

McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.
 Phone: Lancaster 5192
 ANPA—ABC—APA

President.....James M. Baxter
 Vice-Pres., Sec.-Treas.....H. R. McDougal

Branch Offices

47 Fraser Ave., Toronto, Ont. Canada
 Vice Pres.....E. W. Brodie
 Nat. Trust Bldg., Winnipeg, Man., Canada
 Vice Pres.....A. A. Brown
 Province Bldg., Vancouver, B. C., Canada
 Manager.....C. C. Wimperly
 376 Strand, London, W.C. 2, Eng.
 Acting Manager.....H. Suffell

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
 Phone: DElaware 7-7860

ANPA—PPA—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff
 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
 V.P., Treas.....G. V. Carhart
 Secretary.....P. P. Hoffman
 Space 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).

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUrkirk 8-3301

AAAA—ABC—ABP—ANPA—CAAN
 NOAB—PPA

President.....Dan B. Miner
 Exec. Vice-Pres.....J. C. Morse
 Vice-Presidents.....I. M. Greer.
 Hildred Sanders, Richard Glover, Andrew
 Carpenter

Secretary-Treasurer.....M. R. Sweeney
 V.P. in Chg. Radio & TV....Hildred Sanders
 Asst. Radio & TV Dirs.....Robert Black,
 Arthur Trask

Time Buyer.....Kay Ostrander
Radio Accounts: Interstate Bakeries Cor-
 poration (Weber's Bread), Los Angeles;
 Bu-Tay Products, Ltd. (Rain Drops), Los
 Angeles; Interstate Bakeries Corporation
 (Log Cabin Bread), Los Angeles; Carson
 Park Mutual Homes (real estate develop-
 ment), Lakewood Park; Kendall Foods, Inc.
 (dog food), Los Angeles; Thrifty Drug
 Stores, Los Angeles; Forest Lawn Memorial
 Park (cemetery & inortuary), Glendale;
 Freeman's Certi-Fresh Foods (frozen fish),
 Los Angeles.

TV Accounts: Bu-Tay Products, Ltd.
 (Rain Drops), Los Angeles; Kendall Foods,
 Inc. (dog food), Los Angeles; Forest Lawn
 Memorial Park (cemetery & mortuary),
 Glendale; Interstate Bakeries Corporation
 (Log Cabin Bread). Los Angeles; Interstate
 Bakeries Corporation (Weber's Bread), Los
 Angeles; Thrifty Drug Stores, Los Angeles;
 Luer Packing Company (meats), Los An-
 geles; Prepared Products, Ltd. (Dixie Fry),
 Los Angeles; Freeman's Certi-Fresh Foods
 (frozen fish), Los Angeles.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
 Phone: JU 2-5200

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, Bill Jacoby

Program & Prod. Super....Carlo de Angelo
 Production Manager.....Al Mauro
 Media & Research Dir.....Joel Martin
 Dir. Marketing & Mdche....Jules Lennard
 Dir. Radio-TV Dept.....Lewis Wechsler
 Dir. TV Prod.....Nat Eisenberg

Radio Accounts: Barney's Clothes (Men's
 & Boys' Clothing), Beriole Import Co.
 (Berio & Francesconi Oil), New York.
 N. Y.; Gem Oil, Brooklyn, N. Y.; Canadian
 Fur Corp. (Women's Furs), New York and
 New Jersey; Ronzoni Macaroni Co., Long
 Island City, N. Y.; National Shoes (Child-
 ren's, Women's & Men's Shoes), Sonnyl
 Pharmacal Corp. of America (Nu-Pax), New
 York; Knomark Mfg. Co. (Esquire Boot
 Polish), Brooklyn, N. Y.; Commercial Nat'l
 Bank, N. Y. C.; Stone-Tarlow Co., Inc.
 (Shoes), Brockton, Mass.; M. Wile & Co.,

Inc. (Don Richards Men's Clothes), Buffalo, N. Y.; Supreme Wines, Inc. (Old Rabbinical Brand Wine), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.

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.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.; Bonomo Turkish Taffee & Peanut Brittle, Brooklyn, 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.

MOREY, HUMM & JOHNSTONE, INC.

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

Phone: LO 4-2240

ABP—ANPA—APA—NOAB—PPA

President.....Sylvester M. Morey
Exec. Vice-Pres.....Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home

Appliance Dept.....Albert W. Humm
V.P. Chmn. Plans Brd.....J. R. Warwick
Vice-President.....Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir.....Walter J. Andree
Secy. & Treas.....William G. Carmody
Media Director.....Frank E. McElmoyl
TV Director.....W. L. Wernicke
Radio Time Buyer.....Kathryn Shanahan
TV Time Buyer.....Theodore Wallower

Branch Office

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

Phone: PL 7-8060

V.P. Chg. Midtown Office.....Muriel Johnstone
Vice-President.....Janet Chatfield-Taylor
Mlse. Counsellor.....Rosamond Gilmarlin

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

Radio-TV Dir.....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

Radio Accounts: Planters Nut Choc. Co.,

J. A. Folger & Co., Los Angeles Soap Co.,

(White King Granulated Soap, Scotch Foam

Action Cleanser; Sierra Pine Toilet Soap);

Institute of Religious Service, Nehi Beverage

Co., Victory Packing Co. (Thoro Fed, Kal

Kan dog food).

TV Account: Nehi Beverage Co. (Par-T-Pak).

MORSE INTERNATIONAL, INC.

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

Phone: OREGon 9-4600

APA—PPA—NOAB

Chairman of the Board.....A. T. Preyer

President.....J. Patterson

Exec. Vice-Pres. & Treas.....M. F. House

Space Buyer.....C. H. Weissner

Mgr. Radio & TV Dept.....C. C. Slaybaugh

Export Media Mgr.....Aurora Blando

Director of Prod.....M. K. Burkett

Group Prod. Mgrs.....W. W. Williams,

D. R. Quist

Sr. Art Director.....E. P. Ellis

Group Art Directors.....P. Zangas,

S. Nagle

Art Studio Mgr.....C. Scimecca

Account Executives.....Constance Boland,

Reg Coghlan, John Olney, E. R. Korth

Radio and TV Accounts: Vick Chemical

Co. (Vick Products), The Sofskin Co. (Sof-

skin Hand Cream), Prince Matchabelli, Inc.

Alfred D. McKelvy Co. (Seaforth Men's

Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone: 4-6444

ABP—ANPA—APA—NOAB—PPA—SNPA

Pres. & Treas.....Arthur S. Cotins

Asst. to President.....Robert MacFarland

Vice-Presidents.....James N. Brown,

L. B. Reigler

Secretary.....Mrs. Mildred S. Benson

V.P. & Art Dir.....A. Montgomery Huntington

Sp. Buyer & Research Dir. Miss L. B. Mang

Asst. Sp. Buyer. Miss Christine H. Van Dyke

Asst. Research Dir.....Mrs. Pearl A. Curtis

Production Manager.....Fred Michel

Merchandising Director.....R. DeI Dumming

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. (Hunt Club Dog Meal), Sherburne, N. Y.; C. A. Durr Packing Co. (meat products), Utica, N. Y.; Empire Crafts Corporation (silverware), Newark, N. Y.; Craine, Inc. (silos), Norwich, N. Y.; Conde Milking Machine Co., Sherrill, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Saratoga Springs Authority (resort & mineral waters), Saratoga Springs, N. Y.

TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; C. A. Durr Packing Co. (meat products), Utica, N. Y.; General Ice Cream Corporation (Sealtest Ice Cream), Utica, 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
Production Mgr.....Martin Lebwith
Copy Chief.....Edwin B. Stern
Media Director.....Marion Rand

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FIancial 6-3481
ABP—ANPA—PPA

President.....C. W. Muench
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Copy Chief.....Proctor Fiske

Radio Accounts: 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.

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.....Jacqueline Ruta

Radio and TV Accounts: American Safety Razor, Borden Co.; Electric Auto-Lite, Westbrook Pen, H. J. Heinz, Lambert Pharmaceutical Co., Lever Brothers (U. S.), 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

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis,
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. Anwyll

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.

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; Meek 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. (Reyco Tandum), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchbins
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

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. I. & 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.

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.; 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), William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; National 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
Production Dir. Sol Lipset
Publicity Dir. Nat Fields
Account Exec. Jack Fields
TV Directors Perry Bruskin,
Charles Durand

Radio Accounts: Edlie Electronics Corp., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York; Ideal Film & Supply Co., N. Y.; Orfeo (High-Fi Equip. Mfr.), N. Y.; R. B. Hathaway (Foot Lotion), N. Y.; TV and Radio Products Co., N. Y.; Barley Distributors (Poole Clock-Defroster), N. Y.

TV Accounts: Authentic Publications, New York; TV and Radio Products Co., N. Y.; Ideal Film & Supply Co.

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.

Phone: 3-4435

ABP-ANPA-APA-NOAB

Director M. T. Newman
Pres., Radio Dir. Hunter Lynde

V.P., TV Dir. David E. Robeson
Secy. & Pub. Dir. Ronald G. Sercombe

Radio-TV Dept.

Exec. Vice-Pres. Hunter Lynde
Radio Accounts: Bond-Howell Lumber Co. (Bldg. Supplies); General Electric Supply Co., Jacksonville; Heater Plow Co., Jacksonville.

ELLIOTT NONAS, ADVERTISING

17 East 54th St., New York 22, N. Y.
Phone: MU 8-2937

Owner Elliott Nonas
Art Director Bert Lief
Media Director Margø Burke

Radio Accounts: Teldisco, Inc. (Zenith Radio & Television, Tracy Sinks & Kitchens, Thor Washers, International Harvester, etc.), East Orange, N. J.; Olson & Co., Inc. (Du Mont Television), Philadelphia, Pa.; New Jersey Drug Products Co., East Orange; Valcour Lodge, Valcour, N. Y.

TV Accounts: Teldisco, Inc. (Spot Announcements), East Orange, N. J.

R. T. O'CONNELL COMPANY

120 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-5412

AAAA ABP ANPA

Pres., Radio-TV Dir. R. T. O'Connell
Exec. Vice Pres. Ethel Merklen
Vice President George Miller

Radio Accounts: Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Norman Laboratories, New York; Edward Week & Co., Brooklyn, N. Y.

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 8380

ABP ANPA PPA APA NOAB

Chairman Irwin A. Olian
President Harold A. Thomas
Radio-TV Dir. Pat Moseley
V.P., Copy Chief Jim Spencer
V.P., Treas. Irving R. Ohlsen
Media Dir. Alice McDonough

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), Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., Knapp-Monarch, 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

Exec. Partner.....Ward H. Olmsted
 Exec. Partner.....John T. Foley
 Partner.....Clarence H. Russell
 Partner, Radio-TV Dir.....J. D. McTighe
 Partner.....John K. Mortland
 Partner.....Robert B. Pile

Radio Accounts: 1st National Bank, Minneapolis, Minn.; Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsun 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.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Chun King Sales, Inc. (Oriental Foods), Duluth, Minn.; Regan Brothers (Holsun 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.; 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
 Acct. Execs....Elmer Silha, Norman Larson.

Joseph F. Littleton
 Media Dir. & Radio-TV Buyer
 Marshall Edinger
 Prog. Director.....Stan Kaatz

Branch Offices

290 Madison, New York City
 Phone: MU 3-8930

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
 Exec. Vice Pres.....George De Pue, Jr.
 Vice-Pres.....Eldon Sullivan
 Vice-President.....Freemont Knittle
 Sec.-Treas.....Robert P. Clark
 Radio-TV Director.....Lou Ergman

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.
 Exec-in-Chge.....David S. Hillman
 Empire Bldg., St. Petersburg, Fla.
 Exec-in-Chge.....Alfred L. Lino
Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Wallerstein Co., Inc. (Bosco), N. Y.; National Guard of the U. S., Washington, D. C.
TV Accounts: Andrew Jergens Co.; Wallerstein Co., Inc. (Bosco), N. Y.

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
 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'hill Motor Co. (Nash Dealer), Kansas City, Kan.
TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'hill Motor Co., Kansas City, Kan.; Feld Chevrolet, Kansas City, Kansas; 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

Branch Offices

715 Cascade Bldg., Portland, Ore.
 Phone: Capitol 1021

V.P. & Manager.....Milton Foland
 601 Review Bldg., Spokane, Wash.
 Phone: Madison 6479

Manager.....Vernon Cary
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Ivar's Acres

of Clams (Seafood Restaurant), Cowman-Campbell Paint Store (Paint), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Union Fed. Savings & Loan Assn., Seattle; Lang & Co. (Gold Seal Coffee), Seattle; Oil Heat Institute, Seattle.

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

PARIS & PEART

570 Lexington Avenue, New York 17, N. Y.
Phone: MURray Hill 9-2424
ABP—ANPA—APA—PPA—ABC

Partners.....A. G. Peart, J. A. H. Rehm
Comptroller.....F. Dubeck
Media Manager.....P. Petrino
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Research Mgr.....Marvin Goldberg
Acct. Execs.....W. F. James, G. M. Cleland,
S. C. Bernsley, W. Byrne, D. C. Porteous,
F. N. McInerney, A. Bindrim

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: MURray Hill 8-3055
PPA

President-Treasurer.....C. H. Pearson
Radio Accounts: 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.....S. S. Schweitzer

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), 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).

THE PHILLIPS-RAMSEY CO.

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

Partners.....William L. Phillips,
Charles C. Ramsey
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 Appliances), 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., Dennstedt Electro Mart, 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

Partner.....Jack N. Pitluk, Sr.
Partner.....Jack N. Pitluk, Jr.
Acct. Execs.....Sam Kiklin, Luke Collins,
L. Jerry Spangler, Evans Wyatt
Public Relations Dir.....Jim Battersby
Radio Director.....Myra Wheeler
TV Director.....Marg Morrison

Radio-TV Accounts: 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.

2233 Grand Ave., Kansas City 8, Mo.
Phone: Gr 5775

ANPA—APA—NOAB—PPA—ABP

President.....R. J. Potts
Exec. Vice Pres.....J. B. Woodbury
Vice Presidents.....C. C. Tucker, E. A. Warner,
C. L. Robinson, W. M. Giesecke, Al Coleman

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: CArfield 6490
ABC—ABP—ANPA—AFA

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.

PRODUCT SERVICES, INC.

10 East 44th Street, New York City
Phone: MURray Hill 7-0204
Branch Office

Broad at Locust, Phila., Pa.

President.....Les L. Persky
Vice-President.....Charles K. Hepner
Promotion Director.....N. R. Lorman
Time Buyer.....Lee Kriss
TV Accounts: Cameo Curtains Royal Crest Sales (Thrift House); John Irving Shoe Company (Mary Jane Shoes).

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone: BErgen 4-2332

Pres., TV Dir., Acct. Excec..Michael A. Fiore
Albert A. Fiore
Secy-Treas.....B. V. Fiore
Prod. Mgr.....Paul Apello
Account Executives...B. Wilman, G. Fiore,
J. Critelli, B. E. Geis, S. P. Brown, R. T. Jones

Radio Accounts: China Clipper (Restaurant), 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.; Globe-Brenner Fur Co. (Retail Furrier), New York, N. Y.; Macule & Co. (Appliances), Union City, 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.; Rev. Rittenhouse (Religious Program), Fairmont, W. Va.; The Schauroth Co. (Cosmetics), N. Y.; Specialty Sales Company (Mail Order Items), Lakewood, N. J.; Dent-Bo-Par Company (Dental Supplies), Newark, N. J.; Scarne Enterprises, Inc. (Night Club), Little Ferry, N. J.; Coast-to-Coast Vendors, Inc. (Vending Machines), New York, N. Y.

TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afco 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 Dir.....Dorothy L. Parsons

THE RANDALL COMPANY

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

President.....Wilbur W. Randall
Art Director.....Bernard S. Vinick
Radio & TV Director....Florence F. Grady
Radio Accounts: 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), Wach-ter's (Dept. Store), Hartford, Conn.

TV Accounts: Country Club Soda Co., Inc., Springfield, Mass.; Crown Petroleum Corp., Conn. & Mass.; Savitt Jewelers, Hartford, Conn.; 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
Production Manager.....George L. Husted
Account Executives.....H. Ross Mack,
Hal G. Trump, R. D. Hughes, Charles
Foerster, Lee E. Crooks
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—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
 Exec. V.P., Gen. Mgr. John M. Alden
 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).
TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
 Phone: Victor 5269
 APA—ABP—ANPA
 Owner. James R. Reese
 Acct. Exec. Everett Herndon

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, R. H. Burbank, Wm. C.
 Schneider
 V.P. & TV Dir. R. E. Neff
 Radio Dir. Wm. S. Shepherd
 V.P. & Media Director. Dr. A. R. Root
 Time Buyer. Coy Bender

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, 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: Whitehall 4-7440

ABP—ANPA—NOAB—ABC—AFA—CCA
 President. Wallace Meyer
 Vice-Pres. & Treas. C. A. Reincke
 Vice-Pres. & Sec. A. L. Reincke
 Vice-Presidents. Gordon Taylor, J. J. Finn
 Radio-TV Director. Frank M. Baker
 Media Director. John Priebe
 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), Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Detergent Rug Cleaner), Racine, Wis.; Cartan Travel Bureau, Inc., Chicago, Ill.; American Shows, Inc.; International Sports Show, Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Detergent), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; International Sports Show, Chicago, Ill.; American Chain & Cable Co., Am. Chain Div. (Weed Tire Chains), York, Pa.; Anderson Company (Anco Wiper Blades & Arms), Gary, Ind.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
 Phone: Capital 7-7611
 ANPA—PPA—ABP—AAAA—APA
 President & Treas. Harry I. Reingold
 Art Director. Harry Goodman
 Production Manager. Chandler Tower
 Copy Chief. Harry Dodsworth
 Media Dir. & Radio Time Buyer

Thomas J. Bowen
 TV Director. A. J. Ringquist
Radio-TV Accounts: Hampden Brewing Co., Williamsett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

EMIL REINHARDT, ADVERTISING

1736 Franklin St., Oakland 12, Calif.
 Phone: Templebar 2-2408
 ABP—ANPA

Owner. Emil Reinhardt
 Account Executives. James B. Innis,
 Joseph Connor
 Timebuyer, Radio & TV. James C. Resor
Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.; Old Home Bakers (Bread), Sacramento, Calif.

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

JOSEPH REISS ASSOCIATES

101 W. 57th Street, New York, N. Y.
 Phone: CI 6-4260
 ABP

President. Joseph Reiss
 Copy Chief. Elizabeth Taubin
 Media Director. Cliff Greene
 Radio-TV Time Buyer. Cecile B. Reiss

Radio Accounts: Aristocrat Leather Products Co. (billfolds), New York, N. Y.; The Lander Company (Dixie Peach hair pomade), New York, N. Y.; Helen Neushaefer, Inc. (cosmetics), College Point, N. Y.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
Phone: WAverly 6157

ABC

Chairman of Bd. Edward W. Reynolds
Pres., Gen. Mgr. C. Warren Reynolds
Vice-President. J. H. Mitchell
Sec. & Treas. Fred Banks
Art Dept. Garth Harber
Production Manager. M. Landmann
Copy Chief. N. Stuart Walton
Radio Director. H. E. Karpus
Time & Space Buyer. Helen Anderson
Account Executives. H. D. R. Newby,
J. H. Mitchell, S. Tucker, D. Kilmer

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,
John S. Williams, E. D. Hill
Sec.-Treas. Duane W. Beurmann
Vice-Pres. & Media Dir. E. A. Elliot
Spvr. Radio-TV Comm. S. J. Frolick
Radio-TV Prod. Chief. Robert S. Colodzin
Copy Chief. William L. Russell
Radio & TV Dir. Edwin S. Reynolds
Time Buyer. J. M. Kelly

Branch Offices

221 N. La Salle St., Chicago, Ill.
Manager. Wayne D. Jordan
HARRINGTON & RICHARDS: Division of
F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.
Exec-in-Charge. Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
Exec-in-Charge. Greacen Mitchell

Radio Accounts: American Machine & Foundry Co. (Roadmaster Bicycles); Avoset Company; Joseph F. Dixon Crucible Co. (Ticonderoga Writing Pencils); Durham-Enders Razor Corp.; Eastern Air Lines; Foremost Dairies, Inc.; Peter Fox Brewing Co. (Fox DeLuxe Beer); National Sugar Refining Co. (Quaker Cane Sugar); Squirt Beverage Co.; Times-Columbia Distributors, Inc.; United States Rubber Company-Tire Division, Footwear Division, Textile Div., Naugatuck Chemical Div., Fisk Tire Co. Div.

TV Accounts: Avoset Company; Eastern Air Lines; Foremost Dairies, Inc.; Peter Fox Brewing Co.; U. S. Rubber Company-Tire Division, Footwear Div. (Keds).

M. EVANS RICHMOND ADV. AGENCY

127 So. 22nd St., Philadelphia 3, Pa.
Phone: LOcust 7-16745

Pres. & Radio Time Buyer

M. Evans Richmond
Art Director. D. Bowers
Production Mgr. D. Blaine

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 603930

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., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Hurry-Up-Broadway.

RINGER & ASSOCIATES, INC.

3112 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 7-8131

AAAA-ABP-ANPA-APA-PPA

President. Lee Ringer
Art Director. Russell Furstnow
Vice President. Carl C. Wickstrom

JOHN H. RIORDAN CO.

3670 Wilshire Blvd., Los Angeles 5, 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

Owner. Dan Rivkin
Radio Accounts: John Kohler (Clothing), Ford Optical Co., Phila.; Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Stanley's Correc. Shoes, Phila., Pa.; Moskin Clothes.

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

TV Director.....Talbot Johns
 Production Manager.....E. McAniffie
 Art Director.....Don Dubois
 Media Dir.....R. C. Neuman

Radio-TV Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

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

Phone: RANdolph 6-9760

ABC—ANPA—APA—PPA—NOAB

President.....J. P. Roche
 Treasurer.....D. J. Kelly
 Vice-Presidents.....J. M. Cleary,
 S. Weston, Lloyd Maxwell, J. V. Gilmore,
 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), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewart's 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-Copy.....Allan 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
 TV Dir. & Prod.....Edward E. Kash
 Radio Director.....Lawrence E. DuPont
 Time Buyer.....Hazel Joy

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
 Exec. V.P. & Mgr.....R. E. Brooks
 Dwight Bldg., Kansas City 6, Mo.
 Exec. V.P. & Mgr.....B. G. Wasser

Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.

TV Accounts: T. W. Burselson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighon Co. (Doggie Dinner Dog Food), Bedford, Ohio; Employers Assn. of Chicago (Industrial Relations), Chicago, Ill.

ROIZEN & RICH, INC.

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

Phone: MADison 5915

AAAA—ABP—ABC

President.....Manus Roizen
 Vice-President.....Arthur H. Rich
 Radio-TV Dir.....David I. Levy

Radio Accounts: Magnus Beck Brewing Co. (Beer, Ale), 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.; Reddy Pharmaceutical Co. (Cough Syrup), Buffalo, N. Y.; Rich Products Corp. (Desert Topping Mfr.).

TV Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealers Assn. (Studebaker), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmaceutical Co. (Cough Syrup), 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. dcB. Walker
 Treasurer.....Angus Alern
 Radio Director.....Frank Starr
 Asst. to Radio Director.....S. B. Hayward
 108 Peter St., Toronto, Can.

Vice-President & Radio Dir.....R. J. Avery
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., McColl-Frontenac Oil Co., Ltd., Boots Pure Drug Company (Canada), Ltd. (Catarrh Capsules), Canadian Shaler Company (Ris-lone Motor Oil), Fucoil & Equipment Co., Ltd. (Timken Oil Burners), Louis K. Liggett Co., Ltd. (Drug Prescriptions), Harco Laboratories, Limited (Rybutol), Wm. R. Warner & Co., Ltd. (Sloan's Liniment).

CHARLES EDSON ROSE CO.

6570 Sheridan Rd., Chicago 26, Ill.
Phone: HOLlycourt 5-8000
ANPA—PPA—ABP—AFA

Owner.....Charles E. Rose
Art Dir.....Norman Helford
Space & Radio Time Buyers.....William Perry,
T. Goodyear

Radio Accounts: Charms & Cain, H. C. Evans & Co., Winkenweder & Ladd, Inc., Elron Co., Lombardo Wine Co.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
Phone: TOWER 1-6171

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. Nielsen
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 Pharmaceutical Co., Astoria, L. I., N. Y.

A. JAMES ROUSE CO.

521 N. LaCienega 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
General Manager.....Hymen Wagner
Art Director.....Jay Genser
Copy Chief.....Jeanne Cornell
Publicity Director.....Paul B. Zucker
Radio-TV Director.....Rene Schenker

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAKER 7900
AAAA—ABP—ANPA

President.....C. L. Rumrill
Treas. & V.P.....H. R. Hanson
Vice Presidents.....N. A. Gallagher,
G. M. Prince, W. T. Jensen
Secretary.....G. G. Wallington
Radio-TV Director.....Alan Brown
Radio Accounts: Brighton Place Dairy, Community Savings Bank, Rochester, N. Y.
TV Accounts: Community Savings Bank, Union Trust Company.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.
AAAA—ABP

President.....Lowe Runkle
Secretary.....Irene Gammel
Production Mgr.....Ray Cooley
Acct. Execs....Harold Kranz, Roger Pishny,
Howard Neumann
Radio-TV Dir.....Maury Ferguson
Film Director.....Monty Mann
Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank & Trust Co. (Banking); Merit Mills Division Ralston Purina Co. (Livestock & Poultry Feeds); Arkansas City Flour Mills (Flour), Arkansas City; Kans.; Dulaney's Inc. (Appliance Distributors); Big Red Warehouse (Furniture, Retail); Simpson Auto Co. (Ford dealer).

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank & Trust Co. (Banking); Grady Musgrave (Home Builder); Dulaney's Inc. (Appliance Distributor); Big Red Warehouse (Retail Furniture); Southwestern Bell Telephone (Telephone service); Ralston Purina Co. (Purina Chows), St. Louis, Mo.; Oklahoma Publishing Co. (Newspapers).

RUTHRAUFF & RYAN, INC.

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

Phone: MURRAY Hill 6-6100

AAAA-ABC-ABP-ANPA-APA

NOAB-PPA

Chairman of the Board.....Frederick B. Ryan
 President.....Frederick B. Ryan, Jr.
 Exec. V.P.....Robert M. Watson
 Senior V.P. & Treas.....Cal J. McCarthy
 V.P. & Asst. Treas.....J. B. Bell
 V.P. Dir. of Radio & Tel.....Thomas G. Slater
 Network Rel. & Bus. Mgr.....Grant Y. Flynn
 Supvr. Creative Activity.....Sidney Sloan
 Production Mgr.....John Cole
 Dir. of Canadian Radio &

TV Publicity.....Louis de Millian
 Dir. of New Program &

Talent Development.....Henry Frankel
 Asst. Producer.....Roly Howe
 Casting Director.....Barbara Berlin
 Exec. Prod. TV Film Comm.....Pud Lane
 TV Asst. Producer.....Gloria Shaffer
 Dir. Radio-TV Continuity.....Frank Dennis

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
 Phone: FINANCIAL 4833

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.....B. W. Metzger
 Vice Pres.....N. E. Heyne
 Producer (TV).....Lee Randon
 Producer (AM).....Warren Johnson
 Producer (TV-AM).....Frank Blatter
 Producer (TV).....James Taylor
 Producer (AM-TV).....Walter Das-pit

Branch Offices

1430 Second Blvd., Detroit 2, Mich.
 Vice-President.....Tod Reed
 Carew Tower, Cincinnati 2, Ohio
 Vice-Pres. & Manager.....John L. Magro
 505 N. Ervay St., Dallas, Texas
 2650 University Ave., St. Paul 1, Minn.
 Mgr.....James R. Raiders
 Manager.....Roger Bacon
 812 Olive Street, St. Louis 1, Mo.
 Senior Vice-Pres.....Oscar A. Zahner
 Gulf Oil Bldg., Houston 2, Texas
 Vice-Pres. & Mgr.....W. Van A. Combs
 N. Life Tower, 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.....J. H. Weiser
 2 Toronto St., Toronto, Ontario
 Manager.....Gordon Ralston

Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Kitchens, Autopoint Co., Baldwin Piano Co., Beltone Co., Brown-Forman Co., Burgess Batteries, Capitol Fritos Inc.,

Chasers Inc., Comfort Mfg. Co., Delaware, Lackawanna & Western Coal Co., Demert and Dougherty, Dr. Pepper Co., Druggists Supply Corp., Electric Auto-Lite Co. of Canada, Emery Industries Inc., Encyclopedia Britannica, Fehr Baking Co., Florence Stove Co., Fritos Inc., Galveston-Houston Breweries, General Shoe Co., Goodall Fabrics Inc., Greisedieck Brothers Brewery, Hancock Oil Co., Horlicks Corp., Kentile Inc., Krey Packing Co., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., MacFadden Publications Inc., Markus Campbell Co., Motorola, Inc., Arthur Murray School of Dancing, Nalley's Inc., Norito Co., Old Reading Brewery, OshKosh B'Gosh Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Morris B. Sachs, Safeway Stores, Sperti Biodyne Inc., V. E. Staley Mfg. Co., Toledo Steel Products 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. 7-7600

AAAA-ABP-ANPA-ABC

Owner.....Lewis Edwin Ryan
 Exec. Secretary.....Laura D. Baker
 Comptroller.....Preston B. Coiner
 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
 Vice-Pres.....George B. Pampel
 Vice-President.....Herbert L. Steiner
 Secretary.....R. E. Williams
 Treasurer.....Murray Miller
 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.....Larry Donino
 Account Executives.....Jerome G. Hahn,
 Ezra Millstein, George B. Pampel, Glenda Sullivan, Herbert L. Steiner, Lillian Lang,
 Ted Gravenon

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; 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); Flex-Let Corp., E. Providence, R. I.; Lydia O'Leary, Inc. (Covermark, Sporstik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Brasserie), New York; Vita Food Products, N. Y.; Vulcan Watch Co., New York.

ST. GEORGES & KEYES, INC.

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

Phone: PLaza 5-1180

ABP—ANPA—PPA—ARC

President Maubert St. Georges
 Exec. V.P., Radio Dir., Stanley J. Keyes, Jr.
 Vice-President John L. Fitzgerald
 Vice-Pres./Art Director Alfred A. Anthony
 Vice-Pres./Copy Chief Ward Secley
 Production Manager William Korvak
 V.P., Media Dir. James J. Fierman
 Publicity Directors S. B. Garretson,
 Torrey Stearns

Branch Offices

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

Phone: Belmont 2083

Manager Arthur Poath

Radio Accounts: Davison Chemical Corp., Baltimore, Md.; Hall-Howard (Daveco fertilizer), Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware); Eppens, Smith Co., Inc. (Holland House Coffee), N. Y. C.; Romanoff Caviar Co. (beef tea), N. Y. C.

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. Boucke

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

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

SALOW & ASSOCIATES

30 Howe Ave., Passaic, N. J.

Phone: CRegory 3-1414

ABP—ANPA

President H. Harvey Salow
 Art Director Thomas Cuffari
 Copy Chief Charles Gulick
 Production Dir. Donald Canter
 TV & Radio Paul Josephson
 Media Director Josephine Catarzard
Radio Account: Arrow Elec. Corp. (appliances), Clifton, N. J.

TV Accounts: Tel-O-Tube Corp. (cathode ray tubes), E. Paterson, N. J.; Awnair Corp. of Amer. (metal awnings), Wayne, N. J.; Maulon & Goodman (paint brushes), Belleville, N. J.

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.

Phone: Magnolia 3718

ABP—ANPS—NOAB—PPA—SNPA

Owner Walker Saussy
 Account Executives Moisè Bloch
 Charles Bloom, H. P. J. Stakelum, Jr.,
 J. C. Shields, Jr., Suzanne Saussy

Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petroleum Gas Co. (Butane & Propane Gas), Wm. B. Reilly Co., Inc. (Luzianne Coffee & Tea), L. A. Frey & Sons (meat products); Reilly & Co., Inc. (Luzianne Coffee & Tea).

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reilly 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 E. Sawdon
 V.P., Radio-TV Dir. Jerry Bess
 Secretary Victor Sawdon
 Acct. Execs. Phyllis C. Sawdon,
 Gustav A. Havermeier

Branch Office

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0826

Office Manager Marty 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 Mfrs.

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
 Prod. Mgr., Art Dir. Henry R. Scheck
 Copy Chief Carlton 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. (Reddi-Wip Topping), Harrison, N. J.; Marlon Confectioners Corp., N. Y. C.

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); 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. Raiké
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space BuyerC. D. Domin
Account ExecutivesS. R. Raiké,
J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 7, Calif.
Phone: MICHigan 2396

Owner.....T. D. Scholts
Radio-TV Dir.....Ruth S. Arnot
Art Director.....L. G. Mylro

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; 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—ABC

Pres. & Treas.....R. J. Scott
Vice-Pres.....W. Schwimmer
Copy ChiefL. Krakover
Time Buyer.....E. Vanderploeg
Art. Dir.....A. Thaler
SecretaryH. Heilig

Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Cardy

Co., Walgreen Co., Hawthorne-Melody 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.; London House Rest. F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wis.; Boyer International Lab./H. A. Hair Arranger, Chicago; Buddy Boy Popcorn Co., Chicago; Consolidated Royal Chemical Co. (Krank's Shave Kreme); Little Dutch Candy Shops, Chicago.

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-TV Accounts: Eject Donut Sales (Donut Makers), Children's Mart (Toys).

RUSSEL M. SEEDS CO., INC.

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

PresidentFreeman Keyes
Exec. Vice President.....George Bayard
Vice-Presidents.....A. D. Keyes,
Paul Richey, Harry M. Mans, H. B. Goldsmith, Jr., Fred W. Swanson
TreasurerJack Harding
Secretary.....E. V. Owen
Director of Res.....James Witherell
Art Director.....Jerry Bryant
Time BuyerMerle Myers
Space BuyerA. 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 2-1188

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 Klezzer, Automatic Soap Flakes), Chicago, Ill.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Bowes Industries, Inc. (Bondware Plastic Coated Paper Dishes).

TV Accounts: The Procter & Gamble Co. (Tide), Cincinnati, O.; Fitzpatrick Bros. (Kitchen Klezzer).

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.

Phone: TRinity 3445

AAAA—ANPA

Owner, Mgr. Dorothy Segar
 Sec.-Treas., Radio Dir. D. D. Segar
 Acct. Exec. Oliver Reid
Radio Accounts: Geo. B. Wallace Co.,
 (Buick dealers & service); Niklas & Son
 (flowers).

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
 Account Executives. James C. Seix,
 Lue H. Witt, P. J. Rosaly, Frank Whalen

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.

Phone: Tu 2251

SNPA—ABP

President Granville 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

President Edward Shapiro
 Vice-Presidents. H. H. Shapiro,
 Leonard Goldsmith, Elinor L. Brown, J.
 Rensel

Secretary Martin Sacks

Media Dir. R. Goddes

Branch Office

Empire State Bldg., New York, N. Y.

Phone: BRyant 9-5636

JOHN W. SHAW ADVERTISING, INC.

716 N. Rush St., Chicago 11, Ill.

Phone: MOhawk 4-6323

ANPA—APA—PPA—NOAB

President & Treas. John W. Shaw

Secretary. Augusta Young

Copy Chief. David E. Guerrant

Media Dir. Ann Shaffer

Time Buyer. Sylvia Slive

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.;
 Armour & Co. (Dial Shampoo), Chicago; In-
 ternational Milk Processors, Inc. (canned
 milk), Chicago.

TV Accounts: Armour & Company (Dial
 Shampoo), Chicago; H. H. Hixson & Co.
 (coffee), Chicago.

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

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—ANPA—APA

NOAB—PPA—ABP

Partners. . . Arthur Marquette, Stuart Sherman

Branch Office

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

Phone: PLaza 7-6400

Radio & TV Dir. Wm. B. Templeton

Radio-TV Accounts: Colgate-Palmolive-
 Peet Co. (Ajax Cleanser, Cashmere Bouquet
 Face Powder, Colgate Shave Creams, Col-
 gate Talcum Powder, Colgate Tooth Pow-
 der, Cashmere Bouquet Soap, Halo Sham-
 poo), Jersey City, N. J.

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 Accounts: Craftsman Insurance Co.
 (A. & H. Insurance), Boston; Rex Venetian
 Blind Co. (Venetian Blinds), Boston; Hotel
 Kenmore (Hotel), Boston; Spencer Shoe
 Stores (Footwear), Boston.

TV Accounts: Rex Venetian Blind Co.
 (Venetian Blinds), Boston.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.
Phone: 5-2404

SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
TV Director.....W. E. Davidson, Jr.

Branch Office

930 Stahlman Bldg., Nashville, Tenn.
Phone: 5-8909

Chief Exec.....G. K. Leekie
Radio-TV Accounts: American Snuff Co.,
Donald Furniture Co., The Humko Co., Ro-
bilio & Cunco (Ronco Foods), American
Tea & Coffee Co.

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 Buyer.....C. Allison Beleher
Art Director.....Al Sielaff

Radio Accounts: Cunningham's Drug
Stores (Drug, etc.), Koepplinger Bakery
(Baked Goods), Krum-Chee Potato Chip-
(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); People's Outfitting Co.
(Dept. Store).

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

R. C. SMITH & SON, LTD.

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

Phone: Empire 1-9396

President.....Adam F. Smith
Secretary.....M. A. Stoakley
Treasurer.....M. M. Marugg
Space Buyer.....M. E. Craven
Managing Director.....G. A. Phare
Account Execs.....H. T. McConkey,
R. G. Fitzpatrick

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....R. L. Davis,
P. M. Shaughnessy, H. D. Peltier, W. J.
Smith

Radio Account: Peerless Mfg. Co.

SMITH & BULL ADV. AGENCY

6612 Sunset Blvd., Hollywood 28, Calif.

Phone: HEmpstead 5671

ABP—ANPA—NOAB—CNPA

Partner.....V. R. "Dick" Smith
Partner.....Frank Bull
Gen. Mgr., Acct. Exec.....Mel R. Rouch
Time Buyer.....Jane T. Darden
Space Buyer.....Marion Vilnure
Radio & TV Supervisor.....Richard T. Parker

Radio Accounts: Seaboard Finance Com-
pany (Finance); Triangle Publications (Rac-
ing, Western Division); Marshall & Clam-
pett (Autos), Los Angeles, Calif.; C & B
Company Western Town (Toys); Western
Harness Racing Assoc. (Racing), Los An-
geles, Calif.; Los Angeles Rams (Football),
Los Angeles, Calif.

TV Accounts: Seaboard Finance Company
(Finance); Marshall & Clamptt (Autos),
Los Angeles, Calif.; C & B Co. Western
Town (Toys); Los Angeles Rams (Football).

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: Atlantic 1-9312

ABP—ANPA—APA—PPA

President.....Ronald P. Taylor
Chairman of the Board.....Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Production Assistants.....Tom Cadden,
Dick Pearson

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.

Phone: 4-3185

ANPA—APA—ABP

President, Space Buyer, Radio Time
& Acct. Exec.....Les Son De Regger
Secretary.....A. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Radio Accounts: National Soap & Refining
Co., Grocers Wholesale Co.

SORENSEN & CO.

130 No. Michigan Ave., Chicago, Ill.

Phone: Delaware 7-5030

ABP—ANPA—IPA—NOAB

President.....Roy A. Sorensen
Art Dir.....W. D. MacCourt
Space Buyer.....Dorothy Samer
Radio Accounts: Bowey's, Inc., J. P. Hard-
ing 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, Fitzwel Girdles.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.

Phone: MURray Hill 8-4407

ABC-ABP-ANPA-AFA

President.....Raymond Spector

General Manager.....Bert Schwartz

Art Director.....Irving Trabich

Copy Chief.....Ishmael McCullough

Production Manager.....Richard Scott

Dir. of Pub. Rel.....Millie T. Trager

Radio-TV Manager.....Cal Morris

Radio-TV Dept. Head.....Don Blauhut

Branch Office

1655 N. Cherokee, Hollywood 28, Calif.

Phone: Hempstead 8212

Chief Executive.....Richard Gottlieb

Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

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: Community Home Improvement Co. (food-freezer plan, roofing, siding), Syracuse; Empire Card Company (greeting cards), Elmira; Fair City Savings & Loan Ass'n., Syracuse; Forsythe Motors Corp. (Dodge-Plymouth dealer), Syracuse; Grange Silo Co., Inc., Red Creek; Greenways, Inc. (beer, ale), Syracuse; Hofmann Packing Co., Inc. (meat products), Syracuse; Mohican Stores, Inc., Syracuse & Auburn; Oswego Soy Products Corp., Oswego; Pilgrim Packing Company (meat products), Syracuse; Syracuse Card Company (greeting cards), Syracuse; Syracuse Glass Company (store fronts, mirrors), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; University College of Syracuse University (Adult Education Division), Syracuse; Virden Company (food brokers).

TV Accounts: Community Home Improvement Co. (food-freezer plan, siding), Syracuse; Nedick's, Inc., New York; Onondaga Supply Co., Inc. (appliances), Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Oldsmobile dealer), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; Virden Company (food brokers), Syracuse.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.

Phone: EMpire 6-2811

President.....G. F. Mills

Exec. Vice-Pres.....J. W. Spitzer

Gen. Mgr. & Sec.-Treas.....W. H. Reid

Radio Director.....T. R. Hart

Account Executives.....J. R. Charles,

F. J. Collins, W. G. Wallace, P. R. L.

Charles, L. F. McCartney, G. M. MacDonald,

R. W. Saunders, A. S. Rutter

Branch Office

Dominion Sq. Bldg., Montreal, Quebec

Phone: Harbour 9147

Vice-Pres.....V. L. Hanna

Acct. Exec.....D. McCrimmon

Radio Director.....P. E. Corbeil

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-Peet 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. Execs.....A. W. Gudelman, Nat Jeffras

Time Buyer.....A. W. Gudelman

Program Director.....E. C. Bloodworth

Radio Accounts: Brewster's Food Supplement, Los Angeles; Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Harrison Pharmaceutical Dist. (McClarren's hair preparation), Los An-

geles; Leslie Pharmaceutical Dist. Co. (Durell reducing aid), Los Angeles; Signal Oil Company (gasoline), Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los Angeles.

TV Accounts: Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Harrison Pharmaceutical Dist. (McClarren's), Los Angeles; Leslie Pharmaceutical Dist. Co. (Durell), Los Angeles; Signal Oil Company (gasoline), Los Angeles.

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 17, N. Y.

Phone: MURray Hill 7-3400

ANPA—PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Secretary, Space Buyer.....William Forray
Treasurer.....Herbert Goldsmith
General Mgr.....Arthur Booth
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.

Phone: 5-0339

Owner.....Fred D. Stevens

Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: Dunbar 5600, 01, 02, 03

AAAA—ABC—ABP—ANPA

Pres. & Treas.....William Z. Burkhardt
VP, Sec. & Copy Chief.....Ranald S. West
VP & Dir. of Sales.....Joseph D. Nelson, Jr.
VP & Dir. TV Dept.....C. Thomas Martin
VP & Dir. TV Media.....Robert A. McDowell
Dir. TV Production.....Gene Starbecker
Asst. Dir. TV Production.....Fred Golt
Mgr. Radio & TV Off., N. Y.....Richard Dunn
Mgr. Radio Prod.....Minor Raymond, III
TV & Radio Time Buyer.....James Gray
Branch Office

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

Phone: MURray Hill 8-6077

Manager.....Frank Flagg

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), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes & Cobbies), Cincinnati, O.

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; Cincinnati & Suburban Bell Tel. Co.; Fullham Fish Co. (Four Fisherman frozen fish), Boston, Mass.

STORM ADVERTISING COMPANY

210 Hiram Sibley Bldg., Rochester, N. Y.

Phone: Baker 9140, 9149

Pres., Treas.....Morry Storm
V.P.—Radio & TV Dir. &

Acct. Ex.....Jean Schantz
Prod. Mgr.....Norman Ludlow, Jr.
V.P. & Art. Director.....Vincent Marcone
Office Mgr.....Thelma Prinziavalli

Radio and TV Accounts: Alling and Miles, Inc. (automobiles), Rochester; Cool Chevrolet Corp., Rochester; Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Hudson Dealers of Monroe City, Rochester; International Home Improvement Co. (construction), Rochester; Harry Levin Company (women's clothing), Rochester; Noah's Ark (accessories), Rochester; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Wolk Brothers (automobiles), Rochester; Perma-Stone Rochester Corp. (construction), Rochester; Snyder's Seat Covers, Rochester; Westinghouse Electric Supply Co. (appliances), Rochester, Syracuse; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Bickford Brothers (appliances), Rochester; Cramer Drug Company (drugs), Rochester; Curewood, Inc. (construction), Rochester; B. Forman Company (women's clothing), Rochester; Schaeffer's Jumping-Jack Bootery (children's shoes), Scranton, Pa.; John T. Nothnagle, Inc. (real estate), Rochester; People's Outfitting Co. (furniture & appliances), Rochester; Max Pies (rugs), Rochester; Rochester Radio Supply Co. (radios and radio parts), Rochester.

STORM & KLEIN, INC.

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

Phone: MURray Hill 7-4460

ANPA—PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres., Treas.....Edward Klein
V.-Pres. & Research Dir.....Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City (Perfumes and Cosmetics).

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16, Mass.

Phone: HAncock 6-7644

AAAA—ABP—ANPA—APA—NOAB—PPA

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Treas.....William H. Sullivan

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickok Secretarial School, Boston; Kay-Rose Co., New York; Assn. of Mutual Savings Banks of Lowell, Mass.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

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

Phone: ORegon 9-2500

ANPA—APA—NOAB—PPA

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

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hillside 2119

Vice-Pres.....Jack Van Nostrand

J. WALTER THOMPSON CO.

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

Phone: MURray Hill 3-2000

AAAA—ANPA—ABP—PPA—NOAB—ABC

President.....Stanley Resor

Vice-Pres. in Charge of Radio & TV

John U. Reber

Radio-TV Time Buyers.....James O. Luce,

Anne Wright, Jayne Shannon

Radio-TV Talent Buyers..Virginia Spragle.

H. Bart McHugh, Jr., Howard Reilly

Branch Offices

6339 Wilshire Blvd., Los Angeles, Calif.

Phone: MadisOn 2661

Vice-President.....Cornwell Jackson

Gen. Mgr.....James L. Thompson

Time Buyer.....Eileen Henriquez

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

Vice-Pres. & Gen. Mgr....George C. Reeves

Radio Director.....Peter Caballo

Radio Tele Time Buyer....E. R. Fitzgerald

320 Calif. St., San Francisco, Calif.

Manager.....Fred Fidler

Radio Time Buyer.....Frances Austin

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; Pan American

World Airways; Pan American Grace Air-

ways; Pharma-Craft Corp.; Penick & Ford

Ltd.; RCA Victor Division of RCA; Safe-

way Stores Inc.; Shell Oil Company, Inc.;

Standard Brands Inc.; Swift & Co.; Ward

Baking Co.; Washington State Apple Com-

mission; J. B. Williams Co.; Eastman-Kodak

Company; Meyenberg Milk Products Co.;

Mentholatum Co.; W. F. Young, Inc.;

Owens-Illinois Glass Co.; Puget Sound Black

Ball Ferry Line; Holly Sugar Corp.; Pacific

Mills; Michigan Hospital Service (Blue

Cross); Douglas Aircraft Co., Inc.; Cham-

pion 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.

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

Phone: ELdorado 5-4404

ABP—ANPA—APA—NOAB—PPA

Chairman of Board.....Wm. Irwin Tracy

Pres.....Frank S. Kent

Vice-Pres. & Art Dir.....Hugh F. Donnell

Treas. & Sec.....Geo. M. Pease

Asst. Treas. & Sec.....P. A. Baecker

Production Mgr.....C. R. Holmberg

Radio & TV Director.....P. A. Baecker

Radio Accounts: 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.; John Opitz Inc. (In-

secticides), Long Island City, N. Y.; Middle-

town Milk and Cream Co. (Milk), Yonkers,

N. Y.

TV Accounts: Diplomat Products, Inc.,

H. C. Brill Co., Charles & Co., Inc., Gristede

Bros. Inc., New York; J. W. Beardsley's Sons

(Frozen Codfish), Newark, N. J.

TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Texas

Phone: PRespect 8655

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—AFA—SNPA

President Morris Hite
 Exec. Vice-Pres. Clay W. Stephenson, Jr.
 Vice-Pres., Secy.-Treas. John H. Wellenkamp
 Director Radio & TV. Philip L. McHugh
Branch Office
 711 Main St., Houston, Texas
 Phone: CH 5467

Vice-President. Clay W. Stephenson, Jr.
Radio Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Ireland's Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Anheuser Busch (Texas) (beer), St. Louis, Mo.; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Burrus Mills & Elevator Co. (flour), Dallas; Skillerns Departmental Drug Stores, Dallas.

TV Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Ireland's Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Anheuser Busch (Texas) (beer), St. Louis, Mo.; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Skillerns Departmental Drug Stores, Dallas; Haggard Co. (men's slacks), Dallas.

VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.
 Phone: ELdorado 5-5185

Partners. Victor van der Linde, 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.; C. F. Matlage Sales Co. (Foods), 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: Dolcin Corporation (Dolcin), New York, N. Y.; C. F. Matlage Sales Co. (Foods), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon.

J. FRANKLYN VIOLA

152 W. 42nd St., New York 36, N. Y.
 Phone: CHickering 4-3254

President. J. Franklyn Viola
 Secretary. Leah D. Roth
 Production. Gene Scognamiglio

Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co.

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

Paramount Macaroni Mfg. Co., Brooklyn, N. Y.

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
 Phone: MU 2-9010

Pres., Radio Dir. Wm. von Zehle
 Vice-Presidents. Lawrence A. Reis, Van Lear Woodward, Jr.

Treasurer. Kathleen Banks
 Secretary. Anthony Sarnaturo

Radio-TV Accounts: Roman Ravioli (Frozen Foods), Garfield, N. J.; Union Labor Life Ins. Co., New York; Adam J. Young, Inc., New York.

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
 Phone: STate 2-7369

ABC—ANPA

Executive Dir. Albert G. Wade, II
 General Manager. Paul McCluer
 Chairman Copy and Planning

Committee. Lawrence W. Davidson
 Copy Chief. Chas. W. Tennant
 Research Director. Gordon Norberg

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-TV Director. Forrest F. Owen
 Media & Research Dir. Snowden Hunt

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, Wisc.; Colonial Dames (cosmetics), De Met's Candies, Chicago.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
 Phone: HEMlock 5542

AAAA—AFA

President. Hugo Wagenseil
 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. John Leonard

Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (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.

TV Accounts: Dairy Council (Distributors—Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo).

WALKER & DOWNING GENERAL ADVERTISING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP—ANPA—APA—PPA

President.....William S. Walker
Vice-Presidents.....C. P. Richardson,
F. L. Newmeyer, Jr., V. I. Maitland
Account Executives.....C. P. Richardson,
F. L. Newmeyer, V. I. Maitland, T. B.
Wallace, C. F. Hoffman
Radio & TV Director.....R. B. Stevens

Radio Accounts: Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Colonial Biscuit (crackers), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Galen Laboratories, Inc. (medications), Pittsburgh; Niagara Manufacturing & Distributing Co. (mechanical massage pulsators), Adamsville, Pa. & Buffalo, N. Y.; Niagara of Pittsburgh (mechanical massage pulsators), Pittsburgh; Niagara Pulsator Corp. (mechanical massage pulsators), N. Y. C.

TV Accounts: Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Colonial Biscuit Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Galen Laboratories, Inc., Kaufmann's Department Store, Pittsburgh; Wm. G. Johnston Company (printers), Pittsburgh; Fan Tan Chewing Gum Corp., Pittsburgh; Niagara Mfg. & Distributing Company; Niagara of Pittsburgh, Niagara Pulsator Corp.

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 19, N. Y.
Phone: JUdson 6-0350
ABP—APA—PANY

Partners.....Harry Solow, Jr.,
William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercial...Conrad Mikorenda
TV Program Dir.....Edward O'Brien
Copy Chief.....Jenny Shenker
Account Executives.....William Solow,
S. P. Jackson, Milton Schwartz, J. C. Silverman, Jack Wilson, Paul Kopp

Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Strauss Stores (Auto Appliances); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Colony Motors; Book Find Club.

TV Accounts: Sachs Quality Stores; Vim Stores; Spear & Co.; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; Standard Housekeeping Co.; North American Van Lines; Sofia Brothers Inc.; Federal Storage; Jamaica Refrigeration; Relaxacolor; Universal Television.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MURray Hill 4-5800
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....H. Paul Warwick
Vice-Presidents.....Henry Legler,
S. O. Youngheart, Lester M. Malitz, Arthur
Deerson, C. E. Staudinger, Harry A. Berk,
Thomas H. Shanley, Barrett Brady, Tevis
Huhn

Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir...Robert Steen, Joe Gratz

Branch Office

2405 W. 8th St., Los Angeles 5, Calif.
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.

WASSER, KAY & PHILLIPS, INC.

Clark Bldg., Pittsburgh 22, Pa.
Phone: Grant 1-5752

President.....G. S. Wasser
V.P., Treas.....Lewis G. Kay
Secretary.....F. F. Wasser
Media Dir. & Production Mgr.....Wm. Phillips
Television Director.....Stanley Hess
Film Buyer.....Alvin Roth
Research Director.....Kay Hervey
Account Executives.....G.S. Wasser, L. G. Kay, Roy Phebus, Kay Hervey

WATTS, PAYNE—ADV., INC.

205 S. Cheyenne Ave., Tulsa 3, Okla.
Phone: 3-8108

ABP—SNPA—AAAA—AFA

President.....Don Watts
Vice-President.....Leslie S. Hauger
Secretary-Treasurer.....Oscar E. Payne
Account Executives.....Ril C. Keefe, Benton Ferguson, Don Dyer
Production Manager.....S. B. Snyder
Art Director.....Harold Carlross
Radio-TV Director.....Don S. Mitchell

Branch Offices

Fidelity Union Life Bldg., 1511 Bryan, Dallas, Tex.

Phone: Riverside 5201

Manager.....Burke Gilliam
Acc. Exec. (Dallas).....Marie Callahan

LUTHER WEAVER & ASSOCIATES

405 Oppenheim Bldg., Saint Paul 1, Minn.
Phone: CA 4715

AAAA—ABP—APA

Owner.....Luther Weaver
Account Executive.....Donald Gardner
Executive Assistant.....Patricia M. Kelly
Radio Accounts: Fairway Foods, St. Paul; Falcon-Pilgrim Cleaners, St. Paul & Minneapolis; R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul; Dox Co. (Toothpaste), Minneapolis; Myndall Cain, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis; Gopher State Oil Co., Minneapolis.

TV Accounts: Falcon-Pilgrim Cleaners, R. H. Keller Co. & Scottie's Dist., Gopher State Oil Co., Minneapolis.

WILLIAM H. WEINTRAUB & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-3900

ANPA—NOAB—PPA

President.....William H. Weintraub
Exec. Vice-Pres.....Elkin Kaufman

V.P., Treas. & Gen. Mgr.

John Davenport Scheuer
Vice-Pres., Chg. Radio-TV Dept.

Harry Trenner
V.P. Chg. Public Relations.....David Karr
Vice-President.....Norman B. Norman
Art Director.....Paul Rand
Vice-Pres., Dir. of Copy.....Roger Purdon
Mgr. Media Dept.....George Coleman
V.P., Dir. Marketing Media.....John Morris
Vice-President.....Eugene Kummel
Vice-President.....Kay Daly
Production Manager.....William Zerweck
V.P., Research Dir.....Dr. Leon Arons

Branch Offices

Shaffer Bldg., 13530 Michigan Ave., Dearborn, Mich.

Resident Manager.....Burton R. Durkee
Radio Accounts: Seeman Bros., Inc. (Air-Wick, Nylast), New York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser and Frazer Cars), Detroit, Mich.

TV Accounts: Secman Brothers (Air-Wick, Nylast), New York, N. Y.; Blatz Beer, Kaiser-Frazer, Revlon Prod. Corp. (cosmetics), New York, N. Y.

WEISS & GELLER NEW YORK, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070

ANPA

President.....Max A. Geller
Vice-President.....Joseph H. Curtis
Copy Chief.....Harold Wengler
Art Director.....Arthur Gordon
Production Manager.....Sally Green
Time Buyer & A-st. Radio-TV

Media Dir.....Max Tendrich
Radio Accounts: Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; June Dairy Prod. Co., Inc. (Butter, Eggs, Cheese), New York, N. Y.

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

E. TAYLOR WERTHEIM

299 Madison Avenue, New York 17, N. Y.
Phone: Murray Hill 2-0653

Owner, Media Dir.....E. Taylor Wertheim
Art Director.....Norman Merritt
Space Buyer.....Carman Sheehy

WESTERN ADVERTISING AGENCY, INC.

668 S. Coronado St., Los Angeles 5, Calif.
Phone: Dunkirk 7-7367

ABP—ANPA

President.....Edward E. Keeler
V.P., Radio-TV Dir.....Milton Carlson
Timebuyer.....Ruth Johnson
Act. Executives.....V. M. Barton, Ray Banks
Radio Accounts: The Voice of Prophecy, Inc., Washington, D. C.; Stationers Corpora-

tion, Los Angeles; Ontra Cafeterias, Los Angeles; Superior Optical Co., Los Angeles; Art Frost of Glendale (Plymouth-DeSoto), Glendale, Calif.

TV Accounts: Fisherman's Wharf of Long Beach, Long Beach, Calif.; Art Frost of Glendale, Glendale, Calif.

WEXTON COMPANY

1780 Broadway, New York, N. Y.

Phone: PLaza 7-7835

Partners.. Larry Schwartz, Howard Wechsler
 Art Director.....Irving Mittelman
 Publicity Director.....Judith Cortada
 Account Executives.....Eugene Griffin,
 Edward Greenberg

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.

Phone: RIutenhouse 6-7500

ANPA—PPA—APA—NOAB—ABC

Ch. of Bd.....Ward Wheelock
 President.....Arthur A. Baily
 V.P. & Dir. Radio-TV.....Russ Johnston
 1st Vice Pres.....Wm. R. Farrell
 Secretary-Treasurer.....William A. Dunn

Branch Offices

444 Madison Ave., New York 22, N. Y.
 Vice-President.....R. K. Strassman
 Calif. Bank Bldg., Hollywood 28, Calif.
 Vice-President.....Carroll Carroll
Radio Accounts: Campbell Soup Co.,
 Adam Scheidt Brewing Co. (Valley Forge
 Beer, Rams Head Ale).

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

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.

Phone: Chestnut 6380

AAAA—ABP—ANPA—AFA—PPA

President.....Enno D. Winius
 Vice Presidents.....W. L. Sanborn,
 C. A. Brandon
 Media Director.....George R. Bishop
 V.P., Radio-TV Dir.....V. L. Morelock
 Asst. Radio-TV Dir.....Rosalie A. Pietuch

YOUNG & RUBICAM, INC.

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

Phone: MURray Hill 9-5000

ANPA—PPA—APA—AAAA

NOAB—ABC—ABP

President.....Sigurd S. Larmon
 Exec. V.P., Co-Chmn. Plans
 Brd.....Louis N. Brockway
 V.P. Chge. Finance.....Jacob H. Geise
 Sect.-Treas.....Harry H. Enders
 Asst. Treas., Spvrs.

Accounting.....George N. Farrand
 V.P., Art Director....Frederick S. Sergenian
 V.P., Copy Director.....H. S. Ward
 V.P., Mgr. Copy Dept..John B. Rosebrook

V.P., Dir. Int'l. Div.....Lorimer B. Slocum
 V.P., Legal Advisor.....David Miller
 V.P., Co-Chmn. Plans Brd.,

Media Dir.....A. V. B. Geoghegan
 V.P., Merchandising Dir.....Samuel Cherr
 V.P., Dir. Pub. Rel.....Ken R. Dyke
 V.P., Dir. Research.....Dr. Peter Langhoff
 V.P., Dir. Radio-TV Dept.....Nat Wolff
 V.P. Chge. Comm.....George H. Gribbin
 Vice-PresidentsMilford Baker,
 Edward Barnes, Harry B. Carpenter,
 George B. Dippy, J. Brooks Emory, Jr.,
 Frank Fagan, John E. Grimm, Jr., Harry
 Harding, Frank L. Henderson, William
 Howard, Alexander Kroll, A. Gardiner
 Layng, George D. Bryson, Robert P. Moun-
 tain, Walter K. Nield, William L. Shin-
 nick, Albert Tilt, Jr., Walter B. C. Wash-
 burn

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.

V.P. in Charge.....John F. Whedon
 1866 Penobscot Bldg., Detroit 2, Mich.
 Manager.....James W. Johnson
 6253 Hollywood Blvd., Hollywood 28, Calif.
 V.P. Radio-TV.....Walter Bunker
 235 Montgomery St., San Francisco 4, Calif.
 V.P. in Charge.....Edward A. Merrill, Jr.

Radio Accounts: Thomas J. Lipton, Inc.;
 Piel Bros., Inc.; General Foods Corp.; Gen-
 eral Electric Co.; Cannon Mills, Inc.; Gulf
 Oil Corp.; Procter & Gamble Co.; American
 Home Foods, Inc.; Metropolitan Life In-
 surance Co.; Bristol-Myers Co.; Sanforized
 Div. of Cluett, Peabody & Co., Inc.; Borden
 Co.; Drackett Co.; General Cigar Co., Inc.;
 Hunt Foods, Inc.; International Harvester
 Co.; Life Savers Corp.; Mission Bell Winer-
 ies; Purity Bakeries; Rath Packing Co.;
 Singer Sewing Machine Co.; Time, Inc.;
 Zenith Radio Corp.

TV Accounts: Thomas J. Lipton, Inc.;
 Piel Bros., Inc.; Duffy-Mott Co., Inc.; Pro-
 cter & Gamble Co.; General Electric Co.;
 General Cigar Co., Inc.; Singer Sewing Ma-
 chine Co.; Borden Co.; General Foods
 Corp.; Gulf Oil Corp.; Simmons Co.; John-
 son & Johnson; Goodyear Tire & Rubber
 Co., Inc.; Bristol-Myers Co.; P. Lorillard
 Co.; Purity Bakeries; American Home
 Foods, Inc.; International Silver Co.; San-
 forized Div. of Cluett, Peabody & Co., Inc.;
 Drackett Co.; Elgin National Watch Co.;
 Hunt Foods, Inc.; Zenith Radio Corp.

THE YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

President & Space Buyer.....M. A. Yount
 Act. Executive.....M. John Yount
 Production Mgr.....George R. Rinderle
 SecretaryLuella Drenning
 Art Director.....Russel Adami

**Ability, Vision and Perseverance,
the qualities that led to the growth
of the country, stand behind the
progress of HEADLEY-REED**



**Separate and distinct RADIO
and TELEVISION divisions sell
and service broadcasters and
telecasters across the nation**



Headley-Reed Company

Radio and Television Station Representatives



NEW YORK CHICAGO ATLANTA HOLLYWOOD PHILADELPHIA SAN FRANCISCO

RADIO-TV STATION REPRESENTATIVES

AIRSPOT SALES

64 East Lake St., Chicago, Ill.
Phone: FRanklin 2-0961

General Manager.....Joseph Kapps

ALASKA RADIO SALES

17 East 42nd St., New York City, N. Y.
Phone: MUrray Hill 2-0813

Network Sales Mgr.....Charles E. Soden
Spot Sales Mgr.....Roy V. Smith
Stations Represented—KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KIBFI, Seward, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIPW, Sitka, Alaska.

AMERICAN SALES AND SERVICING AGENCY

175 Fifth Ave., New York, 10, N. Y.
Phone: AL 4-7881

OwnerGuy Bolam

Branch Offices

Informations & Publicite, 3 Place de Valois.
Paris, France

PresidentLouis Merlin
Radio Luxembourg Advt., Ltd., 36 Davies St.,
London W.I, Eng.

Manager.....G. Clement Cave
Stations Represented—Radio Luxembourg
"One". "Two".

AVERY-KNODEL INC.

608 Fifth Ave., New York 20, N. Y.
Phone: JUdson 6-5536

President.....Lewis H. Avery
Vice President.....J. W. Knodel
Secretary.....B. P. Timothy
Treasurer.....Arthur H. McCoy
Director.....David H. Sandeberg

Branch Offices

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-4710

Vice Pres.....J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: YUKon 2-3877

Director.....David H. Sandeberg
315 W. Ninth St., Los Angeles 15, Calif.
Phone: TUCKer 2435

Exec. In Charge.....John R. Markey
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: CYPRESS 7545

Executive-in-charge....Charles C. Coleman
1915 Elm St., Dallas 1, Texas
Phone: STerling 1558

Exec. In Charge.....Clyde B. Melville
AM & FM Stations Represented—WGAC,
Augusta, Ga.; KERO, Bakersfield, Calif.:

WGUY, Bangor, Maine; WKBW, Buffalo,
N. Y.; WAPO, Chattanooga, Tenn.; WJJD,
Chicago, Ill.; WSAI, Cincinnati, Ohio;
KDAL, Duluth, Minn.; KEPO, El Paso,
Texas; WERC, Erie, Pa.; KFPW, Ft. Smith,
Ark.; KFER, Fresno, Calif.; KII.O, Grand
Forks, N. D.; WJEF, Grand Rapids, Mich.;
WFBC, Greenville, S. C.; WMBR, Jackson-
ville, Fla.; WKZO, Kalamazoo, Mich.;
WROL, Knoxville, Tenn.; WIBA, Madison,
Wis.; WDGY, Minneapolis, Minn.; KOMA,
Oklahoma City, Okla.; WHOO, Orlando,
Fla.; WIRL, Peoria, Ill.; WGAN, Portland,
Maine; KOIN, Portland, Maine; WSLS,
Roanoke, Va.; WHBF, Rock Island-Quad
Cities, Ill.; KROY, Sacramento, Calif.;
KALL, Salt Lake City, Utah; KCBQ, San
Diego, Calif.; KJR, Seattle, Wash.; KMA,
Secundoah, Iowa; KSOO, Sioux Falls, S. D.;
KXOB, Stockton, Calif.; KTUL, Tulsa, Okla.;
WRUN, Utica-Rome, N. Y.; WBRY, Water-
bury, Conn.

TV Stations Represented—KEPO-TV, El
Paso, Texas; WKZO-TV, Grand Rapids,
Kalamazoo, Mich.; WMBR-TV, Jacksonville,
Fla.; KDUB-TV, Lubbock, Texas; KCSJ-TV,
Pueblo, Colo.; WETV, Raleigh, N. C.;
WSLS-TV, Roanoke, Va.; WHBF-TV, Rock
Island-Davenport, Ill.; WILK-TV, Wilkes-
Barre, Pa.; KXEL, Waterloo, Iowa; KFBI,
Wichita, Kan.; WILK, Wilkes-Barre, Pa.

BERTHA BANNAN

80 Boylston St., Boston 16, Mass.
Phone: HUBbard 2-4419, 2-4370

OwnerBertha Bannan
Sales Assistant.....William A. Creed, Jr.

AM & FM Stations Represented—WNAB,
Bridgeport, Conn.; WTHI, Hartford, Conn.;
WELL, New Haven, Conn.; WATR, Water-
bury, Conn.; WRDO, Augusta, Maine;
WLBZ, Bangor, Maine; WCSH, Portland,
Maine; Maine Broadcasting System; WARA,
Attleboro, Mass.; WBET, Brockton, Mass.;
WOCB, Cape Cod, Mass.; WSAR, Fall River,
Mass.; WFCM, Fitchburg, Mass.; WHAI,
Greenfield, Mass.; WHYN, Holyoke, Mass.;
WCCM, Lawrence, Mass.; WNBH, New Bed-
ford, Mass.; WSPR, Springfield, Mass.;
WCRB, Waltham, Mass.; WAAB, Worcester,
Mass.; WOTW, Nashua, N. H.; WJAR,
Providence, R. I.; WERI, Westerly, R. I.;
WJOY, Burlington, Vt.; WSYB, Rutland,
Vt.; WWSR, St. Albans, Vt.; WDEV, Water-
bury, Vt.; WIBX, Utica, N. Y.; WTRY, Troy,
N. Y.

TV Stations Represented—WJAR-TV,
Providence, R. I.; WWLP, Springfield, Mass.

HIL F. BEST

Park Ave. Bldg., Detroit 26, Mich.
Phone: Woodward 2-7298

Gen. Mgr. Hil F. Best
Sales Mgr. Michael Best
Sta. Rel. Wm. Jacobs

Branch Offices

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

Phone: STate 2-5096

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

Phone: LEXington 2-3783

5225 Wilshire Blvd., Los Angeles 48, Cal.

233 Sansome St., San Francisco 4, Cal.

AM & FM Stations Represented—TEXAS: KVLV, Alpine; KALT, Atlanta; KIOX, Bay City; KRUN, Ballinger; KTXC, Big Spring; KNEL, Brady; KSTB, Breckenridge; KBOR, Brownsville; KDET, Center; KCTX, Childress; KCLE, Cleburne; KSTA, Coleman; WTAW, College Station; KVMC, Colorado City; KCFH, Cuero; KXIT, Dalhart; KDNT, Denton; KDDD, Dumas; KNAF, Fredericksburg; KSIJ, Gladewater; KGRl, Henderson; KPAN, Hereford; KHBR, Hillsboro; KEVT, Kerrville; KOCA, Kilgore; KINE, Kingsville; KHIT, Lampasas; KLVF, Levelland; KOKC, Mineral Wells; KVKM, Monahans; KIMP, Mt. Pleasant; KRIG, Odessa; KOGT, Orange; KFTV, Paris; KPDN, Pampa; KIUN, Pecos; KBOP, Pleasanton; KCNY, San Marcos; KWED, Seguin; KSEY, Seymour; KEVA, Shamrock; KTAN, Sherman; KSNY, Snyder; KSTV, Stephenville; KXOX, Sweetwater; KVOU, Uvalde; KNAL, Victoria. NEW MEXICO: KOBE, Las Cruces; KFUN, Las Vegas; KRTN, Raton. OKLAHOMA: KWHW, Altus; KWOE, Clinton; KTAT, Frederick; KGYN, Guymon; KVLH, Pauls Valley; KSIW, Woodward. MICHIGAN: WKNK, Muskegon; WTVB, Coldwater; WMTE, Manistee; WWRP, Flint; WFUR, Grand Rapids; WHAK, Rogers City; WJJW, Wyandotte; FLORIDA: WSWN, Belle Glade; WDHL, Bradenton; WCNU, Crestview; WROD, Daytona Beach; WBRD, Fort Lauderdale; WGGC, Gainesville; WJVB, Jacksonville Beach; WLBE, Leesburg; WNMB, Melbourne; WWPf, Palatka; WPLA, Plant City; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WHBO, Sulphur Springs; WEBK, Tampa; OTHER: WFRQ, Freemont, Ohio; WHLL, Wheeling, W. Va.; WUST, Washington, D. C.; KVRG, Arkadelphia, Ark.; KRAL, Craig, Col.; KFTM, Fort Morgan, Col.; KUBC, Montrose, Col.; KCLO, Leavenworth, Kan.; KSCB, Liberal, Kan.

WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.
Phone: Richmond 6184

Manager Guy Biddick
Asst. Mgr. Mildred Biddick

Office Mgr. Josephine Corbet
Traveling Rep. Burt Zoul
AM & FM Stations Represented—WIBW, Topeka, Kan.; KCKN, Kansas City, Kan.; WOKZ, Alton, Ill.; KCLX, Colfax, Wash.; KJSK, Columbus, Neb.; KVOG, Ogden, Utah; KCNO, Alturas, Calif.; KCID, Caldwell, Idaho; KRPL, Moscow, Idaho; KSPT, Sandpoint, Idaho; KJAN, Atlantic, Iowa; KMUR, Murray, Utah; KREL, Farmington, Mo.; KNEM, Nevada, Mo.; KCHI, Chillicothe, Mo.; WIB, Utica, New York; KCFH, Cuero, Texas; KCSU, Provo, Utah.

JOHN BLAIR & COMPANY

Chrysler Bldg., East, New York, N. Y.
Phone: MUrray Hill 2-6900

Chairman John P. Blair
President Richard D. Buckley
Vice-President Robert E. Eastman
Vice-President David N. Simmons
Secretary-Treasurer Blake Blair

Branch Offices

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

Phone: SU 7-8659

Mgr. Charles F. Dilcher
3012 Russ Bldg., San Francisco 4, Calif.

Phone: DOuglas 2-3188

Mgr. B. James Richards
6331 Hollywood Blvd., Los Angeles 28, Calif.

Phone: GRanite 6103

Mgr. Carleton E. Coveny
434 Paul Brown Bldg., St. Louis 1, Mo.

Phone: CHEstnut 5688

Mgr. J. Chris Hetherington
524 Book Bldg., Detroit 26, Mich.

Phone: WOODward 1-6030

Mgr. Charles Fritz
Rio Grande Nat'l Bldg., Dallas, Texas

Phone: RIVERSide 4228

Mgr. Clarke R. Brown
AM & FM Stations Represented—WSGN, Birmingham, Ala.; 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; WENR, Chicago, Ill.; WLS, Chicago, Ill.; WIBC, Indianapolis, Ind.; WKLO, Louisville, Ky.; WDSU, New Orleans, La.; WFBR, Baltimore, Md.; WHDH, Boston, Mass.; WXYZ, Detroit, Mich.; 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.; KWFT,

REPRESENTED BY RAMBEAU is a radio station's mark of distinction throughout the entire field of radio advertising.

REPRESENTED BY RAMBEAU means honest and aggressive sales representation for a few select stations that have pride in their accomplishment and integrity in their dealings with their audience, their clients and the agencies placing business on these stations.

REPRESENTED BY RAMBEAU means 20 years of clean, successful operation by radio's first exclusive national representative.



**WILLIAM G. RAMBEAU COMPANY,
INC.**

NEW YORK • CHICAGO • LOS ANGELES
MINNEAPOLIS • SAN FRANCISCO

Wichita Falls, Tex.; KTRH, Houston, Tex.; KABC, San Antonio, Tex.; KDYL, Salt Lake City, Utah; KING, Seattle, Wash.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.

BLAIR-TV, INC.

150 E. 43rd St., New York 17, N. Y.

Phone: MUrray Hill 2-5644

Chairman.....John P. Blair
 President.....William H. Weldon
 Vice-President.....Lindsey H. Spight
 Secretary-Treasurer.....Blake Blair

Branch Offices

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

Phone: SUperior 7-5580

Mgr.....John W. Davis
 3010 Russ Bldg., San Francisco 4, Calif.

Phone: YUkon 2-7068

V.P.....Lindsey H. Spight
 6331 Hollywood Blvd., Los Angeles 28, Calif.

Phone: GRanite 6103

Mgr.....Frank Moreland
 434 Paul Brown Bldg., St. Louis 1, Mo.

Phone: CHestnut 5688

Mgr.....Richard Quigley
 1115 Book Bldg., Detroit 26, Mich.

Phone: WOODward 5-3230

Mgr.....Charles Fritz

Rio Grande Nat'l Bldg., Dallas, Texas

Phone: RIVERSide 4228

Mgr.....Clarke R. Brown
TV Stations Represented—KTTV, Los Angeles, Calif.; KFEL-TV, Denver, Colo.; WENR-TV, Chicago, Ill.; WDSU-TV, New Orleans, La.; WXYZ-TV, Detroit, Mich.; WOW-TV, Omaha, Neb.; WBNS-TV, Columbus, Ohio; KDYL-TV, Salt Lake City, Utah; WTVR, Richmond, Va.; KING-TV, Seattle, Wash.

HASKELL BLOOMBERG

39 Kearney Square, Lowell, Mass.

Phone: LowEll 8751

General Manager.....Haskell Bloomberg
Branch Offices

Cregg Bldg., Lawrence, Mass.

Phone: 2-2148

Mgr.....Ruth Evans
 28 Carleton St., Cambridge, Mass.

Phone: KIRKland 7-2355

Mgr.....Mrs. Joseph Bishop
AM & FM Stations Represented—WLLH, Lowell-Lawrence, Mass.; WLLH-FM, Andover, Mass.

THE BOLLING COMPANY, INC.

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

Phone: PLaza 9-8150

WANT TO SELL YOUR IDEAS! . . . YOUR PRODUCTS! IN EUROPE!

REACH MORE PEOPLE AT LESS COST THROUGH
 THE WORLD'S TWO MOST POWERFUL COMMERCIAL STATIONS

"RADIO LUXEMBOURG I" 232 k/cs 150,000 watts

— for all European languages

"RADIO LUXEMBOURG II" 1439 k/cs 150,000 watts

— for English-language programs

Exclusive Representative U.S.A.

Guy Bolam, American Sales & Servicing Agency

175 5th Ave

Algonquin 4-7881

President.....George W. Bolling
 Vice-President.....E. Schuyler Ensell
 Treasurer.....Robert H. Bolling
 Secretary.....E. A. Panceast, Jr.

Branch Offices

Vice-President (TV).....G. Richard Swift
 360 N. Michigan Ave., Chicago 1, Ill.
Phone: Dearborn 2-5277

Executive-in-Charge.....John D. Stebbins
 2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 8-8158

Executive-in-Charge.....V. E. Atkinson
 5 Third St., San Francisco, Calif.
Phone: CA 1-6740

Executive-in-Charge.....George D. Close
 80 Boylston St., Boston 16, Mass.

Executive-in-Charge.....James M. McCann
Phone: HU 2-0346

AM & FM Stations Represented—WAYS, Charlotte, N. C.; WCOG, Greensboro, N. C.; WISE, Asheville, N. C.; KFGO, Fargo, N. D.; WHP, Harrisburg, Pa.; WQAN, Scranton, Pa.; WBIR, Knoxville, Tenn.; WKDA, Nashville, Tenn.; WMBG, Richmond, Va.; KOL, Seattle, Wash.; KREM, Spokane, Wash.; KFAC, Los Angeles, Calif.; KEAR, San Francisco, Calif.; WKNB, New Britain, Conn.; WILM, Wilmington, Del.; WHBU, Anderson, Ind.; WANE, Ft. Wayne, Ind.; WISH, Indianapolis, Ind.; WHOT, South Bend, Ind.; WTHI, Terre Haute, Ind.; WNEB, Worcester, Mass.; KOWH, Omaha, Neb.; WBNF, Binghamton, N. Y.; WVET, Rochester, N. Y.

TV Stations Represented — WKNB-TV, Hartford, Conn.; WBNF-TV, Binghamton, N. Y.; WISE-TV, Asheville, N. C.; WHP-TV, Harrisburg, Pa.

LOUIS J. BORGATTI, INC.

419 Boylston St., Boston, Mass.
Phone: Hancock 6-8182

Pres.-Treas.....Louis J. Borgatti
Stations Represented—WCOU, Lewiston, Me.; WFAU, Augusta, Me.; WIDE, Biddeford, Me.; WPOR, Portland, Me.; WKBR, Manchester, N. H.; WPOR, Portland, Maine; WTSL, Lebanon, N. H.; WTSV, Claremont, N. H.; WWNH, Rochester, N. H.; Granite State Network; WBRK, Pittsfield, Mass.; WHOB, Gardner, Mass.; WTXL, Springfield, Mass.; WARE, Ware, Mass.; WHMP, Northampton, Mass.; WSKI, Montpelier, Vt.; WWON, Woonsocket, R. I.; WPJB, Providence, R. I.

THE BRANHAM COMPANY

230 Park Ave., New York 17, N. Y.
Phone: Murray Hill 6-1860

President.....M. H. Long
 Vice President.....Joseph F. Timlin

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726

Chairman of Board.....John Petrie

V. P.....C. B. Peterson
 7236 General Motors Bld., Detroit 2, Mich.
Phone: Trinity 1-0440

Executive-in-Charge.....Harry Anderson
 Fidelity Union Life Bldg., Dallas 1, Texas
Phone: Riverside 4884

Executive-in-Charge.....J. S. McCauley
 Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: Walnut 3025

Executive-in-Charge.....H. L. Ralls
 Arcade Bldg., St. Louis 1, Mo.
Phone: Chestnut 6192

Executive-in-Charge.....J. E. Nicholson
 703 Market St., San Francisco 3, Calif.
Phone: YUKON 2-1582

Executive-in-Charge.....Walter Petzlaff
 6367 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Webster 1-1551

Executive-in-Charge.....Norman Noyes
 612 Commercial National Bank Bldg.,
 Charlotte 2, N. C.
Phone: 8839

Executive-in-Charge.....B. C. Finch
 1018 Sterick Bldg., Memphis 3, Tenn.
Phone: 8-2344

Executive-in-Charge.....Sidney L. Nichols
AM & FM Stations Represented—WABB, Mobile, Ala.; KTHS, Little Rock, Ark.; KFVB, Los Angeles, Calif.; KFMB, San Diego, Calif.; WGBA, Columbus, Ga.; KNEX, Macon, Ga.; WTPS, New Orleans, La.; KWKH, Shreveport, La.; WTBO, Cumberland, Md.; WHYN, Holyoke, Mass.; WRBC, Jackson, Miss.; KOB, Albuquerque, N. M.; WCPO, Cincinnati, Ohio; WDEF, Chattanooga, Tenn.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KFDA, Amarillo, Texas; KRIC, Beaumont, Texas; KWBU, Corpus Christi, Texas; KRLD, Dallas, Texas; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.

TV Stations Represented—KFMB-TV, San Diego, Calif.; WHYN-TV, Holyoke, Mass.; KOB-TV, Albuquerque, N. M.; WCPO-TV, Cincinnati, Ohio; WEWS, Cleveland, Ohio; WMCT, Memphis, Tenn.; KRLD-TV, Dallas, Texas.

HOWARD C. BROWN CO.

7765 Torreyton Drive, Hollywood, Calif.
Phone: Hollywood 9-3095

Manager.....Howard C. Brown
Station Represented — 3XY, Melbourne, Australia.

BULMER & JOHNSON, INC.

WCCO Bldg., Minneapolis 2, Minn.
Phone: Lincoln 7017

BURN-SMITH CO., INC.

19 W. 44 St., New York 18, N. Y.
Phone: MU 2-3124-5

Vice Pres.-Eastern Mgr.....C. Stanley Bailey

Branch Offices

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

Phone: Central 6-4437

Pres.-Treasurer.....John A. Toothill

672 S. Lafayette Pl., Los Angeles, Calif.

Phone: Dunkirk 2-3200

Mgr.Harlan G. Oakes

26 O'Farrell St., San Francisco 4, Calif.

Phone: Yukon 6-5936

Mgr.Jack Murphy

AM & FM Stations Represented—KRIZ,

Phoenix, Ariz.; KFOX, Long Beach, Calif.;

KLX, Oakland, Calif.; KSBW, Salinas, Calif.;

WRUF, Gainesville, Fla.; WALB, Albany,

Ga.; WAAF, Chicago, Ill.; WJVA, South

Bend, Ind.; KGRC, Cedar Rapids, Iowa;

WLB, Bowling Green, Ky.; WKY, Frank-

fort, Ky.; WHLN, Harlan, Ky.; WVLC, Lex-

ington, Ky.; WKYW, Louisville, Ky.;

WOMI, Owensboro, Ky.; WBOC, Salisbury,

Md.; WBCK, Battle Creek, Mich.; WKLA,

Ludington, Mich.; WCMA, Corinth, Miss.;

WKOP, Binghamton, N. Y.; WCNC, Eliza-

beth City, N. C.; WFLB, Fayetteville, N. C.;

WGBG, Greensboro, N. C.; WMFR, High

Point, N. C.; WFTC, Kinston, N. C.; WEED,

Rocky Mount, N. C.; WSTP, Salisbury, N.

C.; WMFD, Wilmington, N. C.; WESB,

Bradford, Pa.; WLBR, Lebanon, Pa.;

WMRF, Lewistown, Pa.; WBAX, Wilkes-

Barre, Pa.; WWPA, Williamsport, Pa.;

WAIM, Anderson, S. C.; WHAN, Charle-

ston, S. C.; WOPI, Bristol, Tenn.-Va.

TV Stations Represented—WDXI, Stack-

son, Tenn.; WDXE, Lawrenceburg, Tenn.;

WENK, Union City, Tenn.; KCUL, Ft.

Worth, Texas; WDVA, Danville, Va.; WSAP,

Norfolk, Va.; WROV, Roanoke, Va.; WROV-

TV, Roanoke, Va.; WBCK-TV, Battle Creek,

Mich.

CAPPER PUBLICATIONS, INC.

1035 Topeka Blvd., Topeka, Kans.

Phone: 3-2377

General Manager.....Ben Ludy

Branch Offices

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

Phone: LE 2-1250

Executive-in-charge.....William L. McKee.

333 No. Michigan Ave., Chicago 1, Ill.

Phone: Central 6-5977

Executive-in-charge.....Terry Hughes

300 Waltham Bldg., Kansas City 6, Mo.

Phone: Victor 3864

Executive-in-charge.....Joseph H. Story, Jr.

609 Union Commerce Bldg., Cleveland, Ohio

Phone: Main 1-6774

Mgr.Ray Patterson

1207 Russ Bldg., San Francisco 4, Calif.

Phone: Douglas 2-5220

Executive-in-charge.....Fred Jameson

1151 South Broadway, Los Angeles 15, Calif.

(Walter Biddick Company)

Executive-in-charge.....Guy Biddick

Stations Represented—WIBW, WIBW-FM,

Topeka, Kan.; KCKN, Kansas City, Mo.;

WIBW, Topeka, Kan.

CBS RADIO SPOT SALES

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

Phone: Plaza 1-2345

General Sales Manager, Wendell B. Campbell

Eastern Sales Mgr.....Henry R. Flynn

Mgr. Sales Development....H. A. Carlborg

Research Mgr.....Richard Hess

Promotion Mgr.....Guy Cunningham

Branch Offices

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

Phone: Whitehall 4-6000

Western Sales Mgr.....Gordon Hayes

63 South Main St., Memphis 3, Tenn.

Phone: Memphis 37-8612

Manager.....H. W. Maier, Jr.

902 Fisher Bldg., Detroit 2, Mich.

Phone: Trinity 2-5500

Manager.....Ralph Patt, Jr.

Palace Hotel, San Francisco 5, Calif.

Phone: Yukon 2-7000

Manager.....Bert West

6121 Sunset Blvd., Los Angeles 28, Calif.

Phone: Hollywood 9-1212

Manager.....Buck Hurs

AM & FM Stations Represented—WAPI,

WAPI-FM, Birmingham, Ala.; KNX, Los

Angeles, KCBS, San Francisco, Calif.;

WTOP, Washington, D. C.; WBBM, Chicago,

Ill.; WEEL, Boston, Mass.; WCCO, Minne-

apolis, Minn.; KMOX, St. Louis, Mo.;

WCBS, New York, N. Y.; WCAU, Phila-

delphia, Pa.; WBT, WBT-FM, Charlotte,

N. C.; KSL, KSL-FM, Salt Lake City, Utah;

WRVA, Richmond, Va.; Columbia Pacific

Network; Columbia Calif. Network, Bonne-

ville Network.

CBS TELEVISION SPOT SALES

Service of CBS Television

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

Phone: Plaza 1-2245

Vice-Pres. in Charge.....Merle S. Jones

Gen. Sales Mgr.....Thomas H. Dawson

Business Manager.....Ben Margolis

Research Manager.....Fay Day

Eastern Sales Mgr.....Sam C. Digges

Branch Offices

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

Phone: Whitehall 4-6000

Midwestern Sales Mgr...Mac Lean Chandler

63 S. Main St., Memphis 3, Tenn.

Phone: Memphis 37-8612

Manager.....H. H. Holtshouser

902 Fisher Bldg., Detroit 2, Mich.

Phone: Trinity 2-5500

Manager.....Warren Abrams

Palace Hotel, San Francisco, Calif.

Phone: YUkon 2-7000

Manager.....Lamont L. Thompson

1313 N. Vine St., Los Angeles 28, Calif.

Phone: Hollywood 9-1212

Manager.....Edward A. Larkin

HENRY I. CRISTAL CO.

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

Phone: MUrray Hill 8-4414

Manager.....Henry I. Cristal

Branch Office

333 N. Michigan Ave., Chicago, Ill.

Phone: CE 6-6357

Manager.....James L. Thompson

Russ Building, San Francisco, Calif.

Phone: YU 2-1204

Manager.....Richard E. Green

Stations Represented — WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; WJR, Detroit, Mich.; WDAF, Kansas City, Mo.; KFI, Los Angeles, Calif.; WHAS, Louisville, Ky.; WTMJ, Milwaukee, Wis.; WGY, Schenectady, N. Y.

GEORGE W. CLARK CO.

333 N. Michigan Ave., Chicago, Ill.

Phone: CE 6-2884

Manager.....George W. Clark

Branch Offices

11 W. 42nd St., New York, N. Y.

Phone: Oxford 5-2090

Manager.....John S. Stewart

111 No. La Cienega, Beverly Hills, Calif.

Phone: CR 5-2022

Manager.....Lee O'Connell

233 Sansome St., San Francisco, Calif.

Phone: YU 6-2981

Manager.....William A. Ayres

Stations Represented—KYA, San Francisco, Calif.; WFOX, Milwaukee, Wis.; WMAM, Marinette, Wis.; WNAM, Neenah, Wis.; WBEV, Beaver Dam, Wis.; WCLO, Jamesville, Wis.; WGEZ, Beloit, Wis.; KCOH, Houston, Texas; WIBX, Utica, N. Y.; KOWL, Los Angeles, Calif.; KRSC, Seattle, Wash.; Evergreen Group, State of Wash.

THOMAS F. CLARK COMPANY, INC.

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

Phone: MU 3-4266

Pres. & Mgr.....Thomas F. Clark

Asst. Mgr.....Madeline E. Miklos

Branch Office

35 E. Wacker Drive, Chicago, Ill.

Phone: State 2-1663

Manager.....Paul Elsberry

3049 E. Grand Blvd., Detroit, Mich.

Phone: Trinity 1-8981

Manager.....Paul Pequinot

AM & FM Stations Represented—WOOF, Dothan, Ala.; KBNZ, LaJunta, Solo.; KLVG, Leadville, Colo.; KVRH, Salida, Colo.; WIVY, Jacksonville, Fla.; WTNT, Tallahassee, Fla.; WMJM, Cordele, Ga.; WKTC, Thomasville, Ga.; WWGS, Tifton, Ga.; WLET, Toccoa, Ga.; WSNJ, Bridgeton, N. J.; KVBC, Farmington, N. Mex.; WMBO,

Auburn, N. Y.; WLTC, Gastonia, N. C.; WPAQ, Mt. Airy, N. C.; WENC, Whiteville, N. C.; WCRS, Greenwood, S. C.; WTND, Orangeburg, S. C.; KVWC, Vernon, Texas; WFLO, Farmville, Va.; WLDY, Ladysmith, Wis.; Intercollegiate Broadcasting Ssystem.

CLARK-WANDLESS-MANN, INC.

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

Phone: ORegon 9-1575

President.....H. J. Wandless

AM & FM Stations Represented—HJCB-HJCD, Bogota, Col.; CMAN, Pinar del Rio, Cuba; CMCY, COCY-1, 2, Habana, Cuba; CMGF, Matanzas, Cuba; CMGN, Jovellanos, Cuba; CMHI, Santa Clara, Cuba; CMJM, Ciego de Avila, Cuba; CMJN, Camaguey, Cuba; CMKV, Holguin, Cuba; CMKN, Santiago, Cuba; HC2AN-HC2DC, Guayaquil, Ecuador; HRQ, San Pedro Sula, Ecuador; HRQ5, Tegucigalpa, Honduras; YNW, Managua, Nicaragua; YNWW, Granada, Nicaragua; HOG, Panama, R. P.; HOA, Panama, R. P.; HOW, Colon, Panama; HOB, Panama, R. P.; HP5G, Panama, R. P.; YSO, San Salvador, El Salvador Charlotte; WSTA, Amalie, V. I.

COLLEGE RADIO CORP.

545 Fifth Avenue, New York 17, N. Y.

Phone: MUrray Hill 7-6865

President.....Edwards R. Hopple

Treasurer.....Robert R. Vance, Jr.

Sales Manager.....Charles Mountain

(National representatives for campus radio stations throughout the country.)

LIONEL COLTON

551 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 7-5341

Owner.....Lionel Colton

Secy.....Elizabeth Kirby

Stations Represented — WSFC, Somerset, Ky.; WBET, Brockton, Mass.; WREB, Holyoke, Mass.; WIBX, Utica, N. Y.; WPAW, Pawtucket, R. I.

CONTINENTAL RADIO SALES

111 S. 5th St., Philadelphia, Pa.

Phone: LOmbard 3-0882

Manager.....R. Butche

Branch Offices

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

Manager.....Stephanie Maytas

228 No. La Salle St., Chicago, Ill.

Manager.....R. Olson

AM & FM Stations Represented—WFA, Fort Payne, Ala.; WGYV, Greenville, Ala.; KAGH, Grossett, Ark.; KELD, El Dorado, Ark.; KXJK, Forrest City, Ark.; KFFA, Helena, Ark.; KENA, Mena, Ark.; KOSE, Osceola, Ark.; KDIA, Auburn, Calif.; KRDU, Dinuba, Calif.; KWSO, Mt. Shasta, Calif.; KSFE, Needles, Calif.; KPRO, Riverdale, Calif.; KLMR, Lamar, Colo.; KLMO,

Longmont, Colo.; KVRH, Salida, Colo.; KCRT, Trinidad, Colo.; WCFM, Washington, D. C.; WDEC, Americus, Ga.; WBLJ, Dalton, Ga.; WMLT, Dublin, Ga.; WSGC, Elberton, Ga.; WKLY, Hartwell, Ga.; WCOH, Newnan, Ga.; WAOP, Vialia, Ga.; KEYY, Rocatello, Idaho; KRXX, Rexburg, Idaho; WCHI, Chicago Heights, Ill.; WEAU, Evanston, Ill.; WFRX, West Frankford, Ill.; WTAG, La Grange, Ill.; WMRI, Marion, Ind.; WBNI, Boonville, Ind.; KASI, Ames, Iowa; KJAN, Atlantic, Iowa; KPRS, Olathe, Kan; WFMW, Madisonville, Ky.; WPKE, Pikeville, Ky.; WATC, Vaneleve, Ky.; WMLN, Mount Clemens, Mich.; KASM, Albany, Minn.; WKIK, Cloquet, Minn.; WBIP, Booneville, Miss.; WJMB, Brookhaven, Miss.; WRJW, Picayune, Miss.; KDMO, Carthage, Mo.; KRAO, Monett, Mo.; KWRE, Warrenton, Mo.; KBMN, Bozeman, Montana; WJSK, Columbus, Neb.; KVCB, Farmington, New Mex.; KCHS, Truth or Consequences, New Mex.; WFNE, Brevard, N. C.; WIFM, Elkin, N. C.; WFGV, Enquay Springs, N. C.; WGNC, Gastonia, N. C.; WEQR, Goldsboro, N. C.; WGBR, Goldsboro, N. C.; WBUY, Lexington, N. C.; WTSB, Lumberton, N. C.; WMAP, Monroe, N. C.; WREV, Reidsville, N. C.; WMPM, Smithfield, N. C.; WSIC, Statesville, N. C.; WCPB, Tarboro, N. C.; WHCC, Waynesville, N. C.; WHED, Washington, N. C.; WIAM, Williamston, N. C.; WFOB, Fostoria, Ohio; KWCO, Chickasha, Okla.; KSIW, Woodward, Okla.; KTHL, Tillamook, Ore.; KWIN, Ashland, Ore.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WPR, Mayaguez, Puerto Rico; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; KGFN, Pierre, S. D.; WHUB, Cookeville, Tenn.; WHBT, Harrison, Tenn.; WJMJ, Lewisburg, Tenn.; WOKE, Oak Ridge, Tenn.; WJIG, Tullahoma, Tenn.; KFLD, Floydada, Texas; KRBA, Lufkin, Texas; KYOU, Uvalde, Texas; KBUH, Brigham City, Utah; KMUR, Murray, Utah; KNEU, Provo, Utah; KRKL, Kirkland, Wash.; WIGM, Medford, Wis.; WMFM, Madison, Wis.; WOKW, Sturgeon Bay, Wis.; KOVE, Lauder, Wyo.

THE CONWELL CO.

1002 Walnut, Kansas City, Mo.
Phone: Victor 1120

Owner.....John O. Conwell
Stations Represented—KCHI, Chillicothe, Mo.; KMMO, Marshall, Mo.; KNCM, Moberly, Mo.; KNEM, Nevada, Mo.; KREI, Farmington, Mo.; KLWT, Lehanon, Mo.

DONALD COOKE INC.

551 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-7270
Pres. & Manager.....Donald Cooke

Branch Offices

1072 Penobscot Bldg., Detroit 26, Mich.
Executive-in-Charge.....Charles J. Sheppard
228 N. La Salle St., Chicago 1, Ill.
Phone: State 2-5096
Executive-in-Charge.....Fred R. Jones
111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022
Executive-in-Charge.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Executive-in-Charge.....William A. Ayers
AM & FM Stations Represented—KRUX, Phoenix, Ariz.; KWTC, Barstow, Calif.; KTIP, Porterville, Calif.; KRNO, San Bernardino, Calif.; WINK, Fort Myers, Fla.; WOXN, Lakeland, Fla.; WIRK, W. Palm Beach, Fla.; KSEK, Pittsburg, Kan.; KROX, Crookston, Minn.; WSHB, Stillwater, Minn.; KBOW, Butte, Mont.; KOJM, Havre, Mont.; WKAL, Rome-Utica, N. Y.; WGVA, Geneva, N. Y.; WHKP, Hendersonville, N. C.; KASH, Eugene, Ore.; WCMB, Harrisburg-Lemoyne, Pa.; WCDL, Carbondale, Pa.; KISD, Sioux Falls, S. D.; WKPT, Kingsport, Tenn.; KFRO, Longview, Texas; KCTI, Gonzales, Texas; WREL, Lexington, Va.; WMEV, Marion, Va.

TV Stations Represented—WKTV, Utica, N. Y.; WTVU, Scranton, Pa.

HARRY E. CUMMINGS

1307 Barnett Bank Bldg.,
Jacksonville 2, Fla.
Phone: 6-5770

Owner.....Harry E. Cummings
AM & FM Stations Represented—WDIG, Dothan, Ala.; WQAM, Miami; WFLA, Tampa; WSAV, Savannah, Ga.; WJAX, Jacksonville; WDBO, Orlando; WTAL, Tallahassee, Fla.; WHIO, Dayton, Ohio; WSPA, Spartanburg, S. C.; WTMA, Charleston, S. C.; WSGN, Birmingham, Ala.; WHBS, Huntsville, Ala.

DORA-CLAYTON AGENCY, INC.

405 Mortgage Guarantee Bld., Atlanta 3, Ga.
Phone: Alpine 1211

Operators.....Dora C. Cosse, Clayton J. Cosse
AM & FM Stations Represented—WSPC, Anniston, Ala.; WBCO, Bessemer, Ala.; WEBJ, Brewton, Ala.; WHOS, Decatur, Ala.; WOOF, Dothan, Ala.; WOWL, Florence, Ala.; WETO, Gadsden, Ala.; WKAB, Mobile, Ala.; WMGY, Montgomery, Ala.; WPXX, Phenix City, Ala.; WJRD, Tuscaloosa, Ala.; KDMS, Eldorado, Ark.; KOWL, Santa Monica, Calif.; WBBQ, Augusta, Ga.; WDEC, Americus, Ga.; WRFC, Athens, Ga.; WERD, Atlanta, Ga.; WGAA, Cedartown, Ga.; WDMG, Douglas, Ga.; WGGa, Gainesville, Ga.; WLAC, Lorange, Ga.; WBGR, Jesup, Ga.; WHBB, Macon, Ga.; WRGA, Rome, Ga.; WKTC, Thomasville, Ga.; WGOV, Valdosta, Ga.; WTNT, Tallahassee.

Fla.; WEBK, Tampa, Fla.; WMIE, Miami, Fla.; WOBS, Jacksonville, Fla.; WPCF, Panama City, Fla.; WGVM, Greenville, Miss.; WJNX, Jackson, Miss.; WVMI, Biloxi, Miss.; WVIM, Vicksburg, Miss.; WSKB, McComb, Miss. WLOU, Louisville, Ky.; KENT, Shreveport, La.; WRCS, Aloskie, N. C.; WABZ, Abemarle, N. C.; WHKY, Hickory, N. C.; WSAT, Salisbury, N. C.; WCPB, Tarboro, N. C.; WGTM, Wilson, N. C.; WAAA, Winston-Salem, N. C.; WFNS, Burlington, N. C.; KFMI, Tulsa, Okla.; KTOW, Oklahoma City, Okla.; WAIM, Anderson, S. C.; WACA, Camden, S. C.; WPAL, Charleston, S. C.; WDSG, Dillon, S. C.; WJMX, Florence, S. C.; WESC, Greenville, S. C.; WTYC, Rock Hill, S. C.; WCRS, Greenwood, S. C.; WATO, Oak Ridge, Tenn.; WKPT, Kingsport, Tenn.; WSOK, Nashville, Tenn.; WDIA, Memphis, Tenn.; WDVA, Danville, Va.; Palmetto Network, S. C. (Southern Office for Forjoe).

TV Stations Represented — WKAB-TV, Mobile, Ala.

DEVNEY & CO.

535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-5365

President.....E. J. Devney
 360 N. Michigan Ave., Chicago, Ill.
Phone: FR 2-0016

Manager.....Hal Holman
Stations Represented — WLAY, Muscle Shoals, Ala.; KDMS, El Dorado, Ark.; WCNX, Middleton, Conn.; WPCF, Panama City, Fla.; WSR, Winter Haven, Fla.; WFGM, Hitchburg, Mass.; WGVM, Greenville, Miss.; WATN, Watertown, N. Y.; WELS, Kinston, N. C.; WEWO, Laurinburg, N. C.; WONW, Defiance, Ohio; WRJM, Newport, R. I.; WANS, Anderson, S. C.; KTFB, Texarkana, Tex.; WINA, Charlottesville, Va.; WKEY, Covington, Ky.; WSWA, Harrisonburg, Va.; WFHR, Wisconsin Rapid, Wis.; Wisconsin Network, Cotton Belt Group; KDAS, Malvern, Ark.; KSMN, Mason City, Iowa; KDKD, Clinton, Mo.; WYVE, Whythville, Va.

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
Phone: PLaza 9-3747

President.....Max M. Everett
 V-Pres. & Treas.....R. H. McKinney
 Secretary.....George Allan
 Sales Mgr.....Powell H. Ensign

Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-9052

Executive-in-Charge.....Charles Whipple
 111 LaCienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022

Exec-in-Charge.....Lee F. O'Connell
 233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396

Exec-in-Charge.....William A. Ayres
AM & FM Stations Represented—WTHT, Hartford, Conn.; WSTC, Stamford, Conn.; WDAN, Danville, Ill.; WMGA, Moultrie, Ala.; WFRP, Savannah, Ga.; KWHK, Hutchinson, Kan.; KSYL, Alexandria, La.; WABI, Bangor, Maine; WLAM, Lewiston, Maine; WPOR, Portland, Maine; WTVL, Waterville, Maine; WBEC, Pittsfield, Mass.; WAAB, Worcester, Mass.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WEOK, Poughkeepsie, N. Y.; WHEC, Rochester, N. Y.; WNXT, Portsmouth, Ohio; KORE, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KSLM, Salem, Ore.; WPAM, Pottsville, Pa.; WRAK, Williamsport, Pa.; KUNO, Corpus Christi, Tex.; KWTX, Waco, Texas; WLIP, Kenosha, Wis.

FORJOE & COMPANY, INC.

29 W. 57th St., New York 19, N. Y.
Phone: PLaza 5-8501

President.....Joseph Bloom
 Gen. Mgr.....Joseph Ruggiero
 Sales Mgr.....Bernard Howard
 Acct. Executives.....Helen Wood,
 Eugene Litt, William Ashley

Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-1874

Manager.....William Wyatt
 1127 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 6-8329

Manager.....Lawrence Krasner
 591 Market St., San Francisco 5, Calif.
Phone: Sutter 1-7569

Manager.....Zonabelle Samson
 405 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 1241

Co-Manager.....Clayton Cossé
 Co-Manager.....Mrs. Dora Cossé

FREE & PETERS, INC.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2700

President.....H. Preston Peters
 Exec. V.P.....Russel Woodward
 Vice-Pres.-TV.....Lloyd Griffin

Radio Department

V.P., Eastern Sls. Mgr.....Jones Scovern
 Promotion Mgr.....G. P. Fitzpatrick

TV Department

Eastern Sales Manager.....John W. Brooke
 Promotion Mgr.....Lorin S. Myers

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-6373

Vice-Pres.....John A. Cory
Radio Department

Midwest Sales Mgr.....Arthur W. Bagge
TV Department

Midwest Sales Mgr.....George F. Stanton
 322 Palmer Building, Atlanta 3, Ga.
Phone: Main 5667

Mgr.....James M. Wade

3463 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 1-4255
 Mgr. W. W. Bryan
 406 W. 7th St., Fort Worth 2, Texas
Phone: Fortune 3349
 Mgr. Dean Milburn
 6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: 9-2151
 Mgr. Hal W. Hoag
 Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-3798
 Radio Mgr. Wm. A. Morrison
 Television Mgr. Richard G. Rothlin
AM Stations Represented—KQOD, Denver, Colo.; KGMB-KHBC, Honolulu-Hilo, Hawaii; KDSE, Boise, Idaho; WDCZ, Decatur, Ill.; WMBD, Peoria, Ill.; WOWO, Fort Wayne, Ind.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; WOC, Davenport, Iowa; WHO, Des Moines, Iowa; WAVE, Louisville, Ky.; WBZ-WBZA, Boston-Springfield, Mass.; WDSM, Duluth, Minn.; WTCN, Minneapolis-St. Paul, Minn.; KMBC-KFRM, Kansas City, Mo.; KSD, St. Louis, Mo.; KFAB, Omaha, Neb.; WGR, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WIST, Charlotte, N. C.; WPTF, Raleigh, N. C.; WDAY, Fargo, N. D.; KEX, Portland, Ore.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KFD, Beaumont, Texas; KRIS, Corpus Christi, Tex.; WBAP, Fort Worth-Dallas, Tex.; KXYZ, Houston, Tex.; KTSA, San Antonio, Tex.; WGH, Norfolk, Va.; WDBJ, Roanoke, Va.; KIRO, Seattle, Wash.
TV Stations Represented—KRON-TV, San Francisco, Cal.; KBT, Denver, Colo.; WTVJ, Miami, Fla.; KGMB-TV, Honolulu, Hawaii; WOC-TV, Davenport, Iowa; WAVE-TV, Louisville, Ky.; WCCO-TV, Minneapolis-St. Paul, Minn.; KSD-TV, St. Louis, Mo.; WPIX, New York, N. Y.; WCSC-TV, Charleston, S. C.; WBAP-TV, Fort Worth-Dallas, Texas.

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Phone: Templeton 8-4740

President Helen Gill
 Exec. Vice-Pres. John J. Perna, Jr.

Branch Offices

75 E. Wacker Drive, Chicago, Ill.

Phone: Central 6-2420

2330 W. 3rd St., Los Angeles, Calif.

Phone: DUnkirk 7-4388

57 Post St., San Francisco, Calif.

Phone: Sutter 1-5568

W. S. GRANT CO., INC.

703 Market St., San Francisco, Calif.

Phone: EXbrook 2-6685

General Manager W. S. Grant

Branch Offices

1127 Sunset Blvd., Los Angeles, Calif.

Phone: Madison 9-2653

33 W. 42nd St., New York, N. Y.

Phone: BRyant 9-1374

612 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-8177

Stations Represented—KBIS, Bakersfield, Calif.; KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KPRL, Paso Robles, Calif.; KEEN, San Jose, Calif.; KVCV, Redding, Calif.; WBEX, Chillicothe, O.; KVEC, San Luis Obispo; KBND, Bend, Ore.; KUIN, Grants Pass, Ore.; KSRO, Santa Rosa, Calif.; KVV, Ventura, Calif.; KFJI, Klamath Falls, Ore.; KYJC, Medford, Ore.; WSKL, Montpelier, Vt.; KXRO, Aberdeen, Wash.; KENO, Las Vegas, Nev.; KWLK, Longview, Wash.; KTEL, Walla Walla, Wash.; WOHI, East Liverpool, O.; WMOH, Hamilton, O.; WIRY, Plattsburg, N. Y.; KECC, Pittsburg, Calif.; KMBY, Monterey, Calif.; KWRN, Reno, Nev.; WJEH, Gallipolis, O.; WLNH, Laconia, N. H.; WBIW, Bedford, Ind.; Aloha Network, Honolulu; KLWN, Lawrence, Kans.; KSIR, No Bend, Ore.; KRNR, Roseburg, Ore.

IRENE GRIFFITH

1341 N. Cahuenga Blvd., Hollywood 28, Calif.

Phone: Hillside 3912

Executive-in-charge Irene Griffith

MELCHOR GUZMAN COMPANY, INC.

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

Phone: Circle 7-0624

Vice-President A. M. Martinez

Stations Represented in—Bolivia, Brazil, Chile, Colombia, Cuba, Dominican Republic, Honduras, Mexico, Nicaragua, Panama, Peru, Puerto Rico, El Salvador, Uruguay and Venezuela.

TV Station Represented—CMQ-TV Network, Habana, Matanzas, Camaguey, Santa Clara, Santiago (Cuba).

H-R REPRESENTATIVES, INC.

405 Lexington Avenue, New York 17, N. Y.

Phone: MURray Hill 9-2606

Pres. & Treas. Frank M. Headley

Exec. Vice-Pres. Dwight S. Reed

Vice-Pres. & Sec. Frank E. Pellegrin

Vice-Pres. Carlin S. French

Vice-Pres. Paul R. Weeks

Vice-Pres. Harold Lindley

Branch Offices

35 East Wacker Drive, Chicago 1, Ill.

Phone: Randolph 6-6431

Vice-President Dwight S. Reed

110 Sutter Street, San Francisco, Calif.

Phone: EXbrook 2-3407

General Manager James Alspaugh

Equitable Bldg., Hollywood, Calif.

Phone: Granite 1480

V.P.-Gen. Mgr. Harold Lindley

AM & FM Stations Represented—KMPC,

Los Angeles, Calif.; KJBS, San Francisco, Calif.; WONS, Hartford, Conn.; WELL, New Haven, Conn.; WTSP, St. Petersburg, Fla.; WROK, Rockford, Ill.; KXXX, Colby, Kan.; KNOE, Monroe, La.; WNOE, New Orleans, La.; WNAC, Boston, Mass.; WJIM, Lansing, Mich.; KMMJ, Grand Island, Neb.; WOR, New York, N. Y.; WUNC, Asheville, N. C.; WSOC, Charlotte, N. C.; WJW, Cleveland, Ohio; WCOL, Columbus, Ohio; WING, Dayton, Ohio; WLOK, Lima, Ohio; WIZE, Springfield, Ohio; WFBG, Altoona, Pa.; WIKK, Erie, Pa.; WHUM, Reading, Pa.; WEAN, Providence, R. I.; WMSC, Columbia, S. C.; KTHT, Houston, Texas; The Yankee Network. (West Coast Representation only.)

TV Stations Represented -- WNAC-TV, Boston, Mass.; WJIM-TV, Lansing, Mich.; WOR-TV, New York, N. Y.; WHUM-TV, Reading, Pa. (West Coast Representation only.)

HARRINGTON, RIGHTER & PARSONS, INC.

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

Phone: LE 2-1741

TV Department

President.....John E. Harrington, Jr.
Vice Pres.....Volney Righter
Vice Pres.....James O. Parsons, Jr.
Acct. Executive.....John F. Dickinson
Acct. Executive.....Burton Adams
Acct. Executive....Maurice Rashbaum, Jr.

Branch Office

Tribune Tower, Chicago, Ill.

Phone: Whitehall 4-0074

Executive-in-charge.....Carroll R. Layman
Russ Bldg., San Francisco, Calif.

Phone: Sutter 1-4125

Executive-in-charge.....Franklin Dougherty
TV Stations Represented—WLTW, Atlanta, Ga.; WAAM, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wis.

HEADLEY-REED COMPANY

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

Phone: Murray Hill 5-8701

President.....Frank W. Miller, Sr.
Vice-President Chg. TV...William B. Faber
Vice President.....Sterling Beeson
Vice-President.....John W. Wrath
Secy.-Treas.....Frank W. Miller, Jr.

Branch Offices

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

Executive-in-charge.....John W. Wrath
Palmer Bldg., Atlanta 3, Ga.

Executive-in-charge.....Eli W. Sweatman
300 Montgomery St., San Francisco 4, Cal.

Executive-in-charge.....Ralph W. Mitchell
Taft Bldg., Hollywood, Cal.

Executive-in-charge.....Clark N. Barnes
Lincoln-Liberty Bldg., Philadelphia, Pa.

Executive-in-charge.....Robert S. Dome
AM & FM Stations Represented—WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KSFO, San Francisco, Calif.; WKAT, Miami, Fla.; WRDW, Augusta, Ga.; WDAK, Columbus, Ga.; WBML, Macon, Ga.; WEEK, Peoria, Ill.; WGL, Ft. Wayne, Ind.; KWWL, Waterloo, Iowa; WSAR, Fall River, Mass.; WORC, Worcester, Mass.; WKMh, Dearborn, Mich.; WKHM, Jackson, Mich.; WSAM, Saginaw, Mich.; WTOK, Meridian, Miss.; KFEQ, St. Joseph, Mo.; WHLD, Niagara Falls, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WFAS, White Plains, N. Y.; WSJS, Winston-Salem, N. C.; WHK, Cleveland, Ohio; WONE, Dayton, Ohio; WTD, Toledo, Ohio; WSN, Allentown, Pa.; WLN, Lancaster, Pa.; WEEU, Reading, Pa.; WBHE, Wilkes-Barre, Pa.; WSCR, Scranton, Pa.; WHIM, Providence, R. I.; WCOS, Columbia, S. C.; KOTA, Rapid City, S. D.; WAPO, Chattanooga, Tenn.; WKOW, Madison, Wis.; WEMP, Milwaukee, Wis.; WFMJ, Youngstown, Ohio; WSCR, Scranton, Pa.; WBRE, Wilkes-Barre, Pa.

TV Stations Represented — WEEK-TV, Peoria, Ill.; KFEQ-TV, St. Joseph, Mo.; WSYR-TV, Syracuse, N. Y.; WTVN, Columbus, Ohio; WFMJ-TV, Youngstown, Ohio; WICU, Erie, Pa.; WCOS-TV, Columbia, S. C.; WBRE-TV, Wilkes-Barre, Pa.

GEORGE P. HOLLINGBERY CO.

307 N. Michigan Ave., Chicago 10, Ill.

Phone: Anderson 3-2636

President.....George P. Hollingbery

Branch Offices

500 Fifth Ave., New York 18, N. Y.

Phone: BRyant 9-3960

Executive-in-charge.....F. E. Spencer, Jr.
411 W. 5th St., Los Angeles 13, Calif.

Phone: Madison 6-3633

Executive-in-charge.....Harry H. Wise, Jr.
400 Montgomery St. San Francisco 4, Calif.

Phone: Douglas 2-7192

Executive-in-charge.....George F. Lindman
233 Peachtree St., Atlanta 3, Ga.

Phone: Cypress 1489

Executive-in-charge.....Richard N. Hunter

AM & FM Stations Represented—WADC, Akron, Ohio; WAEB, Allentown, Pa.; WQXI, Atlanta, Ga.; WJBF, Augusta, Ga.; KPMC, Bakersfield, Calif.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; KGBM, Boise, Idaho; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, Ohio; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; KTSM, El Paso, Texas; WEAU, Eau Claire, Wis.; WJPS, Evansville, Ind.; KYNO, Fresno, Calif.; WBIG, Greensboro, N. C.; KPOA, Honolulu, Hawaii; WJDX, Jackson, Miss.; KGH1, Little Rock, Ark.; WYVA, Lynchburg, Va.; WISC, Madison, Wis.;

WIOD, Miami, Fla.; WQUA, Moline, Ill.; WSUX, Nashville, Tenn.; WWEZ, New Orleans, La.; KOOL, Phoenix, Ariz.; WJAS, Pittsburgh, Pa.; KOLO, Reno, Nev.; WHAM, Rochester, N. Y.; KUTA, Salt Lake City, Utah; KITO, San Bernardino, Calif.; KIST, Santa Barbara, Calif.; WARM, Scranton, Pa.; KVI, Seattle, Wash.; KSCJ, Sioux City, Iowa; WORD, Spartanburg, S. C.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.; KSTN, Stockton, Calif.; KCNA, Tucson, Ariz.; Arrowhead Network.

TV Stations Represented—KKTU, Colorado Springs, Colo.; WHIO-TV, Dayton, Ohio; WWJ-TV, Detroit, Mich.; KTSN-TV, El Paso, Texas; WLVA-TV, Lynchburg, Va.; KEYT, Santa Barbara, Calif.; KITO-TV, San Bernardino, Calif.; WWLP, Springfield, Mass.; WHAM-TV, Rochester, N. Y.

HAL HOLMAN COMPANY

360 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-0016

OwnerHal Holman

Branch Offices

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365

Executive-in-charge.....Ed Devney
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hywd. 9-5408

ManagerTracy Moore
79 Post St., San Francisco 4, Calif.
Phone: Esbrk 2-8033

ManagerTracy Moore

AM & FM Stations Represented—WGCW, Selma, Ala.; WLBS, Birmingham, Ala.; KIUP, Durango, Colo.; KGLN, Glenwood Springs, Colo.; KFXJ, Grand Junction, Colo.; KEKA, Greeley, Colo.; WAYX, Waycross, Ga.; KWAL, Wallace, Idaho; WCAZ, Carthage, Ill.; WHOW, Clinton, Ill.; WLBH-AM & FM, Mattoon, Ill.; WIDS-AM & FM, Jacksonville, Ill.; WJOL, Joliet, Ill.; WKAN, Kankakee, Ill.; WVLN, Olney, Ill.; WSIV, Pekin, Ill.; WLBC-AM & FM, Muncie, Ind.; WKAM, Warsaw, Ind.; KGAR, Garden City, Kan.; KJCK, Junction City, Kan.; WHR, Danville, Ky.; WMK, Middlesboro, Ky.; WTCM, Traverse City, Mich.; WATT, Cadillac, Mich.; WATZ, Alpena, Mich.; WMBN, Petoskey, Mich.; WATC, Gaylord, Mich.; WHFB-AM & FM, Benton Harbor, Mich.; WIBM, Jackson, Mich.; WCEN, Mount Pleasant, Mich.; WMUS, Muskegon, Mich.; KGFV, Kearney, Nebr.; KNEB, Scottsbluff, Nebr.; KICA, Clovis, N. Mex.; WLEC, Sandusky, Ohio; KDSJ, Deadwood, S. Dak.; WCNS, Murfreesboro, Tenn.; WCRK, Morristown, Tenn.; WTPR, Paris, Tenn.; KFTZ, Fond du Lac, Wis.; WSPT, Stevens Point, Wis.; WAUX, Waukesha, Wis.

TV Stations Represented — WLBC-TV, Muncie, Ind.

INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.

Phone: MUrray Hill 2-4813

PresidentJack Koste

Branch Offices

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

Phone: S'ate 5096

5225 Wilshire Blvd., Los Angeles 36, Calif.

Phone: YOrk 8812

681 Market St., San Francisco 5, Calif.

Phone: YUkon 6-9621

Park Ave. Bldg., Detroit 26, Mich.

Phone: W'oodward 2-7298

INTER-AMERICAN PUBLICATIONS, INC.

345 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 2-0866

PresidentAngel Ramos

Vice-PresidentJose Oviedo

SecretaryFrank Navarro

Stations Represented—WKAQ, San Juan, P. R.; WKJB, Mayaguez, P. R.; WJAB, Ponce, P. R.

INTERSTATE UNITED NEWSPAPERS —RADIO DIVISION

515 Fifth Ave., New York, N. Y.

Phone: MUrray Hill 2-5152

Mgr. Radio Div.....J. Wootton

Branch Offices

25 East Jackson Blvd., Chicago, Ill.

Phone: W'ebster 9-7260

ManagerL. J. Pollard

THE KATZ AGENCY, INC.

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

Phone: Plaza 9-1160

PresidentEugene Katz

V.P., Dir. of Sales Policy.....George W. Brett

TreasurerMorris J. Beck

Sales Manager.....Morris S. Kellner

Director of TV.....Edward Codel

Sales Mgr. (TV).....Scott Donahue

Branch Offices

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

Phone: Central 6-7343

Vice-PresidentG. H. Gunst

Penobscot Bldg., Detroit, Mich.

Phone: W'oodward 3-8120

ManagerR. Bateman

Bryant Bldg., Kansas City 6, Kans.

Phone: Victor 7095

Manager.....T. J. Flanagan, Jr.

22 Marietta St., Atlanta 3, Ga.

Phone: Alpine 1637

ManagerKeith Byerly

505 N. Ervay St., Dallas 1, Texas

Phone: R'iverside 4036

ManagerD. Rutledge

Russ Bldg., San Francisco 4, Calif.

Phone: S'utter 1-7434

Manager.....Stanley J. Ruchman

530 W. Sixth St., Los Angeles 14, Calif.

Phone: Tucker 3219

ManagerRichard Hasbrook

AM & FM Stations Represented—KPHO, Phoenix, Ariz.; KLZ, Denver, Colo.; WNHC, New Haven, Conn.; WMAL, Washington, D. C.; WGBS, Miami, Fla.; WDAE, Tampa, Fla.; WAGA, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOG, Savannah, Ga.; KGU, Honolulu, Hawaii; WEOA, Evansville, Ind.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Iowa; KRNT, Des Moines, Iowa; WWL, New Orleans, La.; WJBK, Detroit, Mich.; WFDF, Flint, Mich.; WOOD, Grand Rapids, Mich.; KCMO, Kansas City, Mo.; KWK, St. Louis, Mo.; KGHL, Billings, Mont.; WKXW, Albany, N. Y.; WEBR, Buffalo, N. Y.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WLAC, Nashville, Tenn.; WREC, Memphis, Tenn.; KHQ, Spokane, Wash.; WHIS, Bluefield, W. Va.; WMMN, Fairmont, W. Va.; WSAZ, Huntington, W. Va.; WISN, Milwaukee, Wisc.

TV Stations Represented—KPHO, Phoenix, Ariz.; KLAG-TV, Los Angeles, Calif.; KPIX, San Francisco, Calif.; WNHC-TV, New Haven, Conn.; WMAL-TV, Washington, D. C.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; KVTU, Sioux City, Iowa; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WOOD-TV, Grand Rapids, Mich.; WJTV, Jackson, Miss.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, Ohio; WXEL, Cleveland, Ohio; WSPD-TV, Toledo, Ohio; WKY-TV, Oklahoma City, Okla.; WJAC-TV, Johnstown, Pa.; WFIL-TV, Philadelphia, Pa.; KEYL, San Antonio, Texas; KHQ-TV, Spokane, Wash.; WSAZ-TV, Huntington, W. Va.

JOHN KEATING

414 Alderway Bldg., Portland 5, Ore.

Phone: Beacon 4107

Manager.....Don P. Motter

Stations Represented—OREGON: KVAS, Astoria; KBKR, Baker; KBND, Bend; KFJL, Klamath Falls; KLBW, La Grande; KMED, Medford; KNPT, Newport; KODL, The Dalles; KOOS, Coos Bay; KORE, Eugene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTLI, Tillamook; KUIN, Grant Pass; KWIL, Albany; KWIN, Ashland; KWRC, Pendleton; WASHINGTON: KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOMW, Omak; KONP, Port Angeles; KPKW, Pasco; KPO, Wenatchee; KTEL, Walla Walla; KVAN, Vancouver; KVOS, Bellingham; KEIS, Longview; KAPA, Raymond; KRSC, Seattle; KBKW, Aberdeen; IDAHO: KFXD, Nampa; KRLC, Lewiston.

KEENAN, HUNTER and DIETRICH

235 Montgomery St., San Francisco 4, Calif.

Phone: DOuglas 2-1323

Pres. Mgr.W. Hubbard Keenan

Branch Office

638 S. Van Ness Ave., Los Angeles, Calif.

Phone: DUnkirk 2-8458

Vice-Pres., Mgr.George G. Dietrich

THE KENNEDY CO.

1104 Lincoln-Liberty Bldg., Phila. 7, Pa.

Phone: RIttenhouse 6-8546

Executive Personnel—Malcolm E. Kennedy, Foster G. Bowen, Kathryn B. Peters.

Branch Office

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

Phone: VAnderbilt 6-0492

Executive-in-charge.....Foster G. Bowen

AM Stations Represented — WFPG—AM and TV—Atlantic City, N. J.; WBUD, Trenton, N. J.; WWBZ, Vineland, N. J.; WCAM, Camden, N. J.

KETTELL-CARTER

John Hancock Bldg., Boston 16, Mass.

Phone: Liberty 2-5799

Partner.Elmer Kettell

PartnerMarjorie Carter

AM & FM Stations Represented—WABI, Bangor, WLAM, Lewiston, WTVL, Waterville, Me.; WFEA, Manchester, WKNE, Keene, WKXL, Concord, N. H.; WHEB, Portsmouth, N. H.; WLNH, Laconia, WMOU, Berlin, N. H.; WACE, Chicopee, WALE, Fall River; WBEC, Pittsfield; WCAP, Lowell, Mass.; WEIM, Fitchburg, Mass.; WHAV, Haverhill, Mass.; WKOX, Framingham, Mass.; WORC, Worcester, Mass.; WHWB, Rutland, Vt.; WIKE, Newport, Vt.; WTWN, St. Johnsbury, Vt.; WHIM, Providence, R. I.; WBRY, Waterbury, Conn.; WCCC, Hartford, Conn.; WHCU, Ithaca, N. Y.; WSYR, Syracuse, N. Y.; WKBU, Corpus Christi, Texas; North Eastern Broadcasting System; Pine Tree Group of Maine; New Hampshire Group; Bay State Group of Mass.

TV Stations Represented — WSYR-TV, Syracuse, N. Y.

A. LEWIS KING

551 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 2-8276

Proprietor.....A. Lewis King

Stations Represented—WBNX, New York, N. Y.; WVNJ, Newark, N. J. (non-exclusive).

ORVILLE LAWSON & ASSOC.

935 N'Western Bank Bldg., Minneapolis 2, Minn.

Phone: Geneva 9631

Owner.....Orville F. Lawson

Office Manager.....Lillian Carney

JOSEPH HERSHEY McGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-8755
 President.....Joseph H. McGillvra

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.
 Phone: State 2-5282

V.P. & Manager.....Hub Jackson
 111 N. La Cienga Blvd., Beverly Hills, Calif.
 Phone: Bradshaw 2-1727

Manager.....Lee F. O'Connell
 233 Sansome St., San Francisco 4, Calif.
 Phone: YUkon 6-2981

Manager.....William A. Ayres

ROBERT MEEKER ASSOCIATES INC.

521 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-2170

President.....Robert D. C. Meeker
 Eastern Manager.....Louis J. F. Moore
 Account Exec.....Edgar B. Filion
 Account Exec.....Byron Goodell

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: CE 6-1742

Manager.....Carl F.J. Jewett
 8 West King St., Lancaster, Pa.
 Phone: Lan. 5251

Manager.....Glenn Lau
 6381 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HO 9-5408

West Coast Manager.....Tracy Moore
 Russ Building, San Francisco, Calif.
 Phone: YUkon 6-9490

Manager.....Don Pontius

AM & FM Stations Represented—KBIG, Los Angeles, Calif.; KMOD, Modesto, Calif.; KCR, Sacramento, Calif.; WDEL, Wilmington, Del.; WJNO, West Palm Beach, Fla.; WDWS, Champaign, Ill.; WTTS, Bloomington, Ind.; WBAT, Marion, Ind.; WKBV, Richmond, Ind.; WDBQ, Dubuque, Iowa; WSON, Henderson, Ky.; WHOP, Hopkinson, Ky.; WPAD, Paducah, Ky.; WVOL, Lafayette, La.; WKBZ, Muskegon, Mich.; KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KRQC, Rochester, Minn.; KFSB, Joplin, Mo.; KODY, North Platte, Neb.; WKNE, Keene, N. H.; WCLL, Corning, N. Y.; WJTN, Jamestown, N. Y.; WKNY, Kingston, N. Y.; WGAT, Utica, N. Y.; WHKK, Akron, Ohio; WCLT, Newark, Ohio; KUGN, Eugene, Ore.; KMED, Medford, Ore.; KGON, Portland, Ore.; WHOL, Allentown, Pa.; WRTA, Altoona, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WGAL, Lancaster, Pa.; WKST, New Castle, Pa.; WRAW, Reading, Pa.; WMBS, Uniontown, Pa.; WORK, York, Pa.; KVOS, Bellingham, Wash.; KWIE, Kennewick, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.; WHBY, Appleton, Wis.; WSAU, Wausau, Wis.

TV Stations Represented—DEL-TV, Wilmington, Del.; WTV, Bloomington-Indianapolis, Ind.; WLEV-TV, Bethlehem-Allentown-Easton, Pa.; WGAL-TV, Lancaster, Pa.; WKST-TV, New Castle, Pa.; WSON-TV, Henderson, Ky.-Evansville, Ind.

CLYDE MELVILLE CO.

402 Melba Bldg., Dallas, Tex.
 Phone: Sterling 1558

Owner.....Clyde Melville

Stations Represented—KAMQ, Amarillo, Texas; KTXN, Austin, Texas; KRUN, Ballinger, Texas; KTXC, Big Spring, Texas; KSTB, Breckenridge, Texas; KICA, Clovis, New Mexico; KSTA, Coleman, Texas; KDMS, El Dorado, Arkansas; KGAF, Gainesville, Texas; WGVM, Greenville, Mississippi; KHBR, Hillsboro, Texas; KSEL, Lubbock, Texas; KDAS, Malvern, Arkansas; WHHM, Memphis, Tennessee; KGNB, New Braunfels, Texas; KGNV, San Marcos, Texas; KTFS, Texarkana, Texas-Arkansas; KTNM, Tucumcari, New Mexico; XEO, Brownsville-Matamoros; XEOR, McAllen-Reynosa; The Cotton Belt Group.

NATIONAL BROADCAST SALES

222 Simcoe St., Toronto, Ontario
 Phone: EMpire 6-3718

General Manager.....R. A. Leslie
 Commercial Manager.....W. C. Tierney

Branch Office

1396 St. Catherine St., W., Montreal
 Phone: UNiversity 6-1538

Manager.....E. F. Kavanagh

AM & FM Stations Represented—CKWS, Kingston, Ontario; CJKL, Kirkland Lake, Ontario; CFCH, North Bay, Ontario; CKOY, Ottawa, Ontario; CHEX, Peterborough, Ontario; CKGB, Timmins, Ontario; CJFX, Antigonish, Nova Scotia; CFBC, Saint John, New Brunswick; CHUB, Nanaimo, British Columbia; CKNW, New Westminster, British Columbia; CJAV, Port Alberni, British Columbia.

NATIONAL BROADCASTING COMPANY

National Spot Sales Division
 30 Rockefeller Plaza, New York 20, N. Y.
 Phone: Circle 7-8300

Director.....Thomas B. McFadden
 Sales Dvlp., Adv., Prom.....H. W. Shepard
 Nat. Manager, TV.....John Reber
 Nat. Manager, Radio.....William Davidson
 Mgr. Represented Stations.....Richard Close
 Sales Service Mgr.....Caroline Herbert
 Eastern Sales Mgr. (TV).....Luellen Stearns
 East. Sales Mgr. (Rad.).....Joseph Goodfellow

Branch Offices

Merchandise Mart, Chicago 54, Ill.
 Phone: SUperior 7-8300

Central Radio Sales Mgr.....Robert Flanagan
 Central TV Sales Mgr.....Robert Ewing

NBC Bldg., Cleveland 4, Ohio
Phone: Cherry 0942

Radio Sales Mgr. Robert Miller
 TV Sales Representative.... John C. Treacy
 Sunset & Vine, Hollywood 28, Calif.
Phone: Hollywood 9-6161

Sales Rep. (Radio) William McDaniel
 Sales Rep. (TV) Walter Davidson
 NBC Bldg., San Francisco 2, Calif.
Phone: Greystone 4-8700

Sales Rep. (Radio) Heber Smith
 Sales Rep. (TV) Carl Nielsen
AM & FM Stations Represented—WNBC,
 New York, N. Y.; WMAQ, Chicago, Ill.;
 WTAM, Cleveland, O.; WRC, Washington,
 D. C.; KNBC, San Francisco, Calif.; KOA,
 Denver, Col.

TV Stations Represented—WNBT, New
 York, N. Y.; WNBQ, Chicago, Ill.; WPTZ,
 Philadelphia, Pa.; KNBH, Hollywood, Calif.;
 WNBK, Cleveland, O.; WNBW, Washington,
 D. C.; WBZ-TV, Boston, Mass.; WRGB,
 Schenectady, N. Y.; KPTV, Portland, Ore.

NATIONAL TIME SALES

17 E. 42nd St., New York 17, N. Y.
Phone: Murray Hill 2-0810

Sales Manager..... Arthur Gordon
 Asst. Sales Mgr..... Robert J. Kizer
Branch Office

35 E. Wacker Drive, Chicago, Ill.
Phone: STate 2-7942

Manager Paul Elsberry
 2647 Bryant Ave., N., Minneapolis, Minn.
Phone: HY 8639

Manager..... J. Frank Johns
 627 S. Lafayette Park Pl., Los Angeles 5, Cal.
Phone: DU 3200

Manager..... Harlan G. Oakes
 260 Farrell St., San Francisco, Calif.
Phone: YUkon 6-5936

Manager Burt Beggs

HARLAN G. OAKES & ASSOCIATES

26 O'Farrell St., San Francisco, Calif.
Phone: YUkon 6-5936

Branch Offices

307 N. Michigan, Chicago, Ill.
Phone: CEntral 6-4437

672 S. Lafayette Park Pl., Los Angeles, Calif.
Phone: DUmkirk 2-3200

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810

Stations Represented—Texas Spanish Lan-
 guage Group—XEO, Matamoros; XEOR,
 Reynosa, Tam. (Brownsville-McAllen Tex.).
 KCOR, San Antonio, KTXN, Austin, Tex.;
 KUNO, Corpus Christi, Tex.; KIFN, Phoe-
 nix, Ariz.; XED, Mexicali, B. C. (Calexico,
 Calif.); KEXO, Grand Junction, Col.; CFQC,
 Saskatoon, Sask.; CFRN, Edmonton, Alta.;
 CFCN, Calgary, Alta.; XEAS, Neuvo, Laredo,
 Tam. (Laredo, Tex.); XEJ, Ciudad Juarez,
 Chih., (El Paso, Tex.); KOPO, Tucson,
 Ariz.; XEAC, Tijuana, B. C.

OROZCO BROADCASTING CO.

127 S. Bway., Los Angeles, Cal.
Phone: MADison 8364

PAN AMERICAN BROADCASTING CO.

17 East 42nd St., New York 17, N. Y.
Phone: MU 2-0810

Vice-President Eugene Bernald
 Manager Arthur Gordon
 Asst. Mgr..... Robt. J. Kizer

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.
Phone: State 2-7942

Executive-in-charge..... Paul Elsberry
 672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: DU 2-3200

Executive-in-charge..... Harlan Oakes
 26 O'Farrell St., San Francisco, Calif.
Phone: YU 6-5936

Executive-in-charge Burt Beggs
AM & FM Stations Represented—AFRICA,
 South Africa, Tangier, Morocco, Mozam-
 bique, Angola; Liberia; ASIA: India, China,
 Philippines, Pakistan, Goa; EUROPE:
 France, Belgium, Portugal, England, Saar,
 Germany; SOUTH AMERICA: Bolivia,
 Chile, Colombia, Ecuador, Dutch Guiana,
 Paraguay, Venezuela, Peru; CENTRAL
 AMERICA: Parbados, Costa Rica, Domini-
 can Republic, El Salvador, Haiti, Honduras,
 Jamaica, Mexico, Nicaragua, Panama, Puerto
 Rico; MISC. AREAS: Fiji Islands, Australia.

JOHN E. PEARSON CO.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 1-3366

Owner..... John E. Pearson
 Account Executives..... Russel Walker,
 William M. Wilson, Ray Henze

John E. Pearson Television, Inc.

President..... John E. Pearson
 Vice-President Russel Walker
 Vice-President William M. Wilson
 Vice-President Frank Reed
 Vice-President James Bowden

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: State 2-7494

Executive-in-charge..... Frank Reed
 2330 W. 3rd St., Los Angeles 5, Calif.
Phone: DUmkirk 7-4388

Executive-in-charge..... R. W. Walker
 57 Post St., San Francisco 4, Calif.
Phone: Sutter 1-5568

Executive-in-charge Rogers Parratt
 1406 Northwestern Bank Bldg.,
 Minneapolis, Minn.
Phone: Lincoln 5689

Exec-in-chg..... James D. Bowden
 1312½ Commerce St., Dallas, Texas
Phone: PRospect 3723

Executive-in-charge Robert Baird

JOHN H. PERRY ASSOCIATES

128 E. 56th St., New York 22, N. Y.
Phone: ELdorado 5-3197
 General Manager.....Wm. K. Dorman
Branch Offices
 122 S. Michigan Ave., Chicago 3, Ill.
Phone: Harrison 7-8085
 Executive-in-Charge.....F. W. Thurnau
 12 S. 12th St., Philadelphia 7, Pa.
Phone: Walnut 2-3555
 Executive-in-Charge.....Robert Hitchings
 Room 8-150, General Motors Bldg., Detroit 2,
 Mich.
Phone: Trinity 5-1803
 Executive-in-Charge.....John F. Cole
 Georgia Savings Bank Bldg., Atlanta, Ga.
Phone: ALpine 7892
 Executive-in-charge.....Francis A. Milligan
 2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8158
 Executive-in-charge.....V. E. Atkinson
 5 3d St., San Francisco 3, Calif.
Phone: Garfield 1-6740
 Executive-in-charge.....Burton L. Beggs
AM & FM Stations Represented—WDLP,
 Panama City, WWPG, Palm Beach, WJHP,
 Jacksonville, WCOA, Pensacola, WNDB,
 Daytona Beach, WTMC, Ocala, WKWF, Key
 West, Fla.

EDWARD PETRY & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0200
Radio Department
 President.....Edward Petry
 Exec. Vice-Pres.....Edward E. Voynow
 Vice-President.....H. E. Ringgold
 Eastern Sales Mgr.....Lawrence Field
 Sales Prom. Mgr.....Seth Dennie
 Asst. Sales Prom. Mgr....Thos. B. Ellsworth
 Research Mgr.....William H. Steese
TV Department
 V.P., Eastern Sales Mgr....H. E. Ringgold
 Sales Prom. Mgr.....Robert L. Hutton, Jr.
 Research Mgr.....Howard L. Selger
Branch Offices
 400 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0011
 Exec. V-P.....Edward E. Voynow
 Sales Mgr. (Radio).....John Ashenhurst
 Sales Mgr. (TV).....Louis A. Smith
 Genl. Motors Bldg., Detroit 2, Mich.
Phone: Trinity 5-1035
 Executives: William Cartwright (AM),
 Franklin M. Walker (TV)
 Russ Bldg., San Francisco 4, Cal.
Phone: YUkon 2-3631
 Executives.....Earle H. Smith (AM)
 Edward L. Smith (TV)
 523 W. Sixth St., Los Angeles 14, Calif.
 Exec-in-Charge.....Charles G. Matson
 L. D. Larimer (TV)
Phone: Michigan 9227
 915 Olive St., St. Louis 3, Mo.

Exec-in-Charge.....George Kercher (AM)
 Richard Hughes (TV)
Phone: Chestnut 7191
 Life of America Bldg., Wood & Akard Sts.
 Dallas 2, Texas
Phone: PRo-spect 3593
 Execs-in-Chg.....Buell Herman (AM)
 Richard E. Drumuy, Jr. (TV)
AM & FM Stations Represented—WSB,
 Atlanta, Ga.; WBAL, Baltimore, Md.;
 WFAA, Dallas-Ft. Worth, Texas; KSO, Des-
 Moines, Iowa; KOA, Denver, Col.; KARM,
 Fresno, Calif.; KPRC, Houston, Texas;
 KFOR, Lincoln, Neb.; KARK, Little Rock,
 Ark.; KECA, Los Angeles, Calif.; KSTP,
 Minneapolis-St. Paul, Minn.; WSM, Nash-
 ville, Tenn.; WSMB, New Orleans, La.;
 WABC, New York, N. Y.; WTAR, Norfolk,
 Va.; KOHL, Omaha, Neb.; WIP, Philadel-
 phia, Pa.; KGW, Portland, Ore.; WRNL,
 Richmond, Va.; WOAI, San Antonio, Texas;
 KGO, San Francisco, Calif.; KOMO, Seattle,
 Wash.; KTBS, Shreveport, La.; KGA, Spo-
 kane, Wash.; WHAS, Springfield, Mass.;
 KVOO, Tulsa, Okla.; KFH, Wichita, Kan.;
 Texas Quality Network.

TV Stations Represented WSB-TV, At-
 lanta, Ga.; WBAL-TV, Baltimore, Md.;
 WFAA-TV, Dallas, Texas; KPRC-TV, Hous-
 ton, Texas; KECA-TV, Los Angeles, Calif.;
 KSTR-TV, Minneapolis-St. Paul, Minn.;
 WSM-TV, Nashville, Tenn.; WABC-TV, New
 York, N. Y.; WTAR-TV, Norfolk, Va.;
 WOAI-TV, San Antonio, Texas; KGO-TV,
 San Francisco, Calif.; KOTV, Tulsa, Okla.;
 KMTV, Omaha, Neb.; ETV, Tijuana-San
 Diego, Calif.

RADIO REPRESENTATIVES, INC.

480 Lexington Ave., New York 17, N. Y.
Phone: MU 8-4342
 President.....Harry Goodman
 Vice President.....Frank Sawdon
 Vice President.....Peggy Stone
Branch Offices
 75 E. Wacker Dr., Chicago 1, Ill.
Phone: EI 6-0964
 Manager.....Edward McKay
 6381 Hollywood Blvd., Hollywood, Cal.
Phone: Hollywood 9-5408
 Exec-in-Charge.....Tracy Moore
 78 Post Street, San Francisco, Cal.
Phone: Exbrook 2-8033
 Exec-in-Charge.....Tracy Moore
**RADIO REPRESENTATIVES
 LIMITED**
 4 Albert St., Toronto 1, Ont., Canada
Phone: WAverly 6151
 Managing Director.....J. O. Slatter
 Sales Manager.....A. E. Bedard
 Secretary-Treasurer.....V. Murphy
Branch Offices
 337 Dominion Square Bldg., Montreal, Que.,
 Canada

Phone: UNiversity 6-8058
 Manager.....W. C. Dippie
 Lindsay Bldg., Winnipeg, Manitoba, Canada
Phone: 9-26374
 Manager.....A. J. Messner
 198 W. Hastings St., Vancouver, B. C., Can.
Phone: TATlow 6277
 Manager.....J. N. Hunt
*AM & FM Stations Represented—*CJDC,
 Dawson Creek, B. C.; CKOK, Penttieton,
 B. C.; CJB, Vernon, B. C.; CKDA, Victoria,
 B. C.; CFCN, Calgary, Alta.; CERN, Ed-
 monton, Alta.; CKRD, Red Derr, Alta.;
 CKRM, Regina, Sask.; CFQC, Saskatoon,
 Sask.; CKX, Brandon, Man.; CKDM, Dau-
 phin, Man.; CJOB, Winnipeg, Man.; CKPR,
 Ft. William, Ont.; CJQY, Guelph, Ont.;
 CHLO, St. Thomas, Ont.; CJRW, Sumner-
 side, P. E. I.; CKBW, Bridgewater, N. S.

**RADIO TIME SALES (ONTARIO)
 LTD.**

147 University Ave., Toronto, Ontario
Phone: Empire 6-6680
 General Manager.....N. D. Brown
 Sales Manager.....F. W. Phillips
 Traffic Manager.....Merleen Wilson
*AM & FM Stations Represented—*WGAR,
 Cleveland, Ohio; WJR, Detroit, Mich.;
 CJNT, Quebec City, Que.; CJAD, Montreal,
 Que.; CKTS, Sherbrooke, Que.

WILLIAM G. RAMBEAU CO.

347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 6-5940
 PresidentWilliam G. Rambeau
 Executive Vice-Pres...James A. Washington
 Secty.....Mary Rudd
Branch Offices
 333 N. Michigan Avenue, Chicago 1, Ill.
Phone: And. 3-5566
 Executive-in-ChargeNick Bolton
 1746 N. Las Palmas Ave., Los Angeles 5,
 Calif.
Phone: Hillside 0388
 Exec-in-ChargeJack Porter
 233 Sansome St., San Francisco, Cal.
Phone: YUkon 6-2396
 Exec-in-Chg.....William A. Ayers
 625 2nd Ave., Minneapolis 2, Minn.
Phone: Lincoln 7017
 Executive-in-chargeVivian Bulmer
*AM & FM Stations Represented—*WOWL,
 Florence, Ala.; WJRD, Tuscaloosa, Ala.;
 WNAB, Bridgeport, Conn.; WNLK, Nor-
 walk, Conn.; WTOR, Torrington, Conn.;
 WATR, Waterbury, Conn.; WJBC, Bloom-
 ington, Ill.; WGIL, Galesburg, Ill.; WCSI,
 Columbus, Ind.; WBAT, Marion, Ind.;
 KXIC, Iowa City, Iowa; WVJS, Owensboro,
 Ky.; WLCS, Baton Rouge, La.; WJBW,
 New Orleans, La.; WCAP, Lowell, Mass.;
 KEYD, iMinneapolis, Minn.; WLOX, Biloxi,
 Miss.; WHSY, Hattiesburg, Miss.; WSKB,

McComb, Miss.; KSWM, Joplin, Mo.;
 WABY, Albany, N. Y.; WJTN, Jamestown,
 N. Y.; WHLI, Hempstead, N. Y.; WXRA,
 Buffalo-Kenmore, N. Y.; WWSC, Glens
 Falls, N. Y.; WNDR, Syracuse, N. Y.;
 WSKY, Asheville, N. C.; KOAT, Albu-
 querque, N. M.; KTOW, Oklahoma City,
 Okla.; KGWA, Enid, Okla.; WESC, Green-
 ville, S. C.; KWBC, Fort Worth, Texas;
 KLUF, Galveston, Texas; KSEL, Lubbock,
 Texas; WVEL, Hampton, Va.; WJOY, Bur-
 lington, VI.; KXA, Seattle, Wash.; Indus-
 trial Broadcasting System, McKeesport, Pa.;
 KWHN, Fort Smith, Ark.; WDOV, Dover,
 Del.; WICE, Providence, R. I.; WLIN,
 Merrill-Wasau, Wis.
TV Stations Represented -- WATR-TV,
 Waterbury, Conn.

PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570
 President.....Paul H. Raymer
 (Radio Dept.)
 Exec. V.P., Sls. Mgr.....Fred C. Brokaw
 Account Executives.....E. E. Eshelman,
 John S. Hughes, Harry B. Tremaine, Law-
 rence Van Dolen
 (Television Dept.)
 Sales Manager.....Ralph E. McKinnie
 Prom., Research Mgr.....Carl Tillman
 Account Executives.....John R. Porterfield,
 Richard C. Dawson
 Program Mgr.....Madeline D. Vose

Branch Offices

Dir. Prom., Research.....Mark Finley
 435 N. Michigan Ave., Chicago 11, Ill.
 Vice-President.....Garfield C. Packard
Phone: Superior 7-4473
 507 Stalder Office Bldg., Boston 16, Mass.
 Executive-in-ChargePaul Tiemer
Phone: Hubbard 2-3225
 2949 Penobscot Bldg., Detroit 26, Mich.
 Executive-in-Charge.....Robert B. Rains
Phone: Woodward 3-0764
 1680 Vine St., Hollywood 28, Calif.
 Executive-in-Charge.....John D. Gale
Phone: Hudson 2-2376
 1672 Russ Bldg., San Francisco 4, Calif.
 Exec-in-ChargeRay Rhodes
Phone: Douglas 2-8909
 Hotel Chisca, Memphis 1, Tenn.
Phone: Memphis 37-3813
 Exec-in-Chg.Hugh Murphy
*AM & FM Stations Represented—*WBRC,
 Birmingham, Ala.; KTAR, Phoenix, Ariz.;
 KVOA, Tucson, Ariz.; KCOY, Santa Maria,
 Calif.; KERN, Bakersfield, Calif.; KFBK,
 Sacramento, Calif.; KFSD, San Diego, Calif.;
 KMJ, Fresno, Calif.; KROW, Oakland,
 Calif.; KTMS, Santa Barbara, Calif.; KWG,
 Stockton, Calif.; KXO, Ey Centro, Calif.;
 WDRC, Hartford, Conn.; WLOF, Orlando,
 Fla.; WKJG, Ft. Wayne, Ind.; WSBT, South

Bend, Ind.; WCAO, Baltimore, Md.; WTAC, Worcester, Mass.; WTAC, Flint, Mich.; KOH, Reno, Nev.; WARC, Rochester, N. Y.; WQXR, New York, N. Y.; WDNC, Durham, N. C.; WHKC, Columbus, Ohio; WKBN, Youngstown, Ohio; WTOL, Toledo, Ohio; WPRO, Providence, R. I.; WNOK, Columbia, S. C.; KIHQ, Sioux Falls, S. D.; WDDO, Chattanooga, Tenn.; Arizona Broadcasting System, McClatchy Beeline, and New England Major Markets Group.

TV Stations Represented — WBRC-TV, Birmingham, Ala.; KVOA-TV, Tucson, Ariz.; KMJ-TV, Fresno, Calif.; KTLA, Hollywood, Calif.; WSBT-TV, South Bend, Ind.; WTAC-TV, Flint, Mich.; WKBN-TV, Youngstown, Ohio; WNOK-TV, Columbia, S. C.

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177-8

President.....B. H. Sears
Branch Offices

295 Madison Ave., New York, N. Y.

Executive-in-Charge.....P. J. Bogner
Phone: MURray Hill 9-2586-87

5225 Wilshire Blvd., Los Angeles, Calif.

Executive-in-Charge.....Gene Grant
Phone: York 8812

681 Market St., San Francisco, Calif.

Executive-in-Charge.....Gene Grant
Phone: Yukon 6-0621

STORER BROADCASTING CO.

199 Pierce St., Birmingham, Mich.
Phone: Midwest 4-7700

President.....George B. Storer
Exec. Vice-President.....Lee B. Wailes

Branch Offices

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

Phone: ELdorado 5-7690

V.P.-Nat'l. Sales Dir.....Tom Harker
Sales Prom. & Advt. Mgr.....Art Schofield

230 N. Michigan Ave., Chicago, Ill.

Phone: FRanklin 2-6498

Manager.....Robert C. Wood
136 Huron St., Toledo 4, Ohio

Senior V.P. Treas.....J. Harold Ryan

HORACE N. STOVIN & COMPANY

80 Richmond St. W., Toronto, Ontario

Phone: Empire 3-9184

President.....H. N. Stovin
Gen. Sales Manager.....R. J. Judge

608 Keefer Bldg., Montreal, Quebec

Phone: UNiversity 6291

Manager.....T. C. Maguire
1111 Childs Bldg., Winnipeg, Manitoba

Phone: 925-097

Manager.....J. A. Whitehouse
846 Howe St., Vancouver, B. C.

Phone: MARine 6464

Manager.....J. W. Stovin
AM & FM Stations Represented—CJOR, Vancouver, B. C.; CFPR, Prince Rupert,

B. C.; CKLN, Nelson, B. C.; CJNB, North Battleford, Sask.; CKOM, Saskatoon, Sask.; CJCX, Yorkton, Sask.; CHAB, Moose Jaw, Sask.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CJRI, Kenora, Ont.; CFOS, Owen Sound, Ont.; CFOR, Orillia, Ont.; CKXL, Calgary, Alta.; **CKPR, Ft. William, Ont.; CJBC, Toronto, Ont.; CJBQ, Belleville, Ont.; CFJR, Brockville, Ont.; CKSE, Cornwall, Ont.; CHOV, Pembroke, Ont.; CJBR, Rimouski, P. Q.; CJEM, Edmundston, N. B.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; VOCM, St. John's, Nfld.

* Except in Winnipeg

** Winnipeg Only

THE O. L. TAYLOR COMPANY

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

Phone: MURray Hill 8-1088

President.....Lloyd George Venard
Branch Offices

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

Vice-Pres.....Howard B. Meyers
Phone: State 2-5260

1024 M & W Tower Bldg., Dallas 1, Tex.

Manager.....Fred Vance
Phone: RIVERSide 5633

638 Van Ness Ave., Los Angeles 13, Calif.

Manager.....George Dietrich
Phone: FAirfax 8458

235 Montgomery St., San Francisco, Calif.

Manager.....Hubbard Keenan
Phone: DOUGlas 2-1323

715 Little Bldg., Boston, Mass.

Manager.....Bertha Bannon
Phone: HUbbard 2-1370

301 Glenn Bldg., Atlanta, Ga.

Manager.....James S. Ayers
Phone: ALPine 3080

AM & FM Stations Represented—WCOV, Montgomery, Ala.; KLRA, Little Rock, Ark.; WPDQ, Jacksonville, Fla.; WBSR, Pensacola, Fla.; KBUR, Burlington, Iowa; KTRI, Sioux City, Iowa; KANS, Wichita, Kans.; WINN, Louisville, Ky.; KMLB, Monroe, La.; WCBM, Baltimore, Md.; WLAW, Boston, Mass.; WILS, Lansing, Mich.; WAGE, Syracuse, N. Y.; WTOB, Winston-Salem, N. C.; WHBC, Canton, Ohio; WERE, Cleveland, Ohio; WMAN, Mansfield, Ohio; WPAY, Portsmouth, Ohio; WRFD, Columbus, Ohio; KTOK, Oklahoma City, Okla.; Oklahoma Neet, Ada, Okla.; WPJB, Providence, R. I.; KELO, Sioux Falls, S. D.; KWKC, Abilene, Texas; KCNC, Amarillo, Texas; KTBC, Austin, Texas; KEYS, Corpus Christi, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KTRE, Lufkin, Texas; KTXL, San Angelo, Texas; KCMC, Texarkana, Texas; KTBB, Tyler, Texas; KRGV, Weslaco, Texas; KFDX, Wichita, Texas; Southwest Network-Radio Bldg., El Paso, Texas; WKBH, La Crosse, Wis.; WCAN, Milwaukee, Wis.; Ken & Carolyn in New England.

TV Stations Represented — WCOV-TV, Montgomery, Ala.; KELO-TV, Sioux Falls, S. D.; KTBC-TV, Austin, Texas; KROD-TV, El Paso, Texas.

TRANSIT RADIO, INC.

1109 Union Trust Bldg., Cincinnati 2, O.
Phone: Dunbar 7775

Chairman of the Board...Hulbert Taft, Jr.
President.....Richard C. Crisler
AM & FM Stations Represented—WBUZ-FM, Bradbury Heights, Md.; WCTR-FM, Worcester, Mass.; KCMO-FM, Kansas City, Mo.; KXOX-FM, St. Louis, Mo.; WTOA-FM, Trenton, N. J.; WKRC-FM, Cincinnati, Ohio; WKJF-FM, Suburban Pittsburgh, Pa.; WWDC-FM, Washington, D. C.

WALKER REPRESENTATION CO., INC.

347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 3-5830

President.....Wythe Walker
Vice-President.....C. Otis Rawalt
Representative.....T. C. Whiteman

Branch Offices

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

Phone: AN 3-5771

V.P.....Ralph C. Kelley
15 W. 10th St., Kansas City, Mo.

Phone: Victor 0021

Exec-in-Charge.....William Temple
672 S. LaFayette Park Pl., Los Angeles, Calif.
Exec-in-Charge.....Harlan G. Oakes

Phone: Yukon 6-5936

Northeastern Bank Bldg., Minneapolis, Minn.
Phone: Geneva 9631

Executive-in-charge.....Orville Lawson
Mortgage Guarantee Bldg., Atlanta, Ga.

Phone: Alpine 5084

Executive-in-charge.....Tom Atkinson
AM & FM Stations Represented—WAPX,

Montgomery, Ala.; WSPC, Anniston, Ala.; WWPB, Miami, Fla.; WEAT, Palm Beach, Fla.; WCCP, Savannah, Ga.; WATL, Atlanta, Ga.; WBBQ, Augusta, Ga.; WIBB, Macon, Ga.; WJMX, Florence, S. C.; WWOOD, Lynchburg, Va.; WNOR, Norfolk, Va.; WAIR, Winston-Salem, N. C.; WTXL, Springfield, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WHAI, Greenfield, Mass.; WELM, Fitchburg, Mass.; WDEV, Waterbury, Vt.; WHEB, Portsmouth, N. H.; WOCB, Cape Cod, Mass.; WGTM, Wilson, N. C.; WFNC, Fayetteville, N. C.; WTRF, Wheeling, W. Va.; WPLH, Huntington, W. Va.; WLBC, Muncie, Ind.; WOLF, Syracuse, N. Y.; WSAY, Rochester, N. Y.; WELM, Elmira, N. Y.; WJEJ, Hagerstown, Md.; WGRC, Louisville, Ky.; KAKC, Tulsa, Okla.; WGEW, Quincy, Ill.; WJMS, Ironwood, Mich.; WDBC, Escanaba, Mich.; KLPW, Minot, N. D.; KGGU, Bismark, N. D.; WJAG, Norfolk, Neb.; KWBW, Hutchinson, Kan.; KXLY, Spokane, Wash.;

KXL, Portland, Ore.;KXLF, Butte, Mont.; KVSM, San Mateo, Calif.

TV Stations Represented—KXLY-TV, Spokane, Wash.; WWOOD-TV, Lynchburg, Va.; WLBC-TV, Muncie, Ind.; WNBH-TV, New Bedford, Mass.

WEED AND COMPANY

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

Phone: MU 7-7772

Manager (Radio & TV).....Joseph J. Weed
Sales Manager (Radio).....J. C. Lyons
Sales Manager (TV).....Peter B. James
Salesmen (Radio).....Dana Baird,
J. J. Turck, Donald W. Frost, Sheldon Van Dolen, Peter McGurk, Norton Virgien, H. W. Simmon, Bob Muth, E. J. Fitzsimmons, Paul Frank
Salesmen (TV).....David O'Shea,
Ray Stone, Joe Miller

Branch Offices

203 North Wabash Ave., Chicago 1, Ill.

Phone: Randolph 6-7730

Executive-in-Charge.....C. C. Weed
3107 Book Bldg., Detroit 26, Mich.

Phone: Woodward 1-2685

Exec-in-Charge.....Bernard P. Pearse
Palmer Bldg., Atlanta 3, Ga.

Phone: Cypress 4081

Exec-in-Charge.....George Swearingen, Jr.
5331 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hillside 8611

Exec-in-Charge.....Lincoln P. Simonds
68 Post St., San Francisco 4, Calif.

Phone: Yukon 6-1899

Executive-in-Charge.....Joseph Matthews
Statler Bldg., Boston 16, Mass.

Phone: Hubbard 2-5677

Executive-in-Charge.....Henry Greene
AM & FM Stations Represented—WJJJ,

Montgomery, Ala.; WTRC, Hartford, Conn.; WORZ, Orlando, Fla.; WSUN, St. Petersburg, Fla.; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KRLC, Lewiston, Idaho; WSOY, Decatur, Ill.; WTAD, Quincy, Ill.; WTAX, Springfield, Ill.; WBOW, Terre Haute, Ind.; WGBF, Evansville, Ind.; WIOW, Kokomo, Ind.; KGLO, Mason City, Iowa; WREN, Topeka, Kan.; KGGF, Coffeyville, Kan.; KALB, Alexandria, La.; KPLC, Lake Charles, La.; KRMD, Shreveport, La.; WRDO, Augusta, Maine; WLBZ, Bangor, Maine; WCSH, Portland, Maine; WTHH, Port Huron, Mich.; WBBC, Flint, Mich.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; KLAS, Las Vegas, Nev.; WMUR, Manchester, N. H.; WAAT, Newark, N. J.; WPTR, Albany, N. Y.; WWNY, Watertown, N. Y.; WMSA, Massena, N. Y.; WNAO, Raleigh, N. C.; KSJB, Jamestown, N. D.; KCJB, Minot, N. D.; WAKR, Akron, Ohio; WIMA, Lima, Ohio; KERG, Eugene, Ore.; KWJJ, Portland, Ore.; WKAP, Allentown, Pa.; WVAM, Altona, Pa.; WHGB, Harrisburg, Pa.; WARD, Johnstown, Pa.; KQV,

Pittsburgh, Pa.; WJAR, Providence, R. I.; WMRC, Greenville, S. C.; KSDN, Aberdeen, S. D.; WHBQ, Memphis, Tenn.; KRIO, McAllen, Texas; WACO, Waco, Texas; WCAX, Burlington, Vt.; KNEW, Spokane, Wash.; KIMA, Yakima, Wash.; KLUJ, Walla Walla, Wash.; WJLS, Beckley, W. Va.; WKNA, Charleston, W. Va.; WKWK, Wheeling, W. Va.; WBAY, Green Bay, Wis.; OKY, Milwaukee, Wis.; WKTY, La Crosse, Wis.; Marjorie Mills Hour; New England Regional Network; Canadian Radio Stations: CFAC, Calgary, Alberta; CJCA, Edmonton, Alberta; CFCP, Grande Prairie, Alberta; CJOC, Lethbridge, Alberta; CHAT, Medicine Hat, Alberta; CFJC, Kamloops, Brit. Col.; CKOV, Kelowna, Brit. Col.; CJAT, Trail, Brit. Col.; CKWX, Vancouver, Brit. Col.; CJVI, Victoria, Brit. Col.; CKRC, Winnipeg, Manitoba; CKNB, Campbellton, New Brunswick; CFNB, Fredericton, New Brunswick; CFBC, St. John, New Brunswick; CHNS, Halifax, Nova Scotia; CJCB, Sydney, Nova Scotia; CKOC, Hamilton, Ontario; CFPL, London, Ontario; CFRA, Ottawa, Ontario; CIPA, Port Arthur, Ontario; CJCS, Stratford, Ontario; CKSO, Sudbury, Ontario; CFCY, Charlottetown, P.E.I.; CFCY, Montreal, Quebec; CKCV, Quebec City, Quebec; CKBI, Prince Albert, Sask.; CHAB, Moose Jaw, Sask.; CKOM, Saskatoon, Sask.; CKCK, Regina, Sask.

TV Stations Represented—WOL-TV, Ames, Iowa; WBKB, Chicago, Ill.; WATV, Newark, N. J.; WJAR-TV, Providence, R. I.

GILBERT A. WELLINGTON

5546 White-Henry-Stuart Bldg., Seattle, Wash.
Phone: Seneca 6682

AM & FM Stations Represented—KFAR, Fairbanks, Alaska; KENI, Anchorage; KJNO, Juneau; KABI, Ketchikan; Midnight Sun-Aurora Broadcasting System.

WESTERN RADIO SALES OF SAN FRANCISCO

79 Post St., San Francisco, Calif.
Phone: Yu. 6-4112

General Manager.....Daren F. McGavren
Western Radio Sales of Los Angeles
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-1249

General Manager.....Harry Engel

ADAM J. YOUNG JR.

INCORPORATED

22 East 40th Street, New York 16, N. Y.
Phone: MUrray Hill 9-006

President.....Adam J. Young, Jr.

Branch Offices

55 East Washington, Chicago 2, Ill.
Phone: ANdover 5448

Exec-in-Charge.....William J. Reilly
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hollywood 9-0965

Exec-in-Charge.....William L. Wallace
6 North 7th St., St. Louis, Mo.

Phone: Maine 5020

Exec-in-Chg.Jack Hetherington

U. S. Stations Represented—WKRG, Mobile, Ala.; KLAC, Los Angeles, Calif.; KSJO, San Jose, Calif.; WICC, Bridgeport, Conn.; WHAY, New Britain, Conn.; KULA, Honolulu, Hawaii; WATT, Chicago, Ill.; WAFB, Baton Rouge, La.; KCJL, Shreveport, La.; CKLW, Detroit, Mich.; WKXL, Concord, N. H.; WFEA, Manchester, N. H.; WPIC, Youngstown, Ohio; WLEU, Erie, Pa.; WJAC, Johnstown, Pa.; KTRM, Beaumont, Texas.

Canadian Stations Represented—CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKRD, Red Deer, Alta.; CKLN, Nelson, B. C.; CJOR, Vancouver, B. C.; CFAR, Flin Flon, Man.; CKX, Brandon, Man.; CKDM, Dauphin, Man.; CJOB, Winnipeg, Man.; CJEM, Edmundston, N. B.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B.; VOCM, St. John's, Nfld.; CJFX, Antigonish, N. S.; CFAB, Windsor, N. S.; CJCH, Halifax, N. S.; CKBB, Barrie, Ont.; CJBO, Belleville, Ont.; CFJR, Brockville, Ont.; CKPR, Ft. William, Ont.; CHML, Hamilton, Ont.; CKCR, Kitchener, Ont.; CFOOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CHNO, Sudbury, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CKNX, Wingham, Ont.; CKRS, Jonquiere, Que.; CJAD, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CJFP, Riviere de Loup, Que.; CHLT, Sherbrooke, Que.; CKTS, Sherbrooke, Que.; CKLD, Thetford Mines, Que.; CHLN, Three Rivers, Que.; CKVM, Ville-Marie, Que.; CJGX, Yorkton, Sask.; CKRM, Regina, Sask.; CFQC, Saskatoon, Sask.

Television Stations Represented through Adam Young Television, Inc.—WICC-TV, Bridgeport, Conn.; WAFB-TV, Baton Rouge, La.; XELD-TV, Brownsville, Texas; NHTV, Mexico City, Mexico.

Export Stations Represented through Adam Young International, Ltd. ZNS, Nassau, Bahamas; Rediffusion, Bridgetown, Barbados; ZBM, Pembroke, Bermuda; Radio Demerara, Georgetown, British Guiana; 4VM-4VYM, Port-au-Prince, Haiti; 4VW-4HW-4VRW, Port-au-Prince, Haiti; Rediffusion, Hong Kong; Radio Jamaica, Cross Roads, Jamaica; Rediffusion, Kuala Lumpur, Malaya; Rediffusion, Valetta, Malaya; XEX, Mexico City, Mexico; YNW-NYWA, Managua, Nicaragua; YNWW, Granada, Nicaragua; HOA-HOB-HP5G, Panama City, Panama; HOW, Colon, Panama; HOG, Panama City, Panama; Radio El Sol, Lima, Peru; WKVM, San Juan, Puerto Rico; Rediffusion, Singapore; Radio Trinidad, Port of Spain, Trinidad; WSTA, St. Thomas, Virgin Islands.

FEDERAL
Communications
Commission
Personnel



HOW TO APPLY
FOR FCC LICENSE



NATIONAL
ASSOCIATION
of Radio and Television
BROADCASTERS
Personnel — Committees

FEDERAL COMMUNICATIONS COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.

Personnel as of February 1, 1953

Commissioners

Chairman

PAUL A. WALKER

(Term Expires June 30, 1953)

Confidential Assistant: PHYLLIS HANCOCK

ROSEL H. HYDE

Vice-Chairman

(Term Expires June 30, 1959)

EDWARD M. WEBSTER

(Term Expires June 30, 1956)

Assistant—RUTH KOPPIALKY

EUGENE H. MERRILL

(Term Expires June 30, 1954)

Assistant—ELIZABETH DANNELLY

GEORGE E. STERLING

(Term Expires June 30, 1957)

Assistant—NEVA BELL PERRY

FRIEDA B. HENNOCK

(Term Expires June 30, 1955)

Assistant—ARTHUR STAMBLER

ROBERT T. BARTLEY

(Term Expires June 30, 1958)

Assistant—FARRELL McGONIGAL

Office Of The Secretary

Secretary

T. J. SLOWIE

Assistant Secretary: WILLIAM P. MASSING

Administrative Asst.: Laura L. Hollingsworth

INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

Charlotte S. Smith, *Chief*

MAIL AND FILES DIVISION

Mary E. Sprague, *Chief*

DOCKETS DIVISION

Jessie R. Blaine, *Chief*

TECHNICAL ASSISTANCE DIVISION

Joseph G. Thomas, *Acting Chief*

MESSENGER DIVISION

John W. Brown, *Chief*

MINUTE BRANCH

Annette Hutterly, *Chief of Branch*

LIBRARY BRANCH

Helen A. Clark, *Chief of Branch*

Office of Hearing Examiners

Administrative Assistant: Lillian Watson

EXAMINERS

J. D. Bond
William G. Butts
Basil P. Cooper
James D. Cunningham
Thomas H. Donahue
Benito Gaguine

Annie N. Hunting
Hugh B. Hutchison
H. Gifford Irion
Fanny N. Litvin
Leo Resnick
Herbert Sharfman
Elizabeth C. Smith

Office of Opinions and Review

SYLVIA D. KESSLER, *Chief*
 Horace E. Slone, *Assistant Chief*
 Harold C. Anderson Seymour M. Chase
 Charles S. Borum Alan Y. Naftalin
 Hideyuki Noguchi

Office of Administration

Executive Officer
 ROBERT W. COX
 Richard Solan, *Administrative Assistant*

ADMINISTRATIVE SERVICES DIVISION
 Paul H. Sheehy, *Chief*

ORGANIZATION AND METHODS DIVISION
 Eric G. Stewart, *Planning Officer*

BUDGET AND FISCAL DIVISION
 Robert W. Cox, *Budget Officer*

PERSONNEL DIVISION
 Gilbert H. Hatfield, *Personnel Officer*

Office of Reports and Information

GEORGE O. GILLINGHAM, *Chief*

INFORMATION BRANCH	REPORTS BRANCH
Salina M. Lindo	Mary O'Leson
	Eva O. Melton

Office of Chief Engineer

EDWARD W. ALLEN, JR., *Chief Engineer*
 Virgil R. Simpson, *Assistant Chief Engineer*
 John A. Willoughby, *Assistant to the Chief Engineer*

FREQUENCY ALLOCATION & TREATY DIVISION
 Albert L. McIntosh, *Asst. Chief Engineer*

LABORATORY DIVISION
 Edward W. Chapin, *Asst. Chief Engineer*
 Ralph J. Renton, *U. S. Supervisor,*
 CONELRAD

TECHNICAL RESEARCH DIVISION
 William C. Boese, *Asst. Chief Engineer*

Office of Chief Accountant

WILLIAM J. NORFLEET, *Chief Accountant*
 Hugo Reyer, *Assistant Chief Accountant*

ACCOUNTING SYSTEMS DIVISION
 John J. Nordberg, *Asst. Chief Accountant*

ECONOMICS DIVISION
 Hyman H. Goldin, *Asst. Chief Accountant*

Office of General Counsel

BENEDICT P. COTTONE, *General Counsel*
 Dee W. Pincock, *Assistant to the General Counsel*

LITIGATION DIVISION
 J. Roger Wollenberg, *Asst. General Counsel*

LEGISLATION, TREATIES AND RULES DIVISION
 Richard A. Solomon, *Asst. General Counsel*

Broadcast Bureau

CURTIS B. PLUMMER, *Chief*
 Joseph M. Kittner, *Assistant Chief*
 Lavelle W. Hughes, *Administrative Assistant*

AURAL FACILITIES DIVISION
 James E. Barr, *Chief*
New & Changed Facilities Branch
 David S. Stevens, *Chief*
Existing Facilities Branch
 Wallace E. Johnson, *Chief*
Allocations Branch
 Bruce S. Longfellow, *Chief*

TELEVISION FACILITIES DIVISION
 Cyril M. Braum, *Chief*
Applications Branch
 Joseph N. Nelson, *Chief*
Technical Branch
 Hart S. Cowperthwait, *Chief*

HEARING DIVISION
 Frederick W. Ford, *Chief*
 Robert J. Rawson, *Asst. Chief*

RULES AND STANDARDS DIVISION
 Arthur Scheiner, *Chief*

RENEWAL AND TRANSFER DIVISION
 Walter R. Powell, *Chief*
Transfer Branch
 Robert H. Alford, *Chief*
Renewal Branch
 Sol Schildhause, *Chief*
Compliance Branch
 LeRoy Schaaff, *Chief*

LICENSE DIVISION
 Clara M. Iehl, *Chief*
 Marguerite F. Hubbard, *Asst. Chief*

CONTROL SECTION
 Melba Z. Templeman, *Chief*

Regional Managers

CHARLES C. KOLSTER
North Atlantic Region
954 Federal Building, 641 Washington Street,
New York 14, N. Y.

PAUL H. HERNDON, JR.
South Atlantic Region
411 Federal Annex, Atlanta 3, Georgia

JOE H. MCKINNEY
Gulf States Region
332 U. S. Appraisers Bldg., 7300 Wingate St.
Houston 11, Texas (P. O. Box 9314)

KENNETH G. CLARK
South Pacific Region
323-A Customhouse
San Francisco 26, Calif.

GEORGE V. WILTSE
North Pacific Region
801 Federal Office Bldg., Seattle 4, Washington
WILLIAM J. McDONNEL
Central States Region
1300 U. S. Court House, Chicago 4, Illinois
EMERY H. LEE
Great Lakes Region
1029 New Federal Bldg., Detroit 26, Michigan
LEE R. DAWSON
Hawaiian Region
P. O. Box 1142, Lanikai Oahu T. 11.
CHARLES T. MANNING
Alaskan Region
Room 52, Federal Bldg.
Anchorage, Alaska

District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN
1600 Customhouse
Boston 9, Massachusetts
2. ARTHUR BATCHELLER
748 Federal Building
New York 14, New York
3. ROGER A. PHELPS
1005 U. S. Customhouse
Philadelphia 6, Pennsylvania
4. HYMAN A. COHEN
508 Old Town Bank Building
Baltimore 2, Maryland
5. EDWARD BENNETT
Room 402, New P. O. Building
Norfolk 10, Virginia
Ship Office
- RUDOLPH J. MACEY
Room 106, U. S. P. O. Building
Newport News, Virginia
6. W. D. JOHNSON
411 Federal Annex
Atlanta 3, Georgia
Sub-Office
- ANDREW BAHLEY
214 P. O. Building
Savannah, Georgia
7. ARTHUR FISH
312 Federal Building
Miami 1, Florida
Sub-Office
- CHALMER H. NEEB
409-410 P. O. Building
Tampa 2, Florida
8. THEODORE G. DEILER
400 Audubon Building
New Orleans 16, Louisiana
Sub Office
- GEORGE E. FRANKLIN
419 U. S. Court House & Customhouse Bldg.
Mobile 10, Alabama
9. LOUIS L. McCABE
324 U. S. Appraisers Building
Houston 11, Texas
Sub-Office
- ERIC D. COBURN
329 P. O. Building
Beaumont, Texas
10. JOHN H. HOMSY
500 Terminal Annex Building
Dallas 2, Texas
11. BERNARD H. LINDEN
539 U. S. P. O. and Court House Building
Los Angeles 12, California
Sub-Office
- RAY H. LANDRY
15-C U. S. Customhouse & Courthouse
San Diego 1, California
Ship Office
- J. LEE SMITH
Room 326, U. S. P. O. and Courthouse Bldg.
San Pedro, California
12. FRANCIS V. SLOAN
323-A Customhouse
San Francisco 26, California
13. JOSEPH H. HALLOCK
307 Fitzpatrick Building
Portland 5, Oregon
14. HERBERT H. ARLOWE
801 Federal Office Building
Seattle 4, Washington
15. WILLIAM E. CLYNE
521 Customhouse
Denver 2, Colorado
16. DONALD A. MURRAY
208 Uptown P. O. and Federal Bldg.
St. Paul 2, Minnesota
17. HAROLD T. GALLAHER
3200 Fidelity Building
Kansas City, Missouri
18. HAROLD D. HAYES
826 U. S. Court House
Chicago 4, Illinois
19. EDWIN S. HEISER
1029 New Federal Building
Detroit 26, Michigan
20. PAUL A. HOLLOWAY
328 P. O. Building
Buffalo 3, New York
21. PAUL R. FENNER
502 Federal Bldg.
Honolulu 1, T. H.
22. ARTHUR T. CLINE, JR.
322-323 Federal Building
San Juan 13, P. R.
23. HAROLD D. DeVOE
7-8 Shattuck Building
Juneau, Alaska
Sub-Office
- Radio Engineer
Room 53, U. S. P. O. and Court House
Anchorage, Alaska

Primary Monitoring Stations and Engineers in Charge

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

WILLIAM R. FOLEY
Kingsville, Texas

EDWARD W. SANDERS
Millis, Massachusetts

ROBERT A. LANDSBURG
Portland, Oregon

HENRY B. DUNPHEY, JR.
Powder Springs, Georgia
GEORGE McLEOD
Livermore, California
LEE R. DAWSON
Lanikai, Oahu, T. H.
EDWIN FORSYTH
Anchorage, Alaska

Secondary Monitoring Stations and Engineers in Charge

VERNON K. WILSON
Searsport, Maine

JOHN L. KURDEKA
Twin Falls, Idaho

JAMES E. GILFOY
Lexington, Kentucky
HARRY E. GAROUTTE
Muskogee, Oklahoma
KENNETH V. PRESTON
Fairbanks, Alaska

ADELBERT C. LAWRENCE
Spokane, Washington

HOMER V. THOMPSON
Fort Lauderdale, Florida

Safety and Special Radio Services Bureau

EDWIN L. WHITE, *Chief*
Lester W. Spillane, *Assistant Chief*
Ezra Chambers, *Administrative Assistant*

ENFORCEMENT UNIT

Marshall S. Orr, *Chief*

AVIATION DIVISION

John R. Evans, *Chief*
Donald Mitchell, *Asst. Chief*

INDUSTRY AND COMMERCE DIVISION

Glen E. Nielsen, *Chief*
Ivan H. Louchs, *Asst. Chief*

MARINE DIVISION

William N. Krebs, *Chief*
Irving Brownstein, *Asst. Chief*

PUBLIC SAFETY AND AMATEUR DIVISION

George K. Rollins, *Chief*
Daniel H. Arnold, *Asst. Chief*

AUTHORIZATION ANALYSIS DIVISION

Charles R. Weeks, *Chief*
Robert L. Stark, *Asst. Chief*

Common Carrier Bureau

CURTIS M. BUSHNELL, *Acting Chief*
Gordon J. Kent, *Administrative Assistant*

TELEPHONE DIVISION

Robert E. Stromberg, *Chief*
Services and Facilities Branch
Edward L. Clinkscales, *Acting Chief*
Domestic Radio Services Branch
Arthur A. Gladstone, *Chief*
Accounting Compliance Branch
James B. Lowell, *Chief*
Revenue Requirements Branch
Bernard Strassburg, *Chief*
Depreciation Rates Branch
Kosmo J. Affanasiev, *Chief*
Tariffs & Rate Classifications Branch
John J. Guerard, *Acting Chief*

OFFICE OF FIELD COORDINATOR

Charles R. Makela, *Chief*

TELEGRAPH DIVISION

John R. Lambert, *Chief*
Rates & Revenue Requirements Branch
Martin R. Haven, *Chief*
Services & Facilities Branch
Ralph D. Jones, *Chief*

INTERNATIONAL DIVISION

Marion H. Woodward, *Chief*
Rates & Revenue Requirements Branch
Asher H. Ende, *Chief*
Services & Facilities Branch
John A. Russ, *Chief*

LICENSE BRANCH

Betty Ferro, *Chief*

STATISTICAL BRANCH

June Anderson, *Acting Chief*

COMMON CARRIER FIELD OFFICES

Atlanta, Ga., 733 Hurt Building--Sydney L. O'Guin, *Chief*
New York, N. Y., Rm. 604, 90 Church St.--Jack E. Buckley, *Chief*
St. Louis, Mo., Room 334, 815 Olive St.--Clarence J. Henry, *Acting Chief*
San Francisco, Calif., 180 New Montgomery St.--Paul Summerhays, *Chief*

Field Engineering and Monitoring Bureau

GEORGE S. TURNER, *Chief*
Frank M. Kratokvil, *Assistant Chief*
John H. McAllister, *Attorney-Advisor*

FIELD OPERATING DIVISION

Frank M. Kratokvil, *Chief*

INSPECTION & EXAMINATION DIVISION

Stacy Norman, *Chief*

ENGINEERING DIVISION

George L. Jenson, *Chief*

MONITORING DIVISION

Irving L. Weston, *Chief*

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.

Hearings

Where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

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

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

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

In the event he wishes to contest the initial decision, the applicant or any other interested party then has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may

adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for a rehearing. Such a petition may be filed whether or not the decision is based upon a hearing but does not stay the proceedings unless ordered by the Commission.

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

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

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

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS



**Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 2-9300**

Officers

President—Harold E. Fellows

<p>Justin Miller <i>Chmn. of the Bd. and Gen. Counsel</i></p> <p>C. E. Arney, Jr. <i>Secretary-Treasurer</i></p> <p>Thad H. Brown, Jr. <i>V.P., Counsel in Charge of TV Affairs</i></p> <p>Richard P. Doherty <i>V.P., Dir., Employee-Employer Relations</i></p> <p>Ralph W. Hardy <i>V.P., Dir., Government Relations</i></p>	<p>Neal McNaughten <i>Manager of Engineering</i></p> <p>Robert K. Richards <i>Administrative Vice Pres.</i></p> <p>John H. Smith, Jr. <i>Manager of Promotion and FM</i></p> <p>Vincent Wasilewski <i>Chief Attorney</i></p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

DEPARTMENT EXECUTIVES

<p>Louise K. Aldrich, <i>Librarian</i></p> <p>Richard M. Allerton, <i>Manager of Research</i></p> <p>Jack L. Barton, <i>State Relations Field Representative</i></p> <p>Howard H. Bell, <i>Assistant to the Vice President (Television)</i></p> <p>Edward H. Bronson, <i>Director of Television Code Affairs</i></p> <p>Abiah A. Church, <i>Attorney</i></p> <p>Oscar Elder, <i>Manager of Publicity</i></p>	<p>Neal McNaughton, <i>Manager of Engineering</i></p> <p>Fran Riley, <i>Editor of Publications</i></p> <p>John H. Smith, Jr., <i>Manager of Promotion and FM</i></p> <p>William T. Stubblefield, <i>Manager of Station Relations</i></p> <p>Charles H. Tower, <i>Assistant to the Vice President (EERD)</i></p> <p>William K. Treynor, <i>Assistant Manager of Station Relations</i></p> <p>William L. Walker, <i>Auditor</i></p> <p>Vincent T. Wasilewski, <i>Chief Attorney</i></p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

RADIO BOARD OF DIRECTORS 1953-1954

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

Director	District	States Comprising District
Robert L. Krueger.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WTAG, Worcester		
E. R. Vadeboncoeur.....	2	New York and New Jersey.
WSYR, Syracuse, N. Y.		
George H. Clinton.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WPAR, Parkersburg, W. Va.		
Harold Essex.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WSJS, Winston-Salem, N. C.		
John Fulton.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WGST, Atlanta		
Henry B. Clay.....	6	Arkansas, Louisiana, Mississippi and Tennessee.
KWKH, Shreveport, La.		

Director	District	States Comprising District
F. Ernest Lackey.....	7	Kentucky and Ohio.
WHOP, Hopkinsville, Ky.		
Stanley R. Pratt.....	8	Indiana and Michigan.
WSOO, Sault Ste. Marie, Mich.		
Hugh K. Boice, Jr.....	9	Illinois and Wisconsin.
WEMP, Milwaukee		
E. K. Hartenbower.....	10	Iowa, Missouri and Nebraska.
KCMO, Kansas City, Mo.		
John F. Meagher.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KYSM, Mankato		
Jack Todd.....	12	Kansas and Oklahoma.
KAKE, Wichita, Kan.		
Kenyon Brown.....	13	Texas.
KWFT, Wichita Falls, Tex.		
William C. Grove.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KFBC, Cheyenne, Wyo.		
William D. Pabst.....	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.
KFRC, San Francisco		
Albert D. Johnson.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln and Clark.
KOY, Phoenix, Ariz.		
Richard M. Brown.....	17	Alaska, Oregon and Washington.
KPOJ, Cortland		

DIRECTORS-AT-LARGE

Large Stations

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

Medium Stations

A. D. Willard, Jr.
 WGAC, Augusta, Ga.
 G. Richard Shafto
 WIST, Charlotte, N. C.

Small Stations

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

FM Stations

Ben Strouse
 WWDC-FM, Washington, D. C.
 Michael R. Hanna
 WHCU-FM, Ithaca, N. Y.
 Network: Earl M. Johnson
 MBS, New York

TELEVISION BOARD OF DIRECTORS 1951-1952

Robert D. Swezey, Chairman
 WDSU-TV, New Orleans, La.
 Clair R. McCollough, Vice-Chairman
 WGAL-TV, Lancaster, Pa.
 Campbell, Armons
 WTAR-TV, Norfolk, Va.
 Harold Hough
 WBAP-TV, Fort Worth, Tex.
 Kenneth L. Carter
 WAAM, Baltimore, Md.
 William Fay
 WHAM-TV, Rochester, N. Y.
 Paul Ralboura
 KTLA, Los Angeles, Calif.

W. D. Rogers, Jr.
 KEVL, San Antonio, Tex.
 George B. Storer
 Fort Industry Co., Toledo, Ohio.
 Frank M. Russell
 NBC, Washington, D. C.
 H. V. Akerberg
 CBS, New York, N. Y.
 C. J. Witting
 DuMont, New York, N. Y.
 Henry W. Slavick
 WMCT, Memphis, Tenn.
 Alexander Stronach
 ABC-TV, New York

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 JUDson 6-2244
Allen, Buddy, Agency
 595 Madison Ave. ELdorado 5-0646
Appell, James S.
 400 Madison Ave. PLaza 3-7840
Becker, V. S. Advertising Service
 582 Fifth Ave. LUXembourg 2-1040
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
 368 Madison Ave. VANDerbilt 6-3417
Collins, Ted
 1818 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
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
Gabbe, Lutz & Heller
 1619 B'way 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 PLaza 7-5959
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
Hahlo, Sylvia
 113 W. 57th St. JUDson 6-2731
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
Karn, Estella H.
 49 West 45th St. LUXembourg 2-2170
Kerr, Bob
 65 W. 54th St. COLUMbus 5-8051
Leddy, Mark J.
 48 West 48th St. JUDson 6-2760
Langel, William C. Literary Associates
 67 West 44th St. MURray Hill 2-3606
Lipset, Benjamin R.
 1350 Broadway CHICKering 4-2466
Lelpzig, Syd
 1564 Broadway Circle 6-2367
Management Corp. of America
 598 Madison Ave. PLaza 9-7500
William McCaffrey Agency
 501 Madison Ave. ELdorado 5-1076
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. JUDson 6-5100
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.
 119 W. 57th St. PLaza 7-3726
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
Shurr, Louis
 1501 Broadway CHICKering 4-8240
Souvaire, 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
 510 Madison Ave. PLaza 3-1742
Storer, Douglas F.
 1270 Sixth Ave. Circle 7-6325
Vallon, Mike
 1270 Sixth Ave. Circle 7-0162
Waible, Fred
 400-A E. 56th St. ELdorado 5-2372
Wolf Associates, Inc.
 420 Madison Ave. PLaza 5-7620
Yost, Ben Enterprises
 1650 Broadway Circle 6-6532



LOS ANGELES



Allen Larry, Inc.
6381 Hollywood Blvd. (28)...HEmpstead 0421

Ainsworth, Helen, Agency
197 N. Canon Dr. (B.H.)...CRestview 6-2062

Bergerman, Stanley & Co.
8533 Sunset Blvd.....CRestview 6-6121

Bernie, Herman
260 S. Beverly Dr. (B.H.)...CRestview 5-0117

Bloom, Phil, Akey.
416 N. Bedford Dr.....CRestview 6-1339

Business Administration Co.
360 N. Camden Dr. (B.H.)...CRestview 6-7071

Columbia Artists Management, Inc.
427 West 5th St.....MAdison 6-2327

Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46)....BRadshaw 2-2771

Famous Artists Corp.
9441 Wilshire Blvd. (B.H.)...CRestview 1-5222

Federal Artists Corp.
8734 Sunset Blvd. (46)....CRestview 5-5251

Frederick Bros. Agency, Inc.
214 N. Canon Dr. (B.H.)...CRestview 1-6244

General Artists Corp.
9028 Sunset Blvd. (46)....CRestview 1-8101

Gertz, Mitchell Agency, Inc.
240-242 S. Beverly Dr. (B.H.)
CRestview 4-5491

Gregory Associates, Inc.
930 N. La Cienega Blvd....BRadshaw 2-5084

Nat C. Goldstone Agency.
9121 Sunset Blvd. (46)....CRestview 6-1071

Hamilburg, Mitchell, Jr.
8776 Sunset Blvd.....CRestview 5-4171

Irwin, Lou, Inc.
9165 Sunset Blvd. (46)....CRestview 1-7131

Jaffe, Sam, Agency.
8553 Sunset Blvd. (46)....CRestview 6-6121

Kohner, Paul, Inc.
9169 Sunset Blvd. (46)....CRestview 1-5165

Kramer, Earl Agency.
204 S. Beverly Drive (B.H.)...CRestview 6-2338

Kurtze, Jack, Agency.
214 N. Canon Dr. (B.H.)...CRestview 4-5403

M. C. Levee
9000 Sunset Blvd.....CRestview 6-6285

Linsk, Lester
9606 Santa Monica Blvd. (B.H.)
CRestview 5-4396

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

Preminger, Inge, Agency.
204 S. Beverly Dr. (B.H.)...CRestview 6-8776

Radio Registry
1519 Cross Rds. of the World..Hillside 8321

Rocamora, Wynn
8584 Sunset Blvd. (46)....CRestview 4-5431

Rosenberg, George, Agency., Inc.
211 S. Beverly Dr. (B.H.)...CRestview 1-8121

Rush, Art, Inc.
1418 N. Highland Ave. (28)....Hillside 5161

Saphier, James L., Agency., Inc.
9538 Brighton Way (B.H.)...CRestview 1-7231

Small, Paul, Artists, Ltd.
448 S. Canon Dr. (B.H.)...CRestview 1-5246

Sharpe, Don W.

8511 Sunset Blvd. (46)....CRestview 6-2044

Schwartz Agency.
8749 Sunset (46).....CRestview 6-7371

Shauer, Melville A., Agency.
9120 Sunset Blvd. (46)....CRestview 1-1103

Sherman, Edward, Agency.
8580 Sunset Blvd. (46)....CRestview 5-0186

Shurr, Louis Agency.
327 North Rodeo Dr. (B.H.)...CRestview 1-1116

Somlyo, E. T.
242 N. Canon Dr. (B.H.)...CRestview 6-2041

Stempel-Olenick Agency.
717 N. La Cienega Blvd. (46)....CRestview 1-7141

Wadsworth, J. B.
9172 Sunset Blvd.....CRestview 6-0698

Winkler, Daniel M.
9606 Santa Monica Blvd. (B.H.)
CRestview 1-7244



CHICAGO



Alexandroff, Norman, 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 2-6850

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 2-0996

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.....WHitehall 4-5100

Lear, Les Productions Corp.
139 No. Clark St.....FRanklin 2-2100; 2-7840
ANdover 3-7233

Levin, W. Biggie
612 N. Michigan Ave.....SUperior 7-0506

Paul Marr Theatrical Agency
203 North Wabash.....DEarborn 2-7415

McConkey Artists Corporation
127 North Dearborn.....STate 2-7332

Morris, William, Agency
203 N. Wabash Ave.....STate 2-3632

Morse, Sidney P.
203 N. Wabash Ave.....RAndolph 6-6990

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

Radio Talent, Inc.
35 E. Wacker.....FRanklin 2-4351

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

11 DIFFERENT STATIONS

WJBK
DETROIT

WAGA
ATLANTA

WMMN
FAIRMONT

WGBS
MIAMI

WSPD-TV
TOLEDO

WJBK-TV
DETROIT

WSAI
CINCINNATI

WWVA
WHEELING

WAGA-TV
ATLANTA

KEYL-TV
SAN ANTONIO

WSPD
TOLEDO

Does your product need a climate that's hot . . . or cold? Should the market be urban or rural . . . large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully! In broadcasting — and telecasting too — wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS . . . stations where wise buyers hear what wise sellers have to say.



STORER BROADCASTING COMPANY

TOM HARKER, V. P., National Sales Director

NATIONAL SALES HEADQUARTERS:

118 East 57 Street, New York 22, Eldorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

NETWORKS

RADIO



NATIONAL



REGIONAL

Detroit is not only the world's greatest automotive center, it is also one of the nation's most important radio and television production centers. And the center of Detroit's radio and television 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. *LONE RANGER* celebrates its 20th anniversary this year.



SERGEANT PRESTON of the *YUKON* 5:00 to 5:30 p.m., E.S.T., Tuesdays and Thursdays on Mutual Network.



THE GREEN HORNET programs, now being produced as a television show, will be available soon for spon-



for many years one of the top radio produced as a television show, will be spon-

TRENDLE-CAMPBELL ENTERPRISES, INC

1800 Stroh Building

Detroit 26, Michigan

NEW SYMBOL OF PROGRESS

AB-PT Moves Swiftly To Build Public Service

By **ROBERT E. KINTNER**, President
American Broadcasting Company

A NEW competitive force was initiated in the home radio and television broadcasting industry on February 9, 1953 when the Federal Communications Commission gave its approval to the merger of the American Broadcasting Company and United Paramount Theatres, Inc., as being "in the public interest."

The merger combined in the newly formed American Broadcasting-Paramount Theatres, Inc., the 651-theater chain of United Paramount Theatres, Inc., with the then 355-radio station and 81-television station networks of the American Broadcasting Company which owned five stations in radio, television and FM.

Under the terms of the merger, the American Broadcasting Company continues to operate its radio and television networks as a division of the merged company, AB-PT, which maintains its policy of operating its theaters on a decentralized basis through regional operating subsidiary companies.

The merger brings together in one company the combined show business "know-how" of two leading components of the entertainment world—radio and television on the one hand and the motion picture theaters on the other.

Less than a month after the merger was consummated, ABC moved rapidly ahead to make good its promise to become a stronger and top competitor in the home broadcasting and telecasting industry. In rapid succession these developments were announced by ABC:

Feb. 18: ABC to spend \$2,000,000 for super-power video for its five owned television stations

Feb. 19: ABC buys two top TV story properties; to star Paul Hartman and Barry Sullivan.

Feb. 23: A new concept in radio programming featuring music and news on ABC Saturday, Sunday and Monday nights, with name stars as masters of ceremonies.

Feb. 24: ABC eagle on federal mirror adopted as trademark by ABC radio and television networks starting March 1, 1953.

Feb. 25: WABC, WABC-FM and WABC-TV are the new call letters for ABC in



New York, effective March 1, 1953.

Feb. 27: ABC announces expenditure of \$100,000 for all-family film serials on New York television station—WABC-TV.

March 2: ABC expands its TV and radio operations into additional top markets of the country; adds 14 new TV affiliates for total video network of 95 and five new radio affiliates bring ABC radio network to 362 stations.

March 6: (the date this was written) ABC signs George Jessel to an exclusive long-term contract for his services in radio and TV as a performer and producer effective June 1, 1953.

These are the headlines which tell in graphic and concise fashion the story of ABC's first steps following the merger to become a vital and vigorous competitor.

The goal of ABC is to compete more effectively, to render a better and more far-reaching service to the public. We plan to achieve this goal through sound, business-like progress and a steady, consistent development and growth. We do not expect magic results over-night.

Time alone will tell the full benefits of the merger to the American audience in radio and television through better programming, not alone by ABC but throughout the entire industry as competition rises to higher levels.

This year (1953) will mark one of the peak periods of expansion in the history of ABC. Basically this expansion will be on the programming front and is geared to the Fall season. As a milestone in the network's progress, 1953 will take its place alongside the August, 1948-September 1949 period when ABC became the first network to place in operation its five owned television stations.

ABC eagerly welcomes the opportunities the merger presents to us for broadening the industry's programming horizons just as I am certain CBS, DuMont, MBS and NBC recognize and will rise to new heights of achievement to meet the challenge of strong new competition.

This will rebound to the benefit of the audience, the advertiser and the industry. We are indeed standing on the threshold of an exciting new era in radio and television.

AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

7 West 66th Street, New York 23, N. Y.
(Telephone Number: SUsquehanna 7-5000)

AB-PT Board of Directors

Earl E. Anderson	Robert L. Huffines, Jr.
John Balaban	William T. Kilborn
A. H. Blank	Robert E. Kintner
John A. Coleman	Walter P. Marshall
Charles T. Fisher, Jr.	Edward J. Noble
E. Chester Gersten	Robert H. O'Brien
Leonard H. Goldenson	Herbert Schwartz
Walter W. Gross	R. B. Wilby
Robert H. Hinckley	Owen D. Young

American Broadcasting Company (A Division of AB-UP)

Officers

Robert E. Kintner	President
Robert H. O'Brien	Executive Vice-President
Earl E. Anderson	Vice-President
Charles T. Ayres	Vice-President
Slocum Chapin	Vice-President
James H. Connolly	Vice-President
Robert H. Hinckley	Vice-President
Earl Hudson	Vice-President
Ernest Lee Jahncke, Jr.	Vice-President
Frank Marx	Vice-President
John Mitchell	Vice-President
Harold L. Morgan, Jr.	Vice-President
John H. Norton, Jr.	Vice-President
Theodore I. Oberfelder	Vice-President
C. Nicholas Priaulx	Vice-President and Treasurer
Alexander Stronach, Jr.	Vice-President
Thomas Velotta	Vice-President
Robert M. Weitman	Vice-President
Paul Whiteman	Vice-President
Geraldine B. Zorbaugh	Secretary
Walter C. Tepper	Controller
Aaron Rubin	Ass't Secretary and Treasurer
Omar Elder	Ass't Secretary

New York

30 Rockefeller Plaza

New York 20, New York

Charles T. Ayres... Vice-President in charge of
Radio Network

Engineering & General Services

Frank Marx	Vice-President in Charge
John Bourcier	Operations Supr.
Thomas F. Foy	Purchasing Agent
Richard Hamilton	Supr. of Communications
Clure Owen	Administrative Assistant
John Preston	Director of Engineering Facilities & General Services

Lawrence Ruddell	Recording Director
Joseph J. Spagnola	Office & Studio Services Director
William Trevarthen	Director of Engineering Operations
Reginald Willcocks	Traffic Manager

Finance, Personnel

C. Nicholas Priaulx	Vice-President & Treasurer
Henny T. Hede	Administrative Assistant
Aaron Rubin	Assistant Treasurer & Assistant Secretary
Walter C. Tepper	Controller
Marie McWilliams	Director of Personnel

Legal

Geraldine B. Zorbaugh	Secretary & Acting General Attorney
Omar Elder	Attorney & Assistant Secretary

Labor Relations

Mortimer Weinbach	Acting Director of Labor Relations
-------------------	---------------------------------------

News & Special Events

Thomas Velotta	Vice-President in Charge
Donald Coe	Director of News & Special Events

Program

Robert M. Weitman	Vice-President in Charge of Programming and Talent
Raymond Diaz	National Program Director
William Berns	WABC Program Manager
Leonard Blair	Eastern Program Director
Walter A. Gustafson	Supervisor of Sound Effects
William Hamilton	Eastern Production Manager
Helen Hedeman	Supervisor of Casting
Anne Kelly	Announcing Office Manager
J. Ward Mitchell	Manager of Script & Program Promotion
George Sax	Supervisor of Program Production Control Unit
Clayton Shields	Business Manager
Myrtle Tower	Director of Program Operations
Frank Vagnoni	Manager of Music Division

Public Relations, Advertising & Promotion, and Continuity Acceptance

John Pacey	Director of Public Affairs
Ruth Crawford	Librarian
Mitchell DeGroot	Manager of Advertising & Promotion
Arthur B. Donegan	Manager of Publicity

Ellen Heagerty.....Supervisor of Audience Information
 Grace Johnsen.....Director of Continuity Acceptance
 Ruth Trexler.....Executive Producer of Religious and Education Programs
Sales

William Fairbanks.....Eastern Sales Manager
 George Huelser.....Sales Service Manager
Station Relations, Operations for Sales & Station Traffic, Research & Sales Development

Ernest Lee Jahncke, Jr.....Vice-Pres. & Assistant to the President
 Frank Atkinson.....Manager of Co-operative Program Sales
 Stewart Barthelmess.....Manager of Station Clearance
 Alfred Beckman.....National Director of Station Relations Department
 Donald Buck.....Director of Operations for Sales and Station Traffic
 Alice Stamatis.....Manager of Order Processing
 Oliver Treyz.....Director of Research & Sales Development
 William A. Wylie.....Manager of Station Relations Department

Central Division
20 North Wacker Drive
Chicago 6, Illinois

John H. Norton, Jr.....Vice-President in Charge
 LeRoy Bartrum.....Manager of Traffic & Communications
 Kenneth Christiansen.....Manager of Office & Studio Services
 Mary A. Corcoran.....Purchasing Agent & Personnel Interviewer
 Wilbur Cummings.....Engineering Operations Supr.
 Frances Dixon.....Program Booking and Operations Supervisor
 James Duffy.....Manager of Advertising and Sales Promotion
 Walter L. Emerson.....Legal Counsel
 Elliot Henry, Jr.....Publicity Manager
 William Hohmann.....Research Supervisor
 E. C. Horstman.....Manager of Engineering & General Services Department
 Lowell E. Jackson.....Manager of Network Sales
 Edward Bishoff.....Sales Service Manager
 Burr E. Lee.....Manager of Production and Announcing
 Francis McNulty.....Music Rights Supervisor
 Cornelius O'Dea.....News Supervisor
 Stewart Robinson.....Auditor
 Robert M. Savage.....Manager of Script & Continuity Acceptance
 W. Donald Roberts.....Director of Network for Central Division

Hollywood
1539 North Vine Street
Hollywood 28, California

Earl Hudson.....Vice-President in Charge of Western Division
 J. Clifford Anderson.....Program Business Mgr.
 Dorothy L. Brown.....Continuity Acceptance Editor, Western Division
 Philip G. Caldwell.....Manager, Engineering & General Services, Western Division
 Francis Conrad.....Director of Radio, Western Div.

Dresser Dahlstead.....Program Manager, Western Division
 Ralph Denechaud.....Engineering Operations Supr.
 Paul Gates.....Night Program Manager
 Francis D. LaTourette.....Western Division News Editor

Allan Maynard.....Purchasing Agent & Supervisor of Building Maintenance
 Courtney McLeod.....Traffic Manager, Western Division
 Jon Meyers.....Assistant Program Manager & Production Manager
 Florence T. Schiro.....Personnel Director
 C. Merwin Travis.....Director of Promotion-Publicity Services
 John C. Wagner.....Controller, Western Division

San Francisco
420 Taylor Street
San Francisco 2, California

James Connolly.....Vice-President in Charge
 A. E. Evans.....Manager of Engineering & General Services Department
 Gordon Grannis.....Advertising, Promotion & Publicity Manager
 Lois Ann Hart.....Sales Service Manager
 Edith Kirby.....Traffic Manager
 Victor Reed.....Manager of News & Special Events & Program Operations
 Henry A. Saroyan.....Auditor
 Lorraine Duchene.....Continuity Acceptance Editor

Owned Radio Stations

Theodore I. Oberfelder.....Vice-President in Charge of Owned Radio Stations
 William Materne.....National Sales Manager, Owned Radio Stations

New York

Hartley Samuels.....General Manager of WABC
 Michael Renault.....Commercial Manager of WABC

Chicago

Edward Lynch.....Sales Manager of WENR

Hollywood

Amos Baron.....Station Manager and National Sales Manager of the Western Division
 Jon Wells Barkhurst.....Director of Radio Promotion-Publicity Department
 Matthew Barr.....Sales Manager of KECA

San Francisco

Paul Scheiner.....Sales Manager of KGO

Detroit

(WXYZ, Inc.)

Harold Christian.....Sales Manager of WXYZ
 Station Representatives for WABC, KECA & KGO
 Edward Petry & Company
 488 Madison Avenue
 New York 22, N. Y.
 Station Representatives for WENR & WXYZ
 John Blair & Company
 150 East 43rd Street
 New York 17, N. Y.

Radio Stations Advisory Committee

Roger W. Clipp, WFIL, Philadelphia, Pa.
 J. P. Williams, WING, Dayton, Ohio.
 Verl Bratton, WKTY, La Crosse, Wisconsin.
 T. B. Lanford, KRMD, Shreveport, La.
 Harold V. Hough, WBAP, Fort Worth, Texas.
 Frank C. Carman, KUTA, Salt Lake City, Utah.
 J. Archie Morton, KJR, Seattle, Washington.
 James W. Hicks, WCOS, Columbia, S. C.



almost 10% of the nation's sales takes place

HERE

in WJR's primary coverage area!

W
J
R

the great voice of the great lakes

WJR MARKET DATA

		% of total U. S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Food Sales	\$ 3,266,766,000	9.4
Retail Sales	\$13,613,431,000	9.3
Drug Sales	\$ 464,447,000	10.3
Filling Station Sales	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches *all* of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area— use WJR, the Great Voice of the Great Lakes.

For more information, contact WJR or your Christal representative today.



WJR, Fisher Building, Detroit 2, Michigan
 WJR, Eastern Office: 665 Fifth Avenue, New York 22
 Represented Nationally by the Henry I. Christal Company
 Canadian Representatives: Radio Time Sales, (Ontario) Ltd.



WJR, Detroit, The Goodwill Station
 CBS Radio Network
 50,000 watts Clear Channel

NO. 1 PROBLEM—AUDIENCE

Basic Ingredients For Its Building Is—Programs

By ADRIAN MURPHY
President, CBS Radio

IT IS always something of a risk to try and set down in the middle of January predictions which will be published toward the end of April and which will be read (if at all) at some unknown time in the succeeding ten or eleven months.

This is a risk which none of us takes willingly. But perhaps it is good for the soul that we do take it since it forces us to attempt long-range reevaluations of a situation which, for the most part, we see only on a day-to-day, even hour-by-hour basis.

It seems to me that now—as invariably as in the past—the basic problem of radio is audiences. And audiences inevitably have only a single fountainhead: programs.

The mere fact that television has become another competitor for leisure-time attention—added to reading, conversation, movies, visiting, driving, etc.—accents the audience problem rather than makes it insoluble.

Perhaps one of radio's strongest attributes now, as always, is the fact that radio listening is a leisure-time activity *which can be engaged in at the same time people engage in other activities*. This is most demonstrable during the daytime hours when housewives are faced with the hourly and weekly chores which continue throughout the year. These housewives each day recognize and rebuild their homes from the debris of everyday living and, *at the same time*, are informed and entertained by daytime radio—without missing a crease in the bed sheets or a speck of dust in the living room. This simultaneous work-play equation has made daytime radio the good companion of the American housewife. There seems to me to be no evidence that television will materially change this situation in the foreseeable future.

In nighttime radio we have, obviously, a somewhat different situation. Initially radio was traditionally a center-of-the-home activity. The radio set was a major household investment made for the whole family. The family made dates with their favorite performers between the hours of 7 and 10 and gathered *as a family* to keep these dates.

But, even before television, this pattern



was changing. Radio listening was moving beyond the confines of the living room into the den, the kitchen, the bedroom, and the automobile. The mere fact that in the past six years 100,000,000 new radio sets have been bought seems to indicate that the radio has been becoming a personal, rather than a family, adjunct to people's lives.

I suspect that as the general economic well-being of the United States continues to grow—as more and more people continue to get more and more of the so-called luxuries—this trend toward personalization of radio will accelerate, rather than diminish.

I think as broadcasters we have a very real responsibility to work with diligence and imagination to create new forms of programming which will conform to the living habits of our people.

Obviously, none of us is satisfied with the encouraging situation as it is reported to us through research information. We, at CBS Radio, are considering how we can best translate the world of public affairs into exciting radio fare. This might be a program feature of the future. We are constantly devising new ways to discover and expose new personalities to the radio audience. All this, and more, we have done and will continue to do.

I grant you that there is a wide gap between recognizing and accomplishing an objective. However, recognition is an important first step—and we have already taken a few steps beyond.

Programs is the word that all of us keep before us at all times—think about, talk about, dream about. I am sure that other broadcasters are doing the same. I am convinced that today, and for the next five years, audiences are the industry's primary concern. It is the concern of our affiliated stations, and it is the concern of network and the stations that we own and operate. I am confident that the nature of radio, and the personalities of radio, and the interest that people have in acquiring radios to accompany them wherever they go represent a foundation which will insure the continuance of radio as a major medium for reaching, communicating to, and influencing the U. S. market in 1953 and years beyond.

CBS RADIO



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1953**

CBS RADIO

(A DIVISION OF CBS, INC.)

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS

Frederick L. Chapman	Leon Levy
Bruce A. Coffin	Adrian Murphy
Lloyd H. Coffin	Edward R. Murrow
David H. Cogan	Samuel Paley
Ralph F. Colin	William S. Paley
James B. Conkling	Dorsey Richardson
J. A. W. Inglehart	Frank Stanton
J. L. Van Volkenburg	

William S. Paley.....Chairman of the Board
 Frank Stanton.....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
 Richard S. Salant.....Vice President
 J. L. Van Volkenburg.....Vice President
 Julius F. Brauner.....Secretary
 Samuel R. Dean.....Treasurer
 Arthur S. Padgett.....General Auditor
 Edward L. Saxe.....Controller
 Ned Marr.....Assistant Secretary
 Herbert C. Hamilton.....Assistant Secretary

CBS-COLUMBIA INC.

170 53rd St., Brooklyn 32, New York
 Telephone: HYacinth 2-8000

BOARD OF DIRECTORS

Bruce A. Coffin	Samuel R. Dean
Lloyd H. Coffin	William S. Paley
David H. Cogan	Frank Stanton

OFFICERS

Bruce A. Coffin.....Chairman of the Board and
 Executive Vice President
 David H. Cogan.....President
 Mario A. Gardner.....Vice President in Charge
 of Purchases

Leopold M. Kay.....Vice President in Charge
 of Engineering
 J. Albert Stobbe.....Vice President in Charge
 of Operations
 Charles I. Kayko...Administrative Vice President
 Harold H. Knuble...Assistant to Vice President
 Engineering
 Allan Strauss...Vice President in Charge of Export
 Julius F. Brauner.....Secretary
 Samuel R. Dean.....Treasurer
 John Ward.....Controller, Assistant Secretary
 and Assistant Treasurer

CBS LABORATORIES DIVISION OFFICERS

Dr. Peter C. Goldmark.....Vice President in
 Charge of Engineering Research
 and Development

CBS RADIO DIVISION OFFICERS

Adrian Murphy.....President
 Louis Hausman...Administrative Vice President
 James M. Seward...Administrative Vice President
 J. Kelly Smith...Administrative Vice President
 H. Leslie Atlass.....Vice President in Charge
 of Central Division
 Guy della Cioppa...Vice President in Charge
 of Network Programs, Hollywood
 Charles L. Glett...Vice President in Charge
 of Network Services, Hollywood
 Lester Gottlieb...Vice President in Charge of
 Network Programs
 Arthur Hull Hayes...Vice President in Charge
 of San Francisco Office
 John J. Karol...Vice President in Charge of
 Network Sales
 William B. Lodge...Vice President in Charge
 of Engineering
 William A. Schudt, Jr.....Vice President in
 Charge of Station Relations

Accounting

Merle Wick.....Comptroller

Budget

Tom Rollinson.....Director

Business Affairs, Network Programs

Kenneth L. Yourd.....Director, Business Affairs,
Network Programs, New York
John F. Meyers.....Director, Business Affairs,
Network Programs, Hollywood
W. C. Harrington.....Manager, Music Copyright
Division

Editing

Don Ball.....Director

General Engineering Department

William B. Lodge.....Vice President in Charge
of Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio Engineer
J. W. Wright.....Chief Radio Engineer

Legal

Henry Howard.....Senior Attorney

Network Programs

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

Network Sales

John Karol.....Vice President in Charge of
Network Sales
Eldon Hazard.....Sales Manager
Dudley Faust.....Eastern Sales Manager
Gilson Gray.....Administrative Manager
E. E. Hall.....Sales Service Manager

Chicago Office, 410 Michigan Avenue

Erwin H. Shomo.....Western Manager
Roger K. Huston.....Assistant Manager

Detroit Office, Fisher Bldg.

Joseph Spadea.....Manager

News and Public Affairs

Wells Church.....Director of News and
Special Events
Stuart Novins.....Director of Public Affairs
Helen J. Sioussat.....Director of Talks
Red Barber.....Counselor on Sports
John Derr.....Director of Sports
George Crothers.....Dir. of Religious Broadcasts
Theodore Koop.....Associate Director of News and
Public Affairs, Washington
Dallas Townsend.....Manager of Special Events
Lewis Shollenberger.....Director of Special
Events, Washington

Operations

Horace Guillotte.....Director of Operations
Austin E. Joscelyn.....Director of Operations,
Hollywood
James Sirmons.....Manager of Network Operations
Davidson Vorhies.....Manager, Technical Operations
and Chief Engineer, WCBS

Hugh Cowham.....Tariffic Manager
Julius Mattfeld.....Director of Music Library
Lucile Singleton.....Manager of Record and
Script Library

Press Information

George Crandall.....Dir. of Press Information
Irving Fein.....Director of Publicity and
Exploitation, Hollywood
Sidney Garfield.....Director of Exploitation
Michael Boscia.....Executive Assistant to
Mr. Crandall
Edwards Reynolds.....Manager, Press Information
Harry J. Feeney.....Assistant to the Director
of Press Information and Trade News Editor
Anne Harding.....Manager, Service Division
Raymond Hughes.....Manager, Magazine Division

CBS Radio Spot Sales

Wendell Campbell.....General Sales Manager
Henry Flynn.....Eastern Sales Manager
H. A. Carlborg.....Manager, Sales Development
Richard Hess.....Research Manager
Guy Cunningham.....Promotion Manager

Chicago Office

410 North Michigan Avenue

Gordon F. Hayes.....Western Sales Manager

Memphis Office, 63 S. Main Street

H. W. Maier, Sr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph Patt.....Sales Manager

Los Angeles Office, Columbia Square

George E. Hurst.....Sales Manager

San Francisco Office, Palace Hotel

Bert West.....Sales Manager

Research

Harper Carraine.....Director of Research
Edward Reeve.....Sales and Promotion Research
Manager
Howard Miller.....Manager, Coverage and
Marketing Research
Gerhart Wiebe.....Research Psychologist

Sales Promotion and Advertising

George Bristol.....Director
Charles Oppenheim.....Administrative Manager
Louis Dorfsman.....Associate Director
Thomas Means.....Director, Promotion Service,
CBS-Owned Stations
Frank Nesbitt.....Director, Network Sales
Presentations
Robert Elliott.....Director, Network Copy
Irving Miller.....Director, Art Service, CBS-
Owned Station Promotion
Joseph Tole.....Production Manager
Edward Kaylen.....Sales Analysis and Special
Reports

Station Administration

Carl J. Burkland.....Director of Station
Administration

Station Relations

William A. Schudt, Jr.....Vice President in
Charge of Station Relations
Edward DeGray.....Station Relations Rep.
Ole Morby.....Western Division Manager,
Columbia Square, Los Angeles 28

CBS, Inc., Broadcast Service Departments Building Operations and Ticket Division

James Swenson...Manager of Building Operations
Jack Page.....Asst. Mgr. of Building Operations
Laurette Banks.....Supervisor of Ticket Division

General Purchasing

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

Office Services Department

A. H. Bryant.....Manager
Maude Stubner.....Supr. of Program Typing
Emily Schiener.....Supr. of Program Transcripts

Personnel Relations

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

Photographic

Walter I. Siegal.....Manager

Reference

William C. Ackerman.....Director
May Dowell.....Manager, General Information
Division
Agnes Law.....Librarian
Esther Dobbins...Manager, Program Information
Division
Dorothy Boyle.....Manager, Program Statistics
Division

CBS-OWNED STATIONS

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

Carl Ward.....General Manager
Henry Untermeyer.....Sales Manager
Sam Slate.....Program Manager
Don Foley.....Promotion Manager

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

Arthur Hull Hayes....Vice President in Charge
San Francisco Office, General Manager of
KCBS and KCBS-FM

Jules Dundes.....Sales Manager
Pede Worth.....Program Manager
Evelyn Clark.....Promotion Manager

KMOX, 401 S. Twelfth Boulevard
St. Louis 2

Eugene Wilkey.....General Manager
Robert Hyland.....Sales Manager
Mark Russell.....Program Manager
C. W. Doebler.....Promotion Manager

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

William Shaw.....General Manager
E. W. Buckalew.....Assistant General Manager
and Sales Manager
Robert Sutton.....Program Manager
Sherril Taylor.....Promotion Manager

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

H. Leslie Atlass....Vice President in Charge of
Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager
William Miller.....Sales Manager
Thomas A. Bland.....Program Manager
C. W. Doebler.....Promotion Manager

WEEL and WEEL-FM
182 Tremont Street, Boston 12

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

HOUSEWIFE'S PROTECTIVE LEAGUE PRODUCTIONS

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

COLUMBIA AFFILIATES ADVISORY BOARD

I. R. Lounsberry.....WGR, Buffalo, Chairman,
representing District No. 2
Arnold Schoen.WPRO, Providence, District No. 1
C. T. Lucy.WRVA, Richmond, Va., District No. 3
Spencer Mitchell...WDAE, Tampa, Fla., District
No. 4
Howard Sumerville.....WWL, New Orleans,
District No. 5
Hulbert Taft, Jr....WKRC, Cincinnati, District
No. 6
Harry Burke.....KFAB, Omaha, District No. 7
Joseph Bernard.....KOMA, Oklahoma City,
District No. 8
Clyde Coombs.....KROY, Sacramento, District
No. 9

(For television personnel turn to TELEVISION
YEAR BOOK in this volume)

AMPLE ROOM FOR RADIO, TV

New And Better Ways Devised For Use Of Each

By THOMAS F. O'NEIL, President,
Mutual Broadcasting System

EXAMINING 1952 for what it was—a 12-month installment in the long-term history of broadcasting—I find the year noteworthy on three main counts, with a fourth which turned out to be mainly a stage-set for the other three, despite advance notices which had it billed as the milestone event of the decade. But the top contribution of the year as a whole was its stronger-than-ever evidence that radio and television are both destined for long and thriving existence . . . each one performing vital functions in its own right.

TV's Big Thaw, announced last April, proved to be merely the backdrop against which both forms of broadcasting played their respective roles in '52. Theoretically, that FCC ruling was to open the flood-gates to nationwide saturation by this newest medium. For a number of reasons, however, the expected flood is still a trickle; large U. S. areas are still unreachable by TV; radio continues to serve as the only real mass medium available to the people of the United States at the present time.

Accordingly, one point firmly established during the past year is this: that the national economy has ample room for both radio and TV. This point had been perennially questioned ever since television first arrived on stage. But it seems to me that the two media's working roles got squared away, for a long time to come, by their users' experience in '52. New and better ways were developed for the use of each, and the comparative scope and effectiveness of both became more clearly understood to the people than ever before.

This brings me to the second plus-mark in my scoring of the past year, and here I credit television with doing radio a genuine service. For years, a good three-quarters of all network radio business was confined to four main product-types: foods, drugs, soaps, and tobaccos. Then along came TV, with all its allure for all sorts of advertisers—many of whom had never conceived of using the airwaves, with or without pictures. Inevitably, a number of these new sponsors found TV costs out of line with their own economics, and had to discontinue. But even that



brief fling gave them first-hand realization of the mass impact which both radio and TV provide, and the radio networks found a lot of new doors open to their lower-cost, mass-sales story. On Mutual alone last year, 22 different product classifications were represented, and the entire medium is proving its ability to sell a wider variety of goods and services with every turn of the calendar.

I approach Point Three on the year's record with some diffidence, for here my assessment of network radio in '52 must concentrate on the Mutual Network in '52. Our solid and contra-industry gain in billings over the preceding year is reasonably good proof that radio time continues to work well in our clients' hands. But still more important—for the whole industry and its whole future—is the new focus we have put on actual radio-vs.-TV performance.

This refers, of course, to the unique formula for rate adjustment set up by Mutual. Following the other networks in point of time, but differing entirely from them in point of policy, our rate revision enables the radio sponsor to gear his time costs to the spread of TV—even as that spread increases in years to come. In brief, our rates remain unchanged in non-TV America . . . we provide a 50% discount on nighttime charges for all stations within 50 miles of a TV transmitter . . . and we apply that discount, six months after TV reaches any new area, to all MBS stations within that radius of the new tower.

I can't help remarking that, without exception, the loudest blasts against radio, and the most presumptuous arrangements for its immediate funeral, are made by persons with the least insight into the actual workings of the medium. Often, too, the apparent "glamour" of television and its stars seems to cloud some people's thinking regarding the real value inherent in the two media.

The past year has demonstrated anew the unmatched effectiveness of network radio. And it is my abiding conviction that, because of the year's further contributions in both flexibility and economy as traced on this page, the future of the medium is assured.

MUTUAL BROADCAST

ALABAMA

WCTA ANDALUSIA
 WOPC ANNISTON
 WED BIRMINGHAM
 WEDJ BRENTON
 WKUL CULLMAN
 WMIL DECATUR
 WKAL DE MOBILE
 WAFZ DOTHAN
 WJLA EUFALA
 WBY GADSDEN
 WBB HALEVILLE
 WBPB HUNTSVILLE
 WBB JACKSON
 WABB MOBILE
 WJJ MONTGOMERY
 WLY MUSCLE SHOALS
 WMO OPELKA
 WMB SELMA
 WFB SYLACAUGA
 WTB TALLADEGA
 WTB TROY
 WNBC TUSCALOOSA

ARIZONA

KSNB BIRIE
 KCV PHOENIX
 KTCU TUCSON
 KYMA YUMA
ARIZONA
 KVBC ARIZONA
 KETA BAZEVILLE
 KAOZ CHANDLER
 KOPH FAYETTEVILLE
 KMMH FORT SMITH
 KNCI HARRISON
 KFA HELENA
 KEAR HOPE
 KWPC HOT SPRINGS
 KBTB JONESBORO
 KLR LITTLE ROCK
 KYMA WASHINGTON
 KENA WENA
 KOTH PINE BLUFF
 WBRJ RUSSELLVILLE
 KYCA SILVER SPRING
 KKAJ ST. LOUIS

CALIFORNIA

KFTY BAKERSFIELD
 KMSL CHICO
 KXFO EL CENTRO
 KTEM FOREBA
 KYMO FRESDO
 KPHI LOS ANGELES
 KYTC MARYSVILLE
 KYOS MERCED
 KPRD PALM BEACH
 KVCV REDDING
 KXON SACRAMENTO
 KSBW SALINAS MONTEREY
 KFSM SAN BERNARDINO
 KDB SAN DIEGO
 KFRIC SAN FRANCISCO
 KEVC SAN LUIS OBISPO
 KVOE SANTA ANA
 KDB SANTA BARBARA
 KKB STOCKTON
 KCOX TULARE VISALIA
COLORADO
 KFEL DENVER
 KUP DURANGO
 WGNL GLENWOOD SPRING
 KFZ GRAND JUNCTION
 WBNZ LA JIMTA
 KCSI PUEBLO
 KCRF TRINIDAD

CONNECTICUT

WICC BRIDGEPORT
 WONS HARTFORD
 WNCI NEW HAVEN
 WNBC WATERBURY
DELAWARE
 WAMS WILMINGTON
DISTRICT OF COLUMBIA
 WDOC WASHINGTON
FLORIDA
 WIRA FORT PIERCE
 WUPP JACKSONVILLE
 WWPB KEY WEST
 WMMH LAKE LAND
 WLE LEESBURG
 WMMB MELBOURNE
 WKAT MIAMI
 WLOF ORLANDO
 WDLR PANAMA CITY
 WFLD PENSACOLA
 WMMH QUINCY
 WSPB ST. PETERSBURG
 WFLX TALLAHASSEE
 WIRK WEST PALM BEACH
 WSMR WHITEHAVEN

GEORGIA

WALB ALBANY
 WDCB AMERICUS
 WQRT ATLANTA
 WMOB AUGUSTA
 WNNR BAINBRIDGE
 WWSB BRANFORD
 WMBE CARTERSVILLE
 WDBA COLUMBUS
 WMAI CORDELE
 WBLJ DALTON
 WMLT DUBLIN
 WDCB ELBERTON
 WWSB FITZGERALD
 WGBA GAINESVILLE
 WJFI GRIFPIN
 WLAG LA GRANGE
 WMLK MICHON
 WMYG WELLSVILLE
 WDBH NEWMAN
 WDBA ROME
 WCCP SAVANNAH
 WNCI STATESBORO
 WFTJ THOMASVILLE
 WTRA THOMSON
 WWSB TIFTON
 WLEY TUCKER

IDAHO

WYNI COEUR D'ALENE
 WFI IDAHO FALLS
 WRUC LEWISTON
 WKID NAMPA BOISE
 WKW POCATELLO
 WKX TWIN FALLS
 WKAL WALLACE

ILLINOIS

WYRO CAIRO
 WGN CHICAGO
 WJPF HERMINE
 WML PEORIA
 WCVS SPRINGFIELD
INDIANA
 WBY BEDFORD
 WKJ FORT WAYNE
 WBC INDIANAPOLIS
 WAK LAFAYETTE
 WAL LOGANSPORT
 WOV VINCENNES

IOWA

WKOC CEDAR RAPIDS
 WKOC CLINTON
 XSTF DAVENPORT
 KWOC DECATUR
 KIDA DES MOINES
 WBO DUBUQUE
 KFV FORT DOUGLASS
 KFJ MARSHALLTOWN
 WKD MASON CITY
 KBZ OTTUMWA
 XEP NEW HAVEN
 KTR SIOUX CITY
 WIC SPEICER
 XML WATERLOO

KANSAS

KTSM EWING
 KUL GARDEN CITY
 KSL SALINA
 KTDF TOPEKA
 KAC WICHITA

KENTUCKY

WCB Bowling Green
 WCTI COLUMBIA
 WCPM CUMBERLAND
 WFTY FRANKFORT
 WMLN HAZARD
 WRC HAZARD
 WSN HENDERSON
 WYK LEIGHTON
 WNC LOUISVILLE
 WFT MAYSVILLE
 WOH OWENSBORO
 WUP PAINESVILLE
 WPK PINEVILLE
 WBY PRINCETON
 WFC TOWNSHIP

LOUISIANA

WAB BATON ROUGE
 KLF LAFAYETTE
 IACH LAKE CHARLES
 KLC MONROE
 KAD NEW BERNE
 WDC NEW ORLEANS
 KLO OPELOUSAS
 KRUS RUSTON
 KENT SHREVEPORT

MAINE

WFAI AUGUSTA
 WDC BOSTON
 WCLL LEWISTON-BANGOR
 WFOR FORTLAND

MARYLAND

WCBM BALTIMORE
 WCM CAMBRIDGE
 WDC COLUMBIA
 WJZ HAGERSTOWN
 WBOC SALISBURY

MASSACHUSETTS

WMAZ BOSTON
 WALE FALL RIVER
 WEM FITZBURGH
 WML GREENFIELD
 WYTH HOLYOKE
 WML LOWELL-LAURENS
 WML PORTLAND
 WBB PITTSFIELD
 WCB WEST HARTFORD
 WDC WORCESTER

MICHIGAN

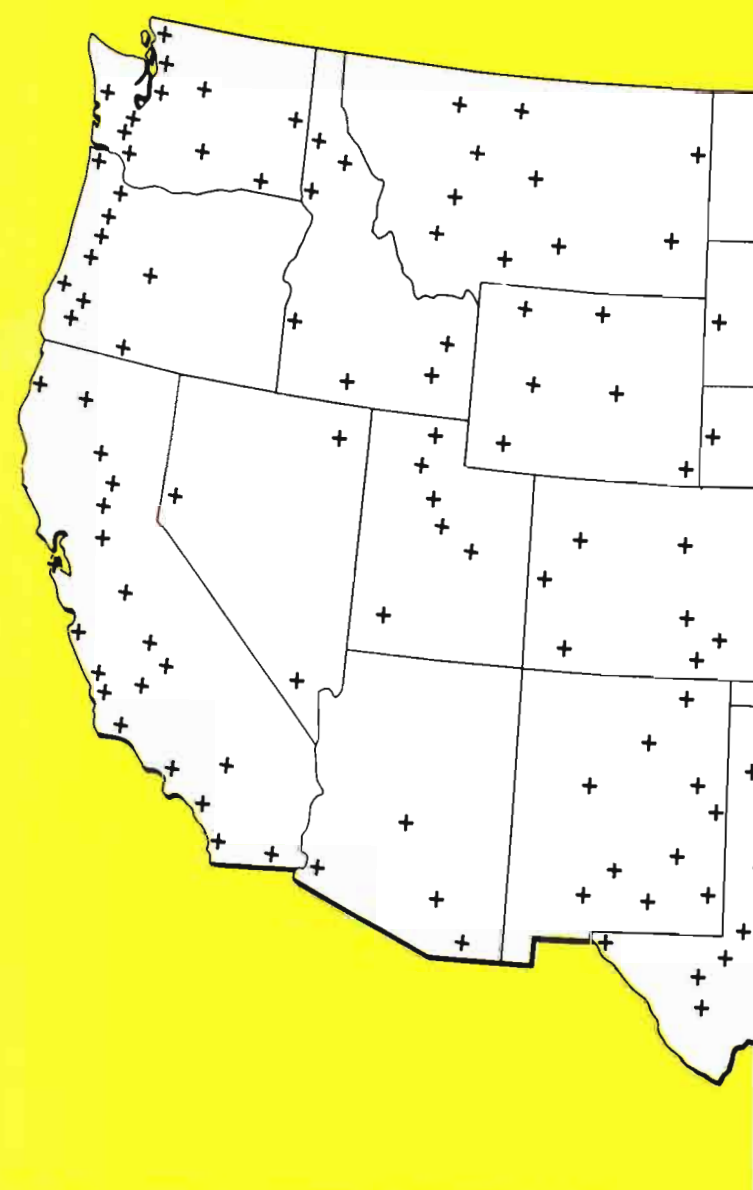
WATE ALBANY
 WBC BATTLE CREEK
 MATT CADILLAC
 CKL DETROIT
 WDC ESCANABA
 WBC FLINT
 WBC Houghton
 WIK IRON RIVER
 WMS LANSING
 WMB JACKSON
 WMM MARQUETTE
 WMC JACKSON
 WMM PORT HURON
 WMM PETOSKEY
 WML SAGINAW-BAY CITY
 WTV TRAVERSE CITY

MINNESOTA

KRUC AUSTIN
 KBLN BEAUMONT
 KIZ BRANDON
 WDC DULUTH
 WTV ELEVATE
 WML FAIRMONT
 KGE FERGUS FALLS
 WTV GRAND RAPIDS
 KML MARSHALL
 WML MINNEAPOLIS-ST. PAUL
 WDC MORNEAU
 WDC Wadena

MISSISSIPPI

WDB BILBOEULEFPORT
 WMB BIRMINGHAM
 WFF FARRAR
 WDC JACKSON
 WDC MEMPHIS
 WDC MOBILE
 WDC NATCHES
 WDC OMAHA
 WDC OKLAHOMA CITY
 WDC OKMULGEE
 WDC OKMULGEE
 WDC OKMULGEE
 WDC OKMULGEE



WCPA CORNHILL
 WJR GREENVILLE
 WHD GRENADA
 WMC JACKSON
 WLA LAUREL
 WML MERIDIAN
 WEL TOPELA
 WDC VICKSBURG
 WDC WEST POINT
 WAZ JAZZ CITY

KOPR BUTTE
 KMN GREAT FALLS
 KDM HAVRE
 KGP HELENA
 KLD LEWISTOWN
 KRN LINCOLN
 KRJ MILES CITY
 KTV SHELBY
 KCK SPOON
NEBRASKA
 WBR BEAURIE
 KFT FREMONT
 KHAL HASTINGS
 KGM KEARNEY
 KOL LINCOLN
 KBL WOOD
 KSN OMAHA
 WNB SCOTTSBLUFF
NEVADA
 WEL ELKO
 WRM LAS VEGAS
 WAT Reno

WBB PORTSMOUTH
NEW JERSEY
 WMO ATLANTIC CITY
NEW MEXICO
 KRG ALAMOGORDO
 KVES ALBUQUERQUE
 KSP ARTESIA
 KCA CLOVIS
 KMB HOBBBS
 KBL LAS CRUCES
 KRN LAS VEGAS
 KRN Raton
 KPL ROOSEVELT
 KTM TUCUMCARI
NEW YORK
 WDB ALBANY
 WBO ALBURN
 WTA BATAVIA
 WCP BINGHAMTON
 WBR BUFFALO
 WY FLORIDA
 WRI LEONARD

WFL LITTLE FALLS
 WY MALONE
 WOP NEW YORK
 WLS OGDENSBURG
 WOS ONEONTA
 WBY PLATTSBURGH
 WET ROCHESTER
 WML ROME-UTICA
 WDC SYRACUSE
 WLN WATERLOO
NORTH CAROLINA
 WMC ASHVILLE
 WTA BOONE
 WPP BEAVER
 WDC BURLINGTON
 WST CHARLOTTE
 WDC DURHAM
 WMC ELIZABETH CITY
 WEM ELKIN
 WFM FAYETTEVILLE
 WDC GREENSBORO
 WDC GREENSBORO
 WMC HENDERSONVILLE
 WMC JACKSONVILLE
 WDC LEASLIEVILLE
 WRI LEONARD

WSD AT. ARY.
 WHT NEW BERN
 WMC NEWTON
 WBL RALEIGH
 WCB RAYDON-KARDS
 WTP SALISBURY
 WMS SHELBY
 WEE SOUTHERN PINES
 WDC STATESVILLE
 WCC WYNNEVILLE
 WMC WYOMING
 WYD WILSON
 WTM WYOMING-SALEM
NORTH DAKOTA
 KDC BISMARCK-BANDAM
 KDLR DEVILS LAKE
 KNDR GRAND FORK
 KRN WOOD
 KOVC VALLEY CITY

OHIO

WBR KERRON
 WATC ASHLAND
 WCO CINCINNATI
 WML CINCINNATI

MUTUAL BROADCASTING SYSTEM

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, LOnacre 4-8000

Executive Personnel

Board of Directors

Thomas F. O'Neil..... Chairman
 Elbert M. Antrim... WGN, Chicago, Vice-Chmn.
 James E. Wallen... MBS, New York, Sec'y-Treas.
 Willet H. Brown... Don Lee Network, Hollywood
 H. K. Carpenter..... WHK, Cleveland
 Benedict Gimbel, Jr..... WIP, Philadelphia
 Ward D. Ingram, Don Lee..... Hollywood
 Frank Schreiber..... WGN, Chicago
 J. Glen Taylor..... General Teleradio, Inc.
 Linus Travers..... Yankee Network, Boston

Officers

Thomas F. O'Neil..... President
 J. Glen Taylor..... Vice President
 James M. Gaines... V.P. of General Teleradio in
 Charge of the WOR and WOR-TV Division
 Adolf N. Hult..... V.P. in charge of Sales
 Robert A. Schmid... V.P. in Chg. of Advertising,
 Public Relations and Research
 Julius F. Seebach..... Vice President in
 Charge of Programs
 E. M. Johnson... V.P. in Chg. of Sta. Rel. & Eng.
 James E. Wallen..... Secretary & Treasurer
 George Ruppel..... Contoller
 Elisha Goldfarb..... Assistant Secretary
 Emmanuel Dennett..... Assistant Secretary

Departments and Divisions

Thomas F. O'Neil..... President
 William H. Fineshriber, Jr..... Exec. Vice-Pres.
 James E. Wallen..... Vice President
 Elisha Goldfarb... Legal Counsel & Asst. Secty.

Office Management

James E. Wallen..... Secretary & Treasurer
 Adolph Optinger..... Labor Relations
 Beatrice M. Marschner..... Personnel Director
 Lewis Tower..... Manager of Building Service
 Ruth Hender..... Purchasing Agent
 Gaile Dody..... Supr., Central Steno
 Augusta Hall..... Telephone Supervisor
 Sigrid Ramberg..... Supr., File & Reception

Legal Counsel

Keith Masters, Andrew C. Hamilton, Percy H.
 Russell, Jr..... of Kirkland, Fleming, Green,
 Martin & Ellis, Washington, D. C. & Chicago
 Emmanuel Dannett..... of McGoldrick, Winn,
 Dannett & Horowitz, New York
 Elisha Goldfarb..... MBS, New York

Program

Julius F. Seebach, Jr..... Vice President
 Donald C. Hamilton... Assistant to Vice President
 Harold Wagner..... Mgr., Program Operations

Dorothy Kemble.....Director of Radio and TV
Continuity Acceptance, Religious and
Educational Programs

Marion Lennox.....Asst. Director of Radio and
TV Continuity Acceptance

Herbert C. Rice.....Manager of Commercial
Programs

Robert Simon.....Program Manager

B. J. Hauser.....Director of Co-op Programs

Nathan Abramson.....Manager of Entertainment
Bureau

Milton Burgh.....Director of News

Arthur Feldman.....Director of Special Events

Paul Jonas.....Director of Sports

Edwin Otis.....Commercial Program Supervisor

Dolores Goudsward.....Supervisor of Program
Traffic

Frank Miller.....Night Program Supervisor

Station Relations and Engineering

E. M. Johnson.....Vice-President

Charles Godwin.....Dir., Station Relations

Robert Carpenter.....Eastern Manager

Roy Danish.....Western Manager

Robert Kennett.....Southern Manager

Jean Engel.....Supr., Station Information

Robert O'Connor.....Chief Plans and Allocations
Engineer

Leslie Learned.....Chief, Engineering Traffic

James Chapman.....Supt., Engineering Traffic

Cyrus Samuelson.....Supervisor Engineering
Operations

Charles Singer.....Chief Engineer

John Hayes.....Office Manager

Accounting

George Ruppel.....Controller

Richard Groome.....Asst. Controller

Jane Poser.....Supr., Affidavits

Advertising, Press Information, and Research

Robert A. Schmid.....Vice President

James S. Tyler.....Director of Advertising

Harold M. Coulter.....Director, Promotion

Richard J. Puff...Dir., Research & Presentations

Francis X. Zuzulo.....Director of Press
Information

Henry Poster.....Manager, Research

F. Carleton McVarish..Mgr., Audience Promotion

Frederick Schneier.....Mgr., Presentations

Arnold Roston.....Art Director

John Stone.....Assistant Art Director

Jackson Foster.....Manager of Presentation
Art and Graphics

Nathan Sakolsky.....Production Manager

Sales

Adolf N. Hult.....Vice-President

Sidney P. Allen.....Admin. Mgr., Network Sales

John R. Overall.....Eastern Sales Manager

Virgil Reiter.....Midwestern Sales Manager

Alma Graef.....Manager, Sales Service

T. E. Danley.....Manager, Sales Traffic

Sara Joseph.....Manager, Contracts

Washington

Hollis Seavey.....Dir., Washington Operations

Everett Holles.....White House Correspondent

Lee Higbie.....News Editor

Chicago

Carroll Marts.....General Manager,
Midwestern Operations

Virgil Reiter.....Midwestern Sales Manager

Dorothy Reynolds...Midwest Sales Service Mgr.

Myrtle Goulet.....Office Mgr. & Pgm. Traffic

George Herro.....Dir., Promotion & Press
Information Representative

Hollywood

Ned Tollinger.....Co-Ordinator of Programs

Capp Collins...Press Information Representative

Year after Year

... for three decades, the great audience and fine facilities of WLW, the nation's most merchandise-able station, have afforded advertisers sales depth unavailable anywhere else. Now, the WLW-Television stations in Cincinnati, Dayton and Columbus offer advertisers this same leadership. For the finest facilities, greatest circulation and market dominance, buy the WLW stations —best buy... year after year.

The Nation's Most Merchandise-able Stations — WLW • WLW-T • WLW-D • WLW-C
Exclusive Sales Offices: Cincinnati, Dayton, Columbus, New York, Chicago, Hollywood

PEOPLE MEET THE LEADERS

Radio And Television Bringing Greater Intimacy

By FRANK WHITE, President,
National Broadcasting Company

IN AN industry which always has its restless eye on tomorrow, the luxury of the long look back is a tradition to be cherished and encouraged. In the past, I have been privileged to use space in the Radio Annual—Television Yearbook for a summing up of the previous year's business accomplishments, and an estimate of the prospects they suggest for the period ahead. This year, such an expression of pride in the great forward strides made by NBC in 1952 would come with ill grace from one who has been president of the company for less than a month. Nor do I wish to resort to the relative impersonality of industry statistics measuring the massiveness of radio and recording the upsurge of television. They tell a story dramatic and worth the telling, but that story alone does not begin to indicate the essential values of the broadcasting media.

To me, 1952 stands out in broadcasting as the year which marked television's coming of age as an instrument of infinite capacity in service to the public, and a year which saw radio continue—despite economic crisis and adversity — as a medium for fundamental public needs.

The prime example of broadcasting's service during 1952 was, of course, its facility in bringing directly to the people in their homes the whole political panorama as it unfolded—from the first of the primaries through the Conventions and campaigns and election to the stirring ceremonies of the inauguration. By stimulating public participation in the issues and events on such a broad base, radio and television took a long step forward in bringing the Government back to its citizens, and its citizens back to the Government. In the face of growing complexities in our social and political organization, they provided the means whereby the people could become the masters—and not the servants—of those problems.

In its eyewitness coverage of news and events as they occurred, television demonstrated the greatness of which it is capable, and the role it can play in giving all the people equal opportunity to learn and understand what is happening in the world around them.

In order for television to provide these



opportunities, it must itself have equality of opportunity to attend wherever something of importance to the public is happening, because it is the eyes and ears of the public. To deny it access to the things the people should know is to deny them such access. In 1952, we saw a growing realization of the importance of this principle and in 1953 we may hope for its full acceptance.

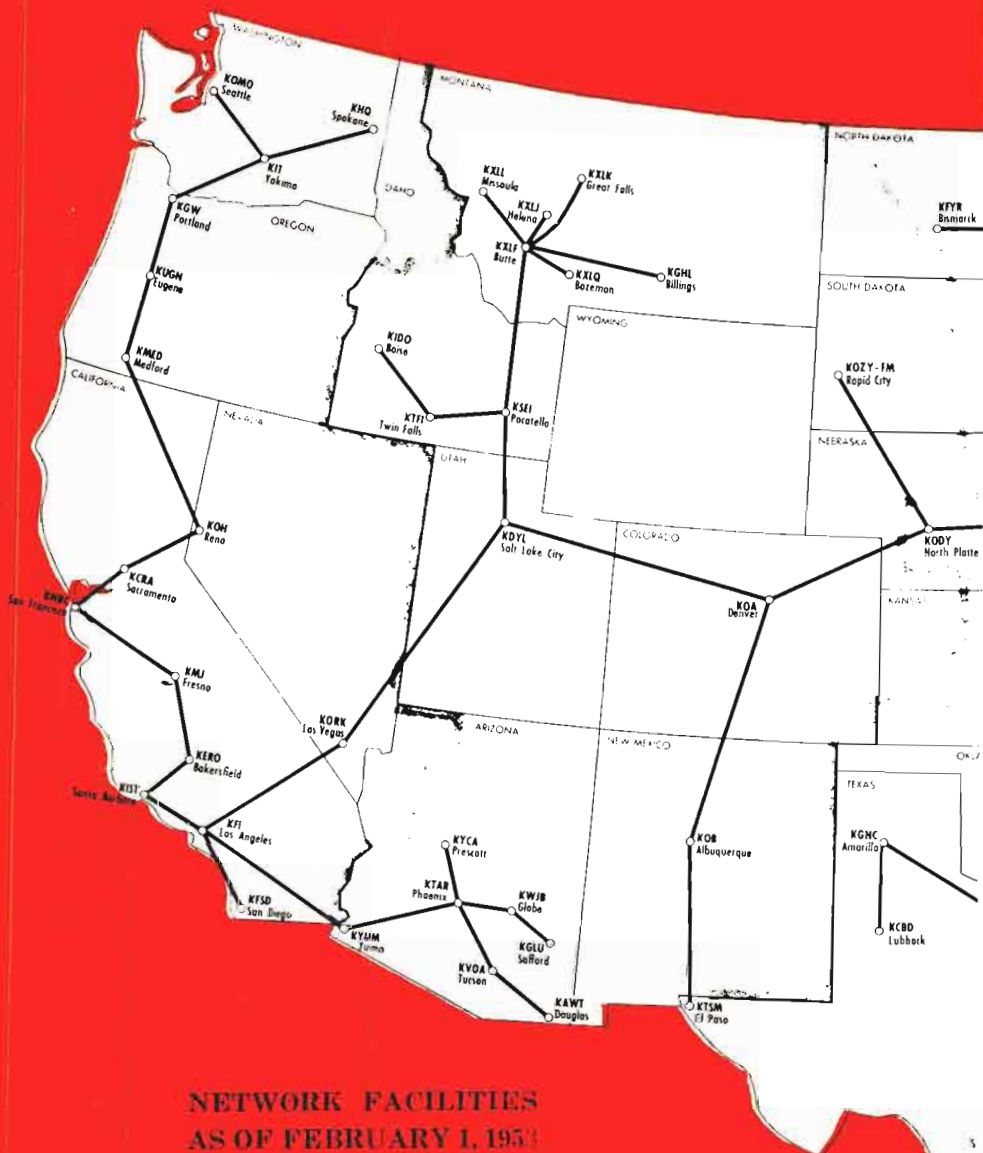
In 1952, too, we saw confirmation of the principle that broadcasters are equipped and able to keep their own house in order and should be left free to apply the procedures they have developed for self-regulation—which is the only really effective kind of regulation. In carrying through on this responsibility in the past year, the new television medium again demonstrated its coming of age.

But this coming of age is only a threshold and a beginning. All the things television has done in the past year and all the public contributions it has made are only a token of what it can do as it moves ahead into maturity. Through this complete communications medium of sight and sound and movement — and eventually of color — Americans throughout the country, rich and poor, young and old, can become more truly and more wholly citizens of their times and world.

To develop this potential, to bring broadcasting to the point of maximum service, a healthy economic foundation for the industry must be assured. This means proper economic support, not only for radio and television stations, but also for the networks which provide the basic national service and are the source of the nationwide news and special events coverage and the great cultural and entertainment presentations.

Today, those of us who are concerned with network operations are still wrestling our way through the economic problems, and there are no easy solutions. But the accomplishments of 1952 in moving toward a level of stability in network radio and developing the patterns for television's strength are certainly favorable signs that we can progress toward the goal in the turbulent year ahead. And the goal is so great that it is worth every effort we can put to the task.

NATIONAL BROAD



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1951**

NATIONAL BROADCASTING COMPANY INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

NATBROCAST NEW YORK

BOARD OF DIRECTORS

David Sarnoff, Chairman
 Sylvester L. Weaver, Jr., Vice Chairman
 John T. Cahill Mrs. Douglas Horton
 Charles R. Denny Harry C. Ingles
 Gano Dunn Charles B. Jolliffe
 Frank Folsom Edward J. McGrady
 George L. Harrison Lewis L. Strauss
 Frank White

OFFICERS

Frank White President
 Charles R. Denny Vice President
 Joseph V. Heffernan Vice President
 John K. Herbert Vice President
 Harry Bannister Vice President
 Charles C. Barry Vice President
 Ted Cott Vice President
 Sydney H. Eiges Vice President
 George H. Frey Vice President
 O. B. Hanson Vice President
 William S. Hedges Vice President
 Harry C. Kopf Vice President
 Edward D. Madden Vice President
 Gustav B. Margraf Vice President
 Frank M. Russell Vice President
 Robert W. Sarnoff Vice President
 Carleton D. Smith Vice President
 John K. West Vice President
 Frederic W. Wile Vice President
 Joseph A. McDonald Treasurer
 Harry F. McKeon Controller
 John Q. Cannon Secretary
 William A. Williams Assistant Treasurer

ORGANIZATION UNDER VICE-PRESIDENT IN CHARGE OF NETWORKS

John K. Herbert Vice President in Charge
 Networks
 William H. Fineshriber Vice President and
 General Manager of Networks
 David C. Adams Vice Pres. for Administration

Sales Department

George H. Frey Vice President and
 Sales Director
 Walter D. Scott Administrative Sales Manager
 John Lanigan Manager of Eastern Sales
 Division
 Edward R. Hitz Manager of Central Sales
 Division
 Frederick W. Dodge Director of Merchandising

Program Department

Charles C. Barry Vice President in Charge of
 Network Programs
 Gustav B. Margraf Vice President in Charge of
 Program and Talent Administration
 Thomas A. McAvity National Program Director
 Carl M. Stanton Television Network
 Program Manager
 Thomas McCray Director Networks
 Programs — Hollywood
 Harold Kemp Manager of the Talent Office
 Merritt W. Barnum, Jr. Manager of New
 Program Development

Public Affairs Department

Davidson Taylor Director of Public Affairs
 William R. McAndrew Manager of News
 and Special Events
 Thomas S. Gallery Manager of Sports
 Edward Stanley Manager of Public
 Service Programs

Production Department

Frederick W. Wile, Jr. Vice President in Charge
 of Networks Production
 Leonard H. Hole Director of Production

Technical Operations Department

George McElrath Director of Technical
 Operations
 Frederick G. Knopfke Manager of Sound Effects
 Thomas H. Phelan Manager of TV Technical
 Operations
 Charles L. Townsend Technical Film Coordinator

Production Services Department

Fred Shawn Director of Production Services
James A. Glenn Manager of Staging Services
and Special Effects
Hugh T. Graham Chief of Production
Coordinators
Ernest V. Theiss Manager of Production
Operations

Plant Operations Department

Anthony M. Hennig Director of Plant Operations
Sol Cornberg Supervisor of Plant Facilities
Development
William Ervin Supervisor of Studio and
Theater Operations
Thomas Tart Supervisor of Plant Procedures

Production Controls

J. Robert Myers Director of Production Controls
Isabel Finnie Supervisor of Business Office

Promotion, Planning and Development Department

Ruddick C. Lawrence Director of Promotion,
Planning and Development

Advertising and Promotion Department

Jacob A. Evans Director of Advertising and
Promotion
James H. Nelson Advertising Manager
John G. Fuller Sales Promotion Manager
Fred C. Veit Manager of Art, Production
and Graphics
Frank W. McMahon Advertising and Copy
Coordinator
Gerald Pat Steel Advertising and Copy
Coordinator

Research and Planning Department

Hugh M. Beville Director of Research and
Planning
Dr. Thomas E. Coffin Manager of Research
James H. Cornell Manager of Audience
Measurement
Barry T. Ruple Manager of Plans
Allen R. Cooper Manager of Markets and
Media

Development Department

Robert W. McFayden Director of Development
Lewis M. Marcy Project Manager

Station Relations Department

Harry Bannister Vice Pres. in Charge of
Station Relations
Sheldon B. Hickox, Jr. Director of Station
Relations
Thomas E. Knode Manager of Station Relations
Harry A. Woodman Manager of Traffic
Department

Press Department

Sydney H. Eiges Vice Pres. in Charge of Press
Frank Young Director of Press
Don Bishop Manager of Program Publicity
William Lauten Manager of Business Publicity
Norman H. Pader Manager of Exploitation

Controller's Department

Charles J. Cresswell Controller for the Network.
William V. Sargent Assistant Controller,
Networks
John J. Heywood Financial Planning Manager
Francis X. O'Shea Chief Accountant
Edward J. Stegeman Programming Business
Manager

ORGANIZATION UNDER FINANCIAL V-P.

Joseph V. Heffernan Financial Vice Pres.
Samuel Chotzinoff General Music Director
George D. Matson Operation Analyst

Budget Department

Hamilton Young Budget Director
Joseph J. Alkulonis Assistant Budget Director
Frederick E. Acker Director of Capital
Appropriations

Controllers Department

Harry F. McKeon Controller
Harold M. Kelly Assistant Controller
Hugh R. McGeachie Assistant Controller

Integrated Services Department

William S. Hedges Vice Pres. in Charge of
Integrated Services
Edward M. Lowell Manager of Building and
General Service Dept.
William B. Miller Night Executive Officer
Frances Sprague Chief Librarian
Peter M. Tintle Manager of Guest Relations
Department

Legal Department

Thomas E. Ervin Vice President and
General Attorney
Thomas E. Ervin Assistant General Attorney
John V. Shute Senior Attorney
Cahill, Gordon, Zachary and Reindel Counsel

Personnel Department

Ernest de la Ossa Director of Personnel
Robert R. Tufts Manager of Organization
Planning
Donald A. Rutledge Employee Relations Manager
Donald H. Mackenzie New York Personnel
Manager

Treasurer's Department

Joseph A. McDonald Treasurer
Edmund Souhami Union Relations Coordinator

Ferdinand A. Wankel.....Union Relations
Coordinator
William D. Bloxham.....Manager of Purchasing

**ORGANIZATION UNDER
VICE-PRESIDENT OWNED &
OPERATED STATIONS**

Charles R. Denny.....Vice President for Owned &
Operated Stations, Public Relations and
Staff Engineering

Henry T. Sjogren.....Controller for Owned &
Operated Stations

NATIONAL SPOT SALES

Thomas B. McFadden.....Director of National
Spot Sales
Richard H. Close.....Manager for Represented
Stations
John H. Reber.....National Manager for
Television Spot Sales
Caroline Herbert.....Sales Service Manager
Harold Shepard.....Sales Development Advertising
& Promotion Manager

WNBC, WNBC-FM—New York

Ted Cott.....Vice Pres. & General Manager
Max E. Buck.....Director of Advertising,
Sales Promotion & Merchandising
Robert J. Leder.....Radio Sales Manager
Richard M. Pack.....Director of Programs &
Operations
Jack R. Robinson.....Community Relations Manager
Steven H. White.....Radio Program Manager
Theodore Zaer.....Controller

WRC—Washington

Carleton D. Smith.....Vice President and
General Manager
Robert Adams.....Supervisor Advertising and
Promotion
Kenneth French.....Manager Radio Programs
Arthur D. Hamilton.....Controller
James C. Hirsch.....Manager Radio Sales
Cassius M. Keller.....Director of News &
Special Events
John G. Rogers.....Chief Engineer

WMAQ, WMAQ—Chicago

Harry C. Kopf.....Vice Pres. & General Manager
Leonard Anderson.....Manager of Integrated
Services Department
Homer R. Heck.....Radio Program Manager
Howard C. Luttgens.....Engineer in Charge
Rudi N. Neubauer.....Manager of Radio Local Sales
William B. Ray.....Manager of News & Special
Events
John F. Whalley.....Controller

WTAM—Cleveland

Hamilton Shea.....General Manager
Norman Cloutier.....Program Director
William P. Dix.....Radio Sales Manager
Charles F. Hutaff.....Director of Advertising
Promotion & Merchandising
Samuel E. Leonard.....Engineer in Charge
John L. McHale.....Controller
Frank D. Smith.....Program Manager

KNBC—San Francisco

Lloyd E. Yoder.....General Manager
Alfred W. Crapsey.....Sales Manager
Alphons C. Diederichs.....Controller
Curtis D. Peck.....Manager of Radio Technical
Operations & Integrated Services
John H. Thompson.....Manager News, Special
Events, Press, Public Affairs, Education &
Agriculture

Engineering Department

O. B. Hanson.....Vice Pres. & Chief Engineer
William A. Clarke.....Administrative Assistant
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
George M. Nixon.....Manager of Engineering
Development
Chester A. Rackey.....Manager of Audio-
Video Engineering
Robert E. Shelby.....Director of Color Television
Systems Development
James Wood, Jr.....Manager of Technical Services

Public Relations Department

Edward D. Madden.....Vice President & Assistant
to the President
Cornelius K. Sullivan.....Public Relations
Representative
Robert Aaron.....Public Relations Representative

Continuity Acceptance Department

Stockton Helffrich.....Manager of Continuity
Acceptance

Information Department

Anita Barnard.....Manager of Information

**ORGANIZATION OF WASHINGTON
AND HOLLYWOOD OFFICES**

Washington Office

Frank M. Russell.....Vice President

Hollywood Office

John K. West.....Vice President
Thomas McCray.....Director of Network
Program Operations
Earl H. Rettig.....Director of Finance and
Operations
Lewis S. Frost.....Director of Public Relations

From **AMPEX** *the best answers to broadcast recording*



YESTERDAY

Transcriptions so “live” they defied detection — this ideal became a reality when Ampex introduced the Model 200. Within months of their introduction, **AMPEX** Tape Recorders had been installed by a major network throughout its facilities from coast to coast and others were following fast.



TODAY

Ampex has brought the cost of ultra high fidelity tape recorders down to a quarter of the cost of the original Model 200. The low maintenance cost, durability and fidelity of the **AMPEX** has made it the established standard of the broadcast industry — yet its superlative performance is within reach of every station from 50,000 watts to 250 watts.

TOMORROW

The **AMPEX** you buy today will still be giving unsurpassed fidelity and performance, and Ampex will still be setting the pace for the recording industry.

AMPEX

ELECTRIC CORPORATION

934 CHARTER STREET
REDWOOD CITY • CALIF.

For your recording requirements, your best answers today or tomorrow will come from the leader in the tape recording field. If you plan for tomorrow, buy **AMPEX today.**

BIG AREAS STILL LACK TV

Over 400 Stations In Localities Without Video

By **SIDNEY J. WOLF**, President,
Keystone Broadcasting System, Inc.

THIS year, the radio industry faces another period of adjustment. With the lifting of the TV freeze, there is little doubt but what Keystone will thrive, due to the fact that at the present time Keystone has over 400 stations beyond the effective TV coverage area; and as new stations are built, there will be a tendency on the part of national advertisers to buy in all TV markets and supplement with Keystone. Within the past year, there was every indication that some advertisers would cover some markets with TV and supplement their activity with the smaller stations.

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 by far to their hometown 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 thirteen-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.

Proof of this performance is indicated by the fact that Keystone, entering its 14th year of operation, has shown a consistent healthy increase in each succeeding year . . . and the number of affiliates are in excess of 625.

During 1952, 12 new major advertisers were added . . . and 134 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.

Even as this is being written it has become necessary to dispatch to this publication another seven new affiliates extending from West Virginia to California, from Ohio to Texas. The usual Keystone map, a regular feature of Radio Annual for many years has been replaced by a double-page listing of all KBS stations, a move made necessary by the fact that the tremendous number of affiliates could not be included within the limits of the map and still remain legible.

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 \$50,000,-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 1953, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium of even greater importance to the nation's advertisers who want to reach the world's richest market. And, there is little doubt but what we will have more than 700 affiliates by the end of 1953.

KEYSTONE

BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf (Director)	President
Joseph Bayer (Director)	Vice-President
Noel A. Rhys	Vice-President
Edwin R. Peterson	Vice-President
William Bayer	Vice-President
Arthur Wolf (Director)	Secretary-Treasurer

New York

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-1460

Noel A. Rhys	Vice-President and Eastern Sales Manager
Charles A. Hammarstrom	Account Executive
Eve Bannier	Office Manager
Nicholas Gordon	Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-6303

Sidney J. Wolf	President
Edwin R. Peterson	Vice-President
Arthur Wolf	Secretary-Treasurer
Blanche Stein	Director of Station Relations
Wyn Spangenberg	Traffic Manager
Bertha Vincent	Office Manager

Los Angeles

1330 Wilshire Blvd., Los Angeles 17, Calif.

Phone: DUmkirk 3-2910

William Bayer	Vice-President
Henry G. Eschen	Account Executive
Harry Roe	Account Executive

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.

At present, there are more than 625 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.

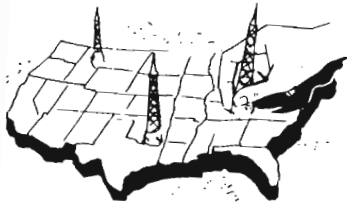
Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

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 1952, as in 1951, 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.

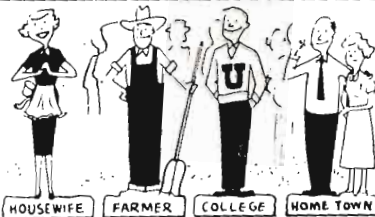
SELECTION AND

IS THE KEYSTONE



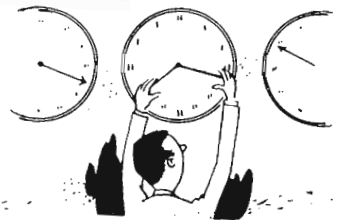
Markets

Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!



Audience

Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!



Time

From sign-on to sign-off, 631 KBS stations may be purchased any time of day!



Merchandising

Keystone cooperates with any advertiser in a merchandising program that gets results!



Announcements or Programs

Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc.—all are available on any of the 631 KBS Stations.

FLEXIBILITY

KEYNOTE OF THE BROADCASTING SYSTEM.

Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with agencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaigns is up to you. You may do all this with *one order, one rate, and one invoice.*

KEYSTONE BROADCASTING SYSTEM, INC.

• New York: 500 Fifth Ave.

• Chicago: 111 W. Washington

• Los Angeles: 1330 Wilshire Blvd.



Live or Transcribed

Many advertisers use live announcements;
others use transcriptions.

1234567

Number of Broadcasts

Any number of Broadcasts per station you
need to do the job!

KEYSTONE BROADCAST

ALABAMA

WMOZ* Mobile
 WRFS* Alexander City
 WCTA* Andalusia
 WJLD Bessemer
 WEBJ* Brewton
 WRAG* Carrollton
 WKLF Clanton
 WKUL Cullman
 WMSL* Decatur
 WXAL* Demopolis
 W00F* Dothan
 WULA* Eufaula
 W0WF* Fayette
 W0WL* Florence
 W0WD* Gadsden
 W0YV* Greenville
 W0SV* Guntersville
 WBHP* Huntsville
 WPBB* Jackson
 W0WB* Jasper
 WJHO Opelika
 W0WR* Russellville
 WHBB* Selma
 WFEB* Sylacauga
 WHTB Talladega
 WTBF* Troy
 WTBC Tuscaloosa
 WTUS* Tuskegee

ARIZONA

KCLS* Flagstaff

ARKANSAS

KVRC* Arkadelphia
 KBTA* Batesville
 KAMD* Camden
 KCON* Conway
 KAGH* Crossett
 KDMS* El Dorado
 KGRH* Fayetteville
 KXJK Forrest City
 KH0Z* Harrison
 KFFA* Helena
 KXAR* Hope
 KRCH* Hot Springs
 KBTM* Jonesboro
 KVLG* Little Rock
 KVMA* Magnolia
 KENA* Mena
 KOSE* Osceola
 KDRS* Paragould
 KOTN* Pine Bluff
 KP0C* Pocolontas
 KXRI* Russellville
 KWBC* Searcy
 KBRS* Springdale
 KWAK* Stuttgart

CALIFORNIA

KIBS* Bishop
 KPAS Banning
 KDIA Auburn
 KBMX* Coalinga
 KCVR Lodi
 KMBY* Monterey
 KSFE Needles
 KPRL* Paso Robles
 KVEC* San Luis Obispo
 KSVJ Sanger
 KSMA* Santa Maria
 KSPA Santa Paula
 KR0G* Sonora
 KTKR* Taft
 KTR* Turlock
 KVVV Ventura

COLORADO

KGIW* Alamosa
 KRLN* Canon City
 KRAI* Craig
 KIUP* Durango
 KFTM Fort Morgan
 KVOU Greeley
 KBNZ* La Junta
 KLVG* Leadville

KLMO Longmont
 KU0C* Montrose
 K0ZA* Pueblo
 KVRH* Salida
 KCRT* Trinidad

DELAWARE

WJWL* Georgetown

FLORIDA

W0C0* Cocoa
 WTRL* Bradenton
 WTAN* Clearwater
 W0NU* Crestview
 W0RD* Ft. Lauderdale
 WINK* Ft. Myers
 W0GG* Gainesville
 WJVB Jacksonville Beach
 WKWF* Key West
 WIPC* Lake Wales
 WLBE* Leesburg
 WNER* Live Oak
 WTY* Marianna
 WWPB Miami
 WTMG* Ocala
 WWPJ Palatka
 WDLF* Panama City
 WPLA* Plant City
 WTRF* Sanford
 WKXY* Sarasota
 WJCM* Sebring
 WTNT* Tallahassee
 WEBK* Tampa

GEORGIA

WAUG* Augusta
 WJAZ* Albany
 WDEC* Americus
 WGAU Athens
 W0GR* Bainbridge
 W0GG* Brunswick
 W0RA* Cairo
 WLBW Carrollton
 WBHF Cartersville
 WGAA* Cedartown
 WJMJ* Cordele
 W0OC Covington
 WBLJ Dalton
 W0WD* Dawson
 WDMG* Douglas
 WMLT* Dublin
 WTJH East Point
 W0SG* Elberton
 WBHB* Fitzgerald
 W0FM* Fort Valley
 W0GA Gainesville
 WKEU Griffin
 W0BR* Jessup
 WLAG* La Grange
 W0VG* Milledgeville
 W0GA* Moultrie
 W0RA* Rome
 W0WS* Statesboro
 W0ST* Thomasboro
 W0TA* Thomson
 WLET* Teocca
 WY0P* Vidalia
 W0YX* Waycross
 W0LD West Point
 W0MD Winder

IDAHO

KGEM* Boise
 KBIO* Burley
 KIFL* Idaho Falls
 KRPL* Moscow
 KWIK* Pocatello
 KPST* Preston
 KSPT* Sandpoint
 KLIX* Twin Falls
 KWEI* Weiser

ILLINOIS

W0KZ Alton
 WBYS* Canton

WROY* Carmi
 WCRA* Effingham
 WEBQ* Harrisburg
 WJPF Herrin
 WPCR Lincoln
 WSMI* Litchfield
 WKAI* Macomb
 W0MK* Metropolis
 WVMC* Mt. Carmel
 WVLN* Olney
 WPRS* Paris

INDIANA

W0CB Anderson
 W0NL* Booneville
 W0SAL* Logansport
 WRAY* Princeton
 W0SLM Salem
 WJCD Seymour
 WJVA* South Bend
 WTCJ* Tell City
 WKAM* Warsaw

IOWA

KASI Ames
 KJAN Atlantic
 K0CM Carroll
 K0CG* Centerville
 KCHA* Charles City
 KSIB* Creston
 KXIC* Iowa City
 KWPC Muscatine
 KJFJ Webster City

KANSAS

KARE Atchison
 KCRB* Chanute
 K0NO* Dodge City
 KTSW* Emporia
 KIUL* Garden City
 KAYS* Hays
 K0BW* Hutchinson
 K0ND* Independence
 K0LO Leavenworth
 KNEK* McPherson
 K0EX* Pittsburg

KENTUCKY

WLBW Bowling Green
 WTC0* Campbellsville
 WAIN* Columbia
 WCTT* Corbin
 WZIP Covington
 W0CP* Cumberland
 WHIR* Danville
 WIEL* Elizabethtown
 WFKY* Frankfort
 WKAY* Glasgow
 WHLN* Harlan
 WKIC* Hazard
 W0SN* Henderson
 WLEX* Lexington
 W0NN Louisville
 WFMW* Madisonville
 WKTM* Mayfield
 WFTM Maysville
 WMIK* Middlesboro
 W0MI* Owensboro
 WPKE* Pikeville
 WPRP Prestonsburg
 WPKY* Princeton

LOUISIANA

KTRY* Bastrop
 WIKC* Bogalusa
 KDLA* De Ridder
 WHLH Hammond
 KWGJ* Natchitoches
 KSLO* Opelousas
 KRUS* Ruston

MAINE

WABM* Houlton
 WAGM* Presque Isle

MARYLAND

WNAV Annapolis
 WASA Havre de Grace

MASSACHUSETTS

WREB Holyoke

MICHIGAN

WATZ* Alpena
 W0RO* Bay City
 WATT* Cadillac
 WTVB Coldwater
 WMRP Flint
 WHDF Houghton
 WIKB* Iron River
 WJMS* Ironwood
 WJPD* Ishpeming
 WKLA* Ludington
 WCEN* Mt. Pleasant
 WMBN Petoskey
 WHLS Port Huron
 WSTR Sturgis
 WTCM* Traverse City

MINNESOTA

KBMW* Breckenridge
 KASB Albany
 KBUN* Bemidji
 WKLK* Cloquet
 KRDX* Crookston
 WEVE Eveleth
 WBZY* Grand Rapids
 CKFI* International Falls
 KLTG* Little Falls
 K0BK Owatonna
 W0SH Stillwater

MISSISSIPPI

WCLD* Cleveland
 W0GM* Biloxi-Gulfport
 WBPJ* Booneville
 WGLG* Centerville
 WCJU Columbia
 W0MA Corinth
 WJPR* Greenville
 W0RM* Greenwood
 W0FB* Hattiesburg
 W0KZ* Kosciusko
 WAML* Laurel
 W0PF* McComb
 W0IS* Natchez
 W0MP* Pascagoula
 W0HC* Philadelphia
 WRJW Piquayune
 W0SS* Starkville
 W0BC* Vicksburg
 W0RB* West Point
 W0AZ* Yazoo City

MISSOURI

K0MO* Cape Girardeau
 K0MD* Carthage
 KCRV* Caruthersville
 KCH* Chillicothe
 K0KD Clinton
 KREI* Farmington
 KJCF Festus
 KW0S* Jefferson City
 KIRX* Kirksville
 KNCM* Moberly
 KRMO* Monett
 KNEM* Nevada
 KW0C* Poular Bluff
 KTR* Rolla
 KSGM* Ste. Genevieve
 K0RD* Sedalia
 KIGK* Springfield
 KWRE Warrenton
 KWPM* West Plains

MONTANA

KANA* Anaconda
 KBMY* Billings
 KOJM* Havre
 KCAP* Helena
 KXLO* Lewistown
 KPRK* Livingston
 KRJF* Miles City
 K1YI* Shelby
 KGCC* Sidney

NEBRASKA

KC0W* Alliance
 K0NI* Broken Bow
 KJSK* Columbus
 KHAS* Hastings
 KGFV* Kearney
 KBRL* McCook
 K0DY* North Platte
 K0SD* Sidney

NETWORK FACILITIES AS OF FEBRUARY 1, 1953

* Asterisk following call letters indicates station is outside of current TV coverage.

CASTING SYSTEM

NEVADA

KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU Berlin
WLNH Laconia

NEW JERSEY

WSNJ Bridgeton

NEW MEXICO

KSPV Artesia
KVBC Farmington
KGAJ Gallup
KWEW Hobbs
KENM Portales
KSIL Silver City
KCHS Truth or
Consequences
KTNM Tucumcari

NEW YORK

WMBO Auburn
WOSC Fulton
WLEA Hercul
WHUC Hudson
WJOC Jamestown
WVOS Liberty
WLFH Little Falls
WICY Malone
WALL Middletown
WSLB Ogdensburg
WIRY Plattsburg
WNBZ Saranac Lake
WDLA Walton

NORTH CAROLINA

WHCC Waynesville
WRCS Asheville
WABZ Albemarle
WBBS Burlington
WEGO Concord
WCKB Dunn
WCNC Elizabeth City
WFAI Fayetteville
WBBO Forest City
WFBG Fuquay Springs
WGNC Gastonia
WFMC Goldsboro
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB Lumberton
WMAP Monroe
WHIP Mooresville
WPAQ Mount Airy
WKBK No. Wilkesboro
WFRS Reidsville
WCBT Roanoke Rapids
WCCE Rocky Mount
WVGP Sanford
WVHS Shelby
WADE Wadesboro
WHED Washington

NORTH DAKOTA

KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KGCU Mandan
KVOY Valley City
KWBM Williston

OHIO

WOHP Belle Fontaine
WJER Dover
WLO East Liverpool
WILE Cambridge
WAND Canton
WBEX Chillicothe
WJEH Gallipolis
WMOH Hamilton
WIRO Ironton

WWSO Springfield-Urbana
WCHO Washington Court
House

OKLAHOMA

KADA Ada
KWHW Altus
KVSQ Ardmore
KWCO Chickasha
KSEO Durant
KASA Elk City
KTAT Frederick
KTJS Hobart
KUSA Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KHBB Dknuige
KVLH Pauls Valley
KOLS Pryor
KWSH Tri City
(Wewoka-Seminole-
Holdenville)
KSIW Woodward

OREGON

KAST Astoria
KBKR Baker
KBND Bend
KWRO Coquille
KRUL Corvallis
KASZ Eugene
KLBK La Grande
KGAL Lebanon
KMCM McMinnville
KSRV Ontario
KOCO Salem
KODL The Dalles
KTIL Tillamook

PENNSYLVANIA

WNCC Barnesboro
WCOD Carbonade
WHYL Carlisle
WESA Charleroi
WBUX Doylestown
WGET Gettysburg
WHUN Huntingdon
WDAD Indiana
WAKU Latrobe
WKRZ Oil City
WPAZ Pittstown
WKBI St. Marys
WATS Sayre
WYSC Somerset
WMAJ State College
WNOW York

RHODE ISLAND

WRJM Newport
WPAW Pawtucket
WERI Westerly

SOUTH CAROLINA

WANS Anderson
WACA Camden
WHAN Charleston
WGCD Chester
WELP Easley
WFKB Florence
WFGN Gaffney
WEAB Greer
WHSC Hartsville
WLBG Laurens
WJAY Mullins
WMRA Myrtle Beach
WKDK Newberry
WRNO Orangeburg
WRHI Rock Hill
WSNW Seneca
WFIG Sumter

SOUTH DAKOTA

KDSJ Deadwood
KIJV Huron
KGFX Pierre
KISD Sioux Falls
KWAT Watertown

TENNESSEE

WLAR Athens
WJZM Clarksville
WKRM Columbia
WHUB Cookeville
WDSG Dyersburg
WEKR Fayetteville
WHIN Gallatin
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WKIN Kingsport
WDXE Lawrenceburg
WGOR Lebanon
WJIM Lewisburg
WGAP Maryville
WMMT McMinnville
WNS Murfreesboro
WNAH Nashville
WOKO Oak Ridge
WTPR Paris
WDBL Springfield
WJIG Tullahoma
WENK Union City

TEXAS

KVLF Alpine
KBUO Aliens
KRUO Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KTFY Brownfield
KBOR Brownsville
KBWD Brownwood
KDET Center
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLK Del Rio
KDNT Denton
KURV Edinburg
KELP El Paso
KFLD Floydada
KNAF Fredericksburg
KGAF Gainesville
KLUF Galveston
KCTI Gonzales
KGVJ Greenville
KPAN Hereford
KHBR Hillsboro
KATL Houston
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KCOA Kilgore
KPET Lamesa
KVOZ Laredo
KVOW Littlefield
KFRO Longview
KVSP Lubbock
KRBA Lufkin
KMHT Marshall
KJBC Midland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KOSF Naacgdoches
KRIG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTX Paris
KIUN Pecos
KVOP Plainview
KBOP Ploasanton
KOLJ Quanah
KONY San Marcos
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOK Sweetwater
KTEM Temple
KTFS Texarkana
KTLW Texas City
KTBB Tyler
KVOU Uvalde
KVOY Vernon
KVIC Victoria

UTAH

KBUH Brigham City
KVNJ Logan
KOPP Ogden
KOAL Pize
KJAM Vernal
KEYY Provo

VERMONT

WSYB Rutland
WTWN St. Johnsbury

VIRGINIA

WRIS Roanoke
WKLV Blackstone
WINA Charlottesville
WKEY Covington
WCVF Culpeper
WEVA Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTR Front Royal
WBOB Galax
WVEC Hampton
WREL Lexington
WMEV Marion
WMVA Martinsville
WNVA Norton
WRSS Petersburg
WPUV Pulaski
WRAD Radford
WRIC Richlands
WHLE South Boston
WLPM Suffolk
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

WASHINGTON

KXRO Aberdeen
KPUG Bellingham
KELA Centralia
KCLX Colfax
KDFR Grand Coulee
KWLK Longview
KSEM Moses Lake
KGY Olympia
KONP Port Angeles

WEST VIRGINIA

WHAR Clarksburg
WDNE Elkins
WVOW Logan
WEPM Martinsburg
WHJC Matewan
WMOD Moundsville
WLOH Princeton
WBRW Welch
WHAW Weston

WISCONSIN

WATW Ashland
WLDY Ladysmith
WDLB Marshfield
WIGM Medford
WMNE Menomonie
WLIN Merrill
WNAM Neenah
WIBU Poynette
WRAC Racine
WOBT Rhinelander
WRCD Richland Center
WKLJ Sparta
WSPT Stevens Point
WDKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha

WYOMING

KVWO Cheyenne
KOVE Lander
KPOW Powell
KRAL Rawlins
KVRB Rock Springs
KWYO Sheridan

Two ways to
more sales
in New England

GO YANKEE

GO HOME-TOWN

**YANKEE HOME TOWN
FOOD SHOW**

with

RUTH MUGGLEBEE

Woman's Editor Boston Record-American
and Sunday Advertiser

and

BILL HAHN

Popular Yankee Announcer

Monday thru Friday

1:15-1:45 P.M.

A neighborly show that is making a host of friends for its sponsors, as attested by their consistent renewals. The merchandising plan, which is exclusive and distinctive in New England, will enable you to get the full benefit of the home town impact of this outstanding food show.

**YANKEE NETWORK
NEWS SERVICE**

*New England's Oldest and Largest
Independent Radio News Service*

8 A.M. 9 A.M.

1 P.M. 6 P.M.

11 P.M.

Yankee Network News Service is an all-day listening habit in New England — fast, accurate, serving no other media first . . . Fast also for getting mass attention, for it reaches Yankee listeners everywhere in New England through their own home town stations.

Ask the man from **HR Representatives, Inc.**

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

REGIONAL NETWORKS



Airline Network

P. O. Box 2553, Birmingham, Ala.
Phone: 4-3434

PERSONNEL

Gen. Sales Manager.....B. W. Randa

STATIONS

WSGN, Birmingham; WHBS, Huntsville.

Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.
Phone: SENeca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
Relations Mgr.....Ernest Spink
Commercial Manager.....Irving Lusk
Traffic Manager.....A. L. Christensen
Promotion Manager.....Tom Ewing
Program Manager.....Irene F. Wagner
Auditor.....F. Daniel McLean
Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska.
Chas. Mohler, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska, W. R. Nichols, Station Mgr.; Station KINY, Box 1091, Juneau, Alaska, Dick Peter, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Dorothy Bussanich, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Jim Lawson, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Wm. Maynard, Station Mgr.; Alaska Radio Sales, 17 East 42nd St., New York 17, N. Y., MURray Hill 2-1811; Duncan A. Scott & Co., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Duncan A. Scott & Co., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Willis Harpel, 3256 Barham Blvd., Hollywood 28, Calif.

STATIONS

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

The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
Comm. Manager.....J. D. Allison
Chief Engineer.....Ira G. Mercer

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
KCLS Manager.....Charles J. Saunders

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; Station KCLS, 110 W. Birch St., Flagstaff.

STATIONS

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

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

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

Manager Jack A. Mitchell (KSYC)

STATIONS

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

Columbia Pacific Network

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

PERSONNEL

Manager William D. Shaw
Asst. Gen. Sales Mgr. &

Sales Mgr. Edwin W. Buckalew
Asst. Sales Manager Alan Axtell
Sales Promotion Mgr. Sherril W. Taylor
Program Director Robert P. Sutton
News Director Jack Beck
Public Affairs Director Bill Whitely
Chief Engineer Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 5-2000, Wendell Campbell, Sales Mgr.; Radio Spot Sales, 903 Three Sisters Bldg., Memphis, Tenn., Phone: Tennessee 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 N. Vine Street, Hollywood, Calif., HO 9-1212, Ed Larkin, Sales Mgr.

KNX, Los Angeles, Calif.; KCBS, Los Angeles, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KXOC, Chico, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KOOL, Phoenix, Ariz.; KCKY, Coolidge, Ariz.; KNOG, Nogales, Ariz.; KOPO, Tucson, Ariz.

Columbine Network

Security Life Bldg., Denver, Colo.

PERSONNEL

General Manager Albert G. Meyer
Sales Manager Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KYOU, Greeley.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL

President C. Glover DeLaney
Directors: Aldo DeDominicus (WHNC), Levon Thomas (WNAB), Julian Schwartz (WSTC), Sam Elman (WATR), Gerald Morey (WNLC), Edmund Waller (WTOR), Leo Borin (WHAY).

STATIONS

WNAB, Bridgeport; WHNC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury; WHTT, Hartford; WHAY, New Britain.

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.

Don Lee Broadcasting

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

PERSONNEL

President Willet 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. Arthur M. Mortensen
KHJ Sales Manager Terry Mann
Dir. Public Relations Bud Coulson
Promotion Director H. H. Sonnenburg
News & Special Events Les Mawhinney
Chief Engineer Robert Arne

BRANCH OFFICES

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

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; K FAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABL, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii.

Foreign Language Quality Network

730 Fifth Avenue, New York 19, N. Y.
Phone: Circle 5-7979
PERSONNEL

Chairman Pat Stanton
President Ralph N. Weil

STATIONS

WNHC, New Haven, Conn.; WTEL, Philadelphia, Pa.; WJMJ, Philadelphia, Pa.; WHOD, Homestead, Pa.; KSAN, San Francisco, Cal.; WSRB, Cleveland, O.; WACE, Springfield, Mass.; WOV, New York City.

The Garden State Network

c/o Sta. WFPG, Steel Pier, Atlantic City, N. J.
Phone: 5-2188
PERSONNEL

Chairman Fred Weber

STATIONS

WNJR, Newark; WCTC, New Brunswick; WTTM, Trenton; WKDN, Camden; WJLK, Asbury Park; WFPG, Atlantic City; WSNJ, Bridgeton.

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; WBBQ, 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, Mari-

etta; WMGV, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Granite State Network

155 Front St., Manchester, N. H.
Phone: 4-4075

PERSONNEL

President Al Malin (WWNH)
Treasurer William Rust, Jr. (WKBR)
Manager Ralph Gottlieb (WKBR)

STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSB, Brattleboro, Vt.; WHOB, Gardner, Mass.

Grass Roots Network

412½ Court St., Muskogee, Okla.
Phone: 656

PERSONNEL

President Jimmie Barry
Secy.-Treas. James L. Neal

STATIONS

KOCY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KMUS, Muskogee, Okla.; WBBZ, Ponca City, Okla.; KHBG, Okmulgee, Okla.; KFSA, Fort Smith, Ark.

Great Lakes Network

Radio Building, Saginaw, Mich.
PERSONNEL

Manager Jack D. Parker

STATIONS

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

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 561, 562

PERSONNEL

Secretary M. J. Reichert

STATIONS

KVOX, Moorehead, Minn.; KGDE, Fergus Falls, Minn.; KLPM, Minot, N. D.; KGCU, Mandan, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCX, Sidney, Mont.; KNOX, Grand Forks, N. D.

Guy Gannett B'estng. System

390 Congress St., Portland 3, Maine
Phone: 2-7423

PERSONNEL

President Guy P. Gannett
Vice-President Laurence H. Stubbs
V.-P., Gen. Mgr. Creighton E. Gatchell
Sales Manager Richard E. Bates

STATIONS

WGAN, Portland; WGUY, Bangor.

Intermountain Network

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

PERSONNEL

President.....Lynn L. Meier
Exec. Vice-Pres.....Jack S. Paige
Eng. Director.....W. D'Orr Cozzens
Comptroller.....E. W. Campbell
Chairman of Board.....George C. Hatch

STATIONS

KGIW, Alamosa, Colo.; KBOL, Boulder, Colo.;
KRAI, Craig, Colo.; KRLN, Canon City, Colo.;
KRDO, Colorado Springs, Colo.; KFEL, Denver,
Colo.; KMYR, Denver, Colo.; KIUP, Durango,
Colo.; KCOL, Ft. Collins, Colo.; KFTM, Ft.
Morgan, Colo.; KFXJ, Grand Junction, Colo.;
KGLN, Glenwood Springs, Colo.; KYOU,
Greely, Colo.; KBNZ, La Junta, Colo.; KLMR,
Lamar, Colo.; KLVC, Leadville, Colo.; KLMO,
Longmont, Colo.; KUBC, Montrose, Colo.;
KCSJ, Pueblo, Colo.; KVRH, Salida, Colo.;
KGEK, Setrling, Colo.; KCRT, Trinidad, Colo.;
KBMV, Billings, Mont.; KOPR, Butte, Mont.;
KCAP, Helena, Mont.; KOJM, Havre, Mont.;
KMON, Great Falls, Mont.; KXLO, Lewistown,
Mont.; KPRK, Livingston, Mont.; KRFJ, Miles
City, Mont.; KIYL, Shelby, Mont.; KNEB,
Scottsbluff, Neb.; KRAM, Las Vegas, Nev.;
KELK, Elko, Nev.; KVER, Albuquerque, N. M.;
KSVP, Artesia, N. M.; KICA, Clovis, N. M.;
KOBK, Las Cruces, N. M.; KFUN, Las Vegas,
N. M.; KRTN, Raton, N. M.; KGFL, Roswell,
N. M.; KTNM, Tucumcari, N. M.; KFXD, Idaho;
KIFI, Idaho Falls, Idaho; KWIK, Pocatello,
Idaho; KLIJ, Twin Falls, Idaho; KDSJ, Dead-
wood, S. D.; KSET, El Paso, Texas; KVNU,
Logan, Utah; KLO, Ogden, Utah; KOAL, Price,
Utah; KOVO, Provo, Utah; KSVC, Richfield,
Utah; KALL, Salt Lake City, Utah; KSPR,
Casper, Wyo.; KVVO, Cheyenne, Wyo.;
KOVE, Lander, Wyo.; KOWB, Laramie, Wyo.;
KPOW, Powell, Wyo.; KQRS, Rock Springs,
Wyo.; KWYO, Sheridan, Wyo.

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-President.....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager.....Fred L. Vance

STATIONS

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

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....Philip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Ed-
ward 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), Bak-
ersfield; KOH, Reno; KBEE, Modesto.

Metropolitan Network

Munsey Bldg., Washington 4, D. C.
Phone: Sterling 3-1772

STATIONS

WPIK, Alexandria; WFAK, Falls Church,
Virginia; WGAY, Silver Spring; WUST, Bethes-
da, Maryland.

Michigan Radio Network

1700 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, Lans-
ing; 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, Stark-
ville, Mississippi.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

PERSONNEL

Pres. & Mgr.....Withers Gavin

STATIONS

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

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

WABL, Bangor; WLAM, Lewiston-Auburn; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; 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.; WBRY, Waterbury, Conn.; WHBW, Rutland, Vt.; WIKE, Newport, Vt.; WTNW, St. Johnsbury, Vt.; WCAP, Lowell, Mass.; WCCC, Hartford, Conn.

Northwest Network

3415 University Ave., St. Paul W 14, Minn.
Phone: PRIor 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Nat. Sales Mgr.....Karl A. Plain

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

The Nutmeg Network

750 Main St., Hartford, Conn.
Phone: 7-1188

PERSONNEL

Secretary.....Walter Haase (WDRG)

STATIONS

WDRG, Hartford; WBRY, Waterbury; WELL, New Haven; WICC, Bridgeport; WICH, Norwich.

Oklahoma Network

Station KVSO, Ardmore, Okla.
PERSONNEL

Chariman.....Bill Hoover (KVSO)
Representative.....O. L. Taylor Co.

STATIONS

KTOK, Oklahoma City; KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBK, LaGrande, Ore.

Palmetto Broadcasting System

#1 Marlin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager.....Ray Barath
National Sales Mgr.....G. P. Browne
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.; WBGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGG, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.

PERSONNEL

Sales Manager.....George A. Koehler

STATIONS

WFIL, Philadelphia; WEEU, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAC, 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 Ark.

**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

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

General Manager D. K. deNeuf
Sales Manager H. S. Brown
Program Director M. N. Knapp
Farm Director R. B. Child
Farm Service Dir. L. Hamrick
Chief Engineer T. R. Humphrey
Controller G. B. Holland, Jr.

STATIONS

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

**South Central Quality
Network**

(Address any station)

STATIONS

WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WJDX, Jackson, Miss.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Gen. Mgr. Clair R. McCollough
Sales Manager J. Robert Gulick
Promotion Manager Bart Ferae
Technical Dir. J. E. Mathiot
Nat'l Representative Robert Meeker Assoc.

STATIONS

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

Tall Corn Network

(Address any Station or John E. Pearson, Reps.)

PERSONNEL

President Dietrich Dirks (KCOM)
Vice-President Ed Breen (KVFD)
Vice-President G. J. Volger (KWPC)
Secretary Wm. P. White (KFJB)

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFNF, Shenandoah; KDEC, Decorah; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWBG, Boone; KICD, Spencer; KRIB, Mason City; KCIM, Carroll; KOEL, Oelwein, all in Iowa.

**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; WCDT, Winchester.

Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.

PERSONNEL

General Manager Clyde W. Rembert

STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCN, Colorado City, Texas.

Texas Quality Network

1122 Jackson St. (WFAA), Dallas, Tex.
Phone: Riverside 9631

PERSONNEL

Representative Alex Keese (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.

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; KGLV, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas; KTBB, Tyler, Texas.

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,

Raleigh, N. C.

Phone: 8885

PERSONNEL

President.....Harmon L. Duncan
 Vice-President.....Victor W. Dawson
 Secy.-Treas.....Lester L. Gould
 Sales Manager.....Kenneth C. Wilson
 Office Secretary.....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNL, Wilmington; WCEC, Rocky Mount, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy
 WOKO, Albany, N. Y.

STATIONS

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.

Upper Midwest Broadcasting System

935 Northwestern Bank Bldg.,
 Minneapolis, Minn.

PERSONNEL

President.....Orville Lawson

STATIONS

KASM, Albany; KKRA, Alexandria; KBUN, Bemidji; KLIH, Brainerd; KBMW, Breckenridge; KROX, Crookston; KDLM, Detroit Lakes; KDHL, Fairbault; KSUM, Fairmont; WREX, Duluth; WEVE, Eveleth; KGDE, Fergus Falls; CKFI, International Falls; KVOX, Fargo-Moorhead, and KNUJ, New Ulm, all in Minnesota; KDLR, Devils Lake; KVOX, Fargo-Moorhead; KNOX, Grand Forks; KGCU, Bismarck-Mandan; KLPM, Minot; KOVC, Valley City; KGCX, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KIHQ, Sioux Falls; KWAT, Watertown; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKD, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WDBC, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBEL, Beloit; WBIZ, Eau Claire;

KFIZ, Fond du Lac; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Madison-Poynette; WLIN, Merrill; WOBT, Rhinelander; WYCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KXIC, Iowa City; KJFI, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOKX, Keokuk; KCHA, Charles City; KBIZ, Ottumwa, all in Iowa; KCNI, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNAB, Scottsbluff, and KJSK, Columbus, all in Nebraska; WMBO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; KXGN, Glendive and KGCX, Sidney, both in Montana.

West Texas Packaged Stations

(Address any Station)

STATIONS

KFBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

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, Janesville; WGEZ, Beloit; WIBU, Poynette; 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

Sales, Prom. Manager.....Tom Batison
 Executive Vice-Pres. & Gen. Mgr.

Linus Travers

Vice-President.....George Steffy
 Traffic.....Dick Black
 News.....L. Bickford
 Program Manager.....Dave Cox

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WONS, Hartford, Conn.; WHYN, Holyoke, Mass.; WLNH, Laconia, N. H.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell-Lawrence, Mass.; WNBH, New Bedford, Mass.; WOCB, Hyannis, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WWON, Woonsocket, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WORC, Worcester, Mass.

ESTIMATED FAMILIES FOR 1953

State	U. S. Population April 1, 1953 (Estimated)	Total Housing Units	U. S. Families April 1, 1953 (Estimated)	Stations in State
ALABAMA	3,252,000	850,000	777,000	78
ARIZONA	789,000	243,000	210,000	28
ARKANSAS	1,936,000	580,000	522,000	43
CALIFORNIA	11,330,000	3,627,000	3,525,000	141
COLORADO	1,402,000	441,000	407,000	32
CONNECTICUT	2,121,000	617,000	578,000	25
DELAWARE	329,000	97,000	88,000	6
DISTRICT OF COLUMBIA	845,000	236,000	219,000	7
FLORIDA	2,884,000	966,000	895,000	78
GEORGIA	3,604,000	982,000	904,000	79
IDAHO	617,000	191,000	174,000	23
ILLINOIS	9,214,000	2,593,000	2,579,000	78
INDIANA	4,050,000	1,239,000	1,165,000	46
IOWA	2,732,000	819,000	770,000	50
KANSAS	2,010,000	629,000	580,000	37
KENTUCKY	3,117,000	825,000	765,000	46
LOUISIANA	2,819,000	784,000	715,000	45
MAINE	963,000	314,000	285,000	15
MARYLAND	2,466,000	694,000	639,000	23
MASSACHUSETTS	4,928,000	1,416,000	1,315,000	51
MICHIGAN	6,669,000	1,990,000	1,834,000	68
MINNESOTA	3,148,000	926,000	836,000	46
MISSISSIPPI	2,210,000	613,000	579,000	45
MISSOURI	4,184,000	1,276,000	1,109,000	54
MONTANA	630,000	196,000	180,000	25
NEBRASKA	1,412,000	419,000	381,000	24
NEVADA	173,000	58,000	51,000	10
NEW HAMPSHIRE	567,000	193,000	158,000	12
NEW JERSEY	5,113,000	1,517,000	1,392,000	19
NEW MEXICO	726,000	201,000	182,000	27
NEW YORK	15,725,000	4,675,000	4,354,000	98
NORTH CAROLINA	4,277,000	1,064,000	1,025,000	100
NORTH DAKOTA	627,000	178,000	161,000	14
OHIO	8,400,000	2,428,000	2,352,000	74
OKLAHOMA	2,264,000	719,000	626,000	45
OREGON	1,601,000	529,000	506,000	47
PENNSYLVANIA	11,072,000	3,060,000	2,853,000	113
RHODE ISLAND	833,000	246,000	222,000	11
SOUTH CAROLINA	2,213,000	562,000	525,000	46
SOUTH DAKOTA	675,000	196,000	178,000	13
TENNESSEE	3,415,000	930,000	856,000	60
TEXAS	8,157,000	2,410,000	2,161,000	183
UTAH	712,000	202,000	188,000	18
VERMONT	402,000	124,000	104,000	10
VIRGINIA	3,486,000	910,000	821,000	59
WASHINGTON	2,534,000	819,000	792,000	54
WEST VIRGINIA	2,106,000	547,000	498,000	40
WISCONSIN	3,558,000	1,068,000	963,000	64
WYOMING	309,000	94,000	87,000	14
TOTAL	158,606,000	46,293,000	43,093,000	2,324

AM RADIO STATIONS

U. S. Station Index

•


Frequency — Power

•

*Stations Alphabetically
Listed by States—Cities*

•

Key Personnel



IT WORKS

Every season... every month... every day,
WOR sells *more* products to *more* people
at *less* cost than any other station
in the United States.

WOR — *New York*

Key station of the Mutual Broadcasting System