wis.
- McGONLEY, CHARLIE**
All Good Sports
WSVA, Harrisburg, Va.
- McGOWAN, MALCOLM**
Sports Digest
CFNB, Fredericton, N. B., Canada
- McGRATH, ED**
Ed McGrath Sports Show
WSPA, Spartansburg, S. C.
- McINTYRE, JIM**
Sportslants
WINN, Louisville, Ky.
- McKECHNIE, JIM**
Sportslants
Sports Report
WENE, Binghamton-Endicott, N. Y.

Sports Commentators—Radio-Television

- McKENZIE, STAN**
Sports Parade
KWED, Seguin, Texas
- McKINNON, BILL**
Shell Digest
WBNS, Columbus, Ohio
- McKNIGHT, WES**
CFRB, Toronto, Ont., Canada
- McLAUGHLIN, JAMES**
St. Croix Sports Round Up
WSHB, Stillwater, Minn.
- McLINN, STONEY**
Sports Parade
WHIP, Philadelphia, Pa.
- McNAMARA, JIM**
This Week In Sports
WALA, Mobile, Ala.
- McNAMARA, LAWRENCE**
Sports News
WNHC
Sports Spotlight
WNHC-TV, New Haven, Conn.
- McNEIL, DAVE**
Sportscope
WCRB, Waltham, Mass.
- McVAY, BOB**
Speaking of Sports
KFJL, Klamath Falls, Oregon
- McWILLIAMS, HAL**
KCMC, Texarkana, Texas-Ark.
- M —
- MACDONALD, JOHN**
CKOY, Ottawa, Ont., Canada
- MacKENZIE, KEITH**
Sportspage
CJRL, Kenora, Ont., Canada
- MacKENZIE, WENDELL C.**
WKOU, Berlin, N. H.
- MacLEAN, JOHN**
Sports Roundup
WPDQ, Jacksonville, Fla.
- MACKLEM, JAMES C.**
WTVB, Coldwater, Mich.
- MacLEOD, TOM**
Sports Parade
KYJC, Medford, Oregon
- MacPHERSON, STEWART**
WCCO, Minneapolis, Minn.
- MAGRINI, BUD**
Play By Play Sports Games
KSRO, Santa Rosa, Calif.
- MALDEN, KEN**
"Sports Huddle"
WHEE, Boston, Mass.
- MANDRAKE, CHUCK**
Sportraits
WICA, Ashtabula, Ohio
- MANN, CARL**
Sportscast
KNUZ, Houston, Texas
- MANNING, TOM**
Sport Show
WNBK, Cleveland, Ohio
- MANSFIELD, BOB**
Daily Sports Reports
WKIC, Hazard, Ky.
- MARGET, MANNY**
Sport Shorts
KVOX, Moorhead, Minn.
- MARINO, JOHN**
Sports Review
WHAT, Philadelphia, Pa.
- MARKS, JOE**
Sports Roundup
CFAC, Calgary, Alberta, Can.
- MARLOW, DOUG**
All Out For Sports
KWAT, Watertown, S. Dakota
- MARRONE, MIKE**
Johnsonburg Sports
WKBI, St. Marys, Pa.
- MARSH, ROY S.**
Sports Review
WHLF, South Boston, Va.
- MARSHALL, NORM**
CHML, Hamilton, Canada
- MARTIN, BOB**
Martin's Sportsfolio
WMUR, Manchester, N. H.
- MARTIN, DICK**
Sports Parade
WCML, Ashland, Ky.
- MARTIN, HERBIE**
Sports Parade
WKBI, St. Marys, Pa.
- MARTIN, JIM**
WDYK, Cumberland, Md.
- MARTIN, MAURY**
6:30 Sports
KXGN, Glendive, Montana
- MARTIN, TINY**
Tiny Martin's Sport Show
WFNC, Fayetteville, N. C.
- MARTIN, WHITNEY R.**
Sports Parade
WCML, Ashland, Ky.
- MARTZ, DON**
CKCR, Kitchener, Ont., Canada
- MASON, JOE**
Sports and Play-By-Play
WLEE, Richmond, Va.
- MASON, WILLIAM C.**
Spotlight on Sports
KDIX, Dickinson, No. Dak.
- MATTHEWS, TOM**
WKLA, Ludington, Mich.
- MAYNARD, BILL**
KTTS, Springfield, Mo.
- MAYORAL, RADAMES**
Publicidad Mayoral
WPAB, Ponce, Puerto Rico
- MAYES, WENDELL, JR.**
KBWD, Brownwood, Texas
- MAYS, BOB**
KLIP, Dallas, Texas
- MAZER, BILL**
"Sports Extra"
WKBW, Buffalo, N. Y.
- MEALY, TOM**
WTTN, Watertown, Wis.
- MEHAFFEY, JAY**
Hi Lites In Sports
KOSA, Odessa, Texas
- MEHL, ERNIE**
Ernie Mehl Sports
WDAF, Kansas City, Mo.
- MEIER, EVANS**
Sports Roundup
WJAG, Norfolk, Nehr.
- MERCER, JOHN P.**
WHAP, Hopewell, Va.
- MERCER, BILL**
KNUS, Muskogee, Okla.
- MERRILL, JACK**
Today in Sports
KOLS, Pryor, Okla.
- MERRIMAN, DONALD W.**
Sports Page
WHDJ, Ocean, N. Y.
- METZGER, DON**
Sports Parade
WMAM, Marinette, Wis.
- MEYER, AL**
All Sports
KPOW, Powell, Wyo.
- MICHAEL, RAY**
Sports Beat
WNBW, Washington, D. C.
- MILLER, FRANK**
Sports Parade
KSM, Sikeston, Mo.
- MILLER, GENE**
Gene Miller On Sports
KOVE, Lander, Wyo.
- MILLER, IRV**
"The World of Sports"
WDLB, Marshfield, Wis.
- MILLER, SKIP**
Sports Director
WJSW, Altoona, Pa.
- MILLER, STRECH**
Sports Extra
WIL, St. Louis, Mo.
- MILLER, VAN C.**
6:15 Sports
WFCB, Dunkirk, N. Y.
- MILLS, BILL**
WPTW, Piqua, Ohio
- MILTON, JUD**
KSJB, Jamestown, N. Dak.
- MINSHALL, BILL**
Football Scoreboard
KRMG, Tulsa, Okla.
- MITCHELL, JAMES H.**
WCVS, Springfield, Ill.
- MITCHELL, JEAN**
CKCR, Kitchener, Ont., Canada
- MITAN, RAY**
WHFB, Benton Harbor, Mich.
- MOEN, JOE**
Moen 'Em Down
WBEL, Beloit, Wis.
- MOFIELD, RAY**
Sports Hi-Lites
WPAD, Paducah, Ky.
- MOLEN, SAM**
Sports Director
KFRM - KMBC, Kansas City, Mo.
- MONROE, BOB**
Last Night In Sports
KCHA, Charles City, Iowa
- MONROE, S. W.**
WMRA, Myrtle Beach, S. C.
- MOON, HAROLD**
WISE, Asheville, N. C.
- MOORE, BILL**
WNRJ, Newark, N. J.
- MOORE, JERRY**
"Spotlighting Sports"
WKOK, Sunbury, Pa.
- MOORE, TED**
Sports Diary
KTRI, Sioux City, Iowa
- MOOREHEAD, TOM**
"Tom Moorehead Sports Show"
WFIL, Philadelphia, Pa.
"Name The Star"
WFIL-TV, Philadelphia, Pa.
- MORAN, GUSSE**
"Kelley-Moran Show"
KNBH, Hollywood, Calif.
- MORAN, JACK**
Sports Beat
Football Forecasts
KVER, Albuquerque, N. Mex.
- MOREHOUSE, EUGENE**
Sports Director
WVNR, Beckley, W. Va.
- MORELAND, HARRY A.**
Sports Cast
KCRV, Caruthersville, Mo.
- MOREY, ROBERT F.**
75 Sportscent
WOKZ, Alton, Ill.
- MORGAN, ED**
KBON, Omaha, Nehr.
- MORGAN, EM**
Sports Story
KPGW, Pasco, Wash.
- MORLAN, CLIFF**
Sports Review
KBUN, Bemidji, Minn.
- MORLEY, MIKE**
WRIB, Providence, R. I.
- MORRIS, BOB**
Sports Page
KBRL, McCook, Nebraska
- MORRIS, JIM**
Pigskin Parade
WTON, Staunton, Va.
- MORRIS, LEO**
Sports Highlights
KRHD, Duncan, Okla.

Sports Commentators—Radio-Television

MORTON, EARL
Looking At Sport
CHNS, Halifax, Nova Scotia,
Can.

MOSS, DAVID A.
Pigskin Salute
WESC, Greenville, S. C.
MOSTELLER, JERRY G.
WAKE Sports Round-up
WAKE, Greenville, S. C.
MOTLEY, RAY
WMOH, Hamilton, Ohio
MULLINAX, W. A.
Sport Scoreboard
WESC, Greenville, S. C.

MURDOCK, HOWARD
La Porte Sports
WIMS, Michigan City, Ind.

MURPHY, BOB
Sports By Murphy
KOCY, Oklahoma City, Okla.

MURPHY, BOB
WXYZ-TV, Detroit, Mich.

MURPHY, ED
Sports Page
WWHG, Hornell, N. Y.

MURPHY, TOM
KWCR, Cedar Rapids, Iowa

MURRAY, DON
Sports Review
WDBJ, Roanoke, Va.

MUZZY, JIM
WHBC, Canton, Ohio

MYERS, KENT
Sports Events
KSUR, Cedar City, Utah

— N —

NAGLE, JERRY
WHTN, Huntington, W. Va.

NAGLER, AL
WJBK, Detroit, Mich.
"Sports Camera"
WJBK-TV, Detroit, Mich.

NAKEL, PAUL
WJMO, Cleveland, Ohio

NEAL, BOB
Today In Sports
WERE, Cleveland, Ohio

NEALON, CLARK
"Clark Nealon"
KPRC-TV, Houston, Texas

NEINAS, "CHUCK"
Play-By-Plays
WDLB, Marshfield, Wis.

NELSON, JOHNNY
Sports Corner
WESB, Bradford, Pa.

NESBITT, DICK
WOR-TV, New York, N. Y.

NEWMAN, JACK
WIBA, Madison, Wis.

NEY, CHUCK
KAYL, Storm Lake, Iowa

NIAGRO, JOE
Sports-A-Tune
WIBG, Philadelphia, Pa.

NICHOLS, DICK
Great Moments In Sports
KGA, Spokane, Wash.

NICKELSON, DICK
Sports Report
WEAR, Pensacola, Fla.

NORMAN, DICK
Sports Spotlight
WMAN, Mansfield, Ohio

NORMAN, HAL
Speaking Of Sports
WLCR, Torrington, Conn.

NORWINE, JACK
Sportscaster
KMOX, St. Louis, Mo.

NUGENT, JACK
Sportscast
KASM, Albany, Minn.

— O —

O'BRIEN, DON
"Sports Beat"
WDGY, Minneapolis, Minn.

O'BRIEN, JERRY
Sports Edition
WPJB, Providence, R. I.

O'CARA, ROGER
WBEC, Pittsfield, Mass.

O'DELL, VIRGIL
Cavalcade of Sports
WGRO, Bay City, Mich.

OLIVER, W. D.
Football Bandstand
KVMC, Colorado City, Texas

OLSON, DANNY
Sports Final
KSUM, Fairmont, Minn.

O'MARA, BILL
"King's Sport Camera"
KING, Seattle, Wash.
Baseball, Hockey, Football
KING-TV, Seattle, Wash.

ORR, W.
Sports On Parade
WVOS, Liberty, N. Y.

ORUM, BILL
Sports By Bill Orum
KCRC, Enid, Okla.

OSBORNE, ED
Sports Parade
WMSC, Columbia, S. C.

OSBORN, GENE
Sports
KXEL, Waterloo, Iowa

OVERTON, DAVE
Let's Look At Sports
WSM-TV, Nashville, Tenn.

OWENS, MOREY
Sports Review
WROK, Rockford, Ill.

— P —

PAGE, ELLIOT
Paze On Sports
WSKI, Montpelier, Vt.

PAIGE, CARL
Nevada Sports Slants
KLAS, Las Vegas, Nevada

PAIGE, ERIK
WCAV, Norfolk, Va.

PARKER, JOHNNY
WJIM, Lansing, Mich.

PARKS, DARYL
Ringside Roundup
WKRC-TV, Cincinnati, Ohio

PARKS, DEL
10th Inning
WPEN, Philadelphia, Pa.

PARMET, GUS
Scoreboard Of The Air
WHIM, Providence, R. I.

PATRICK, VAN
Sportscripts
Sports Final
WJR, Detroit, Mich.

PATTISON, JIM
Sports Revue, Round Up
WDAD, Indiana, Pa.

PAYNE, JACK
Sports Director
WOW, Omaha, Nebr.
WOW-TV, Omaha, Nebr.

PECK, CLAIR
World of Sports
KRUL, Corvallis, Oregon

PENNEWELL, RALPH
Sports Varieties
WWIN, Baltimore, Md.

PEPE, JOHNNY
Sports Review
WPIC, Sharon, Pa.

PERRIN, KEYES
Ruppert Sports Parade
WROW, Albany, N. Y.

PERRY, LINC
KBRO, Bremerton, Wash.

PERRY, TUT
Sports Supplement
WCDL, Carbondale, Pa.

PERRY, WES
Sports Review
KLUF, Galveston, Texas

PETERS, BOB
WAFB, Baton Rouge, La.

PETERSON, EDDIE
Sports Review & Prevue
KSUB, Cedar City, Utah

PETERSON, GENE
Sportilies
WLAV, Grand Rapids, Mich.

PETERSON, GEORGE A.
Time For Sports
WTWN, St. Johnsbury, Vt.

PETTACK, KEITH
Sports On Parade
KXGI, Fort Madison, Iowa

PHILBIN, BOB
Sports Page Of The Air
WJOL, Joliet, Ill.

PIERSON, BILL
Sports Corner
WKKK, Akron, Ohio

PIGGOTT, JOE
News & Sports
WLRP, New Albany, Ind.

PIPHER, BILL
Parade Of Sports
WIOU, Kokomo, Ind.

PITTENGER, DICK
Sport News
WFBM, Indianapolis, Ind.

PLATT, BILL
WBBZ, Ponca City, Okla.

POPE, BILL
WABY, Albany, N. Y.

PORTER, BEN
Sport Shorts
WGOV, Valdosta, Ga.

PORTER, C. W.
WJRI, Lenoir, N. C.

PORTON, BOB
Great Moments In Sports
KRSN, Los Alamos, N. Mexico

POUCHER, J. WAYNE
Sports Headlines
WCOS, Columbia, S. C.

POUNDER, RAY
Basketball
KXRN, Renton, Wash.

POWERS, JIMMY
Cavalcade of Sports
NBC-TV

POWERS, PERCY, JR.
Sports Roundup, Local
Baseball
Local Football

PREUSS, RUSS
Sportscast
KTTR, Rolla, Mo.

PRIDDY, JOHN
Spot Sports
KRIG, Odessa, Texas

PRIMM, BUDDY
All Local Sports
WCEC, Rocky Mount, N. C.

PRINCE, BOB
Case Of Sports
WJAS, Pittsburgh, Pa.

PRYOR, BILL
Spotlight On Sports
WNBF-TV, Binghamton, N. Y.
WNBF, Binghamton, N. Y.

PUGIA, JOSEPH
Sport Shorts
WLIO, East Liverpool, Ohio

Sports Commentators—Radio-Television

PURSER, JIM
Spotlight On Sports
WMIX, Mt. Vernon, Ill.

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QUICK, GERALD
WHSC, Hartsville, S. C.
QUINN, JACK
Sports Editor
WMBD, Peoria, Ill.

— R —

RABER, ALAN D.
Sports Digest
WKAP, Allentown, Pa.
RAFUSE, BRUCE
CKBW, Bridgewater, Nova Scotia, Canada
RAHALL, BILL
Speaking of Sports
WNCC, Barnesboro, Pa.
RAINER, CHUCK
Sports Extra
WCHV, Charlottesville, Va.
RAMPTON, CLARE
Sports
KWWL, Waterloo, Iowa
RAWLINSON, "CHUCK"
Sizing Up Sports
WNOW, York, Pa.
REED, DON
Speaking of Sports
KWBG, Boone, Iowa
REEVE, RAY
Sports Parade
WRAL, Raleigh, N. C.
REID, DENNIS
Sportscast
CKOV, Delowa, B. C., Canada
REID, JIM
BC Sports Review
WPTF, Raleigh, N. C.
REINHOLDT, BOB
Sportecaster
KWIN, Ashland, Oregon
REMILIARD, LEO
CHEA, Edmondton, Alberta, Canada
RENAUD, CHARLES
Through The Sportsclass
CKFI, Fort Frances, Ontario, Canada
RENAUD, GERRY
Bonsor Les Sportifs
VKCH, Hull, Que., Canada
RHODES, RICHARD A.
WAYB, Waynesboro, Va.
RICH, AL
Highlights And Sports
WLOH, Princeton, W. Va.
RICHARDS, BILL
Sports Special
WESA, Charleroi, Pa.
RIDENHOUR, PAUL
Sports Spotlight
WADE, Wadesboro, N. C.
RIFENBURG, DICK
Sports Review
WBN, Buffalo, N. Y.
RIGNEY, TOM
KWWL, Waterloo, Iowa
RILEY, CHAD
Riley Sports Review
WJPB, Fairmont, W. Va.
RILEY, RIKK
10:20 Sports Club
KILO, Grand Forks, N. Dak.
RILEY, WALTER J.
Sport Highlights
WVET, Rochester, N. Y.
RINEMAN, JOHN
Inside Story On Sports & Sports Special
WLAN, Lancaster, Pa.

RIVAS, CARLOS
Sports Camera
KPOA, Honolulu, Hawaii
RIVAS, RAFAEL SOLER
WORA, Mayaguez, P. R.
ROBERT, ANDRE
CKAC, Montreal, Canada
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, JUD
KGFL, Roswell, New Mexico
ROBERTSON, BOB
Sports Hilites
KMO, Tacoma, Wash.
ROBINSON, MAX
Reports On Sports
WJTN, Jamestown, N. Y.
ROBINSON, STAN
Sportslight
WTNS, Coshocton, Ohio
ROBINSON, WELDON
JaX Sports
KRIS, Corpus Christi, Texas
ROCHE, BOYD
WPRC, Lincoln, Ill.
RODD, HAL
CJOR, Vancouver, B. C., Can.
RODERICK, BOB
Spotlight On Sports
KGCC, Sidney, Montana
ROGELE, DAVE
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CKOK, Pontiac, B. C., Can.
ROGERS, RALPH
WQAL, San Antonio, Texas
ROGNE, DREW
KRAM, Las Vegas, Nevada
ROHN, BILL
The Sports Gallery
KSOO, Sioux Falls, So. Dak.
ROLLASON, FRED
WBBW, Youngstown, Ohio
ROMAN, JUAN B.
WPAB, Ponce, Puerto Rico
ROMANCE, ED
Sports Parade
WPPA, Pottsville, Pa.
ROSCOE, PAUL
KRES, St. Joseph, Mo.
ROSEHILL, DAVID
Sports Edition
WDEM, Providence, R. I.
ROSS, EARL
Looking At Sport
CKCW, Moncton, N. B., Can.
ROTH, DICK
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WGPC, Albany, Ga.
ROYAL, PAUL
Local Sports
KSL-TV, Salt Lake City, Utah
ROGGLES, DONALD E.
Sportsman
WSSV, Petersburg, Va.
ROGGLES, FOLEY
WCTT, Corbin, Ky.
RUSSELL, BOB
Russell's Scoreboard
KFEQ, St. Joseph, Mo.
RUSSELL, DAVE
Southwest Grid Chart
KFDM, Beaumont, Texas
RUTA, JOHN
Sports Program
WHD, Niagara Falls, N. Y.
RUYLE, DON
The Sportsman
WBYS, Canton, Ill.
RYAN, AL
Sport Call
KURV, Edinburg, Texas
RYAN, JIM
745 A Sportscast
KWPC, Muscatine, Iowa
RYAN, JOE
WVALL, Middletown, N. Y.

RYAN, TOMMY
Let's Play Ba'J
KANA, Anaconda, Montana

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SADLER, JOHN
Spotlight On Sports
WSVS, Crewe, Va.
SALSBERG, JOSEPH H.
Play-By-Play
WARM, Scranton, Pa.
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WBRK, Pittsfield, Mass.
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KNEE, Brady, Texas
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KOWH, Omaha, Nebr.
SASCH, WILL
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5 Star Sports Final
WBIW, Bedford, Ind.
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CKCK, Regina, Sask., Canada
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WSAR, Fall River, Mass.
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Sports Scoreboard
KXYZ, Houston, Texas
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SAVITT, "DUKE"
Sports Memories
WFGM, Fitchburg, Mass.
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WKNE, Keene, N. H.
SCHROEDER, PAUL
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SCHURMAN, BOB
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CJRW, Summerside, Prince Edward Island, Canada
SCOTT, MARK
WCAV, Norfolk, Va.
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WCAE, Pittsburgh, Pa.
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KULA, Honolulu, Hawaii
SEARLES, NEIL
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WFOX, Milwaukee, Wis.
SEARS, BILL
WCAU, Philadelphia, Pa.
SEDA, JOSE
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WIPR, San Juan, P. R.
SENYCZKO, ED
WTH, Port Huron, Mich.
SGAMBATI, FRED
Sports Scores
CKFH, Toronto, Ont., Canada
SHANER, BUD
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KOLN, Lincoln, Nebr.
SHANK, LEW
Sports Parade
KWYO, Sheridan, Wyo.
SHANNON, GEORGE
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WTOK, Meridian, Miss.
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WIII, Warren, Ohio

Sports Commentators—Radio-Television

- SHELLY, BOB**
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KSTA, Coleman, Texas
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WSCR, Scranton, Pa.
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WCRB, Wallham, Mass.
- SHERMAN, BUD**
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WBAP, Fort Worth, Texas
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WBAP-TV, Ft. Worth, Texas
- SHERMAN, EUGENE E.**
KCOM, Sioux City, Iowa
- SHUREK, JIM**
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KFGO, Fargo, N. D.
- SHIVELY, DICK**
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WJPS, Evansville, Ind.
- SHOOP, EDWIN**
WGET, Gettysburg, Pa.
- SHOWERS, HAL**
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- SHRINER, TED**
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KTJS, Hobart, Okla.
- SHROPSHIRE, BILL**
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WCHA, Chambersburg, Pa.
- SHUBINSKI, JAKE**
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KHUZ, Borger, Texas
- SHUDD, ROY**
WTRY, Troy, N. Y.
- SHULTS, DAN**
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KREL, Baytown, Texas
- SHUMATE, GENE**
KSO, Des Moines, Iowa
- SIMAN, MIKE**
WDZ, Decatur, Ill.
- SIMPSON, JIM**
WTOP-TV, Washington, D. C.
- SIMPSON, NORM**
WWOOD, Lynchburg, Va.
- SIMS, FRANK**
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WKMH, Dearborn, Mich.
- SINDIK, GEORGE**
WRRG, Mobile, Ala.
- SINGER, LAN**
Sports Talk
WXGI, Richmond, Va.
- SINGER, PAUL L.**
KDWT, Stamford, Texas
- SLATER, SAM**
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WCOM, Parkersburg, W. Va.
- SLATER, WOODY**
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KUGN, Eugene, Oregon
- SLATTEKY, JACK**
WEIM, Elmira, N. Y.
- SMITH, ART**
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WFRO, Fremont, Ohio
- SMITH, BILL**
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WMFR, High Point, N. C.
- SMITH, BOB**
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Bob Smith Sports Review
WOOD, Grand Rapids, Mich.
- SMITH, C. V.**
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WGWR, Asheboro, N. C.
- SMITH, DALE**
Top O' Sports
KFJB, Marshalltown, Iowa
- SMITH, DALE**
WMRF, Lewistown, Pa.
- SMITH, FRANK**
KHUM, Eureka, Calif.
- SMITH, GORDIE**
CFBC, St. John, N. B., Can.
- SMITH, JOE**
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WARD, Johnstown, Pa.
- SMITH, L. O.**
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KOWB, Laramie, Wyo.
- SMITH, SIEG**
Sieg Smith Sports
WGR, Buffalo, N. Y.
- SNOWDON, CHARLES T.**
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WPLH, Huntington, W. Va.
- SOMMERKAMP, PAUL**
WCKY, Cincinnati, Ohio
- SORRILL, BILL**
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WKGX, Knoxville, Tenn.
- SPANN, OWEN**
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WFOB, Winston-Salem, N. C.
- SPECIAL, JOHNNY**
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KGBG, Galveston, Texas
- SPRAGUE, ED**
KTMS, Santa Barbara, Calif.
- SPRY, GENE**
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WRAI, Macomb, Ill.
- SQUIRES, SANDY**
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WDSO, Oneonta, N. Y.
- STANLEY, AL**
WIMA, Lima, Ohio
- STAPLES, GEORGE**
KSVG, Richfield, Utah
- STARR, FRANK**
Frank Starr Sportscast
CJAD, Montreal, Quebec, Can.
- STATHAM, TOM**
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Hockey & Baseball Broadcasts
CFJR, Brockville, Ont., Can.
- STEELE, DON**
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WFUR, Grand Rapids, Mich.
- STEELE, JOHN**
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KOWB, Laramie, Wyo.
- STELMAN, BOB**
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KOIL, Omaha, Nebr.
- STEMMLER, NICK**
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WRUN, Utica, N. Y.
- STEPHENSON, BILL**
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CKDA, Victoria, B. C., Canada
- STERN, BILL**
Colgate Sports Newsreel NBC
Star Night At The Astor
NBC-TV
Remember This Date, NBC-TV
- STERN, JOHNNY**
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KLER, Rochester, Minn.
- STEVENS, DON**
WEOL, Elyria-Lorain, Ohio
- STICHT, BOB**
Football Scoreboard
WHIM, Memphis, Tenn.
- STIMMERS, REX**
Spice Of The Sports News
- STODDER, KEN**
Sports Journal
KTKT, Tucson, Arizona
- STOGENER, EARL**
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WDVA, Danville, Va.
- STONE, CLAIR**
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WBAY, Green Bay, Wis.
- STONE, PHIL**
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CHUM, Toronto, Ont., Canada
- STOREY, ED**
WNAO, Raleigh, N. C.
- STOUT, ALLEN**
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WROL, Knoxville, Tenn.
- STRAIN, STAN**
KWNW, Wenatchee, Wash.
- STRATTON, DICK**
WMBR-TV, Jacksonville, Fla.
- STREET, MALCOLM**
Sports Parade
WHMA, Anniston, Alabama
- SUGAR DADDY**
Negro Sportscope
WBCO, Birmingham-Bessemer, Ala.
- SULLIVAN, JIM**
Sports Spots
CFOR, Orillia, Ont., Canada
- SUMMERVILLE, P.**
CKLB, Oshawa, Ont., Canada
- SURRATT, JOHNNY**
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WGIV, Charlotte, N. C.
- STER, BUD**
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KGLO, Mason City, Iowa
- SUTTERFIELD, PHIL**
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WHAS-TV, Louisville, Ky.
- SWAN, BOB**
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WORL, Boston, Mass.
- SWANSON, BOB**
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WGAM, Camden, N. J.
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WGVA, Geneva, N. Y.

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WTOD, Toledo, Ohio
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WKRC, Cincinnati, Ohio
- TANSADAY, JOHN**
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- TATUM, EDDIE**
WPAQ, Mt. Airy, N. C.
- TEAGUE, BILL**
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KWKC, Abilene, Texas
- TEMPLETON, DINK**
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KFRC, San Francisco, Calif.
- TEUFELER, DICK**
Three-Ring Sports
WTMA, Charleston, S. C.
- TERMIN, JOE**
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WCPA, Clearfield, Pa.
- TERRY, BOB**
Sports Express
KSTL, St. Louis, Mo.
- TERRY, CHEM**
Wrestling
WBAP, WBAP-TV, Fort Worth, Texas

Sports Commentators—Radio-Television

- TERRY, HUB**
Spotlighting Sports
Sports Final
WIS, Columbia, S. C.
- THEERINGER, GEORGE**
Sports Roundup
WRBL, Columbus, Ga.
- THOMAS, DON**
WKIO, Springfield, Mass.
- THOMAS, FRANK**
WABG, Greenwood, Miss.
- THOMAS, GLENN**
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WTEJ, Hagerstown, Md.
- THOMPSON, BILL**
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KUTA, Salt Lake City, Utah
- THOMPSON, BOB**
Sports Patrol
WBBB, Burlington, N. C.
- THOMPSON, CHUCK**
Sports Special
WITH, Baltimore, Md.
- THOMPSON, GEORGE**
Sportsreel
WBGR, Jesup, Ga.
- THORNTON, HARRY**
Prep F. B. Play
WAGC, Chattanooga, Tenn.
- THORTON, RALPH**
Pisskin Payoff
KVOP, Plainview, Texas
- TOAL, FRANK**
Johnstown Sports
WCRO, Johnstown, Pa.
- TODD, RICHARDS**
WLBG, Laurens, S. C.
- TORGERSON, STAN**
Sports Hillites
WBIZ, Eau Claire, Wis.
- TOSTI, PHIL**
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WKAL, Rome, N. Y.
- TOWNSEND, CHET**
Parade Of Sports
WJPF, Herrin, Ill.
- TOZIER, HOWARD**
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WARA, Attleboro, Mass.
- TRABER, JIM**
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KVIC, Victoria, Texas
- TRACE, BOB**
Koehlers Sports Review
WMGW, Meadville, Pa.
- TRANTER, CHARLES**
WNAE, Warren, Pa.
- TRAYNOR, HAROLD J.**
KQV, Pittsburgh, Pa.
- TRUITT, ROLLIE**
Sports Arena
KWJJ, Portland, Oregon
- TRUSSELL, JAKE**
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KINE, Kingsville, Texas
- TUCKER, JOE**
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WWSW, Pittsburgh, Pa.
- TURNER, ROBERT**
WHAM, WHAM-TV,
Rochester, N. Y.
- TYLER, WAYNE**
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WLVA, Lynchburg, Va.
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WWJ, Detroit, Mich.
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- ULRICK, ED**
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WKYB, Paducah, Ky.
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WOPI, Bristol, Tenn.
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- VAGNER, JACK C.**
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KRAL, Rawlins, Wyo.
- VALENTI, FRANK**
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KHON, Honolulu, Hawaii
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Scores & Highlights
KFDM, Beaumont, Texas
- VAN AKERS, TREVOR**
Sports Review
WKOY, Bluefield, W. Va.
- VAN ROBY, CLIFTON**
Van Roby Local
WTBO, Cumberland, Md.
- VAN SANT, JOHN T.**
Sports Chat
WSAN, Allentown, Pa.
- VAN VOORHIS, HOWARD**
WLBK, Lebanon, Pa.
- VAUGHAN, WALTER**
RTAN, Sherman, Texas
- VEIDT, BILL**
Sports Scoreboard
KHAS, Hastings, Nebr.
- VENNER, FRANK**
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WSPD-TV, Toledo, Ohio
- VEST, GEO.**
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KJFJ, Webster City, Iowa
- VEY, JOHN**
Sports In Your Community
CFNB, Fredericton, N. B., Can.
- VICK, DICK**
RGEZ, Kalispell, Montana
- VICKLAND, ART**
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KTBC, Austin, Texas
- VIDNOVIC, SAM**
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WMCK, McKeesport, Pa.
- VINEY, HY**
Sports Digest
CFCN, Calgary, Alberta, Can.
- VOGEL, GEORGE**
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KCOW, Alliance, Nebr.
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- WADDELL, KEN**
KXXX, Colbr. Kansas
- WAGNER, BOB**
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WHIZ, Zanesville, Ohio
- WAGNER, JAY**
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WLEC, Sandusky, Ohio
- WALDEN, WARREN**
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WJAR-TV, Providence, R. I.
- WALKER, BOB**
KWTX, Waco, Texas
- WALKER, HAL**
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WMAW, Milwaukee, Wis.
- WALKER, J. V.**
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WJPF, Herrin, Ill.
- WALLACE, JACK**
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KBST, Big Spring, Texas
- WALSH, FRANK J.**
Sports Commentator
WBCM, Bay City, Mich.
- WALSH, GEORGE**
Walsh Looks 'Em Over
WFIL-TV, Philadelphia, Pa.
- WALSH, LLOYD P.**
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WGAT, Utica, N. Y.
- WALSHAK, DAVID**
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- WALTON, EARL**
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WJZM, Clarksville, Tenn.
- WALTON, LUKE**
Sports Director
WISH, Indianapolis, Ind.
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WIBG, Philadelphia, Pa.
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WHOW, Clinton, Ill.
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WCEC, Rocky Mount, N. C.
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- WATSON, E.**
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WXYZ - WXYZ - TV, Detroit, Mich.
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- WEAVER, BILL**
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- WEAVER, HANK**
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- WEAVER, RICK**
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WCEN, Mt. Pleasant, Mich.
- WEGGELAND, R. D.**
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- WELBORNE, CURT**
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- WELLS, J.**
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- WESTBROOK, TED**
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WKBV, Richmond, Ind.
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WHWB, Rutland, Vermont

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- WESTON, DON**
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KGVO, Missoula, Mont.
- WHALEN, ED**
Sports Director
CJOC, Lethbridge, Alberta,
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- WHEELER, JOHN WHIT**
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WATA, Boone, N. C.
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WBKB, Chicago, Ill.
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- WITTE, BUD**
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Sports Editor
CKBB, Barrie, Ont., Canada
- WRIGHT, JEFF**
Sports Review
WKCT, Bowling Green, Ky.
- WRIGHT, JOE**
The Wright Side Of Sports
WKHM, Jackson, Mich.
- WULCHIN, STEVE**
WHAP, Hopewell, Va.
- WYATT, ARCHIE**
WCTP, Corbin, Ky.
- WYLIE, BOB**
Sports Hi-Lights
WAKR, Akron, Ohio
- WYMAN, MAL**
KALL, Salt Lake City, Utah

— Y —

- YATES, CARL**
Bowling Reporter
WACB, Kittanning, Pa.
- YOUNG, JOY**
WERC, Erie, Pa.
- YOUNGBLOOD, WES**
Sports Page
KSEL, Lubbock, Texas

— Z —

- ZABEL, JIM**
Sportsmen's Corner
WHO, Des Moines, Iowa
- ZIMMERMAN, BOB**
KSIL, Sportsight
KSIL, Silver City, New Mexico

WHY IS AP THE BEST?

BECAUSE—**AP** has more news correspondents, more news
bureaus, more miles of news wire than any other
news service.

TRANSCRIPTION LIBRARIES GROWING

By ROBERT W. FRIEDHEIM, General Manager, World Broadcasting System, Inc.

ONE of the most significant developments in the radio picture during the past year has been the growth in importance of transcription library firms—a growth which has occurred because the stations subscribing to such services have as a result significantly increased their revenues.

Today the library service firms are producing a top grade of program, are presenting foremost talent “names,” and are producing unique, sure-fire sales tools in the form of special programming aids for station subscribers.

The result is that business is way up. National sponsors, such as Sears-Roebuck, Borden's, General Electric, Schlitz, Coca-Cola, Timken Roller Bearing, Ford, Rexall, and many others, have sizeably increased their budgets for locally produced library shows; regional advertisers such as Wiedemann Brewing Company and Michigan Bell Telephone Company are similarly investing increased budgets in library programming; and important local advertisers, such as A. B. Sutherland Company, leading department store in Lawrence, Mass., Teamsters' Union of Philadelphia, and Louisville Home Federal Savings & Loan Association, are also putting heavier money than ever before into such shows as “Chapel By The Side Of The Road,” “Freedom Is Our Business,” “Homemaker Harmonie,” “Forward America,” “Dick Haymes Show,” and many of the other important library shows.

As a result, more stations than ever before are subscribing to services such as are offered by the World Broadcasting System, Inc., because such services are of tremendous aid to the stations' sales departments.

At a minimum of cost, station subscribers to library services can today solicit new business from all types of advertisers—national, regional, or local with confidence that what they have to offer to prospective customers compares favorably with anything else such advertisers can choose from.



Friedheim

For example, a salesman for a World affiliate can offer such “names” as Raymond Massey, Robert Montgomery, Lanny Ross, Walter Huston, Dick Haymes, and many other stars of front-line caliber as stars of well-produced shows built around them.

He can also offer slick productions such as “Homemaker Harmonies,” with great appeal to women, special holiday shows such as “Miracle At Christmas” starring Thomas Mitchell, and other programs built for special occasions and holidays, with which he can easily attract sponsors.

Thus, with more stations subscribing for library services, and with more sponsors buying library programs and features and ringing a merry tune on the cash register as a result, the entire library service field is prospering.

Still another reason why transcription library firms have grown in importance and prestige during the past year, is the fact that we have been in the forefront in developing important public service features and in creating good will for the entire radio industry.

For example, quite recently World distributed to its member stations as well as to non-subscribers who requested it, a series of transcriptions made by 10 of the nation's foremost spiritual leaders of all religions and denominations, urging listeners to “Go To Church.” The response has been tremendous, and in hundreds of cases the stations featuring these transcriptions have had their stature in their communities raised to new heights through applause from local church dignitaries and other interested citizens who place high value upon the moral regeneration of this nation.

Industry-wise, transcription library services have initiated campaigns such as World's “Wherever You Go There's Radio” series, which not only reminded listeners and advertisers of the many advantages offered by the local station, but of the radio medium as a whole. Who can doubt that by serving its stations in this fashion, the library firms have also served all levels of the radio industry?

Thus, the library service industry is moving forward, confident that it can do its part in creating exciting new programs and money-making sales ideas for its stations.

NEWS COMMENTATORS

RADIO AND TELEVISION
—their work during 1951



— A —

AGRONSKY, MARTIN
ABC

AKERS, BOB
World News
KRJC, Beaumont, Texas

ALAMPI, PHIL
ABC

ALCOTT, CARROLL
Carroll Alcott & The News
WINS, New York, N. Y.

ALEXANDER, JACK
Around The World In News
CKOY, Ottawa 4, Ont., Can.

ALEXANDER, PAUL
World Tonight
KSL-TV, Salt Lake City, Utah

ALLEN, CLARE
WEBR, Buffalo, N. Y.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, PHILIP
KOIL, Omaha, Neb.

ALLEN, SPENCER
WGN-TV, Chicago, Ill.

ALLEN, THEO.
Timely Topics
CKPR, Fort William, Ont.,
Canada

ALLEVA, HARRY
WBUD, Morrisville, Pa.

ALLEY, J. LANDSEY
Week In Review
WKOV, Bluefield, W. Va.

ALLIS, SARAH
Turners Falls News
WHAT, Greenfield, Mass.

ALT, JIM
Front Page News
WKRC-TV, Cincinnati, Ohio

ANDREWS, CARL
Carl Andrews Reports
WDBJ, Roanoke, Va.

ANDREWS, H. G.
Dispelling The Fog
WARD, Johnstown, Pa.

ANSTAETT, CARROLL
WHDL, Olean, N. Y.

ANTHONY, DICK
News Editor
KDAL, Duluth, Minn.

ANTHONY, JULIAN
ABC

ARMATTA, WILBUR
Penthouse Journal
KCOH, Houston, Texas

ARMSTRONG, CARL B.
WIAM, Williamston, N. C.

ARTHUR, BILLY
Billy Arthur Speaks
WJNC, Jacksonville, N. C.

ARTHURS, WINFRED C.
Buckeye Briefs
WRFD, Worthington, Ohio

AVERY, CHARLES
WFPG, Atlantic City, N. J.

— B —

BACK, GUNNAR
WMAL, Washington, D. C.
Crossfire
ABC

BACKUS, ED
WHFB, Benton Harbor, Mich.

BAILEY, JIM
Capitol Comment
WCEN, Mt. Pleasant, Mich.

BAILEY, TRAV
8:00 A.M. News
WHLB, Virginia, Minn.

BAIR, PAUL
Paul Bair And The News
WEOA, Evansville, Ind.

BAIRD, DORWIN
Around Home
CJOR, Vancouver, B. C., Can.

BAKER, JOHN
WHBC, Canton, Ohio

10th Year — NBC

News caster

Monday through Friday

"2:55 P.M. News"
NBC Network

(Lucky Strike Cigarettes)

"6:00 P.M. News"
Ruppert Knickerbocker Beer and
Participating

"11:00 P.M. News"
(Shell Oil Company)

Also Current:

Telephone Hour
Meredith Willson's Music Room
"So Proudly We Hail"
U. S. Army

LEx. 2-1100, Cl. 7-8300



KENNETH BANGHART

News Commentators—Radio-Television

BANGHART, KENNETH

2:55 P.M. News, 6:00 P.M. News,
11:00 P.M. News, Telephone
Hour, Meredith Willson's Music
Room, So Proudly We Hail, NBC

BARNES, VIC

Vic Barnes Show
WCFL, Chicago, Ill.

BARRIAULT, ARTHUR

NBC
News

BASSINDALE, BOB

News With Bassindale
WBAP-TV, Fort Worth, Tex.

BASSO, NICK

Tri-State Reporter
WSAZ, Huntington, W. Va.
The News Picture
WSAZ-TV, Huntington, W. Va.

BAUER, NORM

Behind The Headlines
KSPT, Sandpoint, Idaho

BAUKHAGE, H. R.

MBS

BEATTY, MORGAN

World News
WNBW, Washington, D. C.
NBC

BEAUPRE, ROBERT

Local News
WJOY, Burlington, Vt.

BEAUREGARD, MARCEL

Les Nuouvelles
CKVL, Verdun, Que., Can.

BEN-ISRAEL, SHELOMO

Review Of The News Of The
Week

WEVD, New York, N. Y.

BENNETT, EARL

Local Newscast
WGIL, Galesburg, Ill.

BEREZNEY, STEVE

Story Behind The Headlines
WAJR, Morgantown, W. Va.

BERGER, JEAN

Newscast
CKBL, Matane, Prov., Que.,
Canada

BERING, CONRAD, JR.

Farm & Home
KFDM, Beaumont, Texas

BIRGHAM, JOHN W.

Brigham & The News
KCOM, Sioux City, Iowa

BLACK, JAY

WDIX, Jackson, Tenn.

BLACK, TEMPLE

News Roundup
WDSU-TV, New Orleans, La.

BLANCHARD, DOC

Todays News
WLJN, Merrill, Wis.

BOGDEN, HILARY

News
WJAS, Pittsburgh, Pa.

BOGEN, HARVEY

The Morning News
WFAA, Dallas, Texas

BOGGS, RAN

Between The Lines
WMTC, Vanleve, Ky.

BOLTON, PAUL

Straight Texas
KTBC, Austin, Texas

BOND, BUD

KBRO, Bremerton, Wash.
WOPI, Bristol, Tenn.

BORNE, GLADYS

News Thru I's OF A Woman
WISR, Butler, Pa.

BOSMAN, JOHN

WINS, New York, N. Y.

BOSTIC, TOM

KIMA, Yakima, Wash.

BOWLER, JAMES V.

Bowler Views The News
WPEN, Philadelphia, Pa.

BOWMAN, BOB

Behind The News
CFBC, St. John, N.B., Canada

BRAKEN, PIHL

Braken Reports The News
WJPB, Fairmont, W. Va.

BRANCH, TAYLOR

WRR, Dallas, Texas

BREEN, EDWARD

KVFD, Fort Dodge, Iowa

BRENNAN, ED.

Covering Calumet
WWCA, Gary, Ind.

BREWTON, ERIC

WEAB, Greer, S. C.

BRIGGS, STEVEN

WTTV, Bloomington, Ind.

BRIGHT, KEITH

Morning & Evening Editions
Of The News

WJBC, Bloomington, Ill.

BRINKLEY, DAVID

Camel News Caravan
NBC-TV

BROADLEY, KARL

News At Noon
It Happened Today
WHTN, Huntington, W. Va.

BROOKS, CLIFF

Our Town
WGBF, Evansville, Ind.

BROOKS, GIL

News Parade
WKNA, Charleston, W. Va.

BROOKS, NED

Sonoco Three-Star Extra
NBC

BROUGHMAN, GLEN

WQUA, Moline, Ill.

BROWN, CECIL

MBS
World Digest
KTIP, Porterville, Calif.

BROWN, FRANK R.

Housewives Houseparty
WHCO, Birmingham-Bessemer,
Ala.

BRUNER, ROBERT

Noon News
WIOU, Kokomo, Ind.

BRYSON, CONREY

KTSM, El Paso, Texas

BRYSON, LYMAN

News, Thinking Out Loud
CBS

BULLEN, REED

KVNU, Logan, Utah
News

BURDETTE, WINSTON

CBS
Citizens In Action
KFVD, Los Angeles, Calif.

BURKE, J. FRANK, SR.

Highlights From The
Headlines
WLPO, La Salle, Ill.

BURKLUND, TED

Tomorrow's News Tonight
WSAL, Logansport, Ind.

BURLEY, DON

WBBZ, Ponca City, Okla.

BURNS, BILL

KQV, Pittsburgh, Pa.

BURNS, JOSEPH

World News—Today
WNHC-TV, New Haven, Conn.

BUSBY, HORACE

As One Texan Sees It
KTBC, Austin, Texas

BUSLEE, HENRY

WISC, Madison, Wis.

BUTLER, CORT

KITE, San Antonio, Texas

BUTLER, JAMES C.

Maclin News
CFAC, Calugary, Alberta, Can.

BYERS, WAYNE

Between Lines
WATG, Ashland, Ohio

BYRNE, PAT

6:00 P.M. News
CFJR, Brockville, Ont., Can.

BYRNES, JIM

Look At News
WIMS, Michigan City, Ind.

BYRON, JAMES A.

WBAF, Fort Worth, Texas

— C —

CALMER, NED

CBS

CADDELL, RAYMOND

The News
WHSC, Hartsville, S. C.

CAMPBELL, BREWSTER

Press Conference
WXYZ, Detroit, Mich.

CANADAY, EWING

News Room
WKY-TV, Oklahoma City,
Okla.

CANTI, JOSE

Programa Popular
KBOR, Brownsville, Texas

CARAKER, GEORGE

KCJB, Minot, N. Dak.

CARAKER, GEORGE

KSJB, Jamestown, N. Dak.

CARDEN, VINCE

Veteran Affairs
WMI, Biloxi, Miss.

CARINO, BILL

Flying A News
WKBI, St. Marys, Pa.

CARLSON, RICHARD

Week In Review
WCIL, Carbondale, Pa.

CARNEY, KEN

Gen. Paint News
KHON, Honolulu, Hawaii

CARROLL, JIM

Man About Town
KWYO, Sheridan, Wyo.

CARSON, JAMES C.

Behind The News
KWBM, Williston, N. Dak.

CARTER, SHEELAH

KJR, Seattle, Wash.

CARVER, JOHN

John, Carver Commentary
KWKW, Pasadena, Calif.

CASSIDY, HENRY

News
NBC

CEDERBERG, CARL

News By Cederberg
WWJ, Detroit, Mich.

CHAPMAN, FRED

6:00 News
WILK, Wilkes-Barre, Pa.

CHAPP, TONY

WDAF-TV, News
WDAF-TV, Kansas City, Mo.

CHARLES, ALBERT

Final Edition
KEX, Portland, Oregon

CHASE, CEDRIC, JR.

WCRB, Waltham, Mass.

News Commentators—Radio-Television

- CHASE, JACK**
WCOB, Boston, Mass.
- CHENEY, RAY**
Newswire
WCSS, Amsterdam, N. Y.
- CHRISTENSEN, LOWELL**
Lowell Christensen Reports
The News
WDLB, Marshfield, Wis.
- CHRISTIE, GEO.**
Old Crusader
WFEA, Manchester, N. H.
- CLANGY, HAL**
Hal Clancy Reports The News
WHDH, Boston, Mass.
- CLARE, VAN**
CKLW, Detroit, Mich.
- CLARK, HAL**
KWIE, Kennewick, Wash.
Hal Clark And The News
- CLARK, JAMES**
6:30 News
WWJ-TV, Detroit, Mich.
- CLARK, RAY**
WOW, WOW-TV, Omaha, Neb.
- CLAY, RICHARD**
WRTV, Utica, N. Y.
- CLEARY, JOSEPH M.**
News Review
WESB, Bradford, Pa.
- CLIFFORD, JACK**
7:30 Local
KRIC, Lewiston, Idaho
- CLINE, CLAY, JR.**
The Morning News
WJZM, Clarksville, Tenn.
- CLOS, JEAN**
Clos Look At The News
WKLO, Louisville, Ky.
- CLOUGH, L. D.**
Star Reporter
KLUF, Galveston, Texas
- COCHRAN, HARRY**
Tri-State Report
WEIR, Weirton, W. Va.
- COLE, BRAD**
News Behind The News
KOOS, Coos Bay, Oregon
- COLEMAN, ARCH**
The Editor
WEEB, Southern Pines, N. C.
- COLLINGWOOD, CHARLES**
CBS-TV
- COLLINS, FRED**
News
NBC
- COLLINS, WAYNE**
Universal Reporter
KGMB, Honolulu, Hawaii
- COLVIN, WALTER**
5:15 P.M. News
KNUZ, Houston, Texas
- COMBS, GEORGE HAMILTON**
WMGM, New York, N. Y.
- CONAWAY, RAY**
Conaway Reports
KTHT, Houston, Texas
- CONDON, GLENN**
This Week In Oklahoma
KRMG, Tulsa, Okla.
- CONNER, GEO. W.**
Man Next Door
KVAN, Vancouver, Wash.
- CONNOR, TOM**
Hometown News
WIRL, Peoria, Ill.
- CONSIDINE, BOB**
On The Line With Bob
Considine
NBC, NBO-TV
- CORCORAN, JOHN**
Corcoran Speaking
WFIL, Philadelphia, Pa.
- CASTA, ROBERT**
PAA News
KGMB, Honolulu, Hawaii
- COSTELLO, BILL**
News, White House
Correspondent
CBS
- COSTELLO, ED**
Behind The News
KOSA, Odessa, Texas
- COWART, SARA**
WROX, Clarksdale, Miss.
- COX, EARL**
CKBB, Barrie, Ont., Canada
- CRADDOCK, JACK**
Connellsville Commentary
WCVI, Connellsville, Pa.
- CROGHAN, JOE**
WBAL, Baltimore, Md.
- CRONKITE, WALTER**
WTOP-TV, Washington, D. C.
- CROWELL, JIM**
WPRC, Lincoln, Ill.
- CUMMISKEY, JOE**
WAGE, Syracuse, N. Y.
- CUNNINGHAM, BILL**
MBS
- CURRY, MYRON**
WISC, Madison, Wis.
- CURTIS, MARK**
KWRN, Reno, Nev.

LOUELLA PARSONS

Every Tuesday
CBS NETWORK
6:30-6:35 PST

SPONSORED BY

LUSTRE CREME SHAMPOO

News Commentators—Radio-Television

CUSTER, JOE
Hawaii & The World Today
KHON, Honolulu, Hawaii
CUTLER, KEITH
World Today
CJOR, Vancouver, B.C., Can.

— D —

DABECCO, HENRY
6:15 P.M. News
WJAS, Pittsburgh, Pa.
DAFOE, LLOYD
Hamilton Headlines
CEML, Hamilton, Canada
DALTON, KENNETH G.
990 Commentator
WBET, AM & PM, Brockton, Mass.
DALY, JOHN
John Daly News
WJZ-TV, New York, N. Y.
ABC
DANES, SPENCER
WKBV, Richmond, Ind.
DARBY, VAN B.
Local News
WWYO, Pineville, W. Va.
DAUGHTON, RALPH
WCAV, Norfolk, Va.
DAVIS, EIMER
ABC
DAVIS, REX
KMOX, St. Louis, Mo.
DAY, CHARLES
Charles Day's News, 6:00 P.M. News
WGAR, Cleveland, Ohio
DAY, JOHN
World News Roundup
WHDH, Boston, Mass.
DEBNAM, W. E.
Debnam Views The News
WPTF, Raleigh, N. C.
DECKER, BEN
WIRK, W. Palm Beach, Fla.
DEEGAN, JOHNNY
Special Events & Newscaster
WHUM, Reading, Pa.
DENMAN, JOHN
WJR, Detroit, Mich.
DEVINE, MAURICE
Commentary of the Day's News
WERI, Westerly, R. I.
DINNEEN, JOSEPH
What Goes On There
WHEE, Boston, Mass.
DIX, JACK
News
WHSY, Hattiesburg, Miss.
DOOLEY, JACK
11 P.M. News
WGAR, Cleveland, Ohio
DOTY, LOCKWOOD
World News Roundup
NBC
DOWNS, BILL
News
CBS
DREIER, ALEX
NBC
WMAQ, Chicago, Ill.
WNBQ, Chicago, Ill.
DUGAS, PAUL J.
Today's News & You
WTWN, St. Johnsbury, Vt.
DUNCAN, BILL
Sun News
CKNW, New Westminster, B.C., Canada
DUNCAN, JIM
Behind The News
KSIL, Silver City, New Mexico

DUCQUESNE, ALBERT
CKAC, Montreal, Canada
DUVALL, BUDD
KAYL, Storm Lake, Iowa
DWORSKAK, GEORGE
Notes On St. Albans
WWSR, St. Albans, Vt.

— E —

EARLE, GLENN
Earl's News
KPAC, Port Arthur, Texas
EASTMAN, BOB
Home Folks Reporter
KOMA, Oklahoma City, Okla.
EDWARDS, FRANK
MBS
EDWARDS, DOUGLAS
Douglas Edwards And The News
CBS-TV
EDWARDS, JOHN
ABC
EDWARDS, ROSS
W. Va. News
WCHS, Charleston, W. Va.
EICKMEYER, ROBERT
Voice Of The Tri-State Press
WTAD, Quincy, Ill.
EID, LEIF
Late News
WNBW, Washington, D. C.
Pro and Con
NBC
ELIOT, MAJOR
MBS
ELLIOT, IAN A.
News & Views
KRJF, Miles City, Mont.
ELLIOT, PAUL
Observations In The News
WKNK, Muskegon, Mich.
ENGLE, CLIFF
KFRC, San Francisco, Calif.
ERICKSON, ROGER
Noon News
WSHR, Stillwater, Minn.
ERIN, BILL
KLER, Rochester, Minn.
ERWIN, JOHN R.
Mid-Morn. News
KOKX, Keokuk, Iowa
EVANS, RALPH
Nite Desk
KBMM, Bozeman, Mont.
EVERSOLE, JACK
Daily Review
WKAY, Glastow, Ky.
EVJUE, WM. T.
WEMP, Milwaukee, Wis.

— F —

FACENDA, JOHN
4:30 News; 6:40 News; Bull-dog Edition; Night Extra
WIP, Philadelphia, Pa.
FAHEY, JOHN
KGA, Spokane, Wash.
FAIRBURN, T. J.
Noontime News
WLDS, Jacksonville, Ill.
FALGE, C. J.
Folke News
WLDY, Ladysmith, Wis.
FALK, EDWIN L.
KWVL, Waterloo, Iowa
FANCHER, K. L.
KPDN, Pampa, Texas
FARRELL, MAURY
WAFM-TV, Birmingham, Ala.

FELSHER, ARNOLD
WBVP, Beaver Falls, Pa.
FERGUSON, JOHN
WAFB, Baton Rouge, La.
FERNE, ROBERT
KITE, San Antonio, Texas
FINCL, HOWARD
News
WJIM, Lansing, Mich.
FIRMAN, JAMES H.
The Way I See It
WMOK, Metropolis, Ill.
FLAHERTY, PAT
News Bulletins
KPRC-TV, Houston, Texas
FLANDERS, DOROTHY
Social Notes
KIMO, Independence, Mo.
FLEMING, JAMES
Voices And Events
NBC
FOGARTY, JACK
WCPO, WCPO-TV, Cincinnati, Ohio
FORBES, E. GILBERT
Forbes News
WFBM, WFBM-TV, Indianapolis, Ind.
FOSTER, CEDRIC
MBS
FOX, BILL
WPTW, Piqua, Ohio
FRAKER, WILLIAM
WHBC, Jacksonville, Fla.
FRANCES, AL
WHBC, Canton, Ohio
FRANK, BOB
WOC - WOC-TV, Davenport, Iowa
FRANKLIN, JOHN
News With John Franklin
KYW, Philadelphia, Pa.
FRANKLIN, WATTS
WIEL, Elizabethtown, Ky.
FRASER, GORDON
ABC
FREDRICK, PUALINE
ABC
FREEMAN, DOUGLAS S. DR.
WRNL, Richmond, Va.
FRIEDRICK, FRANK
WWOL, Buffalo, N. Y.
FRIESEN, J. P.
Local News
CKPR, Fort William, Ont., Canada
FROMKE, RICH
U.N. Today & World Report
KTIN, Denver, Colo.
FROMME, CALEN
WBAL, WRAL-TV, Baltimore, Md.

— G —

GAFFANEY, L. L.
Week's Review
KOLS, Pryor, Okla.
GAINES, WALT
WIEL, Elizabethtown, Ky.
GALLIFORD, WALTER
WSAP, Portsmouth, Va.
GALLOWAY, GRAHAM
These Our Maritimes
CKCL, Truro, Nova Scotia, Canada
GALVIN, HAROLD
WPEB, Middletown, Ohio
GARDINER, DON
ABC
GARDNER, HI
MBS

News Commentators—Radio-Television

GARRED, BOB
ABC

GARRETT, WALLY
Sun News
CKNW, New Westminster,
B. C., Canada

GARRETSON, JOSEPH
Joseph Garretson & The News
WSAI, Cincinnati, Ohio

GAYMAN, VAUGHN
At Noon Today
WKBB, Dubuque, Iowa

GEBNER, BENJAMIN
WEVD, New York, N. Y.

GEORGE, A. H.
9:30 News
KOTA, Rapid City, S. Dak.

GEORGE, NICK
KWWL, Waterloo, Iowa

GERRETA, JIM
What They're Saying On Main
St.
WBTA, Batavia, N. Y.

GIBSON, PHIL
WMBD, Peoria, Ill.

GILKERSON, YANK
News Roundup
WDSU-TV, New Orleans, La.

GINGELL, GEORGE
State of The Nation
WBBL, Columbus, Ga.

GIWNEY, JOHN J.
John Givney & The News
WTRY, Troy, N. Y.

GLADDING, AL
York Journal of The Air
WNOW, York, Pa.

GLEASON, JOHN H.
WTMS, Michigan City, Ind.

GODDARD, DON
News
NBC-TV

GODON, DICK
News Headlines
KHQ, Spokane, Wash.

GODWIN, EARL
Earl Godwin's Washington
NBC

GOLDEN, SID
OMar News
WBNS, Columbus, Ohio

GOODE, MICHAEL J.
People's Lobby
WNHC, New Haven, Conn.

GRACIANI, ANGEL RIVERA
WORA, Mayaguez, P. R.

GRAHAM, GORDON
WIBC, Indianapolis, Ind.

GRANT, LEE
Preview Of Tomorrow
KOLS, Pryor, Okla.

GRANT, TAYLOR
ABC

GRAY, PHIL
Phil Grau
WEMP, Milwaukee, Wis.

GRAY, CARL R.
As I See It
WPCF, Panama City, Fla.

GREEN, H. E.
News & Interviews
KFKA, Greeley, Colo.

GREENE, LORNE
Around The World In News
CKEY, Toronto, Ont., Canada

GREENWOOD, ROBERT E.
Bob's Eye View Of The News
WFGM, Fitchburg, Mass.

GREER, BEN
Evening Edition
WFMY-TV, Greensboro, N. C.

GRESS, BILL
WOC, WOC-TV, Davenport, Ia.

GRIFFIN, CLEVE
KIOX, Bay City, Texas

GRIFFIN, MICHAEL
The News & You
WBAY, Green Bay, Wis.

GRIM, GEORGE
WCCO, Minneapolis, Minn.

GRINNELL, C. W.
Page One
WSKI, Montpelier, Vt.

GRONDIS, FREDDY
News Of The Day
CHRL, Roberval, Que., Can.

GROSS, LOUIS
The World Today
MJMJ, Philadelphia 7, Pa.

GRUBBS, WALTER B.
World News
KVMC, Colorado City, Texas

GUINASSO, JOHN J.
Pioneer Valley Community
News
WJKO, Springfield, Mass.

GUTHRIE, WARREN
Sohio Reporter
WXEL, Cleveland, Ohio



HAEBERLE, FLORENCE
Shelburne Falls News
WHA1, Greenfield, Mass.



WALTER KIERNAN

ABC
NBC-TV
DUMONT-TV

MILFORD, CONN.

Milford 2-4239



JOHN CAMERON SWAYZE

N.B.C.

News Commentators—Radio-Television

- HAINLINE, JOSEPH**
WJR, Detroit, Mich.
- HALL, BILL**
Local News
WLIO, East Liverpool, Ohio
- HALL, EARL**
One Man's Opinion
KGLO, Mason City, Iowa
- HALL, FRANK**
RCA Victor Newsreel
WFIL-TV, Philadelphia, Pa.
- HALL, HELEN**
MBS
- HALLOCK, MEL**
You And The News
KMON, Great Falls, Mont.
- HALTERMAN, KENNETH**
WCUE, Akron, Ohio
- HAMILTON, KEN**
Mid-Afternoon News
WEBQ, Harrisburg, Ill.
- HANDELAN, JOE**
Pure Oil News
WCOM, Parkersburg, W. Va.
- HARDY, GLENN**
Newspaper Of The Air
KNBH, Hollywood, Calif.
- HARKNESS, RICHARD**
NBC
WNBW, Washington, D. C.
- HARLING, MAURICE**
Headlines With Harling
WCOA, Pensacola, Fla.
- HARRIS, HERSHEL**
Behind The Headlines
CHVC, Niagara Falls, Ont., Canada
- HART, BILL**
WPF'8, Middletown, Ohio
- HARTER, LINCOLN**
Lincoln Harter, RFD No. 1
WPWA, Chester, Pa.
- HARTLEY, HOWARD**
Hitting The Headlines
WTAN, Clearwater, Fla.
- HARTMAN, FRED**
Local News
KREL, Baytown, Texas
- HARVEY, PAUL**
ABC
WENR, WENR-TV, Chicago, Ill.
- HASEL, JOE**
ABC
- HASLER, JOE**
News Of The Day
Evening News Round-Up
KBIX, Muskogee, Ok'a.
- HAYES, SAM**
MBS
- HEATTER, GABRIEL**
MBS
- HEFFRON, NORM**
Hillside News
KOTA, Rapid City, S. Dak.
- HEMANN, CHARLES**
WCUE, Akron, Ohio
- HENDRY, JOHN**
Headlines With Hendry
KSEK, Pittsburg, Kans.
- HENTLE, RAY**
Sunoco Three-Star Extra
NBC
- HENLEY, DAVE**
Program Director
KFGO, Fargo, N. D.
- HENRY, DR. H. D.**
3 Weekly
WHKY, Hickory, N. C.
- HENRY, BILL**
MBS
- HENTEN, EARL**
Arr'd News Roundup
WHLB, Virginia, Minn.
- HERRING, CHARLES**
The World Today
KING-TV, Seattle, Wash.
- HERSON, BILL**
Coffee In Washington
NBC
- HESS, CLYDE**
News Analysis
WTAG, Worcester, Mass.
- HICKS, GEORGE**
News
Theatre Guild On The Air
NBC
- HIGBIE, LES**
MBS
- HIGGINBOTHAM, CHRIS**
News Views
CKCK, Regina, Sask., Canada
- HILL, EDWIN C.**
ABC
- HILL, LILLARD**
WBAP, WBAP-TV, Fort Worth, Texas
- HILL, LUKE**
12 Noon News
KNUZ, Houston, Texas
- HILLEGAS, FRED**
WYR, Syracuse, N. Y.
- HILLMAN, WILLIAM**
MBS
- HILTON, CHUCK**
News Of The Nation
KGLO, Mason City, Iowa
- HILTON, DELMAR**
KLWT, Lebanon, Mo.
- HINDERER, STEVE**
WLAP, Lexington, Ky.
- HINES, ALBERT**
The Sage
WEKR, Fayetteville, Tenn.
- HINES, LINDLEY**
Night News Editor
KMOX, St. Louis, Mo.
- HINKLE, CHUCK**
World Review
KWTX, Waco, Texas
- HINKLE, T. B.**
KRAM, Las Vegas, Nevada
- HINSHAW, FRED**
News
WLBC, Muncie, Ind.
- HIXSON, GLEN**
Voice of News
Voice of People
WJAG, Norfolk, Nebr.
- HODGE, FREDERICK G.**
Behind The Headlines
WTVB, Coldwater, Mich.
- HOFFMAN, GIBBY**
Nimrod's Corner
Noontime News
WKBI, St. Marys, Pa.
- HOLLE, EVERETT**
WAFM-TV, Birmingham, Ala.
- HOLLENBECK, DON**
News
CBS & CBS-TV
- HOLLOWAY, HUBERT**
I See Today With Holloway
WLW, Cincinnati, Ohio
- HOLMGREN, LOIS R.**
WJPD, Ishpeming, Mich.
- HOLMQUIST, HARRY**
KDB, Santa Barbara, Calif.
- HOOKER, JOE**
Morning News
Noontime News
Early Evening News
WGRD, Grand Rapids, Mich.
- HOOLEY, JOHN**
WHAM, Rochester, N. Y.
- HOPKINS, DONALD K.**
WATN Scoreboard
WATN, Watertown, N. Y.
- HOPPE, HENRY**
WUSN, Charleston, S. C.
- HOSS, DAVE**
Editorially Speaking
KSLM, Salem, Oregon
- HOWARD, BRUCE A.**
News Commentary
CKOK, Penitentiary, B. C., Can.
- HOWELL, REX**
Week In Review
KFXJ, Grand Junction, Colo.
- HUARD, GEORGES**
All Newscasts
CKCH, Hull, Que., Canada
- HUDDLESTON, WALTER DEE**
Kentucky Review
WKCT, Bowling Green, Ky.
- HUGHES, BILL**
Gangway Reporter
CKNW, New Westminster, B. C., Canada
- HUMBERT, BILL**
Humbert Views The News
KPAS, Banning, Calif.
- HUMPHERYS, BOB**
Report To Valley
KSRV, Ontario, Oregon
- HUNT, RAY**
KONO, San Antonio, Texas
- HUNTLEY, CHET**
Chet Huntley Views The News
KCA-TV, Hollywood, Calif.
- HURLBUT, JIM**
WNBQ, Chicago, Ill.
- HURLEIGH, R. F.**
MBS
- HURLEIGH, ROBERT F.**
WGN, Chicago, Ill.
- HURLEY, JIM**
Washington, Inside Out
KVLK, Alpine, Texas
- HUSTLER, WILLIAM**
This Week
CFAC, Calgary, Alberta, Can.
- HUTCHINS, HAROLD**
Neighborhood Newsreel
WWNH, Rochester, N. H.

— I —

- IDAR, ED**
KTXN, Austin, Texas
- IZZARD, WESLEY S.**
News Review
KGNC, Amarillo, Texas

— J —

- JACKSON, ALLAN**
News
CBS, CBS-TV
- JACOBS, DICK**
WHHM, Memphis, Tenn.
- JAMES, JOHN**
News
WMCK, McKeesport, Pa.
- JANSEN, EDWARD**
KRAM, Las Vegas, Nevada
- JENKINS, RON**
Spotlight Reporter
WSOC, Charlotte, N. C.
- JESSEE, RANDALL**
Community Forum
WDAF-TV, Kansas City, Mo.
- JOHNSON, WAYNE**
WERE, Cleveland, Ohio
- JOHNSON, WILLIAM**
Local News
WCEC, Rocky Mount, N. C.
- JONES, ARTHUR**
Jones Views The News
WFOK, Milwaukee, Wis.

News Commentators—Radio-Television

JONES, BOB
News Editor
WHM, Memphis, Tenn.

JONES, FOREST C.
You & Your Congress
WJRI, Lenoir, N. C.

JONES, ORLAN
Trinity Valley
News Review
KREL, Baytown, Texas

JORDAN, HARRY
(5 Minutes of News Every
Hour On The Hour)
KING, Seattle, Wash.

JOSEPH, MICHAEL
Around The Globe
WTNS, Coshocton, Ohio

JOURDAIN, LORRAINE
Inform. Francaises
CKBL, Matane, Que., Canada

JOYCE, BILL
WJTN, Jamestown, N. Y.

JOYCE, JOHNNY
Noonday News
WPAQ, Mt. Airy, N. C.

— K —

KALBER, FLOYD
KMTV, Omaha, Nebr.

KALTENBORN, H. V.
Kaltenborn Edits The News
Pure Oil News Time
NBC

KAUFMAN, LOUIS L.
WCAE, Pittsburgh, Pa.

KAUFMAN, ROBERT
Local News
WISR, Butler, Pa.

KAVANAGH, WALTER
One Hour of News
KOWH, Omaha, Nebr.

KELLY, EARL R.
Commentary
WWNY, Watertown, N. Y.

KELLY, GEORGE W.
WETB, Johnson City, Tenn.

KENNEDY, JOHN B.
ABC

KENNON, LES
Behind The News
KDMO, Carthage, Mo.

KENNY, H. B.
Cappy Kenny News
WCOM, Parkersburg, W. Va.

KERLIN, J. C.
What Goes On Here
WGBF, Evansville, Ind.

KESSLER, DAVID E.
WHAM-TV, Rochester, N. Y.

KIERNAN, WALTER
ABC

KILLICK, LAWRENCE F.
Tn. News Roundup
WCAX, Burlington, Vt.

KING, DAVE
Tydol News
Chevrolet News
WPZ, Lock Haven, Pa.

KING, JAN
Supper Edition of The News
WEAV, Plattsburg, N. Y.

KING, MARY B.
Woman Views News
KXLA, Pasadena, Calif.

KIPLINGER, AUSTIN
WENR, WENR-TV, Chicago,
Ill.

KIRBY, BOB
Day In Review
WLAV, Grand Rapids, Mich.

KIRBY, LEE
WBT, News
WBT, Charlotte, N. C.

KLISE, ROD
Shell's Dinner Edition of the
News
KHQ, Spokane, Wash.

KNELL, JACK
News Digest, Jack Knell and
The News
WBT, Charlotte, N. C.

KNIEVEL, JOHN
KIMA, Yakima, Wash.

KOGAN, JACK
KRAM, Las Vegas, Nevada

KRAFT, RANDY
Bulletin News
WCAU, Philadelphia, Pa.

KRAHLING, ROBERT
WHBC, Canton, Ohio

KREGELOH, HUBERT
Understand The Peace
WSPR, Springfield, Mass.

KRUEGER, BILL
News Editor
KDAL, Duluth, Minn.

KRUPP, ROGER
Newscast
WDGY, Minneapolis, Minn.

— L —

LAND, ALLAN
WHIZ, Zanesville, Ohio

LANGFITT, MERRILL
RFD 960
KMA, Shenandoah, Iowa

LANSING, GERRY
5-Star Final
KPRC-TV, Houston, Texas

LAPLANTE, J. OMER
WIRY, Plattsburg, N. Y.

LARKIN, JACK
Noon News
WLN, Merrill, Wis.

LARSEN, WHITEY
Sunset & Final Editions Of
The News
WNAX, Yankton, S. D.

LAURIE, BILL
KNFT, Palestine, Texas

LAWRENCE, DAVID
NBC

LECIOUS, EDWARD
Voice of Community
WOTW, Nashua, N. H.

LEE, LYLE
WLOK, Lima, Ohio

LEHMAN, PAUL S.
Paul S. Lehman News
WKVA, Lewistown, Pa.

LENHART, PHIL
WAKR, Akron, Ohio

LEOPOLD, DAVE
WEBR, Buffalo, N. Y.

LESUEUR, LARRY
CBS

LEWIS, FULTON, JR.
MBS

LOHMAN, PHILIP H.
An Economist Views The
News
WJOY, Burlington, Vt.

LONG, CHET
Looking With LONG
WBNS-TV, Columbus, Ohio
Gas Co. News
WBNS, Columbus, Ohio

LONG, MARCUS DR.
News Analysis
CKFH, Toronto, Ont., Canada

LORRING, REX
6 O'Clock Report
CHML, Hamilton, Canada

LOTT, TED
KSAM, Huntsville, Texas

LOUGHANE, DONALD
One Hour Of News
KOWH, Omaha, Nebr.

LUNDBERG, DAN
KXLA, Pasadena, Calif.

LYNOTT, EDWARD
News At Ten
WJON, St. Cloud, Minn.

— Mc —

McARTHUR, WILLIAM
Radio News
WOCB, W. Yarmouth, Mass.

McBEE, KEITH
WBAL-TV, Baltimore, Md.

**McBRIDE, MARY
MARGARET**
ABC

McCANN, DICK
KRON, Omaha, Nebr.

McCARTHY, CHARLES F.
WNBC, New York, N. Y.

McCARTHY, TOM
WKRC, Cincinnati, Ohio

McCORMICK, ROBERT
NBC

McDONALD, JOSEPH
WLBR, Lebanon, Pa.

McGAVERN, DON
WEDO, McKeesport, Pa.

McGEE, BILL
CKCR, Kitchener, Ont., Can.

McGIBENY, DONALD
KSO, Des Moines, Iowa

McGOVERN, DAN
McGovern's Radio Column
KXKN, Renton, Wash.

McGOVERN, JAMES
Newscast
WDGY, Minneapolis, Minn.

McGUANE, GENE
News & Weather
KSL-TV, Salt Lake City, Utah

McINTYRE, JIM
Kentuckiana News
WTNN, Louisville, Ky.

McLAREN, J. G.
Tomorrow's Headlines Today
CKFI, Port Frances, Ontario,
Canada

McLAUGHLIN, JAMES
News
WSHB, Stillwater, Minn.

McLEAN, BOB
WLYN, Lynn, Mass.

McLEAN, JACK
Evansville Story
WJPS, Evansville, Ind.

McLEAN, JACK
WXRA, Buffalo, N. Y.

McMILLEN, GENE
Evening News Roundup
KRAL, Rawlins, Wyo.

McMURRAY, SCOTT
In Your Neighborhood
Man About Town
WSTV, Steubenville, Ohio

McMUTRIE, BURT
It Seems To Me
KMO, Tacoma, Wash.

McWHORTER, DON
Fort Pitt News
Luck In Sports
WBLK, Clarksburg, W. Va.

— M —

MacCORMACK, JACK
Local Scene
WIRK, W. Palm Beach, Fla.

MACK, AL
Negro In The World Today
WHBI, Newark, N. J.

MALLOY, PAUL
News' Lighter Side
KTUL, Tulsa, Okla.

News Commentators—Radio-Television

MALONE, TED ABC

MANESS, FRED

WINS, New York, N. Y.

MARBLE, HARRY

News Of The Night
ABC-TV

MARK, JOHN

News
KFOR, Lincoln, Nebr.

MARKEL, HAZEL

MBS

MARKS, GARNET

Fashion News
KUTV, Salt Lake City, Utah

MARR, DALE

WKMJ, Dearborn, Mich.

MARSHALL, REX

Sunday Matinee
WABD, New York, N. Y.

MARTIN, BOB

News Of Your Neighbors
KWTX, Waco, Texas

MARTIN, JIM

Sports Editor
WDYK, Cumberland, Md.

MARTIN, JIM

Jim Martin And The News
WGAR, Cleveland, Ohio

MARTIN, LARRY

Daily Newscasts
CHUM, Toronto, Ont., Can.

MARTIN, LUTHER W.

Behind The News
KTRR, Rolla, Mo.

MARTIN, MILLIE

Women's View
WEIR, Weirton, W. Va.

MARTIN, N. R.

World News
WFNC, Fayetteville, N. C.

MARTYN, GILBERT

KTLA Newsreel
Final Edition
KTLA, Los Angeles, Calif.

MASON, JESS

The Country Editor
KGW, Portland, Oregon

MASON, WALTER J.

The Editor Speaks
WPAR, Parkersburg, W. Va.

MATLOCK, STAN

WKRC, Cincinnati, Ohio

MEALEY, TOM

WTTN, Watertown, Wis.

MEIER, EVANS

Noon News
WJAG, Norfolk, Nebr.

MELTON, FRANKLIN

WDXI, Jackson, Tenn.

MELTON, ORRIN

KSOO, Sioux Falls, S. Dak.

MEYER, ED

WDYK, Cumberland, Md.

MICHAEL, DON

WMIK, Mt. Vernon, Ill.

MILLER, NOAH

Talk Of The Town
The Bedford Story
WBIW, Bedford, Ind.

MILLHOUSE, GLENN

KGEZ, Kalispell, Mont.

MIREUR, THOMAS J.

Today In Brownsville
KBOR, Brownsville, Texas

MITCHELL, WALTER

Overnight News
WADE, Wadesboro, N. C.

MITTEN, WILLIAM F.

WCCM, Lawrence, Mass.

MONROE, BILL

WDSU-TV Reports
WDSU-TV, New Orleans, La.

MONTGOMERY, DEAN

Voice Of The People
KELO, Sioux Falls, S. Dak.

MORALES, ARTURO

Int'l. Panorama
WIPR, San Juan, P. R.

MORAWSKI, IGNACE

WLIB, New York, N. Y.

MORGAN, MURRAY

Tacoma Report
KTBI, Tacoma, Wash.

MORGAN, ROY E.

Special Events
WILK, Wilkes-Barre, Pa.

MORGAN, THOMAS P.

WOV, New York, N. Y.

MORRISON, HERB

KQV, Pittsburgh, Pa.

MORRISON, WILLIAM

WINA, Charlottesville, Va.

MORROW, ROBERT

KOEL, Lelewin, Iowa

MOSS, DAVID A.

Spotlight Reporter
WEST, Greenville, S. C.

MULCAHY, HENRY

Lowell News of The Night
WOTW, Nashua, N. H.

MUNGHAM, DICK

CKBB, Barrie, Ont., Canada

MUNSON, CHESTER

WEAB, Greer, S. C.

MURPHY, BILL

WAKR, Akron, Ohio

MURROW, EDWARD R.

Edward R. Murrow With The
News
CBS

See It Now
CBS-TV

— N —

NAHAS, FRED

Tomorrow's History
KXYZ, Houston, Texas

NEIL, JACK

KTRM, Beaumont, Texas

NELSEN, M. L.

WHO, Des Moines, Iowa

NELSON, BOB

WBBZ, Ponca City, Okla.

NELSON, ROBERT C.

Shell News
WTLZ, Green Bay, Wis.

NELSON, TED

Noon News Review
KVER, Albuquerque, N. Mex.

NICHOLS, LES

MBS

NIX, MARTIN D.

WIRY, Plattsburg, N. Y.

NOGTEIRA, ROBERT

Commentary Of The News
KIBL, Bozville, Texas

NORTON, DON

KNET, Palestine, Texas

NUNN, BILL

Chevrolet Dealers News
WCBV, Charlottesville, Va.

NUNN, VERNON

News At Midday
WVMC, Mt. Carmel, Ill.

— O —

OBERLIN, RICHARD

WHAS-TV, Louisville, Ky.

O'BRIEN, LEO

The News & You
WRGB, Sehectady, N. Y.

O'BRIEN, TOM

Matter of Fact
KHBC, Hilo, Hawaii

O'CONNELL, TERRY

CKCR, Kitchener, Ont., Can.

O'CONNOR, GEORGE

City Desk
WXR, Binghamton, N. Y.

O'CONNOR, LEN

WMAQ, Chicago, Ill.

O'CONNOR, LEONARD

WNBQ, Chicago, Ill.

O'DELL, TERENCE

CKLW, Detroit, Mich.

ODSON, ROBERT L.

WMOH, Hamilton, Ohio

ONCKEN, E. J.

Nevada News Digest
KENO, Las Vegas, Nevada

OSGOOD, DICK

WXYZ, Detroit, Mich.

OTTO, ROBERT

WCPL, Cincinnati, Ohio
Special Telecasts
WCPO-TV, Cincinnati, Ohio

OVERTON, GEORGE

KMTS, Muskogee, Okla.

OWENS, RAYMOND

Today's News
WFBL, Syracuse, N. Y.

— P —

PARKER, CHARLES

Background
WLW, Cincinnati, Ohio

PARKER, JACK

Town Crier
WSAM, Saginaw, Mich.

PARKER, LAURENCE M.

KRES, St. Joseph, Mo.

PARKER, PAUL

Breakfast Headlines
WGNI, Wilmington, N. C.

PARSONS, LOUELLA

B, August 6, Freeport, Ill.; CBS
Network Every Tuesday Spon-
sored By Lustré Creme Shampoo

PAULE, VERNE

Evansville Story
WJPS, Evansville, Ind.

PEARSON, DREW

ABC
World News Roundup
NBC

PEARSON, LEON

World News Roundup
NBC

PEDACE, JAMES V.

Around The Town
WICH, Norwich, Conn.

PEELE, HERBERT

WGAL, Elizabeth City, N. C.

PEMBERTON, FRED

Overseas Reporter
CKSF, Cornwall, Ont., Can.

PENFIELD, ADD

Today In S. C.
WIS, Columbia, S. C.

PENNER, RAY

WCAV, Norfolk, Va.

PENWELL, NORM

Under The Dome
KBMN, Bozeman, Mont.

PEPPER, BILL

Pepper And The News
WRNS-TV, Columbus, Ohio

PERRIN, KEYES

590 Covers The News
WROW, Albany, N. Y.

PETERSON, DRENEI

KVPD, Fort Dodge, Iowa

PETERSON, ELMER

Elmer Peterson And News
KNBH, Hollywood, Calif.

PETERSON, GENE

Breakfast Table News
WLAY, Grand Rapids, Mich.

News Commentators—Radio-Television

PETERSON, JIM
KALL, Salt Lake City, Utah

PETTI, RALPH
Headline News
WJAS, Pittsburgh, Pa.

POWELL, CHARLIE
Local News
WCST, Columbus, Ind.

POWER, TOM
Editor's Notebook
WMUR, Manchester, N. H.

PRICE, GRANT
News
KXEL, Waterloo, Iowa

PRICE, JOHN
John Price News
WKAT, Miami Beach, Fla.

— R —

RADFORD, JACK R.
Shell Daily News
CFJR, Brockville, Ont., Can.

RALEIGH, JOHN
WCAU, Philadelphia, Pa.

RAMOS, RALPH
While You Slept
KFDM, Beaumont, Texas

RANDALL, JIM
KFSB, Joplin, Mo.

RANDALL, PORTER
KFJZ, Fort Worth, Texas

RANDALL, WILLIAM
What Do You Think
KWPC, Muscatine, Iowa

RANEY, WALTER
Noontime News
WABD, New York, N. Y.

RASH, BRAYSON
WMAL-TV, Washington,
D. C.
ABC

READE, JOHN COLLINGWOOD
CFRB, Toronto, Ont., Can.

REID, PAUL
Behind The News
CHEX, Peterborough, Ont.,
Canada

REILLY, JOHN E.
WMEX, Boston, Mass.

REUSS, RAY. BASIL
Let's Think About It
WBAY, Green Bay, Wis.

REX, JOE
WLOK, Lima, Ohio

RICHARDS, JOHN
KITE, San Antonio, Texas

RICHARDSON, COL. W. F.
World News
WPCF, Panama City, Fla.

RICHMOND, FRAN
Avisco News
WVGW, Meadville, Pa.

RIDENOUR, GORDON M.
WELM, Elmira, N. Y.

RIEHL, ALLAN
City Desk
WOKZ, Alton, Ill.

RIGGS, TED
News
KCOH, Houston, Texas

RIVAS, ROGELIO RAMOS
Mirando El Mundo
WPRP, Ponce, Puerto Rico

ROBERTS, BILL
Town Crier Of The Air
KXYZ, Houston, Texas

ROBERTS, CLETE
KLAC-TV, Los Angeles, Calif.

ROBERTS, DAVID I.
Roberts Previews The News
WVET, Rochester, N. Y.

ROBERTS, PETER
News
NBC, NBC-TV

ROBINSON, CALVIN
WOOD, Lynchburg, Va.

ROBINSON, STAN
Tribune News
WTNS, Coshocton, Ohio

RODDY, JIM
North Country News
WEAV, Plattsburgh, N. Y.

ROGERS, JACK
KBRO, Brenerton, Wash.

ROGERS, JACK
News By Rogers
KBRL, McCook, Nebraska

ROMANO, TOM
WNHC TV News
WNHC-TV, New Haven, Conn.

ROSS, JACK
WHAM, Rochester, N. Y.

ROUSSEAU, BEE
(Language Announcer—
French)
WMOU, Berlin, N. H.

ROWL, DICK
KSPA, Nacogdoches, Texas

RUNKLE, HAL
WPTW, Piqua, Ohio

RUNYON, BOB
Runyon Reporting
WOOD, Grand Rapids, Mich.

RUSSELL, DAVE
Gladiola News
KFDM, Beaumont, Texas

RYAN, MICHAEL
This News This Morning, The
News At Noon
WJEA, Horncl., N. Y.

RYAN, PHIL J.
Inland Newsreel
CBT, Grand Falls, Nfld., Can.

RYKEN, JOHN
What Do You Think
KLAS, Las Vegas, Nevada

— S —

ST. GEORGE, DORIAN
Nightcap News
WJZ-TV, New York, N. Y.

SALINER, PAUL B.
Natl. Editor
WLIQ, East Liverpool, Ohio

SALMON, E. T. DR.
CKOC, Hamilton, Canada

SANCHEZ, ALBERTO
Labor News
WPR, San Juan, P. R.

SAUNDERS, MARY B.
The Woman's Angle
KRFJ, Miles City, Montana

SAVAGE, BOB
KLI'F, Galveston, Texas

SCHEYING, KARL
Behind Today's News
WLAN, Lancaster, Pa.

SCHLEIFER, KEN
Local Newscast
WGIL, Galesburg, Ill.

SCHNEIDER, RICHARD
News In Review
WLAN, Lancaster, Pa.

SCHNEIDER, WALLACE
Duquesne Highlights
WTVN, Columbus, Ohio

SCHOENBRUN, DAVID
CBS

SCHROYER, LAWRENCE
WPRC, Lincoln, Ill.

SCHWARTZ, MOKRINS
Garyland News
WWCA, Gary, Ind.

SCHWEER, ROLAND
KRIO, McAllen, Texas

SCULLY, FRANCES
ABC

SEEL, CHARLES
WFPG, Atlantic City, N. J.

SEIBELS, GREN
Gren Seibels Reports
WMSC, Columbia, S. C.

SEVAREID, ERIC
News And News Analysis
CBS
WTOP-TV, Washington, D. C.

SHACKLETTE, JAMES
News And Comment
WTCO, Campbellsville, Ky.

SHADEL, BILL
News
CBS

SHAND, JOHN V.
Eyes On The Time
WTVR, Richmond, Va.

SHAW, CHARLES
WCAU, Philadelphia, Pa.

SHELDON, WYN
News
WWVA, Wheeling, W. Va.

SHELLEY, JACK
WHO, Des Moines, Iowa

SHELTON, BANNER
Farm Time
WGCD, Chester, S. C.

SHEPARD, LARRY
Inside The News
KBIZ, Ottumwa, Iowa

SHERWOOD, DON
WIMA, Lima, Ohio

SHIELDS, A. T.
Noon News
WLDY, Ladysmith, Wis.

SHINN, JUNEAU H.
Report to the Valley
KLIX, Twin Falls, Idaho

SHIREK, JIM
News Editor
KFGO, Fargo, N. D.

SHORE, HAL
WSGW, Saginaw, Mich.

SHRINEK, TED
KTJS, Hobart, Okla.

SIMPSON, JAMES D.
Local News Roundup
WESC, Greenville, S. C.

SINCLAIR, GORDON
CFPC, Montreal, Que., Can.

SINGISER, FRANK
MBS

SLATTERY, JOE
KWTO, Springfield, Mo.

SLICHTER, HARRY
News Comments By Harry
Slichter
KDTH, Dubuque, Iowa

SLOANE, J. S.
KNEL, Brady, Texas

SMITH, ART
Noontday News
WNAX, Yankton, S. D.

SMITH, BILL
City Edition
WINN, Louisville, Ky.

SMITH, BOB ROSS
Breakfast Table News
WLBG, Laurens, S. C.

SMITH, COURTNEY
Courtney Smith & The News
WEOA, Evansville, Ind.

SMITH, HOWARD K.
CBS

SMITH, JAY
10 O'Clock Wire
WIOU, Kokomo, Ind.

SMITH, L. O.
Regional Commentary
KOWB, Laramie, Wyo.

SMITH, LOREN C.
WARE, Ware, Mass.

News Commentators—Radio-Television

- SMITH, RALPH**
Early Morning News
WRL, Peoria, Ill.
- SMITS, LEE**
Lee Smits
WXYZ, Detroit, Mich.
- SNYDER, G. GILBERT**
Die Eunnernaus
WEEU, Reading, Pa.
- SOKOLSKY, GEORGE**
ABC
- SOLWAY, L.**
CKLB, Oshawa, Ont., Canada
- SPARKS, GORDON A.**
WEXL, Royal Oak, Mich.
- SPIVACK, CHARLES**
WFPG, Atlantic City, N. J.
- SPRAGG, GRAYDON H.**
Franklin Co. News
WHAI, Greenfield, Mass.
- STADLER, GLEN**
Glen Stadler & The News
KERG, Eugene, Oregon
- STANSELL, CHAS. V.**
News Commentary
WDAF, Kansas City, Mo.
- STARLES, GEORGE**
Background For Peace And War
KSVC, Richfield, Utah
- STARNES, C. L.**
Sumter County News
WLBE, Leesburg, Fla.
- STEELE, JOHN**
Local News Hi Lites
KOWB, Laramie, Wyo.
- STEELE, JOHN**
John Steele Commentary
KRMG, Tulsa, Okla.
- STELMAN, JOHN**
Battle Report
NBC-TV
- STERNBERGER, ESTELLE M.**
WLIB, New York, N. Y.
- STEVEN, PEEL**
CFCEP, Montreal, Que., Can.
- STEWART, FRED**
News Round-Up
WGCD, Chester, S. C.
- STEWART, H. L. DR.**
Review Of Week's News
CHNS, Halifax, Nova Scotia, Canada.
- STEWART, MURRAY**
KSOO, Sioux Falls, S. Dak.
- STEWART, WILLIAM V.**
This Week
WPBC, Minneapolis, Minn.
- STODELLE, JACK**
KWRN, Reno, Nevada
- STUCKENRATH, ROBERT**
Stuckenrath & The News
WKVA, Lewistown, Pa.
- STUTES, MARION**
News Editor
WJIM, Lausing, Mich.
- SUGAR DADDY**
Negro News
WBCO, Birmingham-Bessemer, Ala.
- SULLIVAN, PAUL**
KALL, Salt Lake City, Utah
- SUMMERS, SCOTT**
Tar Heel News
WNAO, Raleigh, N. C.
- SWAYZE, JOHN CAMERON**
Camel News Caravan
Watch The World
Who Said That?
NBC-TV
- SWIFT, GLADYS**
Gladys Swift
WHGB, Harrisburg, Pa.
- SYLVESTER, BOB**
Today's View On Today's News
KSVC, Richfield, Utah
- T —
- TANNER, ERNIE**
Community Reporter
WGAY, Silver Spring, Md.
- TAYLOR, GEORGE**
Report To Trenton
WTM, Trenton, N. J.
- TAYLOR, HENRY J.**
ABC
- TAYLOR, PAUL**
News With Paul Taylor
KYW, Philadelphia, Pa.
- TAYLOR, VESTAL C.**
Editorially Speaking
WFNC, Fayetteville, N. C.
- TEMBY, BRITT**
The Local Front
WKXX, Saginaw, Mich.
- TEMPLE, ALVIS H.**
Day In Review
WKCT, Bowling Green, Ky.
- TERRY, BILL**
WMBR-TV, Jacksonville, Fla.
- THAW, BOB**
WTHH, Port Huron, Mich.
- THEERINGER, GEORGE**
News & Views
WRBL, Columbus, Ga.
- THOMAS, LOWELL**
News
CBS
- THOMAS, W. G.**
WBGR, Jesup, Ga.
- THOMAS, W. J.**
News & Comment
WCPA, Clearfield, Pa.
- THOMPSON, BUD**
HFYO, Lubbock, Texas
- THOMPSON, FRANK**
Journal Of The Air
WBLK, Clarksburg, W. Va.
- THOMPSON, GEORGE**
WBGR, Jesup, Ga.
- THOMPSON, RAY**
KROC, Rochester, Minn.
- THOMPSON, TED**
Ted Thompson Talking
WNAR, Norristown, Pa.
- THOMSEN, CHRISTIE**
Coffee With Christie
WBEL, Beloit, Wis.
- THOMSEN, JACK**
KROS, Clinton, Iowa
- THORGENSON, ED**
Evening Edition
WABD, New York, N. Y.
- THURSTON, GEORGE**
Night Editor
WSVA, Harrisonburg, Va.
- TIDEMANN, WARNER C.**
Headlines Of Tomorrow
WJBC, Bloomington, Ill.
- TITCHENER, DOROTHY**
WBNE, Binghamton-Endicott, N. Y.
- TODD, RICHARDS**
Mid-Morning News
WLBG, Laurens, S. C.
- TOLSON, ED**
KTAN, Sherman, Texas
- TORINUS, JOHN**
Tonight's Press-Gazette
WJPG, Green Bay, Wis.
- TORPEY, BILL**
Community News
WARA, Attleboro, Mass.
- TOTTEN, HAL**
Tri-State News & Commentary
KOKX, Keokuk, Iowa
- TRAP, ROBERT J.**
Between The Lines
WFUR, Grand Rapids, Mich.
- TRAVIS, EDWARD C.**
WGH, Newport News, Va.
- TRETHEWEY, J. V.**
CPFL, London, Ontario, Can.
- TRIMBOLI, JOSEPH**
WTTS, Bloomington, Ind.
- TRIPP, BOB**
Local News
WFAA, Dallas, Texas
- TROUT, ROBERT**
World News With Robert Trout
CBS
Who Said That?
NBC-TV
- TRUE, HAROLD**
News By True
WWJ, Detroit, Mich.
- TULLYN, PETE**
The Maine Scene
WRDO, Augusta, Maine
- TURNER, ULMER**
Behind The Headlines
Ulmer Turner & The News
WBKB, Chicago, Ill.
- U —
- UEBELHART, JAMES**
Uebelhart & The News
WSPD-TV, Toledo, Ohio
- UTLEY, CLIFTON**
News
NBC
WNBQ, WMAQ, Chicago, Ill.
- V —
- VACCA, JOHN**
Between The Lines
KOSA, Odessa, Texas
- VAN CAMP, GREGG**
Red Top Headliner
WAAR, Morgantown, W. Va.
- VAN DE CAR, HAROLD M.**
Van De Car & The News
WSNY, Schenectady, N. Y.
- VANDERCOOK**
KSFA, Nazozdoches, Texas
- VARNUM, GEORGE**
Noon News
WPIT, Pittsburgh, Pa.
- VICK, DICK**
KGEZ, Kalispell, Mont.
- VIDNOVIC, SAM**
Scholastic News
WMCK, Mc-Keesport, Pa.
- VINROOT, FRED**
News Analysis
WGTV, Charlotte, N. C.
- VON BERGEN, JOHN**
John Von Bergen & The News
WARM, Scranton, Pa.
- VON LEUWEN, KARL**
Noon News Round-Up
KRIC, Beaumont, Texas
- W —
- WACKO, J.**
CKLB, Oshawa, Ont., Canada
- WALKER, DANTON**
MBS
- WALLACE, BILL**
The People Speak
WREB, Holyoke, Mass.

News Commentators—Radio-Television

- | | | |
|---|--|--|
| <p>WALLACE, EDWARD R.
News
WNBK, Cleveland, Ohio</p> <p>WALSH, FRANK J.
News Editor
WBCM, Bay City, Mich.</p> <p>WANTACH, J.
WWOL, Buffalo, N. Y.</p> <p>WARNER, ALBERT
Sunoco Three-Star Extra
NBC</p> <p>WARREN, BOB
News
NBC</p> <p>WARREN, C. V.
Behind The News
KJFJ, Webster City, Iowa</p> <p>WASHBURN, SHERMAN
First Edition
KEX, Portland, Oregon</p> <p>WASS, BOB
WERE, Cleveland, Ohio</p> <p>WATKINS, R. L., JR.
Between The Lines
KSIM, Silkeston, Mo.</p> <p>WATSON, BROOKS
WMBD, Peoria, Ill.</p> <p>WAYMAN, KEN
News
KFOR, Lincoln, Nebr.</p> <p>WEATHERWAX, BEN K.
How About This?
KBKW, Aberdeen, Wash.</p> <p>WEAVER, HANK
ABC</p> <p>WECKERLE, JOE
WMOH, Hamilton, Ohio</p> | <p>WESTBROOK, TED
WKBV, Richmond, Ind.</p> <p>WHEELER, MARSHA
Talk Today
WSAI, Cincinnati, Ohio</p> <p>WHEELER, ROBERT J.
WHOL, Allentown, Pa.</p> <p>WHITAKER, JIM
News
WWVA, Wheeling, W. Va.</p> <p>WHITE, HYLAND
WLBR, Lebanon, Pa.</p> <p>WHITE, TOM
Four Star Final
WBAL-TV, Baltimore, Md.</p> <p>WICK, PETE
As I See It
KIT, Yakima, Wash.</p> <p>WILKESON, RONALD
MAXWELL
Community News
WARA, Attleboro, Mass.</p> <p>WILLIAMS, DOC
WADC, Alron, Ohio</p> <p>WILLIAMSON, HADLEY
Eyes of Iredell
WSIC, Statesville, N. C.</p> <p>WILLS, JOE
Joe Wills & News
KXOL, Fort Worth, Texas</p> <p>WILSON, BOB
Review Of The News
NBC-TV</p> <p>WILSON, PHIL
WQUA, Moline, Ill.</p> <p>WINCHELL, WALTER
ABC</p> <p>WINGATE, JOHN
News Today
WOR-TV, New York, N. Y.</p> | <p>WISEMAN, CLYDE
Jersey Farm Hr.
WOKZ, Alton, Ill.</p> <p>WITMAN, SHEPERD L.
Today's Top Story
WXEL, Cleveland, Ohio</p> <p>WOOD, EARL
WHAM-TV, Rochester, N. Y.</p> <p>WOODS, BILL
KWBU, Corpus Christi, Texas</p> <p>WORKMAN, W. D., JR.
Carolina Digest
WIS, Columbia, S. C.</p> <p>WORKHOVEN, MERRILL
WOW, WOW-TV, Omaha,
Nebr.</p> <p>WUNSCH, HAROLD
This Week In The Copper City
WKAL, Rome, N. Y.</p> <p align="center">— Y —</p> <p>YATES, CARL
Bowling Reporter
WACB, Kittanning, Pa.</p> <p>YOUNG, GEORGE
WIBC, Indianapolis, Ind.</p> <p align="center">— Z —</p> <p>ZAIMES, CHARLEY
WALL, Middletown, N. Y.</p> <p>ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.</p> <p>ZURICH, SAM
WBTV News
WBTV, Charlotte, N. C.</p> |
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— A —

ABBOTT, BOB
1480 Club

ACKERMAN, EARL
Radio Rhythm Ranch
KDX, Dickinson, No. Dak.

ADAMS, "CHUCK"
Sunrise Salute
WTAN, Clearwater, Fla.

ADAMS, JOE
Negro Disc Jockey
KOWL, Santa Monica, Calif.

ADAMS, ROBERT
1230 Club
WBSM, New Bedford, Mass.

AKER, DICK
1400 Club
KDWT, Stamford, Texas

ALBERGHINI, HAROLD
Down On The Farm
WCOU, Lewiston, Maine

ALCALA, ED
1940 Frolic
KAFP, Petaluma, Calif.

ALDRIDGE, RAY
Big Ray-Western
KGYW, Vallejo, Calif.

ALEXANDER, KURT
Roll Jordan
WEAS, Atlanta-Decatur, Ga.

ALFORD, DICK
Strollin' with Alford
KXLR, Little Rock, Ark.

ALLAN, FRANK
The Ole Rounder
WEAV, Plattsburg, N. Y.

ALLARD, BOB
Rhapsody In Rhythm
KSDN, Aberdeen, S. D.

ALLDAY, JAMES
WJBB, Haleyville, Ala.

ALLEN, AL
NF's Jive Till Five
KXLR, Little Rock, Ark.

ALLEN, BILL
Designs In Melody
WHTC, Holland, Mich.

ALLEN, BOB
"RFD Request"
WJAY, Mullins, S. C.

ALLEN, CHARLES
Old Timer
WUSN, Charleston, S. C.

ALLEN, JERRY
Words N' Wax
WKAN, Kankakee, Ill.

ALLEN, LEN
Dawnbusters
KLO, Ogden, Utah

ALLEN, LLOYD
Morning Melodies
KGIW, Alamosa, Colo.

ALLEN, PAUL
Paul's Perch
CKOY, Ottawa, Ont., Canada

ALLEN, TOMMY
Variety Store
KOMA, Okla. City, Okla.

ALLEN, WAYNE
950 Club
KSEL, Lubbock, Texas

ALLISON, DALE
KBNZ, La Junta, Colo.

ALLISON, STEVE
Steve Allison Show
WPEN, Philadelphia, Pa.

ALMERICI, TONY
Tony Almerico Show
WJMR, New Orleans, La.

ALTMAN, LEN
Happy Birthday
WSAR, Fall River, Mass.

ALTON, GENE
CJLS Yarmouth N. S. Canada

AMOS JOHN
Moods In Music
KAVL Lancaster, Calif.

AMSBERRY, BOB
Squirrel Cage
KEX, Portland, Oregon

ANDERSON, DON
Top of the Evening
WDAF, Kansas City, Mo.

ANDERSON, ERNIE
Caravan Of Music
Record Revue
WHIM, Providence, R. I.

ANDERSON, JOE
Swedish Disk Jockey
WQUA, Moline, Ill.

ANDERSON, JOHN
Sunday Blues
WBAT, Marion, Ind.

ANDERSON, KIRK G.
Club 1240
WSSV, Petersburg, Va.

ANDERSON, MILTON
Clock Watchers
WJAS, Pittsburgh, Pa.

ANDERSON, ROY
Late Date
KOCA, Kilgore, Texas

ANDERSON, TOM
Night Special
WLDY, Ladysmith, Wis.

ANDREWS, DON
WSGW, Saginaw, Mich.

ANDREWS, GENE
Syncoated Sundial
WVEC, Hampton, Va.

ANDREWS, JOHN
Music In The Night
KTBB, Tyler, Texas

ANSON, BILL
Hollywood Bandstand
KFWB, Hollywood, Calif.

ANSBRO, GEORGE
Manhattan Maharajah
ABC

ANTHONY, BOB
The Tulsa Ballroom
KRMG, Tulsa, Okla.

ARANZAMENDI, FRANCISCO
910 Club
WPRP, Puerto Rico

ARBUCKLE, BRYANT
Clock Spinner
KURV, Edinburg, Texas

ARIM, TOM
WSTV, Steubenville, Ohio

ARMBRISTER, RANDY
Western Star Time
WYVE, Wytheville, Va.

ARMEY, JOE
Saturday Nite Record Party
KWIL, Albany, Oregon

ARNOLD, CHARLES
Yawn Patrol
WAFB, Baton Rouge, La.

ARNOLD, DONALD
WNAE, Warren, Pa.

ARNOTT, P.
KNUJ, New Ulm, Minn.

ARO, BOBBY
Coffee Club
WHLB, Virginia, Minn.

ARROL, IAN
Dinner Bell
CFCN, Calgary, Alberta, Can.

ARTER, MALCUM
You Name It
WKOK, Sunbury, Pa.

ARTHUR, DOUG
Danceland
WIBG, Philadelphia, Pa.

ASHTON, KEITH
Moondial
KALL, Salt Lake City, Utah

ATKINSON, GORD
Words and Music
CHUM, Toronto, Ont., Canada

AUSTIN, DICK
KCCR, Kitchener, Ont., Can.

AUSTIN, DON
WHOW, Clinton, Ill.

AUSTIN, RUSTY
WBUD, Morrisville, Pa.

AVILA, MANUEL
Mexico Canta (Mexican Pgm.)
KWBC, Ft. Worth, Texas

— B —

BABCOCK, BILL
Platter Party
WJAS, Pittsburgh, Pa.

BABCOCK, SAM
KFSB, Joplin, Mo.

BACKLIN, JIM
KCJB, Minot, N. Dak.

BACON, BOB
Bacon For Breakfast
Rhythm And Rhyme
WBRE, Wilkes-Barre, Pa.

BAER, MAX
Max Baer Show
KFBK, Sacramento, Calif.

BAILEY, JIM
1240 Jukebox
KRDU, Durham, Calif.

BAILEY, JIM
I Dee Clare
WCEN, Mt. Pleasant, Mich.

BAILEY, WILLIAM D.
Pop Shop
WFLB, Fayetteville, N. C.

BAINSTER, BILL
Just Released
KIT, Yakima, Wash.

BAKER, BILL
Hillbilly Jamboree
WEBQ, Harrisburg, Ill.

BAKER, BILL
560 Club
WMTK, Middleboro, Ky.

BAKER, DEAN
550 Roundup
KCRS, Midland, Texas

BAKER, DICK
WGN, Chicago, Ill.

BAKER, FRANK
House Party
WALA, Mobile, Ala.

BAKER, GEORGE
By George
WESA, Charleroi, Pa.

Disc Jockeys—Radio-Television

- BAKER, JAMES**
Coffee Caravan
KBWD, Brownwood, Texas
- BAKER, JOE**
Nighthawk
WATG, Ashland, Ohio
- BAKER, PAUL**
Club 800
WLAD, Danbury, Conn.
- BAKKE, HAL**
Talkin of Tunes
KLIF, Dallas, Texas
- BALCH, BILL**
Dawnbuster
WKYB, Paducah, Ky.
- BALDWIN, TOM**
WIEL, Elizabethtown, Ky.
- BALE, NORMAN**
900 Club
KALT, Atlanta, Texas
- BALLARD, GEORGE**
Dancing Party
WJHL, Johnson City, Tenn.
- BALTZER, LARRY**
Please Play
KHUZ, Borger, Texas
- BANAS, CARL**
Wax, Wit & Weather
CJOY, Guelph, Ont., Canada
- BANFIELD, BOB**
Sunrise Serenade
WEIR, Weirton, W. Va.
- BANKS, BILL**
Bill's Bull
KSPT, Sandpoint, Idaho
- BANKS, LEW**
Lunchtime Hillbilly Parade
WJIV, Savannah, Ga.
- BARAN, HENRY**
Designs For Dancing
WVEC, Hampton, Va.
- BARBER, DON**
Today's Top Five
WGBS, Miami, Fla.
- BARGER, DAREL**
WEAR, Pensacola, Fla.
- BARKLEY, JIM**
News & Music From The Boys
KSUM, Fairmont, Minn.
- BARLOW, JAY**
WHIN, Harlan
- BARNETT, DON**
Don's Dance Date
KENI, Anchorage, Alaska
- BARR, DWIGHT**
Teen Time Tunes
WLBC, Muncie, Ind.
- BARRETT, DICK**
Sunset Serenade
CJOY, Guelph, Ont., Canada
- BARRON, LEE**
Hello Beautiful
KSWI, Council Bluffs, Iowa
- BARRY, GENE**
Barry-Go-Round
Swing With Wing
WING, Dayton, Ohio
- BARRY, JACK**
Jack Barry Show
WKAT, Miami Beach, Fla.
- BARRY, JOHN**
WTFM, Trenton, N. J.
- BARRY, NICK**
Tip Top Tunes
WCMW, Canton, Ohio
- BARTELL, PAUL**
Fox Club
WFOX, Milwaukee, Wis.
- BARTHEL, BURR**
Club 1090
KING, Seattle, Wash.
- BARTLETT, RAY**
Groovie's Boogie
KWKH, Shreveport, La.
- BARTON, HAL**
Syncopation Time
WTAD, Quincy, Ill.
- BARTON, JOHN**
WHOW, Clinton, Ill.
- BARUCH, ANDRE**
WNBC, New York, N. Y.
- BARUTH, JACK**
WGVM, Greenville, Miss.
- BASEHORE, JOHN**
John Basehore Show
WGET, Gettysburg, Pa.
- BASH, OTTO**
Jump School
WHOP, Hopkinsville, Ky.
- BATEMAN, DOUGLAS**
Pleasure, Inc.
WLIO, East Liverpool, Ohio
- BATEY, HUGH**
Music 'Til Midnight
WPDQ, Jacksonville, Fla.
- BATTERS, CHARLES**
Batters Platters
WRC, Washington, D. C.
- BAUER, RUSS**
Alarm Clock Club
County Party Line
KJFJ, Webster City, Iowa
- BAUM, HARRY**
Request Party
WSSB, Durham, N. C.
- BAUMGART, RED**
1240 Club
KRAL, Rawlins, Wyo.
- BAXTER, GORDON**
Baxter's Garden
KPAC, Port Arthur, Texas



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ANNOUNCER
DISC JOCKEY

Circle 6-9208

Disc Jockeys—Radio-Television

- | | | |
|---|--|--|
| <p>BEACH, DICK
Wax Works
WICA, Ashtabula, Ohio</p> <p>BEARD, SAM
Sam Beard Show
WPTF, Raleigh, N. C.</p> <p>BEARDSLEY, BASIL
Polka Time
WJER, Dover, Ohio</p> <p>BEASLEY, BUZZ
Man On The Beat
WUST, Bethesda, Md.</p> <p>BEAULIEU, ROBERT
Music For Days
CJEM, Edmundston, N. B., Canada</p> <p>BEAUMONT, JOE
Hep Parade
WJAT, Swainsboro, Ga.</p> <p>BEAUFRE, WALTER
Music For Folks Who Get Lonesome
WCOU, Lewiston, Maine</p> <p>BECK, AL
Stamps For Shoppers
KXOL, Fort Worth, Texas</p> <p>BECKER, HARRY L.
Morning Theater
KIMO, Independence, Mo.</p> <p>BEECHER, DON
Music Unlimited
WJPS, Evansville, Ind.</p> <p>BEECHAM, SIR THOMAS
WQXR, New York, N. Y.</p> <p>BEGHOLD, KEN
Early Bird
WGBI, Scranton, Pa.</p> <p>BEGIN, JEAN-PAUL
CHFA, Edmonton, Alberta, Canada</p> | <p>BEGUE, JOHN
John Begue Show
WTAX, Springfield, Ill.</p> <p>BEINERT, TED
Sophisticated Swingtime
WIBV, Belleville I.</p> <p>BELANGER, LOUIS
CKAC, Montreal, Canada</p> <p>BELL, BOB
Supper-time Serenade
Music For Relaxation
WHKY, Hickory, N. C.</p> <p>BELL, GABBY
Best by Request
WTNB, Birmingham, Ala.</p> <p>BELMAN, DAVE
KNGS, Handford, Calif.</p> <p>BENCE, BOB
Rise & Shine
KHJ, Los Angeles, Calif.</p> <p>BENDER, TED
Hits & Headlines
KTSM, El Paso, Texas</p> <p>BENNETT, LEN
Sat. Nite Jamboree
WNHC, New Haven, Conn.</p> <p>BENNETT, RAY
Records With Ray
KGA, Spokane, Wash.</p> <p>BENSON, BOB
Bob Benson Show
WBIZ, Eau Claire, Wis.</p> <p>BENSON, DICK
RFD 630
WIRC, Hickory, N. C.</p> <p>BENSON, JERRY
Western Roundup
WGAT, Utica, N. Y.</p> <p>BENUM, ARNOLD
Benum's Beauery
KITC, San Bernardino, Calif.</p> | <p>BERDAN, BIRD
960 Club
WEAV, Plattsburg, N. Y.</p> <p>BERG, HAL
Clubtime
WLK, Wilkes-Barre, Pa.</p> <p>BERLIN, PAUL
Dinner Date
Mission in Music
KNUZ, Houston, Texas</p> <p>BERRY, BILL
Berry's Bandstand
WDBO, Orlando, Fla.</p> <p>BERRY, BOB
Melody Time
WOTW, Nashua, N. H.</p> <p>BERTRAND, BOB
Bob Bertrand Show
KIOA, Des Moines, Iowa</p> <p>"BESS"
Siesta Session
WKBI, St. Marys, Pa.</p> <p>BESSE, HARRY
Main Stem Derby
KSWI, Council Bluffs, Iowa</p> <p>BEST, DOUG
Best on Wax
KFMB, San Diego, Calif.</p> <p>BEWICK, DOUG
WSPR, Springfield, Mass.
Trading Post</p> <p>BIDDLE, JERRY
Alarm Clock Club
KBRS, Springdale, Ark.</p> <p>BIGLEY, DAVE AS SUNRIVER
DAVE
Melody Round-Up
KMON, Great Falls, Mont.</p> <p>BILL, GLEN
The Sundial
WTSP St. Petersburg Fla.</p> |
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After Hours
WADE Wadesboro N. C.

BINGHAM, EARL
Best on Wax
KWIK, Pocatello, Idaho

BIRDAS, GEORGE
Record Varieties
WINA, Peckskill, N. Y.

BIRDSELL, JOHN
Top O' The Morning
KWAT, Watertown, S. Dak.

BISHOP, EDDIE
Hillbilly Fever
WML, Biloxi, Miss.

BITTERMAN, JACK
Best On Wax
WAB, Mobile, Ala.

BLACK, ALAN
Polka Party
WPT, Pittsburgh, Pa.

BLACK, JAY
Matinee With Jay
WDXI, Jackson, Tenn.

BLACK, JOHNNIE
Great Day
KGB, San Diego, Calif.

BLACKMON, TEDDY
WJMO, Cleveland, Ohio

BLAIR, ED
WQXI, Atlanta, Ga.

BLAKE, ALIX
Stardreams
WABY, Albany, N. Y.

BLAKE, WIN
WKXL, Concord, N. H.

BLANCHARD, LOWELL
Musical Clock
WNOX, Knoxville, Tenn.

BLAND, SAM
WUEC, Rocky Mount, N. C.

BLEVINS, KEN
WPTH, Port Huron, Mich.

BLOCK, MARTIN
Make Believe Ballroom
WNEW, New York, N. Y.

BLONDAHL, OMAR
Breakfast With Omar
CFRN, Edmonton, Alberta,
Canada

BLUM, GEORGE
Alarm Clock Club
KORN, Mitchell, South Dakota

BODNER, GEORGE
Melody Mill
WREF, Worthington, Ohio

BOHACK, BILL
Band Box
WPAT, Paterson, N. J.

BOVIN, JAY
1370 Streamliner
WFEA, Manchester, N. H.

BOLIN, ART
Swing Session
WARM, Scranton, Pa.

BOLLINGER, GENE
Musical ABC's
KCSJ, Pueblo, Colo.

BOLLINGER, JIM
JB Time, Parade Of Hits
WINN, Louisville, Ky.

BOLLWINKEL, CAL
Great Day Show
WHPB, Benton Harbor, Mich.

BONN, TED
The Ted Bonn Show
WKLY, Blackstone, Va.

BONNER, ED
St. Louis Ballroom
KXOK, St. Louis, Mo.

BOONE, JOE
Moonlight Melodies
WMVG, Milledgeville, Ga.

BORT, KEN
Snake River Stampede
KFXD, Nampa, Idaho

BOSTIC, JOE
Barlem Serenade
WLFB, New York, N. Y.

BOSWORTH, CHET
Alarm Clock
1340 Club
WIRY, Plattsburg, N. Y.

BOUCHIER, EUGENE P.
Boucher's Backroom
KCOM, Sioux City, Iowa

BOULEY, BOB
Musical Grab Bag
WACE, Springfield-Chicopee,
Mass.

BOWER, BOB
Music In The Nite
WTPP, Charleston, W. Va.

BOWSER, BILL
3-B Time
WFLB, Fayetteville, N. C.

BOWTON, DON
Musical Clock
WROK, Rockford, Ill.

BOYD, BILL
Music Of The Masters
KTXC, Big Spring, Texas

BOYD, JOHN
Showcase
WTOD, Toledo, Ohio

VOICE THAT SELLS

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AND SELLS

NATIONALLY

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TRANSCRIPTIONS —

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Stan BURNS

Disc Jockeys—Radio-Television

- BOYD, TOM**
Juke Box Sat. Nite
WCHV, Charlottesville, Va.
- BRACKIN, JOHN**
Mail Order Music
Howdy Neighbors
WTBF, Troy, Ala.
- BRADLEY, CURT**
WCNT, Bandwagon
WCNT, Centralia, Ill.
- BRADLEY, DICK**
WQXR, New York, N. Y.
- BRADLEY, DON**
Panfare
WKAN, Kankakee, Ill.
- BRADLEY, MACK**
Musical Spree
WQBC, Vicksburg, Miss.
- BRADLEY, ROBERT E.**
Bradley's Bandstand
KCOM, Sioux City, Iowa
- BRADLEY, WES**
Yawn Patrol, Melody Corner
KRDO, Colorado Springs, Colo.
- BRADSHAW, TOM**
550 Club
KOPR, Butte, Montana
- BRALSON, WM.**
WFPG, Atlantic City, N. J.
- BRANCH, MARION**
Free For All
KVAN, Vancouver, Wash.
- BRANCH, NEAL**
1240 Club
WBIR, Knoxville, Tenn.
- BRANSON, BRUCE**
Branston Show
KOH, Reno, Nevada
- BRAY, BOB**
Bob Bray Show
WINR, Binghamton, N. Y.
- BRAZIER, HAL**
Breakfast Club
WSTP, Salisbury, N. C.
- BRENNER, PAUL**
Requestfully Yours
WAAT, Newark, N. J.
- BRENT, JOHN**
CKNX, Wingham Ont., Canada
- BRIEN, PEYTON**
WJIG, Tullahoma, Tenn.
- BRIENEN, DON**
Record Party
WHSC, Hartsville, S. C.
- BRINGER, ERNEST**
Ernie "The Whip"
WMRY, New Orleans, La.
- BRINKLEY, JACK**
WLS, Chicago, Ill.
- BRISCOE, ROY**
WSTV, Steubenville, Ohio
- BRITTON, BILL**
Bill Britton Show
WNLK, Norwalk, Conn.
- BROCK, ART**
Melody Matinee
KCOK, Tulare, Calif.
- BROCK, RAY**
Fox Club
WHBY, Appleton, Wis.
- BRODE, BUDDY**
Joke Box Jamboree
WNAR, Norristown, Pa.
- BRODERS, SPANK**
Platter Pantry
KCRG, Cedar Rapids, Iowa
- BROKAW, C. W.**
Your Request
KGIW, Alamosa, Colo.
- BROMBERG, VERN**
Melody Merchant
KCHA, Charles City, Iowa
- BROOK, NAT**
K'Mon Along & Listen
KMOM, Great Falls, Mont.
- BROOKS, FOSTER**
Foster Brooks Show
WAVE, Louisville, Ky.
- BROOKS, KEN**
Off The Record
KWIL, Albany, Oregon
- BROOKS, KIRBY**
Kirby Brooks Show
WQAM, Miami, Fla.
- BROWN, BERNARD**
Sittin' In
WAPO, Chattanooga, Tenn.
- BROWN, BILL**
Sleepy Bill
WMSC, Columbia, S. C.
- BROWN, BILL**
AM 1230 Club
WNEB, Worcester, Mass.
- BROWN, DOUGLAS**
KNEL, Brady, Texas
- BROWN, FRED**
Skyway Serenade
WLOS, Asheville, N. C.
- BROWN, GORMAN**
Dinner Date
KKIN, Visalia, Calif.
- BROWN, HONEY**
WBCO, Birmingham-Bessemer,
Ala.
- BROWN, NELSON**
WNLC, New London, Conn.
- BROWN, PAUL**
Morning Clock Watcher
KVMC, Colorado City, Texas
- BROWN, PAUL**
Housewife Special
WMGW, Meadville, Pa.



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"NEW YORK'S MARATHON DISC JOCKEY

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MONDAY THROUGH SATURDAY"

WINS

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Joe Franklin

FRANKLIN PRODUCTIONS

RADIO — TV

220 West 42nd Street
WI 7-4755

Disc Jockeys—Radio-Television

BROWN, PEN

Pen Brown Show
WTAG, Worcester, Mass.

BROWN, PHIL

Midnight Jamboree
WGBA, Columbus, Ga.

BROWN, RICHARD

Brown's Waxworks
WSNY, Schenectady, N. Y.

BROWN, SAM

Music Hall
WARL, Arlington, Va.

BROWN, TED

Ted Brown's Show
WMGM, New York, N. Y.

BROWN, WARREN

Warren Brown Show
KPQ, Wenatchee, Wash.

BROWNE, TOM

Platter Party
WMEV, Marion, Va.

BROWNELL, JIM

Brownell For Breakfast
WCEN, Mt. Pleasant, Mich.

BROWNELL, LARRY

Larry Brownell Show
WHHH, Warren, Ohio

BRUCE, RAMON

Snap Club
Ravin With Ramon
WHAT, Philadelphia, Pa.

BRUGGEMAN, VERN

KULA, Honolulu, Hawaii

BRUNS, GENE

Diggin'
KWED, Seguin, Texas

BRUTON, BILL

Rhythm On The Range
KBYM, Billings, Mont.

BRYANT, AL

Polk Count Express
WSIR, Winter Haven, Fla.

BRYANT, FLOYD

Early Bird
KFXD, Nampa, Idaho

BRYANT, GEORGE

George Bryant Show
WSAI, Cincinnati, Ohio

BRYANT, KEN

Austin Radio Clock
KAUS, Austin, Minn.

BRYANT, WILLIE

WHOM, New York, N. Y.

BUCKLEY, NIEL

Requestfully Yours
WFFB, Middletown, Ohio

BUECHLER, JACK

Madison Top Tunes
Billboard Hit Parade
WKOW, Madison, Wis.

BUEHLMAN, CLINT

Musical Clock
WBEN, Buffalo, N. Y.

BURER, NORMAN K.

Melody Matinee
WLAM, Lewiston, Maine

BULL, FRANK

America Dances
KFWB, Hollywood, Calif.

BULLINGTON, BILL

Melody Time
KREI, Farmington, Mo.

BURCH, BOB

KGHP, Pueblo, Colo.

BURFORD, WILLIAM R.

Morning On The Mahoning
WHHH, Warren, Ohio

BURGESS, FRANK

Request Performance
WHMA, Anniston, Alabama

BURGESS, RALPH

Breakfast With Burgess
WGBA, Columbus, Ga.

BURGESS, TOM

Saturday Matinee
WMSC, Columbia, S. C.

BURKA, BUD

The Daybreaker Matinee
WTIP, Charleston, W. Va.

BURKE, RAY

Late Date
WAIR, Winston-Salem, N. C.

BURLEY, DON

Teen Age Jamboree
WBBZ, Ponca City, Okla.

BURNE, AL

Turntable Terrace
WHEE, Boston, Mass.

BURNS, BILL

Club 560
WQAM, Miami, Fla.

BURNS, DARREL

Seven To Two
KXLE, Ellensburg, Wash.

BURNS, STAN

WPAT, Paterson, N. J.

BURT, GARLAND

1430 Club
WLAK, Lakeland, Fla.

BURTON, ROBERT

Breakfast With Burton
WEEK, Peoria, Ill.

BURWELL, TED

WCKB, Dunn, N. C.

BUSLEE, HENRY

Top O' The Morning
WISC, Madison, Wis.



ERNIE SIMON

5 Years as Curbstone Cut-Up — WBKB
"SIMPLY SIMON" — WENR

NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?

AP

Disc Jockeys—Radio-Television

- BUTTERS, HARLEY**
News And Music Till Midnight
WROK, Rockford, Ill.
- C —
- CADWELL, CLYDE**
Morning Call
KFVD, Los Angeles, Calif.
- CAFFERTY, TOM**
Roundup
KOH, Reno, Nevada
- CALCOATE, GORDON**
KIOX, Bay City, Texas
- CALDWELL, LARRY**
The Milkman
WPIC, Sharon, Pa.
- CALLAGHAN, JOHN**
WBEC, Pittsfield, Mass.
- CAMB, BILL**
Jury For Breakfast
The Bill Camb Show
WBBC, Flint, Mich.
- CAMERON, DON**
Make Believe Ballroom
CJAD, Montreal Quebec Can.
- CAMERON, FRANK**
Call To Breakfast
Hits For Mrs.
WHA, Waverhill, Mass.
- CAMPBELL, D.**
Straight Review
CFOS, Owen Sound, Ont. Can.
- CAMPBELL, DICK**
Top Of The Morning
WDVA, Danville Va.
- CAMPBELL, JACK**
After Hours
KFBI, Wichita, Kans.
- CAMPBELL, ROBERT**
Club Time
WVMI, Biloxi, Miss.
- CAMPEN, L. K.**
Dancing Party
KYAK, Yakima, Wash.
- CANAMAR, BUD**
Hill Billy Parade
WMIK, Middleboro, Ky.
- CANBY, EDWARD T.**
New Recordings
WNYC, New York, N. Y.
- CANNON, STEVE**
KBUN, Bemidji, Minn.
- CANNON, WIN**
Radio Rancher
KPQ, Wenatchee, Wash.
- CANTRELL, JOE**
Discs of Gaity
KWAL, Wallace, Idaho
- CAPPS, JIMMY**
Our Best To You
WPTE, Raleigh, N. C.
- CARD, NORMAN R.**
WLAM Bandstand
WLAM, Lewiston, Maine
- CARDEN, JOHN**
Carden's Dixie Inn
WJBC, Bloomington, Ill.
- CAREY, RALPH**
KOIL, Omaha, Nebr.
- CARLE, BENNY**
WPAI, Birmingham, Ala.
- CARLEY, JIM**
Carley's Corner
WPIN, Clearwater, Fla.
- CARLO, BILL**
WEDO, McKeesport, Pa.
- CARLSON, CARL**
Dream Time
KTIP, Porterville, Calif.
- CARLSON, LES**
Magazine of Air
WROX, Clarksdale, Miss.
- CARMELLA, LARRY**
Midnight Merry Go Round
KMO, Tacoma, Wash.
- CARNEY, JACK**
Studio Party
KPLT, Paris, Texas
- CARNEY, JAMES**
Jazz With Jim
CKLN, Nelson, B. C., Canada
- CARPENTER, BILL**
The Daybreaker
WGY, Schenectady, N. Y.
- CARROLL, HARRY**
Carolina In Morning
WANS, Anderson, S. C.
- CARROLL, RAY**
WHOM New York, N. Y.
- CARTER, BILL**
740 Club
WIRJ, Humboldt, Tenn.
- CARTER, BOB**
Free For All
KDB, Santa Barbara, Calif.
- CARTER, CAL**
Musical Clock
KAMD, Camden, Ark.
- CARTER, ED**
Ed Carter Show
WACE, Springfield-Chicopee, Mass.
- CARTER, LeROY**
Carter's Clambake
KCTX, Childress, Texas
- CARTER, TONY**
Wake Up East Alabama
WAUD, Auburn, Ala.
- CARTER, VAL**
Joy A La Carter
WJOY, Burlington, Vermont
- CARTER, WM.**
1430 Club
KLO, Ogden, Utah
- CARTY, DEL**
Teen Time Tunes
WWGP, Sanford, N. C.
- CASE, KEN**
WOW, Omaha, Nebr.
- CASE, LEE**
Your Grocer
WTH, Baltimore, Md.
- CASEY, CASS**
Angelus
WWOL, Buffalo, N. Y.
- CASPERSON, CARL**
KDAL, Duluth, Minn.
- CASTER, CHARLES**
Requestfully Yours
KVCY, Redding Calif.
- CAUDILL, CARL B., JR.**
Causell's Carnival
WFTC, Kinston, N. C.
- CAVANAGH, LLOYD**
Cab's Corner
CKCL, Truro, Nova Scotia, Canada
- CAVANAUGH, JOE**
Joe Cavanaugh Show
WARD, Johnstown, Pa.
- CERULA, PAUL**
WAZL, Hazleton, Pa.
- CHAMBERLAIN, DONALD L.**
Club Fantasy
KHBC, Hilo, Hawaii
- CHAMBERLIN, BRUCE**
WHOT, South Bend, Ind.
- CHAMBERS, PAT**
Gulf Coast Serenade
WFLA, Tampa, Fla.
- CHANDLER, MIMI**
Coffee Time
WVLK, Versailles & Lexington, Ky.
- CHANEY, BILL**
\$1,000,000. Ballroom
KEEN, San Jose, Calif.
- CHAPMAN, DICK**
Disc Derby
KFRU, Columbia, Mo.
- CHAPMAN, JACK**
Songs You Remember
KTSM, El Paso Texas
- CHAPMAN, JERRY**
Lowdown
WIRE, Indianapolis, Ind.
- CHAPMAN, REID**
Chuckles Open House
WISH, Indianapolis, Ind.
- CHARLES, AL**
The Charles Thing
WAYB, Waynesboro, Va.
- CHARLES, PRESTON**
Top Five
WAGA, Atlanta Ga.
- CHARLIE, DAVIS**
Alarm Clock Revue
WAPX, Montgomery, Ala.
- CHASE, EDDY**
CKLW, Detroit, Mich.
- CHASE, ILKA**
Ilka Chase Show
ABC
- CHENEY, JOHN**
KBRO, Bremerton, Wash.
- CHERHAULT, GEORGE**
Chernault Show
WSLS, Roanoke, Va.
- CHERRY, HUGH**
Cherry At 10
Here's Cherry
WMAK, Nashville, Tenn.
- CHILDS, LELAND**
Musical Clock
WSFA, Montgomery, Ala.
- CHIODI, JEFF**
WBVP, Beaver Falls, Pa.
- CHRISTENSON, ELMER**
Swing To 12:00
WSHB, Stillwater, Minn.
- CHRISTY, AL**
Syncopated Clock
WDAF, Kansas City, Mo.
- CLAAR, JIM**
For Members Only
WCRA, Effingham, Ill.
- CLARDY, NEAL**
Musical Matinee
WONW, Defiance, Ohio
- CLARE, BOB**
Here Comes Charlie
KYNO, Fresno, Calif.
- CLARK, BILL**
Caravan of Music
Hoosier Ho-down
WJCD, Seymour, Ind.
- CLARK, CHRIS**
Record Session
WRJM, Newport, R. I.
- CLARK, COTTONSEED**
Cottonseed Clark (Western—
6 hours Daily)
KVSM, San Mateo, Calif.
- CLARK, DAVE**
Anything Goes
CJGX, Yorkton, Sask., Canada
- CLARK, GORDON**
Gordon's Recordings
KRIC, Beaumont, Texas
- CLARK, JAMES**
Coffee With Clark
WWGP, Sanford, N. C.
- CLARY, CHARLES**
KRLD, Dallas, Texas
- CLAUSEN, BOB**
Borden's Bouquet
KGLO, Mason City, Iowa
- CLAUSER AL**
Morning Rambles
KTUL, Tulsa, Okla.
- CLAYTON, BOB**
Boston Ballroom
WHDH, Boston, Mass.
- CLAYTON, BOB**
Waytin' for Clayton
WPIN, St. Petersburg, Fla.
- CLEARY, ED.**
Yawnin' In Mawin'
KOSE, Osceola, Ark.

Disc Jockeys—Radio-Television

- CLEMENT, GORDON**
Yawning At Dawning
WBCK, Battle Creek, Mich.
- CLEMENT, JOHN**
Carnival of Rhythm
KELO, Sioux Falls, South Dakota
- CLEMENTS, CARTER**
WHAY, Open House
WHAY, New Britain, Conn.
- CLIFTON, JACK**
WADC, Akron, Ohio
- CLIFTON, JACK**
Clifton's House Party
WJW, Cleveland, Ohio
- CLOCK, CHARLIE**
Sat. Nite Record Room
WMFT, Florence, Ala.
- CLOONEY, NICK**
Fleming County Matinee
WFTM, Maysville, Ky.
- CLOSE, BILL**
Close to You
KOY, Phoenix, Ariz.
- COBURN, PAUL**
Coburns Carousal
KVNU, Logan, Utah
- COCKEREL, CLEM**
Platter Matter
WKCT, Bowling Green, Ky.
- COCKROFT, LOUISE**
Collector's Corner
KGBM, Honolulu, Hawaii
- CODY, DEL**
The Korn Krib
KGA, Spokane, Wash.
- CODY, WAYNE**
KALL, Salt Lake City, Utah
- COKE, DAL**
1360 Club
KMOD, Modesto, Calif.
- COKER, WILL**
Pony Express
KFDM, Beaumont, Texas
- COLE, ALAN**
Music In The Mood
WRUN, Utica, N. Y.
- COLE, BRAD**
Mixing Bowl
KOOS, Coos Bay, Oregon
- COLE, DON**
Platter Pantry
WSWN, Belle Glade, Fla.
- COLE, FRED B.**
Carnival of Music
WHDH, Boston, Mass.
- COLE, GORDON**
WAUX, Waukesha, Wis.
- COLE, JOE**
WEAB, Greer, S. C.
- COLE, MAX**
Wake Up New York
WQV, New York, N. Y.
- COLE, TRACY**
Disc Digest
WWSR, St. Albans, Vermont
- COLEMAN, DICK**
Let's Get Acquainted
WLBE, Leesburg, Fla.
- COLEMAN, STARLING**
Top Tunes
WJAY, Jacksonville, Fla.
- COLGAN, FRED**
Music For You
WGM, Quincy, Ill.
- COLKITT, JERRY**
Club 960
KALE, Richland, Wash.
- COLLIER, W. C.**
WROD, Daytona Beach, Fla.
- COLLINS, AL "JAZZBO"**
Collins on A Cloud & Purple Grotto
WNEW, New York, N. Y.
- COLLINS, DAVID**
Designs In Music
WSCR, Scranton, Pa.
- COLLINS, PAUL**
Pick-A-Polka
KFRD, Rosenberg, Texas
- COLLINS, TIM**
Collins Corner
KABC, San Antonio, Tex.
- COMEAU, DENNY**
GJLS, Yarmouth, N. S., Can.
- COMPTON, AL**
WCKB, Dunn, N. C.
- CONEBEAR, ROD**
The Corner
GJOY, Guelph, Ont., Canada
- CONNELL, PAT**
Let's Go Places
KGVO, Missoula, Montana
- CONNER, TED**
Ted Conner Show
WFMJ, Youngstown, Ohio
- CONOVER, WILLIS**
1260 Club
WWDC, Washington, D. C.
- COOK, FRANK**
Frank Your Musical Cook
KXRN, Renton, Wash.
- COOK, JACK**
WNOK, Columbia, S. C.
- COOK, JIMMY**
Country Boy
WGBA, Columbus, Ga.
- COOK, RICHARD**
Cookie's Capers
WMDN, Midland, Mich.
- COOK, VERN**
Timekeeper & 980 Melody Lane
WTRY, Troy, New York
- COOK, WES**
KRES, St. Joseph, Mo.
- COOLEY, FRANK**
Frank Cooley Show
KWJJ, Portland, Oregon
- COOLEY, JOHN**
WEAM, Arlington Va.
- COONTZ, EDDIE**
Morning Watch
KTUL, Tulsa, Okla.
- COOPER, ALEX**
KXLA, Pasadena, Calif.
- COOPER, DRAYTON**
Old Potentate
WLRG, Laurens, S. C.
- COOPER, JOE**
WQUA, Moline Ill.
- COOPER, R. D.**
From Studio C
KSEI, Pocatello, Idaho
- COOPER, STAN**
Hayloft Hoedown
KRUL, Corvallis, Oregon
- COOPWOOD, JESSE**
Stompin' Room
WVGA, Gary, Ind.
- COPE, FRANK C.**
Ole Lazy Man
WMRC, Greenville S. C.
- COBBETT, KEN**
KLWT, Lebanon, Mo.
- COBLEY, BOB**
WQXI, Atlanta, Ga.
- CORNWELL, BLAINE**
First Five
KWFT, Wichita Falls, Tex.
- CORTEZ, CARLOS**
Monacita
KDIA, Auburn Calif.
- COTE, ST. GEORGE**
St.-George Cote' Show
CKCV, Quebec Canada
- COURTENAY, DIRK**
WMAQ, Chicago, Ill.
- COURTNEY, ERNIE**
Perculator Parade
CJBO, Belleville, Ont., Canada
- COVINGTON, DICK**
WRBQ, Memphis Tenn.
- COWAN, JIM**
Club 630
KIDO, Boise, Idaho
- COX, FORREST**
Wake Up Mississippi
WBEC, Jackson, Miss.
- COX, STAN**
Saddle Pals
KONO, San Antonio, Texas
- CRAGER, BOB**
WWCO, Waterbury, Conn.
- CRAIG, REG**
Sunrise Jamboree
WEBJ, Brewton, Ala.
- CRAIG, WILLIAM**
1450 Club
WATA, Boone, N. C.
- CRAIN, MARVIN**
KNET, Palestine, Texas
- CRAYER, CAMPBELL**
Morning In Montgomery
WMON, Montgomery, W. Va.
- CRAWFORD, GEORGE**
District Matinee
WOL, Washington, D. C.
- CRAWFORD, RICE**
Tops in Hillbilly
WAPX, Montgomery, Ala.
- CREWS, BILL**
Bill Crews Show
KVIC, Little Rock, Ark.
- CREWS, JIMMY**
Mail Order Music
WATM, Atmore, Ala.
- CRISSEY, DONALD E.**
Rumpus Room
WPCB, Dunkirk, N. Y.
- CRIST, JIM**
Morning In Maryland
WFRB, Baltimore, Md.
- CROCKETT, CHARLEY**
The Crockett Show
KHON, Honolulu, Hawaii
- CROTHERS, DENNY**
Denny Crothers Show
CKTB, St. Catharines, Ont., Canada
- CROTTER, WALLY**
CFRB, Toronto, Ont., Canada
- CROWELL, GEORGE**
Club 930
KHJ, Los Angeles, Calif.
- CROWLEY, DICK**
WJIM, Lansing, Mich.
- CRUTCHFIELD, DOUG**
WLOH, Princeton, W. Va.
- CULLEN, JACK**
Owl Prowl
CKNW, New Westminster, B. C., Canada
- CUMMINGS, ALAN**
Rise & Shine Club
KRSC, Seattle, Wash.
- CUNNINGHAM, WILLIAM**
Insomnia Inn
WARC, Rochester N. Y.
- CURRAN, HARRY**
Rhythm Roundup, Breakfast Bandwagon
WHUC, Hudson, N. Y.
- CURRAN, VIN**
Deuces Wild
WKAT, Miami Beach, Fla.
- CURRIE, EBEN**
Sunrise Serenade
WABM, Houlton, Maine
- CURTIS, DAN**
C'mon and Dance Bandwagon
WTP, Philadelphia, Pa.
- CURTIS, GEORGE**
560 Revue
WGAN, Portland, Maine
- CURTIS, KENNETH**
Alarm Klok
KOWB, Laramie, Wyo.

Disc Jockeys—Radio-Television

- CURTIS, JIM**
Night Watch
WHAY, New Britain Conn.
- CURTIS, MARK**
KWRN, Reno, Nevada
- CURTIS, RONALD EZZO**
Coffee With Curtis
WFBL, Syracuse, N. Y.
- CURTIS, DEAN**
KDHL, Faribault, Minn.
- D —
- DABOUL, JOE**
Melody Time
WIRY, Plattsburg N. Y.
- DACRE, GEORGE**
Georgie's Orgy
WFNC, Fayetteville, N. C.
- DALE, BILLY**
Dunkin' Doughnuts
WTAO, Cambridge, Mass.
- DALE, REX**
Make Believe Ballroom
WCKY, Cincinnati, Ohio
- DANE, DUDLEY**
KFAM, St. Cloud Minn.
- D'ANGELO, ARNOLD**
WAGE, Syracuse, N. Y.
- D'ANGELO, MIKE**
1490 Club
WMGW, Meadville, Pa.
- DANTEL, NATHAN**
Date With Nate
KTFY, Brownfield, Texas
- DANIELS, PAUL**
Matinee
WWNH, Rochester, N. H.
- DANTELSON, JIM**
Open House
Drugsstore Cowboy
KSLM, Salem, Oregon
- DARIEN, FRANK, JR.**
Frank's Juke Box
KSJO, San Jose, Calif.
- DARY ALAN**
Dary Go Round
WORLD, Boston, Mass.
- DAT, GEORGE**
Daytime
KERO, Bakerfield, Calif.
- DAUGHERTY, "DOC"**
1256 Luncheon Club
WNOW, York, Pa.
- DAUGHERTY, JIM**
For You By Request
WGPA, Bethlehem, Pa.
- DAUM, KENNETH**
Up & At'em
WBKV, West Bend, Wis.
- DAVID, TOBY**
The Toby David Show
CKLW, Detroit, Mich.
- DAVIS, AVERY**
Jive Til Five (Colored)
WPLI, Jackson, Tenn.
- DAVIS, BILL**
Sheriff Davis
WLOW, Norfolk, Va.
- DAVIS, C. JAMES**
All Colored Review
WHNC, Henderson, N. C.
- DAVIS, CHUCK**
Chuck Davis Show
KOMA, Oklahoma City, Okla.
- DAVIS, COUNT CONNIE**
Highway of Melody
KWRE, Warrenton, Mo.
- DAVIS, DON**
Open House
KFRC, San Francisco, Calif.
- DAVIS, DON**
Sat. Nite Dance Party
WLW, Cincinnati, Ohio
- DAVIS, ED**
WFPG, Atlantic City, N. J.
- DAVIS, EDDIE**
Eddie Davis Show
KFAB, Omaha, Nebr.
- DAVIS, GENE**
Gene Davis Show
WDOK, Cleveland, Ohio
- DAVIS, GEOFF**
B. July 26th, 1918, Edmonton, Canada; Singing Battle Royal, WINS; Battle of the Baritones, WINS
- DAVIS, HY**
Ranch Party
WJXN, Jackson, Miss.
- DAVIS, JACK**
Jack Davis Show
WPDQ, Jacksonville, Fla.
- DAVIS, SANDY**
Rise & Shine
WICA, Ashtabula, Ohio
- DAVIS, WALT**
KSET, El Paso, Texas
- DAWES, BILL**
WCPO, Cincinnati, Ohio
- DAWSON, BILL**
Original Dancing Party
WGKY, Charleston, W. Va.
- DAWSON, BILL**
Burnt Toast & Coffee Time
WNXT, Portsmouth, Ohio
- DAWSON, CHUCK**
KXLQ, Bozeman, Mont.
- DAWSON, TOM**
Crittler
KGBC, Galveston, Texas
- DAY, GENE**
Musical Merry-Go-Round
WABG, Greenwood, Miss.
- DAY, LARRY**
WGAT Utica N. Y.
- DAY, RALPH**
WSMT, Litchfield, Ill.
- DEAD, JOHN**
Alarm Clock Club
WUNC, Durham, N. C.
- DEAL, JACK**
The Jack Deal Show
WHCU, Ithaca, N. Y.
- DEAN, BARRY**
Music Matinee
WELI, New Haven, Conn.
- DEAN, MARTHA**
Early Risers
WJJD, Chicago, Ill.
- DE COY, ROBERT**
Diggin With Ducky
WTRY, New Orleans, La.
- DEE, MARY**
Movin' Around
WHOD, Homestead, Pa.
- DEE, TOMMY**
Rise & Shine
WSBT, South Bend, Ind.
- DEHAVEN, BOB**
Friendly Time
WCCO, Minneapolis, Minn.
- DEMING, CHARLIE**
WKPT, Kingsport, Tenn.
- DENGLER, BOBBY**
KVRH, Salida, Colo.
- DERRICK JIM**
1570 Club—Swing Out Sweet
Music
WPLA, Plant City, Fla.
- DESJARDINS-CARSON, MARCELLE**
Musique Au Choix
CKBL, Matane, Que., Canada
- DESMOND, WARREN**
Musical Train
KLO, Ogden, Utah
- DeVON, D. L.**
The Spinning Wheel
Music In The Morning
KWNW, Wenatchee, Wash.
- "DEWEY"**
KVOX, Moorhead, Minn.
- DICKENS, JOHN**
980 Special
CFPL, London, Ontario, Can
- DICKINSON, ED**
Request Hour
KELK, Elko, Nev.
- DICKSON, BOB**
1390 Club
KULP, El Campo, Texas
- DIFTEE, BILL**
Moonlite Capers
WFNS, Burlington, N. C.
- DILLINGHAM, FRANK**
Breakfast Express
WBLJ, Dalton, Ga.
- DINGMAN, BOB**
Dunkin With Dingman
WENT, Gloversville, N. Y.
- DINSMORE, ED**
Luncheon Club
WBEN, Buffalo, N. Y.
- DIONDI, DICK**
KSYL Alexandria La.
- DiSALVO, HUGO**
The DiSalvo Show
WIOU, Kokomo, Ind.
- DISHMONE, GENE**
Clockwatcher
WRYO, Rochester, Pa.
- DIXON, DARRELL**
Requestfully Yours
Record Review
WITZ, Jasper, Ind.
- DIXON, PAUL**
WCPO, Cincinnati, Ohio
- DOAK, BILL**
Timekeeper
KCOH, Houston, Texas
- DOBBS, GENE**
Platter Parade
WTMC, Ocala, Fla.
- DOBBS, HARVEY**
Date With Dobbs
CHUM, Toronto, Ont. Canada
- DOBSON, GEORGE**
Alarm Clock Club
KALT, Atlanta, Texas
- DODD, MIKE**
WBAC, Cleveland, Tenn.
- DODSON, WILLIAM**
KICK, Springfield, Mo.
- DOGGETTE, HARRY**
Musical Mixup
WBCU, Union, South Carolina
- DOLAN, TOM**
1400 Club
WJZM, Clarksville, Tenn.
- DOLL, BOB**
The 1450 Club
WDLB, Marshfield, Wis.
- DOMM, BILL**
Flamingo Club
CKTB, St. Catharines, Ont., Canada
- DONALD, JACK**
Jack Donald Show
WCRO, Johnstown, Pa.
- DONNELL, JACK**
What's New
WGRG, Louisville, Ky.
- DORE, BILL**
KBRO, Bremerton, Wash.
- DORMAN, KEN**
Ken's Discs
KGX, Sidney, Montana
- DORROLL, NICK**
Fl. Bragg Show
WFAL, Fayetteville, N. C.
- DOTY, BILL**
Spins 'n' Needles
KCSJ, Pueblo, Colo.
- DOUGHERTY, CHUCK**
Rise 'N Shine
WBTH, Williamson, W. Va.

Disc Jockeys—Radio-Television

- DOUGLAS, MERLE**
KWTO, Springfield, Mo.
- DOWLING, BILL**
Modern Melodies
WACB, Kittanning, Pa.
- DOWNER, A. D.**
You Name It Round Up
KDET, Center, Texas
- DOWNEY, JACK**
Music Shop and Wax Works
WONS, Hartford, Conn.
- DOWNE, HARRY**
WSTC, Stamford Conn.
- DOWNING DYER P.**
KGY Olympia Wash.
- DOWNS LEE**
KNET, Palestine, Texas
- DREHER, G. TURNER**
Club 620
KWAL, Wallace, Idaho
- DRUM, DEWEY**
Early Riders Club
WSOC, Charlotte, N. C.
- DRURY, RAY**
Platter Date
WSPR, Springfield, Mass.
- DUFOUR, YVON**
Bal Chansonnette
CKCH, Hull, Que., Canada
- DUKE, TOMMY**
Country Store
WULA, Eufaula, Ala.
- DUMAS, ROLAND**
Tops In Pops
WMAS, Springfield, Mass.
- DUMIT, ED**
KMUS, Muskogee Okla.
- DUMONT HEMEL**
Turntable
CJEM, Edmundston, N. B.,
Canada
- DUNBAR, EDWARD**
Cousin Ed
WBBQ, Augusta, Ga.
- DUNBECK, BILL**
Date With A Disc
CFGP, Grande Prairie, Alber-
ta, Canada
- DUNCAN, COYAL**
Dusty Duncan (Western)
KXOB, Stockton, Calif.
- DUNCAN, JIM**
Requestfully Yours
WEBQ, Harrisburg, Ill.
- DUNLAP, DAN**
Kaybit Klub
KHIT, Lampasas, Texas
- DUNLAP, DAVID**
WAFB, Allentown, Pa.
- DUNN, BOB**
KUKI Ukiah Calif.
- DURAND TOM**
WTTM, Trenton, N. J.
- DURMA, ED**
Melody Mart
WSCR, Scranton, Pa.
- DUTTON, DICK**
Platter Party
WJCM, Sebring, Fla.
- DVORAK, GEO.**
George Dvorak's Bandstand
KFI, Los Angeles, Calif.
- DWELLEY, DALE**
Lasson Round-Up
KSUE, Susanville, Calif.
- DYER, BOB**
Hall Of Records
WKNX, Saginaw, Mich.
- E —
- EARLE, BOB**
KSO, Des Moines Iowa
- EARLE LOWELL**
Dixie Jubilee
WGBA, Columbus, Ga.
- EARLY, CHRISTMAS**
Christmas Early Show
KPOA, Honolulu, Hawaii
- EASON, DICK**
Eason & Friends
KREL, Baytown, Texas
- EAST, LEN**
"Melody Mill"
KRVN, Lexington, Nebr.
- EATON, GORDON**
Music Made In U. S. A.
WCCO, Minneapolis, Minn.
- EATON, JACK**
CKBB, Barrie, Ont., Canada
- EBBERT, DICK**
Coffee Club
KTIP, Porterville, Calif.
- EBOCH, SID**
Waltz Time
WRTA, Altoona, Pa.
- ECKMAN, RAYMOND**
WGBR, Jesup, Ga.
- EDENS, ACE**
1240 Club
WEBJ Brewton Ala.
- EDMUNDS HARRY**
Wake Up And Smile
WHA-K, Rogers City, Mich.
- EDWARDS BOB**
Juke Box Review
KPKW, Pasco, Wash.
- EDWARDS, TOM**
Good Morning Odessa
KOSA, Odessa, Texas
- EDWARDSON, BILL**
Stars in the Afternoon
WNA-B, Bridgeport, Conn.
- EGERT, DON**
Melody, Inc.
KWAT, Watertown, S. Dak.
- EGGERT, GEO.**
Dawn Patrol
WFBG, Altoona, Pa.
- EICHER BOB**
Mr. Bones
WKYB, Paducah, Ky.
- EIGEN, JACK SHOW**
WMGM, New York, N. Y.
- ELICOTT, CHUCK**
Atomic Boogie
WMGY, Montgomery, Ala.
- ELLIOTT, BILL**
Bill Elliott Show
KYNO, Fresno, Calif.
- ELLIOTT, BILL**
Bill Elliott Show
KAFY, Bakersfield, Calif.
- ELLIOTT, BOB**
KJAY, Topeka, Kans.
- ELLIOTT, GLENN**
Glenn Elliott Show
WPEO, Peoria, Ill.
- ELLIS, LOU**
1490 Club
WKAY, Glasgow, Ky.
- ELLISON PAUL**
Swing Club
WBTH, Williamson, W. Va.
- ELLSWORTH, JACK**
WALK, Patchogue, L. I.,
N. Y.
- ELYOT, GENE**
KWRN, Reno, Nevada
- EMBODY DICK**
Western Jamboree
KGGF, Coffeyville, Kans.
- EMERY, MERLE**
WGGH, Marion, Ill.
- ENDICOTT, WM.**
Best On Wax
KBRC, Mount Vernon, Wash.
- ENO, JACK**
One For The Money
WEBR, Buffalo, N. Y.
- ERCK, LOU**
1230 Club
KSST, Sulphur Springs, Tex.
- ERICHSON, BOB**
Bedford Bandstand
WBW, Bedford, Ind.
- ERICKSON, ROGER**
Platter Patter Patter
WSHB, Stillwater, Minn.
- ERNIE, LITTLE**
WGAY Story Time
WGAY, Silver Springs, Md.
- ERWIN, JIM**
Smilin' Time
WMIX, Mt. Vernon, Ill.
- ESCAIGNE KEARNEY**
Hayride Jamboree
KANE, New Iberia, La.
- ESSICK, LOU**
The 1340 Club
WGNI, Wilmington, N. C.
- ESTELLE, RICHARD**
Blue Room
WTVB, Coldwater, Mich.
- ESTES, DAVE**
KWTO, Springfield, Mo.
- EVANS, AL**
Platter Palace
KGN-C, Amarillo, Texas
- EVANS, BILL**
Bill Evans Show
WCFL, Chicago, Ill.
- EVANS, BILL**
WGN Chicago Ill.
- EVANS, CHARLES**
Matinee Showcase
KORA, Bryan, Texas
- EVANS, FRANK**
Musical Clock
KRSN, Los Alamos, N. Mexico
- EVANS, JEFF**
Musical Clock
WLDY, Ladysmith, Wis.
- EVANS, JONES**
Top Of The Sports
WBAX, Wilkes-Barre, Pa.
- EVANS, MARK**
WTOP Washington D. C.
- EVANS, NORMAN**
WGMS, Washington, D. C.
- EVANS, RONNIE**
WILM, Wilmington, Del.
- EVANS, STEVE**
After Hours
KRUL, Corvallis, Oregon
- EWING, CLIFF**
Kookin At Coffee Time
KOOK, Billings, Mont.
- EYRE, AL**
Shoppers Special
WTOR, Torrington, Conn.
- EYRICH, DICK**
Matinee Prolific
WSIR, Winter Haven, Fla.
- EZELL PAPIO**
Wax Museum
KTOH, Lihue, Kauai, Hawaii
- F —
- FABELO, RUBEN**
Spanish D/J
WALT, Tampa, Fla.
- FAGAN, BILL**
Start With A Whistle
WEQA, Evansville, Ind.
- FALCON, BOB**
WGMS, Washington, D. C.
- FALLON, JACK**
Musical Matinee
KFBL, Wichita, Kans.
- FALLON, TOM**
WDYK, Cumberland, Md.
- FANNING, WM.**
Your Favorite Tune
KWLK, Longview, Wash.

Disc Jockeys—Radio-Television

- FAREY, EDWARD C.**
Spinner Sanctum
CKDA, Victoria, B. C., Canada
- FARKAS, REMY**
WQXR, New York, N. Y.
- FARMER, JON**
Early Worm
WAGA, Atlanta, Ga.
- FARRAR, WAYNE**
Variety Parade
KMAE, McKinney, Texas
- FARRELL, MAURY**
WAPI, Birmingham, Ala.
- FARRELL, REED**
Spins & Needles
KGBC, Galveston, Texas
- FAREN, EDDY**
Hill Billy Hits
KBWD, Brownwood, Texas
- FARRON, ED**
Night Shift
WKLO, Louisville, Ky.
- FAUCHER, RALPH**
Record Session
WMRO, Aurora, Ill.
- FAULK, LINK**
WCKB, Dunn, N. C.
- FAULKNER, CHARLES**
Mid-Nite Frolics
WJPB, Fairmont, W. Va.
- FAULKNER, WILLIAM**
Bill Faulkner Show
WISH, Indianapolis, Ind.
- FAUSH, DEACON**
WBCO, Birmingham-Bessemer, Ala.
- FAZZIN, ART**
Top O' The Morn
WAKR Akron Ohio
- FEENEY, EUGENE**
Club 690
WHLM, Bloomsburg Pa.
- FELMER, FRANK**
890 Club
WHNC, Henderson, N. C.
- FELLOWS, R. C.**
Hill-billy
WROD, Daytona Beach Fla.
- FELTON BILL**
Recreation Room
WHBY, Appleton, Wis.
- FERGUSON, CHUCK**
Cougar Capers
KTHH, Houston, Texas
- FERRUZZA, MICHAEL**
Half 'n Half
WJER, Dover Ohio
- FERRY, DEXTER**
Rambin Rythem
KENA, Mena, Ark.
- FIELDS, GUYLER P.**
Coffee Club
WRHT, Rock Hill, S. C.
- FILKINS, LARRY**
Coffeetime & Ladies Choice
KSCB, Liberal, Kans.
- FINCH, BUD**
Coffee Club
WELL, New Haven, Conn.
- FINCH, DEE**
(Rayburn & Finch)
Anything Goes
WNEW, New York, N. Y.
- FINE, MEL**
Matinee At Midnite
WERC, Erie, Pa.
- FINLEY STUART**
Capitol Scrapbook
WRC, Washington, D. C.
- FINN, LEO**
Spin With Finn and The Leo
Finn Show
WMMW, Meriden, Conn.
- FINN, MICHAEL**
Finn Fare
WEOA, Evansville, Ind.
- FISHER, BILL**
Fisher Til One
WOWO, Ft. Wayne, Ind.
- FISHER, HOWIE**
WHOT, South Bend, Indiana
- FISHER, JACK**
Platter Party
KAFY, Bakersfield, Calif.
- FISHER, JOE**
Hillbilly Shindig
KRHD, Duncan, Okla.
- FISHER, JOHN**
WCLT, Newark, Ohio
- FISHER, JOHN**
Juke Box Revue
WOTW, Nashua, N. H.
- FISHER MERLIN**
Alarm Clock Club
KSDN, Aberdeen, S. D.
- FISHER "TINY"**
Clockwatcher
WEIR, Weirton, W. Va.
- FISK, JIM**
Lucky Lager Dancetime
KCNA, Tucson, Ariz.
- FITTS, LOU**
Music In The Air
WLNH, Laconia, N. H.
- FITZGERALD, MIKE**
Early Worm Program
CHCM, Toronto, Ont., Canada
- FTTZ-WALLACE**
Anything Goes
WSNY, Schenectady, N. Y.
- FLAGLER FRANK**
Morning Serenade
WHDL, Olean, N. Y.
- FLANAGAN, PAUL**
Record Man
Tri-City Ballroom
WTRY, Troy, N. Y.
- FLEMING, BRUCE**
WPAQ, Mt. Airy, N. C.
- FLEMING, JACK**
Tea & Trumpets
WAJR, Morgantown, W. Va.
- FLETCHER, FRED**
Tempus Fugit
WRAL, Raleigh, N. C.
- FLOOD, JOE**
Upsee Daisy
KTIN, Denver, Colo.
- FLOYD, PHIL**
CFGP, Grande Prairie, Alber-
ta, Canada
- FLYNN, HOWARD**
Howard Flynn Show
KMPC, Los Angeles, Calif.
- FOLAND, MYLES**
Poland Show
WMBD, Peoria, Ill.
- FORD, ART**
Milkman's Matinee
WNEW, New York, N. Y.
- FORD, LOYD**
Western Frolic
KAYS, Hays, Kans.
- FORD, MILTON Q.**
Milton Q. Ford Show
WWDC, Washington, D. C.
- FORBES, BOB**
Musical Alarm Clock
WJMX, Florence, S. C.
- FOISY, MAURICE**
Penthouse Party
CJCH, Halifax, N. S., Canada
- FORRESTER, ROY**
Hillbilly Hoedown
KPOC, Pocatonton, Ark.
- FORSTER, LEE**
The Lee Forster Show
WHLN, Niagara Falls, N. Y.
- FORSTER, ROGER**
WIBA, Madison, Wis.
- FORTNER, VIRG**
Revolving Stage
KBMW, Wahpeton, N. D.
- FOSTER JIMMY**
Showcase
WWOL, Buffalo, N. Y.
- FOSTER, MARK**
Western Swingtime
KIMO, Independence, Mo.
- FOSTER, TERRY**
Home Folks Frolics
WHBL, Sheboygan Wis.
- FOWLER BILL**
Bill's Band Box
WBAT, Marion, Ind.
- FOWLER, BILL**
Musical Clock
WGPC, Albany, Ga.
- FOWLER, JAMES**
Musical Caravan
WGPC, Albany, Ga.
- FOWLES, KEITH**
WAGM, Presque Is'e, Maine
- FOX, BILL**
Melody Ranch
KXRO, Aberdeen, Wash.
- FOX, DAVID**
WICH, Norwich, Conn.
- FRANCE SHIRLEY MAY**
Juke Box Matinee
WSAR, Fall River, Mass
- FRANCIS, AL**
Fun With Francis
WKST, New Castle, Pa.
- FRANCIS, JOE**
House Party
WNHC, New Haven, Conn.
- FRANK, BEECHER**
Continental Room
WKLO, Louisville, Ky.
- FRANKLIN, BOB**
690 Club
KGGF, Coffeyville, Kans.
- FRANKLIN, JOE**
Joe Franklin Record Shop—ABC
- FRAY, JACQUES**
WQXR, New York, N. Y.
- FREDERICKS, HAL**
Song and Dance Parade
KXOK, St. Louis, Mo.
- FREEMAN, DOUGLAS**
CFAB, Windsor, N. S. Canada
- FREEMAN, DOUGLAS**
CFAB, Windsor, N. S., Canada
- FREEMAN, DOUGLAS**
CKEN, Kentville, N. S., Can.
- FREEMAN, WALTER**
Rise 'n Shine
WULA, Eufaula, Ala.
- FREW, JOHN**
WRFC, Athens, Ga.
- FREY, BILL**
Frey's Follies
KSPT, Sandpoint, Idaho
- FRIBLEY, JOE**
Celebrity Time
KTBS, Shreveport, La.
- FRISHCHNEKT, LEE**
Let's Get Together With Rec-
ords
KID, Idaho Falls, Idaho
- FROH, DAVE**
Club 1320
WILS, Lansing, Mich.
- FROST, ALAN**
KVRH, Salida, Colo.
- FROST, ROBERT**
Panini Pete
KMVI, Wailuku, Maui T. H
- FURMAN DON**
Don Furman Show
KWIK, Pocatello, Idaho
- FULLER, CHUCK**
740 Club
WORZ, Orlando, Fla.

Disc Jockeys—Radio-Television

FULLER, LORENZO (LARRY)
Harlem Frolics
WLIB, New York, N. Y.

FULMER, BOB
WTTM, Trenton, N. J.

FULTON, BOB
Music For The Mrs.
KERG, Eugene, Oregon

FURNACE, RANDY
Record Rendezvous
Requestfully Yours
WBYS, Canton, Ill.

FUSCO, DAN
Morning Date With Danny
WRUX, Utica, N. Y.

FUSS, DICK
Club 707
KRAI, Colo.

— G —

GAGNON, NORMAND
Cabaret De L'Air
CHRL, Roberval, Que. Canada

GAINES, JERRY
Jerry Gains Show
WHAT, Philadelphia, Pa.

GAINES, SAMMY
Uncle Sammy's Serenade
WLET, Toccoa, Ga.

GAINES, WALT
WIEL, Elizabethtown Ky.

GALE, JACK
The Jack Gale Show
WTBO, Cumberland, Md.

GALGON, PAUL F.
Morning Go Round
WKAP, Allentown, Pa.

GALLAGHER, BOB
Hits Of The Day
WJMJ, Philadelphia, Pa.

GALLAGHER, GEORGE
Nite Owl Club
CJOB, Winnipeg, Manitoba,
Canada

GALLAGHER, EDWARD
WTOP, Washington, D. C.

GALLICO, BOB
Club 1409
WDAR, Savannah, Ga.

GANTZ, GEORGE
Record Party
KAYS, Hays, Kans.

GAR, GRACE
America's Youngest Negro
Disc-Jockey
WBGO, Birmingham-Bessemer,
Ala.

GARCIA, BOB
KWTC, Barstow, Calif.

GARCIA, GENE
Unk Gene
WALT, Tampa, Fla.

GARCIA, "Squeezer"
Border Bombshell
KBOR, Lansing, Texas

GARDNER, DICK
Accent On Music
WLS, Lansing, Mich.

GARDNER, BING
Gardner's Radio Guide
KGST, Fresno, Calif.

GARDNER, CLIFFORD
Wake Up Winnipeg
CJOB, Winnipeg, Manitoba,
Canada

GARDNER, JACK
Sagebrush Symphony
WBIP, Booneville, Miss.

GARDNER, GUY
Guy's Guests
KCOH, Houston, Texas

GARLAND, HOWARD
Here's Garland
KFMB, San Diego, Calif.

GARNETT, PAUL
Music Shop
WPAW, Pawtucket R. I.

GARR, BILL
Bill Garr Show
KWKW Pasadena, Calif.

GARRETT, GENE
Make Mine Music
WVMC, Mt. Carmel, Ill.

GARRIS, LOU
Top o the Morning
WTNB, Birmingham, Ala.

GARWOOD, JOHN
Off The Record
WNBZ, Saranac Lake, N. Y.

GARY, ANDY
WNOK, Columbia, S. C.

GARY, JOHN
Dawn Patrol
WCDE, Carbondale, Pa.

GASQUE, KENNETH
Off The Record
WJAY, Mullins, S. C.

GASTON, LYLE
KSWO, Lawton, Okla.

GASTON, MARK
Oklahoma Jamboree
KSIW, Woodward, Okla.

GAY, CONNIE B.
Town & Country Time
WARTL, Arlington, Va.

GAY, DON
High Jinks & Early Worn
KRUL, Corvallis, Oregon

GEASY, GEORGE
Time Toppers
WJEJ, Hagerstown, Md.

GELLOTT, DICK
Richard With Records
WLO, Janesville, Wis.

GENE, GENIAL
Genial Gene Show
WGIV, Charlotte, N. C.

GENSER, CHARLES
Sunrises Club
KXO El Centro, Calif.

GENTILE, LARRY
Genile Houseparty
WJBK, Detroit, Mich.

GENTRY, AL
KROF, Abbeville, La.

GENTRY, BILL
1240 Club
WCHV, Charlottesville, Va.

GENTRY, BUD
Alarm Clock Club
WKOY, Bluefield, W. Va.

GEORDAN, NORMAN
Chime Time, Housewives
Music Shop
WTHI, Terre Haute Ind.

GEORGE, BILL
Housewives Hour
KSTV, Stephenville, Texas

GEORGE, BILL
Let George Do It
KTER, Terrel, Texas

GEORGE, LOYD
Musical Clock
KFRU, Columbia, Mo.

GERMOND, WM. S.
Bill's Show
WWYO, Pineville, W. Va.

GEYER, GEORGE
Cinderella Ballroom
WARA, Attleboro, Mass.

GHIORSE, LARRY
Platter Patter
WBET, AM & FM, Brockton,
Mass.

GIBBONS, JAMES
WMAL, Washington, D. C.

GIBBS, JOHN
KQV, Pittsburgh, Pa.

GIBNEY, JOE
Ol' Joe's Klix Club
KLIX, Twin Falls, Idaho

GIBSON, CURT
Disc Jockey
WPLH, Huntington, W. Va.

GIBSON, JACK
House That Jack Built
KFYO, Lubbock, Texas

GIBSON, JACK
WLOU, Louisville Ky.

GIBSON, PAT
Record Rendezvous
WHSC, Hartsville, S. C.

GILBERT, DICK
Dick Gilbert Show
KTYL, Mesa, Ariz.

GILL, CIRT
Jam A Ditty
WGBG, Greensboro, N. C.

GILLESPIE, LOU
Knthead Club
KPAS, Banning, Calif.

GILLIAM, BOB
Platters & Patter
KWNO, Winona, Minn.

GILLIS, BILL
Rhythm At Random
WAFB, Baton Rouge, La.

GILMORE, BRUCE
Hi Neighbor
WHSY, Hattiesburg, Miss.

GIRARD, JOE
Joe Girard Show
WHTT, Hartford, Conn.

GIVENS, GLEN
Rhythm Roundup
KTAZ, Frederick, Okla.

GLASSMAN, JOE
WDBL, Springfield, Tenn.

GLEBA, TOM
Mr. Melody
WBNS, Columbus, Ohio

GLYNN, JOHN
Melody Clock
WRA, Ft. Pierce, Fla.

GOLDBERG, BARNEY
KRAM, Las Vegas, Nevada

GOLDEN, RAY
Ray Golden Show & Memory
Melodies
KSTN, Stockton, Calif.

GOLDERMANN, ROBERT
Your D J R G
WFAU, Augusta, Maine

CONZALES, ED
Clockwatchers Society
WCMB, Lemoyn, Pa.

GOOD, GENE, JR.
Good Wanderin
KOCO, Salem, Oregon

GOODMAN, DAVE
Humor Club
KANE, New Iberia, La.

GOODMAN, SAM
Yawn Patrol
WCOM, Parkersburg, W. Va.

GOODWIN, ART
WAGE Syracuse N. Y.

GORDER, KEITH
Club 1310
KPKA, Greeley, Colo.

GORDON, BILL
WHK, Cleveland, Ohio

GORDON, DWIGHT
Record Round-Up
WJCD, Seymour, Ind.

GORDON, LLOYD
Luncheon Club
Kiddie Korner
WESB, Bradford, Pa.

GORDON, PHIL
1280 Club
WOV, New York, N. Y.

GORDON, PHIL
Afternoon Swing Session
WWRL, Woodside, N. Y.

GOUGH GAINES
WMRA, Myrtle Beach, S. C.

Disc Jockeys—Radio-Television

- GOULD, JAY**
11th Hr. Dance-time—National
Record Mart
WMCK, McKeesport, Pa.
- GOUNDER, JACK**
Jack Gounder Show
WEEU, Reading, Pa.
- GOVE, ELLIOTT**
Club 570
WSYR, Syracuse, N. Y.
- GOVERN, DENIS**
We Shall Have Music
KCRV, Caruthersville, Mo.
- GRAHAM, BILL**
WAZL, Hazleton, Pa.
- GRAHAM, BILL**
Off Record
WKBC, N. Wilkesboro, N. C.
- GRAHAM, DON**
930 Club
WSLI, Jackson, Miss.
- GRAMS, JOHN**
1330 Club
WHBL, Sheboygan, Wis.
- GRANDPAPPY**
Country Store
WTKL, Springfield, Mass.
- GRANT, BOB**
Night Watch
KRNK, Roseburg, Oregon
- GRANT, HAROLD**
Wax Museum
KBMW, Wahpeton, N. D.
- GRANT, JOHNNY**
Johnny Grant Show
KMPC, Los Angeles, Calif.
- GRANT, LARRY**
Vagabond House & Notebook
KHON, Honolulu, Hawaii
- GRANT, LEE**
Western Jamboree
Pryor, Okla.
- GRANT, LLOYD**
Musical Almanac
WNAK, Yankton, S. D.
- GRANT, MILT**
Cavaleade
WINX, Washington, D. C.
- GRANT, MILT**
Milt Grant Show
WOL, Washington, D. C.
- GRANT, RAY**
Western Jamboree
KCTI, Gonzales, Texas
- GRATTON, BILL**
Wake Up To Music
WOC, Davenport, Iowa
- GRAY, BARRY**
Barry Gray Show
WMCA, New York, N. Y.
- GRAY, CLIFF**
Reveille Revels
WSPA, Spartansburg, S. C.
- GRAY, HUGH**
WDZ Decatur Ill.
- GRAY, JOHN**
Gray's Array
WDDO, Chattanooga, Tenn.
- GRAY, REEVES M.**
WBHP, Huntsville, Ala.
- GRAYMOUNT, STUART**
Club 910
KRIO, McAllan, Texas
- GRAVES, ALEC**
All Star Western Revue
KTOW, Oklahoma City, Okla.
- GREEN, ART**
Make Believe Ballroom
WMIE, Miami, Fla.
- GREENE, JOHN C.**
Hillbilly Star Time
WRHI, Rock Hill, S. C.
- GREENE, KEN**
Rhythm At Random
WTWN, St. Johnsbury, Vt.
- GREENHOW, TOMMY**
Tommy Greenhow Show
KMUR, Murray, Utah
- GREENWAY, ELLIS**
1340 Club
Wake Up Lenoir
WJRI, Lenoir, N. C.
- GRENNAN, ED**
Ed Grennan Show
WQTA, Moline, Ill.
- GRIFFIN, DEAN**
Platter Party
WHSY, Hattiesburg, Miss.
- GRIFFIN, DAN**
WGTM, Wilson, N. C.
- GRIFFITH, CHARLIE**
Music Out Of The Night
WTAD, Quincy, Ill.
- GRIMES, CHARLIE**
Nitehawk
WSSB, Durham, N. C.
- GRISWOLD, JACK**
What's New
WCSS, Amsterdam, N. Y.
- GROSS, SIDNEY**
International Jazz Club
ABC
- GROVE, LYNDON**
Mailbag
CHAB, Moose Jaw, Sask., Can.
- GUEST, GORDON**
GG Jamboree
KHBR, Hillsboro, Texas
- GUIDI, HUGH**
WTOP, Washington, D. C.
- GUNDERSON, DALE**
Off The Record
KBKW, Aberdeen, Wash.
- GUNN, DICK**
Early Risers Club
KSUB, Cedar City, Utah
- GUTHRIE, WILLARD**
KWRO, Coquille, Oregon
- GUY JUAN PILAU**
Telephone Requests
KTOH, Lihue, Kauai, Hawaii
- GWYN, BOB**
Wake Up Austin
KVET, Austin, Texas
- GWYNN, EASY**
WIBC, Indianapolis, Ind.
- H —
- HAACKE & JOHNSON**
Haacke & Johnson Show
KDIX, Dickinson, No. Dak.
- HADLEY, BILL**
Homemakers' Serenade
WPJB, Providence, R. I.
- HAEVIE, BOB**
Club 800
CJAD, Montreal, Quebec, Can.
- HAGAN, STAN**
The Stan Hagan Show
KANS, Wichita, Kans.
- HAGEMAN, DICK**
Here's Hageman
WKRC, Cincinnati, Ohio
- HAGERMAN, CHAS.**
WKLA, Ludington, Mich.
- HAGGART, BUD**
Musically Yours
WFDF, Flint, Mich.
- HAGGERTY, FRED**
WPPG, Atlantic City, N. J.
- HAHN, DALE**
Breakfast Melodies
KLIZ, Brainerd Minn.
- HAINES, WHITEY**
Music After Midnight
CKCW, Moncton, N. B., Can.
- HALE, "Hot-Rod"**
WBCO, Birmingham-Bessemer,
Ala.
- HALE, PHIL**
Phil Hale Show
WKNB, New Britain, Conn.
- HALL, BILL**
Hot and Sweet
CKPR, Fort William, Ont.,
Canada
- HALL, BUD**
Bud's Music Hall
WKLF, Clanton, Ala.
- HALL, E. R.**
KELD, El Dorado, Ark.
- HALL JOHN**
1490 Club
WESB, Bradford, Pa.
- HALL, STUART**
1450 Club
WHIT, New Bern, N. C.
- HALSTEAD, CHARLES E.**
Carlos Ranchero
Club 1490
KDIA, Auburn, Calif.
- HAM, DON**
1940 Frolic
KAPP, Petaluma, Calif.
- HAMILTON, BOB**
The Hamilton Show
KHON, Honolulu, Hawaii
- HAMILTON, BOB**
Top Twenty At 1280
WDSU, New Orleans, La.
- HAMILTON, LEE**
Man About Midnight
CECF, Montreal, Que., Canada
- HAMLETT, JIM**
Caetus, Jim
KFXM, San Bernardino, Calif.
- HAMMOND, GEORGE**
1450 Club
KAMD, Camden Ark.
- HAMRICK, JOHNNY**
WQXL, Atlanta, Ga.
- HANAN, MARC**
Serenade In The Night
KXO, El Centro, Calif.
- HANCOCK, CHUCK**
860 Club
KSPA, Narogdoches, Texas
- HANDSHAW, JAY**
Sunrise Serenade
WKOP, Binghamton, N. Y.
- HANEY, BOB**
Yawn Patrol
WSFC, Somerset, Ky.
- HANKIN, WALLY**
Wally Hankin Time
WMBO, Auburn, N. Y.
- HANKINS, JIM**
920 Special
WMOK, Metropolis, Ill.
- HANLON, TOM**
Merry-Go-Round
KNX, Los Angeles, Calif.
- HANNA, RICK**
Rise 'N Shine
WBU, Butler, Pa.
- HANNON, JACK**
On The Town
KELO, Sioux Falls, South Da
kota
- HANOVER, PAUL**
Hi Neighbors
CHML, Hamilton, Canada
- HANSON, CURT**
Serenade To An Alarm Clock
WBIZ, Eau Claire, Wis.
- HANSON, HERBERT**
Records Of The West
KRJF, Miles City, Montana
- HARBAUGH, VIC**
Club 1000
KSTA, Co'eman, Texas
- HARDIE, JIM**
Excuse For Listening
WOMI, Oneesboro, Ky.
- HARDIN, RAY**
Coffee Time
WCOV, Montgomery, Ala.

Disc Jockeys—Radio-Television

- HARDING, TED**
Ted Harding Show
WNOR, Norfolk, Va.
- HARDY CARROLL**
Sunrise Scrapbook
WDOS, Oneonta, N. Y.
- HARE, BILL**
Notes 'Til Nine
KMA, Shenandoah, Iowa
- HARKIN, RED**
Red Harkins Show
KTYL, Mesa, Ariz.
- HARLESS LESS**
Rhythm On Range
KSAN, San Francisco, Calif.
- HARLEY, CY**
Al Knight-All Night
KITC, San Bernardino, Calif.
- HARLEY, BOB**
WMOH, Hamilton, Ohio
- HARLEY, DICK**
Midnight Flyers
WEDC, Chicago, Ill.
- HARPER, JERRY**
Coffee Club-Here's Harper
WKOW, Madison, Wis.
- HARRIS, BUDDY**
Music Bar & Midnight Grinder
WRR, Dallas, Texas
- HARRIS, CHAZ**
Rise 'n' Shine
WJHP, Jacksonville, Fla.
- HARRIS, HERB**
WQXI, Atlanta, Ga.
- HARRISON, JACK**
The Record Shop
WGRD, Grand Rapids, Mich.
- HARSHAW, DICK**
WISE, Asheville, N. C.
- HART, BILL**
Spinning Wheel
WPFB, Middletown, Ohio
- HART, JIM**
Zanzibar Disc Jockey Show
KLAS, Las Vegas, Nev.
- HART, MAURICE**
Straight From The Heart
KFWB, Hollywood, Calif.
- HART, WINK**
Let's Dance
WHUC, Hudson, N. Y.
- HARVEY, ED**
WCAU, Philadelphia, Pa.
- HARVEY, J. BOYD**
Boyd Harvey Show
KSMN, Mason City, Iowa
- HARVEY, JACK**
Club 18
WCAM, Camden, N. J.
- HARVEY, LEO**
CBT, Grand Falls, Nfld., Can.
- HARVEY, LLOYD**
The Moe Show
WIRL, Peoria, Ill.
- HARVEY, PAT**
Music As You Like It
KHMO, Hannibal, Mo.
- HARVEY, TOM**
WIBG, Philadelphia, Pa.
- HASELTINE, FRED**
WRNL, Richmond, Va.
- HASTINGS, JACK**
WPBC, Minneapolis, Minn.
- HASTON, LESTER**
WZOB, Fort Payne, Ala.
- HATCH, ED**
Melody House
WLYN, Lynn, Mass.
- HATHAWAY, SKIP**
Skip-A-Long Show
KUGN, Eugene, Oregon
- HATHAWAY, LEN**
Hurdy-Gurdy Show
WJOC, Jamestown, N. Y.
- HAUSMAN, BILL**
Juke Box Review
WHLL, Wheeling, W. Va.
- HAWKINS, BOB**
Bob Hawkins Show
KWJB, Globe, Ariz.
- HAWKINS, TOM**
Downbeat 78
CHLO, St. Thomas, Ont. Can.
- HAWKINS, TOM**
Happy Hour
WPBR, Baltimore, Md.
- HAWLEY, SHERWOOD**
Strictly On Record
WCHA, Chambersburg, Pa.
- HAYDEN, FRANK**
WTGO, Campbellsville, Ky.
- HAYES, GARY**
Platter Playhouse
KYMR, Yuma, Ariz.
- HAYNES, ART**
Art's Gallery
WMSC, Columbia, S. C.
- HAYWARD, R.**
Workin With Wax
VOCM, St. John's, Nfld., Can.
- HAYWORTH, HERB**
Good Morning
WOWO, Ft. Wayne, Ind.
- HAZLETT, NATHAN**
Night Cap
WMAN, Mansfield, Ohio
- HEAD, BYRON**
KOIL, Omaha, Nebr.
- HEALY, DAN**
Mr. Plus Presents
WBRK, Pittsfield, Mass.
- HEALY, GARY**
WPBC, Minneapolis, Minn.
- HEBENSTREIT, CARL**
Hour Of Harm
KTEL, Walla Walla, Wash.
- HEBERT, BUD**
Plain & Fancy
KVOL, Lafayette, La.
- HEEDER, PAUL**
Asst.
KNGS, Handford, Calif.
- HELGESEN, BOB**
Friendly Time
Spins & Needles
KSOO, Sioux Falls, South Dakota
- HENDERSON HANDY**
RFD 1050 Party
WRFW, Eau Claire, Wis.
- HENDERSON, SKITCH**
WNRK, New York, N. Y.
- HENDICKS, JIM**
KWBB, Wichita, Kans.
- HENDRIX, CLIFF**
Rise and Shine
KCSI, Pueblo, Colo.
- HENNING, PAUL**
Paul Hennings Show
WNOR, Norfolk, Va.
- HENRY, CARL**
WRIB, Providence, R. I.
- HENRY, BILL**
Bill's Bandwagon
WDAK, Columbus, Ga.
- HENRY, GIL**
KING's Open House
KING, Seattle, Wash.
- HENRY, MARV**
Hoop-Dee-Do
WLOL, Minneapolis, Minn.
- HENSON, DOUG**
7:30 Local
WJMJ, Philadelphia, Pa.
- HENSON, DWIGHT**
Teen Time
KBOE, Oskaloosa, Iowa
- HENSON, GERRY**
Here's Henson
WMAY, Springfield, Ill.
- HENTOFF, NAT**
WMEX, Boston, Mass.
- HERBERT, JACK**
Alarm Clock
WGRD, Bay City, Mich.
- HERMANSFELD, ART**
After Hours
KBMW, Wahpeton, N. D.
- HERBIN, WINDY**
Musical Clock
WCCP, Savannah Ga.
- HERBING, BILL**
Tune Factory
KWTX, Waco, Texas
- HERSON, BILL**
Time Keeper
WRC, Washington, D. C.
- HESS, BOB**
Rural Round-Up
Sunnyside Up
KLRA, Little Rock, Ark.
- HESS, BOB**
Coffee Time
KPAN, Hereford, Texas
- HESS, JIM**
Cowboy Jubilee
WRGN, Knoxville, Tenn.
- HESTERMAN, BILL**
Requestfully Yours
KMUR, Murray, Utah
- HEUBENER, CUT**
Your All-Night Record Man
KHON, Honolulu, Hawaii
- HICKLING, LEE**
Request Granted
WDOS, Oneonta, N. Y.
- HICKOK, BILL**
Alarm Clock Club
WKKW, Albany, N. Y.
- HICKOK, LACEY**
WBAC, Cleveland, Tenn.
- HICKS, BOB**
Time & Tune Parade
Merry Go Round
KLRA, Little Rock, Ark.
- HIGGINS, CLYDE**
WSTV, Steubenville, Ohio
- HIGGINS, JIM**
Here's Higgins
WWNY, Watertown, N. Y.
- HIGHTOWER, BILL**
Texas Time
KXOL, Fort Worth Texas
- HIGLEY, BILL**
Willy Wab
KEKW, Aberdeen, Wash.
- HILDRETH, BOB**
The Waxworks
WVCG, Coral Gables, Fla.
- HILL, BOB**
Platter Club
WANE, Ft. Wayne, Ind.
- HILL, DAVID G.**
Dave Hill Show
CKDA, Victoria, B. C., Canada
- HILL, LARRY**
Western Wax
WJCM, Sebring, Fla.
- HILL, TED**
KMUS, Muskogee, Okla.
- HINDMAN, BILL**
Bill's Blue Room
WCOL, Columbus, Ohio
- HINES, SOUPY**
The Soupy Hines Show
WJW, Cleveland, Ohio
- HIRSCH, WOODY**
Wax & Relax With Woody
KBIZ, Ottomwa, Iowa
- HITE, BOB**
KWBG, Boone, Iowa

Dise Jockeys—Radio-Television

- HIXSON, GLEN**
 Today's Top Times
 WJAG, Norfolk, Nebr.
- HODGES, GENE**
 Say It With Music
 WHED, Washington, N. C.
- HODGES, JIM**
 KWRO, Coquille, Oregon
- HODGES, JOHN**
 Anything Goes
 CJRL, Kenora, Ontario, Can.
- HOFER, DAVE**
 Hymn Request
 KRDU, Dinuba, Calif.
- HOFF, HOLLIS**
 Homespun Harmony
 KGDE, Fergus Falls, Minn.
- HOFFARD, ALLEN**
 1570 Club
 KFGR, Forest Grove, Oregon
- HOGAN, ED**
 Tune Test
 WFAA, Dallas, Texas
- HOGAN, JAY**
 KRLL, Dallas, Texas
- HOGAN, MARTY**
 Musical Merry Go Round
 WCFL, Chicago, Ill.
- HOGAN, MARTY**
 Stars On Parade
 WJJD, Chicago, Ill.
- HOGAN SPIKE**
 Friendly Trail
 KXA, Seattle, Wash.
- HOIPKEMIER, DALE**
 Melody Island
 KADA, Ada, Okla.
- HOLEN, DONALD**
 Your The Doctor
 KRFP, Miles City Mont.
- HOLIDAY, JOHNNY**
 Rise ' Shine
 KOY, Phoenix, Ariz.
- HOLLAND, BOB**
 WMOU, Berlin, N. H.
- HOLLISTER, RIC**
 The Beachcomber
 WOND, Pleasantville, N. J.
- HOLLORAN, L. P.**
 1450 Club
 KWBM, Williston, N. Dak.
- HOLMES, JACK**
 Jack Holmes Show
 WLOW, Norfolk, Va.
- HOLMES, RICHARD**
 WILM, Wilmington, Del.
- HOLT, DAN**
 WTCO, Campbellsville, Ky.
- HOMMEL, BEN**
 WBLK, Clarksburg, W. Va.
- HONAKER, RAY**
 Coffee Club
 WSAP, Portsmouth, Va.
- HOOPER, D. L.**
 WKSR, Pulaski, Tenn.
- HOPKINS, BILL**
 Hop Time
 KJR, Seattle, Wash.
- HORN, BOB**
 KMA, Yakima, Wash.
- HORN, BOB**
 Valley Forge Stardust Time
 WFLL, Philadelphia, Pa.
- HORNBECKER, HARRY**
 Tel-A-Tune
 KANA, Anaconda, Mont.
- HORTON, ROBERT**
 Half Hour Of Harmony
 WKTW, Mayfield Ky.
- HORWOOD, J.**
 Musical Matinee
 WOCM, St. John's, Nfld., Can.
- HOUSER, HOLLY**
 Holly's Sun-Up Pollies
 KLIX, Twin Falls, Idaho
- HOUGLUM, ROBERT L.**
 Swingshift
 KHRH, Hood River, Oregon
- HOUK, DON**
 WPTW, Piqua, Ohio
- HOURIGAN, HAP**
 1st Call
 WILS, Lansing, Mich.
- HOUTZ, MARVIN**
 Old Top Rail
 KMAN, Manhattan, Kans.
- HOWARD, BOB**
 Music Room
 WLEC, Sandusky, Ohio
- HOWARD, BOB**
 House Party
 WWSO, Springfield, Ohio
- HOWARD, DON**
 KSDO, San Diego, Calif.
- HOWARD, HERBERT**
 My Best To You
 WJHL, Johnson City, Tenn.
- HOWARD, PAUL**
 Paul Howard Show, Top O'
 Morning
 WTRF, Bellaire, Ohio
- HOWARD, W. J.**
 Midnight Son
 WGRG, Louisville, Ky.
- HOWARD, NED**
 WMAQ, Chicago, Ill.
- HOWARD, WILLIAM T., JR.**
 Piedmont Special
 WBTM, Danville, Va.
- HOWELL, JACK**
 Off The Record
 WPCF, Panama City, Fla.
- HOYLE, SONNY**
 According To Hoyle, Hayloft
 Jamboree
 WHKY, Hickory, N. C.
- HUCKABA, DICK**
 Open House Party
 WDSG, Dyersburg, Tenn.
- HUDSON, FLOYD**
 KELD, El Dorado, Ark.
- HUDSON, HARVEY**
 Harvey Hudson Show
 WLEE, Richmond, Va.
- HUDSON, RUBY STEIN**
 WHHM, Memphis, Tenn.
- HUGGINS, HANK**
 Cornbread Matinee
 WENK, Union City, Tenn.
- HUGHES, CLAUDE**
 Sunny Side Of Street
 KNEX, McPherson, Kans.
- HUGHES, JACK**
 Merry-Go-Round
 WDW, Terre Haute, Ind.
- HUGHES, TOM**
 Mail Bag
 WSLS, Roanoke, Va.
- HULL, DICK**
 Make Believe Danceland
 WFRP, Savannah, Ga.
- HUME, ART**
 Breakfast Show & Hume On
 The Range
 WLYN, Lynn, Mass.
- HUNKA, RON**
 Ron's Rendezvous
 CHAB, Moose Jaw, Sask.,
 Canada
- HUNNICUT, CLIFF, JR.**
 Dancing Party
 WJAT, Swainsboro, Ga.
- HUNNICUTT, MIKE**
 Top of the Morning
 WOL, Washington, D. C.
- HUNT, RALPH**
 Coffeetime Musicale
 WFAU, Augusta, Maine
- HUNTER, AL**
 Town & Country
 CFJR, Brockville, Ont., Can.
- HUNTER, AL**
 KSDO, San Diego, Calif.
- HUNTER, DAN**
 The Minute Man
 WPDF, Flint, Mich.
- HUNTER, STEVE**
 P. M. Getogether
 WND, Daytona Beach, Fla.
- HUNTLEY, CURLEY**
 Curley's Corner
 WKLF, Clanton, Ala.
- HURST, ED & GRADY, JOE**
 950 Club
 WPEN, Philadelphia, Pa.
- HURT, ZACK**
 KFJZ, Fort Worth Texas
- HUSAK JOHN**
 This Is The Time
 WKBB, Dubuque, Iowa
- HUSING, TED**
 Ted Husing's Bandstand
 WMGM, New York, N. Y.
- HUTCHINSON, BILL**
 Waxworks
 KPDN, Pampa, Texas
- HUTCHINSON, HARDY**
 Flying Discs
 KGMB, Honolulu, Hawaii
- HUTCHINSON, RAY**
 Ray's Song Shop
 WVET, Rochester, N. Y.
- HVESTIS, LOWELL**
 Club 1240, Teen Topics, Best
 on Wax, Sweet & Lowell
 CJRW, Summerside, Prince
 Edward Island, Canada
- HYDEN BILL**
 Music On The Sunny Side
 KRMG, Tulsa, Okla.



- IDE, CARL**
 Jazz Revue
 WNRJ, Newark, N. J.
- IHLNFELD, WARREN**
 Take It Easy
 WISR, Butler, Pa.
- IRVING, BOB**
 Irving Serving
 WMAV, Springfield Ill.
- IRVING, JAY**
 Music for Moderna
 KVON, Napa, Calif.
- IRVING, PAUL**
 Midnight Flyers
 WEDC, Chicago, Ill.
- IVES, JIM**
 You Name It
 WINR, Binghamton, N. Y.



- JACKSON, BILL**
 The B. J. Show
 WCOG, Greensboro N. C.
- JACKSON, BOB**
 Please Play
 KHUZ, Borger, Texas
- JACKSON, DON**
 Hillbilly Heaven
 KTBB, Tyler, Texas
- JACKSON, JACK**
 Hillbilly Hit Parade
 WGOV, Valdosta, Ga.
- JACKSON, SANDY**
 Sandy Jackson Show
 KOWH, Omaha, Nebr.
- JACOBS, FRED**
 WNAH Nashville, Tenn.
- JACOBSON, GENE**
 Musical Merrygoround
 KFGR, Forest Grove, Oregon
- JAGT, GUY VANDER**
 Sunnyside Of Street
 WHTC, Holland, Mich.
- JAMES, ALLAN**
 WRFD Worthington, Ohio

Disc Jockeys—Radio-Television

- JAMES, BRIEN**
Clockwatcher
KCRG, Cedar Rapids, Iowa
- JAMES, DON**
860 Club
KTRB, Modesto, Calif.
- JAMISON, DICK**
WDYK Cumberland, Md.
- JANN, HARRY**
The Platter Man
KFGO, Fargo, N. D.
- JARVIS, AL**
KLAC, Los Angeles, Calif.
- JARVIS, JOHNNY**
Breakfast Melodies
WJVA, South Bend Ind.
- JARY, NORMAN**
Club 1240
CJCS, Stratford, Ont., Canada
- JEFFERS, "SLEEPY"**
Magic Valley Jamboree
WTIP, Charleston, W. Va.
- JENKINS, ROBERT E.**
KGY, Olympia, Wash.
- JENNINGS, GORDON**
Hillbilly Fever
WKOY, Bluefield, W. Va.
- JENSEN, FRED**
Freddie's File
KXRN, Renton, Wash.
- JENSEN, PAUL**
Gloombusters
KOLN, Lincoln, Nebr.
- JENSEN, RAY**
Package From Parkers
WOC, Davenport, Iowa
- JENSEN, WALT**
Record Rendezvous
KSNB, Jamestown, N. Dak.
- JESSEN, DICK**
Requestfully Yours
WCVI, Connellsville, Pa.
- JEWELL, JAMES**
Yawn Club
KTBI, Tacoma, Wash.
- JEWELL, WAYNE**
Hub Cap Caravan
Eight O'Clock Date
WBBC, Flint, Mich.
- JOBES, JAMES N.**
Varsity Drag
KOFO, Ottawa, Kansas
- JOHNS, OLIVER**
Postcard Parade
KWSH Club
KWSH, Holdenville, Okla.
- JOHNSON, ART**
1340 Club
WLDY, Ladysmith, Wis.
- JOHNSON, BILL**
Dinner Bell
WROL, Knoxville, Tenn.
- JOHNSON, BOB**
Musical Clock
KFOR, Lincoln, Nebr.
- JOHNSON, DICK**
Swing Shift
WHLB, Virginia, Minn.
- JOHNSON, IRWIN**
Early Worm
WBNS, Columbus, Ohio
- JOHNSON, JOHNNY**
All Night Record Show
CKNW, New Westminster,
B. C., Canada
- JOHNSON, JOE**
WPAQ, Mt. Airy, N. C.
- JOHNSON, KIMBERLEY**
Top Of The Morning
WLNA, Peekskill, N. Y.
- JOHNSON, LEN**
Music Moods
WKKB, Iron River, Mich.
- JOHNSON, LOU**
KTOE, Mankato, Minn.
- JOHNSON, RON**
1230 Club
KALG, Alamogordo, N. M.
- JOHNSON, RON**
Ye Olde Record Shoppe
WBEX, Chillicothe, Ohio
- JOHNSON, ROOSEVELT**
Roosevelt's Record Club
WERD, Atlanta, Ga.
- JOHNSON, TED**
Sleepyhead Ted
WXYZ, Detroit, Mich.
- JOHNSON, TINY**
Afternoon Jamboree
WLPO, La Salle, Ill.
- JOHNSON, TRAVIS**
Blue Dreamer
WIRK, W. Palm Beach, Fla.
- JOHNSON, WALLY**
Platter Parade
KFEQ, St. Joseph, Mo.
- JOHNSTON, EDDIE**
Record Shop
WTRF, Bellaire, Ohio
- JOHNSTON, JOHNNY**
The Ebony Express
WFEC, Miami, Fla.
- JOHNSTON, PAUL**
KGEZ, Kalispell, Mont.
- JOHNSTON, WAYNE**
KSET, El Paso, Texas
- JOINER, JERRY**
Good Yawuin' Joiner's Corner
WTOK, Meridian, Miss.
- JONES, AL**
Al Jones' s Show
WRR, Dallas, Texas
- JONES, ARCHDALE**
WBAL, Baltimore, Md.
- JONES, BOB**
Jones Junction
KFAB, Omaha, Nebr.
- JONES, BOB**
Groans By Jones
WGBG, Greensboro, N. C.
- JONES, DANA**
WBEC, Pittsfield, Mass.
- JONES, "DOC"**
Jones Boy
WBET, AM & FM, Brockton,
Mass.
- JONES, KEN**
WHTN, Huntington, W. Va.
- JONES, MAL**
1010 Club
WAPP, McComb, Miss.
- JONES, R. D.**
On The Beam
KORA, Bryan, Texas
- JONES, RALPH**
Timekeeper
WMBG, Richmond, Va.
- JORDAN, BILL**
Polka Time
WDAD, Indiana, Pa.
- JORDAN, BOB**
WCFE, Akron, Ohio
- JORDAN, TONY**
Tony Jordan Show
KELK, Elko, Nev.
- JOSEPH, EDDY**
Eddy Joseph Show
Popular Music
WHLB, Niagara Falls, N. Y.
- JOY, ART**
Doug Pitch
KIEM, Eureka, Calif.
- JOYCE, JOHNNY**
WPAQ Mt. Airy, N. C.
- K —
- KALBERER, GEORGE**
Vacationland Calling
KDAL, Duluth, Minn.
- KARANT, MARTIN**
WKPT, Bangsport, Tenn.
- KARRENBAR, BILL**
WHBC, Canton, Ohio
- KALFFMAN, TED**
Record Rendezvous
WCMI, Ashland, Ky.
- KAVANAUGH, DAN**
Kavanaugh Kalling
WKRT, Cortland, N. Y.
- KAY, ANDY**
Top Of The Morning
KVEC, San Luis Obispo, Calif.
- KAY BOB**
Disk Jockey Contest
WAVE, Louisville, Ky.
- KAY, LARRY**
Moonlight Serenade
KCMJ, Palm Springs, Calif.
- KAY, LARRY**
Top O' Morning
WHAP, Hopewell, Va.
- KAY, WALTER**
Walt Kay Show
WDOK, Cleveland, Ohio
- KERE, BOB**
Afternoon Concert With Bob
Kerr
CFCN, Calgary, Alberta, Can.
- KESSENICH, RAYMOND**
1470 Review
WBKV, West Bend, Wis.
- KEYSER, WARREN**
WLM, Wilmington, Del.
- KEARNEY, GERRY**
Tune Factory
WFEA, Manchester, N. H.
- KEEF, BARNEY**
Barney Keef Show
KEX, Portland, Oregon
- KELMAN, ED**
Record Time
KBMN, Bozeman, Montana
- KELLER, NORM**
WMOH, Hamilton, Ohio
- KELLER, O. J., JR.**
Juke Box Serenade
WTAX, Springfield, Ill.
- KELLEY, LUTHER**
KBST, Big Spring, Texas
- KELLY, DAN**
1400 Club
WRDO, Augusta, Maine
- KELLY, TOM**
WJMS, Ironwood, Mich.
- KELPE, HENRY**
KOLL, Omaha, Nebr.
- KENNEDY, JOHN**
Kennedy's Korner
KFYO, Lubbock, Texas
- KENNEDY, LEE**
WVFN, Obey, Ill.
- KENNEDY, MICHAEL**
Musical Matinee
KTOW, Oklahoma City, Okla.
- KENNEDY, TERRY**
Spins And Need's
WBCK, Battle Creek, Mich.
- KENT, ALAN**
WOR, New York, N. Y.
- KENT, BOB**
By Request
WMEV, Marion, Va.
- KENT, GEORGE**
Kents Korner
WSAP, Portsmouth, Va.
- KENT, GEORGE**
Kent's Corner
WTAR, Norfolk, Va.
- KENT, TONY**
Sundalees, Club
KSSA, Santa Maria, Calif.
- KIBBE, THOMAS**
WHWB, Rutland, Vermont
- KIBBY, GORDON**
The Gordon Kibby Show
Knights Of The Turntable
WFUR, Grand Rapids, Mich.

Disc Jockeys—Radio-Television

- KIHN, ED**
Noon Hour Clock
KHAS, Hastings, Nebr.
- KIMBRELL, JAY**
WRXO, Roxboro, N. C.
- KING, BILL**
Off The Record
KSCV, Richfield, Utah
- KING, BOB**
Night Editor
WNAX, Yankton, S. D.
- KING, CHARLES**
Time And The Place
WKAL, Rome, N. Y.
- KING, FULTON**
Coffee Pot
WTON, Staunton, Va.
- KING, GLEN**
KLX, Oakland, Calif.
- KING, JIM**
At Your Request
KDMO, Carthage, Mo.
- KING, JOSH**
Chum Valley
CHUM, Toronto, Ont., Canada
- KING NELSON**
Daily Hit Parade & Jamboree
WCKY, Cincinnati, Ohio
- KING KO**
King of the Disc-Jockeys
WBGO, Birmingham-Bessemer, Ala.
- KING, PAUL**
1400 Club
KKIN, Visalia, Calif.
- KING, WALLACE**
The Wally King Show
WATR, Waterbury, Conn.
- KINNAMON, RAY**
Ray Kinnamon Show
WATL, Atlanta, Ga.
- KINNEY, BOB**
Breakfast In Dixie
WDOD, Chattanooga, Tenn.
- KIPPENBROCK, JAMES**
Open House
KSFA, Nacogdoches, Texas
- KIRBS, KEN**
Kollectations
WGAP, Maryville-Alcoa, Tenn.
- KIRBY, ALBERT**
Musical Party
WRGA, Rome, Ga.
- KIRBY, TED**
Hillbilly Hits
WZOB, Fort Payne, Ala.
- KIRK, ROGER T.**
Chicken House
WJNC, Jacksonville, N. C.
- KIRVEN, ROY**
Nite Hawk Show
WGCD, Chester, S. C.
- KIRWAN, JIM**
1350 Club
WNLK, Norwalk, Conn.
- KISER, CHES**
Moonlight Serenade
WWIN, Baltimore, Md.
- KISER, JIMMY**
Luncheon With Music
WSOC, Charlotte, N. C.
- KITCHEN, CORKY**
Melody Lane
WKLV, Blackstone, Va.
- KJAR, JOE**
Waxward Ho!
KSL, Salt Lake City, Utah
- KLARKE, JOE**
1540 Club
WATH, Athens, Ohio
- KLAVAN, GENE**
WTOP, Washington, D. C.
- KNEVEL, JOHN**
Rocket Rhythms
KIMA, Yakima, Wash.
- KNIGHT, FRANK**
WARE, Ware, Mass.
- KNIGHT, KEN**
WTCO, Campbellsville, Ky.
- KNIGHT, TOM**
Dance Hour
WRHI, Rock Hill, S. C.
- KOBAK, ED**
Kobak's Koru
WTWA, Thomson, Ga.
- KOCH, TOM**
Long Thomas Show
CHUB, Nanaimo, B. C., Canada
- KOESLING, LARRY**
ABC Club
KCHA, Charles City, Iowa
- KOIHMEYER, ROBERT**
Top Tunes
WKXY, Sarasota, Fla.
- KOLTUN, RUTH**
Club 1150
WJBO, Baton Rouge, La.
- KOPLIN, MERT**
Mert's Record Adventures
MBS
- KOSAK, JOE**
WYIN, Olney, Ill.
- KOSTER, HEBB**
Knollers With Koster
Request Time
WKRT, Cortland, N. Y.
- KOVACIC, FRANK**
Jukebox Jamboree
KMVI, Wailuku, Maui, T. H.
- KRAMER, CLAUDE**
This 'N' That
KARE, Atchinson, Kans., St. Joseph, Mo.
- KRANE, BYRON**
By The By
KOLN, Lincoln, Nebr.
- KRELL, FRED**
Fred Krell Show
WSAM, Saginaw, Mich.
- KROSKE, BILL**
WMOCK, McKeesport, Pa.
- KRUSE, RUSS**
Juke Box Review
KSDN, Aberdeen, S. D.
- KULZ, ROBERT**
Morning and Afternoon
Roundup
WHBO, Tampa, Fla.
- KUNZ, CARL J. JR.**
WHAZ, Troy, N. Y.
- KUREGER, RALPH**
Coffee Time
WCSS, Amsterdam, N. Y.
- KUTAN, DICK**
Farm Market Jamboree
WSAL, Logansport, Ind.
- KYLE, JACK**
Night Flight
CKWX, Vancouver, B. C., Canada
- L —
- LaBARR, FRANK**
Music After Midnight
Musical Waiter
WBRE, Wilkes-Barre, Pa.
- LABOE, ART**
Teen Timers Matinee
KGFJ, Hollywood, Calif.
- LACONI, JOE**
1580 Club
WBUT, Butler, Pa.
- LACY, JACK**
Listen To Lacy
WINS, New York, N. Y.
- LaFRANCHISE, CHARLIE**
The Hop
KPOJ, Portland, Ore.
- LaMAR, JACK**
Housewives Serenade
WCAM, Camden, N. J.
- LAMBERT, EDDIE**
The E. L. Show
WEAT, Lake Worth, Fla.
- LAMBERT, ROG**
Insomnia Club
WSAM, Saginaw, Mich.
- LaMERE, ROY**
Your Boy Roy
WPHR, Wisconsin Rapids, Wis.
- LANDERS, BOB**
Melody Ballroom
WFBR, Baltimore, Md.
- LANDEFEAR, DEAN**
Off The Record
WMT, Cedar Rapids, Iowa
- LANG, DAVID**
Time-News-Temperature
WHLS, Port Huron, Mich.
- LANGSTON, HARRY**
Harry The Hoosier
WWCA, Gary, Ind.
- LANTZ, CLIFF**
Valley Bandstand
KREO, Indio, Calif.
- LARICK, DWIGHT**
Dance On Downbeat
WKOZ, Kosciusko, Miss.
- LARKE, STAN**
Mail Bag
CFOR, Orléans, Ont., Canada
- LARSON, BEN**
Happy Days
WRFW, Eau Claire, Wis.
- LARSON, PAUL**
Timekeeper
WNEB, Worcester, Mass.
- LASK, BILL**
Tumbleweed Tempos
KDDD, Dumas, Texas
- LATHAM, GARRY**
1400 Club
WJZM, Clarksville, Tenn.
- LAURENSEN, GARY**
1240 Club
KSUE, Susanville, Calif.
- LAVERTY, BOB**
Yours By Request
KWSB, Mt. Shasta, Calif.
- LAWRENCE, BOB**
Bob Lawrence, Show
KVIC, Little Rock, Ark.
- LAWRENCE, LAWRENCE Q.**
Lawrence Q. Lawrence Show
WCOP, Boston, Mass.
- LAWRENCE, MILTON**
We Say Good Night
WSSG, Birmingham, Ala.
- LAWSON, RALPH**
Hill Billy Jump
WZIP, Covington, Ky.
- LAYTON, DOUG**
Platter Parade
WAUD, Auburn, Ala.
- LEA, ROD**
After Hours
WWOD, Lynchburg, Va.
- LEA, ROGER**
WDVA, Jamboree
WDVA, Danville, Va.
- LEACIL, ROBERT E.**
WPGW, Portland, Ind.
- LEAZOR, PERRY (NEGRO)**
1490 Club
WSTP, Salisbury, N. C.
- LEBBY, BARBARA**
Melody Shop
WACH, Kittanning, Pa.
- LEE, AL**
Music Ala Lee
KVMV, Twin Falls, Idaho
- LEE, BOB**
Melody Time
WPEO, Peoria, Ill.
- LEE, BRUCE**
WHIT, New Bern, N. C.

Disc Jockeys—Radio-Television

- LEE, HARRY**
Coffee Shop
WMID, Atlantic City, N. J.
- LEE, MIKE**
WEDO, McKeesport, Pa.
- LEE, TOM**
Dance Time
WMRA, Myrtle Beach, S. C.
- LEFFINGWELL, JOHN**
WNLC, New London, Conn.
- LeGoff, JACK**
Jack LeGoff Show
WFMJ, Youngstown, Ohio
- LEHNHOFF, HENRY**
UM Papa
KWED, Seguin, Texas
- LEIGHTON, JERRY**
Datin' With Leighton
WSAZ, Huntington, W. Va.
- LEITCH, BOB**
Rise 'N Shine
CKOC, Hamilton, Canada
- LENAY, WILL**
Will Lenay Show
WSAI, Cincinnati, Ohio
- LENUSON, DICK**
KBUN, Bemidji, Minn.
- LEONARD, BOB**
Club A.M.
WBIS, Bristol, Conn.
- LESTER, JACK**
Jack Lester Show
WENR, Chicago, Ill.
- LESTER, MICKEY**
Mickey Lester Show
CKEY, Toronto, Ont., Canada
- LETCHER, SKIP**
Skip Letcher Show
CHVC, Niagara Falls, Ont., Canada
- LEVITT, AL**
Let's Get Acquainted
KEEN, San Jose, Calif.
- LEVITT, BOB**
Bob's Curfew Club
KTRB, Modesto, Calif.
- LEWIS, FRED**
Coffee For Two
WJNO, W. Palm Beach, Fla.
- LEWIS, HAL**
J. Akuhead Pupule
KHON, Honolulu, Hawaii
- LEWIS, JIMMY**
Jimmy Lewis Show
KNUZ, Houston, Texas
- LEWIS, MILT**
WIBC, Indianapolis, Ind.
- LEWIS, RALPH**
930 Club
WTAD, Quincy, Ill.
- LEWIS, ROBERT Q.**
Robert Q.'s Waxworks
CBS
- LEYDEN, BILL**
The Bill Leyden Show
KFWE, Hollywood, Calif.
- LEZOTTE, GEORGE**
Mid-Day Serenade
WAVZ, New Haven, Conn.
- LIBUTTI, GEORGE**
Melody Matinee
WRNY, Rochester, N. Y.
- LILLIBRIDGE, SAMMY**
KCLW, Hamilton, Texas
- LINDAMOOD, RONNIE**
Morning Mailbag
WYVE, Wytheville, Va.
- LINDLEY, BOB**
Rumpus Room
KELP, El Paso, Texas
- LINDSAY, BILL FRANK**
Soap 'n The Saddle
KELT, Electra, Texas
- LINDSAY, JAMES**
Listen With Lindsay
KRIC, Beaumont, Texas
- LINEBERRY, WARREN**
WBOB, Galax, Va.
- LINKOUS, MEL**
Saturday Dance Party
WLSL, Roanoke, Va.
- LINN BANDEL**
At Home With Bandel Linn
WSPB, Sarasota, Fla.
- LINN, CLARE**
Clare "Shoulders" Linn
WKMH, Dearborn, Mich.
- LINN, KEN**
Music Room
WLW, Cincinnati, Ohio
- LINN, PHILLIP**
KWRO, Coquille, Oregon
- LINTON, PETE**
Pete's Pop Parade
KNOE, Monroe, La.
- LITTON, JOE**
Late Riser's Reveille
WANS, Anderson, S. C.
- LISLE, KENN**
WPRC, Lincoln, Ill.
- LITCHFIELD, LITCH**
Uncle Litch Daybreak Jam-boree
WKBC, N. Wilkesboro, N. C.
- LITTLE, IDA**
Little Ida Time
WTOB, Winston-Salem, N. C.
- LITZINGER, RAY**
Melody Club
KIT, Yakima, Wash.
- LLOYD, BOB E.**
Bob E. Lloyd Show
WTHT, Hartford, Conn.
- LLOYD, FRED**
Breakfast Fraeas
KOMO, Seattle, Wash.
- LOCKHART, JOHN**
Off The Record
KRSN, Los Alamos, N. Mexico
- LOCHNER, ART**
You Ask For It
WLEA, Hornell, N. Y.
- LOCKWOOD, GLEN**
Record Party
KOOK, Billings, Mont.
- LOEBE, BARNEY**
Uncle Barney
WNAG, Grenada, Miss.
- LOGAN, BILL**
1310 Club
KOKX, Keokuk, Iowa
- LOMAX, KEN**
KUGN Carousel
KUGN, Eugene, Oregon
- LOMKKE, DAVE**
Club 600
KSBJ, Jamestown, N. Dak.
- LONG, BUCK**
Buck's Back Room
WABB, Mobile, Ala.
- LONG, ELMER**
Moments Of Melody
WVCH, Chester, Pa.
- LONG, KENNETH**
Late Riser's Club
WGAN, Portland, Maine
- LONG, MATT**
Open House
KGB, San Diego, Calif.
- LONGACRE, JAY**
Teen Time Tantrums
WBAT, Marion, Ind.
- LONGWORTH, WM.**
Musical Matinee
WGBI, Scranton, Pa.
- LOPEZ, JOE**
Memory Song Man
WIOD, Miami, Fla.
- LOUDEN, ROD**
Magic In Music
KPOJ, Portland, Oregon
- LOUTHER, JOHN**
Timekeeper Show
WKAL, Rome, N. Y.
- LOUNSBERRY, JIM**
Record Shop
WIND, Chicago, Ill.
- LOWE, JACKSON**
Jackson Lowe Program
WINX, Washington, D. C.
- LOWE, JIM**
The Lowe Down
WENR, Chicago, Ill.
- LOWE, WALT**
Disc Jockey Jamboree
KSLB, Cedar City, Utah
- LOWERY, BILL**
Let's Have Fun
WGST, Atlanta, Ga.
- LOWKEY, BYRON**
Coffee Club
KWTX, Waco, Texas
- LOWRY, KEN**
Pop O the Morning
WGTA, Summersville, Ga.
- LOWRY, MICKEY**
Mickey's Madhouse
WGTA, Summersville, Ga.
- LOWRY, ROBERT A.**
13-20 Club
KVMC, Colorado City, Texas
- LOYE, DAVID**
KOCY, Oklahoma City, Okla.
- LOZIER, JACK**
General Store
KRIS, Corpus Christi, Texas
- LUCAS, BEN**
Talk Of Town
WRGA, Rome, Ga.
- LUCAS, MARK**
Mark & Remarks
WTNS, Coshocton, Ohio
- LUDKA, JOE**
Your Favorite & Mine
KREL, Baytown, Texas
- LUECK, KEN**
Best on Wax
WNDB, Daytona Beach, Fla.
- LUKENS, NED**
Jack the Bellboy
WEAS, Atlanta-Decatur, Ga.
- LUNDBERG, WYN**
Me'ody Mill
KRVN, Lexington, Nebr.
- LUNDQUIST, VERNON**
620 Club
WROL, Knoxville, Tenn.
- LUPO, JIM**
Juke Box Review
WLAQ, Rome, Ga.
- LUPTON, JOHN**
Lupton's Matinee & Spinner
Sanctum
WLAN, Lancaster, Pa.
- LYNCH, BILL**
Bill Lynch Show
WRYO, Rochester, Pa.
- LYNN, BOB**
Bob Lynn Show
WWPB, Miami, Fla.
- LYNN, DAVE**
Yawn Patrol
WGAP, Maryville-Alcoa, Tenn.
- LYNN, JACK**
Morning Watch
KVER, Albuquerque, N. Mex.
- LYNN, JAMES**
Melody Manor
WVCH, Chester, Pa.
- LYNN, RONNY**
Melody Range
WKNX, Saginaw, Mich.
- LYON, EDISON**
Melody Round-Up
KWLK, Longview, Wash.

Disc Jockeys—Radio-Television

- LYON, JOHN**
Lyon's Den
WBBQ, Augusta, Ga.
- LIONS, JIMMY**
Discapades
KNBC, San Francisco, Calif.
- **Mc** —
- McALLISTER, DON**
Yours Sincerely
WDBO, Orlando, Fla.
- McANULTY, BOB**
Record Party
KWJJ, Portland, Ore.
- MacBRIAR, WALLACE**
1240 Spot
WJON, St. Cloud, Minn.
- McBRIDE, GORDON**
Littlefork Calling
CFKI, Fort Frances, Ontario, Canada
- McBRIDE, LESTER**
KGLU, Safford, Ariz.
- McCALL, KARL**
Cavalcade of Music
KVLV, Alpine, Texas
- McCALL, GEORGE**
Request On Call
Spins & Needles
WEEU, Reading, Pa.
- McCALL, JACK**
KSYL, Alexandria, La.
- McCANN, BOB**
Wax Works
KBYM, Billings, Montana
- McCANN, TOM**
Easy Listening
KJR, Seattle, Wash.
- McCARL, BOB**
Poor Bob's Almanac
KRNR, Roseburg, Oregon
- McCARTHY, LARRY**
WJBB, Haleyville, Ala.
- McCARTHY, RED**
Platter Chatter
WHGB, Harrisburg, Pa.
- McCARTY, BOB**
920 Club
KFXJ, Grand Junction, Colo.
- McCAULEY, JOE**
Dawn Patrol
WIP, Philadelphia, Pa.
- McCLEAN, PHIL**
WERE, Cleveland, Ohio
- McCLENDON, RAY**
Platter Paradise
WGSV, Guntersville, Ala.
- McCOY, RONNIE**
KFEL, Kiloceyle Club
KFEL, Denver, Colo.
- McCULLOUGH, DICK**
WRFC, Athens, Ga.
- McCULLOUGH, SCOT**
Disc Derby
KXXX, Colby, Kansas
- McCUTCHAN, KEN**
Spinners Sanctum
WIKY, Evansville, Indiana
- McDANIEL, GRANT**
Candlelight Serenade
KDSH, Boise, Idaho
- McDANIELS, "ACE"**
Trailers Trails
KALE, Richland, Wash.
- McDANIELS, WINFRED**
Mac At The Record Rack
KLFY, Lafayette, La.
- McDEVITT, LEO**
1230 Club
WBSM, New Bedford, Mass.
- McDONALD, AL**
Al Mac's Music-Al
KOTA, Rapid City, S. Dak.
- McDONALD, HOWARD**
KXLQ, Bozeman, Montana
- McDONALD, RUSTY**
KSWO, Lawton, Okla.
- McDOWELL, FRED**
Fred Mack Show
CKOK, Penticton, B. C., Can.
- McDOWELL, LYNN**
WJBB, Haleyville, Ala.
- McENANEY, JAMES**
WNLG, New London, Conn.
- McFADDEN, A. T.**
A. T.'s Night Club (Colored)
WPDI, Jackson, Tenn.
- McFADDEN, JIM**
Call A Tune
KGEM, Boise, Idaho
- McFARLAND, HARRY**
Teen Time Tunes
KSIW, Woodward, Okla.
- McFARLANE, MONTY**
Monty's Music
WJOR, Vancouver, B. C., Can.
- McGARRY, MAC**
Mac McGarry Show
WRC, Washington, D. C.
- McGAVIN, BOB**
Midnight Special
CFRN, Edmonton, Alberta, Canada
- McGILL, LAWRENCE**
1240 Club
WFTM, Maysville, Ky.
- McGREW, DANGEROUS DAN**
WLBG, Laurens, S. C.
- McGUIRE, CHARLES**
The Digger Show
WOPI, Bristol, Tenn.
- McGUIRE, MAC**
Start The Day Right-Matinee
McGuire
WIP, Philadelphia, Pa.
- McGUREN, MAC**
Concert Musicale
KGDE, Fergus Falls, Minn.
- MeHALE, BOB**
Polka Party
WSCR, Scranton, Pa.
- MeHALE, LARRY**
Mac's Mansions
KALB, Alexandria, La.
- McINTIRE, RUSS**
Platter Party
WSTP, Salisbury, N. C.
- McINTOSH, HUGH**
Club 1350
KRLC, Lewiston, Idaho
- McKASSON, CHUCK**
Hillbilly Jamboree
WGBF, Evansville, Ind.
- McKAY, JAMES**
Melody Time
WFEB, Sylacauga, Ala.
- McKAY, KEITH**
CFJR, Brockville, Ont., Can.
- MacKECHNIE, BILL**
Timeteller
WALT, Tampa, Fla.
- McKEE, BOB**
WQXI, Atlanta, Ga.
- McKFEHAN, BOB**
Arizona Hayride
KCNA, Ariz.
- McKENZIE, ED**
Jack The Bellboy
WJBK, Detroit, Mich.
- McKINNON, BOB**
1050 Club
WRF, Alexander City, Ala.
- McLAUGHLIN, BOB**
KLAC, Los Angeles, Calif.
- McLEAD, D.**
"Hell" Alley Band Wagon
CFOS, Owen Sound, Ont., Can.
- McMASTERS, JAY**
WMEX, Boston, Mass.
- MacMILLAN, ERNEST, SIR**
Sir Ernest Plays Favorites
CKEY, Toronto, Ont., Canada
- McMILLAN, VALERIE**
KSL, Salt Lake City, Utah
- McMILLEN, JIM**
WCKB, Dunn, N. C.
- McNAMARA, FRANK**
Frank McNamara Show
WMNB, North Adams, Mass.
- McNEALL, CHUCK**
KCLS, Flagstaff, Ariz.
- McNEELEY, MARTY**
McNeeley & Music
WJR, Detroit, Mich.
- McNEIL, DEAN**
Blues At Sunrise (Negro Pgm.)
KWBC, Ft. Worth, Texas
- McNEIL, ROBIN**
Insomnia Inc.
CJCH, Halifax, N. C., Canada
- McNEILLY, JOE**
Mailbox Roundup
WSFC, Somerset, Ky.
- McVEAN, BILL**
Smoke Rings
CKOC, Hamilton, Canada
- **M** —
- MACK, BILL**
Bill Mack Show
KWFT, Wichita Falls, Texas
- MACK, BILL**
Denemark Music Time
WEDC, Chicago, Ill.
- MACK, JIMMY**
WHFB, Benton Harbor, Mich.
- MACK, JOHNNY**
All Request Jamboree
KBOA, Kennett, Mo.
- MACRAE, JOHN**
WABI, Bangor, Maine
"THE MAD IRISHMAN"
WIMS, Michigan City, Ind.
- MADDON, EDWARD**
WLRB, Lebanon, Pa.
- MAGEE, ROGER**
Off The Record
WWNR, Beckley, W. Va.
- MAGILL, MAURY**
Maury Magill Show
WBBW, Youngstown, Ohio
- MAHL, JACK**
On The Town
WKBW, Buffalo, N. Y.
- MAHONEY, JOHN**
Bandstand
WJTN, Jamestown, N. Y.
- MAHONEY, WM.**
Record Rack
WNCC, Barnesboro, Pa.
- MAILLET, CHUCK**
Tik Tok Club
WFLO, Farmville, Va.
- MAIN, RALPH**
Requestfully Yours
KXGN, Glendive, Mont.
- MAINZ, JOE**
KEBE, Jacksonville, Texas
- MALCOLM, BERNARD**
Best On Wax
WLNA, Peekskill, N. Y.
- MALLORY, TROY**
Red, Hot N' Blues
KTBS, Shreveport, La.
- MALONEY, JERRY**
Maloney At The Mike
WTRC, Elkhart, Ind.
- MALTAIS, NORMAND**
CKCV, Quebec, Canada
- MALTZ, MILTON**
Cass Kaid
WKHM, Jackson, Mich.
- MANCHESTER, DOUG**
CKBB, Barrie, Ont., Canada

Disc Jockeys—Radio-Television

- MANFRIN, JIM**
WSFC, Anniston, Ala.
- MANNING, RAY**
The Ray Manning Show
KSTL, St. Louis, Mo.
- MAPHET, DICK**
Dream Time
KTMS, Santa Barbara, Calif.
- MARION, ARMAND**
Les Amis De Charlotte
CKVL, Verdun, Que., Canada
- MARKLE, TINY**
Factory Whistles
WAYZ, New Haven, Conn.
- MARSHALL, CURT**
Dee Jay Open House
WCRA, Eflingham, Ill.
- MARSHALL, JERRY**
The Music Hall
WNEW, New York, N. Y.
- MARSHALL, ROBERT**
Record Jury
WGBS, Miami, Fla.
- MARTIN, BOB**
Record Roundup
WALT, Tampa, Fla.
- MARTIN, BOB**
Martin's Matinee
WMUR, Manchester, N. H.
- MARTIN, CHUCK**
Dancing In The Dark
WGAU, Athens, Ga.
- MARTIN, ED**
Martin's Music Shop
WBBS, Burlington, N. C.
- MARTIN, GEORGE**
WKSJ, Pulaski, Tenn.
- MARTIN, JOE**
Jolly Joe Show
Musical Almanac
KMMJ, Grand Island, Neb.
- MARTIN, JOHNNY**
WLOU, Louisville, Ky.
- MARTINEZ, AL**
Discapades
WKIP, Poughkeepsie, N. Y.
- MARVIN, ED**
Best On Wax
WOCB, W. Yarmouth, Mass.
- MASI, MARIE**
Rhythm Parade Time
WHBL, Newark, N. J.
- MASINGILL, LUTHER**
Sun Dial and Loafin' with Luther
WDEF, Chattanooga, Tenn.
- MASON, BUD**
News and Music Time
WBTA, Batavia, N. Y.
- MAST, BENNY**
Hillbilly House Party
WATA, Boone, N. C.
- MATHEWS, PETE**
Rise And Shine
WSAZ, Huntington, W. Va.
- MATTHEWS, SAM**
Rural Rhythm
KGKB, Tyler, Texas
- MATHEWSON, DON**
Don's Showcase
WAMS, Wilmington, Del.
- MATTISON, HANK**
Hillbilly Hit Parade
KRHD, Duncan, Okla.
- MAUNSELL, DAVE**
Coke Party
WSKI, Montpelier, Vt.
- MAXWELL, BOB**
Bob Maxwell
WWJ, Detroit, Mich.
- MAY, MIKE**
Platters For Your Pleasure
WCSI, Columbus, Indiana
- MAYALL, GENE**
Melody Time
WBYS, Canton, Ill.
- MAYER, BILL**
Mayer Of The Morning
WGAR, Cleveland, Ohio
- MAYO, BEN**
WHIN, Gallatin, Tenn.
- MAVRAND, WARD**
Midday Matinee-Rhythm Romp
WHAK, Rogers City, Mich.
- MEACHAM, TOM**
WJIG, Tullahoma, Tenn.
- MEARIAN, MIKE**
Club 1080
WXRA, Buffalo, N. Y.
- MEDINA, ALEJANDRO**
Producer of Spanish Programs
RBMX, Coalings, Calif.
- MELODY, JOE**
Spins And Needles
KBKI, Abree, Texas
- MELTON, BARD**
Early Birds
KENI, Anchorage, Alaska
- MELTON, DAVE**
Melton's Mad House
KOEL, Oelwein, Iowa
- MENKE, ED**
Yawn Patrol
WISR, Butler, Pa.
- MENZER, KARL**
Turn Table Time
WJEC, Hagerstown, Md.
- MERCHANT, BILL**
Breakfast Turntable
WKBB, Muskegon, Mich.
- MERRILL, JACK**
Relay Quiz
KOLS, Pryor, Okla.
- MERRY, DEAN**
Dream Dust
WESB, Bradford, Pa.
- MESSER, NORM**
WKXL, Concord, N. H.
- METHVEN, JEFF**
Musical Clock
KPLT, Paris, Texas
- METZ, DON**
Wake Up Singing
KVOL, Lafayette, La.
- MEYERLING, LARRY**
KUBC, Montrose, Colo.
- MEYERS, DON**
WFTN, Findlay, Ohio
- MEYERS, ED**
Country Style
Tops In Music
KMMJ, Grand Island, Neb.
- MEYERS, JACK**
WOW, Omaha, Neb.
- MICHAEL, JAY**
Jay Michael Show
WPIT, Pittsburgh, Pa.
- MICHAEL, ROBERT**
Variety Matinee
WRTA, Altoona, Pa.
- MILES, JOE**
Announcer-Engineer
WMNC, Morganton, N. C.
- MILLER, BILL**
Top O Morning
KLKC, Parsons, Kans.
- MILLER, BRUCE**
WKRQ, Mobile, Ala.
- MILLER, CLIFF**
Matinee with Miller
KBCC, Corona, Calif.
- MILLER, DAVID L.**
B. June 18, 1911, New York City, N. Y.; Bar 93 Ranch, WPAT; Dave Miller Show, WPAT; Record Room, WPAT; Off the Record—Art Ford, WPIX.
- MILLER, DICK**
The Ole Hep Cat
WRBC, Jackson, Miss.
- MILLER, DON**
KNTJ, New Ulm, Minn.
- MILLER, ED**
Musical Nitecup
WKNA, Charleston, W. Va.
- MILLER, GENE**
Record Rodeo
KOYE, Lander, Wyo.
- MILLER, GEORGE**
Mystery Matinee
KADA, Ada, Okla.
- MILLER, HOWARD**
H. M. Show
WIND, Chicago, Ill.
- MILLER, IRV.**
Requestfully Yours
WDLB, Marshfield, Wis.
- MILLER, LeROY**
The LeRoy Miller Club
WFLI, Philadelphia, Pa.
- MILLER, RICK**
KWBB, Hutchinson, Kans.
- MILLER, ROSS**
Juke Box Jingles
WTIC, Hartford, Conn.
- MILLER, TED**
WBEC, Pittsfield, Mass.
- MILNER, ART**
Record Shop
WHIM, Providence, R. I.
- MILSOP, JOSEPH**
Joe's Show
WCPA, Clearfield, Pa.
- MILTON, BOB**
Bob Milton Show
KGLD, Mason City, Iowa
- MIMS, BILL**
The Yawn Patrol
WATL, Atlanta, Ga.
- MIMS, SLIM**
Uncle Igly
WJMX, Florence, S. C.
- MITCHELL, BILL**
Mitchell's Musical Morning
WRBL, Columbus, Ga.
- MOFFATT, RALPH**
Nite Notes
WDGY, Minneapolis, Minn.
- MODELAND, VERN**
KWBG, Boone, Iowa
- MOHER, BILL**
Friendly Time
WDAY, Fargo, N. Dak.
- MOLINARO, LARRY**
Polka Party
WNAR, Norristown, Pa.
- MONACO, DEL**
WUSA, Lockport, N. Y.
- MONROE, JOHN**
Ayem Mayhem — Camptown Radio
KENT, Shreveport, La.
- MONSON, PAUL**
Melody Express
WMAS, Springfield, Mass.
- MONTGOMERY, JOHN**
WICC, Bridgeport, Conn.
- MONTGOMERY, PAUL**
Morning Musicals
WNAO, Raleigh, N. C.
- MOEN, DICK**
KWBB, Wichita, Kans.
- MOONEY, FRANK**
WHUM, Reading, Pa.
- MOONEY, JESS**
Morning Varieties
WDAR, Savannah, Ga.
- MOORE, JERRY**
Rise and Shine
WKOK, Sunbury, Pa.
- MOORE, RICHARD**
KGFF, Shawnee, Okla.
- MORAGA, PEDRO**
Melodias Mananeres
KLFN, Phoenix, Ariz.

Disc Jockeys—Radio-Television

- MORE, UNCLE TOM**
Uncle Tom's Jamboree
WNOX, Knoxville, Tenn.
- MORELAND, HARRY A.**
Cuz Coffee Club
KCRV, Caruthersville, Mo.
- MORELLI, HAL**
Wake Up & Live
KOCB, Ontario, Calif.
- MORGAN, BOB**
Music Shop
Best On Wax
WBBO, Auburn, N. Y.
- MORGAN, HAL**
Musical Inn, Morgant's Manor
WGAR, Cleveland, Ohio
- MORGAN, STAN**
Rise 'n Shine
WARA, Attleboro, Mass.
- MORISSEY, TOM**
Dance Time
WNAO, Grenada, Miss.
- MR. MORNING**
Mr. Morning
WCOL, Columbus, Ohio
- MORRIS, BILL**
Studio Party
WLAQ, Rome, Ga.
- MORRIS, CHUCK**
KMO, Tacoma, Wash.
- MORRIS, JAMES**
Ranchers Hour
KLMX, Clayton, New Mexico
- MORRIS, LEROY**
RF0—1230
WEAR, Pensacola, Fla.
- MORRIS, ROY**
Yrs. 'Til Midnite
WAGC, Chattanooga, Tenn.
- MORRISSEY, WILLIAM S.**
WCCM, Lawrence, Mass.
- MORROW, JACK**
WIBC, Indianapolis, Ind.
- MORSE, CHUCK**
KGEZ, Kalispell, Mont.
- MORTIMER, AL**
Off The Record
WRAK, Williamsport, Pa.
- MOSES, BOB**
Night Watch
KFYR, Bismarck, N. D.
- MOTT, BOB**
Music for You
KFXM, San Bernardino, Calif.
- MOUNTEER, JOHN**
850 Club
WXXW, Albany, N. Y.
- MOWERS, ROBERT**
Spinner's Sanctum
WGAN, Portland, Maine
- MOYLE, WILL**
Musical Clock
WVPA, Williamsport, Pa.
- MUCCIL, JOHN**
Moonlight Serenade
WKOP, Binghamton, N. Y.
- MUELLER, RALPH**
Time & Tunes
WHBO, Tampa, Fla.
- MULLALLY, DON**
Caledonia Capers
WTWN, St. Johnsbury, Vt.
- MULLINAX, WALLY**
Ebony Swing Club
WESC, Greenville, S. C.
- MULLINS, MOON**
Moon's Music
WJMO, Cleveland, Ohio
- MUNDEN, GROVER**
740 Club
WMBL, Morehead City, N. C.
- MUNRO, RED**
Fun Dial
WTMA, Charleston, S. C.
- MUNROE, GEORGE**
Musical Eye Opener
KFDM, Beaumont, Texas
- MUNT, PAUL**
KBON, Omaha, Nebr.
- MURDOCK, JIM**
The Lazy Hour
KCKY, Coolidge, Ariz.
- MURPHEY, DAN**
Mid-Day Melodies
KTEL, Walla Walla, Wash.
- MURPHREE, JACK**
Strictly Informal
WOMI, Owensboro, Ky.
- MURPHY, AL**
CFBC, St. John, N. B., Can.
- MURPHY, DAVE**
Dave Murphy Show
WSPB, Sarasota, Fla.
- MURPHY, ED**
Timekeeper
WSYR, Syracuse, N. Y.
- MURPHY, JOHN (PAT)**
WREVE, Reidsville, N. C.
- MURPHY, TOM**
Musical Circus
WGKV, Charleston, W. Va.
- MURRAY, HUGH**
Bernies, Bandwagon
KYOS, Merced, Calif.
- MURRAY, JOHNNIE**
Murray At One
Murray-Go-Round
WMAK, Nashville, Tenn.
- MURRAY, PAT**
Words & Music
(EPL, London, Ontario, Can.)
- MURRAY, ROY**
Murray-go-Round
WATR, Waterbury, Conn.
- MURRAY, HAL**
Ole Hired Hand
WSKY, Asheville, N. C.
- MUSIC, REX**
KSO, Des Moines, Iowa
- MUXFELD, FRED**
Twin City Turn Tables
WJBC, Bloomington, Ill.

— N —

- NABORS, TED**
Top O' The Morning
KTHT, Houston, Texas
- NAPIER, BYRON**
Night Watch
KCRG, Enid, Okla.
- NAUGHTON, RUSS**
Shoppers Special
WDRG, Hartford, Conn.
- NAUGLE, DAVE**
KFJZ, Fort Worth, Texas
- NAYLON, LARRY**
Requestfully Yours
KOPO, Tucson, Ariz.
- NEAL, BILL**
Yawn Patrol
WCAV, Norfolk, Va.
- NEAL, BOB**
Bob Neal's Farm
WMPB, Memphis, Tenn.
- NEELD, HUGH**
Club 1230
KSEY, Seymour, Texas
- NEILAN, RAY**
Request Matinee
WKNB, New Britain, Conn.
- NEILL, JIMMIE**
Spinner's Sanctum
KYER, Albuquerque, N. Mex.
- NEIME, WALDER**
Breakfast Club
WMBL, Morehead City, N. C.
- NELSKOG, WALLY**
Wally's Music Makers
KRSC, Seattle, Wash.
- NELSON, ART**
Sunny-Side-Up
KLIF, Dallas, Texas
- NELSON, CHAS.**
Requestfully Yours
WFBB, Altoona, Pa.
- NELSON, CY**
Half Music-Half Nelson
WGIL, Galesburg, Ill.
- NELSON, ED**
KTOE, Mankato, Minn.
- NELSON, JACK**
590 Club
WLVA, Lynchburg, Va.
- NESBITT, BARRY**
Breakfast with Barry
CKPH, Toronto, Ont., Canada
- NETTLETON, DICK**
At Your Command
KVAN, Vancouver, Wash.
- NEWMAN, BERNIE**
Breakfast Party
WENE, Binghamton-Endicott, N. Y.
- NEWMAN, JAMES A.**
Tops in Pops—Nonsense With Newman
KFAL, Fulton, Mo.
- NEWSOM, OSCAR**
Rise & Shine
WWSG, Tifton, Ga.
- NEWSOME, BUCK**
Melody Corner
KYMA, Yuma, Ariz.
- NEWSOME, GIL**
Bandstand Revue and First Five
KWK, St. Louis, Mo.
- NEWTON, GAY RICHARD**
Classical Music
KELT, Electra, Texas
- NIAGRO, JOE**
Anything But Swing
WIBG, Philadelphia, Pa.
- NICHOLS, NICK**
Rhythm Ranch
WPLA, Plant City, Fla.
- NICHOLSON, JOHN**
Club 120
WTMC, Ocala, Fla.
- NIDIFFER, RANDOLPH**
WBEJ, Elizabethton, Tenn.
- NIERSBACH, BILL**
Breakfast With Bill
WKBV, Richmond, Ind.
- NIGOCIA, HARRY**
Mid-Day Serenade
WJBW, New Orleans, La.
- NILES, DAVID**
Music You Want
WEVD, New York, N. Y.
- NOBLE, BOB**
Breakfast with Bob
WSAV, Savannah, Ga.
- NOBLES, GENE**
Dance Hour
WLAC, Nashville, Tenn.
- NOEL, MICHEL**
CKAC, Montreal, Canada
- NOLAN, TIM**
Sundial
KXYZ, Houston, Texas
- NOLAN, TOM**
Crossroad Store
WGLS, Decatur, Ga.
- NORDSTROM, KEN**
WPBC, Minneapolis, Minn.
- NORGARD, BOB**
Polka Time
WFRO, Fremont, Ohio
- NORMAN, GENE**
The Gene Norman Show
KFWB, Hollywood, Calif.
- NORMAN, ROBERT**
Mailbag Matinee
WHDI, Ocean, N. Y.

Disc Jockeys—Radio-Television

NORMAN, RUSS
Traffic Jamboree
KING, Seattle, Wash.

NORMAN, STAN
Hits & Encores
KTUC, Tucson, Ariz.

NORRIS, RANDY
Random Ranch
KEYD, Minneapolis, Minn.

NORTH, PETER
Rise and Shine
CJCS, Stratford, Ont., Canada

NORVAL, BUD
Breakfast Serenade
WFOR, Hattiesburg, Miss.

NOVEL, J. WALTER
Popular Tune Time
KDJV, Sanger, Calif.

NOVELLO, MIKE
Mailbox
WLEE, Richmond, Va.

NUGENT, JACK
Jack's Juke Box
KASM, Albany, Minn.

NUSBAUM, MORT
WHAM, Rochester, N. Y.

— O —

O'BANNON, GENE
680 Music Shop
KABC, San Antonio, Tex.

O'BRIAN, DONALD P.
Western Jamboree
Ten Ten Club
KCHI, Chillicothe, Mo.

O'BRIEN, DAVE
Relay Quiz
WDXI, Jackson, Tenn.

O'BRIEN, JIM
Morning Jamboree
WMRO, Aurora, Ill.

O'BRIEN, TOM
Club 93
WPAT, Paterson, N. J.

O'DONNELL, BOB
Insomnia Inn
WSYR, Syracuse, N. Y.

OINCHAS, MANNY
Fiesta Time
KTCT, Tucson, Ariz.

OLBERTS, LEO
Hillbilly Hits
KALB, Alexandria, La.

OLINGER, DICK
Musical Clock
WDAD, Indiana, Pa.

OLIVE, GRAY
Toast and Coffee
WWOD, Lynchburg, Va.

OLIVER, JERRY
Open House
KRXL, Roseburg, Ore.

OLSON, BOB
WJMS, Ironwood, Mich.

OLSON, DWIGHT
Hit Tunes
WJPS, Evansville, Ind.

OLSON, NATE
Music of The West
KOOS, Coos Bay, Oregon

O'NEILL, DICK
Melody & Rhythm Time
WCVS, Springfield, Ill.

O'NEILL, JOHNNY
WREV, Reidsville, N. C.

O'REILLY, MIKE
Atomic Boogie
WJXN, Jackson, Miss.

OSBORN, OZZIE
WFBM, Indianapolis, Ind.

OSTBERG, BOB
1580 Club
WFGM, Fitchburg, Mass.

OUTLAW, DICK
WILM, Wilmington, Del.

OWEN, ALAN
Music Room
WMID, Atlantic City, N. J.

OWENS, LARRY
Just Records
WTOG, Toledo, Ohio

OWENS, TOM
1330 Club
KFH, Wichita, Kans.

— P —

PAGE, BOB
Musical Roundup
KCTX, Childress, Texas

PACKARD
Early Risers Club
KMOD, Modesto, Calif.

PAGE, ELLIOT
Saturday Date
WSKI, Montpelier, Vt.

PAGE, SAM
Page's Party
WNBZ, Binghamton, N. Y.

PAIGE, ERIK
850 Club
WCAV, Norfolk, Va.

PAINTER, DICK
After Hours Stuff
KVGB, Great Bend, Kansas

PALLAN, ART
Record Hits
WWSW, Pittsburgh, Pa.

PALMER, DUKE
Remember
KBOR, Brownsville, Texas

PALMER, JAMES
Musical Showcase
KSIM, Sikeston, Mo.

PALO, GEORGE
KBUN, Bemidji, Minn.

PAQUETTE, PIERRE
A Chaque Refrain, son Histoire
CJBR, Rimouski, Quebec, Can.

PARCHMAN, EARLE
WJIM, Lansing, Mich.

PARKE, TOM
KWTC, Barstow, Calif.

PARKER, AL
Anything Goes
WJJD, Chicago, Ill.

PARKER, DAN
WTUX, Wilmington, Del.

PARKER, EDDIE
Morning Express
WKGX, Knoxville, Tenn.

PARKER, ERIC
570 Club
WMAM, Marinette, Wis.

PARKER, JOHN
Parker's Playhouse
WBTM, Danville, Va.

PARKER, KEN
1250 Club
WDVA, Danville, Va.

PARKER, PAUL
The Double P Show
WGNi, Wilmington, N. C.

PARKER, ROYAL
Royal Record Review
WASA, Havre De Grace, Md.

PARKS, AL
Jukebox Serenade
WKAI, Macomb, Ill.

PARKS, DON
Record Party
WLXZ, La Crosse, Wis.

PARRISH, JOHN
Music Man
WVLK, Versailles & Lexington, Ky.

PARSONS, ALFRED
WNAV, Annapolis, Md.

PARSONS, BEN
Dancing Party
WRBL, Columbus, Ga.

PARTRIDGE, DICK
1250 Club
WTMA, Charleston, S. C.

PATRICK "PAT"
Lunch Call
WERD, Atlanta, Ga.

PATTEN, BOB
WABI, Bangor, Maine

PATTERSON, CREAM
Connecticut Ballroom
WONS, Hartford, Conn.

PATTERSON, JIM
By Jimmy
WBT, Charlotte, N. C.

PATTISON, JIM
1450 Club
WDAD, Indiana, Pa.

PAUL, SYD
Coffee Pot
WHOL, Allentown, Pa.

PAYNE, BRUCE
WBGO, Birmingham-Bessemer, Ala.

PEARL, SUMNER
Summer Time
WDEM, Providence, R. I.

PEARS, TOM
Crossroads Jamboree
KVOL, Lafayette, La.

PEARSON, AL
Melody Ranch
KSRO, Santa Rosa, Calif.

PEARSON, JOHNNY
The Johnny Pearson Show
KOWH, Omaha, Nebr.

PEARSON, ROSEMARY
Kiddie Request Time
WJPB, Fairmont, W. Va.

PECK, GALE
Platter Party
KTIP, Porterville, Calif.

PEER, LEE
Western Request
KELK, Elko, Nevada

PEISS, ED
Ballroom
KOOK, Billings, Mont.

PENDERGRAST, WILLIAM
Requestfully Yours
WNBH, New Bedford, Mass.

PENNEY, ED
Penney Serenade
WTAO, Cambridge, Mass.

PERAZZO, DON
KBON, Omaha, Nebr.

PERKINS, GENE
Blue Jean Jamboree
KIDO, Boise, Idaho

PERKINS, RAY
The Ray Perkins Show
KFEL, Denver, Colo.

PERRIN, KEYES
WROW Ballroom
WROW, Albany, N. Y.

PERRY, BILL
Man Who Came To Breakfast
WPJB, Providence, R. I.

PERRY, BOB
Bob Perry's Melody Merry-Go-Round
WLAW, Boston-Lawrence, Mass.

PERRY, CHARLES
Music Around The Clock
WWSR, St. Albans, Vermont

PERRY, DICK
WBOB, Galax, Va.

PETERS, BOBBY
Bobby Peters Show
WBAP, Fort Worth, Texas

Disc Jockeys—Radio-Television

- PETERS, JOHN**
Dawnbusters
WPDX, Clarksburg, W. Va.
- PETERSON, ARNOLD**
Musical Reveille
WATW, Ashland, Wis.
- PETERSON, DALECE**
Studio Party
KASH, Eugene, Oregon
- PETERSON, ROLFE**
Peerson's Party
KOVQ, Provo, Utah
- PETERSON, WALTER**
Wake Up With Walt
KELP, El Paso, Texas
- PETRICH, LEE**
Cowboy Jamboree
KONO, San Antonio, Texas
- PETTACK, KEITH**
Mississippi Valley Concert
KXGI, Fort Madison, Iowa
- PETTAY, FRAN**
Music Hall
WJR, Detroit, Mich.
- PETERSEN, LEON**
The Big Eight
WISC, Madison, Wis.
- PFEIFFER, KEITH**
Western Caravan
KFJB, Marshalltown, Iowa
- PHEIFFER, BILL**
Musical Nightkap
WKAP, Allentown, Pa.
- PHILLIPPE, GENE**
WKID, AM & FM, Urbana, Ill.
- PHILLIPS, CHARLES**
Juke Box Revue
WBBB, Burlington, N. C.
- PHILLIPS, CHUCK**
Sunrise Serenade
WMAW, Milwaukee, Wis.
- PHILLIPS, DEWEY**
WHBQ, Memphis, Tenn.
- PHILLIPS, ED**
WRUP, Gainesville, Fla.
- PHILLIPS, K.**
CKLB, Oshawa, Ont., Canada
- PHILLIPS, MERVIN**
Club 940
CJGX, Yorkton, Sask., Canada
- PHILLIPS, PHIL**
1260 Bandstand
WNXT, Portsmouth, Ohio
- PHILLIPS, ROS**
Klub Kare
KARE, Atchinson, Kans.; St. Joseph, Mo.
- PHILLIPS, STEVE**
TNT Show
WJKO, Springfield, Mass.
- PHILLIPS, WALTER**
WCPO, Cincinnati, Ohio
- PICCOLO, DON**
Don Piccolo Show
WKBI, St. Marys, Pa.
- PICKEL, CHARLIE**
Music Mill
WBIR, Knoxville, Tenn.
- PICKREM, CONRAD**
Rhythm Rambles
WFEW, Sylacauga, Ala.
- PICUS, LARRY**
A Train
WCCP, Savannah, Ga.
- PIERCE, BARRETT**
Barrett Pierce Show
KWBU, Corpus Christi, Texas
- PIERCE, BILL**
Record Shop
WORC, Worcester, Mass.
- PIERCE, JOE**
Tops In Pops
WFAA, Dallas, Texas
- PIERCE, JOHN**
Soft Lights & Sweet Music
CJRL, Kenora, Ont., Canada
- PIFER, DON**
All
KDAC, Fort Bragg, Calif.
- PIGFOOT, PETE**
Pigfoot Pete's Jamboree
WOKO, Albany, N. Y.
- PIKE, BILL**
Pike's Corner
CHUB, Nanaimo, B. C., Can.
- PILGRIM, FRANK**
Tornado Special
WLAU, Laurel, Miss.
- PINKLY, CARSON**
Sundial Club
KAVL, Lancaster, Calif.
- PLATIS, GEO.**
A Radio Program
KENO, Las Vegas, Nevada
- PLATT, DAVID M.**
Music For A Sunday Evening
In Record Time
WKLV, Blackstone, Va.
- PLATTEN, JACK**
The Jack Platten Show
WFEC, Miami, Fla.
- PLUMBER, GAYLORD**
Musical Matinee
KOFO, Ottawa, Kans.
- POLAND, SAM**
Musical Matinee
WCBS, Charleston, W. Va.
- POLMAN, NORM**
Polman Train of Music
WMMW, Meriden, Conn.
- POOLE, BOB**
Poole's Paradise
MBS
- POOLE, ROBERT D.**
Poole's Party Line
WMRC, Greenville, S. C.
- POPE, BILL**
You Name It We Play It
WABY, Albany, N. Y.
- PORTER, DON**
Don Porter Show
KGO, San Francisco, Calif.
- POSKA, AL**
Midnight Flyer
KET, Los Angeles, Calif.
- POTEET, SANDY**
Ricky's Request
KFJI, Klamath Falls, Oregon
- POTTER, DICK**
Dick's Doghouse
WMPB, Memphis, Tenn.
- POTTER, PETER**
Platter Parade
KFWB, Hollywood, Calif.
- POWELL, LARRY**
WIMS, Michigan City, Ind.
- POWELL, KENNETH C.**
WELM, Elmira, N. Y.
- POWERS, JOSEPH**
WNAV, Annapolis, Md.
- POWERS, TED**
Power House
WDEV, Waterbury, Vt.
- POWERS, VERN**
WDBL, Springfield, Tenn.
- PRATHER, BOB**
Hayloft Jamboree
WRJ, Humboldt, Tenn.
- PRATT, JAY**
Jay Juke Box
KLCB, Parsons, Kans.
- PRENEVOST, WILLIAM**
1400 Club—Melody Showcase
WATW, Ashland, Wis.
- PRENTICE, JOSEPH**
WAEB, Allentown, Pa.
- PREST, BOB**
Melody Tune 3-4 P.M.
WWHG, Hornell, N. Y.
- PRESTON, ART**
1400 Club
WIDE, Biddeford, Maine
- PRESTON, WALTER**
Show Shop
WOR, New York, N. Y.
- PREVATT, DENNIS**
Swing Shift
WJHP, Jacksonville, Fla.
- PRICE, PAUL**
Priceless Hour
WANE, Ft. Wayne, Ind.
- PRICE, WILEY**
Rhythm & Blues (Colored)
KSTL, St. Louis, Mo.
- PRIMM, BUDDY**
WCEC, Rocky Mount, N. C.
- PRINCE, DAVE**
Clock Watcher
WKBW, Buffalo, N. Y.
- PROCTOR, HARLAN**
Hold Everything
WCAO, Baltimore, Md.
- PROVOST, JEAN-MARIE**
Parade Chansonette
CKBL, Matane, Que., Canada
- PRYOR, BILL**
Pryor's Party
WBNB, Binghamton, N. Y.
- PRYOR, CACTUS**
Midway of Music
KTBC, Austin, Texas
- PUCKETT, TRUMAN**
Southern Jubilee
WJLD, Bessemer, Ala.
- PUGIA, JOSEPH**
Battle Of The Bands
WLIO, East Liverpool, Ohio
- PULSIFER, WILLIAM**
CFAB, Windsor, N. S., Can.
- PULSIFER, WILLIAM**
CKEN, Kentville, N. S., Can.
- PURCELL, JOSE A. COSTAS**
Musical Cocktail
WPRP, Ponce, Puerto Rico
- PURNELL, CHARLES**
WILM, Wilmington, Del.
- PUTMAN, DON**
Put & Jiggs
WBBZ, Ponce City, Okla.
- PYLE, JACK**
Musical Clock
KYW, Philadelphia, Pa.

— Q —

QUAKENBUSH, JACK
Record Session
WLRP, New Albany, Ind.

— R —

RADER, DON
WHTN, Huntington, W. Va.

RADKE, JACK
WSDR, Sterling, Ill.

RAHNDERS, PAUL
Merry Go Round
KANA, Anaconda, Mont.

RAHERE, EARL
Juke Box
WLAJ, Lakeland, Fla.

RAIFORD, BOB
A Call For Music
WMSC, Columbia, S. C.

RAINES, LEE
WHIN, Gallatin, Tenn.

RAINEY, BRUCE
KSYL, Alexandria, La.

RALPH, DON
Coffee Club
KSTN, Stockton, Calif.

RAMPY, C. W.
1600 Club
KMAE, McKinney, Texas

RAMSEY, RAY
Breakfast With The KREW
KREW, Sunnyside, Wash.

Disc Jockeys—Radio-Television

- RAMSAY, RAY**
Spin A Platter
WHIR, Danville, Ky.
- RANDALL, DALE R.**
KWWL, Waterloo, Iowa
- RANDLE, BILL**
Bill Randle Show
WERE, Cleveland, Ohio
- RANDOLPH, DAYID**
Music For The Connoisseur
WNYC, New York, N. Y.
- RANDOLPH, YINCE**
Coffee Club
WGOV, Valdosta, Ga.
- RAST, MIKE**
Dancetime
Dr. Jive
WCOS, Columbia, S. C.
- RAYEN, GEORGE**
KWRQ, Coquille, Oregon
- RAWLINSON, "CHUCK"**
Matinee Music Hall
WNOV, York, Pa.
- RAY, BENTON**
Requests For You
KXOX, Sweetwater, Texas
- RAY, BOB**
Bob Ray Show
WIRK, W. Palm Beach, Fla.
- RAY, CURT**
KMOX, St. Louis, Mo.
- RAYBURN, GENE**
(Rayburn & Finch)
Anything Goes
WNEW, New York, N. Y.
- RAYCEE, DEL**
Best On Wax
WWSC, Glens Falls, N. Y.
- RAYMOND, C. STARR**
KWWL, Waterloo, Iowa
- RAYMOND, JOE**
WIAM, Williamston, N. C.
- RAYNER, RAY**
Rayner Shine
WOOD, Grand Rapids, Mich.
- RAYNES, L. CURTIS**
Music Box
KWIN, Ashland, Oregon
- RAZEY, DON**
The Best On Wax
WTBO, Cumberland, Md.
- REAGAN, GAIL**
KCMC, Texarkana, Texas-Ark.
- REBER, DON**
Don Reber Calling
KVNJ, Logan, Utah
- REDABAUGH, HAROLD**
1240 Club
KRDO, Colorado Springs, Colo.
- REED, KERMIT**
WDUN, Gainesville, Ga.
- REED, LYNN**
Lynn's Inn
KFOR, Lincoln, Nebr.
- REESE, CARL**
WCEU, Akron, Ohio
- REEVES, DAVID**
Swing Shift
WNEK, Macon, Ga.
- REEVES, JACK**
Western Music Hall
KSTV, Stephenville, Texas
- REEVES, JIM**
Judge Rhythm's Court
WPWA, Chester, Pa.
- REGAN, BOB**
The Bob Regan Show
KCBQ, San Diego, Calif.
- REGAN, JIM**
Jim's Juke Box
CKCL, Truro, Nova Scotia,
Canada
- REGAN, JOHN**
WJPD, Ishpeming, Mich.
- REGAN, MATT**
Morning Melodies
WBTA, Batavia, N. Y.
- REICHLING, DON**
Midnight Music Maker
KWAL, Wallace, Idaho
- REID, BILL**
Bill Reid Show
WEOL, Elyria-Lorain, Ohio
- REID, CLARK**
Request Review
WAKR, Akron, Ohio
- REID, FRANK**
Turntable Terrace
WTAN, Clearwater, Fla.
- REID, RICHARD**
Spinner Sanctum
WKNA, Charleston, W. Va.
- REID, WALLY**
KXLQ, Bozeman, Montana
- REIDY, PAUL**
Musical Clock
WFIG, Sumter, S. C.
- REIGHARD, RICK**
Matinee Melodies
WHKK, Akron, Ohio
- REILLY, ED**
Melody Circus
WBRY, Waterbury, Conn.
- REISING, KEITH**
1570 Club
WLRP, New Albany, Ind.
- REMINGTON, JACK**
Jack Remington Show
WKRC, Cincinnati, Ohio
- RENAUD, CHARLES**
Wake Up Everyone
CKFL, Fort Frances, Ontario,
Canada
- RENCH, KENNY**
WPTW, Piqua, Ohio
- RENO, WALT**
WIMA, Lima, Ohio
- RENZ, BYRON**
WJPD, Ishpeming, Mich.
- RESETER, JOE**
Polka Party
WGPA, Bethlehem, Pa.
- REKREAD, ROBERT**
Request Review
WJER, Dover, Ohio
- REYNOLDS, CLIF**
Record Shop
WGUY, Bangor, Maine
- REYNOLDS, FRED**
WGN, Chicago, Ill.
- REYNOLDS, JOE**
Western Jamboree
KPDN, Pampa, Texas
- REYNOLDS, RUSSELL**
Sundial
WCUM, Cumberland, Md.
- REYNOLDS, STEVE**
Steve Reynolds Show
WSAI, Logansport, Ind.
- RHOADS, JERRY**
Records At Random
KSL, Silver City, New Mexico
- RHODES, BOB**
Solid Senders
WHOO, Orlando, Fla.
- RHODES, DUSTY**
Saturday Night Jamboree
KWIE, Kennewick, Wash.
- RHODES, DUSTY**
WSGW, Saginaw, Mich.
- RHODES, ROY**
Cajun Clambake
KWSL, Lake Charles, La.
- RICE, RICHARD**
Wake Up
WTOD, Toledo, Ohio
- RICHARDS, ERNIE**
Hillbilly Hotel
WMMT, McMinnville, Tenn.
- RICHARDS, MALCOLM**
Malcolm Richards Show
WSAI, Cincinnati, Ohio
- RICHARDS, PERR**
Yawn Patrol
WNAE, Bridgeport, Conn.
- RICHARDS, TOMMY**
Sunrise Jamboree
Alarm Clock Club
KRHD, Duncan, Okla.
- RICHARDSON, J. P.**
Club 990
KTRM, Beaumont, Texas
- RICHARDSON, JIM**
Yawn Patrol
KHIT, Lampasas, Texas
- RICHARDSON, JIM**
Alarm Clock Club
WYMC, Mt. Carmel, Ill.
- RICHARDSON, PORTER**
Western Roundup
KVMC, Colorado City, Texas
- RICHARDSON, TED**
WMOH, Hamilton, Ohio
- RICHBOURG, JOHN**
Record Parade
WLAC, Nashville, Tenn.
- RICHMOND, ROBERT**
Bob Richmond Show
WREN, Topeka, Kansas
- RICHMAND, HYLE**
WUSJ, Lockport, N. Y.
- RICKENBACKER, ACE**
On The Record
WSPA, Spartansburg, S. C.
- RIDDLE, WILLIAM**
3 R's
WBBQ, Augusta, Ga.
- RILEY, CHAD**
Platter Party
WJPB, Fairmont, W. Va.
- RILEY, JAY**
Coffee Time
WMOK, Metropolis, Ill.
- RINGLER, EVELYN**
Date With Diane
WHIS, Bluefield, W. Va.
- RIPLEY, RONALD**
Night Watch
KBWD, Brownwood, Texas
- RITCHEY, RICK**
Harmony Hoedown
Sagebrush Serenade
Chuckwagon Jamboree
KVI, Seattle, Wash.
- ROACH, JACK**
Hayloft Jamboree
WMUS, Muskegon, Mich.
- ROBBINS, BOBBIE**
Tyndall Turntables
WPCF, Panama City, Fla.
- ROBERTS, CAML**
Man About Midnight
CHNO, Sudbury, Ont., Canada
- ROBERTS, DON**
Robbies Pop Shop & Musical
Scrapbook
WCMJ, Ashland, Ky.
- ROBERTS, DON**
Music Shop
WKNE, Keene, N. H.
- ROBERTS, EARL**
Hept Time
KOSE, Osceola, Ark.
- ROBERTS, JAY**
WIAM, Williamston, N. C.
- ROBERTS, SAM**
WHBU, Anderson, Indiana
- ROBERTSON, FELIX**
Music with Felix
WNGY, Montgomery, Alabama
- ROBERTSON, TRAFTON**
Sunrise Serenade
WTAR, Norfolk, Va.

Dise Jockeys—Radio-Television

— S —

- ROBINSON, CARL**
Rhythm Rampage
WUST, Bethesda, Md.
- ROBINSON, DAVE**
Early Bird Show
WASA, Havre De Grace, Md.
- ROBINSON, MEL**
Record Club
CHEX, Peterborough, Ont.,
Canada
- ROBINSON, PARKS**
Milkman's Matinee
WRLD, West Point, Ga.
- ROBISON, RON**
Chief Announcer
CJOC, Lethbridge, Alberta,
Canada
- ROCHE, BOYD**
WPRC, Lincoln, Ill.
- ROCKE, LOUIS J.**
Risin' With Rocks
WCAK, Burlington, Vt.
- RODERICK, BOB**
Rod 'n The Records
KGCX, Sidney, Montana
- RODERICK, JACK**
Time To Dance
KPKA, Greeley, Colo.
- RODMAN, DAVID**
Dave Rodman Show
WEIM, Fitchburg, Mass.
- ROEBUCK, JOHN**
Milkman's Matinee
WARD, Johnstown, Pa.
- ROGERS, AL**
Al Rogers Show
KGNC, Amarillo, Texas
- ROGERS, CHARLIE**
KTAR, Phoenix, Ariz.
- ROGERS, CLIFF**
Melody Round Up
WHKK, Akron, Ohio
- ROHN, JIM**
It's Dawn Again
KSJB, Jamestown, N. Dak.
- ROMAN, ROY**
WWCO, Waterbury, Conn.
- ROMANCE, ED**
Band Stand
WPPA, Pottsville, Pa.
- ROMINE, ROD**
You're The Doctor
KWBM, Williston, N. Dak.
- ROPPOLO, MIKE**
Record Rambling
KENT, Shreveport, La.
- ROSE, DON**
Club FM
WHFB, Benton Harbor, Mich.
- ROSEHILL, DAVID**
Records and Rosehill
WDEM, Providence, R. I.
- ROSS, AL**
WBAL, Baltimore, Md.
- ROSS, BILL**
Bill Ross Show
WIOD, Miami, Fla.
- ROSS, CHARLIE**
WMOU, Berlin, N. H.
- ROSS, DON JOHN**
Reveille With Ross
WJTN, Jamestown, N. Y.
- ROSS, JULES**
Jules Ross Show
CKNW, New Westminster,
B. C., Canada
- ROSS, KAL**
Kal Ross Show
WOR, New York, N. Y.
- ROSS, WALT**
1380 Club
KSRV, Ontario, Oregon
- ROSTOCK, RALPH**
Good Morning Neighbor
WPPA, Pottsville, Pa.
- ROTH, HENRY**
Saturday Night Party
WGET, Gettysburg, Pa.
- ROTHMAN, LEE**
Jockey's Choice
WWXL, Peoria, Ill.
- ROUND, WILLIAM**
Best On Wax
WNBH, New Bedford, Mass.
- ROWAND, ALF**
Alarm Clock
WHLL, Wheeling, W. Va.
- ROWE, RED**
Red Rowe Rancho
KFWB, Hollywood, Calif.
- ROWLAND, DON**
Dance Parade
WFNC, Fayetteville, N. C.
- ROWLEY, TOM**
George F. Jamboree
WENE, Binghamton-Endicott,
N. Y.
- RUBENDALL, EV.**
Beyond Control
WRAK, Williamsport, Pa.
- RUDD, BILL**
KDHL, Faribault, Minn.
- RUDD, CHUCK**
Down Melody Lane
QJAV, Port Alberni, B. C.,
Canada
- RUDOLPH, HOWARD**
Melody Market
WITH, Baltimore, Md.
- RUFF, BILL**
Ruff's Waxworks
KOLQ, Reno, Nevada
- RUMORE, JOE**
Round-Up Time
WVOK, Birmingham, Ala.
- RUPPE, ED**
Clockwatcher
WOSC, Fulton, N. Y.
- RUSK, RUSTY**
Sweet & Hot
KOCA, Kilgore, Texas
- RUSS, JOE**
WEVE, Eveleth, Minn.
- RUSSELL, BILL**
Russell's Records
KSEK, Pittsburg, Kansas
- RISSELL, CY**
Burnt Toast and Coffee
WVCG, Coral Gables, Fla.
- RUSSELL, DON**
Take The Break
Du Mont
- RUSSELL, JIM**
WGTM, Wilson, N. C.
- RUSSELL, VERNE**
At Your Command
- RUSSELL, WEBB**
WHBC, Canton, Ohio
- RYAN, BILL**
950 Coffee Club
WORL, Boston, Mass.
- RYAN, DAN**
Ryan's Review
WBBW, Youngstown, Ohio
- RYAN, JACK**
WHUM, Reading, Pa.
- RYAN, JOE**
WALL, Middletown, N. Y.
- RYAN, MIKE**
The Mike Ryan Show
WLEA, Hornell, N. Y.
- RYERSE, JAY**
Concert Hour
WWGS, Tifton, Ga.
- RYNO, STANLEY**
KUKI, Ukiah, Calif.
- SAFFORD, TED**
WHYN, Holyoke, Mass.
- SAHM, BILL**
WHOT, South Bend, Ind.
- SALLEY, JOE**
Record Rendezvous
WATH, Athens, Ohio
- SALTER, BOB**
Bob Salter Show
KDSH, Boise, Idaho
- SAMPSON, BILL**
Bill Sampson Show
KWKW, Pasadena, Calif.
- SAMS, TERRY**
WREJ, Elizabethton, Tenn.
- SAMUELS, GERALDINE**
(NEGRO)
Little Liza
WRHC, Jacksonville, Fla.
- SANDEFUR, HUGH**
Hugh Sandefur Show
WSON, Henderson, Ky.
- SANDERS, AL**
Record Room
KTMS, Santa Barbara, Calif.
- SANDERS, DALTON**
1340 Club
KBRS, Springdale, Ark.
- SANDERS, GEORGE**
Dream Time
KFVD, Los Angeles, Calif.
- SANDERS, JACK**
930 Club
WSLI, Jackson, Miss.
- SANDY, KEITH**
Make Believe Ballroom
CKEY, Toronto, Ont., Canada
- SANDERS, LEON**
Hill Billy K'Det Club
KDET, Center, Texas
- SANDY, SAGEBRUSH**
Record Ranch
KOKX, Keokuk, Iowa
- SANFORD, CHUCK**
Yawn Patrol
WGUY, Bangor, Maine
- SAPP, MARK**
Top Of The Morning
KGPH, Flagstaff, Ariz.
- SATTLER, KEITH**
Magic of Music
WEIM, Fitchburg, Mass.
- SAUNDERS, ALLEN**
Alarm Clock Club
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**
Record Shop
WSBT, South Bend, Ind.
- SAXON, JAMES**
The Jim Session
KRIC, Beaumont, Texas
- SCANLON, JACK**
WICC, Bridgeport, Conn.
- SCHEYING, KARL**
Variety Time
WLAN, Lancaster, Pa.
- SCHLEIFER, KEN**
Kenmy's Cupboard
WGIL, Galesburg, Ill.
- SCHMIDT, ELMAR**
Washington Parade
KWRE, Warrenton, Mo.
- SCHNEBLA, LARRY**
Time On My Hands
KGPH, Flagstaff, Ariz.
- SCHNECK, W. LEROY**
WNAE, Warren, Pa.
- SCHOLLES, CHARLIE**
Mailbox Roundup
WKTM, Mayfield, Ky.

Disc Jockeys—Radio-Television

- SCHOLZ, BOB**
No Business Like Scholz Business
- WBEL**, Beloit, Wis.
- SCHOOCRAFT, BILL**
Smile Awhile
- WEAT**, Lake Worth, Fla.
- SCHOENIC, BOB**
KLWT, Lebanon, Mo.
- SCHREIBER, JACK**
Chris and Jack Show
WRJM, Newport, R. I.
- SCHRIENER, RAY**
WRNL, Richmond, Va.
- SCHROCK, ALLAN N.**
Requestfully Yours
KFJB, Marshalltown, Iowa
- SCHROEDER, ART**
WIBA, Madison, Wis.
- SCHULZ, MARVIN**
KAAA, Red Wing, Minn.
- SCOTT, AL B.**
KCLW, Hamilton, Texas
- SCOTT, BILL**
Mail Order Melodies
KSCB, Liberal, Kans.
- SCOTT, BOB**
The Bob Scott Show
WIOU, Kokomo, Ind.
- SCOTT, DALE**
Groovys Boogie
WJHO, Opelika, Ala.
- SCOTT, GREAT**
WHHM, Memphis, Tenn.
- SCOTT, JOE**
Music Before Midnight
Scott's Best
WBRE, Wilkes-Barre, Pa.
- SCOTT, P.**
CKY, Winnipeg, Manitoba, Canada
- SCOTT, SAMUEL**
Musical Nitecap
WWNR, Beckley, W. Va.
- SCOTT, TED**
Swap Shop
CJCS, Stratford, Ont., Canada
- SCOTT, TED**
Popular Hour
KULA, Honolulu, Hawaii
- SEALS, BROWNIE**
Juke Box Review
KSTA, Coleman, Texas
- SEAMAN, DON**
WKNK, Muskegon, Mich.
- SEARS, BILL**
WCAU, Philadelphia, Pa.
- SEARS, ZENAS**
920 Special
WGST, Atlanta, Ga.
- SEIDNER, M. L.**
In The Mood
KBUR, Burlington, Iowa
- SELF, JIMMY**
Western Caravan
KICA, Clovis, N. M.
- SELLECK, JOHNNY**
Records, Inc.
KLFY, Lafayette, La.
- SELLEY, ART**
WBEJ, Elizabethton, Tenn.
- SEVERSEN, LEN**
Rhythm At Random
KONP, Port Angeles, Wash.
- SEYMOUR, BOB**
Bobbie With Robin
WKMH, Dearborn, Mich.
- SHADDOX, LEON**
Doc. Sunshine Show
KHOZ, Harrison, Ark.
- SHADDUCK, JIM**
Musical Matinee
KARE, Atchison, Kans.: St. Joseph, Mo.
- SHAE, SHIRLEY**
The Sleepy Time Gal
CFAC, Calgary, Alberta, Can.
- SHANLEY, GIB**
1290 Club
WTRF, Bellaire, Ohio
- SHANNON, BILL**
Homemakers Harmonies
KWKC, Abilene, Texas
- SHANNON, JIM**
KQV, Pittsburgh, Pa.
- SHAPIRA, J.**
CKY, Winnipeg, Manitoba, Canada
- SHARP, BILL**
KRES, St. Joseph, Mo.
- SHARP, IRVING**
Daily Dozen
WDBJ, Roanoke, Va.
- SHARPE, ED**
Rhythm Clinic, Gospel Train
WNEK, Macon, Ga.
- SHAVER, DUSTY**
The Dusty Shaver Show
WBSC, Bennettsville, S. C.
- SHAW, CHARLES**
Memories In Melody
WOLF, Syracuse, N. Y.
- SHAW, EARL**
Dreamtime
WRAL, Raleigh, N. C.
- SHAW, ED**
Shaw Business
WFLA, Tampa, Fla.
- SHAW, JOHN**
Dance Parade
WGBF, Evansville, Ind.
- SHEAHAN, WALT**
590 Club
WROW, Albany, N. Y.
- SHEELER, MARK**
Blues Chaser Club
KSJO, San Jose, Calif.
- SHIELDON, HERB**
Herb Sheldon Show
ABC
- SHELL, BRUCE**
Rural Roundup
WTAM, Atmore, Ala.
- SHELTON, BANNER**
Hillbilly Time
WGCD, Chester, S. C.
- SHELTON, JAMES**
KTAN, Sherman, Texas
- SHEPHERD, JEAN**
Jean Shepherd Show
KYW, Philadelphia, Pa.
- SHEPHERD, W.**
KBNZ, La Junta, Colo.
- SHEPPARD, AARON**
Concert Hall
WCMA, Corinth, Miss.
- SHEPPARD, STAN**
Musically Yours
Best On Wax
WMBO, Auburn, N. Y.
- SHERMAN, BILL**
Bill Sherman Time
WCRB, Waltham, Mass.
- SHERMAN, BILL**
Session With Sherman
WPAR, Parkersburg, W. Va.
- SHERMAN, RAY**
1450 Club
WLEC, Sandusky, Ohio
- SHERWOOD, CLINT**
Session
KSAN, San Francisco, Calif.
- SHIELDS, HERB**
Sorghum & Sagebrush
Tumult On The Turntable
KLBM, La Grande, Oregon
- SHIELDS, LARRY**
Jive from 3 to 5
WFRP, Savannah, Ga.
- SHINE, BILL**
Music At Nine With Shine
KXLE, Ellensburg, Wash.
- SHORT, DOUG**
Saturday Matinee
CFAC, Calgary, Alberta, Can.
- SHOWERS, HAL**
Showers Till Midnight
WQUA, Moline, Ill.
- SHREVE, THERON**
Elmer's Tunes
WLAV, Grand Rapids, Mich.
- SHRUM, CAL**
Cal Shrum Show
WMAY, Springfield, Ill.
- SID, SYMPHONY**
Symphony Sid
ABC
- SIGMON, BARNEY**
Hillbilly Hit Parade
WHKY, Hickory, N. C.
- SIKNA, PAUL**
WSMI, Litchfield, Ill.
- SILBERT, BILL**
Bill Silbert Show
WWJ, Detroit, Mich.
- SILLERY, GEO.**
Musical Clock
CKPR, Fort Williams, Ont., Canada
- SILVERA, ED**
Ed Silvera Show
WISC, Madison, Wis.
- SIMMONS, JACK**
Musical Train
WCVA, Culpeper, Va.
- SIMON, ERNIE**
Simply Simon
WENR, Chicago, Ill.
- SIMON, SY (NEGRO)**
Sy's Session
KVON, Napa, Calif.
- SIMPSON, ART**
Nite Watchman
KWNW, Wenatchee, Wash.
- SIMPSON, JIMMY**
J. S. Show
WFSC, Greenville, S. C.
- SIMPSON, JOHN**
Sunrise Serenade
WCOM, Parkersburg, W. Va.
- SIMS, MAURIE**
WTUX, Wilmington, Del.
- SIRY, ED**
Club P. M.
WBIS, Bristol, Conn.
- SITTERT, CARL BAN**
Caravan
WOHL, Bradenton, Fla.
- SKAFF, NED**
The Clockwatcher
WCHS, Charleston, W. Va.
- SKILLERN, KEN**
Club 1230
KSEY, Seymour, Texas
- SKILTON, DAN**
Spotlight Songs
WAFO, Chathamoga, Tenn.
- SLACK, DEAN**
Mostly Music
WCAX, Burlington, Vt.
- SLACK, VAN**
The Mailbag
WMMT, McMinville, Tenn.
- SLAGLE, JOHNNY**
Johnny Slagle
WXYZ, Detroit, Mich.
- SLATTERY, JACK**
WELM, Elmira, N. Y.
- SLIGL, CHARLES**
Requestfully Yours
WBSC, Bennettsville, S. C.
- SMEDLEY, JOE**
Rise and Shine
WGLS, Decatur, Ga.
- SMITH, BILL**
Turntable Time
KTTR, Rolla, Mo.

Disc Jockeys—Radio-Television

- SMITH, BILL**
Housewives Houseparty &
Hillbilly Hayride
WSFA, Montgomery, Ala.
- SMITH, BILL**
WAMS, Open House
WAMS, Wilmington, Del.
- SMITH, BOB**
Hot Air
CBR, Vancouver, B. C., Can.
- SMITH, BOB**
WRUF, Gainesville, Fla.
- SMITH, C. V.**
Here's To The Ladies
WGWR, Asheboro, N. C.
- SMITH, CRAIG**
All
KDAC, Fort Bragg, Calif.
- SMITH, CURLY**
Radio Rodeo
WGAY, Silver Spring, Md.
- SMITH, DALE**
WMRF, Lewistown, Pa.
- SMITH, DICK**
Rise & Shine
WORC, Worcester, Mass.
- SMITH, ED**
Wake Up And Live
KGKB, Tyler, Texas
- SMITH, FLETCH**
Alarm Clock Club
WAIR, Winston-Salem, N. C.
- SMITH, GEO.**
Open House
KSIM, Salem, Oregon
- SMITH, JACK**
Musical Heaven
KNOE, Monroe, La.
- SMITH, JACK**
Relaxin' 'Wit' Jaxon
KTKR, Taft, Calif.
- SMITH, LEE**
WLOU, Louisville, Ky.
- SMITH, LOUIS J.**
(Elmer Suodgrass)
Wake Up With WAKE
WAKE, Greenville, S. C.
- SMITH, MILDRED**
WTCO, Campbellsville, Ky.
- SMITH, RALF**
Morning Melodies
WKJB, Iron River, Mich.
- SMITH, ROBERT E.**
Theater of Melody
WTIC, Hartford, Conn.
- SMITH, ROLLIN**
WSTC, Stamford, Conn.
- SMITH, RONNY**
WBEJ, Elizabethton, Tenn.
- SMITH, SEALY**
All-Request Club
KWKC, Abilene, Texas
- SMYTHE, PETE**
Smythe's General Store
KTLN, Denver, Colo.
- SNOWDEN, ALAN**
County Roundup
KVVC, Ventura, Calif.
- SNYDER, CHARLES**
WBPZ, Lock Haven, Pa.
- SOBOL, JOHNNIE**
Clockwatcher's Club
WILK, Wilkes-Barre, Pa.
- SOMMER, BILL**
Melody Unlimited
WKST, New Castle, Pa.
- SORENSON, STEVE**
Melody Cruise
KTEI, Tacoma, Wash.
- SOWISKI, JAMES**
Indian River Ranch
WIRA, Ft. Pierce, Fla.
- SPACE, PHIL**
Phil Space Show
WREB, Holyoke, Mass.
- SPANN, OWEN**
The Morning Man
WTOB, Winston-Salem, N. C.
- SPARKMAN, ERNEST**
WKIC, Hazard, Ky.
- SPEAKS, BOB**
Hillbilly Hit Parade
WTNS, Coshocton, Ohio
- SPEIGHT, DICK**
Music
KXGI, Fort Madison, Iowa
- SPIEGLE, STAN**
Doodlebug Theater
KXRO, Aberdeen, Wash.
- SPOO, EDDIE**
Tune & Tempo 7-9:30 A.M.
WWHG, Hornell, N. Y.
- SPOTTS, RALPH L.**
Bar Nome Ranch
WTRR, Sanford, Fla.
- SPRINGER, HAROLD**
WMBH, Joplin, Mo.
- SPRY, DON**
After Hours
KFJB, Marshalltown, Iowa
- SPRY, GENE**
Musical Clock
WKAI, Macomb, Ill.
- STABECK, THURSTON**
Request Time
WCFV, Clifton Forge, Va.
- STAMBUCK, WALLY**
CJOC, Lethbridge, Alberta,
Canada
- STAMPS, MACK**
Man And The Mood
WNAO, Raleigh, N. C.
- STAPLETON, JIM**
Record Parade
WLVA, Lynchburg, Va.
- STARBUCK, BERYL**
Ballroom
WMT, Cedar Rapids, Iowa
- STARKE, CHARLIE**
Charlie Starke's Music
Shoppes
WNS, New York, N. Y.
- STARWYCK, STEVE**
Flatter Party
KDRH, Fayetteville, Ark.
- STATEMAN, NORMAN H.**
Sepia Variety Hour
WFTC, Kinston, N. C.
- STATZ, ANDY LYNN**
KAYL, Storm Lake, Iowa
- STEBBINS, ROGER**
WERC, Erie, Pa.
- STEELE, BOB**
Morning Watch
WTIC, Hartford, Conn.
- STEELE, DON**
Koffee Concert
WFUR, Grand Rapids, Mich.
- STEELE, TED**
Ted Steele Show
WMCB, New York, N. Y.
- STEELMAN, BOB**
KOIL, Omaha, Nebr.
- STEIN, REX**
Request Time
WLDS, Jacksonville, Ill.
- STELL, BILL**
Original Mailbag
WSVS, Crewe, Va.
- STELLING, JACK**
Music That Wins
WJPG, Green Bay, Wis.
- STEPHENS, JIM**
Dixie Roundup
WUCY, Jacksonville, Fla.
- STEPHENS, MIKE**
Accent on Records
CKGW, Moncton, N. B., Can.
- STERLING, KIETH**
Make Believe Ballroom
CKOY, Ottawa, Ont., Canada
- STERMER, HERMAN**
Koppuncher
CWON, Conway, Ark.
- STERN, JOHNNY**
Midnite Madcap
KLER, Rochester, Minn.
- STERNICK, MIKE**
Cavalcade Of Gospel Songs
WHBI, Newark, N. J.
- STEVENS, AL**
Al Stevens Show
WWIN, Baltimore, Md.
- STEVENS, ALDEN G.**
WICH, Norwich, Conn.
- STEVENS, CHUCK**
Yawn Patrol
WPAW, Pawtucket, R. I.
- STEVENS, TOM**
Bar Nothing (Western)
KXLA, Pasadena, Calif.
- STEVENSON, STEVE**
Jam & Jive
KNOE, Monroe, La.
- STEVENSON, THURMOND**
Best On Wax
WKDK, Newberry, S. C.
- STEWART, BILL**
CFBC, St. John, N. B., Can.
- STEWART, BILL**
Bill Stewart Show
KWKW, Pasadena, Calif.
- STEWART, BILL**
Bill Stewart Show
WHEE, Boston, Mass.
- STEWART, FRED**
Stewart On Discs
WGCD, Chester, S. C.
- STEWART, TOM**
Tunetown
KTAT, Frederick, Okla.
- STEWART, BOB**
Hit the Deck
WBRV, Waterbury, Conn.
- STIFEL, LES**
Turntable Terrace
WMMN, Fairmont, W. Va.
- STILWILL, JACK**
WLS, Chicago, Ill.
- STOBBE, DEAN**
P D
WDUN, Gainesville, Ga.
- STOCKLOSS, BOB**
Hillbilly Hits
KURV, Edinburg, Texas
- STODELLE, JACK**
KWRN, Reno, Nevada
- STOCKEL, RALPH**
KROS, Clinton, Iowa
- STOGNER, EARL**
Whirl with Earl
WDVA, Danville, Va.
- STOKES, ERNEST**
Saturday Jamboree
WHSC, Hartsville, S. C.
- STOKKE, DICK**
Breakfast Fracas
KOMO, Seattle, Wash.
- STONE, BILL**
WBAC, Cleveland, Tenn.
- STONE, DAVE**
Old Corral
KSEL, Lubbock, Texas
- STONER, JAY**
KBUN, Bemidji, Minn.
- STORR, BILL**
The Record Room
WLET, Tooele, Ga.
- STORY, RALPH**
Ralph Story Show
KNX, Los Angeles, Calif.
- STRAND, NORM**
The Strand Stand
WSAV, Savannah, Ga.
- STRICKLAND, WILLIAM**
Juke Box
WIRA, Ft. Pierce, Fla.

Disc Jockeys—Radio-Television

- STROH, BOB**
Melody Manor
WCOG, Greensboro, N. C.
- STRUCKELL, JOHN**
Wonderful Music
WOND, Pleasantville, N. J.
- STUART, ALLEN**
Dynamic Cavalcade
ABC
- SUGAR, DICK**
Record Of The Day
WEVD, New York, N. Y.
- SULLIVAN, DENNIS**
Musical Clock—Musical Matinee
Musical Bee
WFBL, Syracuse, N. Y.
- SUMMERVILLE, P.**
CKLB, Oshawa, Ont., Canada
- SURBER, DENNIS**
Western Time
KPAN, Hereford, Texas
- SURRATT, JOHN G.**
Doghouse
WGIV, Charlotte, N. C.
- SUTTON, BILL**
Say It With Music
KYOS, Merced, Calif.
- SUTTON, LEE**
Hillbilly Jamboree
KMA, Shenandoah, Iowa
- SUTTON, TOMMY**
WING, Dayton, Ohio
- SWAIN, CHARLES**
Yawn Patrol
KGVO, Missoula, Mont.
- SWANEY, HAL**
Matinee Melodies
WIDE, Biddeford, Maine
- SWANSON, BOB**
Bob Swanson Show
WISC, Madison, Wis.
- SWANSON, GREG**
KXEO, Mexico, Mo.
- SWARTZ, BOB**
Bob Swartz Matinee
KHQ, Spokane, Wash.
- SWARTZ, FRANK**
Spin-It Club
WERO, Fremont, Ohio
- T —
- TABER, WILLIAM**
Hotcakes and Coffee
KONP, Port Angeles, Wash.
- TACY, ED**
Ed Tacy Hour
WGAC, Augusta, Ga.
- TALBOTT, JOHN**
Johnny's Jamboree
KBIZ, Ottomwa, Iowa
- TAPLIN, TAP**
Time, News, Tunes
WEBR, Buffalo, N. Y.
- TAPP, GORD**
What's On Tapp
CHML, Hamilton, Canada
- TASNADY, JOHN**
Grandfather's Jukebox
KERG, Eugene, Oregon
- TATE, HAL**
B. August 4, 1912, Boswell, Pa.;
Hal Tate's TV Disc Jockey Show;
Who's Talking?: Hal Tate's Variety Show, WBVB-TV; The Hal Tate Show, WAIT.
- TATUM, EDDIE**
WPAQ, Mt. Airy, N. C.
- TAYLOR, CLAUDE**
Supper Club
WIUY, Jacksonville, Fla.
- TAYLOR, HENRY**
WPAQ, Mt. Airy, N. C.
- TAYLOR, JOHN**
Records At Random
WIKY, Evansville, Indiana
- TAYLOR, ROCKY**
Insomniac's Parade
WLOX, Biloxi, Miss.
- TEAMER, EDDIE**
WHHM, Memphis, Tenn.
- TERFLER, DICK**
Downbeat Club
WGAC, Augusta, Ga.
- TERRY, BILL**
Money For Music
KRIO, McAllen, Texas
- TERRY, CHEM**
570 Club
WBAP, Fort Worth, Texas
- TERRY, ROBERT**
Moonlight Serenade
WEXL, Royal Oak, Mich.
- TESH, ROBERT**
WRKO, Roxboro, N. C.
- THAYER, JACK**
Swing Club
WLOL, Minneapolis, Minn.
- THERRIAN, LARRY**
930 Matinee Club
WREB, Holyoke, Mass.
- THIELE, DUKE**
Popna Stoppa
WJMR, New Orleans, La.
- THOMAS, BERNIE**
Variety Time
WJVA, South Bend, Ind.
- THOMAS, BILL**
KDTH, Dubuque, Iowa
- THOMAS, DON**
1600 Club
WJKO, Springfield, Mass.
- THOMAS, GORDON**
Musically Yours
WWPA, Williamsport, Pa.
- THOMAS, JOHN**
Words & Music
WROX, Clarksdale, Miss.
- THOMAS, LLOYD**
Radio Record Center
KHAS, Hastings, Nebr.
- THOMAS, MAC**
All Night Dance Party
CKFH, Toronto, Ont., Canada
- THOMAS, MAC**
Swingmaster
KGST, Fresno, Calif.
- THOMAS, NEWTON**
1380 Club
WMBG, Richmond, Va.
- THOMAS, RICK**
Dream Train
WARM, Scranton, Pa.
- THOMASON, JIMMY**
Western Jamboree
KAFY, Bakersfield, Calif.
- THOMPSON, CHUCK**
Chuck & Elmer & Rhythm
Time
WFOR, Hattiesburg, Miss.
- THOMPSON, GAIL**
Round Up Time
WFLB, Fayetteville, N. C.
- THOMPSON, GENE**
KROC, Rochester, Minn.
- THOMPSON, JAMES**
Citizen X
WPPA, Pottsville, Pa.
- THOMPSON, JERRY**
Musical Clock
WYMI, Biloxi, Miss.
- THOMPSON, RON**
Corn Bread Matinee
WWSO, Springfield, Ohio
- THOMPSON, RUSS**
Dream Time
CJBQ, Belleville, Ont., Canada
- THORNBOAG, OLIVER**
Natural Jones
WAGA, Atlanta, Ga.
- THORNTON, HARRY**
The Milkman
WAGC, Chattanooga, Tenn.
- THURSTON, DON**
Sunrise Sixty
WTWN, St. Johnsbury, Vt.
- TUPTS, PETE**
Billion \$ Ballroom
KTUC, Tucson, Ariz.
- TUNIS, HAL**
Hal Tunis Show
WMGM, New York, N. Y.
- TUPPER, HOWARD**
Time For Tub
WGY, Schenectady, N. Y.
- TURK, A.**
1240 Club
WVOS, Liberty, N. Y.
- TURNER, JIM**
Supper Club
WSTP, Salisbury, N. C.
- TURNER, RAY**
1450 Club
WNBZ, Stranac Lake, N. Y.
- TURNER, TINY**
Dixie Flyer Party
WERC, Reidsville, N. C.
- TUTEN, RON**
Saturday Night Dancing Party
WPDQ, Jacksonville, Fla.
- TWIGG, ROLAND**
WTCX, Wilmington, Del.
- TYLER, NOAH**
Noah's Ark
WVWP, Miami, Fla.
- TYLER, WAYNE**
Wake Up With Music
WLVA, Lynchburg, Va.
- TYSON, DAVEY**
Wake Up With Davey
WCAE, Pittsburgh, Pa.
- U —
- UMBACH, BOB**
Atomic Boogie Hour
WJLD, Bessemer, Ala.
- "UNCLE PETE"**
Hoedown
WADE, Wadesboro, N. C.
- UNDERHILL, LEO**
Breakfast Time
WCKY, Cincinnati, Ohio
- UNDSETH, JOHN**
KCJB, Minot, N. Dak.
- UPTON, DON**
Don Upton Show
WLVA, Lynchburg, Va.
- URBAN, JOHN**
Record Session
WVNY, Watertown, N. Y.
- USHANA, DAVE**
1020 Club
WPEO, Peoria, Ill.
- V —
- VACCA, JOHN**
Memory Melody Time
KOSA, Odessa, Texas
- VAN POPPEL, JOE**
Marmalade Matinee
CHLO, St. Thomas, Ont., Can.
- VAUGHAN, WALTER**
KTAN, Sherman, Texas
- VEAL, C. SPEED**
Easy Listinin'
WJAY, Jacksonville, Fla.
- VEIDT, BILL**
Variety Time
KHAS, Hastings, Nebr.

Disc Jockeys—Radio-Television

- VESTA AND KATE**
Hits for the Mrs.
WKBI, St. Marys, Pa.
- VIAL, ART**
1510 Club
KOCS, Ontario, Calif.
- VICKERS, AL**
Juke Box
WCPS, Tarboro, N. C.
- VINCENT, JOE**
Music At Your Command, Jet
Jive
WHOS, AM-FM, Decatur, Ala.
- VINSON, BUD**
Johnny Dugan Time
WOAI, San Antonio, Texas
- VOGT, KENNETH**
Yawn Patrol
WFOX, Milwaukee, Wis.
- W —
- WADDELL, KEN**
Triple-X Ranch
KXXX, Colby, Kansas
- WADE, JESSE**
Sunrise Serenade
KTTS, Springfield, Mo.
- WALKER, ALLAN**
Tops In Pops
WOKZ, Alton, Ill.
- WALKER, BOB**
Top Bands
WCLO, Jamesville, Wis.
- WALKER, DONNA**
Town Talk
WKAY, Glasgow, Ky.
- WALKER, FLETCH**
Rise and Shine
WHMA, Anniston, Ala.
- WALKER, HAL**
Around The Town
WMAW, Milwaukee, Wis.
- WALKER, JIMMY**
Walker Presents
KPOA, Honolulu, Hawaii
- WALLACE, FORREST**
Forrest Wallace Show
KFAL, Fulton, Mo.
- WALRATH, GLENN**
Dawn Patrol
WARC, Rochester, N. Y.
- WALSH, BLAINE**
Just Plain Blaine
WJPG, Green Bay, Wis.
- WALSH, DON**
KFAM, St. Cloud, Minn.
- WALSH, GORDON**
Club Matinee
WGH, Newport News, Va.
- WALSHAK, DAVID**
1450 Club
KCTI, Gonzales, Texas
- WALTERS, CLEM**
WAEB, Allentown, Pa.
- WALTERS, BILL**
Melody Matinee
WMAM, Marinette, Wis.
- WALTHALL, TUBBY**
Serenade
WJMA, Orange, Va.
- WALTON, GEORGE**
Spinner's Sanctum
KVOR, Colorado Springs, Colo.
- WAMBACH, PETE**
Pete Wambach Show
WCMB, Lemoyne, Pa.
- WANKE, HUGH**
Morning Musical Clock
WCAO, Baltimore, Md.
- WARD, BILL**
The Doghouse
CKWX, Vancouver, B. C.,
Canada
- WARD, BILL**
WHOW, Clinton, Ill.
- WARD, BILL**
Rebel Ranch
WUSN, Charleston, S. C.
- WARD, FRANK**
Platter Parade
WXRA, Buffalo, N. Y.
- WATSON, JACK**
Jack's Record Shop
WVVB, Jacksonville Beach,
Fla.
- WAX, JERRY**
WALL, Middletown, N. Y.
- WAYME, FRANK**
Hi Ladies
WVCH, Chester, Pa.
- WAYNE, BURT**
Music Hall
WNEW, New York, N. Y.
- WAYNE, ROSEMARY**
Rosemary Wayne Spins
WJJD, Chicago, Ill.
- WAYNE, STU**
Stu Wayne Show
WPEN, Philadelphia, Pa.
- WAYT, BILL**
Magic in Melody
KOCO, Salem, Oregon
- WEATHERLY, MARVIN**
Platter Parade
WJNC, Jacksonville, N. C.
- WEAVER, BOB**
KERN, Bakersfield, Calif.
- WEAVER, ROBYN**
Robyn Weaver Show
WIRL, Peoria, Ill.
- WEAVER, WALTER**
1280 Club
WONW, Defiance, Ohio
- WEBB, GERALD**
Melody Matinee
KYAK, Yakima, Wash.
- WEBB, T. CHARLES**
Music by Request
KVOA, Tucson, Ariz.
- WEBSTER, DAVE**
Heart Beat
WJNO, W. Palm Beach, Fla.
- WEBSTER, JAMES**
Melody Ballroom
WCUH, Cumberland, Md
- WEBSTER, KURT**
Midnight Dancing Party
WBT, Charlotte, N. C.
- WEEKLY, EARL**
The Earl
WSVA, Harrisonburg, Va.
- WEGMAN, BILL**
WGEM, Quincy, Ill.
- WEIL, BUD**
Matinee with Aubrey
KENO, Las Vegas, Nevada
- WEIVODA, CLYDE**
Telephone Request
KASM, Albany, Minn.
- WEICH, COOPER**
Club 1310
KFKA, Greeley, Colo.
- WELCH, EDWARD**
1490 Club
KORN, Mitchell, South Dakota
- WELCH, JACK**
KUBC, Montrose, Colo.
- WELLER, HANK**
Sagebrush Cowboy's Show
WKTG, Thomasville, Ga.
- WELLS, BOB**
970 Show
WEBR, Buffalo, N. Y.
- WELLS, HANK**
WAX Works
KHOZ, Harrison, Ark.
- WELSCHACHER, RICHARD**
WCLT, Newark, Ohio
- WENDELL, BUD**
Wendell's Waxworks
WJMO, Cleveland, Ohio
- WENDT, DUDLEY**
Out West Special
KOVE, Lander, Wyo.
- WERY, BOB**
Announcer-Engineer
WMNC, Morgantown, N. C.
- WESLEY, DON**
WGGH, Marion, Ill.
- WILLIAMS, MARC**
Spin The Platter & Marc Time
WTTT, Bloomington, Ind.
- WILLIAMS, MEREDITH**
The First Five
KVOR, Colorado Springs, Colo.
- WILLIAMS, VINCE**
Vince Williams Show
ABC
- WILLIAMSON, HOWARD**
Howard's Bandstand
KICA, Clovis, N. M.
- WILLIAMSON, JAMES S.**
Rhythm Hour
WTRR, Sanford, Fla.
- WYNN, PAUL**
Wynn's Inn
WEWO, Laurinburg, N. C.
- Y —
- YALOWEV, NICK**
TNT Review-Clock Watcher
WITZ, Jasper, Ind.
- YORKE, WALLY**
Swing Inn
CHWK, Chilliwaek, B. C.,
Canada
- YOST, BOB**
Breakfast with Bob
WBRK, Pittsfield, Mass.
- YOUNG, AL**
1230 Club
WCMA, Corinth, Miss.
- YOUNG, FRED**
KRAM, Las Vegas, Nevada
- YOUNG, GARY**
Gary's Show
WVYO, Pineville, W. Va.
- YOUNG, J. N., JR.**
Rhythm Express
KBST, Big Spring, Texas
- YOUNG, O. C.**
Rise & Shine
WHIS, Bluefield, W. Va.
- YOUNG, PAUL**
KIOX, Bay City, Texas
- YOUNGBLOOD, JIM**
Home Hour
WPAD, Paducah, Ky.
- YOUNT, CHUCK**
1490 Club
WKBY, Richmond, Ind.
- YUNKER, JAMES**
Coffee Time
KVEC, San Luis Obispo, Calif.
- Z —
- ZELICH, MARK**
Off The Record
WATW, Ashland, Wis.
- ZIEGLER, RICHARD**
Record Reville
WEIM, Fitchburg, Mass.
- ZIMMERMAN, HARRY**
Record Rodeo
KEYD, Minneapolis, Minn.
- ZINKAND, PHIL**
970 Club
WWSW, Pittsburgh, Pa.
- ZOGG, HAL**
Parade of Mod. Amer. Music
KUTA, Salt Lake City, Utah



Geoff Davis

ANNOUNCER
SPORTSCASTER
DISK JOCKEY

SPORTS DIRECTOR
WINS NEW YORK

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ATLANTIC REFINING COMPANY
OVER THE HOME OF CHAMPIONS NETWORK
OF THE NEW YORK YANKEES

ANNOUNCERS — MC'S

RADIO AND TELEVISION

—their work during 1951



— A —

ABBOTT, BOB
KAUS, Austin, Minn.

ABBOTT, BUD
WHAS-TV, Louisville, Ky.

ABBOTT, WARREN
KWSH, Holdenville, Okla.

ACKERMAN, EARL
KDIX, Dickinson, No. Dak.

ADAMS, CEDRIC
What's New?
Your Home Town
WCCO, Minneapolis, Minn.

ADAMS, MILTON
WBTM, Danville, Va.

ADAMS, RAY
WKXN, Saginaw, Mich.

ADEMY, JOHN
WCAO, Baltimore, Md.

ADKINS, JACK
KPDQ, Portland, Oregon

AHLES, BILL
WGFT, Gettysburg, Pa.

AIKEN, JIM
WEOL, Elyria-Lorain, Ohio

ALARIE, RICHARD
WPAW, Pawtucket, R. I.

ALDI, ALDO
WOV, New York, N. Y.

ALEXANDER, AL
KHMO, Hannibal, Mo.

ALEXANDER, JACK
WDSU-TV, New Orleans

ALLRIGHT, NAT
WEAM, Arlington, Va.

ALLEN, BOB
WJAY, Mullins, S. C.

ALLEN, DAVE
WJEJ, Hagerstown, Md.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, MEL
(See Sports Commentators)

ALLEN, PETE
WCKY, Cincinnati, Ohio

ALLERTON, LEE
WLBC, Muncie, Ind.

ALLINGHAM, JOHN
CKNB, Campbellton, N. B.,
Canada

ALLISON, JOE
WSM-TV, Nashville, Tenn.

ALSPAUGH, WILLIAM
WRAL, Raleigh, N. C.

ALTON, GENE
CJLS, Yarmouth, N. S., Can.

ALVAREZ, JOSE MANUEL
WJPE, San Juan, P. R.

ALVES, JOHNNY
KTRM, Beaumont, Texas

ANDERSON, ALEX
WSKI, Montpelier, Vt.

ANDERSON, BILL
CFBC, St. John, N. B., Can.

ANDERSON, DON
WDAF, Kansas City, Mo.

ANDERSON, EMIL
WKGK, Knoxville, Tenn.

ANDERSON, JACK
WMRO, Aurora, Ill.

ANDERSON, JOE
WQUA, Moline, Ala.

ANDERSON, JOHN
WBAT, Marion, Ind.

ANDERSON, WARREN
KTXC, Big Spring, Texas

ANDREWS, DAVID
KFRM, Kansas City, Mo.

ANDREWS, DAVID
KMBC, Kansas City, Mo.

ANNAND, FRANK
WCHS, Charleston, W. Va.

ANSBRO, GEORGE
Manhattan Maharajah, ABC
John Daly TV News, WJZ-TV

ANTOINE, TEX
Children's Theatre
Weather By Wethbee
NBC-TV

APP, JIM
WVOD, Lynchburg, Va.

APPLE, IRA
WACB, Kittanning, Pa.

ARENBERG, FRED
CKBW, Bridgewater, Nova
Scotia, Canada

ARENS, WALLY
CFCN, Calgary, Alberta, Can.

ARMSTRONG, TOM
WGAR, Cleveland, Ohio

ARNOTT, P.
KNUJ, New Ulm, Minn.

ARO, BOBBY
WHLB, Virginia, Minn.

ARTEE, MALCUM
WKOK, Sunbury, Pa.

ARTHUR, DOUG
WIBG, Philadelphia, Pa.

ASHBURN, RON
WNOX, Knoxville, Tenn.

ASHLEY, M.
WLBG, Laurens, S. C.

ATKINSON, GORD
CHUM, Toronto, Ont., Can.

ATWATER, F. KENT
WJRI, Lenoir, N. C.

AUSTIN, BOB
KSDO, San Diego, Calif.

AUSTIN, BOB
WCTT, Corbin, Ky.

AUSTIN, DON
WHOW, Clinton, Ill.

AUSTIN, FLETCHER
Tap The Barrel
WBTW, Charlotte, N. C.

AYCOCK, JIM
WJMB, Brookhaven, Miss.

AYCOCK, ROBERT
WDXI, Jackson, Tenn.

— B —

BADGLEY, BILL
CKTB, St. Catharines, Ont.,
Canada

BAGWELL, KEN
Saturday Swing
KXYZ, Houston, Texas

BAILEY, GENE
KGBC, Galveston, Texas

BAILEY, HOWARD
CFCN, Calgary, Alberta, Can.

BAILEY, JACK
Queen For A Day
MBS

BAINTER, JACK
WIBA, Madison, Wis.

BAINTER, WILLIAM
KIT, Yakima, Wash.

BAKER, ART
You Asked For It, ABC; Dinah
Shore Show, NBC

BAKER, CLIFFORD
WCPO, Cincinnati, Ohio

BAKER, DAVE
WELM, Elmira, N. Y.

BAKER, DAVE
WUST, Bethesda, Md.

BAKER, DEAN
KCRS, Midland, Texas

BAKER, JAMES
KBWD, Brownwood, Texas

BALDRIDGE, ALAN
WCSI, Columbus, Ind.

BALE, NORMAN
KALT, Atlanta, Texas

BALINT, STEVE
WXRA, Buffalo, N. Y.

BALLESTROS, CATIN
WIPR, San Juan, P. R.

BALTZER, LARRY
KHUZ, Borger, Texas

BANKS, BILL
KSPT, Sandpoint, Idaho

BANKS, DAVE
WENK, Union City, Tenn.

BANN, BOB
KWSO, Wasco, Calif.

BARKER, PETER
CJOR, Vancouver, B. C.

BARKLEY, JIM
KSUM, Fairmont, Minn.

BARNES, DICK
KNEM, Nevada, Mo.

BARNES, TEDDY
WEKR, Fayetteville, Tenn.

BARNES, WILLIAM
CBT, Grand Falls, Nfld., Can.

BARNETT, DON
KENI, Anchorage, Alaska

BARNETT, RUSSELL
WKMh, Dearborn, Mich.

BAROODY, FRANK
WFEA, Manchester, N. H.

BARR, DWIGHT
WLBC, Muncie, Ind.

BARRETT, RAY
Bringing Up Mother
NBC-TV

BARRICK, JOHN
WKAY, Glasgow, Ky.

BARRY, JACK
Life Begins At Eighty
WJZ-TV
Juvenile Jury
NBC-TV

BARRY, JOHN
WRTM, Trenton, N. J.

BARRY, NICK
WCMW, Canton, Ohio



ED HERLIHY

Announcers—M-C's

BARRY, NORMAN
WMAQ, Chicago, Ill.

BARTELL, ED
KQV, Pittsburgh, Pa.

BARTON, FRANK
KNBH, Hollywood, Calif.

BARTON, IAL
WTAD, Quincy, Ill.

BARTON, JOHN
CKRD, Red Deer, Alberta,
Canada

BARTON, JOHN
WHOW, Clinton, Ill.

BASELEON, GEORGE
WEEK, Peoria, Ill.

BASSETT, JOHN
WNEB, Worcester, Mass.

BASSMAN, DON
KCRS, Midland, Texas

BATEMAN, DOUGLAS
WLIO, East Liverpool, Ohio

BATEMAN, JUNE
WLIO, East Liverpool, Ohio

BATSON, GAY
WDSU-TV, New Orleans, La.

BAUERNFEIND, LOUIS
KCLX, Colfax, Wash.

BAUM, HARRY
WSSB, Durham, N. C.

BAXTER, CHARLES
WTOL, Toledo, Ohio

BAV, W. RICHARD
KMTV, Omaha, Nebr.

BEAL, KING
KXEL, Waterloo, Iowa

BEARDSLEY, BASIL
WJER, Dover, Ohio

BEASLEY, IRENE
Grand Slam
CBS

BEAULIEU, ROBERT
CJFM, Edmundston, N. B.,
Canada

BEAUCONT, PERRY
WLOK, Lima, Ohio

BECK, JACKSON
(See Artists Section)

BECKMAN, FREDERIC
WLW-C, Columbus, Ohio

BEDFORD, PAUL
WFMJ, Youngstown, Ohio

BEBBE, JOHN
WKAN, Kankakee, Ill.

BEECHAM, WALLACE
WKSJ, Pulaski, Tenn.

BEECHER, DON
WJPS, Evansville, Ind.

BEGUE, JOHN
Holiday For Two
WTAX, Springfield, Ill.

BENNETT, TED
WIBV, Belleville, Ill.

BEKAS, TONY
WHGB, Harrisburg, Pa.

BELLA MONTE C.
KADA, Ada, Okla.

BELLAH, MILTON
WDAR, Savannah, Ga.

BELLAIRS, MAL
WCFJ, Chicago, Ill.

BENDT, JACK
WKLO, Louisville, Ky.

BENNETT, LEN
WNHC-TV, New Haven, Conn.

BENSON, BOB
KYW, Philadelphia, Pa.

BENSON, BOB
WBIZ, Eau Claire, Wis.

BENSON, DICK
WIRC, Hickory, N. C.

BENSON, HAL
Household Quizzer
WMPJ, Memphis, Tenn.

BENSON, HERB
WHKK, Akron, Ohio

BENSON, RED
Take A Number
MBS

BENSON, RUSS
WIBV, Belleville, Ill.

BERGER, GENE
WOL, Washington, D. C.

BERGER, JEAN
CKBL, Matane, Que., Canada

BERGERON, HENRI
CKCH, Hull, Que., Canada

BERNARD, ARMAND
WERI, Westerly, R. I.

BERNIER, GUS
WMUR, Manchester, N. H.

BERTRAND, BOB
KIOA, Des Moines, Iowa

BETTINGER, JACK
WTOL, Toledo, Ohio

BIANCHI, CONSTANTINE
WJPD, Ishpeming, Mich.

BICHL, KEN
WLEC, Sandusky, Ohio

BIGLER, TOM
WILK, Wilkes-Barre, Pa.

BILLINGSLEY, BILL
WADE, Wadesboro, N. C.

BILLINGSLEY, BOB D.
KVAL, Brownsville, Texas

BISHARA, JOSEPH
WKOP, Binghamton, N. Y.

BIRSCOPE, ROY
WSTV, Staubenville, Ohio

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Announcers—M-C's

- BISHOP, DIANA**
CFAB, Windsor, N. S., Canada
CKEN, Kentville, N. S., Can.
- BISHOP, GEORGE**
CJAD, Montreal, Quebec, Can.
- BJORNSEN, BJORN**
CKOK, Penticton, B. C., Can.
- BLACK, JOE**
WHK, Cleveland, Ohio
- BLACK, R. LEE**
KIMA, Yakima, Wash.
- BLAINE, JAMES**
WIBC, Indianapolis, Ind.
- BLAINE, JIMMY**
Stop The Music
ABC-TV
Speidel Show
NBC-TV
- BLAIR, FRANK**
WNBW, Washington, D. C.
- BLAIR, HARRY**
WMDN, Midland, Mich.
- BLAIS, YVON**
CKAC, Montreal, Canada
- BLAKE, BRUCE**
WHKK, Akron, Ohio
- BLAKE, CHARLES**
WSON, Henderson, Ky.
- BLAKE, WIN**
WKXL, Concord, N. H.
- BLEASDALE, IRVINE**
WICA, Ashtabula, Ohio
- BLOOM, LYNN**
WKVA, Lewistown, Pa.
- BLOOM, MAURY**
WXRA, Buffalo, N. Y.
- BLOWER, CHUCK**
KTKT, Tucson, Arizona
- BODIE, ARMAND**
Mama Goes A-Shopping
- WSOC, Charlotte, N. C.
- BODNER, GEORGE**
WRFD, Worthington, Ohio
- BOECKMANN, JOHN**
WTYC, Rock Hill, S. C.
- BOGY, JIM**
CHUB, Nanaimo, B. C., Can.
- BOLDT, VIC**
KVIC, Victoria, Texas
- BOLIN, BOB**
WTYC, Rock Hill, S. C.
- BOLLINGER, JIM**
Classified Column of the Air
WINN, Louisville, Ky.
- BOLLWINKEL, CAL**
WHFB, Benton Harbor, Mich.
- BONDARIN, A.**
KFOR, Lincoln, Neb.
- BONN, THEODORE, JR.**
WKLV, Blackstone, Va.
- BOREELLI, RALPH**
WJMJ, Philadelphia, Pa.
- BOSLEY, LYLE**
WXXW, Albany, N. Y.
- BOSTIC, TOM C.**
KIMA, Yakima, Wash.
- BOTHE, RON**
KFIZ, Fond Du Lac, Wis.
- BOTTORFF, GERRY**
WKLO, Louisville, Ky.
- BOUCHIER, EUGENE P.**
KCOM, Sioux City, Iowa
- BOUCK, LOUIS**
WMTG, Vandeve, Ky.
- BOURQUE, WARREN**
WERI, Westerly, R. I.
- BOWER, BOB**
WTHP, Charleston, W. Va.
- BOWERS, CLIFF**
CKRD, Red Deer, Alberta, Can.
- BOWLES, AL**
KYAK, Yakima, Wash.
- BOWMAN, DUKE**
KWFT, Wichita Falls, Texas
- BOWMAN, GUY**
WJBK-TV, Detroit, Mich.
- BOWMAN, JOHN**
WDOV, Dover, Dela.
- BOWMAN, STANLEY**
WCMB, Lemoyne, Pa.
- BOZEMAN, JOHNNY**
WDBL, Springfield, Tenn.
- BRADLEY, DON**
WJOL, Joliet, Ill.
- BRADLEY, HARVEY**
WBTA, Batavia, N. Y.
- BRADLEY, LYLE**
WTRY, Troy, N. Y.
- BRADSHAW, BILL**
WCKY, Cincinnati, Ohio
- BRAION, DON**
WLDS, Jacksonville, Ill.
- BRAMAH, BILL**
CFOR, Orillia, Ont., Canada
- BRAMHALL, BILL**
WEMP, Milwaukee, Wis.
- BRAND, FRANK**
CKPR, Fort William, Ont., Canada
- BRANSON, TODD**
WWCA, Gary, Ind.
- BRAULT, ROBERT**
WMNB, North Adams, Mass.
- BRECHT, LESTER**
KBOR, Brownsville, Texas
- BREEN, JERRY**
WKLA, Ludington, Mich.
- BRENNAN, TOM**
KXLA, Pasadena, Calif.

**BEN
GRAUER**

●
NBC

Radio

TV



Announcers—M-C's

BRETZ, KEITH
KRMG, Tulsa, Okla.

BREVIK, ERNIE
WDAY, Fargo, N. Dak.

BRINKLEY, JACK
WLS, Chicago, Ill.

BROCK, RAY
WBXY, Appleton, Wis.

BRODE, BUDDY
WNAR, Norristown, Pa.

BROKAW, C. W.
KGIW, Alamosa, Colo.

BROOKS, FOSTER
WAVE-TV, Louisville, Ky.

BROWN, ANDY
WGWR, Asheboro, N. C.

BROWN, BILL
WEDO, McKeesport, Pa.

BROWN, BOB
WOC, Davenport, Iowa

BROWN, FRANK R.
KTP, Porterville, Calif.

BROWN, HARRY
WKIP, Poughkeepsie, N. Y.

BROWN, HONEY
WBCO, Birmingham-Bessemer, Ala.

BROWN, LYAL
CKCK, Regina, Sask., Canada

BROWN, MORGAN
WELM, Elmira, N. Y.

BROWN, PAUL
KVMC, Colorado City, Texas

BROWN, TED
Paul Winchell-Jerry Mahoney Show
NBC-TV

BROWN, WADE
KOLS, Pryor, Okla.

BROWN, WOODBRIDGE B.
WHAJ, Greenfield, Mass.

BROWNE, TOM
WMEV, Marion, Va.

BROWNING, DOUGLAS
ABC Late News
Champion Roll Call
ABC

BRUBAKER, TOM
KSST, Sulphur Springs, Tex.

BRUCE, JACK
WNAX, Yankton, S. D.

BRUGGEMAN, VERN
KULA, Honolulu, Hawaii

BRUNNER, LARRY
WCPO, Cincinnati, Ohio

BRUTON, BILL
KBMV, Billings, Montana

BRYAN, GEORGE
Arthur Godfrey's Talent Scouts
CBS-TV

BRYANT, EDWARD
WFBL, Syracuse, N. Y.

BRYANT, TED
KRLC, Lewiston, Idaho

BUCKLEY, BILL
WCHS, Charleston, W. Va.

BUCKLEY, NIEL
WPFB, Middletown, Ohio

BUDD, MILTON
WMBD, Peoria, Ill.

BULLER, RICHARD
WKMH, Dearborn, Mich.

BULLINGTON, BILL
KREI, Farmington, Mo.

BURDICK, GORDON
KCLX, Colfax, Wash.

BURGESS, DAN
WMSA, Massena, N. Y.

BURGESS, TOM
Top Your Neighbor
WMSC, Columbia, S. C.

BURKA, BUD
WTPP, Charleston, W. Va.

BURKE, GORDON
KULA, Honolulu, Hawaii

BURKHARDT, KENNETH
KSIM, Sikeston, Mo.

BURLEY, DON
WBBZ, Ponca City, Okla.

BURNS, ALLEN
WMPS, Memphis, Tenn.

BURNS, STAN
Club 93, WPAT; Protam Quiz, Land Tidings, South Africa—Land of Contrasts, This Is Australia, Club Car in the Clouds, etc.

BURT, JIM
KELO, Sioux Falls, South Dakota

BURWELL, TED
WCKB, Dunn, N. C.

BUSLEE, HENRY
WISC, Madison, Wis.

BUTHERUS, ED
KGW, Portland, Oregon

BUTLER, WARDE
WHIZ, Zanesville, Ohio

BYRNE, PAT
CFJR, Brockville, Ont., Can.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.

ANNOUNCER
"BIG STORY"

NARRATOR
"CAVALCADE
OF
AMERICA"



HOST
ON
"HOLLYWOOD
PLAYHOUSE"

"SATURDAY
NIGHT
THEATRE"
AND
"SUNDAY
NIGHT
THEATRE"

NBC-TV

CY HARRICE

Announcers—M-C's

- CALCOATE, GORDON**
KIOX, Bay City, Texas
- CALDWELL, SAM**
Garden Gate
CBS
- CALHOUN, JOHN**
WFLO, Farmville, Va.
- CALTON, JOHN**
WERC, Erie, Pa.
- CALVERT, BOB**
WDYK, Cumberland, Md.
- CAMPBELL, HOWARD**
KSMN, Mason City, Iowa
- CAMPOFREDA, NICK**
WAAM, Baltimore, Md.
- CANNON, JOHN**
City Hospital
CBS
- CANNON, STEVE**
KBUN, Bemidji, Minn.
- CAPLETTE, DOUGLAS**
KXO, El Centro, Calif.
- CAPPS, BOB**
KDMO, Carthage, Mo.
- CAREY, RON**
KTLN, Denver, Colo.
- CARL, LEONARD**
KMA, Shenandoah, Iowa
- CARLE, BENNY**
WAFM-TV, Birmingham, Ala.
- CARLE, LARRY**
WOND, Pleasantville, N. J.
- CARLISLE, BOB**
WCMB, Lemoyne, Pa.
- CARLSON, BOB**
KIRX, Kirksville, Mo.
- CARLSON, RUFUS**
KVI, Seattle, Wash.
- CARNAHAN, HERB**
KTJS, Hobart, Okla.
- CARNEY, JACK**
KPLT, Paris, Texas
- CARPENTER, ROBERT E.**
WKBB, Dubuque, Iowa
- CARPENTER, KEN**
Bing Crosby Show
CBS
- CARR, ROY**
WLOL, Minneapolis, Minn.
- CARROLL, TOMMY**
WMBR-TV, Jacksonville, Fla.
- CARSON, JAMES C.**
KWBM, Williston, N. Dak.
- CARTER, FRANK**
WPEN, Philadelphia, Pa.
- CARTER, JERRY**
WKIP, Poughkeepsie, N. Y.
- CARTER, LEROY**
KXTN, Childress, Texas
- CARTY, BILL**
WTP, Philadelphia, Pa.
- CASE, NELSON**
B. Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Ken Murray, CBS-TV; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Mel Torme - Peggy Lee, CBS-TV; Amahl and the Night Visitors, NBC-TV.
- CASHIN, MICHAEL**
CKEY, Toronto, Ont., Canada
- CASSELMAN, CHET**
KERN, Bakersfield, Calif.
- CATUDAL, JACQUES**
CKAC, Montreal, Canada
- CAUDILL, CARL B., JR.**
WFTC, Kinston, N. C.
- CAVANAUGH, JOE**
WARD, Johnstown, Pa.
- CHAMBERLAIN, GUS**
WDEF, Chattanooga, Tenn.
- CHAMBERS, STAN**
KTLA, Los Angeles, Calif.
- CHAMPLIN, GLEN**
KEYD, Minneapolis, Minn.
- CHAPMAN, DICK**
KFRU, Columbia, Mo.
- CHAPMAN, ED**
WKRQ, Mobile, Ala.
- CHASE, BUD**
WKRC-TV, Cincinnati, Ohio
- CHASE, BUD**
WKRC-TV, Cincinnati, Ohio
- CHASE, EDDIE**
WOOD, Grand Rapids, Mich.
- CHASE, GENE**
WLL, St. Louis, Mo.
- CHASE, TOM**
WOW, Omaha, Nebr.
- CHASE, WARD**
WBAY, Green Bay, Wis.
- CHERNAULT, GEORGE**
WLSL, Roanoke, Va.
- CHESNEY, JOE**
CKNW, New Westminster, B. C., Canada
- CHESSER, ALEC**
KITE, San Antonio, Texas
- CHESTER, LLOYD**
CKCW, Moncton, N. B., Can.
- CHILDERS, PERRY CLINTON**
WEAB, Greer, S. C.
- CHILES, LOUIS**
WROL, Knoxville, Tenn.
- CHOATE, HANFORD**
KWNW, Wenatchee, Wash.

RAY MORGAN

ANNOUNCER

M. C.

AMERICAN INVENTORY — *NBC-TV*

AMERICA'S TOWN MEETING — *ABC-TV*

CRUSADE IN THE PACIFIC — *ABC-TV*

Announcers—M-C's

- CHRISTENSEN, DON**
WHBL, Sheboygan, Wis.
- CHRISTENSEN, WALT**
KVOX, Moorhead, Minn.
- CHRISTENSON, ELMER**
Happy Music
WHSB, Stillwater, Minn.
- CHRYSLER, AL**
CKCR, Kitchener, Ont., Can.
- CLARK, BILL**
WJCD, Seymour, Ind.
- CLARK, RUD**
KOOK, Billings, Montana
- CLARK, DAN**
KVGK, Great Bend, Kansas
- CLARK, GORDON**
KRIC, Beaumont, Texas
- CLARK, JAMES**
WWGP, Sanford, N. C.
- CLARKE, BARRIE**
Club 1430
CHEX, Peterborough, Ont., Canada
- CLAUSEN, BOB**
KGLO, Mason City, Iowa
- CLAYTON, JOHN**
KWNO, Winona, Minn.
- CLAYTON, TOM**
WLLH, Lowell-Lawrence, Mass.
- CLEARWATER, WINFIELD**
WFMY-TV, Greensboro, N. C.
- CLEAVER, JIM**
WBCK, Battle Creek, Mich.
- CLEAVER, MARSHALL S.**
WKAP, Allentown, Pa.
- CLETON, ROD**
KHQ, Spokane, Wash.
- CLINE, CLAY, JR.**
WJZM, Clarksville, Tenn.
- COCHRAN, BILL**
Buck Rogers
ABC-TV
- COLE, BRAD**
KOOS, Coos Bay, Oregon
- COLE, GRADY**
WBT, Charlotte, N. C.
- COLE, PETER**
WTVJ, Miami, Fla.
- COLEMAN, CHARLES**
WGKV, Charleston, W. Va.
- COLEMAN, LES**
WFAI, Fayetteville, N. C.
- COLEMAN, PAUL**
WINR, Binghamton, N. Y.
- COLLIER, RALPH**
WHAM, Rochester, N. Y.
- COLLING, BOB**
CHLO, St. Thomas, Ont., Canada
- COLLINS, DAVE**
WSCR, Scranton, Pa.
- COLLYER, BUD**
Break The Bank
ABC, NBC
Beat The Clock
CBS-TV
- COLTRANE, DANIEL W.**
KOFO, Ottawa, Kansas
- COMBES, RALPH**
KFEQ, St. Joseph, Mo.
- COMEAU, DENNY**
CJLS, Yarmouth, N. S., Can.
- COMO, HUNTER**
KDAL, Duluth, Minn.
- COMPTON, AL**
WCKB, Dunn, N. C.
- CONDIT, ED**
Mazie Cottage
Du Mout
Early Morning News
WARD
- CONDON, STUART**
KGNC, Amarillo, Texas
- CONNERS, BOB**
WKBL, St. Marys, Pa.
- CONRADE, STEVE**
WDOD, Chattanooga, Tenn.
- COOK, BOB**
WAKR, Akron, Ohio
- COOK, RUSS**
WHBY, Appleton, Wis.
- COOK, WARREN**
WANE, Ft. Wayne, Ind.
- COOK, WES**
KRES, St. Joseph, Mo.
- COOK, WILLIAM A.**
KWRO, Coquille, Oregon
- COOKE, ART**
CHLO, St. Thomas, Ont., Can.
- COOKE, DWIGHT**
People's Platform
You And The World
CBS
- COOLEY, SPADE**
(See Radio-TV Artists)
- COOPER, CLEM**
WMPD, Wilmington, N. C.
- COOPER, JOE**
WQUA, Moline, Ill.

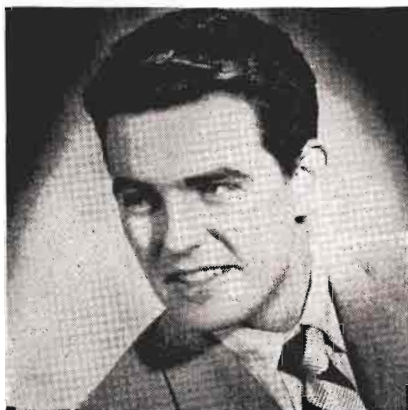
KEVIN KENNEDY

YOUR ESSO REPORTER — 7:00-7:15 P.M.
MON. THRU SAT.

TV
COMMENTATOR

N. Y. KEFAUVER
HEARING
IT HAPPENED
THIS WEEK
MATINEE NEWSREEL
IN THE COURSE OF
HUMAN EVENTS
TELEVISIONS OF THE
NEWS
SIX GUN PLAYHOUSE
LEAVE IT TO PAPA
SPORTS PAGE

RADIO
SPORTS HEADLINES
ATLANTIC
REFINING CO.
WALNUT TOBACCO CO.
PRINCETON FOOTBALL



Murray Hill 2-1234

TV
SALESMAN

NASH-KELVINATOR
KRUEGER BEER
B. F. GOODRICH
TORINO
PALMOLIVE
STRAUSS STORES
PAUL WHITEMAN SHOW
COAST TO COAST
LARAINE DAY SHOW
COLGATE
COMEDY HOUR
CURTISS-WRIGHT
AERONAUTICS
RICE-CHEX
RYBUTOL
BEECHNUT GUM

Announcers—M-C's

CORBETT, JOHN
Breakfast At The Lenox
WBEN, Buffalo, N. Y.

CORBETT, KEN
KLWT, Lebanon, Mo.

CORBIN, LOU
WFBR, Baltimore, Md.

CORDIC, REGE
WWSW, Pittsburgh, Pa.

CORRIGALL, NED
CKRD, Red Deer, Alberta, Can.

CORRIGAN, JOHN
CKOY, Ottawa, Ont., Canada

CORTEZ, CARLOS
KDIA, Auburn, Calif.

COSLETT, FRANKLIN D.
WBRE, Wilkes-Barre, Pa.

COSTA, JOE
WKBB, Dubuque, Iowa

COSTLEY, JAN
WINR, Binghamton, N. Y.

COVINGTON, DICK
WHBQ, Memphis, Tenn.

COWELL, ED
WJHL, Johnson City, Tenn.

COWNDEN, MAURICE
CJAV, Port Alberni, B. C.,
Canada

COX, JIM
CKNW, New Westminster,
B. C., Canada

COX, R. WAYNE
KCHI, Chillicothe, Mo.

CRABB, BOB
CKOC, Hamilton, Canada

CRAFT, STAN
KXRO, Aberdeen, Wash.

CRAIG, CHARLES
WHBC, Canton, Ohio

CRAIG, NANCY
Nancy Craig Show
WJZ-TV

CRAIG, WILLIAM
WATA, Boone, N. C.

CRAIN, MARVIN
KNET, Palestine, Texas

CRANE, STEVE
WZIP, Covington, Ky.

CRAWFORD, BOB
KALL, Salt Lake City, Utah

CRAWFORD, GENE
WGBF, Evansville, Ind.

CRAWFORD, V.
WJNO, W. Palm Beach, Fla.

CRESWELL, DICK
KIOA, Des Moines, Iowa

CRISSEY, DONALD E.
WFCB, Dunkirk, N. Y.

CRISWELL, WILLIAM
WCUM, Cumberland, Md.

CROCKER, BETTY
Betty Crocker Magazine Of
The Air
ABC
Betty Crocker Star Matinee
WJZ-TV

CROSS, MILTON
Metropolitan Opera
Piano Playhouse
Met Opera Auditions
ABC

CRUTCHFIELD, DOUG
WLOH, Princeton, W. Va.

CUBBERLY, DAN
The Live-Up
CBS

CULBER, CAL
KPYR, Bismarck, N. D.

CULLEN, BILL
This Is Nora Drake, CBS.

CUMMINGS, PATTI
The Continental
CBS-TV

CURRAN, BERNARD
CJCH, Halifax, N. S., Canada

CURRY, BILL
WTYC, Rock Hill, S. C.

CURRY, DON
KHUZ, Borger, Texas

CURTIS, ALAN
Coffee With Curtis
WFGM, Fitchburg, Mass.

CURTIS, MARK
KWRN, Reno, Nevada

— D —

DAHL, DON
KDAL, Duluth, Minn.

DAHLSTROM, CARL
KTUR, Turlock, Calif.

DAIL, AMBERT
WGH, Newport, News, Va.

DAILEY, TOM
Recall It & Win
KWK, St. Louis, Mo.



BUD COLLYER



WALTER HERLIHY

M.C.

The Dione Lucas Show — WJZ-TV

Fun With Food — WJZ-TV

Announcers—M-C's

- DANA, LES**
Town Topics
WSPD, Toledo, Ohio
- DANIELS, PAUL**
WVNH, Rochester, N. H.
- DARGAN, TOM**
KING-TV, Seattle, Wash.
- DAUGHERTY, JIM**
WGPA, Bethlehem, Pa.
- DAUM, KENNETH**
WBKV, West Bend, Wis.
- DAVIDSON, WILLIAM J.**
KECA-TV, Hollywood, Calif.
- DAVIS, ARCHIE**
WFHR, Wisconsin Rapids, Wis.
- DAVIS, BILLY**
WDSG, Dyersburg, Tenn.
- DAVIS, CHARLES**
WERI, Westerly, R. I.
- DAVIS, DAN**
WCKY, Cincinnati, Ohio
- DAVIS, DON**
KFRC, San Francisco, Calif.
- DAVIS, DON**
WLW-T, Cincinnati, Ohio
- DAVIS, EDDIE**
KFAB, Omaha, Nebr.
- DAVIS, GEOFF**
(see Sports Commentators).
- DAVIS, GEORGE**
WRBL, Columbus, Ga.
- DAVIS, HY**
WJXN, Jackson, Miss.
- DAVIS, JOHNNY**
KICA, Clovis, N. M.
- DAVIS, JOHNNY**
WUSJ, Lockport, N. Y.
- DAVIS, L. WAYNE**
WAKE, Greenville, S. C.
- DAVIS, NORM**
WRUF, Gainesville, Fla.
- DAVY, FRED**
WJAS, Pittsburgh, Pa.
- DAWES, HARVEY**
CKCK, Regina, Sask., Canada
- DAWSON, BILL**
WNXT, Portsmouth, Ohio
- DAWSON, JACK**
CFRB, Toronto, Ont., Canada
- DAY, GENE**
WABG, Greenwood, Miss.
- DAY, JACK**
WFBR, Baltimore, Md.
- DAY, ROLAND**
WAFB, Baton Rouge, La.
- DEANE, BUDDY**
Swing Class
WITH, Baltimore, Md.
- DEANE, JERRY**
KXEL, Waterloo, Iowa
- DECKER, BEN**
WIRK, W. Palm Beach, Fla.
- DEEGAN, BILL**
CFCF, Montreal, Quebec, Can.
- DEEGAN, JOHNNY**
WHUM, Reading, Pa.
- DE FAY, RICHARD**
WTVB, Coldwater, Michigan
- DeHAVEN, BOB**
Breakfast With Bob
Friendly Time
WCCO, Minneapolis, Minn.
- DeLANEY, ROBERT**
WCVA, Culpeper, Va.
- DELIN, JIM**
WSYR, Syracuse, N. Y.
- DERRICK, JIM**
WPLA, Plant City, Fla.
- DeSHANE, MEL**
KAUS, Austin, Minn.
- DICKINSON, ED**
KELK, Elko, Nevada
- DICKSON, JOHNNY**
KBON, Omaha, Nebr.
- DIEBEL, DICK**
KVAL, Brownsville, Texas
- DILLON, GENE**
WCMW, Canton, Ohio
- DILWORTH, SCOTT**
WJOL, Joliet, Ill.
- DINSMORE, ED**
Breakfast At The Lenox
WBEN, Buffalo, N. Y.
- DINIMONE, GENE**
WRYO, Rochester, Pa.
- DISNEY, RUFUS**
WCTT, Corbin, Ky.
- DIXON, BOB**
B. April 8, 1911, Stamford, Conn.; Sheriff Bob Dixon Show, DuMont TV; Perry Mason, CBS; Edward R. Murrow, CBS; Life Can Be Beautiful, NBC.
- DIXON, DARRELL**
WITZ, Jasper, Ind.
- DIXON, MASON**
KICD, Spencer, Iowa



FRANK GALLOP



NELSON CASE

MANAGEMENT: MCA

Announcers—M-C's

DOAK, BILL
KCOH, Houston, Texas

DOBBS, HARVEY
CHUM, Toronto, Ont., Canada

DOBSON, GEORGE
KALT, Atlanta, Texas

DODD, MIKE
WBAC, Cleveland, Tenn.

DODDS, DARWIN
KDSH, Boise, Idaho

DODSON, WILLIAM
KJCK, Springfield, Mo.

DOLAN, TOM
WJZM, Clarksville, Tenn.

DONAHUE, TOM
WIBG, Philadelphia, Pa.

DONLEY, RED
WSTV, Steubenville, Ohio

DONNELLY, JIM
WCOJ, Coatesville, Pa.

DORNHUBER, HENRY
WCVA, Culpepper, Va.

DOSTAR, TOM
WAGA, Atlanta, Ga.

DOUGHERTY, CHUCK
WBTH, Williamson, W. Va.

DOUGLAS, HUGH
Hollywood Sound Stage
CBS

DOUGLAS, SCOTT
Fireside Theater; Dinah Shore;
Swift Show; Chevrolet Show,
NBC-TV; Easy Aces, Du Mont.

DOWLING, WILLIAM
WACB, Kittanning, Pa.

DOWNEY, ROB
WSAM, Saginaw, Mich.

DOWNS, HUGH
WNBQ, Chicago, Ill.

DOWNS, LEE
KNET, Palestine, Texas

DOYLE, JIM
Modern Concert Hall
KSIL, Silver City, New Mexico

DOYLE, JOHN
KILQ, Grand Forks, North
Dakota

DOYLE, VINCE
WJVA, South Bend, Ind.

DRAPER, LARRY
WEIR, Weirton, W. Va.

DREW, CHARLES
WVTK, Versailles & Lexing-
ton, Ky.

DROUBAY, PAUL
KID, Idaho Falls, Idaho

DUANE, BILL
WLS, Chicago, Ill.

DUDLEY, DICK
Rockabye, Dudley
NBC

DUEMKE, KARL
KXGN, Glendive, Montana

DUFOUR, YVON
CKCH, Hull, Que., Canada

DUFRESNE, PIERRE
CKCH, Hull, Que., Canada

DUGAS, PAUL J.
WTVN, St. Johnsbury, Vt.

DUKAS, JAMES
WPAR, Parkersburg, W. Va.

DULANE, CHUCK
WGAY, Silver Spring, Md.

DULL, JAMES
WBAX, Wilkes-Barre, Pa.

DUMONT, HERMEL
CJEM, Edmundston, N. B.,
Canada

DUNCAN, JIM
WFBQ, Harrisburg, Ill.

DUNFIELD, LEONARD
CKEN, Kentville, N. S., Can

DUNFIELD, LEONARD C.
CFAB, Windsor, N. S., Canada

DUNHAM, JOHN
WBKB, Chicago, Ill.

DUNLAP, DAVID
WAEB, Allentown, Pa.

DUNNCLIFF, JOHN
KTRF, Thief River Falls,
Minn.

DURAND, TOM
WTFM, Trenton, N. J.

DURANT, ROLLAND
WICY, Malone, N. Y.

DURMA, ED
WSCR, Scranton, Pa.

DUVAL, JACQUES
CKCV, Quebec, Canada

DYER, BILL
WKOK, Sunbury, Pa.

DYER, BOB
WKXN, Saginaw, Mich.

— E —

EAKINS, PHIL
KEPO, El Paso

EARLE, BOB
KSO, Des Moines, Iowa

EASON, DICK
KREL, Baytown, Texas



JOHNNY OLSEN
RUMPUS ROOM (TV)
KIDS & CO. (TV)
BREAK THE BANK (AM)



REX MARSHALL

Announcers—M-C's

EASTMAN, JIM

WMMT, McMinnville, Tenn.

ECKMAN, RAYMOND

WBGR, Jesup, Ga.

EDELL, BOB

WROK, Rockford, Ill.

EDGAR, GEORGE

KXRN, Renton, Wash.

EDWARDS, BILL

KGO-TV, San Francisco, Calif.

EDWARDS, DICK

KREW, Sunnyside, Wash.

EDWARDS, TOM

KOSA, Odessa, Texas

EDWARDS, JOHN

WIP, Philadelphia, Pa.

EDWARDS, RALPH

B. June 13, 1913, Merino, Colo.;

Truth Or Consequences, NBC;

This Is Your Life, NBC; Ralph

Edwards TV Show, NBC-TV.

ELBERS, DICK

WFAS, White Plains, N. Y.

ELLINGSON, DON

KGEZ, Kalispell, Montana

ELLIOT, JACK

KTTS, Springfield, Mo.

ELLIOTT, FRANCIS

WREV, Reidsville, N. C.

ELLIOTT, PETER

CJBO, Belleville, Ont., Canada

ELISON, PAUL

WBTH, Williamson, W. Va.

ELLISON, WM.

WHBF, Rock Island, Ill.

ELYOT, GENE

KWRN, Reno, Nevada

EMERICK, BOB E.

B. Dec. 9, 1915, Tacoma, Wash.;

Gus Lesnevich vs. Bob Emerick

Show, WOR; Buddy Rogers Show,

WOR; Share the Wealth, NBC;

Bill Goodwin Show, NBC-TV.

EMERY, MERLE

WGGH, Marion, Ill.

EMERY, RALPH

WLAV, Grand Rapids, Mich.

EMERY, RALPH

WNAH, Nashville, Tenn.

ENGLER, BOB

KOL, Seattle, Wash.

ERICKSON, LEO

KVAN, Vancouver, Wash.

ERTVESS, PAUL

WTXL, Springfield, Mass.

ERWIN, GEORGE

KFJZ, Fort Worth, Texas

ESSIG, VINCENT

WKAN, Kankakee, Ill.

ESSICK, LOU

WGNI, Wilmington, N. C.

EVANS, BOB

WSSB, Durham, N. C.

EVANS, JEFF

WLDY, Ladysmith, Wis.

EVANS, ROBLEY

WHK, Cleveland, Ohio

EVANS, STAN

KSWO, Lawton, Okla.

EVANS, THOMAS

KGMB, Honolulu, Hawaii

EWING, CLIFF

KOOK, Billings, Montana

— F —

GABREN, LOUIS

WARC, Rochester, N. Y.

FACENDA, FRANK

WVEC, Hampton, Va.

FACENDA, JOHN

WIP, Philadelphia, Pa.

FAGAN, BILL

WEOA, Evansville, Ind.

FAGAN, PAT

WEBR, Buffalo, N. Y.

FAHRINGER, HAROLD

WBTA, Batavia, N. Y.

FAIR, JIM

WJZ-TV, New York, N. Y.

FANCHER, K. L.

KPDN, Pampa, Texas

FAREY, EDWARD C.

CKDA, Victoria, B. C., Canada

FARIS, CLINT

WGTM, Wilson, N. C.

FARRELL, BILL

KMHL, Marshall, Minn.

FARRELL, FRANK

Footlights & Kleiglites

NBC-TV

FARREN, EDDY E

KBWD, Brownwood, Texas

FARRINGTON, GLEN

WTAX, Springfield, Ill.

FAUCHER, RALPH

WMRO, Aurora, Ill.

FAULK, LINK

WCKB, Dunn, N. C.

FAUSH, DEACON

WBCO, Birmingham-Bessemer,

Ala.



MORT LAWRENCE

ANNOUNCER — EMCEE — NARRATOR
RADIO — TELEVISION — FILMS

LE. 2-1100



DICK STROUT

HOLLYWOOD
Announcer — Narrator and Co-Owner
RICHARD STROUT PRODUCTIONS

Box 2261, Hollywood 28 Capitol 0767
Also: 507 Fifth Avenue, New York

Announcers—M-C's

FEELEY, FRANK
Frank's Film Funnies
WDAF-TV, Kansas City, Mo.

FEENEY, EUGENE
WHLM, Bloomsburg, Pa.

FELIX, JIM
WFIL, Philadelphia, Pa.

FELLERS, CHUCK
KBIZ, Ottumwa, Iowa

FELTHAM, LYALL
CJAV, Port Alberni, B. C.,
Canada

FELTON, BILL
WBYY, Appleton, Wis.

FENDER, HARRY
KXOK, St. Louis, Mo.

FENNEMAN, GEORGE
B. Nov. 10, 1919, Peking, China;
"You Bet Your Life," NBC, NBC-TV;
"Dragnet," NBC; "The Perfect Husband," ABC.

FIELD, ELLIOT
WKAT, Miami Beach, Fla.

FIELD, ROBERT V.
KVAL, Brownsville, Texas

FIELDS, LEE
KPOW, Powell, Wyo.

FINAN, JOE
WPIC, Sharon, Pa.

FINDLAY, JIM
CFRN, Edmonton, Alberta,
Canada

FINE, MEL
WERC, Erie, Pa.

FINLAYSON, JOHN L., JR.
KCOM, Sioux City, Iowa

FINN, MICHAEL
WEOA, Evansville, Ind.

FISHER, MERLIN
KSDN, Aberdeen, S. Dak.

FISHER, NORM
KGEZ, Kalispell, Montana

FITZGERALD, ED
WOOD, Grand Rapids, Mich.

FITZGERALD, JOHN
WXEL, Cleveland, Ohio

FITZGERALD, MIKE
CHUM, Toronto, Ont., Canada

FITZGERALD, PAT
KXOK, Columbia, S. C.

FITZMAURICE, MICHAEL
B. April 28, 1908; Chicago, Ill.
Sammy Kaye Show, CBS-TV;
Whispering Streets, ABC; Live
Like a Millionaire, NBC, CBS-TV;
All Star Revue, NBC-TV; Flying
Tigers, DuMont.

FLETCHER, TOM
WHK, Cleveland, Ohio

FLETCHER, WARREN
KETA, Salt Lake City, Utah

FLINT, WALT
WGPC, Albany, Ga.

FLOOD, BILL
Wendy Warren and the News
CBS

FLYNN, ARTHUR
WLAW, Boston & Lawrence,
Mass.

FORD, ART
The Art Ford Show
NBC-TV

FORD, DOUG
WHIS, Bluefield, W. Va.

FORMAN, WIN
WARM, Scranton, Pa.

FORSELL, RON
KXLE, Ellensburg, Wash.

FORSTER, ROGER
Gangbusters
CBS

FORTIN, JEAN JACQUES
CHRIJ, Roberval, Que., Can.

FORTNER, VIRG
KBMW, Wahpeton, N. D.

FOSTER, MARK
KIMO, Independence, Mo.

FOSTER, TERRY
WHBL, Sheboygan, Wis.

FOOTS, W. C.
KSPA, Birthday Party
KSA, Nacogdoches, Texas

FOWLER, BILL
WBAT, Marion, Ind.

FOWLER, JAMES
WGPC, Albany, Ga.

FOX, BILL
KSTA, Coleman, Texas

FOX, JAMES
WCAV, Norfolk, Va.

FOX, VERNON
WEAB, Greer, S. C.

FRADETTE, PAUL
CRBL, Matane, Que., Canada

FRANCIS, JOE
WNHC-TV, New Haven, Conn.

FRANCIS, ROACHARD
WMDN, Midland, Mich.



SCOTT DOUGLAS

ANNOUNCER - ACTOR - M.C.

TELEVISION

Fireside Theatre — NBC-TV
Dinah Shore Show — NBC-TV

RADIO

Hallmark Playhouse — Leads
Stars Over Hollywood — Leads



NORMAN ROSS

★ **WMAQ CHICAGO**

"EARLY NORMAN ROSS"	1 year
"NORTH WESTERN RAILWAY"	15 years
"OSCAR MAYER"	5 years
"HERE'S NORMAN ROSS"	4 years

★ **WGN CHICAGO**

NORTHERN TRUST CO. 2 years

MC'ing 16 hours
of sponsored programs weekly

Announcers—M-C's

FRANK, DON
WPEN, Philadelphia, Pa.

FRANKLIN, BOB
KGW, Portland, Oregon

FRANKLIN, DON
WHBC, Canton, Ohio

FRASER, GORDON
TV News
WJZ-TV
Gordon Fraser News
ABC

FRAZIER, BOB
WMMN, Fairmont, W. Va.

FREDERICKS, JACK
WKTV, Utica, N. Y.

FREDERICKS, PAT
WMAY, Springfield, Ill.

FREEMAN, HERB
WFIN, Findlay, Ohio

FREEMAN, RALPH
WJR, Detroit, Mich.

FREEMAN, WALTER
WULA, Eufaula, Ala.

FRENCH, DON
KVED, Fort Dodge, Iowa

FROEMMING, BOB
WRFW, Eau Claire, Wis.

FROGGE, JOHN
WGBB, Freeport, N. Y.

FROH, DAVE
WLS, Lansing, Mich.

FRY, NORMAN
CKNX, Wingham, Ont., Can.

FULLER, LORENZO
WLIB, New York, N. Y.

FULLER, ROBERT
WBET, AM & FM, Brockton, Mass.

FULMER, BOB
WTTM, Trenton, N. J.

FURNACE, RANDY
WBYS, Canton, Ill.

— G —

GAAL, FRANK
WKMH, Dearborn, Mich.

GAINES, WALT
WIEL, Elizabethtown, Ky.

GALLAGHER, ROGER
WMCA, New York, N. Y.

GALLAGHER, ROY
WMCK, McKeesport, Pa.

GALLAHER, EDDIE
Sun Dial
WPTH, Baltimore, Md.

GALLOP, FRANK
Lights Out, Broadway Open
House, NBC-TV

GANBLING, JOHN
WOR, New York, N. Y.

GAMLIEL, ELI
WLIB, New York, N. Y.

GAR, GRACE
America's Youngest Negro
Disc-Jockey
WBCO, Birmingham-Bessemer,
Ala.

GARDINER, DON
News
Monday Morning Headlines
ABC

GARNER, JIM
WDEF, Chattanooga, Tenn.

GARRETT, JIM
WJR, Detroit, Mich.

GARRETT, LEN
KVAN, Vancouver, Wash.

GARWOOD, JOHN
WNBZ, Saranac Lake, N. Y.

GASQUE, KENNETH
WJAY, Mullins, S. C.

GASTON, LYLE
KSWO, Lawton, Okla.

GATE, JAMES
WFBG, Altoona, Pa.

GAUGHN, JIM
WJAG, Norfolk, Nebr.

GAYMAN, PARKER
KFRC, San Francisco, Calif.

GEHNICH, ARNOLD
WCOJ, Coatesville, Pa.

GELLOTT, DICK
WLO, Janesville, Wis.

GENTRY, BUD
WKOY, Bluefield, W. Va.

GEORGE, CAL
CKWX, Vancouver, B. C.,
Canada

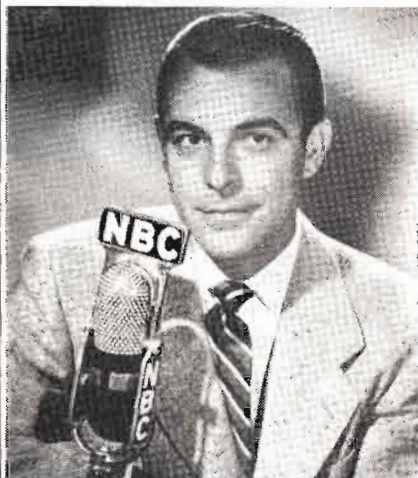
GEORGE, LEE
WMBH, Joplin, Mo.

GEORGE, LOYD
KFRU, Columbia, Mo.

GERMAN, LOU
WOTW, Nashua, N. H.

GERMOND, WM. J.
WWYO, Pineville, W. Va.

GIBNEY, HAL
KNBH, Hollywood, Calif.



GEORGE FENNEMAN

Radio and TV

Groucho Marx Show—"YOU BET YOUR LIFE"
Radio: "DRAGNET"—NBC Motion Pictures: Starring
Master of Ceremonies in the Lansburgh Prod. "EARTHQUAKE LAKE"
"THE PERFECT HUSBAND"
ABC—Mon. - Fri. - Coast to Coast "THE THING"—RKO



PHIL TONKEN

ACTOR - ANNOUNCER - M.C.
PRIVATE FILES OF MATTHEW BELL
MUTUAL NEWSREEL
ROD & GUN CLUB
"NEMO" WEATHER REPORTER

RADIO

TV

Announcers—M-C's

GIBSON, JIM
CJOB, Winnipeg, Manitoba,
Canada

GIBSON, PAT
WHSC, Hartsville, S. C.

GIBSON, JACK
WL0U, Louisville, Ky.

GIELOW, VERNE
KVFD, Fort Dodge, Iowa

GIFFORD, SAM
WHAS-TV, Louisville, Ky.

GILBERT, AL V.
WIBA, Madison, Wis.

GILBERT, JACK
WSBT, South Bend, Ind.

GILBERT, JOHN
WRR, Dallas, Texas

GILLIGAN, ROY
Original Amateur Hour
WKRC, Cincinnati, Ohio

GILMORE, ART
Dr. Christian
CBS

GIVENS, BILL
KYW, Philadelphia, Pa.

GLEASON, BOB
KBRO, Bremerton, Wash.

GLEBA, TOM
WBNS-TV, Columbus, Ohio

GLOVER, LARRY
CKCK, Regina, Sask., Canada

GOARD, FRED
WBBF-TV, Rock Island, Ill.

GOODMAN, JOHNNY
KTHT, Houston, Texas

GOODWIN, BILL
Burns & Allen
CBS-TV

GOODWIN, GLENN
KSO, Des Moines, Iowa

GORDON, BILL
WENT, Gloversville, N. Y.

GORDON, BILL
WGTM, Wilson, N. C.

GORDON, DWIGHT
WJCD, Seymour, Ind.

GORDON, JOHN
CKLW, Detroit, Mich.

GORDON, LEE
KPRC-TV, Houston, Texas

GORDON, LLOYD
WESB, Bradford, Pa.

GOSS, FRANK
Hallmark Playhouse
CBS

GOTTLIEB, DICK
KPRC-TV, Houston, Texas

GOUGH, GAINES
WMLA, Myrtle Beach, S. C.

GOLD, JAY
WMCK, McKeesport, Pa.

GOUNDER, JACK
WFEU, Reading, Pa.

GRADY, CHARLES
WIMA, Lima, Ohio

GRAHAM, BILL
WAZL, Hazleton, Pa.

GRAHAM, DICK
WMID, Atlantic City, N. J.

GRAHAME, DICK
WGH, Newport News, Va.

GRAND, DICK
KTKT, Tucson, Arizona

GRANT, BOB
KRNR, Roseburg, Oregon

GRANT, HAL
WDBJ, Roanoke, Va.

GRANT, HAROLD
KBMW, Wahpeton, N. D.

GRANT, HAMILTON
CJAD, Montreal, Quebec, Can.

GRANT, JOE
WADC, Akron, Ohio

GRANT, LEE
KOLS, Pryor, Okla.

GRANT, LLOYD
WNAX, Yankton, S. D.

GRANT, PETER
WLW, WLW-T, Cincinnati,
Ohio

GRATTON, BILL
WOC, WOC-TV, Davenport,
Iowa

GRAUER, BEN

B. June 2, 1908, New York;
Moderator—It's a Problem, NBC-
TV; MC—See For Yourself,
NBC-TV; U. S. Royal Showcase,
NBC-TV; Eleanor Roosevelt Pro-
gram, NBC; NBC Symphony-Tos-
canini, NBC-AM-TV; First Army
Program—Headquarters N. Y.,
NBC-TV.

GRAVES, HAL
WENE, Binghamton-Endicott,
N. Y.

GRAVINA, PETER
WNYC, New York, N. Y.

GRAY, GEORGE
WTAW, College Station, Texas

GRAY, HUGH
WDZ, Decatur, Ill.

GRAY, JOHN
WDDO, Chattanooga, Tenn.

GRAY, JOHN
WFBL, Syracuse, N. Y.

GRAYSON, JAY
WBAL-TV, Baltimore, Md.

GRAYSON, NICK
WEIR, Weirton, W. Va.

GREAR, JOSEPH
WBBF-TV, Rock Island, Ill.

GREAVES, ALEC
KTOW, Oklahoma City, Okla.

GREEN, HAL
WILD, Niagara Falls, N. Y.

GREENE, DON
WSVS, Crewe, Va.

GREENFIELD, WESLEY
WJER, Dover, Ohio

GREENWOOD, DEL
WGBF, Evansville, Ind.

GREER, ROY
KSAM, Huntsville, Texas

GREGORY, BILL
WOND, Pleasantville, N. J.

GRENNAN, ED
WQFA, Moline, Ill.

GREWE, FRED
WCHV, Charlottesville, Va.

GRIFFITH, FRED
WTIP, Charleston, W. Va.

GRIFFITH, DALE
WENE, Binghamton-Endicott,
N. Y.

GRIFFITH, LES
ABC Late News
Family Circle
ABC

GRIFFITHS, BILL
WKRT, Cortland, N. Y.

GRIGSBY, W. W.,
WMBH, Joplin, Mo.

GRIMM, JOSEPH E.
WILE, Cambridge, Ohio

GRISWOLD, JACK
WCSS, Amsterdam, N. Y.

GUIDI, HUGH
Wtop-TV, Washington, D. C.

GUIDI, JOE
WCAV, Norfolk, Va.

GUNDERMANN, GREY
WJCY, Malone, N. Y.

GUNN, GEORGE
Opera Interviews
Dr. Gino
ABC

GUSTAFSON, ROGER
WKEW, Buffalo, N. Y.

GUSTAFSON, WARREN
KAAA, Red Wing, Minn.

GUY, PAUL
CHFA, Alberta, B. C., Canada

GWYN, BOB
KJLF, Dallas, Texas

GWYN, JACK
KRLD, KRLD-TV, Dallas, Tex.

— H —

HAASER, CHARLES
WMAS, Springfield, Mass.

HADDON, JOHN
WHIM, Bloomsburg, Pa.

HAGEMAN, DICK
WKRC-TV, Cincinnati, Ohio

HAGGART, BUD
WFDP, Flint, Mich.

HAINES, MARLIN
KEPO, El Paso, Texas

HALE, HOT-ROD
WBCO, Birmingham-Bessemer,
Ala.

HALEY, PAT
WMCK, McKeesport, Pa.

HALEY, TOM
Haley Daily
WNBK, Cleveland, Ohio

HALL, HORTON
WBOB, Galax, Va.

HALL, JOHN
WESB, Bradford, Pa.

HALLOCK, TED
KPOJ, Portland, Oregon

HALSTEAD, CHARLES E.
KDLA, Auburn, Calif.

HALVERSON, JARED
WLLH, Lowell-Lawrence,
Mass.

HAMILTON, GENE
Sammy Kaye Sunday Serenade
Marriage For Two
ABC

HAMILTON, WARD
WVNY, Watertown, N. Y.

HAMRICK, EARL
WKBW, Buffalo, N. Y.

HANCOCK, DON
Love Of Life
CBS-TV

HANLY, JOHN
WOL, Washington, D. C.

HANNA, RICK
WBUT, Butler, Pa.

HANNES, ART
Toast of the Town
CBS-TV

HANSEN, BOB
KTRI, Sioux City, Iowa

HANSEN, MILLARD
WJOL, Joliet, Ill.

HANSON, CURT
WBIZ, Eau Claire, Wis.

HANSON, GLEN
WDAV, Fargo, N. Dak.

HARBAUGH, VIC
KSTA, Colman, Texas

HARDIN, CHUCK
WIEL, Elizabethtown, Ky.

HARDY, CARROLL
WPOS, Oncoata, N. Y.

HARLEY, BOB
WMOH, Hamilton, Ohio

HARLEY, DICK
WEDC, Chicago, Ill.

HARRICE, CY

B. March 1, 1915, Chicago, Ill.;
The Big Story, Cavalcade of
America, NBC; Kings Row, CBS;
Hollywood Playhouse, WBNT;
Saturday Night Theater, Sunday
Night Theater, WBNT; First
Hundred Years, CBS.

Announcers—M-C's

- HARRILL, NELSON**
WGWR, Asheboro, N. C.
- HARRIS, DEAN**
WAGE, Syracuse, N. Y.
- HARRIS, LEE**
KIOA, Des Moines, Iowa
- HARRIS, RADIE**
Radio Harris Starlines
CBS
- HARRIS, WALT**
KFRC, San Francisco, Calif.
- HARRIS, WES**
WGAY, Silver Spring, Md.
- HARRISON, BOB**
WHNC, Henderson, N. C.
- HARSHAW, DICK**
WISE, Asheville, N. C.
- HART, BILL**
WPFB, Middletown, Ohio
- HART, JOHN**
WLLH, Lowell-Lawrence,
Mass.
- HART, WINK**
WHUC, Hudson, N. Y.
- HARTMAN, RUDY**
CHUB, Nanaimo, B. C., Can.
- HARVEY, J. BOYD**
KSMN, Mason City, Iowa
- HARVEY, LEO**
CBT, Grand Falls, Nfld., Can.
- HARVEY, LLOYD**
WIRL, Peoria, Ill.
- HARVEY, NEIL**
WFIL-TV, Philadelphia, Pa.
- HASSETT, EMMETT, JR.**
KROS, Clinton, Iowa
- HASTINGS, JACK**
WPBC, Minneapolis, Minn.
- HASTINGS, LOU**
WOAI, San Antonio, Texas
- HATCH, ED**
WLYN, Lynn, Mass.
- HATFIELD, LANSING**
WSKY, Asheville, N. C.
- HATHAWAY, SKIP**
Sleep-A-Long
KUGN, Eugene, Oregon
- HAYEMAN, TOM**
KBRC, Mount Vernon, Wash.
- HAVIG, DEAN**
KMO, Tacoma, Wash.
- HAWKINS, LEM**
KFGO, Fargo, N. D.
- HAYDEN, FRANK**
WTCO, Campbellsville, Ky.
- HAYES, BRUCE**
WRR, Dallas, Texas
- HAYES, EARL**
WJBK-TV, Detroit, Mich.
- HAYES, GEORGE**
Sunday News
Lyrically Speaking
ABC
- HEAD, BYRON**
KOIL, Omaha, Nebr.
- HEALY, DAVID**
KIXL, Dallas, Texas
- HEFNER, A. J.**
WMBO, Auburn, N. Y.
- HELMERS, DALE**
KSEK, Pittsburg, Kansas
- HENDERSON, EUGENE**
WOW-TV, Omaha, Nebr.
- HENDERSON, LARRY**
KNET, Palestine, Texas
- HENDERSON, SKITCH**
Talent Search, NBC-TV; Skitch
Henderson Show, NBC
- HENDRYX, GENE**
KYLE, Alpine, Texas
- HENLEY, HAROLD**
WOPI, Bristol, Tenn.
- HENRY, RALPH**
KGNC, Amarillo, Texas
- HENSON, JERRY**
WMAY, Springfield, Ill.
- HENSON, RUSSELL**
WCTT, Corbin, Ky.
- HERLIHY, ED**
Horn & Hardart Children's Hour
Date In Manhattan
NBC-TV
- HERLIHY, WALTER**
The Dione Lucas Show, Fun
With Food, Holiday Hints, Ladies
Daily, WJZ-TV.
- HERMANSFELD, ART**
KBMW, Wabpeton, N. D.
- HERNDON, AL**
WBAL-TV, Baltimore, Md.
- HERNON, PAT**
WKOW, Madison, Wis.
- HERINGTON, CHUCK**
KWTO, Springfield, Mo.
- HESS, BOB**
KPAN, Hereford, Texas
- HESTER, JEFF**
WSLI, Jackson, Miss.
- HETRICH, WAYNE**
WLAN, Lancaster, Pa.
- HEWITT, WARREN**
KIRX, Kirksville, Mo.
- HICKLING, LEE**
WDOS, Oneonta, N. Y.
- HICKMAN, HENRY**
WFBR, Baltimore, Md.
- HICKOK, LACEY**
WBAC, Cleveland, Tenn.
- HICKS, FRANK**
WHBF, Rock Island, Ill.
- HICKS, JOHN**
Langford-Ameche Show
WJZ-TV
- HIESTAND, JOHN**
Meet Corliss Archer
CBS
Allan Young Show
CBS-TV
- HIGBEE, ARTHUR**
KSUB, Cedar City, Utah
- HIGDON, MAURIE**
WGMS, Washington, D. C.
- HIGGINS, CLYDE**
WSTV, Steubenville, Ohio
- HIGHAM, LEO**
KID, Idaho Falls, Idaho
- HILDEBRAND, JIM**
KHMO, Hannibal, Mo.
- HILL, BILL**
KSDO, San Diego, Calif.
- HILL, EARL**
Coffee Club
WCDD, Carbondale, Penn.
- HILL, ED**
WMOK, Metropolis, Ill.
- HILL, JOE**
WLW-C, Columbus, Ohio
- HILLE, DALTON**
WMUS, Muskegon, Mich.
- HINKLE, CHUCK**
KWTX, Waco, Texas
- HITE, BOB**
Fred Waring Show
CBS-TV
- HIVES, ARTHUR**
Star Program Of Good Music
(KPH, Toronto, Ont., Canada)
- HODGE, ALAN**
CJOR, Vancouver, B. C., Can.
- HOFFMAN, HOWARD**
WXEL, Cleveland, Ohio
- HOGAN, JACK**
WVMC, Mt. Carmel, Ill.
- HOGAN, JAY**
KRLD-TV, Dallas, Texas
- HOLDEN, JACK**
WLS, Chicago, Ill.
- HOLECKO, ANDY**
WICA, Ashtabula, Ohio
- HOLIDAY, GORDON**
Take The Break
Du Mont
- HOLLE, EVERETT**
WAFM-TV, Birmingham, Ala.
- HOLLORAN, L. P.**
KWBM, Williston, N. Dak.
- HOLMAN, CLIFF**
WDEV, Waterbury, Vt.
- HOLMES, ROBERT D.**
KAST, Astoria, Oregon
- HOLMES, TED**
WBRK, Pittsfield, Mass.
- HOLT, DAN**
WTCO, Campbellsville, Ky.
- HOLTIN, GEORGE**
WRBI, St. Marys, Pa.
- HOLTZ, THOMSON**
KFAB, Omaha, Nebr.
- HOOD, TAL**
WTAO, Cambridge, Mass.
- HOOKER, ROBERT**
KTRM, Beaumont, Texas
- HOOPER, CHARLES**
WDOK, Cleveland, Ohio
- HOOPER, D. L.**
WKSJ, Pulaski, Tenn.
- HORNER, FLOYD**
WIRJ, Humboldt, Tenn.
- HORST, RICHARD**
WRAC, Williamsport, Pa.
- HORTON, ROBERT**
WKTM, Mayfield, Ky.
- HOUGLUM, ROBERT L.**
KIHJ, Hood River, Oregon
- HOUK, DON**
WPTW, Piqua, Ohio
- HOULE, MARCEL**
CKBL, Matane, Que., Canada
- HOULIHAN, WILLIAM**
WEEK, Peoria, Ill.
- HOURIGAN, HAP**
WILS, Lansing, Mich.
- HOWARD, DON**
KSDO, San Diego, Calif.
- HOWARD, PAUL**
WTRF, Bellaire, Ohio
- HOWARD, PHIL**
WADC, Akron, Ohio
- HOWARD, WED**
WNEQ, Chicago, Ill.
- HOWARD, WILLIAM T., JR.**
KBTM, Danville, Va.
- HOWELL, WAYNE**
Broadway Open House
NBC-TV
Musical Merry-Go-Round
NBC
Stars Review The Hits
NBC
Bringing Up Mother
NBC-TV
- HOWLETT, BILL**
KVNI, Coeur D'Alene, Idaho
- HOY, WALLACE, D.**
WGVM, Greenville, Miss.
- HUARD, GEORGES**
CKCH, Hull, Que., Canada
- HUBBARD, DAVE**
WOAI-TV, San Antonio, Tex.
- HUBBARD, EDDIE**
WIND, Chicago, Ill.
- HUCKABA, DICK**
WDSG, Dyersburg, Tenn.
- HUDSON, HARVEY**
WLEE, Richmond, Va.

Announcers—M-C's

HUFF, OSCAR
WSAM, Saginaw, Mich.

HUGH, IVOR
Big Brother Bill's Kiddie Corner
WCCC, Hartford, Conn.

HUGHES, LEE
KRSN, Los Alamos, N. Mexico

HUGHES, TOM
WSLS, Roanoke, Va.

HULL, WARREN
Strike It Rich
NBC

HUME, ART
WLYN, Lynn, Mass.

HUMPHREYS, DAN
WPFH, Middletown, Ohio

HUNT, IRWIN
WLEC, Sandusky, Ohio

HUNTER, AL
KSDO, San Diego, Calif.

HUNTER, CLARENCE
CKBW, Bridgewater, Nova Scotia, Canada

HUNTER, GEORGE
WXYZ-TV, Detroit, Mich.

HURST, MICHAEL
WTBO, Cumberland, Md.

HUTCHINSON, HARDY
KGMB, Honolulu, Hawaii

— I —

HILLENFELD, WARREN
WLSR, Butler, Pa.

IRELAND, MILLARD
KOMO, Seattle, Wash.

IRVINE, JACK
KOOS, Coos Bay, Oregon

IRVING, BOB
WMAV, Springfield, Ill.

IRVING, PAUL
WEDC, Chicago, Ill.

IRWIN, TOM
KNEM, Nevada, Mo.

ISSACS, JIMMIE
KRBC, Abilene, Texas

IVES, ROBERT
WFJB, Syracuse, N. Y.

— J —

JACKSON, BILL
KVIC, Victoria, Texas

JACKSON, BOB
KHUZ, Borger, Texas

JACKSON, JAY
Lux Video Theater
CBS-TV

JACKSON, JESSE
KCRS, Midland, Texas

JACOBS, JOHN
Stars In The Air
CBS

JACOBS, JOHN
WDUN, Gainesville, Ga.

JAEGER, WILFRED II
WHHH, Warren, Ohio

JAFFE, SYD
WNHC-TV, New Haven, Conn.

JAMES, ALLAN
WRFD, Worthington, Ohio

JAMES, ART
WKMH, Dearborn, Mich.

JAMES, BRIEN
KCRG, Cedar Rapids, Iowa

JAMES, DENNIS
Old Gold Original Amateur Hour
NBC-TV

JAMES, DICK
KCMC, Texarkana, Texas-Ark.

JAMES, STEVE
WHEE, Boston, Mass.

JANAVER, RICHARD
Cafe Istanbul
ABC

JANSEN, EDWARD
KRAM, Las Vegas, Nevada

JARVIS, AL
KLAQ, Los Angeles, Calif.

JAY, ALLAN
WKVA, Lewistown, Pa.

JEFFERS, GEORGE
WTTP, Charleston, W. Va.

JEFFERIES, MORGAN
KRIS, Corpus Christi, Texas

JEFFREY, LEWIS
KMTV, Omaha, Nebr.

JENKINS, WAYNE
WBOW, Terre Haute, Indiana

JENSEN, BOB
KOVC, Valley City, N. Dak.

JENSEN, IRVING
K'OW, Alliance, Nebr.

JENSEN, FRED
KXRN, Renton, Wash.

JENSEN, PAUL
KOLN, Lincoln, Nebr.

JENSEN, RAN
WOC-TV, Davenport, Iowa

JENSEN, WALT
KSJB, Jamestown, N. Dak.

JESSEN, DICK
WCVI, Connellsville, Pa.

JOBES, HERBERT M.
KOPQ, Ottawa, Kansas

JOHNSON, ARV
KCBJ, Minot, N. Dak.

JOHNSON, BILL
KSTU, Fairmont, Minn.

JOHNSON, BILL
WTAR, Norfolk, Va.

JOHNSON, BOB
WAJR, Morgantown, W. Va.

JOHNSON, CONRAD
KFTL, Fort Worth, Texas

JOHNSON, DANA
WVMC, Mt. Carmel, Ill.

JOHNSON, DEAN
St. Croix Jamboree
WSHB, Stillwater, Minn.

JOHNSON, DICK
WHLB, Virginia, Minn.

JOHNSON, ED
WHAV, Haverhill, Mass.

JOHNSON, FRANK
KOH, Reno, Nevada

JOHNSON, HERB
KSLM, Salem, Oregon

JOHNSON, JOE
WPAQ, Mt. Airy, N. C.

JOHNSON, KARLETON
KIDN, Dickinson, No. Dak.

JOHNSON, LEN
WIKB, Iron River, Mich.

JOHNSON, ROYCE
KDDD, Dumas, Texas

JOHNSON, VERNON
KRSN, Los Alamos, N. Mexico

JOHNSTON, ALLEN
KTSM, El Paso, Texas

JOHNSTON, DANE
CKCR, Kitchener, Ont., Can.

JOHNSTON, JAMES
WLS, Chicago, Ill.

JOHNSTONE, FRANK
KFRG, San Francisco, Calif.

JOLLS, TOMMY
WTSL, Lockport, N. Y.

JONES, ART
Isleman Talent Revue
KOTA, Rapid City, S. Dakota

JONES, BOB
WBAL-TV, Baltimore, Md.

JONES, DEL
KHQ, Spokane, Wash.

JONES, DON
The Record Room
WLEA, Hornell, N. Y.

JONES, GENE
KJSK, Columbus, Nebr.

JONES, JOHN PAUL
United Or Not
WJZ-TV

JONES, ROD
WJNC, Jacksonville, N. C.

JONES, TED
Night Beat
KNUZ, Houston, Texas

JORDAN, MARK
KECA-TV, Hollywood, Calif.

JORDAN, TONY
KELK, Elko, Nevada

JORGENSEN, FRED
KGO-TV, San Francisco, Calif.

JOSEPH, EDDY
WHLI, Niagara Falls, N. Y.

JOURARD, LEE
CJHQ, Belleville, Ont., Canada

JOYCE, JOHNNY
WPAQ, Mt. Airy, N. C.

JUSTICE, CHARLES
WEAM, Arlington, Va.

— K —

KAHLER, BILL
WAZL, Hazleton, Pa.

KALNEUS, HARRY
WMBR-TV, Jacksonville, Fla.

KANE, RICHARD
WUSN, Charleston, S. C.

KAUFMANN, GEORGE F.
KBMW, Wahpeton, N. D.

KAY, BARRY
CKNX, Wingham, Ont., Canada

KAY, BOB
WAVE, WAVE-TV, Louisville, Ky.

KAY, LARRY
WHAP, Hopewell, Va.

KAYE, DEAN
CFOP, Montreal, Que., Canada

KECH, KELVIN
Brunch Time
Kelvin Kech Show
ABC

KEELER, DAN
KSL-TV, Salt Lake City, Utah

KEP, BARNEY
KEX, Portland, Oregon

KEIGHLEY, WILLIAM
Lux Radio Theater
CBS

KELIER, NORM
WMOH, Hamilton, Ohio

KELLER, ROBERT
WLBR, Lebanon, Pa.

KELLY, DON
WOAL, San Antonio, Texas

KELLY, JOE
Quiz Kids
NBC-TV

KELPE, HENRY
KOL, Omaha, Nebr.

KENDRICK, JIM
KWTO, Springfield, Mo.

KENNEDY, DON
WBVP, Beaver Falls, Pa.

KENNEDY, HAL
KCBJ, Miami, N. Dak.

KENNEDY, JOHN
Lux Radio Theater
CBS

KENNEDY, KEVIN
Your Esso Reporter—7:00-7:15 p.m.; N. Y. Kefauver Hearing; Matinee Newsreel; If Happened This Week; In The Course Of Human Events; Televisions Of The News, WPIX.

Announcers—M-C's

- KENNEDY, TERRY**
WBCK, Battle Creek, Mich.
- KENNEDY, TOM**
WGMS, Washington, D. C.
- KENNEDY, WAYNE**
WKAI, Macomb, Ill.
- KENNEY, STU**
CKEY, Toronto, Ont., Canada
- KENT, BOB**
WMEV, Marion, Va.
- KENT, FRANK**
WPEN, Philadelphia, Pa.
- KERR, BOB**
Videosynercias
WDAF-TV, Kansas City, Mo.
- KERWOOD, ORIE**
KMMJ, Grand Island, Nebr.
- KESSENICH, JOHN R.**
WDUZ, Green Bay, Wis.
- KESSENICH, RAYMOND**
WBKV, West Bend, Wis.
- KETTLE, GEORGE**
KGIW, Alamosa, Colo.
- KIBBY, GORDON**
WFUR, Grand Rapids, Mich.
- KIDD, GEORGE**
CFRN, Edmonton, Alberta, Canada
- KIEL, LYMAN**
WBCK, Battle Creek, Mich.
- KIERAN, JOHN**
Treasures of New York
NBC-TV
- KIERNAN, WALTER**
Family Circle
ABC
- KILGORE, BOB**
WHOO, Orlando, Fla.
- KILIAN, JIM**
WAAM, Baltimore, Md.
- KILLPACK, LOVELL A., JR.**
KOVO, Provo, Utah
- KING, CARL**
(See Artists Section)
- KING, CHARLES**
WKAL, Rome, N. Y.
- KINGSLEY, DON**
KSJB, Jamestown, N. Dak.
- KING, JEAN PAUL**
King's Truth
KLAS, Las Vegas, Nevada
- KING, JIM**
KDMO, Carthage Mo.
- KING, JOHN REED**
Chance Of A Lifetime
ABC & ABC-TV
Give & Take
CBS-TV
Ford Festival
NBC-TV
- KING, JOHNNY**
WWJ-TV, Detroit, Mich.
- KING, JOSH**
CHUM, Toronto, Ont., Canada
- KING KO**
King of The Disc-Jockeys
WBCO, Birmingham-Bessemer, Ala.
- KING, ROY**
WHLN, Harlan, Ky.
- KINNEY, BOB**
WDOD, Chattanooga, Tenn.
- KIPPENBROCK, JAMES**
Story Hour
KSFA, Nacogdoches, Texas
- KIRBY, DURWARD**
Garry Moore Show
CBS-TV
- KIRKWOOD, JACK**
Jack Kirkwood Show
Don Lee
Bob Hope Show
NBC
- KIRVEN, ROY**
WGCD, Chester, S. C.
- KIRWIN, BILL**
WREN, Topeka, Kansas
- KISER, JOHN**
WADE, Wadesboro, N. C.
- KITCHEN, CORBY**
WKLV, Blackstone, Va.
- KITTLESON, CURT**
KTOE, Mankato, Minn.
- KLESTINE, FRED**
WWOL, Buffalo, N. Y.
- KLIEWER, L. W.**
WVEC, Hampton, Va.
- KNAUSS, ZANE**
Musical Clock
WMGW, Meadville, Pa.
- KNELLY, CARL**
KCLW, Hamilton, Texas
- KNIEVEL, JOHN**
KIMA, Yakima, Wash.
- KNIGHT, FRANK**
WARE, Ware, Mass.
- KNIGHT, FRED**
WBG, Philadelphia, Pa.
- KNIGHT, KEN**
WTCO, Campbellsville, Ky.
- KOGAN, JACK**
KRAM, Las Vegas, Nevada
- KRAMER, WILLIAM J.**
WILE, Cambridge, Ohio
- KREUTZ, JACK**
KTUR, Turlock, Calif.
- KRIEGL, JAY**
KNET, Palestine, Texas
- KRONSBURG, HERBERT**
WFNC, Fayetteville, N. C.
- KROSKE, BILL**
WMCK, McKeesport, Pa.
- KROUGH, RAY**
WSDR, Sterling, Ill.
- KRUSE, RUSS**
KSDN, Aberdeen, S. D.
- KRUYER, PAUL**
WSBT, South Bend, Indiana
- KUHHAUSEN, JAMES**
KTBL, Tacoma, Wash.
- KULSETH, CLAY**
KBMW, Wahpeton, N. D.
- KULT, IRV**
WDLB, Marshfield, Wis.
- KUNTZMAN, BILL**
WSMI, Litchfield, Ill.
- KURALT, CHARLES**
WBT, Charleston, N. C.
- KUREGER, RALPH**
WCSS, Amsterdam, N. Y.

— L —

- LACONI, JOSEPH**
WBUT, Butler, Pa.
- LAFLE, ALAN**
WNAV, Annapolis, Md.
- LAMBERT, KEN**
WLDS, Jacksonville, Ill.
- LAMBERT, M. DOW**
KIMA, Yakima, Wash.
- LAMERE, ROY**
WFHR, Wisconsin Rapids, Wis.
- LAMUTIS, ALEX**
WGVA, Geneva, N. Y.
- LANAGAN, JAMES**
WNBH, New Bedford, Mass.
- LAND, ALLAN**
WHIZ, Zanesville, Ohio
- LAND, ZACK**
WMAS, Springfield, Mass.
- LANDEN, SKIP**
KTOW, Oklahoma City, Okla.
- LANDFEAR, DEAN**
WMT, Cedar Rapids, Iowa
- LANE, DICK**
KTLA, Los Angeles, Calif.
- LANE, J. K., JR.**
KHBH, Hillsboro, Texas
- LANGFORD, CAMERON**
CJOY, Guelph Ont., Canada
- LAPI, KEN**
CFCN, Calgary, Alberta, Can.
- LAISEN, BOB**
WEMP, Milwaukee, Wis.
- LARSON, BEN**
WRFW, Eau Claire, Wis.
- LASSITER, CHAD**
WIBC, Indianapolis, Ind.
- LAUNER, ED**
KODY, North Platte, Nebr.
- LAURENCE, ED**
CKCK, Regina, Sask., Canada
- LAWRENCE, JAMES H.**
KOVO, Provo, Utah
- LAWRENCE, MORT**
B. Dec. 4, 1914, Philadelphia, Pa.; Strike It Rich, CBS; Take A Number, Mutual; The Big Pay-off, NBC-TV; Inside the Doctor's Office, Mutual; Colgate Comedy Hour, NBC-TV; The Lone Ranger, WJZ-TV.
- LAWSON, FRANK**
WCMJ, Ashland, Ky.
- LAWSON, JOHN**
CFOR, Orrilla, Ont., Canada
- LAYMAN, EARLE**
WPRC, Lincoln, Ill.
- LEA, ROD**
WWOD, Lynchburg, Va.
- LEA, ROGER**
WDVA, Danville, Va.
- LEACH, ART**
KOLS, Prvor, Okla.
- LEACH, BOB**
WRUF, Gainesville, Fla.
- LEACH, ROBERT E.**
WPGW, Portland, Indiana
- LEBLANC, DONALD**
CJOY, Guelph, Ont., Canada
- LEBOEUF, MARCEL**
CKCV, Quebec, Canada
- LEE, BRUCE**
WHIT, New Bern, N. C.
- LEE, GARY**
WNOK, Columbia, S. C.
- LEE, STEVE**
KBOR, Brownsville, Texas
- LEE, TOM**
WMRA, Myrtle Beach, S. C.
- LEEFER, JIMMY**
WTVN, Columbus, Ohio
- LEFEBRE, BILL**
WFBR, Baltimore, Md.
- LEFRANC, IVAN**
WORA, Mayaguez, P. R.
- LEGOFF, JACK**
WFMJ, Youngstown, Ohio
- LEIGHTON, BEN**
KSTP, Minneapolis-St. Paul, Minn.
- LEIGHTON, ISABEL**
How Did They Get That Way
WJZ-TV
- LEIGHTON, JERRY**
WSAZ, Huntington, W. Va.
- LEMON, OL' DOC**
WTVN, Columbus, Ohio
- LEMOND, BOB**
Operation Underground, Our Miss Brooks, Meet Millie
CBS
- LENAY, WILL**
WSAI, Cincinnati, Ohio
- Lennon, PAUL**
WTTV, Bloomington, Ind.
- LENOX, JOHN**
KGKB, Tyler, Texas
- LENUSON, DICK**
KBUN, Bemidji, Minn.

Announcers—M-C's

- LEONARD, BOB**
WBIS, Bristol, Conn.
- LEONARD, JESSE**
KEX, Portland, Oregon
- LEPAGE, JEAN**
WMSA, Massena, N. Y.
- LEPARD, GLENN**
WOOD, Grand Rapids, Mich.
- LESNEVICH, GUS**
Gus Lesnevich vs. Bob Emerick, WOR.
- LEWIS, CARL**
KCOW, Alliance, Nebr.
- LEWIS, DICK**
KVIC, Victoria, Texas
- LEWIS, F.**
WJNO, W. Palm Beach, Fla.
- LEWIS, JOHN**
WCAO, Baltimore, Md.
- LEWIS, RALPH**
WTAD, Quincy, Ill.
- LEWIS, ROBERT Q.**
Robert Q's Waxworks
CBS
The Name's The Same
WJZ-TV
- LIDDLE, BOB**
KHQ, Spokane, Wash.
- LIEMAN, JERRY**
WPIC, Sharon, Pa.
- LIEGOIS, BILL**
WMAM, Marinette, Wis.
- LIGGITT, PAUL**
WBPF, Rock Island, Ill.
- LILLICO, DICK**
CHAB, Moose Jaw, Sask., Can.
- LILLY, DON**
WMAK, Nashville, Tenn.
- LINDER, CEC**
CKTB, St. Catharines, Ont., Canada
- LINDLEY, BOB**
KELP, El Paso, Texas
- LINDSAY, BILL FRANK**
KELT, Electra, Texas
- LINDSAY, JAMES**
KRIC, Beaumont, Texas
- LINFOT, VICTOR**
WEXL, Royal Oak, Mich.
- LING, CLYDE**
WCAM, Camden, N. J.
- LINGLE, DICK**
WFBM, WFBM-TV, Indianapolis, Ind.
- LINKLETTER, ART**
People Are Funny, CBS, NBC;
House Party, CBS; Life With Linkletter, ABC-TV
- LINKOUS, MEL**
WSLS, Roanoke, Va.
- LINN, CLARE**
WKMH, Dearborn, Mich.
- LINN, SAM**
WSAZ-TV, Huntington, W. Va.
- LIPEZ, HARRIS**
WBPZ, Lock Haven, Pa.
- LITCHEFIELD, LITCH**
WKBC, N. Wilkesboro, N. C.
- LITTLE, ED**
WEBR, Buffalo, N. Y.
- LITTLEJOHN, JIM**
KMHL, Marshall, Minn.
- LIVICK, ART**
WJMA, Orange, Va.
- LLOYD, MORTON**
KXEL, Waterloo, Iowa
- LLOYD, RHONE**
WPWA, Chester, Pa.
- LLOYD, TED**
KABC, San Antonio, Texas
- LOCKE, ED**
WJP, Philadelphia, Pa.
- LODRINI, UGO**
WJMJ, Philadelphia, Pa.
- LOEBE, BARNEY**
WNAG, Grenada, Miss.
- LOFLIN, BOB**
WAFM-TV, Birmingham, Ala.
- LOFTNESS, RAY**
Ray's Revue
KSOO, Sioux Falls, South Dakota
- LOMAX, KEN**
KUGN Carousel
KUGN, Eugene, Oregon
- LONGERGAN, VINCE**
WDGY, Minneapolis, Minn.
- LONGACRE, JAY**
WBAT, Marion, Ind.
- LORIMER, DAVID C.**
WILE, Cambridge, Ohio
- LOUGHNANE, DONALD**
KOWH, Omaha, Nebr.
- LOUIS, JOHN**
WSAZ-TV, Huntington, W. Va.
- LOUTHER, JOHN**
WKAL, Rome, N. Y.
- LOW, JACK**
KGFJ, Hollywood, Calif.
- LOWE, DON**
Thoughts In Passing, ABC;
Life Begins At 80, WJZ-TV
- LOWE, HOLLAND**
WVNH, Rochester, N. H.
- LOWRY, ROBERT A.**
KVMC, Colorado City, Texas
- LUCAS, CLYDE**
WKTU, Utica, New York
- LUCAS, WILLIAM E.**
KOLN, Lincoln, Nebr.
- LUCIAN, BOB**
WBIS, Bristol, Conn.
- LUCK, LUCKY**
KPOA, Honolulu, Hawaii
- LIDDEN, ALLEN**
Mind Your Manners, NBC
- LUGT, JOHN**
KSL-TV, Salt Lake City, Utah
- LUNDBOM, DEL**
KGEM, Boise, Idaho
- LUPTON, JOHN**
WLAN, Lancaster, Pa.
- LUSE, JACK**
WANE, Ft. Wayne, Ind.
- LUTHER, EDDIE**
CPRB, Toronto, Canada
- LYMAN, PETER**
KAAA, Red Wing, Minn.
- LYNCH, BILL**
WRYO, Rochester, Pa.
- LYNCH, FRANK**
WOCB, W. Yarmouth, Mass.
- LYNKER, JOHN**
WPAT, Peterson, N. J.
- LYNN, JACK**
KVER, Albuquerque, N. Mex.
- LYNN, JAMES**
WVCH, Chester, Pa.
- LYNN, RONNY**
WKNX, Saginaw, Mich.
- Mc —
- McADOO, DICK**
WGBG, Greensboro, N. C.
- McALLISTER, ROY**
WHMA, Anniston, Ala.
- McBEE, KEITH**
WBAT-TV, Baltimore, Md.
- McBRIDE, BILL**
WOW, WOW-TV, Omaha, Nebr.
- McBRIDE, GORDON**
CKFI, Fort Frances, Ontario, Canada
- McCANN, BOB**
KBMV, Billings, Mont.
- McCARL, BOB**
KRNR, Roseburg, Oregon
- McCARTHY, JIM**
WBRE, Wilkes-Barre, Pa.
- McCARTHY, JOSEPH**
WRDO, Augusta, Maine
- McCAULEY, JOE**
WIP, Philadelphia, Pa.
- McCLAIN, BUB**
WVLC, Versailles & Lexington, Ky.
- McCLAIN, JIM**
KIXL, Dallas, Texas
- McCLOY, GEORGE**
CJOB, Winnipeg, Manitoba, Canada
- McCOY, JACK**
Like Like A Millionaire, NBC
- McCURRY, R. A.**
KREW, Sunnyside, Wash.
- McDANIELS, EARL**
KFVD, Los Angeles, Calif.
- McDONNELL, STU**
WIMS, Michigan City, Ind.
- McDONALD, LARRY**
WLS, Chicago, Ill.
- McDONOUGH, JIM**
WHUC, Hudson, N. Y.
- McDOUGALL, DON**
CJOC, Lethbridge, Alberta, Canada
- McEACHERN, LEE**
WBFB, Memphis, Tenn.
- McELWAIN, PHIL**
KXRN, Renton, Washington
- McFARLANE, MONTY**
CJOB, Vancouver, B. C., Can.
- McFARLIN, MAC, JR.**
WDXL, Jackson, Tenn.
- McGINNIS, DALLAS**
KXEL, Waterloo, Iowa
- McHUGH, DAN**
WLBG, Laurens, S. C.
- McINTOSH, DON**
KULP, El Canno, Texas
- McINTOSH, HUGH**
KRIC, Lewiston, Idaho
- McINTURFF, DONN C.**
WNAH, Nashville, Tenn.
- McKASSON, CHUCK**
WGBF, Evansville, Ind.
- McKAY, DEL**
KRXL, Roseburg, Ore.
- McKAY, TED**
WMON, Montgomery, W. Va.
- McKINLEY, AL**
"West's Best!"
KNUZ, Houston, Texas
- McKINNEY, JIM**
WMIX, Mt. Vernon, Ill.
- McKINNEY, JOE**
KCMC, Texas-Kan., Texas-Ark.
- McLEAN, NORRIS**
CKOK, Penticton, B. C., Can.
- McLEOD, DON**
WJBK, Detroit, Mich.
- McMASTERS, JAY**
WMEX, Boston, Mass.
- McMULLEN, GENE**
KRAL, Rawlins, Wyo.
- McMILLEN, JIM**
WCKB, Dunn, N. C.
- McMULLEN, DON**
KGVO, Missoula, Mont.
- McMURRY, JOHN**
WHLN, Harlan, Ky.
- McNAMARA, JIM**
WAFB, Mobile, Ala.
- McNEIL, DON**
Don McNeil's TV Club, WJZ-TV; Breakfast Club, ABC
- McNEILLY, JOE**
WSFC, Somerset, Ky.
- McNELLIS, MAGGIE**
Say It With Acting: What's Playing?: WJZ-TV
- McOSKER, DARRELL**
KODY, North Platte, Nebr.

Announcers—M-C's

McVAY, BOB
KFJL, Klamath Falls, Oregon

— M —

MABRY, BOB
WXYZ-TV, Detroit, Michigan

MABRY, HARRY
WAFM-TV, Birmingham, Ala.

MAC, CLARENCE
CFAC, Calgary, Alberta, Can.

MacDOUGALL, JOHN
Vaughn Monroe Show
CBS-TV

MACK, BERNIE
WMUR, Manchester, N. H.

MACK, BILL
WEDC, Chicago, Ill.

MACK, JIMMY
WHFB, Benton Harbor, Mich.

MACK, JOHNNY
KBOA, Kennett, Mo.

MACK, TED
Old Gold Original Amateur
Hour, NBC-TV; Ted Mack Family,
WJZ-TV.

MACK, WAYNE
WDOK, Cleveland, Ohio

MACKAY, JAMES
Dennis James, WJZ-TV; Saturday
Morning News, ABC

MAQUIRE, DICK
KFJL, Klamath Falls, Oregon

MALCOLM, ANITA
WXRA, Buffalo, N. Y.

MALONE, TED
Between The Bookends
ABC

MALON, HENRY
WTRY, Troy, N. Y.

MALTZ, MILTON
WKHM, Jackson, Mich.

MANN, DAVE
WAGE, Syracuse, N. Y.

MANN, NORMAND
KRIO, McAllen, Texas

MANNS, BILL
WIP, Philadelphia, Pa.

MANNING, DAVE
KGFJ, Hollywood, Calif.

MANUSH, GEORGE
WLAY, Muscle Shoals, Ala.

MAPHET, DICK
KTMS, Santa Barbara, Calif.

MARGET, MANNY
KVOX, Moorhead, Minn.

MARKSTROM, STEVE
WLIN, Merrill, Wis.

MARR, DALE
WKMH, Dearborn, Mich.

MARSHALL, CURT
WCRA, Effingham, Ill.

MARSHALL, GEORGE
WJEJ, Hagerstown, Md.

MARSHALL, REX
(See Artists Section)

MARTIN, BILL
WHYN, Holyoke, Mass.

MARTIN, ED
WBBB, Burlington, N. C.

MARTIN, FRED
WHTC, Holland, Mich.

MARTIN, GEORGE
WKSJ, Pulaski, Tenn.

MARTIN, JOE
KCLX, Colfax, Wash.

MARTIN, JOE
KMMJ, Grand Island, Nebr.

MARTIN, JOHN
KLIZ, Brainerd, Minn.

MARTIN, JOHNNY
WLou, Louisville, Ky.

MARTINEZ, AL
WKIP, Poughkeepsie, N. Y.

MARVIN, TONY
Arthur Godfrey And His
Friends, CBS-TV

MASON, GENE
WKCT, Bowling Green, Ky.

MASON, JOE
WLEE, Richmond, Va.

MASSIE, CHARLES
WINA, Charlottesville, Va.

MASTERSON, JOHN
Live Like A Millionaire, CBS-
TV

MATHEWS, JIM
WKBV, Richmond, Ind.

MATHEWS, PETE
WSAZ, Huntington, W. Va.

MATTHEWS, JIM
People Are Funny, CBS

MATTHEWS, TOM
WKLA, Ludington, Mich.

MATLISON, CARL
WWSG, Glens Falls, N. Y.

MATTISON, HENRY
KRHD, Duncan, Okla.

MAUER, BOB
Rumpus Room, Du Mont

MAUGANS, BILL
WBBZ, Ponca City, Okla.

MAUREE, DEL
KDDD, Dumas, Texas

MAUNSELL, DAVID
WSKI, Montpelier, Vt.

MAWSON, RICHARD
KMVI, Wailuku, Maui, T. H.

MAXWELL, ED
WMAM, Marinette, Wis.

MAY, FRED
WARM, Seranton, Pa.

MAYER, BRUCE
WJBK-TV, Detroit, Mich.

MESSER, FRANK
WSKY, Asheville, N. C.

MESSER, NORM
WKXL, Concord, N. H.

METCALF, JAMES
WJAR-TV, Providence, R. I.

METHVEN, JEFF
KPLT, Paris, Texas

METZGER, DON
WMAM, Marinette, Wis.

MEYER, BILL
WVLN, Olney, Ill.

MEYER, MIKE
KRVN, Lexington, Nebr.

MICHAEL, EDWARD
Una Mae Carlisle: Rogues Gal-
lery, ABC

MICHAEL, GEORGE
WVNH, Rochester, N. H.

MICHAEL, RAY
WNBW, Washington, D. C.

MICHAELS, ALAN
WNAJ, Norristown, Pa.

MILLER, ALLEN
KING, Seattle, Wash.

MILLER, BILL
"Let's Make Music"

WTAX, Springfield, Ill.

MILLER, DON
KNUJ, New Ulm, Minn.

MILLER, ED
WKNA, Charleston, W. Va.

MILLER, IRV
WDLB, Marshfield, Wis.

MILLER, JIM
WNBW, Washington, D. C.

MILLER, MARVIN
Beulah, CBS

MILLER, SKIP
WJSW, Altoona, Pa.

MILLER, VAN C.
WFGB, Dunkirk, N. Y.

MILLS, DEXTER
WDBJ, Roanoke, Va.

MILLS, FRANK
WBAP, WBAP-TV, Fort
Worth, Texas

MILNE, JAMES T.
WNHC, New Haven, Conn.

MILSOP, JOSEPH
WCPA, Clearfield, Pa.

MILTON, RON
WKHM, Jackson, Mich.

MINTON, MARK
KGYL, Greenville, Texas

MITCHELL, WALT
KTBB, Tyler, Texas

MITCHELL, ED
WDOV, Dover, Delaware

MITCHELL, EVERETT
National Farm & Home Hour,
NBC

MONTGOMERY, DEAN
KELO, Sioux Falls, South
Dakota

MONTGOMERY, PAUL
WNAO, Raleigh, N. C.

MOORE, ARLYN
WMTC, Vanelev, Ky.

MOORE, BRITT
KGBG, Galveston, Texas

MOORE, CHUCK
KPDQ, Portland, Oregon

MOORE, JERRY
WKOK, Sunbury, Pa.

MOORE, TOM
Ladies Fair, MBS

MOREY, GEORGE
KDWT, Stamford, Texas

MORELAND, HUGH
CKSF, Cornwall, Ont., Canada

MORGAN, HAL
WLOK, Lima, Ohio

MORGAN, RAY
American Inventory, NBC-TV;
America's Town Meeting, ABC-
TV; Crusade In The Pacific,
ABC-TV.

MORGAN, R. B.
WMBO, Auburn, N. Y.

MORRIS, BAXTER
WHKP, Hendersonville, N. C.

MORRIS, LeROY
WEAR, Pensacola, Fla.

MORRIS, ROY
WAGC, Chattanooga, Tenn.

MORRISON, HOWARD
WOPL, Bristol, Tenn.

MORRISON, WILLIAM
WINA, Charlottesville, Va.

MORSE, CHARLES
KPOW, Powell, Wyo.

MOSS, LLOYD
WNYC, New York, N. Y.

MOSTELLER, JERRY G.
WAKE, Greenville, S. C.

MOUZAR, FRANCIS
CKBW, Bridgewater, Nova
Scotia, Canada

MOYER, BILL
CFNB, Fredericton, N. B., Can.

MULLIGAN, RAY
WPAM, Pottsville, Pa.

MULLINAX, W. A.
WESC, Greenville, S. C.

MUNDEN, GROVER
WMBL, Morehead City, N. C.

MUNZELL, SPECS
WIS, Columbia, S. C.

MURPHEY, DAN
KTEL, Walla Walla, Wash.

MURPHY, BOB
WJBK-TV, Detroit, Mich.

Announcers—M-C's

MURPHY, ED
WSYR, Syracuse, N. Y.
MURPHY, G. VINCENT
WKOP, Binghamton, N. Y.
MURPHY, JOHN
WPAW, Pawtucket, R. I.
MURPHY, WM. J.
WISE, Asheville, N. C.

MURRAY, JAN

Songs For Sale, CBS-TV, AM;
Milton Berle Show, NBC-TV; Ed
Sullivan Show, CBS-TV.

MURRAY, TOM
WBV, Belleville, Ill.
MUSIC, REX
KSO, Des Moines, Iowa
MUSSER, WALTER J.
WBCM, Bay City, Mich.
MYERS, KENT
KSUB, Cedar City, Utah

— N —

NAKEL, PAUL
WJMO, Cleveland, Ohio
NASH, R. J.
KIOA, Des Moines, Iowa
NEAL, JIM
WSLI, Jackson, Miss.
NEALEY, BOB
WROY, Carmi, Ill.
NEELY, JOHN
KCOH, Houston, Texas
NEHRLING, WALLY
WIRE, Indianapolis, Ind.
NEIBLING, ED
KTUL, Tulsa, Okla.
NEIDEL, CHUCK
WTXL, Springfield, Mass.
NEIL, EVERETT
WEDO, McKeesport, Pa.
NELIN, CECIL
KNEL, Brady, Texas
NELSON, BOB
KFIZ, Fond Du Lac, Wis.
NELSON, JOHN
Live Like A Millionaire, Bride
and Groom, CBS-TV
NELSON, STAN
KITE, San Antonio, Texas
NELSON, VERN
KTRI, Sioux City, Iowa
NESS, DON
WJAG, Norfolk, Nebr.
NEWBERRY, MACK
KPAC, Port Arthur, Texas
NEWCOMBE, ED
WJIM, Lansing, Mich.
NEWELL, JAMES
CKBW, Bridgewater, Nova
Scotia, Canada
NEWHOUSE, SHELBY
WWJ-TV, Detroit, Mich.
NEWMAN, JAMES A.
KFAL, Fulton, Mo.
NEWTON, GAY RICHARDS
KELT, Electra, Texas
NICHOLS, JACK
WJPB, Fairmont, W. Va.
NICHOLSON, AL
CJRW, Summerside, Prince
Edward Island, Canada
NICKSON, NICK
WARC, Rochester, N. Y.
NIDIFFER, RANDOLPH
WBEJ, Elizabethton, Tenn.
NIELSON, WALTER A.
WNHC, New Haven, Conn.
NILSON, BILL
KING-TV, Seattle, Wash.
NOEL, DICK
The Plainclothes Man, Du
Mont

NOEL, JACK
WTTT, Bloomington, Ind.
NOLAN, JAS. W.
KIT, Yakima, Wash.
NORMAN, ROBERT
WHDL, Olean, New York
NORMAND, JACQUES
CKVL, Verdun, Que., Canada
NORRIS, JOE
WCRA, Effingham, Ill.
NORRIS, RANDY
KEYD, Minneapolis, Minn.
NORTHINGTON, JIMMY
WHKP, Hendersonville, N. C.
NORTON, DUKE
KFVD, Los Angeles, Calif.
NOVENSON, JOE
WFIL, Philadelphia, Pa.
NUMMY, JIM
KTBC, Austin, Texas
NUNN, BILL
WCHV, Charlottesville, Va.
NUSSBAUM, MORT
WHAM-TV, Rochester, N. Y.

— O —

O'BRIEN, BILL
WSAR, Fall River, Mass.
O'BRIEN, JOE
WMCA, New York, N. Y.
O'DONNELL, BOB
WJMB, Brookhaven, Miss.
O'DONNELL, CHARLES
WCHA, Chambersburg, Pa.
ODOM, HOMER
KFDM, Beaumont, Texas
OGILIVIE, JACK
WJTN, Jamestown, N. Y.
OIEN, BERT
KLIZ, Brainerd, Minn.
OLIVE, GRAY
WWOD, Lynchburg, Va.
OLIVER, Telford K.
CKIN, Nelson, B. C., Canada
OLSEN, DELORES
KCOL, Fort Worth, Texas

OLSEN, JOHNNY

B. Windom, Minnesota; Johnny
Olsen Luncheon Club, ABC;
Break the Bank, ABC-NBC;
Johnny Olsen Rumpus Room, Du-
Mont; Kids and Company, Du-
Mont.

O'TOOLE, BILL
Kids And Company, Du Mont;
Famous Jury Trials, Du Mont;
Sign-Off News, WABD
OVERTON, DAVE
WSM-TV, Nashville, Tenn.
OWEN, AL
WFNC, Fayetteville, N. C.
OWEN, ALAN
WMID, Atlantic City, N. J.
OWENS, BOB
KVOX, Moorhead, Minn.
OWNBY, LEN
WSSB, Durham, N. C.

— P —

PAGE, BOB
KCTX, Childress, Texas
PAINTER, DICK
KVGB, Great Bend, Kansas
PAKNER, VICTOR
WLIB, New York, N. Y.
PALEF, LAWRENCE
CBO, Ottawa, Ontario, Canada
PALEN, DAN C.
KXGN, Glendive, Montana
PALMER, CLARK
WRFD, Worthington, Ohio

PALMER, COY
KPDN, Pampa, Texas
PALMER, JAMES
KSIM, Sikeston, Mo.
PALO, GEORGE
KBUN, Bemidji, Minn.
PARKER, BILL
WNB-TV, Binghamton, N. Y.
PARKER, JOHN
WBTM, Danville, Va.
PARKER, KEN
WDVA, Danville, Va.
PARKER, PAUL
WGNI, Wilmington, N. C.
PARKER, ROYAL
WASA, Havre De Grace, Md.
PARKS, BERT
Stop The Music, ABC & ABC-
TV; Break The Bank, CBS-
TV
PARSONS, ALFRED
WNAV, Annapolis, Md.
PARTRIDGE, GEORGE
Homaker Harmonies
WINN, Louisville, Ky.
PATOFF, REGUS
WLAV, Grand Rapids, Mich.
PATRICK, JOE
KGJF, Hollywood, Calif.
PATRICK, LAWRENCE Q.
WATR, Winston-Salem, N. C.
PATTERSON, DUDLEY
CJOB, Winnipeg, Manitoba,
Canada
PAUL, NICK
WQAL, San Antonio, Texas
PAUL, RALPH
Strike It Rich
CBS
Lights Out
NBC-TV

PAUL, SIDNEY

TV: Pulitzer Prize Playhouse,
ABC; Lucky Strike Theater,
NBC; The Clock, NBC; Martin
Kane, NBC; Radio: Counterspy,
NBC; Bobby Benson, MBS; Martin
Kane, NBC; Under Arrest, MBS;
Mysterious Traveler, MBS.

PAULSEN, RAY
WJMS, Ironwood, Mich.
PAXTON, TOM
WKY-TV, Oklahoma City,
Okla.
PAYNE BRUCE
WBCO, Birmingham-Bessemer,
Ala.
PETERS, ROBERT F.
WFAS, White Plains, N. Y.
PETERSEN, JIM
KALL, Salt Lake City, Utah
PETERSON, ARNOLD
WATW, Ashland, Wis.
PATERSON, ART
WHRN, Syracuse, N. Y.
PETERSON, GEORGE
WBSC, Bennettsville, S. C.
PETERSON, WALTER
KELP, El Paso, Texas
PETRIE, ROBERT
WBHY, Appleton, Wis.
PETTEWAY, S. BRUCE
WFTC, Kinston, N. C.
PETTI, RALPH
WJAS, Pittsburgh, Pa.
PFEIFER, LEW
KFRS, San Francisco, Calif.
PFEIFFER, KIETH
KFJB, Marshalltown, Iowa
PFOUTZ, SANDY
WHED, Washington, N. C.
PHELPS, KENNETH
WMFD, Wilmington, N. C.

Announcers—M-C's

PHILLIPPE, GENE
WKID, AM & FM, Urbana, Ill.

PHILLIPS, BRAD
WINS, New York, N. Y.

PIERCE, CHARLES
WWNY, Watertown, N. Y.

PIERCE, RUSSELL
KGVJ, Greenville, Texas

PIGG, CALVIN
WTAW, College Station, Texas

PIKE, BILL
CHUB, Nanaimo, B. C., Canada

PINEO, JOHN S.
CFAB, Windsor, N. S., Canada

PINEO, JOHN S.
CKEN, Kentville, N. S., Can.

PIPPERT, PAUL
KMA, Shenandoah, Iowa

PITFENG, DICK
WPBM-TV, Indianapolis, Ind.

PLACAK, MARTIN
WBOW, Terre Haute, Ind.

PLATT, DAVID M.
WKLV, Blackstone, Va.

PROVOST, RICHARD
WWNY, Watertown, N. Y.

PRYCE, DAVID
1230 Club, WCGL, Carbondale, Pa.

PURCELL, CHARLES W.
WCAO, Baltimore, Md.

PURSER, JIM
WMIK, Mt. Vernon, Ill.

PUTMAN, DON
WBBZ, Ponca City, Okla.

PYLANT, RUDY
KBOA, Kennett, Mo.

— Q —

QUAVE, MACKIE
WIS, Columbia, S. C.

QUINLAN, TOM
KWBG, Boone, Iowa

QUINN, DOMINIC
WFDF, Flint, Mich.

QUINN, RAY
WPIK, Alexandria, Va.

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.

RAFFENBERGER, DON
WKVA, Lewiston, Pa.

RAFFERTY, CARL
KJSK, Columbus, Nebr.

RAINS, JACK
KTSM, El Paso, Texas

RAMSELL, DON
KCRG, Cedar Rapids, Iowa

RAMSEY, LU
KBKW, Aberdeen, Wash.

RANDALL, DALE R.
KWWL, Waterloo, Iowa

RANEY, WALTER
Noontime News; Double C
Canteen; Bob Dixon Show;
WABD, New York, N. Y.

RATHE, BOB
KOKX, Keokuk, Iowa

RAWSON, RONALD
Young Dr. Malone
CBS

RAYBURN, JOHNNY
WMBD, Peoria, Ill.

REARDON, TOM
WABG, Greenwood, Miss.

REBER, DON
KVNU, Logan, Utah

REYNOLDS, GENE
WBAP, WBAP-TV,
Fort Worth, Texas

RHODES, MIKE
KING, Seattle, Wash.

RHONE, PAUL
WBRE, Wilkes-Barre, Pa.

RICHARDS, BILL
WESA, Charleroi, Pa.

RICHARDS, BILL
WGKV, Charleston, W. Va.

RICHARDS, BOB
WAZL, Hazleton, Pa.

RICHARDS, JOHN
CFNB, Fredericton, N. B.,
Canada

RICHARDS, MALCOLM
WSAI, Cincinnati, Ohio

RICHARDS, TOMMY
KRHD, Duncan, Okla.

RICHARDSON, RUSS
CKOV, Kelowna, B. C., Can.

RICHARDSON, TED
WMOH, Hamilton, Ohio

RICHMOND, ROBERT
WREN, Topeka, Kansas

RICO, JOE
WWOL, Buffalo, N. Y.

RILEY, DON
KSTP, Minneapolis-St. Paul,
Minn.

RILEY, JAY
WMOK, Metropolis, Ill.

RILEY, L. C.
WJFB, Fairmont, W. Va.

RIPLEY, RONALD
KBWD, Brownwood, Texas

ROACH, JACK
WMUS, Muskegon, Mich.

ROBERTS, CHARLES
WGAR, Cleveland, Ohio

ROBERTS, HOWDY
WMT, Cedar Rapids, Iowa

ROBERTS, KEN
Frank Sinatra Show
CBS

ROBERTS, LARRY
KXRO, Aberdeen, Wash.

ROGEL, WILLIAM
Charlie Wild, Private Detective
CBS

ROGERS, DON
WRIB, Providence, R. I.

ROGERS, RALPH
WOAI, WOAI-TV, San An-
tonio, Texas

ROGERS, WILLIAM
WPMY-TV, Greensboro, N. C.

ROHN, JIM
KSJB, Jamestown, N. Dak.

ROMAN, JOSEPH
WBAX, Wilkes-Barre, Pa.

ROMANCE, ED
WPPA, Pottsville, Pa.

ROMANO, TOM
WNHC-TV, New Haven, Conn.

ROMERO, FRED
KTXN, Austin, Texas

ROPP, JOHN
Melody Jackpot, WCOS, Col-
umbia, S. C.

ROSALES, MARTIN, JR.
KTXN, Austin, Texas

ROSAMOND, ROBERT
WTBO, Cumberland, Md.

ROSE, DON
WHFB, Benton Harbor, Mich.

ROSS, AL
WBAL, Baltimore, Md.

ROSS, ART
WCUE, Akron, Ohio

ROSS, DON JOHN
WJTN, Jamestown, N. Y.

ROSS, DUNDEE
KRMG, Tulsa, Okla.

ROSS, IRVINE
CFCN, Calgary, Alberta, Can.

ROSS, NORMAN

Northwestern Hour; Music That
Sings; Here's Norman Ross;
Early Norman Ross, WMAQ,
Chicago, Ill.; The Northerners,
WGN.

ROSS, NORMAN
WNBQ, Chicago, Ill.

ROSS, PAUL
KRLD, Dallas, Texas

ROSSINI, GIANCARLO
WOV, New York, N. Y.

ROTH, BEVIN
KONP, Port Angeles, Wash.

ROTHMAN, LEE
WWXJ, Peoria, Ill.

ROWCLIFFE, LEN
"Anything Goes"
CKFH, Toronto, Ont., Canada

RUBY, JACK
KIMO, Independence, Mo.

RUDOLPH WESLEY
WKCP, Bowling Green, Ky.

RUNTZ, NORMAN
CJGX, Yorkton, Sask., Can.

RUSK, CLAY
WHO, Des Moines, Iowa

RUSSELL, BOB

Big Top, CBS-TV; Toast of the
Town, CBS-TV; Rootie-Kazootie
Club, NBC-TV; It's in the Bag,
NBC-TV; Co-creator of "Live
Like A Millionaire," NBC, CBS-
TV; Creator of "Open Sesame";
Producer-Director-OC of "Miss
Universe Pageant"; 1952 Long
Beach, Calif.

RUSSELL, DON

B. March 10, 1921, Stamford,
Conn.; Take the Break; Caval-
cade of Stars; Cavalcade of
Bands; Cosmopolitan Theatre;
DuMont; WABD, New York, N. Y.

RUSSELL, LAYERNE
KUJ, Walla Walla, Wash.

RUSSELL, TODD
Finders Keepers; Rootie Ka-
zootie Club, NBC-TV

RUTA, JOHN
WHLD, Niagara Falls, N. Y.

RUYLE, DON
WBYB, Canton, Ill.

RYAN, JIM
KWPC, Muscatine, Iowa

RYAN, MIKE
Alarm Clock Club
WLEA, Hornell, N. Y.

RYAN, RAY
WFO, Farmville, Va.

RYAN, TOM
WROW, Albany, N. Y.

— S —

ST. GEORGE, DORIAN
11:00 PM TV News, WJZ-TV

SCOTT, FRED
Captain Video
Hands Of Destiny
Du Mont

SCOTT, JOHN
KGMB, Honolulu, Hawaii

SCOTT, F.
CKY, Winnipeg, Manitoba,
Canada

SCOTT, WILLARD
KMOX, St. Louis, Mo.

SEARLS, HAL
WDGY, Minneapolis, Minn.

SECORD, DON
KXXX, Colby, Kansas

Announcers—M-C's

- SEGUIN, CLAUDE**
CKVL, Verdun, Que., Canada
- SEIFERD, CHARLES**
KTJS, Springfield, Mo.
- SELF, JIMMY**
KICA, Clovis, N. M.
- SELLERS, WM.**
WHIN, Gallatin, Tenn.
- SELLEY, ART**
WBEL, Elizabethton, Tenn.
- SETTERBERG, DOUG**
KOMO, Seattle, Wash.
- SEVERSEN, LEN**
KONP, Port Angeles, Wash.
- DEWELL DOUGLAS**
KVOP, Plainview, Texas
- SEYMOUR, DAN**
We The People
NBC-TV
- SHABOD, LOU**
WCEC, Rocky Mount, N. C.
- SHADDOX, LEON**
KHOZ, Harrison, Ark.
- SHANAHAN, TOM**
WEMP, Milwaukee, Wis.
- SHANK, LEW**
KWYO, Sheridan, Wyo.
- SHANLEY, GIB**
WTRF, Bellaire, Ohio
- SHARPLESS, CHARLIE**
WJVA, South Bend, Indiana
- SHAW, CHARLES**
WOLF, Syracuse, N. Y.
- SHAWN, STAN**
Uncle Stan's Kiddieland
WORL, Boston, Mass.
- SHEA, FRAN**
WREB, Holyoke, Mass.
- SHEILAN, BOB**
KSTL, St. Louis, Mo.
- SHEELEY, GEORGE E.**
WMDN, Midland, Mich.
- SHELDON, HERB**
Feb. 9, 1913, Brooklyn, New York; Herb Sheldon Show, WJZ-AM.
- SHELL, BILL**
WJHL, Johnson City, Tenn.
- SHELL, TED**
WBNS, Columbus, Ohio
- SHELLEY, BOB**
WMRC, Greenville, S. C.
- SHELTON, BANNER**
WGCD, Chester, S. C.
- SHELTON, JIM**
WIBC, Indianapolis, Ind.
- SHEPARD, STAN**
WMBO, Auburn, N. Y.
- SHERER, EDDIE**
WATG, Ashland, Ohio
- SHERMAN, JACK**
WLH, Lowell-Lawrence, Mass.
- SHERMAN, PAUL**
WTNS, New York, N. Y.
- SHERWIN, DOUG**
KGLO, Mason City, Iowa
- SHELDS, DANNY**
Dancing With You
WWIN, Baltimore, Md.
- SHIREK, JIM**
KPGO, Fargo, N. D.
- SHOMETTE, BILL**
WOAI-TV, San Antonio, Tex.
- SHOWERS, HAL**
WQUA, Moline, Ill.
- SHRIVER, HARRY**
WHEB, Washington, N. C.
- SHUMWAY, ED**
WCST, Columbus, Ind.
- SHUMWAY, JIM**
WPLA, Plant City, Fla.
- SIEMER, JOHN**
WIOU, Kokomo, Ind.
- SILK, IRAM**
CBT, Grand Falls, Nfld., Can.
- SIMMONS, S. E.**
KTUR, Turlock, Calif.
- SIAMON, ERNIE**
WBKB, Chicago, Ill.
- SIMS, FRANK**
WKM, Dearborn, Mich.
- SINDIK, GEORGE**
WKRQ, Mobile, Ala.
- SLATER, BILL**
Twenty Questions
MBS
- SLATER, NORVELL**
WFAA, Dallas, Texas
- SLATTERY, JACK**
House Party
CBS
- SLAYTON, GLENN**
WEKR, Fayetteville, Tenn.
- SLOANE, ROBERT**
The Big Story
NBC, NBC-TV
- SLOUT, WILLIAM**
WKHM, Jackson, Mich.
- SMITH, ART**
WNER, Worcester, Mass.
- SMITH, CLARENCE**
WAUX, Waukesha, Wis.
- SMITH, DALE**
KFJB, Marshalltown, Iowa
- SMITH, J. H.**
CRLW, Hamilton, Texas
- SMITH, JIM**
WEAR, Pensacola, Fla.
- SMITH, JOHN**
CFRN, Edmonton, Alberta, Canada
- SMITH, LEE**
WLou, Louisville, Ky.
- SMITH, MILDRED**
WTCO, Campbellsville, Ky.
- SMITH, MILLARD**
WMRY, New Orleans, La.
- SMITH, P. B.**
WGY, Schenectady, N. Y.
- SMITH, RALF**
WIKB, Iron River, Mich.
- SMITH, RAY**
WSON, Henderson, Ky.
- SMITH, RONNY**
WBEL, Elizabethton, Tenn.
- SNYDER, JACK**
WFBG, Altoona, Pa.
- SOMMERYVILLE, DICK**
WPTH, Port Huron, Mich.
- SOUTHWICK, F. TOREY**
WBCM, Bay City, Mich.
- SPARKMAN, ERNEST**
WKIC, Hazard, Ky.
- SPENCER, STEWART**
Buffet Time
WCOS, Columbia, S. C.
- SPENGLER, KEN**
WCVS, Springfield, Ill.
- SPINA, JOSEPH**
WCPO, Cincinnati, Ohio
- SPRY, DON**
KFJB, Marshalltown, Iowa
- SPRY, GENE**
WKAI, Macomb, Ill.
- STABECK, THURSTON**
WCPV, Clifton Forge, Va.
- SPAMBAUGH, HENRY**
WWJ-TV, Detroit, Mich.
- STANFORD, RAYMOND**
WJPB, Fairmont, W. Va.
- STANTON, BOB**
Broadway Open House
Mohawk Showroom
NBC-TV
- STAPLETON, JIM**
WLVA, Lynchburg, Va.
- STARBUCK, MARK**
CKOY, Ottawa, Ont., Canada
- STARCK, RICHARD**
Danger, CBS-TV; The Perry Como Show, CBS; Gangbusters, CBS; Pepper Young's Family, NBC; Walter Winchell, ABC.
- STARKEY, DALE**
KOH, Reno, Nevada
- STARR, LONNY**
Wrestling
WOR-TV, New York, N. Y.
Ace Drummond
WNBT, New York, N. Y.
- STARR, RAYMOND C.**
KWVL, Waterloo, Iowa
- STASHER, DAVID**
WJMO, Cleveland, Ohio
- STEFFES, ART**
KWNO, Winona, Minn.
- STEIN, IRV**
CJOB, Winnipeg, Manitoba, Canada
- STEPHENS, MIKE**
CKCW, Moncton, N. B., Canada
- STEPHENS, TEX**
WMRY, New Orleans, La.
- STERLING, LUD**
WLEE, Richmond, Va.
- STEVENS, BOB**
Pursuit
CBS
- STEVENS, JESS**
WEOL, Elyria-Lorain, Ohio
- STEVENS, JIM**
WLH, Lowell-Lawrence, Mass.
- STEVENS, LARRY**
KGMB, Honolulu, Hawaii
- STEWART, AL**
KBRO, Bremerton, Wash.
- STEWART, BILL**
WPBC, Minneapolis, Minn.
- STEWART, FRED**
WGCD, Chester, S. C.
- STEWART, JOE**
WDAF, Kansas City, Mo.
- STEWART, LEE**
KFRM, Kansas City, Mo.
- STEWART, LEE**
KMBC, Kansas City, Mo.
- STIGHT, BOB**
WHHM, Memphis, Tenn.
- STONER, JAY**
KBUN, Bend, Minn.
- STRATTON, DICK**
WMBR-TV, Jacksonville, Fla.
- STRIBLING, BILL**
WBCL, Union, South Carolina
- STRICKLAND, JIM**
KWIN, Ashland, Oregon
- STRONG, JACK C.**
WESC, Greenville, S. C.
- STROTHMAN, BILL**
KXLL, Missoula, Montana
- STROUT, RICHARD A.**
B. July 28, 1930, Springfield, Mass.; Newscaster Armed Forces Radio Service, Hollywood All Indian Motorcycle Programs, NBC-TV; Wine Growers, Inc. Spots NBC-TV; Farm Credit Administration Programs, (ET); Thornton Burgess Nature Stories, (ET); Songs of Love, (ET); Dick Strout In Hollywood, (ET).
- STUART, JEAN**
CKCH, Hull, Que., Canada

Announcers—M-C's

STUTES, MARION
WJIM, Lansing Mich.

SUGAR, DADDY
WBCO, Birmingham-Bessemer, Ala.

SULLIVAN, TIM
KSWI, Council Bluffs, Iowa

SUMMERS, CHUCK
WLIN, Merrill, Wis.

SWANSON, BOB
WISC, Madison, Wis.

SWANSON, ROYD
KOL, Seattle, Wash.

SWANSON, ROBERT
WCAM, Camden, N. J.

SWARTZ, BOB
KHQ, Spokane, Wash.

SWASEY, BILL
WGVA, Geneva, N. Y.

SWITZER, BOB
CJAV, Port Alberni, B. C., Canada

SYMONDS, JOHN
CFRN, Edmonton, Alberta, Canada

— T —

TABER, WILLIAM
KONP, Port Angeles, Wash.

TAGGART, BYRON
Visit With Tag
WKRC, Cincinnati, Ohio

TALBOT, BEN
WKBC, N. Wilkesboro, N. C.

TALBOT, BILL
KOL, Omaha, Nebr.

TALL, MARTIN
WCRB, Waltham, Mass.

TANIS, PETE
WWCA, Gary, Ind.

TATUM, EDDIE
WPAQ, Mt. Airy, N. C.

TAYLOR, BILL
KGEM, Boise, Idaho

TAYLOR, DEAN
WDOS, Oneonta, New York

TAYLOR, HENRY
WPAQ, Mt. Airy, N. C.

TAYLOR, LEE
WMIE, Miami, Fla.

TEAR, SIDNEY
WYVE, Wytheville, Va.

TEMPLE, ROBERT
WOCR, W. Yarmouth Mass.

TERFLER, DICK
WTMA, Charleston S. C.

TERRY, BOB
KSTL, St. Louis, Mo.

TETREULT, ERNIE
WRGB, Schenectady, N. Y.

THANTON, LLOYD
Leave It To Lloyd
WSPD-TV, Toledo, Ohio

THERIAN, LARRY
WREB, Holyoke, Mass.

THOMAS CHARLIE
WNAO, Raleigh N. C.

THOMAS, DAVID
WDAF, Kansas City, Mo.

THOMAS, DON
CKRD, Red Deer, Alberta, Can.

THOMAS, FRANK
WABG, Greenwood Miss.

THOMPSON DICK
WMOU, Berlin, N. H.

THOMPSON, FRANK
WBLK, Clarksburg, W. Va.

THOMPSON, JIM
KQV, Pittsburgh, Pa.

THOMPSON, JIM
WPPA, Pottsville, Pa.

THORNTON, HARRY
WAGC, Chattanooga, Tenn.

THURSTON, FRANK
KICK, Springfield, Mo.

TIBBETTS, DONN
WKXL, Concord, N. H.

TIDMORE, WM. P.
WPPA, Pottsville, Pa.

TIFFANY, AL
WLS, Chicago, Ill.

TILLEY, ERVIN
KMTV, Omaha, Nebr.

TONKEN, PHILIP
Mutual Newsreel, MBS-WOR;
"Nemo" Weather Reporter,
WOR; Rod and Gun Club Of The
Air, MBS.

— W —

WEIST, DWIGHT
Grand Slam
CBS
Sunday News Special
CBS-TV

WILCOX, JOHNNY
WIP, Philadelphia, Pa.

WILFONG, CHARLES E.
WATA, Boone, N. C.

WILKINS, PAT
KOOS, Coos Bay, Oregon

WILL, WAYNE
KTOE, Mankato Minn.

WILLET, SLIM
KRBC, Abilene, Texas

WILLIAMS, BILL
WILK, Wilkes-Barre, Pa.

WILLIAMS, BILL
WMFD, Wilmington, N. C.

WILLIAMS, BOB
WHO, Des Moines, Iowa

WILLIAMS, BY
WAJR, Morgantown, W. Va.

WILLIAMS, DANNY
WKY-TV, Oklahoma City, Okla.

WILLIAMS, JACK
WMIE, Miami, Fla.

WILLIAMS, JIM
WHOW, Clinton, Ill.

WILLIAMS, MARC
WTTS, Bloomington, Indiana

WILLIAMS, STAN
Top O' The Morning
CHEX, Peterborough, Ont.,
Canada

WILLIS, AL
WSPA, Spartansburg, S. C.

WILLMAN, JACK
WMRY, New Orleans, La.

WILLIAMS, JOHN
CJGX, Yorkton, Sask., Canada

WILLS, PAUL
KMOX, St. Louis, Mo.

WILSON, DON
Jack Benny Show
CBS-TV

WILSON, DOUG
WLSL, Roanoke, Va.

WILSON, EARL
WLBH, Mattoon, Ill.

WILSON, GLEN
WPAR, Parkersburg, W. Va.

WINTERS, JOHNNY
WBNS-TV, Columbus, Ohio

WIRICK, AL
KGYW, Vallejo, Calif.

WISE, EDDIE
WEBQ, Harrisburg, Ill.

WISEMAN, CLYDE
Party Line
WOKZ, Alton, Ill.

WISEMAN, HARRY
WLSL, Roanoke, Va.

WITTE, BUD
WDUZ, Green Bay Wis.

WITTY, DICK
WLW, WLW-T, Cincinnati, Ohio

WOLF, LOUIS F.
WLOX, Biloxi, Miss.

WOLFE, AL
WHBG, Harrisburg, Pa.

WOLSON, MIKE
WSCR, Scranton, Pa.

WOOD, DAN
CFAC, Calgary, Alberta, Can.

WOOD, JACK
WDB, Decatur, Ill.

WOOD, JIM
WGOV, Valdosta, Ga.

WOOD, MIKE
CKCW, Moncton, N. B., Can.

WOODS, CHARLES
Dream Harbor
Henry J. Taylor
ABC

WOODWARD, ROSS
KSDH, Boise, Idaho

WOODY, JIM
KSO, Des Moines, Iowa

WOOTEN, DON
KWPC, Muscatine, Iowa

WOOTEN, BILL
WIRC, Hickory, N. C.

WRAY, W. HALL
WHMA, Anniston, Alabama

WRIGHT, BOB
KVI, Seattle, Wash.

WRIGHT, JOE
WKHM, Jackson, Miss.

WRIGHT, JOHNNY W.
WMRC, Greenville, S. C.

WRIGHT, KEN
KPKW, Pasco, Wash

WRIGHT, NAT
WDOV, Dover, Del.

WULCHIN, STEVE
WHAP, Hopewell, Va.

WYATT, ARCHIE
WCTT, Corbin, Ky.

WYMER, JACK
WING, Dayton, Ohio

— Y —

YALOWEY, NICK
WITZ, Jasper, Ind.

YORKE, JOE
WPAM, Pottsville, Pa.

YOST, BOB
WBRK, Pittsfield, Mass.

YOUNG, GARY
WVYO, Pineville, W. Va.

YOUNG, JIMMY
KTHT, Houston, Texas

YOUNG, PAUL
KIOX, Bay City, Texas

YOUNGBLOOD, WES
KSEL, Lubbock, Texas

YOUNGMAN, JIM
WESA, Charleroi, Pa.

YOUNT, CHUCK
WKBV, Richmond, Ind.

— Z —

ZELICH, MARK
WATW, Ashland, Wis.

ZIMMERMAN, DAVE
WWJ, WWJ-TV, Detroit, Mich.

ZIMMER, MORRIS
WSMI, Litchfield, Ill.

**LYN
MURRAY**

Paramount
Pictures

Management
W. M. MORRIS

**VICTOR
YOUNG**

ARCHIE BLEYER



ORCHESTRA LEADERS MUSICAL CONDUCTORS

and

ORGANISTS

RADIO AND TELEVISION

—their work during 1951



— A —

ACKLEY, WAYNE
KRNT, Des Moines, Iowa

ADLAM, BUZZ
KECA, KECA-TV, Los Angeles, Calif.

AGNEW, JOHN KENWARD
WHKC, Columbus, Ohio

ALBERT, CHARLES-EUGENE
CJFP, Riviere-DU-Loup, Que., Canada

ALCOTT, HENRY
KYUM, Yuma, Ariz.

ALFORD, KITTY
WRGA, Rome, Ga.

ALEN, JAMES
KEYD, Minneapolis, Minn.

ALEN, JAMES
WTJS, Jackson, Tenn.

ANDERSON, ERNIE
WHIM, Providence, R. I.

ANDREWS, GENE
WVEC, Hampton, Va.

ANNO, MARY JEAN
WATW, Ashland, Wis.

ANTONINI, ALFREDO
Musicland, U. S. A. CBS

ARMBRUSTER, ROBERT
Music From Hollywood
NBC

AYERS, MITCHELL
Perry Como Show
CBS-TV

AYRES, NORMAN
WCSH, Portland, Me.

— B —

BAKKEY, W. E., JR.
WASA, Havre De Grace, Md.

BAGIO, FERDY
CKNW, New Westminster, B. C., Canada

BAKER, BETTY
KOIL, Omaha, Nebr.

BALCH, FRANK
WJOY, Burlington, Vt.

BALZER, FRITZ
WRC, Washington, D. C.

BANCROFT, PIERSON
KTAR, Phoenix, Ariz.

BARBERA, PAT
KCMJ, Palm Springs, Calif.

BARCLAY, ALAN
WAMS, Wilmington, Del.

BARDO, LYLE
KFRC, San Francisco, Calif.

BARLOW, HOWARD
Voice of Pipestone
NBC, NBC-TV

BARTOW, JERRY
KLOU, Lake Charles, La.

BARRON, JOHN
CFGP, Grand Prairie, British Columbia, Canada

BARTON, JOHN
WHOW, Clinton, Ill.

BASH, OTTO
WHOP, Hopkinsville, Ky.

BATE, CECIL
WWPB, Miami, Fla.

BATEMAN, JUNE
WLIO, East Liverpool, Ohio

BAUGH, GENE
WBAP, WBAP-TV, Fort Worth, Texas

BAXTER, EDWARD
Chef Milani Show
The Continental
KNBH, Hollywood, Calif.

BAXTER, LEO
WBOW, Terre Haute, Ind.

BEALS, RAY H.
KVGB, Great Bend, Kans.

BECKER, ALFRED
KOY, Phoenix, Ariz.

BENNETT, WILLIAM
Song Premier
Date At Six
WNHC-TV, New Haven, Conn.

BEQUE, JOHN
WTAX, Springfield, Ill.

BERCOVITZ, ABE
KGW, Portland, Oregon

BERGNER, CARL
WLAU, Grand Rapids, Mich.

BEUKEMA, BOB
WFUR, Grand Rapids, Mich.

BIGGS, E. POWER
CBS

BILSKE, ROBERT F.
WNEB, Worcester, Mass.

BLACK, FRANK
Ford Festival
NBC-TV

BLEYER, ARCHIE
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV

BLOCH, RAY
Songs For Sale
Toast Of The Town
The Show Goes On
CBS-TV
Big Time, CBS

BOISIOLI, JACQUES
CKAC, Montreal, Que., Canada

BOISVERT, LOUIS
WBRY, Waterbury, Del.

BOLENDER, RICHARD
WBRK, Pittsfield, Mass.

BOSTWICK, FRANK
WCLO, Janesville, Wis.

BOSWORTH, CHESTER
WEAV, Plattsburg, N. Y.

BOVERO, PHIL
KGO, San Francisco, Calif.

BOYUM, JERRY
KKOC, Rochester, Minn.

BRADLEY, CURT
WCNT, Centralia, Idaho

BRADLEY, HAROLD
WHLI, Niagara Falls, N. Y.

BRADLEY, OSCAR
We The People
NBC-TV

BRADLEY, OWEN
WSM-TV, Nashville, Tenn.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRESTOFF, PHIL
Starlit Stairway
WXYZ-AM-TV, Detroit, Mich.

BROEKMAN, DAVID
Ford Festival
NBC-TV
Ken Murray Show
CBS-TV

BROWN, LES
The Bob Hope Show
NBC

BROWN, MAURICE
Let's Pretend
CBS

BURCH, BOB
KGHF, Pueblo, Calif.

BURKE, JOE
WSCR, Scranton, Pa.

BURKETT, MRS. KATHLEN
KLPR, Oklahoma City, Okla.

BURTZLOFF, MARY
WAGA, Atlanta, Ga.

BUTLER, FRANKLIN
WRFC, Athens, Ga.

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

— C —

CANDY, ERIC
CFRN, Edmonton, Alberta,
Canada

CANTELLI, GUIDO
NBC Symphony
NBC

CAPEL, DWIGHT
WWSW, Pittsburgh, Pa.

CARLE, LARRY
WOND, Pleasantville, N. J.

CARN, DERWOOD
WJIM, Lansing, Mich.

CARPENTER, ETHEL M.
WDBQ, Dubuque, Iowa

CARPENTER, JAMES
KFBI, Wichita, Kan.

CARTER, LOUISE
WPTM, Maysville, Ky.

CASE, RUSS
Peggy Lee Show
CBS

CASEY, JEWELL
WSAV, Savannah, Ga.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHESKIN, DAVID
WGR, Buffalo, N. Y.

CHRISTIAN, CHARLES
KTOP, Topeka, Kan.

CLARE, BOB
KYNO, Fresno, Calif.

CLARK, ALLAN
WKY, WKY-TV, Oklahoma
City, Okla.

CLIFF, CHARLES
WNBW, Washington, D. C.

CLITES, MINOR
KRES, St. Joseph, Mo.

CLOUTIER, NORMAN
Summertime Serenade
NBC

COGGESHALL, A. O.
WGY, Senecaclady, N. Y.

COLEMAN, CHARLES
WGV, Charleston, W. Va.

COLLINS, ART
CHUM, Toronto, Ont., Canada

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COLLINS, PAUL
KFRD, Rosenberg, Texas

COLLINS, SHIRLEY
WJIV, Savannah, Ga.

COLTER, BERTRAM
WMUR, Manchester, N. H.

COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.

COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Texas

CONRAD, CHRIS
WAGC, Chattanooga, Tenn.

CONTI, ANTHONY
WLEF, Erie, Pa.

COOK, JOE
KGGF, Coffeyville, Kan.

COOLEY, JOHN
WEAM, Arlington, Va.

COOPER, LOIS
WKYB, Paducah, Ky.

CORNWALL, J. SPENCER
The Salt Lake Tabernacle
Choir
CBS

COTE, BERT
WLAM, Lewiston, Me.

COURAGE, ALEXANDER
Stars In The Air
Hollywood Sound Stage
Broadway's My Beat
CBS

COVINGTON, J. R., JR.
KNUZ, Houston, Texas

CRAVEN, HAROLD
WHPE, High Point, N. C.

CROOK, GEORGE
Organ Recital
NBC

— D —

D'ANA, VICTOR
WEBR, Buffalo, N. Y.

DAUGHERTY, STAN
KMOX, St. Louis, Mo.

DAVIDSON, JERRY
WKBW, Buffalo, N. Y.

DAY, ROLAND
WAFB, Baton Rouge, La.

DeCARO, AL
WKNB, New Britain

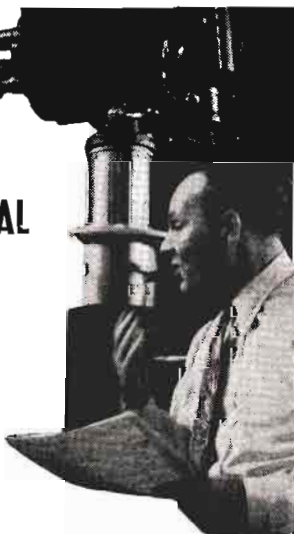
DeLUGG, MILTON
Broadway Open House
All Star Revue
NBC-TV

DEMJEN, MARY
WCHS, Charleston, W. Va.

Jack Miller

MUSICAL CONDUCTOR
OF
KATE SMITH SHOW
KATE SMITH EVENING HOUR
NBC-TV

FOR
MUSICAL
KNOW
HOW



HENRY SYLVERN

"HANK" to you . . .

... **Orchestra Leaders** ...

DENNY, FRANCES
WAIR, Winston-Salem, North Dakota

De-REMER, LIONEL H.
WBCM, Bay City, Mich.

DeVOL, FRANK
B. Sept. 20, 1911, Moundsville, W. Va.; Frank De Vol's TV Show, KTTV; Conductor - Arranger 4th Year; Procter & Gamble Tide Show, CBS; Capitol Recordings.

DeVON, D. L.
KWNW, Wenatchee, Wash.
DIA, DICK

WOV, New York, N. Y.

DI FANT, MARY
KMOD, Modesto, Calif.

DILLARD, WALT
WCOR, Lebanon, Tenn.

DITMARS, IVAN
The Continental
Live Like A Millionaire
CBS-TV

DONALDSON, EARL
KALL, Salt Lake City, Utah

DOOLEY, TED
KVCV, Redding, Calif.

DOOP, BETTY, JEAN
KITO, San Bernardino, Calif.

DOWNEY, JACK
WONS, Hartford, Conn.

DRAGON, CARMEN
Railroad Hour
NBC

DRAKE, JOHN
WHNC, New Haven, Conn.

DRAPER, NOEL
WKLV, Blackstone, Va.

DRUM, MEL
Quizeroo
WTVN, Columbus, Ohio

DUGAS, JERRY
KFEF, Jennings, La.

DUKAS, JAMES
WPAR, Parkersburg, W. Va.

DUKE, JERRY
KDDD, Dumas, Texas

DUNAWAY, GEORGE
WDMG, Douglas, Ga.

DUNNING, OWEN
KOIN, Portland, Oregon

DUNSTEDTER, EDDIE
Pursuit
Line-Up
CBS

DUTCHER, BILL
KWDM, Des Moines, Iowa

— E —

EDGES, CLARENCE
WBAY, Green Bay, Wis.

ELDERS, FRANK E.
WJPF, Herrin, Ill.

ELLIOTT, BARON
WCAE, Pittsburgh, Pa.

ELLIOTT, BILL
KAFY, Bakersfield, Calif.

ELLIOTT, DEAN
KHUM, Eureka, Calif.

EMMEL, JOHN
KWJJ, Portland, Oregon

ENGLISH, RANDOLPH
WTRY, Troy, N. Y.

ETTERS, CLARENCE
WBT, Charlotte, N. C.
Tap The Barrel
WBT, Charlotte, N. C.

AL RICKEY

CONDUCTOR - COMPOSER

MR. KEEN — 8 Years

KIDDIE LAND RECORDS

DECCA RECORDS

Formerly Musical Director

for

HAMMERSTEIN MUSIC HALL

MANHATTAN MERRY-GO-ROUND

WALTZ TIME

85-05 35th Ave.

Jackson Heights, N. Y.

HA. 4-3779

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

EVANS, BARBARA
KTJS, Hobart, Okla.

EVANS, WM.
KICA, Clovis, N. M.

EXUM, LORETTA
WDAK, Columbus, Ga.

— **F** —

FAIRCHILD, COOKIE
S64 Question
NBC

FARRINGTON, GLADYS
WJOL, Joliet, Ill.

FASZER, MARLENE
KCVR, Lodi, Calif.

FESSLER, JEAN
WTAD, Quincy, Ill.

FIEDLER, ARTHUR
Boston Pops Orchestra
NBC

FIELDING, JERRY
You Bet Your Life
NBC, NBC-TV

FIRENZE, PAUL
WBFL, Syracuse, N. Y.

FLATH, P. HANS
KFRM, Kansas City, Mo.

FLEISCHMAN, MARGARET
WSPB, Sarasota, Fla.

FORD, JEAN
KABC, San Antonio, Texas

FRANKLIN, JEAN
KATL, Houston, Texas

FREEMAN, TONY
KNBC, San Francisco, Calif.

FRAUL, CLAUDE
WNN, Louisville, Ky.

FRY, BETTY
WGPA, Bethlehem, Pa.

FRY, RICHARD L.
CHNS, Halifax, Nova Scotia,
Canada

FRYDENLUND, MERA BALLIS
KDHL, Faribault, Minn.

FRYE, J. ALLEN
KBKI, Alice, Texas

— **G** —

GAINES, ROY E.
WLET, Tooeau, Ga.

GALE, JACK
WTBO, Cumberland, Md.

GALLICCHIO, JOSEPH
WNBQ, Chicago, Ill.
Big City Serenade
NBC

GARRETT, MERLE
WGBA, Columbus, Ga.

GARRETT, ROGER
WBNS-TV, Columbus, Ohio

GART, JOHN
B. June 6, 1906, Poland; Paul
Winchell - Jerry Mahoney Show,
WNBT.

GAUQUE, KENNETH
WJAY, Mullins, S. C.

GEYER, BILLY
WFDF, Flint, Mich.

GIERSDORF, H. W.
Johnny On The Spot
KRLD-TV, Dallas, Texas
KRLD, Dallas, Texas

GILES, BUDDY
KPAN, Hereford, Texas

GILRONAN, ANN
KVAN, Vancouver, Wash.

GIRARD, RAE
Tec Vee Waamboree
WAAM, Baltimore, Md.

GITZ, JEAN
KRDO, Colorado Springs, Colo.

GLASSO, FRANK
WKAL, Rome, N. Y.

GLUSKIN, LUD
Suspense
CBS
KNX, Los Angeles, Calif.

GOLDBERG, LOUIS
WCOP, Boston, Mass.

GOLDMAN, ABE
Grand Slam
CBS

GOODMAN, AL
Al Goodman's Musical Album
NBC
Coke Comedy Hour
NBC-TV

GOTCH, ROBERT
KXOK, St. Louis, Mo.

GOW, ARTHUR
KLZ, Denver, Colo.

GRANT, MARJORIE
WWXL, Peoria, Ill.

GRASSO, FRANK
WFLA, Tampa, Fla.



**HENRY
HOT-LIPS
LEVINE**
*("Chamber Music Society of
Lower Busin Street")*

**EARL
SHELDON**

CONDUCTOR — ARRANGER

**MUZAK
ASSOCIATED TRANSCRIPTIONS**

Now Directing:

ILKA CHASE "FASHION MAGIC"

TV SHOW — C.B.S.

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

GRAY, JERRY
Club 15
CBS

GREEN, BERNARD
Fat Man
ABC
Don Ameche's Holiday Hotel
WJZ-TV

GRINER, AL
Rumpus Room
Du Mont

GROSS, ALBERT
WKMH, Dearborn, Mass.

GROUX, AURELE
CKCH, Hull, Que., Canada

GROVE, BESS
WWNC, Asheville, N. C.

GRUBBS, L. R.
KWTX, Waco, Texas

GUERIN, LENABELLE
WSRS, Cleveland, Ohio

— H —

HAINEX, CLAUDE
KJBC, Midland, Texas

HAMILTON, EILEEN
KXRX, San Jose, Calif.

HAMMAN, CLARANCE
WJMR, New Orleans, La.

HANNOCK, LOWELL
WWDC, Washington, D. C.

HANSON, EARL BARR
WIOD, Miami, Fla.

HARDMAN, GLENN
KTUL, Tulsa, Okla.

HARLING, HUGH
KVEC, San Luis Obispo, Calif.

HARRILL, NELSON J.
WGWR, Asheboro, N. C.

HARRIS, THOMAS W.
WHUB, Cookeville, Tenn.

HARRISON, HERBERT
KFBK, Sacramento, Calif.

HART, JOAN
WICA, Ashtabula, Ohio

HARTLEY, JAMES A.
WGGA, Gainesville, Ga.

HARVEY, MARY
WGEM, Quincy, Ill.

HATCH, WILBUR
I Love Lucy
CBS-TV

Our Miss Brooks
CBS

HAVENSTEIN, JEAN
WC DL, Carbondale, Pa.

HAYERKAMP, DONALD
WMOK, Metropolis, Ill.

HAYS, REX
WNAX, Yankton, S. D.

HELGESON, BOB
KSOO, Sioux Falls, S. D.

HENDERSON, MAX
WTAC, Flint, Mich.

HENDERSON, SKITCH

Skitch's Scrapbook, Switch To
Skitch, WNBC.

HENNABERRY, ROBERT
WBEC, Pittsfield, Mass.

HENNINGER, GEORGE
Mark Trail

When A Girl Marries
ABC

HERRON, JOEL
WMGM, New York, N. Y.

HESTERMAN, BILL
KMUR, Murray, Utah

HIGGINS, WAYNE
WHEB, Portsmouth, N. H.

HILL, J.
KLIX, Twin Falls, Idaho

HILLMAN, ROC
KLAC, KLAC-TV, Hollywood,
Calif.

HOFF, CARL
Star Of The Family
CBS-TV

HOGAN, HARLAN
WSBT, South Bend, Ind.

HOWELL, JEAN M.
WJNC, Jacksonville, N. C.

HUBER, FRANK
WSNY, Schenectady, N. Y.

HUBER, PAUL
WTVL, Waterville, Me.

HUESTIS, LOWELL
CJRW, Summerside, Que., Can.

HUGH, IVOR
WCC, Hartford, Conn.

HUGHES, BETTY
KWSH, Wewaka, Okla.

HUGHES, JAMES L.
KSKY, Dallas, Texas

HUMPHREY, HARVEY
WPAT, Paterson, N. J.

HURST, WILSON
KTHS, Hot Springs, Ark.



PAUL TAUBMAN

MUSICAL DIRECTOR

BOB AND RAY
TRUE DETECTIVE
PERRY MASON

BENJ. MOORE PAINT SHOW
PENTHOUSE SERENADE

RCA VICTOR RECORDING ARTIST

FRANK DeVOL

CONDUCTOR - ARRANGER - COMEDIAN

4th YEAR

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PROCTER & GAMBLE TIDE SHOW

OVER CBS

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CAPITOL RECORDS

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THE FRANK DeVOL SHOW

K T T V

•

Agency
MCA

Publicity
BOB WEISS

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

HUTTON, INA RAY
Ina Ray Hutton Show
KTLA, Los Angeles, Calif.
HYDE, WILLIAM, JR.
WLAG, La Grange, Ga.

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.
IRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGLIO, JOSEPH
WFBR, Baltimore, Md.

— J —

JACKSON, BOB
KHUZ, Borger, Texas
JACOBSON, GENE D.
KFGK, Forest Grove, Oregon
JAKLE, KEN
WLBH, Mattoon, Ill.
JENKINS, EARL
WZIP, Covington, Ky.
JENSEN, F. J.
KXRN, Renton, Wash.
JOHNSON, LAURA
WJMS, Ironwood, Mich.
JOHNSTON, EDDIE
WTRF, Bellaire, Ohio
JOHNSTON, W. R., JR.
WBIR, Knoxville, Tenn.
JONES, R. S.
KCMO, Kansas City, Mo.
JONES, RUTH LEE
WMIE, Miami, Fla.
JORDAN, ED
WNOK, Columbia, S. C.

— K —

KAISER, ELMER
KSEM, Moses Lake, Wash.
KALEK, RANDALL
WFAS, White Plains, N. Y.
KARANT, MARTIN
WKPT, Kingsport, Tenn.
KAYE, SAMMY
Sammy Kaye Variety Show
CBS-TV
KEITH, JANE
KALB, Alexandria, La.
KELTON, LEE
WJAS, Pittsburgh, Pa.
KENNEDY, MARY L.
KSIX, Corpus Christi, Texas
KERN, GENETA
WKBV, Richmond, Ind.
KERR, ANITA
WMAK, Nashville, Tenn.
KEYSER, WARREN
WILM, Wilmington, Del.
KIBBEE, GORDON
Beulah
CBS
KILEY, JOHN
WMEX, Boston, Mass.
KINGSBURY, CHET
Hilltop House
CBS
Search For Tomorrow
CBS-TV
KOTTLER, MISCHA
WWJ, Detroit, Mich.
KOURY, REX
Stars Over Hollywood
CBS

KREBS, ELMER
WISN, Milwaukee, Wis.

— L —

LA BRUNERIE, CATHERINE
KFEQ, St. Joseph, Mo.
LACHANCE, ROGER
CKCV, Quebec City, Que., Can.
LAIRD, JERE
KOLO, Reno, Nevada
LAMBERT, NORMAN
WLBZ, Bangor, Me.
LANDEMANN, PETE
WDSU, New Orleans, La.
LAUDEMANN, PETE
WDSU-TV, New Orleans, La.
LAYALLE, PAUL
Cities Service Band Of
America
NBC
LAVERY, DON
WJJD, Chicago, Ill.
LAVOIE, PAUL
LEVY, HAROLD
Theater Guild On The Air
NBC
Theater Of Today
CBS
LEVIN, SYLVAN
WOR, WOR-TV, New York,
N. Y.
LEVINE, "DR." HENRY
(HOT LIPS)
Basin St., NBC.
LEWIS, ANDRIENE
KMO, Tacoma, Wash.



CHARLES PAUL

Conductor - Composer

MURRAY ROSS

MUSICAL DIRECTOR - ORGANIST

COSMOPOLITAN THEATRE

NEWSSTAND THEATRE

EVELYN WINTERS

DREAM HARBOR

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

LEWIS, JEAN
KLIF, Dallas, Texas

LIEBERT, DICK
Aunt Jenny
Second Mrs. Burton
CBS
NBC

LOMBARDO, GUY
Your Hit Parade, NBC; Hotel
Roosevelt Grill, New York; F. W.
Ziv Co. Transcriptions; Decca
Records; Concerts.

LOPEZ, VINCENT
Luncheon With Lopez
NBC

LORD, EDWARD J.
WDBO, Orlando, Fla.

LOWELL, EUGENE
The Choraliers
CBS

LUBOFF, NORMAN
Railroad Hour
Norman Luboff Choir
NBC

LUCAS, FRANK
WIL, St. Louis, Mo.

— M —

MACKEY, J. WRIGHT
WRAK, Williamsport, Pa.

MADDEN, SAMMY
WFOX, Milwaukee, Wis.

MALDEN, KEN
WHEE, Boston, Mass.

MAPES, MARLON
WRR, Dallas, Texas

MARCELLINO, MUZZY
House Party
CBS

MARCOTTE, DON
WMAQ, WNBQ, Chicago, Ill.

MARSHMAN, MARY
MARGARET
KSFA, Nacogdoches, Texas

MARTIN, FRANK
WITZ, Jasper, Ind.

MARTIN, FREDDY
The Freddy Martin Show
NBC-TV

MENDELSON, FRED
WBNX, New York, N. Y.

MERRICK, MAHLON
Jack Benny Show
CBS-TV

MILLER, IRVING
Meet Millie
CBS

MILLER, JACK
Kate Smith Show, Kate Smith
Evening Hour, NBC-TV.

MILLER, PATSY
WJEL, Hagerstown, Md.

MILLS, FELIX
Meet Corliss Archer
CBS, CBS-TV

MISOP, JOSEPH
WCPA, Clearfield, Pa.

MITROPOULOS, DIMITRI
N. Y. Philharmonic Symphony
CBS

MOREL, JEAN
NBC Symphony
NBC

MORGAN, WAYNE
WMPR, High Point, N. C.

MORRIS, FRANK
WJAX, Jacksonville, Fla.

MORRIS, STEVE
WSIC, Statesville, N. C.

MORROW, ROBERT
KOEL, Oelwein, Iowa

MOYLE, WILL
WWPA, Williamsport, Pa.

MUNCH, CHARLES
Boston Symphony Orchestra
NBC

MURRAY, LYN
B. Dec. 6, 1909, London, England.
Composer and Conductor; Hall-
mark Playhouse, CBS; Paramount
Pictures.

— N —

NALLE, BILLY
Mama
CBS-TV

NASH, BARNES
WHIS, Bluefield, W. Va.

NEAL, PAUL
WBNS, Columbus, Ohio

NEWMAN, BERNARD
WENE, Binghamton-Endicott,
N. Y.

NORMAN, RALPH
Quick As A Flash
Family Circle
ABC

NORRIS, JULIA
WNMP, Evanston, Ill.

NOVELL, SYL
WHAM-TV, Rochester, N. Y.

— O —

O'HARA, JANE
WQAN, Scranton, Pa.

OLSON, DANNY
KSUM, Fairmont, Minn.

OLSON, WALLACE
WCCO, Minneapolis, Minn.

O'NEILL, JOE
KVOO, Tulsa, Okla.

OPPEL, JERRY
KOGT, Orange, Texas

OPPEL, JERRY
KOLE, Port Arthur, Texas

ORR, BILL
KEXO, Grand Junction, Colo.

ORTON, ERWIN
Double Or Nothing
NBC

OSBORN, ORLEN
WORZ, Orlando, Fla.

OSBORNE, KARL
WADC, Akron, Ohio

OSBORNE, OZZIE
WMBD, Peoria, Ill.

OVERSTREET, MAVIS
WSLS, Roanoke, Va.

OWENS, HARRY
Harry Owens Royal Hawaiians
KTLA, Los Angeles, Calif.

OWENS, LARRY
WTOD, Toledo, Ohio

— P —

PAGE, BETTY
WIVY, Jacksonville, Fla.

PAGE, DOROTHY E.
WPAY, Portsmouth, Ohio

PALMER, GEORGE
Fashions In Music
WNHC-TV, New Haven, Conn.

PARKE, TOM
KWTC, Barstow, Calif.

PARKER, LENORE
KTPI, Twin Falls, Idaho

PARKER, ROBERT
KIRA, Little Rock, Ark.

PAUL, CHARLES
Martin Kane Private Eye, NBC
and NBC-TV; Mr. and Mrs.
North, CBS; Mr. District Attor-
ney, ABC and ABC-TV.

PELLEGRINI, AL
Mel Torme Show
CBS-TV

PIASTRO, MISHEL
The Symphonette
CBS

— R —

RAFFERTY, CARL
KJSC, Columbus, Nebr.

RALPH, KINNEY
KIXL, Oakland, Calif.

RAMEY, A. MAX
CKBW, Bridgewater, Nova
Scotia, Canada

RANDALL, GORDIE
TV Showcase
WRGB, Schenectady, N. Y.

RAUSCH, ESTHER
WMT, Cedar Rapids, Iowa

RICKEY, AL
Mr. Keen—8 Years; Kiddie Land
Records; Decca Records.

RIO, ROSA
My True Story
Marriage For Two
ABC

ROBERTS, LAWRENCE P.
KXRO, Aberdeen, Wash.

ROBBINS, JOANNE
WAVZ, New Haven, Conn.

ROBINSON, PAUL
KFRU, Columbia, Mo.

ROGERS, DAVID
WHSC, Hartsville, S. C.

ROGERS, EDDIE
Petite Concert
NBC

ROSCO, MICHAEL
WHOM, New York, N. Y.

ROSS, MURRAY
The Strange Romance Of Evelyn
Winters
Dream Harbor
ABC

ROSS, ROY
WNEW, New York, N. Y.

— S —

ST. GORGES, FERNANDO
CHRC, Quebec City, Que.,
Canada

SALB, JOHN
WTOP-TV, Washington, D. C.

SALTER, BOB
KDSH, Boise, Idaho

SALTER, HARRY
B. Sept. 14, 1900; Stop the
Music, WJZ and WJZ-TV.

SANFORD, CHARLES
Your Show of Shows, WNBT; Bob
Hope Show, WNBT; Bea Lillie
Show, WNBT; Jackie Gleason
Show, WNBT.

SARGANT, MICHAEL
WBW, Bedford, Ind.

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

SASLOWSKY, NICHOLAS
WEVD, New York, N. Y.

SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.

SCHARF, WALTER
The Phil Harris-Alice Faye Show
NBC

SCHMIDT, PAUL
KPRC, Houston, Texas

SCHMITT, PAUL
KPRC-TV, Houston, Texas

SCOTT, RAYMOND
Your Hit Parade
NBC, NBC-TV

SCOTT, WALTER
KMTV, Omaha, Nebr.

SCOTT, WAYNE
WREL, Lexington, Va.

SCHRAGER, RUDY
Lux Radio Theater
CBS

SHELDON, EARL
Musak Associated Transcriptions;
Fashion Magic, CBS-TV.

SHERWOOD, BOBBY
The Bert Parks Show
NBC-TV, CBS-TV

SHIELDS, DARLENE
WKAI, Macomb, Ill.

SHOOP, DAVID
WHP, Harrisburg, Pa.

SILFER, CARL
WAGE, Syracuse, N. Y.

SLATTERY, JACK
WELM, Elmira, N. Y.

SMITH, BEASLEY
Carousel
WSM-TV, Nashville, Tenn.

SMITH, FRANCES
KOL, Seattle, Wash.

SMITH, OTIS
KTAN, Sherman, Texas

SNOWDEN, ELVA
WBHB, Fitzgerald, Ga.

SOMERS, EDNA C.
WNLK, Norwalk, Conn.

SONTAG, GEORGE
WOC-TV, Davenport, Iowa

SOSNIK, HARRY
The Jack Carter Show
NBC-TV

SPAGNOLO, JUSTINA
WUX, Wilmington, Del.

SPEAK, SAMMY
Cavalcade of Stars
Du Mont, WABD, N. Y.

STABILE, DICK
Colgate Comedy Hour
NBC-TV

STARBUCK, JAMES
Director Of Dances And Musical Numbers For "Your Show Of Shows," NBC-TV.

STEGMEYER, WILLIAM
Langford-Ameche Show
WJZ-TV

STORDHAL, AXEL
Frank Sinatra Show
CBS-TV

STUART, ROBERT
WNOP, Newport, Ky.

STUMPO, LOU
KDB, Santa Barbara, Calif.

SUMMERS, BILL
WLBC, Muncie, Ind.

SUTER, ANNA RAY
WITH, Baltimore, Md.

SVELHA, WALT
WQAM, Miami, Fla.

SYBILRUD, JEROME
KMPC, Los Angeles, Calif.

SYLVERN, HENRY
Sam Levenson Show
This Is Show Business
CBS-TV

— T —

TAMBLYN, BOB
WCSC, Charleston, S. C.

TANAKA, BERNICE
KULA, Honolulu, Hawaii

TAUBMAN, PAUL
Bob and Ray, NBC; True Detective, Mutual; Benjamin Moore Paint Show, Mutual; Perry Mason, CBS; Penthouse Serenade, NBC, Mutual.

THURLOW, DEAN
KLPB, Minot, North Dakota

TIETJEN, ANDREW
The Trinity Choir Of St. Paul's Chapel
CBS

TIMM, CHARLES
WSIV, Peekin, Ill.

TINGLEY, IRVING
WBEL, Beloit, Wis.

TOSCANINI, ARTURO
NBC Symphony
NBC

TRENDLER, ROBERT
WGN-TV, Chicago, Ill.

— U —

UNDERWOOD, C. H.
WMBS, Uniontown, Pa.

UNDERWOOD, KAY
KMAC, San Antonio, Texas

— V —

VAN DRIEL, ROBERT
KGGM, Albuquerque, New Mexico

VAN STEEDEN, PETER
Mr. District Attorney
NBC

VIALI, ART
KOCs, Ontario, Calif.

VOELGER, THELMA
KWPC, Muscatine, Iowa

VOORHEES, DONALD
The Telephone Hour
NBC
RCA Victor Show
NBC-TV

— W —

WACKS, LOU
WMCA, New York, N. Y.

WALTER, BRUNO
NBC Symphony
NBC

WARD, JACK
Rocky King, Detective
Du Mont
Kraft Theater
WNBT, New York

WARING, FRED
Fred Waring Show
CBS-TV

WATTS, SAM
KWBR, Oakland, Calif.

WAYNE, ROGER
WHLL, Hempstead, N. Y.

WASHBURN, COUNTRY
Curt Massey Time
CBS

WEED, BUDDY
Family Circle
ABC
Buddy Weed Trio
ABC
Penthouse Party
WJZ-TV

WESTON, PAUL
Paul Weston Show
CBS

WHIPPLE, DOC
Ma Perkins
CBS

WHITE, BEVERLY
WISC, Madison, Wis.

WHITE, FRANK
KMYR, Denver, Colo.

WHITE, LEW
Hands of Destiny
Du Mont, WABD, N. Y.

WHITE, VIRGINIA
KMA, Shenandoah, Iowa

WHITEHEAD, FRANKLIN
KPLC, Lake Charles, La.

WHITELY, BOB
WLBE, Leesburg-Eustis, Fla.

WHITEMAN, PAUL
Paul Whiteman Goodyear Revue
WJZ-TV
Paul Whiteman TV Teen Club
WJZ-TV
Paul Whiteman Teen Club
ABC

WILLSON, MEREDITH
The Big Show
Meredith Willson's Music Room
NBC

WIRGIS, WILLIAM
Small Fry Club
Du Mont

WISEMAN, ROLAND
KCKY, Coolidge, Arizona

WOOD, DELBERT
KFKA, Greeley, Colo.

— Y —

YANDON, DEL
KXLY, Spokane, Wash.

YOHE, CHARLES R.
WBOC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Chicago, Ill.; Wrote Musical Score for Stage Play "A La Carte"; Musical Director for Motion Pictures; Musical Director "Carnation Contented Hour," NBC.

— Z —

ZACHER, GENE
WHAM-TV, Rochester, N. Y.

ZIEGENBEIN, FLEDA
KFOR, Lincoln, Nebr.

ZIMMERMAN, HARRY
KHJ, Los Angeles, Calif.

ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance



— A —

AARON, JOHN
Edward R. Murrow News
Program
CBS

ACE, GOODMAN
The Big Show
NBC

ADAMS, TED
Star Of The Family
CBS-TV

ADELMAN, JERRY
Meet Corliss Archer
CBS

ALSBERG, ARTHUR
Our Miss Brooks
CBS

AUCHINLOSS, GORDON
Refreshment Time
CBS

— B —

BAER, NORMAN
Date On Broadway
WABD, New York, N. Y.

BARRY, PETER
Charlie Wild, Private Detective
CBS-TV

BERNSTEIN, WALTER
Nash Airflyte Theater
CBS-TV

BIXBY, CARL
B. May 4, 1895, Worcester,
Mass.; Life Can Be Beautiful,
NBC

BLAZER, GEORGE
Jack Benny Show
CBS-TV

BLOCK, HAL
Vaughn Monroe Show
Ken Murray Show
CBS-TV

BOCH, JERRY
Mel Torme Show
CBS-TV

BOOTHE, BARBARA
Stage Entrance
Du Mont

BROCKHAUSEN, MAURICE C.
Flying Tigers
Du Mont

BURNS, GEORGE
George Burns and Gracie Allen Show
CBS-TV

BURNS, WILLIAM
Burns & Allen
CBS-TV

BURTON, HELENE
Betty Crocker Program
CBS-TV

— C —

CALDWELL, SAM
Garden Gate
CBS

CARROLL, CARROLL
Club 15
CBS

CARRINGTON, ELAINE
Rosemary
CBS

COOPER, HAL
Magic Cottage
DuMont
TV Baby Sitter
WABD

CURRAN, CHARLES
Assoc. with Seaboard Studios

— D —

DEMLING, BILL
Garry Moore Show
CBS-TV

DORFMAN, SID
Burns & Allen
CBS-TV

**CARL
BIXBY**

Life Can Be Beautiful

•
Television
•

Sturges Highway
Southport, Conn.
Fairfield 9-3275

martin kane

private eye —

ted hedigar

Writer-Director . . .

Radio of Course

CARLTON E. MORSE

WRITER-PRODUCER

ONE
MAN'S
FAMILY
(Radio)

ONE
MAN'S
FAMILY
(TV)

I
LOVE
A
MYSTERY
(Radio)

THE
WOMAN
IN
MY
HOUSE
(Radio)

Radio-Television Writers

DOUD, GIL
Yours Truly, Johnny Dollar
CBS

DOUGALL, BERNIE
Newsstand Theater
Mr. President
ABC

DUDDY, IAN
Vaughn Monroe Show
CBS-TV

DUDLEY, PAUL
Meet Frank Sinatra; Yours
Truly, Johnny Dollar
CBS

— E —

EDWARDS, BLAKE
The Line-Up
CBS

ELLIS, ANTONY
Pursuit
CBS

ETTINGER, ED
Sammy Kaye Sunday Serenade
Dream Harbor
ABC

— F —

FINE, MORTON
Broadway's My Beat
CBS

FINN, HERB
Beulah
CBS

FINN, MICKEY
Carnation Family Party
CBS

FOSTER, ROSEMARY
Mr. I. Magination
CBS-TV

FOSTER, ROYAL
Ken Murray Show
CBS-TV

FRAMER, WALT
Break the Bank, NBC; Glamour
Manor, MBS, ABC; The
Break Hood, MBS

FRANCK, ESTELLE
Famous Jury Trials, DuMont;
Plainclothesman, DuMont

FREED, FRED
This Is New York
The New York Story
WCBS

FRIEDKIN, DAVID
Broadway's My Beat
CBS

FUNT, JULIAN
Big Sister
City Hospital
Young Dr. Malone
CBS

— G —

GABRIELSON, FRANK
Mama
CBS-TV

GALANOV, TERRY
Plainclothesman,
WABD-Dumont

GALEN, FRANK
My Friend Irma
CBS-TV

GERSHON, ALICE
Margaret Arlen Program
WCBS

GIBSON, DOUGLAS WOOD
The Clock, NBC-TV; Lights
Out, NBC-TV; Actors Studio,
ABC-TV; Originals for Love
Bros., Dumont

GLICKMAN, WILLIAM
Camel Caravan
CBS

GOODWIN, NANCY
ABC-TV Staff Writer

Radio-Television Writers

GOULD, BERNI
Bert Parks Show
CBS-TV

GREEN, JOHN
People Are Funny
CBS

GUEDEL, JOHN
People Are Funny
CBS

— H —

HARRISON, PAUL
Bert Parks Show
CBS-TV

HEDIGER, TED
Martin Kane, MBS-NBC

HELM, HARVEY
Burns & Allen
CBS-TV

HENLEY, ARTHUR
Bob and Ray
NBC
Langford-Ameche Show
ABC-TV

HESS, JOHN D.
Love Of Life
CBS-TV

HENNING, PAUL
George Burns & Grace Allen
Show
CBS-TV

HEYWARD, LOUIS M.
Page Emerson's Wonderful
Town, CBS-TV; Gary Moore
Show, CBS-TV

HILL, DAVID
Talent Shop
WABD, New York, N. Y.

HOLOFCENER, LARRY
Mel Torme Show
CBS

HOWARD, CY
My Friend Irma
CBS-TV

— J —

JACOBS, SEAMAN
Ken Murray Show
CBS-TV

JACOBY, LOIS
The Ford Theater
CBS-TV

JEWELL, JAMES E.
Armstrong of The S. B. L.; The
Silver Eagle, ABC

— K —

KANE, JOEL
Meet Millie
CBS

KAUFMAN, JERRY
House I Live In Series, Radio
Guild Workshop; WNYC

KEATING, BARBARA
Margaret Arlen Program
WCBS

KEAN, EDWARD G.
Howdy Doody
NBC-AM-TV

KRONMAN, HARRY
Stars In The Air
Hollywood Sound Stage
CBS

— L —

LAYNE, ROBERT
Olson & Johnson Show
TV & Ind. Motion Pictures

LEWIS, AL
Our Miss Brooks
CBS

LILES, MARCIA DURANT
Mike And Buff
CBS-TV

LOWTHER, GEORGE
Captain Video
Du Mont

— M —

MACK, NILA
Let's Pretend
CBS

MARCUS, ELLIS
Nash Airflyte Theater
CBS-TV

MARION, IRA
Hannibal Cobb, Metropolitan
Opera Auditions of the Air,
Milton Cross' Opera Album,
Detour
ABC

McGIFFORD, JOHN
This Is New York
The New York Story
WCBS

McLEOD, VICTOR IAN
(See Producers)

MONROE, CHARLES
Peggy Lee Show
CBS

MORGAN, AL
This Is New York
The New York Story
WCBS

MORROW, BILL
Bing Crosby Show
CBS

MORSE, CARLTON E.
I Love a Mystery, MBS; One
Man's Family, NBC, NBC-TV

— N —

NEWMAN, ROBERT
City Hospital
CBS

NISS, STANLEY
Gangbusters
CBS

— O —

O'FLAHERTY, MAGGIE
Curt Macey Time
CBS

OLDHAM, VERA
Modern Romances
Newsstand Theater
ABC

— P —

PERRIN, SAM
Jack Benny Program
CBS-TV

PEYSER, LOIS GREEN
Mike And Buff
CBS-TV

PHILLIPS, IRNA
Guiding Light
Brighter Day
CBS

PICARD, JOHN
Wendy Warren And The News
CBS

PRINDLE, DON
James Melton, NBC-TV

PROVO, FRANK
Wendy Warren And The News
CBS

— Q —

QUIGLEY, ROBERT

B. March 13; Producer, Jack
Haley Show, NBC-TV; Head
Writer, Victor Borge Show, NBC-
TV; Stages & Writes General
Electric, Bill Goodwin Show,
NBC; Head Writer, Star Of The
Family, NBC-TV; College Of
Musical Knowledge, NBC-TV

— R —

RAPP, PHIL
Star Time
Du Mont

RIGHTON, ADDY
Hilltop House
CBS

ROBINSON, CHARLES
The Big Town
CBS-TV

ROHAN, JACK
Headline Clues From Broad-
way To Hollywood
Du Mont

ROSS, DON
Live Like A Millionaire, NBC,
CBS-TV; Bride & Groom, CBS-
TV

ROTH, ROXY
Beulah
CBS

— S —

SAKS, SOL
Beulah
CBS

SAVAGE, FRANK
Headline Clues From Broad-
way To Hollywood
Du Mont

SCHWARTZ, DAVID R.
Alan Young Show
CBS-TV

SKLAR, MIKE
Modern Romances
Newsstand Theater
ABC

SOLOMON, LEO
Alan Young Show
CBS-TV

SPIES, ADRIAN
Star Of The Family
CBS-TV

STANLEY, JACKSON
People Are Funny
CBS

STONE, LYNN
Hilltop House
CBS

— T —

THOMSON, WALLACE
Mike And Buff
CBS-TV

TURNER, LLOYD
Time For Beany
CBS-TV

— W —

WALLACH, GEORGE
U. N. Stamp Club, WNBT

WHITTY, DON
Modern Romances
Newsstand Theater
ABC

— Y —

YOUNG, ALAN
Alan Young Show, CBS-TV

— Z —

ZOUSMER, JESSE
Edward R. Murrow, News Pro-
gram
CBS

VOICE OF AMERICA—1951

By FOY D. KOHLER, Director of Office of International Broadcasting

DURING 1951 the Voice of America made significant progress toward the goals of the Campaign of Truth. This progress was reflected by increasing evidence of the impact of the broadcasts on listeners both behind the iron curtain and in the free world. During the past 12 months the Voice of America:

1. Added twenty new language services increasing its total from twenty-six to forty-six.

2. Increased daily programming time by about twenty hours, from thirty to fifty hours daily.

3. Expanded services to USIS radio operation overseas.

4. Improved transmitter coverage and heightened penetration of Soviet jamming.

5. Increased the effectiveness and improved the quality of its output.

The new broadcasts initiated by the Voice of America were beamed to areas not previously covered by the programs. Where previous programs to the USSR had been only in Russian and Ukrainian, other daily broadcasts were added in Georgian, American, Azerbaijani, Tatar, Turkestani, Lithuanian, Latvian and Estonian. Other programs were inaugurated to Albania, Finland, Israel and Portugal in their respective languages; to China in two additional dialects—Swatow and Amoy; to Japan and to South and South East Asia in Hindi, Urdu, Thai, Burmese and Malayan.

The Voice of America refined its program formats, made greater use of dramatic and documentary techniques and became markedly more outspoken and hard hitting. One of the principal themes was the success of the United Nations effort to repel the Chinese and North Koreans aggression in Korea.

The strengthening of the free world's defense was continually stressed both in news and commentary and major attention was given to exposing the fraudulent Soviet "peace" drive.

In addition to direct broadcasts, Voice



Kohler

of America expanded the development and distribution of transcribed platter programs tailored for local radio use overseas. Transcribed features were distributed regularly to some seventy posts. The monthly shipment of discs ranged from 12,000 to 16,000 to more than 400 destinations; from 2,000 to 4,000 scripts also were distributed overseas each month.

In the field of facilities the Voice of America network began to assume the proportions of a world-wide radio system as new facilities were put into operation and additional progress was made on other facilities at home and abroad. On the domestic scene the construction of curtain antennae progressed at six transmitter locations and ten additional studios were constructed and put into use. Overseas, Voice of America programs were carried by expanded relay facilities in Germany, Tangier, Greece, Hawaii and the Philippines. Additional British, Ceylon and Japanese relay facilities were used under lease or agreement. Other facilities and bases were in various stages of engineering completion, construction engineering development and site acquisition and negotiation. Work was advanced on that portion of the "Ring Plan" already approved by Congress. Under the "Ring Plan," which calls for a network of powerful relay bases girdling the globe, sites were selected for two projects and were in an advanced stage of negotiations for five others. Main Diesel equipment and transmitters for all plants were on order and contracts were awarded for two of the projects and tests completed of the first high-power transmitters at those installations. Additional overseas sites were negotiated on a preliminary basis in anticipation of funds requested from Congress for completion of the "Ring Plan." Project Vagabond, which involves the construction of a ship-borne radio relay system, was nearing completion at the year's end.

Penetration of Soviet jamming ranged as high as 75 per cent to 85 per cent in most areas of the USSR and averaged around 26 per cent in Moscow, where jamming was the heaviest. Progress was made in the development and installation of anti-jamming equipment designed to increase the penetration even further.

RADIO-TV DIRECTORS

—and their work during 1951



— A —

- ABEL, RAY**
Kitchen Kapers
Dione Lucas
WJZ-TV, New York
- ANDREWS, CLARK**
Rogues Gallery
Strange Romance of Evelyn
Winters
ABC
- ANDREWS, MARTIN**
My True Story
Newsstand Theater
ABC
- ASHLEY, IRA**
Grand Central Station
CBS
- ATKINS, IRV**
People Are Funny
CBS
- AUERBACK, LARRY**
Love Of Life
CBS-TV

— B —

- BARDS, THE**
Whistling Wizzard
CBS-TV
- BANNER, BOB**
Fred Waring Show
CBS-TV
- BASS, LEONARD L.**
Gangbusters
CBS
- BEAL, WILLIAM**
Hollywood Screen Test
Faith For Today
ABC-TV
- BISHOP, CHARLES D.**
Chance Of A Lifetime, Paul
Whiteman TV Teen Club, Lang-
ford-Ameche Show, ABC-TV
- BLEYER, BOB**
Songs For Sale
CBS-TV
- BROEMAN, STUART**
Piano Playhouse
- Opera Album
ABC
- BROWN, WILLIAM H.**
Schlitz Playhouse
CBS-TV
- BRYAN, WARREN**
Space Cadet
Mark Trail
ABC
- BUNETTA, FRANK**
Cavalcade of Stars
Cavalcade of Bands
Saturday Night At Meadow-
brook
Dit Mont
- BURGGRAF, PAUL**
Ted Mack Family Hour
Crime With Father
ABC-TV
- BURKE, MELVIN**
Man Against Crime
CBS-TV

GREY LOCKWOOD

NBC - TV

CLAY YURDIN



CHUCK HOLDEN

ABC-TV

EXECUTIVE PRODUCER



MARSHALL A. DISKIN

ABC-TV
DIRECTOR
STOP THE MUSIC
REMOTES & SPECIAL EVENTS
SUNDAY AT THE ZOO



JEROME FRANKS

DIRECTOR
ON TRIAL
CLAIRE MANN GLAMOUR SHOW
MYSTERIES OF CHINATOWN
ABC-TV



Lawrence Carra

ABC-TV
PRODUCER
PULITZER PRIZE PLAY HOUSE



FREDRIC A. CARR

DIRECTOR
HOLLYWOOD SCREEN TEST
BETTER HOMES SHOW
CLUB SEVEN
ABC-TV



Cort Steen

ABC-TV
DIRECTOR

CITY HOSPITAL
TWO GIRLS NAMED SMITH
BUCK ROGERS

CHARLES S. DUBIN

Director

"Pulitzer Prize Playhouse"

ABC—TV

EDWARD J. NUGENT

Producer

Director

ABC-TV



Leslie Gorall

ABC-TV
DIRECTOR

LANGFORD-AMECHE SHOW
ARTHUR MURRAY
CRIME WITH FATHER



Frederick Heider

ABC-TV
PRODUCER - WRITER

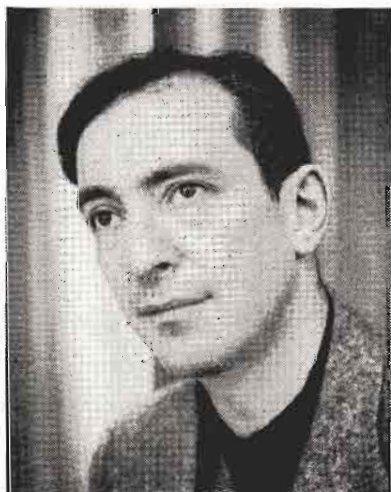
Paul Whiteman Goodyear Revue
Earl Wrightson "At Home" Show
Ted Mack Family Hour



Robert S. Massell

ABC-TV
DIRECTOR

Life Begins At Eighty
The Gayelord Hauser Program
Langford-Ameche Show



HERMAN LIVERIGHT

ABC-TV
DIRECTOR

METROPOLITAN OPERA AUDITIONS
FAITH FOR TODAY
CHANCE OF A LIFETIME



CHUCK BISHOP

Director

LANGFORD-AMECHE SHOW
CHANCE OF A LIFETIME
ABC-TV

Radio-Television Directors

— C —

CARNEY, JACK

Arthur Godfrey's Talent Scouts
CBS-TV

CARR, FREDRIC A.

B. Nov. 1, 1918, Providence, R. I.; Blind Date, Hollywood Screen Test, Better Homes Show, Club Seven, Saturday At The Zoo, Orchid Room, Peter Donald & Co., Chance Of A Lifetime, ABC-TV

CHARLES, DICK

B. Feb. 24, 1919, Newark, N. J.; Sammy Kaye Sunday Serenade, ABC; Dream Harbor, ABC; Paul Whiteman Radio Teen Club, ABC; Your Dancing Party, ABC; The Three Suns Show, ABC

CLAAR, JOHN

Meet Corliss Archer
CBS-TV

CLAMPETT, BOB

Time for Beany, CBS-TV

CONRIED, HANS

Stars Over Hollywood
CBS

COOK, FIELDER

Lux Video Theater
CBS-TV

COYLE, HARRY

Most Important People
Kumpus Room
Saturday Night At The Garden
Twenty Questions
Du Mont

**CURRAN,
CHARLES W.**

Assoc. With Times Square Productions, Inc.

— D —

DANIELS, MARC

I Love Lucy
CBS-TV

DEL VALE, JAIME

The Line-Up
CBS

DEMAREST, BILL

Meet Me At Howie's
ABC

DEFEW, RICHARD

Laraine Day Show
Hollywood Screen Test
ABC-TV

DICK, HENRY

Jack Berch
Dalany Daily Double
ABC

DINEHART, ALAN

Celebrity Time
CBS-TV

DISKIN, MARSHAL A.

B. August 9, 1913; Stop The Music, Can You Top This, Sunday At The Zoo, College Bowl, N. Y. Giants Football Huddle, Sports—Special Events, ABC-TV

DODSON, WILLIAM

Lanford-Ameshe Show
ABC-TV

DOYLE, ROBERT

News & Special Events, Stop The Music, ABC-TV

DUBIN, CHARLES S.

B. Feb. 1, 1919, Brooklyn, N. Y.; Pulitzer Prize Playhouse, Tales of Tomorrow, Crime With Father, Two Girls Named Smith, Blind Date, Club Seven, ABC-TV

DUERK, FRED

Mary Margaret McBride
Thy Neighbor's Voice
ABC

ROBERT DOYLE

Director

News and Special Events

ABC-TV



EDWARD NATHANSON

DIRECTOR
ACTORS HOTEL
MACY'S PARADE
HORIZONS
ABC-TV

Radio-Television Directors

— E —

ELLIOTT, DAPHNE

B. April 5, 1924; Nash Air-Flyte Theater Of The Air, CBS; Treasury Men In Action, NBC-TV; The Big Story, NBC-TV

— F —

FARNWORTH, SCOTT

Marriage For Two
American Sports Page
ABC

FAY, PAT

Headline Clues From Broadway To Hollywood
Hands Of Destiny
Kids And Company
Du Mont

FISHBURN, ALAN M.

B. July 23, 1913, Montclair, N. J.; Sky King, MBS; Challenge, WGN-TV

FRAILEY, PAUL M.

Ranger Joe
CBS-TV

FRANKS, JEROME

Jack Wirtsen's Songtime, On Trial, Billy Graham-Hour Of De-

cision, John Reed King-Tootsie Hippodrome, Claire Mann Glamour Show, Your Witness, Let There Be Stars, Marshal of Gun-sight Pass, The Johnny Grant Show, Mysteries of Chinatown, Produced Cerebral Palsy Tele-thon, ABC-TV

— G —

GLUCKSMAN, ERNEST D.

B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; A G V A with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special Show), NBC-TV; Phil Silvers (1 special Show), NBC-TV

GOOD, DICK

Lux Video Theater
CBS-TV

GOODMAN, MARTY

It Happens Every Day
CBS

GORALL, LESLIE

Langford-Amoche Show, Arthur Murray, Crime With Father, Tales of Tomorrow, Earl Wright-

son Show, Penthouse Party, ABC-TV

GOULD, BERNI

Bert Parks Show
CBS-TV

GOULD, GEORGE

B. March 19, 1915, New York; Tom Corbett, Space Cadet, ABC; Tom Corbett, Spare Cadet, NBC (Summer)

GRAHAM, JOE

B. Sept. 15, 1916, Portsmouth, Ohio; Top Guy, It's Your Business, Whispering Streets, Modern Romances, ABC

GREINER, BOB

When A Girl Marries
Mr. District Attorney
ABC

GROSS, LLOYD

Mel Torme Show
Man of The Week
CBS-TV

— H —

HAMILTON, BILL

Lone Journey
ABC



DICK CHARLES

Author-Composer

Producer-Director
A. S. C. A. P.

EL. 5-6923

On Television:

GENERAL ELECTRIC
GENERAL FOODS
GULF OIL
LUCKY STRIKE
NASH KELVINATOR

FILM COMMERCIALS

directed by

Leftwich

Personal Representatives For

Alex Leftwich

AFFILIATED ARTISTS REPRESENTIVES

20 East 53rd Street,
New York, New York
Plaza 3-1862



CHARLES POLACHECK

NBC-TV PRODUCER

**"VOICE OF FIRESTONE"
"RECITAL HALL"**

ASSOCIATE PRODUCER
"NBC OPERA THEATER"



ALAN NEUMAN

NBC-TV

DIRECTOR

DICK SCHNEIDER

NBC-TV

DIRECTOR

of

KATE SMITH DAYTIME SHOW



DON HILLMAN

NBC-TV

DIRECTOR

Radio-Television Directors

HARLAN, BOB
Family Circle
Club Can Do
ABC

HARRISON, JEANNE
Director, Ziv and World

HARRISON, PAUL
Bert Parks Show
CBS-TV

HAYES, JIM
City Hospital
CBS

HELLER, FRANKLIN
The Web
What's My Line
CBS-TV

HENRY, BABETTE
Circuit Rider
On Trial
ABC-TV

HILL, MARTY
House Party
CBS

**HILLMAN, DONALD
STUART**
B. April 3, 1925, New York;
Broadway Open House, Remem-
ber This Date; New York Phil-

harmonic Concerts, Lewisohn
Stadium, United Nations Tele-
casts, Loke Success, N. Y., Mil-
ton Berle Telethon, Around The
Town, NBC-TV; Commercial Dir.
For Show of Shows, Here's To
Your Health, RCA's Background
For Trouble (Submitted by NBC
For the Peabody Award)

HILLMAN, JACK
Lives Of Harry Lime
Chance Of A Lifetime
ABC

HOBIN, CHARLES W.
B. November 12, 1923, Evanston,
Ill.; Show of Shows, NBC-TV;
Garroway At Large, NBC; Wayne
King Show, NBC

HUNT, LEE
The M & M Candy Carnival
CBS-TV

— K —

KENNEY, H. WESLEY
Universal Homemaking
Rocky King, Detective
Magic Cottage
Du Mont

KRONMAN, HARRY
Stars In The Air
Hollywood Sound Stage
CBS

— L —

LANGAN, DONALD
Assoc. With Times Square Pro-
ductions, Inc.

LEFTWICH, ALEX
B. Feb. 13, 1910, Philadelphia,
Penna. Faye Emerson Show, CBS;
Ilka Chase Show, CBS; Kyle Mc-
Donnell Show, DuMont; Film
Commercials; General Electric,
Lucky Strike, Gulf Oil, Super-
visor of Production

LEFTWICH, ED
Live Like A Millionaire
CBS-TV

LEVY, RALPH
Burns & Allen
CBS-TV

LEWIS, AL
Our Miss Brooks
CBS

LEWIS, ELLIOT
Broadway's My Beat
Suspense
Pursuit
CBS

LINKROU, DICK
Alan Young Show
CBS-TV

Daphne Elliott

DIRECTOR

"The Big Story"

NBC-TV

ALAN M. FISHBURN

Writer - Director - Producer

CURRENT

"SKY KING"—America's top-ranking
juvenile AM program
— (MBS) — (DERBY
FOODS)

"CHALLENGE"—Chicago's top-ranking
musical-dramatic TV
program — (WGN-TV)
(DREWRY LTD.)

1413 N. DEARBORN PARKWAY

CHICAGO 10, ILLINOIS

DElaware 7-4867

StAte 2-1100

Radio-Television Directors

LIVERIGHT, HERMAN

Metropolitan Opera Auditions,
Faith For Today, Success Story,
Chance Of A Lifetime, ABC-TV

LOCKWOOD, GREY

NBC-TV

LOWE, DAVID

Famous Jury Trials
Court Of Current Issues
What's The Story
DuMont
Talent Shop
Recipe For Happiness
WABD

LYONS, DICK

Lyrical Speaking
Kelvin Keech
WJZ, New York

— M —

MACCULLEN, BILL

Against The Storm
Original Amateur Hour
ABC

MACK, HELEN

Meet Corliss Archer
CBS

MAGNER, MARTIN

Lamp Unto My Feet
CBS-TV

MANDEVILLE, BETTY

B. June 18, 1910, Mora, Minn.;
The F.B.I. In Peace and War,
CBS

MANKOFF, BILL

Meet Millie
CBS

MARCEAU, BILL

The Plainclothes Man
DuMont
Starring The Editors
WABD

MARSHALL, BILL

Metropolitan Opera
Valiant Lady
ABC

MASSELL, ROBERT S.

B. Sept. 7, 1916, New York,
N. Y.; Life Begins At Eighty,
The Gaylord Hauser Program,
Langford-Ameche Show, ABC-TV

McCONNELL, JIM

Mystery Theater
Walter Winchell
ABC

McKNIGHT, TOM

Beulah
CBS

McLEOD, VICTOR IAN

(See Producers)

MOORE, KINGMAN T.

B. Sept. 13, 1919, Macon, Ga.;
Colgate Comedy Hour, Starring
Martin-Lewis; Abbott & Costello;
Donald O'Connor; Chesterfield
Sound Off Time Starring Bob
Hope, NBC-TV

— N —

NATHANSON, EDWARD

Actors Hotel, Macy's Parade,
Horizons, ABC-TV Market Melod-
ies, The Fitzgeralds, WJZ-TV

NEUMAN, ALAN

NBC Opera, Kate Smith Hour,
Broadway Open House, Here's To
Your Health, Van Camp Little
Show, City At Midnight, Dag-
mar's Canteen, NBC-TV

NOBLE, BOB

Great Adventure
Gillette Fights
ABC

NOCKS, ARNOLD

Small Fry Club
Shadow Of The Cloak
DuMont



BARRY SHEAR
DUMONT - TV
DIRECTOR OF
"NOT FOR PUBLICATION"
Starring Jerome Cowan
"QUICK ON THE DRAW"



JOE GRAHAM

WRITER-DIRECTOR

Currently Directing:
"WHISPERING STREETS"
"TOP GUY"
"IT'S YOUR BUSINESS"

Radio-Television Directors

Ethel Thorsen Show
WABD
Eloise Salutes The Stars
WABD

NUGENT, EDWARD JAMES

B. Feb. 7, 1904, N. Y. C., N. Y.;
Chico Marx College Bowl, Pulitzer Prize Playhouse, Theater Of Romance, Life Begins At Eighty, ABC-TV

— P —

PAUL, BYRON

This Is Show Business
Sam Levenson Show
CBS-TV

PEYSER, JOHN

Stork Club
CBS-TV

PIONA, TONY

Dancing Party
Vince Williams
WJZ, New York

POLK, LEE

Morning Chapel
WABD, New York, N. Y.

POTTASCH, ALAN

Charlie Wild, Private Detective
Tom Corbet, Space Cadet
ABC-TV

POWERS, CHARLES

Author Meets The Critics
On Trial
ABC-TV

PRESSMAN, DAVID

Chrysler-T-Men In Action
ABC-TV
Borden's-T-Men In Action
NBC-TV
Nash-Airflyte
Westinghouse-Summer Playhouse
CBS-TV

— R —

RITTER, DICK

Stop The Music
America's Town Meeting Of The Air
ABC

ROBBIE, SEYMOUR

Half Pint Party
ABC-TV
Eva Gabor Show
WJZ-TV

ROBSON, WILLIAM N.

Operation Underground
CBS

— S —

SAUNDERS, N. JAMES

Woman's Club
Wrestling With Dennis James
DuMont
Kitchen Fare
WABD

SCANLAN, WALTER

Headline Edition
News Of Tomorrow
ABC

SCHNEIDER, DICK

Kate Smith Daytime Show
NBC-TV

SCHWAB, JR., LAURENCE

B. March 31, 1922, New York;
Lights Out, NBC-TV; Prod.-Dir.
The Amazing Mr. Malone, ABC

SCIBEAUT, JOSEPH

Schlitz Playhouse
CBS-TV

SEAMAN, WILLIAM

Stage Entrance
DuMont
Take The Break
DuMont
Double C Canteen
WABD



KINGMAN T. MOORE

NBC
TV Director
for

MARTIN and LEWIS
ABBOTT and COSTELLO
BOB HOPE



LAURENCE SCHWAB, JR.

Producer — Director
TV

Radio-Television Directors

SEGAL, ALEX

Pulitzer Prize Playhouse
Hollywood Screen Test
ABC-TV

SHEAR, BARRY

Not For Publication, Starring Jerome Cowan; Quick On The Draw, The Hazel Scott Show, Newsweek Views The News, Du-Mont; Seven Years Du Mont TV Head Cameraman And Technical Director

SHOPE, ROGER

Celebrity Parade For Cerebral Palsy
The Fitzgeralds
WJZ-TV, New York

STEDMAN, BILL

Herb Sheldon
Botty Crocker Magazine Of The Air
ABC

STEEN, CORT

B. July 14, 1918, Pittsburgh, Pa.; City Hospital, Two Girls Named Smith, Buck Rogers, Blind Date, Hollywood Screen Test, ABC-TV

STERLING, BILL

Al Pearce Show
CBS-TV

STEVENS, ROBERT

Suspense
CBS-TV

SUSSAN, HERBERT

Ken Murray Show
CBS-TV

— T —

TELEFORD, FRANK

Schlitz Playhouse
CBS-TV

THOMAS, KEITH

Kathi Norris Show
WABD, New York, N. Y.

TINNEY, JOSEPH L.

The Big Top
CBS-TV

TORMEY, BOB

Greatest Story Ever Told
Tea And Crumpets
ABC

— V —

VINCENT, CHICK

B. August 29, 1912, Bronx, N. Y.; Pepper Young's Family, NBC; Magazine Theater, MBS

— W —

WALLACH, GEORGE

Director Of News And Special

Events, WNBC-WNBT; Date In Manhattan, WNBT; Inside Photography With Wendy Barrie, WABD

WARBURTON, CHARLES

My True Story
ABC

WARSHAW, EMANUEL

Dennis James Show
Solo Drama
WJZ-TV

WEIST, GEORGE

Family Circle
ABC

WHITING, JUDD

Mike And Buff
CBS-TV

WHORF, RICHARD

My Friend Irma
CBS-TV

— Y —

YURDIN, CLAY

NBC-TV

— Z —

ZIRATO, BRUNO, JR.

Peggy Lee Show
CBS

WHY IS **AP**
THE BEST

BECAUSE—**AP** is more experi-
enced than any other
news service . . . more
than 100 years collect-
ing and distributing
news.

jeanne harrison

RADIO-TV PRODUCERS

Network & Independent



— A —

ALDERMAN, GORDON J.
WHRN, Syracuse, N. Y.

ALLYN, BILL
Margaret Arlen
CBS-TV

ANDORN, SIDNEY
Audition Ambition
WXEL, Cleveland, Ohio

ARNELL, PETER
The Name's The Same, ABC-TV;
Rate Your Mate, CBS; By Popular
Demand, CBS-TV. Produced
in association with Goodson-
Todman Productions

AYERS, TED
Battle Report
WNBW, Washington, D. C.

— B —

BACH, BOB
Mel Torme Show
CBS-TV

THE BAIRDS
Whistling Wizzard
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BARTON, CHARLES
Amos 'N' Andy
CBS-TV

BERNS, LARRY
Our Miss Brooks
CBS

BILLS, DICK
Hoffman Hayride
KOB-TV, Albuquerque,
New Mexico

BLACK, HARRY
Sunday Matinee
WXEL, Cleveland, Ohio

BODWELL, PHILLIP
Fun At The Philharmonic
WDAF-TV, Kansas City, Mo.

BOOKER, BOB
WMBR-TV, Jacksonville, Fla.

BOOTH, PHILIP
KECA-TV, Hollywood, Calif.

BORDENKIRCHER, TOM
Sports Almanac
Western Jamboree
WSAZ-TV, Huntington, W. Va.

BORGE, PAUL
KMTV, Omaha, Nebr.

BRINLEY, ED
WOAI-TV, San Antonio, Texas

BROWN, JOSEPH
American Forum
WNBW, Washington, D. C.

BURKE, CAROLINE
Masterpiece Playhouse; Red
Feather Revue; Heralds Of Good
Will; Around The Town; Vac-
ation Wonderland; Watch The
World; Operation Frontal Lobes,
NBC-TV

— C —

CADY, CHARLES
WBNS-TV, Columbus, Ohio

ARTHUR B. MODELL

PRODUCER

DIONE LUCAS HOUR

DOMESTICALLY YOURS

W J Z - T V

Producers—Network-Independent

CARRA, LAWRENCE
 Pulitzer Prize Playhouse, ABC-TV

CARTOUN, ALLAN
 The Choraliers
 The Symphonette
 CBS

CLAMPETT, BOB
 B. May 8, 1913, San Diego, Calif.; Time For Beany, KTLA; Paramount Tele. Prod, Inc., CBS-TV

COHAN, ARNOLD
 Star Time, WNBT; Rootie Kazootie, WNBT, NBC-TV

COOLEY, LEE
 B. San Francisco, Calif.; Perry Como Show, CBS-TV; Peggy Lee, CBS-TV; Mel Tormé, CBS-TV

CORBETT, JOHN
 Ray's Roundup
 WOOD, Grand Rapids, Mich.

COWAN, LOUIS G.
 Quiz Kids, CBS-TV

CROSBY, JOHN
 WHAM-TV, Rochester, N. Y.

CROTHERS, GEORGE
 Church Of The Air
 Invitation To Learning
 CBS

CURRAN, CHARLES W.
 Assoc. With Times Square Productions, Inc.

— D —

DANIEL, OLIVER
 Musicland U. S. A.
 CBS

DEGAN, CARL
 Meet The Press
 Safety Circus
 WNBW, Washington, D. C.

DIERKES, SHIELDS
 Jim De Land Show
 Animal Fair
 WWJ-TV, Detroit, Mich.

DEL VALLE, JAIME
 The Line-Up
 CBS

DEVRIES, VAN BEUREN
 WMAL-TV, Washington, D. C.

— F —

FASSETT, JAMES
 N. Y. Philharmonic Symphony
 CBS

FATES, GIL
 What's My Line
 CBS-TV

FINKEL, ROBERT S.
 KECA-TV, Hollywood, Calif.

FOLEY, JR., GEO. F.
 Chrysler Bandstand, Tales of Tomorrow, Dining Out, ABC-TV; Coastguard on Parade, NBC

FONDA, JAMES
 Amos 'N' Andy
 CBS-TV

FORD, MONTGOMERY PATERSON
 Sure As Fate, Westinghouse Summer Theater, The Egg And I, CBS-TV

FORREST, ROBERT A.
 What In The World
 CBS-TV

FRAMER, WALT
 Strike It Rich
 CBS-TV

FRANK, NORMAN
 Star Of The Family
 CBS-TV

FRIENDLY, FRED
 See It Now
 CBS-TV

FROMMERT, PETER J.
 WJBK-TV, Detroit, Mich.

— G —

GALEN, FRANK
 Meet Millie
 CBS

GERRY, ROGER
 Rocky King, Detective
 WABD, New York, N. Y.



THE

ARNOLD COHAN CORPORATION

101 WEST 55 STREET NEW YORK 19 N. Y.

**ADVERTISING
 TELEVISION
 RADIO**



Producers—Network-Independent

GLUCKSMAN, ERNEST D.

B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; AGVA with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special show) NBC-TV; Phil Silvers (1 special show), NBC-TV

GOODMAN, MARTY
It Happens Every Day
CBS

GOODSON, MARK
Beat The Clock, CBS-TV

GOTLIEB, LESTER
The Show Goes On
CBS-TV

GRAMMER, BOB
WBAP-TV, Fort Worth, Tex.

GREEK, BEN
Let's Visit
Variety Revue
WFMY-TV, Greensboro, N. C.

— H —

HALDI, JOHN
WENS-TV, Columbus, Ohio

HALIMAN, DONALD G.
All Local Wrestling
WWJ-TV, Detroit, Mich.

HAMMERSTEIN, TED
Headline Clues
WABD, New York, N. Y.

HARRELL, MARTIN
Grand Central Station
CBS

HARRINGTON, PAUL
WOW-TV, Omaha, Neb.

HARRIS, DAVID K.
WNHC-TV, New Haven, Conn.

HARVILLE, CHARLES
Shopper's Guide
TV Song Shop
WFMY-TV, Greensboro, N. C.

HATON, STEFAN
Al Pearce Show
CBS-TV

HEIDER, FREDERICK
B. April 9, 1920, Milwaukee, Wis.; Paul Whiteman Goodyear Revue; Earl Wrightson "At Home" Show; Ted Mack Family Hour; Club Seven-Eadie And Rack; Arthur Murray Show, ABC-TV

HELLER, FRANKLIN
The Web
CBS-TV

HERP, ED
Kid Bits
WKRC-TV, Cincinnati, Ohio

HILL, CHARLES
WTOP-TV, Washington, D. C.

HILL, GEORGE
WMAL-TV, Washington, D. C.

HOLDEN, CHUCK

Production Manager, CBS-TV, ABC-TV; Executive Producer, ABC-TV; 11 Years of Television —7,500 Shows

HOLLENBECK, BILL
KGO-TV, San Francisco, Calif.

HOLLOWCHAK, Eugene
George Scott Show
WWJ-TV, Detroit, Mich.

HOLTON, LEONARD
Herb Shriner Time
Gayelord Hauser
ABC-TV

HORNBACK, LEE
Paul Dixon Show
WCPO-TV, Cincinnati, Ohio

HOUGHTON, NORRIS
CBS Television Workshop
CBS-TV

HUBBARD, DAVE
WOAI-TV, San Antonio, Texas

HUBBARD WILLIAM
Tennessee Jamboree
WSM-TV, Nashville, Tenn.

HUBER, BOB
The Storm
WKRC-TV, Cincinnati, Ohio

HUFFMAN, WILLIAM
Big Bear Dollar Derby
WLW-C, Columbus, Ohio

HUMMERT, FRANK AND ANNE
Mr. Chameleon
Hearthstone Of The Death Squad
CBS

GEORGE WALLACH*

PRODUCER-DIRECTOR

RADIO-TV

Director of News and
Special Events
WNBC-WNBT

*(and friend)



Producers—Network-Independent

— I —

IRVING, CHARLES

Producer-Director: Search For Tomorrow, CBS-TV; Films: Bloodhound Mysteries, Three Little Words

IRWIN, CAROL

Mama
CBS-TV

IVES, JOHN

Gangbusters
CBS

— J —

JACKSON, FELIX

Schlitz Playhouse
CBS-TV

JACOBS, WALTER

Meetin' Time At Moore's
WLW-C, Columbus, Ohio

JACOBSON, ARTHUR

KMTV, Omaha, Nebr.

JANIS, HAL

Saturday Night Review, Your Show of Shows, Jack Carter Show, Frigidaire Series, Bob Hope Show, Jackie Gleason Show, NBC-TV

JEWELL, JAMES E.

Armstrong of the S.B.I., The Silver Eagle, ABC

JOHNS, BOB

WMBR-TV, Jacksonville, Fla.

JONES, ROBERT

WTOP-TV, Washington, D. C.

— K —

KANE, PAUL

Johns Hopkins Science Review
WAAM, Baltimore, Md.

KAUFMAN, HAL

WOOD, Grand Rapids, Mich.

KIMMEL, JESS

Mike And Buff
CBS-TV

KLEISACKER, FRED R.

Carousel
WSM-TV, Nashville, Tenn.

KRONMAN, HARRY

Stars In The Air
Hollywood Sound Stage
CBS

KUHL, CAL

Lux Video Theater
CBS-TV

— L —

LADESICH, WILLIAM

Videosyneries
WDAF-TV, Kansas City, Mo.

LANDSBERG, KLAUS

Frosty Frolics
KTLA, Los Angeles, Calif.

LANGAN, DONALD

Assoc. With Times Square Productions, Inc.

LAWLER, NORMAN

WTVN, Columbus, Ohio

LEFTWICH, ALEX

Toast Of The Town, CBS-TV

LEIGHTON, DERRICK

News Of The Night
CBS-TV

LESCH, GOMER

Videoquiz
Secrets of Eve
WFMY-TV, Greensboro, N. C.

LEVY, RALPH

Jack Benny Show
Burns & Allen
CBS-TV

LEWIS, ELLIOT

Broadway's My Beat
Suspense
CBS

LEWIS, GENE

Fashions In Motion
KPRC-TV, Houston, Texas

LEWIS, MARLO

Steve Allen Show
CBS-TV

LIEBMAN, MAX

Producer-Director Your Shows of Shows, NBC-TV

GEORGE F. FOLEY, JR.

PRODUCTION OFFICE:

Hotel Sherman Square
70th Street and Broadway
New York, N. Y.
SUsquarehanna 7-5377

MAIN OFFICE:

9 East 45th Street
New York 17, N. Y.
Murray Hill 7-5354

Producers—Network-Independent

LINKKROUM, DICK
Alan Young Show
CBS-TV

LOEWI, BOB
Once Upon A Tune; Time For
Reflection; Kitchen Fare; Du-
Mont

LUCAS, LYN
The Alec Gibson Show
WTVJ, Miami, Fla.

LUND, WM.
KMTV, Omaha, Nebr.

— **M** —

MACK, HELEN
Meet Corliss Archer
CBS, CBS-TV

MANDEVILLE, BETTY
B. June 18, 1910, Mora, Minn.;
The F.B.I. In Peace And War,
CBS

MANSFIELD, IRVING
Sam Levenson Show
CBS-TV

MARKS, SHERMAN
Bert Parks Show
CBS-TV

MARLOWE, ANN
B. July 6; Somerset Maugham,

NBC-TV & Radio; Maisie With
Ann Sothern, CBS; The Fat Man,
NBC; Theater Of The Mind,
NBC-TV; The Judith Anderson
Show; The F. Scott Fitzgerald
Series

MAZZIE, JACK
WOW-TV, Omaha, Nebr.

**McGARRETT,
GEORGE**

Your Show Of Shows, Lights Out,
The Robe, Jackie Gleason Show,
Bob Hope Show, Frigidaire Series,
NBC-TV

McKNIGHT, TOM
Beulah
CBS

McLEOD, VICTOR IAN

B. Aug. 2, 1906, Nampa, Idaho;
Arthur Murray Show, ABC-TV;
James Melton Ford Festival,
NBC-TV

MEIER, DON
WNBQ, Chicago, Ill.

MELAMED, LOUIS
Peggy Lee Show
Big Time
CBS

MELLOTTE, BOB
Channel Threesters
WBTV, Charlotte, N. C.

MODELL, ARTHUR B.

Dione Lucas Hour, Domestically
Yours, Holiday Hints, ABC-TV

MONTAGNE, ED. J.
Man Against Crime
CBS-TV

MORGAN, CAROLYN
WTOP-TV, Washington, D. C.

MORSE, CARLTON E.

B. June 4, 1901, Jennings, La.;
One Man's Family, NBC, KNBH;
I Love A Mystery, Mutual Don
Lee; The Woman In My House,
NBC

MULLER, KEN
New Orleans Cookbook
WDSU-TV, New Orleans, La.

MULVEY, BILL
TV Showcase
WRGB, Schenectady, N. Y.

MURRAY, KEN
Ken Murray Show
CBS-TV

MURROW, EDWARD R.
See It Now
CBS-TV



CAROLINE BURKE

NBC-TV Producer Director



"Outstanding service
in the field of human relations"

LAMP UNTO MY FEET

WCBS-TV NETWORK

(2)

Sundays, 5:30 P.M. — EST

ISABEL REDMAN

Producer

Special Award 1949
PROTESTANT RADIO COMMISSION
and Federated Theological Faculty Univ. of Chicago
Mighty Monarch of the Air TV AWARD — 1951

Producers—Network-Independent

— N —

**NATHANSON,
STUART M.**

Nov. 17, 1927, Detroit, Mich.;
Adventures In Imagination,
KTTV; Mickey O'Day Show,
KECA-TV; Saturday Surprises,
KHJ-TV

NELSON, JOHN

Live Like A Millionaire
CBS-TV

NELSON, RALPH

Mama
CBS-TV

NIELSON, WALTER A.

Conn. Spotlight
WNHC-TV, New Haven, Conn.

**NUGENT,
EDWARD JAMES**

B. Feb. 7, 1904, N. Y. C., N. Y.;
Paul Whiteman "Goodyear Re-
view," Langford-Ameche Show,
Ted Mack Family Hour, ABC-TV

— O —

OPENSHAW, BYRON

KSL-TV, Salt Lake City, Utah

OPPENHEIMER, JESS

I Love Lucy
CBS-TV

OSBORN, GENE

Darts For Dough
KPRC, Houston, Texas

— P —

PARK, WARREN

WJAR-TV, Providence, R. I.

PEYSER, JOHN

Steve Allen Show
CBS-TV

PIKE, LANNY

WJBK-TV, Detroit, Mich.

PINCUS, IRVING

Mr. I. Magination, CBS-TV

PINCUS, NORMAN

Mr. I. Magination, CBS-TV

POLACHECK, CHAS.

Voice of Firestone, Recital Hall,
NBC-TV, Assoc. Producer, NBC
Opera Theater

PREVATTE, NORMAN

Tap The Barrel
Junior Rancho
WBTW, Charlotte, N. C.

PECK, LARRY

Arthur Godfrey And His
Friends
Arthur Godfrey's Talent
Scouts
CBS-TV

— Q —

QUINLAN, S. C.

WBKB, Chicago, Ill.

— R —

REAU-LEAUX, WALTER

Thru The Kitchen Window
WFBM-TV, Indianapolis, Ind.

REDMAN, ISABEL

Lamp Unto My Feet, CBS-TV

REINEMUND, JOHN

KMTV, Omaha, Nebr.

RICHARDS, ALDEN

KSL-TV, Salt Lake City, Utah

ROACH, HAL, JR.

Rocket Squad
CBS-TV

ROBINSON, CHARLES

The Big Town
CBS-TV

ROBSON, WILLIAM S.

Operation Underground
CBS

ROESE, "UNCLE RAY"

Jamboree
WBNS-TV, Columbus, Ohio

ROGSTAD, TOM

Clipper Cappers
KINK-TV, Seattle, Wash.

RUBIN, JACK

Break The Bank
CBS-TV

ERNEST D. GLUCKSMAN

Producer-Director

"COLGATE COMEDY HOUR"

NBC-Hollywood

Martin and Lewis
Donald O'Connor

Spike Jones
A G V A



VICTOR McLEOD

TV

Writer - Producer - Director

CURRENTLY

James Melton's Ford Festival Show

Producers—Network-Independent

RUFEL, AL
WSPD-TV, Toledo, Ohio

— S —

SARROW, ED
Shopping For You
WAAM, Baltimore, Md.

SCALA, EDWARD
Do You Think
TV Ranch Club
WNBF-TV, Binghamton, N. Y.

SCHAEFER, ARMAND
Gene Antry
CBS-TV

SCHECK, GEORGE
Star Time, WNBT

SCENCK, CHARLES
Love Of Life
CBS-TV

SCHULMAN, LEE
March On
KING-TV, Seattle, Wash.

**SCHWAB, JR.,
LAURENCE**
(See Directors Section)

SEGAL, ALEX
Celanese Theater
ABC-TV

SHARP, JAMES
WMBR-TV, Jacksonville, Fla.

SPAN, AL
Songs For Sale
CBS-TV

SPERY, JOE
WNBQ, Chicago, Ill.

**STANTON,
RONALD L.**
B. Sept. 13, 1924; Adventures in
Imagination, KTTV; Mickey O'-
Day Show, KECA-TV; Saturday
Surprises, KHJ-TV

STERNFIELD, TOMMY
Juvenile Jamboree
WRGB, Schenectady, N. Y.

STOBER, J. ARTHUR
Paul Whiteman TV Teen Club
WFIL-TV, Philadelphia, Pa.

STOHL, HANK
Hollywood Spotlight Revue
Tri-State Jamboree
WSAZ-TV, Huntington, W. Va.

— T —

TESSER, MANNING
WJAR-TV, Providence, R. I.

THOMPSON, TOMMY
WBAP-TV, Fort Worth, Texas

TODMAN, BILL
Beat The Clock, CBS-TV

TRAHERN, JIM
WHAM-TV, Rochester, N. Y.

— V —

VANDA, CHARLES
The M & M Candy Carnival
The Big Top
CBS-TV

— W —

WAGNEHURST, WALTER
Pony Express
WFIL-TV, Philadelphia, Pa.

WALLACH, GEORGE .
Today In New York, WNBT;
Date In Manhattan, WNBT;
U. N. Stamp Club, WNBT; In-
side Photoplay with Wendy Barrie,
WABD; Star Night At The
Astor, WNBT

WEIL, MYRON
Teevy Story Club
WTVJ, Miami, Fla.

WEISS, HUBIE
Tulane Close-Up
WDSU-TV, New Orleans, La.

WILLIAMS, BOB
Meet The Ladies
WCPO-TV, Cincinnati, Ohio

WILSON, DAVE
WTVN, Columbus, Ohio

WORKMAN, WM. R.
Man Of The Week
CBS-TV

WRIGHT, WYNN
Official Detective, Under Ar-
rest, Crime Fighters, Mr.
Mystery, MBS



BETTY MANDEVILLE

PRODUCER-DIRECTOR

"THE F.B.I. IN PEACE AND WAR"

★ ★ ★

STAR TIME

LENNY DALE—KENNY SHARPE

"ANGEL"

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Produced By George Scheck

ASSOCIATE MICKEY FREEMAN

SPONSOR—BRUNO—N. Y.

ARNOLD COHAN AGENCY

★ ★ ★

WOMEN COMMENTATORS

HOME ECONOMISTS of U. S. TV and Radio Stations



Alabama

Arnaud, Dorothy.....WCOV, Montgomery
Bailey, Yancey.....WHMA, Anniston
Barber, Boots.....WJBB, Haleyville
Brook, Grace.....WABB, Mobile
Brown, Honey.....WBCO, Birmingham-Bessemer
Dennis, Mimi.....WPAI, Birmingham
Elliot, Pat.....DAGF, Dothan
Gordon, Sally.....WJLD, Bessemer
Grund, Lynn.....WAUD, Auburn
Henderson, Margaret.....WGSV, Guntersville
Hollingsworth, Marie.....WLAY, Muscle Shoals
Mayfield, Alice.....WSFA, Montgomery
Mitchell, Betty.....WABB, Mobile
Moore, Mary.....WEEB, Brewton
Niles, Helen.....WAPX, Montgomery
Parrish, Helen.....WKLF, Clanton
Plunkett A. Olive.....WZOB, Fort Payne
Ramsey, Margaret.....WJHO, Opelika
Spiller, Mimi.....WAEM-TV, Birmingham
Mrs. Mimi Spiller.....WPAI, Birmingham
Taylor, Teena.....WHMA, Anniston
Vaughn, Grace.....WLAY, Muscle Shoals
Whatley, Gail.....WJHO, Opelika

Arizona

Botkin, Freda.....KNCA, Tucson
Cooke, Effie.....KTAR, Phoenix
Curtis, Marg.....KTYL, Mesa
Gibson, Evelyn.....KTRT, Tucson
Harrison, M. Lois.....KGLU, Safford
Kay, Kathryn.....KVOA, Tucson
Lopez, Laurie.....KIPN, Phoenix
McBride, Bonita.....KGLU, Safford
Millwee, Daphne.....KCKY, Coolidge
Mittendorf, Virginia.....KOPO, Tucson
Phillippi, Jane Mary.....KGPH, Flagstaff
Saunders, B. C.....KCLS, Flagstaff
Whiting, Fran.....KVOA, Tucson

Arkansas

Cobb, Muriel.....KCON, Conway
Edrington, M. Ann.....KOSE, Osceola
Ingalls, Mary.....KGRH, Fayetteville
Whellis, Wilma.....KIBS, Paragould
Wimberly, Dorothy.....KVIC, Little Rock
Winner, Jerry.....KSFA, Fort Smith

California

Alex, Susan.....KSN, San Francisco
Anthony, Ida May.....KHUM, Eureka
Atkinson, Marion.....KXLA, Pasadena
Bacher, Jeanne.....KGST, Fresno
Barnes, Harriet.....KSRO, Santa Rosa
Mrs. Blanche Beitz.....KIBE, Palo Alto
Bowen, Jerry.....KXOC, Chico
Bruce, Frances.....KVCV, Redding
Carroll, Mary.....KCR, Sacramento
Curtis, Evelyn.....KSYC, Yreka
DeVivier, Jeanne.....KPHK, Sacramento
Devlin, Marion.....KVN, Napa
Drew, Sally.....RHUM, Eureka
Fant di, Mrs.....KMOD, Modesto
Faszer, Marlene.....KCVR, Lodi
Fowles, Olive.....KGYW, Vallejo
Francisco, Mary.....KXO, El Centro
Gamble, Lou Bonnie.....KCMJ, Palm Springs

Gardiner, Dorothy.....KTLA, Los Angeles
Gregg, Mary.....KAFY, Bakersfield
Guy, Corris.....KTLA, Los Angeles
Halstead, Chas. (Mrs.).....KDIA, Auburn
Hansen, Flo.....KFRE, Fresno
Mrs. Heffernan.....KKEO, Indio
Hendrick, Peg.....KBUC, Corona
Higbee, Hilda.....KTRB, Modesta
Hogan, Lee "Lee Hogan Presents"

Holden, Ann.....KNBH, Hollywood
Holmes, Margaret.....KGO, San Francisco
Hoyt, Betty "Foods For Thought".....KYNO, Fresno

Hughes, Claire.....KNBH, Hollywood
Hummell, Mildred.....KKIN, Visalia
Jackson, Louis (Mrs.).....KYOS, Merced
James, Frances.....KIEM, Eureka
Jarvis, Jan.....KJMO, San Jose
Jason, Louise (Mrs.).....KYOS, Merced
Jewel, Izetta.....KCBO, San Diego
Johnson, Gene.....KEEN, San Jose
Kadel, Gergette.....KWSO, Wasco
Keller, Eloise, Miss.....KDAC, Fort Bragg
King, Marjorie.....KGO-TV, San Francisco
King, Mary Burke.....KXLA, Pasadena
Lawson, Grace.....KECA-TV, Hollywood



DORSEY CONNORS SHOWS

5:40 P.M. Mon. through Fri.
10:10 P.M. Sun. through Fri.

W N B Q
NBC-TV

. . . Woman Commentators-Home Economists—Radio-TV . . .

Lee, Jane—"Magazine of the Air"

KNBC, San Francisco
 Lewis, Wilma.....KAVL, Lancaster
 Linder, Dottie.....KAFP, Petaluma
 Martin, Jean.....KEEN, San Jose
 Martin, Josephine.....KFRC, San Francisco
 Martin, Monica, "Matinee With Monica"
 KTP, Porterville
 McAdoo, Mary.....KECA-TV, Hollywood
 Mitchell, Evelyn.....KVEC, San Luis Obispo
 Montgomery Lynn, Carol.....KXOB, Stockton
 Paige, Frances.....KCRA, Sacramento
 Potter, Penny.....KCOK, Tulare
 Putnam, Helen.....KSRO, Santa Rosa
 Read, Nancy.....KCBQ, San Diego
 Rogers, Marjorie.....KOCs, Ontario
 Ryan, Ric.....KUBA, Yuba City
 Schramm, Violet.....KFVD, Los Angeles
 Sharpe, Marjorie.....KITC, San Bernardino
 Stewart, Dru.....KUKI, Ukiah
 Stuart, Mary Lou.....KISM, Eureka
 Truax, Ann.....KLX, Oakland
 Walker, Martha.....KVON, Napa
 Walker, Peggy.....KDB, Santa Barbara
 Waltz, W. Gwen.....KSUE, Susanville
 Wiley, Elizabeth.....KSRO, Santa Rosa
 Young, Norma.....KSJ, Los Angeles

Colorado

Brookshire, Gloria.....KRDO, Colorado Springs
 Collierr, Laura.....KUBC, Montrose
 Elkins, Mildred.....KGHF, Pueblo
 Ellen, Kaytee.....KTLN, Denver
 Hammer, Muriel.....KEXO, Grand Junction
 Kretschman, Lorraine.....KUBC, Montrose
 Lee, June.....KFXJ, Grand Junction
 Martin, Kay.....KFEL, Denver
 Mosier, Sue.....KPKA, Greeley
 McCluney, Isabelle.....KVOR, Colorado Springs
 McGavern, Marge.....KBOL, Boulder
 Shepherd, H. D.....KBNZ, La Junta
 Thomas, Peg.....KFXJ, Grand Junction

Connecticut

Berry, Diane.....WLAD, Danbury
 Colbert, Jean.....WTIC, Hartford
 Easton, Sally.....WBIS, Bristol
 Harding, Joan.....WNLK, Norwalk
 Hayes, May Bradshaw.....WICC, Bridgeport
 Hurlburt, Miriam C.....WATR, Waterbury
 Kimball, Elizabeth.....WHAY, New Britain
 King, Una.....WTHT, Hartford
 Komole, Elenor.....WLAD, Danbury
 Ludlam, Lillian.....WLCR, Torrington
 Malgren, Lays.....WNHC-TV, New Haven
 Morris, Helen.....WONS, Hartford
 Pattee, Betty.....WKNB, New Britain
 Porter, Jeanne.....WELL, New Haven
 Purrington, Anna K.....WICH, Norwich
 Robbins, Joanne.....WAVZ, New Haven
 Rothwell, Alice.....WDRG, Hartford
 Stephenson, Roz.....WNHC-TV, New Haven
 Talcott, Priscilla.....WBRY, Waterbury
 Young, Ruth.....WKNB, New Britain

Delaware

Ames, Toni.....WTUX, Wilmington
 Carroll, Mildred.....WDOV, Dover
 Price, Marjorie.....WILM, Wilmington
 Sideroff, Joan.....WAMS, Wilmington

Dist. of Col.

Banks, Dolly.....WINX, Washington
 Blair, Anne.....WGMS, Washington
 Chisholm, Frances.....WGMS, Washington
 Crane, Ruth.....WMAL-TV, Washington
 Lee, Elinor.....WTOP, WTOP-TV, Washington
 Osgood, Nancy.....WRC, Washington
 Osgood, Nancy.....WNBW, Washington
 Rundvold, Inga.....WNBW, Washington

Florida

Baneroff, Barbara.....WMMB, Melbourne
 Binns, Barbara.....WVCG, Coral Gables
 Butler, Jane.....WGBS, Miami
 Byron, Eva.....WALT, Tampa
 Carlson, Aino.....WEAT, Lake Worth
 Daly, Anne.....WPDQ, Jacksonville
 Davis, Jenn.....WNB, Daytona Beach
 Harrold, Deen.....WRHC, Jacksonville
 Hoskins, Phyllis.....WMMB, Melbourne
 King, Joanne.....WSPB, Sarasota
 Lawbaugh, Vera (Mrs.).....WEAR, Pensacola
 Mason, Mary.....WJVB, Jacksonville Beach
 McNeely, Beth.....WTSP, St. Petersburg
 Mead, Dottie.....WSPB, Sarasota
 Moody, Emily Winston.....WFLA, Tampa
 O'Day, Billie.....WIOD, Miami
 Pace, Betty.....WUIY, Jacksonville
 Porter, Clarine.....WCOA, Pensacola
 Protsman, Faith M.....WNER, Live Oak
 Roen, Marcia.....WORZ, Orlando
 Ruth, Helen "Holiday House".....WTVJ, Miami
 Silver, Marjorie B.....WTRA, Ft. Pierce
 Smith, Nell.....WMBR-TV, Jacksonville
 Sth, Ruth.....WHOO, Orlando
 Smith, Wennie.....WCOA, Pensacola
 Tison, June.....WALT, Tampa
 Webster, Bernadine.....WIRK, W. Palm Beach
 Withee, Alice.....WJHP, Jacksonville

Georgia

Alfred, Kitty.....WRGA, Rome
 Candler, Barbara.....WQXI, Atlanta
 Daniel, Nell.....WBGR, Jesup
 Daugherty, Vivian.....WGBA, Columbus
 Davis, Etheldra.....WLET, Toccoa
 Davis, Mary Wilder.....WTOG, Savannah
 Dickens, Dean.....WGST, Atlanta
 Farmer, Helen.....WRBL, Columbus
 Fields, Geraldine.....WAYX, Waycross
 Flournoy, Rose.....WRBL, Columbus
 Handley, Gertrude.....WDAK, Columbus
 Harris, Dottie.....WSAV, Savannah
 Harris, Ruth.....WATL, Atlanta
 Harvey, Helen.....WCOL, Columbus
 Hatcher, Betty.....WLET, Toccoa
 Hayward, Joyce.....WTWA, Thomson
 Kent, Ruth.....WSB-TV, Atlanta
 Krable, Shirley.....WQXI, Atlanta
 Lewis, Kay.....WBHB, Fitzgerald
 Martin, Kitty.....WAYX, Waycross
 Martin, Mary Anne.....WRFC, Athens
 Marshall, Sue.....WDEC, Americus
 Rose, Julia.....WATL, Atlanta
 Towles, Nadawah.....WWGS, Tifton
 Wood, Elaine.....WBML, Macon

Idaho

Adamson, Norma.....KWIK, Pocatello
 Asper, Myrtle.....KID, Idaho Falls
 Butler, Ione.....KSPT, Sandpoint
 Bean, Mildred.....KLIX, Twin Falls
 Cantrell, Jane.....KWAL, Wallace
 Grayson, June.....KVNI, Coeur D'Alene
 Haselmire, Carma.....KLIX, Twin Falls
 Kimball, Ann.....KDSH, Boise
 Lowry, Betty Jean.....KGEM, Boise
 MacBride, Doris.....KSEI, Pocatello
 McAllister, Ruth.....KRPL, Moscow
 Rossmiller, Marie.....KSPT, Sandpoint
 Tussing, Ann.....KRLLC, Lewistown

Illinois

Anderson, Carol.....WBYS, Canton
 Artberry, Barbara.....WROY, Carmi
 Best, La Verne.....WTAX, Springfield
 Bruemmer, Mary.....WCVS, Springfield
 Colwell, Virginia.....WLDS, Jacksonville
 CONNERS, DORSEY.....WNBQ, Chicago
 Crane, Martha.....WLS, Chicago
 Davis, Zona B.....WCRA, Effingham

... Woman Commentators-Home Economists—Radio-TV ...

Dean, Martha.....WJJD, Chicago
 Dilley, Mary.....WCVS, Springfield
 Engle, Lura.....WLPO, La Salle
 Gale, Virginia.....WGN, Chicago
 Gayle, Pat.....WWXL, Peoria
 Gordon, Mimi.....WPRC, Lincoln
 Hanley, Lorraine.....WROK, Rockford
 Hansen, Edith.....WMAV, Springfield
 Harper, Mary E.....WMBQ, Harrisburg
 Harvey, Mary.....WGEM, Quincy
 Hart, Elizabeth.....WMAQ, Chicago
 Herrick, Lee.....WSIV, Pekin
 Karney, Beulah.....WENR, WENR-TV, Chicago
 Knight, Phyllis.....WHOW, Clinton
 Knight, Phyllis.....WLBH, Mattoon
 Lamb, Lois.....WDRB, Sterling
 Luodeke, Florence.....WMBD, Peoria
 Maddox, Mari-Lou.....WROY, Carmi
 Merryfield, Mary.....WMAQ, Chicago
 Merryfield, Mary.....WNBQ, Chicago
 Middleton, Kay; Chicago Cooks With
 Kay Middleton.....WGN-TV, Chicago
 Moro, Barbara.....WENR-TV, Chicago
 Murphy, Louise.....WQTA, Moline
 Norman, Nancy.....WDZ, Decatur
 Oberto, Betty.....WLPO, La Salle
 Pope, Francois.....WBKB, Chicago
 Rushing, Val.....WMOK, Metropolis
 Sams, Effie L.....WIRL, Peoria
 Schuch, Marjorie.....WORA, Elmhurst
 Scott, Pat.....WHBF, WHBF-TV, Rock Island
 Sexton, Marion.....WTAD, Quincy
 Smith, Evelyn.....WSMI, Litchfield
 Stewart, Virginia.....WOKZ, Alton
 Talley, Elba.....WVMC, Mt. Carmel
 Wetzler, Josephine.....WLS, Chicago
 Zarley, Lois.....WJOL, Joliet
 Zimmerman, Kathleen.....WOKZ, Alton

Indiana

Bartlett, Susan.....WTTV, Bloomington
 Beckman, Joan.....WWCA, Gary
 Bleck, Ruth.....WTMS, Michigan City
 Boles, Martha Jane.....WTRC, Elkhart
 Buchanan, Frances.....WMS, Michigan City
 Campbell, Wanda.....WBOW, Terre Haute
 Carr, Paula.....WIRE, Indianapolis
 Daniels, Catherine.....WTSH, Indianapolis
 Edward, Fran.....WKBV, Richmond
 Finn, Michael.....WFOA, Evansville
 Fuller, Lenore.....WBAT, Marion
 Cinn, Ann.....WSAL, Logansport
 Gahmy, Shirley.....WMS, Michigan City
 Gohmann, Margaret.....WLRP, New Albany
 Griffin, Catherine.....WJVA, South Bend
 Heizer, Abbie.....WBWB, Bedford
 Kelley, Grace.....WBAT, Marion
 Kern, Geneta.....WKBV, Richmond
 Maves, Dorothy.....WCST, Columbus
 Miller, Mary Liz.....WBYB, Richmond
 Minnick, Frances.....WBW, Bedford
 Moore, Eleanor.....WSPT, South Bend
 Ottersen, Louise.....WJVA, South Bend
 Riley, Sue.....WHOT, South Bend
 Shaw, Julie.....WGBF, Evansville
 Wagner, Ann.....WFBM, Indianapolis
 Weston, Jane.....WOWO, Ft. Wayne

Iowa

Brady, Betty.....WHO, Des Moines
 Burns, Roberta.....KRQE, Oskaloosa
 Carlson, Beverly.....KVPD, Fort Dodge
 Connell, Kay.....KCOM, Sioux City
 Cook, Laetitia.....KXGI, Fort Madison
 Dowd, Barbara.....KOKX, Keokuk
 DuMond, Irene.....KXEL, Waterloo
 Fisher, Alice E.....KBIZ, Ottumwa
 Frank, Florida.....WOC-TV, Davenport
 Given, Marge.....KWWI, Waterloo
 Hansen, Edith.....KGLO, Mason City
 Hubbard, Betty.....KWBG, Boone
 Johnson, Owen.....KROS, Clinton

Leidemleker, Maxine.....KBIZ, Ottumwa
 Marshall, Mary Louise.....WOC, Davenport
 McFarland, Dorothy.....KCHA, Charles City
 Montz, Wanda.....KWCR, Cedar Rapids
 Murphy, Doris.....KMA, Shenandoah
 Newkirk, Grace Lee.....KOEL, Oelwein
 Rankin, Mary.....KVPD, Fort Dodge
 Reid, Sue.....KCRG, Cedar Rapids
 Roberts, Helen.....WMT, Cedar Rapids
 Roehow, Gerri.....KOKX, Keokuk
 Sr. Mary St. Clara, R.V.M.....WKBB, Dubuque
 Shoemaker, Adella.....KMA, Shenandoah
 Shorten, Martha.....KPTH, Dubuque
 Shumate, Mae Floyd.....KSO, Des Moines
 Smith, Iva.....KSWI, Council Bluffs
 Stamp, Nona.....KROS, Clinton
 Trowbridge, Betty.....KJFJ, Webster City
 Volger, Thelma.....KWPC, Muscatine
 Watts, Jack.....KAYL, Storm Lake
 Wells, Betty.....KIOA, Des Moines

Kansas

Brook, Mary.....KOFO, Ottawa
 Brooks, Julie.....WREN, Topeka
 Cade, Mrs. Mirium.....KTSW, Emporia
 Clark, Helen.....KXXX, Colby
 Elliott, Frances.....KGNQ, Dodge City
 Pillingham, Joan.....KANS, Wichita
 Friday, Ann.....KMAN, Manhattan
 Johnston, Frances.....KCLO, Leavenworth
 King, Ethel Jane.....KPH, Wichita
 MacDonald, Marie.....KFBI, Wichita
 McNutt, Lona.....KTSW, Emporia
 Seymour, Marilyn.....KSEK, Pittsburg

Kentucky

Adeock, Sue.....WKCT, Bowling Green
 Allen, Betty.....WCMI, Ashland
 Barthell, Lois.....WHLN, Harlan
 Eilerman, Carmen.....WZIP, Covington
 Ethridge, Mary Snow.....WHAS-TV, Louisville
 Gifford, Marian.....WHAS-TV, Louisville
 Green, Halene.....WMIK, Middleboro
 Haas, Ruth.....WMTG, Vaneleve
 Hubert, Ann.....WAVE, WAVE-TV, Louisville
 Jackson, Audrey.....WKAT, Bowling Green
 Kelley, Marian.....WKLO, Louisville
 Kelley, Marian.....WGRG, Louisville
 Lowe, Kay.....WKLO, Louisville
 Marshall, Shirley.....WAVE-TV, Louisville
 Martin, Rosemary.....WGOP, Newport
 Mauney, Ruth.....WCCT, Corbin
 Maxwell, Better.....WLA-P, Lexington
 McCormick, Dorothy.....WSON, Henderson
 Miller, Elwanda.....WICO, Campbellsville
 Paxton, Pat.....WKYB, Paducah
 Person, Violet.....WMTG, Vaneleve
 Potter, Cliff-Dean.....WOMI, Owensboro
 St-rl, Evelyn.....WPAD, Paducah
 Walker, Donna.....WKAY, Glasgow
 Weiler, Louise.....WIXN, Louisville
 Wood, Dorothy.....WPTM, Maysville
 Woods, Carolyn.....WNGO, Mayfield

Louisiana

Breese, Beth.....KNOE, Monroe
 Cain, Judy.....KTBS, Shreveport
 Fischer, Phyllis.....KALB, Alexandria
 Lane, Laura.....WMRY, New Orleans
 Lelong, Lise.....WJMR, New Orleans
 Polizzotto, Flo.....WAFB, Baton Rouge
 Prados, Mrs. James.....KSLO, Monroe
 Smith, Joyce.....WDSU, WDSU-TV, New Orleans
 Theaux, Mrs. R.....KVOL, Lafayette
 Todd, Miss Jackie.....KJEP, Jennings

Maine

Clements, Laurel.....WLBZ, Bangor
 Deane, Beth.....WGUU, Bangor
 Drivas, Chris.....WIDE, Biddeford

. . . Woman Commentators-Home Economists—Radio-TV . . .

Faulkner, Mary WRDO, Augusta
 Gibbs, Agnes WCSH, Portland
 Hanks, Margaret WABM, Houllton
 Hanks, Margaret WAGM, Presque Isle
 Maine Agricultural Ext. Service WABI, Bangor
 O'Connell, Nancy WLAM, Lewiston
 Rice, Catherine WFAU, Augusta
 Staples, Marguerite WTVL, Waterville
 Wadman, Dorothy WGAN, Portland
 Wiswell, Jeanne WABM, Houllton

Maryland

Brooks, Helen WFBR, Baltimore
 Chase, Penny WAAM, Baltimore
 Davis, Helen C. WCUM, Cumberland
 Kent, Susan WFBR, Baltimore
 Landis, Mary WBAL-TV, Baltimore
 Lou, Anita WASA, Havre De Grace
 Martin, Mollie WBAL, WBAL-TV, Baltimore
 McCall, Bettie WCAO, Baltimore
 Rosenbaum, M. Virginia WTBO, Cumberland
 White, Frances WUST, Bethesda
 Whitecraft, Marie WJEL, Hagerstown

Massachusetts

Bailey, Mildred WCOF, Boston
 Barton, Betty WNBH, New Bedford
 Brown, Mae WMAS, Springfield
 Cartwright, Christine WCCM, Lawrence
 Chase, Julie WTAG, Worcester
 Connelly, Jeanne WNEB, Worcester
 Elwell, Jeva WLYN, Lynn
 Evans, Christine WHDH, Boston
 Flanders, Lyda WTAG, Worcester
 Fuller, Dorothy Harding WBET, AM-FM, Brockton
 Giza, Wanda M. WARE, Ware
 Hall, Harriet WBSM, New Bedford
 Hetu, Ruth WLYN, Lynn
 Higginson, Rebekah WMEX, Boston
 Hope, Helen WHYN, Holyoke
 Johnson, Joyce WOCB, W. Yarmouth
 King, Dorothea WSPR, Springfield
 Kneeland, Eileen WHAV, Haverhill
 Marsh, Jan WCRB, Waltham
 Mason, Ruth WRFB, Holyoke
 McKittrick, Dorothy WEIM, Fitchburg
 Minahan, Anne D. WLAW, Boston-Lawrence
 Ostberg, Shirley WFGM, Fitchburg
 Prestes, Marilyn WFGM, Fitchburg
 Regas, Virginia WJKO, Springfield
 Robinson, Blanche WOCB, W. Yarmouth
 Seymour, Freddie WBET, AM-FM, Brockton
 Sherman, Jo WARA, Attleboro
 Taylor, Betty WARA, Attleboro
 Tinder, Olive Emslen WHEE, Boston
 Victor, Evelyn WTAO, Cambridge
 Wolfe, Madelaine WEIM, Fitchburg

Michigan

Anderson, Beth WMDN, Midland
 Beagle, Maude Stewart WBBC, Flint
 Carroll, Jo WBCM, Bay City
 Clayton, "Aunt Ida" WSAM, Saginaw
 Dimpel, Gertrude WCEN, Mt. Pleasant
 Franke, Dorothy WLAV, Grand Rapids
 Gezon, Marie WFOR, Grand Rapids
 Hepburn, Helen WMUS, Muskegon
 Hill, Jean WHTC, Holland
 Holmzren, Lois R. WJPD, Ishpeming
 Hull, FF WKLA, Ludington
 Isaacs, Rose WJMS, Ironwood
 Kay, Mary WSWG, Saginaw
 Koller, Connie WCBK, Battle Creek
 Klann, Marie WHAK, Rogers City
 Labbitt, Myrtle CKLW, Detroit
 Lee, Gretchen WOOD, Grand Rapids
 Marshall, Jane WTTT, Port Huron
 McComb, Patricia WSAM, Saginaw
 McBride, Jean WWJ, WWJ-TV, Detroit
 Melrose, Edythe Fern WXYZ, WXYZ-TV, Detroit

Million, Peg WHFB, Benton Harbor
 Mischke, Virginia WHFB, Benton Harbor
 Morgan, Mary CKLW, Detroit
 Orth, Dolores WTVB, Coldwater
 Tuttle, Lee WILS, Lansing
 Van Haver, Betty WKKN, Muskegon
 Vaughan, Kay WCEN, Mt. Pleasant

Minnesota

Aldrich, Darragh WCCO, Minneapolis
 Barzen, Katherine KTRF, Thief River Falls
 Bayne, Barbara WLOL, Minneapolis
 Begich, Celia WEVE, Eveleth
 Brown, Liz KDAL, Duluth
 Butler, Gwenth KBUN, Bemidji
 Dane, Dudley KFAM, St. Cloud
 Frylund, Mera Ballis KDHL, Faribault
 Keefe, Vera KLER, Rochester
 Knudson, Muriel KRCC, Rochester
 Krantz, Pat KLIZ, Brainerd
 Jo, Peggy KGDE, Fergus Falls
 McBride, Alys Mac WHLB, Virginia
 McCrady, Marjorie Ellis KSTP, Minneapolis-St. Paul
 McCrudden, Marilyn WSHB, Stillwater
 Miller, Mary KRCC, Rochester
 Pederson, Maurine KTOE, Mankato
 Richie, Rhona WAAA, Red Wing
 Stewart, Becky Ann WPBC, Minneapolis
 Webb, A KSUM, Fairmont
 Windon, Jane KNUJ, New Ulm

Mississippi

Allen, Nancy WLAU, Laurel
 Boyles, Letitia R. WGYM, Greenville
 Cumberworth, Elva WHSY, Hattiesburg
 Jackson, Judy WJXN, Jackson
 Lee, Margery WRBC, Jackson
 McCorkle, Toni WLOX, Biloxi
 Sugg, Helen WROX, Clarksdale

Missouri

Baldwin, Battie KMMO, Marshall
 Callahan, Wanda KTRF, Rolla
 DeVancey, Maxine WMBH, Joplin
 Ellis, Caroline KFRM, Kansas City
 Ellis, Caroline KMBC, Kansas City
 Faye, Dorothy WDAF, Kansas City
 Goode, Nancy KFRM, Kansas City
 Goode, Nancy KMBC, Kansas City
 Graham, Dorothy KFEQ, St. Joseph
 Hayes, Anne KCMO, Kansas City
 Henry, Dorothy KNEM, Nevada
 Hunt, Jean KRES, St. Joseph
 Jacobs, Louise KIMO, Carthage
 Jones, Lee KIRX, Kirksville
 Lynn, Kathryn KFAL, Fulton
 Martin, Lee KSIM, Sikeston
 Mason, Shirley KFRU, Columbia
 Sands, Fern KWRE, Warrenton
 Seiler, Faye KFBS, Joplin
 Sharpe, Barbara KBOA, Kennett
 Spalding, Martha WDAF, Kansas City
 Teed, Edna RHMO, Hannibal

Montana

Day, Erin KGVO, Missoula
 Fitzwater, Jean KGEZ, Kalispell
 Graybill, Shirlee KMON, Great Falls
 Hines, Kay KBMY, Billings
 Halvorson, Fay KGCX, Sidney
 Mansur, Charlotte C. KXGN, Glendive
 McCarney, Maida KOJM, Havre
 Miller, Phyl KGVO, Missoula
 Ryan, Helen KANA, Anaconda
 Saunders, Mary B. KRJF, Miles City
 Snyder, Gerry KBMN, Bozeman
 Thompson, Hazel KRJF, Miles City

. . . Woman Commentators-Home Economists—Radio-TV . . .

Nebraska

Allison, Mayme. KBOM, Omaha
 Bohlsen, Martha. WOW, WOW-TV, Omaha
 Burbank, Vaunie. KODY, North Platte
 Clarke, Helen. KMMJ, Grand Island
 Crook, Marian. KOWH, Omaha
 Jabonis, Elaine. WOW, Omaha
 Lambert, Verona. KMTV, Omaha
 Mekuda, Lydia. KFOR, Lincoln
 Moore, Mary. WJAG, Norfolk
 Perry, Jimmy. KMMJ, Grand Island
 Sanderson, Elsie Neely. KOLN, Lincoln
 Shay, Hester A. KCOW, Alliance
 West, Belle. KOIL, Omaha
 Wing, Jerry. KODY, North Platte

Nevada

Allen, Judie. KLAS, Las Vegas
 Gordon, Anilee. KLAS, Las Vegas
 Masini, Tosca. KWRN, Reno
 Smith, Roz. KOLO, Reno

New Hampshire

Anderson, Myrtle. WMOU, Berlin
 Ayer, Esther. WMUR, Manchester
 Casseboom, Adeline. WFEA, Manchester
 Dumont, Phyllis. WHEB, Portsmouth
 Mallory, Martha. WWHN, Rochester
 Redington, Ruth. WKNE, Keene
 Tovey, Vera. WKXL, Concord
 Walker, Lillian. WLNH, Laconia

New Jersey

Curtis, Peggy. WJLK, Asbury Park
 Freeland, Mildred. WMID, Atlantic City
 Hartman, Hazel. WPPG, Atlantic City
 Page, Pat. WTTM, Trenton
 Powers, Louise. WNJR, Newark

New Mexico

Ackroyd, Lorraine. KGFJ, Roswell
 Bush, Rice. KVER, Albuquerque
 Eager, Barbara. KOB-TV, Albuquerque
 Erickson, Julie. KVER, Albuquerque
 Goodman, Juanita. KICA, Clovis
 McCaleb, Mildred. KLMX, Clayton
 Seymour, Catherine. KRNS, Los Alamos
 Shaw, Marilyn. KATG, Alamogordo

New York

Adams, Susan. WABD, WABD-TV, New York
 Anstaett, Anne. WHDL, Glenn
 Arch, Shirley. WHLD, Niagara Falls
 Baldi, Diana. WOV, New York
 Bartlett, Edna. WELM, Elmira
 Bennett, Iva, Mrs. WNYC, New York
 Bergin, P. WYOS, Liberty
 Brady, Toni. WABY, Albany
 Brooks, Martha. WGY, Schenectady
 Burbank, Sara. WNBC, Binghamton
 Burke, Lucy (Pennywise). WETA, Batavia
 Caffrey, Julann. WABD, New York
 Corson, Carolyn. WUSJ, Lockport
 Craig, Nancy. "Woman of Tomorrow"
 Nancy Craig Show. ABC, WJZ-TV
 Crocker, Betty. "Betty Crocker Magazine
 of the Air." ABC; Betty Crocker Star
 Matinee. WJZ-TV
 Deane, Martha. WOR, New York
 DeBoth, Jessie. "Jessie DeBoth TV Notebook"
 WJZ-TV
 Dettinger, Alma. WQXR, New York
 Douglas, Harriet. WOSC, Fulton
 Dreyer, Ruth-Ann. WKIP, Poughkeepsie
 Droeze, Elaine. WROW, Albany
 Erickson, Catherine L. WJOC, Jamestown
 Frederick, Pauline. "Pauline Frederick Show"
 ABC
 Gale, Marian. WWHG, Hornell

Gannon, Frances F., Mrs. WNYC, New York
 Goren, Channah Spector. WEVD, New York
 Halpin, Josephine. WINS, New York
 Harris, Barbara. WNBC-TV, Binghamton
 Harvey, Mary. WKTV, Utica
 Mrs. Horne. WKIP, Poughkeepsie
 Huffman, Glenda. WEAV, Plattsburg
 Humphreys, Mary Lou. WHRN, Syracuse
 Inman, Anne. WRUN, Utica
 Jackson, Beatrice. WEAV, Pattsburgh
 James, Ruth Ellington. WLIB, New York
 Johnson, Maggie. WABD, WABD-TV, New York
 Keane, Helen Faith. DuMont
 Kenyon, Adele. WJNA, Peekskill
 Kilgallen, Dorothy. WOR, New York
 Kirk, Penny. WENT, Gloversville
 Kraus, Betty. WIRY, Plattsburg
 Lucas, Dionne. "Dionne Lucas Show"
 WJZ-TV, New York
 MacGregor, Joan. WCSS, Amsterdam
 McBride, Mary Margaret. ABC
 McCann, Dora & Alfred, Jr. WOR, New York
 McCarthy, Josephine. WNBC, New York
 McConnell, Jessie. WHLD, Niagara Falls
 McKeever, Mary. WHAZ, Troy
 Meredith, Georgia. WRGB, Schenectady
 Morse, Margaret. WSNY, Schenectady
 Neville, Helen. WKWB, Buffalo
 Norris, Kathi. WABD, WNBT, New York
 O'Connor, Ruth E. WFCB, Dunkirk
 Parky, Betty. WFKW, Albany
 Parr, Dorothy. WWNV, Watertown
 Peepless, Trudy. WWOL, Buffalo
 Reichardt, Jeannette. WPIX, New York
 Robinson, Dottie Baker. WENE, Binghamton-
 Endicott
 Rogers, Ann. WHAM-TV, Rochester
 Roosevelt, Mrs. F. D. WNBC, New York
 Ross, Bonnie. WRGB, Schenectady
 Rowe, Ruth. WOR-TV, New York
 Samuelson, Connie. WJTN, Jamestown
 Schneider, Joan. WFAS, White Plains
 Scott, Betty. WARC, Rochester
 Scully, Frances. "Frances Scully Show"
 ABC
 Sellers, Anna. WLEA, Hornell
 Shanks, Dorothy. WEBR, Buffalo
 Sherwood, Lorraine. WOR, New York
 Slade, Jean. WHRN, Syracuse
 Smart, Sally. WOR-TV, New York
 Starkweather, Joan. WHAM, Rochester
 Sternberger, Estelle M. WLIB, New York
 Swanson, Gloria. WOR, New York
 Thorsen, Ethel. WABD, New York
 Titchener, Dorothy. WENE, Binghamton-Endicott
 Wage, Gretchen. WAGE, Syracuse
 Walling, Esther. WDOS, Oneonta
 Walsh, Ada Woodworth. WRGB, Schenectady
 Welles, Barbara. WOR, WOR-TV, New York
 Winchell, Eileen. WKRT, Cortland
 Work, Sally. WBEN, Buffalo

North Carolina

Barclay, Fran. WJNC, Jacksonville
 Benner, Mildred. WATA, Boone
 Bouer, Georgia. WHITE, New Bern
 Bowers, Floyce. WISE, Asheville
 Callahan, Ellen. WWNC, Asheville
 Campbell, Lanth. WHKY, Hickory
 Carroll, Leslie. WSSB, Durham
 Covert, Effie. WGGP, Sanford
 Crihfield, Virginia. WFMV-TV, Greensboro
 Daye, Sunny. WLOS, Asheville
 Faulk, Polly. WCKB, Dunn
 Gibson, Avery. WTOB, Winston-Salem
 Green, Patty. WSOC, Charlotte
 Hartle, Polly. WAIR, Winston-Salem
 Hunt, Connie. WGAI, Elizabeth City
 Jackson, Lillie. WHED, Washington
 Jarman, Frances. WDNC, Durham
 Kopriver, Terry. WGGP, Sanford
 Lewallen, Dorothy. WGWR, Asheboro
 Martin, Ann. WKBC, N. Wilkesboro
 McIntyre, Susie. "Carolina Cookery"
 WBTV, Charlotte

... Woman Commentators-Home Economists—Radio-TV ...

Oriell, Doris..... WSSB, Durham
 Parham, Virginia..... WHNC, Henderson
 Patton, Madelyn..... WMNC, Morganton
 Presley, Harriet..... WPTF, Raleigh
 Rickard, Doris..... WBBB, Burlington
 Sabine, Anne..... WHKP, Hendersonville
 Sisk, Sandra..... WCOG, Greensboro
 Smith, Margaret A..... WIRC, Hickory
 Station, Margie..... WCEC, Rocky Mount
 Stoker, Carroll..... WFMY-TV, Greensboro
 Stone, Helen..... WSTP, Salisbury
 Tucker, Bunny..... WCEC, Rocky Mount
 Wooten, Nicky..... WWGP, Sanford

North Dakota

Anderson, Helen..... KDIX, Dickinson
 Graham, Marguerite..... KDIX, Dickinson
 Hadley, Cis..... KCJB, Minot
 Jenson, Peg..... KILQ, Grand Forks
 Korbel, Winifred..... KBMW, Wahpeton
 Kounovsky, Rosella..... KLFM, Minot
 Mertens, Mary..... KFGO, Fargo

Ohio

Alexander, Marion..... WADC, Akron
 Allen, Audrey..... WKRC, Cincinnati
 Baird, Virginia..... WJER, Dover
 Baker, Barbara..... WTOD, Toledo
 Bateman, June..... WLIO, East Liverpool
 Brown, Gloria..... WNBK, Cleveland
 Butler, Betty..... WKRC-TV, Cincinnati
 Byrne, Maggi..... WNBK, Cleveland
 Carroll, Elaine..... WKBN, Youngstown
 Coates, Vivian..... WATH, Athens
 Coon, Dorothy..... WTOL, Toledo
 Donges, Cathleen..... WATG, Ashland
 Dunn, Jo..... WTRF, Bellaire
 Erskine, Ernie..... WCUE, Akron
 Fletcher, Marian..... WLOK, Lima
 Foster, Fran..... WHKK, Akron
 Funnell, Mildred..... WNBK, Cleveland
 Gayle, Isleta..... WCKY, Cincinnati
 Graham, Lucile..... WNXT, Portsmouth
 Hanson, Eleanor..... WHK, Cleveland
 Hanzel, Betty..... WBBW, Youngstown
 Hart, Joan..... WICA, Ashabula
 Hauserman, Elaine..... WMAN, Mansfield
 Horstman, Betty Ann..... WING, Dayton
 Hunter, Sarah Harding..... WDOK, Cleveland
 Hutchins, Minabell Abbot..... WPTW, Piqua
 Lake, Nancy..... WLEC, Sandusky
 Latham, Iris..... WTNS, Coshocton
 Magno, Nina..... WADC, Akron
 Mariner, Marjorie..... WFMJ, Youngstown
 Marshall, Honey..... WAKR, Akron
 Mullin, Esther..... WGAR, Cleveland
 Nelson, Nancy..... WFIN, Findlay
 Pfeiffer, Mary Lou..... WRFD, Worthington
 Phair, Jean..... WBNS-TV, Columbus
 Sharp, Fern..... WBNS, WBNS-TV, Columbus
 Sherrill, Judy..... WDOK, Cleveland
 Sherwood, Peg..... WSAI, Cincinnati
 Soule, Millie..... WMOH, Hamilton
 Stechow, Judy..... WJER, Dover
 Stevens, June..... WJW, Cleveland
 Straker, Easter..... WIMA, Lima
 Traatman, Lois..... WCPO-TV, Cincinnati
 Troutvine, Fern..... WPF6, Middletown
 Vernon, Virginia..... WCLT, Newark
 Ward, Pat..... WTVN, Columbus
 Weintraub, Carolyn..... WCMW, Canton
 Weston, Alice..... WXEL, Cleveland
 Wise, Penny..... WEOL, Elyria-Lorain
 Wood, Ginny, "Animal Fair"..... WSPD-TV, Toledo
 Wulff, Maggie..... WERE, Cleveland

Oklahoma

Adams, Carol..... WHBC, Canton
 Blauar, Estelle..... KVOO, Tulsa
 Douglas, Anita..... KGFF, Shawnee
 Fields, Barbara..... KTOW, Oklahoma City
 Howard, Nancy..... KMUS, Muskogee

Hughes, Betty..... KWSH, Holdenville
 Johnson, Sybil..... WKY-TV, Oklahoma City
 McCollough, Mary..... KTJS, Hobart
 Oikeman, Elizabeth..... KTUL, Tulsa
 Sims, Esther..... WBBZ, Ponca City
 Steel, Betty..... KRHD, Duncan
 Wheeler, Mary..... KTAT, Frederick
 Woods, Zelma Dean..... KADA, Ada

Oregon

Allen, Margaret..... KSLM, Salem
 Arnold, Gere..... KUGN, Eugene
 Atwater, Anita..... KERG, Eugene
 Bailey, Maude..... KRCO, Prineville
 Barkwell, Patsy..... KWRO, Coquille
 Carlson, Virginia..... KERG, Eugene
 Copenhaver, Carley..... KWIL, Albany
 Cronin, Marion..... KFJL, Klamath Falls
 Daniels, Clara..... KWIN, Ashland
 Frederickson, Roxie..... KPOJ, Portland
 Irvine, Jane..... KOOS, Coos Bay
 Mathews, May..... KRXL, Roseburg
 McHugh, Patricia..... KRUL, Corvallis
 McShane, Lucille..... KSRV, Ontario
 Merritt, Lenore..... KHR, Hood River
 Nidever, Laura..... KASH, Eugene
 Ristola, Mary..... KAST, Astoria
 Shank, Eleanor..... KOOS, Coos Bay
 West, Kay..... KEX, Portland

Pennsylvania

Abdou, Gloria..... WCAE, Pittsburgh
 Altemus, Irene..... WKBI, St. Marys
 Armstrong, Betty..... WBPZ, Lock Haven
 Baier, Grace..... WRAC, Williamsport
 Ball, Jane Ellen, "News & Views of Women"..... WJAS, Pittsburgh
 Balmer, Anne..... WESA, Charleroi
 Bauman, Marjorie..... WHOL, Allentown
 Bendix, Millie..... WNAE, Warren
 Berg, Marilyn..... WEDO, McKeesport
 Biddle, Mary..... WIP, Philadelphia
 Borne, Gladys..... WISR, Butler
 Browning, Lillian..... WESB, Bradford
 Candy, Jane C..... WNOW, York
 Cannon, Dorsey..... WDAD, Indiana
 Carson, Lillian..... WPIT, Pittsburgh
 Carter, Frances..... WAZL, Hazleton
 Chilton, Ruth..... WJMJ, Philadelphia
 Clark, Joan..... WLEU, Erie
 Cooney, Josephine..... WFBG, Altoona
 Corbett, Jean..... WCAU, Philadelphia
 Cramer, Alma..... WARD, Johnstown
 Cramer, Marjorie..... WJSW, Altoona
 Criss, Verna..... WUEU, Reading
 Culklin, Ann..... WSCR, Scranton
 Darby, Ruth..... WILK, Wilkes-Barre
 Edwards, Ruby..... WHAT, Philadelphia
 Forman, Lynn..... WARM, Scranton
 Fry, Betty..... WGFA, Bethlehem
 Gardiner, Evelyn..... KDKA, Pittsburgh
 Gibson, Jane..... KQV, Pittsburgh
 Goddard, Betty..... WISR, Butler
 Griffith, Marge..... WRTA, Altoona
 Haney, Lynn..... WKAP, Allentown
 Hanna, Edna K..... WJAN, Lancaster
 Heckman, Nan..... WEEU, Reading
 Hillard, Ann..... WACB, Kittanning
 Huey, Lois M..... WRYO, Rochester
 Jones, Lucy Lee..... WEDO, McKeesport
 Jones, Mary..... WFIL, Philadelphia
 Kerr, Shirley..... WKST, New Castle
 Kurtz, Mary Ellen..... WLBR, Lebanon
 Lane, Susan..... WFIL-TV, Philadelphia
 Lee, Anne..... KYW, Philadelphia
 Lloyd, Rhona..... WPWA, Chester
 L'phon, Sally..... WWPA, Williamsport
 Maxwell, Virginia..... WERC, Erie
 McCoy, Rita..... WMRF, Lewistown
 McGeehan, Mary Lee..... WAZL, Hazleton
 Mickle, Lillian..... WHGB, Harrisburg
 Miller, Diane..... WEDO, McKeesport
 Mollard, Margaret..... WBUT, Butler

• • • Woman Commentators-Home Economists—Radio-TV • • •

Mossman, Sara.....WLBR, Lebanon
 Mulrooney, Margaret M.....WQAN, Scranton
 Nelson, Maurine.....WGFT, Gettysburg
 Nauhas, Bertie.....WHIM, Bloomsburg
 Parker, Priscilla.....WHUM, Reading
 Parks, Betty.....WSCR, Scranton
 Pedlow, Marion.....WPWA, Chester
 Rednor, Nan.....WBUD, Morrisville
 Sasso, Kay.....WWPA, Williamsport
 Scott, Jean.....WBUT, Butler
 Senreman, Esther.....WCPL, Carbondale
 Shank, Virginia.....WCVI, Conellsville
 Sheridan, Mildred.....WJCK, McKeesport
 Shurtz, Sally.....WBAN, Wilkes-Barre
 Slotta, Helen.....WPGC, Sharon
 Stewart, Ann.....WNAE, Warren
 Stewart, Creighton.....WCAU, Philadelphia
 Stuart, Eileen.....WNAR, Norristown
 Towne, Peggy.....WPHL-TV, Philadelphia
 Trambley, Mary.....WRIH, St. Marys
 Trobe, Gertrude B.....WBVP, Beaver Falls
 Webster, Gladys.....WCAU, Philadelphia
 Welles, Ruth.....KYW, Philadelphia

Andree, Betty.....KWKC, Abilene
 Baines, Beverly.....KPDN, Pampa
 Becker, Alice Rose.....KMHT, Marshall
 Bell, Peggy.....KPYO, Lubbock
 Benell, Julie.....WFAA, Dallas
 Bergeron, Eleanor.....KREL, Baytown
 Brittain, Zaidce.....KTRE, Lufkin
 Brown, Josephine.....KWBV, Corpus Christi
 Bush, Janet.....KGVJ, Greenville
 Callaghan, Judy.....KWKC, Abilene
 Carter, Charlotte.....KSEL, Lubbock
 Carter, Joan.....KEPO, El Paso
 Chessher, Paye.....KWED, Seguin
 Christopher, Jane.....KPRC-TV, Houston
 Clifford, Peggy.....KPRC-TV, Houston
 Crawford, Estelle.....KSET, El Paso
 Dee, Yolanda.....KTER, Terrel
 Duke, Jerry.....KDDO, Dumas
 Enos, Corinne.....KPAC, Port Arthur
 Fain, Norma.....KNEL, Beady
 Flynt, Mary Ellen.....KSAM, Huntsville
 Freedman, Louise.....WRR, Dallas
 Galle, Ludy.....KHEB, Hillsboro
 Gilbert, Elmora.....KSTV, Stephenville
 Graham, Virginia.....KRIS, Corpus Christi
 Green, La Fawn.....KRBC, Abilene
 Greene, Connie.....KROB, Brownsville
 Gresham, Helen.....KVMC, Colorado City
 Grubbs, Viola.....KVMC, Colorado City
 Hale, Enma.....KRIG, Odessa
 Hammond, Martha.....KVMC, Colorado City
 Harris, Frances Kay.....KGBC, Galveston
 Harris, Joanne.....KSTA, Coleman
 Hawkins, Louise.....KIUN, Pecos
 Healy, Mrs. Tim.....KIXL, Dallas
 Heflin, Virginia.....KOSA, Odessa
 Henderson, Dorothy.....KBST, Big Spring
 Houston, Katie.....KTHP, Houston
 Johnson, Gerry.....KRLD-TV, Dallas
 Krueger, Jackie.....KVET, Austin
 Lee, Carol.....KRTN, Sherman
 Lemma, Joyce.....KBWD, Brownwood
 Leno, Bonnie.....KGBK, Tyler
 Marshman, Mary Margaret.....KSPA, Nacogdoches
 McDonald, Margaret.....WBAP-TV, Ft. Worth
 McDonald, Mary Beth.....KPRC-TV, Houston
 McDonnell, Margaret.....KOSA, Odessa
 McLendon, Helen.....WFAW, College Station
 Minnie, Rosamund.....KWBV, Corpus Christi
 Moon, Virginia.....KTRM, Beaumont
 Moss, Elizabeth.....KSEY, Seymour
 Munoz, Margarita.....KTXN, Austin
 Murphy, C. T.....KELT, Elctra
 Naden, Eleanor.....WOAI-TV, San Antonio
 Newman, Eula Mrs.....KLPE, Paris
 Patterson, Wanda.....KBWD, Brownwood
 Payne, Rex.....KDET, Center
 Pearson, Mary.....KOCA, Kilgore
 Pulliam, Billie.....KPDN, Pampa
 Pratt, Clara.....KSEL, Lubbock
 Rodman, Ernst Dean.....KTXC, Big Spring
 Royster, Myrtle.....KTXN, Austin
 Russell, Myrtle.....KELT, Elctra
 Ryder, Virginia Wade.....KRIC, Beaumont
 Salas, Irma.....KBBK, Alice
 Schneider, Sie.....KIOX, Bay City
 Solleck, Marjory.....KORA, Bryan
 Shaw, Manette.....KABC, San Antonio
 Smart, Ann O.....KRBC, Abilene
 Smith, Jane.....KELP, El Paso
 Stanley, Ruby.....KMP, Mt. Pleasant
 Taylor, Joan, Mrs.....KSPA, Nacogdoches
 Tharp, Azda.....KVIC, Victoria
 Wells, Melba Dean.....KULP, El Campo
 Witherspoon, Margaret.....KPAN, Hereford
 Wright, Gerry.....KWFT, Wichita Falls

**•
Rhode Island**

Brazeau, Henrietta.....WPAW, Pawtucket
 Ericson, Bette.....WRJM, Newport
 Gunning, Betty.....WJAR, Providence
 Jackson, Alice.....WJAR-TV, Providence
 Mitchell, Courtney.....WDEM, Providence
 Sweeney, Marion Lane.....WJAR-TV, Providence
 Wallace, Carolyn.....WEAN, Providence

**•
South Carolina**

Adams, Julia D.....WGCD, Chester
 Allen, Barbara.....WFOS, Columbia
 Battle, Lisa.....WTMA, Charleston
 Baxter, Betty.....WLJG, Laurens
 Bolton, Virginia.....WISN, Charleston
 Coggrins, Marcia.....WKDK, Newberry
 Collins, Kay.....WIS, Columbia
 Dale, Betty.....WMRA, Myrtle Beach
 Dalton, Jane.....WSPA, Spartansburg
 Hunt, Audrey.....WMRC, Greenville
 Kelsey, Maude Q.....WGCD, Chester
 Lang, Louise, Miss.....WIS, Columbia
 Rhett, Alicia.....WTMA, Charleston
 Wright, Paula J.....WANS, Anderson

**•
South Dakota**

Baxter, Bee.....KSFO, Sioux Falls
 Gamble, Gail, "Gail Gamble".....KOTA, Rapid City
 Holgate, Helen.....KSDN, Aberdeen
 Horten, Marie.....KELQ, Sioux Falls
 McCollum, Audrey.....KWAT, Watertown
 Speece, Wynn.....WNAX, Yankton

**•
Tennessee**

Atterbury, Doris.....WTJS, Jackson
 Bradley, Junita.....WOPI, Bristol
 Conrad, Chris.....WAGU, Chattanooga
 Gowan, Lerlyne V.....WDEX, Jackson
 Gullickson, Flo.....WIOD, Chattanooga
 Hilliard, Shirley.....WDSG, Dyersburg
 Lineberry, Betty.....WKSR, Pulaski
 Manning, Mary.....WLAC, Nashville
 Parker, Helen.....WHBQ, Memphis
 Raymon, Pat.....WHHM, Memphis
 Ritchie, Ruth.....WBEJ, Elizabethtown
 Smith, Druce.....WDDJ, Chattanooga
 Smithdeal, Patricia.....WJHL, Johnson City
 Southhall, Imogene.....WJZM, Clarksville
 Star, Susan.....WHHM, Memphis
 Walker, Mary.....WROL, Knoxville
 Weston, Judy.....WOPI, Bristol

**•
Texas**

Adkins, Denise.....KMAE, McKinney
 Alden, Ann.....KFJZ, Fort Worth

Chipman, June.....KOVO, Provo
 Higbee, Mona.....KSUB, Cedar City
 Masters, Margaret.....KSL, KSL-TV, Salt Lake City
 Patterson, Mitzel.....KMUR, Murray
 Shafer, Betty.....KSL-TV, Salt Lake City
 Stewart, Sylvia.....KSCV, Richfield

Utah

... Woman Commentators-Home Economists—Radio-TV ...

Vermont

Byrne, Betty.....WSKI, Montpelier
Casey, Wynne.....WJOY, Burlington
Dodd, Virginia.....WDEV, Waterbury
Dow, Marjorie.....WTWN, St. Johnsbury
Neilson, Shirley.....WHWB, Rutland
Walters, April.....WTWN, St. Johnsbury

Virginia

Alexander, Mildred.....WGH, Newport News
Basnight, Catherine.....WCAV, Norfolk
Basil, Athena.....WCAV, Norfolk
Brown, Barbara.....WINA, Charlottesville
Butler, Peter C.....WJMA, Orange
Crouch, Marion.....WFLO, Farmville
Daffron, Holly.....WRNL, Richmond
Dean, Doris.....WBFM, Danville
Esgate, Leslie.....WRAD, Radford
Frieberg, Alice.....WCYB, Bristol
Glenn, Amy Joe.....WSLS, Roanoke
Goodrich, Nancy, Mrs.....WCHV, Charlottesville
Granville, Joan.....WVEC, Hampton
Guren, Dora.....WHAP, Hopewell
Huff, George.....WINA, Charlottesville
Huffman, Helen M.....WAYB, Waynesboro
Layne, Jerry.....WMBG, Richmond
Lindamood, Virginia C.....WSVA, Harrisonburg
Maxey, John, Jr. (Mrs.).....WLVA, Lynchburg
McPherson, Marie.....WEAM, Arlington
Nummally, Katherine M.....WSSV, Petersburg
Parker, Eleanor.....WBFM, Canville
Penner, Nancy.....WLOW, Norfolk
Roberts, Lynn.....WWOD, Lynchburg
Ross, Martha.....WCVB, Culpeper
Shawhan, Carol.....WBMT, Danville
White, Alice Brewer.....WTRF, Norfolk
Willeford, Milli.....WDVA, Danville

Washington

Aeckerman, Gerry.....KCLX, Colfax
Boling, Edra.....KBRO, Bremerton
Brown, Beverly.....KIMA, Yakima
Corman, Frazzette.....KWLK, Longview
Crosbie, Phil, "Hymn Time—Memory Lane"
.....KHQ, Spokane
Donovan, Beat.....KING-TV, Seattle
Earl, Jean.....KONP, Port Angeles
Edgar, June.....KPKW, Pasco
Hawkins, Nancy.....KXRN, Renton
Hayes, Fern.....KYAN, Vancouver
Hines, Maryalee.....KIMA, Yakima
Jewel, Adeline.....KGY, Olympia
Johnson, Lois, "Party Line".....KKRO, Aberdeen
Kane, Sharon.....KOL, Seattle
Keaton, Verona.....KBBW, Aberdeen
Keller, Beverly.....KALE, Richland
Kendall, Marge.....KXLE, Ellensburg
Lee, Dorothy.....KPQ, Wenatchee
May, Katherine.....KIT, Yakima
McCloy, Ruth.....KOMO, Seattle
Miller, Norma.....KSEM, Moses Lake
Poynter, Margaret.....KBRC, Mount Vernon
Rodrique, Evelyn.....KFKW, Aberdeen
Scott, Carol.....KXNW, Wenatchee
Sohorn, Mildred.....KPQ, Wenatchee
Smith, Betty.....KYAK, Yakima
Smith, Margaret.....KHQ, Spokane
Spence, Helen, "Tick of Time".....KKRO, Aberdeen
Sterling, Ann.....KJR, Seattle
Storms, Edna.....KGA, Spokane
Strange, Marilyn.....KONP, Port Angeles
Tipton, Jacqui.....KIT, Yakima
Weeks, Dolores.....KXRN, Renton
Wilson, Kay.....KGA, Spokane
Wise, Katherine.....KOMO, Seattle

West Virginia

Birbeck, Joyce.....WEIR, Weirton
Cattell, Mildred.....WEIR, Weirton
Crotty, Nancy.....WLOH, Princeton

Edworthy, Judy.....WGKV, Charleston
Grigal, Helen M.....WCHS, Charleston
Hickman, Evelyn.....WWYO, Pineville
Hutchinson, Elaine.....WJPB, Fairmont
Jackson, Martha, F.....WMMM, Fairmont
Jones, Lois.....WPAR, Parkersburg
Kercheval, Elizabeth.....WSAZ, Huntington
Kesterson, Mercedes.....WCOM, Parkersburg
Kitchen, Betty.....WMON, Montgomery
Martin, Millie.....WEIE, Weirton
McGeary, Ruth.....WPAR, Parkersburg
Negri, Eleanor.....WPDX, Clarksburg
Oliverio, Joan.....WBLK, Clarksburg
Pearson, Rosemary.....WJPB, Fairmont
Phelps, Emma Sue.....WKOY, Bluefield
Ruzler, Evelyn.....WHIS, Bluefield
Ruoss, Jane.....WCHS, Charleston
Schumaker, Maida.....WSAZ-TV, Huntington
Shen, Alice.....WBTH, Williamson
Suidow, Betty Jean.....WKNA, Charleston
Stribeck, Kady.....WAJR, Morsantown
Weiler, Margaret.....WHTN, Huntington
Wolfe, Shirley Spradlin.....WTIP, Charleston
Young, Leslie.....WEIR, Weirton

Wisconsin

Ann, Mary Jean.....WATW, Ashland
Casey, Mary.....WKOW, Madison
Cass, Betty.....WIBA, Madison
Chamberlain, Mary Ann.....WJPG, Green Bay
Dugan, Ann.....WBEL, Beloit
Foster, Arnes.....WLDY, Ladysmith
Griem, Beta.....WTMJ-TV, Milwaukee
Holton, Esther.....WTMJ, Milwaukee
Lane, Barbara.....WISC, Madison
Leslie, Ann.....WISN, Milwaukee
Luc, Clifford.....WLCX, La Crosse
Mensing, Ruth.....WMAM, Marinette
Mortenson, Luella.....WKOW, Madison
Mower, Margot B.....WFOX, Milwaukee
Mueller, Bernice M.....WBKV, West Bend
Nelson, Irene Buri.....WLPL, Kenosha
Shields, Corinne Kopp.....WLDY, Ladysmith
Smetz, Bernadine.....WFHR, Wisconsin Rapids
Thomsen, Christie.....WBEL, Beloit
Winters, Kay.....WDLB, Marshfield

Wyoming

C. Iuson, Harriet.....KOVE, Lander
Green, Lorraine.....KOWB, Laramie
McOnie, Del.....KOVE, Lander
Moore, Vandi.....KOWB, Laramie
O'Brien, Margaret.....KFBC, Cheyenne
Phisterer, Anita.....KRAL, Rawlins

Alaska

Biezs, Ruth Alice.....KENI, Anchorage
Hargrave, Patricia.....KFRB, Fairbanks
Hemming, Genevieve.....KFQD, Anchorage
Jacobson, Dorothy.....KTKN, Ketchikan
Meredith, Muriel.....KIFW, Sitka
Weeks, Norma.....KINY, Juneau

Hawaii

Bruzzeman, Vern.....KULA, Honolulu
Carson, Maed.....KGBB, Honolulu
Earl, Christmas.....KPOA, Honolulu
Justice, Clare.....KHON, Honolulu
Shellhouse, Carol.....KULA, Honolulu
Suzama.....KTOH, Lihue, Kauai, Hawaii

Puerto Rico

Alvarez, Maria M.....WORA, Mayaguez, P. R.
Clavell, Nellie A.....WPAB, Ponce
Cortes, Isabel.....WIPR, San Juan
Gonzales, Hilda.....WPRP, Ponce
Martinez, Blance L. de.....WORA, Mayaguez



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The rich heritage of over 12 years' experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or

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DU MONT

Television Transmitter Division

Allen B. Du Mont Laboratories, Inc.; Clifton, N. J.

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Television—1952



TELEVISION, the modern miracle which combines sight with sound, dramatically surges forward in this Election Year, 1952.

With more than 100 stations, nearly 15 million sets and a viewing audience of around fifty-five million, television is on the threshold of a spectacular era of development as the Federal Communications Commission lifts the TV freeze and provides for station expansion.

Television has come a long way since the beginning of the postwar years in 1946. It has just begun to flex its muscles and the year ahead holds promises of great expansion in stations, audience and program services.

This edition of Television Year Book, fashioned from the progress of the new industry, is testimonial of television's tremendous growth and its importance to the American economy. To those who contributed to this volume we express our gratitude.

Jack Alicoate
Editor-in-Chief

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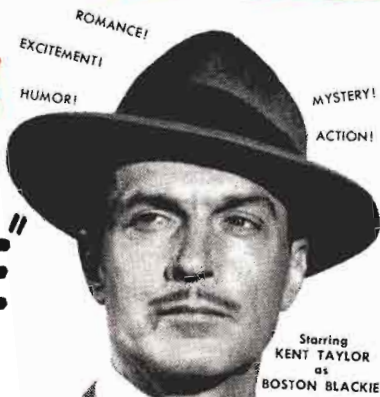
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TELEVISION'S GREATEST COMBINATION
SUPER - SLEUTH, SUPER - SALESMAN!

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ADVENTURE! INTRIGUE!**

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News, weather and market reports are at your fingertips as you conduct your business. On plane, train or ship

at sea, the voice of the entire world is yours to hear at all times.

And when you turn from business to pleasure, at home or in the remote places of rod and gun, you reach across oceans and continents to keep in touch with the world.

Truly, Zenith's Super Trans-Oceanic Short Wave Portable is the only radio of its kind in the world.



Marine and Weather Short Wave—38 to 150 Meter Continuous Tuning Bands. Brings in ship-to-ship and ship-to-shore conversations; weather reports; amateur stations.

Trans-World Short Wave Reception 16, 19, 25 and 31 Meter Bands. Pulls in more stations, more countries than ever before.

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Humidity-Proofed—against loss of sensitivity.

ZENITH RADIO CORPORATION, Chicago 39, Illinois

OFFICIAL F. C. C. TV ALLOCATIONS

SIXTH REPORT

AND

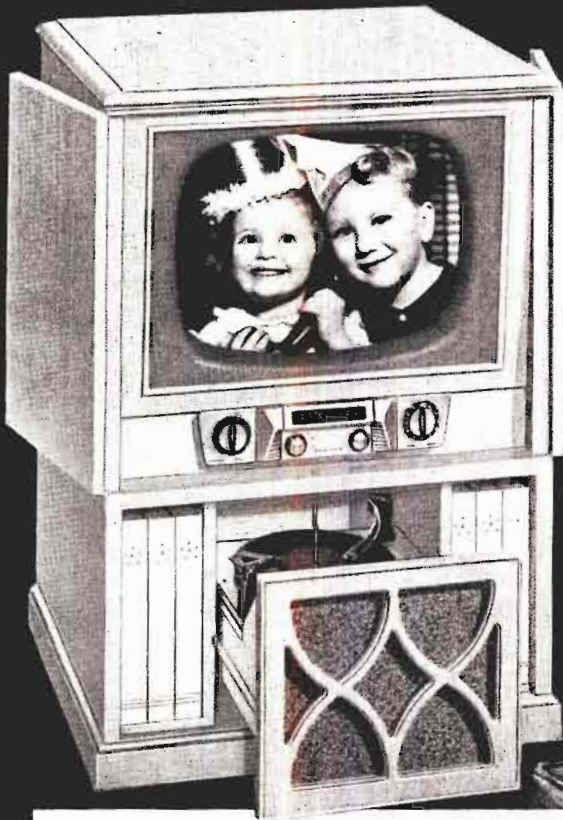
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ON

TELEVISION



*A Summary of TV
Report and Allocations
in VHF and UHF Bands
released on April 14, 1952*



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Featuring revolutionary new "cylindrical face" picture tube that stops annoying reflections. It's another Admiral "first"!

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TV FREEZE LIFTED

By FCC Report and Order

IN a momentous decision, the most important in the history of the Federal Communications Commission, the FCC on April 14 unshackled television by issuing its Sixth Report and Order setting forth channel allocations in both the VHF and UHF bands and defining procedure. The FCC action marks the lifting of the TV freeze and sets in motion plans for orderly expansion of television throughout the United States and its possessions.

The voluminous report, covering 500 typewritten pages, documents, 2,053 channel assignments in 1,291 communities with 242 UHF channels being allotted to non-commercial educational stations. Thirty-two existing stations are given

Your TV Question Answered

As a service to readers of RADIO-TELEVISION DAILY who are interested in the TV allocations for any specific market, the Service Department of this publication is prepared to furnish you quotations from the FCC Report and Order as it relates to any specified market. Address your inquiry to TV SERVICE EDITOR, RADIO-TELEVISION DAILY, 1501 Broadway, New York, N. Y.

changes of frequency and stations are placed in a single class with three geographic zones.

It is a complete documentation of commission TV actions from the day the proceedings were instituted on May 6, 1948, until the lifting of the freeze. Section by section the report deals with the amendment of Section 3.606 of the commission's rules and regulations; amendment of the commission's rules and regulations and engineering standards concerning television broadcast service and the utilization of frequencies in the band 470 to 890 mcs., for television broadcasting.

In announcing the report it is revealed that Commissioner Robert Bartley did not participate; Commissioner Edward M. Webster concurred; Commissioner Frieda B. Hennock concurred in part and dissented in part and Commissioner Robert F. Jones wrote a dissenting opinion.

Anticipating an unprecedented number of applications for new television stations as a result of the lifting of the freeze, the commission has announced a temporary processing procedure. Desirous of making television service available to the greatest number of people in the shortest period of time, the FCC has set up separate processing lines for different cate-

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Then I bought spot market.
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don't mind adding that it pleased
the client no end.**



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gories of applications. These categories have been set upon the basis of the present lack of television service in the communities from which they are filed. Non-commercial educational television station applications will be processed separately beginning July 1.

Processing Procedure

The first applications to be processed will be those arising out of final determinations made by the commission with respect to presently operating television stations whose channel assignments will be changed as a result of the orders to show cause set forth in the commission's third notice, since the implementing of these changes will affect the orderly implementation of the Table of Assignments. These applications will be processed beginning with the effective date of the new rules.

When the commission completes the processing of the applications from the orders to show cause, two processing lines will be established to operate concurrently. The operation of these lines will not begin before July 1, in order to allow a reasonable period for filing new applications and amending those on file, the commission stated.

Will Favor Larger Cities

One line will process applications for new television stations in cities presently receiving service. Within the group in the first processing line, the cities for which applications are filed will be taken in the order of their populations, so that the largest concentrations of population now receiving no service will be handled first.

Five separate groupings have been arranged for the second processing line. The first two of these groups give precedence to the UHF service, where either no VHF channels (excluding non-commercial educational channels) are assigned on all VHF channels (excluding noncommercial educational channels) are already occupied.

Processing Explained

Explaining the processing procedure, the FCC order stated:

"Since all existing stations are in the VHF band, and all present receivers require at least some modification to receive stations in the UHF band, this precedence will help enable the younger service to

start first, a matter of great importance to the development of the assignment pattern provided in the Table of Assignments."

The three remaining groups provide, in order, for cities with one service, but no local station, for cities with one service from two or more stations, thus carrying out the principle of making service available first to cities now receiving none, and then making available a local service before other cities are provided with multiple services.

A separate processing line will be set up by the commission to handle application to modify construction permits granted after July 1, 1952, petitions for reconsideration of actions taken with respect to applications for new television stations, and petitions for waiver of hearings of these applications, all to be processed as filed.

Basis of Allocations Outlined

Basis of the Table of Assignments is set forth in the commission's assignment principle where "... endeavored to meet the twofold objective to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities."

With this as the objective, the commission set up priorities as follows:

Priority No. 1: To provide at least one television service to all parts of the country.

Priority No. 2: To provide each community with at least one television broadcast station.

Priority No. 3: To provide a choice of at least two television services to all parts of the United States.

Priority No. 4: To provide each community with at least two television broadcast stations.

Priority No. 5: Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

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These five requirements are:

- ... an adequate script department
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With the above priorities set up, the commission made it known that no single mechanical formula was used in setting up the Table of Assignments, but that geographic, economic and population conditions were the principal factors for assignment of channels. In making the assignments the commission said that UHF channels were coordinated with and made complementary to the VHF assignment plan. The commission's report also states "If all VHF and UHF channels are utilized, there should be few, if any, people of the United States residing beyond the areas of television service. Provision has been made for at least one assignment to over 1,250 communities and it has attempted, where possible, to provide each community with at least two assignments."

DuMont Plan Noted

The report stated that the Allen B. DuMont Laboratories, Inc., was the only party to the proceedings to submit a national television assignment as an alternative to that contained in the commission's Third Notice, and after going into the DuMont proposal at length, the commission found that the principles of assignment which DuMont advocates were inadequate in that those principles did not recognize specifically the need to provide an equitable apportionment of channels among the separate states and communities and "did not provide adequately for the educational needs of the primarily educational centers."

Notice was also taken of the CBS proposal of views "generally similar to those of DuMont in respect to the need for providing additional commercial VHF stations in key economic areas."

As defense, the commission's report said that the Joint Committee on Educational Television alleged that the commission's priorities were deficient in not specifically recognizing non-commercial educational TV and urged that an additional priority be established between Priority No. 3 and Priority No. 4 reading as follows: To provide a non-commercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

One interesting aspect of the re-

port on the use of channels is that the commission has made specific assignments to the particular cities and communities on Channels 2 through 65. The commission stated: "Channels 66 to 78 or 83 were designated as flexibility channels and no specific assignments to individual cities or communities were made on these channels. It was provided in the Third Notice that persons desiring to file an application for a station in a community which (1) is not listed in the Table of Assignments and (2) is not eligible for an assignment, without the necessity of rule making proceedings might file an application for a station on one of the flexibility channels without further rule making. It was provided, however, that stations on flexibility channels could not be applied for, in this manner, in a community assigned a channel in the Table or which was otherwise eligible for such an assignment without further rule making under the 15-mile rule."

Interesting Changes

Some interesting changes and allocations are revealed in the Table of Assignments. New York City, for example receiving two UHF assignments, one for non-commercial educational use and bringing the city's total number of stations to eight. Chicago, on the other hand, will have a total of ten stations. In New Jersey, Andover, Camden, Freehold, Hammonton and Montclair have been added to the Table. Denver, long the isolated market, will receive a total of six stations, one non-commercial. Detroit, originally slated for seven stations, will have only five from the Table, all commercial, while Windsor, Ont. remains unchanged with two stations.

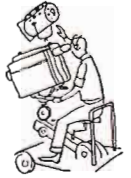
Among other cities to be added include Calumet and Coldwater, Michigan, Clemson, S. C., Adams, Chilton, Park Falls and Shell Lake, Wisconsin.

Three geographic zones are set up under the order in the United States and territories and possessions, and channels have been set up in accordance with mileage separations for each zone. Co-channel assignment separations of 170 miles for VHF and 155 miles for UHF have been established for zone I,



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- ★ THE KEN MURRAY SHOW

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Number 1 singer, TV Forecast Annual Awards Poll

Danny O’Neil voted favorite local male singer. A great all-around guy, his genuine sense of humor and sincere manner make him a welcome guest in everyone’s home. A true product of the informal easy style of Chicago television.



ABOUT THE SHOW . . . “BREAKFAST WITH THE O’NEILS”

There’s music . . . Danny’s fine tenor voice bringing welcomed melody into thousands of Chicago homes. There are topics of interest . . . as Danny introduces viewers to everyone from well-known celebrities, to little-known folks with a real human, vibrant story to tell. There’s informality . . . as Danny and wife Gerrie (a former Broadway dancing star), chat with pianist Dick Boyell in an atmosphere that makes the viewer feel they’re all together in a relaxing home atmosphere.



DICK BOYELL



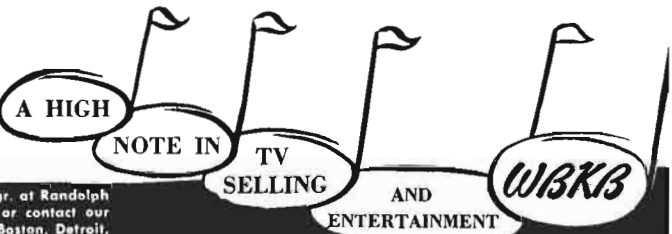
GERRIE O’NEIL



Relaxing home atmosphere at the O’Neils.

DANNY O’NEIL CAN *Sell* YOUR PRODUCT

Sincerity is the key-note of Danny’s personality. You’ll see that as soon as you meet him. And of course there’s nothing like television to convey that sincerity to thousands of viewers. That’s why folks who have seen Danny on Chicago programs for many years, have come to think of him as a personal friend. That’s why when Danny tells them about a sponsor’s product, they know he’s given it his personal approval, and that he’s sure it would be a good buy for them. When you buy the Danny O’Neil show, you buy a public’s confidence in an entertainer whose word they trust. When he asks them to buy his product, you know they’ll buy it.



For further information contact John H. Mitchell, Gen. Mgr. at Randolph 6-8210—Write WBKB, 190 N. State St., Chicago 1, Ill., or contact our station representative, Weed & Company, in New York, Boston, Detroit, San Francisco, Atlanta or Hollywood.

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At the same time, the order amends and recodifies the commission's rules governing TV broadcast stations, and amends the standards of good engineering practice concerning TV broadcast stations to reflect the commission's decisions in these proceedings.

The order calls for a revised application form (FCC form 301) for new stations or changes in existing stations. Applications currently on file with the commission, including 171 applications now removed from hearing status, must be amended; otherwise, the commission says threateningly, such applications will be dismissed. Applications must specify a channel assigned.

Opinions Noted

Three FCC commissioners have written varying opinions on this decision bringing to an end the three-and-one-half year "freeze" on new TV stations. Robert F. Jones, dissenting from the majority opinion, wrote more than four thousand words, supporting his argument, while E. M. Webster issued an opinion concurring with the majority. Frieda B. Hennock's opinion was both for and against.

In his opinion, Jones contended that: "... this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. . . .

"Actually, if you attribute all the selfishness charged against them in the commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities. . . .

"The general rules and standards, and to a greater extent the city-to-city allocation plan actually exclude VHF channels from the smaller cities unless there happens to be no larger city within artillery range to put them in. This is justified on the basis that VHF covers

wider areas than UHF, and that the larger cities can serve the rural population. So the general standards are drafted to the advantage of the largest cities to accomplish this basic purpose with VHF channels.

Shrinks VHF Channels

"This policy literally shrinks the 12 VHF channels of the spectrum . . . to the equivalent of 4 in the Northeast part of the U. S. and other areas like it. This occurs because the bigger you make any station's coverage the wider you have to space stations. The wider you space stations the lesser number of times you can use the channel in the entire country.

"The commission has pretended that these high power, antenna heights, and wider VHF spacings actually give more service to the rural areas. In fact, the contrary is true. In the Northeastern U. S. and other areas like it, 148 per cent more rural and city area could get a grade A service and 59 per cent more could get grade B service if the 250 mile median spacing (between stations operating on the same channel) is cut in half when 500 foot antennas are used and cut one-third when 1,000 foot antennas are used.

"The commission has made 10 kw maximum power for VHF channels 2 to 6, and 316 kw for VHF channels 7 to 13 roughly three times the low band VHF power) and made 2,000 foot antenna heights the maximum except in . . . (Northeastern U. S.) where 1,000 feet is maximum. These are the values which have to be used by broadcasters everywhere (from New York City to Goldfield, Nevada—population 336) to make the commission's plan even approach degraded efficiency. This means that there is a million-dollar entry fee for every broadcaster to guarantee the commission plan's efficiency. If broadcasters from small towns (VHF was given to the largest cities and UHF generally to the smaller cities to fill in the gaps not covered by VHF) are to contribute to efficiency, they had better study astronomy to figure up their balance sheets and buy lots of red ink. . . ."

Continuing, Jones said, "Now sound UHF station commercializa-

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tion is handicapped economically and technically by 17 million VHF-only receiving sets. Any prospective UHF broadcaster is not only handicapped where UHF and VHF are intermixed, but also in areas where UHF is not used to supplement the inefficient assignment of VHF channels.

Denies Local Television

" . . . The purpose of the allocation plan now being adopted by the commission is to create a nationwide competitive television system, but the effect of the plan is to deny local television to cities not included in the table. Once the table is established and construction permits are granted, followed by licenses and operation on the channels assigned . . . the commission will not be able to dislocate such licenses to make another plan more efficient without litigation ensuing between such licensees and the commission.

"The entire philosophy of providing the standard service area for all cities based upon a service area satisfactory to the largest city in the table exposes some absurd results," Jones said. "For example, the commission concluded that 'the geographical distribution of people and cities of the U. S. does not lend itself to a simple rule for spacing of stations' which will protect the interference free service area of each channel. Yet the commission has adopted just such a simple rule that it condemns as the sole criteria for assignment of channels and refusal to assign channels to cities throughout the nation."

Commissioner E. M. Webster issued a concurring opinion on the matter. After noting that when the Third Notice of Further Proposed Rule Making was issued on March 22, 1951, he stated in a separate opinion that he believed the reservation of channels for non-commercial educational TV stations was warranted only upon a showing that here was a reasonable probability that, if such reservation were made, the channels would be utilized in the reasonably near future.

In his opinion Commissioner Webster said he felt a vast major-

ity of the representatives of educational institutions had little concept of costs and practical problems involved in the construction and operation of a TV station, and that when brought face-to-face with practicalities they might find the economic hurdle difficult, if not impossible to surmount.

One of the considerations which enabled him to accept the reservation of channels, Webster said, is the fact that in event the educators fail in their efforts, the commission, at any time it considers it in the public interest to do so, can reconsider its decision and through rule making proceedings, assign idle educational channels for commercial purposes and also possibly promulgate rules requiring other than non-commercial educational stations to provide adequate educational programs. He also noted that after one year any party is at liberty to petition the commission for rule making proceedings looking toward the commercialization of any or all educational channels lying fallow at the time.

Hennock Opinion

In an opinion concurring in part and dissenting in part Commissioner Frieda B. Hennock said that with reference to the educational reservations of the Sixth Report and Order, she concurred in the decision insofar as it adopts the principle of reserving channels for educational purposes and insofar as it assigns specific channels for such purposes. She dissented, however, from the decision insofar as it fails to make a more adequate and proper provision for education.

Referring to the commission's experience with FM where the set problem was so crucial, Commissioner Hennock said that it was clear that practical economic considerations cannot be left largely to chance in the establishment of a new service. She was referring to the increases in station power and antenna height in VHF and UHF.

Further, Commissioner Hennock stated, she felt the commission should have adopted its proposal from the Third Notice to give a substantial preference in the unassigned "flexibility" channels to cities without TV assignments.

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	29
Anniston	37
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 8, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	1, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	10, 26
Fayetteville	*13, 41
Forest City	22
Fort Smith	5, *16, 22

Channel No.

Harrison	24
Helena	51
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	44
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	33
El Centro	16
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34
Modesto	14
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	3, 8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	41, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Durango	.6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	.5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Loveland	38
Longmont	32
Montrose	.10, 18
Pueblo	.3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	.43, 49, *71
Hartford	.3, 18, *24
Meriden	65
New Britain	30
New Haven	.8, 50
New London	.26, 81
Norwalk (see Stamford)	
Norwich	67, *63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	.12, 53, *59

DISTRICT OF COLUMBIA

Washington	.4, 5, 7, 9, 20, *26
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FLORIDA

Belle Glade	25
Bradenton	28
Clearwater	32
Daytona Beach	2
De Land	44
Fort Lauderdale	.17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	.4, *7, 12, 30, 36
Jacksonville	.4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	.16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	.6, 9, 18, *24
Palatka	17
Panama City	.7, *30, 36
Pensacola	.3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	.5, 12, *15, 21

GEORGIA

Albany	.10, 25
Americus	31
Athens	*8, 60
Atlanta	.2, 5, 11, *30, 36
Augusta	.6, 12
Bainbridge	35

	Channel No.
Brunswick	.28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	.4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	16
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	.13, *41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	.9, 59
Savannah	.3, *9, 11
Statesboro	22
Swainsboro	20
Tifton	14
Thomasville	.6, 27
Tooeva	35
Valdosta	37
Vidalia	26
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	.3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moosew	*15
Nampa	.6, 12
Payette	14
Pocatello	.6, 16
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	.11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	.34, *61
Centralia	.32, 50
Champaign-Urbana	.3, *12, 21, 27, 33
Chicago	.2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	.17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
ML Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	31, *27, 33
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *29, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	46
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	29
Otwein	28

	Channel No.
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36
Hazard	19
Hopkinsville	20
Lexington	27, 33
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	22
Winchester	37

LOUISIANA

Abbeville	42
Alexandria	5, 62

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	39
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	*2, 4, 6, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 30
Cambridge	22
Cumberland	17
Frederick	62
Hagerstown	52
Salisbury	16

MASSACHUSETTS

Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	40, 46
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	15
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26

	Channel No.
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	66
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	24
Brainerd	12
Cloquet	44
Cookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
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* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Viacksburg	41
West Point	8, 56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	14, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	31
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16

	Channel No.
Miles City	3, *6, 21
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Grand Island	11, 21
Freemont	52
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Ashbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Frehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

NEW MEXICO

	Channel No.
Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

NORTH CAROLINA

Ashokle	53
Albemarle	20
Ashville	13, *56, 62
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46
Elizabeth City	31
Fayetteville	18
Gastonia	48

Channel No.

Goldsboro	34
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	53
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 13, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Gallipolis	18
Hamilton-Middletown	65
Lancaster	28
Lima	35, 41
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	46, 52
Steubenville (see Wheeling, W. Va.)	
Tiffin	47

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Toledo	11, 13, *30
Warren	21
Youngstown	27, 33, 73
Zanesville	50

OKLAHOMA

Ada	50
Allus	36
Alva	30
Anadarko	58
Ardmore	55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	12, 15
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponea City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2
La Grande	13
Lebanon	43
McMinnville	46
Medford	4, 5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	28
Salem	3, *18, 24
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 45
Altoona	10, 19, 25
Bethlehem	51
Bradford	48
Butler	43
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42

	Channel No.
Erie	12, 35, *41, 66
Harrisburg	27, 33, 71
Hazleton	63
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	55, 61
Scranton	16, 22, 73
Sharon	39
State College	*44
Sunbury	65
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *22
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SOUTH CAROLINA

Aiken	54
Anderson	58
Camden	14
Charleston	2, 5, *13
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	37
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	37
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Covington	19
Dyersburg	46
Elizabethton	40
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 5, 8, 30, 36
Oak Ridge	32
Paris	51
Pulaski	44
Shelbyville	62
Springfield	42
Tullahoma	65
Union City	55

TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *30
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	46
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49

	Channel No.
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	62
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermil	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	8, 13, *15
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacodoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	6, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19
Uvalde	20
Vernon	18
Victoria	19
Waco	11, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	33
Brattleboro	58
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk- Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth- Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth- Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick- Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick- Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick- Richland-Pasco)	31

	Channel No.
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55
Yakima	23, 29, *47

WEST VIRGINIA

Beekley	6, 21
Bluefield	41
Charleston	8, *43, 49
Clarksburg	12, 22
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morantown	*24
Parkersburg	15
Welch	25
Weston	32
Wheeling (also see Wheeling- Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

WISCONSIN

Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 6
Janesville	63
Kenosha	61
La Crosse	8, *32, 38
Madison	3, *21, 27, 33
Manitowish	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	54
Racine	49, 55
Rhinclander	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worldand	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

	Channel No.
Lihue, Kauai	3, *8, 10, 12
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Wailuku, Maui	3, 8, *10, 12
Hilo, Hawaii	2, *4, 7, 9, 11, 13

PUERTO RICO

Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Christiansted	8
Charlotte Amalie	10, 12

* Denotes Channel reservation for non-commercial educational use.

The following table compiled by the Associated Press on April 14, shows, state by state, the number of television stations now on the air, the total possible under channel allocations and the number of applications awaiting action:

State	Now in Operation	Channels Assigned	Pending Applications	State	Now in Operation	Channels Assigned	Pending Applications
Alabama	2	45	7	New Hampshire	0	13	1
Arizona	1	30	5	New Jersey	1	15	5
Arkansas	0	38	5	New Mexico	1	38	3
California	11	87	35	New York	13	60	21
Colorado	0	40	9	North Carolina	2	51	16
Connecticut	1	16	7	North Dakota	0	33	2
District of Columbia	4	6	0	Ohio	12	59	22
Delaware	1	4	1	Oklahoma	2	55	12
Florida	2	58	19	Oregon	0	33	5
Georgia	3	54	9	Pennsylvania	7	58	36
Idaho	0	28	4	Rhode Island	1	4	1
Illinois	5	60	16	South Carolina	0	29	9
Indiana	2	48	15	South Dakota	0	30	1
Iowa	2	59	16	Tennessee	2	53	18
Kansas	0	49	7	Texas	6	179	62
Kentucky	2	34	4	Utah	2	22	5
Louisiana	1	42	12	Vermont	0	10	0
Maine	0	29	6	Virginia	2	39	15
Maryland	3	12	3	Washington	1	48	9
Michigan	6	70	10	West Virginia	1	25	10
Massachusetts	2	23	16	Wisconsin	1	51	15
Minnesota	2	48	13	Wyoming	0	27	3
Mississippi	0	39	5	Alaska	0	19	0
Missouri	2	54	17	Hawaii	0	20	0
Montana	0	40	2	Puerto Rico	0	9	0
Nebraska	2	34	4	Virgin Islands	0	3	0
Nevada	0	22	3	Totals	108	2,053	521

TV COVERAGE MAPS

— Present —

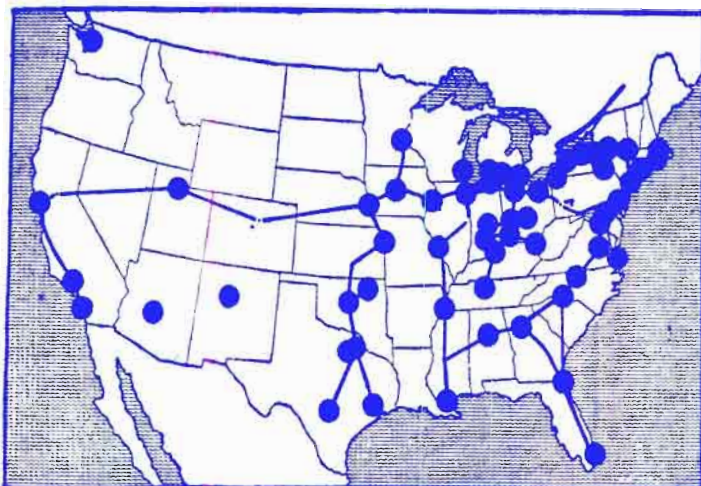
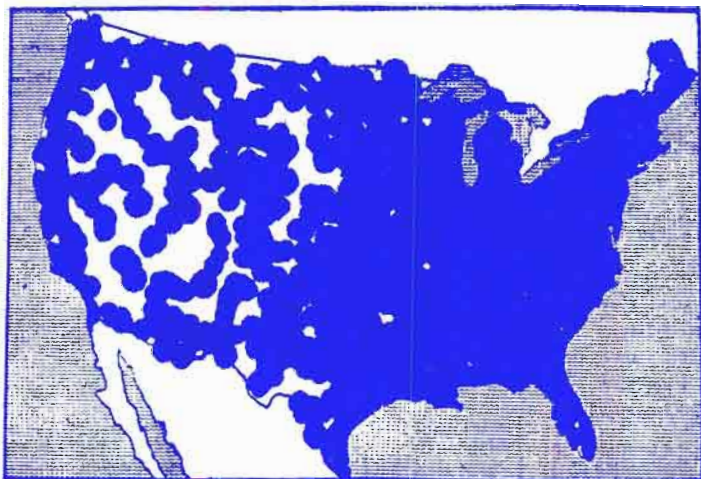


Chart shows extent of current television coverage



— Future —



How new stations are expected to affect coverage

A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER *President*

At age 41, ROBERT E. KINTNER is the youngest President to sit at the helm of a major broadcasting network. In the span of seven short years since he first joined ABC as a Vice President in 1944, with immediate supervision of programming, public services, public relations and advertising, the American Broadcasting Company has expanded and assumed a ranking position in the broadcasting industry under his able and far-sighted guidance.



KINTNER

A native of Stroudsburg, Pa., and a graduate of Swarthmore College, his career previous to joining ABC, included work as a staff member on the editorial department of the New York Herald-Tribune, where he specialized in financial reporting. Subsequently, he became Washington correspondent for the same paper and later, with Joseph Alsop, was author of a nationally syndicated Washington newspaper column.

ALEXANDER STRONACH, JR. *Vice President for the ABC Television Network*

A former free-lance writer for magazine and motion pictures, ALEXANDER (SANDY) STRONACH, JR., came to the American Broadcasting Company in September, 1948 as Manager of Television Programs of the network. In January, 1951 he was named National Director of Television Program Operations for ABC-TV and subsequently in May, 1951, was named Vice President for the ABC-TV Network. His varied background includes a



STRONACH, JR.

stint as writer on "We, the People," a radio program which he helped script while with Young & Rubicam, Inc.; producer and director of this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Young & Rubicam, Inc.

JOHN B. LANIGAN *Vice President in Charge of Television Sales*

JOHN B. LANIGAN came to the ABC network in February of this year as Vice President in charge of Television Sales.

Lanigan was previously a specialist in consumer advertising for Time Magazine, having served with that publication for three years prior to his association with ABC. In addition, his extensive background includes advertising and sales in several media.

Prior to joining Time, he was sales manager for the Eureka Williams

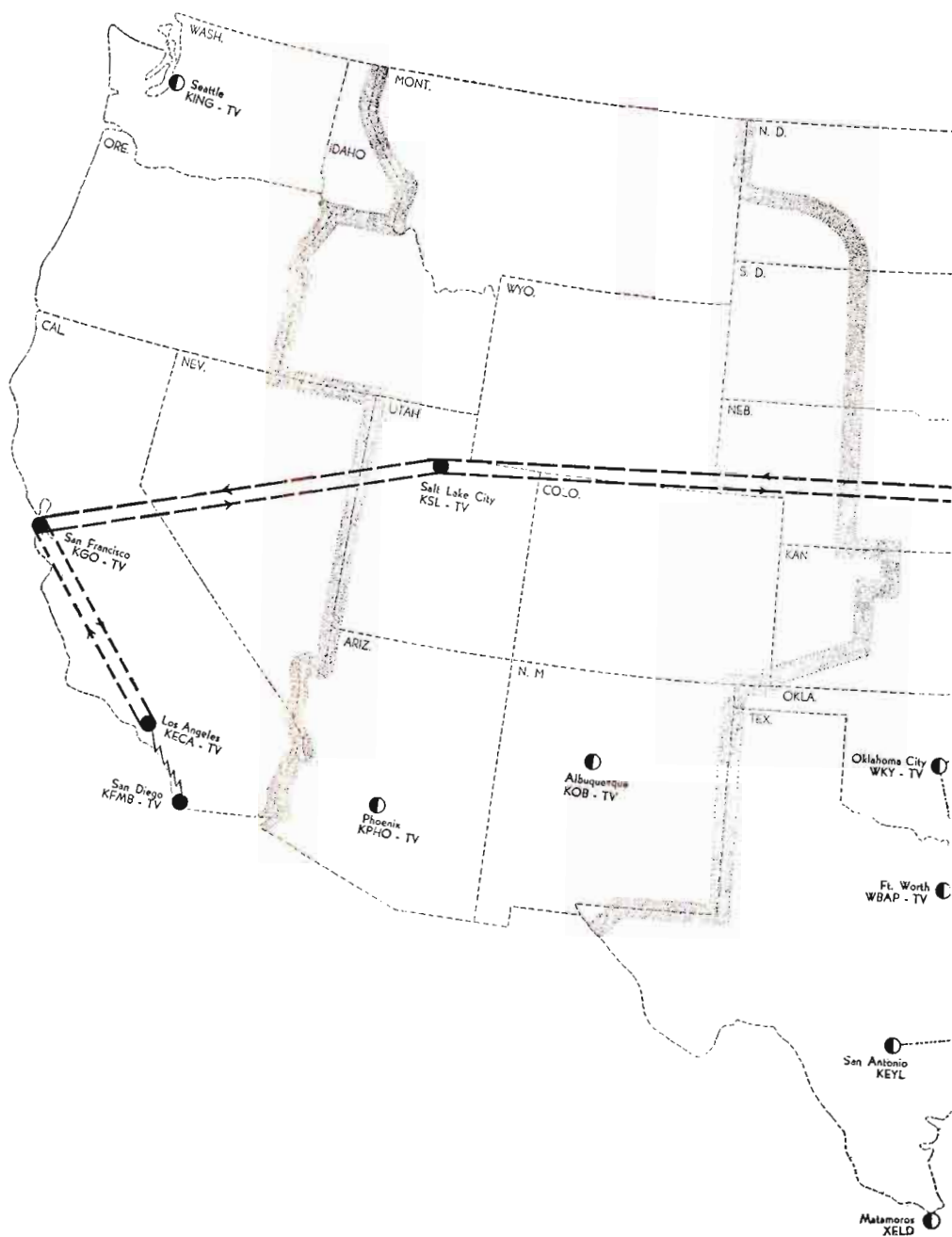


LANIGAN

Corporation, a position to which he was advanced following his duties as West Coast sales manager for the company over a period of a year and a half.

From 1943 to mid-1946, he was a space salesman working for the Chicago and Detroit offices of Time, having previously served for six years with Good Housekeeping magazine, where he was manager of the Detroit sales office from 1941 to 1942 and before that a member of the sales force in the Chicago office.

AMERICAN BROADCAST



AMERICAN BROADCASTING COMPANY, INC.

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

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James A. Stable.....Attorney

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John Madigan.....Director of News and Special
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Ward Byron.....Executive Producer
Nat Fowler.....Film Director
Henry Hede.....Business Manager
Anthony Henning.....Production Manager
Charles Holden.....Assistant National Director
of Television Program Production
Robert Holland.....Manager of Film Service
Harold Hough.....Program Director of WJZ-TV
Ruth Kiersted.....Operations Manager
James McNaughton.....Art Director
Charles Underhill.....National Director of the
Television Program Department
Mortimer Weinbach.....National Director of
TV Operations
Bertha Williams.....Broadcast Coordinator

Public Relations

John W. Pacey.....Director of Public Affairs

Mary Ahern.....Executive Producer of Public Affairs Department
 Ruth Crawford.....Librarian
 Mitchell DeGroot.....Manager of Advertising and Promotion
 Arthur B. Donegan.....Manager of Publicity
 Ellen Heagerty.....Supervisor Audience Information
 Grace Johnsen.....Director of Continuity Acceptance
 Ruth Trexler.....Manager of Religious and Educational Activities
 Oliver Treyz.....Director of Research and Sales Development
 Ernest E. Stern.....Trade News Editor
Sales

John B. Lanigan.....Vice President in Charge of Television Sales
 Charles Abry.....Eastern Television Sales Manager
 Edwin Friendly, Jr.....National Director of Television Sales
 Thomas P. Robinson.....Business Manager for Television Network Sales
Stations

Slocum Chapin.....Vice President in Charge of Owned TV Stations
 Richard B. Rawls.....Manager of Television Stations Department
 Trevor Adams.....Manager of WJZ-TV
 Mary Connell.....Local and Spot Sales Service Manager—Television
 Don L. Kearney.....National Manager of TV Spot Sales
 Bernard Paulson.....Operations Manager of WJZ-TV
 Henry Worthington.....Manager of Co-operative Program Sales—Television

WASHINGTON, D. C.
1703 K Street

Robert H. Hinckley.....Vice-President
CENTRAL DIVISION
WENR-TV
20 North Wacker Drive,
Chicago 6, Illinois

John H. Norton.....Vice President of Central Division
 Robert L. Anderson.....Research Supervisor
 Kenneth Christiansen.....Manager of Traffic & Communications
 Francis J. Coveney.....Auditor
 Francis Dixon.....Program Booking & Operations Supervisor
 Walter L. Emerson.....Legal Counsel
 Joe Fisher.....TV Sales Manager of WENR-TV
 Monte Frassnecht.....Manager of TV Program Department
 John Fitzpatrick.....TV Production Manager
 Elliott Henry, Jr.....Publicity Manager
 E. C. Horstmann.....Engineering Manager
 Dean Linger.....Manager of Sales Promotion
 Jack McCord.....TV Program Business Manager
 Roy McLaughlin.....Manager for ABC-TV Spot Sales, Chicago
 Francis McNulty.....Music Rights Supervisor
 John J. Manley.....Manager of Office & Studio Services
 Cornelius O'Dea.....News Supervisor

Patric Rastall.....Sales Service Manager
 Robert M. Savage.....Continuity Supervisor
 James L. Stirton.....Director of TV Network for Central Division
 Floyd Timberlake.....TV Engineering Operations Supervisor
 Gerald R. Vernon.....Manager of TV Sales

WESTERN DIVISION
Hollywood
KECA-TV

ABC Television Center,
Hollywood 27, California

William Phillipson, Director of Western Division
 Cecil W. Barker.....TV Program Production Director of Western Division & KECA-TV
 Dorothy Brown.....Continuity Acceptance Editor, Western Division
 Philip G. Caldwell.....Western Division Manager of Technical Operations
 Dresser M. Dahlstead.....Program Manager, Western Division
 Henry Daugherty.....General Traffic Supervisor
 Ernest Felix.....Assistant Treasurer
 Paul Gates.....Evening Program Manager
 John S. Hansen.....Sales Promotion Manager
 Philip Hoffman.....Manager of KECA-TV
 Edward B. Hullinger.....Manager, Stations Relations, Western Division
 Frank King.....TV Sales Manager of KECA-TV
 Bill Laramie.....Manager, ABC-TV Spot Sales, Los Angeles
 Francis D. La Tourette.....Western Division News Editor
 Robert Laws.....Western Division TV Sales Manager & Sales Manager of KECA-TV
 Adolph Lefler.....Sales Service Manager
 Cameron G. Pierce.....TV Engineering Operations Supervisor
 Darrell Ross.....Production Manager of KECA-TV
 Victor Rowland.....Manager, Hollywood Publicity Department
 Florence Shiro.....Personnel Director
 Donn B. Tatum.....Director of TV, Western Division
 John Wagner.....Controllor, Western Division

KGO-TV—SAN FRANCISCO
155 Montgomery Street,
San Francisco 2, California

James Connolly.....Vice-President
 A. E. Evans.....Engineering Manager
 Gladys Ferguson.....TV Sales Service Manager
 Vincent Francis.....Manager of KGO-TV
 Gordon Grannis.....Promotion & Publicity Manager
 Edith Kirby.....Traffic Manager
 Dexter Nichols.....Continuity Acceptance Editor
 Victor Reed.....News Editor
 Dave Sacks.....Manager, ABC-TV Spot Sales
 Blyce Wright.....TV Program Manager

Stations Owned By ABC

WIZ-TV.....New York
 WXYZ-TV.....Detroit
 WENR-TV.....Chicago
 KECA-TV.....Los Angeles
 KGO-TV.....San Francisco



American Bakeries
Anthracite Institute
Arrow Shirts
Arthur Murray
Bendix
Bristol-Myers
Brown Shoe
Canada Dry
Carter Products
Celanese
Chuckles
Clorox
Cory
Crosley
Frigidaire
General Mills
Goodyear Tire & Rubber
Dr. Billy Graham
Green Giant
Hazel Bishop
Hollywood Candy
Ironrite Ironers
Jacques Kreisler
Kellogg
Lever Brothers
Lucky Strike
M & M Candy
Masland Carpets
Minute Maid
Nash-Kelvinator
Old Gold
Peters Shoe
Procter & Gamble
Prom & White Rain
Ralston-Purina
Sterling Drug
C. A. Swanson
Sundial Shoe
Voice of Prophecy
Word of Life Fellowship
Warner-Hudnut
Young People's Church of the Air

A network is known by the company it keeps . . .

and today most of the leading names in American industry send their goods to market via ABC Television. One reason these advertisers choose ABC Television is because it is the only network that owns and operates television stations in five of the nation's seven top retail markets. Also, because ABC has gigantic production facilities that no other network can match—Television Centers in both New York and Hollywood.

ABC TELEVISION

American Broadcasting Company

TELEVISION, 1951—REVIEWED

By J. L. VAN VOLKENBURG, President, CBS Television

TELEVISION did a lot of things in 1951: It spanned the continent, so people in New York could see the Japanese peace treaty being signed, and people in California could watch the National League playoffs—at 10 o'clock in the morning! It made the hands of a gambler into the picture of the year, and brought the American people up sharp against the realities of organized crime and political corruption with a sense of urgency that's still detonating all over the country today, and promising that the 1952 political campaigns will be the show to watch. It looked on attentively as a general revived the ancient garrison ballad, "Old Soldiers Never Die." It was hard for commercial programming to top the pyrotechnics provided by the daily news; but nevertheless, 1951 brought forth some of the best, liveliest and most mature television shows seen to date. And one more thing television did: it Arrived, as a practical, dollars-and-cents, competitive advertising buy. The cost-per-thousand of reaching network television's audience began the swift descent that always tells knowledgeable advertising men a medium's ready to be reckoned with on a straight comparative, competitive basis. CBS Television wound up the year with its average cost-per-thousand more than 20 per cent below the 1950 figure. With the number of U. S. television sets estimated at 19 million by the end of '52, plus the prospect of new markets opening up at the lifting of the construction freeze, the circulation costs will look even better this time next year.

We look to 1952 also for the extension of two important operations that appeared in clear focus during the past year: daytime television, and the emergence of all-year television, with the consequent fading of the "summer-hiatus" feature. Daytime television developed a lot during the year, and provided considerable scope in programming, with emphasis on daytime variety, with full show-business values and



Van Volkenburg

top stars, in addition to the customary daytime serial and music and news features. Prophets had said that woman could not take time from their daily tasks to watch television; but once again television (and the women!) threw the rule-book out the window, and as one noted advertiser said, "Gentlemen, I have news for you. It appears that the American housewife has time to do just about *anything* she wants to do." And what she wants to do, it appears, is watch television. By mid-1951, the daytime percentage of sets-in-use had nearly doubled over the preceding year, and the average housewife viewer was watching daytime shows ten hours a week, Monday through Friday. This happy trend brought a lot of new television advertisers into the fold, and has created a demand, during the last few months, for an ever earlier start on network daytime programming, with the result that most networks plan early morning programming for the coming year. Once again we are seeing daytime programming, with its multiple-impression and low cost-per-impression features, making a substantial appeal to advertisers.

Perhaps the outstanding trail-blazing accomplishment of television operations in '51 was the success-story of summer television. Even the most optimistic and television-happy of us could hardly have predicted that the drop in viewing over the summer would be negligible; that many CBS Television advertisers who stayed on through the summer (and most of them did) would actually be winning audiences at lower cost than their October-April average. Once again we are obliged to hang our heads and admit that television can always do more than is expected of it; and that our thinking must be adjusted to the fact that television is *not* a seasonal medium, but a year-round necessity for viewers and a year-round selling force for advertisers.

As for CBS Television, we move into 1952 confident that we can continue to supply audiences with the best in television entertainment, news, and information; and supply advertisers with top value. 1951 saw a number of notable CBS Television program achievements: the magnificent news program, See It Now, and television's most extensive and detailed coverage of United Nations.

C. B. S. TELEVISION NETWORK

J. L. VAN VOLKENBURG

President

A member of the CBS family for 20 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as CBS-TV president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of



VAN VOLKENBURG

radio sales, in 1945 and three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice-president and director of Television operation and in 1951 was named to his present position. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

HUBBELL ROBINSON, JR.

Vice-President in Charge of Network Programs

In story book fashion, HUBBELL ROBINSON, JR. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he



ROBINSON, JR.

assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

FRED M. THROWER

Vice-President in Charge of Network Sales

Today's TV Personality: FRED M. THROWER, vice-president in charge of sales for the CBS television network, was formerly vice-president in charge of television sales for the American Broadcasting Company. Before World War II, Fred was associated with the National Broadcasting Company. From 1942 to 1945 he served as a lieutenant in the U. S. Navy and saw service in both Europe and China. Back in 1942,



THROWER

Fred was appointed a vice-president of the American Broadcasting Company when that network was launched independently. His service with the National Broadcasting Company extended from 1929 through the time the Red and Blue networks were separated. While at NBC, Fred served for some years as an account executive. Previously he had been associated with the network's program department.

COLUMBIA BROADCAST



C O L U M B I A BROADCASTING SYSTEM, INC.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS

Prescott S. Bush	J. A. W. Inglehart
Frederick L. Chapman	Leon Levy
Bruce A. Coffin	Edward R. Murrow
Lloyd H. Coffin	Samuel Paley
David H. Cogan	William S. Paley
Ralph F. Colin	Joseph H. Ream
James B. Conkling	Dorsey Richardson
	Frank Stanton
William S. Paley	Chairman of the Board
Frank Stanton	President
Joseph H. Ream	Executive Vice President
Bruce A. Coffin	Vice President
Lloyd H. Coffin	Vice President
David H. Cogan	Vice President
James B. Conkling	Vice President
Earl H. Gammons	Vice President
William C. Gittinger	Vice President
Lawrence W. Lowman	Vice President
Howard S. Meighan	Vice President
Adrian Murphy	Vice President
Daniel T. O'Shea	Vice President
J. L. Van Volkenburg	Vice President
Julius F. Brauner	Secretary
Samuel R. Dean	Treasurer
Arthur S. Padgett	General Auditor
Edward L. Saxe	Controllor
Edgar Batchelder	Assistant Secretary
William J. Flynn	Assistant Treasurer
Ned Marr	Assistant Secretary

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg	President
Fred M. Thrower	Vice President in Charge of Network Sales
Hubbell Robinson, Jr.	Vice President in Charge of Network Programs
Harry S. Ackerman	Vice President in Charge of Network Programs—Hollywood
H. Leslie Atlass	Vice President in Charge of Central Division

Frank B. Falknor	Vice President in Charge of Operations
Merle S. Jones	Vice President in Charge of CBS-Owned Stations and General Services
I. S. Becker	Vice President in Charge of Business Affairs
Herbert V. Akerberg	Vice President in Charge of Station Relations
William B. Lodge	Vice President in Charge of General Engineering
Charles L. Glett	Vice President in Charge of Network Services—Hollywood

Network Sales

Fred M. Thrower	Vice President in Charge of Network Sales
William H. Hylan	Eastern Sales Manager
George J. Arkedis	Central Sales Manager
Kingsley F. Horton	Pacific Coast Sales Manager
William J. Fagan	Business Manager
T. D. Connolly	Program Sales Manager
Lorin S. Myers	Sales Research Counsel
Robert F. Jamieson	Sales Service Manager
George A. Kolpin	Contract Manager

Programs

Hubbell Robinson, Jr.	Vice President in Charge of Network Programs
Harry S. Ackerman	Vice President in Charge of Network Programs, Hollywood
Russell Furse	General Manager
Henry S. White	Business Manager
William Dozier	Executive Producer, Dramatic Shows
Edgar Peterson	Story and Script Dept. Mgr.
Marlo Lewis	Executive Producer, Music and Variety Programs
James C. Shattuck	Director of Editing
Harry G. Ommerle	Program Director
	News and Public Affairs
Sig Mickelson	Director of News and Public Affairs
Paul Levitan	Producer of Special Events

William A. Wood..... Director of News and
Public Affairs, Washington
Judson Bailey..... Director of Sports

Operations

Frank B. Falknor..... Vice President in Charge
of Operations
Henry Grossman..... Assistant to Vice President
in Charge of Operations
E. Carlton Winckler..... Manager of Production
Gilbert DeStafano..... Manager of Stage Lighting
Don Darcy..... Manager of Production Specialists
Anthony Boschetti..... Manager of Procurement
Richard Hopkins..... Manager of Scenic Design
and Construction
H. C. Meier..... Manager of Network Operations
H. Grant Theis..... Manager of Film Service
Operations
Walter R. Pierson..... Manager of Theatre and
Stage Operations
Paul Wittlig..... New Effects Development
James Connors..... Manager of Cost Control
R. G. Thompson..... Manager of Technical
Operations
R. J. Young..... Manager of Building Construction

Business Affairs, Network Programs

I. S. Becker..... Vice President in Charge
of Business Affairs
Merritt H. Coleman..... Director of Business Affairs
Martin N. Leeds..... Director of Business Affairs,
Hollywood

Station Relations

Herbert V. Akerberg..... Vice President in
Charge of Station Relations
Fritz Snyder..... Director of Station Relations

Advertising and Sales Promotion

William Golden..... Creative Director
John P. Cowden..... Operations Director
Carroll Whedon..... Copy Chief
Alex Kennedy..... Director of Program Promotion
Robert Meyer..... Director of Program Promotion,
Hollywood
Gordon Hellmann..... Director of Presentations
David Luhmann..... Director of CBS-Owned
Station Promotion Services
Edward Side..... Production Manager

Public Relations

David J. Jacobson..... Director

Press Information

Michael J. Foster..... Director
Robert Meyer..... Director, Hollywood

Research

Oscar Katz..... Director
Philip Eisenberg..... Director of Coverage and
General Surveys
Rose Marie O'Reilly..... Director of Ratings
Tore Hallonquist..... Director of Program Analysis

General Engineering

William B. Lodge..... Vice President in Charge
of General Engineering
A. B. Chamberlain..... Chief Engineer
H. A. Chinn..... Chief Audio-Video Engineering
J. W. Wright..... Chief Radio Frequency
Engineering

Legal

W. Spencer Harrison..... Senior Attorney

Accounting

Norman C. Hadley..... Comptroller

Network Services, Hollywood

Charles L. Glett..... Vice President in Charge
of Network Services, Hollywood
Austin E. Joscelyn..... Director of Operations,
Hollywood

CBS, Inc., Broadcast Service Departments

Building Operations and Tickets

James Swenson..... Manager, Building Operations
Jack Page..... Assistant Manager, Building
Operations
Laurette Banks..... Supervisor, Ticket Bureau

General Purchasing

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

Office Services

A. H. Bryant..... Manager
Maude Stubner..... Supervisor, Program Typing
Emily Schiener..... Supervisor, Ediphone

Personnel Relations

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

Photography

Walter I. Seigal..... Manager

Reference

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

CBS Television Spot Sales

Thomas H. Dawson..... Director of CBS Television
Spot Sales
Sam Cook Digges..... Eastern Sales Manager
MacLean Chandler..... Western Sales Manager
Ben Margolis..... Business Manager

CBS Television Film Sales

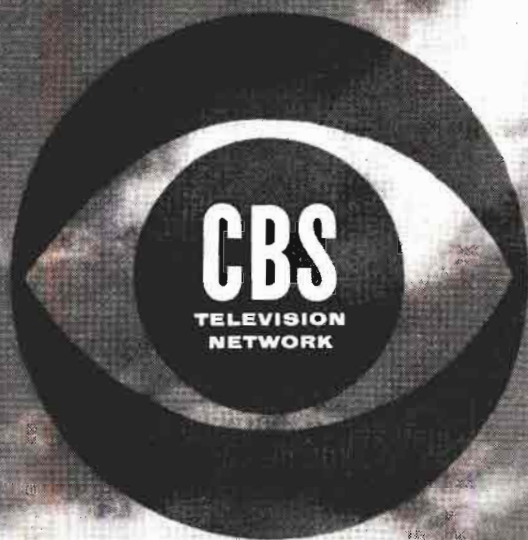
Fred Mahlstedt..... Director

CBS Owned Stations WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence..... General Manager
George R. Dunham..... Sales Manager
Richard K. Doan..... Program Manager
Robert Patt..... Promotion Manager

KNXT, 1313 North Vine Street, Los Angeles 28, California

Wilbur S. Edwards..... General Manager
James T. Aubrey, Jr..... Sales Manager
William J. F. Brennan..... Program Director
Tony Moe..... Promotion Manager



The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

- ...where television's most successful package programs come from
- ...chosen by 103 national advertisers in 1951... including 9 of America's 10 biggest
- ...reaching its audiences at a cost-per-thousand homes over 20% less than in 1950
- ...and reaching its audiences at a lower cost-per-thousand than any other network.

"This is The CBS Television Network"

TV'S PROBLEMS IN 1952

By CHRIS J. WITTING, Director and General Manager, Du Mont Television Network

TELEVISION has two vital jobs cut out for it in 1952:

One is to put the brakes on soaring costs, to keep the medium within reach of the sponsors whose support is essential.

The other is to meet the public clamor for wider video coverage of historic events as they unfold—and in particular, for full, dramatic and fair coverage of the coming political conventions, the national election campaigns and the election itself.

The industry's achievements in 1951 leave no doubt that television is rolling along handsomely. Its gross billings climbed from a little over \$45 million to an estimated \$129 million during the year. Its list of advertisers jumped impressively. The growth of its audience was spectacular—TV sets in use rose from 10½ million to around 15 million by the year-end, and may well top 18 million or more during the coming year.

But while the medium has been flourishing all along the line, its fast-rising costs have been causing increasing concern—and not a few cutbacks or cancellations by some of the sponsors who had been among television's earliest and most enthusiastic supporters.

"If the trend continues at the present rate, TV is going to leave the average-sized advertiser behind, no matter how good the medium is," said one top agency official recently.

And one of TV's biggest advertisers was quoted as saying: "Television costs have reached the point where action must be taken. Expenditures are getting so high even a big-time sponsor can't afford to handle a show for 39 weeks."

Some in the trade have predicted that \$50,000 and \$100,000 shows are going to be the vogue of the future. Perhaps they are right—but we believe the obviously growing cost-consciousness by sponsors, and the lengthening list of exits from expensive shows, calls for a sober appraisal of the near-term outlook.



Witting

We believe there's little question that costs-per-thousand will be trimmed sharply, barring unforeseen overall economic developments, during the next couple of years. Promising gains in this direction already have been made, but such trimming on a substantial scale will follow only when the Federal Communications Commission freeze on new station permits is lifted, allowing the industry to provide a truly nationwide circulation.

But meantime television must check its production costs and time charges so it can compete successfully with other media for the advertiser's dollar. Network operators cannot in 1952 go along presuming that the men who foot the bills will accept the sort of price rises that came in 1951.

So far, as the industry's billings figures show, other advertisers generally have stepped in to take the places of those who have dropped out along the rocky road of steeper prices. Good time still is so urgently in demand that an abandoned spot usually is picked up quickly by someone else. The disquieting question is—how long can the new sponsors hang on unless costs are curbed?

We are confident the young and energetic industry can handle this cost-control job in 1952. Its ingenuity in finding ways to meet sponsors' budget limitations has been demonstrated with such devices as its multiple and revolving sponsorship plans. Wider use of films and tele-transcriptions will help in many directions. Enlarged and improved studio facilities and new developments in equipment are constantly finding short cuts as the industry matures.

There even is some evidence that costly competitive bidding for high-priced talent from other entertainment media is quieting down—that television is putting more stress on developing its own fresh new stars. Advertisers and telecasters alike are becoming increasingly aware that a consistently high-rated show need not be a big-budget show.

For television's other prime job in '52—that of extending its coverage of special events in the public service—the national election will provide the greatest challenge yet presented to the medium.

DuMONT TELEVISION NETWORK

CHRIS J. WITTING *Director and General Manager*

Youngest among major network chiefs, CHRIS J. WITTING, director and general manager of the Du Mont Television Network, joined Du Mont in 1947. Active in formulating the web's policies, he brought to it wide experience in industrial management and business affairs gained as an executive of Price, Waterhouse Company, for whose clients he installed operating systems and internal procedures. When Price, Waterhouse was assigned to help set up USO



Camp Shows, Witting initiated the business organization to administer Camp Shows' worldwide activities. After 18 months with the U. S. Maritime Service, he was asked to set up operating procedures for the Allen B. Du Mont telecasting division. Named general manager of the network in 1949, his position has included responsibility for the success of Du Mont's owned and operated stations.

WITTING

TED BERGMANN *Director of Sales*

TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale



to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

BERGMANN

JAMES L. CADDIGAN *Director of Programs and Production*

JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. Embracing motion pictures, radio and the legitimate stage, Caddigan's background has enabled him to give the television industry an unusual slant on programming. Responsible for TV's first full daytime schedule—on WABD, Du Mont's flagship station—he is con-



stantly experimenting with new ideas, different techniques. He also has been a leader in creating programs of a public service nature. During the war, Caddigan served as a colonel on the staff of the adjutant general assigned to G2. A native of Boston, and former vice president of that city's Junior Chamber of Commerce, Caddigan is an active member of ATS and the Society of Motion Picture Engineers.

CADDIGAN

DUMONT TELE



DuMONT

TELEVISION NETWORK

A Division of Allen B. Du Mont Laboratories, Inc.

515 Madison Avenue, New York 22, New York

Telephone: MU 8-2600

Network Executives

Chris J. Witting... Director and General Manager
Norman W. Drescher... Admin. Asst. to the Dir.
Ted Bergmann... Director of Sales
John H. Bachem... Assistant Director of Sales
James L. Caddigan... Dir. of Prog. and Production
Elmore B. Lyford... Director of Station Relations
Richard E. Jones... Mgr. Owned & Operated Stations
Clarence G. Alexander... Director of Network Operations
Edward Kletter... Director of Merchandising and Sales Development
Rodney D. Chipp... Director of Engineering
Tom S. Gallery... Director of Sports
Joseph Hess... Director of Budget
Gerald Lyons... Director of Public Relations and Publicity
Melvin A. Goldberg... Manager, Sales Planning and Research Department
Donald A. Stewart... Manager, Film Dept.
Walter Compton... Manager of WTTG, Washington, D. C.
Harold G. Lund... Manager of WDTV, Pittsburgh, Pa.
Milton Morel... Manager, New York Operations

Sales

Ted Bergmann... Director of Sales
John H. Bachem... Asst. Director of Sales
Lynn Cleary... Manager of Sales Service

David Lasley... Manager, Central Div., Chi.
Robert H. Miller... Chicago Sales Office, 919 N. Mich. Ave., Chi. 11, Ill.
Richard S. Railton... West Coast Sales Reps., Monadnock Bldg., San Fran. 5, Calif.
William Koblenzer... Account Exec., Network Sales
Harry Pertka... Account Exec., Network Sales
James F. Owens... Account Exec., Network Sales
Duncan R. Buckham... Account Exec., Network Sales
Richard C. Dawson... Account Exec., Network Sales
William Walters... Mgr., Account Mgrs. Group
Richard Geismar... Account Manager
Lawrence H. Buck... Account Manager

Operations

Clarence G. Alexander... Dir. of Network Operations
Saul Abraham... Supervisor, Adelphi Theatre
Samuel Spachner... Supervisor, Ambassador Theatre

Programming and Production

James L. Caddigan... Dir. of Programming and Production
Leslie G. Arries, Jr... Asst. Dir. of Programming and Production
Paul Rosen... Supervisor of Program Planning
A. L. Hollander... Production Facilities Manager
Duncan MacDonald... Supr. of Women's Programs
Don Russell... Chief Announcer

Elizabeth Mears.....Casting Supervisor
 Charles Mann.....Script Editor
 Edward Saulpaugh...Supr. of Continuity Acceptance
 Dominick Celintano...Supr. of Music Acceptance
 Sam Posner.....Asst. Program Administrator
 Marian Glick.....News Editor
 Ted Hammerstein.....Supervising Producer
 Charles Parsons.....Supervising Producer
 Roger Gerry.....Supervising Producer
 Frank Bunetta.....Director
 Harry Coyle.....Director
 Pat Fay.....Director
 H. Wesley Kenny.....Director
 David Lowe.....Director
 William Marceau.....Director
 Arnold Nocks.....Director
 William Seaman.....Director
 Keith Thomas.....Director

Engineering Department

Rodney D. Chipp.....Director of Engineering
 Robert F. Bigwood.....Chief Facilities Engineer

S. Patremio.....Special Projects Engineer
 H. C. Milholland...Technical Operations Engineer
 Eric Herud...Asst. Technical Operations Engineer
 Arthur Deneke.....Propagation Engineer

Station Relations

Elmore B. Lyford...Director of Station Relations
 Edwin G. Koehler...Asst. Mgr., Station Relations
 Robert S. Woolf...Mgr., Teletranscription Dept.
 Roylance H. Sharp.....Manager, Traffic Dept.

Budget and General Services

Joseph Hess.....Director of Budgets
 R. M. Skaar.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons.....Director of Public Relations
 and Publicity

Research

Melvin A. Goldberg...Director of Sales Planning
 and Research

Advertising and Promotion

Walter E. Brown.....Sales Promotion Manager
 Norman S. Ginsburg.....Stations Promotion Mgr.

DU MONT OWNED AND OPERATED STATIONS

WABD, New York

Richard E. Jones.....Manager
 Milton Morel.....Mgr. of N. Y. Operations
 William Seaman...Supr., Studio D, 515 Madison
 Avenue
 Ralph Robbins...Supr., Studio A, Wanamaker's

LOCAL SALES ACCOUNT EXECUTIVES

Ralph Baruch.....Account Executive
 Richard C. Dawson Robert F. Adams
 Lawrence Wynn John B. Soell
 Arthur C. Elliott Richard Hamburger

WDTV, Pittsburgh


Harold C. Lund.....General Manager
 A. Donovan Faust...Assistant General Manager
 Larry Israel.....Sales Manager

William A. Krough.....Sales Service Manager
 Paul P. Palangi.....Personnel Manager
 Dick Fortune.....Public Relations Manager
 Jimie Spanos...Sales Promotion and Merchandising
 Byron Dowty.....Program Manager
 Mary McKay.....Traffic Manager
 Peter Barker.....Executive Producer
 Dave Murray.....News and Special Events
 Richard Dreyfuss.....Film Manager
 Nick Perry.....Chief Announcer
 Raymond Rodgers.....Chief Engineer

WTTG, Washington, D. C.

Walter Compton.....General Manager
 Roger M. Coelos...Program Operations Manager
 Perry Walders.....Sales Manager
 Jules Huber.....Film Supervisor
 M. M. Burleson.....Chief Engineer




ADVERTISERS* WHO FIND TELEVISION

 American Chicle Company	Bigelow-Sanford Carpet Company	 Anahist Co., Inc.	Brewing Corporation of America	 Atlantic Refining Company
Allen B. Du Mont Laboratories, Inc.	 Carter Products	Eversharp-Schick Company	 Crawford Clothes	Food Store Productions
 Emerson Drug Company	Holeproof Hosiery Company	 Gerber Food Products	Industrial Tape Corporation	 Gruen Watches
Landers, Frary and Clark, Inc.	 Mennen Company	Francis H. Leggett Company	 Miller Brewing Company	Local Pittsburgh Chevrolet Dealers
 Personna Blade Co., Inc.	International Shoe Company	 Pharma-Craft Corp., Inc.	Larus and Brother Company, Inc.	 Serutan Company

.... USE DU MONT FOR VALUE

*1951 Du Mont Television Network Advertisers

VALUABLE IN SELLING

 Bond Clothes	Chesebrough Manufacturing Company	 Hazel Bishop, Inc.	Consolidated Cigar Company	 Bymart— Tintair, Inc.
General Foods Corporation	 Curtis Publishing Co.	General Tire and Rubber Company	 Doeskin Products	Hamilton Watch Company
 Johnson and Johnson	Walter H. Johnson Candy Company	 P. Lorillard Company	Kaiser-Frazier Sales Corporation	 Luden's, Inc.
Arthur Murray Dance Studios	 Motorola, Inc.	National Distillers Inc.	 Pepsodent Division	Rosefield Packing Company
 Sterling Drug Company	Tidewater Associated Oil Company	 Stoppers, Inc.	U. S. Armed Forces	 Admiral Corp.

IN TELEVISION

DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MU. 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.

THE YEAR OF THE AWAKENING

By HAL DAVIS, Vice Pres., Kenyon & Eckhardt, Inc.

NINETEEN FIFTY-TWO is the year that sees agencies, networks, clients and local stations, both radio and TV, awake to the basic fact of programming—sales.

What put the picture into perspective was the industry's realization that radio and television are only parts of the selling pattern for any client. Clients are funny people. They aren't as hypnotized with the glamor of a sponsor's booth as they were in the dear dead days of institutional selling. Today they listen to the sales force, headed by a sales V-P who has little patience with any property which doesn't ring the cash registers.



Davis

Check out counters have somehow taken over the appeal of luncheons at "21." And the agencies, networks and stations not recognizing the fact are in for trouble.

However, it is apparent that many efforts are being made to strengthen the sales effects of radio and television programs. The new NBC merchandising set-up, headed by Fred Dodge, is an excellent step in the right direction. Agencies are waiting to see this service extended to television advertisers.

CBS countered the NBC merchandising organization with their announced A & P deal. Whether they pay off in money or airplugs, CBS is whetting the appetite of many an advertiser who would dearly love that A & P display space. Of course, in this deal, CBS is selling display space and not programming. It would be interesting to check on the number of agencies or clients who could recall the name of the program!

"Operation Chain Lightning," or the trade of spots for display space, is sweeping the country like the Florida boom of the twenties. Every day, another station checks in with a merchandising plan aimed at giving a store display plus to the advertiser's dollar. And don't think that these programs aren't being carefully

considered as good buys. Of course, the stations which put on a good program will be ahead in the long run of the stations which run dog programs with a merchandising hook.

Interestingly enough, artists, or "talent" as they are called in budgets, are beginning to find the facts of sales life. You don't have to tell it to Arthur Godfrey, who takes the palm as America's number one salesman in radio-TV ranks. But you do have to explain it to many other stars.

One television luminary who understands the art of selling is Ed Sullivan, of Lincoln-Mercury and "Toast of the Town." No other TV show has had the local promotion made possible by Sullivan and his personal appearances. This year, he worked into a major department store promotion in key areas, promoting the Lincoln, its Modern-Living advertising theme, and the program. Lincoln-Mercury dealers say that Monday is their big traffic day—and "Toast" is seen on Sunday nights.

That's the kind of selling which clients appreciate.

Local stations know how their retailers respond to selling goods on their programs. And they are beginning to apply that knowledge to national accounts.

Incidentally, as an agency man who has had considerable dealings with stations the country over, I know they deserve considerable credit for their operations in one very important field.

We have always found that stations will do terrific jobs for us on personal appearances of network talent which appears on that station. Station managers and promotion men go out of their way to be of service and help in every respect. Additionally, they'll always try to be of help on odd assignments which we may have in their cities from time to time, even though it may not be a direct station benefit.

All in all, with promotion, publicity and programming becoming vitally important as a package, it looks like 1952 will mark major advances in the use of radio and television as selling tools for advertisers.

So far as client and agency are concerned, that's the pay-off that counts.

N. B. C. TELEVISION NETWORK

NILES TRAMMELL *Chairman of the Board*

One of those career men in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, NILES TRAMMELL, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network.



TRAMMELL

Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and-sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

JOSEPH H. McCONNELL *President*

A counsel and executive for RCA since 1941, JOSEPH HOWARD McCONNELL was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washing-



McCONNELL

ton, D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

CHARLES R. DENNY *Executive Vice-President*

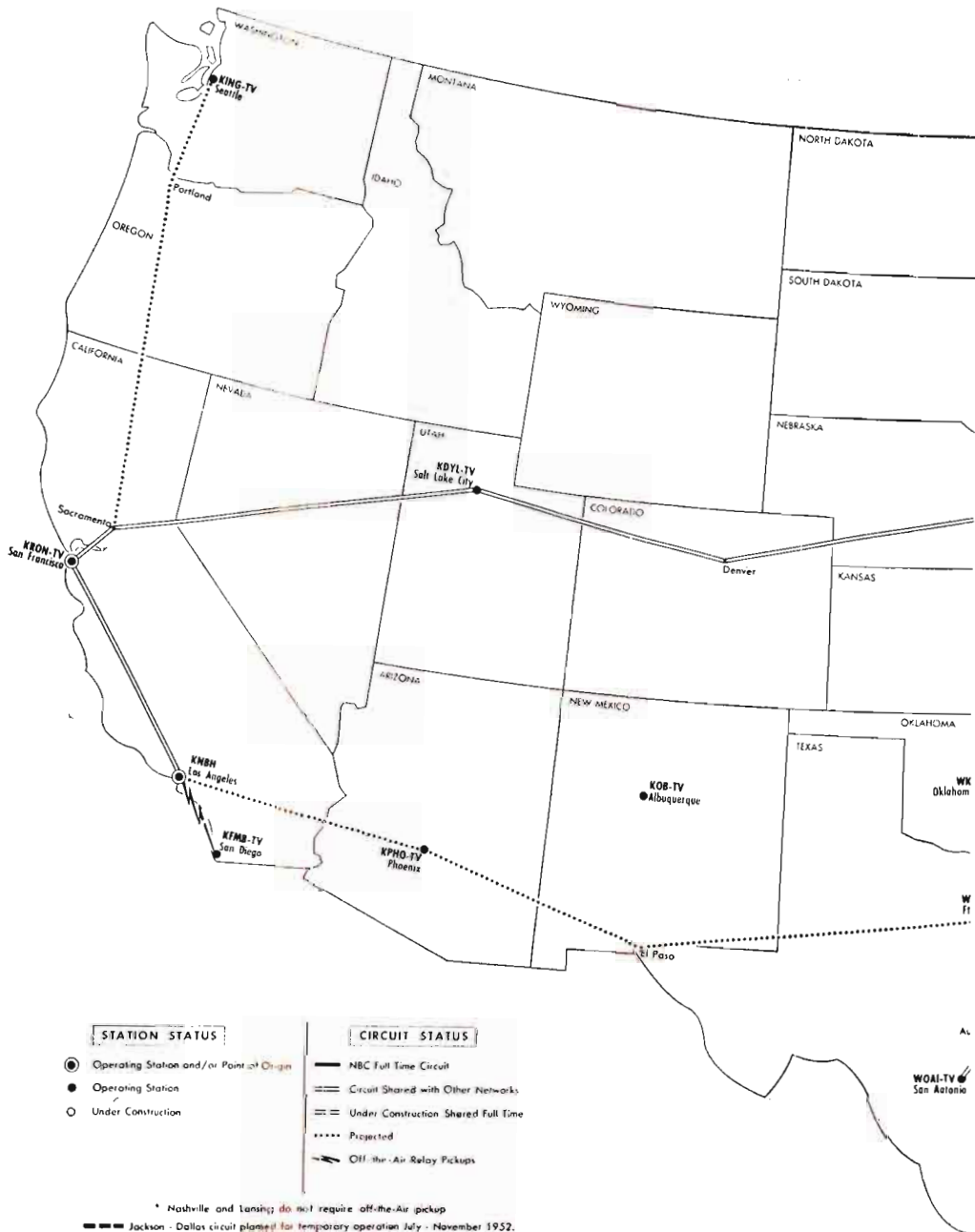
CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to



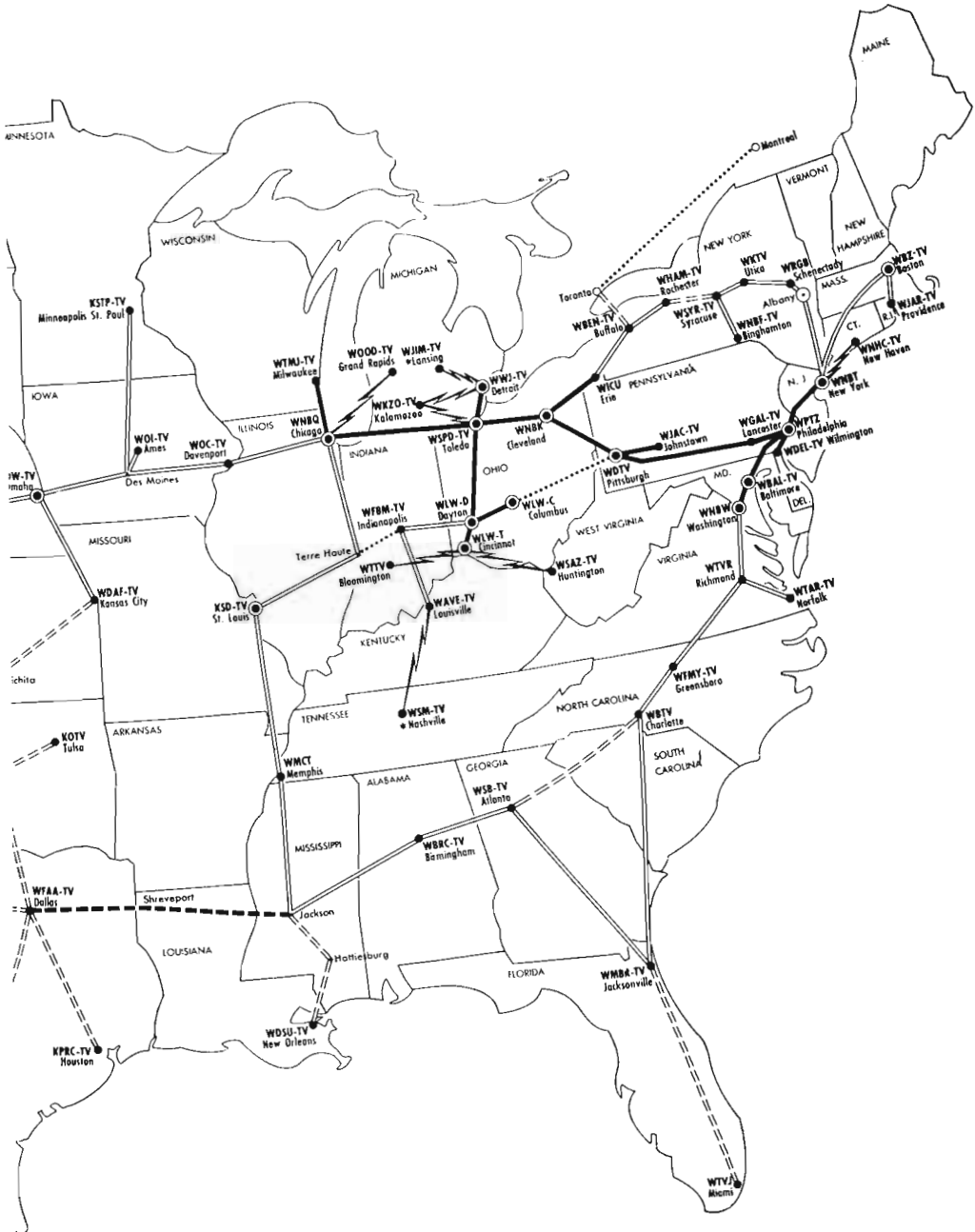
DENNY

chief of the Appellate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.

NATIONAL BROADCAST



CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:
NATBROADCAST NEW YORK

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Frank Folsom	Charles B. Jolliffe	Sylvester L. Weaver, Jr.

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TELEVISION NETWORK

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Controllers Departments

Charles J. Cresswell... Controller for Television Network
Francis X. O'Shea... Manager of the Accounting Department
William V. Sargent... Manager of Planning & Auditing Department

Operations Departments

E. Lyman Munson... Director of TV Network Operations
Stanton Osgood... Assistant to the Director of TV Network Operations & Manager of Theatre TV
William Roden... TV Personnel Supervisor
J. Robert Myers... Manager of Television Purchasing Department
James A. Glenn... Manager of Special Effects Department

Production Services Department

Robert Wade... Executive Coordinator of Production Development
Ernest T. Heiss... Mgr. Prod. Operations
Benjamin Webster... Manager of Staging Services Division
Anthony Hennig... Mgr. TV Network Studio & Bldg. Ops.

Film & Kinescope Operations Department

Frank Lepore... Manager of TV Film & Kinescope Operations Department

Technical Operations Department

Robert Shelby... Director of TV Technical Operations Department
F. A. Wankel... Manager of TV Technical Operations
Reid R. Davis... Television Operations Supervisor

Production Departments

Frederic W. Wile, Jr. ... Vice President & Director of TV Network Production
Robert W. Sarnoff... Vice President & Director of TV Production Units
Carl M. Stanton... Manager of Commercial Program Planning
Thomas A. McAvity... Director of Talent & Program Procurement
Davidson Taylor... General Production Executive
Leonard Hole... TV Production Manager
Ernest Walling... TV Program Manager
William McAndrew... Director of Public Affairs

Station Relations Department

Harry Bannister... Vice President in Charge
Sheldon B. Hickox, Jr. ... Director of TV Sta. Rel.

Public Relations Department

William F. Brooks... VP in Charge
Frank Young... Public Rel. Rep.

Press Department

Sydney H. Eiges... VP in Charge of Press & Information
Anita L. Barnard... Mgr. of Information
Allan H. Kalmus... Mgr. of TV Network Publ.
Samuel Kaufman... Editorial Director
William A. J. Lauten... Trade Press Editor

News, Special Events and Sports Department

Frank McCall... Director of TV News & Special Events
Adolph Schneider... Manager of TV News & Special Events Operations
James Dolan... Assistant Director of TV Sports

Sales Departments

George H. Frey... Vice President & Director of TV Network Sales
Edward R. Hitz... TV Network Eastern Sales Manager
Frank Reed... Manager of TV Sales Service Department
John Cron... Manager of Film Syndicated Sales

Sales Development Department

Ruddick C. Lawrence... Director of TV Sales Development

Advertising and Promotion Department

James H. Nelson... Manager of TV Advertising & Promotion

Sales Planning & Research Department

Robert McFadyen... Manager of TV Sales Planning & Research

TELEVISION SALES OFFICE— DETROIT

622 Lafayette, West,
Detroit, Michigan

Tel.: Woodward 2-2000

Walter Gross... Manager of TV Network Sales—Detroit
Eugene Hoge... Manager of TV Network Sales—Chicago
John T. Williams... Manager of TV Network Sales—Hollywood

Owned & Operated Stations

James M. Gaines... Vice President for the Owned & Operated Stations
Thomas Rowe... Assistant Controller

National Spot Sales Department

Thomas B. McFadden... Director of National Spot Sales
John H. Reber... National Mgr. for TV
Richard H. Close... National Mgr. for Rep. Stations
H. Norman Neubert... Manager of Sales Development, Advertising & Promotion
WNBT—New York

Ted Cott... General Manager of WNBC, WNBC-FM, WNBT
Charles Philips... Exec. Admin. & Sales Mgr., WNBT
Theodore Zaer... Controller for WNBC, WNBC-FM, WNBT
Jay Smolin... Director of Radio & Television Advertising & Promotion
Philip Dean... Director of Publicity, WNBC-WNBT
George Wallach... Supervisor of News & Special Events, WNBC-WNBT
Richard Pack... Manager of Television Program Department (WNBT)

WMAQ, WMAQ-FM, WNBQ—CHICAGO

Merchandise Mart, Chicago 54, Illinois

Tel.: Superior 7-8306

Harry C. Kopf.....	Vice President and General Manager	George Gilbert.....	Supervisor of Guest Relations & Night Operations
John Whalley.....	Controller	William Ray.....	Manager of News, Press & Public Affairs Department
Thomas Compere.....	Attorney—Labor Consultant	Jules Herbeuoux.....	Director of Television Operations (WNBQ)
Gienn Uhles.....	Supervisor of Personnel & Office Services	George Heinemann.....	Television Program Manager (WNBQ)
Robert Kendall.....	Supervisor of Package Programs & Talent Contracts	John McPartlin.....	Manager of TV Sales Department (WNBQ)
Everett Mitchell.....	Agricultural Program Director	Howard Luttgens.....	Engineer in Charge
Judith Waller.....	Director of Education	Paul Moore.....	Supervisor of TV Technical Operations (WNBQ)
John Keys.....	Supervisor of Radio & Television Advertising & Promotion (WMAQ-WNBQ)	Eugene Hoge.....	Manager of Television Network Sales
Leonard Anderson.....	Manager of Integrated Services Department		
Harry Ward.....	Supervisor of Continuity Acceptance		

WTAM, WTAM-FM, WNBK—CLEVELAND

815 Superior Avenue, Cleveland 14, Ohio

Tel.: Cherry 1-0942

Hamilton Shea.....General Manager

KOA, KOA-FM—DENVER

1625 California Street, Denver 2, Colorado

Tel.: Main 6211

Charles C. Bevis.....General Manager

HOLLYWOOD OFFICE & STATION KNBH

Sunset Blvd. & Vine St., Hollywood 28, Calif.

Tel.: Hollywood 9-6161

John K. West.....	Vice President—Hollywood	Paul Gale.....	Manager of Stations and Traffic Department
Lewis Frost.....	Asst. to the Vice President & Director of Integrated Services Dept.	Carol P. Ewing.....	Controller, Station KNBH
Donald Norman.....	General Manager of Station KNBH	Albert Cole.....	Manager of Television Program Department
Norman Blackburn.....	Director of Television Network Operations	Richard Eisiminger.....	Supervisor of Television Advertising & Promotion
John T. Williams.....	Manager of Television Network Sales	Robert Clark.....	Manager of Television Technical Operations
Frank Dellett.....	Controller	Robert Pelgram.....	Manager of Television Press Department
Donald Honrath.....	Manager of Continuity Acceptance	Earl Rettig.....	Television Network Operations Manager
Roger Sprague.....	Manager of News, Special Events & Sports	Howard Ross.....	Talent Buyer

KNBC, KNBC-FM—SAN FRANCISCO

Taylor & O'Farrell Sts., San Francisco 2, Calif.

Tel.: Graystone 4-8700

Lloyd Yoder.....General Manager

WRC, WRC-FM, WNBW—WASHINGTON

Trans Lux Building, 14th St. & New York Ave.

Washington 5, D. C.

Tel.: Republic 4000

Eugene Juster.....General Manager

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBT.....	New York (Television)
WNBW.....	Washington (Television)
WNBK.....	Cleveland (Television)
WNBQ.....	Chicago (Television)
KNBH.....	Hollywood (Television)

SELLING IN TELEVISION

By ALFRED J. SCALPONE, Vice President in Charge of Radio-Television Production
McCann-Erickson, Inc.

TELEVISION is the printed page, the spoken word, plus a dimension all its own.

With television you know a product is beautiful because you see what it does. You know how it works because you see it work. And there's the spoken word to support, explain and reinforce what you see! Television brings you pictures in action. Many of the things we have long hoped to do with advertising, we can now do in television.

Television selling can be newsworthy . . . exciting, dramatic . . . immediate. No wonder selling in television can really make the word impact mean so much.

Selling in television wears a thousand faces. It's the live commercial. The man who says, while he demonstrates, "Just look at this handy-dandy little potato peeler. It's sharper than the eye of a Peeping Tom! It not only gives you french-fried potatoes in a jiffy — but it's great for cole slaw, hot slaw, pot slaw — any kind of slaw . . . it's magic for a dollar!"

That's the pitchman.

Then there's the young lady who makes washing clothes the easiest job in the whole world. There's the cajoler, the pleader, and also the statesman type.

There are the dramatic vignettes, the ballet dancers who jump for joy because you can get their wonderful product, the hillbillies, the typical housewives, and thousands of actors, acting like doctors, dentists, nurses, scientists. There are the cute animated cartoons — the cut-a-way action drawings of the product, puppets, moppets, cowboy actors who pull up their horses to tell you about somebody's bread. Then there are stop-motion films showing products unwrapping themselves, taking themselves apart, or putting themselves together. There are all the optical effects: objects turning into other objects, wipes, dissolves, superimposition, all kinds of film tricks — used to hold attention . . . to make a point.

Which of these faces should the product



Scalpone

assume on television? Should it be live action, film, or a combination of both?

It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials. It also depends upon the aura, the atmosphere wanted around the product, the company.

The experts — or the should-be experts — for recommending how to sell a product in television are the members of the advertising agency's commercial department, those responsible for creating commercials.

The commercial department must have a knowledge of advertising, of marketing, merchandising, sales promotion, because a good commercial is written only when there is a complete understanding of the client's advertising objectives.

And, obviously, since commercials are often integrated into programs, since they sometimes use entertainment personalities, and further, since they very often depend upon entertainment factors to hold the attention of the audience, the agency's commercial department must know something about show business.

Television is primarily a visual medium. Words share importance with pictures.

Three basic fundamentals.

First. We've learned that the greatest opportunity television offers is the opportunity to demonstrate. Demonstrate to sell!

Demonstrate by showing the product. Show it big. Show it often. Show how it is used. Show what it does, how it works.

The second fundamental we've learned is that of simplicity.

Don't make the television commercial a catalog of all the advantages of the product. If the product has two dozen advantages, hurray for the company, hurray for the product. But it won't be hurray for the commercial if two dozen selling points are crammed into one television message. That means the selling story must be boiled down.

Now the third fundamental we've learned. The best salesmen in the world are people.

How many times have you said, "if he'd just give me a chance to talk to him — If I could just see him face to face, I'd sell him." So, in television, use a personal salesman to sell potential customers face-to-face.

Success Story board

Camera Directions and Script Outline for Mr. Television



Establish shot on Camera 1: Berle reiterating fact that television today can be the most profitable medium for advertising ever evolved



Move in for close-up: or one **super** example in the automotive field . . .



Hold on close-up: Texaco gained a 94% customer increase with viewers of "hot show" it sponsors.



Cut to close-up, Camera 2: And in today's daytime TV, there's a great **new** opportunity for advertisers who want those **extra** customers - at a low, low budget.



Zoom on Camera 1: It's "TODAY" - the startling morning operation that's revolutionizing television's daytime position.



Hold on close-up: That dollar for dollar, studies show it delivers more audience . . . more customers . . . and more **results** than any other means of advertising.



Dissolve to Camera 3: Take the 37% sales increase among viewers for all TV-advertised packaged goods --



Move in on Camera 2: Another fact? There are one-third more TV viewers reached **per dollar** today than a year ago.



Fade to Camera 3: Today, TV delivers 18.6 **extra** customers per dollar in the evening -- 18.7 in daytime.



Cut to long shot: And of course, it's on NBC -- where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

Poses by Mr. Television.
Photography by Philippe Halsman.

The sales facts noted here are taken from "Television Today," the remarkable NBC-Hofstra study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales, 30 Rockefeller Plaza, New York

NBC

television

The network where success is a habit

***IF** . . . you plan to operate
 . . . you already operate
 a television station*

THEN you know that your station must be functional . . . your business and management policies realistic. That requires careful, informed planning. The **PETER R. LEVIN** Organization offers a unique combination of skills and abilities to serve your needs for today while anticipating your requirements of tomorrow . . . with

COORDINATED . . .

- **ARCHITECTURAL SERVICE**
- **STATION DESIGN**
- **BUSINESS PLANNING**
- **MARKET STUDIES**
- **OPERATIONS BUDGETING**
- **SALES ANALYSIS**

For details on these and many other comprehensive or specific services, we invite your inquiry.

PETER R. LEVIN

Management Counsel in Radio and TV

425 East 53rd Street

New York 22, N. Y.

ELdorado 5-3857

1056



TELEVISION STATIONS



*Alphabetically Listed
by Cities — Call Letters*

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•

Facilities

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TV STATIONS IN THE UNITED STATES



ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
DUM

Channel: 13... AP: 13.6 Kw... VP: 26 Kw.
Owned-Oper. By... Voice of Alabama, Inc.
Business-Studio Address... Protective Life Bldg.
Phone Number... 3-8116
Transmitter Location... Radio Park-Red Mt.
Air Time... 99½ hours weekly
News Service... INS
Representative... CBS TV Spot Sales
Membership... NARTB
Ch. of the Board... Ed Norton
Pres., Treas... Thad Holt
Gen., Sta., Comm. Mgr... C. P. Persons, Jr.
Chief Engineer... Jimmy Evans
Manager of Operations... E. H. Mitchell
Consulting Engr... A. D. Ring & Co.

WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 4... AP: 7.25... VP: 14.25 Kw.
Owned-Oper. By... Birmingham Bcastg. Co.
Bus.-Studio Address... 1727 Second Ave. N.
Phone Number... 4-7741
Transmitter Location... Red Mountain
Air Time... 115 hours weekly
News Service... AP, INS
Representative... Paul H. Raymer Co.
President... Eloise Smith Hanna
General Manager... G. P. Hamann

ARIZONA

KPHO-TV

PHOENIX—1949
ABC-CBS-NBC-DuM

Channel: 5... AP: 8.75 Kw... VP: 17.5 Kw.

Owned-Oper. By... Phoenix Television, Inc.
Studio Address... 631 North First Ave.
Phone Number... 4-7367
Transmitter Location... Westward Ho Hotel
Air Time... 70 hrs. weekly
News Service... AP
Representative... Petry & Co.
Pres. & Gen. Mgr... John C. Mullins
Sales Manager... Julian Kaufman
Traffic Manager... Ann Rush
Program Director... William Burton
Chief Engineer... George L. McClanathan

CALIFORNIA

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7... AP: 14.7 Kw... VP: 29.4 Kw.
Owned-Oper. By... American Bcastg Co., Inc.
Business-Studio Address... ABC-TV Center
Phone Number... NOrmandy 3-3311
Transmitter Location... Mt. Wilson
Air Time... 87½ hours weekly
News Service... AP, INS
Representative... ABC Spot Sales
President... Robert E. Kintner (ABC)
Board Chairman... Edward Noble
Asst. Treasurer... Ernest Felix
Sta. Mgr., Western Div. TV Dir... Donn B. Tatum
Sales Manager... Robert F. Laws
TV Pgm., Prod. Dir... Cecil W. Barker
TV Program Manager... Alvin G. Flanagan
Sales Promotion Dir... John S. Hansen
Dir. of News & Special Events... F. La Tourette
Production Manager... Darrell E. Ross
Publicity Director... Victor E. Rowland
Film Director... Eloise Reeves
Manager TV Engr... Cameron G. Pierce
Tech. Operations Mgr... Philip G. Caldwell
Consulting Engineers... Kear & Kennedy

KLAC-TV

HOLLYWOOD—1948

Channel: 13... AP: 15.75 Kw... VP: 31.4 Kw.
Owned-Oper. By... KMTR Radio Corp.

CHANNEL 5

KTLA

LOS ANGELES

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

KTLA leadership is built on community service.

KTLA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
 Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES

U. S. TELEVISION STATIONS

Bus.-Studio Address...1000 N. Cahuenga Blvd.
 Phone Number.....HUDson 2-7311
 Transmitter Location.....Atop Mt. Wilson
 Air Time.....98 hours weekly
 News Service.....INS, UP
 Representative.....Katz Agency Inc.
 President.....Dorothy Schiff
 Exec. V.P., Gen. Sta. Mgr.....Don Fedderson
 Commercial Manager.....Dave Lundy
 Program Director.....Fred Henry
 Promotion Director.....Joe Coffin
 Dir. of News & Special Events.....Fred Henry
 Production Manager.....Don Forbes
 Publicity Director.....Mickey Freeman
 Director of Film, Remotes.....Fred Henry
 Chief Engineer.....Robert W. Conner
 Consulting Engr....Craven, Lohnes & Culver

K N B H

HOLLYWOOD—1949—NBC

Channel: 4....AP: 13.32 Kw....VP: 25.25 Kw.
 Owned-Oper. By...National Broadcasting Co.
 Bus.-Studio Address.....Sunset & Vine St.
 Phone Number.....Hollywood 9-6161
 Transmitter Location.....Mt. Wilson
 Air Time.....88 hours weekly
 News Service.....AP, INS, UP
 General Manager.....Thomas B. McFadden
 Commercial Manager.....Donald A. Norman
 Program Director.....Albert V. Cole
 Promotion Director.....Richard Eisiminger
 Dir. of News & Spec. Events....William Park
 Publicity Director.....Robert Pelgram
 Film Director.....Robert Guggenheim
 Director of Remotes.....William Bennington
 Chief Engineer.....Robert W. Clark

K N X T

HOLLYWOOD—1948—CBS

Channel: 2....AP: 12.5 Kw.....VP: 25 Kw.
 Owned-Oper. By.....CBS Inc.
 Business-Studio Address.....1313 N. Vine St.
 Phone Number.....Hollywood 9-1212
 Transmitter Location.....Mt. Wilson
 Air Time.....90 hours weekly
 Representative.....CBS TV spot Sales
 President (CBS).....Frank Stanton
 Pres. (CBS TV Div.).....J. L. Von Volkenburg
 Vice-Pres. (Net. Pqms.).....Harry S. Ackerman
 General Manager.....Wilbur S. Edwards
 Sales Manager.....James T. Aubrey Jr.
 Sales Prom. Dir.....Tony Moe
 Program Director.....Bill Brennan
 Chief Engineer.....Lester H. Bowman

K H J - T V

LOS ANGELES—1948

Channel: 9....AP: 15.7 Kw....VP: 30.2 Kw.
 Owned-Oper. By...Thos. S. Lee Enterprises Inc.
 Business-Studio Address.....1313 N. Vine St.

Phone Number.....HUDson 2-2133
 Transmitter Location.....Mt. Wilson
 Air Time.....70 hours weekly
 News Service.....AP, INS
 Program Director.....Kenneth Higgins
 National Adv. Mgr.....John Bradley
 Operations Director.....Tony LaFranc

K T L A

LOS ANGELES—1947
 PARAMOUNT

Channel: 5....AP: 15 Kk.....Vp: 30 Kw.
 Owned-Oper...Paramaunt TV Productions, Inc.
 Business Studio Address....5451 Marathon St.
 Phone Number.....HOLLYwood 9-3181
 Transmitter Location.....Mt. Wilson
 Air Time.....70 hours weekly
 News Service.....UP, Acme & Telenews
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Gen. Mgr. & V-P, Paramount

T-V Prods.....Klaus Landsberg
 Sales Manager.....Harry Maynard
 Publicity Director.....Howard Wormser
 Production Supervisor.....J. Gordon Wright
 Director of News & Special Events....Jon Rice
 Manager Studio Operations.Charles Theodore
 Film Director.....Leland G. Muller
 Director of Remotes.....John Silva
 Chief Engineer.....Raymond Moore

K T T V

LOS ANGELES—1949—DuM

Channel: 11....AP: 16.6 Kw....VP: 30.9 Kw.
 Owned-Oper. By.....KTTV, Inc.
 Business Address.....5746 Sunset Blvd.
 Phone Number.....HUDson 2-7111
 Transmitter Location.....Mt. Wilson
 Air Time.....76 $\frac{3}{4}$ hours weekly
 News Service.....AP
 Representative.....Blair-TV, Inc.
 President.....Norman Chandler
 General Manager.....Richard A. Moore
 Commercial Manager.....Frank G. King
 Operations Director.....Robert Purcell
 Prom., Pub. Dir.....John R. Vrba
 Dir. of Production.....Bob Breckner
 Film Director.....Tom Corradine
 Chief Engineer.....Edward Benham
 Consulting Engineer.....Caven, Lohnes and
 Culver, Washington, D. C.

K F M B - T V

SAN DIEGO—1949—ABC-CBS-NBC
 DUMONT

Channel: 8....AP: 12.7 Kw....VP: 27 Kw.
 Owned-Oper. By.....Kennedy Bcstg. Co.
 Business Address.....1405 Fifth Ave.
 Phone Number.....Main 2114



KTTV

Television

More national spot advertisers
buy KTTV than any other
Los Angeles TV station.

For complete details
on the market and KTTV,
ask your Blair-TV man.

KTTV

Los Angeles Times Television

U. S. TELEVISION STATIONS

Transmitter Location.....Mount Soledad
 Air Time.....95 hours weekly
 Representative.....Branham
 News Service.....AP
 Membership.....NARTB
 Chairman of Board.....John A. Kennedy
 General Manager.....Howard L. Chernoff
 Commercial Manager.....William Edholm
 Prom., Pub. Rel.....Lisle F. Shoemaker
 Program Manager.....Bill Fox
 Chief Engineer.....Thornton Chew

Business Studio Address.....901 Mission St.
 Phone Number.....GA-field 1-1112
 Transmitter Location..TV Peak, San Bruno Mt.
 Air Time.....70 hours weekly
 News Service.....AP
 Representative.....Free and Peters
 General Manager.....Charles Thieriot
 Director of Television.....Harold P. See
 Commercial Manager.....Norman Louvau
 Program Director.....A. H. Constant
 Chief Engineer.....R. A. Isberg

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7....AP: 13 Kw....VP: 27 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....155 Montgomery St.
 Phone Number.....Exbrook 2-6544
 Transmitter Location..Mt. Sutro, ABC TV Ctr.
 Air Time.....85 hours weekly
 Representative.....ABC Spot Sales
 President (ABC).....Robert E. Kintner
 Gen., Sta. Mgr.....Gayle V. Grubb
 Commercial Manager.....Vincent Francis
 Program Director.....Bloyce Wright
 Promotion Director.....Gordon Grannis
 Dir. of News and Spe. Events.....Vic Reed
 Production Manager.....Bill Hollenbeck
 Publicity Director.....Gordon Grannis
 Film Director.....Phyllis Townner
 Director of Remotes.....Bill Hollenbeck
 Chief Engineer.....A. E. Evans
 Consulting Engineer....Keary & Kennedy

KPIX

SAN FRANCISCO—1948—CBS
 DUMONT

Channel: 5....AP: 16.2 Kw....VP: 30.5 Kw.
 Owned-Oper. By.....KPIX, Inc.
 Bus. Studio Address.....Mark Hopkins Hotel
 Phone Number.....PRospect 6-6200
 Trans. Location.....Roof, Mark Hopkins Hotel
 Air Time.....85 hours weekly
 News Service.....INS, UP
 Representative.....Katz
 Membership.....NARTB
 President.....Wesley I. Dumm
 Sta., Gen. Mgr.....Philip G. Lasky
 Commercial Manager.....Lou Simon
 Program Director.....Sanford Spillman
 Production Manager.....George Mathiesen
 Promotion Dir.....Kay Mulvihill
 Film Director.....William Ray
 Dir. of Engineering.....A. E. Towne
 Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4....AP: 7.7 Kw....VP: 14.5 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.

CONNECTICUT

WNHC-TV

NEW HAVEN—1948
 ABC-CBS-NBC-DuM

Channel: 6....AP: 7.5 Kw....VP: 15.1 Kw.
 Owned-Oper. By.....The Elm City Bcstg. Corp.
 Business-Studio Address.....1110 Chapel St.
 Phone Number.....6-9826
 Transmitter Location.....Gaylord Mt.
 Air Time.....100 hours weekly
 News Service.....AP, INS
 Representative.....Katz
 Membership.....NARTB
 President.....Patrick J. Goode
 Sec.-Treas.....Aldo De Dominicis
 General Manager.....James T. Milne
 Commercial Manager.....Vincent J. Callanan
 Production Manager.....David K. Harris
 Dir. of News &
 Special Events.....W. Rockwell Clark
 Publicity Director.....William Dukeshire
 Chief Engineer.....Vincent DeLaurentis

DELAWARE

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 7....AP: .5 Kw....VP: 1 Kw.
 Owned-Oper. By.....WDEL, Inc.
 Business-Studio Address.....10th & King Sts.
 Air Time.....85 hours weekly
 Phone Number.....7268
 Transmitter Location.....New Castle County
 News Service.....UP
 Representative.....Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....J. Gorman Walsh
 National Sales Manager.....J. Robert Gulick
 Program Director.....James Adshead
 Technical Director.....J. E. Mathiot

*of the people
by the people
for the people*



WE'VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

For six years, Washington's first television station has carried more locally produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's first and most locally-minded television station.

WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by

Harrington, Righter & Parsons, Inc.
New York • Chicago

Richard Raitlon Company
San Francisco

NOW IN OUR 6TH YEAR

U. S. TV STATIONS

DISTRICT OF COLUMBIA

WNBW

WASHINGTON—1947—NBC

Channel: 4 . . . AP: 10.5 Kw. . . . VP: 20.5 Kw.
Owned-Oper. By National Bcstg. Co., Inc.
Business-Studio Address Translux Bldg.,
14th & N. Y. Ave. N.W.

Phone Number REpublic 4000
Transmitter Location Wardman Park Hotel
Air Time 91½ Hours Weekly
News Service AP, INS, UP
Representative NBC Television Spot Sales
Membe:ship NARTB, TBA
Wash. Vice-Pres. Francis Russell
General Manager Eugene Juster
Business Manager George Sandeier
Commercial Manager Charles de Lozier
Program Director Ralph Burgin
Promotion Director John E. Ghilain
Dir. News & Spe. Events . . Julian Goodman
Production Manager George Dorsey
Chief Engineer Charles Colledge

WMAL-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7 AP: 12 Kw. VP: 22 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Business Address 724 14th St., N.W.
Phone Number National 5400
Transmitter Campus American Univ.
Air Time 65 hours weekly
Newspaper Affiliation The Evening Star
Membership NARTB
News Service AP, INS, UP
President S. H. Kauffmann
V.P. & Gen. Mgr. K. H. Berkeley
Commercial Manager Ben B. Baylor, Jr.
Program Director Charles Kelly
Director of News & Spec. Events Bryson Rash
Publicity Director Mary Pauline Perry
Film Director Charles Bloomquist

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 AP: 14.4 Kw. . . . VP: 27.3 Kw.
Owned-Oper. By WTOP, Inc.
Business Address Warner Building
Phone Number Me. 3200
Transmitter Location 40th and Brandywine
St., N.W.
Air Time 100 hours weekly
Newspaper Affiliation Washington Post
News Service AP, INS, UP
Membership NARTB
Pres., Gen. Mgr. John Hayes
Commercial Manager George Hartford
Prod. Manager E. I. Halbert

U. S. TV STATIONS

Pub. & Prom. Director.....Cody Pfanstiehl
 Film Director.....C. D. Dyatt
 Chief Engineer.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5....AP: 10.5 Kw....VP: 17.5 Kw.
 Owned-Oper. By..Allen B. DuMont Labs., Inc.
 Business-Studio Address.....Hotel Raleigh
 Phone Number.....STerling 5300
 Transmitter.....5217 19th Rd., N.; Arlington
 Air Time.....100 hours weekly
 News Service.....UP
 Representative...Harrington, Righter, Parsons
 President.....Dr. Allen B. DuMont
 General Manager.....Walter Compton
 Commercial Manager.....Perry Walders
 Program Director.....Roger Coelos
 Film Director.....Jules Huber
 Chief Engineer.....Malcolm M. Burleson

FLORIDA

WMBR-TV

JACKSONVILLE—1949
ABC-CBS-NBC

Channel: 4....AP: 7.4 Kw....VP: 14.8 Kw.
 Owned-Operated By.....Florida Bcstg. Co.
 Business Address.....B. O. Box 5187
 Phone Number.....9-4475
 Transmitter Location.....Southampton & Vine
 Air Time.....95 hours weekly
 News Service.....INS
 Representative.....Avery-Knodel
 General Manager.....Glenn Marshall, Jr.
 Pgm., Prom. Director.....Bernie Adams
 News Dir., Prod. Mgr.....Bill Terry
 Chief Engineer.....Ernest Vordermark
 Consulting Engineer.....Andrew Ring

WTVJ

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4....AP: 8.25 Kw....VP: 16.5 Kw.
 Owned-Oper. By.....Wometco Theatres
 Business-Studio Address.....17 3rd St., N.W.
 Transmitter Location.....Everglades Hotel
 Air Time.....105 hours weekly
 News Service.....UP
 Representative.....Free & Peters
 President.....Mitchell Wolfson
 Vice-Pres., Gen. Mgr.....Lee Ruwitch
 Business & Sales Mgr.....John S. Allen
 Program Director.....Lee Phillips
 Pub. & Prom. Director.....Burt Toppan
 Film Director.....Labe B. Mell
 National Sales Mgr.....Arthur L. Gray
 Dir. of News & Special Events...Ralph Renick
 Program Coordinator.....John A. Shay
 Chief Engineer.....Earl W. Lewis

W N B W . . .

your best TV buy
IN WASHINGTON

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of \$2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Leaf Eid, such unique women's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Ratings)—American Research Bureau, Nov. 1-8, 1951
 (Market data)—Sales Management Survey of Buying Power, 1951

**W
 N
 B**

W N B W

channel 4

REPRESENTED BY NBC SPOT SALES

THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience

- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

WMBR-TV CIRCULATION

JANUARY 1, 1952

62,900 TV Sets In Total Coverage Area
 52,000 TV Sets In 0.1 MV/m (60 mi. Radius)
 43.3% TV Penetration
 43,472 TV Sets In Duval County
 50.6% TV Penetration

	COUNTIES	FAMILIES*	TV SETS**
FLORIDA	Baker	1,600	202
	Bradford	3,000	638
	Clay	4,800	900
	Duval	85,900	43,472
	Nassau	3,700	1,315
	Putnam	7,900	2,250
	St. Johns	7,900	1,920
GEORGIA	Union	2,200	58
	Camden	1,900	695
	Charlton	1,200	550
	TOTALS	120,100	52,000

*Sales Management—1951 **RTMA and Dealers Estimates

CURRENT AVAILABILITIES

"Come Into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

"Money Talks" Monday thru Friday

A telephone quiz with accumulative jack-pot. Musical films, a charcoal artist and rear-view projection gives the clues; viewers are called and asked to identify the song.

Live, Film or Slide copy accepted



U. S. TELEVISION STATIONS

GEORGIA

WAGA-TV

ATLANTA—1949—CBS-DuM

Channel: 5... AP: 13.5 Kw... VP: 26.5 Kw.
 Owned-Operated By... Fort Industry Co.
 Bus.-Studio Address... 1018 W. Peachtree, N.W.
 Phone Number... Emerson 2541
 Trans. Location... 1018 W. Peachtree, N.W.
 Air Time... 105 hours weekly
 News Service... AP
 Representative... Katz
 President... George B. Storer
 Commercial Manager... John W. Collins, Jr.
 News Director... Dale Clark
 Chief Engineer... George B. Smith
 Consulting Engineer... A. Earl Cullum, Jr.

WLTV

ATLANTA—1951—ABC

Channel: 8... AP: 12.5 Kw... VP: 23.8 Kw.
 Owned-Oper. By... Broadcasting Inc.
 Address... 15 Forsyth St. S.W.
 Phone Number... Cypress 6676
 Transmitter Location... 1601 W. Peachtree St.
 Air Time... Varies
 News Service... AP
 Representative... Harrington, Righter & Parsons
 President... Walter C. Sturdivant
 Vice-Pres. & Gen. Mgr... William T. Lane
 Commercial Manager... George P. Moore
 Program Director... Roger O. Van Duzer
 Technical Director... Harvey J. Aderhold
 Traffic Manager... Ann Hutcheson
 Film Director... John Barry

WSB-TV

ATLANTA—1948—NBC

Channel: 2... AP: 25 Kw... VP: 50 Kw.
 Owned-Oper. By... The Atlanta Newspapers
 Address... 1801 W. Peachtree
 Phone Number... Atwood 3827
 Air Time... 98 hours weekly
 Newspaper Affiliations... Atlanta Newsp., Inc.
 News Service... UP
 Representative... Petry
 Membership... NARTB
 Managing Director... J. Leonard Reinsch
 General Manager... John M. Outler, Jr.
 Commercial Manager... Frank Gaither
 Program Director... Marcus Bartlett
 Promotion Director... Vincent Piano
 Dir. of News & Spec. Events... James Bridges
 Production Manager... Mark Toalson
 Publicity Director... Wayne Anderson
 Film Director... Jean Hendrix
 Chief Engineer... C. F. Daugherty

ILLINOIS

WBKB

CHICAGO—1941—CBS

Channel: 4... AP: 12.7 Kw... VP: 25.4 Kw.
 Owned-Operated By... Balaban & Katz Corp.
 Bus.-Studio Address... 175 North State St.
 Phone Number... RAndolph 6-8210
 Transmitter Location... 33 North LaSalle St.
 Air Time... 110 hours weekly
 News Service... UP, INS
 Representative... Weed
 Membership... TBA
 Gen. Sta. Manager... John H. Mitchell
 Comptroller... Mathew E. Vieracker
 Program Manager... S. C. Quinlan
 Dir. of News & Spec. Events... Ulmer Turner
 Publicity Director... Lee Salberg
 Production Manager... William Ryan
 Film Director... Carl Russell
 Chief Engineer... William P. Kusack

WENR-TV

CHICAGO—1948—ABC

Channel: 7... AP: 14.0 Kw... VP: 28.3 Kw.
 Owned-Operated By... American Bcastg. Co.
 Business-Studio Address... 20 N. Wacker Dr.
 Phone Number... ANdover 3-0800
 Transmitter Location... Atop Opera Bldg.
 Air Time... 94½ hours weekly
 News Service... AP, INS
 V.P. in Chg... John H. Norton, Jr.
 Sta. Sales Mgr... Roy McLaughlin
 Program Director... James S. Pollak
 Promotion Director... Dean D. Linger
 Dir. of News & Spec. Events... Cornelius O'Dea
 Publicity Director... Elliott Henry
 Film Director... Polly Thompson
 Chief Engineer... Edward C. Horstman

WNBQ

CHICAGO—1949—NBC

Channel: 5... AP: 12.29 Kw... CP: 23.25 Kw.
 Owned-Operated By... National Bcastg. Co.
 Business-Studio Address... Merchandise Mart
 Phone Number... SUperior 7-8300
 Transmitter Location... Civic Opera Bldg.
 Air Time... 94 hours weekly
 News Service... AP, INS, UP
 Representative... NBC Spot Sales
 Membership... NARTB
 President of NBC... Joseph McConnell
 V.P. & Gen. Mgr... Harry Kopf
 TV Manager... Jules Herbuveaux
 Commercial Manager... John J. McPartlin
 Program Director... George Heinemann
 Promotion Director... John Keys

... HERE'S **TV** COVERAGE

... A WGN-TV advertiser made an introductory offer on his first program... a one minute announcement at 11:45 p. m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late ... if you want results ...

call your WGN-TV representative for availabilities



U. S. TELEVISION STATIONS

Dir. of News & Spec. Events... William B. Ray
 Publicity Director..... Jack Ryan
 Film Procurement..... Isabel Cooney
 Chief Engineer..... Howard C. Luitgens

WGN-TV

CHICAGO—1948—DuM

Channel: 9.... AP: 14.5 Kw.... VP: 29.0 Kw.
 Owned-Operated By..... WGN, Inc.
 Business Address... 441 N. Michigan Ave
 Phone Number..... SUperior 7-0100
 Transmitter Location..... Tribune Tower
 Air Time..... 95-100 hours weekly
 Newspaper Affiliation..... Chicago Tribune
 News Service..... AP, UP, AP
 Representative..... George P. Hollingbery
 President..... Col. Robert R. McCormick
 Station Manager..... Frank P. Schreiber
 Commercial Manager... William A. McGuineas
 TV Sales Manager..... Ted Weber
 Program Director..... Jay E. Faraghan
 Newsreel Director..... Spencer Allen
 Operations Director..... George E. Petterson
 Promotion Director..... Charles A. Wilson
 Publicity Director..... James Hanlon
 Film Director..... Elizabeth Bain
 Director of Remotes..... Donald Cook
 Chief Engineer..... Carl J. Meyers

WHBF-TV

**ROCK ISLAND—1950—ABC-CBS
DuM**

Channel: 4.... AP: 11.7 Kw.... VP: 23.5 Kw.
 Owned-Oper. By..... Rock Island Bcstg. Co.
 Bus.-Trans. Address... Telco Bldg., 231 18th St.
 Phone Number..... R. I. 6-5441
 Air Time..... 80 hours weekly
 News Service..... INS
 Representative..... Avery-Knodel, Inc.
 Membership..... NARTB
 President..... Ben H. Potter
 Gen., Sta. Mgr..... Leslie C. Johnson
 Commercial Manager..... Maurice Corken
 Program Director... Forest W. Cooke
 Promotion Director..... (Miss) Fern Hawks
 Prod., News, Spe. Ev. Dir.. Charles F. Harrison
 Publicity Director..... (Miss) Fern Hawks
 Chief Engineer..... Robert J. Sinnett
 Consulting Engineer..... E. C. Page

INDIANA

WTTV

**BLOOMINGTON—1949
ABC-CBS-NBC-DuM**

Channel: 10.... AP: 17.5 Kw.... VP: 35 Kw.
 Owned-Oper. By..... Sarkes Tarzian, Inc.
 Address..... 535 S. Walnut St.

Phone Number..... 2-3366
 Air Time..... 80 hours weekly
 News Service..... AP
 Representative..... Robert Meeker Assoc.
 General Manager..... Glenn Van Horn
 Sta., Comm. Mgr..... Robert Lemon
 Program Director..... Robert Petranoff
 Promotion Director..... Jim Ratcliffe
 Film Director..... Al Fiscus
 Dir. of Spec. Events..... Maurice Latimer
 Chief Engineer..... Morton L. Welgel
 Consulting Engineer..... Kear & Kennedy

WFBM-TV

**INDIANAPOLIS—1949
ABC-CBS-NBC-DuM**

Channel: 6.... AP: 18.1 Kw.... VP: 30.8 Kw.
 Owned-Operated By..... WFBM, Inc.
 Bus. Studio Address... 1330 N. Meridian St.
 Phone Number..... Lincoln 8506
 Transmitter Location... Merchants Bank Bldg.
 Air Time..... 105 hours weekly
 News Service..... AP, INS
 Representative..... Katz
 Membership..... NARTB
 Pres., Gen., Sta. Mgr.... Harry M. Bitner, Jr.
 Comm. Manager..... William F. Kiley
 Program Director..... Hugh Kibbey
 Promotion Director..... David F. Milligen
 Dir. of News..... Gilbert Forbes
 Film Director..... Earl Johnson
 Chief Engineer..... Harold S. Holland

WHY IS AP THE BEST?

BECAUSE—**AP** is more experi-
 enced than any other
 news service... more
 than 100 years col-
 lecting and distribut-
 ing news.

First

*in
educational
television*

Telecasting . . .

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

Teaching . . .

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

Program Development . . .

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

**WOI - TV
IOWA STATE COLLEGE
AMES, IOWA**

NBC-TV

CBS-TV

ABC-TV

DuMont-TV

U. S. TELEVISION STATIONS

IOWA

W O I - T V

AMES—1950

Channel: 4 AP: 8 Kw VP: 15.6 Kw.
 Owned-Operated By Iowa State A & M
 Bus.-Studio Address Service Bldg., Iowa State
 College

Phone Number 2500 Extension 570
 Transmitter Location Ames
 Membership NARTB
 President Charles E. Friley
 General Manager Richard B. Hull
 Sta., Comm. Manager Robert Mulhall
 Program Director Edward Wegener
 Production Manager Edward Wegener
 Film Director J. Wilson Dunlop
 Chief Engineer L. L. Lewis

W O C - T V

DAVENPORT—1949—NBC

Channel: 5 AP: 12.5 Kw VP: 22.9 Kw.
 Owned-Oper. By Central Bcastg. Co.
 Business Address 805 Brady St.
 Phone Number 3-3661
 Transmitter Location Bettendorf
 Air Time 85¼ hours weekly
 News Service UP
 Representative Free & Peters, Inc.
 Membership NARTB
 President Col. B. J. Palmer
 Vice-Pres. & Treas. D. D. Palmer
 Exec. Vice-Pres. Ralph Evans
 Secretary William D. Wagner
 Vice-President Paul Loyet
 Resident Manager Ernest Sanders
 Resident Sales Mgr. Mark Wodlinger
 Program Director Charles Freiburg
 Promotion Director Fred Reed
 Director of News Bob Frank
 Publicity Director Paul Ives
 Film Director Ken Wagner
 Chief Engineer Paul Arvidson
 Consulting Engineer A. D. Ring & Co.

KENTUCKY

W A V E - T V

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5 AP: 12.1 Kw VP: 24.1 Kw.
 Owned-Operated By WAVE, Inc.
 Address 334 East Broadway
 Phone Number Wabash 2201
 Air Time 89 hours weekly
 News Service AP, INS
 Membership NARTB

Representative Free & Peters
 President George W. Norton, Jr.
 Gen., Sta. Manager Nathan Lord
 Commercial Manager Ralph Jackson
 Program Director George Patterson
 Director of Television John Boyle
 Prom., Pub. Dir. Cyrus D. Crites
 Director of News Hugh Sutton
 Production Manager Burt Blackwell
 Film Director Irving Lively
 Dir. of Remotes Walter K. Witherbee
 Chief Engineer Wilbur Hudson
 Consulting Engineer Ring & Clark

W H A S - T V

LOUISVILLE—1950—CBS

Channel: 9 AP: 50 Kw VP: 25 Kw.
 Owned-Oper. By WHAS, Inc.
 Address 6th & Broadway
 Phone Wabash 2211
 Representative Harrington, Righter, Parsons
 News Service AP, UP
 President Barry Bingham
 Vice-Pres., Director Victor A. Sholis
 Sales Director Neil D. Cline
 Chief Engineer Orrin W. Towner

LOUISIANA

W D S U - T V

**NEW ORLEANS—1948
 ABC—CBS—NBC—DuM**

Channel: 6 AP: 15.0 Kw VP: 31.0 Kw.
 Owned-Operated By WDSU Bcastg. Services
 Business-Studio Address 520 Royal St.
 Phone Number Tulane 4371
 Transmitter Location Hibernia Bank Bldg.
 Air Time 112 hours weekly
 News Service AP, UP
 Representative Blair
 Membership NARTB, BAB
 President Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr. Robert D. Swezey
 Commercial Manager A. Louis Read
 Program Director John Muller
 Prom., Pub. Dir. Marion Annenberg
 Dir. of News & Spec. Events Mel Leavitt
 Film Director Rose Wetzel
 Chief Engineer Lindsey Riddle
 Consulting Engineer E. C. Page

MARYLAND

W A A M - T V

BALTIMORE—1948—ABC-DuM

Channel: 13 AP: 13.8 Kw VP: 26.1 Kw.

**SOLD
DOWN THE RIVER
UP THE RIVER
ACROSS THE RIVER**

When Advertised on **WOC-TV**

WOC-TV Sells!

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the **SOLD OUT** stage. There are a few good program and announcement availabilities left, so you'd **BETTER ACT NOW**.

Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. Better act now . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest **F & P** office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that **SELLS!**

**WOC-TV, Channel 5
Davenport, Iowa**

**Free & Peters, Inc.
Exclusive National Representatives**



**The
QUINT CITIES**

Col. B. J. Palmer, *President*
Ernest C. Sanders, *Resident Manager*



U. S. TELEVISION STATIONS

Owned-Operated By...WAAM, Incorporated
 Business Address.....3725 Malden Ave.
 Phone Number.....MOhawk 7600
 Transmitter Location.....3725 Malden Ave.
 Air Time.....95 hours weekly
 News Service.....AP
 Representative.....Harrington, Righter and
 Parsons, Inc.

President.....Ben Cohen
 Exec. Vice-Pres.....Norman C. Kal
 General Manager.....Kenneth Carter
 Asst. Gen. Mgr.—Sales.....Armand Grant
 Prog., Film Dir.....Herbert Cahan
 Pgm. Operations Supr.....Harriet George
 Dir. of News and Pub.....Joel Chaseman
 Production Manager.....Paul Kane
 Director of Engineering.....Benjamin Wolfe
 Chief Engineer.....Glenn Lahman
 Consulting Engineer.....Kear and Kennedy

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11....VP: 13 Kw....AP: 27 Kw.
 Owned-Operated By.....Hearst Radio, Inc.
 Business-Studio Address.....2610 N. Charles
 Phone Number.....Hopkins 3000
 Transmitter Location..Violet and Cottage Ave.
 Air Time.....103 hours weekly
 News Service.....INS, UP, AP
 Representative.....Edward Petry
 Membership.....NARTB
 President.....Charles B. McCabe
 Vice-Pres. & Gen. Mgr.....D. L. Provost
 Vice-Pres. (Engineering).....John T. Wilner
 Station Manager.....Leslie H. Peard, Jr.
 Dir. Public Affairs & Education..Arnold Wilkes
 Program Director.....Victor F. Campbell
 Program Manager.....Jerre Wyatt
 Sales Manager.....Willis K. Friert
 News & Publicity Mgr.....Thomas J. White, Jr.
 Film Buyer.....John Frankenfield
 Dir. Women's Programs.....Mollie Martin
 Chief Engineer.....William C. Bareham

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2....AP: 8 Kw....VP: 16 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Bus.-Studio Address..Baltimore & Charles Sts.
 Phone Number.....MUIberry 5670
 Transmitter Location.....Mathieson Bldg.
 Air Time.....105 hours weekly
 News Service.....AP
 Representative.....Katz
 President.....William F. Schmick
 V.P., Dir. of Radio.....Ewell K. Jett
 Commercial Manager.....Ernest A. Lang
 Program Director.....Robert B. Cochran
 Promotion Director.....Ralph T. Braun
 Film Director.....David V. R. Stickle
 Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 7.70 Kw....VP: 15.61 Kw.
 Owned-Oper. By...Westinghouse Radio Sta-
 tions, Inc.
 Address.....1170 Soldiers Field Rd.
 Phone Number.....ALgonquin 4-5670
 News Service.....INS
 Representative.....NBC Spot Sales
 President.....Walter Evans
 Sales Manager.....C. Herbert Masse
 Station Manager.....W. C. Swartley
 Program Manager.....W. Gordon Swan
 Film Librarian.....Carl Lawton
 Chief Engineer.....W. H. Hauser

WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7....AP: 13.3 Kw....VP: 26.6 Kw.
 Owned-Oper. By..Thomas S. Lee Enterprises
 Inc.
 Business-Studio Address....21 Brookline Ave.
 Phone Number.....COMmonwealth 6-0800
 Transmitter Location.....Medford
 Air Time.....105 hours weekly
 News Service.....UP
 Representative.....H-R Reps. Inc.
 President.....William O'Neill
 Exec. V.P. & Gen. Mgr.....Linus Travers
 V.P. in chg. TV.....George Steffy
 Publicity Director.....Paul Keyes
 Film Director.....James Pike
 Technical Director.....Harry Whittemore

MICHIGAN

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2....AP: 8.3 Kw....VP: 16.5 Kw.
 Owned-Operated By.....Fort Industry Co.
 Business-Studio Address.....500 Temple
 Phone Number.....Temple 3-7900
 Transmitter Location.....8009 Lyndon
 Air Time.....110 hours weekly
 News Service.....INS, UP
 Membership.....NARTB
 Representative.....Katz
 President.....George B. Storer
 V.P., Managing Dir.....Gayle V. Grubb
 General Manager.....Richard E. Jones
 Production Manager.....Lanny Pike
 Prom. Mgr., Pub. Dir.....Joyce M. Chapman
 Dir. of News & Special Events..Larry Ruppel



• • U. S. TV STATIONS • •

Film Director.....Bob Striker
Director of Remotes.....Ted Belmel
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum

W W J - T V

DETROIT—1947—NBC

Channel: 4...AP: 10.25 Kw...VP: 20.5 Kw.
Owned-Operated By...Evening News Assoc.
Business-Studio Address...615 W. Lafayette
Phone Number.....Woodward 2-2000
Transmitter Loc.....Eight Mile & Myers Rd.
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP
Representative.....Hollingbery
Membership.....NARTB
Sta. Mgr.....Willard E. Walbridge
Program Director.....Melvin C. Wissman
Promotion Director.....Jake Albert
News Producer.....Tom Sutton
Production Manager.....Walter Koste
Publicity Director.....Fran Harris
Film Director.....Douglas Wright
Chief Engineer.....Edgar J. Love
Consulting Engineer.....William L. Foss

W X Y Z - T V

DETROIT—1948—ABC

Channel: 7...AP: 13.9 Kw...VP: 27.9 Kw.
Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number.....Woodward 3-8321
Studio-Transmitter Location...Maccabees Bldg.
Air Time.....126 hours weekly
News Service.....AP, UP
Representative.....ABC Spot Sales
President.....James G. Riddell
Commercial Manager.....Harold Christian
Station Manager.....John Pival
Promotion Director.....William Morgan
Dir. of Spec. Events & News...Richard Fimmel
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

W O O D - T V

GRAND RAPIDS—1951

ABC-CBS-NBC-DuM

Channel: 7...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....Grand Rapids Nat'l Bank Bldg.
Phone Number.....9-4211
Air Time.....84 hours weekly
News Service.....AP
Representative.....Katz
Membership.....NARTB
President.....Harry M. Bitner, Sr.
General Manager.....Willard Schroeder
Program Director.....Franklin Sisson
Promotion Director.....Howard Silbar
Dir. News & Spe. Events.....Bob Runyon
Production Manager.....Hal Kaufman
Film Director.....Clark Grant
Chief Engineer.....Robert Wilson
Consulting Engineer.....Harold M. Holland

U. S. TELEVISION STATIONS

WKZO-TV

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3... AP: 8.0 Kw.... VP: 16.0 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Transmitter Location..Mr. Nr. Plainwell, Mich.
Air Time.....89 hours weekly
Representative.....Avery-Knodel, Inc.
Membership.....NARTB
Pres., Gen. Sta. Mgr.....John E. Fetzer
Commercial Manager..Donald W. DeSmit, Jr.
Pgm., Prom., Film Dir.....Harry E. Travis
Pub. Affairs Adviser...Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer.....Paul F. Godley

WJIM-TV

LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6... AP: 20.6 Kw.... VP: 10.3 Kw.
Owned-Oper. By.....WJIM, Inc.
Address.....Bank of Lansing Bldg.
News Service.....INS
Phone.....2-1333
Representative.....H-R Representatives
Pres., Gen. Mgr.....Harold F. Gross
Station Manager.....Howard K. Finch
Commercial Manager....Roger S. Underhill
Film Director.....Emil Popke

MINNESOTA

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5... AP: 17.3 Kw.... VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo. 3415 University Ave., St. Paul
Phone Number.....Prior 2717
Air Time.....101½ hours weekly
News Service.....AP, UP
Representative.....Edward Petry
Membership.....NARTB
Pres., Gen. Mgr.....Stanley E. Hubbard
V.P., Treas., Asst. Mgr.....K. M. Hance
V.P. in Chg. Sales.....Miller C. Robertson
Program Director.....Del Franklin
Promotion Director.....Joseph C. Cook
Chief Engineer.....John McMahon
Consulting Engineer.....Andrew D. Ring

WTCN-TV

MINNEAPOLIS—1949
ABC-CBS-DuM

Channel: 4... AP: 9.2 Kw.... VP: 17.9 Kw.
Bus.-Studio Address..Radio City—50 S. 9th St.
Phone Number.....Lincoln 0552
Owned-Oper. By...Mid-Continent Radio-TV Inc.
Transmitter Location.....Foshay Tower
Air Time.....112 hours weekly
News Service.....AP, UP, INS
Representative.....Free & Peters
President.....W. J. McNally
General Manager.....F. Van Konyenburg
Sales Manager.....Robert N. Ekstrum
Prom., Sales Director.....Robert N. Wold
Film Director.....Harry C. Jones
Director of TV.....Sherman Headley
Chief Engineer.....John M. Sherman

MISSOURI

WDAF-TV

KANSAS CITY—1949
ABC-CBS-NBC-DuM

Channel: 4... AP: 11 Kw.... VP: 22 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Studio-Trans. Location...31st & Summit Sts.
Air Time.....85 hours weekly
Newspaper Affiliation..The Kansas City Star
News Service.....AP
Representative..Harrington, Righter, & Parsons
President.....Ray A. Roberts
Managing Director.....Dean Fizer
Commercial Manager.....E. M. Russo
Station Manager.....Bill Bates
Chief Engineer.....Joseph Flaherty

KSD-TV

ST. LOUIS—1947
ABC-CBS-NBC-DuM

Channel: 5... AP: 8.0 Kw.... VP: 16.0 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address.....1111 Olive St.
Phone Number.....MAin 1111
Air Time.....110 hours weekly
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....Free & Peters
Membership.....NARTB
President.....Joseph Pulitzer
Gen., Sta. Mgr.....George M. Burbach
Program Director.....Harold Grams
Chief Engineer.....J. E. Risk
Sales Manager.....Guy E. Yeldell
Promotion Director.....David Pasternak

375 MILES OF FILM

have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this **does** not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

Spot availabilities
7 days a week



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MOST PEOPLE WATCH**

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DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

WMAR-TV
SUNPAPERS TELEVISION

CHANNEL 2
BALTIMORE 3 MARYLAND

WMAR-TV
UNPAID

U. S. TELEVISION STATIONS

NEBRASKA

K M T V

OMAHA—1949—ABC-CBS-DuM

Channel: 3... AP: 8.4 Kw... VP: 16.7 Kw.
 Owned-Oper. By.....May Bcstg. Co.
 Bus.-Trans. Address...TV Ctr., 2615 Farnam St.
 Phone Number.....Webster 9800
 Air Time.....93 hours weekly
 News ServiceUP
 RepresentativeKatz Agency
 President.....Edward W. May
 V.P., Gen. Sta. Mgr.....Owen Saddler
 Commercial Manager.....Howard Peterson
 Program Director.....Glenn Harris
 Promotion Director.....Joe Baker
 Dir. of News and Spe. Events....Floyd Kalber
 Production Director.....Lew Jeffrey
 Film Director.....Bill Witt
 Chief Engineer.....R. J. Schroeder
 Consulting Engineer.....Wm. L. Foss

W O W - T V

OMAHA—1949—NBC

Channel: 6... AP: 9.0 Kw... VP: 17.2 Kw.
 Owned-Oper. By...Radio Station WOW, Inc.
 Business Address.....3509 Farnam St.
 Phone Number.....Webster 3400
 Studio-Transmitter Location..3509 Farnham St.
 Air Time.....98 hours weekly
 News Service.....AP, UP
 RepresentativeBlair TV
 MembershipNARTB
 President.....E. T. Meredith, Jr.
 General Manager.....Frank P. Fogarty
 National Sales Mgr.....Robert M. Dooley
 Program Director.....Lyle DeMoss
 Promotion, Publicity Director...Bill Wiseman
 Dir. of News & Spec. Events....Ray Clark
 Production Manager.....Soren Munkhof
 Chief Engineer.....Wm. J. Kotera

NEW JERSEY

W A T V

NEWARK—1948

Channel: 13... AP: 15.3 Kw... VP: 30.5 Kw.
 Owned-Oper. By.....Bremer Bcstg. Corp.
 Business-Studio Address.....1020 Broad St.
 Phone Number.....Mitchell 2-6400
 Transmitter Location.....West Orange, N. J.
 Air Time.....100 hours weekly
 RepresentativeWeed
 Pres., Gen. Mgr.....Irving R. Rosenhaus
 Vice-President.....Edward S. Lennon

Program Director.....George Green
 Film Director.....Robert Paskow
 Vice-President.....Frank V. Bremer

NEW MEXICO

K O B - T V

ALBUQUERQUE—1948

ABC-CBS-NBC-DuM

Channel: 4... AP: 2.5 Kw... VP: 5 Kw.
 Owned-Oper. By.....Albuquerque Bcstg. Co.
 Bus.-Studio Address.....234 So. 5th
 Phone Number3-4411
 Transmitter.....905 So. Buena Vista Blvd.
 Air Time.....45 hours weekly
 News ServiceAP
 Pres., Gen. Mgr.....T. M. Pepperday
 Sta. Mgr., Chief Engineer..George S. Johnson
 Program Director.....Dorothy B. Smith
 Program Manager.....Dorothy B. Smith

NEW YORK

W N B F - T V

BINGHAMTON—1949

ABC-CBS-NBC-DuM

Channel: 12... AP: 11.7 Kw... VP: 23.5 Kw.
 Owned-Oper. By.....Clark Associates, Inc.
 Business Address.....P. O. Box No. 48
 Phone Number2-3461
 Transmitter Location.....Ingraham Hill
 Air Time.....85 hours weekly
 News ServiceUP
 RepresentativeBolling
 President.....John C. Clark
 General Manager.....C. D. Mastin
 Station Manager.....L. L. Rogers
 Commercial Manager.....Stanley N. Heslap
 Radio, Pgm. Dir.....E. M. Scala
 Promoton Director.....E. R. McCloskey
 Chief Engineer.....L. H. Stantz
 Consulting Engineer.....Jansky & Bailey

W B E N - T V

BUFFALO—1948—ABC-CBS-NBC

DuM

Channel: 4... AP: 10.2 Kkw... VP: 16.2 Kw.
 Owned-Oper. By.....WBEN, Inc.
 Phone Number.....MOhawk 0930
 Studio, Transmitter Location.....Hotel Statler
 Air Time.....82 hours weekly
 News Service.....AP, INS
 Representative.....Harrington, Righter & Parsons, Inc.

U. S. TELEVISION STATIONS

President.....Edward H. Butler
Vice-President.....Alfred H. Kirchofer
General Manager.....C. Robert Thompson
Sales Manager.....Nicholas J. Malter
Program Director.....George R. Torge
Promotion Director.....Joseph A. Haeffner
News and Spec. Events, Asst. Pgm. Dir.
 Edward J. Wegman
Film Director.....Quintin P. Renner
Executive Producer.....Frederick A. Keller
Technical Director.....Ralph J. Kingsley
Asst. Technical Dir......R. Glenn Beerbower

Air Time.....94 hours weekly
News Service.....UP
Representative.....ABC TV Spot Sales
President (ABC).....Robert E. Kintner
General Manager.....Trevor Adams
Program Director.....Hal Hough
Promotion Director.....Phil Bernstein
Dir. News & Spec. Events.....John Madigan
Production Manager.....Anthony Hennig
Film Director.....Nat Fowler
Chief Engineer.....William Trevarthen
Consulting Engineer.....Kear & Kennedy

W A B D

NEW YORK—1944—DuM

Channel: 5.....AP: 8.4 Kw.....VP: 16.7 Kw.
Owned-Oper. By.....Allen B. Du Mont
 Laboratories, Inc.
Business Address.....515 Madison Ave.
Phone Number.....MUrray Hill 8-2800
Air Time.....64 hours weekly
Transmitter Location.....Empire State Bldg.
News Service.....INS
Membership.....NARTB
President.....Dr. Allen B. DuMont
General Manager.....Chris J. Witting
Director of Sales.....Ted Bergmann
Pgm., Prod. Dir......James L. Caddigan
Engineering Director.....Rodney D. Chipp
Director of News.....Marian Glick
Pub. Rela. & Pub. Dir......Gerald Lyons
Film Dept. Mgr......Donald A. Stewart

W C B S - T V

NEW YORK—1941—CBS

Channel: 2.....AP: 8.7 Kw.....VP: 17.3 Kw.
Owned-Oper. By.....Columbia Bcstg. System
Business Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Transmitter Location.....Empire State Bldg.
Air Time.....95 hours weekly
News Service.....AP, INS, UP
Representative.....CBS TV Spot Sales
President (CBS TV).....J. L. Van Volkenburg
President (CBS Inc.).....Frank Stanton
General Manager.....Craig Lawrence
Asst. to Gen. Mgr......Clarence Worden
Sales Manager.....George Dunham
Program Director.....Richard Doan
Promotion Manager.....Robert G. Patt
Chief Engineer.....Robert G. Thompson

W J Z - T V

NEW YORK—1948—ABC

Channel: 7.....AP: 8.15 Kw.....VP: 16.3 Kw.
Owned-Oper. By.....American Broadcasting Co.
Business Address.....7 W. 66th St.
Phone Number.....SUsquehanna 7-5000
Transmitter Location.....Empire State Bldg.

W N B T

NEW YORK—1941—NBC

Channel: 4.....AP: 4.27 Kw.....VP: 5.2 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....Circle 7-8300
Transmitter Location.....Empire State Bldg.
Air Time.....115 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
President.....Joseph H. McConnell
General Manager.....Ted Cott
Commercial Manager.....John H. Reber
Program Director.....Dick Pack
TV Prod. Supervisor.....Ivan Rainer
Film Director.....Beulah Jarvis
Chief Engineer.....F. A. Wankel

W O R - T V

NEW YORK—1949—MBS

Channel: 9.....AP: 11.0 Kw.....VP: 22.0 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....N. Bergen, N. J.
Air Time.....100 hours weekly
News Service.....UP
Station Representative.....Carter-Kettell,
 Keenan & Eckelberg
Membership.....NARTB
President.....Theodore C. Streibert
V.P. Chg. of Sales.....R. C. Maddux
TV Operations Mgr......Eugene S. Thomas
V.P., Pgm. Dir......Julius F. Seebach, Jr.
Promotion Director.....Joseph Creamer
Dir. of News & Special Events.....Dave Driscoll
TV Program Manager.....Harvey Marlowe
Publicity Director.....Robert Blake
Film Director.....Melvin Fenster
Chief Engineer.....J. R. Poppele
Consulting Engineer.....George C. Davis

W P I X

NEW YORK—1948

Channel: 11.....AP: 10.4 Kw.....VP: 21.7 Kw.
Owned-Oper. By.....WPIX, Inc.
Address.....220 E. 42nd St.

U. S. TELEVISION STATIONS

Phone Number.....MU 2-1234
 Transmitter Location....Empire State Bldg.
 Air Time.....87-90 hours weekly
 News Service.....AP, UP
 Newspaper Affiliation....N. Y. Daily News
 Station Representative.....Free & Peters
 Membership.....NARTB
 President.....F. M. Flynn
 V.P., Gen. Mgr.....G. Eennett Larson
 Comm. Manager.....John Noone
 Program Manager.....Louis B. Ames
 Publicity Director.....L. A. Hollingsworth
 Promotion Director.....Adrien Rodner
 Chief Engineer.....Tom Howard
 Film Director.....Tony Azzato

W H A M - T V

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6....AP: 8.65 Kw....VP: 21.3 Kw.
 Owned-Oper. By.....Stromberg Carlson Co.
 Business Address.....201 Humboldt St.
 Phone Number.....Culver 7240
 Transmitter Location..Pinnacle Hill, Brighton
 Air Time.....90-95 hours weekly
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 Vice-Pres., Gen. Mgr.....William Fay
 Commercial Manager...John W. Kennedy, Jr.
 Program Director.....Carles W. Siverson
 Promotion Pub. Director...Armin N. Bender
 Director of News.....David E. Kessler
 Production Manager.....John Crosby
 Film Director.....David Manning
 Director of Remotes.....George Driscoll
 Chief Engineer.....Kenneth Gardner

W R G B

SCHENECTADY—1942
ABC-CBS-NBC-DuM

Channel: 4....AP: 8.16 Kw....VP: 16.32 Kw.
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address.60 Washington Ave.
 Phone Number.....Schenectady 7-2261
 Transmitter Location.....New Scotland
 Air Time.....103 hours weekly
 News Service.....Telenevs, AP, UP, INS
 Representative.....NBC Spot Sales
 Membership.....NARTB
 V.P., Asst. Mgr. of Bcstg....Bartlett J. Rowan
 Station Manager.....R. B. Hanna, Jr.
 Supervisor of Sales.....Robert F. Reid
 Program Director.....Albert G Zink
 Asst. Station Manager.....R. W. Welpott
 Dir. of News & Spec. Events..Wm. T. Meenam
 Production Managers.T. A. Baughn, Ted Beebe
 Dir. of Prom. & Pub.....George L. Peck
 Chief Engineer.....Willard J. Purcell

W S Y R - T V

SYRACUSE—1950—NBC

Channel: 5....AP: 12.5 Kw....VP: 26.0 Kw.
 Owned-Oper. By....Central N. Y. Bcstg. Corp.
 Business Address....Syracuse Kemper Bldg.
 Phone Number.....3-7111
 Transmitter Location.....Sentinel Heights
 Air Time.....90 hours weekly
 News Service.....UP
 Representative...Headley-Reed, Kettell-Carter
 Membership.....NARTB
 President.....H. C. Wilder
 V.P., Gen. Mgr.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Alford, Jr.
 Program Director.....William V. Rothrum
 Prom., Pub. Director.....Caley Augustine
 Production Manager.....Ed Donaldson
 V.P. & Chief Engineer...Armand G. Belle Isle
 Consulting Engr....Crown, Lohnes and Culver

**WHY IS AP
 THE BEST?**

BECAUSE—AP has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.



THE GREAT SYRACUSE MARKET
CONTINUES TO GROW MORE AND
MORE DESIRABLE WITH AREA IN-
DUSTRY AND BUYING POWER AT
NEW HIGHS!

WHEN TELEVISION

CONTINUES TO RANK FIRST
IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.*
* N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

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Say **WHEN**
TELEVISION

SYRACUSE

Say **WHEN**
TELEVISION

SYRACUSE

A MEREDITH TV STATION

U. S. TELEVISION STATIONS

W H E N

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8.....AP: 13 Kw.....VP: 27 Kw.
 Owned-Oper. By Meredith Syracuse TV Corp.
 Address.....101 Court St.
 Phone Number.....3-1126
 Air Time.....102 hours weekly
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB
 President.....E. T. Meredith, Jr.
 V.P., Gen. Mgr.....Paul Adanti
 Commercial Mgr.....W. H. Bell
 Promotion Director.....E. F. Ryan
 Program Director.....Gordon J. Alderman
 Production Manager.....Albert Rein
 Chief Engineer.....H. E. Crow

W K T V

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13.....AP: 12.5 Kw.....VP: 25 Kw.
 Owned-Oper. By Copper City Bcstg. Corp.
 Business Address.....P. O. Box 386
 Phone Number.....3-0404
 Transmitter Location.....Deerfield
 Air Time.....93 hours weekly
 News Service.....AP
 Representative.....Donald Cooke, Inc.
 President.....Myron J. Kallet
 Gen., Sta. Manager.....Michael C. Fusco
 Comm., Prom. Mgr.....John J. MacDavitt
 Program Director.....Jack Fredericks
 Production Manager.....Edwin Whittaker
 Film Director.....Joseph Casaletta
 Chief Engineer.....DeForest T. Layton, Jr.
 Consulting Engineer.....George P. Adair

NORTH CAROLINA

W B T V

**CHARLOTTE—1949
 ABC-CBS-NBC-DuM**

Channel: 3.....AP: 8.2 Kw.....VP: 16.3 Kw.
 Owned-Oper. By Jefferson Standard Bcstg. Co.
 Business-Studio Address.....Wilder Bldg.
 Phone Number.....3-8833
 Transmitter Location.....Spencer Mt., Gastonia
 Air Time.....85 hours weekly
 News Service.....INS, UP, AP, Transradio
 Representative.....TV Spot Sales
 Membership.....NARTB
 President.....Joseph M. Bryan
 General Manager.....Charles H. Crutchfield
 Station Manager.....Charles E. Bell
 Commercial Manager.....Wallace J. Jorgenson
 Promotion Director.....J. R. Covington

Publicity Director.....Louise Walker
 Film Director.....William Quinn
 Chief Engineer.....M. J. Minor
 Consulting Engineer.....A. D. Ring

W F M Y - T V

GREENSBORO—1948

Channel: 2.....AP: .84 Kw.....VP: 16.72 Kw.
 Owned-Operated By Greensboro News Co.
 Address.....212 N. Davie St.
 Phone Number.....3-8611
 Air Time.....78 hours weekly
 News Service.....UP
 Representative Harrington, Righter & Parsons
 Membership.....NARTB
 President.....E. B. Jeffress
 General Manager.....Gaines Kelley
 Commercial Manager.....Virgil V. Evans
 Program Director.....Gomer R. Lesch
 Chief Engineer.....William E. Neill
 Consulting Engineer.....Craven, Lohnes, & Calver

OHIO

W C P O - T V

CINCINNATI—1949—ABC-DuM

Channel: 7.....AP: 24 Kw.....VP: 12 Kw.
 Owned-Oper. By Scripps-Howard Radio, Inc.
 Business Address.....2345 Symmes St.
 Phone Number.....CApital 0777
 Studio-Transmitter Location.....2345 Symmes St.
 Air Time.....127 hours weekly
 News Service.....UP
 Representative.....The Branham Co.
 President.....Jack R. Howard
 V.P., Gen. Mgr.....M. C. Watters
 Station Manager.....Harry LeBrun
 Commercial Manager.....J. P. Smith
 Pgm., Prod. Dir.....Ed Weston
 Prom., Pub. Dir.....Jack Sebastian
 Dir. of News & Spec. Events.....Bob Otto
 Film Director.....Dolores Jennings
 Director of Remotes.....M. Bowden
 Chief Engineer.....Paul Adams

W K R C - T V

CINCINNATI—1949—CBS

Channel: 11.....AP: 12.3 Kw.....VP: 24.5 Kw.
 Owned-Oper. By Radio Cincinnati, Inc.
 Business Address.....Times-Star Bldg.
 Phone Number.....Garfield 1331
 Trans. Location.....Highland & Dorchester Aves.
 Air Time.....117½ hours weekly
 News Service.....AP
 Representative.....The Katz Agency, Inc.
 Membership.....NARTB

WNBK CHANNEL 4

"THERE'S MORE ON FOUR"

MORE MUSIC
MORE COMEDY
MORE DRAMA
MORE COWBOYS



YES—and MORE VIEWERS—too!

Here's looking at YOU—

For looking at US

WNBK CHANNEL 4
NBC TELEVISION
IN CLEVELAND

• • U. S. TV STATIONS • •

Exec. Vice-Pres. Hulbert Taft, Jr.
General Manager U. A. Latham
Local Comm. Mgr. Don L. Chapin
Program Manager Lloyd Smithson
Promotion Director William B. Hines
Director of News David L. Nichols
Production Manager Bob Huber
Film Director Warren F. Warner
Director of Remotes Paul Wagner
Chief Engineer George A. Wilson

WLW - T

CINCINNATI—1948—NBC

Channel: 4 . . . AP: 19.5 Kw. . . . VP: 23.5 Kw.
Owned-Operated By . . . Crosley Bcstg. Corp.
Address 140 W. Ninth St.
Phone Number Cherry 1822
Air Time 115-130 hours weekly
News Service UP
Representative WLW Sales
Chairman of the Board . . . James D. Shouse
President R. E. Dunville
Dir. of TV Oper. & V.P. . . . John T. Murphy
Adm. Asst. to V.P. William J. McCluskey
Program Director Lin Mason
Sales Manager George Moore
Gen. Sales Mgr. David E. Patridge
Chief Engineer Howard Lepple
Consulting Engineer Weldon & Carr

WEWS

CLEVELAND—1947—ABC-CBS

Channel: 5 AP: 8.15 Kw. . . . VP: 16.0 Kw.
Owned-Oper. By . . . Scripps-Howard Radio, Inc.
Business-Studio Address . . . 1816 E. 13th St.
Phone Number Tower 1-5454
Transmitter 7080 State Rd., Parma, O.
Air Time 106 hours weekly
News Service UP
Representative Branham
President Jack R. Howard
Vice-Pres., Gen. Mgr. . . James C. Hanrahan
Station Director J. Harrison Hartley
Advertising Manager . . . Floyd E. Weidman
Dir. of News & Spec. Events

Publicity Director Donald L. Perris
Director of Remotes Ernest E. Sindelar
Technical Director Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 4 . . . AP: 20.26 Kw. . . VP: 39.22 Kw.
Owned-Oper. By National Bcstg. Co.
Business-Studio Address . . . 815 Superior Ave.
Phone Number CHerry 1-0942
Transmitter Location Brecksville, O.
Air Time 91½ hours weekly
News Service AP, UP

U. S. TV STATIONS

Representative.....NBC Spot Sales
 Membership.....NARTB
 President (NBC).....Joseph H. McConnel
 General Manager.....John McCormick
 Comm. Manager.....Harold L. Gallagher
 Program Manager.....Philip L. Worcester
 Di. of News & Spec. Events.....Edward E. Wallace
 Promotion Director.....Albert M. Henderson
 Film Director.....Albert L. Odeat
 Engineer-in-Charge.....S. E. Leonard
 Oper. Sup.....Andrew L. Hammerschmidt

WXEL
CLEVELAND—1949
ABC-CBS-DuM

Channel: 9... AP: 13.0 Kw... VP: 25 Kw.
 Owned-Oper. By.....Empire Coil Co., Inc.
 Address.....Pleasant Valley & State Rds.
 Phone Number.....Victory 3-8400
 Air Time.....100 hours weekly
 News Service.....UP, AP
 Representative.....Katz
 President.....Herbert Mayer
 Sta., Gen. Mgr.....Franklin C. Snyder
 Publicity Director.....Barbara Snyder
 Asst. Comm. Mgr.....R. C. Wright
 Dir. of News & Spec. Events.....Robert Rowley
 Film Director.....Nicholas Boris
 Director of Remotes.....Clap Dopp
 Chief Engineer.....Thomas Friedman

WBNS - TV
COLUMBUS—1949—CBS

Channel: 10... AP: 12.15 Kw... VP: 24.3 Kw.
 Owned By.....Dispatch Printing Co.
 Business Address.....33 N. High St.
 Phone Number.....Fletcher 2611
 Transmitter Location.....495 Olentangy Blvd.
 Air Time.....100 hours weekly
 Newspaper Affiliation.....Columbus Dispatch
 News Service.....Columbus Dispatch
 Station Representative.....Blair
 Membership.....NARTB
 Dir. of Television.....Richard A. Borel
 Sta. Mgr., Film Dir.....Edward H. Bronson
 Sales Director.....Robert D. Thomas
 Program Director.....Jerome R. Reeves
 Dir. of News and Spec. Events...Chester S. Long
 Chief Engineer.....Leste: H. Nafzger
 Consulting Engineer.....Jansky & Bailey

WLW - C
COLUMBUS—1949—NBC

Channel: 3... AP: 7.6 Kw... VP: 15.2 Kw.
 Owned-Operated By.....Crosley Bcstg. Corp.

*Drumming up sales
 for WTVN advertisers
 in Central Ohio*



5 *Reasons*

WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:
-WTVN SELLS!
2. Because of unique and clever promotion:
-WTVN SELLS!
3. Because of superior merchandising:
-WTVN SELLS!
4. Because of technically perfect production:
-WTVN SELLS!
5. Because it has the newest, most modern TELEVISION CENTER in the country:
-WTVN SELLS!

Affiliated with ABC and DuMont



Closely associated with Television Station WICU, Erie, Pa;
 Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla.;
 and The Erie Dispatch, Erie, Pa.

Represented by Headley-Read Company

U. S. TELEVISION STATIONS

Business Address...3165 Olentangy River Rd.
 Phone Number.....Jefferson 5441
 Trans. Location....3165 Olentangy River Rd.
 Air Time.....125 hours weekly
 News ServiceUP
 Station Representative...WLW Sales Offices
 President.....Robert E. Dunville
 Gen., Sta. Mgr.....James Leonard
 Commercial Mgr.....C. George Henderson
 Promotion Director.....Juanita Wilcox
 Production Manager.....Walter S. Jacobs
 Publicity Director.....Juanita Wilcox
 Film Director.....Nicholas Luppino
 Chief Engineer.....Charles Sloan

RepresentativeHeadley-Reed
 PresidentEdward Lamb
 Gen., Station Manager.....John Rossiter
 Commercial Manager.....Roger J. LaReau
 Director of News & Special
 EventsWallace Schneider
 Production Director.....William Wagner
 Film Director.....R. L. Dickendasher
 Chief Engineer.....Joseph Gill
 Consulting Engineer.....MacIntosh & Ingalls

W T V N

COLUMBUS—1949—ABC-DuM

Channel: 6....AP: 10.0 Kw....CP: 19.7 Kw.
 Owned-Oper. By.....Picture Waves, Inc.
 Address.....50 W. Broad St.
 Phone Number.....Fletcher 1529
 Trans. Location.....LeVeque-Lincoln Tower
 Air Time.....90 hours weekly
 News ServiceAP

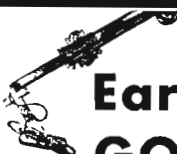
W H I O - T V

DAYTON—1949—ABC-CBS-DuM

Channel: 13....AP: 13 Kw....VP: 24 Kw.
 Business Address.....45 S. Ludlow St.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Phone Number.....ADams 2261
 Transmitter Location...1414 Wilmington Ave.
 Air Time.....110 hours weekly
 News Service.....INS, AP
 President.....James M. Cox, Jr.
 Managing Director.....J. Leonard Reinsch
 General Manager.....Robert H. Moody
 Commercial Manager.....Harry Young, Jr.



Eyes and



**Ears of a
GOOD CITIZEN**



Eyes and



**Ears of a
LIVE SALESMAN**

**Ask National Representative
 George P. Hollingbery Co. for
 Data, Details and Availabilities**



U. S. TELEVISION STATIONS

Pgm., Film Dir. Don R. Lyons
 Chief Engineer. Ernest L. Adams
 Consulting Engineer. McIntosh & Inglis

WLW - D

DAYTON—1949—NBC

Channel: 5 AP: 8 Kw. VP: 16 Kw.
 Owned-Oper. By Crosley Bcstg. Corp.
 Business-Studio Address Television Square,
 4595 S. Dixie Highway

Phone Number Walnut 2103
 Transmitter W. Carrollton & Frytown Rd.
 Air Time 117 hours weekly
 News Service UP
 Representative WLW Offices, New York,
 Chicago, Hollywood

Membership NARTB
 Station Manager H. Peter Lasker
 Commercial Manager Wm. J. Williamson
 Program Manager Neal Van Ells
 Prom. Pub. Dir. Dorothy A. Sanders
 Dir. of News & Spec. Events Omar Williams
 Film Director John Spofford
 Production Manager Robert Head
 Chief Engineer Lester Sturgill

WSPD - TV

TOLEDO—1948

ABC-CBS-MBS-NBC-DuM

Channel: 13 AP: 14.4 Kw. VP: 27.4 Kw.
 Owned-Oper. By The Fort Industry Co.
 Business-Studio Address 136 Huron St.
 Phone Number Adams 3175
 Transmitter Location 26 Superior St.
 Air Time 92 hours weekly
 News Service AP, INS, UP

Representative Katz
 Membership TBA, NARTB
 President George B. Storer
 (New Centre Bldg., Detroit, Mich.)
 Gen., Sta., Comm. Mgr. Allen L. Haid
 Program Director Robert B. Evans
 Promotion-Publicity Dir. Rick Gowrley
 Dir. of News & Spe. Events James Uebelhart
 Film Director Elaine Phillips
 Chief Engineer William Stringfellow

OKLAHOMA

WKY - TV

OKLAHOMA CITY—1949

ABC-CBS-NBC-DuM

Channel: 4 AP: 6.2 Kw. VP: 12.1 Kw.
 Owned-Oper. By WKY Radiophone Co.

Phone Number Britton 2161
 Studio Address 500 E. Britton Rd.
 Air Time 95 hours weekly
 News Service AP, UP
 Representative Katz
 Pres., Gen. Mgr. E. K. Gaylord
 V.P., Sta. Mgr. P. A. Sugg
 Asst. Manager Hoyt Andres
 Program Director Robert Olson
 Promotion Director Ray Scales
 Adm. Assistant Eugene B. Dodson
 Film Director Kieth Mathers
 Chief Engineer H. J. Lovell

KOTV

TULSA—1949

ABC-CBS-NBC

Channel: 6 AP: 8.5 Kw. VP: 16.6 Kw.
 Owned-Oper. By Cameron Television, Inc.
 Business Address 302 S. Frankfort St.
 Phone Number 2-9233
 Transmitter Location National Bank of Tulsa
 Bldg.

Air Time 98 hours weekly
 News Service UP
 Station Representative Petry
 President George E. Cameron, Jr.
 General Manager Maria Helen Alvarez
 Commercial Manager John B. Hill
 Program Director G. Don Thompson
 Dir. of Publicity Robert Freeland
 Film Director Bill Dicks
 Chief Engineer George Jacobs

PENNSYLVANIA

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12 AP: 1.75 Kw. VP: 3.4 Kw.
 Owned-Oper. By Dispatch Incorporated
 Bus. Trans. Address 3515 State St.
 Phone Number 4-6371
 Air Time 120 hours weekly
 News Service AP
 Representative Headley-Reed
 President Edward Lamb
 General Manager Herbert S. Stewart
 Program Director Don Leik
 Film Director John W. Cook
 Chief Engineer Michael Csop
 Consulting Engineer MacIntosh & Inglis

U. S. TELEVISION STATIONS

WJAC-TV

JOHNSTOWN—1949

ABC-CBS-NBC-DuM

Channel: 13.....AP: 4.7 Kw.....VP: 9.3 Kw.
 Owned-Operated By.....WJAC, Inc.
 Business Address.....329 Main St.
 Phone Number.....9-1965
 Transmitter Location.....Laurel Hill Mountain
 Air Time.....92 hours weekly
 Newspaper Affiliation.....The Johnstown Tribune
 News Service.....AP
 Representative.....Katz
 Membership.....NARTB
 President.....Walter W. Krebs
 Station Manager.....Alvin D. Schrott
 Program Director.....Frank P. Cummins
 Chief Engineer.....Theodore Campbell
 Consulting Engineer.....McNary

WGAL-TV

LANCASTER—1949

ABC-CBS-NBC-DuM

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.
 Owned-Operated By.....WGAL, Inc.

BUY 1 • GET 3

A Spot Buy on WJAC-TV

Will Put Your Story in

JOHNSTOWN - PITTSBURGH - ALTOONA

Check the KATZ Agency NOW

WJAC-TV — Channel 13

The Johnstown Tribune

Publishing Co. Station

Business-Transmitter Address.....8 King St.
 Phone Number.....5246
 Studio Address.....24 S. Queen St.
 Air Time.....106 hours weekly
 News Service.....UP
 Representative.....Meeker
 Membership.....NARTB
 President.....Clair R. McCollough
 Station Manager.....Harold E. Miller
 Gen. Sales Mgr.....J. Robert Gulick
 Program Director.....Paul Rodenhauser
 Technical Director.....J. E. Mathiat

WCAU-TV

PHILADELPHIA—1948—CBS

Channel: 10.....AP: 14 Kw.....VP: 25 Kw.
 Owned-Operated By.....WCAU, Inc.
 Business-Studio Address.....1622 Chestnut St.
 Phone Number.....LOcust 7-7700
 Transmitter Location.....12 S. 12th St.
 Newspaper Affiliation.....The Evening Bulletin
 News Service.....AP, UP
 Representative.....CBS TV Spot Sales
 President.....Donald W. Thornburgh
 Asst. General Manager.....Joseph L. Tinney
 V.P. & TV Director.....Charles Vanda
 Film Director.....Thomas Freebairn-Smith
 V.P. & Prom. & Pub. Dir.....Robert N. Pryor
 Director of News.....Alfred T. Ringler
 V.P. & Technical Director.....John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3.....AP: 8.0 Kw.....VP: 16.0 Kw.
 Owned-Oper. By.....Philco Television Bcstg. Corp.
 Business Address.....1600 Architects Bldg.
 Phone Number.....LOcust 4-2244
 Transmitter Location.....1300 E. Mermaid Lane.
 Wyndmoor
 Air Time.....115 hours weekly
 News Service.....UP
 Station Representative.....NBC Spot Sales
 Vice-Pres., Gen. Mgr.....Ernest B. Loveman
 Asst. Gen. Mgr.....Rolland V. Tooke
 Comm. Mgr.....Alexander W. Dannenbaum, Jr.
 Mgr. of Pgm. Operations.....Preston Stover
 Pub., Prom. Dir.....John J. Kelly
 Chief Engineer.....Raymond J. Bowley
 Consulting Engineer.....George C. Davis

U. S. TELEVISION STATIONS

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 AP: 13.5 Kw. VP: 27 Kw.
 Owned-Oper. By Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business Address 46th & Market Sts.
 Phone Number EVERgreen 2-4700
 Transmitter Location Roxborough
 Air Time 110 hours weekly
 Newspaper Affiliation The Philadelphia
 Inquirer

News Service AP
 Station Representative Katz
 Membership . . . TBA, NARTB, TV Assn. of Phila.
 General Manager Robert W. Clipp
 Cper. Asst. to Gen. Mgr. John D. Scheuer, Jr.
 Admin. Asst. to Gen. Mgr. Donald W. Kelleit
 TV Sales Mgr. Kenneth W. Stowman
 Program Director Jack Steck
 Promotion Director George A. Koehler
 Director of News Charles J. Keys
 Mgr. of Operations Felix Meyer
 Publicity Director Joseph E. Dooley
 Film Director Walter Tillman
 Chief Engineer Louis E. Littlejohn
 Consulting Engineer Millard Garrison

WDTV

**PITTSBURGH—1949
 ABC-CBS-NBC-DuM**

Channel: 3 AP: 8.3 Kw. VP: 16.6 Kw.
 Owned-Operated By Allen B. Du Mont
 Laboratories, Inc.
 Business Address Chamber of Commerce
 Bldg.
 Phone Number Express 1-1071 to 1078
 Transmitter Location 4101 Grizella St.
 Air Time 108½ hours weekly
 News Service UP
 Representative DuMont Netwo k
 Membership TBA
 President Dr. Allen B. Du Mont
 Gen. Sta. Mgr. Harold C. Lund
 Sales Director Larry Israel
 Film Manager Richard Dreyfuss
 Chief Engineer Raymond Rodgers

RHODE ISLAND

WJAR-TV

**PROVIDENCE—1949
 ABC-NBC-CBS-DuM**

Channel: 11 AP: 15 Kw. VP: 30 Kw.
 Owned-Operated By The Outlet Co.

Business-Studio Address 176 Weybosset St.
 Phone Number Gaspee 7000
 Transmitter Location Rehoboth, Mass.
 Air Time 90 hours weekly
 News Service UP
 Representative Weed
 Transcription Service SESAC
 V.P. & Treas. George O. Griffith
 General Manager John J. Boyle
 Sales & Program Dir. Norman Gittleson
 Production Manager Lewis I. Shwartz
 Chief Engineer Thomas C. J. Prior

TENNESSEE

WMCT

**MEMPHIS—1948
 ABC-CBS-NBC-DuM**

Channel: 4 AP: 7.12 Kw. VP: 13.6 Kw.
 Owned-Operated Memphis Publishing Co.
 Business-Studio Address Goodwyn Institute
 Bldg., P. O. Box 311
 Phone Number 8-7464
 Transmitter Location Thomas Rd.
 Air Time 24 hours weekly
 News Service INS, UP
 Representative Branham
 Membership NARTB
 President Enoch Brown
 Gen. Station Mgr. H. W. Slavick
 Commercial Manager Earl Moreland
 Program Director Wilson Mount
 Prom., Pub. Dir. Walter E. Frase
 Dir. of News & Spec. Events Edwin White
 Production Manager Jay Scott
 Film Director Charles Caldwell, Jr.
 Director of Remotes Wilson Mount
 Chief Engineer E. C. Frase, Jr.

WSM-TV

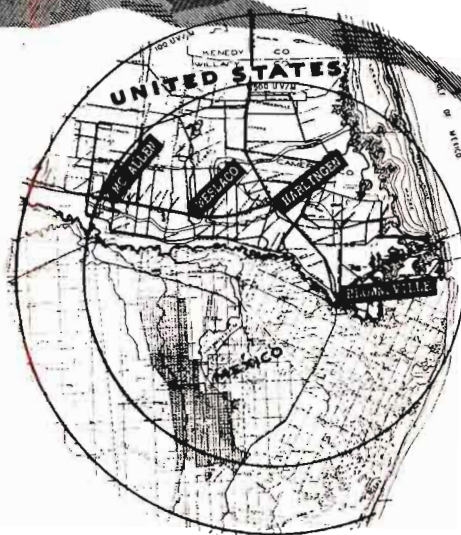
**NASHVILLE—1950
 ABC-CBS-DuM-NBC**

Channel: 4 AP: 11.9 Kw. VP: 23.8 Kw.
 Owned-Oper. By Natl. Life & Accident
 Ins. Co.
 Business Address 301 7th Ave.
 Phone Number 6-7181
 Transmitter Location . . . 14th Ave., S., & Compton
 Ave.
 Air Time 76 hours weekly
 News Service AP, INS, UP
 Representative Edward Petry
 Membership NARTB
 President John H. DeWitt, Jr.

XELD-TV

brings you
America's newest
television market

...the rich Rio Grande Valley



America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than \$217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

XELD-TV

Brownsville, Texas, and Matamoras, Mexico

CBS Affiliate

Channel 7

2.8 Kilowatts ERP

MONTE KLEBAN, General Manager

Sales Office: 1111 S. E. Lever St., Brownsville

Nationally Represented by

BLAIR I N C.

NEW YORK • CHICAGO • ST. LOUIS

DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE

HOUSTON

the fastest growing market
in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

KPRC-TV

the fastest growing television station
in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities - NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!



96.6%

KPRC-TV

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.



8.3%

FIRST in Radio and Television

CHANNEL 2 • HOUSTON

POPULATION

SET OWNERS

U. S. TELEVISION STATIONS

W F A A - T V

DALLAS—1949—ABC-NBC-DuM

Channel: 8.....AP: 13 Kw.....VP: 27.1 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Business Address.....1122 Jackson St
 Phone Number.....Riverside 3316
 Transmitter Location.....3000 Hines Blvd.
 Air Time.....90 hours weekly
 Newspaper Affiliation.....The Dallas Mornine
 News
 News Service.....UP, AP
 Representative.....Petry
 President.....E. M. (Ted) Dealey
 Sup. of Radio & TV.....Martin B. Campbell
 Manager.....Ralph W. Nimmons
 Program Director.....Lawrence E. DuPont
 Sales Prom. Dir.....Mrs. Wynona Portwood
 Production Manager.....E. Ashley Dawes
 Publicity Director.....Harry L. Koenigsberg
 Film Director.....Howard Anderson
 Chief Engineer.....William C. Ellis
 Technical Supervisor.....Carlos Dodd
 Consulting Engineer.....A. Earl Cullum

W B A P - T V

FORT WORTH—1948—ABC-NBC

Channel 5:.....AP: 16.4 Kw.....VP: 8.2 Kw.
 Owned-Operated By...Carter Publications, Inc.
 Address.....3900 Barnett St.
 Phone Number.....L Ockwood 1981
 Air Time.....95 hours weekly
 News Service.....AP
 Newspaper Affiliation.....Fort Worth Star-
 Telegram
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Amon Carter
 Director.....Harold Hough
 General Manager.....George Cranston
 Commercial Manager.....Roy Bacus
 Program Director.....Bob Gould
 Prom., Pub. Dir.....Thaine Engle
 Dir. of News & Spec. Events...James A. Byron
 Production Manager.....Tommy Thompson
 Film Director.....Lynn Trammell
 Director of Remotes.....Sid Smith
 Chief Engineer.....R. C. Stinson
 Consulting Engineer.....A. D. Ring

K P R C - T V

**HOUSTON—1949—ABC-CBS
 NBC-DuM**

Channel: 2.....AP: 7.5 Kw.....VP: 15 Kw.

Owned-Oper. By.....Houston Post Co.
 Address.....Lamar Hotel
 Air Time.....100 hours weekly
 Representative.....Petry
 President.....W. P. Hobby
 Commercial Manager.....Jack McGrew
 Program Director.....Bert Mitchell
 Chief Engineer.....Paul Huhndorf
 General Manager.....Jack Harris
 Promotion Director.....Marsh Callaway
 Dir. of News & Spec. Events....Pat Flaherty
 Publicity Director.....Fredora Alexander
 Film Director.....Mathalu Brooks
 Consulting Engineer.....MacIntosh & Inglis

K E Y L

**SAN ANTONIO—1950
 ABC-CBS-DuM**

Channel: 5.....AP: 9.0 Kw.....VP: 17.9 Kw.
 Owned-Oper. By...San Antonio TV Company
 Business Address.....Transit Tower
 Phone Number.....Garfield 8151
 Transmitter Location.....Transit Tower
 Air Time.....Approx. 55 hours weekly
 News Service.....UP
 Representative.....Blair-TV Inc.
 President.....George B. Storer
 Commercial Manager.....W. E. Kelley
 Exec. Vice-Pres.....Lee B. Wailes
 Managing Director.....George B. Storer Jr.

W O A I - T V

SAN ANTONIO—1948—NBC

Channel: 4.....AP: 10.8 Kw.....VP: 21.6 Kw.
 Owned-Oper. By...Southland Industries, Inc.
 Address.....1031 Navarro St.
 Phone Number.....Garfield 4221
 Air Time.....52 hours weekly
 News Service.....AP, INS, UP
 Representative.....Petry
 President.....Hugh A. L. Half
 Gen., Sta. Mgr.....Arden X. Pangborn
 Prom. Mgr.....Dallas Wyant
 Program Manager.....W. Perry Dickey
 Film, Prod. Mgr.....Edward D. Hyman
 Dir. of News & Spec. Events...Austin Williams
 Publicity Director.....Imogene Stanley
 Director of Remotes.....Ed Hyman
 Director of Engineering.....C. L. Jeffers
 Consulting Engineer.....A. D. Ring

U. S. TELEVISION STATIONS

UTAH

K D Y L - T V

SALT LAKE CITY—1948—NBC

Channel: 4 AP: 4 Kw. VP: 2 Kw.
Owned-Oper. By. Intermountain Bcstg. & TV Corp.

Business Address 143 S. Main
Phone Number 5-2991
Studio Address TV Playhouse, 68 Regent St.
Transmitter Location 2nd South & Main
Air Time 84 hours weekly
Station Representative Blair-TV
Membership NARTB
Pres., Gen., Sta. Mgr. S. S. Fox
Director of TV John Baldwin
Commercial Manager George A. Proval
Program Director Dan Rainger
Promotion Director Del Leeson
Film Director C. W. Eckhardt
Director of Remotes Wal Lambourne
Chief Engineer Alan Gunderson

K S L - T V

SALT LAKE CITY—1949

ABC-CBS-DuM

Channel: 5 AP: 9.6 Kw. VP: 18.4 Kw.
Owned-Oper. By. Radio Service Corp. of Utah
Business Address 145 Motor Ave.
Phone Number 5-4641
Transmitter Location Union Pacific Bldg.
Air Time 157 hours weekly
News Service AP, UP
Representative CBS TV Spot Sales
Membership NARTB
President J. Reuben Clark, Jr.
General Manager C. Richard Evans
Station Manager D. Lennox Murdoch
Program Director Wayne Richards
Promotion Director A. Richard Robertson
Director of News Paul Alexander
Production Manager Scott R. Clawson
Publicity Director A. Richard Robertson
Film Director Richard V. Thiriat
Director of Remotes Wayne Richards
Chief Engineer Vincent Clayton
Consulting Engineer A. Ring

VIRGINIA

W T A R - T V

NORFOLK—1950

ABC-CBS-NBC-DuM

Channel: 4 AP: 12.124 Kw. VP: 24.248 Kw.

Owned-Operated By WTAR Radio Corp.
Business Address 720 Boush St.
Phone Number 56711
Air Time 90 hours weekly
Transmitter Location 720 Boush St., Norfolk
Newspaper Affiliation Norfolk Newspapers, Inc.

News Service AP
Representative Petry
Membership NARTB, BAB
Pres., Gen. Mgr. Campbell Arnoux
Gen. Sales Mgr. Robert M. Lambe
Prod., Pgm. Dir. Winston Hope
Pub., Prom. Dir. Fred Lowe
Director of News Gilbert McLeod
Film Director Harry L. Nicholas
Chief Engineer Dick Lindell
Consulting Engineer Jansky & Bailey

W T V R

RICHMOND—1946—NBC

Channel: 6 AP: 10 Kw. VP: 20 Kw.
Owned-Oper. By Havens & Martin, Inc.
Address 3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Transmitter Location Staples Mill Rd.
Air Time 90 hours weekly
News Service Transradio
Station Representative Blair TV
Pres., Gen., Sta. Mgr. Willbur M. Havens
Comm. Mgr., Prom. Dir. Walter A. Bowry, Jr.
Program Director Conrad Rianhard, Jr.
Dir. of News & Spec. Events John Shand
Chief Engineer James Kyle
Consulting Engineer McNary & Wrathall

WASHINGTON

K I N G - T V

SEATTLE—1948

ABC-CBS-NBC-DuM

Channel: 5 AP: 3 Kw. VP: 5 Kw.
Owned-Operated By King Bcstg. Co.
Business Address Smith Tower
Phone Number MUtual 1090
Transmitter Location 301 Galer
Air Time 92 hours weekly
News Service AP, UP, INS
Representative Blair-TV
President Mrs. A. Scott Bullitt
V.P., Gen. Mgr. Otto P. Brandt
Commercial Manager Al Hunter
Program Director Lee Schulman
Director of Remotes John J. Shawcroft
Dir. of Engineering James L. Middlebrooks
Consulting Engineer William Fass

U. S. TELEVISION STATIONS

WEST VIRGINIA

WSAZ-TV

**HUNTINGTON—1949
ABC-CBS-NBC-DuM**

Channel: 5 AP: 8.4 Kw VP: 16.8 Kw.
Owned-Operated By WSAZ, Incorporated
Address W. Virginia Bldg.
Phone Number 3-9441
Transmitter Location Eighth Street Road
Air Time 90 hours weekly
Newspaper Affiliation. Huntington Advertiser
News Service AP
Station Representative Katz
President Col. J. H. Long
Gen., Comm., Sta. Mgr. Lawrence H. Rogers II
Program Director James H. Ferguson
Promotion Director Harold W. Shriber
Dir. of News and Spec. Events Nick Basso
Film Director Ned R. Brooke
Traffic Director Elizabeth Conaty
Director of Remotes John P. Clay
Chief Engineer Leroy E. Kilpatrick
Consulting Engineer William L. Foss

WISCONSIN

WTMJ-TV

**MILWAUKEE—1947—ABC-CBS
NBC-DuM**

Channel: 3 AP: 10.2 Kw VP: 16.1 Kw.
Owned-Oper. By The Journal Co.
Business-Trans. Address 720 E. Capitol Drive
Phone Number MARquette 8-6000
News Service AP
Air Time 105 hours weekly
Representative Harrington, Righter &
Parsons, Inc.
Membership NARTB
V.P., Gen. Mgr. of Radio, The Journal Co.
Walter J. Damm
Asst. Gen. Mgr. L. W. Herzog
Station Manager R. G. Winnie
Sales Manager Neale V. Bakke
Asst. to the Manager George Comte
Asst. to the Mgr. George Nicoud
Program Manager James Robertson
Mgr. Radio & TV Engng. Phillip Laeser
News Editor Jack Krueger

WSAZ-TV

Delivers an **EXCLUSIVE** 63 County Market area of Over:

2,418,300* population

in VA. — W. VA. — KY. — OHIO

BUYING INCOME: \$2,203,252,000

RETAIL SALES: \$1,412,323,000

FAMILIES: 609,600

* All figures courtesy Sales Management
"Survey of Buying Power" 1951

ABC — CBS — NBC — DTN
National Representative:
THE KATZ AGENCY

WSAZ-TV
CHANNEL 5

THE TELEVISION CODE OF THE NARTB



PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

TELEVISION CODE — NARTB

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests, page 18.)

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

- t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.
- u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.
- v) Suicide as an acceptable solution for human problems is prohibited.
- w) The exposition of sex crimes will be avoided.
- x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

- a) In affording opportunities for cultural growth as well as for wholesome entertainment.
- b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
- c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.
- d) In eliminating reference to kidnapping of children or threats of kidnapping.
- e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.
- f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

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

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of

such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

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

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

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

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-

vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

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

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable

to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups are not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on

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the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

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

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

Premiums and Offers

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

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

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)		
	News Programs	All Other Programs	
	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

- (1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB;
- (2) to receive, screen and clear complaints concerning television programming;
- (3) to define and interpret words and phrases in the Television Code;
- (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions;
- (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers

concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

* * * * *

APPENDIX A

*Additional Procedures Relating to Administration, Hearings and Decisions**

I

**THE TELEVISION CODE REVIEW BOARD
AUTHORITY AND RESPONSIBILITIES**

(Reference: Television Code, Regulations and Procedures, V, Section 3)

Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

* Reference: *By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); Television Code, Regulations and Procedures, III, section 5.*

A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

II

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

Section 5—Television Code Review Board; Counsel

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6—Order of Procedure

At hearings, the Television Code Review Board shall open and close.

Section 7—Cross Examination

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8—Authority of Presiding Officer; of Television Board of Directors

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures*, III, section 4).

Section 9—Films, Transcriptions, etc.

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10—Continuances and Extensions

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11—Findings and Conclusions

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12—Reconsideration or Rehearing

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

- a. Reconsideration
- b. Additional oral argument
- c. Reopening of the proceedings
- d. Amendment of any findings, or
- e. Other relief.

Section 13—Time for Filing

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Section 14—Penalty, Suspension of

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15—Disqualification

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

TV PRODUCTION FORECAST

By Dr. Allen B. DuMont

(Continued from Page 1021)

south and southwest by mid-1952 and (7) the increased quality of programming.

A good year is in prospect at manufacturer, distributor and dealer levels, although rising costs and higher corporate taxes will cut into profit structures.

Even though the industry doubled its output of electronic equipment for the armed forces during 1951, the tremendous production role it is to play in the national defense effort is still to be written. This will come into sharp focus during 1952.

It is almost an impossibility to exaggerate the importance of electronics in our defense planning. All phases of the military establishment—land, sea and air—are putting electronics to increasingly important uses. Today's modern airplanes are but platforms carrying vast quantities of electronics equipment. Naval vessels are dependent upon radar and sonar as navigational and protective aids. Ground radar, the first line of defense against enemy attack, guided missiles, atomic warheads, proximity fuses, weather reporting, mine detection, and all forms of communication are wholly dependent upon electronics.

One prominent defense spokesman summed it up when he recently stated that every modern weapon today, with the exception of small side arms, must include, at least, some electronics equipment.

Production and deliveries of military electronics equipment will swing into its full tempo in 1952. Conversion of existing facilities to defense production has virtually been completed. The important role of electronics in the national rearmament schedule is sharply defined and the program is already underway.

By the end of the first quarter of 1952, production of military electronics equipment will have reached a peak, aggregating a total of \$600 million, and remaining there throughout the year.

The Du Mont organization is already in step with the industry's war effort. At present the military backlog is well over \$65 million and we expect to be in high gear on defense projects by spring. By that time, we anticipate that approximately 60 per cent of the firm's business will be concerned with defense contracts. The combination of military and civilian orders will mean an all-time high sales year for Du Mont of between \$100-125 million, well over 1950's record-breaking total of \$76 million, and double the 1951 sales figure.

Industry-wise the military and civilian orders will mean a new peak figure for productivity and sales. This year will see the electronics industry take its place in the public's eye as one of America's top industries. Its 1952 record will pale all past achievement with an increasingly effective marshalling of its manpower, resources and facilities in contributing to the national welfare.



TV PERSONALITIES 1951-1952

A Pictorial Parade of some
of the leaders of television
—from the station, agency,
network and production
fields—during the past year

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TV PERSONALITIES

HARRY BANNISTER, veteran broadcaster, is director of station relations with NBC. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR, Detroit and in 1933 he joined WWJ as a salesman. Harry became sales mgr. for WWJ and in 1941 was appointed gen. mgr. He is a former member of the board of directors of the NAB and served as a member of the Stations Planning and Advisory Committee of NBC.



GEORGE M. BURBACH, gen. mgr. of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of the Pulitzer Publishing Co., which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. In 1913 George left the Munsey newspapers to become advertising mgr. of the Post-Dispatch. In 1922 KSD went on the air and George was placed in charge of its program and business departments. He was named gen. mgr. in 1933 and his foresight resulted in the inauguration of KSD-TV in Feb., 1947.



PAUL ADANTI, gen. mgr. of WHEN, Syracuse, has held that post since 1948. A Union College grad he started in radio at WMBO after a brief teaching career. Two years later he moved to WSYR, Syracuse, followed by a stint at WGY, Schenectady. Paul moved into TV in 1940 at WRGB where he became chief of technical operations. WHEN was his next stop in 1948, where, in two years, he saw the number of TV sets in the area rise from 100 to a figure in excess of 85,000. Weekly program hours quadrupled in that time.



KENNETH H. BERKELEY, v.p. and gen. mgr. of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C. is a native Washingtonian, who has been in the radio business since 1923. Prior to joining WMAL in 1942 he was connected with WRC, Washington, where he also saw service as gen. mgr. Ken followed the tide of TV and in October 1947 WMAL-TV was born. This station holds the distinction of being the first TV outlet to announce a seven-nights-a-week schedule.



MILTON BLINK, v.p. and co-owner of Standard Radio Transcriptions, and secy.-treas. of United Television Programs, was educated at the Universities of Chicago and Michigan. He masterminded the Wisconsin Players workshop Series on WIMS, Milwaukee, in 1926, and produced one of the first three commercial transcription programs. In 1933 Milton established and became co-owner of Standard Radio Transcriptions. Last year Milton, Gerald King, Richard Dorso and Edward Petry organized United Television Programs.



DON EMILIO AZCARRAGA, who developed XEW, Mexico City, and Radio Programas De Mexico, transcribed radio network, today is busily engaged in launching a new TV station in the Federal District as well as planning a Latin-American TV film network. Don Emilio knows television. He is hopeful that in the development of the art in Mexico it will be made available to the masses through the medium of theater television. To this end he has pioneered in the development of an experimental TV theater.



TV PERSONALITIES

OTTO BRANDT, v.p. and gen. mgr. of the King Broadcasting Co., Seattle, Wash., started in radio as a page-boy at NBC in 1933. When the Blue and Red networks separated in 1942, he went with ABC. He rose to the position of v.p. in charge of TV stations with responsibility for the coordination of the net's five O&O's, national spot and local sales and television station relations. After three years in the Air Force, Otto returned to take the helm of the King Bcstg. Co., owners of KING and KING-TV.



CLARENCE G. ALEXANDER, dir. of network operations for Dumont, is a TV pioneer. In the administrative and operational end of the medium he assisted in setting up the first NBC organization in 1936. The "call to arms" sent Clarence to the Air Force until 1946 when he returned to NBC as business mgr. and administrative asst. to the gen. mgr. of NBC-TV. After a brief tenure as asst. to Leonard Erickson, Vice-Pres. of Kenyon and Eckhart, he joined DuMont in April 1950.



HARRY M. BITNER, JR., pres. and gen. mgr. of WFBM and WFBM-TV, Indianapolis, was first a reporter and rewrite man for the Baltimore News Post and later joined the staff of WFBM as an assistant program director. He became office manager of the station and in 1942 he was promoted to general mgr. After three years of naval service during the war he returned to WFBM as pres. and gen. mgr. in 1946. Under Harry's leadership, in May of 1949, WFBM, Inc. launched the first TV station in Indiana, WFBM-TV.



CAMPBELL ARNOUX, pres. and gen. mgr. of WTAR Radio Corp. (WTAR & WTAR-TV), Norfolk, is New York born and Texas bred. A Texas U. grad, he broke into newspaper work with the Ft. Worth Record and later the Ft. Worth Star-Telegram. Between times he saw service in World War I, tripped around the world, and worked with Red Cross. At the Telegram in Ft. Worth "Cam" got his start in radio as manager of the paper's station, now WBAP. Since then he's been with KTHS, and finally WTAR and WTAR-TV.



BOB BALLIN, v.p. in J. Walter Thompson's New York office, tried insurance, real estate, and show business before spending 12 years as announcer and entertainer for WHN and CBS. N. Y. Rauhrauff & Ryan persuaded him, in 1942, to produce their Vox Pop show and subsequently the Jack Benny show. When Benny went over to Foote, Cone and Belding, so did Bob and soon became a v.p. of the new agency. Next step was JWT where he is now responsible for Ford Motor Company's radio and television activities.



TREVOR ADAMS, mgr. of WJZ-TV, N. Y., has had a wide background in radio and television sales, highlighted by a stint as asst. sales dir. for the DuMont network. A New York native, Adams was educated in Florida, later served as sales mgr. for the Texas State Network. Gotham was next where he served as sales mgr. of WMCA and WHN (now WMGM) and as sales mgr. of WINS. He formed a radio and TV representative firm with his father and then served as radio and TV director for the N. Y. Yankees before joining DuMont.



TV PERSONALITIES

MARIA HELEN ALVAREZ, gen. mgr. of KOTV, Tulsa, and the only woman chief exec. in station TV, started in radio in 1943 as a continuity writer for a Tulsa radio station. From there she went to program writing, news-casting and finally time sales when she retired from radio in favor of TV. Her studious efforts in the new medium were crowned when oilman George E. Cameron, Jr., then forming



Cameron Television Inc., chose her to head up the organization which operates KOTV. She took the helm on Nov. 30, 1949.

BURT BALABAN, dir. of programming and production for Paramount TV Productions Inc., was born in Chicago and attended Roanoke College before World War II sent him to the Pacific as a Marine Corps photographer. At war's end Burt began work with Paramount Television where he concentrated his work on obtaining film programs for KTLA and WBKB, Chicago. Later he became mgr. of



Paramount's Television film dept. in charge of KTLA film programming and the company's syndicated program distribution.

CHARLES EDWARD BELL, dir. of TV for the Jefferson Standard Bstg. Co., Charlotte, N. C., started his career in radio at WIS while a student at U. of South Carolina where he was promoted to chief studio engineer upon graduation. World War II took him away but he returned to WIS when discharged and later managed stations in Orangeburg and Chester, S. C., before joining WBTV. Charley is a



member of the Academy of Radio and Television Arts and Sciences and the Radio Executives Club of N. Y.

DON BLAUHUT, dir. of the radio-TV dept. of Peck Advertising Agency, is a native New Yorker, a veteran of World War II, and a graduate of Ohio State University. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. Next he served with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck and a short time later was advanced to his present position.



JACK BARRY, half of the package production form of Barry and Enright, is best known for his two top-rated shows, "Juvenile Jury" and "Life Begins at 80." After graduation from the U. of Penna. he took a summer school radio course at Northwestern Univ. which led to his first job at WITM, Trenton. Two years later he went to WOR, where he teamed with Dan Enright to produce their first kiddie panel show.



Now pacted with NBC-TV for two years, Juvenile Jury has made a great success for Barry.

RICHARD B. HULL, gen. mgr. of WOI-TV, Iowa State College station, Ames, is a leader in educational programming. His record includes three terms as president of the National Association of Educational Broadcasters and a term as president of the Iowa Radio News Editors. Prior to joining WOI-TV, he served with a number of Minnesota stations such as WCCO, KSTP, WTCN and KUOM.



Through his efforts, the Ames-Des Moines area has seen some of the best educational features.

TV PERSONALITIES

JOHN F. KLATT, media mgr. for the Chicago office of McCann-Erickson Agcy., has a big job supervising all radio and TV time for the midwest clients, as well as overseeing all publication space. After college, John began his career in the music field, but switched to advertising and served with both Barnes Adv. and Cramer-Krasselt. He gave his talents to the U. S. Army during World War II. In 1947



John became a space and time buyer for McCann-Erickson, then asst. dir. of media and on to his present post.

RICHARD DOAN, dir. of programs for WCBS-TV, N. Y., was born in Pratt, Kansas and is a U. of Kansas grad. He worked for several newspapers in California before heading East to become night bureau chief for the AP in Albany. Following this stint, he was successively a public relations officer in the Navy, an editor in the N. Y. bureau of AP, and associate editor of Advertising Age.



Doan next served as asst. radio-TV editor of Variety and later as administrative head of Martin Stone Associates.

CECIL D. MASTIN, gen. mgr. of WNBC-TV, Binghamton, N. Y., was born in Fairport, N. Y. After studying law for 2 years at Syracuse University he left to pursue the study of voice in N. Y. C. He gained theatrical experience from about 5 years with 3 different acts which he wrote and produced. "Cec" went to Binghamton in 1915, established a voice studio and founded the Binghamton Civic Music Series in 1926. He became program dir. of WNBC in 1929 and became gen. mgr. in 1932.



He became program dir. of WNBC in 1929 and became gen. mgr. in 1932.

DAVE DRISCOLL, dir. of news and special features at WOR and WOR-TV, has been prominent in the broadcasting field since his college days when he was sports announcer for WCCO, Minneapolis. After graduation from the University of Minnesota Dave migrated to Fergus Falls, Minnesota, where eventually he became station mgr. of KGDE. After three years at the Fergus Falls station



he joined WFIL, Philadelphia, as a newscaster and in 1936 he began his career as mainstay at WOR.

EVERARD W. MEADE, V.P. and dir. of radio and TV for Young & Rubicam began his career as a writer with Benton & Bowles. In 1935 he joined Y&R serving that agency as a writer-producer until 1938 and worked with such shows as Jack Benny and Charlie Butterfield. His next stint was with Ruthrauff & Ryan, where he produced many of their topflight shows. After his war service, Meade



returned to Y&R in 1948. At present he is working with the Pulitzer Prize Playhouse, just one of the many.

HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV (San Antonio), a native of the Lone Star State and a graduate of Yale University. Following school, he joined A. B. Frank and Associates, later resigning to take a post with the Southern Equipment Co., then owners of WOAI. In 1931, he transferred to the broadcasting side of the business and in 1932, became



general manager. Six years later, he became president of Southland Industries, Inc., new corporate name of the WOAI owners.

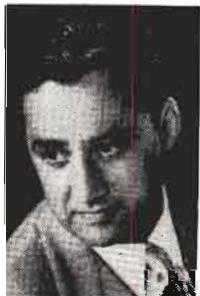
TV PERSONALITIES

G. P. HAMANN, general manager of radio and TV operations for WBRC (Birmingham, Ala.), got his first experience in the radio field in 1929 as a wireless operator in the Maritime Service. For eight years prior to 1940, he worked at WSMB in his hometown, New Orleans. Then he shifted to Birmingham and WBRC, serving as technical director for AM and manager for FM, before



assuming his present post. Under his guidance, the television operation, first in Alabama to apply for a license, was launched in 1949.

BASIL GRILLO, executive v.p. of Bing Crosby Enterprises, has managed all of the Crosby financial interests and has organized all Crosby packages for past six years, including acting as executive producer of the "Fire-side Theater" series, one of the manifold Crosby products. As a CPA in the entertainment field, he is unsurpassed for his specialization and setting up business organizations allied with show business. Grillo also has an active hand in many other Crosby ventures.



WILLIAM J. GERMAN, distributor of Eastman professional motion picture films, has organized two new companies, W. J. German, Inc., one chartered in Delaware and the other in California, to handle the firm's business. He started with Eastman in 1906 and 15 years later came to New York as mgr. of the G. M. Labs. in Long Island City as well as of the Paragon Studios and labs and San Jacq



Film Printing Corp. in Fort Lee, N. J. One year later he became gen. mgr. associated with J. E. Brulatour, Eastman distributor.

JAMES M. GAINES, v.p. in charge of NBC's O&O's, first came to the network in 1942 in the station's department. Two years later he was made asst. advertising and promotion dir. for NBC, a position he held until 1945 when he was named mgr. of the planning and development department. In 1946 Jim was appointed gen. mgr. of WEAJ (now WNBC) when the outlet was established as a separate operating entity. On Aug. 1, he was promoted to the post of dir. of NBC's O&O's and was elected v.p. in 1950.



JOHN GUEDEL, v.p. of John Guedel Radio Productions, had to leave UCLA in 1932 to dig ditches. One depression and many jobs later, John decided that he wanted to write for the movies. Following a stint with NEA, he joined Hal Roach and finally ended up with a Los Angeles Agency where he worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny." Among his other productions are "House Party," "Life With Linklater," and "You Bet Your Life."



MARK H. HAWLEY, supervisor of television production at N. W. Ayer & Son, Inc., began his career in radio at the age of 17 as an announcer at WMAK, Buffalo. At 19, he came to New York as a CBS staff announcer, and in the years prior to World War II, handled news broadcasts. Following a period with the Navy, he returned to found Hawley-Lord, specializing in 16mm shorts. He next became a TV producer at NBC and then switched to Sherman-McQuette agency before joining N. W. Ayer in 1950.



TIME TABLE ON FCC TV DECISION

MAY 6, 1948—The proceedings were instituted on May 6, 1948, by a "Notice of Proposed Rule Making" designed to amend the Table of Television channel assignments for the United States, set out in Section 3.606 of the Rules and Regulations of the FCC. During the hearing evidence was introduced which indicated the necessity for a revision of the Commission's Rules, Regulations and Standards with respect to the technical phases of the television broadcast service.

SEPT. 30, 1948—The Commission issued a report and Order (FCC 48-2182), commonly referred to as the "Freeze Order." In general this order provided that no new or pending applications for the construction of a new TV station would be acted upon and that new and pending applications for modification of existing authorizations would be considered on a case to case basis. The Commission said it could not continue to make assignments under the existing table.

JULY 11, 1949—Issuance of the "Notice of Further Proposed Rule Making" (FCC 49-918) was announced by the Commission. The notice set forth Commission proposals to: A. amend its television rules, regulations and standards; B. methods and assumptions upon which the Commission's figures and values specified in the rules were based; C. contained the proposed revision of its table of channel assignments in the United States and the territories; and D. contained illustrative assignments for Canada, Mexico and Cuba.

SEPT. 1, 1949—First color report (FCC 50-1961) issued.

SEPT. 1949—Hearings on color television begin.

OCT. 11, 1949—Second color report (FCC 50-1221) issued.

OCT. 16, 1949—Hearing of testimony of parties interested in the first two parts of the Notice of July 11, 1949 began. The hearings continued until January 31, 1951, when the Commission recessed to study the record and determine whether it should proceed on hearings on C and D.

MARCH 22, 1951—The "Third Notice of Further Proposed Rule Making" (FCC 51-214) was issued by the Commission. In Appendices A and B, the FCC set forth its conclusions based on the hearing record and at the same time afforded interested parties the opportunity to object to the conclusions in A & B by filing objections. Appendices C & D contained a new proposed table of channel assignments.

JUNE 21, 1951—The Commission issued its third report (FCC 51-610) stating it could not at the time effect a partial lifting of the "freeze."

JULY 12, 1951—A "Fourth Report" and "Order" (FCC 51-693) was issued allocating to TV broadcasting the frequency band 470-500 MCs.

JULY 25, 1951—A "Fifth Report and Order" (FCC 51-752) was issued amending the "freeze order to permit consideration on a case-to-case basis of applications by existing licensees and permittees for special temporary authority to increase power within certain defined limits. An order was also issued (FCC-739), cancelling oral hearings which were scheduled to take place pursuant to the third notice.

APRIL 14, 1952—The Commission announces the lifting of the "freeze."

CHANGES IN PRESENT ASSIGNMENTS

<i>Licensee or Permittee</i>	<i>City Affected</i>	<i>Present Channel Assign- ment</i>	<i>New Channel Assign- ment</i>
Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Ia.	4	5
Atlanta Newspapers, Inc. (WSB-TV)	Atlanta, Ga.	8	11
Birmingham Broadcasting Company, Inc. (WBRC-TV)	Birmingham, Ala... ..	4	6
Sarkes Tarzian, Inc. (WTTV)	Bloomington, Ind... ..	10	4
Balaban & Katz Corporation (WBKB)	Chicago, Ill.	4	2
Crosley Broadcasting Corporation (WLWT)	Cincinnati, O.	4	5
Radio Cincinnati, Inc. (WKRC-TV)	Cincinnati, O.	11	12
Scripps-Howard Radio, Inc. (WCPO-TV)	Cincinnati, O.	7	9
Empire Coil Company, Inc. (WXEL)	Cleveland, O.	9	8
National Broadcasting Company, Inc. (WNBK)	Cleveland, O.	4	3
Crosley Broadcasting Corporation (WLWC)	Columbus, O.	3	4
Crosley Broadcasting Corporation (WLWD)	Dayton, O.	5	2
Miami Valley Broadcasting Corporation (WHIO-TV)	Dayton, O.	13	7
Central Broadcasting Company (WOC-TV)	Davenport, Ia.	5	6
Leonard A. Versluis (WLAV-TV)	Grand Rapids, Mich. ..	7	8
WSAZ, Inc. (WSAZ-TV)	Huntington, W. Va.. ..	5	3
WJAC, Inc. (WJAC-TV)	Johnstown, Pa.	13	6
WGAL, Inc. (WGAL-TV)	Lancaster, Pa.	4	8
WAVE, Inc. (WAVE-TV)	Louisville, Ky.	5	3
WHAS, Inc. (WHAS-TV)	Louisville, Ky.	9	11
Memphis Publishing Company (WMCT)	Memphis, Tenn.	4	5
The Journal Company (WTMJ-TV)	Milwaukee, Wisc... ..	3	4
The Elm City Broadcasting Corp. (WNHC-TV)	New Haven, Conn.. ..	6	8
WTAR Radio Corporation (WTAR-TV)	Norfolk, Va.	4	10
Allen B. DuMont Laboratories, Inc. (WDTV)	Pittsburgh, Pa.	3	2
The Outlet Company (WJAR-TV)	Providence, R. I... ..	11	10
Stromberg-Carlson Company (WHAM-TV)	Rochester, N. Y... ..	6	5
General Electric Company (WRGB-TV)	Schenectady, N. Y.. ..	4	6
Central New York Broadcasting Corporation (WSYR-TV)	Syracuse, N. Y... ..	5	3
WDEL, Inc. (WDEL-TV)	Wilmington, Del.	7	12

TV PRODUCTION FORECAST

By DR. ALLEN B. DU MONT, President, Allen B. DuMont Laboratories, Inc.

BARRING an increase in the temperature of the cold war and a drastic aggravation of international tensions, 1952 should be a productive year for the television receiver industry.

Since civilian receiver production is so inextricably interlaced with the national defense program, we can look for production to be substantially reduced from 1950 and 1951 figures. This will be due to already announced diversion of critical materials for the military establishment.

Indications from the National Production Authority are that enough metals will be made available to the industry for the production of upwards of 4 million receivers in 1952. This figure represents an approximate 46 per cent decrease from 1950's record-breaking total of 7.5 million and 23 per cent of the 1951 total of 5.3 million receivers.

This reduced production figure of 4 million sets must be accepted with the assumption that 1952 will see (1) No all-out war, (2) no expansion of the present Korean conflict and (3) no additional outbreak of aggression in another part of the world. Naturally, any worsening of the world-wide situation will have its adverse effect on civilian production.

In the light of restrictions on copper, aluminum, stainless steel, nickel and cobalt, the 1951 production of 5.3 million sets and anticipated output for 1952 represents a tribute to the industry's ingenuity and resourcefulness in conservation of materials without detracting from quality of product. 1951's "make do" production lessons should be reflected in even greater economies in the use of restricted materials without deviation from strict quality control requirements during 1952.

Innovations and trends in 1952 receivers were in evidence early in January with the introduction of new lines by manufacturers. Chief among these has been the pronounced movement toward large size picture tubes. The most popular sizes

during 1952 will be the 17-inch and 21-inch picture tubes. It is interesting to note that only three years ago the popular size receiver incorporated a 12-inch picture tube; 20-inch tubes were only in the "luxury" type of receiver.

TV picture tubes in 1952 will represent the most advanced design. An important trend is the universal acceptance of rectangular tubes which present TV pictures to the viewer in the same aspect ratio as is picked up by the TV camera. Another popular innovation in 1952 will be the automatic focus tube. This tube eliminates focus controls of any kind, and at the same time effects substantial savings in both steel and copper.

Great advances have been registered in reduction of reflections on picture tubes, from lights, windows and other reflective sources through the introduction of cylindrically-faced tubes. These tubes will make their appearance in 1952.

Television chassis in 1952 will have greater sensitivity and range than ever before, resulting in better fringe and weak signal area reception.

The anticipated impact of UHF as a companion service to VHF telecasting is already in evidence in 1952 receivers. These new sets contain provision for adaption to the UHF type of telecasting, either through tuning strips installed in the tuner or through an external UHF converter.

With no more than a handful of new stations expected on the air by the end of 1952, even if the "freeze" is lifted immediately, receivers will have to be sold in substantially the same markets as in 1951. The industry which enters 1952 with approximately 1,000,000 receivers in inventory should be able to sell those and its 1952 production even in what might be called "old" markets. Several factors point to this. They include (1) a record amount in disposable funds in the nation this year, (2) the untapped market of better than 50 per cent which still exists in TV areas, (3) elimination of confusion in the minds of the public regarding premature and incompatible color television (4) increased sales of television receivers in fringe and weak signal areas due to greater sensitivity of 1952 sets, (5) obsolescence of small-size picture receivers (6) extension of relay facilities to include the

(Continued on Page 1110)



Du Mont

HOLLYWOOD & A.B.C. TELEVISION

By ALEXANDER STRONACH, JR., Vice-President for the ABC-TV Network

TELEVISION has now acquired a modus operandi of sound stature, technically geared to volume production. It has not however, set a pattern for point of production. As constituted now, video fare arrives on living room screens from three major production centers in the United States; New York, Chicago and Hollywood.

Granted TV can go almost anywhere for remote pickups of strategic on-the-spot news and sports coverage — and well it should. But I am not concerned with this phase of television's ability to capture history in the making.

By far the greatest stress placed on video is for entertainment through the medium of dramatic offerings, which by far account for the greatest portion of present day television programming. It is with this phase of television that I am concerned and consequently, from where these programs should originate.

At the present time (1952), a comparatively young age for television, the American Broadcasting Company possesses the finest television plant in existence—the 23-acre ABC-TV Center in Hollywood.

The network has made good use of its giant west coast facilities in the past year, since the opening of the transcontinental-microwave-coaxial link. But its use has not yet been fully exploited or explored. There exists in Hollywood today the greatest talent pool in the world. And I do not refer only to top marquee names but to lesser stars and feature players, well known to the average motion picture goer. They are fine dramatic personalities on whom television should call to fill the varied roles in new dramatic shows.

Hollywood is the home of this talent and they should not be expected to travel 3,000 miles to fill a video engagement in New York for a one night stand and then return home. The fact that video has made this demand upon the Hollywood talent pool immediately sends talent costs soaring. Whereas, if television were content to develop their *live* shows where the stars



Stronach, Jr.

are, where sets could be built and remain standing without being "struck" after each show; where technical equipment and technicians abound, video would surely begin minimizing its present day soaring costs.

The fact that ABC-TV has already been able to build some basic sets (such as that used on "The Ruggles" show) where the set can be stored on the huge sound stage on the ABC-TV Hollywood lot and used week-after-week without being dismantled after each telecast, has in itself saved the network large sums of money. This one instance could well be repeated over and over for many other TV programs. Another simple, but extremely important cost-saving operation is the network's ability to do away with the necessity of hiring trucks, which normally in such video centers as New York and Chicago, must cart scenery back and forth from warehouses to the TV studios. In New York City, a single truck, carting a set from a warehouse to a TV studio costs \$150. By the time the round trip has been made, the cost for trucking the set back and forth amounts to \$300. Not so in Hollywood, where sets can remain intact, stored in the vast recesses of the huge ABC-TV Center, to be used over and over again.

Another example of cost cutting and one directly benefiting the advertiser, is the network's purchase sometime ago of eight carloads of scenery and props, now conveniently accessible at our Hollywood TV Center. Scenery and props are readily available at any time on the lot and a sponsor's re-use of them for shows results in a cost to him of only 10 per cent of their original construction costs.

Just recently the ABC-TV network presented several "one shot" live programs—"The Professor," starring Joseph Schildkraut and "One False Step," both of which were produced in Hollywood, and both of which received excellent reviews from the press.

Similar plans are underway now for the presentation of a number of other programs of this type, all of which will be produced at our Hollywood TV Center.

This type of programming only serves to emphasize the adaptability of our West Coast facilities for the origination of such programs at a considerable savings in costs to a potential advertiser.

TV PERSONALITIES

ROBERT E. DUNVILLE, pres. and gen. mgr. of the Crosley Bcstg. Corp., at the age of 22 was the youngest advertising mgr. in St. Louis motor circles. Next he joined the sales dept. of KMOX, St. Louis, rising to asst. gen. mgr. of the station a short time later. In 1937, Bob moved to WLW, Cincinnati, and was appointed gen. mgr. of WSAI, Cincinnati, then owned by the Crosley Bcstg. Corp.

In 1938 he became gen. mgr. of the two Stations. He next was made a v.p. of Crosley and in 1949 headed the Corporation.



MARTIN B. CAMPBELL, gen. mgr. of WFAA (Dallas), has held the job for over 18 years. He moved into broadcasting when he quit as radio editor of the Louisville Times back in 1927. In the 30's, he moved to WFAA. Since then, the 50 kw station has become one of the most influential in the southwest, its air properties including WBAP, a 5,000 watt and a recent addition, WFAA-TV

Campbell has been a board member of the NAB, SPAC chairman of NBC, and served with the OWI in World War II.



JOHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV (Washington), a Philadelphian by birth and a graduate of the University of Pennsylvania. It was in the City of Brotherly Love that Hayes began his radio and television career, starting at WIP. Later, he moved over to WOR in New York, and from there into the Army. After the war, he was station manager of

WQXR for two years and then moved to WINX, the Washington Post station. When WTOP became the Post station, Hayes made his switch.



HUGH HOLE, director of radio and TV for Brooke, Smith, French & Dorrance, Inc., a post he assumed in 1948. A graduate of the University of North Carolina in 1942, Hugh entered the radio department of Benton & Bowles, where he remained for four years. In 1946, he formed Television-Radio Enterprises, Inc., his own production company. Before joining Brooke, Smith, French & Dorrance, he served as supervisor of all commercial production at Dancer-Fitzgerald-Sample, Inc.



LES JOHNSON, v.p. and gen. mgr. of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. Les returned to The Argus as advertising mgr. and 14 years ago assumed the general managership of WHBF.

With his newspaper background he was able to build the station into a preeminent news outlet, a position which he jealously guards.



GEORGE S. JOHNSON, gen. mgr. and chief engineer for KOB-TV, Albuquerque, N. M. obtained his Amateur Operator's license in 1922. In 1928 George graduated from the U. of Colorado, and immediately entered the radio dept. of General Electric in Schenectady, where he stayed for three years. In 1932 he left this position to become chief engineer for KOB. When KOB applied for a TV station in 1946, George was made gen. mgr. and chief engineer. Today he still retains those duties.



TV PERSONALITIES

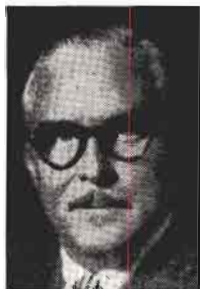
WALTER J. DAMM, v.p., and gen. mgr. of the



Milwaukee Journal stations, WTMJ and WTMJ-TV, started his career in 1913 on the old Evening Wisconsin in Milwaukee. In 1916 he transferred to the Journal where he specialized in advertising. Walter became promotion and radio manager of the paper's radio station in 1922 and was soon recognized as one of the new industry's leaders.

He was elected president of the NAB in 1930. Walter's brainchild, WTMJ-TV, launched in 1947, is the nation's seventh oldest TV station.

ARTHUR J. DALY, radio and TV dir. for Peck



Advertising Agency, Inc., began his radio career as a producer at NBC after graduation from Villanova College in 1929. Over a period of eight years he produced numerous shows in varied classifications. In more recent years, Art has produced the "Pontiac Variety Show," "The Cresta-Blanca Carnival," and in a five year stint on the West

Coast such outstanding programs as the "Collis Archer" show. His latest are "Powerhouse" and "Johnny Olsen Rumpus Room."

E. K. JETT, v.p. and dir. of WMAR-TV, Balti-



more, was well-grounded in radio and communications during his World War I Naval Service, with duty at the Naval Radio Station, Arlington, Va., and the Navy Dept. of Radio Control. In 1929 he joined the Federal Radio Commission as a senior engineer and was advanced two years later to asst. chief engineer, then chief engineer in 1938

and Commissioner in 1944. He resigned from the commission to assume his present duties on Jan. 1, 1948.

EDWARD C. HORSTMANN, chief engineer of



ABC's central division, is another quarter-century veteran in the industry. Before joining NEC as a radio operator in 1927, Ed started with Mackay Radio in Chicago where he served as chief dispatcher and traffic engineer. In 1928, he became control operator and two years later, studio engineer. In 1942, he transferred to

the newly formed Blue network as chief engineer of the central division. In the past ten years, Ed has seen his staff grow from 12 to more than 100.

STANLEY E. HUBBARD, general manager and



co-founder of KSTP and KSTP TV (Minneapolis-St. Paul), got his first radio experience in 1910, when he built one of the first amateur radio transmitters in Minnesota. Following World War I service, Stan organized the first commercial airline in the U. S. and then in 1924, launched WAMD, which changed its call letters to KSTP in 1928. He began exper-

imenting with TV in 1939 and in April 1948, began full commercial operation of television in Minneapolis.

HAROLD FAIR, director of radio and TV for



Bozell & Jacobs Ad Agency, is a veteran of over 25 years in radio and TV. He was announcer-producer and later, program director at KOIL, Omaha. From there he moved to WBBM, Chicago, as announcer-producer and in 1930 he became general manager of WBEN, Buffalo. In 1932 he moved back to CBS, Chicago, then to Omaha as radio direc-

tor for Bozell and Jacobs. After 13 years at WHO, Des Moines, he served as program dir. for the NAB before joining WHAS, Louisville, from where he returned to the agency.

TV PERSONALITIES

HAL GROSS, owner and gen. mgr. of WJIM-TV, Lansing, Mich., pioneered in Michigan radio by establishing Lansing's first radio station, WJIM, 15 yrs. ago, and scored another first with WJIM-TV, established in 1950.



After graduation from the Univ. of Michigan, Hal was associated with the Butterfield Theatre Corp. During World War II, he served with the Navy and was instrumental

in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the Midwest region.

JACK HARRIS, general manager of KPRC and KPRC-TV (Houston), is a comparative newcomer to TV, but one of the older hands in radio.



Included in the latter is a period as director of new and special events at WSM, Nashville, Tenn., and a war-time hitch as deputy to Ed Kirby, in setting up the Army's first broadcasting activities. Later he took over Radio Tokyo facilities for General MacArthur.

He entered TV in June 1950 when the Houston Post Company purchased KLEE-TV.

RICHARD A. BOREL, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, Ohio entered the radio field in 1933, first serving as business mgr. for WBNS, assuming the title of gen. station mgr. in 1935.



In 1949, Dick was named mgr. of WBNS-TV and later became a director and exec. v.p. of Radiochic, Inc., owners of WBNS and WELD-FM. He was a member of the board of directors of Television Broadcasters Asso. and now serves on the affiliates board of CBS. He is an Ohio State U graduate.

WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, AM, FM and TV outlets respectively in Richmond, Va., is a life-long resident of this state capital.



Starting in the automotive business, Havens later became Philco battery distributor and his interest in radio was aroused. In 1926, he was granted a license for WMBG, and in 1946, received an FM grant, WCOD.

April 1948 marked the advent of the "South's First Television Station" when WTVR went on the air.

THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM, and WAFM-TV (Birmingham), is a native Alabaman, born in Sumterville.



Graduating from Colorado College, he began his career there, being associated with Fawcett Advertising Agency and the Wofford Oil Co. In 1937, coming back to Alabama, he joined WAPI and in 1947, launched the FM operation, WAFM.

Two years later in 1949, Thad provided the organizational drive as WAFM-TV was launched by the company.

JULES HERBUVEAUX, manager of the television department in NBC's central division, got in on the ground floor of radio, conducting the first orchestral music program over KYW (Philadelphia) in 1922.



Moving to WJJD (Chicago) as musical head, he conducted the first NBC program at the International Livestock Show which was destined to develop into the National Farm and Home Hour. In 1931, he became musical director for NBC's Central division. By 1939, Jules was program manager for the division.

TV PERSONALITIES

TED COTT, gen. mgr. of WNBC and WNBT,



began his radio career at 16 when he joined WNYC as an announcer, producer and dir. Ted soon found himself at CBS where he became a free-lance producer. At CBS he directed a soap opera entitled "Society Girl" and also emceed the Kostelanetz program. After a period with WNEW, N. Y., where he became v.p., Ted resigned and joined NBC

as gen. mgr. of WNBC and WNBT, N. Y. His defense of independent stations at the NAB annual in 1950 brought him fame and recognition.

EVERETT N. CROSBY, president of Bing Crosby



Enterprises, Inc., left his own artists and talent agency years ago to become agent and personal mgr. for his brother, Bing. From shirts to cattle to oil wells, his range of activity is kaleidoscopic. His latest venture is a new corporation, known as Bing's Things, Inc. Ev's hand has been the guiding genius responsible for most of the over-all planning

of the Crosby organizations, a model of achievement in the American manner.

JAMES C. DOUGLASS, v.p. of radio and TV



at Erwin Wusey Ad Agency, has had extensive experience with major network shows. He served as co-ordinator of radio and TV advertising for the Colgate-Palmolive-Peet Co. before joining the agency. He was actively concerned in the development of all the firm's broadcasting activities, including the Colgate Comedy Hour, Our Miss Brooks, and

others. Previously he had served in the Navy and was program production mgr. for CBS in St. Louis.

DON FEDDERSON, exec. v.p. and gen. mgr.



of KLAC and KLAC-TV, Hollywood, entered radio from the newspaper field just eight yrs. ago as salesmgr. of KYA, San Francisco. He became gen. mgr. of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schill, owner of KYA, Don began commuting between the two coast cities. In 1945 KMTR's call letters were changed to

KLAC and Don took over as manager. In 1948 KLAC-TV went on the air just ninety days after ground-breaking ceremonies.

EDWIN S. FRIENDLY, JR., national dir. of television



sales for ABC-TV, started as an asst. time buyer for BBD&O in 1945. He was soon promoted to time buyer and subsequently became a producer-director with the agency. Next he served as radio account executive before leaving BBD&O to join Al Paul Lefton Co. where he shortly was made radio-TV director. He joined ABC's TV sales dept. in 1950

and a year later was appointed eastern sales mgr. In October of 1951 Friendly was raised to his present post.

CHARLES H. CRUTCHFIELD, v.p. and gen.



mgr. of WBT and WBT-TV, Charlotte, N. C., got his start in radio with WSPA, Spartanburg, S. C. In 1931 he joined WBIG, Greensboro, N. C. as announcer and later became program dir. In 1933 Charley moved to WBI, Charlotte, as an announcer and by 1946 was gen. mgr. and a member of the board of directors. At the same time he was

made secy-treas. of the Jefferson Standard Bcstg. Co., WBT operator. In 1947 he was made a v.p. and in 1949 doubled his duties with WBT-TV.

TV PERSONALITIES

PAUL ESHLEMAN, head of manufacturing operations for Allen B. DuMont Labs., Inc., has been with the firm's mfg. div. since 1942. He served as production control mgr. followed by a brief span in an organizational capacity at WABD, N. Y. In 1947 Paul returned to the mfg. div. to organize and supervise a night shift to turn out receivers in an effort to meet the demand. Later he converted the Wright Aeronautical plant in East Paterson into the largest unit in the electronics industry.



JOHN E. FETZER, owner of WKZO-TV and chairman of the TV board of review, which is charged with enforcing the code, is a veteran of more than 30 yrs. in radio and TV. As an engineer he helped to build a number of pioneer stations in the middle west. He then became a consulting engineer and in his experience has run the gamut of jobs from announcer to president. John is president of the Fetzer Bestg. Co., operating WJEF, CBS outlet in Grand Rapids, and also heads up WKZO and WKZO-TV, Kalamazoo.



WILLIAM FAY, v.p. in charge of the broadcasting div. of Stromberg-Carlson and a director of that company, is gen. mgr. of its three stations, WHAM, AM-FM-TV. In 1922 he joined WGY, Schenectady as an announcer. Bill went to Buffalo in 1927 where he became studio mgr. of WMAK. In 1928 he was invited to WHAM as program mgr. and in 1929 stepped up to gen. mgr. In 1942 he was made v.p. and dir. of the Stromberg-Carlson Company. Bill's particular pride is the \$1,000,000 Radio City, home of WHAM.



C. RICHARD EVANS, gen. mgr. of KSL and KSL-TV, Salt Lake City, joined the station's staff as a technician in 1927. During the war he took time out to do research for the government and aided in the development of an anti-sub weapon, still being used by the U. S. Navy. In 1943 he returned to KSL as chief engineer and later was made asst. gen. mgr. of the station. In 1948 he was promoted to gen. mgr. of KSL and when the station came on the air with TV, Dick also took the reins at KSL-TV.



W. D. ROGERS, JR., vice president and general manager of KEYL-TV (San Antonio), was formerly with the Coca Cola Bottling Co. of West Texas as sales and advertising manager and served with the Air Force for three years during World War II. Coming to San Antonio in 1950, he assumed active management of KEYL, which was then under construction. In January 1951 he was elected to the TV board of directors. He has also been active in the Lions Club, the Lubbock Ad Club and the Lubbock Sales Execs Club.



DONALD A. NORMAN, newly appointed manager of KNBH (Hollywood), has been with NBC for the past eight years. Prior to going to KNBC (San Francisco) in 1943, he had worked with A. C. Nieslen as a field supervisor and Standard Brands. Other NBC posts held by Norman include: sales director of WNBC-WNBT (New York); account executive in national spot sales and manager of spot sales in the Western division. Before his recent appointment, Norman was sales manager for the NBC station.



TV PERSONALITIES

WILFRED S. ROBERTS, director of radio and television at Pedlar & Ryan Agency, first went to NBC as a staff producer at NBC in 1936, following his graduation from the University of Wisconsin. Two years later, he was appointed assistant manager of the commercial department and in 1940 became national production manager. In 1942, he left NBC for the Office of Inter-American Affairs, heading the New York office. Before joining Pedlar & Ryan in 1948, he was also with Corday-Roberts, Inc.



TOM SLATER, vice president and associate director of the radio and television departments of Ruthrauff & Ryan, has been with that agency since 1940. Previously, he had been director of special events and sports for the Mutual network. Before getting into broadcasting, he had been on the staff of Northwestern University, Miami U and the Western College for Women in Oxford, Ohio, in addition to doing promotion work for the Scripps-Howard newspapers. He has been in the industry now for nearly 25 years.



VICTOR A. SHOLIS, vice president and director of WHAS and WHAS-TV (Louisville), is a native Scotsman who came to this country in his youth. A degree from the University of Illinois completed his formal education. Since his school days, he has been with the Chicago Daily Times, an assistant to Commerce Secretary Harry Hopkins, a director of the Clear Channel Broadcasting Service and a World War II soldier. After the war, he returned to CBS, resigning in 1947 to join WHAS.



JAMES D. SHOUSE, chairman of the board of the Crosley Broadcasting Corporation, has been in this post for the past two years. Coming to radio in 1929 with CBS, Jim later went to the Stack-Goble agency and to KMOX (St. Louis) as manager. He joined Crosley in 1937 as vice president in charge of broadcasting, and since, has brought the key Crosley station (WLW) a host of national awards. In 1946, he became president of Crosley and later chairman. He is also on the Avco board, parent outfit of Crosley.



WILLARD (Bill) SCHROEDER, general manager of the Grandwood Broadcasting Company, operators of WOOD and WOOD-TV (Dothan, Alabama). Following graduation from the Missouri School of Journalism, he worked for a while in the Hearst chain. In 1936, he became a salesman at WCAE (Pittsburgh) and four years later was named sales manager. WINS (New York) came next in 1944 where he was general manager. In 1949 he was named radio-TV director of Ketchum, McLeon & Grove, going from there to WOOD in April 1950.



GOAR MESTRE, head of CMQ, Radiocentro (Havana, Cuba), using both showmanship and his business training (acquired at Yale University) has made broadcasting a going enterprise in the Pearl of the Antilles. Under his direction, Radiocentro has a 1,650 seat movie theatre, a ten story office building, restaurants, bank, drug store and other assorted shops. In TV for little more than a year, Mestre has found the means to make it a success, having sold out nearly all commercial time.



TV PERSONALITIES

JACK DeWITT, president of WSM and WSM-TV (Nashville), got his start as an amateur radio "ham" during World War I, and by 1923, had built his own radio station at home. He helped build WSM in 1925 and remained there on a part-time basis until 1928, when he joined Bell Telephone Laboratories. He came back to WSM in 1932 as chief engineer, leaving again for Bell during World War II.

Following service, he became president of WSM and under his guidance WSM-TV was launched in 1950.

MARSHALL ROSENE, general manager of WSAZ and WSAZ-TV (Huntington, West Virginia), started in radio in 1942 with WCHS (Charleston), prior to which he had been with the Chicago Herald & Examiner, and the Ohio Citizen (Columbus). After two years at WCHS, he went to WSAZ (Huntington) as station director and in 1949 was appointed general manager of WSAZ, Inc., licensee of WSAZ and WSAZ-TV. Under his direction the TV operation was erected in a mere 58 days. Later he helped establish a microwave setup connecting three stations.

CLAIR R. McCOLLOUGH, president and general manager of the Steinman Station, which include outlets in Lancaster, Harrisburg, Reading, York and Easton, Pennsylvania and Wilmington, Delaware. A long-time veteran in the industry, McCollough has found time in addition to his regular duties, to serve on the TV code committee, as chairman of NBC's station planning and advisory committee and as president of the Pennsylvania Broadcasters Association. He is also a member of the NARTB affiliates committee.

THOMAS M. McDONNELL, director of radio and TV for Foote, Cone & Belding, was one of the men who wrote dialogue for "This Is the Army," while serving as a sergeant during World War II. He came to the agency in 1947 as supervisor for all radio on the Toni account and in October 1948, was placed in charge of the radio department for the agency. Prior to joining the agency, Tom was with

CBS. Accounts with which he has been closely associated, in addition to Toni, are General Foods and Rheingold.

W. R. (BILL) McANDREW, general manager of WRC, WRC-FM and WNEW, the three NBC outlets in Washington. An old newspaper man, McAndrew went to the sports desk of the Washington Times-Herald in 1935, following graduation from Catholic University. Before going to WRC in 1944, Bill worked with U.P., the capital office of the NBC red network, Broadcasting Magazine and the Board of Economic Welfare. He held several posts with WRC until 1949, when he was named general manager of the three stations.

HAROLD L. MORGAN, JR., vice president of the ABC-TV program department, started with the network (then Blue) in November 1943. Originally, he started as a research analyst, following graduation from Harvard. Morgan left Wall St. in 1937 to work with Earl Anderson, then a consultant to Edward J. Noble. When the latter bought WMCA in 1941, Morgan joined the station as personal

manager and purchasing agent and two years later, when Noble bought the Blue network, he switched over.

TV PERSONALITIES

TOM McDERMOTT, director of television at Benton & Bowles, came to the agency in 1942, following experience at WNYC and WOV (New York). He first wrote and directed a series with Irene Wicker and then later, directed "When a Girl Marries" and the "Prudential Family Hour." "Wendy Warren and the News" is one of his originations. Not content with practical experience, Tom, a graduate of Manhattan College, has taken post-graduate drama courses at Columbia, Fordham, NYU and the New School.



VICTOR SEYDEL, radio and television director of Anderson and Cairns Agency, got his start in show business, working as a song-and-dance man. He jumped later to join Jerome Cargill Production Agency as a producer. In 1940, he went to the Blue net, moving from there in 1944 to become Eastern radio and TV director in the New York office of Walker & Downing Agency, leaving there in 1949 to take a similar position with the Anderson & Cairns Agency. He is a native of Grand Rapids, Michigan.



RICHARD A. MOORE, general manager of KTTV (Los Angeles), has been honored by the Academy of Television Arts and Sciences and has been cited by the Congress of Parents and Teachers Association and the Southern California Association for Better Radio and Television. A graduate of Yale Law School, Moore previously was a key figure in launching the ABC-TV network, and prior to assuming his present post in 1951, was director of TV for the ABC Western division and KECA-TV (Hollywood).



ALVIN SCHROTT, manager of WJAC-TV (Johnstown, Pa.), has been with the Johnstown Tribune Publishing Company (parent company of the station) since 1932. He remained with the paper in one capacity or another, except for World War II Navy service, until 1949 when WJAC-TV was opened. Al, though inexperienced in the broadcasting field, was selected to head the new station. Since September 15, 1948, when WJAC-TV took the air, the station's performance has more than proved the choice a good one.



JOHN R. SHEEHAN, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY (Schenectady) in 1934. Two years later, he became manager of international broadcasting for General Electric. Experiences gained in this post resulted in his being lent to the government during the war, first serving with the OWI as chief facilities bureau in New York. Prior to his joining Cunningham & Walsh, he served at television.



FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV (Chicago). Associated with the parent Tribune Company for more than 30 years, he has taken an active part in the development of its radio and television properties. He joined WGN in 1931 as director of public relations and in 1940 was named station manager. When Mutual was formed in 1936, Frank was present. He is a native of the Windy City and a graduate of Northwestern University at nearby Evanston.



TV PERSONALITIES

ROGER PRYOR, director of television for the



New York office of Foote, Cone & Belding, started in Summer Stock at the age of 18, and since has taken leading parts on Broadway and Hollywood. Radio followed with Pryor leading an orchestra and em-ceeing the "Gulf Screen Guild Program" and appearing on the U. S. Steel program, "The Pause That Refreshes" and "The Hildegarde

Show." He took his TV position in 1947 and has handled television productions for a number of the agency's leading accounts.

PRESTON H. PUMPHREY, in charge of tele-



vision at Maxon, Inc., since his graduation from Ohio Wesleyan University has served on the production staffs of NBC and Benton & Bowles as radio director for Fuller Smith, Ross, Inc. and Warwick & Legler, Inc. Turning to TV in 1947, he joined Maxon. Radio shows he has produced and directed include "The Fred Allen Show," "Metropolitan Opera

Auditions" and "Minute Mysteries." Friday night boxing bouts for Gillette and the Kentucky Derby are to his credit in TV.

TONY PROVOST, vice president and member



of the board of directors of Hearst Radio, Inc., as well as supervising all Hearst broadcasting operations: WBAL and WBAL-TV (Baltimore) and WISN AM and FM (Milwaukee). Tony first joined Doremus and Company following his getting a degree from William and Mary, then later worked under Thorne Smith. Before joining Hearst, he also was

associated with Miller Tape Recording Company, the Empire Broadcasting Company and NBC as program director of their key outlet.

OWEN SADDLER, general manager of KMTV



(Omaha), has had a varied career. He has been an English instructor at two universities, a newspaper reporter and a legal assistant in the E. I. du Pont de Nemours and Co. department. He came to radio in 1938 at KMA (Shenandoah, Iowa), becoming its general manager in 1945. When KMTV was opened in 1949, Saddler was at the helm.

Today, he leads a busy life, shuttling between WBTB and KMA, where he still holds the post of general manager.

A. CARL RIGROD, radio and TV executive at



Donahue & Co. advertising agency. Getting his degree in journalism at the University of Missouri, Rigrod moved into the motion picture field. He was publicity agent for Universal Pictures for a period and later wrote and directed the first studio TV program sponsored by a film company (RKO). Today, he directs all radio advertising activities for MGM plus

others and serves as director of motion picture, radio and television departments at the agency.

JAMES G. RIDDELL, president of WXYZ, Inc.

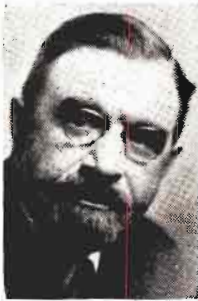


(Detroit), is a native of Glasgow, Scotland, coming to the U. S. at an early age and residing in Detroit. Radio struck his fancy and he got his beginning at WXYZ as an office boy in 1931. Successively he became traffic manager, sales manager and commercial manager and when in 1942, WXYZ was sold to ABC, Jim was made general manager. The

television operation was begun under his guidance in 1950, he was named president of the corporation.

TV PERSONALITIES

COL. B. J. PALMER, owner and operator of



WHO (Des Moines), WOC (Davenport) and WOC-TV, started in radio back in its earliest days, getting a license for WOC in 1922. Later he added WHO, buying it from the Bankers Life Insurance Company during the depression. In addition to bringing radio to Iowa, Palmer lists other firsts: first Iowa TV station; first to serve the Quint cities; first station to

telecast a hog auction and first station to telecast Three-I League baseball games.

WILLIAM S. PALEY, chairman of the board



of directors of the Columbia Broadcasting System, started in radio in 1928 as president of the year-old CBS network, a post he held until 1946, when he took his present position. Under his direction, the radio network has expanded widely and TV has been started. From 1943 to 1945, Bill took a leave of absence for a special assignment: event-

sees with OWI and later was named radio chief of the Psychological Warfare Division of SHAEP.

JOHN M. OUTLER, JR., general manager of



WSB and WSB-TV (Atlanta), a native of Metcalf, Ga. and a graduate of Emory College. Following school, he became classified ad manager at the Augusta Herald. The Atlanta Journal followed in 1916 and there he remained until 1930 when he joined WSB as business manager. In 1944, he was appointed general manager of the radio out-

let and in 1948, when the television operation was launched, he assumed the double duties of general manager for both AM and TV.

PAUL RAIBOURN, vice president of Paramount



Pictures Corp., heads that company's TV interest as president of Paramount Television Productions, Inc. His early surveys lead to Paramount's investment in 1938 in DuMont Laboratories, the establishment of KTLA (Los Angeles) in 1942, pioneering of large screen theatre TV and the development of the Paramount video transcription system. Raibourn,

who has an electrical engineering degree from the University of Illinois, has been with Paramount since 1921.

IRVING ROBERT ROSENHAUS, president and



general manager of WATV (Newark), originally got a law degree from John Marshall Law College and practiced that profession for a few years. Changing his mind, he went to the Bremer Broadcasting Corporation as assistant manager of WAAT, helping guide that station to a pre-

dominant role in the North Jersey market. In 1947, when the corporation got a CP for a TV station, Irv took over and in May of 1948, WATV was opened under his leadership.

COL. HOWARD NUSSBAUM, radio and TV



director in the Harry E. Cohen Advertising Agency, was a TV director for NBC prior to the war, at which time, he organized the radio department for the Air Force. Later, he organized the combat reporting of the European invasion. Leaving service, he became national production manager and Eastern program manager for AEC.

He remains in an advisory capacity to the Secretary of Defense in matters relating to the North Atlantic Security Pact.

TV PERSONALITIES

EDWARD D. MADDEN, v.p. of NBC-TV, joined the network Feb. 1, 1950 as assistant to Joseph H. McConnell, president. Six months later he was promoted to v.p. and assigned to the networks TV dept. Madden has been exec. v.p. and dir. of the American Newspaper Adv. Network, and prior to this he served for 12 years as a v.p. and dir. of McCann-Erickson. During his agency association Madden

had an outstanding record in the field of research, media, marketing, merchandising, and advertising.

ARDEN X. PANGBORN, general manager of WOAI and WOAI-TV (San Antonio), left his post as managing editor of the Portland "Oregonian" in 1940 to enter radio as manager of KGW and KEX, the then Red and Blue network outlets in that city. A native of Kansas, Pangborn spent most of his life in Oregon. Later he returned to his former post at the "Oregonian," from which he resigned in

1951 to accept the general managership of the Southland Industries stations. In addition, Pangborn has also been active in NARTB.

EDWARD R. HITZ, Eastern sales manager for NBC television, a quarter century veteran with the network. For most of the time he has worked in a sales capacity in New York except for 1934-35 when he headed the net's Philadelphia office. In 1939, Ed became assistant to the vice president in charge of sales and in 1946 was appointed assistant sales manager of the Eastern network. Following a

term as assistant director of network sales, he moved into his present position.

JOHN HUGHES NORTON, JR., vice president in charge of the ABC Central division, graduated from the University of Maryland in 1929 and has been in the industry ever since, with the exception of ten years spent in Wall St. He joined NBC's commercial engineering department in 1931 and shortly thereafter became assistant sales manager of the net's O & O stations. When the Red and Blue net-

works were split, he went to the latter. After holding several ABC posts, he took his present position in 1948.

JOHN McPARTLIN, sales manager for WNBQ (Chicago), has been with NBC since 1944. Prior to that, he was with General Tire and Rubber Company and the Public Service Company of Northern Illinois, both in sales capacities. Following a period with NBC as a national spot salesman, he was made coordinator of TV sales for NBC-Chicago in 1948. Two years later, he moved into his present post,

in which he has been responsible for bringing some of the top accounts to the station.

WILLIAM ALEXANDER CHALMERS, v.p. and radio-TV dir. of Grey Ad Agency, Inc., came into TV with a background of experience in the movies and the theatre. He was a contract player for Paramount and Universal in Hollywood, and later acted on Broadway. During the ensuing years, "Bill" served with BBD&O, Geyer, Cornell & Newell, Erwin Wasey, The Blow Co., and Free & Peters.

He joined K&E in 1947, as v.p. and radio-TV dir., later moving to the Grey Agency in the same capacity.

TV PERSONALITIES

F. VAN KONYENBURG, v.p. and gen. mgr. of WTCN, WTCN-TV, Minneapolis-St. Paul, Minn., started in the adv. field as a member of the promotion dept. of the Milwaukee Journal. Van stayed with newspaper adv. until 1935, when the Minneapolis Tribune, paper paying his weekly check, combined with the St. Paul Dispatch-Pioneer Press and purchased WTON. From then on Van became a time salesman

for WTCN and 12 years later became general mgr. Under his guidance WTCN has added FM and a TV license.



DONALD M. McCLURE, television director of N. W. Ayer and Son, Inc., New York. Upon getting his degree from the drama department at Carnegie Tech, Don acted, wrote and directed for Universal Pictures, First National and RKO in Hollywood. He got his first taste of radio as director of remote pickups for Ripley's "Believe It Or Not" and after a wartime hitch in the Navy, became director of television production at the Ayer agency. He is a past president of the American Television Society.



ROBERT B. HANNA, station manager of WGY-WRGB-WGFM, Schenectady, a General Electric veteran since 1929, when he graduated from Butler University. At the New York World's Fair in 1939-40, he was in charge of the company's "House of Magic" exhibit. World War II took him into the Army Signal Corps from which he returned to G.E. Though he has been at his present post since only

September 1949, he is well known in up-state New York, having taken part in numerous civic organizations in the area.



CLYDE W. REMBERT, manager director of KRLD, AM-FM-TV, Dallas Times Herald stations, has been at KRLD since 1926, starting as an advertising salesman. Moving up the ladder, he was named managing director for radio in 1939 and assumed the same role for the TV outlet when it started. A native of South Carolina, Clyde moved to Texas at the age of 11 and has been there since.

Outside associations in the past include membership on the Columbia Affiliates Advisory Board and the NARTB board from district 13.



JACK POPPELE, vice president in charge of engineering for WOR (New York) and a member of the MBS board of directors. Jack's radio activity began in 1922 when he first helped put WOR on the air at Newark, N. J. The tiny 250 wattler has grown to 50 kw since then, and a television outlet has been added. His associations in the industry are numerous: a fellow of the IRE, director of the veteran

Wireless Operators Association, member of the Society of Motion Picture Engineers and former president of the TV Broadcasters.



ADRIAN SAMISH, vice president and director of radio and TV for Danzer-Fitzgerald-Sample, Inc., since the age of 17 has been an actor, director and stage manager in Broadway and Summer stock productions as well as a director for movies. He has worked in radio since 1935, having been with Arthur Kuder and Young & Rubicam before becoming v.p. in charge of radio and TV programs for

ABC. Since leaving the latter for D-F-S, he has handled all of the agency's TV productions.



TV PERSONALITIES

MERLE S. JONES, v.p. in charge of stations and general services for CBS-TV, previously served as gen. mgr. of two CBS O&O's, KNX-radio and KTSL-TV in Los Angeles. In addition he was head of the Columbia Pacific Network. At present he is also charged with responsibility for CBS owned TV stations, the dept. handling national spot advertising for a selected list of CBS-TV stations, and the CBS-



TV film syndicate. He shuttles between the east and west coasts in the disposition of his duties.

KEN CARTER, gen. mgr. of WAAM-TV (Baltimore) entered the medium about ten years ago as time salesman for a local indie. Later, he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He



joined WAAM in October 1949 as local sales manager, and was made general manager in October 1950.

GEORGE FREY, v.p. of network sales for NBC-TV, started as a radio repairman for the network in 1926. After two yrs. he was appointed a contact clerk in the sales dept., subsequently advancing to salesman and network salesman in 1938. Promotions thereafter were: sales service mgr. in 1940; asst. sales mgr. in 1945; eastern sales mgr. in 1946, dir. of network sales in 1947, and in 1949 he was appointed dir. of



TV sales for NBC. George has played a key role in NBC's leadership in gross billings for TV.

ALFRED L. HOLLENDER, vice president of Louis G. Cowan, Inc., is a native of the Windy City with a degree from the University of Illinois in engineering and journalism. Following his school days, he joined WJJD (Chicago), serving in various roles. Next, he became program director at WIND. World War II found him serving at Gen. Eisenhower's headquarters with the Psycho-



logical Warfare Division. When Cowan formed his own packaging company, Al joined him as a stockholder and vice president.

M. C. WATERS, vice president and general manager of WCPO and WCPO-TV (Cincinnati), started in radio with NBC following his graduation from Georgetown University. He next became radio director of the Lewis Edwin Ryan agency which he left to become general manager of WHEC (Rochester). Before joining WCPO in 1938, as general manager, he also served with WCHS (Charleston, W. Va.).



He was made a vice president two years later and in 1941, a director of the corporation.

ROBERT F. JAMIESON, sales service mgr. for CBS-TV was previously with DuMont Network. Bob has just about run the TV gamut, from selling and installing sets to sales mgr. He made his TV debut in 1939, when he left a job with Loose-Wiles Biscuit Co. to become a TV installer for a Paterson, N. J. appliance store and then went on to DuMont Labs., Inc. to get his break in 1941. He



learned the business from different angles and became mgr. of station relations in 1950.

TV PERSONALITIES

MYRON P. KIRK, v.p. and executive director of radio and TV at the Kudner Agency, Inc., came to his present post through experience in the banking, brokerage, agency, theatre, and movie business. From 1938 to 1941 he was in Hollywood as a v.p. of United Artists. Kirk has been one of the inspirational personalities behind Milton Berle's "Texaco Star Theatre." He joined the Kudner



agency in 1941 as director of radio and later became v.p. in charge of radio and television.

WALTER COMPTON, gen. mgr. of WTTG, Washington, D. C., entered radio in 1935 with WDBJ, Roanoke. The next few yrs. saw him at WOSC, Charleston; WIS, Columbia; and at Greenville as program dir. of WFBC. Walter moved to WOL (D. C.) where he was White House announcer for WOL and Mutual. In 1939 he originated "Double Or Nothing," first of the quiz shows. He left WOL and Mutual in



1945 to study TV, and later originated the first daily TV news program. He was appointed gen. mgr. of WTTG in 1948.

LYLE DeMOSS, program director of WOW-TV, Omaha, Neb., started his career as an announcer and singer in 1923 on the Anthony, Kansas, experimental station 9DXH. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB, WOW was his next stop where he became production manager in



1937. His early start in radio makes him an honored member of the Radio Pioneers. Lyle is married and has two sons.

GEORGE CRANSTON, mgr. of WBAP, AM-FM-TV, Fort Worth, was born in Edinburgh, Scotland. Sixteen when he landed in Canada, George attended the Univ. of Manitoba. He served in World War I and then studied concert singing. Returning to Canada he participated in one of the first radio programs in Nov. 1919. Next he went to Chicago and freelanced around WLS, WEBB, and



WGN. In 1928 he joined CKY, Winnipeg as dir., producer, and writer. He moved to Texas to become mgr. of WBAP in 1930.

WALTER CRAIG, v.p. in charge of radio and TV at Benton & Bowles, Inc., was born in St. Louis and has been in show business since childhood. In 1930 he moved from the stage and became program dir. of World Bestig. System. Later he headed his own production firm but a forced retirement sent him to Bucks County, Pa., for two years of Guernsey cattle raising. He returned as program dir.



of WMCA, N. Y., and in Nov., 1942, joined Benton & Bowles. At present he is handling many of the agency's top shows.

ANDREW V. CHRISTIAN, TV producer with McCann-Erickson, Chicago, broke into radio at WGY (Schenectady), as writer, actor and director while attending Union College. Then came years in Summer stock, Broadway productions and network radio shows, interrupted by service in WW II. Directly after, he went to CBS-TV (Chicago), as writer-producer-director. In



1950, he joined McCann-Erickson. For the 1951 campaign of the Community Fund of Chicago, Andy produced a 2-hr. TV show on 3 stations.

TV PERSONALITIES

ROBERT W. KELLY, dir. of radio and TV for J. D. Tarcher Advertising Agency, has a sound business background to equip him for his specialty of TV spot commercials. Aside from McKesson and Robbins-sponsored "Date With Judy," all broadcasting activities supervised by Bob have to do with spots, for such leading advertisers as Benrus Watch Co., Persona Blades, White Rose Tea, and

Tarcher, Bob was serving as executive for a major oil company. He is a New England native.



DON L. KEARNEY, national mgr. for ABC-TV Spot Sales, was formerly head of the co-operative program sales dept. of the Mutual Broadcasting System. In addition to the primary task of selling the basic concept of spot TV, Don's duties include the assembling of a library of outstanding film programs and station-produced live programs available for sponsorship by national advertisers. In 1949 Don had the distinction of being the only station representative to address an ANA convention.



STEVENS P. JACKSON, dir. of TV at William Warren, Jackson and Delaney, first broke into the advertising field when he joined Benton & Bowles Agency after being educated at Duke. He next became an account executive for WHN, N. Y., and then in the same capacity for WMCA, N. Y., following which he saw service in the Coast Artillery Corps. At war's end, he returned to his old post

at WMCA, and a year later joined the William Warren Agency as an account exec. and soon became a partner and dir. of TV.



CHARLES E. RYND, chairman of the board of the Audio-Video Products Corporation and its subsidiaries. Audio-Video Recording Company, Inc. and A-V Tape Libraries, Inc. From 1935 to 1942, Charlie was with NBC in sales and traffic. Moving to ABC as sales service manager, he later became vice president and assistant secretary of the company. Being interested in delayed broadcasts

through tape, he formed Audio-Video in 1948 when he left the network field to become president of the organization.



JOHN S. DAVIDSON, v.p. and dir. of radio and TV for Fletcher D. Richards, Inc., is a New York native and a Yale graduate. He entered the radio business in sales and programming at NBC in 1926. Before that he had been with Judge and the Selznick Motion Picture Co. In 1931 Jack went with Ruthrauff & Ryan. Three years later found him associated with Young & Rubicam. Two years with J. M. Mathes followed Y&R preceded a short stint with Federal Advertising Agency. He joined Richards in 1947.



GEORGE FOLEY, president of Foley and Gordon, Inc., TV production firm, has an agency background, which has proved invaluable in helping him develop programs which can effectively be used in merchandising campaigns. Foley was public relations dir. for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Biggest of the Foley properties at present is

"Tales of Tomorrow" on ABC-TV. First of the adult science fiction shows, it is already being widely imitated by other producers.



TV PERSONALITIES

THOMAS B. McFADDEN, general manager of NBC-TV's owned and operated KNBH (Hollywood), started at the bottom in network, taking a job as a page in 1934. He has held since that time various positions: news writer in the net's N. Y. newsroom, news broadcaster at WGY (Schenectady) and WRC (Washington), director of news and special events for NBC, assistant manager and later



manager of WNBC and WNBZ (New York). During World War II, he served first with Naval Intelligence and later with the Army.

JOHN McCORMICK, general manager of WTAM-WNEK (Cleveland), started in the industry as an announcer for WGBS (now WINS, New York) in 1929. Next step was WKRC (Cincinnati) in 1934 as manager. Two years later, he was named manager of WCCO (Minneapolis). In 1940 he came to Chicago in NBC network sales. From February 1945 to May 1946, he was radio director for the



Republican National Committee, at which time he returned to NBC sales in Chicago. He assumed his present post in 1948.

PHILIP G. LASKY, exec. v.p. and gen. mgr. of KPIX television and KSFO, San Francisco, was a "ham" operator as a boy and later became a shipboard wireless operator. After a short time as a reporter on the Denver Post, he worked briefly at KFEL and KLX, Denver, KDYL, Salt Lake City, and in 1935 became manager of KSFO (then KTAB). 1940 he became a partner in KROW, Oakland, which he directed until it was sold in 1943. He returned to the management of KSFO and in 1947 took over its TV outlet KPIX.



CARL KING, v.p. of Sterling Television Co., was born in St. Louis and studied at the Univ. of Chattanooga, followed by a semester of law at Georgetown. His radio career was a well rounded one, including stints as newscaster, disc jockey and executive in many cities throughout the country. Since 1949 Carl has worked exclusively in television and films. At Sterling he has his hands full



with production and management details, but finds time to star in his own show, "King Crossroads."

GAINES KELLEY, gen. mgr. of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, was born in Birmingham, Ala. and attended the Birmingham Y M C A School of Technology. He was associated with the Progressive Farmer, the South's biggest farm journal for 21 years and from 1932 to 1948 he was classified advertising mgr. of the Greensboro Daily News and the Greensboro Record, owners of WFMY operations. He is a past president of the local Lions Club.



H. PIERSON MAPES, radio and TV dir. of the Hutchins Adv. Co., Inc., N. Y., came to TV via the adv. and merchandising field. He first joined the May Radio and TV Corp. in 1930, and in 1933 had risen to the position of sales prom. and merchandising mgr. In 1935 he moved from May organization to the Hutchins Agcy. where he handles the Philco TV Playhouse on NBC-TV. Pierson is charged with the responsibility of supervising Philco's TV programming, also taking part in Co.'s policies.



TV PERSONALITIES

GAYLE V. GRUBB, v.p. and managing director



of WJBK, Detroit, started with KFAB, Lincoln, Neb., where he was most everything from song writer to mgr. Later he joined WKY, Oklahoma City, as g.m. and built that station into one of the top in the country. Gayle was also associated with KGO and KGO-TV, San Francisco, Calif. During his student days at Nebraska University, Gayle was gearing his

future to a successful career by editing his college paper, writing stories and cartoons.

FREDERICK A. LONG, dir. of radio and TV at



Geyer, Newell & Ganger, Inc., joined the agency in 1946 as radio production mgr. and later became asst. dir. of the department. After starting in radio in 1927 he produced and directed on all the national nets; served as program dir. in Washington for CBS, was head of radio for Lord & Thomas in Chicago, served, during

World War II, as dir. of U. S. radio activities, and until 1946 was account exec. and motion picture and TV dept. head with BBD&O.

WILLIAM VON ZEHLE, is head of the advertising firm bearing his



name, owner of Package Shows, Inc., and producer of DuMont's "It's In The Bag." In the past he was associated with WNEW, WHN and WINS, and was a radio director in Hollywood for M. C. A. Bill has been most everything from a sailor to a salesman. Bill's father was a baron and his mother the

niece of Lord Lister, of antiseptic fame. Despite this background Bill has a shirt sleeved attitude toward his work and life.

WILSON M. TUTTLE, v.p. and dir. of radio and



TV at Ruthrauff & Ryan, Inc., is charged with the responsibility of presenting the new Dodge-ANTA half on ABC, and new College Bowl series. Tuttle started as an actor-writer-director in the theatre. In 1936 he joined WOR as a staff director and remaining with the station until 1939. He then went to R. & R. and 3 years

later joined A. & S. Lyons. Returning to R. & R., he was elected to his present post in 1946.

WILLIAM C. SWARTLEY, station manager of



the Westinghouse Radio Stations in New England, got started in radio with the parent organization following his graduation from Cornell University. After several administrative posts, Bill became manager of the Westinghouse outlets in Ft. Wayne (WOWO and WGL). In 1940, he was named station manager of WBZ and WBZ (Boston). Army

service came next and then he returned to New England. His work today includes both radio and TV.

KENNETH W. STOWMANN, TV sales mgr. of



WFIL-TV, Phila., is a veteran of 25 years in the broadcasting field. He joined WFIL staff in 1945 as assistant to the gen. mgr., following 3½ years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosen-

dahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken is a member of the Poor Richard Club.

TV PERSONALITIES

HY M. STEED, mgr.



of WLAV, AM-FM-TV, Grand Rapids, Mich., deserted a law career in Illinois before joining the Army in 1917. Soon after his enlistment he became a leader of the 54th Field Artillery Band. Following the war Hy toured the U. S. and Canada with a group from his military band. He left show business flat for radio at WWJ, Detroit, and has been in radio ever since, taking an

executive duties in 1929 with WMBC. In 1940 Hy moved across the state to become mgr. of WLAV.

FRANKLIN SNYDER, v.p. and station mgr. of



WXEL, Cleveland, O., joined the Jones & Laughlin Steel Corp. after graduation from the Carnegie Institute of Technology. In 1938 Frank and several of his friends formed the Quality Laboratories. This organization lasted five years and Frank went on to the Dravo Corp., and in 1944 transferred to the Magnetic Metals Co. Resigning from Mag-

netic Metal in 1949, he helped construct and organize WXEL and finally assumed active management.

R. G. WINNIE, station mgr. of WTMJ and



MTMJ-TV, The Milwaukee Journal stations, has been with the stations for 23 years. Starting as an announcer in 1928, after graduation from the U. of Wisconsin, he broadcast play by play sports and kept it up for 18 years. During this time Russ advanced from job to job with WTMJ, finally becoming asst. mgr., and then station

manager in 1946. At this time Russ retired from on-the-air work in order to devote his entire time to station management.

CLINTON F. WHEELER, JR., director of radio



and TV for Hewitt, Orlivy, Benson and Mather, started by doing public relations for WGN, Chicago. Prior to the war he spent two years with KFRU, ABC affiliate, as announcer, producer-director and newscaster. Following this he embarked on a 3½-year tour of duty in the radio intelligence division of the U. S. Coast Guard. Before joining

HOB&M, Clint was a member of the TV account service department of B. B. D. & O.

NAT WOLFF, v.p. in charge of radio-TV pro-



duction, at Young & Rubicam was head of all radio on the West Coast for the OWI during World War II, and later organized the New York office and remained there for the duration. After the war he joined MGM as an executive but soon returned to radio where he became a top-flight writer as well as producer-director. In the

latter capacity, he joined the team of Ronald and Benita Colman and Dan Quinn in "The Halls of Ivy." He joined Y & R in 1951.

SYLVESTER L. WEAVER, v.p. in charge of TV



for NBC, came to the Web from Y & R, where he was v.p. in charge of Radio and TV. His career started with writing advertising copy in Los Angeles, and turning to radio program production with CBS-Don Lee Web. Before joining Y. & R, in 1936 he was program mgr. of KFRC, San Francisco. During the war Pat served with the Office of Co-

ordinator of Inter-American Affairs, then as commander of an escort ship in the South Atlantic's "Torpedo Junction."

TV PERSONALITIES

WILLIAM L. WEDDELL, v.p. in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago. He was with NBC, Chicago, as sales promotion mgr. and went on to Erwin Wasey & Co. to become radio director. Before joining Leo Burnett Agcy. in 1946, he returned to NBC.



Among outstanding TV programs handled by Burnett are "Say It With Acting," "Smiling Ed McConnell" for the Brown Shoe Co.

JAMES LEONARD, gen. mgr. of WLW-C, Columbus, O., started in radio as announcer, producer, and sport-caster for the Univ. of Florida's station, WRUF, in 1934. Two years after his graduation he joined the staff of WLW in Columbus. Jim became one of the station's outstanding stars and in 1944 accepted the position of program director for WSAI, Cincinnati, which served to prepare him



for his promotion to gen. mgr. of WLW-C in 1949. Columbus's first TV station has paid off under his command.

READ HAMILTON WIGHT, dir. of radio and TV with J. M. Mathes, Inc., is a Harvard grad and got his first business experience with Procter & Gamble in the advertising dept. in Cincinnati. Read followed with positions as radio dir. for H. W. Kustor and Sons, Chicago; v.p. and Chicago mgr. of the World Bestg. System; manager of Chicago and Midwest radio department for the William Morris



Agency and from 1946-1948 he was with ABC as executive producer of the "Paul Whiteman Record Club," and "Stop the Music."

NATHAN LORD, v.p. and gen. mgr. of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville, returning in 1920 after a sojourn in Alberta, Canada. He became a reporter for the Post and The Courier-Journal and eight years later left the newspaper as day city editor to become advertising mgr. of the Girdler Corp. In 1933 he went with the Herald Post and in the same year became v.p.



and gen. mgr. of WAVE, Inc. WRXW, FM outlet was added in 1947 and WAVE-TV on Nov. 24, 1948.

WILLIAM PAUL WARWICK, radio and TV director for Warwick and Legler, Inc., was associated with ABC and NBC-TV. Bill joined the agency two years ago and is currently producer-director for the Pabst Blue Ribbon Ecats, supervisor of "The Plainclothes Man," and the Hoffman Beverages "Children's Hour." In handling the Pabst bouts, Bill set up the first network sports telecasts from St. Louis, Detroit, and San Francisco. In connection with the work Bill has traveled some 200,000 miles.



E. R. VADEBONCOEUR, v.p. and gen. mgr. of Central N. Y. Broadcasting Corp., operators of WSYR, AM-FM-TV, Syracuse, is forced to give up the daily news program which he has broadcast for the past twelve years, because of duties in running 3 mediums. His news covered some of history's most important events including broadcasts from New Guinea and the Pacific, as well as from Europe. He



took over the news stint two weeks before Hitler invaded. Previously he had handled promotion for WSYR.

TV PERSONALITIES

HERBERT B. WEST, head of the TV department at BBD&O, is a graduate of Birmingham-Southern College in Alabama, his native state. He began his career with the William Wrigley Co. on a sales promotion crew and from there, joined BBD&O. Sixteen years have passed since he joined the agency and he has served as a copywriter, radio account executive and account executive. His work today includes

the supervision of some 50 TV accounts, and in addition he has also authored numerous trade articles.



NICHOLAS E. KEESELEY, v.p. in charge of radio and TV for Lennen & Mitchell, Inc., Agency, was born in Philadelphia and took his first agency job with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Mitchell, Keeseeley was instrumental in setting up the agency's TV dept. He has had a hand in the production of the Old Gold Amateur Hour, "Stop the Music," the Tidewater Oil news program and many others.



H. P. LASKER, gen. mgr. of WLW-D, Dayton, O., was born and educated in Europe. Experience gained in transportation advertising while in France and England helped him to land his first U. S. job in that field at WLW. He held that post for ten years before being named sales mgr. for the TV outlet in Dayton. A little over two years ago he was appointed to his present position. Peto is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts.



U. A. LATHAM, gen. mgr. of WKRC-TV, Cincinnati, O., has been in TV since 1949. He has made WKRC his home for the past 15 years after leaving the sales end of automobile distribution. Having sold the mgr. of WKRC some quick automobiles, he was immediately hired for the station and in 1941 rose to the position of local sales manager. Gen. sales mgr. of the AM outlet was his next jump and in 1949 he was appointed gen. sales mgr. for WKRC-TV. One year later he was named mgr. of the station.



LINUS TRAVERS, executive v.p. and gen. mgr. of the Yankee Network, is also a "member of the board" of Mutual. While still a senior in college he joined WEAN, Providence, when shortly after he was transferred to WNAC, Boston. His career progressed when he became production chief, and later v.p. in charge of sales and production. In 1943 he was elected executive v.p. and member of the board of the Yankee Network. He is known as one of the best informed men in the radio-TV industry.



C. ROBERT THOMPSON, general manager of WBEN (AM-FM-TV), Buffalo, got his first job in radio with WAIU (Columbus) as a singer in 1925. Announcing at WCAO (Baltimore) followed in 1928. In 1931, he and Cliff Harris, leased WTBO (Cumberland, Md.) and became co-manager. In 1932, he went back to Columbus with KCAH and later to WCOL. Bob went to Buffalo in 1938 with WEBR and then to WBEN in 1942. In 1944, he became manager of WBEN and in 1950, general manager.



TV PERSONALITIES

LEWIS H. TITTERTON, head of the radio and TV departments of Compton Advertising, Inc., has degrees from both Cambridge University and Harvard. Starting in journalism, he was assistant editor of the Atlantic Monthly in 1925 and a year later went to the Macmillan Company. He joined NBC in 1932 as a script editor and served with that network until 1944 when he joined Compton as

director of radio. Later, he was named vice president in charge of radio and television.

CHARLES de YOUNG THIÉRIOT, gen. mgr. of KRON-FM and KRON-TV (San Francisco), was educated in France and Switzerland before coming to this country, where he got his degree from Princeton. He started out thereafter with the San Francisco Chronicle, which he left to serve in the Navy in World War II. In 1947, established his own FM operation and two years later TV. In addition to

his radio positions, he is also assistant general manager of the Chronicle and director of Chronicle Publishing.

SARKIS TARZIAN, president of WTTS and WTTV (Bloomington, Ind.), is a graduate of the University of Pennsylvania with an electrical engineering degree. After Penn., he went to Atwater Kent and later to RCA. World War II found him in charge of the latter's Bloomington plant, which he left to serve in the Navy. With his discharge, he started business for himself and today, he

owns plants in Pennsylvania, New Jersey and Illinois, producing tubes, tuners and selenium rectifiers.

ROBERT D. SWEZEY, general manager of WDSU (AM-FM-TV), New Orleans, is best known throughout the industry for his efforts in behalf of the NARTB-TV code, recently enacted. Actually, Bob started out as a lawyer, getting his degree from Harvard. Entering radio, he became general counsel and secretary of the Blue network from 1942 to 1944, when he left to join Mutual as vice president and general manager. In New York Bob is remembered as a past president of the Radio Execs Club.

P. A. SUGG, vice president of the WKY Radiophone Company and manager of WKY and WKY-TV (Oklahoma City) entered commercial radio with KPO (San Francisco) in 1929. After two years, he moved to NBC as control supervisor in charge of technical network operations. Service in the Navy during World War II interrupted his career, however, following discharge in 1945, he became manager of WKY. Preparations for television followed and on June 6, 1949, WKY-TV, under Sugg's guidance, was opened.

THEODORE C. STREIBERT, president of WOR (New York), has not only brought WOR and WOR-TV into a prominent position in New York, and also was instrumental in the founding of the Mutual network. Prior to joining WOR in 1933, he was associated with RKO and Cinema Credits Corporation. Moving up the ladder rapidly, Ted became a member of the station board of directors in 1935, executive vice president and general manager one year later and president in 1945.

Play and Story



BROKERS



Los Angeles, Calif.

Bentel, George 6606 Sunset Blvd.....	GRanite 8608
Bergerman—Breacher Agency 9629 Brighton Way, B. H.....	CRestview 6-3196
Bloom, Phil. Agency 8506 Sunset Blvd.....	CRestview 4-6064
Elwood, Maren, Agency 4949 Hollywood Blvd.....	OLympic 4786
Famous Artists Corp. 9441 Wilshire Blvd.....	CRestview 1-5222
French, Samuel, Inc. 7623 Sunset Blvd.....	HEmpstead 3146
Goldstone, Nat. C. 9121 Sunset Blvd.....	CRestview 6-1071
Jaffe, Sam, Inc. 8555 Sunset Blvd.....	CRestview 6-6121
Herzbrun, Walter, Agency 9009 Beverly Blvd. (36).....	CRestview 6-4157
Irwin, Lou 9134 Sunset Blvd.....	CRestview 1-7131
Kohner, Paul, Inc. 9169 Sunset Blvd. (46).....	CRestview 1-5165
Lichtig & Englander 8776 Sunset Blvd.....	CRestview 1-2141
Literary Corp. of America 915 N. La Cienega Blvd. (46)	CRestview 5-7494
Morris, William, Agency 202 N. Canon Dr., Bev. Hills.....	CRestview 1-6161
Music Corp. of America 9370 Santa Monica Blvd., B. H.....	CRestview 6-2001
Orsatti & Co. 300 S. Beverly Dr.....	CRestview 6-6241
Preminger, The Ingo, Agency 204 S. Beverly Dr., B. H.....	CRestview 6-8775
Ring, S. E. 1054 Cherokee.....	GRanite 6412
Small Co., The 441 S. Beverly Dr., B. H.....	CRestview 5-5321
Small, Paul 8747 Sunset Blvd. (46).....	CRestview 1-5246
Swanson, H. N., Inc. 8323 Sunset Blvd.....	CRestview 15115

New York, N. Y.

American Play Co. 522 Fifth Ave.....	MUrray Hill 2-0156
Bartsch, Hans 522 Fifth Ave.....	MUrray Hill 2-0156
Brandt & Brandt 101 Park Ave.....	MUrray Hill 3-5890
Brown, Curtis, Ltd. 347 Madison Ave.....	MUrray Hill 6-6170
Century Play Co., Inc. 522 Fifth Ave.....	MUrray Hill 2-9145
Fishbein, Frieda 11 W. 42nd St.....	LONGaere 5-1379
French, Samuel 25 W. 45th St.....	UXenburgh 2-4700
Hayward, Leland, Ltd. 250 W. 57th St.....	UDson 6-2580
International Literary Bureau, Inc. 11 W. 42nd St.....	LONGaere 4-5576
King, Eleanor 19 W. 44th St.....	MUrray Hill 2-6390
Leonard, Claire & Carl Cowl 516 Fifth Ave.....	MUrray Hill 7-6782
Lyons, A. & S., Inc. 515 Madison Ave.....	PJaza 3-5181
Matson, Harold 30 Rockefeller Plaza.....	CIrcle 6-2750
Morris, William, Agency, Inc. 1270 Ave. of the Americas.....	CIrcle 7-2160
National Artists Bureau 156 W. 44th St.....	UXenburgh 2-3450
Paige, Ethel Rm. 605, Hotel Edison, 228 W. 47th St.	CIrcle 6-5000
Panker, Dr. Edmond 1639 Broadway.....	COLumbus 5-1726
Reynolds, Paul R. & Son 599 Fifth Ave.....	MUrray Hill 8-4767
Salisbury, Leuh 234 W. 44th St.....	LAckawanna 4-8628
Taylor, Ethel C. 55 W. 55th St.....	CIrcle 5-8620
Writers Workshop, Inc. 280 Madison Ave.....	LEXington 2-9873

MANAGERS AND AGENTS

*Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago*



NEW YORK



Affiliated Artists
20 East 53rd St. PLaza 3-1862

Alexander, Willard, Inc.
30 Rockefeller Plaza Circle 6-4224

All America Artists, Inc.
1819 Broadway Circle 6-6646

Appell, James S.
400 Madison Ave. PLaza 3-7840

Ashley, Ted
545 Fifth Ave. MURray Hill 7-0576

Becker, V. S. Advertising Service
502 Fifth Ave. LUXembourg 2-1040

Bestry, Harry
251 W. 54th St. PLaza 7-0737

Briscoe & Goldsmith, Inc.
522 Fifth Ave. MURray Hill 2-6244

Brooks, Ted
134 East 57th St. PLaza 9-1344

Chase, Cleveland B. Co., Inc.
424 Madison Ave. ELdorado 5-1591

Coe, Roberts Associates
366 Madison Ave. VANDerbilt 6-3417

Collins, Ted
1819 Broadway Circle 7-0094

Columbia Artists Management, Inc.
113 West 57th St. Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza COLUMbus 5-3580

Cooper, Frank Associates
521 Fifth Ave. VANDerbilt 6-5661

DeGroot, Roy Consultants, Inc.
551 Fifth Ave. MURray Hill 7-9135

Ebbins, Mill
1270 Sixth Ave. Circle 7-2160

Evans & Weinhold
113 West 57th St. Circle 7-6900

Fadiman Associates, Ltd.
1501 Broadway LACKawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave. Circle 7-6200

Fanchon & Marco, Inc.
1501 Broadway CHICKering 4-3956

Herman Fialkoff Agency
1560 B'way JUDson 2-4037

Frederick Bros. Agency, Inc.
67 W. 44th St. MURray Hill 7-2033

Gabbe, Lutz & Heller
1619 Broadway Circle 5-7998

Gale, Inc.
48 West 48th St. PLaza 7-7100

General Artists Corp.
1270 Sixth Ave. Circle 7-7543

Getts, Clark H.
430 Park Ave. PLaza 0-0910

Gibbs, John E., & Co.
30 Rockefeller Plaza COLUMbus 5-7504

Glaser, Joe, Inc.
745 Fifth Ave. PLaza 9-4600

Goodman, Martin
Warwick Hotel JUDson 6-1180

Greshler, Abner J.
1270 Sixth Ave. Circle 7-3025

Grossman, Al
1270 Sixth Ave. Circle 5-8422

Haensel & Jones
113 West 57th St. Circle 7-6900

Hahlo, Sylvia
711 Fifth Ave. PLaza 9-6000

Hanna, Mark
654 Madison Ave. TEMpleton 8-8730

Hayward, Leland, Ltd.
250 W. 57th St. JUDson 6-2580

Hurok Attractions, Inc.
711 Fifth Ave. PLaza 9-6000

International Artists Corp.
420 Madison Ave. PLaza 9-7490

Karn, Estella H.
49 West 45th St. LUXembourg 2-2170

Sonny Kendis, Inc.
1776 B'way PLaza 7-2070

Kerr, Bob
1270 Sixth Ave. COLUMbus 5-8051

Leddy, Mark J.
48 West 48th St. PLaza 7-3760

Langel, William C. Literary Associates
67 West 44th St. MURray Hill 2-3606

Lipset, Benjamin B.
1350 Broadway CHICKering 4-2466

Leipzig, Syd
730 Fifth Ave. Circle 5-7980

Management Corp. of America
598 Madison Ave. PLaza 9-7500

William McCaffrey Agency
501 Madison Ave. ELdorado 5-1076

Metro Artist Bureau
730 Fifth Ave. Circle 6-8470

Michaud, Arthur T.
1619 Broadway Circle 7-2900

Mindling, Louis A.
113 West 57th St. Circle 5-5370

Morris, William Agency, Inc.
1270 Sixth Ave. Circle 7-2160

Morrow, Marjorie
1501 Broadway CHICKering 4-0644

Moses, John H.
730 Fifth Ave. Circle 6-2677

Music Corp. of America
598 Madison Ave. PLaza 9-7500

National Concert & Artists Corp.
711 Fifth Ave. PLaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway JUDson 6-3550

North, Meyer B.
1564 Broadway PLaza 7-3445

O'Connor, John
1697 Broadway Circle 5-4920

Okun, Lillian
2 West 67th St. TRafalgar 7-8916

Peed, Earl S.
270 Park Ave. PLaza 8-3161

Pratt, Ben
322 East 50th St. PLaza 8-0593

Richard, Max
1776 Broadway PLaza 7-6414

Roberts, Bob Levitt
806 Seventh Ave. JUDson 6-0026

Roberts, Kay
420 Madison Ave. PLaza 9-7490

Shurr, Louis
1501 Broadway CHICKering 4-8240

Simon, Arthur
420 Madison Ave. PLaza 9-7490

Souvaine, Henry, Inc.
30 Rockefeller Plaza Circle 7-5666

Special Attractions, Inc.
48 West 48th St. PLaza 7-3380

Stanley, Aileen
1619 Broadway PLaza 7-6779

Stark, Wilbur
551 Fifth Ave. MURray Hill 7-6320

Storer, Douglas F.
1270 Sixth Ave. Circle 7-6325

Vallon, Mike
1270 Sixth Ave. Circle 7-0162

Managers and Agents

Waible, Fred
400-A E. 56th St. ELdorado 5-2372
Wilson, Roy
444 Madison Ave. PLaza 9-4961
Wolf Associates, Inc.
420 Madison Ave. PLaza 5-7620
Yost, Ben Enterprises
1650 Broadway Circle 6-6532

Saphier, James L., Agcy., Inc.
9538 Brighton Way (B.H.) CRestview 1-7231
Salkow, Agcy., Ted.
9119 Sunset Blvd. (46) CRestview 1-9134
Sharpe, Don W.
8743 Sunset Blvd. (46) CRestview 6-2044
Schwartz Agcy.
8749 Sunset (46) CRestview 4-6301
Shauer, Melville A., Agcy.
9120 Sunset Blvd. (46) CRestview 1-1103
Sherman, Edward, Agcy.
8580 Sunset Blvd. (46) CRestview 5-0186
The Small Co.
8272 Sunset Blvd. (46) HOLLYWOOD 9-2722
Shurr, Louis Agcy.
327 North Rodeo Dr. (B.H.) CRestview 1-1116
Stempel-Olenick Agcy.
717 N. La Cienega Blvd. (46) CRestview 1-7141
Winkler, Daniel M.
9470 Santa Monica Blvd. (B.H.) CRestview 1-7244

★ LOS ANGELES ★

Allen Larry, Inc.
6381 Hollywood Blvd. (28) HEmpstead 0421
Bergerman, Stanley & Co.
9629 Brighton Way (B.H.) CRestview 6-3196
Bernie, Herman
208 S. Beverly Dr. (B.H.) CRestview 5-0117
Bloom, Phil, Agcy.
8056 Sunset Blvd. CRestview 4-6084
Business Administration Co.
360 N. Camden Dr. (B.H.) CRestview 6-7071
Century Artists, Ltd.
8619 Sunset Blvd. CRestview 1-8131
Columbia Artists Management, Inc.
427 West 5th St. MADison 6-2327
Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46) BRAdshaw 2-2771
Dolan, Ken, & Co.
6233 Hollywood Blvd. HOLLYWOOD 9-3558
Famous Artists Corp.
9441 Wilshire Blvd. (B.H.) CRestview 1-5222
Federal Artists Corp.
8734 Sunset Blvd. (46) CRestview 5-5251
Frederick Bros. Agcy. Inc.
214 N. Canon Dr. (B.H.) CRestview 1-6244
General Artists Corp.
9028 Sunset Blvd. (46) CRestview 1-8101
Gertz, Mitchell Agcy., Inc.
240-242 S. Beverly Dr. (B.H.) CRestview 4-5491
Nat. C. Goldstone Agcy.
9121 Sunset Blvd. (46) CRestview 6-1071
Hamilburg, Mitchell, Jr.
8776 Sunset Blvd. (46) CRestview 5-4171
Irwin, Lou, Inc.
9134 Sunset Blvd. (46) CRestview 1-7131
Jaffe, Sam, Agcy.
8553 Sunset Blvd. (46) CRestview 6-6121
Kohner, Paul, Inc.
9169 Sunset Blvd. (46) CRestview 1-5165
Kramer, Earl Agcy.
204 S. Beverly Drive (B.H.) CRestview 6-2338
Kurtze, Jack, Agcy.
214 N. Canon Dr. (B.H.) CRestview 4-5403
M. C. Levee
9121 Sunset Blvd. CRestview 6-1071
MCA, Ltd.
9370 Santa Monica Blvd. (B.H.) CRestview 6-2001
McConkey Artists Corp.
Hollywood Roosevelt Hotel (28) HEmpstead 7141
Morris, Wm., Agency, Inc.
202 N. Canon Drive (B.H.) CRestview 1-6161
National Concert & Artists Corp.
427 W. 5th St. (13) MADison 9-1241
Orsatti Agcy., The
9121 Sunset Blvd. CRestview 6-6141
Phillips, Ed Paul, Agcy.
6533 Hollywood Blvd. (28) HILLside 8266
Preminger, Inge, Agcy.
204 S. Beverly Dr. (B.H.) CRestview 6-8775
Radio Artists Corp.
416 N. Bedford Ave. (B.H.) CRestview 1-7111
Radio Registry
1519 Cross Rds. of the World HILLside 8321
Roemora, Wynn
8584 Sunset Blvd. (46) CRestview 4-5431
Rosenberg, George, Agcy., Inc.
211 S. Beverly Dr. (B.H.) CRestview 1-8121
Rush, Art, Inc.
6277 Selma Ave. (28) HILLside 5161

★ CHICAGO ★

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave. WAbash 2-6761
Associated Booking Corp.
203 North Wabash CEntral 6-9451
Benn Theatrical Agency
64 West Randolph St. DEarborn 2-6860
Billboard Attractions
203 North Wabash CEntral 6-3353
Consolidated Radio Artists of Ill.
32 W. Randolph St. FRanklin 2-8300
Ellsworth, W. M.
75 E. Wacker Drive. CEntral 6-0942
General Artists Corp.
360 N. Michigan Ave. STATE 2-6288
Harry Greben Enterprises
203 North Wabash DEarborn 2-0696
Gumbiner Management Co.
120 S. LaSalle St. STATE 2-0248
Charles E. Hogan
203 North Wabash CEntral 6-2032
Tweet Hogan
203 North Wabash ANdover 3-6910
Jack & Jill Players Radio Artists Co.
180 E. Delaware St. DELaware 7-7334
Lear Productions Corp., Les
139 No. Clark St. FRanklin 2-2100; 2-7840
ANdover 3-7233
Levin, W. Biggie
612 N. Michigan Ave. SUPERior 7-0606
Lutz, Estelle, Artists Bureau
25 E. Jackson HARRison 7-3435
Paul Marr Theatrical Agency
203 North Wabash DEarborn 2-7782
McConkey Music Corporation
127 North Dearborn STATE 2-7332
Morris, William, Agency
203 N. Wabash Ave. STATE 2-3632
Morse, Sidney P.
203 N. Wabash Ave. CEntral 6-3353
Music Corporation of America
430 N. Michigan Ave. DELaware 7-1100
Mutual Entertainment Agency, Inc.
203 North Wabash RANDolph 6-6990
National Concert & Artists Corp.
105 W. Adams St. DEarborn 2-5813
Sidney J. Page
203 North Wabash STATE 2-7344
Parks, James & Co.
333 N. Michigan Ave. CEntral 6-7980
Radio Talent, Inc.
410 North Wabash WHITEhall 4-3796
Schuster, Milton
127 North Dearborn St. DEarborn 2-3633
Phil Tyrrell Agency
203 North Wabash FRanklin 2-8665
WLS Artists Bureau
120 W. Washington Blvd. MONroe 6-9700

FILMS' PLACE IN TELEVISION

By GEORGE T. SHUPERT, Vice President, Peerless Television Productions, Inc.

NOT so long ago television producers were divided into two camps—those who felt films would play an important role in television and those who felt that all television programs must be live. Today, several years later and with the wisdom born of experience, the dividing line between the two factions is barely perceptible. Both have learned that neither live nor filmed programs offer the complete answer to every program need. Each has its place and each complements the other to make up a well balanced television program.



Shupert

The scope of a live television program is limited, and like the legitimate theatre, it often suffers from shortness of reach in its story telling department. The theatre can overcome this lack of scope by the personal magnetism of the actors who appear on the stage almost within arms reach of the audience. Live television, however, cannot thus compensate for its weaknesses, for with television, no matter how the picture originates, the end result as it appears in the viewer's home is a motion picture.

Filmed television programs can be shown time again and always in the same flawless manner without fluffs or accidents which can be most embarrassing to a sponsor. They cost less, too, because original costs can be amortized over many markets. Films are the only sure way that local and regional sponsors can compete with high priced network talent.

The past year has seen a great increase in the use of filmed television programs. During 1951, microwave relays began carrying live television signals from coast to coast, and sponsors discovered that the time differential offered a real stumbling block. The result has been that several national advertisers are again conducting studies to see if they might not do better with film.

I believe that we are just entering a period when many of these advertisers

will turn to film to supply the bulk of their program needs. General David Sarnoff's recent prediction that as much as 75 per cent of all television programs will eventually be on film, may well become a reality by the end of 1952. And when one considers that less than 40% of all television programs are today on film, he begins to realize the magnitude of the task confronting the film producers.

During 1951 there was a great change in the qualitative as well as the quantitative aspect of films for television. While at the beginning of the year, well over a hundred film producers with varying degrees of talent were engaged in television film production, today less than one-third of this number are so engaged; many of these find the going rather difficult. The incompetents, the shoestring producers, and that fringe element that is ever present when it appears that there is a "fast buck" to be made, are falling by the wayside. And the expanding field for television film product is beginning to attract some really competent motion picture producers. They bring to television the production know-how and financial stability which to date has been largely lacking. Perhaps the most encouraging news to those desiring the best in filmed entertainment is the entrance of such successful Hollywood producers as Edward Small.

And feature films are establishing themselves as quality television fare now that better product is being released. Recently we released a group of top features to television stations and advertisers. They are commanding excellent ratings wherever they play. These results again prove that entertaining, well-made films, whether produced directly for television or not, can attract and hold an audience and pay off for the sponsor.

When the freeze on television station construction is lifted, films will be ready and waiting to allow the new television operator to get on the air quickly, economically, and with a program quality impossible to duplicate locally. Films will lessen a station's dependence on network programs and they may eventually change the entire structure of television networking. Whatever way we look at it, television seems destined to grow and prosper during 1952, and films will continue to solve many knotty program problems.

AUDIOGRAPH STUDIOS, INC.

Complete studio facilities for the production
of films for television or industry.

"From a 30 second flash to a complete feature production"

- Complete production staff
- Large sound stage, 25 foot ceiling
- Sets, lighting
- Two dressing rooms



- Sound on film, sprocket tape, 1/4" tape and disc
- Large, comfortable conference rooms
- Two control rooms
- Cutting room

We invite you to use our complete studio facilities
for your film productions under your supervision
or to engage us to produce the film for
you, either in our large studio or on location.

AUDIOGRAPH STUDIOS, INC.

846 Seventh Avenue, New York
"In the heart of the Theatrical Center"

PL. 7-6208

TELEVISION FILM PRODUCERS

Personnel



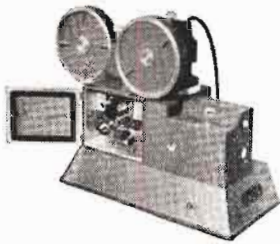
Phone Numbers



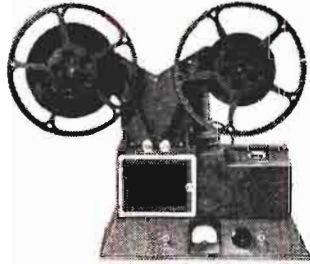
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Services



The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photo-cell hiss essential for quality reproduction.

THE MAURER 16 MM CAMERA



The 16 mm. Professional Camera is the result of J. A. Maurer research and development in the 16 mm. field. Designed specifically for professional use, it is equipped with precision high-power focusing and the finest view-finder made.

Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

For additional information, please write us.



The Model F Prime Recording Optical System and Galvanometer is a light modulating unit for recording sound photographically upon standard film. This system requires no special servicing or spare parts (other than recording lamp). Detailed instructions for mounting in your recorder are included.

16mm
maurer

J. A. Maurer, INC.

37-01 31st ST., LONG ISLAND CITY 1, N. Y.

CABLE ADDRESS: JAMAURER

TELEVISION FILM PRODUCERS



Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.

Phone: Mlchigan 2-0128

Pres. & Dir. of Pro. Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films: animations; TV consultant to agencies.

Acme Telectronix Div. of NEA Service Inc.

W. 3rd and Lakeside, Cleveland 13, Ohio

Phone: MA 1-7300

Vice-President Meade Monroe

Branch Offices

461 8th Ave., New York, N. Y.

Phone: LOnagacre 3-5160

Eastern Manager R. W. Johnson
 News Bldg., 814 Mission St., San Francisco, Calif.

Phone: GARfield 1-4158

Western Manager Sherman Montrose
 Tribune Bldg., Chicago, Ill.

Phone: SUperior 7-8320

Midwest Manager J. L. Herman
Services Offered—TV package programs, production, news pictures and photos in slides, Telephoto service, TV scripts.

Advance Film Productions, Inc.

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-6873

President Chas. A. Alicoate
 Executive Vice-President Chg. of

Production Wm. E. Wild

Services Offered—Producer of films for television, commercials and shows: Complete planning, writing and production, fully equipped. Projection theaters, Cutting Rooms, Stock shot library.

A. F. Films, Inc.

1600 Broadway, New York 36, N. Y.

Phone: CIRCLE 7-2850

President Nicolas Bongard
 Director Rosalind Kossoff
Services Offered — Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

All-Scope Pictures, Inc.

7525 Beverly Blvd., Hollywood 36, Calif.

Phone: WYoming 1128

President Gordon S. Mitchell
 Vice-President G. D. Owens
 Secretary-Treasurer L. B. Mitchell
 Chairman of Bd. G. L. Carrington
Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

Allegro Pictures, Inc.

4024 Radford Ave., Studio City, Calif.

Phone: SUnset 2-1121

Executive Producer William Lava
 Business and Sales Manager Al Kavelin
 Producer-Director Maurice Wright
 Producer & Production

Coordinator Marjorie Morrison
 Story Editor Laura E. Hanson

Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.

Phone: AX 3-3314

Directing Mgr. George E. Allen
Services Offered—TV package programs.

Ambassador Films, Inc.

118 W. 57 St., New York 19, N. Y.

Phone: CIRCLE 7-1900

Pres. & Exec. Producer Eugen Sharin
 Secretary Irwin Belenken
 Story Editor Steven Vas
 Director Leopold Hainisch
Services Offered—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.

Phone: WALnut 2-1800

Mgr. Ben Harris
 Gen. Sales Mgr. Jack H. Harris
Services Offered—We serve 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.

ACME

35 MM - **FILM LABORATORIES** - 16 MM

(ASSURED)

Color Prints

- **B&W Developing and Printing**
- **B&W Reversal**
- **Ink Edge Numbering**
- **Magnetic Recording Truck for Motion Picture and TV Production**
- **New Electrical Sound Color Release Printing**

Long before Television was a reality, we were experimenting on film techniques for this medium with Don Lee—first T. V. station in America.

HILLSIDE 7471

1167 North Highland Avenue • Hollywood 38, California

Television Film Producers

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915

Executive Producers.....Robert Gross,
Lawrence A. Glesnes
Editorial Chief.....Lester J. Orlebeck
Script and Creative Chief....David Mathews
Animation Supervisor.....Al Stahl
Sales Representative.....Joseph R. Miller

Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

Animated Productions Inc.

1600 Broadway, New York, N. Y.
Phone: COlumbus 5-2992-3

PresidentAl Stahl
Vice-PresidentIrwin Stahl
Sales Manager.....Stanley Benford
Live Action Director.....Leroy Sylvest
Animation Production.....Elaine Beaver

Services Offered—Complete production facilities, animated and live productions, special stop motion techniques with specially equipped Mitchell NC, 35mm camera. Specializing in production of TV comedy shows using combination of live action and animation.

Animation House, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8184

Sales Director.....Irving Bunnelle
Services Offered—TV Commercials, live action, stop motion, animations, black and white, color, 35mm or 16mm.

Evan J. Anton Productions, Ltd.

514 West 57th St., New York 19, N. Y.
Phone: Circle 6-0118

President.....Evan J. Anton
Vice-Pres.Vera Kay
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Archer Productions, Inc.

35 W. 53rd St., New York 19, N. Y.
Phone: JUdson 6-2690

President.....Ray J. Mauer
Services Offered—TV scripts, package programs, production.

Arena Stars, Inc.

366 N. Camden Drive, Beverly Hills, Calif.
PresidentRalph Wonders

MR. ANIMATION
CREATED THE RINSO BIRD — MARRIED LI'L ABNER TO DAISY MAE FOR KELVINATOR.
LET MR. ANIMATION CREATE A DIFFERENT SPOT FOR YOU!

CALL **AL STAHL** NOW
ANIMATED PRODUCTIONS INC.
1600 BROADWAY CO 5-2942

IN TV FILMS

you get more for your money
with

SNADER



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39 THRILLING HALF-HOURS NOW AVAILABLE

featuring

RALPH BYRD
JOE DEVLIN
LYLE TALBOTT

INTRODUCING

science

adventure

magic

"KID MAGIC"

39 QUARTER-HOURS

an exciting world
of fantasy for
kids under 90!



Washington Spotlight

featuring

MARQUIS CHILDS and a guest
panel of congressmen, sena-
tors and other important
Washington personalities.

A NEW QUARTER-HOUR EPISODE RELEASED EVERY WEEK!

At Last, a WESTERN DRAMA that's really different!

BOOTHILL

39 THRILLING
HALF HOURS READY THIS FALL!



Unusual adult stories with a psychological
twist... based on the characters buried in
the famous Boothill Cemetery in Phoenix,
Arizona.

78 QUARTER-HOURS NOW AVAILABLE!



This Is The Story

ED PRENTISS, America's
greatest story teller...
offers true and unusual
tales, each with a surpris-
ingly different ending!



Alexander Korda

FEATURE FILMS

INCLUDING

SEVEN DAYS TO NOON
THE WOODEN HORSE
BONNIE PRINCE CHARLIE
and many others!

800

STAR
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TELESCRIPTIONS

A complete library of brand-new musical films featuring:

* PEGGY LEE * LANNY ROSS * KING COLE TRIO * GINNY SIMMS * MEL TORME
* TONI ARDEN * and more than 100 other stars!

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229 W. 42nd

CHICAGO
59 E. Van Buren

CLEVELAND
1900 Euclid

ATLANTA
735 Spring

Television Film Producers

Art Reels Co.

510 Cathedral Parkway, New York 22, N. Y.

Phone: MOnument 6-2271

Pres., Producer-Director.....Stephen L. Sharff
Sound Department.....Lucille Berkson

Writer.....Peter Packer
Cameraman.....Stan Patkowski

Services Offered—Complete TV film production facilities, dramatic and documentary films.

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.

Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee

V.-P. Chg. Sales.....Edward Schager

V.-P. Chg. Adv. & Prom. Frederick K. Barber

V.P. & Dir. of TV.....Norman C. Lindquist

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs.

Atlas Television Corp.

15 West 44th St., New York, N. Y.

Phone: MU 7-5535

President.....Henry Brown

Services Offered — American and British

features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes. 3-5 minutes.

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.

Phone: Hillside 7949

President.....Albert R. Bailey

Vice-President.....Delmar F. Hancock

Secretary-Treasurer.....Virginia B. Ryder

Services Offered—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

Basch Radio & Television Productions

(See Program Producers.)

Bengal Pictures

15108 Plummer, San Fernando, Calif.

Phone: Empire 2-1984

Business Manager.....Phil E. Cantonwine

Story, Narration, Research..Cheri Le Blanch

Narrator.....Perry King

Services Offered—TV pictures made to order. TV subjects for sponsors, rent and outright sale.

Cineffects, Inc.

115 West 45th Street

New York 36, N. Y.

Phone: Circle 6-0951-2-3-4

FOREMOST PRODUCERS AID IN THE EAST

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A Complete Service of Technical and Cartoon Animation

Black and White or Color — 16 or 35mm

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Television, Theatrical and Non-Theatrical Productions

SPECIAL EFFECTS

Maps . . . Inserts . . . Art Titles

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MAJOR COMPANY FEATURES

WESTERNS

CARTOONS

SERIALS

COMEDIES



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Film and Television, Inc.

M. D. Sackett, Pres.

723 SEVENTH AVENUE

NEW YORK 19, N.Y.

Circle 5-6456

TV FILM PRODUCERS

William F. Broidy Productions, Inc.

4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandic 2-9181

President.....William F. Broidy
Vice-President.....Wesley Barry
Treasurer.....Earl Rivoir
Secretary.....Barnett Skapiro

Services Offered—We produce films for television. We will film for others supplying our motion-picture trained personnel and know-how, and we package shows.

The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phones: Circle 5-4582-3

President.....J. R. Bray
Vice-Pres. & Secy.....Paul A. Bray

Treasurer.....M. Bray
Director.....L. G. Lambert
Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

Al Buffington Productions

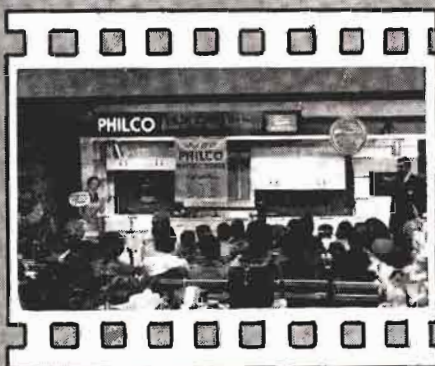
6711 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllwood 9-8367

Sales & Program Mgr...Albert B. Buffington
Staging Mgr.....Milford Capman
Script Editor.....Donna Kellogg

Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

YOUR FILM PROBLEMS HAVE BEEN OUR BUSINESS FOR 20 YEARS

Sales Training
Institutional
Sales Development
Safety
Television Programs
TV Commercials
Slide Films



Scene from a recent Philco color training film designed to aid distributors and dealers.

Among our clients are:
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Borden Company
Florida Citrus Commission
Kieckhefer Container Co.
Philco
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Westinghouse

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CORPORATION

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Studios: 510 West 57th Street, New York

VV New York's Complete Motion Picture Production Service VV



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Ipona Toothpaste
Doherty, Clifford &
Shenfield, Inc.



Jules Montenier, Inc
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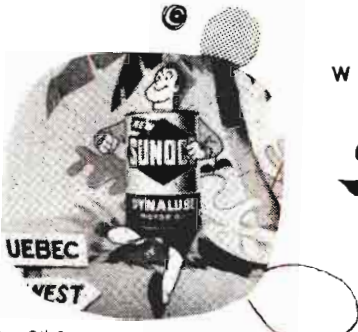


The R. T. French Company
J. Walter Thompson Co.



Zenith Radio Corporation
MacFarland Aveyard & Company, Chicago

THESE SPOTS BEFORE YOUR EYES



Sun Oil Company
Hewitt, Ogilvy, Benson & Mother, Inc.

WERE PRODUCED BY

SARRA INC
New York • Chicago



TV FILM PRODUCERS

Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: RE 4-8017

Director of Photography.....Brian Calhoun
Producer-Director.....William S. Kent
Sound Engineer.....Howard Kaiser
Talent and Scripts.....Robert K. Adams
Art Director.....Larry Hotcaveg
Film Editor.....Lottie Schaler
Sales Manager.....William Hyer
Public Relations Director.....Jack Petrill

Services Offered—Aid conditioned, sound-proofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

Campus Film Productions

161 Remsen St., Brooklyn 2, N. Y.
Phone: TR 5-6296-7-8

Exec. Pro.....Nat Campus

**Capitol Records, Inc.
Broadcast Division**

Sunset and Vine, Hollywood 28, Calif.
Phone: HOLLYWOOD 9-8171
N. Y. Phone: CIRCLE 5-5725

General Manager.....Clifford E. Ogden
Eastern Representative.....Alvin King
Southern Representative.....Jack Barton

Services Offered—Producers and distributors of Capitol Transcribed Music Library Services for AM, FM, TV.

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIRCLE 7-6111

President.....David I. Pincus
Services Offered—Industrial and TV films to order.

CBS-TV Film Sales

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Vice-Pres. in Charge.....Merle S. Jones
Operations Director.....Fred J. Hahlstedt
Branch Offices

410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000

Exec. in Charge.....Charles Reeves
63 S. Main St., Memphis, Tenn.
Phone: 37-8612

Exec. in Charge.....H. H. Holtshouser

**China Film Enterprises of
America, Inc.**

165 West 46th St., New York 36, N. Y.
Phone: CO 5-4082

President.....Hsing-Ching Weng
Secretary.....Virginia Dzung Weng

Seaboard
STUDIOS, inc.

157 EAST 69th ST., NEW YORK 21, N.Y.

REgent 7-9200

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The Largest, Fully-Staffed, Most Completely Equipped

INDEPENDENT SOUND STUDIOS

in Manhattan . . .

for the production of TV Commercials, Business and Entertainment Films,
Sound Slide Films, and Convention Shows and Playlets!

THREE STAGES

10 minutes from Grand Central and Radio City,
15 minutes from Times Square.

Outlines, estimates and names of satisfied agencies and
advertisers supplied on request.

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JACKIE GLEASON
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RED SKELTON**

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"Life of Riley"
"My Week in Hollywood"
(Integrated Commercials)**

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Russell Seeds

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Networks**

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NBC

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DeSoto-Plymouth

Elgin American

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Products**

**Pabst Blue Ribbon
Beer**

Procter & Gamble

Standard Oil Company

FILM CRAFT
PRODUCTIONS

**Facilities Available
to You:**

**Fully Equipped Sound
Stage**

**Fully Equipped Edit-
ing Rooms**

Complete Lighting

Licensed Sound

Filmcraft patented multiple camera and
synch control machine (up to 8 cameras)
TV Film Theater: Audience capacity 500
50 X 60 film stage

I. LINDENBAUM, Pres.
Hollywood

**8451 Melrose Avenue
WEbster 3-9281**

F. H. FODOR, Prod. Super.

**New York
Chicago**

WE MEAN BUSINESS . . . AND SO DO OUR FILMS!

YOU SHOULD KNOW ABOUT ARCHER PRODUCTIONS

We set about building . . . no, creating . . . the kind of film company we felt could do the most good for an advertiser or an advertising agency.

We think we're on the right track. In three years, we've outgrown our premises three times, and have turned out more films than most producers we know of in our particular field.

We're convinced one reason customers like our operation and our product is that we're in this business ALL THE WAY . . . body and soul, heart and imagination, skill and facilities. That means something to you, as a buyer of television or industrial films. For instance:

THE PERMANENT, FULL-TIME STAFF of Archer . . . producers, writers, directors, scenic designers, artists, animators, sound and film technicians, studio hands . . . are hand-picked specialists of creditable accomplishment in their respective fields. Here is talent with teamwork, in a capable and permanent unit that doesn't have to pick up an undue amount of floating, free-lance help to get an important job done.

THE ADVERTISING AGENCY BACKGROUND OF OUR KEY PERSONNEL is coupled with solid experience in television, the stage, radio and music as well as in motion pictures. That means we can speak your language . . . and when the time for talking's past, we know how to buckle down and produce films that produce for you.

OUR OWN STUDIO is unsurpassed for television film production. Acoustics

are excellent, floor space is unobstructed (60' x 65') and head-room (25' ceiling) are ample. Optimum size and modest studio overhead help keep the price of your film where it ought to be.

UP-TO-THE-MINUTE SOUND EQUIPMENT includes both studio installation and portable Fairchild systems. Sound tracks are clean and of high quality.

OUR CREATIVE IMAGINATION . . . disciplined in the advertising arts . . . is a powerful idea machine waiting for you to push the button. We've got ideas to share, ideas to spare, ideas from fertile and practical minds for your own special use and profits. If you like, we'll plan and write forceful TV spots or programs, or industrial films . . . in entirety or in collaboration with your own staff.

OUR OWN ANIMATION DEPARTMENT operates full-time, the year 'round, contains some of the finest talent in the business.

OUR CUSTOMERS include some 35 advertisers of fine reputation. Most are national in scope, but we're painstaking with smaller firms, too. In 3 years we've turned out 650 films OF VARIOUS LENGTHS and for various purposes.

OUR PRODUCT speaks for itself; we'd rather screen it for you than haul out our press clippings, the awards we've won, the letters from happy customers. We're grateful for past recognition, but want it known that our greatest work is in the future. We'd like the privilege of doing some of it for you.

Archer Productions, Incorporated

Sales Department: 35 West 53 Street, New York 19, N. Y.

Judson 8-2690

TV FILM PRODUCERS

Geo. W. Colburn Laboratory Inc.

164 No. Wacker Dr., Chicago 6, Ill.
 Dir. of Prod. Service.....Henry Ushijima
 Supervising Editor.....Roy Robert Luce
Services Offered—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
 Phone: Circle 5-6456
 President.....Mortimer D. Sackett
 Vice-President.....Jerome S. Hyams
 Treasurer.....S. Sackett
 Secretary.....A. Goldstein
Services Offered—TV producers and distributors.

Compagnie Francaise De Films

73 Champs Elysees, Paris
 Phone: Elysees 21-30
 President.....A. Tinchant
 TV Advisor.....Val Williams
Services Offered—Production and packag-

ing of TV shows made in France for agencies and shows.

**Consolidated Television Sales
 A Division of Consolidated Television Productions, Inc.**

Sunset at Van Ness, Hollywood 28, Calif.
 Phone: HOLLYWOOD 9-6369
 N. Y. Phone: MURRAY Hill 6-7543
 Chairman of the Board....Norman Chandler
 President.....W. B. Clum
 National Sales Manager....Peter M. Robeck
 Eastern Sales Manager....Halsey V. Barrett
 Sales Promotion Manager....John M. Asher
 Midwest Representative...Stuart V. Dawson
Services Offered—National distribution and sale of television films, including films produced by other companies as well as those produced in our studios.

Frank Cooper Associates Agency

7225 Hollywood Blvd., Los Angeles 46, Calif.
 Phones: HOLLYWOOD 9-3737; Hillside 2297
 521 Fifth Ave., New York 17, N. Y.
 Phone: VANDERBILT 6-5661-2
 Owner.....Frank Cooper
Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

Mr. Producer
**IF IT'S SOUND
 IN THE EAST
 ...IT'S REEVES**

That's the opinion of hundreds of producers using Reeves facilities.

RS REEVES SOUND STUDIOS, INC.
 304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

The Largest Sound Service Organization in the World.

RCA Licensee Western Electric Licensee

TV FILM PRODUCERS

Courneya Productions

1566 North Gordon, Hollywood, Calif.

Phone: Granite 5920

Owner-Producer Jerry Courneya
 Production Mgr. James Fleming
 Scripts Bob Bennett
 Editor (Film) Stuart Frye
Services Offered—Novelty, Sport, Comedy, Short Subjects, Sponsor Tailored Films and Commercials.

Bing Crosby Enterprises, Inc.

9336 Washington Blvd., Culver City, Calif.

Phone: Vermont 8-2174

Dir. of TV Sales Charles B. Brown
Services Offered—Package programs, production, TV sales.

Crysta! Pictures, Inc.

1564 Broadway, New York 19, N. Y.

Phone: Plaza 7-5130

President Melvin M. Hirsh
Services Offered—Distributor of features, western, dramas and travelogues. Now in production several packages consisting of groups of half-hour programs in units of 13.

Shamus Culhane Productions

207 East 37th St., New York 16, N. Y.

Phone: Murray Hill 2-2243

President Shamus Culhane
 Vice-President Morris Coppersmith
 Sec. & Treas. Maxine Marx

Services Offered—complete production of animated and live-action motion pictures and slide-films. Television commercials and industrial films also in black and white and color. Permanent staff includes producers, directors, animators, editors, creative writers, and production designer.

D. P. M. Productions, Inc.

62 W. 45th St., New York 19, N. Y.

Phone: MU 2-0040

President Dorothy P. Maulsby

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.

Phone: RIttenhouse 6-1686

Pres., Gen. Mgr. Joseph De Frenes

Services Offered—Production of 16mm. & 35mm. films, black & white, color.

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.

Phone: COlumbus 5-7621

Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.



W. K. HEDWIG

Your Assurance of **QUALITY**

Because of the sound foundation on which the name of HEDWIG has been built, the trade may be assured of integrity and dependability.



G. W. HEDWIG

FILMS FOR TELEVISION PROGRAMS EDITED TO FIT SPECIFIC TIME SEGMENTS

Telecast's selection includes dramas, sports, musicals, travel, cartoons, comedies, religious, short and feature subjects and educational studies.

INFORMATION AND PRICES ON REQUEST

TFI-TV

★ ★ TELECAST FILMS INC.

112 W. 48th Street

New York 19, N. Y.

Judson 6-5480

TV FILM PRODUCERS

Desilu Productions, Inc.

Business Office:

7046 Hollywood Blvd., Hollywood, Calif.

Phone: HOLLYWOOD 9-2281

PresidentDesi Arnaz
 Vice-PresidentLucille Ball
 Secretary-Treasurer.....Andrew G. Hickox
 Representative.....Don W. Sharpe
 PublicityKen Morgan
Services Offered—Complete production facilities from script to final editing.

Sherman H. Dryer Productions

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

Phone: TEmpleton 8-7827

President.....Sherman H. Dryer
Services Offered—TV programs, talent, scripts.

The Jean Dubois Company

927 21st St., Denver 2, Colo.

Phone: East 8122, Main 5401

Owner, Gen. Mgr.....Jean M. F. Dubois
 Secretary.....L. E. Turner
Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

Dudley Pictures Corp.

9908 Santa Monica, Beverly Hills, Calif.,

Phone: CR 1-7258

501 Madison Ave., New York, N. Y.

Phone: EL 5-1076

PresidentCarl Dudley
 Bus. Mgr., Treas.....Gene Barnes
 Exec. Vice-Pres.....Don McNamara
Services Offered—Producers of theatrical, commercial television and educational short subjects.

Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y.

Phone: TR 3-6221

PresidentHenry Morley
 TreasurerNathan Zucker
 Production Manager.....Carson Davidson
 Editorial Chief.....Luke Bennett
 Sound Engineer.....John DeBlau
 Public Relations.....Sydney Ascher
Services Offered—Complete motion picture production and recording facilities for commercials and programming. Animation department. Dynamicam multi-camera production in 16 mm and 35mm. Mobile sound and camera units for location production.

Educational Films Corp.

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Phone: PEnnsylvania 6-1780

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Emerson Film Corp.

c/o Republic Studios
 4024 Radford Ave. No. Hollywood, Calif.
 Phone: Sunset 2-1121

ProducerJason Bernie
 V.P. charge of Sales.....William Norins
 Production Manager.....Bartlett Carre
 CameramanWalter Streng
Services Offered—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

Endorsements, Inc. (TV)

9172 Sunset Blvd., Hollywood 46, Calif.
 Phone: Crestview 6-1272
 500 Fifth Ave., New York 36, N. Y.
 Phone: Chickering 4-7257

President (N. Y.)Jules Alberti
 Vice-Pres.Dr. Harold S. Wadro
 Sec.-Treas.Hazel E. McCabe
 Chg. Prod.....E. Galey
 V-P. (W. Coast).....Stella Ross

Services Offered—Endorsements and testimonials live and film for TV.

Excelsior Pictures Corp.

1564 Broadway, New York 19, N. Y.
 Phone: Circle 5-6157

PresidentWalter Bibo
Services Offered—Rent various features and shorts.

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
 Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
 Asst. Sales Mgr.....Murray M. Kaplan
Services Offered—Motion picture films for TV, feature and half hour length.

Fair Deal Motion Picture Ser.

2040 Chatterton Ave., New York 61, N. Y.
 Phone: TALmadge 9-6728

Owner & President.....Louis D. Colson
Services Offered—We offer package film shows for TV use.

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 Phone: HUDson 2-1101

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- “The Phantom Pirate,” TV film series starring Bob Stack. In preparation.

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Phone — Hempstead 6844

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V.P. Chg. of Studio Operations... Sid Rogell
 V.P. Gen. Sales Mgr..... Ralph Catell
 Chg. Eastern Production... Robert Lawrence
 Chg. Chicago Branch Office... B. N. Darling
 Production Manager..... Raoul Pagel
 Director, Scenario Dept..... Lou Lilly
 Director, Musical Dept..... Edward Paul
 Director, Publicity Dept... Reavis Winekler
 Director, Sound Dept... Lawrence Aicholtz
 Director, Animation Dept..... Manny Gould

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Federated Television Productions, Inc.

40 East 40th St., New York 16, N. Y.
 Phone: MUrray Hill 5-7220

President..... Hubert V. Chain
 Vice-President..... William Haussler
 Secretary Robert Bell
 Treasurer..... John Nickerson III

Services Offered—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

Paul J. Fennell Co.

1159 N. Highland Ave., Hollywood 38, Calif.
 Phone: Gladstone 1657
 40 E. 40th St., New York 16, N. Y.
 Phone: MUrray Hill 9-4268

President-Dir..... Paul J. Fennell
 Technical Dir..... John E. Burks
 New York Rep..... Jerome B. Harrison
Services Offered—Specialty—Films for TV with emphasis on Animation.

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
 Phone: HARRison 7-3395

President Irving Mack
Services Offered—TV commercials.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
 Phone: WEBster 3-9281

President Isidore Lindenbaum
 Production Director..... Ferenz H. Fodor
 Administrative Assistant..... Jack Shallow
 Client Relations..... Paul Phillips
 Director of Photography... James Van Trees
 Head Editor..... Norman Colbert
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Services Offered—Film programs and film commercials made especially for TV on con-

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Phone: Hollywood 9-5800

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Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

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Film Makers, Inc.

1600 Broadway, New York 19, N. Y.
Phone: REgent 7-5549

President J. H. Lenauer
Services Offered—TV film production.

●
Films For Industry, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: PLaza 3-2800

Pres., Prod. Mgr. Joseph McCaffery

Services Offered—TV packaging, commercials, sound studios, animation, stop motion, industrial films.

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Films of the Nations, Inc.

62 W. 45th St., N. Y. 19, N. Y.
Phone: Murray Hill 2-0040

Pres. Henry M. Moolman
V.-Pr. Birger Nordholm, Jos. P. Bourdrez
Treasurer Henry Pillichody
Secretary William Rosenfeld
Exec. Dir. Maurice T. Groen

Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

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Five Star Productions

6530 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4807

Exec. Producer Harry Wayne McMahan
Production Dir. Chet Glassley
Technical Dir. Taylor Byars
Dir. Creative Copy Charles F. Chaplin
Casting Judy McMahan
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Phone: MUrray Hill 8-0230

PresidentHardie Frieberg
TreasurerBernard Samuels
SecretaryFluff Blome

Services Offered—Program production, talent, live and film TV programs.

Gainsborough Associates

(See Program Producers)

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

PresidentWilliam J. Ganz
TV Consultant &
Producer.....Jason B. Goldman
Chg. of Production.....E. J. Spiro
Chg. of Distribution.....Herbert Dietz
Office Manager.....Jean Pomerance

Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

General Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

TV Director.....Irvin Shapiro
Services Offered—Educational shorts nature study shorts.

Glenar Productions

6618½ Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 0406

OwnerSid Glenar
Services Offered—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

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(See Program Producers for detailed listing)

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 Vice-President.....Thomas J. Shands
 Dir. of Prod. & Sales.....Bert Samson
Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.
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 V.-P. Service Devel.....Everett Schafer
 V.-P. Sales Devel.....George B. Finch
 V.-P. Automotive Contacts...Wm. G. Luther
 SecretaryAvery W. Kinney
 Treasurer.....Allan E. Gedelman
 Dir., Pub. Impressions.....Anne Jioffre
 Washington Repr.Harry C. Watts
Services Offered—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

Hannum Television Productions

567 Seventh Ave., New York 18, N. Y.

Phones: CH. 4-3447, LA. 4-4652

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Services Offered—TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

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Pres. & Gen. Mgr.....Sam Hayes
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Services Offered—Complete production facilities for filming spot announcements open end commercial and entertainment films.

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Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478

President.....Charles B. Alline, Jr.
Services Offered—1 minute commercials.

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 46, Calif.

Phone: Hollywood 9-2001

ProducerPaul L. Hoefler
 Business Manager.....E. M. Bennett
 SecretaryRuby Newstrand
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

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Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.

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President.....Jack H. Hoffberg
Services Offered—Motion pictures for television.

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846 No. Cahuenga Blvd., Hollywood 38, Calif.
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Executive Producer.....Robert Gurney
 Producer.....Larry De Soto
 Associate Producer.....Edward Belfer
 Writer-Director.....Thomas J. McGowan
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 Vice-President.....George de Normand

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131 E. 51st St., New York 22, N. Y.
 Phone: EL 5-3508

ProducerLucille Hudiburg
Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

Hurrell Productions Inc.

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President.....George E. Hurrell
New York Office
 RKO Bldg., 1270 6th Ave., New York, N. Y.
 Phone: JUdson 6-3442

Services Offered—TV package programs (and commercials) and production.

Illustrate, Inc.

1532 Cahuenga Blvd., Hollywood 28, Calif.
 Phone: HE 2126

N. Y. Phone: ELdorado 5-1422
 President.....Donald A. Dewar
 Secretary-Treasurer.....Carleton W. Boyd
Services Offered—Film and live TV packaging including cartoon production.

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-6620

President, Producer, Dir.....Ben Gradius
 Supervising Editor.....Jean Oser
 Production Supervisor.....Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films.

International Film Foundation, Inc.

1600 Broadway, New York 19, N. Y.
 Phone: CI 6-9438

Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

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Mgr. TV Sales..... Robert H. Reid
Services Offered—In association with Tele-news Productions: Daily, weekly, sports newsreels; Also film features; INP photos; INS leased wire; Projectall balopticon.

International 16mm. Corp.

(See Program Producers)

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9116

President Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

The Jaffe Agency, Inc.

38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693

General Manager..... Paul Radin

Branch Office

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121

General Manager..... Don A. Davis
Services Offered—Representation for sale of radio and television packages; creation of packages; represent personalities, writers, directors, etc.

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370

Director Leon Jason
Services Offered—TV film, production, talent, puppet design.

Jewell Radio and Television Productions

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Manager..... Charles P. Flynn
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Services Offered—Package shows for children's audiences, also scripts, and consultant service for TV.

Bernard E. Karlen Productions

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

Phone: PL 9-3107

Exec. Producer Bernard E. Karlen
 Associate Producer Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

Roger Kay Enterprises, Inc.

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

Phone: MU 8-2164

Executive Producer Roger Kay
Services Offered — Creators, producers, packagers of TV and radio programs, live,

transcribed, and film. Consultants on programming. TV show doctoring. Commercials.

Victor Kayfetz Productions

130 E. 56th St., New York 22, N. Y.

Phone: MUrRay Hill 8-1707

Pres., Exec. Prod. Victor F. Kayfetz
 Client Liaison Director Allan P. Snady
 Animation Dept. Dir. . . . F. Russell Shenton, Jr.
 Art Director Wm. L. Steinel
Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

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

Phone: ELdorado 5-0683

President Herbert Kerkow
Services Offered—TV films.

F. W. Kline Productions, Inc.

595 Fifth Ave., New York 17, N. Y.

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President Fred W. Kline
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 Vice-PresidentLee Blevins
 Dir. Motion Pic. & TV Dir.Fred Niles
Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
 Phone: Circle 6-9850

PresidentHoward A. Lesser
 Secy. Treas.Mary Morrissey
 Vice-PresidentThomas S. Dignan
Services Offered—Producers of all types of Motion pictures for screen and TV.

Larry Kurtze

360 N. Michigan Ave., Chicago 1, Ill.
 Phone: RAndolph 6-5246

OwnerLarry Kurtze
Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

Lalley & Love Inc.

3 East 57th St., New York, N. Y.
 Phone: ELdorado 5-1382

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 Vice-Pres. and SalesJohn B. Lalley
 EditorBill Henry
 Assistant DirectorArt Steckler
Services Offered—Producers of TV commercials, features and industrial films. Complete facilities. Live action, animation and special effects.

Albert Lang Productions Inc.

1320 Edgecliffe Dr., Los Angeles, 26, Calif.
 Phone: Normandy 19536

President & Gen. Mgr.Albert E. Lang
 V.-P. & SecretaryOlga Haney
Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packed and exploited "live" or filmed. Radio-TV programs transcribed and packaged. National distribution service.

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Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

President Les Lear
 Account Executives Milt Parlow,
 Jack Curran
Services Offered—Radio, TV and film production, Personal Management.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.

Phone: Hillside 7287

Producer-Director Gene Lester
 Cameraman John S. Nash
 Comptroller Albert J. Silverman
 Production Manager Martin Sperber
 Sound Robert Ernst
Services Offered—Complete facilities for production of 10 sec. to feature length films.

Edward Lewis Productions

Motion Picture Center Studios

846 No. Caluenga Blvd., Hollywood 38, Calif.

Phone: HO 9-5981, Ext. 43

Producer Edward Lewis
 Assistant Producer Paul Gerchik
 Production Manager William Stephens
Services Offered—Production of motion picture film for TV.

Jack Currier Lewis

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

Phone: ELdorado 5-0257

Owner Jack Currier Lewis
 General Manager Wm. P. Popp
 Women's Programs Margaret Tester
Services Offered—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

Libra Film Distributors & Producers

6255 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 7960; HE 1161

President Miss Loy Lester
 V.-P., in Ch. of Prod. Charles M. McCoy
 Sec.-Treas. M. Briese
 Exec. Director C. Mandell
 Exec. Producer Charles M. McCoy
 Producer John Leslie Hamilton
 Producer Robert Smigel
Services Offered—Extensive TV Film Production and Distribution. Complete professional Motion Picture Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

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Phone: PEnnsylvania 6-1780

President.....E. W. Hammons
Vice-President.....Robert M. Savini
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Loucks-Norling Studios

245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974

PartnersJ. A. Norling & Wil Marcus
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

Major-Minor Productions

5927 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 9268

Producer and Director...Stuart M. Nathanson
Producer and Director...Ronald L. Stanton
Musical Director.....Ruby Raksin
Services Offered—Production, packaging, and Merchandising of Juvenile Television shows.

Mallard TV, Inc.

120 Wall Street, New York 5, N. Y.
Phone: DIgby 4-3182

President.....S. Mukamal
Services Offered—Film Brokers for TV stations.

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
Phone: TR 3-1800

Owner, Gen. Studio Mgr.....James Pagliaro
Services Offered—Sound studios for rental for TV pictures.

Arnold Marquis Productions, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-5119

President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs and spots.

Mercury International Pictures, Inc.

2330 W. Third St., Los Angeles 5, Calif.
Phone: Dunkirk 9-3876

THE TEEVEE CO.

Producers of

THE BIG

“LITTLE THEATRE”

TV SHOW

The Short-Short-Story Sensation

Now On the Air

Coast to Coast

211 So. Beverly Drive

CRestview 5-1076 Beverly Hills, Calif.



**HOW DO YOU DO
LADIES AND GENTLEMEN
HOW DO YOU DO?**

This is NORMAN BROKENSHERE announcing a new low-budget show “The Handy Man”, a brand new series of how-to-do-it shows. Each complete, 3½ minutes long.

THE PRINCETON FILM CENTER, INC.
300 PARK AVE. PL. 5-0322

TV FILM PRODUCERS

President V. E. Ellsworth
Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

Charles Michelson, Inc.

15 W. 47th St., New York 36, N. Y.
 Phone: Plaza 7-0695

President Charles Michelson
 Divisional Sales Mgr. Sidney Guber
Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
 Phone: Hollywood 9-6161

President Carlton E. Morse
Services Offered—TV film programs, production.

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures Stages, Inc.

3 E. 57th St., New York 22, N. Y.
 Phone: PLaza 3-4840

President C. F. Vetter, Jr.
 V.P. Chg. Spec. Prod. Burgess Meredith
 Vice-President Max Kreindler
 Vice-President Barrett Gallagher
 Treasurer Martin L. Scott
 Secy. Gerald Margolis
 Tech. Supervisor Victor H. Komow

Services Offered—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
 Phone: MUrray Hill 6-3717

Dir. of National Sales Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

Murphy-Lillis Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
 Phone: PLaza 7-8144



Live Photography
Animation
Stop Motion
Slide Films
Animatic Strips
Slides
Telops

Depicto Films, Inc.

254 W. 54th ST. NEW YORK 19, N.Y.
 COlumbus 5-7621

ATLAS TELEVISION CORPORATION

FILMS FOR TELEVISION

FIFTEEN WEST FORTY-FOURTH STREET
 NEW YORK, N. Y.
 MURRAY HILL 7-5535

HENRY BROWN—President

We offer an intelligent service and an extensive library to the users of television films.

- **FEATURES**
AMERICAN AND BRITISH
- **WESTERNS**
HALF AND FULL HOUR
VERSIONS
- **COMEDY SHORTS**
SPECIALLY PREPARED FOR
YOUR TIME SLOT
- **COMEDY CARNIVALS**
A TREASURY OF HUMOR — IN
ONE HOUR PROGRAMS
- **TEVE-ETTES**
AN EXTENSIVE LIBRARY OF
COMEDY AND MUSICAL VIG-
NETTES 3-5 MINUTES

TV FILM PRODUCERS

PresidentOwen Murphy
 Vice-Pres. & Treas.....James M. Lillis
 Production Chief.....Elwood Siegel
 Chief Editor.....Joseph Josephson

Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities.

Murphy-Thomas Productions

General Service Studios, Hollywood, Calif.

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

PresidentIrvin Shapiro
 TreasurerM. Mermelstein

Services Offered—Feature films, streamliners.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.

Phone: CIrcle 6-5700

Adv., Publ. Director.....Melvin L. Gold

Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.

Phone: CIrcle 5-5147-8

Production Director.....Ted Nemeth
 Art Dir.—Dir.....M. E. Bute

Services Offered—Producers, distributors of film made specifically for TV producers of TV film spots and commercial films.

Official Films, Inc.

(Official Television Inc.)

25 West 15th St., New York 19, N. Y.

Phone: PLaza 7-0100

President... William R. Goodheart, Jr.

Chairman of the Board.....Isaac D. Levy

Services Offered—Producer and distributor of 8mm and 16mm sound and silent films for home, institutions, television.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.

Phone: CAAnal 6-3284

Production Manager.....Howard Smythe

General Manager.....Charles Beckman

Chief Cameraman.....Larry Racies

Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

TEL RA PRODUCTIONS

America's leading producers of TV sports programming. Famous shows include . . .

- TOUCHDOWN • TELESPORTS DIGEST
- MAJOR LEAGUE FOOTBALL HIGHLIGHTS
- IDEAS ON PARADE • BASEBALL BRIEFS
- DOWN THE STRETCH
- DICK DUNKEL'S FOOTBALL RATINGS

(Complete production and programming facilities)

Tel Ra films have been used with great success by foremost national advertisers.

TEL RA PRODUCTIONS

1518 Walnut Street, Philadelphia 2, Pa.
Kingsley 5-8540

WHY IS AP THE BEST?

BECAUSE—**AP** is faster,
more complete,
more accurate
than any other
news service.

TV FILM PRODUCERS

Nothing New Under the Sun Productions

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-5191

Producer Mitchell Gertz
Services Offered—Will produce on contractual basis TV commercials and features.

Olio Video Television Productions, Inc.

20 East 42nd St., New York 17, N. Y.
Phone: MU 2-2318

President Harvey Cort
Treasurer Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

Paramount Television Productions Inc.

1501 Broadway, New York 18, N. Y.
Phone: BRyant 9-8700

Vice-President George T. Shupert
Branch Office

5451 Marathon St., Los Angeles 38, Calif.
Phone: HOollywood 9-6363

Vice-President Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774

Exec. Producer Paul Parry
Dir. of Photography Ray Foster
Services Offered—Production of Commercials any specified length, production of scripts to order.

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-5200

President Edward J. Lamm
Services Offered—Television commercial production.

Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: NOrmandie 1-2174

President Ray Patin
Vice-President Gus Jekel
Production Manager Gerald Ray
Services Offered—Complete production of animated television commercial films with live action sequences.

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President Kern Moyse
Vice-Pres., Treas. R. S. Moyse
Asst. Secy.-Treas. Barbara Holz
Eastern Sales Mgr. Raoul J. Menendez
Mgr., Special Services Dept. Allan De Forest
West Coast Branch

959 Seward St., Hollywood 38, Calif.
Phone: GRanite 9223

Vice-Pres., Chg. Western Op. Victor C. Krupa
Secy., Branch Mgr. Suzon Steinle Krupa
Plant Manager Thomas E. Ayers

Services Offered—Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; complete film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.

Polaris Pictures, Inc.

3859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOork 8058; WEBster 3-4608

President Juan C. Hutchison
Vice-President Perry King

Services Offered—Complete production facilities on contract and sub-contract level.

Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870

President Harry A. Post
Secretary Eli W. Post
TV Sales Alan I. Post

Services Offered—Packages of features and short subjects. Film distributor film rental.

Primrose Productions Co.

1040 No. Las Palmas, Hollywood 38, Calif.
Phone: GR 3111

Executive Producer J. P. Lane
Producer Richard L. Morley
Production Manager Val Lindberg

Services Offered—Producers of television series or individual films, commercial and industrial films.

The Princeton Film Center, Inc.

300 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322

Carter Road, Princeton, N. J.
Phone: Princeton 3550

Executive Director Gordon Knox
Vice-President Jack Barlass
Treasurer Gordon Blair
Prod. Mgr. L. H. Holton
Writers John Capsi, Sumner Lyon, Ardis Smith.

Chief Editor Robert Webb
Distrib. Mgr. Lash Bauman

Services Offered—Production and distribution facilities for television films of all types.

TV FILM PRODUCERS

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2

President.....Irving M. Lesser
 Secy.-Treas.Seymour Poe
 TV Manager.....Virginia Phillips

Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

Rao Video, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: VAnDerbilt 6-3417

President.....Robert A. Orenbach
Services Offered—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

Radio Features of America (See Program Producers)

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723

President.....Walter J. Nelson
Services Offered—Sport pictures and cartoons for rental to TV.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393

208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897

Pres.-Gen. Mgr.....Reid H. Ray
 Sales Mgr., Chicago Off.....Frank Balkin
 Sales Mgr., Film Ad Div.....Elmer Merten
 Sales Mgr. St. Paul Off.....R. V. Jeffrey
 Vice-President.....W. H. Ringold
 Secretary.....Alice M. Griswold
 Prod. Asst.....E. H. Polsfuss

Services Offered—Motion picture and slide film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

RD-DR Corp. **(Reader's Digest—** **deRochemont)**

35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1440

Chairman of Board....Louis de Rochemont
 President.....Borden Mace
 Vice-President.....Louis de Rochemont
 Secretary.....Ambrose Doskow
 Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

Roland Reed Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1101

President.....Roland Reed
Services Offered—Complete motion picture facilities.

Reeves Sound Studios Inc.

304 East 44th St., New York, N. Y.
Phone: OR 9-3550

Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures.

Regal Television Pictures Corp.

151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877

President.....Moe Kerman
 Vice-Pres.....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUDson 2-0274

President.....Joseph Schaeffer
Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Vice-Chairman of Bd.....Ned E. Depinet
 President.....Harry Michalson
 Vice-Pres. & Gen. Mgr.....Jay Bonafield
 Treasurer.....James H. Herries
 Secretary.....Joseph Laub
 Comptroller.....Garrett VanWagner
 Production Mgr.....J. Douglas Travers
 Television Consultant....Edward R. Evans
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 82185

President.....Hal E. Roach
 Vice-President.....Hal Roach, Jr.
 Vice-Pres. & Prod. Mgr....S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

R. S. Robbins

163 Bleecker St., New York 12, N. Y.
Phone: SPring 7-2568

TV FILM PRODUCERS

President.....R. S. Robbins
 Mgr. of Prize Promotion...Edward E. Finch
Services Offered—Radio and television prizes.

Bob L. Roberts Productions

806 Seventh Ave., New York 19, N. Y.
 Phone: JU 6-0025

President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
 Phone: GR 7131

President.....J. Richard Westen
 Vice-President.....J. Harry Ebbert
 Exec. Vice-President.....Harlow Wilcox
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials.

Frederick E. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
 Phone: Hillside 3183

General Manager.....Fred K. Rockett
 Production Supervision.....Betty King
 Photographic Department...Alfred Higgins
 Art Department.....George Coart
 Studio Superintendent.....James Conley
 Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

Rogell Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
 Phone: GRanite 3111

Owner.....Albert S. Rogell
Services Offered—Package, features and film productions.

Roland Reed Productions

275 So. Beverly Dr., Beverly Hills, Calif.
 CR 6-1101

President.....Roland D. Reed
 Vice-President.....Guy V. Thayer, Jr.
 Secy.-Treas.....Hazel Hall
 Production Manager.....Dick L'Estrange
 Supervising Film Editor.....Roy Luby
Services Offered—Producers of commercial, industrial and television films.

Rollow-Clark & Co.

108 Oak St., Denton, Tex.
 Phone: 1523

Co-owner.....Bill Rollow
Services Offered—TV film production.

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.
 Phone: CRestview 45401

President.....David Chudnow
 Vice-President.....Rosamond Chudnow
 Sec. & Treas.....Byron Chudnow
Services Offered—Producing motion pictures for TV.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
 Phone: Yo 2494

President & Owner.....Danny Rouzer
 Vice-President.....Jan Edgar
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
 Phone: CIrcle 5-5640

Production Mgr.....Edward Ruby
Services Offered—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, owns Ruby Editorial Service.

Sack Television Enterprises

Film Exchange Bldg., 308 S. Harwood,
 Dallas 1, Tex.

Phone: STerling 3069

General Manager.....Alfred N. Sack
 Sales Manager.....Julius M. Sack
 New York Office
 358 West 44th St., New York, N. Y.
 Phone: JUdson 6-2258

Services Offered—Rental of open end films, amusement shorts, educational shorts, musical shorts, features, westerns and serials, and group of twenty-nine three-minute "soundies."

Bernard L. Sackett Television Productions

(See Program Producers)

Sanft-Costa Television Features

17 E. 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 2-6770-6771

Co-Producers.....Sidney Sanft,
 Don Costa
Services Offered—Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs, open end, for local or national spot advertisers.

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
 Phone: MUrray Hill 8-0085

President.....Valentino Sarra
 Sales Prod. Mgr.....Jack Henderson

TV FILM PRODUCERS

Branch Office

16 East Ontario St., Chicago 11, Ill.

Phone: WHitchall 4-5151

Dir. of Film Planning.....Joseph G. Betzer
 Production Manager.....Harry W. Lange
Services Offered—TV film production.

Screen Gems Inc.

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-5044

Gen. Manager.....Ralph M. Cohn
 West Coast Prod. Mgr.....Jules Bricken
 Editorial Chief.....Daniel Heiss
 N. Y. Sales Mgr.....Philip Frank
 Pub. Rel. Chief.....Will Baltin
 Business Manager.....Floyd Weber
Services Offered—Production and distribution of films for television, television commercials and television animated commercials.

Screen Televideo Prod.

328 So. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 6-1721

Executive Producer.....Gilbert A. Ralston
 Production Manager.....Rudy E. Abel
 Auditor.....Frances Wilkinson
Services Offered—Custom production and distribution of television films.

Seaboard Studios

157 E. 69 St., New York 21, N. Y.

Phone: REgent 7-9200

President.....Sandford R. Johnson
 Vice-President.....Arthur B. Chapman
Services Offered—Producers of industrial motion pictures, TV film commercials and slide films. Completely equipped motion picture facilities with largest independent sound stage in Manhattan.

Seidel Films

853 Seventh Ave., New York 19, N. Y.

Phone: PL 7-1597

Manager.....Tom Seidel
Services Offered—TV film production.

Sentinel Productions (div. of Sentinel Enterprises, Inc.)

(See Program Producers)

Skibo Productions, Inc.

165 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
 Secretary.....George Blake
 Bd. of Directors.....Patrick E. Shanahan,
 George Blake, F. R. Normandin
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.

Phone: SU 7-5672

Executive Producer.....Charles E. Skinner
 Associate Producer.....Robert Sloan
 Production Manager.....Jack Aichele
 Film Music Editor.....Alphonse Corelli
 Musical Director.....Skitch Henderson
 Film Editorial Supervisor.....Joe Josephson
 Set Designer.....Charles Carlotti
 Gen. Production Supervisor...William Toth
 Camera Directors.....Joseph Brun,
 George Webber
 General Business Mgr.....Melville Ruick
 Assoc. Prod., West Coast Rep...Albert Kelley
Services Offered—Creators and producers of television; theatrical and sales influence films; producing contractors; adapters, consultants to package producers, advertising agencies, sponsors. Distribution facilities television and theatrical, U. S. and foreign. Production facilities New York, Florida, Hollywood.

Stephen Slesinger, Inc.

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

Phone: ELdorado 5-2544

President.....Stephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," and "Ozark Ike."

Snader Telescriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.

Phone: CR 5-4451

N. Y. Phone: LOngaere 4-3971

President.....Louis D. Snader
 Vice-President.....Robert M. Snader
 Director.....Duke Goldstone
 Casting Director.....Phil Bloom
 Musical Director.....Harry Zimmerman
 Production Manager.....Jesse Corallo
Services Offered—Producers of motion picture film for television. Sales handled through Snader Telescriptions Sales, Inc., Reuben R. Kaufman, President, with offices in Beverly Hills, New York, Chicago, Atlanta and Cleveland.

Special Purpose Films, Inc.

44 W. 56th St., New York 19, N. Y.

Phone: JUDson 6-0020

President.....John Fox

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill
 Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

TV FILM PRODUCERS

Al Stahl Productions

1600 Broadway, New York, N. Y.
Phone: COlumbus 5-2992/3

President Al Stahl
Vice-President Irwin Stahl
Sales Manager Stanley Benford
Director Leroy Sylverst
Services Offered—Complete production facilities for live action production on film.

Standard Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

President Irvin Shapiro
Services Offered—Major feature films and shorts.

Station Distributors, Inc.

40 East 51st St., New York 22, N. Y.
Phone: PLaza 9-4953

President Walker Stuart
Services Offered—Package programs.

Sterling Television Co., Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President Saul J. Turell
Secy.-Treasurer Robert E. Rhoades
Head of Agency Sales Bernard Schulman
Manager of TV Dept. Bernice S. Coe
Stock Shot Div. Mgr. Richard Carlton
Services Offered—Producer and distributor of TV features, shorts and film series.

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816

Owner Wilbur J. Streech
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President Irvin Paul Sulds
Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

Taylor Productions, Inc.

6700 Sunset Blvd., Hollywood 28, Calif.

President Gordon Van Dover
Services Offered—Write produce and direct TV film spots.

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: CREstview 5-1076

President Gifford Phillips
Asst. to Pres. Ludlow Flower, Jr.

V.P., Gen. Mgr. Marc Frederic
Services Offered—Custom-built TV shows, film and live; spot commercials.

Tel-Air Associates

366 Madison Ave., New York 17, N. Y.
Phone: VA 6-3417

Partners Seymour Kaplan,
Mort H. Singer, Jr.
Services Offered—Film programs, spot commercials, animation.

Tele-America Inc.

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270

President Thorn L. Brooks
Vice-President Howard Taylor
Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

Telecast Films, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 6-5480

President W. K. Hedwig
Secy.-Treas. G. W. Hedwig
Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Teleflex Productions

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-6211

Pres. & Gen. Mgr. Donna Fargo
Vice-President Victor Schulman
Secretary-Treasurer Lois Laudon
Mgr., Photo-Lab Dept. Joe Paul
Staff Writer Brice Knox
Staff Consultant Ted London

New York Branch

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091

N. Y. Sales Manager Jerry Kelly
Services Offered—Live, recorded and film TV's only complete rear screen projection service. Still, moving, special effect projectors, screens, frames, slides, footage, consultation and production. Teleflex Telarc, Bell-Howell TV adapted Filmoarc, VisualCast TV model; Roto-Scene Teleflex productions built around teleflex screens and employing still moving, and special effect backgrounds.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Prod.-Dir. Saul Taffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

TV FILM PRODUCERS

Telemount Pictures, Inc.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOLLYWOOD 9-8321

President.....Henry B. Donovan
Secretary-Treasurer.....Marie Copenhaver
Services Offered—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

Telepak Inc.

201 N. Carmelina Ave., Los Angeles 49, Calif.
President.....C. Robert Longenecker
Services Offered—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

Telepix Corporation

Times Tower Bldg., 1475 Broadway,
New York 18, N. Y.

Phone: PENNSYLVANIA 6-1821-2

President.....Albert G. McCarthy
Vice-President.....Richard Freitas
Secretary.....Rita Fables
Services Offered—TV films.

Television Arts Productions, Inc.

2733 Stuart Street, Berkeley, Calif.
Phone: Berkeley 7-5301

Business Mgr.....J. T. Ward
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

Television Cartoons, Inc.

155 W. 46th St., New York 19, N. Y.
Phone: JUdson 6-1650

Chg. of Prod.....Robert N. Brotherton,
Arthur L. Goldman
Services Offered—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

Television Exploitation Inc.

1450 Broadway, New York 18, N. Y.
Phone: WJscosin 7-2055

President.....Leonard J. Ackerman
Vice-Pres. & Mgr.....Louis N. Friedland
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

Television Guild Productions Inc.

210 No. Larchmont, Hollywood 4, Calif.
Phone: HO 9-2895

Production Manager.....Jack Miles
Services Offered—Complete studio facilities for rent. Producers of TV commercials and shorts.

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MURray Hill 2-8877

President.....Charles J. Basch, Jr.
Treasurer.....Clarence Schmidt
Secretary.....Frankie Basch
Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KINGSley 5-8540

Producer.....W. Wallace Orr
Director of Programming &
Sales.....George J. Kerrigan, Jr.
Director of Production.....Dan Wise
Film Editor.....Raymond Brown
Film Editor.....Joe Arnold
Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

Times Square Productions Inc.

145 West 45th St., New York 19, N. Y.
Phone: Circle 6-4443

President.....Chas. W. Curran
V.P.-Production.....Stephen E. Fitzgibbon
V.P.-Sales.....Donald Langan
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment, in black and white and color. Producers of package shows on film.

Time for Beany

704 No. Bronson Ave., Hollywood 38, Calif.
Phone: GRANite 6144

Executive Producer.....Bob Clampett
General Manager.....D. J. Nocerine
Services Offered—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400

President.....William Miesegaes
Vice-President.....Walter Lowendahl
Vice-Pres.William Burnham
Secretary-Treasurer.....Peter A. Schlenker
Services Offered—Complete facilities for

TV FILM PRODUCERS

production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

Transvideo Corp. of America

2 W. 46 St., New York 29, N. Y.

Phone: LU 2-1280

President.....Theodore A. Parisi

Tri-Video Productions, Inc.

15 Central Park West, New York 23, N. Y.

Phone: COLUMBUS 5-0060

President.....Jack Goldstein

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKIRK 8-1323

President.....Doria Balli

Sales Manager.....Gene Grant

Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

TV-Programs, Inc.

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

Phone: CHICKERING 4-1374

President.....Edward Roberts, Jr.

Vice-President.....Willard P. V. Voorhees

Treasurer.....William Mills, III

Director of Sales.....David Horwich

Director of Advertising & Promotion.....Jacob Van Aernam, Jr.

Services Offered — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

United Artists Television Corp.

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-6000

Director of Television....John H. Mitchell

Asst. Dir. of TV...Miss Louise E. Raphael

East Coast Sales Rep.....Robert Brahm

West Coast Sales Rep....Miss Becky Barnes

Mid-West Sales Rep.....Robert O'Brian

Services Offered—Production and distribution of television films.

United Press Associations

(See Program Producers)

United Productions of America

4440 West Olive Ave., Burbank, Calif.

Phone: CHARLESTON 0-7171

New York Division— 670 Fifth Ave.,

New York 19, N. Y.

Phone: PLaza 3-1672

Pres. & Exec. Produce....Stephen Bosustow

Vice-Pres. in chg. N. Y. Office

Edward F. Cullen

Vice-President.....John Hubley

Vice-President.....A. D. Woolery

Vice-President.....Robert Cannon

Services Offered — Producers of TV film programs and commercials—specializing in animation, also animation production services.

United Television Programs Inc.

360 N. Michigan Ave., Chicago 1, Ill.

Phone: CENTRAL 6-0041

Co-owner.....Milton Blink

Branch Offices

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

Phone: PLaza 3-4620

Manager.....Aaron Beckwith

140 N. La Brea, Los Angeles 36, Calif.

Phone: WEBSTER 8-9181

Co-Owner.....Gerald King

Services Offered—TV package programs.

Unity Television Corp.

1501 Broadway, New York 8, N. Y.

Phone: LONGACRE 4-8234

President.....Arthur A. Mayers

Treasurer.....Martin Mermelstein

TV Director.....C. Lazar

Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

Vallee Video Inc.

6611 Santa Monica, Hollywood 36, Calif.

Phone: HILLSIDE 6118

President.....Rudy Vallee

Vice-President.....B. S. Otto

Secretary.....D. Hall

Manager.....John W. Swallow

Services Offered—Full film studio for TV. Stage, Cutting Room, Projection Room. Dressing Rooms.

Van Praag Productions

1600 Broadway, New York, N. Y.

Phone: PLaza 7-2857

Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.

Phone: MU 2-0326

TV FILM PRODUCERS

President.....Henri E. Marcuse
 Writer.....Charles Cinnamon
 Assoc. Supervisor.....Raymond Foucher
Services Offered—Live and film services for TV film series—musical live package in full production or only as a script package.

Video Varieties Corp.

41 E. 50 St., New York, N. Y.
 Phone: MU 8-1162

President.....George W. Goman
 Vice-Pres. chg. of Prod.....Martin Henry
 Treasurer.....A. W. Manchee
 Vice-Pres. & Film Editor..Leonard Anderson
 Sales Manager.....Otis P. Williams
Services Offered—Motion picture producers, TV program films and commercials. Owners, of West Coast sound studios. Latest 35mm. camera and sound equipment.

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
 Phone: MU 6-3310

President.....Alfred Justin
 Vice-President....Edward Roberts Carroll
 Sales Director.....Otto H. Sutter
 Production Chief.....Richard Grey
 Continuity Director.....Harry Doolittle
 Studio Chief.....William B. Shriner
 Staff Director.....James Rose
 Chief Sound Engineer..Peter Protopappas
 Editor.....Lloyd Ball
 Publicity Director.....Sherel Udell
 Executive Secretary.....Nancy Gould
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment. Air checks. Instantaneous recordings. Pressings.

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
 Phone: MUrray Hill 2-2060

President.....William M. Nelson
 Art Director.....Robert Dunne
 Production Manager.....Robert J. Asherman
 Film Director.....H. Lionel Miller
 Advertising Consultant.....Weston Hill
 Office Manager.....Margaret M. Maxwell
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
 Phone: Circle 7-6797

Owner.....Roger W. Wade
Services Offered—TV commercials, animation, slide films, color slides, commercial motion pictures.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEBster 5287

Producer.....Adrian Weiss
 Exec. in Chg. of Production....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 minute spots to one hour shows.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEBster 5287

Distribution Director.....Adrian Weiss
 Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
 Phone: Circle 7-2062

V.-P. & Manager.....Martin Henry
Services Offered—Full 35mm. and 16mm. film production facilities: 35mm. RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
 Phone: Circle 5-7240

President.....Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

Frank Wisbar Productions Inc.

7324 Santa Monica, Hollywood 36, Calif.
 Phone: 2-2286

Owner.....Frank Wisbar
Services Offered—Film productions.

Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
 Phone: LA 4-3450

President.....Max Wolf
 Secretary-Treas.Robert Feldman
 Exec. Producer.....Les Wintz
Services Offered—Talent representatives, casting, production, and packaging of films.

World Video, Inc.

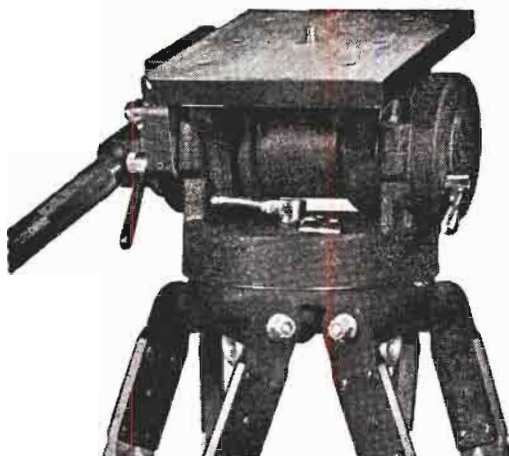
(See Program Producers)

Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
 Phone: LE 2-4111

President.....Stuart Scheftel
 Exec. Vice-Pres.....Godfrey Elliott
Services Offered—Offers educational films for TV rental.

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FOR ALL "TV" CAMERAS "BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below: 3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.



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Production Available for Rental*

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BNC - 16 mm.*

*Bell & Howell: Standard - Shiftover -
Eyemos*

*Maurer: 16 mm. Cameras
Moviola: Editing Machines -
Synchronizers*

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CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

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Large Screen



Lenses



Projectors



Spot and Flood Lamps



Draperies and Fabrics



Storage Vaults



Laboratories



Raw Stock



Stock Shot Libraries



Cartoon Producers



Costumes

TV SERVICE FIRMS

(Also see Equipment Manufacturers)



Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.

Radio Corporation of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.

Century Projector Corp., 729 7th Avenue, New York, N. Y.

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focussing scopes)

National Theatre Supply, 92 Gold St., New York, N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.

Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.

Century Projector Corp., 729 7th Ave., New York, N. Y.

Color Service

COMPANY, INC.

115 WEST 45TH STREET

NEW YORK 36, N. Y.

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- REVERSAL • NEGATIVE — POSITIVE

16mm REVERSAL B&W • COLOR SLIDE FILM PRINTING

TV Service Firms

SPOT AND FLOOD LAMPS

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
 Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
 Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.
 Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
 Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
 Display Lighting, Inc., 417 E. 61st St., New York, N. Y.
 Durio-Test Corp., North Bergen, N. J.
 General Electric Co., Nela Park, Cleveland, O.
 Gold E Mfg. Co., 1214 W. Madison St., Chicago, Ill.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.
 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Strong Electric Corp., 87 Park Avenue, Toledo, O.
 Sylvania Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
 Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
 Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radio Corp. of America, Camden, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

CARPET

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
 Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
 Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
 A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
 James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
 C. H. Masland & Sons, Carlisle, Pa.
 Radio Corp. of America, Camden, New Jersey.
 Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

BACKGROUND PROCESSES

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
 1161 N. Highland Ave. (38).....Hillside 7471
 Anderson, Howard A.
 General Service Studios.....GRanite 3111
 1611 Cosmo St.....HUDson 2-1247
 Cinecolor, Inc.
 2800 S. Olive St., Burbank....STanley 7-1126
 Cinema Research
 7000 Romaine, Hollywood (38) HUDson 2-7464
 Consolidated Films Industries, Inc.
 959 Seward St.....HOLLYwood 9-1441
 Dunningcolor Corp.
 932 N. La Brea Ave.....GRanite 3174
 Filmeffects of Hollywood
 1153 N. Highland Ave.....HOLLYwood 9-5808
 Hansard, R. L.
 8822 W. Washington Blvd., Culver City
 TEXas 02761
 Mercer, Ray
 4241 Normal Ave.....OLympia 8436
 Pacific Title & Art Studio
 6350 Santa Monica Blvd...HEmpstead 5611
 Pathe Industries, Inc.
 6828 Santa Monica Blvd...HOLLYwood 9-3961
 Rabin, Jack
 7324 Santa Monica.....HUDson 2-5463
 Schmid, Al
 1041 N. Formosa Ave.....GRanite 5111
 Smallwood Process
 7324 Santa Monica Blvd...HOLLYwood 9-5060
 Technicolor Motion Picture Corp.
 6311 Romaine St.....GRanite 1101
 Telefax
 5732 Sunset Blvd.....PL. 7-0780
 Williams Lab
 1040 N. McCadden Place.....Hillside 8131

STORAGE VAULTS

LOS ANGELES, CALIF.

Bekins Van & Storage Co.
 1025 N. Highland Ave.....HOLLYwood 9-8181
 Lyons Van & Storage Co.
 6372 Santa Monica Blvd...HOLLYwood 9-1401

NEW YORK, N. Y.

Bonded Film Storage Corp.
 630 Ninth Ave.....JUDson 6-1030
 Consolidated Film Industries,
 Div. of Republic Pictures Corp.
 1740 BroadwayJUDson 6-1700
 Lloyds Film Storage Corp.
 729 Seventh Ave.....COLumbus 6-5400
 Miles, Joseph R., Film Storage
 729 Seventh Ave.....JUDson 6-4954
 United Storage Corp.
 630 Ninth Ave.....JUDson 6-1030

LABORATORIES



LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38).....Hillside 7471
Art Craft Screen Service
4019 W. 60th St.....AXminster 5423
Associated Film Laboratories
5631 Hollywood Blvd., Hollywood (28)
Hillside 8195
Cinecolor Corp.
2800 S. Olive Ave., Burbank.....ROlleyb 9-1126
Cinema Research
7000 Romaine St. (38).....Hollison 2-7164
Color Reproduction Co.
7936 Santa Monica Blvd. (46).....Hillside 8225
Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
GLadstone 5123
Consolidated Film Industries
959 Seward St. (38).....Hollywood 9-1141
Lab: 959 Seward St. (38).....Hollywood 9-1441
Dunnagecolor Process Co., Inc.
932 La Brea Ave., (38).....GRanite 3174
Eastman Kodak Research Laboratory
1017 N. Las Palmas Av., (38)
GLadstone 7151
Film Effects of Hollywood
1153 N. Highland (38).....HOLLYWOOD 9 5808
Flora Color
1103 N. El Centro Ave., Hollywood
GRanite 9559
Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28).....Hillside 2181
Houston Color Film Co.
230 W. Olive, Burbank.....CHarleston 0-8188
Hungerford Film Lab.
6327 Santa Monica, Hollywood
Hollywood 2-3237
Merer, Ray
4241 Normal Ave. (27).....OLympia 8436
Modern Movies, Inc.
6018 Fountain Ave., Hollywood (28)
HEmpstead 1144
Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
Hollywood 9-3961
Precision Film Laboratories, Inc.
1107 S. Robertson Blvd. (35).....BRAdshaw 2-2310
Producers Photographic Laboratory, Inc.
860 N. Fairfax (46).....WHitney 4962
Richters Film Lab.
1715 N. Mariposa Ave., (27).....OLympia 3215
Technicolor Motion Picture Corp.
6311 Romaine St., (38).....GRanite 1101
Telefilm, Inc.
6039 Hollywood Blvd. (28).....HOLLYWOOD 9-7205
Williams Film Laboratories
1040 N. McCadden Pl. (36).....Hillside 8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638
Commercial Film Enterprises
125 Hyde St.....ORdway 3-9182
Motion Picture Service Co.
125 Hyde St.....ORdway 3-9182
Multichrome Laboratories
760 Gough St.....HEmlock 1-6567
Palmer, W. A., Films, Inc.
611 Howard St.....YUco 6-5961
Skinner, C. R., Manufacturing Co.
294 Turk St.....ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg.....4200

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N. W.....DUpont 1800

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N. W.....CYpress 1636
Strickland Film Co.
220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Blvd., Oak Park.....AUstin 7-8620
Bell and Howell Co.
7100 McCormick Lincolnwood
Ambassador 2-1600
Chicago Film Laboratories, Inc.
1333 Belmont Ave.....Bittersweet 8-6780
Crescent Film Labs.
7510 N. Ashland.....AMBassador 2-5000
Filmmack Laboratories
1327 S. Wabash Ave.....Harrison 7-3395
Wilding Picture Productions, Inc.
1345 W. Argyle St.....LONgbeach 1-8410

DES MOINES, IA.

General Pictures Productions
Kempto Rd.....3-8275

NEW ORLEANS, LA.

Harfilms, Inc.
600 Barrone St.....MAGnolia 1744
Motion Picture Advertising Service Co., Inc.
1032 Carondelet St.....MAGnolia 4545

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Road.....LIBerty 6216

BOSTON, MASS.

Ambuter Motion Picture Co.
42 Melrose Ave.....HANcock 6-1158
Master Motion Picture Co.
50 Piedmont St.....HANcock 6-3592
Paramount Laboratories
123 Heath St.....GARrison 7-4830

DETROIT, MICH.

Jam Handy Organization
2821 E. Grand Blvd.....TRinity 2-2450
Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266
Wilding Picture Productions, Inc.
4925 Cadieux St.....TUxedo 2-4600

ST. PAUL, MINN.

Reid H. Ray Film Industries
2269 Ford Parkway.....EMerson 1393

KANSAS CITY, MO.

The Calvin Co.
1105 Truman Rd.....HARRison 6446

FORT LEE, N. J.

Consolidated Film Industries
Main St.....FORT Lee 8-3400

NEW YORK, N. Y.

Acc Film Laboratories (Warner Bros.)
1277 E. 14th St., Bklyn.....ESplanade 7-8700
Circle Film Laboratories, Inc.
33 W. 60th St.....Columbus 5-6433
Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway.....JUdson 6-1700
Fort Lee, N. J.....FORT Lee 8-3400
DeLuxe Laboratories, Inc. (20th Century-Fox)
850 Tenth Ave.....CIRCLE 7-3220
Du-Art Film Laboratories, Inc.
245 W. 55th St.....PLaza 7-4580
Filmlab, Inc.
126 W. 46th St.....LUXemburg 2-2863
Gulfam Film Laboratories, Inc.
630 Ninth Ave.....Columbus 5-5530
Major Film Laboratories, Inc.
653 Eleventh Ave.....CIRCLE 6-6950

• • Laboratories • •

Malcolm Laboratories Corp CIrele 6-8150
 244 W. 49th St.

Mecca Film Laboratories, Inc. CIrele 6-5290
 630 Ninth Ave.

Mercury Film Laboratories, Inc. CIrele 5-4930
 723 Seventh Ave.

Movielab Film Laboratories JUDson 6-0360
 619 W. 54th St.

National Screen Service Corp. CIrele 6-5700
 1600 Broadway

Paramount Laboratory RAvenswood 8-8000
 Sixth & Pierce Sts., Astoria

Paramount News Laboratory LOnGaere 3-4300
 Office: 544 W. 43rd St.

Pathe Industries, Inc. TRafalgar 6-1120
 105 E. 106th St.

Precision Film Laboratories JUDson 2-3970
 21 W. 46th St.

Producers Laboratories, Inc. CIrele 6-5232
 457 W. 46th St.

Rainbowlab, Inc. JUDson 6-0360
 619 W. 45th St.

Star Safety Film CIrele 6-0888
 630 Ninth Ave.

Tri Art Color Corp. PLaza 7-4500
 245 W. 55th St.

CLEVELAND, O.

Escar Motion Picture Service, Inc. ENdicott 1-2707
 7315 Carnegie Ave.

Motion Picture Productions, Inc. PProspect 1-4900
 620 W. Superior Ave.

PORTLAND, ORE.

Western Color Films EMpire 2139
 1536 S. E. 11th

PHILADELPHIA, PA.

Beswick, Harold W. SAgamore 2-7534
 1017 W. Allegheny Ave.

Hausman, Ward B. RAdeliff 5-2964
 1029 W. Rising Sun

News Reel Laboratory RIttenhouse 6-3892
 1733 Sansom St.

Welsh, Charles E. SAratoga 9-8884
 2661 S. Felton Ave.

DALLAS, TEX.

Jamieson Film Co. TEusin 3-8158
 3825 Bryant

Southwest Film Laboratory, Inc. PProspect 0153
 2015 Young

Variety Pictures, Inc. TEasin 8158
 3825 Bryant

SALT LAKE CITY, UTAH

Artis Studios 5-5592
 David Keith Bldg.

MILWAUKEE, WISC.

Film Arts Corp. DAly 8-5670
 1032 N. 6th St.

RAW STOCK

Anso

Anso Division of General Aniline & Film Corp.,
 Binghamton, N. Y.; 405 Lexington Ave.,
 Murray Hill 6-0555, New York 19, N. Y.; 6424
 Santa Monica Blvd., Hollywood 9-2918, Holly-
 wood 38, California.

DuPont

I. E. du Pont de Nemours and Co. (Inc.),
 Photo Products Division, Wilmington, Del.;
 6856 Santa Monica Blvd., Hollywood 9-5147,
 Hollywood 38, Calif. Factories: Parlin, N. J.

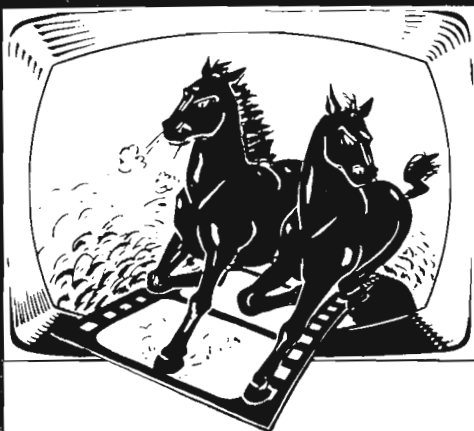
Eastman

See W. J. German, Inc., Factories: Eastman
 Kodak Co., Rochester, N. Y.

German, W. J., Inc.

Distributor of Eastman motion picture film.
 John St., Fort Lee, N. J., Fort Lee 8-5106;
 6700 Santa Monica Blvd., Hillside 6131, Holly-
 wood 38, Calif.; 6040 N. Pulaski Rd., Irving
 8-4064, Chicago, Ill.

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 Toronto • London • Brussels • Berne • Sydney • Mexico City
 18 YEARS EXPERIENCE IN SAFEGUARDING FILM

TV Service Firms

CARTOON PRODUCERS

LOS ANGELES, CALIF.

Disney, Walt
2400 W. Alameda, Burbank...Rockwell 9-3461

Glenar (Sid) Productions
6618 1/2 Sunset Blvd. (38)...Hillside 0406

Lantz, Walter
861 N. Seward St. (38)...Hollywood 9-2907

Metro-Goldwyn-Mayer
Culver City...TEXAS 0-3311

United Productions of America
4440 Lakeside Dr., Burbank...CHarleston 0-7171

Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave....GLadstone 4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave....NEW Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas...JUDson 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St....TRafalgar 3-0720

Famous Studios
25 W. 45th St....LUXemburg 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St....MURray Hill 5-6626

VENTILATION EQUIPMENT

Carrier Corp., 300 South Geddes St., Syracuse,
New York.

Frigidaire Division, General Motors Corp., 300
Taylor St., Dayton, Ohio.

General Electric Co., 5 Lawrence St., Bloomfield,
N. J.

General Elec. Co., 1 River Road, Schenectady,
N. Y.

Governair Corp., 513 N. Blackwelder, Oklahoma
City, Okla.

McQuay, Inc., 1600 Broadway, N. E., Minneapolis
13, Minn.

National Theatre Supply, 92 Gold St., New York,
N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St.,
New York 19, N. Y.

Trane Company, LaCrosse, Wis.

Typhoon Air Conditioner Co., Inc., 794 Union St.,
Brooklyn, N. Y.

United States Air Conditioning Corp., Como Ave.,
S.E., at 33rd Minneapolis 14, Minn.

Westinghouse Electric Corp., B. F. Sturtevant Div.,
420 Lexington Ave., New York, N. Y.

Worthington Pump & Machinery Corp., Harrison,
N. J.

York Corp., York, Pa.

STOCK SHOT LIBRARIES

LOS ANGELES, CALIF.

Camera Craft Audio Visual Sales & Rentals Co.
1153 N. Highland Ave....HOLLYwood 9-5808

Ideal Pictures Corp.
2408 W. 7th St....DUNKirk 7-8228

General Film Library
1426 N. Beachwood Drive (28)
HEmpstead 1191

Independent Film Library
c/o Hal Roach Studios, Culver City
TEXAS 0-2761

Mercer, Ray & Co.
4241 Normal Ave., (27)...OLympia 8436

Wild Life Film Co.
5151 Strohm, N. Hollywood...STANley 7-5845

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave....Circle 5-6873

Lloyds Film Library
729 Seventh Ave....COLumbus 5-5400

Miles Film Library
729 Seventh Ave....COLumbus 5-5400

KKO Pathe, Inc.
105 E. 106th St....SACramento 2-2800



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FOR
TELEVISION**

The largest collection of costumes and an experienced personnel with special training are available to give you immediate delivery of wardrobe at moderate rental charges. We ship out-of-town too.

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Television's Official Costumer

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C O S T U M E C O .
1150 AVENUE OF THE AMERICAS
(6th Ave. bet. 44th and 45th Streets)
NEW YORK CITY
Telephone VAnDerbilt 6-5060

TV Service Firms

COLOR PROCESSES

- Acme Film Labs**
1181 N. Highland, Hollywood 38, Calif.; Hillside 7471.
- Anderson, Howard A.**
1611 Cosmo St., Hollywood 28, Calif.; HUDSON 2-1247.
- Anseo Color**
Anseo Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; MURRAY Hill 6-0555; N. Highland Ave., Hollywood 28, Calif.; HUDSON 2-3229.
- Cinecolor, Inc.**
2800 W. Olive St., Burbank, Calif.; ROCKWELL 9-1126.
- Cinema Research**
7000 Romaine, Hollywood 38, Calif.; HUDSON 2-7464.
- Color Research Corp.**
165 E. 106th St., New York, N. Y.; SHERMANTO 2-7830.
- Color Reproduction Co.**
7936 Santa Monica Blvd., Hollywood 46, Calif.; Hillside 8225.
- Dunningcolor Corp.**
Laboratory, 922 N. La Brea Ave., Hollywood, 38, Calif.; GRANITE 3174.
- Eastman Kodak Co.**
Rochester, N. Y.
- Film Effect**
1153 N. Highland Ave., Hollywood 38, Calif.; Hollywood 9-5808.
- Flora Color**
1103 El Centro Ave., Hollywood, Calif.; GRANITE 9559.
- Kodachrome**
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.)
- Monopack**
Technicolor's color negative system for use with regular black and white cameras.
- Polarcolor Process**
Polaroid Corp., Cambridge 39, Mass.
- Technicolor Motion Picture Corp.**
6311 Romaine St., Hollywood 38, Calif.; GRANITE 1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 30 Rockefeller Plaza, New York, N. Y.; CIRCLE 7-7934.
- Trucolor**
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUDSON 6-1700.

BACKGROUND MUSIC COMPOSERS

- Applebaum, Louis**
National Film Board of Canada, Ottawa, Ottawa 2-8211
- Associated Music, Inc.**
9032 Burton Way, Beverly Hills, Calif.
CRESTVIEW 4-6151

Cain-Schumann Music Service
4606 N. Radford Ave., N. Hollywood, Calif.
STANLEY 7-3732

Filmusic, Inc.
245 W. 55th St., New York, N. Y.
JUDSON 6-4155

Shaindlin, Jack
245 W. 55th St., New York, N. Y.
JUDSON 6-4155

Velazco Emil
723 Seventh Ave., New York 19, N. Y.
PLAZA 7-8530

SCREENING ROOMS

LOS ANGELES, CALIF.

- Consolidated Film Industries, Inc.**
959 Seward St. HOLLYWOOD 9-1441
- Eastman Kodak Co.**
6706 Santa Monica Blvd. HOLLYWOOD 9-3101
- Hollywood Film Enterprises, Inc.**
6060 Sunset Blvd. HILLSIDE 2181
- Pathe Industries, Inc.**
6823 Santa Monica Blvd. HOLLYWOOD 9-3961
- RCA**
1016 N. Sycamore Ave. HILLSIDE 5171

NEW YORK, N. Y.

- Advance Projection Theaters**
729 Seventh Ave. JUDSON 6-4954
- Audiograph Studios**
846 Seventh Ave. PLAZA 7-6208
- Bonded's Film Center Theater**
630 Ninth Ave. JUDSON 6-1030
- Johnny Victor Theater**
40 W. 49th St. CIRCLE 6-4030
- Lloyds**
729 Seventh Ave. COLUMBUS 5-5400
- Miles Public Projection Theaters**
729 Seventh Ave. CIRCLE 5-6873
- Preview Theater**
1600 Broadway CIRCLE 6-0865

COSTUMES

NEW YORK, N. Y.

- Bally-Hoo Theatrical Costume Co.**
160 W. 48th St. CIRCLE 5-5634
- Berthe, Mme.**
110 W. 47th St. PLAZA 7-4170
- Brooks Costumes**
1150 6th Ave. VANDERBILT 6-5060
- Eaves Costume Co., Inc.**
151 W. 46th St. PLAZA 7-3730
- Fhair Theatrical Costume Co.**
1658 Broadway PLAZA 7-3638
- Lillian Costume Co.**
1658 Broadway CIRCLE 5-5199
- Variety Costume Exchange**
1658 Broadway COLUMBUS 5-8789

WHAT HAPPENS TO TV FILMS

By CHARLES B. BROWN, Vice-President, Bing Crosby Enterprises, Inc.

IT is only fair to begin by stating that a great improvement in TV film handling has come about in the past year, yet much still remains to be done. Now for a few examples.

The shipping department was about to rush ship, without sufficient check-up, a "Royal Playhouse" film. The can which had come in from a station was imprinted with the title "Royal Playhouse," but a last minute impulse to peek inside revealed a print of a Laurel & Hardy comedy.



Brown

Another evil event, is the decision of the station film man to cut in a local commercial in a spot other than set up by the studio after a long study of the dramatic script and the pace of the story itself as filmed. With the nonchalance of a one armed butcher making an off hand cut, our friend cuts right through the heart of a situation and the plot almost bleeds to death, while the viewer wishes the sponsor had.

Sometimes too, for the sake of a too lengthy local commercial, done live by the cousin of the sponsor's third wife, a section of the film is neatly sliced out and beautifully spliced right through a portion of a scene, the offending section of "The Hired Girl" coming back months later in a can with "The Celebrated Mrs. Rowland." Mrs. Rowland doesn't like it and we don't either, to say nothing of the viewer who after seeing the back of a character going out when he hadn't obviously quite gotten in, was faced with the horns of a dilemma; should he stop drinking or television? In the meantime, the mutilated print with the missing section, had of necessity been replaced with a new copy. Multiply this by the right quotient of fifty-two programs in forty markets or so and the cost is considerable.

We sometimes receive return shipments with the film loose on the reel. Some of the actors in the coiled up mess must surely suffer from strangulated hernia. The emulsion, of course, is scratched and a new print often required.

Another difficulty, is that of the lost program. It goes on the air and then into thin air. For example, how to account for one print of "Man Without a Country" turning up eight months after it went out over Station A and comes back from Station B, where it never was scheduled, and spliced into a section of "Canterville Ghost." It's really uncanny and unbelievable, except to our shipping clerk who fortunately has astigmatism and is not too surprised at visual incongruity.

Yet another and very real problem, is that of running film A when B was scheduled, promoted, merchandised and publicized. For example, imagine the embarrassment to all concerned when we had built up a lady in her home town where the picture featuring her was to be shown. She was unfortunately divorced the week of the showing midst much local publicity, but to cap it off, instead of her picture, one set for two weeks hence was run, believe it or not Ripley, entitled "No Strings Attached." We have tried to cut to a minimum the number of days between arriving shipments, but in winter months we are sometimes forced to play it safe and ship two to three weeks at a time. The station film department, in its all too busy schedule, at times grab any can marked "Royal Playhouse" and on it goes.

One of the most irritating of all irritants is the situation where a local advertiser requests his title or introduction over and above a normal identification and opening or closing commercial. Inasmuch as thirty minutes ever remains inelastic, out comes the cleaver and up comes the hodge podge of elements. Sometimes too, the whole story has been shortened or normal credits chopped off to a point where the show irritates the viewer instead of soothing him to a point where the commercial is accepted and effective.

The situation, as a whole, today is far better than a year ago, yet I believe that at all NARTB conventions there should be a discussion meeting, not a panel, between representatives of distribution organizations and station film department heads, in which film handling methods should be discussed. Out of such group meetings would come many ideas which both sides and, for that matter, producers as well could apply to bring about smoother, more efficient operation.

PROGRAMS 1951

TV AM

Titles



Sponsors



Products



Networks



TV Stations



Advertising Agencies

COMMERCIAL TV PROGRAMS—1951

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1951. The programs listed are for the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Academy Award Theatre	Rose Jewelers	WXYZ-TV	W. B. Doner Agency
Academy Theatre	Jose Escalante	KECA-TV	Guenther-Bradford
Action Theatre	Cloyd Rice Car Dealer	WXYZ-TV	Powell-Grant Adv.
Actor's Hotel	Ronzoni	WJZ-TV	Emil Mogul Co.
Acrobat Ranch	Acrobat Shoe Co. Shoes	ABC-TV	Ruthrauff & Ryan, Inc.
Adventure Call	Ashburn Furniture Company	KTLA	Ross, Gardner & White
Adventures in Sewing	Graybar Elec. Co. Sewing Machines	KMTV	
Adventures of Ellery Queen	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Adventures of Ellery Queen	Kaiser-Frazer Sales Corp. Kaiser-Frazer Cars	DuMont	Wm. H. Weintraub & Co.
Adventures of Kit Carson	Coca Cola	WAVE-TV	D'Arcy, St. Louis
A Hair Raising Tale	Chas. Antell	WSPD-TV	
Alan's Midnight Showboat	Alan Radio & Appliance Co., Inc.	WNBQ	Dickson & Wiebe
Alan Young Show	Esso Standard Oil	CBS-TV	Marschalk Pratt Co.
Alan Young Show	Kroger Co.	CBS-TV	Ralph H. Jones Co.
Alex Dreier & the Sunday News	Home Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Alice Weston	Frigidaire	WXEL	
All-Star Revue	Kellogg Co. Cereals	NBC-TV	Kenyon & Eckhardt
All-Star Revue	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
All-Star Revue	Snow Crop Marketers Frozen Foods	NBC-TV	Maxon, Inc.

Al Pearce Show			CBS-TV	
Amateur Hour			WENR-TV	Ruthrauff & Ryan
Amazing Mr. Malone, The	Morris B. Sachs Seiberling Rubber Co. Tires		ABC-TV	Meldrum & Fewsmith, Inc.
America at Church	Bethany Reformed Church		WENR-TV	Walter Bennett
American Back to God	American Back to God, Inc.		WXYZ-TV	
American Forum of the Air	Bohn Aluminum & Brass Co. Aluminum		NBC-TV	Zimmer-Keller, Inc.
American Legion Wrestling	Graybar Elec. Co. Appliances		KMTV	
Amos 'N' Andy	Blatz Brewing Co.		CBS-TV	Wm. H. Weintraub
Animal Fare	Kasco Mills		WJBL-TV	
Animal Fair	Kasco Mills Dog Food		WSPD-TV	
Ann Alden	Stripling's Department Store		WBAP-TV	Howard Caraway
Anniversary Party	Tony's Bakery		WSPD-TV	
Armchair Shopper	Blum's Dept. Store		WAAM	L. E. Schechter
Armchair Theatre	Participation		WBNS-TV	
Armchair Theatre	Will Sales		WAVE-TV	
Armstrong Circle Theatre	Armstrong Cork Co. Linoeum, Floor Coverings, Bldg. Materials		NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Around the House With Ken Ward	Central Natl. Bank of Cleveland		WNBK	Fuller & Smith & Ross
Arrow Beer Sports	Arrow Beer		WAAM	Joseph Katz Agency
Art Museum Show	Art Museum of Toledo		WSPD-TV	
Arthur Brown & Bros. Show	Arthur Brown & Bros. Artist's Supplies		WABD	Huber Hoge & Sons
Arthur Godfrey and His Friends	Liggett & Meyers		CBS-TV	Cunningham & Walsh
Arthur Godfrey and His Friends	Pillsbury Mills		CBS-TV	L. Burnett Co.
Arthur Godfrey and His Friends	Toni, Inc.		CBS-TV	Foote, Cone & Belding
Arthur Godfrey Morning Show	Lever Bros.		CBS-TV	Ruthrauff & Ryan
Arthur Godfrey's Talent Scouts			CBS-TV	
Arthur Murray Dance Party	Arthur Murray Studios		WAAM	Joseph Katz Agency
Arthur Murray Show	Arthur Murray Dance Studios		DuMont	Ruthrauff & Ryan, Inc.
Arthur Murray Show	Arthur Murray Products Dancing Lessons		ABC-TV	Ruthrauff & Ryan, Inc.
Ashland Serenade	Ashland Oij & Refining Co.		WSAZ-TV	Byar & Bowman
A's—Phillies Baseball, 1951 Season	Atlantic Refining Co.		WFIL-TV	N. W. Ayer & Son, Inc.
Ask the Colonel	Ethyl Gasoline		WAVE-TV	Batten, Barton, Durstine & Osborne, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
At Bat With Bradley	Ashland Oil & Refining Co.	WSAZ-TV	Direct
At Home Show	C. H. Masland & Sons Masland Carpets	ABC-TV	Anderson & Cairns, Inc.
At Home Show	D. H. Holmes	WDSU-TV	
At Home With Holley	Participating	WKY-TV	
At Kingside With the Rasslers	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Audition Ambition	Arthur Murray	WXEL	
Austin Kiplinger	Chicago Natl. Bank	WENR-TV	J. R. Pershall
A Woman Speaks	Newman's Women's Apparel	WHBF-TV	
B			
Backgrounds for Living	Barker Bros.	KTLA	Mays & Company
Backstage	Chock Full O' Nuts Restaurant	WABD	Fairfax
Bandstand Revue	Acme Brewing Company	KTLA	Foote, Cone & Belding
Bandstand Revue	Chrysler Dealers of So. Calif.	KTLA	McCann-Erickson, Inc.
Barbershop Harmony	Diehle Beer	WSPD-TV	
Bar-5 Ranch	Chuckles Candy	WIBK-TV	
Bar-5 Ranch	Chuckles Candy Co.	WXEL	
Barn Dance	Bewley Mills	WBAP-TV	Glenn Adv.
Baseball	Falls City Beer	WAVE-TV	Prater
Baseball Previews	Student Prince Cigars	WXEL	
Baseball Scoreboard	Crawford Door Sales	WXEL	
Beat the Champ	General Electric Supply Corp.	WXEL	George Patton Co.
Beat the Clock	Urich's Serve Yourself Stations, Inc.	KTLA	Cecil & Presbrey, Inc.
Behind Your Telephone	Sylvania Electric Products	CBS-TV	Lowie Runkle
Bert Parks Show	Southwestern Bell Telephone Co.	WKY-TV	Young & Rubicam
Bert Parks Show	General Foods	CBS-TV	Young & Rubicam
Bess Myerson Show	General Foods Corp.	NBC-TV	Huber Hoge & Sons
Better Home Show, The	Let-O-Bird's Eye, Swansdown Sootstik	WABD	J. Walter Thompson Co.
Better Living Electrically	Anthracite Institute Pa. Anthracite Coal	ABC-TV	Gillham Adv. Agency
Betty Crocker Star Matinee	Utah Power & Light Co. General Mills, Inc. Bisquick, Cheerios, Softasilk Cake Flour	KSL-TV ABC-TV	Dancer-Fitzgerald-Sample, Inc.

Beulah	Procter & Gamble Dreft & Oxydol	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Bigelow Theatre	Bigelow-Sanford Carpet Co.	DuMont	Young & Rubicam
Big Game Hunt	Beckwith Evans Rugs	WXYZ-TV	Harry Strandhagen
Big N Little Club Party	Dr. Posner's Shoes	WPIX	Posner-Zabin Adv.
Big Ten Football	Phillips "66" Gasoline	WENR-TV	Lambert & Feasley
Bill Goodwin Show	General Electric Co. Refrigerator, Dishwashers	NBC-TV	Young & Rubicam
Bill Gwinn Show	A. C. Weber & Co.	KECA-TV	Al Carmona Adv.
Bill Pepper & the News	Geo. Byers Sons Plymouth, DeSoto	WBNS-TV	Kelly & Lamb Agency
Bill Post's Telemart	Fisher Baking Co. Bakery Products	KSL-TV	
Bill Stullia's Parlor Party	Participating	KNBH	
Bill Zipt's Farmtime	Participation	WBNS-TV	
Billy Rose Show, The	Hudson Motor Car Co. Hudson Motor Cars	ABC-TV	Brooke, Smith, French & Dorrance, Inc.
Birthday Club	Buckan's Baking Co.	KING-TV	MacWilkins, Cole & Weber Agency
Black Spider	State Sample Furniture	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
Blind Date	Gruen Watch Co. Watches	ABC-TV	McCann & Erickson Co.
Bob Murphy	Hudson Dealers	WXYZ-TV	Brooke, Smith, French & Dorrance Agency
Bob Murphy	U. S. Rubber	WXYZ-TV	Fletcher Richards Agency
Bookshop Man	Ohio Oil Co.	WAVE-TV	Stockton, West & Burkhart
Bookshop Man	Ohio Oil Marathon Products	WSPD-TV	
Boston Blackie	Buckeye Brewing	WSPD-TV	
Boston Blackie	C V Beer	WTTV	
Boston Blackie	Erin Brew	WXEL	
Boston Blackie	Ford Dealers of Washington, D. C.	WNBW	J. Walter Thompson Co. Marketers, Inc.
Boston Blackie	Milani Foods	KNBH	
Boston Blackie	Standard-Humpty-Dumpty	WKY-TV	Doherty, Clifford, Shenfield
Break the Bank	Bristol Myers Co.	CBS-TV	Doherty, Clifford, Shenfield
Break the Bank	Bristol Myers Co. Mum, Ipana, Sal Hepatica	NBC-TV	
Bride and Groom	Hudson Pulp and Paper	CBS-TV	Duane Jones Co.
Bride and Groom	Lehn & Fink Hinds Honey & Almond Cream	CBS-TV	McCann-Erickson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Broadway Open House	Anchor-Hocking Glass Corp. Beer Bottles	NBC-TV	Wm. H. Weintraub
Bubble Up Scoreboard Buddies	Bubble Up Beverage Co.	WLW-C	
Buddy Cotter	Craines Furniture Co.	WHBF-TV	
Burns & Allen	Schiff's Shoes Garnation Co.	WBNS-TV CBS-TV	Erwin Wasey & Co.
Cafe Prior	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Calling All Women	Winston Stores	WPIX	Albert Black, Inc.
Camel Movie Hour	R. J. Reynolds Tobacco Co.	WNBQ	William Esty Co.
Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	William Esty Co.
Cameo Theatre	Noxzema Chemical Co. Noxzema	NBC-TV	S. S. C. & B.
Candid Camera	Phillips & Buttorff	WSM-TV	Marvin Smith Adv.
Candid Camera	Ruppert Brewing	WJZ-TV	Blow Co.
Can You Top This	Wine Corp. of America Wine	ABC-TV	Weiss & Geller, Inc.
Captain Video	General Foods Posts Cereals	DuMont	Benton & Bowles, Inc.
Carousel	General Electric—Home Appliances	WSM-TV	
Carrot Top Anderson	American Vitamin	WLW-C	
Cartoon Parade	Keuhman Potato Chips	WSPD-TV	
Case of Eddie Drake	Drewry's Limited	WJBK-TV	
Case of Eddie Drake	Schoening Beer	WLW-C	
Cavalcade of Bands	Drug Store Television Productions Drugs	DuMont	Product Advertising Corp.
Cavalcade of Girls	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Cavalcade of Sports	Gillette Safety Razor Co. Razors & Blades	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Television Products	DuMont	Product Advertising Corp.
CBS News With Douglas Edwards	General Motors	CBS-TV	D. P. Brother, Inc.
CBS Television Workshop		CBS-TV	
Celanese Theatre	Celanese Corp. of America Institutional	ABC-TV	Ellington & Co.
Celebrity Time	B. F. Goodrich	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.

Celluloid Playhouse	Vitamin Corp. of America	WNBK	Harry B. Cohen Adv. Co.
Chance of a Lifetime	Bendix Home Appliances Ranges, Washers, Dryers & Ironers	ABC-TV	Tatham-Laird, Inc.
Charlie Chase Films	Karl's Shoe Store, Ltd.	KTLA	Irwin Company, Inc.
Charlie Chase Films	Murphy Motors	KTLA	Chas. Stahl Adv.
Charlie Wild, Private Detective	Wine Corporation of America Mogen David Wine	ABC-TV	Weiss & Geller, Inc.
Cheer Corner	Neumode Shop	WTTV	
Chef Milani Show	Participating	KNBH	
Chester the Pup	Mason, Au & Magenheimer Confectionery Mason Candy Products	ABC-TV	Turner & Dyson, Inc.
Chet Huntley & News	Clinton Clothing Mfg.	KECA-TV	M. Weinberg Adv.
Chicago Playhouse	Demet Pontiac, Inc.	WNBQ	Sander Rodkin Adv.
Chicago Symphony Chamber Orch.	Chicago Title & Trust Co.	WENR-TV	Earle Ludgin
Children Should Be Seen	McLevy Salons	WPIX	Assoc. Adv. Service
Chronoscope	Longines Wittnauer Watch Co.	CBS-TV	Victor A. Bennett Co.
Chuck Wagon	Participating	WKY-TV	
Cincinnati Reds Baseball	Burger Beer	WLW-C	
Cinema 11:30	Mawson DeMany, Inc.	WFIL-TV	Solis C. Cantor Adv. Agency
Circuit Rider, The	America for Christ Institutional	ABC-TV	Turner & Dyson, Inc.
Cisco Kid	Frito Company	WBAP-TV	Glenn Adv.
Cisco Kid	Interstate Bakeries Bread	WDAF-TV	R. J. Potts, Calkins & Holden Agency
Cisco Kid	Interstate Bakeries	WENR-TV	Caikens & Holden
Cisco Kid	Sealtest Milk	WAVE-TV	Zimmer & McClasky
Cisco Kid	Ward Baking Co.	WNBK	J. Walter Thompson
Cisco Kid	Wrigley Markets	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
City at Night	Atchison, Topeka & Santa Fe	KTLA	Leo Burnett Co., Inc.
City Hall	Vim Stores	WPIX	William Warren, Jackson & Delaney
City Hospital	Carter Products Arnd, Nair, Carter's Pills	ABC-TV	Ted Bates & Co.
Claire Mann's Glamour Show	Buitoni	WJZ-TV	Astral Adv. Co.
Cleve. Browns Quarterback Club	Carlings Beer	WXEL	
Cleve. Indians' Home Baseball Games	Leisy Bewing Co.	WXEL	
Clifton Utley & the News	Chicago Rand Shoes	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Englander Co.	WNBQ	Leo Burnett

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Clifton Utley & the News	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Clifton Utley & the News	Kroehler Furniture Dealers of Chicago	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Peabody Coal Co.	WNBQ	Fitzmorris & Miller
Clifton Utley & the News	Sidney Wanzer & Sons	WNBQ	George H. Hartman
Clifton Utley & the News	Temperature Equipment Co.	WNBQ	Herbert S. Laufman
Clifton Utley & the News	Webster-Chicago Corp.	WNBQ	Fuller, Smith & Ross
Clipper Capers	Clipper Oil Co.	KING-TV	Western Agency
Clock, The	Rhodes Pharmacal Co. Imlrin	ABC-TV	O'Neil, Larson & McMahon
Cloverleaf Film Theatre	Cloverleaf Dairy Milk, etc.	KSL-TV	Gilham Adv. Agency
Coaches Corner	Bresee Chevrolet Chevrolet	WHEN	Coolican Agency
Coaches Corner	Rusterholts & Rossell Plymouth	WHEN	
Coffee and Cakes	Dow-Corning	WXYZ-TV	Don Wagnitz Agency
Coffee and Cakes	Farm Crest Bakeries	WXYZ-TV	Grant Adv.
Coffee and Cakes	Michigan Macaroni	WXYZ-TV	Rolfe Spinning Agency
Coffee and Cakes	Michigan Sugar	WXYZ-TV	Zimmer Keller Adv.
College Bowl, The	American Safety Razor Corp. Razor Blades & Lighters	ABC-TV	Ruthrauff & Ryan
College Bowl, The	Pharma-Craft Corp. "Head" Deodorant Soap	ABC-TV	Ruthrauff & Ryan
Columbus Red Birds	Burger Brewing Co.	WLW-C	
Comedy Cameos	Cameo Shirr-Back Curtain Co.	WABD	Product Services, Inc.
Comedy Classics	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Comedy Hour	Colgate-Palmolive-Peet Co. Ajax, Palmolive Soap, Halo, Dental Cream	NBC-TV	Sherman & Marquette
Comedy Hour	Frigidaire Div., General Motors Corp. Refrigerators	NBC-TV	Foote, Cone & Belding
Community Leaders	Loveman, Berger & Teitlebaum	WSM-TV	
Cooking Can Be Fun	Franklin Vess Co.	WSM-TV	Noble-Dury
Cook's Book	Participating	WKY-TV	
Cook's Champagne Party	Schenley Industries, inc. Cook's Champagne & Dubonnet Wine	ABC-TV	Biow Co., Inc.
Coolerator Theatre	A. A. Schneiderhahn Co.	WHBF-TV	
Cosmopolitan Theatre	Drug Store Television Productions Drug Products	DuMont	Product Advertising Corp.

Courtesy Hour	Courtesy Motors	WENR-TV	Malcolm-Howard Agency
Cowboy Thrills	Everybody's Department Store	WBAP-TV	McBride-Holmes
Cowboy Thrills	Smart & Final	KTLA	Dan B. Miner Co.
Cowboy Thrills	Victory Packing Company	KTLA	McNeill, McCleery & Creamer
Crime Photographer	Toni, Inc.	CBS-TV	Foote, Cone & Belding
Crime Syndicated	Schick, Inc.	CBS-TV	Kudner Agency, Inc.
Crime With Father	Block Drug Co.	ABC-TV	Cecil & Presbrey
Crusade for Christ	Amm-i-Dent Tooth Powder, Minipoo	WXYZ-TV	
Crusade in Europe	Crusade for Christ, Inc.	WKZO-TV	
Crusade in Pacific	GE Dealers	WDSU-TV	Walker-Saussy Agency
Crusade in Pacific	American Brewing Co.	WSPD-TV	
Crusade in the Pacific	Miller High Life Beer Distributor	WENR-TV	George H. Hartman
Crusade in the Pacific	City Natl. Bank & Trust Co.	WOAI-TV	Mathisson Agency
Crusade in the Pacific	Miller Brewing Co.		
Crusade in the Pacific	Miller's High Life Beer		
Crusade in the Pacific	Society for Savings	WNBK	Griswold-Eshleman
Crusade in the Pacific	Stewarts Drug Goods Co.	WAVE-TV	
Crusade in the Pacific	Weich Wine	WJZ-TV	Al Paul Lefton Co.
Crusader Rabbitt	Garnation Co.	WNBQ	Erwin Wasey
Curiosity Club	Jewel Food Stores	WNBQ	Allied Enterprises
Custom Studio Theatre	Custom Upholstering	WAAM	AWL

D

Dance Party	Manchester Hosiery Mills	WNBK	Bahn Advertising Co.
Dancing School	I. G. A. (Independent Grocers Assn.)	WKY-TV	
Danger	Block Drug Co.	CBS-TV	Cecil & Presbrey, Inc.
Danny Williams	Participating	WKY-TV	
Darts for Dollars	Ward Baking Co.	WXEL	
Date With Judy, A	McKesson & Robbins	ABC-TV	J. D. Tarcher & Co.
Day-Time Shopper	Tartan, Yodora, Calox Tooth Powder, Vitamins		
Decorators Workshop	Dey Bros. Dept. Store	WHEN	
Dick Dunkle Football	Sach's Quality Stores	WPIX	William Warren, Jackson & Delaney
Dick Duniel's Football Ratings	White Rock Beverage Co.	WLW-C	
Dinah Shore Show	Adam Hat Stores	WPIX	Ward Wheelock Adv.
	Chevrolet Motor Div., General Motors Corp.	NBC-TV	Campbell-Ewald Co.
	Chevrolet Dealers		
Dining Out With Dana	Canada Dry	WJZ-TV	J. M. Mathes Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dinner Winner	Ward Baking Co.	WXEL	
Dixie Showboat	Los Angeles Brewing Co.	KTLA	Warwick & Legler, Inc.
Dixie Showboat	Louis Milani Foods, Inc.	KTLA	Marketers, Inc.
Dizzy Dean Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	WABD	Biow Co.
Dr. Carlo, Magician	Kuehmans Potato Chips	WSPD-TV	
Dr. Fixum	Harvey Lumber Co.	WENR-TV	M. M. Fisher
Dollar Derby	American Stores, Inc.	WHEN	
Dollar Derby	Big Bear Stores	WLW-C	
Dollar Derby	UBC Groceries—Food Products	WAVE-TV	
Dollar Talks to Fans	Dollar Federal Savings & Loan	WLW-C	
Don Ameche's Musical Playhouse	Cluett, Peabody & Co., Inc. Arrow Shirts & Ties	ABC-TV	Young & Rubicam
Don Ameche's Musical Playhouse	Packard Motor Co. Motor Cars & Trucks	ABC-TV	Young & Rubicam
Don Barksdale Sports Quiz	Archway Motors	WAAM	Dundon & Rosenbush
Don McNeil TV Club	Philco Corp. Refrigerators, Freezers, Air Conditioning Units	ABC-TV	Hutchins Adv. Agency
Dorsey Connors	Dean Milk Co.	WNBQ	Leo Burnett
Dorsey Connors	Fannie May Candy Co.	WNBQ	C. Wendel Muench & Co.
Dorsey Connors	First Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Dorsey Connors	Helene Curtiss Industries, Inc.	WNBQ	Gorden Best Co.
Dorsey Connors	Joanna Western Mills	WNBQ	George H. Hartman
Dorsey Connors	John M. Smyth & Co.	WNBQ	Herbert S. Laufman
Dorsey Connors	O'Connor & Goldberg	WNBQ	Dade B. Epstein
Dorsey Connors	Sawyer Biscuit Co.	WNBQ	George H. Hartman
Double "C" Canteen	Coca Cola Bottling Co. of N. Y. Coca Cola	WABD	Wm. Esty Co., Inc.
Double Thriller Movies	Maier Brewing Company	KTLA	Biow Co., Inc.
Double Thriller Movies	Taylor Motors	KTLA	Bishop & Associates
Down at Dulaney's	Dulaney Mfg. Co.	WKY-TV	Lowie Runkle
Down You Go	P. Lorillard Co. Old Gold Cigarettes	DuMont	Lennen & Mitchell
Dragnet	Liggitt & Myers Tobacco Co. Fatima Cigarettes	NBC-TV	Cunningham & Walsh
Draw With Me	Arthur Brown & Bros., Inc.	WNBQ	Huber Hoge & Sons

Dugout Dope
 Dugout Interviews
 DuMont News

Bennett Distributors for Philco
 Watkins Furniture Co.
 A. C. Harrison Co.
 Preen

WLW-C
 WXEL
 WABD

Calkins & Holden, Carloch, McClinton & Smith



Eastside Kids Film
 East Side-West Side
 Ed Hayes Sports

Big Four Appliance Dealers
 Pastene Products

KTLA
 WPIX

Irwin Company, Inc.
 J. Franklin Viola

Eddie Mann Trio
 Electric Theatre
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 Elmer Peterson and the News
 Eloise Salutes the Stars

Vitamin Corp. of America
 United Moving & Storage
 Detroit Edison
 Friden Calculator Machine Co.
 Jandel Furs, Inc.
 Mazor Furniture Co.
 Occidental Restaurant
 Perpetual Building Assn.
 Young Men's Shop
 Carnation, Mpls. Honeywell
 Doeskin Products
 Doeskin Tissues
 Doeskin
 Doeskin Tissues
 MacLevy Dance Studio System
 Gaylord Products

WJBK-TV
 WLW-C
 WXY-TV
 WNBW
 WNBW
 WNBW
 WNBW
 WNBW
 WNBW
 KNBH
 DuMont

Campbell-Ewald Adv.
 J. Walter Thompson Co.
 Robert J. Enders, Inc.
 Kronstadt Advertising Agency
 Robert J. Enders, Inc.
 Kal, Ehrlich & Merrick, Inc.
 Kronstadt Advertising
 Erwin, Wasey & Co., Inc.
 Federal Advertising

Eloise Salutes the Stars
 Eloise Salutes the Stars
 Enchanted Well
 Eva Gabor Show

WXEL
 WPIX
 WJZ-TV
 WJZ-TV

Federal Advertising
 Federal Advertising
 Associated Adv. Service
 Herschel Z. Deutsch Agency



Fairmeadow, U. S. A.

Johns-Manville Corp.
 Building Materials & Industrial Products

J. Walter Thompson

Fairmont Sat. Movie Matinee

Fairmont Foods Co.
 Frozen Foods, etc.

Buchanan-Thomas

Faith Baldwin Theatre of Romance

Maiden Form Brassiere Co.
 Maiden Form Brassiere

Wm. H. Weintraub & Co.

Faith for Today

Voice of Prophecy, Inc.
 Institutional

Western Advertising Agency, Inc.

Family Film Theatre
 Family Showtime
 Family Theatre
 Family Theatre

Royal Crest
 Sears Roebuck & Co.
 Bonded Oil
 Burger Brewing Co.

Product Service, Adv.
 J. Walter Thompson

WPIX
 WENR-TV
 WLW-C
 WLW-C

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Family Theatre	Hazel Bishop Lipstick	WLW-C	
Famous Jury Trials	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Famous Jury Trials	National Distillers Corp. Italian-Swiss Colicry Wines	DuMont	Honig, Cooper
Fantastick Studios, Ink	Penick & Ford, Ltd., Inc.	KTLA	Batton, Barton, Dursstine & Osborn, Inc.
Farm Reporter	Participating	WKY-TV	
Fashions in Your Home	Participating	WAVE-TV	
Fashions in Your Life	Participating	WAVE-TV	
Fay Ann Show	Ozmun & Co.	WKY-TV	George Knox
Faye Emerson Show	Pepsi-Cola Co.	KECA-TV	Biow Co.
Faye Emerson's Wonderful	Pepsi-Cola Co.	CBS-TV	Biow Co.
Faygo Comedy Time	Faygo Beverages	WXYZ-TV	W. B. Doner & Co.
Feature Film	Busch's Kredit Jewelers	WABD	Dorland, Inc.
Feature Film	Frost Refrigerators	WABD	Gettschal & Richards, Inc.
Feature Film	Sachs Quality Stores Furniture	WABD	Dorland
Feature Story	General Electric	KNBH	Ross, Gardner and White
Features for Women	Philadelphia Inquirer	WFIL-TV	Direct
Final Edition	Benson & Hedges	KTLA	Kudner Agency
Fire Fighters	International Show	WLW-C	
Fireside Theatre	Procter & Gamble Co.	KTLA	Compton Adv.
Fireside Theatre	Procter & Gamble Co. Ivory, Crisco, Duz	NBC-TV	Compton Adv.
First Hundred Years	Procter & Gamble Co. Tide Products	CBS-TV	Benton & Bowles
Flash Gordon	Gordon Bread Company	KTLA	Mayers Co., Inc.
Flash Gordon	Variety Club Beverages	WSPD-TV	
Flavor to Taste	Participating	WAVE-TV	
Flip the Frog	Chicago Seven-Up	WENR-TV	Guenther-Bradford
Florascope	August Wagner Brewing Co.	WBNS-TV	Byer & Bowman Agency
Flying Tigers	Walter H. Johnson Candy Co. Powerhouse Candy	DuMont	Franklin Bruck
Foodini the Great	Bristol Myers Co. Ipana Tooth Paste	ABC-TV	Doherty, Clifford & Shenfield, Inc.
Foodini the Great	Sundial Shoe Co. Shoes	ABC-TV	Hoag & Provandie

Foods for Thought	Participating	KNBH	
Football Fax	Jax Brewing Co.	WKY-TV	Fitzgerald Advertising
Football—College Games Highlights	Thom McCan Shoes	WENR-TV	Neff Rogow
Football—College Games Highlights	Thom McCan Shoes	WPIX	Neff-Rogow Adv.
Football College Highlights	Thom McCan Shoes	WXEL	
Football Highlights	Westinghouse Distributor	WSPD-TV	
Football Review	Andrew Murphy & Son Cars	KMTV	Bozell & Jacobs
Football Roundup	Wood-Nesbitt Chrysler-Plymouth	WBNS-TV	
Ford Festival	Ford Motor Co. Automobiles, Trucks, Parts & Service	NBC-TV	J. Walter Thompson
Ford Film Playhouse	Ford Dealers	WAAM	J. Walter Thompson
Foreign Intrigue	Drewry's Limited	WJBK-TV	
Foreign Intrigue	P. Ballantine & Sons Ale & Beer	WNBW	J. Walter Thompson
Foreman Phillips Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Four O'Clock Frolic	Maison Blanche	WSDU-TV	Fitzgerald Adv. Agency
Four Star Review	Motorola, Inc. Radios, TV Sets	NBC-TV	Ruthrauff & Ryan
Four Star Review	Norge Div., Borg-Warner Home Appliances	NBC-TV	J. Walter Thompson
Four Star Review	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
Frank Brookhouser Show	Motorola	WFIL-TV	Silver Advertising Agency
Frank Sinatra Show	EKCO Products	CBS-TV	Earle Ludgin
Fred Waring Show	General Electric	CBS-TV	Young & Rubicam
Freddy Martin Show	Hazel Bishop, Inc. Lipstick	NBC-TV	Raymond Spector Co.
Friendly Theatre	State Sample	WJBK-TV	
Front Line Camera	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Front Page Detective	American Brewing Co.	WDSU-TV	Walker-Saussy Agency
Front Page Detective	Feld Motor Co. Motor Cars	WDAF-TV	Merritt Owens Adv. Co.
Front Page Detective	Guild Wine	WENR-TV	Guild Bascom & Bon Figli
Front Page Detective	Guild Wine	WXEL	
Front Page Detective	Wine Growers Guild Guild Wine	WABD	Guild Bascom & Bon Figli

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Front Page News	Burkhardt Brewing Co.	WNBK	Fuller & Smith & Ross
Frosty Frolics	American Vitamin Associates, Inc. Thyvals, Orvita & 621	ABC-TV	Schwimmer & Scott, Inc.
Furniture Trends	Sagenkahn Furniture Galleries	WHEN	
Gabby Hayes Show	Peter Paul, Inc. Candy	NBC-TV	Maxon, Inc.
Gabby Hayes Show	Quaker Oat Co. Cereals, Pancake and Cake Mixes	NBC-TV	Sherman & Marquette
Garroway At Large	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Garry Moore Show	Corn Products	CBS-TV	C. L. Miller Co.
Garry Moore Show	E. I. Du Pont	CBS-TV	Batton, Barton, Durstine & Osborn, Inc.
Garry Moore Show	General Electric	CBS-TV	Young & Rubicam
Garry Moore Show	Procter & Gamble	CBS-TV	Compton Adv. Agency
Garry Moore	Quaker Oats	CBS-TV	Price, Robinson & Frank
Garry Moore Show	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Garry Moore Show	Stokely-Van Camp, Inc.	CBS-TV	Calkins & Holden, Carlock, McCintion & Smith
Gaylord Hauser Show	Minute Maid Corp. Frozen Orange Juice & Frozen Lemon Juice	ABC-TV	Ted Bates & Co.
Gem Theater	Max's Jewelers	WJBL-TV	
Gene Autry	Brach Candy	WLW-C	
Gene Autry	Brach Candy	WAVE-TV	
Gene Autry	Metropolitan Dealers Assn.	KECA-TV	W. Gregory, Inc.
Gene Autry	Wrigleys	CBS-TV	Ruthrauff & Ryan
Gene Autry Show	Crescent Electric Co.	WHBF-TV	
Gene Norman Show	Toni Home Permanent—Participating	KNBH	Foote, Cone & Belding
Giant Movie No. 2	White Rock Company	KTLA	Davis & Company
Giant Movie No. 3	Hoffman Motor Company	KTLA	Davis & Company
Giant Movie No. 3	Payne Furnace Company	KTLA	Hixson & Jorgenson
Giant Movie No. 4	International Harvester	KTLA	Noble Advertising Co.
Gismo Goodkin Theatre	Grapette-General Beverage Co.	WKY-TV	Henri, Hurst & McDonald
Give and Take	Cannon Mills, Inc. Edgewood Shoe Co.	CBS-TV	Young & Rubicam, Inc.
Going Places With Betty Betz	Friendly Teen Shoes	ABC-TV	Anderson, Davis & Platte, Inc.

Grand Marquee	Hauser Nash Sales, Inc.	WNBQ	Guenther-Bradford
Greatest Fights of the Century	Chesebrough Mfg. Co.	WSM-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	KTLA	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	NBC-TV	Cayton, Inc.
	Vaseline Cream Hair Tonic		
Greatest Fights of the Century	Chesebrough Mfg. Co.	WAVE-TV	Cayton, Inc.
	Vaseline Hair Tonic		
Croucho Marx—You Bet Your Life	DeSoto Div., Chrysler Corp.	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
	Automobiles		
Gruen Guild Theatre	Gruen Watch Co.	ABC-TV	McCann-Erickson, Inc.
	Wrist & Pocket Watches		
Gruen Theatre	Gruen Watches	DuMont	McCann-Erickson, Inc.
Guest Room	Participating	WKY-TV	

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Hail the Champ	American Vitamin	WLW-C	Henri, Hurst & McDonald, Inc.
Hail the Champ	Fred W. Amend Co.	ABC-TV	
	Chuckles		
Half Pint Party	Sam Smith Shoe Co.	ABC-TV	Dancer-Fitzgerald-Sample
	Little Yankee Shoes		
Hands of Destiny	Coca Cola Bottling Co. of N. Y.	WABD	Wm. Esty Co., Inc.
	Coca Cola		
Hands of Destiny	Wiss Shears	WABD	Ellington & Co.
Hands of Mystery	Bond Clothes	DuMont	Grey Advertising
Happiness Exchange	White Rock Sparkling	WABD	Kenyon & Eckhardt
Happy Valley Folks	Hays Super Market	WTTV	
Harmony for Happiness	Brain Stationery & Sporting Goods Co.	KMTV	Anderson & Roll
Harry Owens	Servel, Inc.	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Harry Owens	United Air Lines	KTLA	N. W. Ayer & Son
Hawkins Falls	Lever Bros.	NBC-TV	N. W. Ayer & Son
	Surf		
Hayride	Hoffman Radio Corp	WOAI-TV	Walter McCreery
	Radios & TV Sets		
Headline Clues	Tidewater Associated Oil Co.	DuMont	Lennen & Mitchell, Inc.
	Tydol		
Healthy, Wealthy & Wise	Honey Kurst Bread	WAVE-TV	Doe-Anderson
Heart of America Newsreel	Home Federal Savings & Loan Assn.	WDAF-TV	Merritt Owens Adv. Co.
Heart of America Newsreel	Parkview Drug Stores	WDAF-TV	
	Drugs, etc.		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Henry Morgan Show	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
Herb Shriner Time	Cluett, Peabody & Co. Arrow Shirts & Ties	ABC-TV	Young & Rubicam Co., Inc.
H. Greer's Fashion Time	Raichert Sewing Machine	KECA-TV	W. B. Geissinger
Higgins Weatherman	Higgins Corporation	WDSU-TV	Fitzgerald Advertising Agency
Hit the Road	Hudepohl Beer	WLW-C	
Hobby Lane	Dairymen's Ohio Farmers Milk Co.	WXEL	
Hockey	Graybar Electric Co. Appliances	KMTV	
Hoffman Hayride	Hoffman Radio Corp.	WKY-TV	Walter McCreery, Inc.
Hollywood Film Favorites	Consolidated Royal Chemical	WLW-C	
Hollywood jewels	Lord Jewelers	WXYZ-TV	Luckoff, Wayburn & Frank
Hollywood Junior Circus	Hollywood Candy Co. Hollywood Candy Bars	ABC-TV	Ruthrauff & Ryan, Inc.
Hollywood Junior Circus	Hollywood Candy Co. Candy	NBC-TV	Ruthrauff & Ryan, Inc.
Hollywood Newsreel	Meyer Jewelry Co.	WIBK-TV	
Hollywood on the Line	Industrial Bank	WXYZ-TV	Stockwell-Marcuse
Hollywood on the Line	Kobacker Furniture	WSPD-TV	
Hollywood Opportunity	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Hollywood Opportunity	White Rock Co.	KTLA	Kenyon & Eckhardt, Inc.
Hollywood Playhouse	Helzberg Jewelry Stores Jewelry	WDAF-TV	Schwimmer & Scott, Inc.
Hollywood Reel	Pacific Wine Company	KTLA	Calkins & Holden, Carlock, McClinton & Smith
Hollywood Screen Test	Ironite Ironers Corp. Ironing Machines	ABC-TV	Brooke, Smith, French & Dorrance
Hollywood Spotlight Revue	Crown Jewelers	WSAZ-TV	Friedmann & Rich
Hollywood Theatre Time	Harry Green, Inc.	KECA-TV	Arthur V. Jones
Hollywood Wrestling	Graybar Electric Co. Appliances	KMTV	
Home Theatre	General Electric	WIBK-TV	
Homemaker's HobNob	Participation	WBNS-TV	
Hopalong Cassidy	Beatrice Foods	WNBQ	
Hopalong Cassidy	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Hopalong Cassidy	Langendorf United Bakeries, Inc.	KTLA	Scholtz Advertising Service

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Jack Carter Show	Lehn & Fink Products Co. Hinds Honey & Almond Cream, Lysol Disinfectant	NBC-TV	Lennen & Mitchell
Jack Carter Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	Wm. Esty Co., Inc.
Jack Eigen Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jackson & Perkins Show	Jackson & Perkins Mt. Rainier Bulbs	WABD	Huber Hoge
Jamboree	Columbus General Electric Dealers	WBNS-TV	
Jane Hall Trio	Dulaney's Mfg. Co.	WKY-TV	Lowe Runkle
Jean's Kitchen Fair	Participation	WBNS-TV	
Jerry Colonna Show	Goebel Brewing Co.	KECA-TV	Brooke, Smith, French & Dorrance
Jessie DeBoth TV Notebook	Beatrice Foods La Choy Food Products	ABC-TV	Foote, Cone & Belding
Jessie DeBoth TV Notebook	Clorax Chemical Co. Clorax Bleach	ABC-TV	Honig-Cooper Co.
Jessie DeBoth TV Notebook	Crosley Div. Television Sets, Radios, Phonographs, Freezers	ABC-TV	Benton & Bowles, Inc.
Jim Crowley Show	Onondaga County Savings Bank	WHEN	
Jim Crowley Show	Wilson's Leading Jewelers	WHEN	
Jimmy Dudley Sports Page	Paterson & Jackson Motors Used Cars	WABD	Moss Associates
John Daly News	Pontiac Dealers	WJZ-TV	McManus, John & Adams Agency
John Kieran	Safeway Stores	WKY-TV	
John Keiran's Kaleidoscope	First Security Bank	KSL-TV	Francom Adv. Agency
John Keiran's Kaleidoscope	Rogers & Co.	WLW-C	
Jon Gnagy Art Show	Lewis Bros.	WJBK-TV	
Joyce Mathews Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jungle Adventure	General Electric Appliances	KTLA	Mays & Company
Junior Charades	Carvel Dari-Freeze	WPIX	Mann-Ellis Adv.
Juvenile Jury	Minnesota Mining & Mfg. Co. Scotch Cellophane Tape	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
Kaiser Frazer Theatre	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Kate Smith Evening Hour	B. T. Babbitt, Inc. Bab-O Cleanser	NBC-TV	Wm. H. Weintraub & Co.

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Kate Smith Evening Hour	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Kate Smith Evening Hour	Norge Div.—Borg-Warner Corp. Home Appliances	NBC-TV	J. Walter Thompson
Kate Smith Evening Hour	Revlon Products Corp. Nail Enamel & Lipstick	NBC-TV	Wm. H. Weintraub
Kate Smith Evening Hour	Reynolds Metals Co. Aluminum & Aluminum Products	NBC-TV	Buchanan & Co.
Kate Smith Show	American Home Products Corp. Aerowax, Duff's Mixes, Clapp's Baby Foods	NBC-TV	W. Earl Bathwell, Inc.
Kate Smith Show	Andrew Jergens Co. Hand Lotion	NBC-TV	R. W. Orr & Associates
Kate Smith Show	Cannon Mills, Inc. Sheets, Towels, Hosiery	NBC-TV	N. W. Ayer & Son
Kate Smith Show	Chesebrough Mfg. Co. Vaseline Hair Tonic	NBC-TV	McCann-Erickson
Kate Smith Show	Durkee Famous Foods, Inc. Foods	NBC	Leo Burnett Co.
Kate Smith Show	Gerber Products Co. Baby Foods	NBC-TV	Federal Adv. Agency
Kate Smith Show	Glidden Co. Paints	NBC-TV	Meldrum & Fewsmith
Kate Smith Show	Hunt Foods, Inc. Foods	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Johnson & Johnson Surgical Dressings & Baby Products	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Knemark Mfg. Co. Esquire Boot Polish	NBC-TV	Emil Mogul Co.
Kate Smith Show	Minute Maid Corp. Orange Juice	NBC-TV	Ted Bates & Co.
Kate Smith Show	Pillsbury Mills, Inc. Food Products	NBC-TV	Leo Burnett Co.
Kate Smith Show	Procter & Gamble Co. Oxydol & Dreet	NBC-TV	Dancer-Fitzgerald-Sample
Kate Smith Show	Singer Sewing Machine Co. Sewing Machines	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Simmons Co. Bedding	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	The Simoniz Co. Self-Polishing Simoniz	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Keep Posted	Curtis Publishing Co. Saturday Evening Post	DuMont	Batton, Barton, Durstine & Osborn, Inc.
Kelley-Moran Show	Participating	KNBH	
Ken Murray Show	Anheuser Busch	CBS-TV	D'Arcy Adv., Inc.
Ken Wright	Jenkins Music Co.	WKY-TV	
Kids & Company	International Shoe Co. Red Goose Shoes	DuMont	D'Arcy Adv., Inc.
Kieran's Kaleidoscope	Bonded Oil	WLW-C	
Kieran's Kaleidoscope	D. H. Holmes	WDSU-TV	
Kieran's Kaleidoscope	First National Bank	WAVE-TV	Griswold-Eschelmann
Kieran's Kaleidoscope	Wilson's Leading Jewelers G.E. Appliances	WHEN	Collican Agency
King's Camera	Participating	KING-TV	Participating
King's Community Workshop	Sustaining	KING-TV	
King's Crossroads	Citizens Fidelity Bank	WAVE-TV	Mulligan
King's Queen	Participating	KING-TV	Participating
Kit Carson	Coca-Cola Bottling Co.	WBAP-TV	McBride-Holmes
Kit Carson	Coca Cola of La.	WDSU-TV	Wisdom Agency
Kit Carson	Coca Cola Co.	WENR-TV	D'Arcy
Kit Carson	Coca Cola	WJBK-TV	
Kit Carson	S. A. Coca Cola Bottling Co.	WOAI-TV	By Station
Kit Carson	Coca Cola Bottling Co.	WSM-TV	
Kit Carson	Coca Cola Distributor	WSPD-TV	
Kitchen Close-Ups	Participating	WKY-TV	
Kitchen Kapers	Bramwell's Super Market	WSM-TV	
Komey Klub	Participating	KNBH	
Korla Pandit	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Kousin Kay	Red Goose Merry Co-Round Red Goose Shoes	WXEL	
Kraft Television Theatre	Kraft Foods Co. Cheeses	NBC-TV	J. Walter Thompson
Kreisler Bandstand	Jacques Kreisler Mfg. Corp. Watch Bands & Men's Jewelry	ABC-TV	Hirshon Garfield, Inc.
Kukla, Fran & Ollie	Ford Motor Div., Ford Motor Co. Automobiles, Trucks, Parts, Service	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	National Biscuit Co. Baked Goods, Cereal, Dog Food	NBC-TV	McCann-Erickson

Kukla, Fran & Ollie	Procter & Gamble Co. Tide, Camay, Drene	NBC-TV	Benton & Bowles
Kukla, Fran & Ollie	Radio Corp. of America Records, TV Sets, Records & Players	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Seatest, Inc. Ice Cream	NBC-TV	N. W. Ayer
Kukla, Fran & Ollie	Time, Inc. Life Magazine	NBC-TV	Young & Rubicam Co., Inc.
L			
Ladies Before Gentlemen	Crosley Corp.	WABD	Gettschal & Richard
Ladies Before Gentlemen	Friendly Frost Stores	WABD	Gettschal & Richard
Lamp Unto My Feet		CBS-TV	
Langford-Ameche Show	Cliquot Club Co. Ginger Ale & Soft Drinks	ABC-TV	Frank Weston Advertising
Langford-Ameche Show	Cory Corp. Coffee Brewers, etc.	ABC-TV	Dancer-Fitzgerald-Sample
Langford-Ameche Show	Dupont DeNemours Co. Orlon Curtains	ABC-TV	Batton, Barton, Durstine & Osborn, Inc.
Langford-Ameche Show	Warner-Hudnut, Inc. Richard Hudnut Products	ABC-TV	Kenyon & Eckhardt
Lairaine Day Show	Northam Warren Corp. Cutex, Manicure Specialties, Odorono	ABC-TV	J. M. Mathes, Inc.
Latin Carnival	Zenith Products	WJZ-TV	Albert Black Associates
Laugh With the Ladies	Stokely-Van Camp	WLW-C	
Laurel & Hardy	Royal Baking Co.	KSL-TV	Gillham Advertising Agency
Lazy H. Ranch	Grayson's Department Store	WAAM	
Leave It to Lloyd	Kroger Stores	WSPD-TV	
Leave It to Papa	Torino Brand Foods	WPIX	Carlo Vinti Agency
Leave It to the Girls	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	McCann-Erickson
Lee Hogan Presents	Participating	KNBH	
Leif Eid—News	Beal Motors Dodge, Plymouth Dealer	WNBW	Cohen-Miller Advertising
Leo Carillo Dude Ranch	American Vitamin	WLW-C	
Let's Go Shopping	Leonard's Department Store	WBAP-TV	Direct
Let's Look at Sports	Benson & Rixon Co.	WNBQ	Dade B. Epstein
Let's Look at Sports	Gard Industries, Inc.	WNBQ	Henri, Hurst & McDonald
Let's Look at Sports	General Cigar Company	WNBQ	Federal Advertising

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Let's Look at Sports	Lucky Tiger Manufacturing Co.	WNBQ	Grant Advertising, Inc.
Let's Look at Sports	Mallernee's, McEwen Laundry	WSM-TV	
Life Begins at 80	Arnold Bakeries Bread, Rolls, Cakes	ABC-TV	Benton & Bowles, Inc.
Life With Linkletter	Green Giant Co. Niblets & Peas	ABC-TV	Leo Burnett Co.
Lifetime Theatre	Dye Home Improvements	WJBC-TV	
Lights Out	Admiral Corp. TV & Radio Sets, Refrigerators, Ranges	NBC-TV	Erwin Wasey & Co.
Linton TV Glee Club	Linton's Restaurants	WFIL-TV	
Let's Have Fun at the Zoo	Lit Brothers	WFIL-TV	Lamb & Keen, Inc.
Live It Again	Continental Baking	WLW-C	Al Paul Lefton Co., Inc.
Live It Again	Red Top Brewing	WLW-C	
Live Like a Millionaire	Grove Laboratories	CBS-TV	Gardner Adv. Co.
Live Wrestling	Grant's Home & Hardware Co.	WOAI-TV	By Station
Live Wrestling	South Texas Appliance Co. Admiral Appl.	WOAI-TV	Bernard M. Brooks
Local News	Lofgren Motorola Co.	WHBF-TV	
Lola & Circle Star Ranch Boys	Participating Sponsorship	WSPD-TV	
Lone Ranger, The	American Bakeries Bread & Bakery Products	ABC-TV	Tucker Wayne Co.
Lone Ranger, The	General Mills, Inc. Bisquick, Mixes	ABC-TV	Dancer-Fitzgerald-Sample
Lone Ranger, The	General Mills	WNBK	Dancer-Fitzgerald-Sample
Look to Lazarus	F. & R. Lazarus Dept. Store	WBNS-TV	
Looking With Long	Ohio Fuel Gas Co.	WBNS-TV	Byer & Bowman Agency
Lorraine Cugat Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Lorraine Cugat Show	Vitamin Corp. of America	WENR-TV	H. B. Cohen
Love of Life	American Home Products	ABC	Biow Co.
Lux Video Theatre	Lever Bros. Lux Soap	CBS-TV	J. Walter Thompson
Madison Square Garden	Onondage County Savings Bank	WHEN	
Madison Square Garden	Sidles Co. Appliances	KMTV	Anderson & Roll
Maida's Kitchen	Tri-State Appliance	WSAZ-TV	Direct

M

Mainline Theatre	Mainline Distributor	WNBK	
Make It and Take It	Floyd Rice Car Dealer	WXYZ-TV	Powell-Grant Agency
Mama	General Foods	CBS-TV	Benton & Bowles
Man About Music	Rabson's Stores	WABD	Lester Loeb
Man About Town	Erin Brew	WXEL	
Man Against Crime	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Man of the Week	CBS-TV		
Man's Best Friend	Kendall Foods, Inc.	KTLA	Kan B. Miner Co.
Man's Best Friend	Dr. Ross Company	KTLA	Rockett-Lauritzen
March of Time	Citizen's Fidelity Bank	WAVE-TV	Mulligan
March of Time	Citizen's National Trust	KECA-TV	Hixson-Jorgensen
March of Time	Detroit Bank	WXYZ-TV	Grant Adv.
Margaret Arlen	Participating	CBS-TV	
Martin Kane, Private Eye	United States Tobacco Co.	NBC-TV	Kudner Agency, Inc.
Mary McAdoo at Home	Model, Old Briar, Dill's Best		
Master Showroom	Security First National Bank	KECA-TV	Foote, Cone & Belding
	Sidles Co.	KMTV	
	Appliances		
Matinee Playhouse	Oscar Mayer & Co.	WNBQ	Sherman & Marquette
Matinee Theatre	Snowcrop	WLW-C	
Meet Corliss Archer		CBS-TV	
Meet the Press	Revere Copper & Brass, Inc.	NBC-TV	St. Georges & Keyes
	Copper, Brass, Steel Products		
Meet Your Children	Mode O'Day Corp.	KECA-TV	Caples Co.
Meet Your Community	New York Store	WHBF-TV	
	General Merchandise		
Meetin' Time at Moores	Moores Stores	WLW-C	
Mel Torme	CBS-TV		
Melody Man	Schiff Shoes	WLW-C	
Melody Time	Zephyr Ventilated Awning Co.	WDAF-TV	Merritt Owens Adv. Co.
	Permanent Awnings		
Melody Showcase	Crosley Corp.	WLW-C	
Michigan Outdoors	Altes Brewing	WSPD-TV	
Midnight Revue	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Midwestern Hayride	Bavarian Brewing Co.	WLW-C	
Mike and Buff	CBS-TV		
Miniature Theatre	Dr. Beauchamp Dentist	KTLA	Chas. Stahl Adv. Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Miss Susan	Colgate-Palmolive-Peet Co. Fab	NBC-TV	Wm. Esty Co.
Miracle Power	AP Parts	WNBK	Clark & Rickard
Mr. District Attorney	Bristol Myers Co. Drugs & Sundry Products	ABC-TV	Young & Rubicam Co., Inc.
Mr. I. Magination		CBS-TV	
Mohawk Showroom	Mohawk Carpet Mills, Inc. Rugs & Carpets	NBC-TV	Geo. R. Nelson, Inc.
Money In Action	Merrill Turben & Co.	WXEL	
Monroe County Ramblers	Livingstons Super Market	WTTV	
Monty Margetts	Participating	KNBH	
Moonlight Movie Time	Lee Pharmacal Co.	KECA-TV	M. Weinberg
Morgan Beatty & the News	Cherner Motor Co. Ford, Lincoln & Mercury Dealer	WNBW	Kal, Ehrlich & Merrick, Inc.
Morgan Beatty & the News	Chr. Heurich Brewing Co. Old Georgetown Beer	WNBW	Henry J. Kaufman & Associates
Most Important People	Gerber Food Products Gerber's Baby Foods	DuMont	Federal Advertising
Motion Picture Academy	Rose Jewelers	WJBK-TV	
Motion Picture Classics	Stag Beer	WKY-TV	Maxon, Inc.
Movie Classics	Chrysler Dealers	KTLA	Chas. Stahl Adv. Agency
Movie Classics	Ford Motor Company	KTLA	Chas. Stahl Adv. Agency
Movie Party	Twin Pines Dairy	WJBK-TV	
Movies for Kids	International Shoe Co.	WSM-TV	Henri, Hurst & McDonald
Movies for Kids	Red Goose Shoes	WJBK-TV	
Movietime	First American National Bank	WSM-TV	C. P. Clark & Co.
Movietone News	Hudson Motor Co.	WXYZ-TV	Brooke, Smith, French & Dorrance Adv.
Movietown	Rexall Drug Company	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Mummers Parade	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Music City, U.S.A.	Happy Day Laundry Service	WSM-TV	Noble-Dury & Associates
Music for You	Reeve Paint Co. Wallpaper & Paint	WHEN	Osborn-Propst
Musical Manor	Ohio Radiant Glass Heat Co.	WXEL	
Musical Motor Mart	Markel Motors Cars	KMTV	Anderson & Roll
My Friend Irma	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Mystery Theatre	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia	ABC-TV	Dancer-Fitzgerald-Sample

Name the Star	Hudson Dealers Association	WFIL-TV	Ed Shapiro Advertising
Name the Star	Regina Cigar Company	WFIL-TV	Gresh & Kramer
Name's the Same, The	Bendix Home Appliances Washers, Dryers, etc.	ABC-TV	Tatham Laird, Inc.
Name's the Same, The	C. A. Swanson & Sons Canned & Frozen Poultry	ABC-TV	Tatham Laird, Inc.
Nash Theatre Hour	Nash Dealers	WXYZ-TV	Geyer, Newell & Ganger Adv.
Nature Trails	Dr. Kenaga Optometrist	WSPD-TV	
NBC Sports Review	Union Co.	WLW-C	
NBC Weekly Newsreel	General Electric Supply	WNBK	Lang, Fisher & Stashower
NCAA Football	Westinghouse Electric Corp. Electrical Appliances	NBC-TV	Ketchum, MacLeod & Grove
Neighborhood Theatre	Specialties Distributor	WJKB-TV	
New Orleans Cookbook	Participating	WDSU-TV	
New York Close-ups	Curtis Publishing Co.	KTLA	Barton, Barton, Durstine & Osborn, Inc.
News	Cadillac Tank Plant	WXEL	McCann-Erickson
News	Fehrs Beer	WAVE-TV	
News	Rock Island Argus Newspaper	WHBF-TV	
News	Rock Island Bank & Trust	WHBF-TV	
News and Sports Roundup	DeSoto-Plymouth Dealers	WAAM	Batten, Barton, Durstine & Osborn, Inc.
News Final	Haltom's Jewelers	WBAP-TV	T. L. Yates Adv.
News Headlines	Diamond Milk Co.	WLW-C	
News of the Night	Chevrolet Cars and Trucks	CBS-TV	Campbell-Ewald Co., Inc.
News of the Night	Chevrolet Dealers Associates, Inc.	CBS-TV	
News Program	Hanna Print Co.	WLW-C	
News Program	Tums	WLW-C	
News Room	Central State Bank	WKY-TV	Thomas F. Conroy
Newsdesk	Ormsby Chevrolet Co.	WOAI-TV	By Station
Newsdesk	Sears Roebuck & Co.	WOAI-TV	Jeffrey Wade
Newspaper of the Air	Miles Laboratory	KNBH	Barton, Barton, Durstine & Osborn, Inc.
Night Owl Varieties	Rexall Drug Company	KTLA	Benton & Bowles Agency
Nightcap News	Brewing Corp. of America	WJZ-TV	Bozell & Jacobs
Nighthawk Movies	Metropolitan Utilities Dist.	KMTV	
Nocturne	Harbour-Longmire	WKY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Nord Playhouse	R. C. Cola	WDSU-TV	Whitlock-Swigert Agency
Norman Ross' Varieties	Sears Roebuck & Co.	WNBQ	Cuenther Bradford
O			
Ohio National Bank Theatre	Ohio National Bank	WBNS-TV	Dancer-Fitzgerald-Sample, Inc.
Okay Mother	Sterling Drug Co. Drugs	DuMont	
Old American Barn Dance	American Snuff Co.	WSM-TV	Simon & Gwynn
Old Colony Adventure Theatre	Orange Crush	WENR-TV	Fitzmorris & Miller
Old Fashioned Meeting	Gospel Broadcasting Assn. Institutional	ABC-TV	R. H. Alber
Omaha Fashion Corner	Berg Clothing Co.	KMTV	Anderson & Roll
Omaha Fashion Corner	The Aquila	KMTV	
On Stage	Participating	WKY-TV	
On the Line With Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC-TV	Bozell & Jacobs, Inc.
One Man's Family	Manhattan Soap Co.	NBC-TV	Scheidler, Beck & Werner, Inc.
One Man's Family	Sweetheart Soap, Blu-White Flakes	NBC-TV	Geoffrey Wade Adv.
Opera Cameos	Miles Laboratories, Inc. Vitamins & Alka Seltzer	WPIX	Carlo Vinti Agency
Original Amateur Hour	Progresso Brand Foods	NBC-TV	Lennen & Mitchell
OSU Football Films	P. Lorillard Co. Old Gold Cigarettes	WBNS-TV	
OSU Football Films	Borden Co.	WBNS-TV	
	Pure Oil Co.		
P			
Pacific Coast League Baseball	Ford Dealers	KING-TV	J. Walter Thompson Agency
Pacific Coast League Baseball	P. Lorillard Old Gold Cigarettes	KING-TV	Lennen & Mitchell Agency
Page One News & Sports	Corina—Cigars	WENR-TV	Guenther—Bradford
Page One News & Sports	Jose Escalante	KECA-TV	Guenther-Bradford
P.A.L. Fights	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Panorama Shop	Carson Pirie Scott & Co.	WNBQ	Guenther Bradford
Parade of Homes	Manhard Realty, Knuettel & Co., Reporter Agency	WHBF-TV	
Paradox	College Inn Foods	WJBK-TV	
Party Line	Everybody's Department Store	WBAP-TV	Direct

Party Line	Federal Department Stores	WJ&K-TV
Party Sweet Roundup	Cherrin-Bros. Candy	WXYZ-TV
Paul Dixon Show	Jene Sales Corp. Jene Home Permanents & Pink Love Lotion	ABC-TV
Paul Harvey News	Burton-Dixie Corp. Mattresses	WENR-TV
Paul Pierce	Participating	KNBH
Paul Whiteman Goodyear Revue	Goodyear Tire & Rubber Co. Tires & Tubes	ABC-TV
Paul Whiteman TV Teen Club	American Dairy Assn. Milk	ABC-TV
Paul Whiteman TV Teen Club	Nash-Kelvinator Corp. Nash Automobiles, Kelvinator Electric Products	ABC-TV
Paul Winchell-Jerry Mahoney Show	Crosley Div., Avco Mfg. Corp. Electrical Appliances	NBC-TV
Paul Winchell-Jerry Mahoney Show	Speidel Corp. Watch Bands	NBC-TV
Pee Wee King Show	Taylor Drug Stores	WAVE-TV
Peggy Wilson, Shopper	Joske's of Texas Dept. Store	WOAI-TV
Penny Auction	Paramount Radio Shop Appliances	KMTV
Penthouse Party	Best Foods, Inc. Shinola Shoe Polish, Rit Tint Dyes	ABC-TV
Peoples Playhouse	Peoples Drug Stores	WNBW
Perry Como Show	Liggett & Myers Tobacco	CBS-TV
Person to Person	Pacific Tel. & Tel.	KNBH
Personality Parade	Johnson Creamery	WTTV
Planning for Tomorrow	Riggs-Warfield-Roloson	WAAM
Play Time	Fred Astaire Studios	WAAM
Polka Penthouse	Simms Bros. Furniture	WXEL
Polka Revue	Krantz Brewery	WSPD-TV
Polly Pickens	Pic 'n Pay Stores	WXEL
Pop Handy	Beatrice Foods Co.	WKY-TV
Pop the Question	Participating	WAVE-TV
Postman Bill	New Model Laundry	KING-TV
Premiere Playhouse	Kingsley Furs	WJ&K-TV
Prize Performance	MacLevy Salons	WPIX
		W. B. Doner & Co.
		Sherwin Robert Rodgers
		Turner
		Young & Rubicam Co., Inc.
		Campbell Mithum, Inc.
		Geyer, Newell & Ganger, Inc.
		Benton & Bowles
		Sullivan, Stauffer, Colwell & Bayles, Inc.
		Pitluk Advertising Co.
		Allen & Reynolds
		Earle Ludgin & Co.
		William D. Murdock Adv.
		Cunningham Walsh, Inc.
		Batten, Barton, Durstine & Osborn, Inc.
		Hanrihan
		Advertising Counselors
		Associated Artists Adv.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Pro-Football Games	Eagles Markets	WHBF-TV	
Pro Football Highlights	Drewrys Beer	WSPD-TV	
Pro-Football H.-Lites	Sinclair Products	WHBF-TV	
Prudence Penny Cooks	Detroit Times	WJBK-TV	
Public Life of Cliff Norton	Procter & Gamble	WNBQ	H. W. Kaster & Sons
Public Prosecutor	American Vitamin	WLW-C	
Public Prosecutor	American Ace Coffee	WSM-TV	Simon & Gwynn
Public Prosecutor	Bartley Co. Grocery Dist.	WSPD-TV	
Public Prosecutor	Besingers-Furniture	WAVE-TV	
Public Prosecutor	C. Schmidt & Sons	WFIL-TV	
Public Prosecutor	Crawford Clothes	WABD	Al Paul Lefton Co., Inc.
Public Prosecutor	Weidemann Brewing Co.	WLW-C	Al Paul Lefton Co., Inc.
Pulitzer Prize Playhouse	Frigidaire	ABC-TV	Foote, Cone & Belding
Pulitzer Prize Playhouse	Div. of Gheera, Victrola Schlitz Brewing Co. Beer	ABC-TV	Young & Rubicam Co., Inc.

Q

Quarterback Club	Grove & Co. T.H. Maener Real Estate	KMTV	
Quarterback Club	TCU Pharmacy	WBAP-TV	McBride-Holmes
Queen for a Day	P. Lorillard Co.	KECA-TV	Lennen & Mitchell
Quiz Kids	Miles Laboratories, Inc.	CBS-TV	
Quiz Kids	Vitamins & Aika Seltzer	NBC-TV	Geoffrey Wade Adv.
Quiz of Two Cities	Gunther Beer	WAAM	Biow Co.
Racket Squad	Philip Morris	CBS-TV	Biow Co.
Radio-TV Critics	American Vitamin	WLW-C	
Rainier Ranch	Sick's Rainier Brewery	KING-TV	Western Agency
Ralston Roundup	Ralston Purina Co.	WLW-C	
Range Rider	Holsum Division C. J. Patterson, Inc.	WDAF-TV	Allen Reynolds, Adv.
Range Rider	Illinois Meat Co.	WIBK-TV	

R

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Roundup Time	Pressel Sausage Co.	WXYZ-TV	W. B. Doner & Co.
Roving Camera	Sav-On Drugs	KTLA	
Roving Cameras	Gross Photo	WSPD-TV	
Roy Rogers Show	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Royal Brougham Show	Fahey-Brockman	KING-TV	MacWilkins, Cole & Weber Agency
Royal Crest Theatre	Royal Sales Co. Royal Crest Dinnerware	WABD	Product Services, Inc.
Royal Playhouse	Allen B. Du Mont Laboratories, Inc. Du Mont Telesets	DuMont	Campbell-Ewald
Royal Playhouse	Bank of America	KECA-TV	Chas. R. Stuart
Royal Playhouse	Falls City Beer	WAVE-TV	Prater
Royal Playhouse	Kroger	WSM-TV	Ralph H. Jones Co.
Royal Playhouse	Leonard's Dept. Store	WBAP-TV	Direct
Royal Playhouse	Oklahoma Gas & Electric Co.	WKY-TV	
Rumpus Room	California Fruit Growers Sunkist Oranges	WABD	Guild, Bascom & Bonfigli
Rumpus Room	Francis H. Leggett Co. Premier Foods	DuMont	Peck Advertising
Russ Hodges Sports Show	Sun Oil	WJZ-TV	Hewitt, Agilvy, Benson & Mathers Agency
Ruth Lyons 50 Club	Campana Sales Co. Ayd's Vitamin Candy	NBC-TV	H. W. Kastor & Sons
Ruth Lyons 50 Club	Corn Products Refining Co. Mazola Salad Oil	NBC-TV	C. L. Miller Co.
Ruth Lyons 50 Club	G. F. Heublein & Bros. A-1 Sauce and Mustard	NBC-TV	Scheidler, Beck & Werner
Ruth Lyons 50 Club	Penick & Ford Ltd., Inc. My-T-Fine Desserts	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Rybutol Saturday Cinema	Vitamin Corp. of America	KECA-TV	M. Weinberg
Safeway Theatre	Safeway Stores, Inc. Meats & Coffee	WNEW	J. Gordon Manchester Adv.
Sam Levenson Show	General Motors	CBS-TV	D. P. Brother Co.
Sammy Kaye Variety Show	Lambert Pharmacal Co. Listerine Toothpaste	CBS-TV	Lambert & Feasley, Inc.
Sandy Strong	Wander Co. Ovaltine	ABC-TV	Grant Advertising

S

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Shopping With Prissy	Participating	WKY-TV	
Short Story Theatre	Arnold Bakers	WJZ-TV	Benton & Bowles Agency
Short Story Theatre	Picadilly Tobacco Co. Picadilly Cigarettes	WABD	Hilton & Riggio, Inc.
Showcase	Participating	WKY-TV	
Showtime—U.S.A.	Chrysler Corp. Dodge Div.	ABC-TV	Ruthrauff & Ryan
Six-Gun Theatre	South Carolina Mills	WJBK-TV	
Skinner's Breakfast Meeting	Skinner Mfg. Co. Breakfast Foods	KMTV	Bozell & Jacobs
Sky King Theatre	Derby Foods, Inc. Peter Pan Biscuits, Butter, Salted Peanuts	NBC-TV	Necdham, Louis & Brorby, Inc.
Skylark Safety Circus	Fairfax Bread Div. of Safeway Stores, Inc.	WNBW	Foote, Cone & Belding
Smilin' Ed's Gang	Brown Shoe Co.	CBS-TV	Leo Burnett Co.
Smilin' Ed McConnell & Say It With Acting	Brown Shoe Co. Shoes	NBC-TV	Leo Burnett Co.
Snack Time	Wm. Oakley Food Distributor	WSPD-TV	
Snow Crop Matinee	Snow Crop Marketeers Food Distributor	WABD	Maxon, Inc.
Snow Crop Matinee Theatre	Snow Crop Frosted Foods	WNBQ	Maxon, Inc.
So You Know Sports	Snowcrop Marketeers, Inc.	WJBK-TV	
Sohio Reporter	Plymouth Dealers	WLW-C	
Sohio Reporter	Standard Oil Co.	WSPD-TV	
Sohio Reporter—Warren Guthrie	Standard Oil Co.	WXEL	
Solo Drama	Standard Oil of Ohio	WJZ-TV	Silberstein-Goldsmith Agency
Somerset Maugham TV Theatre	Regens Lighters Bymart, Inc. Tintair	NBC-TV	Cecil & Presbrey
Songs for Sale	Carter Products, Inc.	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Sterling Drug, Inc.	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Songtime	Word of Life Fellowship Institutional	ABC-TV	Walter F. Bennett & Co.
Sooner Shindig	O. K. Storage	WKY-TV	Lowe Runkle
Southern Shindig	Southern Electric Co.	WSM-TV	
Southwest Conference Football	Humble Oil Co.	WOAI-TV	Wilkinson-Schweitz & Tip
Space Cadet, Tom Corbett	Kellogg Co. Corn Flakes, Pop, Other Cereals	ABC-TV	Kenyon & Eckhardt, Inc.
Space Patrol	Lewis Food Co.	KECA-TV	Rockett-Lauritzen

Space Patrol	Ralston Purina Wheat Chex, Rice Chex	ABC-TV	Gardner Advertising Co.
Space Patrol	Ralston Purina	WJZ-TV	Gardner Advertising Co.
Spade Cooley	Cepral Chevrolet	KTLA	Hunter Advertising Agency
Sport Show	Cherry Motor Co.	WHBF-TV	
Sports Camera	Pepsi Cola	WJBK-TV	
Sports Desk		WXEL	
Sports Desk	Cl. Pneumatic Tool Co.	WXEL	
Sports Final	Cole Motors	WTTV	
Sports Look	Sullivan Clothiers	WKZO-TV	
Sports on Parade	Jewelry Co.	WSPD-TV	
Sports Page	Edgewater Appliance	WBAP-TV	Grant Adv. Agency
Sports Previews	Skillern's Drug Stores	WXEL	Fitzgerald Adv. Agency
Sports Quiz	John C. Robert Shoes	WOAI-TV	
Sports Scholar	Jackson Brewing Co. Jax Beer	WSPD-TV	
Sports Scholar	VJ McGranahan TV Sets	WAVE-TV	
Sports Slants	Participating	KING-TV	Seattle Radio & TV
Sports Special	Lundquist-Lilly	WJBK-TV	Batten, Barton, Durstine & Osborn, Inc.
Sports Spotlight	Cole & Erwin Jewelers	WNBQ	Batten, Barton, Durstine & Osborn, Inc.
Sports Star Time	Ethyl Corp.	WNBQ	
Sports Star Time	Refiners Distributing Co.	WSPD-TV	Direct
Sports Views	Athletic Supply	WBAP-TV	
Sports With Sherman	Clyde Burns-Nash	WHEN	
Sportman's Club	Strodel-Genesee Beer	WXEL	
Sportscholar	Ethyl Corp.	WJBK-TV	
Sportscholar	Ethyl Corp.	WSM-TV	Walter Speight
Sportsman Club	Jim Reed Chevrolet Co.	WNBW	Meldrum & Fewsmith, Inc.
Stage 5.	Willard Storage Batteries	WFIL-TV	Al Paul Lefton Co., Inc.
Star Maker Revue	C. Schmidt & Sons	WLW-C	
Star of the Family	Schiff Shoes	CBS-TV	Grey Adv.
Star Time	Ronson Art Metal Works, Inc.	DuMont	Franklin Bruck
Starlight Film Theatre	Food Store Productions Food Stores	WFIL-TV	Otis Advertising Co.
Starlit Stairway	Stern & Company	WXYZ-TV	W. B. Doner & Co.
	Delsoy Whipped Cream		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Starring the Editors	Grand Union Co.	WABD	Badger, Browning & Hersey
Stars of Tomorrow	Tommy Thompson Studio Children's Shop	WHBF-TV	
Stars Over Hollywood	Armour & Co. Meals	NBC-TV	Foote, Cone & Belding
Steve Allen Show	Procter & Gamble	CBS-TV	Compton Adv.
Stop the Music	Admiral Corp. Radios, Television Sets, Refrigerators	ABC-TV	Kudner Agency, Inc.
Stop the Music	Hazel Bishop Hazel Bishop Lipstick	ABC-TV	Raymond Spector Co.
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC-TV	Lennen & Mitchell
Stop the Music	Toni Co. White Rain	ABC-TV	Foote, Cone & Belding
Stork Club	Liggett & Myers Fatima Cigarettes	CBS-TV	Cunningham & Walsh
Story Theatre	Black Lumber Co.	WTTV	
Story Theatre	Durkee Foods	KECA-TV	Meldrum & Fewsmith
Story Theatre	Huntington Wholesale Furniture Co.	WSAZ-TV	Direct
Story Theatre	Sally Mattress Co.	WXEL	
Story Theatre	Straus-Frank Co. RCA Victor	WOAI-TV	By Station
Strange Adventure	Meyer Jewelry	WJBK-TV	
Strange Adventure	Uddo & Taormina	WDSU-TV	
Stranger Than Fiction	Gallant Lumber	WSPD-TV	
Strike It Rich	Colgate-Palmolive-Peet Co.	CBS-TV	Sherman & Marquette, Inc.
Stu Erwin Show	General Mills, Inc. V/heaties, Gold Medal Kitchen Tested Flour	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WENR-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WJZ-TV	Dancer-Fitzgerald-Sample, Inc.
Studebaker Tele-Movie Time	Chicagoland Studebaker Dealers	WNBQ	Roche, Williams & Clear
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Stud's Place	Manor House Coffee	WENR-TV	Earle Ludgin
Stumpus	Heckman Biscuit Co.	WZYZ-TV	George Hartman Adv.
Success Story	International Sterling Co. Sterling Silver	ABC-TV	Young & Rubicam Co., Inc.
Summer Theatre	General Electric Supply Corp.	WXEL	

Summers Serenade	Summers & Son Co.	WLW-C	
Sunday Matinee	Best Foods, Inc. H. O. Quick Oat Cream Farina, Presto Self-Rising Cake Flour	WABD	Benton & Bowles, Inc.
Sunday Matinee	General Electric Products	WXEL	
Sunday Matinee	Studebaker Dealers	WXYZ-TV	W. B. Doner & Co.
Sunday Movies	Chrysler Dealers	KTLA	Chas. Stahl Adv.
Sunday Night Movie	French Sardine Company	KTLA	Rhodes & Davis
Sunday Night Movie	Langendorf United Bakeries	KTLA	Scholts Advertising Service
Super Circus	Bauer & Black Curly Bandages	ABC-TV	Leo Burnett Co.
Super Circus	Canada Dry Cinger Ale	ABC-TV	J. M. Mathes, Inc.
Super Circus	M & M Ltd. Candy Coated Chocolate	ABC-TV	Wm. Esty Co.
Super Circus	Peters Shoe Co. Weatherbird Shoes	ABC-TV	Henri, Hurst & McDonald, Inc.
Supply Sales Show	Supply Sales Co. Prolifers	WABD	Newton Advertising
Susan Adams	Clinton Foods	WABD	Maxon, Inc.
Susan Adams	Flako Baking Products	WABD	Blatt-Forbes
Suspense	Electric Auto-Lite Co.	CBS-TV	Cecil & Presbrey
Swift's Movie-Time	Swift & Co.	WPIX	Free & Peters, Adv.
Swing Shift Theatre	Yeakel Bros.	KTLA	Irwin Company, Inc.
Talent Shop	Chunky Candy Corp. Chunkies	WABD	Peck Advertising
Talent Tussle	Baltimore News-Post	WAAM	
Tales of the Hawk	Famous Furniture	WXYZ-TV	W. B. Doner & Co.
Tales of Tomorrow	Jacques Kreisler Mfg. Watch Bands, Men's Jewelry	ABC-TV	Hirshon-Garfield, Inc.
Ted Mack Family Hour	C. A. Swanson & Sons Margarine, Poultry	ABC-TV	Tatham-Laird, Inc.
Ted Mack Family Hour	General Mills, Inc. Cereals, Flours, Mixes, Electric Irons	ABC-TV	Tatham-Laird, Inc.
Teen Time Varieties	Schiff Shoe Stores	WSAZ-TV	King & Cofferman
Tele-Bid	Sidles Co. Appliances	KMTV	

T

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Telebuys, Inc.	Participating	KING-TV	Participating
Telenews	Dixie Brewing Co.	WDSU-TV	
Telenews	Joske's of Texas Frigidaire	WOAI-TV	Pitluk Advertising Co.
Telenews Ace	Cunningham Drugs	WJBC-TV	
Telenews Daily	International Harvester Co. Trucks, Refrigerators, Farm Machinery & Parts	WOI-TV	Aubrey, Moore & Wallace, Inc.
Telenews Weekly	Denver & Rio Grand R. R.	KSL-TV	Axelsen Adv. Agency
Telenews Weekly	Meyer Jewelry	WJBC-TV	
Telenews Weekly	Syracuse Savings Bank	WHEN	
Telenews Weekly	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telenews Weekly Newsreel	Buick Dealers Assn.	WFIL-TV	Jos. Lowenthal Adv. Agency
Telesports Digest	Ethyl Corp. Lias	WOAI-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Reynolds Metals Co.	WAVE-TV	Zimmer & McClaskey
Telesports Digest	Seitzer Motors Auto	WSPD-TV	
Telesports Digest	Sidles Co. Appliances	KMTV	Anderson & Roll
Television Newsreel	Raymond Rosen & Co., Inc.	WFIL-TV	Al Paul Lefton Co., Inc.
Television Playhouse	Goodyear Tire & Rubber Co. Tires		Young & Rubicam Co., Inc.
Television Playhouse	Philco Corp. Radio, TV Sets, Refrigerators	NBC-TV	Hutchins Adv.
Ten Minute Movie	Western Federal Savings & Loan Assn.	KTLA	Elwood J. Robinson Adv. Agency
10 P.M. News	Bloomington Lincoln-Mercury	WTTV	
Tennessee Jamboree	Logan Super Markets Philco, Admiral, Youngstown Kitchens	WSM-TV	Walter Speight, Noble-Dury & Assocs.
Texaco Star Theatre	The Texas Co. Gasoline, Oil, Grease	NBC-TV	Kudner Agency, Inc.
Texas News	Texas Electric Service Co.	WBAP-TV	Rowland Broiles
Theatre Hour	Vitamin Corp. of America	WJBC-TV	
Theatre 79	Speedway Petroleum	WJBC-TV	
The Aldrich Family	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
The Aldrich Family	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
The Big Picture	Federation Bank & Trust Co.	CBS-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Plainclothes Man	Larus & Brother Co., Inc. Holiday Cigarettes, Holiday & Edgeworth Tobaccos	DuMont	Kenyon & Eckhardt, Inc.
The Ramblers	Joe M. Offil Motor Co. Nash Automobiles	WDAF-TV	Merritt Owens Adv. Co.
The Ruggles	Kraft Foods Co.	KECA-TV	J. Walter Thompson Agency
The Show Goes On	Superior Feed Mills	CBS-TV	James Reece
The Singing Pastor	W. Va. Beer & Ale	WKY-TV	King & Cofferman
The Sports Almanac	General Mills	WSAZ-TV	Dancer-Fitzgerald-Sample, Inc.
The Stu Erwin Show	Stag Beer	WJZ-TV	Maxon, Inc.
The Weather Tonight	Purity Products	WKY-TV	Young & Rubicam Co., Inc.
The Weatherman	P. Lorillard Co. Embassy Cigarettes	WPIX	Geyer, Newell & Ganger Agency
The Web	Intentional Harvester Co.	CBS-TV	Aubrey, Moore & Wallace, Inc. Participating
The Week in Sports	Participating	WOI-TV	Al Paul Lefton Co.
The World Today	Crawford Clothes	KING-TV	Batten, Barton, Durstine & Osborn, Inc.
They Stand Accused	American Tobacco Co.	DuMont	H. W. Buddmeier
This Is Show Business	Hauswald Bakery	CBS-TV	Fitzgerald Advertising Agency
This Is Your Zoo	Covert Ohio Sporting Goods	WAAM	Evans Advertising
This Week in Sports	Jackson Brewing Co. Jax Beer	WSPD-TV	Anderson & Roll
This Week in Sports	Les Taylor Co.	WOAI-TV	Benton & Bowles
This Week in Sports	Mobray Finch Ford Dealer	KSL-TV	Arnold Cohan
This Week in the News	Foster-Barker Co. Insurance	WJBK-TV	Leo Burnett Co., Inc.
This Week in the News	Ted Hicks Co. Insurance	KMTV	Chas. Stahl Adv. Agency
Those Two	Procter & Gamble Co. Tree, Camay, Drene	KMTV	
Three City Final	Ted Top Brewing Co.	NBC-TV	
Three Sentinels	Moores Stores	WLW-C	
Thursday Night Boxing	Sunset Appliance Corp.	WLW-C	
Tiger Wives	People's Outfitting	WABD	
Tim McCoy	Kellogg Company	WJBK-TV	
Tim McCoy Film	Murphy Motors	KTLA	
		KTLA	

Time for Beany	Bell Brand Foods, Ltd.	KTLA	McCann-Erickson, Inc.
Time for Beany	Cloverland Dairy	WAAM	St. Georges & Keyes
Time for Beany	Joliet 7-Up	WHBF-TV	
Time for Beany	Leigh Foods, Inc.	CBS-TV	Warwick & Legler, Inc.
Time for Beany	Maryland Co-Op Milk Producers	WAAM	
Time for Beany	Nehi Beverage Company	KTLA	Raymond Morgan Co.
Tip the Scales	South Texas Appliance Co.	WOAI-TV	Bernard M. Brooks
	Admiral Appliances		
Tips for Tinkers	T. G. & Y.	WKY-TV	George Knox
Toast of the Town	Lincoln-Mercury	CBS-TV	Kenyon & Eckhardt, Inc.
Today's News	Central Cadillac	WNBK	Meldrum & Fewsmith
Today's Teens	Hotpoint, Inc.	WENR-TV	Maxon, Inc.
Today's Top Story	National City Bank	WXEL	
Toledo Theatre Time	Foodtown Super Markets	WSPD-TV	
Tom Manning Sport Show	P. Ballantine & Sons	WNBK	J. Walter Thompson Agency
Tomorrow's News	Vim Stores	WPXI	William Warren, Jackson & Delaney
Tonight's Attractions	Dr. Kenaga	WSPD-TV	
	Optometrist		
Top Views in Sports	August Wagner Breweries	WLW-C	
Top Views in Sports	Sterling Beer	WAVE-TV	Smith, Benson & McClure
Touchdown	Falls City Beer	WAVE-TV	Prater
Touchdown Prevue	Mallenee's	WSM-TV	
Town and Country Quiz	Staley Milling Co.	WDAF-TV	Bozell-Jacobs, Inc.
	Feeds		
Trading Post	Moore's Stores	WLW-C	
Travels in Space	Lane Drug Co.	WSPD-TV	
Treasury Men in Action	The Borden Co.	NBC-TV	Doherty, Clifford & Schenfield
	Instant Coffee		
Triple Feature Theatre	Chevrolet Dealers Service	KECA-TV	Campbell-Ewald
Tuesday Feature Film	Four Friendly Appliance Dealers	KTLA	Irwin Co., Inc.
Tuesday Movie	Pontiac Dealers Club of So. Calif.	KTLA	Taggart & Young
Tuesday Night Movie	Raichert Sewing Machine Corp.	KTLA	W. B. Geissinger & Co.
TV Auction	Sun Ray Drug Co.	WFIL-TV	Philip Klein Advertising, Inc.
TV Department Store	TV Department Store	WABD	Ben Sackheim, Inc.
TV Magazine	Lanes Drug Stores	WSPD-TV	
TV Ranch	Jersey Bread & Driggs Dairy Farm	WSPD-TV	
TV Rangers	Borden Co.	WLW-C	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
TV Shopper's Revue	John A. Brown Co.	WKY-TV	Enders Advertising Agency
TV Theatre	Falstaff Brewing Co. Beer	KMTV	Dancer-Fitzgerald-Sample, Inc.
TV Theatre	Falstaff Brewing Co. Falstaff Beer	WOAI-TV	Dancer-Fitzgerald-Sample, Inc.
TV Travelogue	Butler Travel Service	WLW-C	
TV Weatherman	Omar Baking Co.	WBNS-TV	Fitzmorris & Simmons Agency
TWA Show	TWA	WABD	Batten, Barton, Durstine & Osborn, Inc.
Twenty Questions	The Mennen Company Mennen Products for Men	DuMont	Kenyon & Eckhardt, Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	ABC-TV	Grey Advertising
Twin Movie Features	Shopping Bag Food Stores	KTLA	Jack Vaughn Adv Agency

U

Uncle Amby's General Store	Royal Barry Carter Mills	WSM-TV	James F. Simons Co.
Uncle Mistletoe	Marshall Field Dept. Store	WENR-TV	Calkins & Holden
Uncle Roscoe's Playtime Party	Hotel Utah Coffee Shop	KSL-TV	R. T. Harris
Uncle Wip	Gimbels Dept. Store	WFIL-TV	Direct
Uebelhart & the News	Ohio Fuel Gas Co.	WSPD-TV	
Universal Homemaking	Landers, Frary & Clark Universal Appliances	DuMont	Gould, Tierney
U. of D. Football Films	Plymouth Dealers	WJBK-TV	

V

Vacation Land	Gerlinger Appliances	WSPD-TV	
Vanderbilt Football	Jamison Bedding Co.	WSM-TV	Max Beck
Versatile Varieties	Bonafide Mills Floor Coverings	ABC-TV	Gibralter Advertising Agency
Victor Borge Show	Kellogg Co.	NBC-TV	Kenyon & Eckhardt
V-I-D-E-O	Co-op. P. & C. Food Markets	WHEN	
Video Chef	Associated Food Stores	WPIX	Furman, Feiner & Co.
Views of the News	Murfree Mortgage Co., First American Natl. Bank	WSM-TV	George Doyne
Vincent Lopez Show	Lakewood Hotel & Land Assn.	WABD	Vincent Zepal
Voice of Firestone	Firestone Tire & Rubber Co. Tires, Tubes & Batteries	NBC-TV	Sweeney & James Co.

Wake Up & Live	Lowell Cosmetics	WLW-C	Steiner Adv.
Wally Jackson Show	Wally Jackson Studios	WPIX	Ward Wheelock Co.
Walsh Looks 'Em Over	Adam Scheidt Brewing Co.	WFIL-TV	George H. Hartman
Walt's Workshop	Edward Hines Lumber Co.	WNBQ	Elmer Free
Washington Senators Baseball	American Beer	WAAM	McCann-Erickson
Wayne King Program	Standard Oil Co. of Indiana Oil, Gasoline	NBC-TV	Young & Rubicam Co., Inc.
We the People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires	NBC-TV	
Weather Report	P & G Shasta Shampoo	WJBK-TV	Buchanan-Thomas
Weather Sketches	Paxton & Gallagher Coffee	KMTV	
Weather Tele-Facts	The Fair	WBAP-TV	Julian Read
Weatherchart	Gulf Brewing Co. Grand Prize Beer	WOAI-TV	Foote, Cone & Belding
Weatherman	Paxton-Gallagher Co. Coffee	WDAF-TV	Buchanan, Thomas Co.
Weatherman	Purity Taystee	WJBK-TV	Leo Burnett
Weatherman—Clint Youle, Atchison, Topeka & Santa Fe Railway Sys.	Atchison, Topeka & Santa Fe Railway System	WNBQ	
Weatherman—Clint Youle	Campbell Cereal Co.	WNBQ	Campbell-Mithum
Weatherman—Clint Youle	Commonwealth Edison Co.	WNBQ	J. R. Pershall Co.
Weatherman—Clint Youle	Home Gas Industries	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	Jewel Food Stores	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	R. Cooper, Jr.	WNBQ	Maxon, Inc.
Weatherman—Clint Youle	Standard Milling Co.	WNBQ	J. W. Shaw Advertising
Weatherman—Clint Youle	Swift & Co.	WNBQ	J. Walter Thompson Agency
Weatherwane	McCullough Chevrolet	WJBK-TV	
Weatherwane	DeSoto Dealers	WJBK-TV	
Webber Motor Sportlog	Webber Motor Co. Dodge Cars	KMTV	Allen & Reynolds
Wednesday Feature Film	General Electric Appliance Co.	KTLA	Mays & Co.
Wednesday Move No. 2	Fletcher Jones	KTLA	Chas. Stahl Adv. Agency
Weekly Newsreel	Kurtz Furniture Co.	WNBK	Ed Hibshman & Associates
Western Adventure Film	Friedman-Shelby Div. of International Shoe Co.	KTLA	Henri, Hurst & McDonald

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Western Corral	Duckhead Overalls, Sealtest Milk	WSM-TV	Noble-Dury R. C. Fields
Western Feature Film	Murnat Motors	KTLA	Jack Vaughn Adv. Agency
Western Film Theatre	Quaker City Chocolate Co.	WPIX	Free & Peters
Western Jamboree	Belle Furniture Co.	WSAZ-TV	Direct
Western Roundup	Participation	WBNS-TV	
Western Theatre	Swan Cleaners	WLW-C	
What in the World	CBS-TV	WBAP-TV	Direct
What's Cooking	Participating	CBS-TV	Earle Ludgin & Co.
What's My Line	Jules Montenier Stoppette	WOI-TV	Fitzmorris and Miller
What's the Weather	Omar Bakeries	WFIL-TV	Al Paul Lefton Co., Inc.
What's the Weather	Raymond Rosen & Co., Inc.	WKY-TV	
What's Your I.Q.?	Standard Life & Accident Insurance Co.	KECA-TV	M. Weinberg
Whelan's Motion Picture Cavalcade	Vitamin Corp. of America	WFIL-TV	Campbell-Mithun, Inc.
Whistling Wizard	Vitamin Corp. of America	KTLA	Leo Burnett Co., Inc.
Whiz TV Theatre	CBS-TV	WENR-TV	Leo Burnett Co., Inc.
Wild Bill Hickok	R. M. Hollingshead Corp.	WJKB-TV	Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg Company	WKY-TV	James Reece
Wild Bill Hickok	Kellogg-Cereal	WLW-C	Frederick L. Clinton
Wild West Theatre	Kellogg	WABD	Bernard M. Brooks
Wiley Gene	Allied Music Corp.	WOAI-TV	
Willie Fishers Fun Factory	Superior Feed Mills	WSM-TV	Ralph Jones
Wilson, Glickman & Lee	Arlington Motors	WXYZ-TV	Dancer-Fitzgerald-Sample, Inc.
Winters' Wonderland	Adler Shoes	WBNS-TV	Rex Adv. Agency
Women's Supplement	Wolff & Marx Westinghouse	WOAI-TV	
Woods & Waters	Nu-Maid Margarine	WMLW-TV	
Woody Hayes—Football	P & G Shasta Shampoo	WXYZ-TV	
World Adventure Series	Harvey Mack Pontiac	WBNS-TV	
World News	Philco Dealers	WXYZ-TV	
World of Sports	Earl Bring—Mutual of Omaha	WOAI-TV	Thomas F. Conroy
World of Yesterday	Ormsby Chevrolet Co.	WDSU-TV	Fitzgerald Adv. Agency
World Tonight	Jackson Brewing Co.	WXEL	
Wrestling	Hudson Dealers	KSL-TV	
Wrestling	Deseret News	WLW-C	
Wrestling	American Vitamin	KTLA	The Edwards Adv. Agency
Wrestling	Buick Dealers		

Wrestling	Clinton Clothing	KTLA	Milton Weinberg Adv. Co.
Wrestling	Columbia Breweries	KING-TV	How Ryan & Associates
Wrestling	Falstaff	WDSU-TV	
Wrestling	Falstaff Brewing Co.	WKY-TV	Dancer-Fitzgerald-Sample, Inc.
Wrestling	General Electric Appliances, Inc.	KTLA	Mays & Company
Wrestling	Hazel Bishop & Pin Up	WJBK-TV	
Wrestling	Hudepohl Beer	WLW-C	
Wrestling	Hudson Dealers of Chicago	WENR-TV	Malcolm-Howard
Wrestling	Jerry Lynch Nash Dealer	WJBK-TV	
Wrestling	Maison Blanche	WDSU-TV	
Wrestling	Motorola Dealer	WKZO-TV	
Wrestling	Oertels Brewing Co.	WAVE-TV	Kopmeyer
Wrestling	Philco Dealer	WKZO-TV	
Wrestling	Red Top Brewing Co.	WLW-C	
Wrestling	Regal Amber Brewing Co.	KTLA	Abbott Kimball Co.
Wrestling	University Chevrolet	WTTT	
Wrestling	Walker Motors	WXYZ-TV	Clark & Rickard Adv.
Wrestling From Chicago	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Wrestling From Hollywood	National Premium Beer	WXEL	
Wrestling From Hollywood	The Electric Company	WSM-TV	Thomas F. Conroy
Wrestling Personalities	Bohnet Baking Co.	WOAI-TV	
	Mrs. Bohnett's Bread	WABD	Grey Adv.
Wrestling With Dennis James	Bond Clothes	WABD	Earl Bothwell
Wrestling With Dennis James	Boyle-Midway, Inc.		
	Auto-Brite		

Y

Yankee Baseball Games	P. Ballantine Sons Co.	WABD	J. W. Thompson
Yellow Cab Revue	Ballantine's Beer & Ale	WFIL-TV	Al Paul Lefton Co., Inc.
Yesterday's Newsreel	Yellow Cab Co.	WOAI-TV	Pitluk Advertising Co.
Yesterday's Newsreel	Handy Andy Supermarkets	KMTV	
Yesterday's Newsreel	Miller-Pontiac		
Yesterday's Newsreel	Cars	WSAZ-TV	Direct
Yesterday's Newsreel	Pancake Realty Company	WKY-TV	
Yesterday's Newsreel	Standard-Humpty-Dumpty	WTTT	
Yesterday's Newsweek	Eberle Hardware	ABC-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Skippy Peanut Butter		
	Peanut Butter		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	DuMont	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co.	WJBK-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	WOAI-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Skippy Peanut Butter	WSM-TV	Guild, Bascom & Bonfigli, Inc.
Young Mr. Bobbin	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
Your Big Moment	Westinghouse Dealers	KNBH	The Tullis Co.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Your Junior Revue	George's Radio & TV Corp. Radios, TV Sets, and Appliances	WNBW	Robert J. Enders, Inc.
Your National Theatre	National Credit Clothiers	WENR-TV	Charles Temkin
Your Pet Parade	Ralston Purina Co. Ralston Wheat Flakes, Ry-Krisp, Shredded Ralston	ABC-TV	Gardner Agency
Your Show of Shows	Benrus Watch Co. Watches, Clocks	NBC-TV	J. D. Tarcher & Co.
Your Show of Shows	Eversharp, Inc. Pens, Pencils & Razors	NBC-TV	Biow Co.
Your Show of Shows	Lehn & Fink Products Corp. Lysol, Hind's Honey and Almond Cream	NBC-TV	Lennen & Mitchell
Your Show of Shows	Libby, McNeill & Libby Pineapple Juice	NBC-TV	Foote, Cone & Belding
Your Show of Shows	R. J. Reynolds Tobacco Co. NBC-TV	NBC-TV	Wm. Esty Co.
Your Show of Shows	S. O. S. Co. S. O. S. Cleanser	NBC-TV	McCann-Erickson
Your Television Shopper	W. T. Grant Dept. Store	WHEN	
You're On Your Own	Courtly Foods	WABD	Fairfax
Youth On the March	Young People's Church Institutional	ABC-TV	J. M. Camp & Co.
Youth On the March	Young People Church of the Air, Inc.	WFIL-TV	J. M. Camp & Co.
Zoo Parade	Jewel Food Stores	WNBQ	Allied Enterprises
Zoo Parade	Quaker Oats Co. Ken-L Rations	NBC-TV	Ruthrauff & Ryan

COMMERCIAL AM PROGRAMS OF 1951

(NETWORK)

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adv. of Ozzie and Harriet	H. J. Heinz Co. 57 Varieties	ABC	Maxon, Inc
Against the Storm	Philip Morris & Co., Ltd. Cigarettes	ABC	Cecil & Presbrey
A. L. Alexander's Mediation Board	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency
A Life in Your Hands	H. J. Heinz & Co. 57 Varieties	ABC	Maxon, Inc.
Aldrich Family	General Foods Corp. Jell-O, Cornstarch	NBC	Young & Rubicam, Inc.
Alex Dreier—This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald
Alias Jane Doe	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding
Allen Jackson and the News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam
All-Star Baseball Game	Gillette Safety Razor Co. Razor Blades & Gillette Razors	MBS	Maxon, Inc.
All-Star Football Game	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
A Memo From Molly	Lucerne Milk Co. Div. of Safety Stores Inc.—All Products	CBS	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder	ABC	Dancer, Fitzgerald-Sample, Inc.
American Forum of the Air	American Trucking Assn. Institutional	NBC	Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
American Medical Assn. Presidential Inauguration Ceremonies	American Medical Assn. Institutional	MBS	Campaigns, Inc.
American Radio Warblers	American Bird Products Inc. American 3 Vee Bird Food	MBS	Weston-Barnett Inc.
Amos 'n' Andy	Rexall Drug Co. All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
Armstrong of the S.B.I.	General Mills, Inc. Wheaties	ABC	Knox Reeves Advertising Agency
Armstrong Theatre of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Army-Navy Football Game	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Arthur Godfrey Show	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding Co.
Arthur Godfrey Show	Lever Brothers Co. Kinsol	CBS	Ruthrauff & Ryan, Inc.
Arthur Godfrey Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Arthur Godfrey Show	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey Show	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett, Inc.
Arthur Godfrey	Reid-Murdoch Div. of Consolidated Grocers Corp.—Canned Fruits, Vegetables, Juices, Jams, Fish, etc.	CBS	Weiss & Geller, Inc.
Arthur Godfrey's Talent Scouts	Lever Brothers Co. Thomas J. Lipton, Inc. Div. Lipton's Tea, Soup Mixes, Frostee	CBS	Young & Rubicam
Aunt Jenny	Lever Brothers Co. Spry	CBS	Ruthrauff & Ryan, Inc.
Bab-O-News	B. T. Babbitt Inc. Bab-O & Glim	MBS	Wm. H. Weintraub Co., Inc.
Back to the Bible	Good News Broadcasting Assn. Institutional	ABC	J. M. Camp & Co.
Back to God	Christian Reformed Church Institutional	MBS	Glenn-Jordan-Sotetzel, Inc.

B

Backstage Wife	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald-Sample
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage & Moving	CBS	Brooks Advertising Agency
Benson, Bobby	Kraft Foods Co. Caramels, Dinners & Malted Milk	MBS	J. Walter Thompson Co.
Betty Crocker Magazine of the Air	General Mills, Inc. Cold Medal Flour, Soup Ingredients, Cereals	ABC	Dancer-Fitzgerald-Sample, Inc.
Beulah	Procter & Gamble Co. Dreft, Lava, Oxydol, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc.
Big Show	Reynolds Metals Co. Aluminum & Aluminum Products	NBC	Buchanan & Co., Inc.
Big Sister	Procter & Gamble Crisco, Ivory Soap, Dreft, Spic & Span	CBS	Compton Advertising, Inc.
Big Story	American Cigarette & Cigar Co. Pail Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Lever Brothers Co. Lifebuoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Adams—Talk on Gardening	Jackson & Perkins Co. New Patented Roses, Fruits, Perennials	CBS	Huber, Hoge & Sons
Bill Downs	Wildroot Co., Inc. Wildroot Cream, Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Bill Henry & the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Bill Lang—News	Airways Corp. Rose Bushes & Dutch Bulbs	MBS	Dorland, Inc.
Bill Lang—Profiles in the News	Kipling Washington Agency Newsletter	MBS	Leo Burnett Co., Inc.
Bill Lang Show	Greystone Press Books	CBS	Huber, Hoge & Sons
Bing Crosby Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Blatz Reporter	Blatz Brewing Co. Blatz Beer	ABC	Wm. H. Weintraub & Co.
Blue-Gray Football Game	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Bob Marclay, American Agent	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bob Bryar & Recorded Music	Airways Corp. Rose Bushes	MBS	Dorland, Inc.
Bob Carred and the News	Ben Hur Products Ben Hur Coffee, Tea, Extracts, Spices & Jell-A-Teen	ABC	Mogge-Privet, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
Bob Hope Show	Liggitt & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Cunningham & Walsh, Inc.
Bobby Benson	American Chicle Co. Dentyne, Beeman's Pepsin & Chiclets Chewing Gum	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Shadel	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuels	CBS	Joseph Katz Co.
Bill Shadel	Animal Foundation, Inc. Hunt Club Dog Food	CBS	Moser & Cotins, Inc.
Bill Shadel	Campana Sales Co. Solitair Cake Makeup, Lotion, DDD, Ayds Vitamin Candy, Coolies	CBS	Wallace, Ferry, Hanly Co.
Bill Shadel	General Foods Corp. Log Cabin Syrup	CBS	Foote, Cone & Belding Co.
Bill Shadel	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Bill Shadel	Sterling Drug, Inc. Phillips Toothpaste, Haley's M-O	CBS	Dancer-Fitzgerald-Sample, Inc.
Bill Shadel	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Botany Song Shop	Botany Mills, Inc. Botany 500 Men's Suits & Ties	ABC	Silberstein & Goldsmith, Inc.
Break the Bank	Bristol Myers Co. Ipana Toothpaste, Sal Hepatica Trushay, Bufferin, Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Bristol-Myers Co. Ipana, Trushay, Sal Hepatica	NBC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Philip Morris & Co., Ltd. Cigarettes	ABC	Cecil & Presbrey, Inc.
Breakfast Club	General Foods Corp. Jello	ABC	Young & Rubicam
Breakfast Club	General Mills, Inc. Kix, Gold Medal Kitchen Tested Flour, Softasilk	ABC	Tatham-Laird, Inc.

Breakfast Club	Philco Corp. Refrigerators, Radios, Home Freezers, Ranges	ABC	Hutchins Advertising Co., Inc.
Breakfast Club	Swift & Co. Meat, Shortening, Edible Dairy Products, Poultry	ABC	J. Walter Thompson Co.
Brighter Day	Procter & Gamble Co. Cheer, Ivory Flakes, Spic & Span	CBS	Compton Advertising, Inc. Young & Rubicam
Broadway Is My Beat	General Motors Corp. Pontiac Motor Division—Pontiac Cars	CBS	MacManus, John & Adams, Inc.
C			
Cal Tinney's On	General Mills, Inc. Cold Medal Kitchen-Tested Flour	ABC	Dancer-Fitzgerald-Sample, Inc.
California Around the World	Bank of America, National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Camel Football Scoreboard	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Camel Scoreboard	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	Wm. Esty Co., Inc.
Can You Top This?	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co., Inc.
Carl Smith	Kellogg Co. Cold Medal Spaghetti & Macaroni	CBS	Leo Burnett Co., Inc.
Carling's Takes You to the Races	Brewing Corp. of America Carling's Red Cap Ale	MBS	Benton & Bowles, Inc.
Carroll Alcott	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Carroll Alcott	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cavalcade of America	E. I. duPont de Nemours & Co. Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
CBS Football Round-up	General Electric Co. All Products	CBS	Maxon, Inc.
CBS Newsroom—Sunday Desk	Chemicals, Inc. Vano, Household Chemical	CBS	Sidney Garfield & Associates
CBS Newsroom—Sunday Desk	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
CBS Newsroom—Sunday Desk	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cecil Brown—Commentary	State Farm Mutual Auto Insurance Co. Auto Insurance	MBS	Needham, Louis & Brorby, Inc.
Cecil Brown—News	Harrison Products, Inc. Shut-Eye	MBS	Sidney Garfield & Associates
Cedric Adams	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett Co., Inc.
Cedric Foster & the News	Murine Co., Inc. Eye Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
Challenge of the 50s—Years of Crises	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Challenge of the 50s—Years of Crises	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams
Charlie McCarthy Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Charlie Wild, Private Detective	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Charles Collingwood	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chemical Engineering Society Dinner	Phillips Petroleum Co. Gasoline & Oil	MBS	Lambert & Feasley, Inc.
Chet Huntley and the News	Glorion Corp. Cosmetics	ABC	Milton Weinberg Adv. Co.
Chet Huntley	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chet Huntley, News	Lee Pharmal Co. "Shadow Wave" Home Permanent	ABC	Milton Weinberg Co.
Chet Huntley and the News	MJB Co. Coffee, Tree Tea, and Rice	ABC	Batten, Barton, Durstine & Osborn, Inc.
Chet Huntley, News	Sealy Mattress Co. Mattresses	ABC	Alvin Wilder Adv. Co.
Chet Huntley, News	VCA Laboratories Rybutol	ABC	Milton Weinberg Adv. Co.
Chicago Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.

Choralists	Longines-Wittnauer Watch Co., Inc. Wittnauer Watches	CBS	Victor A. Bennett Co.
Christian Science Monitor Views the News	Christian Science Publishing Society Newspaper	ABC	Walton Butterfield Adv.
Christmas Carol With Lionel Barrymore	A. O. Smith Corp. Hot Water Heaters	MBS	Henri, Hurst & McDonald
Christmas in the Air	Bank of America, National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Adv.
Cities Service Band of America	Petroleum Advisers, Inc. Petroleum Products	NBC	Ellington & Co., Inc.
City Hospital	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Club 15 With Bob Crosby	Campbell Soup Co. Campbell Soup	CBS	Ward Wheelock Co.
Clubtime	Club Aluminum Products Co. Aluminum Household Utensils	ABC	Leo Burnett Co., Inc.
Clyde Beatty	Kellogg Co. Rice Krispies	MBS	Leo Burnett Co., Inc.
Contented Hour	Carnation Co. Evaporated Milk	CBS	Erwin, Wasey & Co., Ltd.
Corliss Archer	Electric Companies Adv. Program Program—Institutional	CBS	N. W. Ayer & Son, Inc.
Counterspy	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, Insecticides	NBC	Young & Rubicam
Curt Massey Time	Miles Labs., Inc. Alka Seltzer & One-A-Day Vitamins	MBS	Geoffrey Wade Advertising
Curt Massey Time With Martha Tilton	Miles Laboratories, Inc. Alka Seltzer, One-A-Day Vitamins	CBS	Geoffrey Wade Advertising

D

Dan Cubberly—News	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Advertising, Inc.
David Amity	Procter & Gamble Camay, Dreft and Oxydol	ABC	Pedlar & Ryan, Inc.
David Lawrence	American Dairy Assoc. Dairy Products	NBC	Campbell-Mithun, Inc.
David Vaile—News	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.
David Vaile—News	Mennen Co. All Products	CBS	Duane Jones Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
David Vaile—News	Peter Paul, Inc. Candy Bars	CBS	Maxon, Inc.
Defense Attorney	American Chiclé Co. Clarets	ABC	Dancer-Fitzgerald-Sample, Inc.
Dennis Day Show	Colgate-Palmolive-Peet Co. Palmolive Soap	NBC	Ted Bates & Co.
Dial Dave Garroway	Armour & Co. Dial Soap	NBC	Foote, Cone & Belding Co.
Dick Haymes Tune Time	Procter & Gamble Ivory Soap	ABC	Compton Advt., Inc.
Dick Joy—News	Washington Cooperative Farmer's Assn. Lyden Chicken	CBS	Pacific National Adv. Agency
Dr. Christian With Jean Hersholt	Cheshbrough Mig. Co. Consolidated Vaseline Hair Tonic, Lip Ice, Petroleum Jelly	CBS	McCann-Erickson, Inc.
Dr. Paul	Wesson Oil & Snowdrift Sales Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency
Don Hollenbeck	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Don Hollenbeck	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Don Hollenbeck	Household Finance Corp. Personal Loans	CBS	Needham, Louis, Brorby, Inc.
Double Or Nothing	Campbell Soup Co. Campbell Soups, Pork & Beans, Franco-American Spaghetti	NBC	Ward Wheelock Co.
Douglas Edwards—News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
Dragnet	Liggett & Myers Tobacco Co. Fatima Cigarettes	NBC	Cunningham & Walsh, Inc.
Drew Pearson	Adam Hat Stores Adam Hats	ABC	Wm. H. Weintraub & Co.
Drew Pearson	Carter Products Carter's Pills	ABC	Ted Bates Co.
Dulany Daily Double	John H. Dulany & Son, Inc. Frozen Foods	ABC	Foote, Cone & Belding

F

East-West Football Game

Motorola, Inc.
Radios, TV Sets

MBS

Ruthrauff & Ryan

East-West Football Game	Shrine East-West Football Committee	MBS	Direct
Eddie Cantor Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	Blow Co.
Edward Arnold, Story Teller	General Mills, Inc. Kix	ABC	Tatham-Laird, Inc.
Edward P. Morgan and the News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Edwin C. Hill and the Human Side of the News	Beltsone Hearing Aid Co. "Beltsone Mono-Pac" Hearing Aid	CBS	Olian Advertising Co.
Edward R. Murrow and the News	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Edward R. Murrow and the News	Green Giant Co. Canned Foods	CBS	Leo Burnett Co., Inc.
Edward R. Murrow and the News	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Edward R. Murrow and the News	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Edward R. Murrow and the News	Pan-Am Southern Corp. Lubricants	CBS	Fitzgerald Adv. Agency
Edward R. Murrow and the News	Planters Nut & Chocolate Co. Planters Peanuts & Peanut Oil	CBS	Raymond R. Morgan Co.
Eric Sevareid and the News	Chamberlain Sales Corp. Chamberlain's Lotion	CBS	Batten, Barton, Durstine & Osborn, Inc.
Ezzard Charles vs. Jersey Joe Walcott	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Fanny Brice—Baby Snooks	Lewis-Howe Co. Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Fat Man, The	American Chiclo Co. Clorox	ABC	Dancer-Fitzgerald-Sample, Inc.
Father Knows Best	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
F.B.I. in Peace and War	General Mills, Inc. Bisquick, Wheaties	CBS	Knox Reeves, Adv., Inc.
F.B.I. in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Blow Co., Inc.

F

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
F. B. I. in Peace and War	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Family Party	Carnation Co.	CBS	Erwin Wasey & Co., Ltd.
Fibber McGee & Molly	Pet Milk Sales Corp. Pet Evaporated Milk	NBC	Gardner Advertising Co.
Flying Feet	Dr. Hiss Shoe Stores Dr. Hiss Shoes	ABC	Hal Stebbins, Inc.
Frances Scully Show, The	Lee Pharmaceutical Co. "Shadow Wave" Home Permanent	ABC	Milton Weinberg Adv. Co.
Frank & Ernest	Dawn Bible Students Assn. Institutional	MBS	Wm. Gleeson & Co.
Frank Edwards—News	American Federation of Labor Institutional	MBS	Furman, Feiner Co., Inc.
Frank Goss—News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Frank Goss—News	Chemicals, Inc. Vano, Household Chemical	CBS	Sidney Garfield & Associates
Frank Goss—News	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	Mennen Co. All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	Peter Paul, Inc. Candy Bars	CBS	Maxon, Inc.
Frankie Lane Show	U. S. Army & U. S. Air Force Recruiting Service	CBS	Grant Advertising, Inc.
Front Page Farrell	Whitehall Pharmaceutical Co. Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Fulton Lewis At Home	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency & McCreery, Quick & McElroy
Gabriel Heatter	American School Home Study Courses	MBS	Olian Adv. Co.
Gabriel Heatter	Amuro Products Co. Inc. Tooth Powder	MBS	O'Neil, Larson & McMahan
Gabriel Heatter	Beltone Hearing Aid Co. Hearing Aids	MBS	Olian Adv. Co.
Gabriel Heatter	Noxema Chemical Co. Noxema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.

Gabriel Heatter	Pearson Pharmacal Co. Ennds & Eyegene	MBS	Harry B. Cohen, Adv. Co.
Gabriel Heatter	Personna Blade Co. Razor Blades	MBS	J. D. Tarcher
Gabriel Heatter	Rhodes Pharmacal Co. Indrin	MBS	O'Neil, Larson & McMahon
Gabriel Heatter—News	VCA Labs. Rybutol	MBS	Harry B. Cohen Adv. Co., Inc.
Galen Drake	Economics Laboratory, Inc. Soilax	CBS	Cunningham & Walsh, Inc.
Galen Drake	Sonotone Corp. Sonotone Hearing Aid	CBS	Lloyd, Chester & Dillingham, Inc.
Gangbusters	General Foods Corp. Grape Nuts	CBS	Young & Rubicam
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Gene Autry Show	Wm. Wrigley, Jr. Co. Doublemint Gum	CBS	Ruthrauff & Ryan, Inc.
George Fisher, Hollywood Reporter	La Maur, Inc. Modart Creme Shampoo	CBS	Hilton & Riggio, Inc.
Georgia Crackers	Airways Corp. Dutch Bulbs	MBS	Dorland, Inc.
Get More Out of Life	Wm. H. Wise & Co. Books	CBS	Thwing & Altman, Inc.
Get More Out of Life	Wm. H. Wise & Co. Books	MBS	Thwing & Altman, Inc.
Giant in a Snare	Time, Inc. Time Magazine	CBS	Young & Rubicam
Giants-Dodgers Playoff Games	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	Wm. Esty Co.
Gillette Fights	Gillette Safety Razor Co. Gillette Blue Blades Brushless & Lather Creams	ABC	Maxon, Inc.
Gillette Warm-Up Time	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Gillette Warm-Up Time	Toni Co. Toni Home Permanent & Shampoo	MBS	Foote, Cone & Belding Co.
Give and Take	Cannon Mills, Inc. Cannon Hosiery, Sheets, Towels	CBS	Young & Rubicam
Give and Take	Gillette Safety Razor Co.—Toni Div. Toni Home Permanent, Cream Shampoo	CBS	Foote, Cone & Belding Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey Digest	Reddi-Wip, Inc. "Reddi-Wip" Cream	CBS	Ruthrauff & Ryan, Inc.
Golden West Trotting	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Grady Cole	General Foods Corp. Calumet	CBS	Foote, Cone & Belding Co.
Grady Cole	Quaker Oats Co. Quaker Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Grand Central Station	Gillette Safety Razor Co.—Toni Div. Palm Home Permanent, White Rain	CBS	Foote, Cone & Belding Co.
Grand Central Station	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll and Cake Mix	CBS	Leo Burnett, Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. Prince Albert Tobacco	NBC	William Esty Co.
Grand Slam	Sylvania Electric Products, Inc. "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Grantland Rice—Sport News	Sylvania Electric Products, Inc. "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Great Gildersleeve	Kraft Foods Co. Parkay, Velveeta, Kraft DeLuxe Sliced Cheese	NBC	Needham, Louis & Brorby
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Institutional	ABC	Kudner Agency
Griffin Bancroft	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Griffin Bancroft	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Guiding Light	Procter & Gamble Co. Ivory Flakes, Duz	CBS	Compton Advertising, Inc.
Guy Lombardo Time	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.

H

Hal Peary Show	Chrysler Corp. Plymouth Motor Div—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
Hal Peary Show	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising, Inc.
Hallmark Playhouse	Hall Brothers Co. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding Co.

Halls of Ivy	Joseph Schlitz Brewing Co. Beer	NBC	Young & Rubicam
Hambletonian Stakes	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmaceutical Co. Div.) Anacin	CBS	John F. Murray Adv. Agency
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmaceutical Co. Div.) Anacin	CBS	Duane Jones Co., Inc.
Harry Babbitt Show	S. & W. Fine Foods, Inc. Foods & Coffee	CBS	Foote, Cone & Belding Co.
Headline News	S. C. Johnson & Son, Inc. Waxes & Finishes	MBS	Needham, Louis & Brorby
Headlines in the News	Serutan Co. Serutan, Nutrex, Lemel, Histaline, RDX, Hi-V	ABC	Roy S. Durstine, Inc.
Health Quiz	American Protam Corp. Protam, A Food Supplement	MBS	Dowd, Redfield & Johnstone, Inc.
Heartbeat in the News	Serutan, Inc. Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel	ABC	Roy S. Durstine, Inc.
Hearthstone of the Death Squad	General Motors Corp. Pontiac Motor Div.—Pontiac Cars	CBS	MacManus, John & Adams, Inc.
Henry J. Taylor	General Motors Cars and Services	ABC	Kudner Agency
High Life Revue	Miller Brewing Co. Beer	ABC	Mathison & Associates, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer	CBS	Geoffrey Wade Advertising
Hollywood Gold Cup Handicap	Apple Valley Inn Hotel	CBS	Swafford & Co.
Hollywood Party	The LeBlanc Corp. Hadacol	MBS	Majestic Adv. Agency
Hollywood Star Playhouse	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Stars on Stage	Ronson Art Metal Works Lighters & Accessories	ABC	Grey Advt. Agency
Hopalong Cassidy	General Foods Corp. Grape Nuts	CBS	Young & Rubicam, Inc.
Horace Heidt Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hour of Decision	Billy Graham (Evangelistic Assn.) Institutional	ABC	Walter F. Bennett Co.
House Party	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll, and Cake Mix	CBS	Leo Burnett Co., Inc.
Hudson Coal Miners	Hudson Coal Co. Coal	NBC	Clements Co., Inc.
Human Side of the News, The	Pan American Coffee Bureau Coffee	ABC	Federal Advt. Agency
Human Side of the News, The	Serutan Co. Serrano Nuts, I.D.X., Hi-V, Sdagell, Lomet	ABC	Roy S. Durstine, Inc.
I			
Ice Follies of 1952	Shipstad & Johnson Institutional	MBS	Walter McCreery, Inc.
Inner Sanctum	Mars, Inc. Mars, Milky Way, Mars M&M's, Planet Mars	ABC	Leo Burnett Co.
Inside News of Hollywood	Hazel Bishop, Inc. Lipstick	ABC	Raymond Spector Co.
Inside the Doctor's Office	Wafex, Inc. Wafex Reducing Tablets	MBS	Grady & Wagner Co., Inc.
International Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
Ira Blue Sports	Lucky Lager Brewing Co. Beer and Ale	ABC	McCann-Erickson, Inc.
It Happens Every Day	Gillette Safety Razor Co. Toys, Dishes, From Home Permanent, White Hair	CBS	Foote, Cone & Belding Co.
J			
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn Inc.
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jacques Fray and His Piano	Book Associates Books	MBS	Huber Hoge & Sons
Jay Stewart Fan Mail	North American Van Lines, Inc. Transportation of Household Goods	CBS	Castor & Associates

Jay Stewart Fan Mail	North American Van Lines Dealers and Services	ABC	Joseph Castor & Associates
Jergens-Woodbury Journal	Andrew Jergens Co. Hand Lotion, Face Cream, Face and Body Powders	ABC	Robert W. Orr & Associates
Joe Emerson's Hymn Time	General Mills, Inc. Red Band Flour	ABC	Knox Reeves Adv.
Joey Maxim vs. Bob Murphy Bout	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
John B. Kennedy	Serutan Co. Scrutan, Nutrex, KDX, H-V, Sedagel, Central	ABC	Roy S. Durstine, Inc.
John Cameron Swayze	Belmont Radio Corp. Raytheon Television Sets	NBC	Henri, Hurst & McDonald
Johnny Dollar	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Joyce Jordan, M.D.	Lever Bros. Surf	ABC	N. W. Ayer & Son
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo	NBC	Ted Bates
Julian Bentley	Puritan Co. of America Foods, Food Packers, Importers	CBS	Schwimmer & Scott, Inc.
Just Plain Bill	Whitehall Pharnacal Co. Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Juvenile Jury	General Foods Sales Corp. Games, Dog Food	MBS	Benton & Bowles, Inc.
K			
Kenneth Banghart and the News	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kentucky Club, Lineup Time & Football Scoreboard	Mail Pouch Tobacco Co. Kentucky Club Pipe Tobacco	MBS	Chas. W. Hoyt
Kentucky Derby	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shaving Cream	CBS	Maxon, Inc.
Kid Gavilan vs. Billy Graham	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Kings Row	Colgate-Palmolive-Peet Co. Fab	CBS	Wm. Esty & Co., Inc.
Kings Row	Colgate-Palmolive-Peet Co. Fab	NBC	Wm. Esty & Co., Inc.

L

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ladies Fair	Sterling Drug, Inc. Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Double Dandarine, Energine & Ionized Yeast	MBS	Dancer-Fitzgerald-Sample, Inc.
Lanny Ross	Curtis Circulation Co. Ladies Home Journal	MBS	Batten, Barton, Dursstine & Osborn, Inc.
Larry Lesueur and the News	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Advertising, Inc.
Larry Lesueur and the News	Richfield Oil Corp. of N. Y. Richfield Gas & Oil	CBS	Morey, Humm & Johnstone, Inc.
Les Griffith and the News	Procter & Gamble Ivory Soap	ABC	Compton Adv.
Les Higbie and the News	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Dursstine & Osborn, Inc.
Let's Go With Ralph Flanagan	U. S. Army & U. S. Air Force Recruiting	ABC	Grant Adv.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Dursstine & Osborn, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Tide	NBC	Benton & Bowles, Inc.
Life of Riley	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Life With Luigi	Wm. Wrigley, Jr. Co., Inc. Spearmint Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Light and Life Hour	Free Methodist Church of North America	ABC	Walter F. Bennett & Co.
Light Crust Dough Boys	Burrus Mill & Elevator Co. Light Crust Flour	MBS	Tracy-Locke Co., Inc.
Live Like a Millionaire	General Mills Bisquick, Grape-Nuts, Wheatena	NBC	Knox Reeves Adv., Inc.
Lone Journey	Lever Bros. Surf Detergent	ABC	N. W. Ayer & Son
Lone Ranger, The	American Bakeries Co. Menta Bread, Cake, Soda Crackers	ABC	Tucker Wayne & Co.
Lone Ranger, The	General Mills, Inc. Cheerios, Cake Mixes	ABC	Dancer-Fitzgerald-Sample, Inc.
Lorenzo Jones	Procter & Gamble Co. Cheer	NBC	Young & Rubicam

Lou Childre	Quaker Oats Co. Quaker Grits, Aunt Jemima, Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Louis-Walker Fight	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Advertising Inc.
Lucky U Ranch	Planters Nut & Choc. Co. Planter's Salted Peanuts	ABC	Raymond R. Morgan Co.
Luncheon Club	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Lutheran Hour, The	Lutheran Laymen's League Institutional	ABC	Gotham Adv. Co., Inc.
Lutheran Hour	Lutheran Laymen's League Institutional	MBS	Gotham Adv. Co., Inc.
Lux Radio Theatre	Lever Brothers Co. Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

M

Ma Perkins	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Man Next Door	U. S. Tobacco Co. Copenhagen, Banjo Snuff, Rooster Red Seal Snuff	MBS	Kudner Agency
Man on the Farm	Quaker Oats Co. Mother's Premium Oats & Full-O-Pep Feed	MBS	Sherman & Marquette, Inc.
Maria Webster	Bank of America National & Savings Association Banking Services	CBS	Chas. R. Stuart Adv., Inc.
Mario Lanza Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Mario Lanza Show	Coca-Cola Company Coca-Cola	NBC	D'Arcy Advertising Co., Inc.
Mark Trail	Kellogg Co. Cereals, Dog Foods, Spaghetti, Macaroni	ABC	Kenyon & Eckhardt
Mark Trail	Kellogg Co. All Products	MBS	Kenyon & Eckhardt, Inc.
Martin Kane—Private Eye	U. S. Tobacco Co. Old Briar, Model, Tweed & Dill's Best	MBS	Kudner Agency
Martin Kane—Private Eye	United States Tobacco Co. Tobacco & Tobacco Products	NBC	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. Pet Milk	NBC	Gardner Advertising Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet Frank Sinatra	Bymart, Inc. Tintair	CBS	Cecil & Presbrey, Inc.
Meet Frank Sinatra	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Meet the Missus	Leslie Sale Co. Salt	CBS	Leng Adv. Service
Mel Allen's Popsicle Clubhouse	Joe Lowe Corp. Popsicles & Other Frozen Confection Products	MBS	B'aine-Thompson Co.
Memory Book	Book Associates Books	CBS	Huber Hoge & Sons
Metropolitan Opera	Texas Co. Gasoline and Motor Oils	ABC	Kudner Agency
Mr. and Mrs. Blandings	Trans World Airlines, Inc. Institutional	NBC	Barton, Barton, Durstine & Osborn, Inc.
Mr. and Mrs. North	Colgate-Palmolive-Peet Co. Halo Shampoo, Palmolive Shave Cream	CBS	Snerman & Marquette
Mr. Chameleon	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol Myers Sal Hepatica, Vitals, Ipana Toothpaste	ABC	Young & Rubicam, Inc.
Mr. District Attorney	Bristol-Myers Co. Ipana, Trushay, Sal Hepatica	NBC	Young & Rubicam, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin, Kolynos, Kriptin	CBS	John F. Murray Adv. Agency, Inc.
Mr. Mercury	General Mills, Inc. Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Modern Romances	Norwich Pharmacal Co. Pepto-Bismol, Unguentine	ABC	Benton & Bowles
Modern Romances	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Monday Morning Headlines	Seeman Bros. Air Wick	ABC	Wm. H. Weintraub & Co.
Music With the Hormel Girls	George A. Hormel Co. Hormel Meat Products	NBC	Batten, Barton, Durstine & Osborn, Inc.
Musical Merry-Go-Round	Radio Corp. of America Radios and Television Sets	NBC	J. Walter Thompson
Mutual Newsreel	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherten Adv. Agency

Mutual Newsreel	Blatz Brewing Co. Blatz Beer	MBS	Wm. H. Weintraub Co., Inc.
Mutual of Omaha Calling	Mutual Benefit Health & Accident Assn. Insurance	MBS	Bozell & Jacobs, Inc.
My Friend Irma	Lever Brothers Co. Pepsodent Toothpaste	CBS	Foote, Cone & Belding Co.
My True Story	Sterling Drug, Inc. Phillips Milk of Magnesia, Bayer Aspirin	ABC	Dancer-Fitzgerald-Sample, Inc.
Mystery Singer	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
Mystery Theatre	Sterling Drug, Inc. Bayer Aspirin, Dr. Lyon's Tooth Powder	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Adv.
News of the World	Miles Laboratories, Inc. Alka-Seltzer	NBC	Geoffrey Wade Adv.
News of Tomorrow	Sterling Drug, Inc. Molle, Bayer Aspirin, Phillips Milk of Magnesia	ABC	Dancer-Fitzgerald-Sample, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc.
Nick Carter	Pontiac Motor Div.—General Motors Corp. Pontiac Autos	MBS	MacManus, John & Adams, Inc.
No School Today	Block Drug Co. Amm-i-dent Tooth Paste & Powder	ABC	Cecil & Presbrey
Nona From Nowhere	B. T. Babbitt, Inc. Bab-O-Clim	CBS	Duane Jones Co., Inc.

O

Old Fashioned Revival Hour	Gospel Broadcasting Assn. Institutional	ABC	R. H. Alber Co.
On the Line With Bob Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC	Bozell & Jacobs
One Man's Family	Miles Laboratories, Inc. Bactine, Alka-Seltzer, Tabacin, One-A-Day Vitamins	NBC	Geoffrey Wade Adv.
One Man's Opinion	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Orange Bowl Game	Gillette Safety Razor Co. Gillette Safety Razor, Blades, Shaving Cream	CBS	Maxon, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	ABC	Lenzen & Mitchell, Inc.
Our Gal Sunday	American Home Products Corp. (Whitehall Pharnacal Co. Div.) Anacin	CBS	John F. Murray Adv. Agency, Inc.
Our Miss Brooks	Colgate-Palmolive-Peet Co. Colgate Dental Cream Palmolive Shave Cream	CBS	Ted Bates & Co.
Pabst Blue Ribbon Bouts	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Paul Harvey—News	Burton-Dixie Corp. Mattresses & Pillows	ABC	Turner Adv. Agency
Peggy Lee Show	Rehall Drug Co. All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.
People Are Funny	Mars, Inc. Mars Candy Bars	CBS	Leo Burnett Co.
People, Places & Things	Acousticon Div. of Dictograph Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
Pepper Young's Family	Procter & Gamble Camay Soap	NBC	Peldar & Ryan, Inc.
Perry Mason	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
Phil Harris & Alice Faye	Radio Corp. of America Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson Co.
Phil Regan Show	Pepsi-Cola Co. Pepsi-Cola	CBS	The Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Philip Morris Playhouse on Broadway	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	The Biow Co., Inc.
Piano Book	Book Associates Books	CBS	Huber Hoge & Sons
Portia Faces Life	General Foods Corp. Corn Starch, Tapioca, Jell-O	NBC	Young & Rubicam, Inc.
Protam Quiz	Protam Corp. Protam	CBS	Dowd, Redfield & Johnstone, Inc.

P

Preakness Stakes	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shaving Cream		Maxon, Inc.
Pursuit	Sterling Drug Inc. Double Danderine, Ironized Yeast, Phillips Milk of Magnesia	CBS	Dancer-Fitzgerald-Sample, Inc.
Pursuit	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.

Q

Queen for a Day	Kraft Foods Co. Various Kraft Products	MBS	J. Walter Thompson Co.
Queen for a Day	P. Lorillard Co. Old Gold Cigarettes	MBS	Lennen & Mitchell, Inc.
Quick as a Flash	Block Drug Co. Amm-i-dent Tooth Paste and Powder, Nimpoo	ABC	Cecil & Presbrey
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer	NBC	Wade Advertising Agency

R

Radio Bible Class	Radio Bible Class Institutional	MBS	Stanley G. Boynton Co.
Ralph Story Show	Bank of America National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Adv.
Rate Your Mate	Wm. Wrigley, Jr. Co. Doublemint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Red Skelton Program	Borg-Warner Corp. Norge Div.—Norco Refrigerators, Washers, Water Heaters, Gas & Electric Ranges & Freezers	CBS	Russel M. Seed Co., Inc.
Red Skelton Program	Packard Motor Car Co. Packard Cars	CBS	Young & Rubicam, Inc.
Red Skelton Program	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
Refreshment Time With Morton Downey	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut	CBS	Benton & Bowles, Inc.
Renfro Valley—Country Store	General Foods Corp. Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut	CBS	Benton & Bowles, Inc.
Rex Allen Show	Phillips Petroleum Co. "Phillips 66" Gasoline & Motor Oil	CBS	Lambert & Feasley, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Richard Diamond, Private Detective	R. J. Reynolds Camel Cigarettes, Prince Albert Tobacco	ABC	Wm. Esty Co.
Right to Happiness	Procter & Gamble Co. Ivory Soap, Duiz	NBC	Compton Advertising, Inc.
Road of Life	Procter & Gamble Co. Crisco	NBC	Compton Advertising, Inc.
Robert Hurleigh—News	Miller Brewing Co. Miller "High Life" Beer	MBS	Mathison & Associates, Inc.
Robert Montgomery Speaking	Frank H. Lee Co. Lee Hats	ABC	Grey Adv.
Robert Q. Lewis Show	Gillette Safety Razor Co. Toni Div.—Toni Hair Cream, Pomade, Cream Shampoo	CBS	Foote, Cone & Belding Co.
Robert Q. Lewis Show	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Robert Q. Lewis Show	Liggett & Myers Tobacco Co., Inc. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Robert Q. Lewis Show	National Biscuit Co. All Products	CBS	McCam-Erickson, Inc.
Robert Q. Lewis Show	Pillsbury Mills, Inc. Pillsbury's Best Flour, Panakes, Pie Crust, Hot Roll & Cake Mix	CBS	Leo Burnett Co., Inc.
Rod & Gun Club of the Air	Pal Blade Co., Inc. Pal Razor Blades	MBS	Al Paul Lefton Co., Inc.
Romance	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	John F. Murray Adv., Inc.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	W. Earl Bathwell, Inc.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	Duane Jones Co., Inc.
Rose Bowl Game	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shave Cream	CBS	Maxon, Inc.
Rosemary	Procter & Gamble Co. Ivory Snow, Prell	CBS	Benton & Bowles, Inc.
Ross, Lanny	Acousticon Div. of Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
Roy Rogers	General Foods Corp. Post Cereals	NBC	Benton & Bowles, Inc.

Sammy Kaye Sunday Serenade	Sylvania Electric Products Television Receivers and Radios	ABC	Roy S. Durstine, Inc.
Sanka News Roundup	General Foods Sanka Coffee	ABC	Young & Rubicam, Inc.
Second Mrs. Burton	General Foods Corp. Post's Cereals, Postum, Swans Down Flour, Pectin	CBS	Young & Rubicam, Inc.
Sergeant Preston of the Yukon	Quaker Oat Co. Quaker Puffed Grains and/or Other Products	MBS	Sierman & Marquette, Inc.
Sheriff, The	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Sheriff, The	Pacific Coast Borax Co. Mule Team Borax and Boraxo	ABC	McCann-Erickson, Inc.
Sheriff, The	Procter and Gamble Ivory Soap	ABC	Compton Adv.
Sid Walton Show	Niresk Industries "Baby Blue Eyes" Doll	CBS	Huber Hoge & Sons, Inc.
Sidney Walton	Airways Corp. Dutch Bulbs	MBS	Dorland, Inc.
Sidney Walton—News	Book Associates Books	MBS	Huber Hoge & Sons
Silver Eagle, The	General Mills, Inc. Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Silver Sports Edition	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency
Sing It Again	Carter Products, Inc. Arnid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sing It Again	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Sing It Again	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter & Peanut Products	MBS	Needham, Louis, & Brorby, Inc.
Smilin' Ed McConnell and His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC	Leo Burnett Co.
Soap Box Derby	General Motors Corp. Chevrolet Motor Div.—Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
Somerset Maugham Theatre	Bymart, Inc. Timair	CBS	Cecil & Presbrey, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Somerset Maugham Theatre	Byarmt-Tintair, Inc. Tintair, Lightening Change	NBC	Cecil & Presbrey, Inc.
Songs for Sale	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
Space Patrol	Ralston Purina Co. Wheat Chex, Rice Chex, Instant Cereal	ABC	Gardner Adv. Agency
Stars Over Hollywood	Armour & Co. Canned Meats, Sausages, Franks, Dial Soap	CBS	Foote, Cone & Belding Co.
Stars Over Hollywood	Carnation Co. Evaporated Milk	CBS	Erwin Wasey & Co., Ltd.
Stella Dallas	Sterling Drug, Inc. Phillips' Tooth Paste, Bayer Aspirin, Haley's M-O	NBC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	P. Lorillard Co. Old Cold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Mars, Inc. Milky Way, Forever Yours, Mars	ABC	Leo Burnett, Inc.
Stop the Music	Procter & Gamble Ivory Soap	ABC	Compton Adv.
Straight Arrow	National Biscuit Co. Nabisco Shredded Wheat	MBS	McCann-Erickson, Inc.
Strange Romance of Evelyn Winters, The	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Strike It Rich	Colgate-Palmolive-Peet Co. Palmolive Soap, Vel, Colgate Dental Cream, Halo	CBS	Wm. Esty & Co., Inc.
Strike It Rich	Colgate-Palmolive-Peet Co. Vel, Halo, Colgate Dental Cream	NBC	Wm. Esty & Co., Inc.
Sunoco Three Star Extra	Sun Oil Company Oil, Fuel Oil, Sunoco Gas	NBC	Hewitt, Ogilvy, Benson & Mather, Inc.
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems	CBS	Cecil & Presbrey, Inc.
Symphonette	Longines-Wittnauer Watch Co. Longines Watches	CBS	Victor A. Bennett Co.
Talent Scouts With Herb Shriner	Lever Brother Co. Thomas J. Lipton, Inc.—Div. Lipton's Tea, Soup Mixes, Frosting	CBS	Young & Rubicam, Inc.

Talk Back With Happy Felton	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Durstine & Osborn, Inc.
The Bickersons	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
The Bill Lang Show	Book Associates Books	MBS	Huber Hoge & Sons
The Falcon	Kraft Foods Co. Kraft DeLuxe Slices	NBC	J. Walter Thompson Co.
The Gabby Hayes Show	Quaker Oat Co. Quaker Oats, Mother's Oats and/or Other Products	MBS	Sherman & Marquette, Inc.
The Green Hornet	Orange-Crush Co. Orange-Crush & Old Colony Beverages	MBS	Fitzmorris & Miller Adv.
The Law and You	Book Associates Books	CBS	Huber Hoge & Sons
The Law and You	Book Associates Books	MBS	Huber Hoge & Sons
The Lineup	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
The Lineup	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising Inc.
The Lineup	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff Co.
The Magic of Believing	Book Associates Books	CBS	Huber Hoge & Sons
The Magic of Believing	Book Associates Books	MBS	Huber Hoge & Sons
The Railroad Hour	Association of American Railroads Institutional	NBC	Benton & Bowles
The Red Foley Show	Swift & Company Jewel Shortening & Salad Oil	NBC	J. Walter Thompson Co.
The Roy Rogers Show	Quaker Oats Co. Oatmeal	MBS	Sherman & Marquette, Inc.
The Shadow	U. S. Army & U. S. Air Force Recruiting	MBS	Grant Adv. Agency
The Shadow	Wildroot Co., Inc. Wildroot Toilet Preps, & "Frostilla" Hand Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
The \$64 Question	Radio Corporation of America Radio and Television Sets	NBC	Biow Co., Inc.
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Tide Show Starring Jack Smith, Dinah Shore, Ginny Simms The Whistler	Procter & Gamble Co. Tide Gasoline & Oil	CBS	Benton & Bowles, Inc.
The Woman in My House	Manhattan Soap Co., Inc. Sweetheart Soap	CBS	Barton A. Stebbins Adv. Agency
Theatre Guild on the Air	United States Steel Corp. Institutional	NBC	Schneideler, Beck & Werner
Theatre of Famous Radio Players	Lewis Food Co. Dog & Cat Food Products	NBC	Batten, Barton, Dursfline & Osborn, Inc.
This Is Nora Drake	Gillette Safety Razor Co. Tom Day—Tom Home Automaten, Groene-Sampson	CBS	Rockett-Lauritzen
This Is Nora Drake	Seeman Brothers, Inc. Air Wick	CBS	Foote, Cone & Belding Co.
This Is Your FBI	Equitable Life Assurance Society of the U. S. Insurance	ABC	Wm H. Weintraub Co., Inc.
This Thing Called Life	Institute of Religious Science Institutional	ABC	Warwick & Legler
This Was 1951	Emerson Drug Co. Prono-Seltzer	ABC	Raymond R. Morgan Co.
Today in Hollywood	General Mills, Inc. Kix	CBS	Batten, Barton, Dursfline & Osborn, Inc.
Tom Hanlon's Press Box	Apple Valley Inn Hotel Hotel	ABC	Tatham-Laird
Tom Harmon's Sports Taps	Bank of America National Trust & Savings Assn. Banking Services	CBS	Swafford & Co.
Top Guy, The	American Chicle Co. Cherets	ABC	Chas. R. Stuart Advertising
Top of the Week	Bank of America National Trust & Savings Assn. Banking Services	CBS	Dancer-Fitzgerald-Sample, Inc.
Tom Harmon's Pigskin Predictions	Brewing Corp. of America Carling's Ale, Coors Ale, Black Label Beer	CBS	Chas. R. Stuart Advertising
Tom Harmon—Sports	Nic-L-Silver Battery Co. Auto Batteries	CBS	Benton & Bowles, Inc.
Trotting Races, The	Reynolds Metals Co. Institutional	ABC	Anderson-McConnell Adv. Agency
True Detective Mysteries	Williamson Candy Co. Oh Henry Candy Bars	MBS	Buchanan & Co.
Truth or Consequences	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	Aubrey, Finlay, Marley & Hodgson, Inc. The Biow Co., Inc.

Tums Hollywood Theatre
 Tums
 Lewis-Howe Co.
 Turns
 Dancer-Fitzgerald-Sample, Inc.

Twenty Questions
 Ronson Art Metal Works
 Ronson Lighters & Ronsonol Fuel
 Grey Adv. Agency

U

Under Arrest
 Acousticon Div. of Dictograph Products Inc.
 Hearing Aids
 MBS
 Atherton Adv. Agency

Under Arrest
 Airways Corp.
 Pose Garden
 MBS
 Dorland, Inc.

V

Vandeventer and the News
 Capehart-Farnsworth Corp.
 Television Sets
 MBS
 J. M. Mathes, Inc.

Vaughn Monroe Show
 R. J. Reynolds Tobacco Co.
 Camel Cigarettes
 CBS
 Wm. Esty Co., Inc.

Victor Borge
 Kellogg Co.
 Corneas, Spaghetti, Mararoni
 ABC
 Kenyon & Eckhardt

Victor Borge
 Kellogg Co.
 Cro-Pup & Gold Medal Spaghetti & Mararoni
 MBS
 Kenyon & Eckhardt, Inc.
 Leo Burnett Co.

Victor H. Lindlahr
 Serutan Co.
 Scrutan, Nitroex, RDX, Lemol
 ABC
 Roy S. Durstine, Inc.

Visitin' Time
 Morton Salt Co.
 Morton Salt
 CBS
 Kalu-Van Pieteron-Dunlap Associates, Inc.

Voice of Firestone
 Firestone Tire & Rubber Co.
 Tires & Tubes
 NBC
 Sweeney & James Co.

Voice of Prophecy, The
 The Voice of Prophecy, Inc.
 Institutional
 ABC
 Western Adv. Agency

Voice of Prophecy, The
 Voice of Prophecy, Inc.
 Institutional
 MBS
 Western Advertising, Inc.

W

Waiter Winchell
 Warner-Hudnut, Inc.
 Richard Hudnut Products
 ABC
 Kenyon & Eckhardt

War Front, Home Front
 Acousticon Div. of Dictograph Products, Inc.
 Hearing Aids
 MBS
 Atherton Adv. Agency

We Love and Learn
 Manhattan Soap Co., Inc.
 Sweetheart Soap
 NBC
 Duane Jones Co., Inc.

Welcome Travelers
 Procter & Gamble Co.
 Lava, Spic & Span, Joy, Prett
 NBC
 Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wendy Warren and the News	General Foods Corp. Maxwell House Coffee, Instant Coffee	CBS	Benton & Bowles, Inc.
When a Girl Marries	General Foods Instant Maxwell House Coffee	ABC	Benton & Bowles, Inc.
When a Girl Marries	General Foods Corp. Calumet, Regular Swansdown	NBC	Benton & Bowles, Inc.
Wild Bill Hickok	Kellogg Co. All Products	MBS	Leo Burnett Co., Inc.
Wildroot Sports Summary	Wildroot Co., Inc. Wildroot Cream Oil Hair Tonic	MBS	Batten, Barton, Durstine & Osborne, Inc.
Will Rogers	American Chiclet Co. Dentifrice, Chiclets and <i>Baerman's Gum</i>	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
<i>Wisner's Wildroot Scoreboard</i>	Wildroot Co. Wildroot Hair Preparation	ABC	Batten, Barton, Durstine & Osborne, Inc.
Witness Time	American Soul Clinic Institutional	ABC	J. M. Camp & Co.
World News Roundup	Greystone Press Books	CBS	Huber Hoge & Sons
World Series of 1951	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
World Today	Seaman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub & Co., Inc.

X

You Bet Your Life	De Soto-Plymouth Dealers Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco Joy	CBS	Compton Advertising, Inc.
Young Widder Brown	Sterling Drug Inc. Bayer Aspirin, Dr. Lyon's Tooth Powder	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	Benjamin Moore & Co. Paints & Varnish	MBS	St. Georges & Keyes, Inc.
Your Legal Adviser	Book Associates Books	MBS	Huber Hoge & Sons

Z

Zeke Manners	Western Stove Co. Western Holly Gas Ranges	ABC	Brooks Adv. Agency
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FM STATIONS IN OPERATION

As of Jan. 1, 1952

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albertville	WAVU-FM	Sand Mountain Bcstg. Svc.	105.1	Pat M. Courington, Pres.
Alexander City	WRFS-FM	Piedmont Service Corp.	106.1	James L. Coley, Pres.
Andalusia	WCTA-FM	Andalusia Bcstg. Co., Inc.	98.1	J. Dige Bishop, Exec. V.-P.
Anniston	WHMA-FM	Anniston B'casting Co.	100.5	Harry M. Ayers, Pres.
Bessemer	WJLN	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM	Voice of Ala., Inc.	99.5	E. Norton, Bd. Chmn.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Cullman	WFMH-FM	The Voice of Cullman	100.9	B. C. Eddins
Decatur	WHOS-FM	N. Ala. Bcstng. Co.	92.5	B. C. Shelton, Chief Exec.
Gadsden	WJBY-FM	Gadsden Bcstg. Co., Inc.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	J. F. Neal, Gen. Mgr.
Lanett	WRLD-FM	Valley Bcstng. Co., Inc.	102.9	J. C. Henderson, Pres.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.1	R. B. Chandler, Pres.
Mobile	WKRQ-FM	Giddens & Rester	99.9	F. F. Busby, Gen. Mgr.
Montgomery	WCOV-FM	Estate of G. W. Covington	94.5	Hugh Smith, Gen. Mgr.

ARIZONA

Mesa	KTYL-FM	Sun Valley Bcstg. Co.	104.7	Dwight Harkins, Pres.
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ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury	96.1	Harold L. Sudbury, Pres. & Gen. Mgr.
Conway	KCON-FM	Conway Bcstg. Co.	97.7	J. E. Clayton, Pres.
Fort Smith	KFPW-FM	Tulsa Bcstng. Co.	94.9	John Esau, Vice Pres. & Gen. Mgr.
Fort Smith	KFSA-FM	Southwestern Pub. Co.	107.7	Donald W. Reynolds, Pres.
Jonesboro	KBTM-FM	Regional Bcstg. Co.	101.9	Jay P. Beard, Pres.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Sr., Pres.

CALIFORNIA

Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	James L. McDowell, Gen. Mgr.
Berkeley	KPFA	Pacific Foundn.	104.5	Lewis Hill, Exec. Dir.
Berkeley	KRE-FM	Central Calif. Bcsters.	102.9	Arthur Westlund, Pres.
Chico	KVCI	Golden Empire Bcstg. Co., Inc.	101.2	Mrs. Hugh McClung, Pres.
Eureka	KRED	Redwood Bcstg. Co., Inc.	96.3	William B. Smullin, Pres.
Fresno	KARM-FM	The George Harm Station	101.9	Hattie Harm, Pres.
Fresno	KMJ-FM	McClatchy Bcstg. Co.	97.9	Eleanor McClatchy, Pres.
Fresno	KRFM	Calif. Inland Bcstg. Co.	93.7	Paul R. Bartlett, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Robert Kintner, Pres.
Hollywood	KFMV	Union Bcstg. Corp. of Calif.	94.7	Cliff T. Mayer, Pres.
Hollywood	KHJ-FM	Thomas S. Lee Entprs.	101.1	Willet H. Brown, Pres.
Long Beach	KFOX-FM	Nichols & Warinner, Inc.	102.3	Hal G. Nichols, Pres.
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Los Angeles	KFCB-FM	Los Angeles Bcstg. Co., Inc.	104.3	Colvin J. Smith, Pres.
Los Angeles	KMGM	MGM Studios, Inc.	98.7	Wm. F. McCrystall, Gen. Mgr.
Los Angeles	KNX-FM	Columbia Bcstg. System	93.1	Wm. D. Shaw, Gen. Mgr.
Los Angeles	KRDK-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Marysville	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Merced	KVME	Merced Bcstg. Co.	97.5	Mrs. Hugh McClung, Pres.
Modesto	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co., Inc.	104.1	William H. Bates, Jr., Pres.
Oakland	KLX-FM	Tribune Bldg. Co.	101.3	J. R. Knowland, Jr., Pres.
Ontario	KEDO	The Daily Report Co.	93.5	Mrs. Jerene Appleby Harnish, Pres.
Pasadena	KWKW-FM	S. Calif. Bcstg. Co.	98.3	Marshall S. Neal, Pres.
Redding	KVRE	Golden Empire Bcstg. Co.	103.9	Mrs. Hugh McClung, Pres.
Riverside	KPOR	Bcstg. Corp. of America	97.5	W. E. Gleeson, Pres.
Sacramento	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.
San Bruno	KSBR	Radio Diablo, Inc.	100.5	Orrin H. Brown, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Francisco	KCBS-FM	Columbia Bcstg. Co., Inc.	103.7	Frank Stanton, Pres.
San Francisco	KDFC	Sundial Bcstg. Corp.	102.1	William R. Crocker, Pres.
San Francisco	KGO-FM	American Bcstg. Co.	106.1	Robert Kintner, Pres.
San Francisco	KGSF	Warners Bros.	97.3	S. W. Warner, Gen. Mgr.
San Francisco	KNBC-FM	National Bcstg. Co.	99.7	Joseph H. McConnell, Pres.
San Francisco	KRON-FM	Chronicle Pub. Co.	96.5	Charles Thieriot, Gen. Mgr.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
San Jose	KSJO-FM	Santa Clara Bcstg. Co.	95.3	Patrick H. Peabody, Pres.
Santa Ana	KVOE-FM	Voice of the Orange Empire, Inc.	96.7	Ernest L. Spencer, Pres.
Stockton	KGDM-FM	E. F. Peffer	92.9	E. F. Peffer, Pres.
COLORADO				
Denver	KFEL-FM	Eugene P. O'Fallon, Inc.	97.3	Gene O'Fallon, Gen. Mgr.
Denver	KLZ-FM	Aladdin Radio & TV Co.	94.1	Hugh B. Terry, Mgr.
Denver	KOA-FM	National Bcstg. Co.	95.7	Joseph H. McConnell, Pres.
CONNECTICUT				
Greenwich	WGCH	Greenwich Bcstg. Corp.	95.9	Walter S. Lemmon, Pres.
Hartford	WDRC-FM	The Conn. Bcstg. Co.	93.7	Franklin M. Doolittle, Pres.
Hartford	WTIC-FM	Travelers Bcstg. Service Corp.	96.5	Paul W. Morency, V.-P.
Meriden	WMMW-FM	Silver City Crystal Co.	95.7	Carl A. Schultz, Pres.
New Haven	WBIB	The Colony Bcstg. Corp.	100.7	Samuel Botwinik, Pres.
New Haven	WELI-FM	Conn. Radio Foundation	107.9	Harry C. Wilder, Pres.
New Haven	WNHC-FM	Elm City Bcstg. Corp.	99.1	Patrick J. Good, Pres.
Stamford	WSTC-FM	The Western Conn. Bcstg. Co.	96.7	Kingsley Gillespie, Pres.
DELAWARE				
Georgetown	WJWL-FM	Rollins Bcstg. Co.	101.5	John W. Rollins, Pres.
Wilmington	WDEL-FM	WDEL, Inc.	93.7	Clair R. McCullough, Sta. Exec.
DISTRICT OF COLUMBIA				
Washington	WASH	Everett L. Dillard	97.1	Everett L. Dillard, Pres.
Washington	WCFM	Cooperative Bcstg. Assn.	99.5	Wallace J. Campbell, Pres.
Washington	WGMS-FM	The Good Music Sta., Inc.	103.5	Morris Rodman, Pres.
Washington	WMAL-FM	Evening Star Bcstg. Co.	107.3	S. H. Kauffman, Pres.
Washington	WLRF-FM	Peoples Bcstg. Corp.	98.7	Murray D. Lincoln, Pres.
Washington	WRC-FM	National Bcstg. Co.	93.9	Joseph H. McConnell, Pres.
Washington	WTOP-FM	WTOP, Inc.	96.3	Philip L. Graham, Pres.
Washington	WWDC-FM	Capital Bcstg. Co.	101.1	Joseph Katz, Pres.
FLORIDA				
Daytona Beach	WNDB-FM	News-Journal Corp.	94.5	Jerry Stone, Gen. Mgr.
Gainesville	WRUF-FM	U. of Florida	104.5	Garland Powell, Dir.
Jacksonville	WJAX-FM	City of Jacksonville	95.1	John T. Hopkins, III, Gen. Mgr.
Jacksonville	WJHP-FM	The Metropolis Co.	96.9	John H. Perry, Pres.
Jacksonville	WMBR-FM	Florida Bcstg. Co.	96.1	Frank King, Pres.
Miami	WGBS-FM	Fort Industry Co.	96.3	George B. Storer, Pres.
Miami	WIOD-FM	Iste of Dreams Bcstg. Corp.	97.3	Daniel J. Mahony, Pres.
Miami	WQAM-FM	Miami Bcstg. Co.	94.9	John S. Knight, Pres.
Miami	WWPB-FM	Paul Brake	101.5	Paul Brake, Owner
Miami Beach	WKAT-FM	WKAT, Inc.	93.1	A. Frank Katzentine, Pres.
Miami Beach	WLRD	Mercantile Bcstg. Co.	93.9	Alan H. Rosenson, Pres.
Orlando	WDBO-FM	Orlando Bcstg. Co., Inc.	92.3	Harold P. Danforth
Orlando	WHOO-FM	Orlando Daily Newspapers	96.5	Martin Anderson, Pres.
Orlando	WORZ-FM	Cent. Fla. Bcstg. Co.	100.3	W. O. Murrell, Owner
Palm Beach	WWPG-FM	Palm Beach Bcstg. Corp.	97.9	Charles E. Davis, Pres.
Panama City	WOLP-FM	Panama City Bcstg. Co.	98.9	John H. Perry, Pres.
Sf. Petersburg	WTSP-FM	Pinellas Bcstg. Co.	102.5	N. B. Poynter, Pres.
Tallahassee	WTAL-FM	John H. Phipps	103.9	John H. Phipps, Pres.
Tampa	WDAE-FM	Tampa Times Co.	100.7	David E. Smiley, Pres.
Tampa	WFLA-FM	Tribune Co.	93.3	Harold A. Dunlap, Gen. Mgr.
GEORGIA				
Athens	WGAU-FM	J. K. Patrick & Co.	99.5	C. A. Rowland
Atlanta	WAGA-FM	Fort Industry Co.	103.3	George B. Storer, Pres.
Atlanta	WATL-FM	Atlanta Bcstg. Co.	97.5	J. W. Woodruff, Sr., Pres.
Atlanta	WBGE-FM	Mike Benton Co.	95.5	Mike Benton, Pres.
Atlanta	WGST-FM	Ga. Inst. of Tech.	94.1	F. M. Sparatlin, Pres.
Atlanta	WSB-FM	Atlanta Newspapers, Inc.	98.5	J. M. Cox, Jr., Pres.
Cedartown	WGAA-FM	Tmm, Inc.	96.1	B. F. J. Timm, Pres.
Columbus	WGBA-FM	Ga.-Ala. Bcstg. Corp.	95.1	Walter M. Windsor, Gen. Mgr.
Columbus	WRBL-FM	Columbus Bcstg. Co.	93.3	J. W. Woodruff, Sr., Pres.
Dawson	WDWD-FM	Dawson Bcstg. Co.	101.1	Ed. Stevens, Pres.
Gainesville	WDUN-FM	Northeast Georgia Bcstg. Co.	103.9	Paul C. Plaginos, Pres.
LaGrange	WLAG-FM	LaGrange Bcstg. Co.	104.1	Roy C. Swank, Pres.
Macon	WBML-FM	Middle Ga. Bcstg. Co.	100.7	E. D. Black, Pres.
Macon	WMAZ-FM	Southeastern Bcstg. Co.	99.1	George P. Rankin, Pres.
Macon	WNEX-FM	Macon Bcstg. Co.	96.9	E. M. Lowe, Pres.
Rome	WRGA-FM	Rome Bcstg. Corp.	106.5	Mrs. John W. Quarles, Pres.
Savannah	WSAV-FM	WSAV, Inc.	100.3	Harben Daniel, Pres.
Savannah	WTOC-FM	Savannah Bcstg. Co.	97.3	William T. Knight, Jr., Pres.
Swainsboro	WJAT-FM	Jack A. & Nancy N. Thompson	101.7	Jack A. Thompson, Pres.
Toccoa	WLET-FM	R. G. LeTourneau	106.1	R. G. LeTourneau, Pres.
Valdosta	WVOG-FM	WVOG, Inc.	92.5	E. D. Rivers, Owner
West Point	WRLD-FM	Valley Bcstg. Co.	102.9	J. C. Henderson, Pres.

FM Stations in Operation

IDAHO

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Nampa	KFXD-FM	Frank E. Hurt & Son	101.9	Edward Hurt, Pres.
Pocatello	KSEI-FM	Radio Service Corp.	96.5	O. P. Soule, Pres.
Twin Falls	KTFI-FM	Radio Bcstg. Corp.	99.7	O. P. Soule, Pres.

ILLINOIS

Alton	WOKZ-FM	WOKZ, Inc.	99.9	Edward Wheeler, Pres.
Bloomington	WJBC-FM	Bloomington Bcstg. Corp.	101.5	Loring Merwin, Pres.
Canton	WBYS-FM	Fulton County Bcstg. Co.	100.9	Harold R. Winsor, Pres.
Carmi	WROY-FM	Carmi Bcstg. Co.	97.3	Roy Clippenger, Pres.
Centralia	WCNT-FM	WCNT, Inc.	96.5	George F. Isaac, Pres.
Champaign	WDWS-FM	Champaign-News Gazette, Inc.	97.5	Marc Howard, Mgr.
Chicago	WAAF-FM	Corn Belt Pub. Inc.	93.9	Ward A. Neff, Pres.
Chicago	WBBM-FM	Columbia Bcstg. System	97.1	Frank Stanton, Pres.
Chicago	WBIK	Balaban & Katz Corp.	96.3	John H. Mitchell, Gen. Mgr.
Chicago	WEFM	Zenith Radio Corp.	99.5	E. F. McDonald, Jr., Pres.
Chicago	WENR-FM	American Bcstg. Co.	94.7	Robert Kintner, Pres.
Chicago	WFJL	Lewis College of Science & Tech.	93.1	Rev. Bernard J. Sheil, Pres.
Chicago	WFMF	WJJD, Inc.	100.3	Marshall Field, Pres.
Chicago	WMFT	Gale Bcstg., Inc.	105.9	Bernard Jacobs, Pres.
Chicago	WGNB	WGN, Inc.	98.7	Col. Robert R. McCormack, Pres.
Chicago	WMAQ-FM	National Bcstg. Co.	101.1	Joseph H. McConnell, Pres.
Chicago	WMOR	Met. Radio Corp.	102.7	L. B. Melnick, Gen. Mgr.
Chicago Heights	WCHI	Chicago Heights Bcstg. Co.	95.9	Anthony Santucci, Pres.
Cicero	WEHS	WHFC, Inc.	97.9	R. W. Hoffman, Gen. Mgr.
Decatur	WSOY-FM	Illinois Bcstg. Co.	102.1	F. W. Schaub, Pres.
East St. Louis	WTMV-FM	WTMV On the Air Inc.	102.5	Alvin O. Eades, Pres.
Elmwood Park	WLEY	Elmwood Pk. Bcstg. Corp.	107.1	Zeb Zarnecki, Pres.
Evanston	WEAW	North Shore Bcstg. Co., Inc.	105.1	Edward A. Wheeler, Pres.
Freeport	WFJS	Freeport Journal-Standard Pub. Co.	102.5	Donald L. Breed, Pres.
Harrisburg	WEBO-FM	Harrisburg Bcstg. Co.	99.9	Englis M. Taylor, Gen. Mgr.
Jacksonville	WLDS-FM	Jacksonville Radio & TV	100.5	Robert A. Fay, Pres.
Mattoon	WLBH-FM	Mattoon Bcstg. Co.	96.9	J. R. Livesay, Pres.
Mt. Vernon	WMIX-FM	Mt. Vernon Radio & TV Corp.	94.1	John R. Mitchell, Pres.
Oak Park	WOPA-FM	Village Bcstg. Co.	102.3	W. L. Klein, Gen. Mgr.
Oak Park	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Peoria	WMBD-FM	Peoria Bcstg. Co.	92.5	Charles C. Caley, V.-P.
Quincy	WQDI	Quincy Bcstg. Co.	105.1	T. C. Oakley, Pres.
Quincy	WTAD-FM	Lee Bcstg. Co.	99.5	Lee P. Loomis, Pres.
Rockford	WROK-FM	Rockford Bcstrs., Inc.	97.5	Albert Simms, Pres.
Rock Island	WHBF-FM	Rock Island Bcstg. Co.	98.9	Ben H. Potter, Pres.
St. Charles	WEXI	Greater Ill. Bcstg.	106.3	Gerald F. Kraus, Pres.
Springfield	WCVS-FM	WCBS, Inc.	102.9	H. L. Dewing, Pres.
Springfield	WTAX-FM	WTAX, Inc.	103.7	Oliver J. Keller, Pres.
Urbana	WKID-FM	Sterling Bcstg. Co.	103.3	Robert E. J. Snyder, Pfr.
Waukegan	WKRS-FM	News Sun Bcstg. Co.	106.7	F. Ward Just, Pres.

INDIANA

Columbus	WCST	Syndicate Theatres, Inc.	93.7	Joseph P. Finneran, Pres.
Connersville	WCNB-FM	News-Examiner Co.	100.3	Emmett M. Jackson, Gen. Mgr.
Elkhart	WTRC-FM	Truth Pub. Co.	100.7	Richard W. Holloway, Gen. Mgr.
Evansville	WKY-FM	South Central Bcstg. Corp.	104.1	John A. Engelbrecht, Pres.
Evansville	WMLL	On the Air, Inc.	94.5	Claarence Leich, Gen. Mgr.
Fort Wayne	WKJG-FM	Northeastern Ind. Bcstg. Co., Inc.	106.1	Edward Thomas, Gen. Mgr.
Fort Wayne	WQOW-FM	Westinghouse Radio Stations, Inc.	96.1	Walter Evans, Pres.
Hammond	WJIZ	South Shore Bcstg. Corp.	92.3	Robert C. Adair, Gen. Mgr.
Lafayette	WFAM	WFAM, Inc.	95.1	O. E. Richardson, Pres.
Lebanon	WINL	Lebanon Bcstg. Co.	107.1	Percy M. McGhee, Pres.
Madison	WORX	Pioneer FM Co.	96.7	Frances Knight, Gen. Mgr.
Marion	WMR1	Chronicle Pub. Co., Inc.	106.9	Gardner J. Thomas, Pres.
Michigan City	WIMS-FM	Northern Indiana Bcstrs., Inc.	93.5	Wm. N. Udell, Pres.
Muncie	WMUN	Tri-City Radio Corp.	104.1	D. A. Burton, Pres.
New Castle	WCTW	Courier-Times, Inc.	102.5	Scott Chambers, Gen. Mgr.
Shelbyville	WSRK	Shelbyville Radio, Inc.	101.3	John C. DePrez, Pres.
Terre Haute	WBOW-FM	Banks of the Wabash, Inc.	101.1	Alvin Eades, Pres.
Terre Haute	WTHI-FM	Wabash Valley Bcstg. Corp.	99.9	Anton Hulman, Jr., Pres.
Warsaw	WRSW	Warsaw Times Union	107.3	R. B. Williams, Pres.
Washington	WFML	Washington Radio, Inc.	106.5	Paul R. Bausman, Pres.

IOWA

Boone	KFGQ-FM	Boone Biblical College	99.3	G. B. McDermott, Pres.
Burlington	KBUR-FM	Burlington Bcstg. Co.	92.9	F. J. Hladky, Vice-Pres.
Cedar Rapids	KCRK-FM	The Gazette Co.	96.9	William S. Jacobson, Pres.
Clinton	KROS-FM	Clinton Bcstg. Corp.	96.1	Robert R. O'Brien, Pres.
Council Bluffs	KSWI-FM	Nonpareil Bcstg. Co.	96.1	Col. B. J. Palmer, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co.	103.7	Karl Peters, Pres.
Des Moines	KCBC-FM	Majestic Bcstg. Co.	94.1	Gardner Cowles, Pres.
Des Moines	KRNT-FM	Cowles Bcstg. Co.	104.5	Kingsley H. Murphy, Pres.
Des Moines	KSO-FM	Murphy Bcstg. Co.	97.3	

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Des Moines	WHO-FM	Central Bcstg. Co.	100.3	Col. B. J. Palmer, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	F. W. Woodward, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co.	103.3	James D. Carpenter, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co.	102.7	Edward Breen, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co.	102.7	H. W. Stadler, Pres.
Mason City	KGLO-FM	Lee Radio, Inc.	101.1	Lee P. Loomis, Pres.
Muscatine	KWPC-FM	Muscatine Bcstg. Co.	99.7	George Volger, Gen. Mgr.
Sioux City	KSCJ-FM	Perkins Bros. Co.	94.9	W. R. Perkins, Pres.
Storm Lake	KAYL-FM	Cornbelt Bcstg. Co.	101.5	Oscar J. Grau, Pres.
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co.	105.7	Joe DuMond, Pres.

KANSAS

Hutchinson	KWBW-FM	Bess Marsh Wyse	93.1	Bess M. Wyse, Pres.
Wichita	KFH-FM	Radio Station KFH Co.	100.3	John Rigby, Pres.

KENTUCKY

Ashland	WCMI-FM	Ashland Bcstg. Co.	93.7	Gilmore N. Nunn, Pres.
Bowling Green	WLBJ-FM	Bowling Green Bcstg. Corp.	101.1	Ken D. Given, Pres.
Henderson	WSON-FM	Henderson Bcstg. Co., Inc.	99.5	Hecht S. Lackey, Pres.
Hopkinsville	WHOP-FM	Hopkinsville Bcstg. Co., Inc.	98.7	F. E. Lackey, Pres.
Lexington	WLAP-FM	Amer. Bcstg. Corp.	94.5	J. E. Willis, Gen. Mgr.
Louisville	WRXW	WAVE, Inc.	95.1	George W. Norton, Jr., Pres.
Madisonville	WFMW	Messenger Bcstg. Co., Inc.	93.9	Edgar Arnold, Sr., Pres.
Owensboro	WOMT-FM	Owensboro Bcstg. Co.	92.5	L. W. Hager, Pres.
Owensboro	WVJS-FM	Owensboro On the Air, Inc.	96.1	Vincent J. Steele, Pres.
Paducah	WKYC	WKYC, Inc.	93.3	Edward J. Paxton, Jr., Pres.
Paducah	WPAD-FM	Paducah Bcstg. Co., Inc.	96.9	Pierce E. Lackey, Pres.

LOUISIANA

Alexandria	KALB-FM	Alexandria Bcstg. Co., Inc.	96.9	Walter H. Allen, Pres.
Baton Rouge	WAFB-FM	Modern Bcstg. Co.	104.3	Charles C. Barnard, Pres.
Baton Rouge	WBRL	Baton Rouge Bcstg. Co., Inc.	98.1	Douglas L. Manship, Pres.
Baton Rouge	WLCS-FM	Airwaves, Inc.	101.1	R. F. Cangelosi, Pres.
Lafayette	KVLO-FM	Evangeline Bcstg. Co., Inc.	96.1	George H. Thomas, Pres.
Monroe	KMFM	Liner's Bcstg. Station, Inc.	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	WDSU Bcstg. Service	105.3	Edgar B. Stern, Jr., Pres.
New Orleans	WRGM	Supreme Bcstg. Co., Inc.	97.1	Chester F. Owens, Pres.
New Orleans	WSMB-FM	WSMB, Inc.	102.7	N. L. Carter, Pres.
New Orleans	WTSP-FM	Times Picayune Pub. Co.	95.7	L. K. Nicholson, Pres.
Shreveport	KRMD-FM	Radio Station KRMD	101.1	Glenn V. Wilson, Mgr.
Shreveport	KWKH-FM	International Bcstg. Corp.	94.5	John D. Ewing, Pres.

MAINE

Bangor	WGUY-FM	Guy Gannett Bcstg. Service	93.1	Guy P. Gannett, Pres.
Lewiston	WCOU-FM	Twin City Bcstg. Co., Inc.	93.9	Faust Couture, Pres.

MARYLAND

Annapolis	WNAV-FM	Capital Bcstg. Co.	99.1	Albert H. MacCarthy, Pres.
Baltimore	WCAO-FM	Monumental Radio Co.	102.7	Lewis W. Milbourne, Pres.
Baltimore	WTH-FM	Maryland Bcstg. Co.	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WJIN-FM	Belvedere Bcstg. Corp.	94.7	Thomas F. McNulty, Pres.
Bradbury Heights	WBUZ	Chesapeake Bcstg. Co., Inc.	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Tower Realty Co.	102.9	Karl F. Steinmann, Owner
Frederick	WFMD-FM	Monocacy Bcstg. Co.	99.9	Laurence Leonard, Pres.
Hagerstown	WJEJ-FM	Hagerstown Bcstg. Co., Inc.	104.7	Grover C. Crilley, Pres.
Salisbury	WESN-FM	Peninsula Bcstg. Co.	97.5	John W. Downing, Pres.

MASSACHUSETTS

Boston	WBZ-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evons, Pres.
Boston	WCOP-FM	Baker, Beaman & Whisnand	100.7	Roy V. Whisnand, Gen. Mgr.
Boston	WEEL-FM	Columbia Bcstg. System	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	Thomas S. Lee Enterprises	98.5	Linus Travers, Exec. V.-P.
Brockton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bcstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Memiac Bcstg. Co., Inc.	99.5	Gerald Harrison, Pres.
Lynn	WLYN-FM	Puritan Bcstg. Service, Inc.	105.5	Theodore Feinstein, Pres.
New Bedford	WBSM-FM	Bay State Bcstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons	98.1	Basil Brewer, Pres.
Pittsfield	WBEC-FM	Western Mass. Bcstg. Co.	94.3	Donald P. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WMAS-FM	WMAS, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSPR-FM	WSPR, Inc.	97.9	Allan C. Tindal, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WGTR	Thomas S. Lee Enterprises, Inc.	99.1	William O'Neil, Pres.
Worcester	WTAG-FM	WTAG, Inc.	96.1	Robert W. Booth, Vice-Pres.

FM Stations in Operation

MICHIGAN

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	101.2	D. E. Jayne, Gen. Mgr.
Bay City	WBCM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WDET	UAW-CIO Bcstrs. Corp.	101.9	Mildred M. Jeffrey, Gen. Mgr.
Detroit	WJBK-FM	Fort Industry Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio & TV Station Inc.	97.9	John L. Booth, Pres.
Detroit	WJR-FM	WJR, The Goodwill Stations, Inc.	96.3	John F. Patt, Pres.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WWJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc.	107.1	Myron Weingarden, Pres.
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp.	92.5	Gerald R. Loop, Pres.
Grand Rapids	WLAV-FM	Verluis Radio & Tele., Inc.	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKee, Pres.
Muskegon	WKBZ-FM	Arch Shawd	98.9	Arch Shawd, Pres.
Owosso	WOAP-FM	Owosso Bcstg. Co.	103.1	J. E. Campbell, Pres.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Gen. Mgr.
Royal Oak	WOMC	Royal Oak Bcstg. Co.	104.3	Jacob B. Sparks, Pres.
Saginaw	WSAM-FM	Saginaw Bcstg. Co.	98.1	M. L. Greenbaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	Strauss Gantz, Pres.

MINNESOTA

Mankato	KYSM-FM	F. B. Clements & Co.	103.5	John F. Meagher, Gen. Mgr.
Minneapolis	KTIS-FM	Northwestern Schools	98.5	Dr. William Graham, Pres.
Minneapolis-St. Paul	WTCN-FM	Mid Continent Radio-Tele. Inc.	97.1	W. J. McNally, Pres.
Minneapolis	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
Minneapolis	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank M. Devaney, Gen. Mgr.
Northfield	WCAL-FM	St. Olaf College	95.7	Milford Jensen, Gen. Mgr.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schiplin, Pres.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.

MISSISSIPPI

Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Hattiesburg	WRFM-FM	Forrest Bcstg. Co., Inc.	97.9	C. J. Wright, Sr., Pres.
Jackson	WJDX-FM	Lamar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.

MISSOURI

Cape Girardeau	KFVS-FM	Hirsch Bcstg. Co.	95.7	Oscar C. Hirsch, Pres.
Cape Girardeau	KGMO	Cape Co. Bcsting Co.	97.7	Richard C. Brandt, Gen. Mgr.
Jefferson City	KWOS-FM	Capital Bcstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WBHF-FM	Joplin Bcstg. Co.	96.1	D. J. Poyner, Pres.
Kansas City	KCMO-FM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kennett	KBOA-FM	Kennett Bcsta. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	WKOC-FM	Poplar Bluff Bcsting Co.	94.5	A. L. McCarthy, Pres.
St. Louis	KXOK-FM	KXOK, Inc.	93.7	Fizay Roberts, Pres.
Sedalia	KDRO-FM	Milton J. Hinlein	99.7	Milton J. Hinlein, Pres.
Springfield	KTTS-FM	Independent Bcstg. Co.	94.7	J. H. G. Cooper, Pres.

NEBRASKA

Lincoln	KFOR-FM	Cornbelt Bcstg. Corp.	102.9	James Stuart, Pres.
Omaha	KBON-FM	Inland Bcstg. Co.	98.7	Paul R. Fry, Vice-Pres.

NEVADA

Las Vegas	KENO-FM	Nev. Bcstg. Co.	103.9	Maxwell Kelch, Owner
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NEW HAMPSHIRE

Claremont	WTSV-FM	Granite State Bcstg. Co., Inc.	106.1	William J. Barkley, Pres.
Manchester	WKBR-FM	Granite State Bcstg. Co., Inc.	100.1	William J. Barkley, Pres.
Nashua	WOTW-FM	Nashua Bcstg. Corp.	106.3	Arthur A. Newcomb, Pres.

NEW JERSEY

Alpine	WFMN	Edwin H. Armstrong	93.1	Dr. Edwin H. Armstrong, Owner
Asbury Park	WJLK	Asbury Park Press, Inc.	94.3	Wayne D. McMurray, Pres.
Atlantic City	WFPG-FM	Neptune Bcstg. Co.	98.5	Fred Weber, Pres.
Bridgeton	WSNJ-FM	Eastern States Bcstg. Corp.	98.9	Paul Alger, Gen. Mgr.
Elizabeth	WPOE	Radio Elizabeth, Inc.	96.7	Robert C. Crane, Pres.
Newark	WAAT-FM	Bremer Bcstg. Corp.	94.7	Irving R. Rosenhaus, Pres.
Newark	WNJR-FM	North Jersey Radio, Inc.	102.7	Edward W. Scudder, Jr., Pres.
New Brunswick	WCTC-FM	Chanticleer Bcstg. Co.	98.3	James L. Howe, Pres.
New Brunswick	WDHN	Home News Pub. Co.	93.5	Hugh N. Boyd, Gen. Mgr.
Plainfield	WXNJ	WXNJ, Inc.	103.9	Lucien Merle, Pres.
Trenton	WTOA	Mercer Bcstg. Co.	97.5	Jerome P. McCarthy, Gen. Mgr.

FM Stations in Operation

NEW YORK

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albany	WROW-FM	Hudson Valley Bcstg. Co., Inc.	93.9	Dr. John J. Quinlan, Pres.
Auburn	WMBO-FM	WMBO, Inc.	96.1	William O. Dopping, Pres.
Binghamton	WNBF-FM	Clark Assoc., Inc.	100.5	John C. Clark, Sr., Pres.
Bristol Center	WVBT	Rural Radio Network, Inc.	95.1	C. E. Snyder, Pres.
Buffalo	WBEN-FM	WBEN, Inc.	106.5	Edward H. Butler, Pres.
Buffalo	WBNY-FM	Roy L. Albertson	92.9	Roy L. Albertson, Pres.
Buffalo	WWOL-FM	Greater Erie Bcstg. Co.	104.1	Leon Wyszatycki, Pres.
Cherry Valley	WVCV	Rural Radio Network, Inc.	101.9	C. E. Snyder, Pres.
Corning	WCLI-FM	Elmira Corning Bcstg.	106.1	W. A. Underhill, Pres.
Cortland	WKRT-FM	Radio Courtland, Inc.	99.9	Leighton A. Hope, Pres.
Da Ruyter	WVCN	Rural Radio Network, Inc.	105.1	C. E. Snyder, Pres.
Hempstead	WHLI-FM	FM Bcstg. Corp.	98.3	Elias I. Godofsky, Sta. Mgr.
Hornell	WHHG	The W. H. Greenhow Co.	105.3	Michael R. Hanna, Gen. Mgr.
Ithaca	WHCU-FM	Cornell University	97.3	Jay E. Mason, Pres.
Jamestown	WJTN-FM	James Bcstg. Co.	99.3	Egbert D. Corson, Pres.
Lockport	WUSJ-FM	Union-Sun & Journal, Inc.	99.3	Louis Saiff, Gen. Mgr.
Massena	WMSA-FM	The Brockway Co.	105.3	Julian H. Gins, Pres.
New Rochelle	WGNR	New Rochelle Bcstg. Svc., Inc.	93.5	Ira A. Hirschmann, Pres.
New York	WABF-FM	Metropolitan Bcstg. & TV, Inc.	99.5	Frank Stanton, Pres.
New York	WCBS-FM	Columbia Bcstg. System	101.1	Frederick F. Umhey, Pres.
New York	WFDR	WFDR Bcstg. Corp.	104.3	William G. H. Finch, Pres.
New York	WGHF	WGHF, Inc.	101.9	Robert Kintner, Pres.
New York	WJZ-FM	American Bcstg. Co., Inc.	95.5	Bertrum Lebar, Jr., Exec. Dir.
New York	WJTN-FM	Marcus Loew Booking Agcy.	100.3	Joseph H. McConnell, Pres.
New York	WNBC-FM	National Bcstg. Co., Inc.	97.1	Seymour N. Siegel, Gen. Mgr.
New York	WNYC-FM	City of N. Y. Municipal Bcstg. Sys.	93.9	Theodore C. Streibert, Pres.
New York	WOR-FM	General Tele Radio, Inc.	98.7	Arthur H. Sulzberger, Pres.
New York	WQXR-FM	Interstate Bcstg. Co., Inc.	96.3	Earl C. Hull, Vice-Pres.
Niagara Falls	WILD-FM	The Niagara Falls Gazette Pub. Co.	98.5	Joseph R. Brandy, Pres.
Ogdensburg	W5LB-FM	St. Lawrence Bcstg. Corp.	106.1	E. B. Fitzpatrick, Pres.
Olean	WHDL-FM	WHDL, Inc.	95.7	M. C. Speidel, Pres.
Poughkeepsie	WHVA	Poughkeepsie Newspapers, Inc.	104.7	William Fay, Vice-Pres.
Rochester	WHFM	Stromberg-Carlson Co.	98.9	George B. Kelly, Pres.
Rochester	WRNY-FM	Monroe Bcstg. Co., Inc.	97.9	Leonard L. Asch, Pres.
Schenectady	WBCA	Capitol Bcstg. Co., Inc.	101.1	Chester H. Lang, Vice-Pres.
Schenectady	WGFM	General Electric Co.	99.5	Franklin H. Small, Vice-Pres.
Syracuse	WDR-FM	Syracuse Bcstg. Corp.	102.5	H. C. Wilder, Pres.
Syracuse	W5YR-FM	Central N. Y. Bcstg. Corp.	94.5	Frank L. York, Gen. Mgr.
Troy	WFLY	The Troy Record Co.	92.3	H. C. Wilder, Pres.
Troy	WTRI	Troy Bcstg. Co., Inc.	102.7	Margaret Brown Stevens, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Bradley C. Barnard, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co.	105.7	John Johnson, Pres.
Watertown	WWNY-FM	The Brockway Co.	100.5	C. E. Snyder, Pres.
Wethersfield	WNFN	Rural Radio Network, Inc.	107.7	V. E. Macy, Jr., Pres.
White Plains	WFAS-FM	Westchester Bcstg. Corp.	103.9	

NORTH CAROLINA

Asheboro	WGWR-FM	Asheboro Bcstg. Co.	92.3	Roy Cox, Pres.
Asheville	WLQS-FM	Skyway Bcstg. Corp.	104.3	Charles B. Britt, Vice-Pres.
Burlington	WBBB-FM	Alamance Bcstg. Co., Inc.	101.1	E. Z. Jones, Gen. Mgr.
Burlington	WFNS-FM	Burlington-Graham Bcstg. Co.	93.9	John C. Hanner, Gen. Mgr.
Charlotte	WAYS-FM	Intercity Adv. Co.	107.7	G. W. Dowdy, Pres.
Charlotte	WBT-FM	Jefferson Standard Bcstg. Co.	99.9	J. M. Bryan, Pres.
Charlotte	WIST	Bcstg. Co. of the South	104.7	Roy A. Furr, Mrg. Dir.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Elkin	WIFM	Yadkin Valley Bcstg. Co.	100.9	John A. Hinshaw, Owner
Fayetteville	WFNC-FM	Cape Fear Bcstg. Co.	98.1	Victor W. Dawson, Gen. Mgr.
Forest City	WBBO-FM	Rutherford County Radio Co., Inc.	93.3	Ed M. Anderson, Pres.
Gastonia	WGNC-FM	Catherine T. McSwain	101.9	Catherine T. McSwain, Pres.
Goldsboro	WEQR	Eastern Carolina Bcstg. Co., Inc.	93.3	A. T. Hawkins, Pres.
Greensboro	WFMY	Greensboro News Co.	97.3	E. B. Jeffress, Pres.
Henderson	WHNC-FM	Henderson Radio Corp.	92.5	S. S. Stevenson, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.	95.5	R. B. Terry, Pres.
High Point	WLOE-FM	Radio Station WMFR	99.5	Frank S. Lambeth, Pres.
Leaksville	WMOE-FM	Douglas L. Craddock	92.7	D. L. Craddock, Pres.
Lexington	WBUY-FM	Davidson County Bcstg. Co.	94.3	C. Robert Ray, Sta. Mgr.
Madison-Mayodan	WFMB	Mayo Bcstg. Corp.	93.5	J. B. Shelton, Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.	96.1	Frank Daniels, Pres.
Raleigh	WPTF-FM	WPTF Radio Co.	94.7	Richard Mason, Gen. Mgr.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.	101.5	A. J. Fletcher, Pres.
Reidsville	WREV-FM	Reidsville Bcstg. Co.	102.1	William Oliver, Pres.
Rocky Mount	WFMA	Eastern Carolina Electronics, Inc.	100.7	Josh L. Horne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne	92.1	W. A. Wynne, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.	106.5	Alex P. Beard, Gen. Mgr.
Sanford	WSNS	Radio Sanford, Inc.	103.1	Thomas E. Barker, Pres.
Sanford	WNGP	Sandhills Bcsting Corp.	105.5	J. R. McIver, Pres.
Shelby	WOHS-FM	Western Carolina Radio Corp.	96.1	Lee B. Weathers, Pres.
Statesville	WSIC-FM	Statesville Bcstg. Co., Inc.	105.7	Dr. James W. Davis, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Thomasville	WTNC-FM	Thomasville Bcstg. Co.	98.3	G. W. Lyles, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea	96.3	Richard Austin Dunlea, Pres.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	George D. Walker, Gen. Mgr.
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	Gordon Gray, Pres.

OHIO

Akron	WAKR-FM	Summit Radio Corp.	97.5	S. Bernard Berk, Pres.
Alliance	WFAH	Review Pub. Co.	101.7	Mrs. Alice C. Hoiles, Pres.
Ashland	WATG	Beer & Koehl.	101.3	Robert M. Beer, Gen. Mgr.
Ashtabula	WICA-FM	WICA, Inc.	103.7	R. B. Rowley, Pres.
Canton	WHBC-FM	The Ohio Bcstg. Co.	94.1	Roy D. Moorc, Pres.
Cincinnati	WCPO-FM	Scripps-Howard Radio, Inc.	105.1	Jack R. Howard, Pres.
Cincinnati	WKRC-FM	Radio Cincinnati	101.9	Hulbert Taft, Jr., Pres.
Cincinnati	WLWA	Crosley Bcstg. Corp.	101.1	James D. Shouse, Chmn. of Bd.
Cleveland	WERE-FM	Cleveland Bcstg. Corp.	98.5	Roy T. Miller, Pres.
Cleveland	WHK-FM	United Bcstg. Co.	100.7	Kenneth K. Hackathorn, Gen. Mgr.
Cleveland	WJW-FM	WJW, Inc.	104.1	William M. O'Neil, Pres.
Cleveland	WSRS-FM	WSRS, Inc.	95.3	S. R. Sague, Pres.
Cleveland	WTAM-FM	National Bcstg. Co.	105.7	John McCormick, Gen. Mgr.
Columbus	WCOL-FM	Dispatch Printing Co.	92.3	Charles Sawyer, Pres.
Columbus	WELD	Radio Ohio, Inc.	97.1	Richard A. Borel, Gen. Mgr.
Columbus	WHKC-FM	United Bcstg. Co.	98.7	Sterling Graham, Pres.
Columbus	WLWF	Crosley Bcstg. Corp.	96.3	R. E. Dunville, Pres.
Columbus	WKVO	Sky Way Bcstg. Corp.	94.7	Gustav Hirsch, Pres.
Dayton	WHIO-FM	Miami Valley Bcstg. Corp.	99.1	James M. Cox, Jr., Pres.
Dayton	WLWB	Crosley Bcstg. Corp.	97.5	R. E. Dunville, Pres.
Dayton	WTWO	Skyland Bcstg. Corp.	104.7	Ronald B. Woodyard, Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Roy W. Ammel, Pres.
Findlay	WFIN-FM	Findlay Pub. Co.	100.5	R. L. Heminger, Pres.
Fostoria	WFOB	Seneca Radio Corp.	96.7	Andrew Emerine, Pres.
Freemont	WFRQ-FM	Wolfe Bcstg. Corp.	99.3	Robert F. Wolfe, Pres.
Hamilton	WMOH-FM	Fort Hamilton Bcstg. Co.	103.5	Robert J. Briede, Pres.
Lima	WIMA-FM	Northwestern Ohio Bcstg. Corp.	102.1	G. E. Hamilton, Pres.
Lima	WLOK-FM	WLOK, Inc.	103.3	L. A. Pixley, Pres.
Newark	WLCT	Advocate Prtg. Co.	100.3	Thomas A. Rogers, Gen. Mgr.
Portsmouth	WPAY-FM	The Scioto Bcstg. Co.	104.1	Roy D. Moore, Pres.
Steubenville	WSTV-FM	WSTV, Inc.	103.5	John J. Laux, Gen. Mgr.
Toledo	WSPD-FM	The Fort Industry Co.	101.5	George P. Storer, Pres.
Toledo	WTOL-FM	Community Bcstg. Co.	104.7	Frazier Reams, Pres.
Toledo	WTRT	Unity Corp., Inc.	99.9	Edward Lamb, Pres.
Wooster	WWTST-FM	Wooster Republican Prtg. Co.	104.5	E. B. Evans, Gen. Mgr.
Youngstown	WFMJ-FM	WFMJ Bcstg. Co.	105.1	William F. Maag, Pres.
Youngstown	WKBN-FM	WKBN Bcstg. Corp.	98.9	W. P. Williamson, Jr., Pres.

OKLAHOMA

Durant	KSEO-FM	Democrat Prtg. Co.	107.3	Leroy Moses, Gen. Mgr.
Muskogee	KMUS-FM	Muskogee Bcstg. Co.	101.5	R. M. Mountcastle, Pres.
Oklahoma City	KOMA-FM	KOMA, Inc.	94.7	John Toole Griffin, Pres.
Stillwater	KSPI-FM	Stillwater Pub. Co.	93.9	C. R. Bellatti, Pres.
Tulsa	KAKC-FM	Public Radio Corp.	95.5	Sam E. Avey, Pres.
Tulsa	KTUL-FM	Tulsa Bcstg. Co.	97.1	John Toole Griffin, Pres.

OREGON

Albany	KWIL-FM	Central Willamette Bcstg. Co.	101.7	R. R. Cronise, Pres.
Eugene	KUGN-FM	KUGN, Inc.	99.1	C. H. Fisher, Pres.
Grants Pass	KGPO	Southern Ore. Bcstg. Co.	96.9	A. E. Voorhies, Pres.
Portland	KEX-FM	Westinghouse Radio Stations, Inc.	92.3	Walter Evans, Pres.
Portland	KOIN-FM	KOIN, Inc.	101.1	Marshall Field, Pres.
Portland	KPFM	Bcstrs. Ore., Ltd.	97.1	Stanley M. Goard, Pres.
Portland	KPOJ-FM	KPOJ, Inc.	98.7	P. L. Jackson, Pres.

PENNSYLVANIA

Allentown	WFMZ	Penn-Allen Bcstg. Co.	100.7	Raymond F. Kohn, Pres.
Allentown	WSAN-FM	Lehigh Valley Bcstg. Co.	99.9	Bryan Musselman, Co-owner
Altoona	WJSW-FM	Altoona Bcstg. Co.	100.1	Herbert T. Wolf, Pres.
Bethlehem	WGPA-FM	The Bethlehem Globe Pub. Co.	95.1	Rolland L. Adams, Pres.
Butler	WBUT-FM	Eagle Printing Co.	103.9	Phillip B. Hirsch, Gen. Mgr.
Butler	WISR-FM	Butler Bcstg. Co.	97.7	(Mrs.) Georgia Rosenblum, Pres.
Chambersburg	WCHA-FM	Chambersburg Bcstg. Co., Inc.	95.9	John S. Booth, Gen. Mgr.
DuBois	WCED-FM	Tri-County Bcstg. Co., Inc.	102.1	H. T. Grav, Pres.
Easton	WEEZ	Easton Pub. Co.	98.3	Nelson S. Rounsley, Gen. Mgr.
Easton	WEST-FM	Associated Bcstrs., Inc.	107.9	Clair R. McCollough, Sta. Exec.
Erie	WERC-FM	Presque Isle Bcstg. Co.	99.9	Jacob A. Young, Pres.
Erie	WLEU-FM	WLEU Bcstg. Corp.	97.9	Leo J. Omelian, Pres.
Harrisburg	WHP-FM	WHP, Inc.	97.3	A. K. Redmond, Gen. Mgr.
Hazleton	WAZL-FM	Hazleton Bcstg. Co.	97.9	Victor C. Diehm, Pres.
Johnstown	WARD-FM	Central Bcstg. Co., Inc.	92.1	Paul Short, Pres.
Johnstown	WJAC-FM	WJAC, Inc.	95.5	W. W. Krebs, Pres.
Lancaster	WGAL-FM	WGAL, Inc.	101.3	Clair R. McCollough, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Lancaster	WLAN-FM	Peoples Bcstg. Co.	96.9	F. H. Altdorffer, Pres.
Lebanon	WLBK-FM	Lebanon Bcstg. Co.	100.1	Lester P. Etter, Mng. Dir.
Lewiston	WLTN	Lewiston Bcstg. Co.	97.9	J. S. Woods, Pres.
McKeesport	WMCK-FM	Mon-Yough Bcstg. Co.	104.9	Robert M. Cox, Pres.
Meadville	WMCW-FM	Meadville Bcstg. Svc., Inc.	100.3	H. C. Winslow, Pres.
New Castle	WKST-FM	WKST, Inc.	101.1	S. W. Townsend, Pres.
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	92.5	Walter Evans, Pres.
Philadelphia	WCAU-FM	WCAU, Inc.	98.1	Donald W. Thornburgh, Pres.
Philadelphia	WFIL-FM	Triangle Pub., Inc.	102.1	Roger Clipp, Gen. Mgr.
Philadelphia	WFLN	Franklin Bcstg. Corp.	95.7	L. M. C. Smith, Pres.
Philadelphia	WHAT-FM	Independence Bcstg. Co.	105.3	William A. Banks, Pres.
Philadelphia	WIBG-FM	Seaboard Radio Bcstg. Corp.	94.1	Paul F. Hannon, Pres.
Philadelphia	WIP-FM	Penn. Bcstg. Co.	93.3	Benedict Gimbel, Jr., Pres.
Philadelphia	WPEN-FM	William Penn Bcstg. Co.	102.9	William H. Sytk, Pres.
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Pittsburgh	WCAE-FM	WCAE, Inc.	96.1	Leonard Kapner, Pres.
Pittsburgh	WJAS-FM	Pgh. Radio Supply House, Inc.	99.7	H. K. Brennan, Pres.
Pittsburgh	WKJF	Mrs. A. J. R. Greer	93.7	Mrs. A. J. R. Greer, Pres.
Pittsburgh	WWSW-FM	WWSW, Inc.	94.5	O. M. Schloss, Jr., Pres.
Pottsville	WPAM-FM	Miners Bcstg. Svs	95.5	J. L. Maguire, Pres.
Pottsville	WPPA-FM	Pottsville Bcstg. Co.	101.9	A. V. Tidmore, Owner
Reading	WEEU-FM	Hawley Bcstg. Co.	92.9	Hawley Quier, Pres.
Scranton	WGBI-FM	Scranton Bcstrs. Inc.	101.3	M. E. Megargue, Pres.
Scranton	WQAN-FM	The Scranton Times	92.3	Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
Sharon	WPIC-FM	Sharon Herald Bcstg. Co.	102.9	John Fahlinc, Jr., Pres.
Sunbury	WKOK-FM	Sunbury Bcstg. Corp.	94.1	Harry H. Haddon, Pres.
Warren	WRRN	Northern Allegheny Bcstg. Co.	92.3	David Potter, Jr., Pres.
Washington	WJPA-FM	Wash. Bcstg. Co.	104.3	William S. Yard, Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WILK-FM	Wyoming Valley Bcstg. Co.	96.1	Dr. I. C. Morgan, Pres.
Williamsport	WLYC	Lycoming Bcstg. Co.	105.1	John K. Keliher, Pres.
Williamsport	WRAK-FM	WRAK, Inc.	100.3	George E. Joy, Gen. Mgr.
York	WNOW-FM	Bcstg. Div., Helm Coal Co.	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co.	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co.	103.3	Louis J. Appell, Pres.

RHODE ISLAND

Providence	WJAR-FM	The Outlet Co.	95.5	George O. Griffith, Vice-Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPFO-FM	Cherry & Webb Bcstg. Co.	92.3	William S. Palmer, Jr., Pres.
Woonsocket	WWON-FM	Woonsocket Bldg. Co.	105.5	Mrs. M. S. Palmer, Pres.

SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc.	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bcsta. Co.	95.1	Edward Maniquault, Pres.
Columbia	WIS-FM	Bcstg. Co. of the South	94.5	G. Richard, Shafto, V.-P.
Greenville	WESC-FM	Greenville Bcstg. Co.	92.5	Mrs. Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	B. H. Peace, Pres.
Greenville	WMRC-FM	Textile Bcstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRS-FM	Granco, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co.	97.5	James S. Beatty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	The Bcstg. Co. of the South	98.9	Roger A. Shaffer, Mrg. Dir.

TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WDOB-FM	WDOB Bcstg. Corp.	96.5	Norman A. Thomas, Vice-Pres.
Jackson	WTJS-FM	Sun Pub. Co.	100.7	A. A. Stone, Vice-Pres.
Johnston City	WJHL-FM	WJHL, Inc.	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc.	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WBIR-FM	Radio Station WBIR, Inc.	93.3	Gilmore N. Nunn, Pres.
Memphis	WMCF	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station	97.5	Jack M. Draughon, Gen. Mgr.

TEXAS

Amarillo	KFDA-FM	Amarillo Bcstg. Corp.	100.3	Gilmore Nunn, Pres.
Baytown	KREL-FM	Tri-Cities Bcstg. Co.	92.1	Robert Matherne, Pres.
Beaumont	KRIC-FM	The Enterprise Co.	99.5	E. C. Davis, Gen. Mgr.
Jelton	KMHB	Mary Hardin-Baylor Coll.	97.1	Frank Magers, Prog. Dir.
Cleburne	KCLE-FM	Marti, Inc.	94.3	George W. Marti, Owner
Dallas	KIXL-FM	Variety Bcstg. Co., Inc.	104.5	Lee Segall, Pres.
Dallas	KRLD-FM	KRLD Radio Corp.	92.5	John W. Runyon, Pres.
Dallas	WRR-FM	City of Dallas	101.1	Durward J. Tucker, Gen. Mgr.
Denton	KDNT-FM	Harwell V. Shepard	106.3	Harwell V. Shepard, Gen. Mgr.
Edinburg	KURV-FM	J. C. Looney	104.9	J. C. Looney, Owner
Fort Worth	WBAP-FM	Carter Publications, Inc.	100.5	Amon Carter, Pres.
Galveston	KLUF-FM	The KLUF Bcstg. Co., Inc.	98.7	Ovryn Tucker, Pres.

FM Stations in Operation

City	Call Letters	Licensor	Frequency (mc)	Chief Executive
Houston	KPRC-FM	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bcstg. Co.	101.1	B. F. Orr, Pres.
Houston	KXYZ-FM	Shamrock Bcstg. Co.	96.5	Glenn H. McCarthy, Pres.
Longview	KLTI-FM	R. G. Letourneau, Inc.	105.9	R. G. Letourneau, Pres.
Lufkin	KRBA-FM	Darrell E. Yates	95.5	Darrell E. Yates, Pres.
San Antonio	KISS	The Walmac Co.	99.5	Howard W. Davis, Owner
San Antonio	KONO-FM	Mission Bcstg. Co.	92.9	Eugene J. Roth, Pres.
San Antonio	KTSA-FM	Sunshine Bcstg. Co.	101.5	Frank G. Huntress, Jr., Pres.
Temple	KTEM-FM	Bell Bcstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Wichita Falls	KWFT-FM	Rowley-Brown Bcstg. Co.	99.9	Kenyon Brown, Pres.
UTAH				
Salt Lake City	KDYL-FM	Intermountain Bcstg. & TV Corp.	98.7	S. S. Fox, Pres.
Salt Lake City	KSL-FM	Radio Svc. Corp. of Utah	100.3	C. Richard Evans, Vice-Pres.
VIRGINIA				
Arlington	WARL-FM	Northern Va. Bcstrs., Inc.	105.1	Lou Poller, Pres.
Crews	WSVS-FM	Southern Va. Bcstg. Corp.	104.7	C. S. Willis, Pres.
Danville	WBTM-FM	Piedmont Bcstg. Corp.	97.9	L. N. Dibrell, Pres.
Harrisonburg	WSVA-FM	Shenandoah Valley Bcstg. Corp.	100.7	Frederick L. Allman, Pres.
Lynchburg	WLVA-FM	Lynchburg Bcstg. Corp.	97.5	Edward A. Allen, Pres.
Lynchburg	WWOD-FM	Old Dominion Bcstg. Corp.	100.1	David Hugh Dillard, Pres.
Martinsville	WMVA-FM	Martinsville Bcstg. Co.	96.3	William C. Barnes, Pres.
Newport News	WGH-FM	Hampton Roads Bcstg. Corp.	96.5	Raymond B. Bottom, Pres.
Norfolk	WRVC	Larus & Bros. Co., Inc.	102.5	C. T. Lucy, Gen. Mgr.
Norfolk	WTAR-FM	WTAR Radio Corp.	97.3	Campbell Arnoux, Pres.
Richmond	WLEE-FM	Lee Bcstg. Corp.	102.9	Thomas G. Tinsley, Jr., Pres.
Richmond	WRNL-FM	Richmond Newspapers Inc.	102.1	D. Tennant Bryan, Pres.
Richmond	WRVB	Larus & Bros. Co., Inc.	94.5	C. T. Lucy, Gen. Mgr.
Roanoke	WDBJ-FM	Times World Corp.	94.9	J. P. Fishburn, Pres.
Roanoke	WROV-FM	Radio Roanoke, Inc.	103.7	Leo F. Henebry, Pres.
Roanoke	WSLS-FM	Roanoke Bcstg. Corp.	99.1	Paul C. Buford, Pres.
Suffolk	WLPM-FM	Suffolk Bcstg. Corp.	107.7	Fred L. Hart, Pres.
Winchester	WRFL	Richard Field Lewis, Jr.	92.5	Richard Field Lewis, Jr., Pres.
WASHINGTON				
Longview	KWLK-FM	Twin City Bcstg. Corp.	103.9	C. O. Chatterton, Pres.
Richland	KALE-FM	Yakima Bcsting. Co.	103.9	Robert S. McCaw, Pres.
Seattle	KING-FM	King Bcstg. Co.	98.1	Mrs. A. Scott Bullitt, Pres.
Seattle	KIRO-FM	Queen City Bcstg. Co.	100.7	Saul Haas, Pres.
Seattle	KISW	Ellwood W. Lippincott	99.9	E. W. Lippincott, Pres.
Seattle	KOMO-FM	Fishers' Blend Station, Inc.	98.9	O. W. Fisher, Pres.
Tacoma	KTNT	Tribune Pub. Co.	97.3	Leonard H. Higgins, Mgr.
WEST VIRGINIA				
Beckley	WJLS-FM	Joe L. Smith, Jr.	99.5	Joe L. Smith, Jr., Pres.
Charleston	WGKV-FM	Kanawha Valley Bcstg. Co.	98.5	R. M. Venable, Pres.
Charleston	WKNA-FM	Joe L. Smith, Jr.	97.5	Joe L. Smith, Jr., Pres.
Clarksburg	WPDX-FM	Clarksburg Bcstg. Corp.	95.1	O. L. Billingsley, Pres.
Fairmont	WJPB	Fairmont Bcstg. Co.	92.3	J. Patrick Beacom, Pres.
Huntington	WHTN-FM	Greater Huntington Radio Corp.	100.5	A. B. Hyman, Pres.
Huntington	WPLH-FM	Huntington Bcstg. Corp.	102.5	Flem J. Evans, Pres.
Logan	WLOG-FM	Clarence H. Frey, Robert O. Greever	103.3	C. H. Frey, R. O. Greever, Owners
Martinsburg	WEPM-FM	Martinsburg Bcstg. Co.	94.3	C. Leslie Galliday, Gen. Mgr.
Morgantown	WAJR-FM	W. Va. Radio Corp.	99.3	Mrs. A. J. R. Greer, Chief Owner
Oak Hill	WOAY-FM	Robert R. Thomas, Jr.	94.1	Robert R. Thomas, Jr., Owner
Parkersburg	WPAR-FM	Ohio Valley Bcstg. Corp.	106.5	George H. Clinton, Vice-Pres.
Wheeling	WKWK-FM	Community Bcstg. Co.	97.3	John B. Reynolds, Pres.
Wheeling	WVVA-FM	The Fort Industry Co.	98.7	George B. Storer, Pres.
WISCONSIN				
Eau Claire	WEAU-FM	Central Bcstg. Co.	94.1	W. C. Bridges, Pres.
Green Bay	WJPG-FM	Green Bay Newspaper Co.	101.1	A. B. Turnbull, Pres.
Janesville	WCLO-FM	Southern Wisc. Radio, Inc.	99.9	Sidney H. Bliss, Pres.
Madison	WFOV	Earl W. Fessler	104.9	Earl W. Fessler, Pres.
Madison	WIBA-FM	Badger Bcstg. Co.	101.5	William T. Evjue, Pres.
Madison	WISC-FM	Radio Wisc., Inc.	98.1	Morgan Murphy, Pres.
Marshfield	WDLB-FM	Dairyland's Bcstg. Svc., Inc.	103.9	Lloyd L. Felker, Pres.
Merrill	WLIN-FM	Alvin E. O'Konski	100.7	Alvin E. O'Konski, Pres.
Milwaukee	WEMP-FM	Milwaukee Bcstg. Co.	94.1	G. L. Roberts, Pres.
Milwaukee	WISN-FM	Hearst Radio, Inc.	102.9	G. W. Grignon, Gen. Mgr.
Nenah	WNAM-FM	Nenah Menasha Bcstg. Co.	98.5	Don C. Wirth, Vice-Pres.
Poynette	WWCF	William C. Forrest	94.9	William C. Forrest, Pres.
Racine	WRJN-FM	Racine Bcstg. Corp.	100.7	Harry R. Le Poidevin, Gen. Mgr.
Rice Lake	WJMC-FM	WJMC, Inc.	96.3	Walter C. Bridges, Pres.
Sheboygan	WHBL-FM	WHBL, Inc.	100.3	A. Matt Werner, Pres.
Wisconsin Rapids	WFHR-FM	William F. Huffman Radio, Inc.	103.3	Mrs. Louise Huffman, Pres.

TECHNIQUE FOR TV SPORTCASTING

By HARRY WISMER, General Executive of MBS

THE coming of television in sports necessitated the "education" not only of the viewer, but of the experienced radio broadcaster as well.

Everybody knows by now that the greatest problem that confronted established radio sportscasters, when they turned to television, was the question of when to talk and when not to talk.

I believe it's reasonable to say that the average sportscaster on television today has struck a happy medium. He talks when he has something to say, but he is smart enough to let the little pictures do their share of the talking too.

As anyone who has worked in both medias can tell you, there is a vast difference between covering sports on radio and doing them on TV. You certainly have to be better informed when you're doing television. Your audience is in a position to check on much of what you say. If you glibly have Joe Doakes racing across for the tying touchdown—when it was actually Bob Jones—you're in trouble. If you call an end run an off-tackle play, everybody knows instantly that you don't know what you're talking about. A thorough knowledge of the rules, the tactics and the personnel of the game you are covering is far more essential in TV than it was on radio, although it certainly was—and is—important there too.

Taking a look at the other side of the coin, I think the crew producing a telecast of a sports event is under much heavier pressure to give the viewers a more interesting show than is the radio crew. You have to fight monotony on television all the time. Because your cameras are making the watcher feel he is inside the stadium or arena, he gets impatient if he is inside the stadium or arena, he gets impatient if he is given only a restricted view of the proceedings. He wants your cameras to be as free and as inquisitive as his eyes would be if he were in on a ticket.



Wismer

Broadcasting and telecasting range from the simplicity of baseball to the complexity of football.

In my opinion the easiest sport to broadcast or telecast is baseball because the action is comparatively slow, and the lineups remain fairly consistent throughout a game. The broadcaster is very close to the scene of action and the rules and fundamentals of the game are simple. In fact, it's pretty safe to say that seventy-five out of a hundred professional baseball players in this country—with fair voices—could eventually become top-flight baseball broadcasters.

The other extreme is football. Football is difficult to broadcast because the whole game is designed to deceive and confuse—the opposition and the spectators alike. The constant use of substitutions during a football game makes it very difficult for the fans to keep up with the progress of the contest. In a stadium holding 90,000 people, football men and coaches will tell you not more than 20,000 are entirely familiar with what's going on down the field. That ratio I am sure would be even greater in the TV homes of the nation. The bringing of a football game to the listening and viewing audiences therefore demands a true knowledge of the game and requires much more explanation and commentary than any other sport.

Of course, we're all familiar with the gags about the radio broadcaster sounding as though he were describing a different game from the one appearing on the television screen. Personally, I think this problem has been grossly exaggerated, but there is no question that the radio announcer, feeling the responsibility of setting the scene, and providing his listeners with a general description of the event—as well as specific information—has to come up with a much more colorful job than does the TV-caster. After all, the latter merely has to fill in what the screen does not show. There's certain "on the scene" excitement attached to all sports—especially football and basketball—and while I agree that TV broadcasters must guard against too much conversation, the TV audience still seems to enjoy a bit of color and background—that little extra something that transmits to them the thrill of being part of the attending throng.

INTERNATIONAL

International Broadcast Stations
In The United States



Stations of Mexico



Radio Cadena Nacional, S. A.



Radio Programas de Mexico, S. A.



AM Stations of Cuba



TV Stations of Cuba

INTERNATIONAL STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Ownership</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, California	KWID-1 -2	Government owned Government owned	100 kw. 50 kw.
Columbia Broadcasting System, Inc. Brentwood, Long Island, N. Y.	WABC-1 -2 -3 -4	Privately owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 10 kw.
Columbia Broadcasting System, Inc. Wayne, N. J.	WABC-5 -6	Government owned Government owned	50 kw. 50 kw.
Columbia Broadcasting System, Inc. Delano, Calif.	KCBR-1 -2 -3	Government owned Government owned Government owned	200 kw. 50 kw. 50 kw.
The Crosley Corporation Mason, Ohio	WLWO-1 -2	Government owned Privately owned	75 kw. 50 kw.
The Crosley Corporation Bethany, Ohio	WLWO-3 -4 -5 -6 -7 -8	Government owned Government owned Government owned Government owned Government owned Government owned	200 kw. 200 kw. 200 kw. 200 kw. 200 kw. 200 kw.
General Electric Company Schenectady, New York	WGEO-1 -2 -3	Privately owned Privately owned Jointly owned	100 kw. 50 kw. 25 kw.
General Electric Company Belmont, Calif.	KEGI-1 -2	Privately owned Government owned	50 kw. 100 kw.
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA-1 -2 -3 -4 -5 -6	Government owned Government owned Government owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 50 kw. 50 kw. 50 kw.
National Broadcasting Co., Inc. Dixon, Calif.	KRCA-1 -2 -3	Government owned Government owned Government owned	50 kw. 50 kw. 200 kw.
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS-1	Privately owned	50 kw.
World Wide Broadcasting Corp. Scituate, Mass.	WRUL-1 -2 -3 -4 -5	Privately owned Privately owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 20 kw. 7 kw.

STATIONS OF MEXICO



<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power</i>	<i>Location</i>	<i>Owner, Mgr. or Operating Agency</i>
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Carlos Blando
XEF	1420	250	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	150000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	1000-D 250-N	Morelia, Mich.	
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	1000-D 500-N	Mexico, D. F.	Arturo Martinez
XEL	1260	5000-D 1000-N	Mexico, D. F.	Herdez S. A.
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	1000	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	150000-D 50000-N	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1460	1000	Tampico, Tams.	Difusora Portena, S. de R. L.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S A
XEX	730	500000	Mexico, D. F.	Radio de Mexico, S. A. de C. V.
XEY	1360	1000-D 250-N	Celaya, Gto.	
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	50000-D 500-N	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	1000	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	1000	Mexico, D. F.	G. N. Medina y Loc., Ag. Ramos
XEAM	1450	1000-D 250-N	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1480	250	Monterrey, N. L.	Jesus O. Gonzalez
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Alfonso Perez P.
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEAW	1280	3000-D 500-N	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez Avendano
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1550	1000	Tijuana, B. C.	Octavio B. Lelevir

Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEBH	920	5000-D 1000-N	Hermosillo, Son.	Carlos Balderrama
XEBI	790	1000-D 250-N	Aguascalientes, Ags.	Pedro C. Rivas
XEBJ	1340	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J. Manuel Cortes
XEBL	1260	1000-N 500-D	Culiacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1310	5000-D 250-N	Torreon, Coah.	La Voz de la Laguna, S. A.
XEBS	1410	1000	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	620	1000-D	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	1000-D 600-N	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodif Coahuila, S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	1000-D 250-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Toluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1300	1000-D 500-N	Culiacan, Sin.	
XECZ	1430	1000	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico, S.A
XEDE	1400	250	Saltillo, Coah.	Blas Narro Dune
XEDF	790	1000-D 500-N	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Oscar Gonzalez Galindo
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreon, Coah.	Difusora del Norte, S. A.
XEDR	1490	500-D 250-N	Guaymas, Son.	Refugio Ortega
XEDS	1420	1000-D 500-N	Mazatlan, Sin.	Alejandro A. Schober
XEDU	860	1000-D 500-N	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. de Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	5000-D 500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	1000	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	5000-D 1000-N	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	
XEFO	1480	5000-D 500-N	Poza Rica, Ver.	
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz

Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordo Rocha
XEFW	810	50000-D 30000-N	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	2500	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	1270	250	Acambaro, Gto.	
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	5000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	10000-D 5000-N	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz Ver.	Sucs. de Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	980	250	Cuernavaca, Mor.	Ed Jiminez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Difusoras de Occidente
XEJP	1150	1000-D 600-N	Mexico, D. F.	Radio America, S. A.
XEJW	1270	250	Jalapa, Ver.	Marino Caraza
XEJX	1520	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	1000-D 250-N	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1330	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	5000-D 1900-N	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	10000	Leon, Geato.	Radio Impulsora del Centro, S. A.
XELK	1280	250	Zacatecas, Zac.	Jose M. Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	150000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	1000	Morelia, Mich.	Jose Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Eduardo Reynoso Gonzales
XELW	1340	1000-D 250-N	Guadalajara, Jal.	Salvador Galindo de la Torre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina
XEMA	1340	250	Fresnille, Zac.	Jose Miguel Acevedo Moya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEMH	1490	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	920	1000-D 250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	1000-D 250-N	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	5000-D 500-N	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	5000-D 250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	5000	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldo del Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEOM	1340	250	Coatzacoalcos, Ver.	Daniel Schacht Perez
XEON	710	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula



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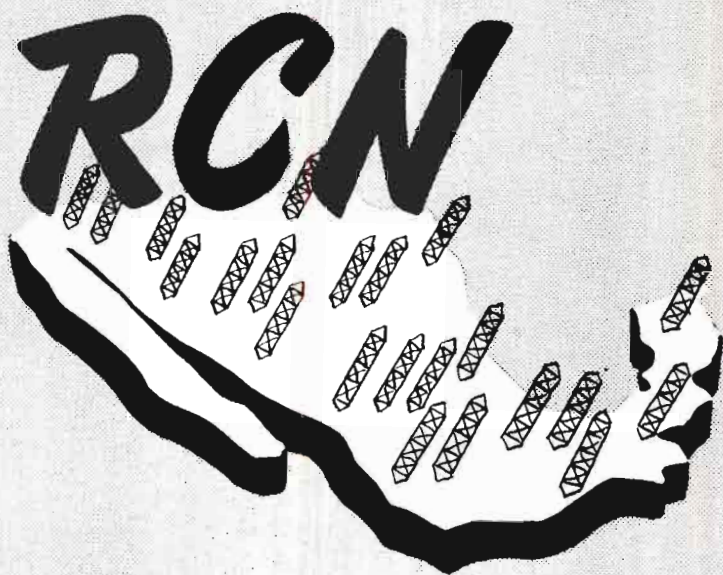
Stations of Mexico

<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power</i>	<i>Location</i>	<i>Owner, Mgr. or Operating Agency</i>
XEOX	1430	1000-D 500-N	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	50000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Cea Mexico de Radiodif., S. A.
XEPK	760	250	Pachuca, Hgo.	Radio Publicidad Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Corp Mexicana de Radio, S. A.
XEQW	1450	250	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Rosarito	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	150000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A
XERH	1500	5000-D 500-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	1000	Mazatlan, Sin.	Oscar Perez E.
XERK	1380	500	Tepic, Nay.	Tomas Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	5000-D 250-N	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Augustin Obregon Padilla
XERZ	1240	250	Leon, Gto.	Carlos Obregon Padilla
XESA	1360	500	Culiacan, Sin.	Pablos 7 Elizalde
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	500	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	250	San Luis Potosi, S. L. P.	Josefina Delgado Sucrs.
XESM	1470	500	Mexico, D. F.	Salvador San Martin
XETB	1350	5000-D 500-N	Torreon, Coah.	Radio Laguna, S. A.
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1390	1000-D 500-N	Mazatlan, Sin.	Radio Emisora de Occidente
XETL	1390	1000	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XETO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. de Francisco Campos H.
XETR	1120	1000	Ciudad Valles, S. L. P.	Tomas Oliva Banelos
XETS	630	500-D 250-N	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	980	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETX	1400	1000-D 250-N	N. Casas Grandes, Chih.	Laureano F. Molihar, Jr.
XEUF	610	500	Uruapan, Mich.	Ignacio Navarro
XEVV	970	1000-D 500-N	Villahermosa, Tal	
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	250	Tehuacan, Pue.	
XEXT	980	1000	Tepic, Nay.	State Government
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

all MEXICO
will hear your message through

R C N

Affiliated 75 Broadcasting
Stations



ACAPULCO, GRO.
AGUASCALIENTES, AGS.
AGUA PRIETA, SON.
CAMARGO, CHIH.
CIUDAD JUAREZ, CHIH.
CIUDAD OBREGON, SON.
COATZACOALCOS, VER.
CUAUTLA, MOR.
CULIACAN, SON.
CHIHUAHUA, CHIH.
DELICIAS, CHIH.
DURANGO, DGO.
GUADALAJARA, JAL.
HERMOSILLO, SON.
HUATABAMPO, SON.
JALAPA, VER.
LA BARCA, JAL.
LEON, GTO.
LOS MOCHIS, SIN.
MAGDALENA, SON.
MATAMOROS, TAMPS.
MAZATLAN, SIN.
MERIDA, YUC.
MEXICALI, B. C.
MONTERREY, N. L.
NUEVO LAREDO, TAMPS.
PARRAL, CHIH.
PIEDRAS NEGRAS, COAH.
POZA RICA, VER.
PUEBLA, PUE.
REYNOSA, TAMPS.
SAHUAYO, MICH.
SALTILLO, COAH.
SAN LUIS POTOSI, SLP.
SAN LUIS
RIO COLORADO, SON.
SANTA ANA, SON.
SANTA BARBARA, CHIH.
TAMPICO, TAMPS.
TEPIC, NAY.
TIJUANA, B. C.
SAN PEDRO
TLAQUEPAQUE, JAL.
TORREON, COAH
URUAPAN, MICH.
VERACRUZ, VER.
VILLA ACUNA, COAH.
ZACATECAS, ZAC.
ZAMORA, MICH.

RADIO CADENA NACIONAL S.A.

Vallarta 1 Sixth Floor

Mexico D.F.

Radio Cadena Nacional, S. A.

Head Office: Vallarta #1
 General Offices: Vallarta #1

Phones:

Head Office: 21-01-78—36-84-68
 General Offices: 10-39-09—21-38-62

P. O. Box 7892
 Mexico City, Mexico

— PERSONNEL —

President & General Manager.....	Rafael Cutberto Navarro
Sub-Manager.....	José Horacio Septién
Assistant Manager—Accounting	Raquel Burgos Romero
Assistant to President	María Vázquez
Sales Manager.....	Héctor Ventura de Castro
Head of Control.....	Valente Garza Garcia
Advertising Department.....	Jorge Suarez Lozano

AFFILIATED STATIONS IN MEXICO

Call Letters	City	Call Letters	City
XELJ	Acapulco, Gro.	XEAA	Mexicali, B. C.
XERO	Aguascalientes, Ags.	XET	Monterrey, N. L.
XEFG	Agua Prieta, Son.	XEAW	Monterrey, N. L.
XEAO	Agua Prieta, Son.	XEAR	Monterrey, N. L.
XEHA	Camargo, Chih.	XEG	Monterrey, N. L.
XEJ	Ciudad Juarez, Chih.	XEOK	Monterrey, N. L.
XELO	Ciudad Juarez, Chih.	XESF	Morelia, Mich.
XEWG	Ciudad Juarez, Chih.	KNOG	Nogales, Arizona
XEF	Ciudad Juarez, Chih.	XEDF	Nuevo Laredo, Tamps.
XEAP	Ciudad Obregon, Son.	XEAS	Nuevo Laredo, Tamps.
XEGB	Coatzacoalcos, Ver.	XERG	Nuevo Laredo, Tamps.
XEWF	Cuautla, Mor.	XEJS	Parral, Chih.
XECO	Culiacan, Sin.	XEMJ	Piedras Negras, Coah.
XESA	Culiacan, Sin.	XEFO	Poza Rica, Ver.
XEM	Chihuahua, Chin.	XECD	Puebla, Pue.
XEBW	Chihuahua, Chin.	XEOR	Reynosa, Tamps.
XEJK	Delicias, Chih.	XEGC	Sahuayo, Mich.
XEDU	Durango, Dgo.	XEKS	Saltillo, Coah.
XEHL	Guadalajara, Jal.	XEPO	San Luis Potosi, SLP.
XEHK	Guadalajara, Jal.	XECB	San Luis Rio Colorado, Son.
XEJE	Guadalajara, Jal.	XEAB	San Ana, Son.
XEAD	Guadalajara, Jal.	XESB	Santa Barbara, Chih.
XEBA	Guadalajara, Jal.	XEFW	Tampico, Tamps.
XEDL	Hermosillo, Son.	XETO	Tampico, Tamps.

Radio Cadena — Radio Programas

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEHX	Huatabampo. Son.	XEXT	Tepic. Nay.
XEJW	Jalapa, Ver.	XEBG	Tijuana, B. C.
XELB	La Barca. Jal.	XEAU	Tijuana, B. C.
XERZ	Leon, Gto.	XEXX	Tijuana, B. C.
XECU	Los Mochis. Sin.	XESP	Tlaquepaque. Jal.
XEDJ	Magdalena. Son.	XETB	Torreon. Coah.
XEO	Matamoros. Tamps.	XEOB	Torreon. Coah.
XEMT	Matamoros. Tamps.	XEFN	Uruapan. Mich.
XERJ	Mazatlan, Sin.	XETF	Veracruz. Ver.
XEDS	Mazatlan, Sin.	XERF	Villa Acuna. Coah.
XEZ	Merida. Yuc.	XEDH	Villa Acuna. Coah.
XEMQ	Merida. Yuc.	XEXZ	Zacatecas. Zac.
XEMH	Merida. Yuc.	XEZM	Zamora, Mich.
XED	Mexicali. B. C.	XEGT	Zamora. Mich.

AFFILIATED STATIONS IN MEXICO CITY

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEX	Mexico, D. F.	XEDA	Mexico, D. F.
XEB	Mexico, D. F.	XEBS	Mexico, D. F.
XELA	Mexico, D. F.	XERH	Mexico, D. F.
XEL	Mexico, D. F.	XEN	Mexico, D. F.
XEK	Mexico, D. F.	XEJP	Mexico, D. F.
XEAI	Mexico, D. F.		
XEBZ	Mexico, D. F.	Radio Mil	Mexico, D. F.
XELZ	Mexico, D. F.	XERC	Mexico, D. F.
XEMX	Mexico, D. F.	XEQR	Mexico, D. F.
Radio 6.20	Mexico, D. F.	XEQB	Mexico, D. F.
Radio 590	Mexico, D. F.	XEQK	Mexico, D. F.
XESM	Mexico, D. F.		
XEMC	Mexico, D. F.		

Radio Programas de Mexico, S. A.

Head & General Offices: Bucareli 109

Phones:

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico

— P E R S O N N E L —

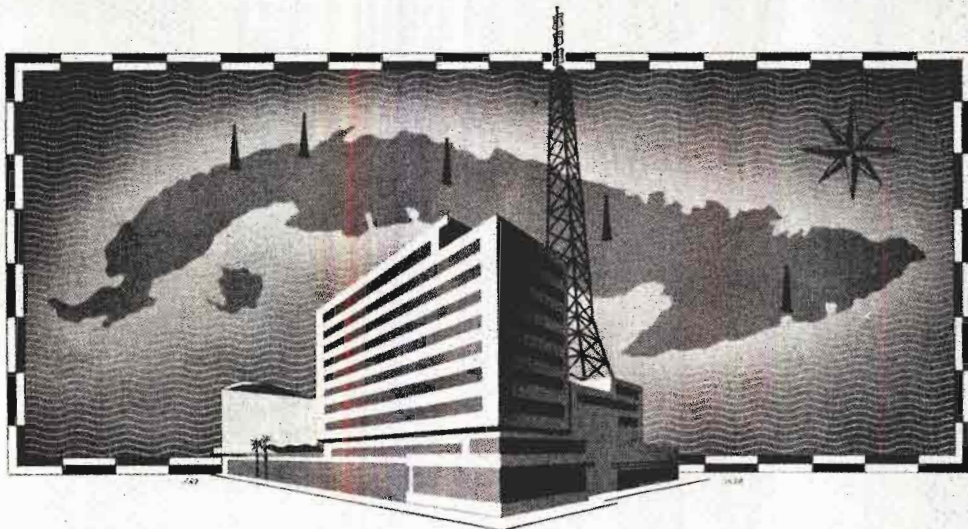
President & General Manager.....Clemente Serna Martínez
 Assistant Manager—Commercial.....Antonio Eufrazio Ontiveros

Radio Programas de Mexico

Assistant Manager—Accounting..... Horacio Niño Medina
 Executive V. Mundz Ayarza
 Executive Victor Rivero
 Assistant to Pres. & Gen. Mgr..... Joaquin de la Garza
 Advertising Department..... Homero Rios D.

AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEDW	Minatitlan, Ver.
XEYZ	Aguascalientes, Ags.	XEMF	Monolova, Coah.
XEA	Campeche, Camp.	XEFB	Monterrey, Coah.
XEFQ	Cananea, Son.	XEMR	Monterrey, N. L.
XENC	Celaya, Gto.	XEI	Morelia, Mich.
XEJK	Ciudad Delicias, Chih.	XELQ	Morelia, Mich.
XEBC	Ciudad Guzman, Jal.	XETM	Naco, Son.
XEP	Ciudad Juarez, Chih.	XEGL	Navojoa, Son.
XEOX	Ciudad Obregon, Son.	XEHF	Nogales, Son.
XETR	Ciudad Valles, S. L. P.	XETX	N. Casas Grandes, Chih.
XEBJ	Ciudad Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XEOM	Coatzacoalcos, Ver.	XEAN	Ocotlan, Jal.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEJC	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XEBL	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEFI	Chihuahua, Chih.	XEAT	Parral, Chin.
XEBU	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XERA	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XENA	Queretaro, Qro.
XEPF	Ensenada, B. C.	XERT	Reynosa, Tamps.
XEMA	Fresnillo, Zac.	XEBX	Sabinas, Coah.
XEAV	Guadalajara, Jal.	XERX	Salamanca, Gto.
XELW	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEDK	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEWZ	Guanajuato, Gto.	XECZ	San Luis Potosi, S. L. P.
XEGS	Guasave, Sin.	XEBM	San Luis Potosi, S. L. P.
XEDR	Guaymas, Son.	XETU	Tampico, Tamps.
XEBH	Hermosillo, Son.	XES	Tampico, Tamps.
XEHT	Huamantla, Tlax.	XETS	Tapachula, Chis.
XEBO	Irapuato, Gto.	XEWJ	Tehuacan, Pue.
XEWE	Irapuato, Gto.	XERK	Tepic, Nay.
XEKL	Jalapa, Ver.	XEC	Tijuana, B. C.
XEJA	Jalapa, Ver.	XECH	Toluca, Mex.
XELC	La Piedad, Mich.	XEBP	Torreón, Coah.
XELG	Leon, Gto.	XEDN	Torreón, Coah.
XERW	Leon, Gto.	XEUX	Tuxpan, Nay.
XER	Linares, N. L.	XETL	Tuxpan, Ver.
XECF	Los Mochis, Sin.	XEON	Tuxtla Gutierrez, Chis.
XEAM	Matamoros, Tamps.	XEUF	Uruapan, Mich.
XETK	Mazatlan, Sin.	XEU	Veracruz, Ver.
XEQW	Merida, Yuc.	XEHV	Veracruz, Ver.
XEFC	Merida, Yuc.	XEZU	Zacapu, Mich.
XECL	Mexicali, B. C.	XELK	Zocatecas, Zac.
		XETA	Zitacuaro, Mich.



CMQ Television HAVANA, CUBA

THE FIRST NATIONAL TELEVISION NETWORK IN LATIN AMERICA!



In March 1952 CMQ-TV will inaugurate its National Television Network, which will cover 80% of the Cuban territory—a market of over FIVE MILLION consumers. Besides the Havana station, now in actual operation, FOUR other television stations will be in operation in Matanzas, Santa Clara, Camagüey and Santiago de Cuba.

CMQ Television now offers the advertiser, THROUGH ITS NATIONAL NETWORK, total and efficient coverage of the Island of Cuba - THIRD NATION OF THE WORLD IN TRADE WITH THE U. S. AND FIRST IN LATIN AMERICA.

EXCLUSIVE REPRESENTATIVE:

Melchor Guzmán, 45 Rockefeller Plaza, New York City, N. Y.

LOCATION AND POWER OF STATIONS

STATION	CHANNEL	POWER	HEIGHT OF ANTENNA ABOVE SEA LEVEL	RADIATED POWER	
				VIDEO	AUDIO
HAVANA	6	5000 watts	385 feet	9382 W.	18765 W
MATANZAS	9	500 "	760 "	1507 "	3015 "
STA. CLARA	5	5000 "	1020 "	8439 "	16878 "
CAMAGUEY	6	500 "	650 "	896 "	1793 "
STGO. DE CUBA	2	5000 "	1760 "	7802 "	15604 "

IN CUBA... LET CMQ-TV SELL FOR YOU

STATIONS OF CUBA



<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Pinar Del Rio.....	CMAR	1170	.25
Artemisa	CMAD	1240	.25
Bayamo	CMKX	1390	.25
Cabaiguan	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey (Circuito CMQ)	CMJL	920	5.
Camaguey	CMJK	1150	0.5
Camaguey	CMJB	880	1.
Camaguey	CMJA	1060	0.25
Camaguey	CMJF	1340	1.
Camaguey	CMJR	1030	1.
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CMHD	890	1.0
Camajuani	CMHF	1040	1.0
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHJ	1350	0.25
Cienfuegos	CMHU	720	.25
Ciego de Avila	CMJD	1190	.25
Ciego de Avila	CMJY	760	1.
Ciego de Avila	CMJM	840	.5
Ciego de Avila	CMJH	1370	.25
Ciego de Avila	CMJO	1470	0.25
Havana	CMZ	1560	10.
Colon	CMGU	1340	.25
Cruces, L. V.	CMHK	1210	0.25
Encrucijada	CMHE	1090	.25
Florida	CMJI	1400	0.25
Guantanamo	CMK1	1560	.25
Guantanamo	CMKA	1250	.25
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1130	0.25
Havana (Circuito CMQ)	CMQ	630	25.
Havana	CMCA	1560	10.
Havana (Radio Reloj)	CMCB	1330	1.
Havana	CMCQ	1420	.25
Havana	CMBX	1390	0.25
Havana	CMCX	1060	10.—d; .25 n

Stations of Cuba

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Havana	CMCO	1230	.25
Havana	CMBD	1520	0.25
Havana	CMCU	660	1.
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMCF	910	10.0
Havana	CMK	1190	.25
Havana	CMBL	860	15.
Havana	CMCI	1260	5.
Havana	CMOA	1590	.25
Holguin	CMKM	560	5.
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin (Circuito CMQ)	CMKJ	730	5.0
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Camaguey	CMJG	1000	1.
Havana	CMCH	790	10.
Havana	CMCM	1460	0.25
LaMaya	CMKT	1520	.25
Matanzas	CMGW	1100	0.5
Matanzas	CMGF	1240	0.25
Matanzas	CMGL	1400	.25
Moron	CMJX	1230	.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	760	5.
Pinar del Rio (Circuito CMQ)	CMAQ	920	1.0
Pinar del Rio	CMAN	840	1.0
Pinar del Rio	CMAW	800	0.25
Havana	CMCK	980	5.
Havana	CMBF	950	10.0
Puerto Padre	CMKY	1350	1.0
Havana	CMBZ	830	5.
Havana	CMCY	590	15-D 25-D
Havana	CMBQ	1010	25.0
Havana	CMBC	690	10.0
Havana	CMCD	740	10.
Havana	CMW	550	2.5
Sagua La Grande	CMHA	1280	.25
San Cristobal	CMAC	1030	0.25

Stations of Cuba

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Sancti Spiritus	CMHB	780	.25
Sancti Spiritus	CMHT	990	1.
Santa Clara	CMHI	570	10-D
Santa Clara (Circuito CMQ)	CMHQ	640	10.0
Santa Clara	CMHW	810	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CMHM	1130	1.
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba (Circuito CMQ)	CMKU	850	2.0
Santiago de Cuba	CMKW	800	2.0
Santiago de Cuba	CMKL	1000	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKB	1170	1.
Santiago de Cuba	CMKC	770	1.0
San Luis, Oriente	CMKQ	1460	.25
Havana	CMOX	1490	.25
Havana	CMBS	1090	0.25
Havana	CMBG	1360	0.25
Victoria de las Tunas	CMKE	1320	.25
Victoria de las Tunas	CMKG	1490	.25
Santiago de Cuba	CMDA	650	1.

Television Stations of CUBA

UNION TELEVISION, S. A.

Mazon 52, Habana, Cuba
Cable: Unratel
Telephone: U-6056 — U-5323

CIRCUITO CMQ, S. A.

Radiocentro, Habana, Cuba

Director General Goar Mestre
Director of News and Public Relations

Abel Mestre

General Sales Manager Arturo Chabau
Director of Personnel Rene Puig
Manager of TV Program Dept.

Ramiro Gomez Kemp

Manager of Advertising and Promotion
Miguel A. Matin

Manager of Film Procurement Dept.

Jenny Torres

U. S. REPRESENTATIVE

Melchor Guzman Company
45 Rockefeller Plaza
New York City — Circle 7-0624

STATIONS

<i>Call Letters</i>	<i>City</i>	<i>Channel</i>	<i>Licensee</i>
CMUR-TV	Havana	Union Radio
CMQ-TV	Havana	6 CMQ
CMQ-TV	Santa Clara	5 CMQ
CMQ-TV	Camaguey	6 CMQ
CMQ-TV	Santiago	2 CMQ
CMQ-TV	Matanzas	9 CMQ

What's in a Name?

Way back in 1922, the late Henry C. Gates, well known industrialist, decided to make the name GATES synonymous with service in the electronics field.

Today, 30 years later, it would be a rare exception to find anyone who does not know about GATES products.

One of the oldest manufacturers of electronic equipment in the world, the GATES RADIO COMPANY specializes in radio transmitting equipment of all types — AM, FM, TV, Communications, etc.

By so specializing — and through production efficiency — GATES is able to offer higher quality at more modest prices.

No job is too large or small, too complex or simple for GATES to tackle.

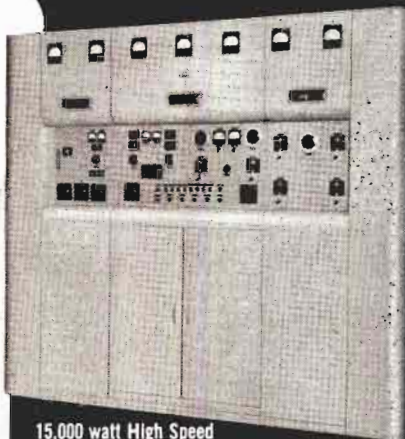
Because GATES itself manufactures a large number of the components that go into finished GATES equipment, designs are not assemblies built to the convenience of someone else's particular size of material.

This means GATES offers "custom-built" quality and efficiency at prices that pleasantly surprise.

All of these points are of outstanding importance to you — are specific reasons for wanting your transmitting equipment to bear that familiar and trusted name — GATES.

GATES PRODUCTS

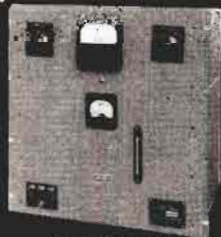
- Commercial broadcasting equipment
- Commercial communications transmitting equipment
- Television transmitting equipment
- Frequency modulated transmitting equipment
- Mobile transmitting equipment
- Audio equipment including: broadcast, recording, public address
- Specially designed electronic instruments including: vibration fatigue apparatus, laboratory hearing aid equipment, recording equipment
- And many other items.



15,000 watt High Speed Telegraph Transmitter for Inter-continental service



Turntable



F.C.C. Approved Frequency Monitor



Dual Channel Speech Input System



GATES Supercabe Co-ax



GATES Inductor



Tube Sockets for High Powered Tubes

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 East 40th Street, New York City • Canadian Marconi Company, Montreal, Quebec, Canada



EQUIPMENT



Radio-TV Equipment Manufacturers



RTMA Personnel — Committees

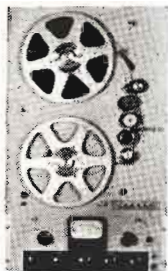


Consulting Engineers



8

reasons why engineers everywhere select PRESTO above all others



TAPE RECORDERS

PRESTO rack mounted RC-10 24

Three-motor drive eliminates take-up clutch. Solenoid type brakes operated by push button. Three magnetic heads. Accommodates 10½" reel.

PRESTO portable RC-10 14

High fidelity tape recorder with rotary type selector control. Speeds of 7½" and 15" per sec.

PRESTO portable PT-920

The top buy in portable tape recorders. 10 watt amplifier, two speakers and amplifier in one case. 3 motors, no take-up clutch.

PRESTO tape reproducer TL-10

New and improved. Permits tape playback on 16" turntable at 7½" or 15"/sec. Plugs into stand- and speech input equipment.



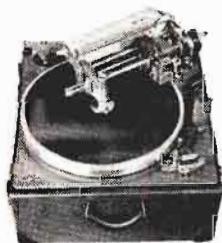
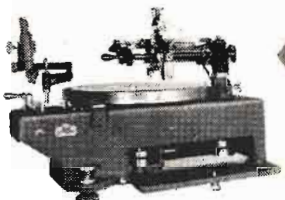
DISC RECORDERS

PRESTO studio console 8 D-G

Direct gear drive, twin motors. 8 feed pitches in each direction. Radial cantilevered overhead with 1-D cutting head.

PRESTO portable 6-N

Low mechanical noise level; excellent accuracy at 78 and 33½ rpm; 1-D cutting head. Micro-groove attachment available.



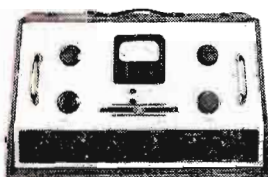
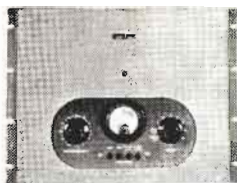
RECORDING AMPLIFIERS

PRESTO 92-B

For rack mounting. 60 watts, push button selector for recording characteristics. Removable front panel for easy maintenance.

PRESTO portable 90-B

Distortion of less than 1.5% at maximum output. 3 microphone input with mixer and master gain control. Complete facilities for remote recording.



PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

EQUIPMENT FIRMS



Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
N. Y. Phone: PLaza 7-7500

President Ross D. Siragusa
Exec. Vice-Pres. John B. Huarisa
Vive-Pres., Appliance Div. Lee H. D. Baker
Vice-Pres., Real Estate. Richard F. Dooley
Vice-Pres., Electronics Div. R. A. Graver
Vice-Pres., Sales. Wallace C. Johnson
Vice-Pres., Purchasing. Frank J. Kazda
Vice-Pres., Prod. Cy S. Rossate
Vice-Pres., Eng. Kenneth D. Turner
Treasurer Lynn C. Park
Secretary George E. Driscoll
Assistant Secretary. Frank H. Uriell
Comptroller Edgar C. Bauler
Adv. Dir. Seymour Maintz
Public Relations Dir. Neil T. Regan
Asst. Adv. Mgr. John Wm. Walt
TV Promotion Mgr. Edwin J. Sherwood
Service Manager. M. J. Schinke

PRODUCTS: Television receiving sets, table models, consoles and TV-radio-phonograph combinations. Table model AM radios, AM-FM radio phonograph combinations. Dual-temp and conventional refrigerators, electric ranges.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wis.
Phone: Mitchell 5-5151

Pres.-Sales Manager. F. F. Looek
Radio Sales Mgr. D. S. W. Kelly
Chief Engineer. J. J. Mellon
Credit Manager. E. M. Kroening
Purchasing Agent. Theron C. Child
Advertising Mgr. A. H. Fensholt
Industrial Relations Mgr. George Megow
Export Mgrs. Rockne Intern't Corp.
Service Mgr. G. W. Vater

PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoid Contactors, AC and DC Electric Motor Control Apparatus, Power Type Relays, Push Buttons, Pressure and Temperature Controls, Limit Switches, Timing Relays, etc.

Allied Radio Corp.

833 W. Jackson Blvd., Chicago 7, Ill.
Phone: HAYmarket 1-6800

Pres. & Gen. Mgr. A. D. Davis
Treasurer A. E. Davis
Merchandising Manager. Alex Brodsky
Sales Manager. S. H. Levey
Sales Promotion Mgr. J. W. Rubin

Gen. Superintendent. W. M. Kordsiemon
Office Manager. A. Shapiro
Operations Manager. Fred Schurstein
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

American Structural Products Co. *subsidiary of* Owens-Illinois Glass Co.

Box 1935, Toledo 1, O.
Phone: FA. 6543

President S. J. McGiveran
Gen. Sales Mgr. E. B. Dennis, Jr.
Industrial & Electronics

Sales Mgr. J. P. Kearney
Sales Promotion Mgr. Harlan Hobbs
Advertising Mgr. W. E. McWhorter

PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.
Phone: MAIn 5-2050

Pres. & Sales Manager. Sam Norris
Dir. of Engineering. Simeon Weston
Purchasing Agent. Arnold Fricke
Advertising Mgr. Louis Shappe
Export Managers. Roche International
PRODUCTS: Tubes: Transmitting, Power, Photo, X-Ray, Radiation Counter, Magnetrans, Special Purpose, Vacuum Condensers, Sub-miniature tubes, all tube accessories, etc.

Amplex Electric Corp.

934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1471

Chmn. of Board. T. Kevin Mallen
President. A. M. Poniatoff
V.P.-Gen. Mgr. George I. Long
Secretary. C. E. McSharry
Mgr. Prod. Engr. Dept. Harrison Johnston
Comptroller. Thomas L. Taggart

PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr. Albert A. Goffstein
Chief Engineer. Albert A. Goffstein
Credit Manager. Henry Bleher
Purchasing Agent. Albert A. Goffstein

Equipment Manufacturers

Export Managers.....Lincoln Export Co.
 Service Manager.....Allan Degnan
PRODUCTS: Auto Radio Vibrators, Heavy
 Duty Inverter Vibrators, DC-AC Inverters,
 Vibrator Packs, Battery Eliminators, and
 Rectifier Power Supplies.

Amy, Aceves & King, Inc.

11 W. 42St., New York 18, N. Y.
 Phone: LOngacre 5-6622

PresidentErnest V. Amy
 Pur. Agt. & Credit Mgr.....Frank King
 Chief Engineer.....Julius G. Aceves
 Sales Manager.....F. A. Klingenschnitt
PRODUCTS: Master antenna systems, TV
 and FM antennas. Electronic developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.I., N.Y.
 Phone: STillwell 4-5411

PresidentFrank A. D. Andrea
 Sales ManagerLynn Eaton
 Gen. Sec. & Chief
 Engineer.....H. J. Heindel
 Plant Mgr.....Joseph A. Poitras
 Service Mgr.....Joseph Haug
 Credit Manager.....Victor J. Buck
 Purchasing Agent.....Bruce B. Donald
 Industrial Relations Mgr.....John Andrea
 Export Manager.....Ramon Masvidal
PRODUCTS: Radio and TV-FM receiv-
 ers and TV-AM-FM phono. combinations.

Andrew Corporation

363 E. 75 St., Chicago 19, Ill.
 Phone: TRiangle 4-4100

Chairman, Bd. of Dir.....Dr. V. J. Andrew
 PresidentMrs. A. S. Andrew
 V.P. & Gen. Mgr.....C. R. Cox
 Production Mgr.....D. M. Smith
 Chief Engineer.....J. S. Brown
 Controller.....H. L. Coltman
 Sales Manager.....J. A. Estelle
PRODUCTS: Coaxial transmission line
 FM-AM-TV, antennas FM broadcast, antenna
 phasing equipment and accessories, tower
 lighting equipment, indicating devices
 (mise.), monitoring equipment relays, trans-
 formers, UHF and VHF equipment and acces-
 sories.

Ansley Radio & Television, Inc.

85 Tremont St., Meriden, Conn.
 Phone: 5-0660

President.....T. S. Harris
 Vice-President.....R. G. Kramer
 Chief Engineer.....J. Sieger
PRODUCTS: Television Receivers, AM-
 FM Radios, Phonograph Combinations.

The Astatic Corporation

Harbor & Jackson Sts., Conneaut, O.
 Phone: 12-656

President.....L. D. Cahoon
 Vice-Pres. & Gen. Mgr.....George B. Fraser

Vice-Pres. & Sec.....C. M. Chorpeneing
 Vice-Pres. & Asst. Sec.....F. H. Kuhlman
 Chmn. of Bd. & Asst. Treas...James H. Ross
 Sales Manager.....W. J. Doyle
 Chief Engineer.....G. A. Morrell, Jr.
 Plant Superintendent.....R. G. James
 Purchasing Agent.....H. J. Greene
PRODUCTS: All channel TV & FM boost-
 ers, U.H.F. converters.

Audak Company

500 Fifth Ave., New York 18, N. Y.
 Phone: LA 4-3723-3724

PresidentMaximilian Weil
 Vice-PresidentGeo. V. Sullivan
 AdvertisingHart Lehman
 SecretaryJ. C. Parvey
PRODUCTS: Electronic reproducing and
 recording equipment.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-0973

President.....Wm. C. Speed
 Vice-President-Sec.....Bryce Haynes
BRANCH OFFICE: Allan H. Bodge, West
 Coast, Mgr., 1006 N. Fairfax Ave., Hollywood
 46, Calif.
 Phone: HOLlywood 9-3902

PRODUCTS: Recording discs (Audio-
 discs), recording and playback points (Au-
 dio-points), Magnetic Recording Tape (Au-
 diotape).

Audio Masters Co.

341 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 3-3881

PresidentHerbert Rosen
PRODUCTS: Transcription and electric
 playback machines, recording tape, tape play-
 back machine.

Audio & Video Products Corporation

730 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-3091

President.....Charles E. Rynd
 Vice-President.....Percy L. Deutsch
 Vice-President.....Russell O. Hudson
 Vice-President.....Thomas P. Robinson
 Vice-President.....W. Oliver Summerlin
 Vice-President.....Fred M. Throver
 Vice-Pres., Treas. &
 Assistant Secretary.....Richard S. Rynd
 Secretary.....Norah K. Donovan
 Director of Adv. &
 Sales Promotion.....Leon A. Wortman
PRODUCTS: Sales and engineering repre-
 sentatives for the finest line of magnetic tape
 and disc recording equipment manufactured
 by: Altec Lansing Corp., Ampex, Audiodisc,
 Cinema Engineering Co., Edital Tape
 Splicer, Electric-Voice, Fairchild Disc Re-
 corders and Playbacks, Langevin Mfg., Jim

Equipment Manufacturers

Lansing, McIntosh Amplifiers, Minnesota Mining & Manufacturing magnetic tape, Pickering, Teleflex TV Productions Equipment and Rear-Process Slides, Thermo-Fax Duplicators and Sheets.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100

President Martin H. Benedek
Vice-Pres., Charge of Sales..... Bert E. Smith
Chief Engineer..... Joseph A. Mazzola
Credit Mgr..... M. E. Silver
V.P. Charge of Mfg..... J. A. Heimbruch

PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans, tuners.

John F. Beasley Construction Co.

P. A. Box 1624, Muskogee, Okla.
Phone: 4762

President John F. Beasley
Vice-President..... Marvin W. Kyger
Secretary-Treas. James H. Beasley
Assistant Secretary..... Andrew B. Lytle
Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio-television towers and antennas.)

Bendix Television & Broadcast Receiver Division (Bendix Aviation Corp.)

East Joppa Road, Towson 4, Maryland
Phone: Towson 2200

General Manager W. A. Mara
General Sales Manager..... R. W. Fordyce
Merchandise Manager..... C. J. Hassard
Adv. & Sales Prom. Mgr..... W. C. Lederer
Credit Manager H. F. B. Kerr
Chief Engineer J. M. Miller, Jr.
Service Manager W. P. Muller

PRODUCTS: 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios: 3 speed phono on some models.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.
Phone: TUxedo 4020

General Manager W. A. Mara
Sales Manager R. W. Fordyce
Chief Engineer J. Miller
Advertising Manager W. C. Lederer
Purchasing Agent J. L. Winchester

PRODUCTS: Radio and Television Receivers.

The William Brand & Co.

North and Valley Sts., Willimantic, Conn.
Phone: Willimantic 3-1661

President William Brand

Vice-President..... A. W. Brand
Sales Manager..... R. H. Robinson
Purchasing Agent..... J. R. Garey
Office Manager..... E. F. Low
Credit Manager..... H. K. Lathrop

Chicago Office, 1313 W. Randolph St.
E. W. Brinson, Mgr.; Phone: SEcley 8-0345

PRODUCTS: Turbo Varnished Tubing—All NEMA grades. Cotton, rayon, or glass braid. Turbo Saturated Sleeving—all NEMA grades. Cotton, rayon, or glass braids. Turbo-sil Silicone Glass Varnished Tubing—all NEMA grades. Turbo Silicone Glass Saturated Sleeving—all NEMA grades. Turbo Cambries, tapes, cloths, and papers. Turbotuf Tubing and Sleeving—NEMA grades B-A-1, B-B-1, B-C-1. Glass braid coated with Turbotherm insulation.

Turbo Extruded Plastic Tubing: Turbotherm 105. UL approved for a continuous operation at 105° C. Turbotrans is specially processed tubing of high quality used extensively for potting and baking operations, etc. Turbozone 47, special compound to meet AAF12047A specification. Turbolex 63, meets MIL-I-631 requirements. Turbolex 85, general purpose tubing for moderate heat and occasional exposure to oil.

Turbo Wire and Multi-Conductor Cables: Turbotherm 60, types SRIR and SRHV. Available with nylon jacket in standard RMA colors. Sizes 16 to 24 solid or stranded. Turbotherm 80, radio, instrument, and control hook-up wire. Approved appliance wire for 80° C. 300-600 volts with or without cotton, rayon or glass lacquered overbraid. Sizes 12 to 26 solid or stranded. Numbers 14, 16, and 18 stranded UL approved for 80° C. 1000 volts. Available also as a thin-wall instrument wire. Meets Buships 15-W-9 type LV. Nos. 22-28 in solid or stranded. RMA standard colors. Turbotherm 90, radio, instrument, and motor lead wire, with or without lacquered braid. UL approved 90° C. 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, motor lead and appliance wire UL approved 105° C. 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, hook-up and appliance wire with a lacquered glass overbraid UL approved 105° C. 300-600 volts. Nos. 16 to 26 solid or stranded. Turbolene PE, low voltage loop antenna wire. Nos. 22 and 24 solid or stranded with natural or brown insulation. Turbolene NF, high voltage appliance wire. UL approved 10,000 and 20,000 volts. Nos. 14 to 22 solid and stranded in natural white. Neon Sign Cable, UL approved 15,000 volts. Nos. 12 and 14 stranded in a natural color primary insulation with a black jacket.

Turbo Mica Products: Heater Plate, withstand direct contact with heat, 1000° F., 625 VPM. Flexible Plate, soft mica bonded with non-hardening adhesive varnish can be bent

Equipment Manufacturers

or molded whether cold or warm. Amber Segment Plate, soft edge for wearing down with copper commutator bars, 600 VPM. Molding Plate, moldable at approximately 284° F., on flat sheets, 600 VPM up to .015 inch thickness, 450 VPM .015 inch and over.

Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.
Phone: Elizabeth 2-7600

President N. Dinio
Vice-Pres. & Chief Eng. Lincoln Walsh
Purchasing Agent Frank Hill
PRODUCTS: High quality audio amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: Winchester 6-2121

President G. H. Browning
Vice-President R. L. Purrington
Chief Engineer F. A. Spindell
Production Manager J. C. Sullivan
PRODUCTS: FM tuners; J-CAM tuners; Frequency meters, cathode ray oscilloscopes, Regulated power supplies and square wave generators. Standing wave amplifiers.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.
Phone: Talbot 4943

Owner-Chief Eng. William W. L. Burnett
PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Cambridge Thermionic Corp.

445 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President Frank Lyman, Jr.
Vice-President Mary G. McGillen
Vice-President Danforth W. Comins, Jr.
PRODUCTS: Frequency measuring service for AM-FM and TV lugs, terminal boards, electronic hardware, insulated terminals feed thru, coils, coil forms, chokes and tooling.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310

President J. G. Best
V. P. & Gen. Sales Mgr. W. A. Nicely
V. P. & Gen. Mgr. B. S. Turner
Chief Engineer W. H. Budd
Credit Manager M. F. Schenck
Purchasing Agent F. A. Bundy
General Superintendent G. M. Cooper
Industrial Relations Mgr. A. M. Daily

Export Manager W. A. Nicely
Traffic Manager R. I. Corner
PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Washington Street
Dover, N. H.
Phone: DOver 975

Chairman of the Bd. John Mucher
President Victor Mucher
Sales Mgr. Distributors
Div. Fran Chamberlain
Secretary Arthur Richenthal
Exec. Vice-Pres. &
Chief Engineer George Mucher
V.P. in Chg. of Sales I. J. Youngblood
Jobber Sales Mgr. Fran G. Chamberlain
N. Y. Phone: MUrray Hill 9-2518
PRODUCTS: Volume controls, tone controls, wire wound power resistors, glassolms, resistor tubes, voltage dividers, L & T pads, attenuators, Decade Bos, rotary switches, television tube beam bender.

Capehart-Farnsworth Corp.

3700 E. Pontiac St., Fort Wayne 1, Ind.
Phone: ANthony 5301

President Fred D. Wilson
Chairman of the Bd. Wm. H. Harrison
Vice President (Research)
Philo T. Farnsworth
Vice President (Engineering) Antony Wright
Treasurer Paul H. Hartmann
Comptroller W. F. Hoepfner
Secretary and Asst. Treas. C. H. Wiggin
Director of Sales E. Patrick Toal
Merchandise Mgr. J. C. Hunter
Director of Advertising S. A. Morrow
Director of Purchases R. B. Brown
Traffic Mgr. R. M. Hoey
Credit Mgr. A. E. Sibley
PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table, clock, and portable radios.

Collins Radio Co.

855-35th St., N. E., Cedar Rapids, Ia.
Phone: 3-0281

President Arthur A. Collins
Executive V. P. (New York) W. J. Barkley
Vice-Pres.-Gen. Mgr. R. S. Gates
V.P. Chg. Engr. & Mfg. L. M. Craft
Secretary-Treasurer S. J. Storm
PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

Equipment Manufacturers

President Edward Wallerstein
 V. P. in Chg. of Sales.... Paul E. Southard
 V. P. in Chg. of Mfg. and Engineering

J. H. Hunter

Dir. of Research..... William Bachman
 Treasurer William Wilkins
 Dir. of Purchases... Robert P. Robinson, Jr.
 Advertising Mgr. Albert Earl
 Export Mgr..... L. V. Ruyschaert
 Ind. Rel. Mgr..... K. Raine
 Order Service Mgr..... E. P. Eldridge
 Traffic Manager..... Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
 Phone: GENEVA 4140

President H. R. McIlvaine
 Credit Manager J. E. DeVleshower
 Chief Engineer..... J. H. Cone
 Sales Engineer J. S. Kirk
 Sales Manager E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 10, Texas
 Phone: EVERGREEN 1137

President James O. Weldon
 Vice-President Lester H. Carr
 General Mgr. W. M. Witty

PRODUCTS: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus.

Corning Glass Works

Corning, New York
 Phone: Corning 372

President W. C. Decker
 V.P. & Controller..... George D. Macbeth
 V.P. & Secretary..... William H. Curtiss
 V.P. & Treasurer..... Chas. D. LaFollette
 Vice President Harry M. Hosier
 Vice President..... Jesse T. Littleton
 Vice President William C. Taylor
 Asst. Secretary Wm. W. Sinclair
 Asst. Secretary Frederick H. Knight
 Asst. Treasurer C. H. Kruidenier
 Mgr. Elec. Products Div..... J. L. Hanigan
 Mfg. Mgr. Elec. Products Div..... N. J. Yang
 Sales Mgr. Electronic Sales Dept.

J. S. Muller

Purchasing Agent F. S. Conable
 Mgr., Public Relations Department

Howard E. Bahr

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including trimmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
 Phone: BARCLAY 7-5140

President John Cook
 Vice-Pres. & Gen.

Sales Mgr. W. F. Osler, Jr.
 Treasurer J. C. Stagg
 Secretary J. E. Hoffman
 Sales Mgr. (Electric Wire

Products Div.) J. B. Baxter

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.
 Phone: KIRBY 6600

N. Y. Phone: MURRAY Hill 3-0202

Vice-Pres. & Gen. Mgr..... John W. Craig
 Vice-Pres. & Gen. Sales Mgr... Wm. A. Brees
 Gen. Works Mgr..... F. L. Meacham
 General Controller..... L. W. Adkins
 Controller W. A. Smith
 Director of Purchases.... Frank W. Warner
 Director of Industrial

Relations Paul W. Deubery
 Asst. Gen. Sales Mgr. in Chg.

Sales Prom. & Service..... R. K. White
 Asst. Gen. Sales Mgr.-In

Charge of Adv..... V. C. Havens
 Asst. Gen. Sales Mgr. Prods.... Inwood Smith
 Dir. of Public Relations... Varley P. Young
 Mgr. Radio Sales Section.... H. F. Koether
 Mgr. TV Sales Section.... H. E. McCullough
 Mgr. Radio & TV Section.... L. E. Sepler
 Mgr. Appliance Eng..... O. E. Norberg
 Mgr. Electronic Eng..... D. B. Nason
 Credit Manager John J. Hope, Jr.
 Director of Exports..... Tye M. Lett, Jr.
 Service Dept. Mgr... Richard H. Scheneberger
 Traffic Dept. Mgr..... Frank C. Partlan

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.
 Phone: RADCLIFFE 3-4100

President E. M. Doolittle
 Genl. Manager M. E. Montgomery

PRODUCTS: FD-12 Frequency & modulation monitor. Monitors carrier operating frequency as well as deviation during FM modulation on any four frequencies between 25 and 175 mc. "littlefones" Models PJZ-2, three-quarters watt output, 25-50 mc, PJZ-4, two full watts output, 25-50 mc, PJZ-12 one-half watt output 150-175 mc, and PJZ-14, one full watt output 150-175 mc.

Equipment Manufacturers

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.

Phone: Mulberry 4-7400

for all divisions

President Allan B. Du Mont
Vice-President Stanley F. Potter
Director of Research

Thomas T. Goldsmith, Jr.

Asst. to President M. W. Loewi

Asst. to President Keeton Arnett

Mgr., Mfg. Divisions except

TV Receiver & Elect.

Pts. C. Edwin Williams

Controller B. L. Graham

Credit Manager M. Morgan

Director of Industrial Rela-

tions Harry Houston

General Supt. Bruce T. Du Mont

Director of Advertising Douglas Day

TV Receiver Manufacturing Div.

35 Market St., East Paterson, N. J.

Manager Paul Eshleman

Manufacturing Mgr. Charles Seelig

Chief Engineer Robert Cavanagh

Purchasing Agent William Paton

TV Receiver Sales Div.

35 Market St., East Paterson, N. J.

Manager Ernest A. Marx

Sales Manager Walter L. Stickel

Advertising Manager George Hakim

Sales Promotion J. Calvin Affleck

Service Manager Harold J. Schulman

TV Transmitter Division

1000 Main Avenue, Clifton, N. J.

Manager Herbert E. Taylor

Sales Manager James Tarpe

Chief Engineer Gordon Gregory

Manufacturing Mgr. Chester E. Greenwood

Purchasing Agent Lawrence A. Fuller

Cathode-Ray Instrument Div.

1000 Main Avenue, Clifton, N. J.

Manager Rudolf Feldt

Sales Manager G. Robert Mezger

Chief Engineer P. Samuel Christaldi

Manufacturing Mgr. Robert Svozil

Purchasing Agent C. Paul Martin

Cathode-Ray Tube Div.

750 Bloomfield Ave., Clifton, N. J.

Manager Irving G. Rosenberg

Asst. Manager F. P. Rice

Sales Manager Bill C. Seales

Purchasing Agent A. R. Dutcher

Chief Engineer A. Y. Bentley

Manufacturing Mgr. William Carlin

Du Mont TV Network

515 Madison Ave., New York, N. Y.

Phone: MURray Hill 8-2600

Director C. J. Witting

General Manager C. J. Witting

Administrative Asst. Norman W. Drescher

Director of Sales Theodore Bergman

Asst. Dir. of Sales John Bachem

Dir. of Programmings &

Production James L. Cadigan

Dir. of Network Oper. C. G. Alexander

Chief Eng., Network R. Chipp
Mgr., WTTG, Wash., D. C. Walter Compton
Mgr., WDTV, Pittsburgh Harold Lund
Station Relations Elmore B. Lyford

PRODUCTS: Du Mont Television Receiv-
ers, Du Mont Imputuners and Sensitizers.
Television Component Parts, Cathode-ray
Tubes for Television Receivers and Indus-
trial Use, Complete Television Transmitting
Equipment including Control and metering
accessories, camera chains, film pick-up
chains, mixing desks, sync generators, and
studio control consoles. Cathode-ray Oscil-
lographs for Television and Radio Testing,
and general industrial use.

Hugh H. Ebey, Inc.

4700 Stenton Ave., Philadelphia, Pa.

Phone: DAVenport 4-7000

President James L. Hawley

Vice-President Bernard Offerman

Secretary-Treasurer Jules Sussman

Per-sonnel Manager A. H. Hankinson

Chief Engineer E. E. Ritter

Credit Manager William T. Ludwig

Sales Manager W. J. Sharp

PRODUCTS: Adaptors, jacks, knobs,
plugs, male and female connectors, binding
posts, octal sockets, miniature sockets (seven
and nine pin), terminal strips, terminal
boards, special assemblies (both mechanical
and electrical) true shields, metal stampings.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.

Phone: NO. 2-2168

Chicago Phone: Superior 7-7572

President William H. Burgess

Sales Mgr. (Shavex Div.) Wm. F. Edwards

Div. Mgr., TV Service W. B. Terrill

Div. Mgr., Contracts D. A. Marcus

PRODUCTS: Electronic Equipment-Con-
tract Division: Sensitometer and intervalom-
eters. Electric shaver accessories, Shavex
Div.: Shavex for changing AC to DC for a
faster, smoother shave with any electric
shaver (a rectifier device). TV Service Divi-
sion: Do not manufacture any equipment—
service only.

Electronic Tube Corp.

1200 E. Mermaid Lane, Pbil., Pa.

Phone: Chestnut Hill 7-6800

Pres. Edward D. Gray

V.-P.-Chief Engineer Henry S. Bamford

Credit Mgr. C. John Seez

Purchasing Agent J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Mul-
ti-Gum and Special Purpose Cathode Ray
Tubes; Multi-Channel Oscilloscopes; High
gain DC Amplifiers, Special design AC and
DC Amplifiers; Special design Signal Gen-
erators; Electronic Engineering and Devel-
opment.

Equipment Manufacturers

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: ORegon 5-7000

President.....B. Abrams
Secretary-Treasurer.....M. Abrams
Exec. Vice-Pres.....Dorman D. Israel
V.P. Govt. Contracts.....Morton P. Rome
V.P. Purchasing.....Harve Tullo
V.P. Works Manager.....E. J. Kelly
Controller.....A. Vogel
Dir. of Engineering.....R. T. Capodanno
Director of Sales.....S. M. Abrams
Distribution Manager.....Joseph Kattan
Sales Promotion Mgr.....Gerald Light
Public Relations Mgr.....E. F. Solow
Export Manager.....Joseph Kattan
Personnel Manager.....P. R. Certo
Parts Sales-Service Mgr.....Fred Abrams

PRODUCTS: Emerson Television Receivers: 17 in., 19 in., 20 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000

President & Treas.....Nathan Pinsley
V.P. & Sales Advtg.....W. Walter Jablon
Vice-Pres. Production.....Sol Pinsley
V.P. Eng.....Sam Sack
Secretary.....Morris Pinsley

PRODUCTS: Model TV3K, TV Training Kit, Model 511B AM & FM Radio Receiver Chasis, 10 watts audio, Model 512B AM-FM Radio Receiver Tuner, self powered. Model 513B, AM-FM Radio Receiver Tuner, Model 514-B, amplifier & power supply, 20 watts audio for Model 513B tuner.

Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100

President.....Fred R. Driessen
Vice-Pres. & Gen. Mgr.....Ray F. Crews
Secretary-Treasurer.....John B. Wolff, Jr.

PRODUCTS: Sound recorders; synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pick-up equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

Executive Vice-Pres.....H. C. Roemer
Vice-President.....W. Hatton
Vice-President.....F. B. Powers
Asst. to the Exec. V.-P.....G. T. Scharffenberger
Comptroller.....R. D. Osborne
Secretary.....W. B. Levett
Treasurer.....W. E. Ogilvie, Jr.
Dir. Vacuum Tube Div.....W. Happe, Jr.
Dir. of Selenium Intelin Div.....S. J. Powers
Works Mgr.....T. M. Douglas
General Sales Mgr.....R. S. Perry
Advertising Mgr.....Crump Smith
Sales Mgr. Vacuum Tube Div.....C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WO. 4-0770

President.....Arthur Freed
Vice-Pres. & Director of

Eng. & Res.....Adolph H. Rosenthal
Purchasing Agent.....Gerald Ganly
Adv.-Sales Prom.....Harold S. Boxer

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 8202

President.....P. S. Gates
Executive V-Pres.....L. I. McEwen
V.-P. Sales & Engr.....F. O. Grimwood
Executive Secretary.....A. S. Petzoldt
Chief Engineer.....F. W. Wentura
Mgr. Eastern Zone Sales...O. J. McReynolds
N. Y. Sales Engr.....L. J. Cervone

PRODUCTS: AM & FM transmitters; complete speech input systems; control units; transcription turntables and recording units; antenna phasing, coupling, and control equipment; power supplies; remote amplifiers; communications and talk-back remotes; transmission line for both coaxial and open wire types.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: MU. 4-5271

President.....D. E. Replogle
Gen. Mgr.....C. G. Hampson, Jr.
Purchasing Agent.....Edward Newman
Chief Engineer.....Irving Stein

PRODUCTS: Cathode ray tubes, transmitter and electron tubes.

General Electric Electronics Division

Electronics Park, Syracuse 1, N. Y.
Phone: 76-4411

Equipment Manufacturers

Vice-Pres. & Gen. Mgr. Dr. W. R. G. Baker
 Mgr. of Engineering L. J. Kaar
 Mgr. of Marketing E. H. Vogel
 Mgr. of Finance G. L. Chamberlin
 Mgr. of Mfg. W. M. Barker
 Mgr. of Govt. Sales V. M. Lucas
 Counsel R. M. Estes
 Gen. Mgr., Components Dept. E. L. Hulse
 Gen. Mgr., Receiver Dept. W. H. Saldoff
 Gen. Mgr., Comm. & Govt.

Equipment Dept. G. F. Metcalf
 Gen. Mgr., Tube Dept. J. M. Lane
PRODUCTS: Radio and radio-phonograph combination receivers, TV receivers; radio and TV transmitters, antennas, and studio equipment; receiving, picture, transmitting and industrial tubes, germanium diodes; components; two-way communications equipment, electronic specialty items, civilian and government radar.

The General Industries Co.

Olive and Taylor Streets, Elyria, Ohio
 Phone: 2235

President Allan W. Fritzsche
 V.-P.-Sales Mgr., Motor Div. H. E. Moon
 V.-P.-Factory Mgr., Plastic Div. O. W. Marsh
 Sales Mgr., Plastic Div. Steve Hildebrand
 Factory Mgr., Motor Div. Charles Walsh
 Purchasing Agent Cleo Heidrich
 Treasurer C. F. Russell
 Chief Eng. Motor Div. Howard Shumaker
 Chief Eng. Plastic Div. Russell Smith
 Dir. of Industrial Relations George Morrison

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
 Phone: ELizabeth 3-4100

Chairman of the Board A. Blumenkrantz
 Pres. & Treas. R. E. Laux
 Secy. & Controller W. M. Torgersen
 General Manager F. A. Freed
 Director of Eng. W. P. Hilliard
 Chief Engineer B. N. Fisher
 Credit Manager J. T. Lenihan
 Dir. of Purchases C. B. L. Towuley
 Export Agents Ad. Auricma, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
 Phone: Victory 2-0707

N. Y. Phone: DIgby 9-1330

President Morris Perlman
 Chief Engineer Albert Krivo
 Purchasing Agent Robert Smith
 Sales Mgr. L. D. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board As-

semblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.

Phone: Pleasantville 2-2000

President H. G. Place
 Exec. Vice-Pres. Herbert Barnett
 Vice-Pres. & Dir. of Res. Dr. R. L. Garman
 Comm. Engr. Mgr. Blair Foulds
 Chief Engineer W. P. Short
 Mgr. Theatre TV Dept. John Sims
 Mgr., TV Bestg. Dept. E. A. Hungerford, Jr.
 Govt. Contract Rep. Walter Cooper
 Mgr. Field Service Div. A. C. Haemer, Jr.

PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogram Amplifier, Video Switcher, Synchronizing Generator, Videofilm Theatre Television System.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.

Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 2-5837

Chairman of Board H. B. Richmond
 President E. H. Locke
 Vice-Pres. for Sales A. E. Thiessen
 Vice-Pres. for Mfg. C. C. Carey
 Secretary-Treasurer F. L. Tucker
 Sales Engng. Mgr. M. T. Smith
 Export Mgr. C. E. Hills, Jr.
 Chief Engineer D. B. Sinclair
 Publicity Mgr. C. E. Worthen
 Service Mgr. H. H. Dawes

Graybar Electric Company, Inc.

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

Phone: LE 2-4000

President A. H. Nicoll
 Vice-President G. F. Hessler
 Genl. Communications

Sales Mgr. J. W. La Marque
 Mgr., Electronic Sales R. W. Griffiths

PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast tubes, turntables, reproducers and accessories, wiring supplies and devices.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.

Phone: Van Buren 6-6300

President Wm. J. Halbigan
 Exec. Vice-Pres. R. W. Durst
 Gen. Sales Mgr. Michael D. Kelly
 Chief TV Engineer H. J. Adler
 Advertising Mgr. Chas. J. Nesbitt
 Service Manager Norman Cooper
 Credit Manager Cal A. Sheara
 Export Agents Phillips Export Corp.

PRODUCTS: TV Receivers, Short-Wave

Equipment Manufacturers

"Ham" Xmters. and Receivers, Portable Radios, FM/AM Radios.

The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.

Phone: LOngaere 5-1300

President.....Lloyd A. Hammarlund
Vice-Pres. & Treas.....Joseph Lush
Sec. & Comptroller.....Edward A. Wätmer
Production Manager.....Hugh A. McCloskey
Chief Engineer.....George H. Phelps
Sales Manager.....Walter E. Darden

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls.

Hartenstin-Zane Co., Inc.

225 Broadway, New York 7, N. Y.

Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec.....M. A. Hartenstine

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.

Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Dir. Contract Adm.....Norman W. Bertelsen
Sales Engineer.....E. J. Vogel
Clerk of Corp.....R. W. Martin
Chief Engineer.....B. J. Cosman
Purchasing Agent.....Frank C. Waterhouse
Comptroller.....Gordon C. Genter
Production Mgr.....E. Douglas Papke
Personnel Director.....Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvanoscopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.

Phone: Plainfield 6-0378

President.....George K. Haydu
Secy.-Treas.....Zoltan Haydu
Chief Engineer.....Ben Artan
Sales Manager.....Joseph Bozzelli
Purchasing Agent.....Frank del Oljo

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes,

equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery.

Hazeltine Electronics Corp.

58-25 Little Neck Pkwy, Little Neck, L. I., N. Y.

Phone: FLushing 7-8700

President.....W. A. MacDonald
Executive Vice-Pres.....J. B. Dow
V.P. in Chg. of Sales.....F. Robinson
V.P. in Chg. of Research.....A. V. Loughren
V.P. in Chg. of Engrg.....O. M. Dunning
V.P. in Chg. of Mfr.....J. Willenbecher
Director of Procurement.....M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.

Phone: Salem 2260

President.....Bruce A. Coffin
Chairman of Board-Treas...Lloyd H. Coffin
Vice-President.....Edgar M. Batchelder
Vice-Pres. & Sales Mgr.....John Q. Adams
V.P. Chg. of Engineering...C. F. Stromeyer
Advertising Manager.....Harry G. Burnett
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

The Indiana Steel Products Co.

Valparaiso, Indiana

Phone: 178

Pres. & Treas.....A. D. Plamondon, Jr.
V. P. & Gen. Mgr.....R. F. Smith
V. P. & Sales Mgr.....F. A. Hayden
Advertising Manager.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferrites, Hyflux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

Insuline Corp. of America

3602—35th Ave., Long Island City 1, N. Y.

Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
General Sales Mgr.....B. L. Cahn
Advertising Manager.....A. S. Chambers
Superintendent.....F. Henneke
Industrial Sales Mgr.....I. Romm
Chief Engineer.....F. Lester
Purchasing Agent.....H. Weston
Production Chief.....H. White

PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles

Equipment Manufacturers

and Brackets Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise, Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Soldering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Neutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Recks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips, Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: Mlchigan 0367

President.....Paul F. Jackson
Vice-President.....Robert Apple
Sales Manager.....J. M. Fulkerson
Purchasing Agent.....R. C. Groves
Credit Manager.....J. E. Beery
Production Superintendent.....Carl Wack
PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, electronic multi-meters, RF generators, sweep generators, audio oscillators and condenser testers.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MAnfield 6-7161
N. Y. Phone: BArlay 7-8972

Chairman of Board.....J. C. Daley
President.....J. M. Bennan
Vice-Pres., Treas.....W. S. Minter
Vice-Pres., Engineering.....L. Maurcer
Vice-Pres., Works Mgr.....E. J. Bennan
Credit Manager.....V. E. Lee
Sales Manager.....J. D. O'Brien
Export Manager.....M. J. Schmitt
Dir. of Purchases.....E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

President.....Thomas A. White
Sales Manager.....Charles A. Haussen
Product Manager.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200

President.....Julius Finkel
Vice-President.....Albert Finkel
Secretary-Treasurer.....Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LEXington 2-7600

Commodity Manager.....P. J. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

J. H. Keeney & Co., Inc.

2600 West 50th St., Chicago 32, Ill.
Phone: HENlock 4-5500

General Manager.....Robert A. Guichard
PRODUCTS: Home receivers.

Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis
Secretary.....Fergus Kerrigan

PRODUCTS: Magnet and Litzendraht Wire.

Equipment Manufacturers

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secretary.....Barbara H. Sisson
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

Kliegl Bros. Universal Electric Stage Lighting Co., Inc.

321 West 50th St., New York 19, N. Y.
Phone: COLUMBUS 5-0130

President.....J. H. Kliegl
Vice-President.....Herbert A. Kliegl
Secretary.....Frank H. Bliss
Treasurer.....Alfred Kliegl
Plant Superintendent.....Joseph Kliegl
Purchasing Agent.....Henry Fisher
PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200

Chairman of Board.....H. A. Leander
President.....Donald S. Morgan
Vice-President.....George V. Rosenquist
Chief Engineer.....Myron R. Coe
Secretary-Treasurer.....Harold Kondolf
Asst. Sec.-Treas.....L. Ward Frey
PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: STAmford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
V.P. of Production.....J. W. Skehan
Vice-President.....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Industrial Rel. Mgr....R. Gordon Hamblen
Export Mgr.....A. J. Foster
PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana
Phone: Eastbrook 5471

Chairman of the Bd....Richard A. O'Connor

President.....Frank F. Freimann
V.P. & Secretary.....Gerarl M. Ungaro
Treasurer.....J. S. Sturgeon
Radio-Phonograph & TV
Factory Manager.....Harold M. Detrick
Factory Mgr.-Components
Division.....L. E. Quinnell
Chief Television Engineer....Frank Norton
Chief Radio-Phonograph
Engineer.....R. H. Dreisbach
Mechanical Engineer
R.P. & TV.....W. E. Kierulff
Asst. Sales Mgr. & Merch. Mgr.-
Radio & TV Div.....Stewart Roberts
Div. of Adv. & Public
Relations.....Lauren K. Hagaman

Sales Manager—
Components Div.....Stanley S. Sondles
Sales Mgr. Spec. Devices....John C. Koonz
Service Mgr. RP & TV.....Ray J. Yeranko
PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table, Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President.....Leonard Ashbach
V.P. & Gen. Mgr.....M. Raphael
Secretary.....Barnett S. Trott
Advertising Mgr.....Joseph G. DeVico
Chief Engineer.....Frank Dieli
PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; radio-phonograph combinations.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STIllwell 4-4600

President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
Sales Manager.....Louis A. Root
Chief Elec. Engr.....Lauge Fanoe
PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: BOonton 8-2131

President-Gen. Mgr.....H. W. Houck

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPRing 7-7670-1

President.....Dr. S. R. Birne
Sec-Gen. Mgr.....J. M. Kuhlik, Sc.D.

Equipment Manufacturers

Chief Eng. I. W. Kublik
 Purchasing Agent. J. V. Conniff
 Treasurer. H. B. Kublik
 Advertising Mgr. B. Burns
 Dr. of Pub. Rel. George Ruskin

PRODUCTS: Filmgraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.
 Phone: Malden 4-4108-9

President James Millen
 Sales Mgr. E. E. Williams
 Credit Manager. Frances Bearse
 Purchasing Agent. George E. Pike
 Chief Engineer. Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.
 Phone: Bayside 9-5656

Pres. & Treas. P. K. Trautwein
 Chief Engineer. R. V. Hough
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 August Blvd., Chicago 51, Ill.
 Phone: Spaulding 2-6500

President Paul V. Galvin
 Exec. Vice-Pres. Robert W. Galvin
 V.P. Cons. Prod. Div. Elmer H. Wavering
 V.P. in Charge of Comm. &

Electronics Div. D. E. Noble
 V.P. Finance. E. P. Vanderwieken
 V.P. in Charge of

Procurement. Frank J. O'Brien
 Sales Mgr. Cons. Goods Div. Wm. H. Kelley
 Special Mktg. Mgr. E. A. Holsten
 Mgr. Natl. Defense Div. J. Benton Minnick
 Prod. Mgr., Radio Div. Jack Davis
 Prod. Mgr., TV & Handic

Talkie Units. E. Passow
 Dir. Adv. Sales Prom. Ellis L. Redden
 Sales Mgr. Comm. &

Electronics Div. Eugene S. Goebel
 Credit Manager. Henry Kleinhaus
 Export Manager. J. C. Weidemann
 Service Manager. A. T. Alexander

PRODUCTS: AM battery auto radio; battery and AC-DC portables; table model AM,

AC, and AC-DC radios; table model AM-FM; console AM-FM with phonograph; record players; television table models and consoles; combination AM-FM phonograph and television. Communications Equipment: FM marine, police, railroad, trucks and buses, taxicab, walkie-talkie, radar systems. Transmitters: marine, police, fixed station, supervisory control, telemetering, carrier communication and microwave multiplex systems.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
 Phone: WAbash 2-8900

President. Leslie F. Muter
 Vice-Pres. & Sales Mgr. K. E. Rollefson
 Vice-Pres. & Credit Mgr. A. A. Dailey
 Purchasing Agent. A. R. Campbell

PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

National Carbon Div., Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 7-8000

Chairman of Board. J. M. Spangler
 President. V. S. Johnson
 Vice-President. C. O. Kleinsmith
 Gen. Sales Mgr. Cons. Prods. A. C. Bryan
 Mgr. Battery Eng. Dept. W. H. Fritz
 V.P., Adv. Sales Mgr. H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
 Phone: ORange 2-6600

President. K. C. Menken
 V.P. in Charge of Research. A. M. Skellett
 Equipment Sales Manager

Western Division. K. C. Meinken, Jr.
 Renewal Sales Mgr. V. K. Ulrich
 Treasurer. W. H. Carey
 Secretary. J. V. Deevy
 Credit Manager. H. A. Pope

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
 Phone: PHIlipburg 5-1113

President. Joseph B. Schaefer
 Sales Manager. Thomas B. Arnstinger
 Chief Design Eng. Ernest D. Belanger
 Chief Engineer. George Pappas
 Purchasing Agent. Carl Seefor
 Plant Superintendent. A. H. Coover
 Controller. Kenneth Llewellyn

PRODUCTS: Transformers and reactors

Equipment Manufacturers

for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATLantic 5-6161

President.....J. D. Ceader
V.P. & Mgr.....Hugo Sunberg
Secy. & Treas.....David E. Davis
General Sales Mgr.....John A. Proctor, Jr.
Asst. Sales & Serv. Mgr.....Wm. B. Barnes
Chief Engineer.....K. H. Wessel
Works Manager.....A. Sorice
PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

Packard-Bell Company

3443 Wilshire Blvd., Los Angeles 16, Calif.
Phone: DUNkirk 2-2141

President.....Herbert A. Bell
Vice-President.....Robert S. Bell
Vice-President.....Joe M. Spain
Sec.-Treas.....Lowell R. Day
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales

Prom.....Robert H. Thompson
Service Manager.....Carl Duffy
Personnel Dir.....Charles Askin
Purchasing Agent.....William P. Kennedy
PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations, Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations.

The Pentron Corp.

221 E. Callerton, Chicago 16, Ill.
Phone: VICTory 2-7234

President.....Irving Rossman
Treasurer.....Bernard Sahlens
Secretary.....Theodore Rossman
Chief Engr.....Rudolph A. Bierwirth
Mechanical Engineering.....Robert Parnell
Quality Engineer.....David Oberlander
Contract Officer.....Ray R. Huttmacher
Chief Industrial Engineer.....Joseph Jenz
PRODUCTS: Tape recorder, playback units, mic mixer, portable phonograph magnetic recording equipment, amplifiers, electronic communications equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEBraska 4-5100

Board Chairman.....James T. Buckley
President.....William Balderston
Exec. V.P.....James H. Carmine
Pres.-TV & Radio Div.....Larry F. Hardy
V.P.-Ind. Rel.....Harold W. Butler
V.P. & Dir. of
Purchases.....William H. Chaffee
V.P.-Oper.-TV & Radio
Division.....Joseph H. Gillies
V.P.....Russell L. Heberling

V.P.-Sales-TV & Radio

Div.....Frederick D. Ogilby
V.P., Gen. Sales Mgr.....John M. Otter
V.P.-Finance.....Courtney Pitt
V.P.-Watsontown

Cab. Div.....Fred D. Rombach
V.P.-Service & Quality.....Henry T. Paiste, Jr.
V.P.-Research.....David B. Smith
V.P.-Dir. of Res. & Eng.....Leslie J. Woods
V.P.-Adv.....John F. Gilligan
Pres.-Philco Intl. Corp.....Dempster McIntosh

Traffic Manager.....J. Swan
PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, Console with Phonograph, AM-FM Console with Phonograph, Record Players, Communications Equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, Relay. Tubes: Receiving, Cathode Ray Receiving.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALGonquin 4-3363

President.....Philip Schwartz
V.P. & Sales Mgr.....M. L. Granat
Chief Engineer.....Reginald Burke
Credit Manager.....P. Schwartz
Export Manager.....Morris L. Granat
Purchasing Agent.....Murray Granat
PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.

37-06 36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President.....Isador Goldberg
Executive Vice-Pres.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. I. Benjamin
Sales Manager.....E. M. Gilmore
Purchasing Agent.....E. J. Manning
Chief Engineer.....Dr. W. Auerbacher
PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

Presto Recording Corp.

P. O. Box 500, Hackensack, N. J.
Phone: DIAMond 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber

Equipment Manufacturers

Treasurer A. Benjamin
 Comptroller..... Ruth B. Sholes
 Sales Manager..... Thomas H. Aldrich
 Asst. Sales Mgr..... Austin B. Shules

PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Polarad Electronics Corp.

100 Metropolitan Ave., Brooklyn 11, N. Y.
 Phone: STagg 2-3464

President..... Dr. D. L. Jaffe
 Chief Engineer..... P. H. Odyssey
 Chief Systems Engr..... Leo Gross
 Production Manager..... Victor Gross

PRODUCTS: TV studio & test equipment, synchronized generator, TV monoscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio cue system, wide band video amplifier, color TV studio & test equipment; color TV receivers & monitors.

Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.
 Phone: EMerson 5-5500

President..... Stanley S. Cramer
 Exec. Vice-Pres..... Russell E. Cramer, Sr.
 V.P., Charge of Sales..... Russell E. Cramer, Jr.
 V.P., Sec.-Treas..... William W. Paul
 Chief Engineer..... J. S. Robb

PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.
 Phone: WOODLAWN 3-8000

V.P. & Gen. Mgr..... W. A. Buek
 Operating V.P..... C. M. Odorizzi
 V.P. in Chge. of

Tech. Prod..... L. W. Teegarden
 V.P. in Chge. of Cons. Prod..... J. B. Elliott
 V.P. in Chge. of Dis..... R. A. Seidel
 VP. in Chge. of Materials..... V. deP. Goubeau
 V.P. in Chge. of Eng..... D. F. Schmit
 V.P. in Chge. of Eng. Prod..... W. W. Watts
 In Charge of Organ Dvlp..... E. M. Tuft
 V.P. & Gen. Mgr. of Home Inst.

Dept..... H. G. Baker
 V.P. & Dir. Finance Dept..... J. S. Carter
 V.P. & Western Mgr..... H. R. Maag
 V.P. & Gen. Mgr. of Tube Dept..... R. T. Orth
 V.P. & Gen. Mgr. of Record

Dept..... P. A. Barkmeier
 Pres., RCA Service Co., Inc..... E. C. Cahill
 Pres., RCA Victor Dist. Corp..... W. M. Norton
 V.P. & Dir. of Pub. Rel. Dept..... J. M. Toney

Dir. of Acctg..... D. L. Trouant
 Dir. of Dist..... H. M. Winters
 Dir. of Plant Eng..... Frank Sleeter
 Gen. Attorney..... S. E. Ewing
 Chief Eng. Home Instruments

Dept..... D. D. Cole
 Chief Eng. Eng. Prod. Dept..... M. C. Batsel
 Chief Eng. Tube Dept..... G. R. Shaw
 Gen. Sales Mgr. Home

Instruments..... A. B. Mills
 Gen. Sales Mgr. Eng. Products... T. A. Smith
 Mgr. Comm. Sales, Records

Dept..... L. A. Kanaga
 Gen. Sales Mgr. Tube Dept..... L. S. Thees

DIVISION PLANTS: Camden, N. J. (General offices); Bloomington, Ind.; Indianapolis, Ind.; Marion, Ind.; Monticello, Ind.; Pulaski, Va.; Lancaster, Pa.; Harrison, N. J.; Hollywood, Calif.; New York, N. Y.; Canonsburg, Pa.; Detroit, Mich., and Cincinnati, O.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16 mm. Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government TV Receivers, Transmitters and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-phonographs.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City I, N. Y.
 Phone: STillwell 6-2100

President..... C. R. Runyon, Jr.
 V. P. & Mgr. of Sales..... Frank A. Gunther
 Secy. & Dir. of Purchases..... Joseph Behr

Equipment Manufacturers

Chief Engineer.....Joseph Tennis
 Director of Research.....James R. Day
 Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadri-lene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.
 Phone: HUmboldt 5-2550

President.....R. H. Ranger
 V.P. Charge Eng.....P. M. Brubaker
 Secretary.....H. Gallina
 Asst. Treasurer.....A. V. Colabella
 Sales Engineer.....C. H. Wirth
 Purchasing Agent.....A. C. Willms

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film, Thyatron Inverters: for Controlled 60 cycle Power, and Magnetic Heads, Tape-to-Film Editor.

Raytheon Manufacturing Co.

138 River St., Waltham 54, Mass.
 Phone: 5-5860
 Branch Office:

60 E. 42 St., New York 17, N. Y.
 Manager.....Henry J. Giest
 Phone: MUrray Hill 7-1550

PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
 Phone: PLaza 9-2644

President.....Hazard E. Reeves
 Vice-President-Sales.....Frank B. Rogers
 Vice-Pres.-Production.....Homer Clapper
 V.P. Springdale Pl.....Edward Schmidt
 V.P. Allentown Pl.....Harry F. Scheirer
 Advertising Manager.....David O. S. Ruark

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, TV picture tubes, TV projection sets.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
 Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
 Plant Supt.....S. Simonson
 Credit Manager.....F. Wein
 Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
 Phone: UNiversity 4-2400

President.....E. Alschular
 Vice-President.....M. D. Block
 Secretary.....R. S. Lawton
 Production Manager.....I. J. Jacobsen
 Chief Engineer.....W. J. Schnell
 Purchasing Agent.....J. L. Jones
 Director of Sales.....E. G. May
 Sales Manager.....R. B. Parks
 Export Manager.....H. A. Silcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)
 1201 Flushing Ave., Brooklyn 6, N. Y.
 Phone: HYacinth 7-2820

President.....P. H. Sherron
 Vice-President.....J. W. Hunter
 Senior Vice-President.....R. M. Stock
 Dir. Electronic Res.....J. G. Littell
 Director of TV.....P. J. Golhofer
 Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations, communications equipment.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.
 Phone: WEBster 8-9181

President.....Gerald King
 Vice-President.....Milton M. Blink
 V.-P. in Chg. of Sales—Eastern Office
 Alex Sherwood
 Sales Mgr.—Central States Office

Gus Hagenah
 Business Mgr. & Counsel...Lewis TeeGarden
 Production Manager.....Harry Bluestone
 Chief Engineer.....Ernest Baumeister

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric

Div. of Stewart-Warner Corp.

1826 W. Diversey Pkwy., Chicago 14, Ill.
 Phone: LAkeview 5-6000

President.....J. S. Knowlson
 Sr. Vice-President.....F. A. Hiter
 General Manager.....E. G. Fossum
 Gen. Sales Mgr.....E. L. Taylor

Equipment Manufacturers

Advertising Mgr. J. B. Ottman
 Service Mgr. R. W. Felber
 Chief Engineer. S. C. Kulanowski
 Credit Manager. A. W. Grossklags
 Publicity Mgr. C. W. Grange
 Export Mgr. J. E. Burke
 Purchasing Agent. J. S. Burress
 Industrial Relations Mgr. W. W. Miller
 Traffic Manager. R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations, and Direct View.

Stromberg-Carlson Co.

100 Carl-son Rd., Rochester 3, N. Y.
 Phone: CULver 0260

President. Robert C. Tait
 Vice-Pres., Finance. Gordon G. Hoit
 V.P. & Gen. Mgr.

Broadcasting Div. William Fay
 V.P. & Gen. Mgr.

Radio-TV Div. Sidney R. Curtis
 V.P. Public & Industrial

Relations Ler McCaune
 Gen. Mgr. Tele. Div. Arthur E. Gibson
 Secretary. Edwin C. Roworth
 Treasurer. Wilbur W. Hetzel
 Controller & Asst. Treas. J. Lester Gasser
 Mgr. Industrial Relations

& Asst. Secy. George E. Eyer
 Mgr., Sound Equip. Div. A. G. Schifino
 General Sales Manager,

Radio-Tele. Div. Clifford J. Hunt
 Sales Mgr. Tele. Div. T. C. Thompson
 Mgr. Adv. & Public Rel. Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.
 Phone: JUdson 6-2424

Chairman of Board. Max F. Balcom
 President. D. G. Mitchell
 Vice-President. E. Finley Carter
 Vice-President. R. H. Bishop
 Exec. Vice-President. H. Ward Zimmer
 V.P. Charge of Sales. B. K. Wickstrum
 General Sales Mgr., Radio Div.

G. R. Sommers
 Dir. of Advertising. T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc.

43-20 34th St., Long Island City 1, N. Y.
 Phone: STillwell 4-1160

Plant Manager. Albert W. Franklin
 Works Manager. Henry M. Randall
 Chief Engineer. Milton King
 Credit Manager. Albert Pappert
 Purchasing Agent. Jack Blau
 Service Manager. Andrew Ruge

PRODUCTS: Tube adapters, bakelite stampings, banana pin boards, capacitor and resistor boards, brackets, bushings, cable assemblies, clamps, clips, connectors, contacts, couplings, dial light sockets, fastening devices, fiber stampings, hearing aid connectors, crystal holders, molded insulation parts, stamped insulation parts, jacks, test leads, locking rings, lugs, masonite stampings, metal parts, stamped, metal stampings, pilot light assemblies, pins, plastic fabrication, plugs, retaining rings, sockets, switches, terminal blocks, terminal boards, terminal strips, metal terminals, insulating washers.

Sylvania Electric Products, Inc.

Radio & Television Division

254 Rano St., Buffalo 7, N. Y.
 Phone: Victoria 2450

Vice-Pres. & Gen. Mgr. A. L. Chapman
 General Mfg. Manager. H. E. Riordon
 General Sales Manager. J. K. McDonough
 Chief Engineer. N. L. Harvey
 Div. Controller. L. C. Guest
 Div. Personnel Manager. H. S. Hagen
 Asst. Sales Manager. B. O. Holsinger
 Adv. & Prom. Mgr. William Stroben
 Sales Mgr.—Auto Sales. C. H. Symington
 (Detroit)

PRODUCTS: Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
 Phone: 7-7207

Pres. & Gen. Mgr. W. C. Eddy
 Asst. Gen. Mgr. J. L. Lahey
 Secretary. Margaret Durnal

PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Equipment Corp.

238 William St., New York 38, N. Y.
 Phone: BEekman 3-6750

Equipment Manufacturers

President.....John B. Milliken
 Vice-President.....Seward Heaton
 Secretary-Treasurer.....Peter H. Milliken
 Chief Engineer.....Harold A. Levine
 Purchasing Agent.....Lce Seiler
 Sales Manager.....Gerald Gibbs

PRODUCTS: TV Cameras, TV accessories, oscilloscopes, special purpose electronic equipment.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
 Phone: WAtkins 4-1550

President.....Morton B. Kahn
 Treasurer.....Morton B. Kahn
 Secretary.....E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
 Phone: LIncoln 3-2705

General Manager.....Joseph Tait
 Plant Manager.....Robert L. Kaufman
 Chief Engineer.....Henry P. Meisinger
 Sales Manager.....Eugene Rosen

PLANT: 1347 South Capitol St.
 Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment—Pan-acoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering manufacturing, assembling custom equipment for radio Broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
 Phone: Circle 6-4255

President.....Hamilton Hoge
 Vice-President.....Francis H. Hoge, Jr.
 Purchasing Manager.....Jack Gordon
 Chief Engineer.....N. Maradino
 Chief Mechanical Engr.....Henry Strahlman
 Credit Manager.....Herbert Slose

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15".

Westinghouse Electric Corp.

306 Fourth Ave., Pittsburgh 6, Pa.

President.....Gwilym A. Price
 V.P. (Cons. Prods.).....J. M. McKibbin
 Ass't to V. P. (Cons. Prods.)...Roger Bolin
 Home Radio Division

Manager.....F. M. Sloan
 Asst. Mgr.....A. G. Rogers
 Asst. to Mgr.....L. J. Fitzpatrick

Chief Engineer.....G. C. Larson
 Mgr. of Mfg.....F. H. Barnett
 Purchasing Agent.....J. R. Todd
 Sales Manager.....J. F. Walsh
 Asst. Sales Mgr.....J. W. Hitchcock
 Adv. & Sales Prom. Mgr.....Earl L. Hadley
 Asst. to Adv. Mgr.....Robert Austin
 Sales Prom. Mgr.....F. S. McCarthy
 Service Manager.....W. H. McKnew

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
 Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.

President.....Earl R. Mellen
 Exec. Vice-Pres.....Ross Nichols
 V.P. & Plant Mgr.....A. H. Lamb
 V.P. & Treasurer.....H. L. Gerstenberger
 V.P. & Chief Engineer.....John H. Miller
 Controller & Sec.....F. Gerald Hawthorne
 Director of Sales.....Philip Barnes
 Advertising Manager.....Chas. B. Denton
 Purchasing Agent.....A. L. Morrison

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
 Phone: GReat Neck 2-7806

President.....Harold A. Wheeler

PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics.—microwave waveguide components on special order.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
 Phone: Berkshire 7-7500

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
 Exec. V-P and Treas.....Hugh Robertson
 V-P and Dir. of Sales.....H. C. Bonfig
 V-P in Chg. of Eng.....G. E. Gustafson
 V-P in Chg. of Prod.....Donald MacGregor
 V-P and Cont.....S. Kaplan
 V-P in Chg. of Purchases.....J. E. Anderson
 V-P in Chg. of Res.....Dr. Alexander Ellett
 V-P in Chg. of Household Receiver

Sales.....Leonard C. Truesdell
 V-P in Chg. of Speaker Prod.....W. Dumke
 Secty. and Asst. V-P.....Karl E. Hassel
 Asst. V-P.....J. E. Brown
 Asst. Treas and Asst. Secty.....J. Kuhajek
 Asst. Secty.....H. M. Chesser
 Adv. Mgr.....D. H. Grigsby
 Public Relations Director.....Ted Leitzell

PRODUCTS: Table model radios, table radio-phonographs, portable radios, clock radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.

RADIO—TELEVISION MANUFACTURERS ASSN.

Officers and Executive Personnel—1951-1952

777 14th Street, N.W., Washington 5, D. C.

Chairman of the Board of Directors

Robert C. Sprague, Sprague Electric Company, North Adams, Mass.

President

Glen McDaniel, 777 14th Street, N.W., Washington 5, D. C.

Gen. Mgr. and Secretary

James D. Secrest, 777 14th Street, N.W., Washington 5, D. C.

Treasurer

Leslie F. Muter, The Muter Company, Chicago 5, Illinois.

General Counsel

John W. Van Allen, Liberty Bank Building, Buffalo 2, New York.

Vice-Presidents

(Set Division)

John W. Craig, Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio

(Tube Division)

R. E. Carlson, Tung-Sol Electric Inc., Newark 4, New Jersey.

(Parts Division)

A. D. Plamondon, Jr., The Indiana Steel Products Co., Chicago 2, Illinois.

(Transmitter Division)

W. J. Barkley, Collins Radio Company, New York 18, New York.

(Amplifier & Sound Division)

Arie Liberman, Talk-A-Phone Company, Chicago 23, Illinois.

RTMA Headquarters Staff

Information Director

Peter H. Cousins

Attorney

Ray S. Donaldson

Assistant Secretary

Ralph M. Haarlander

Director of Statistics

William F. E. Long

Office Manager

Anna M. Chase

RTMA BOARD OF Directors

Term Expiring 1952

A. Blumenkrantz, General Instrument Corporation, Elizabeth 3, New Jersey.

Lloyd H. Coffin, Hytron Radio & Electronics Co., Salem, Massachusetts.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc., Clifton, New Jersey.

J. B. Elliott, RCA Victor Division of RCA, Camden, New Jersey.

Walter Evans, Westinghouse Electric Corporation, Baltimore 3, Maryland.

Frank Freimann, The Magnavox Company, Fort Wayne, Indiana.

Paul V. Galvin, Motorola, Inc., Chicago 51, Illinois.

W. R. G. Baker, Director of Engineering, General Electric Company, Syracuse 1, New York.

George R. Haase, DuKane Corporation, St. Charles, Illinois.

W. J. Halligan, The Hallicrafters Co., Chicago 24, Illinois.

Larry F. Hardy, Philco Corporation, Philadelphia 34, Pennsylvania.

Arie Liberman, Talk-A-Phone Company, Chicago 23, Illinois.

E. A. Nicholas, Capehart-Farnsworth Corporation, Fort Wayne 1, Indiana.

J. Hall Stackpole, Stackpole Carbon Company, St. Marys, Pennsylvania.

R. L. Triplett, Triplett Electrical Instrument Co., Bluffton, Ohio

Leslie S. Muter, Treasurer, The Muter Company, Chicago 5, Illinois.

Term Expiring 1953

Robert S. Alexander, Wells-Gardner & Co., Chicago 39, Illinois.

A. Alschuler, Sentinel Radio Corporation, Evanston, Illinois.

Robert S. Bell, Packard-Bell Company, Los Angeles 64, California.

R. E. Carlson, Tung-Sol Electric Inc., Newark 4, New Jersey.

H. J. Hoffman, Machlett Laboratories, Inc., Springdale, Connecticut.

H. L. Hoffman, Hoffman Radio Corporation, Los Angeles 7, California.

H. C. Mattes, Belmont Radio Corporation, Chicago 39, Illinois.

Raymond S. Perry, Federal Telephone and Radio Corp., Clifton, New Jersey.

Ray F. Sparrow, P. R. Mallory & Co., Inc., Indianapolis 6, Indiana.

Robert C. Sprague, Sprague Electric Company, North Adams, Mass.

Robert C. Tait, Stromberg-Carlson Company, Rochester 3, New York.

• • • **Radio-Television Manufacturers Assn.** • • •

Raymond G. Zender, Lenz Electric Manufacturing Co., Chicago 47, Illinois.

Term Expiring 1954

Benjamin Abrams, Emerson Radio & Phonograph Corp., New York 11, New York.

Max F. Balcom, Sylvania Electric Products Inc., Emporium, Pennsylvania.

W. J. Barkley, Collins Radio Company, New York 18, New York.

H. C. Bonfig, Zenith Radio Corporation, Chicago 39, Illinois.

Herbert W. Clough, Belden Manufacturing Company, Chicago 44, Illinois.

John W. Craig, Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio.

E. G. Fossum, Stewart-Warner Electric Division, Chicago 51, Illinois.

Harlan B. Foulke, Arvin Industries, Inc., Columbus, Indiana.

G. Richard Fryling, Erie Resistor Corporation, Erie, Pennsylvania.

J. J. Kahn, Standard Transformer Corporation, Chicago 18, Illinois.

F. R. Lack, Western Electric Company, Inc., New York 5, New York.

W. A. MacDonald, Hazeltine Electronics Corporation, Little Neck, Long Island, New York.

A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Illinois.

**RTMA DIVISION
ORGANIZATION**

Set Division

John W. Craig, Chairman.

Tube Division

R. E. Carlson, Chairman.
Peter H. Cousins, Staff Assistant.

Parts Division

Raymond G. Zender, Chairman.
Ralph M. Haarlander, Staff Assistant.

Transmitter Division

H. J. Hoffman, Chairman.
Ralph M. Haarlander, Staff Assistant.

**Amplifier & Sound Equipment
Division**

Director: Arie Liberman, Talk-A-Phone Co.
Chairman: A. K. Ward, Radio Corporation.

**Advertising Committee
(Set Division)**

Chairman: L. E. Pettit, General Electric Company.

Credit Committee

Chairman: H. N. Henrye Saller, John E. Fast & Company.

**Directorate Representation
Committee (Special)**

Chairman: Leslie F. Muter, The Muter Company.

Export Committee

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RADIO AND TV—A REVIEW

By BILL NOBLE, Associate Editor, RADIO-TELEVISION DAILY

WHILE the near future of television must be re-evaluated in light of the lifting of the three-and-a-half year freeze on new transmitters in the field, it is still necessary to point out that the most recent twelve months have already seen new thoughts concerning the survival of radio.

Finally, cognizance has been taken of the fact that untold millions of listeners of radio are beyond the reach of measuring services, in automobiles, at the beach or camp, or that more than a single set is on in the home at one time.

Certainly the final estimates issued by the RTMA, for 1951, prove the point that radio is a live and vital factor. On February 1, last, the industry body announced that a total of 12,299,146 radios, were sold last year. Of these, 6,584,960 were home sets; 1,264,319 were portables and 4,449,867 were car radios.

These figures compare to a total of 7,463,800 TV sets sold during the year and can be confidently offered that radio, in the face of its most powerful competition is going along at the saturation point as the country's greatest and most used means of mass communications.

Then too, the past twelve months has seen networks in particular and some stations come to the realization that radio must be sold against all types of competing media. As a result more thought has been given to telling radio's story and many excellent selling tools, such as films with sound tracks and special presentations of what radio has to offer, have come forth from the promotion departments.

However, it is in the field of out-of-home listening and out-of-living-room listening that radio researchers have found a vast audience, completely overlooked or brushed aside. Facts and figures substantiating this great audience have been published during the past year and in effect have forced a re-evaluation of "cost-per-thousand" figures, so dear to advertising agencies.

In another part of the field radio has not been idle. Faced with high production costs, packagers, networks and independ-



Bill Noble

ent stations have consistently found new ways to cut their budgets—this despite the rate cuts put into effect during the past year.

As a result, it can be confidently stated that radio, today, is in a more healthy state than in the medium's hey-day, when it attracted all the glamour and was without competition.

Turning to TV, the industry, despite criticism from many fronts, has forged steadily ahead. One need only to compare present offerings with those of four years ago to see that on all levels television has improved.

However, with the promise of 1291 new stations destined for the air, TV is going to be forced to face many new problems. First and foremost, of course, is the "eating" up of material at a terrifying pace when all the new stations finally get on the air.

The new communities to receive television service are not expected to be too much of a problem at first, nor are those cities which to date have had single or double outlets. But where TV will come in "new" and available on multiple channels, programming will face new problems.

It is only necessary to review the findings of the various rating services during the past year to see that what people like on the East Coast of the country is not necessarily popular on the West Coast, and vice-versa. To date no program has come up with a sure-fire formula which will attract viewers across the country.

With funds available, it is expected that non-commercial, educational television will be afforded its greatest opportunity of all persons on all levels from the kindergarten to adulthood. However, here, without state or community help or college and university grants, the educational stations may well find themselves with valuable assignments and without the means of building studios and programming shows.

The last twelve months in the allied fields of radio and TV have been notable, however, first for radio's re-evaluation of what it has to offer and its efforts to once again go out and sell itself as the fastest and greatest means of mass communications and secondly for the new horizon which faces TV—that of being able to bring its visual picture into every home across the country.

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American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.
 Circle 6-1379

OFFICERS

President William Kert
 Vice-Presidents Nat Lefkowitz, Art Weems,
 Sidney J. Page, Peter J. Lodice, Peg Lanagan
 Secretary Harry A. Romm
 Treasurer Howard Hausman
 Asst. Secretary Ruth L. Simouson
 Counsel Jack J. Katz

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill. Phone: Central 6-1775. Sidney J. Page, President.

FUNCTIONS

Trade association of Theatrical Agents

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45 Street, New York 19, N. Y.
 LUxemburg 2-1790
 Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board Sydney M. Kaye
 President & Secretary M. E. Tompkins
 Vice-President Karl Bauer
 Vice-President Earl B. Hall
 Treasurer Charles A. Wall
 Comptroller Al Nicol

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges,

National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West,
 Toronto 1, Ontario
 Empire 3-8046

OFFICERS

President—J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ontario.
 Executive Vice-Pres.—H. T. Venning, Sherriff's Limited, 79 Don Roadway, Toronto, Ontario.

Vice-Pres. & Treasurer—R. E. Sewell, Coca-Cola Limited, 90 Broadway Ave., Toronto, Ontario.

Vice-Presidents—Robert E. Day, Bulova Watch Co. Limited, 372 Bay St., Toronto, Ontario; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 980 St. Antoine St., Montreal, Que.; R. C. Scrivener, Bell Telephone Co. of Canada, Beaver Hall Hill, Montreal, Que.; R. R. McIntosh, General Foods Limited, 330 University Ave., Toronto, Ontario.

Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

T. M. Atkinson, Canadian Industries Limited, Box 10, Montreal, Que.; D. C. Bythell, Trans-Canada Air Lines, International Aviation Building, Montreal, Que.; E. T. Gator, Sterling Drug (Canadian) Ltd., 1019 Elliott St., Windsor, Ontario; Hugh E. Kent, Bromo-Seltzer Limited, 1266 Elliott St., Windsor, Ontario; J. W. Lawrence, Relations & Sales Co-Ordination, The Borden Co. Ltd., Spadina Crescent, Toronto, Ontario; John M. Meldram, National Carbon Limited, 805 Davenport Road, Toronto, Ontario; J. J. McGill, Tuckett Limited, Queen St. N., Hamilton, Ontario; M. M. Schrockenburger, The House of Seagram, 1430 Peel Street, Montreal, Que.; Lee Trenholm, Provincial Paper Limited, 388 University Ave., Toronto, Ontario; G. C. Clarke, Standard Brands Limited, Dominion Square Bldg., Montreal, Que.

FUNCTIONS

This association was incorporated in March 1917. For 37 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
 OREGON 9-4940

OFFICERS

President Paul B. West
 Vice-President Lowell McElroy
 Vice-President Cy Norton
 Vice-Pres.-Gen. Counsel I. W. Digges
 Secretary Peter W. Allport
 Chairman of the Board Wesley I. Nunn
 Standard Oil Co. Indiana

Vice-Chairman J. Ward Maurer
 Wildroot Co., Inc.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

c/o Major G. F. Elliott, 209 A East 61st St., New York, N. Y.
 TEmpleton 8-8357

Organizations

OFFICERS

President.....Major George F. Elliott
 Chairman, Exec. Comm.....H. V. Kaltenborn
 Executive Committee.....Wm. Hillman,
 John MacVane, Robert Trout
 Vice-Presidents.....Edward R. Murrow, Bill Henry
 Treasurer.....Leon Pearson
 Assistant Treasurer.....Cesar Saerchinger
 Secretary.....George Hamilton Combs
 Ass't. Sec.....John Daly

BRANCH OFFICE

2480 16 St. NW., Washington, D. C. Decatur 1422.
 Bill Henry, Vice-Pres.

FUNCTIONS

The Association of Radio News Analysts, desires to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
 MUrray Hill 9-4950

President.....Merle Miller
 Vice-Pres.....William Schirer
 Secretary.....Phyllis McGinley
 Sec. to Council.....Luise M. Sillcox

COUNCIL

Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Betsy Barton, Jacques Barzun, Irmengarde Eberle, John Cheever, Henry Pratt Fairchild, Gilbert W. Gabriel, Paul Gallico, John Gunther, John Hershey, Helen Hull, Charles Hurd, Elizabeth Janeway, E. J. Kahn, Jr., Robert J. Landry, John Lardner, William J. Lederer, Richard Lockridge, Henry F. Pringle, Budd Schulberg, Grace Zaring Stone, Rex Stout, William Shirer, John T. Winterich, Herman Wouk.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
 MUrray Hill 9-4950

President.....Rex Stout
 Vice-Pres.....John Hersey
 Secretary.....Erik Barnouw
 Exec. Sec.....Luise M. Sillcox
 Asst. Exec. Sec.....Evelyn F. Burkey

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y.
 Plaza 9-8425

OFFICERS

Chairman of the Board.....John W. Hubbell
 (Vice-Pres., Simmons Co.)
 Vice-Chairman.....Julius Ochs Adler
 (Vice-Pres., The N. Y. Times)
 Chairman of the Exec. Comm.....W. W. Wachtel
 Vice-Chairman.....Theophil H. Mueller
 (Pres., Calvert Distillers Corp.)
 President.....Henry E. Abt
 (Pres., Julius Kayser & Co.)
 Treasurer.....Frank White
 (Pres., Mutual Bcstg. System, Inc.)

FUNCTIONS

Conducts a national program of educational activity, to get across to consumers the tremendous importance of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
 Circle 7-0656

OFFICERS

North American Rep.....Basil Thornton
 Program Director.....Alec Sutherland
 Program Assistant.....Lillian Lang
 Program Assistant.....Marian Moss
 Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Fieldstone, 7-1100, Bernard Moore, U. N. Correspondent.
 Natl. Press Bldg., Washington, D. C. Phone: Executive 1465.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BROADCAST ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.
 MUrray Hill 8-4020

President.....William B. Ryan
 Vice-President.....Kevin B. Sweeney
 Dir. of Local Prom.....John F. Hardesty

BOARD OF DIRECTORS

Chairman: Edgar Kobak, WTWA, Thomson, Ga.
 William B. Ryan, President, BAB
 William Beaton, KWKW, Pasadena, California
 Kenyon Brown, KWFT, Wichita Falls, Texas
 Gene L. Cagle, KFJZ, Fort Worth, Texas
 Charles C. Caley, WMBD, Peoria, Illinois
 Martin B. Campbell, WFAA, Dallas-Ft. Worth, Texas
 Robert E. Dunville, WLW, Cincinnati, Ohio
 Walter Evans, Westinghouse Radio Stations, Inc.,
 Washington, D. C.

Simon Goldman, WJTN, Jamestown, New York
 George C. Hatch, KALL, Salt Lake City, Utah
 Eugene Katz, Katz Agency, New York, N. Y.
 Robert Kintner, ABC, New York, New York
 William B. McGrath, WHDH, Boston, Mass.
 John F. Meagher, KYSM, Mankato, Minnesota
 Howard Meighan, CBS, New York, New York
 J. Archie Marton, KJR, Seattle, Washington
 John Patt, WGAR, Cleveland, Ohio
 H. Preston Peters, Free & Peters, New York, N. Y.
 William B. Quarton, WMT, Cedar Rapids, Iowa
 George B. Storer, Fort Industry Co., Birmingham,
 Mich.

Theodore C. Streibert, WOR, New York, N. Y.
 Robert D. Swezey, WDSU, New Orleans, La.
 Donald W. Thornburgh, WCAU, Philadelphia, Pa.
 Niles Trammell, NBC, New York, New York
 Frank White, Mutual, New York, New York
 Allen Woodall, WDAK, Columbus, Georgia
 Frederic W. Ziv, Ziv Company, New York, N. Y.

FUNCTION

The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire Radio Industry and devoted solely to the promotion of Radio as an advertising medium.

BROADCASTING AND FILM COMMISSION

220 Fifth Ave., New York 1, N. Y.
 ORegon 9-2968

OFFICERS

Chairman.....Truman B. Douglass
 Vice-Chairman.....Rome Betts
 Vice-Chairman.....S. Franklin Mack
 Vice-Chairman.....Paul Calvin Payne
 Vice-Chairman.....Mrs. Norman Vincent Peale
 Vice-Chairman.....Bishop Donald H. Tippett
 Secretary.....Edith E. Lowry
 Treasurer.....Stanley I. Stuber
 Exec.-Director.....Ronald Bridges
 Dir. Radio & Tele.....Albert Crews
 Director Films.....Paul E. Heard

Organizations

Business Manager..... Arthur W. Rhinow
 Production Asst..... Wesley B. Goodman
 Educational Director..... Charles H. Schmitz
 Research Director..... Everett C. Parker
 Supervisor Special Events..... Arthur Austin
 Director Promotion..... Marjorie Hyer

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
 Phone: Hillside 7464. Oren W. Evans, Manager

FUNCTIONS

The Broadcasting and Film Commission is the official broadcasting agency of the National Council of the Churches of Christ, producing network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches. It seeks to raise the level of religious broadcasting nationally and locally, through training opportunities for religious leaders.

BMI CANADA LIMITED

229 Yonge St., Toronto 1, Ont., Can.
 Elgin 0040

OFFICERS

President..... Carl Haverlin
 Vice-President..... Donald Manson
 Vice-President..... Harry Sedgwick
 General Manager..... Robert J. Burton
 Asst. General Manager..... William Harold Moon
 Treasurer..... Charles A. Wall
 Secretary..... T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Kenneth D. Soble, CHML, Hamilton.

CANADIAN ADMINISTRATIVE STAFF

Publicity..... Jean L. Howson
 Research & Accounting..... M. E. Hewitt
 Distribution..... M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q. Fitzroy
 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary

FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
 Plaza 7-1800

OFFICERS

President..... Carl Haverlin
 Vice-President—General Counsel..... Sydney M. Kaye
 Vice-Pres. in charge of Finance & Treasurer..... Charles A. Wall
 Vice-Pres. in charge of Publisher Relations..... Robert J. Burton
 Vice-Pres. in Charge of Non-Radio License..... Harry P. Somerville
 Vice-Pres. in charge Station Relations..... Roy Harlow
 Vice-Pres. in charge Foreign Relations..... Jean Geiringer
 Secretary..... M. E. Tampkins
 Comptroller..... Alexander D. Nicol
 Assistant Treasurer..... Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, NARTB, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald American Broadcasting Co., N. Y.; Paul

W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; L. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Glenn Solberg, Director; Ralph Wentworth, James L. Cox, Al Martin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Vice-President..... Harry P. Somerville
 Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
 Los Angeles, 4040 Wilshire Blvd., Fairfax 8979,
 R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.
 Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.
 Hollywood, Calif. Office: Willis Walters, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

THE BUREAU OF BROADCAST MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
 EMpire 3-8046

President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.

Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.

Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto.

Executive Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; Walter E. Powell, Canadian Broadcasting Corp., Toronto, Ont.; L. E. Phenor, Canadian Cellulose Products Co. Ltd., Toronto, Ont.; E. D. Cooper, Imperial Oil Limited, Toronto, Ont.; W. E. Trimble, Baker Advertising Agency Limited, Toronto, Ont.; G. C. Hammond, Cockfield, Brown & Co. Ltd., Montreal, P. Q.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
 3-4036

Chairman of the Board..... D. Malcolm Neill
 Vice-Chairman of the Board..... F. H. Elphicke
 Manager..... T. J. Allard
 Secretary-Treasurer..... T. A. Evans
 Director of Adv. & Research..... Patrick Evans
 General Counsel..... Joseph Sedgwick, K.C.
 Associate Counsel..... Guy Roberge

Organizations

DIRECTORS

D. Malcolm Neill, Fredericton, N. B.; F. H. Elphicke, Vancouver, B. C.; E. A. Rawlinson, Prince Albert, Sask.; Wm. Speers, Winnipeg, Man.; Harry Sedgwick, Toronto, Ont.; Murray Brown, London, Ont.; W. B. C. Burgoyne, St. Catharines, Ont.; H. Gordon Love, Calgary, Alta.; Phil Lalonde, Montreal, Que.; Dr. Charles Houde, New Carlisle, Que.; E. Finlay MacDonald, Halifax, N. S.

BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729.
Director of Adv. & Research..... Patrick Freeman

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President..... Gene Buck
1st Vice-Pres..... Pat O'Brien
2nd Vice-Pres..... Jay Jostyn
Recording Secretary..... Ed Begley
Historian..... Tess Sheehan
Executive Secretary..... George Buck
Chairman of Executive Board..... Frank McNellis
Chaplain..... Rev. Gustav de Leon
Treasurer..... Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director..... Rev. John B. Kelly
President..... William Fay
Vice-Pres..... Richard Reid
Vice-Pres..... Joseph A. Duffy
Executive Secretary..... Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD. (CAPAC)

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457
405 Keefer Bldg., 1440 St. Catherine St. West, Montreal, Que. Phone: HA 4472.
branch manager.

OFFICERS

President..... Sir Ernest MacMillan, B.A.,
Mus. D. (Oxon.), Hon R.A.M., F.R.C.M.,
F.R.C.O.
General Manager..... William S. Low
Manager, Licensing Dept..... C. R. Matheson
Manager, Distribution Dept..... Ruth Passey
Comptroller..... J. K. Bailey

DIRECTORS

David Adams, Rosaire Archambault, Harold W. Cluff, C. C. Devereux, John Murray Gibbon, H. T. Jamieson, G. de La Chapelle, Dr. J. Eugene Lapierre,

Sir Ernest MacMillan, Louvigny de Montigny, Richard F. Murray, Gordon V. Thomson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-seven (27) countries.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950

President..... Moss Hart
Vice-Pres..... George S. Kaufman
Secretary..... Dorothy Fields
Exec. Sec..... Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

800 World Center Bldg., Washington 6, D. C.
STerling 3200

OFFICERS

President..... William A. Porter
1st Vice-President..... Arthur W. Scharfeld
2nd Vice-President..... Fred W. Albertson
Secretary..... R. Russell Eagan
Treasurer..... Quayle B. Smith

EXECUTIVE COMMITTEE

Omar L. Crook, Corwin R. Lockwood, Jr., Ralph L. Walker, Vernon L. Wilkinson, John T. Quisenberry, Joseph F. Zias.

Delegate to American Bar Association..... Neville Miller

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897.

OFFICERS

Chairman..... Earl J. McGrath
Secretary-Editor..... Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Judith C. Waller, Director Public Affairs and Education Department, Central Division National Broadcasting Company
Willard E. Givens, Executive Secretary, National Education Association
Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference

Organizations

Dorothy A. Kemble, Director of Education, Mutual Broadcasting System
 S.g. Mickelson, Director of Public Affairs (CBS)
 Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
 Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
 Justin Miller, President, National Association of Broadcasters
 Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
 Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City
 Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
 Executive 6800

PERSONNEL

Chairman..... James M. Mead
 Commissioner..... William A. Ayres
 Commissioner..... Lowell B. Mason
 Commissioner..... John Carson
 Commissioner..... Stephen J. Spingarn
 Secretary..... D. C. Daniel
 General Counsel..... Wm. T. Kelley
 Director, Bureau of Antimonopoly..... Joseph E. Sheehy
 Dir., Bu. of Antideceptive Practices..... Richard P. Whiteley

Dir., Bu. of Industrial Economics..... Corwin D. Edwards
 Dir., Bu. of Industry Cooperation..... James M. Horton
 Dir. of Trial Examiners..... Everett F. Haycraft
 Dir., Bu. of Administration..... D. C. Daniel

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y., Rolf H. Kielland, Atty. in charge.
 Room 1500, 173 Madison St., Chicago 2, Ill., John H. Bass, Atty. in charge.
 Room 133, Federal Office Bldg., San Francisco 2, Calif., Clarence T. Sadler, Atty. in charge.
 Room 811, U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty. in charge.
 Room 413, Masonic Temple Bldg., 333 St., New Orleans, La., William B. Lott, Atty. in charge.
 Room 904, Customs House, Second and Chestnut St., Philadelphia, Pa., Alfred A. Browne, Investigator.
 Room 527-3, Federal Bldg., Spring and Temple St., Los Angeles, Calif., Edwin H. Anderson, Investigator.
 Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.
 408 Atlantic Ave., Boston, Mass., M. L. Ott, Investigator.

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which

otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Ave., New York 21, N. Y.
 REgent 4-1501

Director..... Pierre Crenesse
 Ass't. Dir..... Alice Lewitin
 Manager..... Suzanne Weltman
 Program Director..... Jacqueline Landry
 Director Public Relations..... Shelly Dobbins

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
 UN. 3148 Ext. 280

OFFICERS

Honorary Dir..... W. W. Charters
 Director..... I. Keith Tyler
 Secretary..... Joan E. Zuber

FUNCTIONS

The Institute for Education by Radio-Television is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each Spring. The Institute sponsors an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
 REgent 7-9600

OFFICERS

President..... D. B. Sinclair
 Vice-President..... H. L. Kirke
 Treasurer..... Dr. W. R. G. Baker
 Secretary..... Haraden Pratt
 Editor..... Dr. A. N. Goldsmith
 Executive Secretary..... G. W. Bailey

DIRECTORS

S. L. Bailey, K. C. Black, G. H. Browning, I. S. Coggeshall, H. F. Dart, W. H. Doherty, A. W. Graf, R. F. Guy, W. R. Hewlett, P. L. Hoover, A. V. Loughren, J. W. McRae, A. B. Oxley, W. M. Rust, Jr., J. D. Ryder, R. L. Sink, G. R. Town, Ernst Weber, Irving Wolff.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

Organizations

INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

OFFICERS

President Gaar Mestre
 Vice-Pres. Emilio Azcarraga
 Secretary Eneas Machado de Assis
 Directors Lorenzo Balorio Sicca and
 Gilmore N. Nunn

Director of Permanent Office: Justino Jiménez de Aréchaga.

FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is "Asociacion" Interamericana de Radiodifusion. Calle Uruguay, 1218 Montevideo—URUGUAY.

INTERCOLLEGIATE BROADCASTING SYSTEM

2808 Eric St., Washington 20, D. C.

Victor 7210

706 Sanders Ave., Schenectady 2, N. Y.

Schenectady 3-6028

OFFICERS

Chairman: George Abraham, 2808 Eric St., S.E., Washington 20, D. C.; Operations Manager: David W. Borst, 706 Sanders Ave., Schenectady 2, N. Y.; Engineering Director: Herbert B. Barlow, 1725 New Hampshire Ave., N.W., Washington 9, D. C.; Business Manager: James R. Wylie, R.D. 2, Winsted, Conn.; Station Relations Manager: Anne E. McClarkin, 2801 Quebec St., N.W., Washington, D. C.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Public Relations Director: E. E. Roberts, 185 Public Relations Office, Bethany, West Va.; Regions Coordinator: E. J. McClarty, Modesto Jr. College, Modesto, Calif.; Sales Manager: Richard E. Pittenger, Station WKCR, Columbia University, New York 27, N. Y.; General Counsel: Vail W. Pischke, 724 9th St., N.W., Washington 1, D. C.

DIRECTORS

George Abraham, Herbert B. Barlow, David W. Borst, John C. Crabbe, Roy J. Flynn, Howard C. Hansen, Donald F. Istvan, E. J. McClarty, Donald J. Nares, E. E. Roberts, John B. Roberts, James R. Wylie.

REGIONAL DIRECTORS

Region 1—New England, Edward J. Hayden, WHUS.
 Region 2—New York State, Eric Toddler, WVBR.
 Region 3—Middle Atlantic, Charles Shaffran, WRTI.
 Region 4—Capital, W. Fletcher Torr, WAFT, Region 5—Southern, Jeannine Roberts, WABP, Region 6—Great Lakes, Jane Hansen, WRMU, Region 7—Midwestern, Sharlene Agerton, KCLC, Region 8—Southwestern, Carl Baker, KSMU, Region 9—Rocky Mountain, Patricia Phillips, KVDU, Region 10—Western, Ramona Miner, KEWC.

FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of colleg- and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

THE LAMBS

130 W. 44 St., New York 18, N. Y.

LUXemburg 2-1515

OFFICERS

Shepherd Bert Lytell
 Boy Walter N. Graza
 Corresponding Secretary Bobby Clark
 Recording Secretary Russ Brown
 Treasurer James E. Meighan
 Librarian Harold G. Hoffman

DIRECTORS

Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Emil Friedlander, Arthur Vinton, Lep Solomon, Edward H. Ford, S. E. Rogers, H. Pierson Mapes, Robert Griffith, Len Doyle, Happy Felton, Horace McMahon, Joseph Downing, Ralph Bellamy.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.
 MANAGER: Louis Cline

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass.

KEnmore 6-6522

OFFICERS

Trustee Ralph Lowell
 Dir.-Gen. Mgr., Station WGBH Parker Wheatley
 Assistant Mgr. for Programs Lawrence Creshkoff
 Assistant Mgr. for Operations Hartford N. Gunn, Jr.
 Chief Engineer Richard E. Johnson
 Program Manager Ralph J. Tangney
 Production Manager Jack D. Summerfield
 Music Manager Maureen M. Mosher

COORDINATORS

Boston College, Rev. Thomas F. Fleming, S.J.; Boston Symphony Orchestra, Symphony Hall, George E. Judd, Jr.; Boston University, Samuel B. Gould; Boston Museum of Fine Arts, William G. Dooley; Harvard University, Cambridge, Mass., John E. Burchard; New England Conservatory of Music, Harrison Keller; Northeastern University, Milton P. Tilton; Tufts College, John P. Tilton.

FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

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

Circle 6-3084

OFFICERS

Chairman of the Board Walter G. Douglas
 President Lewis Barnstein
 Vice-President Jack Mills
 Secretary J. J. Bregman
 Treasurer Abe Olman
 Agent and Trustee Harry Fox

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section—250)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.

LUXemburg 2-5130

OFFICERS

National Chairman Oliver W. Nicall

Organizations

COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: LUXem-
burg 2-5130. Oliver W. Nicoll, Chairman, New York
Council: 341 Monomonee St., Chicago 11, Ill. Phone:
DElaware 7-7017, J. Walter Thompson, Chairman,
Chicago Council: 6331 Hollywood Blvd., Hollywood 28,
Calif. Phone: Hillside 5125. Claude McCue, Chairman,
Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta,
Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio;
Cleveland, Ohio; Dallas, Tex.; Fort Worth, Tex.;
Denver, Colo.; Detroit, Mich.; Erie, Pa.; Fort Wayne,
Ind.; Independence, Mo.; Kansas City, Mo.; Indian-
apolis, Ind.; La Crosse, Wisc.; Louisville, Ky.; Mad-
ison, Wisc.; Miami, Fla.; Milwaukee-Racine, Wisc.;
Minneapolis-St. Paul, Minn.; New Orleans, La.; Nor-
folk, Va.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh,
Pa.; Portland, Ore.; Pueblo, Colo. Raleigh-Durham,
N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schen-
ectady, N. Y.; Peoria, Ill.; Sioux City, Iowa; Seattle,
Wash.; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast
Unions and Guilds in the radio and television indus-
try, organized on behalf of their respective mem-
berships for the solution of parallel problems and the
working together of the unions and guilds in those
directions—cultural, legislative, economic—where their
mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

2500 Municipal Building, New York 7, N. Y.
WHitehall 3-3600

OFFICERS

President..... Seymour N. Siegel
Vice-President..... Graydon Ausmus
Secretary..... Burton Paulu
Treasurer..... Frank Schooly
Executive Director..... James Miles

BRANCH OFFICE

119 Gregory Hall, U. of Illinois, Urbana, Ill.
Phone: 2611, James Miles, Exec. Director

FUNCTIONS

Representing non-commercial, educational AM and
FM radio stations, workshops and production centers
owned and operated by colleges, universities, school
systems, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President..... Fred Waring
Treasurer..... Don Voorhees
General Counsel..... Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing
artists in the commercial uses of such performances.

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

WOW-TV, 35th & Farnam, Omaha 3, Nebraska
WE 3400

OFFICERS

President, James Barnum, WCCO, Minneapolis,
Minn.; Vice-Pres., Tom Eaton, WTIC, Hartford, Conn.;
Executive Sec., Soren Munkhof, WOW-TV, Omaha,
Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.;
Editor NARNED Bulletin, Art Barnes, University of
Iowa, Iowa City, Iowa.

FUNCTIONS

Annual convention usually in November with 1952
site not set. Publishes monthly bulletin and booklets
on radio news. Basic purpose to advance standards
of radio and television as news media.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
COLumbus 5-7362

OFFICERS

President..... Robert Miller
Vice-President..... Joseph Santly
Treasurer..... Charles Lang
Members Executive Board..... Harry Santly,
Sam Smith, Mickey Garlock, Irving Tanz, Bernie
Pollack, Jack Spatz.
Exec. Secty..... Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director..... Morton Schafer
516 Glenrock, Los Angeles, Calif.
Regional Directors..... Lucky Wilber, Sec., Ralph Smitman
36 East Fifth Street, Cincinnati, Ohio
Regional Director..... Danny Engel

FUNCTIONS

Labor Union.

NATIONAL ASSOCIATION OF RADIO & TV STATION REPRESENTATIVES, INC.

101 Park Avenue, New York 17, N. Y.
MURray Hill 5-4141

OFFICERS

President..... Robert D. C. Mecker
Vice-President..... Max Everett
Secretary..... Eugene Katz
Treasurer..... Joseph Timlin
Managing Director..... Murray Grabhorn
Directors..... Lewis Avery,
Joseph Weed, Russell Woodward

FUNCTIONS

To develop the use and increase the sale of Spot
Radio and Television.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
MURray Hill 6-3535

OFFICERS

Chairman of Board..... R. P. Clayberger
President..... Edward L. Greene
Vice-Pres..... Warren Agry
Secretary..... Lowell Shumway
Treasurer..... Frank E. Soule

FUNCTIONS

This organization assists the public, advertisers
and publishers to avoid false and deceptive advertising.
It cooperates with law enforcement agencies in this
work.

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC.

1819 Broadway, New York 23, N. Y.
COLumbus 5-3934

OFFICERS

President..... Judge Sarah T. Hughes
1st Vice-Pres..... Helen G. Irwin
2nd Vice-Pres..... Marguerite Rawalt
3rd Vice-Pres..... Elaine C. Barnes
Treasurer..... Mrs. Anita F. Calhoun
Recording Secretary..... Mrs. Eunice C. Hennessy

FUNCTIONS

National Federation is the largest organization in
the world created to serve business and professional
women. Its aims and purposes are to elevate the
standards, to promote interest, bring about spirit of
cooperation, and to extend opportunities to business
and professional women, through education along
lines of industry, scientific, and vocational activities.

Organizations

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.
Murray Hill 7-3076
Room 504

OFFICERS

President.....Irvin Paul Suids
Vice-President.....Charles Basch
Secretary.....Arthur Erlich
Treasurer.....Jack Levine

DIRECTORS

Walter Armitage, Martin Gosch, Judy Dupuy,
Richard Jordan, Oliver Nicoll, Sandy Howard, West
Hooker.

COUNSEL

James L. Fly

BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

OFFICERS

President.....J. Paul Suids
1st Vice-Pres.....Mike Stokey
2nd Vice-Pres.....Bob Oakley
Secretary.....Gladys Rubens
Treasurer.....Maleese Black

BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, Gladys Rubens, Maleese
Black, Syd Cassyd, Al Burton, Bob Clampett, Mort
Singer.

Legal Counsel.....Max Gilford

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NATIONAL TELEVISION FILM COUNCIL

1501 Broadway, New York 19, N. Y.
JUdson 2-2928

President.....Andrew Jaeger
(Prockter Syndications International)

Vice-President.....Paul White
(Prockter Syndications International)

Secretary.....Cannie Lazar
(Unity Television Corp.)

Treasurer.....William Holland
(Hyperion Films)

BOARD OF DIRECTORS

Mel Gold, Chairman of the Board; Sally Perle, Public Relations Counsellor; Robert Paskow, WATV, Newark; William Holland, Hyperion Productions; Ed Carroll, WABD, Dumont Transcription; Joseph Seiden, Cinema Service; Elaine Phillips, WSPD, Toledo, O.; Helen Buck, WCAU, Philadelphia; Jack Kopfstein, Atlantic Television; Eugene Scharin, Ambassador Films; Waldo Mayo, Mayo Productions.

NATIONAL VARIETY ARTISTS, INC.

226 W. 47 St., New York 19, N. Y.
COLUMbus 5-0956

OFFICERS

Honorary President.....George Jessel
President.....Louis Handin
First Vice-Pres.....Jack O'Brien
Second Vice-Pres.....Lou Kaufman
Treasurer.....Lester Rose
Secretary.....Dorothe A. Masters

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

OHIO ASSOCIATION OF BROADCASTERS

550 S. Market St., Canton 2, Ohio

OFFICERS

President.....L. A. Pixley, WCOL, Columbus
Vice-President.....Robert Ferguson, WTRF, Bellaire
Sec.-Treas.....Robert Fehlman, WHBC, Canton
Directors.....Joel Stovall,
WKRC, Cincinnati; Len Nasman, WFMJ, Youngs-
town; Al Heiser, WLEC, Sandusky; John McCormick,
WTAM-WNBK, Cleveland.

FUNCTIONS

A trade association serving the interests of radio and television broadcasters in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 North Second Street, Harrisburg, Pa.
4-0191

Pres.....John S. Booth, WCHA
Vice-Pres.....Roger W. Clipp, WFIL
Secretary.....David J. Bennett, Jr. WKBO
Treasurer.....George E. Joy, WRAC
Immediate Past Pres.....Victor C. Dichm, WAZL

DIRECTORS

Frank H. Ahdoerffer, WLAN; Charles E. Denny, WERC; George D. Colaman, WGBI; C. G. Moss; Louis H. Murray, WPAM; J. F. Murray, KQV; T. W. Metzger, WMRF; W. J. Thomas, WCPA.

FUNCTIONS

To promote closer cooperation and understanding among the members; To promote customs and practices which will be for the best interests of the public and the radio industry.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COLUMbia 5-7362

OFFICERS

Honorary President.....Rocco Vocco
President.....Robert Miller
Treasurer.....Charles Lang
Executive Director.....Bob Miller
Board of Governors.....Mickey Garlock,
Bernie Pollack, Harry Santly, Sam Smith, Jack Spatz, Irving Tanz.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
516 Glenrock, Los Angeles, Calif.
Regional Director.....Lucky Wilbur
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

RADIO EXECUTIVES CLUB OF NEW YORK

3948 Grand Central Terminal, New York 17, N. Y.
MURray Hill 6-0238

OFFICERS

President.....I. E. Showerman
(Free & Peters, Inc.)
Vice-Pres.....C. H. Cottington
(Advertising Executive)
Secretary.....Claude Barrere
(Program Representative)
Treasurer.....S. R. Dean
(Columbia Broadcasting System)

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, no only to the industry, but to the public at large.

Organizations

The REC holds meetings on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

13 Astor Place, New York 3, N. Y.
OREgon 3-5120
President Melvin Gordon
Vice-Pres. Richard H. Dade, Jr.
Vice-Pres. Herman Cowen
Secy.-Treas. Nelda Scudder

FUNCTIONS

A trade union representing white collar and professional workers in the radio industry.

RADIO-TELEVISION MANUFACTURERS ASSOCIATION

777 14th St., N.W., Washington 5, D. C.
NATIONAL 3902

OFFICERS

Chairman of Board Robert C. Sprague
(Sprague Electric Co.)
President Glen McDaniel
Gen. Mgr. & Sec. James D. Secrest
Treasurer Leslie F. Muter
(The Muter Co.)

General Counsel John W. Van Allen
Vice-Presidents John W. Craig,
Crosley Div., Avco Mfg. Corp.; R. E. Carlson, Tung-
Sol Electric Inc.; A. D. Plamondon, Jr., The Indiana
Steel Products Co.; W. J. Barkley, Collins Radio
Co.; Arie Liberman, Talk-A-Phone Co.

HEADQUARTERS STAFF

Information Director Peter H. Causins
Attorney Ray S. Donaldson
Assistant Secretary Ralph M. Haarlander
Director of Statistics William F. E. Long
Office Manager Anna M. Chase
(See Complete Listing Equipment Section)

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
EM 3-1531

OFFICERS

President R. A. Hackbusch
Vice-President A. B. Hunt
Executive Secretary S. D. Brownlee
Chairman, Parts and Accessory Division L. M. Price
Chairman, Receiver Division A. B. Hunt
Chairman, Transmitter Division S. G. Paterson
Chairman, Engineering Committee F. H. R. Pounsett
Chairman, Transmitter Engineering Committee

..... C. G. Lloyd
Chairman, Service Committee G. B. Elliott

FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President Carl Haverlin
First Vice-Pres. J. R. Poppelc
Vice-Pres. P. W. Morency
Vice-Pres. Arthur B. Church
Vice-Pres. Raymond Guy
Vice-Pres. O. H. Caldwell
Secretary Sydney M. Kaye
Treasurer Herbert V. Akerberg

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about

the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO SCRIPT & TRANSCRIPTION EXCHANGE

U. S. Office of Education, Washington 25, D. C.
Executive 6300, Ext. 2897

Chief Franklin Dunham
Radio Education Specialist Gertrude C. Broderic/2

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 3-4300, Ext. 214

OFFICERS

International President Dick Mack
Int. First Vice-Pres. Oliver W. Nicoll
Int. Second Vice-Pres. Arthur Hanna
Int. Third Vice-Pres. Hal Miller
Int. Secretary Kenneth W. MacGregor
Int. Treasurer Francis Buss

NATIONAL BOARD

Joseph W. Browne, Wash.; Francis Buss, New York; Lee D. Davis, Philadelphia; Shields Dierkes, Detroit; Alan M. Fishburn, Chicago; John Guedel, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Max Hutto, Hollywood; Jack Lyman, Hollywood; Kenneth W. MacGregor, New York; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Hal Miller, Chicago; Ralph Nelson, New York; Oliver Nicoll, New York; Charles Powers, New York; Ernest D. Ricca, New York; Franklin J. Schaffner, New York; Lester Vail, New York.

National Executive Director Newman H. Burnett
General Counsel Charles Ballou
(Phillips, Nizer, Benjamin & Krim)

LOCALS

New York Local—114 East 52nd St., New York 22, FLaza 9-0875. President, Ernest D. Ricca.
Hollywood Local—1655 N. Cherokee Ave., Hollywood 28, Calif. GRAnite 5866. President, Max Hutto.
Chicago Local—1413 N. Dearborn Parkway, Chicago, Ill. DELaware 7-4867. President, Alan M. Fishburn.
Detroit Local—1426 Buhl Bldg., 535 Griswald St., Detroit, Michigan, WOODward 2-1422. President, Shields Dierkes.

Washington Local—101 N. Wayne St., Arlington, Va., OWens 7-4573. President, Joseph W. Browne.
Philadelphia Local—2601 Parkway, Philadelphia 30, Pa., ST 7-4573. President, Lee D. Davis.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 East 39th St., New York 16, N. Y.
MURray Hill 6-5252

Organizations

OFFICERS

National President.....Milton Merlin
 Eastern Region Vice-Pres.....Ira Marion
 Western Region Vice-Pres.....Larry Marks
 Midwestern Region Vice-Pres.....Hugh Jones
 Eastern Region Exec.-Sec.....May Bolhower
 Western Region Exec.-Sec.....Michael Davidson
 Midwest Region Exec.-Sec.....George Faber

BRANCH OFFICE

1521 Sherwin Ave. C., Chicago 26, Ill.
 George Faber, Executive-Secretary

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
 Murray Hill 5-5365

OFFICERS

President.....Paul Heinecke
 Secretary-Treas.....R. C. Heinecke
 General Manager.....K. A. Jadassohn

FUNCTIONS

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed 15-minute open-end shows.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

342 Madison Ave., New York 17, N. Y.
 MU 2-2185

OFFICERS

President.....Peter Mole
 Past President.....Earl I. Sponable
 Executive Vice-Pres.....Herbert Barnett
 Engineering Vice-Pres.....F. T. Bowditch
 Editorial Vice-Pres.....John G. Frayne
 Financial Vice-Pres.....R. B. Austrian
 Convention Vice-Pres.....W. C. Kunzmann
 Secretary.....R. M. Carbin
 Executive-Sec.....Boyce Nemeo

FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

1250 Sixth Ave., New York 20, N. Y.
 Columbus 5-3768

OFFICERS

President.....Charles Tobias
 Vice-Pres.....Louis Alter
 Secretary.....Joseph Meyer
 Treasurer.....Abel Baer
 Counsel.....John Schulman
 Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman, Edgar Leslie, Stanley Adams, Fred E. Ahlert, Abel Baer, Paul Cunningham, Peter De Rose, Milton Drake, Ira Gershwin, Jesse Greer, Ferde Grofe, Oscar Hammerstein II, Otto Harbach, Milton Agor, George W. Meyer, Joseph Meyer, Geoffrey O'Hera, Richard Rodgers, Sam H. Stept, Charles Tobias, Jack Yellon.

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSN.

6253 Hollywood Blvd., Rm. 329, Hollywood 28, Calif.
 Hollywood 9-7254

OFFICERS

Managing Director.....Robert J. McAndrews
 Asst. Mgr. Directors.....Eleanor Nichols, Peggy Wood
 Pres., & Dir. Oper. CBS, Hollywood.....A. E. Joscelyn
 Vice-Pres. & Mgr. KFXM, San Bernardino.....Ernest L. Spencer

Sec'y.-Treas. & Mgr. KFMV, Hollywood.....Cliff Gill
 Dir., & Mgr. KFWB, Hollywood.....Harry Mazuzin
 Dir., & Mgr. KFI-TV, Los Angeles.....Haan J. Tyler
 Dir., & Mgr. KMPC, Hollywood.....Robert O. Reynolds
 Dir., & Mgr. KFAC, Los Angeles.....Calvin J. Smith

FUNCTIONS

Represents 60 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

c/o WMGM, 711 Fifth Ave., New York 22, N. Y.
 Murray Hill 8-1000

OFFICERS

President.....Mel Allen
 First Vice-Pres.....Ted Husing
 Second Vice-Pres.....Russ Hodges
 Treasurer.....Bill Ackman
 Secretary.....Sam Taub
 Executive Secretary.....Jimmy Dolan

TELEVISION AUTHORITY

15 West 44th St., New York 18, N. Y.
 VAnderbilt 6-1810

OFFICERS

National Exec.-Secretary.....George Heller
 Chairman.....Lawrence Tibbett

FUNCTIONS

Trade union affiliated with American Federation of Labor, representing performers in the television field; collective bargain agreements have been executed with all four television networks covering programs in New York, Chicago, and Los Angeles. Organization also handles legislative matters affecting performers in television.

UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.
 Plaza 4-1234

OFFICERS

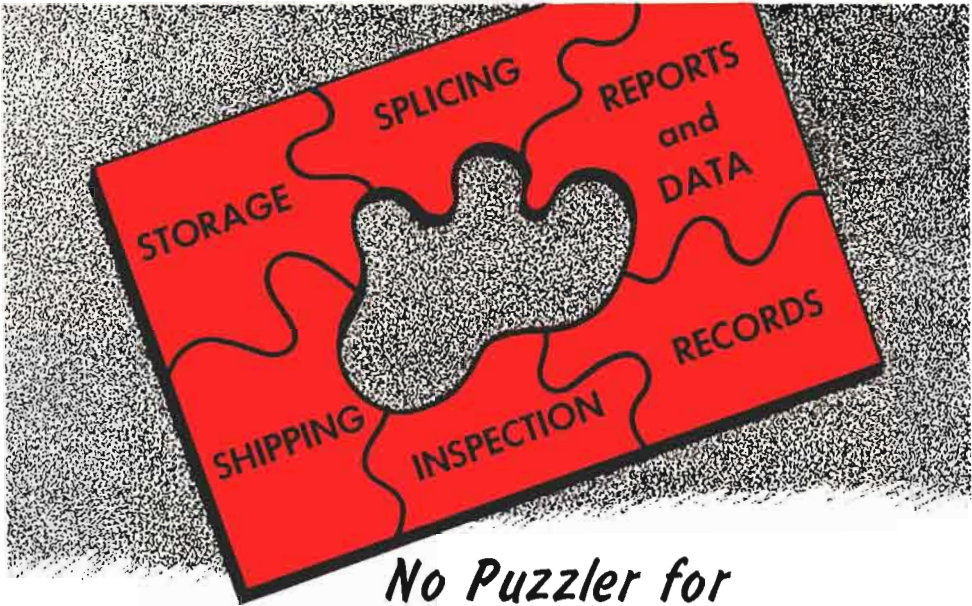
Asst. Sec'y. Gen.....Benjamin Cohen
 Principal Director.....Tor Gjesdal
 Dir., Radio Div.....Peter Aylan
 Deputy Dir., Radio Div.....Carlos Garcia Palacios
 Chief of Production.....W. Gibson Parker
 Sup. of Special Projects.....Norman Corwin
 Sr. Broadcast Engineer.....Arthur E. Barrett

BRANCH OFFICES

Moscow, Prague, Warsaw, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Tcheran, Karachi, New Delhi, Shanghai, Sydney, Monrovia, Washington, Rio de Janeiro, Buenos Aires, Mexico City.

FUNCTIONS

Also helps telecast important meetings of United Nations organs, for which purpose it has specialized staff and three cameras.



No Puzzler for TV FILM USERS and DISTRIBUTORS

Whether you're an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don't be puzzled when these and similar questions arise:

*Will the film be shipped on time? Are the commercials spliced in properly?
Where can we store surplus film? Where can we consign returned film? Who
will examine and repair damages? Who will remove out-dated commercials?*

Call Bonded, the world's largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded's Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

You'll find that Bonded offers the largest film service facilities available anywhere—from storage through screening:

FILM STORAGE—six huge, centrally located warehouses equipped with the latest and best means of protecting film.

PHYSICAL DISTRIBUTION & HANDLING—thoroughly experienced personnel to insure maximum efficiency for both 16mm and 35mm film.

SCREENING—Bonded's *Film Center Theatre* available for day and night 16mm and 35mm screenings.

For additional information, call Judson 6-1030.



BONDED FILM STORAGE
CO., INC.

630 NINTH AVENUE, NEW YORK CITY

JUdson 6-1030

MEMBER OF NATIONAL FILM SERVICE, INC.

SERVING FILM AND RELATED INDUSTRIES FOR OVER 20 YEARS

1000 TITLES

from **UNITY!**



★ **200 FEATURES**

starring - CAREY GRANT • GENE TIERNEY • VICTOR MATURE
LINDA DARNELL • JAMES MASON • MERLE OBERON • "ROCHESTER"
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