

ADVERTISING AGENCIES

*TV Accounts:* Cinch Products, Inc. (Baking Mixes), Los Angeles, Calif.; Loma Linda Food Co. (Food Products), Arlington, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc.

**ROCHE, WILLIAMS & CLEARY, INC.**

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

Phone: RAndolph 6-9760

ANPA—ABP

President.....J. P. Roche  
 Treasurer.....D. J. Kelly  
 Vice-Presidents.....J. M. Cleary,  
 S. Weston, Lloyd Maxwell, J. V. Gilmour,  
 John Hayes Kelly, M. F. Williamson, W. H.  
 Savin, George Lyman, Rhoades V. New-  
 bell, R. H. Stracke, Frank Hakewill

Radio Director.....Phil Stewart  
 Time Buyer.....N. J. Cavanaugh

*Radio Accounts:* Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Radio), 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.

**ROCKLIN IRVING & ASSOCIATES**

32 W. Randolph St., Chicago 1, Ill.

Phone: RAndolph 6-2324

President.....Irving Rocklin  
 Continuity Director.....M. Lovinger  
 Account Executives.....Sidney Bernberg,  
 Ira Segall, Gerald Addis, Edw. Lovinger

Radio Director.....Trina Shuchat  
 Art Dir.....Lou Burrows  
 TV Director.....Irving Rocklin  
 Film Buyer.....Sue Wurtzburg  
 Production.....Shirley Brutzkus  
 Helen Wurtzburg

*Radio Accounts:* Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Chicago Furniture Mart (Furniture); Balaban Floor Covering (Floor coverings); M. Hyman & Son (clothing), Chicago; Henry's Drive-In, Chicago; Morton Motors, Chicago; Autocover Products (Car Accessories); Sid's Factory Shoe Outlet (Shoes), Chicago.

*TV Accounts:* Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Cole-Finder, Inc. (Mercury dealer); Studebaker Sales of Chicago; Chrysler-Plymouth on Devon; Community Surplus Stores, (Clothing), Chicago, Nor-  
 town Auto Sales, Avenue Packard Sales.

**ROGERS & SMITH ADV. AGENCY**

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEarborn 2-0020

ABP—ANPA—APA—PPA—SNPA—NOAB  
 SAAA

President.....W. J. Krebs  
 Exec. Vice-Pres.....Ray H. Reynolds  
 Asst. Treasurer.....Howard N. Smith  
 Treasurer.....George C. Huppertz  
 Secretary.....Olive A. Kinloch  
 Vice-Pres. & Copy Chief...Robert L. Headen  
 Radio Director.....Lawrence E. DuPont

*Branch Offices*

Reserve Loan Life Bldg., Dallas 1, Tex.  
 Exec. V.P. & Mgr.....R. E. Brooks  
 1004 Baltimore Ave., Kansas City 6, Mo.  
 Exec. V.P. & Mgr.....B. G. Wasser  
*Radio Accounts:* Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; KMBC, Brst. Co.

*TV Accounts:* T. W. Burleson & 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. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

**RONALDS ADV. AGENCY, LTD.**

1440 St. Catherine St. W., Montreal, Can.

Phone: University 6-9471

AAAA—ABC—ANPA

President.....Russell C. Ronalds  
 Vice-President.....F. deB. Walker  
 Treasurer.....Angus Ahern  
 TV-Radio Dir.....Frank Starr  
 Asst. to Radio Dir.....Gerry Lodge

*Branch Offices*

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Vice Pres.....R. J. Avery  
 409 Petroleum Bldg., Edmonton  
 Alberta, Can.

Manager.....Hal Sparkman  
 Phone: 2-8356

Dacre House, Arundel St., London, England  
*Radio Accounts:* J. H. Andrews Ltd., (Tintex Tints & Dyes); Frank Badger Co. Ltd. (Stopette & Stopette Poof); Bovril (Canada), Ltd., (Bovril); Bristol-Myers Co. of Canada Ltd.; Canadian Arena Co.; Canadian Industries Ltd. (Agricultural Chemicals Div.); Canadian Shaler Products Co. Ltd. (Rislon); Dominion Govt. (Army, Canada Savings Bonds); Fueloil & Equipment Ltd.

*TV Accounts:* McColl-Frontenac Oil Co. Ltd., (Texaco); Necchi Sewing Machines (Canada), Ltd.; Nestle Ltd. (Maggi Soups); Niagara Finance Co. Ltd.; Orient Hosiery Sales Ltd.; Presto Lighters; William W. Warner & Co. Ltd., (Sloan's Liniment, Rheumatisine); Norwich Pharmacal, (Pepto-Bismol).

**WILLIAM GANSON ROSE, INC.**

1330 Williamson Bldg., Cleveland 14, O.

Phone: TOWER 1-6171

Pres., Treas., Radio Dir.  
 William Ganson Rose  
 Vice-Presidents.....Frank Pelton,  
 L. C. Brown



ADVERTISING AGENCIES



Production Mgr. .... Joan Burke
Radio Accounts: Bailey Co., Higbee Co.,
Mass. Mutual Life Insurance Co., Public
Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
Phone: JUdson 2-3550
ABP-ANPA-APA

President. .... Irl W. Rose
Vice-Pres. .... Irl W. Rose, II
Secretary-Treasurer. .... John B. Martin
Media Director. .... G. M. Rundbaken
Production Manager. .... John A. Boulle
Comptroller & Off. Mgr. .... D. R. Rademaker
Radio Accounts: The Public Nat'l Bank &
Trust Co. of N. Y.; American Kitchen Products
Co. (Stereo Bouillon Cubes); Twin
City Shellac Co., Inc. (Dan-Dee Floor Pol-
ish); E. Regensburg & Sons (Admiration
Cigars); The Morrison Co. (Lem Pudding
and Pie Filling).

TV Accounts: The Morrison Co.; Noxon,
Inc., (Noxon Metal Polish); Atmore & Sons,
Inc. (Mince Meat & Plum Pudding);
American Kitchen Products Co. (Bouillon
Cubes).

IRVING ROSEN ADVERTISING

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

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

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900

ABP-ANPA-APA-PPA-NOAB

President .... Ross Roy
Exec. V.P. &
Gen. Mgr. .... Thomas G. McCormick
Sr. V.P. .... Carroll F. Sullivan
V.P. & Opers. Mgr. .... John W. Hutton
V.P., Aect. Suprs. .... John L. Thornhill,
Wm. W. Shaul, Robert A. Dearth
V.P., Creative Dir. .... Spencer F. Hill
Secretary. .... Erwin H. Haass
Treasurer. .... Lathrop P. Morse
Comptroller. .... Harry W. Mellen
Media Dir. & Time Buyer. .... Carl E. Hassel
Art Director. .... Harry C. Stalley
Research Dir. .... Robert E. Riordan
Prod. Serv. Supr. .... Donald G. Tracy
Prod. Mgr. .... William L. Miller
Publicity Dir. .... Albert C. Nute
Merch. Dir. .... Kenneth S. Loring
Personnel Dir. .... W. Patrick Murphy
Librarian .... Florence Armstrong
Acct. Executives: .... Albert E. Bowles,
Richard G. Dorn, C. Robert Hankinson,
Henry A. Houston, James B. Jackson,
Robert G. Lyon, William H. Mathews,
Donald M. Mullen, James L. Rast

Branch Offices

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

Phone: Randolph 6-7000
Vice-Presidents. .... John G. Fogarty,
James F. Quinn
122 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-2944

Vice-Pres. .... William M. Ziegler, Jr.
1680 North Vine St., Hollywood 28, Calif.
Phone: HOLlywood 9-6263

Vice-Pres. .... Maurice G. Vaughn
Ross Roy of Canada, Ltd.
410 Canada Trust Bldg., Canda, Windsor,
Ont.

Phone: Clearwater 6-2371

Vice Pres. .... Harold J. G. Jackson
Accounts: American Steel Wool Mfg. Co.;
Aqua-Jet Machines Corp.; Aseptic-Thermo
Indicator Co.; Brooks Appliance Co.; Chrysl-
er Corp. of Canada, Ltd.; Chrysler Corp.,
Parts Div.; Chrysler Div., Chrysler Corp.;
Dana Perfumes Inc.; DeSoto Div., Chrysler
Corp.; Dodge Division, Chrysler Corp.;
Eljer Co.; Esquire Socks Div.; Export Div.,
Chrysler Corp.; Honey Co.; Institute of Ap-
plied Science; Johnston Pie Co.; KFOX
Bcstg. Co.; Lake Central Airlines; Lowebco
Inc.; Magnecord, Inc.; Modern Homes
Corp.; Mortell, J. W. Co. Inc.; Murray Corp.
of Am.; Plymouth Div. Chrysler Corp.;
Prepared Products Co. Inc.; Primanti Sew-
ing Machine Co.; Quality TV Corp.; Radio
Corp. of America, Custom Record Div.;
Roth, Chester H., Co.; Serval, Inc., Air Con-
ditioning Div.; Snackmaster's Guild; Spice
Magic Corp.

RUDER & FINN, INC.

32 E. 68th St., New York, N. Y.
Phone: TRafalgar 9-3600

Chairman of Board. .... David Finn
President .... Wm. Ruder
Art Director. .... Jay Genser
Copy Chief. .... Ted Levine
Publicity Director. .... Paul B. Zucker
Radio-TV Director. .... Rene Schenker
Accounts: Bettinger Corp.; Borgenicht,
Jack; Gibraltar Corrugated Paper Co. Inc.;
Inskip, J. S.; Jerrold Electronics Corp.;
Nuclear Development Corp.; Ruder Brothers;
Transfilm Inc.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAKER 9000

AAAA-ABP-ANPA-PPA

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  
 Vice-Presidents .....Roger Pishny,  
 Howard Neumann, Monty Mann.  
*Radio Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Local Federal Savings and  
 Loan; Liberty National Bank & Trust Co.  
 (Banking); Arkansas City Flour Mills  
 (Flour); Arkansas City, Kans.; Dulaneys,  
 Inc. (Appliance Distributors); Simpson Auto  
 Co. (Ford Dealer); Liberty National Bank  
 & Trust Co., Okla. City, Okla.; Hirseh-Swan  
 (Air Conditioning), Oklahoma City, Okla.;  
 Air Products (Hoffman TV), Okla. City;  
 Exchange Nat'l Bank, Ardmore; Lake Mur-  
 ray (Resort), Okla. Farm Bureau, Okla. City.  
*TV Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Liberty National Bank &  
 Trust Co. (Banking); Southwestern Bell  
 Telephone (Telephone Service); St. Louis,  
 Mo.; Oklahoma Publishing Co. (Newspaper-  
 ers); Consolidated Gas (Gas Utility),  
 Oklahoma City, Okla.; Central Oklahoma  
 Milk Producers Assn., Oklahoma City,  
 Okla.; A & B Spring Co., Okla. City; Amber  
 Liquid, Topeka; Safeway Stores, Okla. City;  
 Okla. Farm Bureau, Okla. City; Okla. Pack-  
 ing Co., (Meats), Okla. City.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 6-6400  
 AAAA—ABC—ABP—ANPA—APA—NOAB  
 PPA  
 Chairman of the Board...Frederick B. Ryan  
 President.....Frederick B. Ryan, Jr.  
 Exec. V.P.....Robert M. Watson  
 Vice-Pres. & Treas.....J. B. Bell  
 V.P., Dir. of Radio & TV.....George Wolf  
 Radio & TV  
 Copy Chief.....Douglas MacNamee  
 Mgr. of Radio &  
 TV Production.....Roland Howe  
 Suprv. of Film Prod.....Ernest Motyl  
 TV Art Dir.....Ken Haverstick  
 Business Mgr.....Havis Medwick  
 Prod. Supervisor.....Edwin R. Rooney, Jr.  
 Asst. Prod. Supervisor.....Dorothy Rivers  
*Branch Offices*  
 360 North Michigan Ave., Chicago 1, Ill.  
 Phone: FInancial 6-1833  
 Exec. V.P. & Western Mgr...Paul E. Watson  
 V.P., Dir. of Radio & TV...R. W. Metzger  
 V.P. in Chge. Prod.....N. E. Heyne  
 Producer (TV).....Edward Simmons  
 Producer (TV-AM).....Frank Blotter  
 Producer (AM-TV).....Walter Daspit  
 Carew Tower, Cincinnati 2, Ohio  
 Phone: GARfield 5800  
 V.P. & Manager.....John L. Magro  
 1511 Bryan Street, Dallas 1, Texas  
 Phone: RIVERSide 6453  
 V.P. & Manager.....John Simmons  
 7430 Second Boulevard, Detroit 2, Michigan  
 Phone: TRInity 4-2200  
 V.P. & Manager.....Tod Reed  
 6920 Sunset Boulevard, Hollywood, Calif.  
 Phone: HOLLYwood 9-3611  
 Manager .....Tom Hargis

1121 Walker St., Houston 2, Texas  
 Phone: CHarter 4-1741  
 Manager.....Theodore F. Keady  
 3440 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUNKirk 8-0571  
 V.P. & Pacific Coast Mgr....John H. Weiser  
 611 Olive St., St. Louis 1, Mo.  
 Phone: MAIn 1-0127  
 Sr. V.P. & Mgr.....Oscar A. Zahner  
 2650 University Ave., St. Paul 14, Minn.  
 Phone: PRior 7711  
 V.P. & Manager.....James R. Rahders  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 2-4616  
 Manager.....John L. Harvey  
 1218 Third Avenue, Seattle 1, Wash.  
 Phone: ELIott 1572  
 V.P. & Manager.....F. G. Mullins  
 1275 National Press Bldg., Washington 4,  
 D. C.  
 Phone: EXecutive 3-6730  
 Manager.....Donald J. Wilkins  
 80 Richmond Street West, Toronto 1, Ont.  
 Canada  
 Phone: EMpire 6-1515  
 Manager .....John Brookman  
*Radio and TV Accounts:* Adler Co., Allied  
 Florists Association of Illinois, American  
 Airlines, American Kitchens, Baldwin Piano  
 Co., Banquet Canning Co., Capitol Fritos  
 Inc., Chasers Inc., Comfort Mfg. Co., Eastco  
 Inc., Emery Industries Inc., Florence Stove  
 Co., Frito New York, Inc., Hancock Oil Co.,  
 Krey Packing Co., Lever Brothers, Ltd.,  
 Lewis-Howe Co., Thomas J. Lipton, Thomas  
 J. Lipton, Ltd., Markus Campbell Co.,  
 Nally's Inc., Norito Co., Oshkosh B'Gosh,  
 Inc., Pacific Coast Paper Mills, Pacific  
 Finance Corp., Palm Beach Co., Peter  
 Fox Brewing Co., Pepsodent Division of  
 Harriet Hubbard Ayer of Canada, Ltd.,  
 Pharma-Craft Co., Reddi-wip Co., Morris B.  
 Sachs, Safeway Stores, A. E. Staley Mfg.,  
 United Wallpaper Co., Western Reddi-wip  
 Co., Wolverine Shoe and Tanning Corp.,  
 William Wrigley, Jr. Co., Zonolite Co.,  
 American Breeders Service, Bavarian Brew-  
 ing Co., Chocolate Products Co., Albert  
 Dickinson Co., Doyle Packing Co., Thomas  
 Emery & Sons, Inc., Glaser-Crandell Co., A.  
 D. Goodman Bros., Houston Post, Jacob  
 Ries Bottling Works, Inc., Janney Semple  
 Hill & Co., Jel Sert Co., Linco Products  
 Distributing Co., Minnesota Hospital Ser-  
 vice Association, Minnesota Consolidated Can-  
 neries, Inc., Old Judge Foods Corp., Seattle  
 First National Bank, So Good Potato Chip  
 Co., Sugardale Provision Co., Sun Oil Co.,  
 Texas Bank & Trust Co., Texas State Optical  
 Co., Wallerstein Co., Warner-Hudnut, Inc.,  
 Waxed Paper Institute, Western Gear Works,  
 Rap-In-Wax Paper Co.

**LEWIS EDWIN RYAN ADVERTISING**

726 Jackson Place, N. W., Washington, D. C.  
 Phone: REPUBLIC 7-7606  
 AAAA—ABC—ABP—ANPA—AFA  
 Owner.....Lewis Edwin Ryan

Gen'l Mgr.....John F. Hardie  
 Comptroller.....Preston D. Coiner  
 Sr. Acc't. Exec.....William R. Doores  
 Art Dir.....Ed Hall  
 Prod. Mgr.....David F. DeYoung  
 Acc't. Exec.....Samuel E. Hunsaker,  
 Donald H. Dixon  
 Dir., Radio-TV.....William J. Green  
 Copy Chief.....Louise Scheiman

**BEN SACKHEIM, INC.**

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

Phone: PLaza 1-2200

NBP—AAAA—ABP—ANPA—APA—NOAB  
 PPA

President .....Ben Sackheim  
 Vice-Pres.....George B. Pampel  
 Treasurer .....Murray Miller  
 Copy Chief.....Anne Green  
 Art Director.....Arthur Singer  
 Production Manager.....Bernard Spire  
 Media Director.....M. A. Parmenter  
*Radio-TV Dept.*

Research Dir.....B. W. Saas  
 Radio & TV Time Buyer....Rita O'Sullivan  
 Account Executives.....Jerome G. Hahn,  
 George B. Pampel, Glenda Sullivan, Her-  
 bert L. Steiner, Sylvia Sackhem, Ted  
 Breining

*Radio Accounts:* The Autoyre Company  
 (Kitchen and Bathroom Accessories), Oak-  
 ville, Conn.; Amalgamated Clothing Work-  
 ers 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.; Peter Pan  
 Foundations, Inc. (Brassieres), New York;  
 Vita Food Products, N. Y.

**ST. GEORGES & KEYES, INC.**

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

Phone: PLaza 5-1180

AAAA—ABP—ANPA—PPA—ABC

President.....Stanley J. Keyes, Jr.  
 Vice-President.....John L. Fitzgerald  
 Vice-Pres.-Art Director...Alfred A. Anthony  
 Vice-Pres.-Copy Chief.....Ward Seeley  
 V.P.-Sls. Prom.....R. K. Snively  
 Production Manager.....William Korcak  
 V.P., Media Dir.....James J. Freeman  
 Publicity Directors.....S. B. Garretson,  
 Torrey Stearns

*Branch Offices*

1004 No. Charles St., Baltimore 18, Md.

Phone: PLaza 2-0809

*Radio Accounts:* Davison Chemical Corp.,  
 Baltimore, Md.

*TV Accounts:* Revere Copper and Brass  
 (Revere Ware).

**WALKER SAUSSY ADVERTISING**

823 Perdido St., New Orleans 12, La.

Phone: Magnolia 3218

ABP—ANPA—NOAB

Owner .....Walker Saussy  
 Account Executives.....Moise Bloch  
 Charles Bloom, II, P. J. Stakelum, Jr.,  
 J. C. Shields, Jr.

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

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

**FRANK B. SAWDON, INC.**

270 Park Ave., New York 16, N. Y.

Phone: PLaza 5-1324

President.....Frank B. Sawdon  
 Vice-President .....Jerry Bess  
 Secretary.....Victor Sawdon  
 Radio-TV Copy.....Yale Schaefer  
 Radio-TV Prod.....James Hackett

*Branch Office*

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0826

Office Manager.....Tom Mannos  
*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  
 Secy. & Treas.....Morris Scheck  
 V. P., Radio-TV Dir.....E. Grant Scheck  
 Prod. Mgr., Art Dir.....Henry R. Scheck  
 Copy Chief.....E. Bimberg  
 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), Phila-  
 delphia, Pa.

*TV Accounts:* Fischer Baking Co. (Baked  
 Goods), Hanovia Chem. & Mfg. Co. (Health  
 Lamps), Newark, N. J.; Charms Candy,  
 Asbury Park, N. J.; American-Limoges (Din-  
 ner Ware).

**SCHENKER COMPANY**

2301 Wabansia Ave., W., Chicago 47, Ill.  
Phone: ARnitage 6-1600

Pres., Media Dir., Space Buyer  
Sydney R. Raike  
Vice-Pres.....J. E. Schenker  
Art Dir.....M. Rickabaugh  
Radio Time Buyer & Prod. Mgr.  
Space Buyer .....C. D. Domin  
Account Executives .....S. R. Raike,  
J. E. Schenker, C. D. Domin  
Accounts: Chicago Cycle Co.; Escalante,  
Jos. F., Co.; Howe Ice Machine Co.; Wallace,  
J. D. & Co.

**SCHOLTS ADVERTISING SERVICE**

1201 W. 4th St., Los Angeles 17, Calif.  
Phone: MICHigan 2396  
ABP-ANPA

Owner.....T. D. Scholts  
Radio-TV Dir.....Faythe Vent

**GORDON SCHONFARBER & ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
Phone: GASpee 14813-45

ABP-ANPA-APA-NOAB-PPA-ABC  
Vice-President.....Gordon Schonfarber, Jr.  
Vice-President.....Russell C. Edwards  
Vice-President.....John B. Swift  
Secretary.....Amanda C. J. Olsson  
Radio-TV Dir.....R. J. McVicker, Jr.  
Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), West-erly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabrics, Providence; Providence Retail Trade Board; Calif. Artificial Flowers, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; Richmond Elec. Co., Providence; Duro-Crete Co. (Cement, Cinders), Providence; E. A. Ballou Co., Inc. (Jewelry), Providence.  
TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Providence Retail Trade Board, Providence; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Duro-Crete Co.; John-son & Wales Business School, Providence; B. A. Ballou & Co.

**SCHWIMMER & SCOTT, INC.**

75 E. Wacker Drive, Chicago 1, Ill.  
Phone: DEArborn 2-1815

AAAA-ANPA-APA-PPA-NBP

Pres. & Treas.....R. J. Scott  
Copy Chief .....L. Krakover  
Time Buyer.....E. Vanderploeg  
Art. Dir.....A. Thaler  
Secretary .....H. Heilig  
Radio Accounts: Chicago Stadium, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods),

Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wisc.; Boyer International Lab., Buddy Roy Pop-corn Co., Chicago; Little Dutch Candy Shops, Chicago.

**RUSSEL M. SEEDS CO., INC.**

919 No. Michigan Ave., Chicago 11, Ill.  
Phone: WHItHall 3-2133  
ANPA-APA-PPA

President .....Freeman Keyes  
Exec. Vice Pres.....Harry H. Maus  
Vice-Presidents.....A. D. Keyes,  
Daniel Foster, Harley B. Hobbs, James  
Witherell, L. J. Marshall, H. B. Goldsmith,  
Jr.  
Sec.-Treas.....E. V. Owen  
Director of Res.....James Witherell  
Art Director.....Jerry Bryant  
Time Buyer .....Merle Myers  
Space Buyers.....A. O. Bergsten,  
Harry Pick  
Radio-TV Director.....R. B. Young  
Media Research.....K. Kraff

*Branch Offices*

Lemcke Bldg., Indianapolis 4, Ind.  
Phone: Market 1395

V.P. in Chg.....Paul Richey  
418 S. Robertson Blvd., Los Angeles, Calif.  
Phone: CRestview 4-7613

Manager.....Lionel C. Place  
Radio Accounts: Fendrich Inc. (La Fend-rich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup), Fort Wayne, Ind.  
TV Accounts: Brown & Williamson To-bacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Com-pany, Fort Wayne, Ind.; Fineline Div., Sheaffer Pen, Fort Wayne, Ind.; Elgin American, Division of Illinois Watch Com-pany (Compacts, pearls, etc.), Elgin, Ill.

**ED SHAPIRO ADVERTISING**

1612 Market St., Philadelphia 2, Pa.  
Phone: LO 4-2877

ANPA-ABP

President .....Edward Shapiro  
Vice-Pres. ....George Bortin  
Secretary .....H. Hyman Shapiro  
Treasurer.....Edward L. Frater  
TV Dept. Exec.....H. H. Shapiro  
Radio Dept.....L. M. Goldsmith,  
Elinor L. Brown  
Radio Accounts: Sealy Mattress Company; Chester, Pa.; Price Vacuum Stores, Phila., Pa., Kahn & Rosenau, (Furniture), Phila.; Bahco Aluminum Co. (Storm Windows), Phila.; Home Air Conditioning Corp., Bala Cynwyd, Pa.; Browning, King & Company (Clothing), Phila.; Mutual of Omaha, (In-surance), Phila.; Marshman Promotions (Stock Car Racing), Locke's Shoe Shop.  
TV Accounts: Sealy Mattress Co.; Phila-delphia Model Hobby Dealers Association; Locke's Shoe Shop; Price Vacuum Stores;



Marshman Promotions.

**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  
 Vice-Presidents.....David E. Guerrant,  
 P. L. O. Smith, Arch Macdonald  
 Dir., Radio, TV

& Commercial Films.....H. Ketting  
*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. (Frosted Meats, Chiffon, etc.).  
 Chicago; The Quaker Oats Company, Chi-  
 cago, Ill.

*TV Accounts:* Armour & Company (Frosted  
 Meats, Miss Wisconsin Cheese), Chicago;  
 The Quaker Oats Company, Minneapolis;  
 Dornmeyer Corp., Chicago.

**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  
 Vice President.....E. W. Hoffman  
 Treas.....Ramon N. Silton  
 V.P. Art.....Andre B. Paquette  
 Radio-TV Time Buyer.....L. Chalmers

*Radio Accounts:* Craftsman Insurance Co.  
 (A. & H. Insurance), Boston; New England  
 Provision Co. (Meats), Boston, Mass.;  
 Snider Fuel Company (Fuel), Charlestown,  
 Mass.; Homestead Motor Car Co.; Boston;  
 Barcolene Co. (Detergents), Boston.

*TV Accounts:* Craftsman Insurance Co.  
 (Accident & Health Insurance); New Eng-  
 land Provisions Co. (Meats).

**SIMON & GWYNN**

3329 Poplar Ave., Memphis 11, Tenn.

Phone: 62-1691

SNPA—ANPA—APA—NOAB—ABP

FAAC

Partners.....Milton Simon, H. N. Gwynn  
*Branch Office*

930 Stahlman Bldg., Nashville, Tenn.

Phone: 5-8909

Chief Exec.....W. M. Holder  
*Radio-TV Accounts:* American Snuff Co.,  
 Donald Furniture Co., The Humko Co., Ro-  
 bilio & Cuneo (Ronco Foods), American  
 Tea & Coffee Co.

**SIMONS-MICHELSON CO.**

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—ABP

Partners.....Leonard N. Simons  
 Lawrence J. M. Michelson

Prod. Mgr.....Arthur H. Copland  
 Space Buyer.....C. Allison Belcher  
 Art Director.....Al Sielaff  
 Radio-TV Dir.....R. N. Hughes

*Radio Accounts:* Cunningham's Drug  
 Stores (Drug, etc.), Keopplinger Bakery  
 (Baked Goods), Krun-Chee Potato Chips  
 (Potato Chips), (Pretzels), Marshall Drug  
 Company (Drugs), Cleveland, Ohio; Benja-  
 min Rich (Real Estate), Sealy Mattress Co.  
 (Mattresses), Taylor's Inc. (Dodge-Ply-  
 mouth), Detroit, Mich.; Velvet Peanut Pro-  
 ducts (Peanut Butter); E & B Brewing Co.  
 (Brew 103, Golden Ale); Gerson's Inc. (Jew-  
 elry); People's Outfitting Co. (Dept. Store);  
 Dossin Food Products (Pepsi-Cola); Gen-  
 eral Electric Supply Co. (Appliances);  
 Guardian Savings & Loan; King Paint Roller  
 Co.; Lasky Furniture; City Bank, Detroit,  
 Mich.; Leo Adler Co. (DeSoto-Plymouth);  
 Mohawk Lumber Co., Detroit, Mich.; Lix  
 (Cough Formula), Detroit; Ned's Auto Sup-  
 ply, Detroit; Stone's Jewelers, Detroit;  
 Schmidt's (Beer), Detroit; Wrigley's Super  
 Markets, Detroit.

*TV Accounts:* Cunningham's Drug Stores  
 (Drugs, etc.); Dossin's Food Products (Pep-  
 si Cola); Keopplinger Bakery (Baked  
 Goods); Krun-Chee (Potato Chips); Peo-  
 ple's Outfitting Co. (Dept. Store); Sealy  
 Mattress Co. (Mattress Mfg.); Taylor's Inc.  
 (Automotive); Velvet Peanut Products (Pea-  
 nut Butter); E & B Brewing Co. (Brew 103,  
 Golden Ale); General Electric Supply Co.  
 (Appliances); Gerson's Jewelers, Inc.; King  
 Paint Roller Co.; Lasky Furniture; Leo  
 Adler Co. (DeSoto-Plymouth); Mohawk  
 Lumber Co.; Lix; Ned's Auto Supply; Wrig-  
 ley's Super Markets.

**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, TAYLOR & JENKINS, INC.**

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATLantic 1-9312

ABP—ANPA—APA—PPA—FAAC

President.....Ronald P. Taylor  
 Chairman of the Board..Robert M. Jenkins  
 Television Dir.....Thomas J. MacWilliams  
 Radio Director.....Les Sterne  
 Production Assistants.....Bill Morrissey  
 Dick Fearson

Acct. Executives.....Ronald P. Taylor,  
 Robert E. Quaid, W. C. Sutherland

**SON DE REGGER ADV. AGENCY**

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

ANPA—APA—ABP—FAAC

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.

**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,

*Radio Accounts:* Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, Hadley Oil Service, Worcester, Mass., Smith & Fyfe, Inc. (Ice Cream) Worcester.

**RAYMOND SPECTOR COMPANY, INC.**

445 Park Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-4407  
 ABP—ANPA—APA—PPA

President .....Raymond Spector  
 Client Service.....Bert Schwartz  
 Art Director.....Irving Trabich  
 Copy Chief.....Ishmael McCullough  
 Production Manager.....Richard Scott  
 Dir. of Pub. Rel.....Millie T. Trager  
 Research Director.....Cal Morris  
 Radio-TV Director.....Don Blauhut  
*Radio-TV Account:* Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

**SPITZ ADVERTISING AGENCY, INC.**

530 Oak St., Syracuse 3, N. Y.  
 Phone: 9-5581  
 ABP—ANPA

Owner, Acct. Exec.....William Spitz  
 Art Director.....Wayne J. Lewis  
 Copy Chief.....L. Lindeman  
 Production Mgr.....John A. Cole  
 Space & Time Buyer.....Martha Mathews  
 Radio-TV Director.....Ed Herr

*Radio Accounts:* Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Mohican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

*TV Accounts:* Besding Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Co.; Hotel Syracuse; Ononadaga Supply Co., Inc.

(Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesse Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., (Greeting Cards), Syracuse; Syracuse Glass Co.; Syracuse National Shows, Inc.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), 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  
 TV Director.....T. R. Hart  
 Account Executives.....J. R. Charles, F. J. Collins, W. G. Wallace, L. F. McCartney, G. M. MacDonald, W. F. Nugent, J. Brown, J. Carpenter, J. Gillard, B. Whale, S. Boswell

*Branch Office*

3405 Addington Ave., Montreal, Quebec  
 Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle  
 Radio Dir.....P. E. Corbeil  
 Acct. Executives.....J. Randle, D. McCrimmon, E. Miller, A. Rigby, R. N. Rodricks, R. Morrin, E. Bellamore

**BARTON A. STEBBINS ADVTG.**

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

ABP—ANPA—APA—AAAA—NOAB

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

*Radio Accounts:* Certified Grocers of Calif. (Perfect Host & Guest coffees), 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; 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  
 Treasurer.....Herbert Goldsmith  
 General Mgr.....F. S. Forsberg  
 Radio-TV Director.....Myron L. Broun

**STOCKTON, WEST, BURKHART, INC.**

1300 First Natl. Bank Bldg., Cincinnati 2, O.  
 Phone: Dunbar 5600, 01, 02, 03

AAAA—ABP—ANPA—APA—PPA—NOAB  
 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.....Gary Lee  
 TV & Radio Time Buyer.....James Gray

*Radio Accounts:* Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, 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; 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.

**STORM ADVERTISING COMPANY**

72 East Ave., Rochester, N. Y.  
 Phone: Baker 9140, 9149

Pres., Treas.....Morry Storm  
 V.P.-Radio & TV Dir. &  
 Acct. Ex.....Jean Schantz  
 Prod. Mgr.....Elmer Foote  
 Asst. Radio & TV Dir.....Marian Simpson  
 Office Mgr.....Thelma Prinzivalli

*Radio and TV Accounts:* Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Westinghouse Electric Supply Co. (appliances), Rochester, Syracuse; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; People's Outfitting Co. (furniture & appliances), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, Rochester; Seneca Stores (Appliances), Rochester; M. E. Silver Corp. (Motorola Distributor), Rochester; Snyder's Seat Cover, Rochester; Stanley Optical Co., Rochester; Style House (Rugs), Rochester; Croton Watch Co., New York, N. Y.

**STORM & KLEIN, INC.**

331 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-4460  
 ANPA-PPA

President.....Alston E. Storm  
 Exec. Vice Pres.....Edward Klein  
 Chairman Exec. Com.....Charles M. Storm  
 V.P. & Research Dir.....Harry Chapperon  
 Vice Pres.....George Balterman  
 Vice Pres.....Lawrence Wisser  
 V.P. & Art Dir.....Frederick Widlicka

Radio & TV Dir.....Arthur J. Klein  
*Radio Accounts:* The Tintex Co. (Tintex Home Dyes), New York, N. Y.; Park & Tilford (Perfumes & Cosmetics, Winx Eye Makeup), N. Y., N. Y.; John Harvey & Sons (Sherries & Ports), Bristol, England.

*TV Accounts:* The Tintex Co. (Tintex Home Dyes), N. Y. N. Y.; Park & Tilford (Winx Eye Makeup), N. Y., N. Y.

**DANIEL F. SULLIVAN CO.**

216 Tremont St., Boston 16, Mass.  
 Phone: HANcock 6-7644

AAAA-ABP-ANPA-APA-NBP-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.; Hickox Secretarial School, Boston.

**SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.**

437 Fifth Ave., New York 16, N. Y.  
 Phone: OREGon 9-2500

ANPA-APA-NOAB-PPA-NBP  
 President.....Raymond F. Sullivan  
 Vice-Pres.....Donald D. Stauffer  
 Vice-Pres.....Robert T. Colwell  
 Vice-Pres.....S. Heagan Bayles  
 Vice-Pres., Sect.....John P. Cohane  
 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.....Kenneth McAllister  
 Vice Pres.....Herbert A. Vitriol  
 Vice-Pres.....A. K. Spencer  
 Vice-Pres.....Luther H. Wood  
 Vice-Pres.....Maitland Jones  
 Vice-Pres.....Samuel Carter III  
 Vice-Pres.....Ida S. Raisback  
 Vice-Pres.....Barrett Welch  
 Vice-Pres.....William M. Spire  
 Vice-Pres.....Clemens F. Hathaway  
 Vice-Pres.....Joseph Hardie  
 Research Dir.....Timothy J. Healy  
 V.-P. & Head Art Dir.....Robert West  
 Prod. Mgr.....George Andrew  
 Controller.....M. Herbert King  
 V.-P. & Radio-TV Dir.....Philip H. Cohen  
 Radio-TV Bus. Mgr.....Frank Reed

*Branch Office*

6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Hillside 2119

Vice-Pres. &  
 TV-Radio Dir.....Jack Van Nostrand  
 Assistant.....John G. Cole

**J. WALTER THOMPSON COMPANY**

420 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 3-2000



ADVERTISING AGENCIES

AAAA—ABC—ABP—ANPA—AFA  
 President .....Stanley Resor  
 Secretary .....Howard Kohl  
 Treasurer.....Luther O. Lemon  
 Vice Presidents.....John Reber,  
 Robert Ballin, Richard deRochemont, H.  
 Bart McHugh  
 V.P. & Dir. of Media.....Arthur A. Porter  
 Time Buyers.....James O. Luce,  
 Jayne Shannon, Anne Wright  
 Talent.....Virginia C. Spragle

*Branch Offices*

410 No. Mich. Ave., Chicago, Ill.  
 Phone: SU 7-0303

Vice Pres.....George C. Reeves  
 In Chrg. Radio-TV Dept.....Peter Cavallo  
 Time Buyer.....Edward R. Fitzgerald  
 535 Griswold St., Detroit, Mich.  
 Phone: WO 2-8890

Vice Pres.....Norman Strouse  
 705 Broderick Bldg., Lakeland, Fla.  
 Phone: LA 7-0631

V.P.'s....Albert Cameron, Cornwell Jackson  
 6399 Wilshire Blvd., Los Angeles, Calif.  
 Phone: WE 3-7201

Vice Pres.....Tom R. Cooper  
 V.P., Radio-TV Dept.....Cornwell Jackson  
 Time Buyer.....Eileen Henriquez  
 220 Miracle Mile, Coral Gables, Fla.  
 Phone: Miami 83-5487

Manager .....Eugene Austin  
 320 California St., San Francisco, Calif.  
 Phone: GA 1-3510

Vice Pres.....Fred H. Fidler  
 Time Buyer.....Francis Austin  
*Radio Accounts:* Kraft Foods Co.; Ford  
 Dealers Assn.; Swift & Co.; Florida Citrus  
 Commission; P. Ballantine & Sons; Shell Oil  
 Co.; Johns-Manville Corp.; Ward Baking  
 Co.; Pan American; Quaker Oats Co.; Lever  
 Brothers; Standard Brands; Group Hospitali-  
 zation, Inc.; Medical Service of Washington,  
 D. C.; Scott Paper Co.; Mentholatum; Kil-  
 mer Co.

*TV Accounts:* Aluminum, Ltd.; Atlantis  
 Sales; Brillo Manufacturing Co.; Chun King  
 Sales; Eastman Kodak; Johns-Manville  
 Corp.; Florida Citrus Commission; Ford  
 Div., Central Fund; Kraft Foods Co.; Lever  
 Brothers; Libby, McNeill & Libby; Pan  
 American; Parker Pen Co.; Pond's Extract  
 Co.; Quaker Oats Co.; Scott Paper Co.; Swift  
 & Co.; Sylvania; Assoc. Hospital Service of  
 N. Y.; United Medical Service, Inc.; Ballan-  
 tine; Bowman Dairy; Bove Midway, Inc.;  
 Safeway; Seven-Up; Shell Oil Co., Inc.;  
 Southeastern Trailways; Standard Brands;  
 Ward Baking Co.; W. F. Young, Inc.; Ford  
 Dealers Assn.; Group Hospitalization, Inc.;  
 Medical Service of Washington, D. C.

**TRACY, KENT & CO., INC.**

515 Madison Ave., New York 22, N. Y.  
 Phone: ELdorado 5-4404

ABP—ANPA—APA—NOAB—PPA—ABC  
 Chairman of Board.....Wm. Irwin Tracy  
 Pres.....Frank S. Kent  
 Vice-Pres. & Art Dir.....Hugh F. Donnell

Treas. & Sec.....Geo. M. Pease  
 Vice-Presidents.....F. Haas, F. Nye  
 Buyer.....F. W. Hass  
 Radio & TV Director.....P. A. Baecker  
*Radio Accounts:* American Apothecaries  
 Co., Inc. (Drugs), L. I. City, N. Y.; Anti-  
 Decay Corp. (Drugs), N. Y., N. Y.; J. W.  
 Beardsley's Sons, (Food Products), Newark,  
 N. J.; Charles & Co., Inc. (Bon Voyage  
 Shop), N. Y., N. Y.; Dellwood Dairy Co.,  
 Inc. (Milk & Milk Products), Yonkers,  
 N. Y.; Adolph Goldmark & Sons Corp.  
 (Food Imports), N. Y., N. Y.; Gristede Bros.,  
 Inc. (Grocers), N. Y., N. Y.; Hoyt Bros.,  
 Inc. (Cake & Pie Mises), Newark, N. J.;  
 Linda Foods, Inc. (Rice Pudding), Newark,  
 N. J.

*TV Accounts:* Anti-Decay Corp.; Cadie  
 Chemical Products, Inc. (Polishing Cloths),  
 N. Y., N. Y.; Charles & Co., Inc.; Gristede  
 Bros., Inc.; New Jersey Egg Institute, Lake-  
 wood, N. J.; Terry Candy Co., Elizabeth,  
 N. J.

**TRACY-LOCKE CO., INC.**

2501 Cedar Springs Road, Dallas 1, Texas  
 Phone: Sterling 4741

AAAA—ABC—ABP—ANPA—AFA

President .....Morris Hite  
 Exec. Vice-Pres.....Clay W. Stephenson, Jr.  
 Vice-Pres., Secy-Treas. John H. Wellenkamp  
 Director.....Lawrence E. DuPont

*Branch Office*

711 Main St., Houston, Texas  
 Phone: CH 5467

Vice-President.....Clay W. Stephenson, Jr.  
 701 Texaco Bldg., New Orleans 16, La.  
 Canal 9278

Exec.....G. C. Mossman  
*Radio Accounts:* Borden Co. (Southern  
 District); Comet Rice Mills, Houston; Dun-  
 can Coffee Co., Houston; Imperial Sugar Co.,  
 Sugarland; Burrus Mills & Elevator Co.  
 (flour), Dallas; Adleta Company, Dallas;  
 Reserve Life Insurance Co., Dallas; Frito  
 Co., Dallas, Texas; Amercian Brewing Co.  
 (Beer), New Orleans, La.

*TV Accounts:* Borden Co. (Southern Dis-  
 trict); Comet Rice Mills, Houston; Mrs.  
 Baird's Bakeries, Dallas, Ft. Worth; Duncan  
 Coffee Co., Houston; Imperial Sugar Co.,  
 Sugarland; King Candy Co., Ft. Worth; Hag-  
 gar Co. (men's slacks), Dallas; Adelta Com-  
 pany, Dallas; American Brewing Co.; Frito  
 Co.; Champion Foods (Chili & Tamales),  
 Dallas.

**WILLIAM VON ZEHLE & CO., INC.**

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

Chairman.....Wm. von Zehle  
 Vice-President.....Lawrence A. Reis  
 Treasurer .....Kathleen Banks  
 Secretary .....Anthony Sarnataro  
*Accounts:* Bernheimer, D. F., & Co.;  
 Blieber & Dresback Inc.; Colonial Boat  
 Works; Complete Machinery & Equip. Co.;  
 Cypress Hills Cemetery; Dyson Shipping,

N. Y.; E. H. & A. C. Frederic's Co.; Emery, John S. Co.; First New Hampshire Corp.; Fishetti Bros.; General Register Corp.; Haesuser Shellac Co. Inc.; Industrial Aromatic Inc.; International Projector Corp.; Jadow, B. Inc.; K & W Products Corp.; Larsen Products Corp.; Meyer, N. S. Inc.; Midget Louver Co.; Mohegan International; North Atlantic & Gulf Steamship Co.; Pan-Atlantic Steamship Line; Payne, Bruce & Assoc.; Reaction Motors Inc.; Richmond Screw Anchor Co. Inc.; Rose Ribbon & Carbon Mfg. Co. Inc.; Salon Palmer; Standard Radio, Chicago & Hollywood; State of N. H., (Recreation Div.); Trans Globel Co.; Wasco Flashing Co.; Winsor & Newton; Winston, Harry Inc.; X-Pando Corp.; Young, Adam J. Inc.

**GEOFFREY WADE ADVERTISING**

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

Exec. Dir.....Albert G. Wade, II  
General Manager.....Paul McCluer  
Creative Dir.....Lawrence W. Davidson  
Copy Chief.....Chas. W. Tennant  
Research Dir.....Gordon Norberg  
Art Director.....J. B. Hoopes  
Prod. Mgr.....Edw. A. Beane  
Controller.....L. J. Franel  
Media Director.....Louis J. Nelson  
Space-Radio-TV

Time Buyer.....David S. Williams  
Dir. of Radio.....Jack Farnell  
Dir. of TV.....Booth Luck

*Branch Offices*

6381 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Hillside 7457

Manager.....Robert E. Dwyer  
10 East 49th St., New York, N. Y.  
Phone: PLaza 5-4156

Manager.....Forest T. Owen  
*Radio Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles, Calif.; Idaho Peat Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco.

*TV Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), One-A-Day (Brand) Vitamins, Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago; Wait-Cahill Co. (Cough Syrup), Decatur, Ill.; Lanofam Co., Chicago; Idaho Peat Co., Los Angeles, Joe Maggil, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles.

**HUGO WAGENSEIL & ASSOCIATES**

Talbott Bldg., Dayton 2, Ohio  
Phone: HEMlock 5542  
AAAA-AFA-ABP-APA-PPA-ANPA  
CAAN

President.....Hugo Wagenseil  
Secy.-Treas.....G. Wagenseil  
Acct. Executive.....W. H. Ford  
Radio & TV Director.....F. R. Harwood  
*Accounts:* Bonded Oil Co.; Calumet Refining Co.; Dairy Council, The; Dayton Power & Light Co.; First National Bank of Middletown; MacGregor Co., The; MacGregor Golf Co.; Portable Beauty Service Mfg. Co.; Precision Rubber Products Inc.; Springfield Savings Society.

**WALKER & DOWNING GENERAL ADVERTISING**

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

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, C. F. Hoffman, Frank G. Orr, Bert Young  
Radio & TV Director.....R. B. Stevens  
Asst. Radio-TV Dir.....W. E. Burge

*Radio Accounts:* Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Hogan Milk & Ice Cream Co. (Milk & Ice Cream), Union Town, Pa.

*TV Accounts:* Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Kaufmann's Department Store, Pittsburgh; Hogan Milk & Ice Cream Co. (Milk & Ice Cream), Union Town, Pa.

**NORMAN D. WATERS & ASSOCIATES, INC.**

6 East 39th St., N. Y. 16, N. Y.  
Phone: MURray Hill 5-8950  
ABP-ANPA-PPA-NOAB

President.....Norman D. Waters  
Exec. V.P.....Sanford L. Hirschberg  
Vice Presidents.....Charles H. Whitebrook,  
Chester A. Gore

Secretary.....Bliss Woodward  
Asst. Sec'y.....Elaine L. Waters  
Treasurer.....H. L. Waters  
Media Dir.....Murray Platte  
Art. Dir.....Jules Helfant  
Production Mgr.....Jack Fain  
Asst. Treas., Gen. Mgr.....Louis Landesman  
Publicity Dir.....Betty Townson  
Traffic Mgr.....Abe Karlin  
Acct. Executives.....Norman D. Waters,  
Chas. H. Whitebrook, Sanford L. Hirschberg,  
Chester A. Gore, Leonard Koven,  
Roy I. Friedlander

Paris, France, 1 Ave. Franco-Russe  
Manager.....Faith Shipway  
*Accounts:* All-Tite Pen Co.; American Soap Power Works; Ameritogs, Inc.; Art

Guild of Williamsburg, Inc.; Augusta Knitting Corp.; Ballbrook Inc.; Bead Chain Mfg. Co., The; Beaunit Mills; Brookhaven Textiles; Bucknell Jay Co.; Casco Products Corp.; Chambers Bros. Fur Co.; Consolidated Trimming Corp.; Cybert Tire Corp.; Dayton Rubber Co.; Desley Fabrics Inc.; Drexel Hosiery Co.; Duratech Mfg. Corp.; East Coast Soap Corp.; Edelstein Foods Inc.; Eangel Bauer & Co.; Farber, S. W. Co.; Fashion Discoveries of the Month; Felton Chemical Corp.; Gardner Corp.; Gerdau, Otto Co.; Gilton Mfg. Corp.; Glen Rossie Scotch; Glenhunt Inc.; Goldmark Hosiery Co.; Goodyear Fabrics Co.; Gulbenkian Seamless Rug Co.; Hale Co., Inc., Handler, Maurice of Calif.; Herbert Mfg. Corp.; Holland, J. & Sons Inc.; Huffman Full Fashioned Mills Inc.; Jelenko, N. L. Co.; Knickerbocker Federal Savings & Loan Assn.; Larchmont Lodge; Lederer de Paris; Lenel Perfumes; Lido Luggage Co. Inc.; Lidz Brothers Inc.; Lion Ribbon Co.; Lubvard-Watson Co.; Maico Hearing Instruments Inc.; Majikweld Corp.; Mazer Bros. Inc.; Metal Findings Corp.; Modern Products Laboratories; Morganton Full Fashioned Hosiery Co.; Nancy Tucker Inc.; Napier Co.; Novelty Veiling Co.; Official Films; Paramount Furniture Industries; Paris Cosmetics Inc.; Paristyle Inc.; Perry Envelope & Bag Co.; Prym, William, Inc.; Ramseur Furniture Co.; Rejuvia Laboratories; Rivoli Corset Co.; Roger Smith Hotels Corp.; Rout Rosenthal & Co. Inc.; Sani-Aqua Shower Curtains; Shepherd Knitwear; Smith, Roger, Hotels; Stardust Inc.; Swift Business Machines Corp.; Tailorbrooke Clothes; Tausend, Felix & Sons; Vermont Woolen Mills Inc.; Wispese Co.; York St. Flax Spinning Co. Inc.; Zucker, Simon, Co.

**WILLIAM WARREN, JACKSON & DELANEY**

45 W. 45th St., New York 36, 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 Commercials...Conrad Mikorenda  
TV Program Dir.....Edward O'Brien  
Copy Chief.....Dorothy Scheler  
Account Executives.....William Solow,  
S. P. Jackson, Milton Schwartz, J. C. Silberman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran

*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); 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; Dale Dance Studios; Bonded Motor Mart; Relaxacizor Sales Co.; Davega Stores; Mason & Hamlin Piano Co.; Modell Jewelers.

*TV Accounts:* Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; North American Van Lines; Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Colony Motors; Stevens & Thompson Paper Co.; Wing & Fin; Chinchilla Industries, Inc.; Dale Dance Studios; Ritz Thrift Shop; Davega Stores.

**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, Thomas H. Shanley, Tevis Huhn  
Radio & TV Director...William P. Warwick  
Asst. Radio-TV Dir...Robert Steen, Joe Gratz

*Branch Office*

2405 W. 8th St., Los Angeles 57, Calif.  
Phone: Dunkirk 3-1141

Vice Pres.....C. E. Staudinger  
TV & Radio Dir.....Cecil Underwood

*Radio 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.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.; H. J. Caruso, Inc. (Automobiles), Compton, Calif.

*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.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

**WASSER, KAY & PHILLIPS, INC.**

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

President.....G. S. Wasser  
Publicity Dir.....A. J. Mittelhauser  
Secretary.....F. F. Wasser  
Media Director.....Harv Anderson  
Art Dir.....Virginia Hubach  
Television Director.....Alvin Roth  
Account Executives.....G. S. Wasser,  
Roy Phebus, A. J. Mittelhauser

*Radio & TV Accounts:* Rosenbaum Dept. Store, Pittsburgh; City Products Corp. (Fuel & Ice), Pittsburgh; The Kroger Co. (Super Markets), Pittsburgh; Union Dairy Farmers Co-op (Dairy Products), Pittsburgh; Quaker State Coca-Cola Bottling Co.; Strunz Soap Co., Pittsburgh; Tri-State Flavor Co. ("Bottoms Up" Beverages), Pittsburgh.

**WATTS, PAYNE—ADV., INC.**

900 S. Main St., Tulsa 3, Okla.  
Phone: 3-8100

ABP—ANPA—AAAA—AFA

President ..... Don Watts  
Vice-President..... Leslie S. Hauger  
Treasurer..... Oscar E. Payne  
Secretary ..... Don Mitchell  
Vice-President ..... Benton Ferguson  
Account Executives..... Ril C. Keefe,  
Don Dyer, Benton Ferguson, Joe Jillson  
Radio-TV Director..... Don S. Mitchell  
Copy-Prod. Chief..... C. Arnold  
Traffic ..... Patricia Taylor

*Radio Accounts:* Okla. Tire & Supply Co., Tulsa; Mid-West Chevrolet, Tulsa; 1st National Bank, Tulsa; Commercial Nat'l Bank, Muskogee; 7-Up Distributors, Tulsa; Pepsi Cola Distributors, Tulsa; Palace Office Supply, Tulsa; United Fed. Sav. & Loan, Tulsa; Bell Oil & Gas Co., Tulsa; Ozark Nurseries, Tahlequah, Okla.; Surgeons-Lotion (Medication), Tulsa; C. L. McMahon, Inc. (Oil Producers), Standard Electric Co., Tulsa.

*TV Accounts:* Oklahoma Tire & Supply Co.; Standard Electric Supply Co., Tulsa; 1st National Bank; Chili Bowl Seasoning; Mid-West Chevrolet; Hanna Lumber Co., Tulsa; Palace Office Supply, Tulsa; Ray Allen Shoes, Tulsa; Burt's Ice Cream, Tulsa.

**WILLIAM H. WEINTRAUB & CO., INC.**

488 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-0900

ANPA—PPA—APA—NOAB

President..... William H. Weintraub  
Exec. Vice-Pres..... Elkin Kaufman  
V.P., Treas..... John Davenport Schcuer  
V.P. Chg. Radio-TV..... W. Craig  
Business Manager..... Les Blumenthal  
Chief Time Buyer..... Joan Stark  
*Radio Accounts:* Kaiser-Willys Sales Division of Willys Motors, Inc.; Blatz Brewing Co.

*TV Accounts:* Blatz Beer, Kaiser-Willys, Revlon Prod. Corp. (cosmetics), New York, N. Y.; G.H.P. Cigar Company.

**WEISS & GELLER, CHICAGO, INC.**

400 North Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 3-2100

ANA—PPA—NOAB

President..... Edward H. Weiss  
V.P., Creative Dir..... Irving Auspitz  
V.P., Acct. Exec..... Byron Bonnheim  
V.P., Acct. Supervisors..... Bernard Gross,  
Jerome Joss, Marvin L. Mann, Don Paul  
Nathanson  
V.P., Art Director..... Lee King  
V.P., Dir. of Research..... Joseph White  
Merchandising Dir..... Arthur Ramsdell  
Media Director..... Jack Bard  
Comptroller..... Ernest Stern  
Production Mgr..... Frank P. Higgins  
Producer ..... John Rundall  
Asst. Producer..... Maxine Anderson  
Fashion Coordinator..... Peggy V. Schilling

*Branch Offices*

6 East 45th St., New York 17, N. Y.  
Phone: OXford 7-0414

V.P., Dir. Radio-TV..... Bruce M. Dodge  
9533 Brighton Way, Beverly Hills, Calif.  
Phone: CRestview 6-7048

Manager..... Walter N. Hiller, Jr.  
*Radio Accounts:* College Inn Food Products; Holeproof Hosiery Co.; Mogen David Wine Corp.; Sealy, Inc.; Terre Haute Brewing Co.; The Toni Co.

*TV Accounts:* Mogen David Wine Corp.; Sealy, Inc.; Terre Haute Brewing Co.; The Toni Co.

**E. TAYLOR WERTHEIM**

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

Principal..... E. Taylor Wertheim  
Art Director..... Walter Kolligs  
Media & Prod..... C. Corbin

**WESTERN ADVERTISING AGENCY, INC.**

4848 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: WEBster 8-2681

ABC—ABP—ANPA

President..... Edward E. Keeler  
Exec. Vice Pres..... Kenneth J. Slee  
Vice-Presidents..... Paul V. Wickman,  
Ralph Yambert, Henry Gerstenkorn  
Radio-TV Dir..... Edmund A. Lytle

*Branch Office*

1655 Scheffer Ave., St. Paul, Minn.  
Executive in Chg..... Harold L. Maddux  
*Radio Accounts:* Alemite Co. of Calif.; Battle Creek Food Co., Los Angeles, Calif.; Bowie Pies; Pig'n Whistle Brands, (Candy); Calif. Wholesale Electric; Ontra Cafeterias; Community Bank; First Thrift Of Los Angeles; Huntington Park First Savings; First Federal Sav. & Loan of Wilmington, Calif.; GallenKamp's Stores Co.; Mills Sales Co.; Librascope, Inc.; G. M. Giannini Co.  
*TV Accounts:* GallenKamp's Stores Co.; Pierpoint Landing; General Electric Supply Co.

**WEXTON COMPANY**

11 East 47th St., New York, N. Y.  
Phone: MU 8-4050

Partners.. Larry Schwartz, Howard Wechsler  
Art Director..... Jack Spiro  
Merchandising Director.. Edward Greenberg  
Personnel Director..... M. Breitkopf  
*Accounts:* Allied Display Materials Inc.; Am. Tradair Corp.; Atlantic Metal Hose Co.; Atlas Electric Products Co.; Belgian Electric Sales Corp.; Bolsey Corp. of Am.; Cameo Curtains, Inc.; Cavaleade Fabrics; Cohn-Hall Marx Co.; Colonial Drapery & Curtain Corp.; Emco Porcelain Enamel Co.; FR Corp.; Feelite Enterprise Corp.; Ivel Corp.; Jackson Vitrified China Co.; Kagan-Dreyfuss Inc.; Lampert, M. J. & Sons Inc.; Little, J. J. & Ives Co. Inc.; Michael Electric Co.; Netherlands Fashions, Inc.; Radiant Utilities Corp.; Re-Bo Mfg. Co., Inc.; Ra-Rich

Mfg. Co. Inc.; Scott, Elmer P. Co. Inc.; Shadowline Inc.; Shanty Boat Cruises, Inc.; Storer Best'g Co.; Sun Dew Corp.; Towncraft Industries Inc.; 20th Century Paint & Varnish Co.; Weed & Co., N. Y.; Weed Television, N. Y.; Weiss, Albert & Co.

**WHERRY, BAKER & TILDEN, INC.**

919 North Michigan, Chicago 11, Ill.  
Phone: DElaware 7-8000  
AAAA—ABC—ABP—ANPA

President.....Larry Wherry  
Vice Presidents.....Bruce A. Baker,  
Louis E. Tilden, Clifford Bolgard, Charles  
A. Wilcox, Robert Ferguson  
Dir. of Radio & TV.....Louis E. Tilden  
Media Dir.....Clifford Bolgard  
Radio Accounts: Quaker Oats (Quaker  
and Mother's Oats, Quaker Puffed Wheat,  
and Quaker Puffed Rice, Full-O-Pep Feeds),  
Chicago; Oscar Mayer & Co. (Wieners, Pork  
Sausage, etc).  
TV Accounts: Quaker Oats Company,  
Oscar Mayer Company.

**THE WHITEBROOK COMPANY, INC.**

730 Fifth Ave., New York 19, N. Y.  
Phone: JUdson 6-0330

Director (AM).....James Yankaver  
Director TV.....Douglas J. Baker  
Branch Offices  
1180 Raymond Blvd., Newark, N. J.  
Phone: MARket 4-0300  
Mgr.....J. P. McPherson  
Suburban Sta.-Bldg., Philadelphia, Pa.  
Phone: LOcust 8-1234  
Exec. in Charge.....J. Yankaver

**WINIUS-BRANDON COMPANY**

1706 Olive St., St. Louis 3, Mo.  
Phone: CHEstnut 1-6380  
AAAA—ABP—ANPA

President.....Enno D. Winius  
Sr. Vice-Pres.....C. A. Brandon  
Vice-President.....W. L. Sanborn  
Media Dir.....George R. Bishop  
V.P., Radio-TV Dir.....V. L. Morelock  
Asst. Radio-TV Dir.....Rosalie A. Pietuch  
Radio Accounts: American Investment Co.  
of Ill. (Loan Corp.), St. Louis; Bardenheier  
Wine Co., St. Louis; Boatmen's Bank, St.  
Louis; H. C. Cole Milling (Flour), Chester,  
Ill.; Bar-B-Quik (Frozen Ribs), St. Louis;  
Deep Rock Oil Corp. (Petroleum), Tulsa,  
Okla.; Chevrolet Dealers Assn. of Greater  
St. Louis; Miller Products Co. (Insect Repel-  
lent); Katy Railroad, St. Louis.  
TV Accounts: Deep Rock Oil Corp.;  
American Investment Co. of Ill.; Bar-B-  
Quik; Chevrolet Dealers of Greater St.  
Louis.

**WOODWARD & BYRON, INC.**

50 West State St., Westport, Conn.  
Phone: PHOne 7-9554

Ch. of Bd.....Mark B. Byron  
President.....Van Lear Woodward, Jr.  
Vice Pres.....Thomas F. Cosgrove

Secretary.....John Boyd  
Radio Dir.....Thomas F. Cosgrove  
TV Director.....Mark B. Byron  
Radio Accounts: Schaefer, Inc. (Rug clean-  
ing), Stamford, Conn.

**FRANK WRIGHT NATIONAL CORP.**

995 Market St., San Francisco, Calif.  
Phone: DOuglas 2-5470

Manager.....Frank Parke Wright  
Vice Pres.....Aphrodite Tavernas  
Traffic Mgr.....Dorothy S. Koemme  
Comptroller.....Alma McGarrigle  
Art Dir.....Norma Spencer Teilmann  
Copywriter.....Shirley Lewis

*Branch Offices*

5746 Sunset Blvd., Hollywood 28, Calif.  
Manager.....Marjorie Moore  
Phone: HOLlywood 2-7111  
2404 West 7th St., Los Angeles, Calif.  
Phone: DUNkirk 8-6050  
Manager.....Frank Wright  
Radio & TV Accounts: Calo Dog Food Co.,  
Inc. (Pet Foods, Canned), Oakland, Calif.

**WYATT ADVERTISING AGENCY**

401 Navarro St., San Antonio 5, Texas  
Phone: FANNin 2226  
SNPA

Owner.....William I. Wyatt  
Art Dir.....William J. Lytle  
Prod. Mgr.....Virginia Richards  
Copy Chief.....Esther Stith  
Radio Dir.....Tom Holbrook  
Accounts: Ace Mfg. Co.; Austin Savings &  
Loan Assn.; Bell-Kotzebue Co.; Burke, E. J.  
& Sons; Burney & Felder; Catto & Catto;  
Cliquot Club Bottling Co.; Dewar, Robert-  
son & Panoast; First Federal Savings &  
Loan Assn.; First Savings & Loan Assn.; Fox  
Co.; Friedrich Refrigerators Inc.; Govern-  
ment Personnel Mutual Life Ins. Co.; Guar-  
anty Federal Savings & Loan Assn.; Ham-  
mond, B. M., Co.; Krisch, August J., Co.;  
Luderus, Fred, Tire Co.; Mission Driverless  
Car Co.; Mutual Savings & Loan Assn.; New  
Braunfels Smokehouse; Panhandle Ins.  
Agency; Pioneer Savings Assn.; Ricken-  
backer Ranch; Robertson, Frank; San An-  
tonio Savings & Loan Assn.; San Antonio  
Light; Savings Institutions of Austin;  
Secrity Federal Savings and Loan Assn.;  
Sol Frank Co.; Standard Electric Co.; Stith  
Scopes & Mounts; Sunshine Laundry & Dry  
Cleaning Corp.; White's Uvalde Mines;  
WOAI & WOAI-TV (Southland Industries  
Inc.), San Antonio.

**YOUNG & RUBICAM, INC.**

285 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 9-5000  
ANPA—AAAA—ABC—ABP

President.....Sigurd S. Larmon  
Exec. V.P., Co-Chmn. Plans  
Brd.....Louis N. Brockway  
V.P., Co-Chmn. Plans Brd.,  
Media Dir.....A. V. B. Geoghegan  
V.P., Art Director....Frederick S. Sergenian



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., 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  
 Dir. of Radio-TV Oper.....D. Y. Bradshaw  
 V.P. Chge. Comm.....George H. Gribbin  
 V.P. Chg. Acct. Planning  
 & Supv.....Rod Erickson  
 Vice-Presidents .....Milford Baker,  
 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, Robert P. Moun-  
 tain, Walter K. Niels, William L. Shinnick,  
 Albert Tilt, Jr., Walter B. C. Washburn,  
 Edward Bond, Robert H. Brinkerhoff,  
 Alous P. Butler, Robert Clayton, Montagu  
 G. Miller, Bernard Pagenstecher, Paul  
 Richardson, Luis P. Weil, J. P. Wilkerson.

*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 & Garable 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 Win-  
 eries; Singer Sewing Machine Co.; Time, Inc.;

Zenith Radio Corp.; P. Lorillard Co.;  
 Cudahy Packing Co.; American Bakeries  
 Co.; Drake Bakeries, Inc.; Johnson & John-  
 son; Northern Paper Mills; Personal Prod-  
 ucts Corp.; Petri Wine Co.; Simmons Co.  
*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.; American Home Foods, Inc.; Interna-  
 tional Silver Co.; Sanforized Div. of Cluett,  
 Peabody & Co., Inc.; Drackett Co.; Elgin  
 National Watch Co.; Hunt Foods, Inc.; Rem-  
 ington-Rand, Inc.; American Bakeries;  
 Cudahy Packing Co.; Drake Bakeries, Inc.;  
 Max Factor & Co.; Time, Inc.; Petri Wine  
 Co.; Permacel Tape Corp.; Northern Paper  
 Mills; Mission Bell Wineries; International  
 Harvester Co.

**THE YOUNT COMPANY**

12 East 10th Street, Erie, Pa.  
 Phone: 2-2816

Owner.....M. A. Yount  
 Acct. Executive.....M. John Yount  
 Production Mgr.....George R. Rinderle  
 Secretary .....Luella Drenning  
 Art Director.....Russel Adam  
*Radio-TV Accounts:* The Erie Brewing  
 Company (Beer), Erie, Pa.; Harris Ford,  
 Inc., Erie, Pa.; Marine National Bank, Erie,  
 Pa.

*TV Accounts:* Erie Brewing Co.

**ZANPHIR, PETER, ADVERTISING**

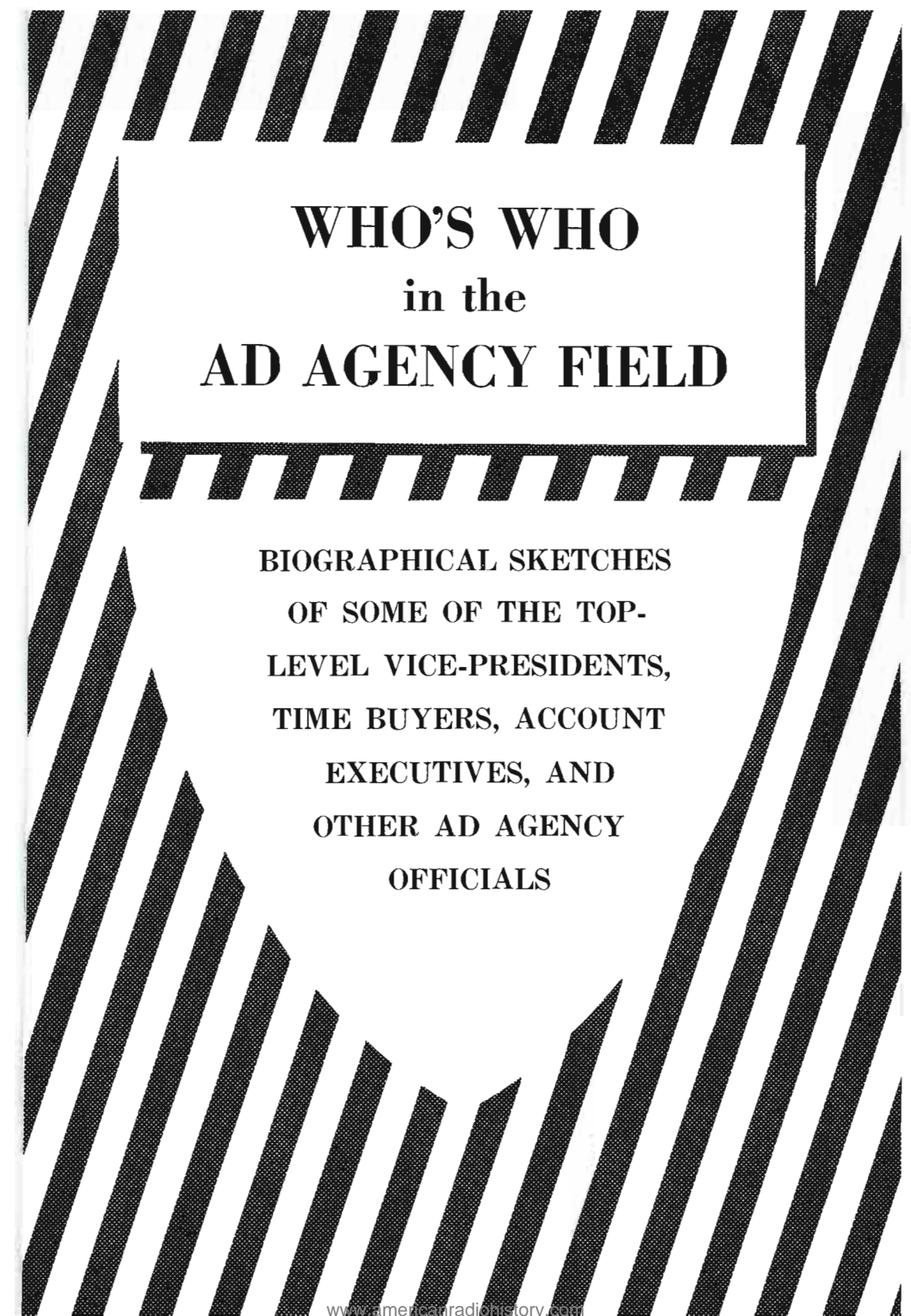
565 5th Ave, New York, N. Y.  
 Phone: PL 3-8340  
 ABP

*Radio & TV Accounts:* TV Programs of  
 America, The Katz Agency.

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**





**WHO'S WHO**  
in the  
**AD AGENCY FIELD**

**BIOGRAPHICAL SKETCHES  
OF SOME OF THE TOP-  
LEVEL VICE-PRESIDENTS,  
TIME BUYERS, ACCOUNT  
EXECUTIVES, AND  
OTHER AD AGENCY  
OFFICIALS**



**MARVIN L. GRANT**, vice president and radio-TV director of the Mann-Ellis Agency, is busy in his key post as overseer of all broadcasting and telecasting activities of the agency, embracing schedules for some 50 clients. His versatility is aptly demonstrated in his over-all radio-TV supervision which includes everything from time-buying up through production, and, in addition, acting as account executive on six accounts, being responsible for the expenditure of complete budgets in all media. Prior to joining the agency, Grant was with the William H. Weintraub Company and chalked up an enviable record as a free-lance writer-producer-director with many national radio programs to his credit.

**KENNETH G. MANUEL**, vice president and director of TV and radio at the D. P. Brother Agency, is a video veteran, having inaugurated the nation's first major educational telecast, "Television University," staged on WWJ-TV in collaboration with the U. of Michigan, U. of Detroit and Cranbrook Institute of Science. The series won numerous commendations and was the forerunner of the current popular "Telecourses" conducted on the same station by Manuel's alma mater, the U. of Michigan, where he was an outstanding sports star. Following up his journalism studies with a reportorial job on the Detroit News, Ken broke into radio as the discovery of broadcasting pioneer Harry Bannister, and soon became a full time newscaster and commentator on WWJ.



**FRANKLIN ROBERTS**, vice president and radio-TV director of Will Roberts Advertising Agency in Philadelphia, has been active for some years in the city's television association. While at the U. of P., Frank was a campus correspondent and sports writer for the Evening Bulletin. Following his graduation, Frank first joined the Harry Feigenbaum Ad Agency as a radio continuity writer, but was soon appointed radio and television director. In addition to his work of creating TV commercials, Frank also wrote and produced musical jingles for both mediums. Together with his interest in advertising, Frank maintains an active interest in sports, stemming from his college and sports writer days.

**EDWARD RATTNER**, radio-TV director of Friend-Reiss, was formerly radio-TV copy chief at Product Services, Inc., where he created and scripted numerous shows for both mediums. Ed has been in the radio-television field since the end of World War II, in which he served as an aerial gunner. Ed has been a ghost writer for a syndicated columnist, a short story writer and has been a member of the Radio Writers Guild since 1946.



**DON BLAUHUT**, radio-TV director for Edward Kletter Associates, is a native New Yorker. A veteran of World War II, Don holds a B.A. degree from Ohio State where he finished a four year stint in three. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. He also garnered experience with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck Advertising as assistant to the director of radio and TV, and was advanced to radio-TV director in 1951.



## ADVERTISING AGENCY EXECUTIVES



**GEORGE WOLF**, vice president and radio-TV director for Ruthrauff & Ryan, Inc., has an extensive background as author, producer, director and executive for radio and TV as well as movies and the stage. As a free-lance radio writer and producer, George contributed to many leading programs prior to wartime service with the Army Signal Corps Motion Picture Center assigned to writing and producing documentary training films. The post-war era found Wolf with NBC where he wrote and produced a weekly network institutional show as well as working on special assignments. The next seven years, from 1946-1953, found him at Foote, Cone & Belding, as director of radio-TV where he supervised much of the agency's \$18-million of annual airtime billings.

**WALTER CRAIG**, vice president in charge of TV at William H. Weintraub & Co., Inc., is a native of St. Louis and since childhood has been continuously in show business. In 1930 he moved from the stage and became program director of World Broadcasting System. Later he headed his own producing firm where he built and operated radio shows for Chevrolet, United Drug, Coca-Cola, Beechnut Packing, Carter Products and Wheaties, among others. Compelled to retire for two years, Walter turned to raising Cocker Spaniels and Guernsey cattle in Bucks County, Pa. While there, he acted as radio consultant to Street & Finney. He returned as program director of WMCA in November, 1942, joined Benton & Bowles.



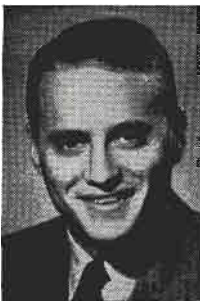
**VICTOR SEYDEL**, radio and TV director of Anderson and Cairns Agency, was bitten by the showbiz bug in his teens. A star in school and home town dramatics in Grand Rapids, Mich. and later in Pottstown, Pa., Vic was scheduled to enter Michigan U. when an RKO manager got him a summer job as a song-and-dance man in Chicago. The summer job lasted two and a half years, and Vic's been a showman ever since. In 1940 he joined the Blue Network, now ABC, as a director, and worked on many shows, including "Counter-Spy," "Ladies Be Seated," and others. In 1944 he became Eastern radio and TV director in the New York office of the Walker and Downing Agency and then moved on to the Anderson and Cairns Agency to serve in a similar capacity.

**WILLIAM R. SETH, JR.**, vice president and radio-TV director of Lewin, Williams & Saylor, Inc., has a broad background in the industry. In his career, Bill has worked as announcer, disc jockey, news editor and station manager. He is a graduate of the University of North Carolina, where he helped to eke out his collegiate career playing the guitar in dance bands. Prior to his present connection, Bill was vice president in charge of TV and radio for Needham and Grohmann, and previous to that was radio director of O'Brien and Dorrance. He at one time held down a job with NBC Spot Sales and in 1948-49 acted as director of advertising with Muzak. In his spare time Bill collects antiques and miniature books.



**BUCKINGHAM GUNN** of Foote, Cone & Belding's Chicago office first entered radio in 1934, when he joined J. Walter Thompson in the Windy City. Within two years he was appointed as radio director of the agency. Six years later, Buck joined WGN as program director and in 1948, when Foote, Cone & Belding created a television department, he was in on the ground floor development of the agency's TV activities.





**HENRY (HANK) FOWNES**, vice president and director of the radio-TV department at MacManus, John & Adams, Inc., first entered the advertising field after an Air Corps career, via service in the mail room of Benton & Bowles. Hank quickly rose to the post of assistant executive on the Tide account, but soon left the agency to join Fenton Productions as radio-TV producer. In this post he serviced numerous accounts, among them Cadillac and Pontiac, whose primary agency is MacManus, John & Adams, Inc. When the latter agency opened its New York offices, Fownes was chosen to head up the air-wave department.

**WICKLIFFE W. CRIDER**, vice president in charge of radio and TV at Kenyon & Eckhardt, Inc., is a graduate of Penn State College. He began his advertising career as an apprentice with J. Walter Thompson Co. and soon worked up to the radio publicity department, and thence to radio production. Next jump up the ladder found Crider at BBD&O as a developer of new programs for radio and TV, which post led ultimately to the vice-presidency in charge of that department. Crider moved over from BBD&O to his present post at K&E in 1952. When he isn't rooting for the Dodgers, Wick can usually be found working out his three-dimensional camera.



**ROBERT W. DAY**, vice president and radio-TV director of Albert Frank-Guenther Law, Inc., has been engaged in radio and TV advertising since his graduation from Harvard. From 1939 to 1942 he was connected with Broadcast Advertising, Inc., Boston, where he served full-time as a merchandising representative for two network food programs. He spent the following three years in the U.S. Navy, from which he was discharged as a lieutenant, senior grade. From 1945 to 1948, while associated with the John Hancock Mutual Life Insurance Company, Bob handled two coast-to-coast network shows, one from Boston and the other from Hollywood. He also served as radio and TV director of Lynn Baker, Inc., and H. B. Humphrey in New York.

**LAWRENCE E. DuPONT**, director of radio and TV for Rogers and Smith Advertising Agency, Dallas, Texas, is a native of New York. He received his B.A. from Long Island University and his LL.B. from the Fordham University School of Law. He entered the radio field in 1936 at KFJZ, Forth Worth and later was a newscaster for some four years with WBAP. Larry entered television in 1947 and directed the first live telecast in the Southwest by remote pick-up of President Truman's visit to Forth Worth in Sept. 1948. He went to Dallas in 1949 as program manager for KBTB, which later became WFAA-TV. In addition to his duties on the technical side, Larry has written numerous TV plays which have been telecast nationally featuring such stars as Frederic March, James Dunn and others.



**LEONARD F. ERIKSON**, vice president of McCann-Erickson in charge of the central radio-TV department joined the company in 1949 as a vice president and general executive. He is a graduate in journalism from the University of Wisconsin and later continued his education at the Harvard Graduate School of Business Administration. In 1930 he joined CBS and spent fourteen years with the network, first as Western sales manager with headquarters in Chicago and later as general sales manager in New York. In 1945 Leonard went to BBD&O as assistant to president Ben Duffy and liaison between management and the radio department. His next move was to Kenyon & Eckhardt, where he was vice president, and director of radio and TV. From this last position he joined McCann-Erickson.





**PAUL GUMBINNER**, director of radio and TV for the Lawrence C. Gumbinner Advertising Agency, Inc., has created thousands of radio and TV commercials for his agency's clients. In 1929, Paul sold the idea of a 15-second singing commercial to George Washington Hill of the American Tobacco Company, then made a tour of the country, explaining the methods radio stations could use to gain extra revenue by selling station break time. He started in on the creation of TV commercials in 1947, using his apartment as a studio and shooting exterior shots on Riverside Drive. Paul lives in New York with his wife and four children. His apartment houses three TV sets and three radios, and he often keeps abreast of broadcasting's passing show by having all six instruments going full tilt simultaneously.

**ALVIN KABAKER**, vice president in charge of radio and TV for Dancer-Fitzgerald-Sample, Inc., has been with the same agency for 17 years. He started with the DFS predecessor, Blackett-Sample & Hummert in Chicago, as a copywriter where his legal training stood him in good stead in negotiating contracts, handling union difficulties, et al. He subsequently rose to the management and production ranks, and prior to assuming his present post in New York, had been in charge of the agency's Hollywood office, supervising such shows as "Beulah," "Mystery Theater," "Date with Judy," "Ma Perkins" and others. During World War II he took a three-year leave for Navy duty. Receiving both his B.A. and law degrees from the U. of Chicago, Kabaker was a practicing attorney for two years before adventuring into the newspaper field.



**TOM McDERMOTT**, vice president in charge of TV at Benton & Bowles, is a boy wonder of the industry. Still in his twenties, Tom has more topnotch shows to his credit than many a long-time veteran producer. Even before graduating from Manhattan College he wrote and directed plays, and formed a group which produced dramatic shows for various social organizations, and was associated with production staffs of summer theaters. Prior to joining B&B in 1942, Tom chalked up radio experience on WNYC and WOV, and wrote and directed a series with Ireena Wicker. He directed "When A Girl Marries" and the "Frudential Family Hour," wrote, edited, produced and directed scores of others. Tom has done post graduate study of the drama at Columbia, Fordham, NYU and the New School.

**NICHOLAS E. KEESELEY**, vice president in charge of radio and television for Lennen & Newell, Inc., Agency, is "Nick" to a legion of friends in the industry. Nick was born in Philadelphia in 1910 and took his first job in the agency field with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Newell, Keesley was instrumental in setting up the agency's TV department.



**CHESTER MacCRACKEN**, vice president and director of radio and TV at Doherty, Clifford, Steers & Shenfield Agency, has been active in the advertising field for some 26 years. "Mac" started back in 1927 with the Skelly Oil Company and five years later joined J. Walter Thompson Co. In 1933, he moved to Benton & Bowles, where in 1937, he set up their Hollywood office. Returning to New York he supervised such shows as "Gangbusters" and the "Boake Carter Show," along with nine daytime serials. In 1944, when Doherty, Clifford & Shenfield was formed, "Mac" joined the agency in charge of radio production. His hobbies include mystery and adventure stories, photography and raising roses in his Bronxville home.



**JOHN R. SHEEHAN**, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY, Schenectady, back in 1934, as a staff producer, singer and announcer. Two years later he became manager of international broadcasting for General Electric. During World War II, at Government request, John was loaned to the OWI, where, as Chief, Facilities Bureau in New York, he was responsible for planning, design, installation and operation of all radio and communications facilities required by OWI, Office of Inter American Affairs and Armed Forces Radio. From June, 1948 to March, 1950, John was director of radio and TV at Buchanan & Company, Inc. While there he handled the first telecast of Metropolitan Opera as well as managing the department.

**RINO NEGRI**, executive and vice president of the Emil Mogul Company, is considered among the leading advertising and marketing authorities for Italian-American products, particularly in the radio-TV media. A native of Venice, Italy, Rino was educated at the College of Milan and speaks and writes five languages fluently. He got his start in advertising here as an Italian announcer at WOV, New York. His ad campaigns for Ronzoni Macaroni Company, Berolio Importing Company, Gem Oil and Napa Valley wine products are proving fruitful, with the firm's saluting their agency account executive for his specific knowledge of the Italian-American market which has begun to pay off in sales returns.



**ALVIN Q. EHRLICH**, vice president in charge of radio and TV for Kal, Ehrlich & Merrick, Washington, is one of the capital's pioneers in TV advertising. He entered the advertising business in 1929, serving as advertising manager of Raleigh Haberdasher for the next two years, and joined the Kal agency in 1932. Three years later Al was made a partner in the firm and remained there until 1943 when he left for military service. The name of the agency was changed in 1945, after Al's discharge, to Kal, Ehrlich & Merrick Advertising, Inc. Al, active in civic affairs, has been a director of the Better Business Bureau, was twice president of the Washington Advertising Club and is a member of the Radio Pioneers.

**WILLIAM L. WEDDELL**, vice president in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago in 1929, when he went with NBC's Western office. Following a long stint as sales promotion manager of NBC, Chicago, Weddell became radio director of Erwin Wasey & Company. Before joining Leo Burnett Agency in 1946, he returned to NBC as assistant sales manager.



**MYRON P. KIRK**, vice president and executive director of radio and TV at the Kudner Agency, Inc., trained for the TV course through experience in the banking, brokerage, agency, theater, radio and movie business. From 1938 to 1941 he was president of United Artists. Kirk joined the agency in 1941 as director of radio and later became v.p. in charge of radio and television.



**SAMUEL H. NORTHCROSS**, vice president of William Esty Company, Inc., and director of the agency's television department, followed graduation from NCU with post graduate work at Oxford University. He was associated with George Gallup in public opinion and audience measurement research for five years prior to going with Young & Rubicam for two years. He began his career as newspaper reporter and country editor for the Washington Times-Herald. During the war he served for three years with the Army Air Corps as a captain. He has been a vice president and manager of the TV production department for the Esty agency for five years prior to his appointment as over-all director of the agency's TV department.



**ROBERT FOREMAN**, vice president in charge of TV at BBD&O, began his career sixteen years ago by writing print copy for trade ads, then went into consumer advertising. Shortly afterwards, he was turning out radio copy and headed the first segregated radio writing group in the agency. It was while Bob was working in this capacity that the vocalizing for the famous "Chiquita Banana" and "Willie, the Penguin" commercials were developed. Bob has an avid interest in early American furniture, as proved in his 150-year-old farm in Westport, Conn. There he has a famous collection of Currier & Ives prints. In his New York apartment, Bob has a collection of ultra-modern oil paintings, just to even things up.



**DAN SEYMOUR**, vice president of Young and Rubicam, Inc., in charge of programming in the radio and TV department, is a veteran of the radio-TV field, both as a producer and performer. As a radio announcer, Seymour's voice was known to millions and with the advent of television he became increasingly popular, winning many awards. His most noteworthy achievement was as emcee and host of "We the People," and was largely responsible for the long list of "firsts" accredited to the show. A graduate of Amherst College, Dan was active in campus dramatics. When 18 he went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques. He has been with Young and Rubicam since 1950.

**WALTER WARE**, director of television for Scheideler, Beck & Werner Agency, broke into the new medium in the old days of hall-room studios, hot light and one-time shots. A native Kentuckian, Walter entered radio via WLAP in his home-town of Lexington, and then came to New York in 1941 to join the Maxon Agency as a copywriter, and next joined the Duane Jones Company. Putting his theatrical background to work, he started TV experimentation in 1945 and soon launched the first commercial TV show originating from the DUMONT Wanamaker studios. He is credited with the success of New York's first women's daytime show, "Missus Goes A'Shopping," telecast direct from supermarkets. Ware set up the TV department for Scheideler, Beck & Werner when the agency was launched in September, 1951.



**JOHN P. ATHERTON**, vice president and director of radio and TV production for Atherton and Currier Agency, is an accomplished musician and composer. He has created both music and lyrics for a number of the agency's radio and TV jingle commercials, as well as many musical novelty announcements. Other duties consist of all talent-buying plus overall supervision of the agency's radio-TV department. After studying at the Oberlin (O.) Conservatory of Music, and receiving a B.A. degree in music from Bard College in 1942, Atherton spent the next 38 months in the U.S. Army, with 20 months spent in active service in the South Pacific theater. He joined the agency on his return in 1945.



**LEWIS H. TITTERTON**, vice president and director of radio and TV production at Compton Advertising, Inc., is a scholarly gentleman with degrees from Cambridge University and Harvard. Lewis is a sound business executive along with his academic accomplishments and has had wide experience in both the radio and TV fields. Titterton was a journalist in his early professional days. He became assistant editor of Atlantic Monthly in 1925 and a year later moved on to Macmillan Company where he was assistant to the general sales manager. In 1932 he entered the field of radio as a script editor with NBC. He served as an executive with NBC from 1932 to 1944 when he joined the Compton agency as director and later became vice president in charge of radio and TV.

**HAROLD A. DAVIS**, head time buyer for Erwin Wasey & Company, got his start in the advertising business at Benton & Bowles, after spending four years with the Air Force, serving in China with the 14th Air Force, and then taking a Bachelor's Degree at Marietta College, Marietta, Ohio. His first position with Benton and Bowles was that of budget-co-ordinator on Procter and Gamble. This job entailed a considerable amount of media research work. Two years later Hal switched to Doherty, Clifford, Steers & Shenfield, taking a job as assistant to the head time buyer. Later he became buyer on the Bristol Myers, Borden's and Welch accounts. Hal joined Erwin & Wasey & Co. in October, 1953, in his present position as head time buyer.



**SI LEWIS**, radio and TV director for Product Services, Inc., advertising agency, entered the broadcasting field through coincidence. He was working as a buyer in a department store when he conceived a promotional scheme which brought him into contact with Harry S. Goodman. Harry was so impressed by the young man's ability, he offered him a position with his transcription firm. A long and successful association followed until Si left to join the staff of WPIX, N. Y., as an account executive. He remained with W. IX for four and a half years, rising to the position of senior salesman and handling such accounts as Krueger Beer, Hoffman Beverages, Lincoln-Mercury and Robert Hall. He left WPIX to assume his duties with Product Services.

**ROGER PRYOR**, vice president in charge of radio and TV at Foote, Cone & Belding, has enjoyed an exceptionally large background in the entertainment field. Starting in show business at the age of 18, he played Summer stock and gradually moved to leading parts on Broadway and Hollywood. Finally came radio, first as orchestra leader, then as M.C. on the Gulf Screen Guild Program. Pryor joined Foote, Cone & Belding in 1947 as director of TV, and clients he has presented on TV include Union Oil, Sunkist, Fepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central.



**PETER ARNOLD KRUG**, director of radio and television for Calkins & Holden, has directed radio and television activities of such clients as Prudential Insurance of America, Stokely-Van Camp, Marculus Manufacturing Co., Oakite, Stereo-Realist Cameras, and other nationally-known accounts. Krug was formerly with Hicks & Greist for seven years in the same capacity, and prior to that served as business manager of the radio department of Donahue & Coe. His non-agency experience includes five years as program director, writer and performer with WEBR, Buffalo, N. Y., and an earlier stint with WNBX, Springfield, Vt., now WKNE, as station manager.



**NORINE FREEMAN**, media director for Western Advertising Agency, Los Angeles, entered advertising with a background of newspaper reporting and public relations experience. She was a news reporter for more than 15 years, on mid-western newspapers, including the Toledo Blade, Toledo News-Bee, and the Cincinnati Post. She left the newspaper field for publicity and public relations in New York, where she was an account executive with Earle Ferris, Inc., and later radio director of Carl Byoir and Associates. Norine forsook New York for Chicago, where she became publicity director and radio-TV planning director for W. B. Doner & Company. She went to Los Angeles in 1951, and was media director for the Caples Company, before joining Western Advertising Agency.



**JOHN GAUNT**, director of television and radio for Grant Advertising, was formerly a director and producer of many top-rated network shows. He now divides his time between supervising such programs as ABC's "Make Room for Daddy," NBC's "Roy Rogers Show," and KTLA's "Lawrence Welk Show," and creating filmed commercials for national Grant clients. Recently asked to define his job, Gaunt replied: "Television and radio broadcasting today is made commercially possible only by combining the talents of two widely divergent types of creative people—the artistic theatrical type and the sales managerial type. Each is able and resourceful."



**BETH BROBERG**, media director for the Mayers Company, joined the agency in 1951 as secretary to the vice president. Going from USC, Beth started her advertising career with Foster & Kleiser Co., where she learned the business working in various departments including the posting and sales. She left Foster & Kleiser after four years to join West-Marquis, Inc., where she started as a general employee and at the end of a two-year period was assisting the media director, production manager and chief accountant. Two years later she joined Jere Bayard Associates as media director, where for three years she selected various media and kept all agency media records. She was associated with Grant Advertising Agency before joining the Mayers Co.



**DONALD QUINN**, media director of Doherty, Clifford, Steers & Shenfield, Inc., entered the advertising field eight years ago via the research department of Lennen and Mitchell, but soon switched to media work. Later, at Ruthrauff & Ryan, Inc., and Fedlar and Ryan, Inc., he continued the radio-TV work which opened the path to his present post. Don has been responsible for radio-TV time on a wide variety of programs ranging from "The Garry Moore Show" to "Hilltop House," and has supervised extensive spot buying and participation programming. Born in Northampton, Mass., Don Currently resides in Bronxville, N. Y., with his wife, Margot, and their two children, Susan and Douglas.



**EILEEN HENRIQUEZ**, time buyer for J. Walter Thompson's Los Angeles office, has been with JWT for seven years, and expects to stay many more. She moved quickly from her first clerical position with Kemper Insurance in Chicago into their advertising and public relations department. Her next step on the way up was layout and presentations for Liberty Magazine. She managed to see more of the country while working for National Airlines in Miami and New York. She joined Crosley Broadcasting in Chicago, but California sunshine was luring her west. She joined the Leo Burnett Agency in Los Angeles for a brief stint before making her present connection.





**H. PIERSON MAPES**, vice president in charge of TV and radio, and general manager of Hutchins Advertising Co., Inc., came to TV via radio advertising and merchandising. He joined May Radio Corp. in 1930 and became sales promotion and merchandising manager in 1933. In the same year, moved from May to Philco as sales promotion manager. Mapes joined the Hutchins agency in 1945 and has been responsible for the radio and TV activities of Philco Corp. ever since, with a notable series of shows, including "Radio Hall of Fame," "Bing Crosby Show," and the "Philco Television Playhouse" on NBC-TV. Pierson also supervises planning of Philco Conventions and other national activities.

**STEPHEN W. SIDDLER, JR.**, media director of Birmingham, Castleman & Pierce, Inc., is a graduate of the University of North Carolina with a B.S. Degree in Commerce. From 1943-1945 he was with the U. S. Army service in Newfoundland Base Command. Stephen entered the advertising field in 1946 with Doherty, Clifford & Shenfield, Inc., and remained there until June, 1951 in the space department. From there he joined Birmingham, Castleman & Pierce, Inc. as space buyer. In October, 1952 he was named media director and assumed responsibility for the buying of all radio and TV time, and has been handling this phase of the agency work since that time.



**GEORGE POLK**, a radio-TV supervisor, has been with Batten, Barton, Durstine & Osborn, Inc., since 1950. He attended Hotchkiss and Pomfret Schools in Connecticut. Upon graduation from Erskine College, South Carolina in 1950, where he received his BA degree, George started his advertising career in the mail room of BBD&O. Progressing steadily, he went on to research, time buying, and on to his present post, where he works with Robert Foreman, v.p. in charge of the radio-TV department. George is a native New Yorker and is single.

**FRANK MINEHAN**, vice president, media director and member of the plans board, has been with Sullivan, Stauffer, Colwell & Bayles, since it opened in 1946. Previous to that he spent a short time as media director at Pedlar & Ryan. Before coming to New York, Frank had been media director and a Brand Man at Lever Brothers Company in Cambridge. After graduating from a finance school in Boston, he began his business career as a public accountant and school teacher. After joining Lever Brothers Company he switched to advertising and he has continued there ever since.



**BERNARD G. RASMUSSEN**, manager of broadcast media at Fuller & Smith & Ross, Inc., is a native of Brooklyn with a degree from Fordham University in Business Administration. He started as an accountant with Seagram Distillers Corp. During World War II, he saw service as an Air Force Navigator in Europe. Bernard joined Ruthrauff & Ryan in 1947 as a time buyer. He has been with Fuller & Smith & Ross, Inc. in his present capacity since 1952.



**LYNN DIAMOND**, radio and television time buyer for Emil Mogul Company, joined the agency after two years at Cecil & Presbrey as assistant to the account executive on Tintair. She joined the time buying department in March of 1953 as executive assistant and was upped to radio and television time buyer in July of the same year, working primarily on the Rayco Auto Seat Cover account. Her job is a prodigious one since Rayco is a chain of franchised retailers with over 100 stores in approximately 90 markets, and each outlet operates on an individual budget allocation. All radio and television advertising is planned on a local spot basis.



**EVELYN LEE JONES**, business manager of radio and television departments and chief time buyer of Donahue & Coe, Inc., has been with the agency since August 1943. She joined the agency as a copy writer, later shifting to administration and business division. Prior to that Evelyn was at City Hall as Civilian Defense Volunteer Aide to Mayor F. H. LaGuardia. Immediately prior to World War II, she was director of advertising for Theatre-on-Film, Inc. Evelyn was on the board of directors of Advertising Women of New York, Inc. from 1954-55. She attended Columbia University and Rochester University. Marriage entered the picture in 1934 when she met Charles Reed Jones.



**MILDRED FULTON**, time buyer for the Bulova Watch Company since 1947, moved from the Biow Company to McCann-Erickson with the account in January, 1955. After positions with organizations ranging from tree surgeons to country clubs, she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State, with OWI in Washington during the war years. Mildred moved to New York City and joined Free & Peters in 1945. She is a native of Stamford, Conn. Her hobby is doing portraits in oil.



**LOCKE W. TURNER**, media director of Batten, Barton, Durstine and Osborn, Inc., Los Angeles, has been associated with the agency for the past six years, having joined the firm after graduation from Stanford University. He began as a trainee, and was promoted successively to production and account duties. Prior to being named media director he was an assistant account executive on the Rexall Drug account for a period of four years. He was married early in 1955 to Barbara Walsh, assistant to the research director of BBD&O, Los Angeles.



**GEORGE KERN**, associate media director of Lennen & Newell, Inc., started in the advertising business in 1923 with the Chicago office of the George Batten Co., now known as BBD&O. He spent seven years there learning the business in various departments, including several weeks training in the New York office of BBD&O. In 1931 George joined Blackett, Sample, Hummert (now Dancer, Fitzgerald & Sample) as an assistant account executive on the Parker Pen, Insulite, Stewart-Warner accounts, remaining there for seven years. In 1940 he joined Benton & Bowles as chief time buyer. During World War II, he served on the staff of General MacArthur in the Morale Services Section. Prior to joining Lennen & Newell he was associated with Benton & Bowles.



**JOHN PAUL MARSICH**, chief time buyer for Kudner Agency, began his advertising career at NBC in 1940. Prior to that he had attended Columbia and New York University, graduating from N.Y.U. with a degree in Business Administration. In 1943 he left NBC for the wars. As a lieutenant in the Navy he commanded the LSM in the Pacific Theater until the end of hostilities, whereupon he returned to the television department of NBC. By 1949 he had advanced to supervisor of production costs on all network shows. He served in that capacity until August of the same year when he accepted an offer from Kudner to join the agency as assistant business manager of the radio-TV department. Less than a half year later he was named to his present post.



**EDNA S. CATHCART**, chief television and radio time buyer for J. M. Mathes, Inc., has been with the agency for the past eighteen years. She has been in charge of all time buying for the agency, involving such accounts as Canada Dry Ginger Ale, Inc.; Luden's, Inc.; and the Northam Warren Corporation. Many other agency accounts are actively engaged in radio and television.



**NEWMAN F. McEVOY**, vice president and media director of Cunningham & Walsh, has been buying space and time for national and local advertisers since 1928. His previous business experience in retailing and in industrial marketing has provided the background and insight so vital to this highly specialized advertising function. Among the accounts for which McEvoy has supervised media planning and buying are Chesterfield Cigarettes, Sunshine Biscuits, the Texas Company and E. R. Squibb and Sons. He has served as president of the Media Men's Association and is an active member of the Radio and Television Executives Society.



**JANE DALY**, vice president and radio-TV director of Earle Ludgin & Company, Chicago, was named as the agency's first woman vice president at the year-end corporate meeting. She joined the company as a young secretary in 1942. Three years later she became assistant time buyer, and soon after that became head of the radio-TV department. As newest of the agency's vice presidents, Jane continues as TV-radio director, a position she has held the past several years.



**WILLIAM W. LEWIS**, director of the radio-TV department of Geyer Advertising Agency entered broadcasting through the writing route. He graduated from Pasadena College of the Theater in 1941, acted in two off-Broadway shows, then developed an interest in radio writing. He did a few free-lance scripts for NBC where he was subsequently employed as a continuity writer and announcer. He worked on early experimental shows until 1943 when he entered the Army Air Corps, serving as a pilot until the end of World War II. After discharge, he worked with Redwood Products, Inc., in a promotion capacity, then started a 1 kw. radio station in the Boston area. In 1948, he became a writer-producer for Morse International, Inc. Bill joined Geyer in 1951.



**KAY OSTRANDER**, time buyer for the Dan B. Miner Company in Los Angeles, became interested in advertising agency work while employed at CBS-KNX in the post-war days. In 1948 she went to work as a secretary for McNeill & McCleery, a Los Angeles agency, where she remained until 1950. Hilly Sanders, v.p. in charge of radio and TV at Miner, offered her the job as time buyer for the agency. Kay has just passed her fourth anniversary with the agency and looks forward to being at Dan B. Miner Company long enough to have one of her daughters replace her at the job.



**ROGER C. BUMSTEAD**, media director of David J. Mahoney, Inc., took his present post in January 1954. He was formerly with Maxon, Inc. as a time buyer. His responsibilities at Maxon included recommendations on spot time purchases, market research, rating and cost per M analysis. The accounts he served included Packard Motor Car Company (television network programs and radio announcement campaigns), Snow Crop Marketers and Gillette Safety Razor Company. Prior to that Roger was with the Katz Agency for over two and a half years in the promotion and sales data department.



**JOSEPH P. BRAUN**, vice president and media director of Kenyon & Eckhardt is a native New Yorker. He has spent his entire career in advertising with Kenyon & Eckhardt, Inc. He joined this organization in 1933, since which time he has become successively head of the facts department, space buyer and media director. All media within the agency, outdoor, print, radio, television, etc., is under Braun's supervision.



**LYDIA RYDHOLM HATTON**, chief time buyer for Foote, Cone & Belding's Los Angeles office, is a native of Cleveland, Ohio. After spending one year at Ohio-Wesleyan University at Delaware, she transferred to Washington Square College of New York University, majoring in retailing and advertising. She received her B.A. degree in January 1948, and shortly thereafter joined the media department of Alfred J. Silberstein-Bert Goldsmith, Inc. in New York City. In September of 1949, Lydia entered the doors of Foote, Cone & Belding, for the first time as a member of the typing department. In October 1952 she was named chief time buyer.



**JERRY BERGHOFF**, executive vice president and radio-TV time and talent director of Berghoff Associates, Inc., Los Angeles, is a graduate of Los Angeles City College with Associated Arts Degree in Theatrical Arts. Jerry's background includes being actor, producer-director, and writer for radio-TV shows in Seattle and Los Angeles. He organized the radio-TV department at Berghoff Associates in 1949, and now directs all media, space and time buying, besides handling account executive duties for the agency's 50 national manufacturing accounts. He is a charter member of Sigma Beta Chi, a honorary fraternity. Jerry is married and has one son, Eddie Marc.





**WALTER BOWE**, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc., is a well-rounded agency time purchaser, having been head of the department at Ogilvy, Benson & Mather, Inc. following good groundwork at Benton & Bowles, Inc. Currently handling time purchases for Pall Mall, Revlon, Speidel, Vim and other top accounts, Walt spearheaded the large-scale radio campaign for Lever Brothers' Good Luck Margarine, in conjunction with the New York state conversion to yellow oleo two years ago, which brought fast sales results for the sponsor. Bowe's radio baptism dates back to high school productions in his hometown of Syracuse, N. Y., followed by workshop experience at Syracuse University's Radio-TV School. As a member of the Radio Workshop production staff of WAER, campus station, he scripted a weekly half-hour program, "The Sue Bennett Show" which rose to national fame.

**E. A. "TIM" ELLIOTT**, vice president and media director of the Fletcher D. Richards Agency, has a unique record in the industry, having spent his entire career (over a quarter-century) with one agency! He directs the purchase of TV and radio time for U.S. Rubber, Eastern Air Lines, Dixon-Ticonderoga Pencils, Waterman Pen, American Machine & Foundry among others, as well as serving as account supervisor on many key accounts. Tim came to Detroit from Canada when 19 to start with Campbell-Ewald and when the separate corporate entity of Campbell-Ewald of N. Y. became the Fletcher D. Richards Agency, Elliott became a board member of the new organization, as well as remaining a v.p. and media director. A resident of Chappaqua, "Tim" is an ardent fisherman as well as a confirmed addict of hockey and bowling.



**JAMES B. ZABIN**, partner and radio-TV director of the Posner-Zabin Agency, began his ad career with Paramount Pictures, later going with United Artists and thence to the Hanff-Metzger Agency (now Buchanan Co.) for 15 years. The newly-elected president of the League of Advertising Agencies, Jim has a well-versed background and wide community of interests that include trusteeship in the N. Y. Society for Ethical Culture, a board member of the Riverside Community House, member of New York Financial Advertisers, and former officer of Associated Motion Picture Advertisers and other professional groups. The co-author of "Understanding Advertising," Zabin is equally talented in his artistic pursuits, having exhibited in numerous shows. Among other chief outside interests is young Cindy, a cocker spaniel.

**JEAN L. SIMPSON**, radio and television spot time buyer at Anderson and Cairns Agency, is a native of New Jersey, having been born in Passaic. She went westward for her education, receiving a B.A. degree in sociology from Oberlin College in 1947. She began her time buying career with Anderson, Davis & Platte in 1950, continuing after the agency merged with the John A. Cairns Company to form Anderson & Cairns. She's a specialist in the spot field, handling only spot radio and TV while other colleagues handle network purchases. Her outside interests lie mainly in the field of architecture, being the wife of architect John E. Grocco.



**BARBARA JONES**, time buyer at Donahue & Coe, is the blonde member of the Jones Girls' Time buying triumvirate, none of whom are related. Following graduation from Smith College (cum laude), Bobbie joined GE's publicity department in Schenectady, principally working with WRGB, before taking New York City by storm on the staffs of Mademoiselle, Life, Televiser and Television Magazines, and freelancing with scripts to all major outlets. After a stint with the package firm of Video Associates, Inc., she embarked on her agency career with Grey, where, for over five years, she ran the gamut of production, business management, talent buying et al, to becoming administrative assistant to the radio-TV v.p. She's been in her present post for over 18 months. She lives in Greenwich Village, taking an active part in community life, and spends Summers in the country, mainly growing tomatoes and just relaxing.





**FRANK SILVERNAIL**, dean of the radio-TV time buyers, heading the department at BBD&O, and veteran of the field, being the current president of the Radio Pioneers of N. Y. Frank entered the business end of broadcasting through the talent door, being a guitar artist on WEAJ in the early days before joining NBC as merchandising counsel in 1929. One of the first time buyers in the industry, he first was with Pedlar & Ryan prior to transferring to a similar post with Young & Rubicam, Inc. and thence on to BBD&O in 1943. Little did he dream back in his under-graduate days at the University of Rochester where he laid plans for a career in sales promotion that he would embark on a time buying vocation that would comprise handling radio-TV campaigns for every type of product from soap to cigarettes and from beer to automobiles.

**ARTHUR A. KRON**, executive vice president, treasurer and radio-TV director of Gotham Advertising Company, is virtually a one-man agency. He also is unique in having been with the one agency his entire career, having joined Gotham in 1916. He is the founder of the International Advertising Convention which he initiated while president of the International Ad Association. Active in other professional groups, he is a charter member of the Assoc. of International Ad Agencies and the Assoc. of Ad Men & Women, vice-chairman and treasurer of New York World Trade Week Committee, as well as active in the RTES, Radio Pioneers, Lambs and others. Chief outside interests are golf, gardening and pistol-shooting, although he is also noted as a violinist and trumpet player, having played professionally, between business, meetings and other activities.



**GERALD GIBSON**, chief time buyer at Doherty, Clifford, Steers & Shenfield, Inc., began his broadcasting career as a time salesman for WJOY, Burlington, Vt. He returned to his native New Jersey to embark on his agency career at McCann-Erickson, Inc. where he estimated radio-TV time for Lever Brothers' products. Early in 1953 he joined Doherty, Clifford, Steers & Shenfield, assigned as time buyer on the Pharmaco and Minit-Rub accounts. He subsequently was promoted to his present post as head of the time buying department, supervising the purchase of spot radio and TV and network buying for such accounts as Borden, Bristol-Myers, Curtis Publishing, Sonotone and other top clients. A true native son of the Garden State, Gerald is married to the former Catherine Martel, and they reside in South Orange.

**HERBERT GRUBER**, business manager of the radio and television department of Edward Kletter Associates, Inc., is a veteran specialist of the time buying field, having previously been head time buyer at Cecil and Presbrey, Inc. before assuming his present post last November, where he is concerned chiefly with purchase of all radio and television time and the execution of all contracts for such clients as Pharmaceuticals, Liggett Drug, Federated Supply Corporation, Universal Pen & Fencil and others. Prior to his association with Cecil & Presbrey, Inc., Gruber had been with the Biow Company for several years in the same capacity. Among his favorite pastimes are tennis and delving in art, both actively and passively.



**MIRIAM TRAEGER**, director of the radio-TV department for Abbott Kimball Company, where duties not only include supervision of all time buying, but also general production director. Educated in New York at NYU and Hunter College, Miriam began her radio career with metropolitan indies, first with WMCA and later at WINS where she was assistant to the general manager and also doubled in sales. Associated with the agency for close to 10 years, she handled such accounts as Imra, Saraka, Norcross, Drake and Trifari jewels, as well as Hathaway Fabrics, and has become a specialist in seasonal campaigns. Young as the video medium is, she is one of the early pioneers in the field, having spearheaded spot-buying for major advertisers ever since TV became a commercial actuality.



## ADVERTISING AGENCY EXECUTIVES



**JAMES C. DOUGLASS**, director of radio and TV of Ted Bates & Company, was formerly vice-president in charge of radio and TV at Erwin Wasey & Co. After graduating from Hastings College Conservatory of Music and the University of Nebraska, Jim joined WAAW (now KOWH) in Omaha, as assistant manager in charge of programs. Later he shifted to Central States Broadcasting System as program director, and then to CBS as program production manager in St. Louis. During the war he was a Lieutenant Commander in the U. S. Navy, serving in the South Atlantic, Southwest Pacific and Aleutian theaters of war. After the war, Jim became production manager of the Colgate-Palmolive-Peet Company's radio unit in Sydney, Australia, working for their ad agency, George Patterson Co., Ltd.



**A. EDWARD SUTHERLAND**, director of radio and TV production at McCann-Erickson, Inc., Los Angeles, has a show business background of vaudeville, stock, musical comedy, movies and network radio and TV, which stands him in good stead in his present post. His career began as an actor, appearing in the early movie days in Helen Holmes serials, as a Keystone Kop and a leading man for Bebe Daniels, May McAvoy, and others. His outstanding director's career in Hollywood included some 60 films of varied types with top stars such as Bing Crosby, Spencer Tracy, Eddie Cantor and others. His New York TV experience since 1949, first with NBC and then with the Kudner Agency.



**PHILIP ROUDA**, vice-president and radio-TV director of Bozell & Jacobs, Inc. in Chicago, has been with the agency for 10 years, having joined as copywriter in October, 1944, after serving with the Army Air Forces as a radio instructor. Previous background included motion picture work with National Screen Service, and Filmack in writing and production and also varied motion picture and other theatrical advertising. Radio and TV work at Bozell & Jacobs includes program and spot buying for Serta Mattresses, Blue Cross-Blue Shield, Leaf Brands and others. He has won 6 Chicago Federation Advertising Club awards for individual ads and campaigns handled as creative account executive. Philip was educated at the U. of Chicago and Chicago Conservatory of Music.



**JAMES C. SHELBY**, vice-president and television director for McCann-Erickson, Chicago, was recently appointed to his present post. During the past 14 years, Shelby, as director of TV and radio for McCann-Erickson, handled extensive operations of the Standard Oil Company which included newscasts, sports shows and special events of college and pro-football games. Other assignments included International Harvester, Swift & Company, Maytag, Bell & Howell and Milnot. Recently he was honored with a gold award from the Oil Industry Information Committee for outstanding services. Prior to joining McCann, Shelby handled the Dr. I. Q. Quiz Show on NBC radio. Shelby served with the Marines in World War II. He is a charter member of the Chicago Radio Management and the Chicago Television Council.



**WINSLOW H. CASE**, vice-president of Geyer Advertising, Inc., entered the advertising business in 1927. He was associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the advertising faculty of Columbia University. He has been associated with Campbell-Ewald as senior vice-president and was a major contributor in the development of the agency's television department, working closely with Chevrolet officials in their TV expansion. Case was active in the presentation of "Famous Jury Trials" and the Notre Dame home football games on DuMont TV network for Chevrolet. He supervised the pick-up of sixty events at Madison Square Garden in N. Y. under sponsorship of local Chevrolet dealers.



# *Station Representatives*

FOR REPRESENTATIVE  
AFFILIATIONS  
OF INDIVIDUAL  
RADIO AND TELEVISION  
STATIONS TURN TO  
RADIO AND TELEVISION  
STATION LISTINGS

# RADIO-TV STATION REPRESENTATIVES



## AIRSPOT SALES

64 East Lake St., Chicago, Ill.  
Phone: STate 2-0460

Radio Gen. Mgr.....Joseph Kapps  
TV Gen. Mgr.....Capico Kapps

## ALASKA RADIO & TV SALES

370 Lexington Ave., New York City, N. Y.  
Phone: MUrray Hill 5-1303  
Network Sales Mgr.....Charles E. Soden  
Spot Sales Mgr.....Roy V. Smith

## ALL-CANADA RADIO FACILITIES LTD.

80 Richmond St. W., Toronto, Ontario, Can.  
Phone: EMpire 6-7691  
Mgr., Sta. Time Div.....John W. Tregale

## AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.  
Phone: MOhawk 4-6555  
President.....Ralph L. Atlass  
Vice-President.....A. R. Ellman  
Executive.....Jerry Glynn

### Branch Offices

1657 Broadway, New York 19, N. Y.  
Phone: COlumbus 5-3739  
Executive.....W. H. Losee  
5939 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOllywood 9-5341  
Executive.....Robert Block  
607 Market St., San Francisco, Calif.  
Manager.....Ken Carey

## AVERY-KNODEL INC.

720 Fifth Ave., New York 19, 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 2-2053  
Director.....David H. Sandeberg  
6363 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WEbster 3-9583  
Exec. In Charge.....Edwin Cahn  
41 Marietta St., N.W., Atlanta 3, Ga.  
Phone: Cypruss 7545  
Executive-in-charge.....Charles C. Coleman  
1915 Elm St., Dallas 1, Texas

Phone: Sterling 1558

Exec. In Charge.....Clyde B. Melville

## HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.  
Phone: WOodward 2-7298  
Gen. Mgr.....Hil F. Best  
Sales Mgr.....Michael Best  
Sta. Rel.....Val A. Best

### 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  
6000 Sunset Blvd., Hollywood 28, Calif.  
HOLlywood 5-6667  
15 Harriet St., San Francisco, Calif.  
Phone: UNderhill 3-6480  
Mortgage Guaranty Bldg., Atlanta, Ga.  
Phone: ALPine 5084  
2745 NE Brdwy., Portland 12, Ore.  
Phone: GARfield 6292  
203 White-Henry Bldg., Seattle  
Phone: SEveca 7997

## 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

## JOHN BLAIR & COMPANY

Chrysler Bldg. East, New York, N. Y.  
Phone: MUrray Hill 2-6900  
President.....John P. Blair  
Asst. to Pres.....Wells Barnett  
Exec. V-P.....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  
Vice-President.....Charles F. Dilcher  
3010 Russ Bldg., San Francisco 4, Calif.  
Phone: DOuglas 2-3188  
Manager.....Herber Smith, Jr.  
3460 Wilshire Blvd., Los Angeles 28, Calif.  
Phone: HOllywood 7-6103  
Vice-President.....Carleton E. Coveny  
1037 Paul Brown Bldg., St. Louis 1, Mo.  
Phone: CHestnut 1-5688  
Manager.....Tom Harrison  
524 Book Bldg., Detroit 26, Mich.  
Phone: WOodward 1-6030  
Mgr.....Charles Fritz  
467 Rio Grande Nat'l Bldg., Dallas, Texas  
Phone: RIVERSide 4228



Manager .....Steve Beard  
 Statler Office Bldg., Boston, Mass.  
 Phone: HUbbard 2-3163  
 Mgr.....Bruce G. Pattyson

**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-Presidents.....Lindsey H. Spight,  
 John Venninger  
 Secretary-Treasurer .....Blake Blair  
*Branch Offices*  
 520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-5580  
 Vice-President .....John W. Davis  
 3010 Russ Bldg., San Francisco 4, Calif.  
 Phone: YUkon 2-7068  
 Vice-President .....Lindsey Spight  
 3460 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DU 7-1333  
 Mgr. ....Frank Moreland  
 1037 Paul Brown Bldg., St. Louis 1, Mo.  
 Phone: CHEstnut 1-4459  
 Mgr. ....Richard Quigley  
 524 Book Bldg., Detroit 26, Mich.  
 Phone: WOodward 1-6030  
 Manager .....Gabe Dype  
 467 Rio Grande Nat'l Bldg., Dallas, Texas  
 Phone: RIverside 4228  
 Manager .....Steve Beard  
 1402 Barnett Bank, Jacksonville, Fla.  
 Phone: 6-5570  
 Manager.....Harry E. Cummings  
 Statler Office Bldg., Boston, Mass.  
 Phone: HU 2-3163  
 Manager .....Bruce Pattyson

**HASKELL BLOOMBERG**

39 Kearney Square, Lowell, Mass.  
 Phone: GLEnview 8-8715  
 General Manager.....Haskeil Bloomberg  
*Branch Offices*  
 Cregg Bldg., Lawrence, Mass.  
 Phone: 2-2148  
 Mgr. ....Ruth Evans  
 28 Carleton St., Cambridge, Mass.  
 Phone: KIRKland 7-2355  
 Manager.....Mrs. Josephine Bishop

**GUY BOLAM**

*American Sales and Service Agency*  
 370 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 5-1300  
 President .....Guy Bolam  
*Branch Offices*  
 3 Place de Valois, Paris 3, France  
 General Mgr.....P. G. Duprat  
 38 Hertford St., London W 1, England  
 General Manager.....G. Clement Cave  
*AM & FM Stations Represented*—Radio  
 Luxembourg “1,” “2,” “3,” & “4,” Luxem-  
 bourg, TeleLuxembourg.

**THE BOLLING COMPANY, INC.**

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

Phone: PLaza 9-8150

President.....George W. Bolling  
 Vice-President.....E. Schuyler Ensell  
 Treasurer.....Robert H. Bolling  
 Secretary.....E. A. Pancoast, Jr.  
 Vice-President (TV).....G. Richard Swift  
*Branch Offices*  
 435 N. Michigan Ave., Chicago 1, Ill.  
 Phone: WH 3-2040  
 Executive-in-Charge.....John D. Stebbins  
 2978 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DU 8-8158  
 Executive-in-Charge.....George Bolling III  
 5 Third St., San Francisco, Calif.  
 Phone: GA 1-6740  
 Executive-in-Charge.....John T. Coy  
 80 Boylston St., Boston 16, Mass.  
 Manager.....Richard A. Keating  
 Phone: HU 2-0346

**LOUIS J. BORGATTI, INC.**

419 Boylston St., Boston, Mass.  
 Phone: COmmonwealth 6-0718  
 Pres.-Treas.....Louis J. Borgatti

**THE BRANHAM COMPANY**

99 Park Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-4606  
 President .....Eugene Corcoran  
 Chrm. of Board.....M. H. Long  
 Vice President.....Joseph F. Timlin  
*Branch Offices*  
 360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: Central 6-5726  
 President.....E. F. Corcoran  
 Vice President.....L. S. Greenberg  
 7236 General Motors Bld., Detroit 2, Mich.  
 Phone: TRinity 1-0440  
 Executive-in-Charge.....Ed Charney  
 1005 Fidelity Union Life Bldg., Dallas 3, Tex.  
 Phone: ST 5831  
 Executive-in-Charge.....J. S. McCauley  
 Rhodes Haverly Bldg., Atlanta 3, Ga.  
 Phone: WALnut 3025  
 Executive-in-Charge.....H. L. Ralls  
 Title Guaranty Bldg., St. Louis 1, Mo.  
 Phone: CHEstnut 1-6192  
 Executive-in-Charge.....John J. Schwarz  
 703 Market St., San Francisco 3, Calif.  
 Phone: YUkon 2-1582  
 Executive-in-Charge .....Walter Patzlaff  
 6399 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: WEbster 1-1551  
 Executive-in-Charge .....Norman Noyes  
 2001 Liberty Life Bldg., Charlotte 2, N. C.  
 Charlotte 2, N. C.  
 Phone: 2-8839  
 Executive-in-Charge.....B. C. Finch  
 1028 Sterick Bldg., Memphis 3, Tenn.  
 Phone: 8-2344  
 Executive-in-Charge.....Sidney L. Nichols

**BROADCAST TIME SALES**

149 California St., San Francisco 11, Calif.  
 Phone: SUtter 1-8656  
 Owner .....Carl Schuele



*Branch Office*

1540 No. Highland, Los Angeles 28, Calif.  
Phone: HO 5-1755 5-5884

Manager .....Jim Gates

**CLARK R. BROWN CO.**

Suite 1-D, 520 Lovett Blvd., Houston, Texas  
Phone: Justin 1601  
452 Rio Grande Nat'l Bldg., Dallas, Texas  
Phone: RAndolph 5149

**BULMER & JOHNSON, INC.**

530 Roanoke Bldg., Minneapolis 2, Minn.  
Phone: LIncoln 7017

**BURN-SMITH CO., INC.**

19 W. 44th St., New York 36, 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 Pk. Pl., Los Angeles, Calif.  
Phone: Dunkirk 2-3200

Mgr. ....Harlan G. Oakes  
235 Montgomery St., San Francisco 4, Calif.  
Phone: Yukon 6-5819

Manager .....Norman Cunningham

**CANADIAN STATION REPRESENTATIVES, LTD.**

477 Madison Ave., N. Y. 22, N. Y.  
Phone: PLaza 9-1810

Exec. in Chg.....Thomas F. Malone

**CAPPER PUBLICATIONS, INC.**

1035 Topeka Blvd., Topeka, Kans.  
Phone: 3-2377

President .....H. S. Blake  
General Manager.....Ben Ludy  
Comm. Manager.....Hilton Hodges

*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.....Barney Clark  
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

Manager.....Andrew M. Gent  
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

**CARIBBEAN NETWORKS, INC.**

200 West 57th St., New York 19, N. Y.  
Phone: CI 5-7433

Exec. Vice Pres.....A. M. Martinez

Vice President.....Vincent Ramos  
Sec'y Treas.....Juan J. Cerna

**CBS RADIO SPOT SALES**

485 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-2345

General Sales Mgr.....Henry R. Flynn  
Eastern Sales Mgr.....Milton F. Allison  
Mgr. Sls. Development....Newell T. Schwin  
Research Mgr.....Richard Hess  
Promotion Mgr.....Sherril Taylor

*Branch Offices*

410 N. Michigan Ave., Chicago 11, Ill.  
Phone: Whitehall 4-6000

Western Sales Mgr.....Gordon Hayes  
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 .....Jack Donahue  
6121 Sunset Blvd., Los Angeles 28, Calif.  
Phone: Hollywood 9-1212

Manager .....Jack Woolley  
31 Third St., N.E., Atlanta 5, Ga.  
Phone: Elgin 0727

Manager .....David Kittrell

**CBS TELEVISION SPOT SALES**

Service of CBS Television

485 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-2345

Vice-Pres. in Charge.....Merle S. Jones  
Gen. Sales Mgr.....Clark B. George  
Business Manager.....Ben Margolis  
Research Manager.....Alfred Di Giovanni  
Eastern Sales Mgr.....Edward A. Larkin

*Branch Offices*

410 N. Michigan Ave., Chicago 11, Ill.  
Phone: Whitehall 4-6000

Midwestern Sales Mgr.....John A. Schneider  
800 Peachtree St., Atlanta, Ga.  
Phone: Elgin 0727

Manager.....H. H. Holtshouser  
902 Fisher Bldg., Detroit 2, Mich.  
Phone: Trinity 2-5500

Manager .....Tony Moe  
Palace Hotel, San Francisco, Calif.  
Phone: YUkon 2-7000

Manager.....MacLean Chandler  
1313 N. Vine St., Los Angeles 28, Calif.  
Phone: Hollywood 9-1212

Manager.....J. Richardson Loughrin

**HENRY I. CRISTAL CO.**

579 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 8-4414

President .....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  
2107 Book Building, Detroit 26, Mich.  
Phone: Woodward 3-2365



RADIO-TV STATION REPRESENTATIVES



Manager.....Joseph R. Spadea
581 Boylston St., Boston 16, Mass.
Phone: Copley 7-1180
Manager .....Richard Charlton

THOMAS F. CLARK COMPANY, INC.

1 East 54th St., New York 22, N. Y.
Phone: ELdorado 5-5666
Manager.....Thomas F. Clark
Asst. Mgr.....Madeline E. Miklos
Branch Office
35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager .....Paul Elsberry
Penobscot Bldg., Detroit, Mich.
Phone: Trinity 1-8981
Manager .....Paul Pequinet
992 William-Oliver Bldg., Atlanta, Ga.
Phone: Lamar 7088
Manager .....Harry Cannon

COLLEGE RADIO CORP.

Delaware Rd., Columbus 16, Ohio
Phone: FRanklin 2-5277
President.....Edwards R. Hoppie
Vice President.....Robert R. Vance, Jr.
Sales Manager.....William B. Irvine
Branch Office
Vice Pres.....Robert R. Vance, Jr.
14 West 45th St., N. Y. 36, N. Y.
Phone: OXford 7-0890

CONTINENTAL RADIO SALES

21st & Panama St., Philadelphia 3, Pa.
Phone: LOmbard 3-0882
Manager .....R. Butche
Branch Offices
285 Madison Ave., New York 17, N. Y.
Manager .....Stephanie Maytas
Phone: LE 2-2450
228 No. La Salle St., Chicago, Ill.
Manager .....R. Olson

DONALD COOKE INC.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7270
President .....Donald Cooke
Branch Offices
1061 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.....Hooper 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

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
Jacksonville 2, Fla.
Phone: 6-5770
Owner.....Harry E. Cummings

DORA-CLAYTON AGENCY, INC.
502 Mortgage Guarantee Bldg., Atlanta 3, Ga.
Phone: Alpine 7841
Operators....Dora C. Cosse, Clayton J. Cosse

DEVNEY & CO.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365
President.....E. J. Devney
Branch Office
64 East Lake St., Chicago, Ill.
Phone: FR 2-0016
Manager .....Hal Holman

EVERETT-MCKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
Phone: PLaza 9-3747
President.....Max M. Everett
Secretary.....M. Jane Callahan
Sales Mgr.....Powell H. Ensign
Vice President.....Robert Mandeville
Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-9052
Executive-in-Charge.....Robert F. Meskill
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

FORJOE & COMPANY, INC.

580 Fifth Avenue, New York 19, N. Y.
Phone: JUdson 6-3100
President .....Joseph Bloom
Vice-President .....Zang Golobe
Gen. Mgr. ....Joseph Ruggiero
Acct. Executives.....Jim Theiss,
Ed Forrester, John Knox, Eugene Litt
Research Director.....Billie Judels
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-1874
Manager .....Tom Cinquina
1127 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 6-8329
Manager .....Lawrence Krasner
593 Market St., San Francisco 5, Calif.
Phone: Sutter 1-7569
Manager .....Zona Samson
502 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7841
Co-Manager ....Clayton Cossé
9718 Tralle Drive, Dallas 18, Texas
Phone: DAvis 7-4541
Manager .....Hal Falter

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 Manager.....Frank Woodruff  
*TV Department*  
 Eastern Sales Manager.....John W. Brooke  
 Promotion Mgr.....John F. Hurlbut  
*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.....Wm. J. Tynan  
 Glenn Bldg., Atlanta 3, Ga.  
 Phone: Main 5667  
*Radio Department*  
 Mgr. ....James M. Wade  
*TV Department*  
 Manager.....W. J. Stubbs  
 Penobscot Bldg., Detroit 26, Mich.  
 Phone: Woodward 1-4255  
*Radio Department*  
 Mgr. ....W. W. Bryan  
*TV Department*  
 Manager.....Lon A. King  
 406 W. 7th St., Fort Worth 2, Texas  
 Phone: Fortune 3349  
*Radio & TV Department*  
 Mgr. ....Dean Milburn  
 6331 Hollywood Blvd., Hollywood 28, Cal.  
 Phone: 9-2151  
*Radio & TV Department*  
 Mgr. ....Hal W. Hoag  
 Russ Bldg., San Francisco, Calif.  
 Phone: Sutter 1-3798  
 Radio Manager.....F. Thomas Boise, Jr.  
 Television Mgr.....William A. Exline

**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: FRanklin 2-8665  
 Midwest Mgr.....Walter Beadell  
 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, 2-7247  
 General Manager.....W. S. Grant  
*Branch Offices*  
 1127 Wilshire 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

**MELCHOR GUZMAN COMPANY, INC.**

45 Rockefeller Plaza, New York 20, N. Y.  
 Phone: Circle 7-0624

President .....Melchor Guzman  
*Stations Represented in—Bolivia, Brazil, Chile, Columbia, El Salvador, Honduras, Mexico, Nicaragua, Peru, Puerto Rico, Uruguay, and Venezuela.*

**H-R REPRESENTATIVES, INC.**

380 Madison Ave., New York 17, N. Y.  
 Phone: Oxford 7-3120  
 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  
 155 Montgomery St., San Francisco, Calif.  
 Phone: YUkon 2-5701  
 General Manager.....James Alspaugh  
 Equitable Bldg., Hollywood, Calif.  
 Phone: HOLlywood 7-1480  
 V.P.-Gen. Mgr.....Harold Lindley  
 520 Lovett Blvd., Rm. 1D, Houston, Tex.  
 Phone: Justin 1601  
 101 Marietta St. Bldg., Atlanta, Ga.  
 452 Rio Grande Bldg., Dallas, Tex.  
 Phone: Randolph 5149  
 Manager .....Clarke Brown

**HARRINGTON, RIGHTER & PARSONS, INC.**

589 Fifth Ave., New York 17, N. Y.  
 Phone: MU 8-7050  
*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.  
 Account Executive.....Norman Walt  
*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

**HEADLEY-REED COMPANY**

420 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 5-8701  
 President .....Sterling Beeson  
 Chrm. of Board.....F. W. Miller, Sr.  
 Exec. Vice-Pres.....John H. Wrath  
 Secy.-Treas.....Frank W. Miller, Jr.  
 V.P., Sales Mgr., Radio...Jack Hardingham  
 V.P., Sales Mgr., TV.....Dick Hogue  
*Branch Offices*  
 230 N. Michigan Ave., Chicago 1, Ill.  
 Executive V.P.-in-Charge....John H. Wrath  
 Staff.....Geno Cioe, Ed Gardner,  
 Frank Hussey, Bob Alexander  
 Palmer Bldg., Atlanta 3, Ga.

RADIO-TV STATION REPRESENTATIVES

Executives-in-charge.....Eli W. Sweatman,  
Wm. Elwell  
300 Montgomery St., San Francisco 4, Cal.  
Executive-in-charge.....Frank Tessin  
Taft Bldg., Hollywood, Cal.  
Executive-in-charge.....Clark N. Barnes  
Lincoln-Liberty Bldg., Philadelphia, Pa.  
Executive-in-charge.....Robert S. Dome

**HOAG-BLAIR CO.**

405 Lexington Ave., New York, N. Y.  
Phone: MU 4-3722

President .....Robert B. Hoag  
Vice-President .....Wells Barnett  
Sec'y., Treas.....Helen Rice  
Promotion .....Victor Forker  
Research .....Ward Dorrell

*Branch Office*

737 No. Michigan Ave., Chicago, Ill.  
Phone: DE 7-2145

Exec. in Chg.....Donald Ward  
3010 Russ Bldg., San Francisco, Calif.  
Phone: YU 2-7068

Exec. in Chg.....Lindsey Spight  
3460 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DU 1-3811

Exec. in Chg.....Frank Moreland

**GEORGE P. HOLLINGBERY CO.**

307 N. Michigan Ave., Chicago 1, Ill.  
Phone: DEarborn 2-6060

President.....George P. Hollingbery  
*Branch Offices*

500 Fifth Ave., New York 36, N. Y.  
Phone: OXford 5-5560

Executive-in-charge.....John I. Peterson  
411 W. 5th St., Los Angeles 13, Calif.  
Phone: MadisOn 6-1351

Executive-in-charge.....Harry H. Wise, Jr.  
625 Market St., San Francisco 4, Calif.  
Phone: DOuglas 2-2541

Executive-in-charge.....George E. Lindman  
233 Peachtree St., Atlanta 3, Ga.  
Phone: LAmAr 5710

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

**HAL HOLMAN COMPANY**

64 East Lake St., Chicago 14, Ill.  
Phone: FRanklin 2-0016

Owner .....Hal 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

Manager .....Tracy Moore  
607 Market St., San Francisco 5, Calif.  
Phone: GA 1-0426

Manager .....Roy Soderlind

**INDIE SALES, INC.**

60 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-4813

President .....Jack Koste  
*Branch Offices*

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

Phone: STate 5096  
6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 5-6667  
15 Harriet St., San Francisco 3, Calif.  
Phone: UNderhill 3-6480  
Park Ave. Bldg., Detroit 26, Mich.  
Phone: WOODward 2-7298  
P. O. Box 6102, Atlanta, Ga.  
Phone: EXchange 1490

**INTER-AMERICAN PUBLICATIONS, INC.**

41 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-0884

President .....Angel Ramos  
Vice-President .....Jose Oviedo  
Secretary .....Frank Navarro

**INTERSTATE UNITED NEWSPAPERS  
—RADIO DIVISION**

545 Fifth Ave., New York, N. Y.  
Phone: MURray Hill 2-5452

Mgr. Radio Div.....Joseph Wootton  
*Branch Offices*

25 East Jackson Blvd., Chicago, Ill.  
Phone: WEbster 9-7260

Manager .....L. J. Pollard

**THE KATZ AGENCY, INC.**

477 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-4460

President .....Eugene Katz  
V.P., Dir. of Sales Policy...George W. Brett  
Treasurer .....Morris 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-President .....G. H. Gunst  
Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 3-8420

Manager.....W. Fiske Lockridge  
Bryant Bldg., Kansas City 6, Kans.  
Phone: VICTor 7095

Manager.....T. J. Flanagan, Jr.  
22 Marietta St., Atlanta 3, Ga.  
Phone: ALPine 1637

Manager .....Keith Byerly  
2006 Bryan St., Dallas 1, Texas  
Phone: RIVerside 4036

Manager .....D. Rutledge  
Russ Bldg., San Francisco 4, Calif.  
Phone: SUTter 1-7434

Manager.....Stanley J. Ruelman  
530 W. Sixth St., Los Angeles 14, Calif.  
Phone: TUCKer 8167

Manager .....Richard Hasbrook

**JOHN KEATING**

414 Alderway Bldg., Portland 5, Ore.  
Phone: BEacon 4107

Manager.....Don P. Motter  
*Branch Office*

Second and Pine Bldg., Seattle, Wash.

Phone: Elliot 6520

Manager .....Don P. Mottet

**THE KENNEDY CO.**

1806 Packard Bldg., Philadelphia 2, Pa.

Phone: RIttenhouse 6-8546

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

**KETTELL-CARTER**

118 Newbury St., Boston 16, Mass.

Phone: KEnmore 6-1966

Partner. ....Elmer Kettell

Partner .....Marjorie Carter

**A. LEWIS KING**

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

Phone: MURray Hill 2-8276

President.....Sidney J. Flamm

Vice Pres. & Treas.....A. Lewis King

**NONA KIRBY CO.**

507 Statler Office Bldg., Boston, Mass.

Phone: HUBbard 2-6117

President .....Nona Kirby

Vice President.....Kay Chille

**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

Manager .....Judd Sparling

638 S. Van Ness Ave., Los Angeles 5, Calif.

Phone: DUNkirk 4-7352

Manager.....Fred E. Crawford, Jr.

155 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 2-0167

Manager .....Al Tewksbury

210 Madison Ave., Memphis 3, Tenn.

Phone: MEmphis 5-5338

Manager .....John E. Steward

**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 .....Dick Sheetz

6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HO 2-2351

West Coast Manager.....Tracy Moore

339 Russ Building, San Francisco, Calif.

Phone: YUKon 6-4940

West Coast Manager.....Don Pontius

**MEEKER TV, INC.**

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

Phone: MURray Hill 2-2170

President.....Robert D. C. Meeker

Eastern Mgr.....Edgar B. Filion

Promotion Director.....Vic Piano

*Branch Offices*

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

Midwest Mgr.....F. J. Jewett

Phone: CEntal 6-1742

8 West King St., Lancaster, Pa.

Manager .....Dick Sheetz

339 Russ Bldg., San Francisco 4, Calif.

Phone: Lancaster 5251

West Coast Mgr.....Don Pontius

6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 2-2351

Manager .....Tracy Moore

**CLYDE MELVILLE CO.**

402 Melba Bldg., Dallas, Tex.

Phone: Sterling 1558

Owner .....Clyde Melville

**NBC SPOT SALES**

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

Phone: Circle 7-8300

V.-P. Director.....Thomas B. McFadden

Director, (TV).....John Reber

Director, (Radio).....H. W. Shepard

Nat. Mgr., (Radio).....George Dietrich

Mgr. Represented Stas.....Richard Close

Mgr. New Bus., Prom.....Mort Gaffin

Sales Service Mgr.....Caroline Herbert

Eastern Sales Mgr. (TV)....Edwin Jameson

*Branch Offices*

Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Central Radio Sales Mgr.....Paul Mensing

Central TV Sales Mgr.....John Mulholland

815 Superior Ave., N. E., NBC Bldg.

Cleveland 14, Ohio

Phone: CHerry 1-0942

Radio & TV Sales Rep.....John C. Treacy

Sunset & Vine, Hollywood 28, Calif.

Phone: HOLlywood 9-6161

Sales Rep. (Radio).....Doty Edouarde

Sales Rep. (TV).....Walter Davison

Taylor & O'Farrell Sts., NBC Bldg.

San Francisco 2, Calif.

Phone: Greystone 4-8700

Sales Rep. (Radio).....Martin Percival

Sales Rep. (TV).....George Fuers

Penobscot Bldg., Detroit, Mich.

Phone: WOODward 1-1610

Radio Sales Rep.....William Buschger

TV Sales Representative.....Allan Ker

1527 Elizabeth Ave., Charlotte, N. C.

Phone: CHARlotte 6-6581

Sales Rep.....Bonmar Lowrance

770 Spring St., N. W., Atlanta, Ga.

Phone: ELgin 3726

Sales Rep.....Freeman Jones

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RANDolph 8206

Sales Rep.....Robert F. Kee



**BOMAR LOWRANCE & ASSOCIATES**

1102 Fidelity Union Bldg., Dallas, Texas  
*Phone:* Randolph 8206  
 Sales Rep.....Robert Keefe  
 770 Spring St., N. W., Atlanta, Ga.  
*Phone:* ELgin 3726  
 Sales Rep.....Freeman Jones  
 1527 Elizabeth Ave., Charlotte, N. C.  
*Phone:* 6-6581

**NATIONAL TIME SALES**

370 Lexington Ave., New York 17, N. Y.  
*Phone:* MURray Hill 5-1300  
 Sales Manager.....Arthur Gordon  
 Asst. Sales Mgr.....Robert J. Kizer  
*Branch Office*  
 672 S. Lafayette Park Pl., Los Angeles 5, Cal.  
*Phone:* DU 2-3200  
 Manager.....Harlan G. Oakes  
 235 Montgomery St., San Francisco, Calif.  
*Phone:* YUKon 6-5819  
 Manager .....Burt Beggs

**HARLAN G. OAKES & ASSOCIATES**

235 Montgomery St., San Francisco, Calif.  
*Phone:* YUKon 6-5819  
 307 N. Michigan, Chicago, Ill.  
*Phone:* CEntral 6-4437  
 672 S. Lafayette Park Pl., Los Angeles, Calif.  
*Phone:* DUNKirk 2-3200  
 370 Lexington Ave., New York 17, N. Y.  
*Phone:* MURray Hill 5-1300

**PAN AMERICAN BROADCASTING CO.**

370 Lexington Ave., New York 17, N. Y.  
*Phone:* MURray Hill 5-1300  
 Vice-President .....Eugene Bernald  
 Manager .....Arthur Gordon  
 Asst. Mgr.....Robt. J. Kizer  
*Branch Offices*  
 672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
*Phone:* DU 2-3200  
 Executive-in-charge.....Harlan Oakes  
 235 Montgomery St., San Francisco, Calif.  
*Phone:* YUKon 6-5819  
 Executive-in-charge .....Burt Beggs

**JOHN E. PEARSON CO.**

444 Madison Ave., New York 22, N. Y.  
*Phone:* PLaza 1-3366  
 Owner.....John E. Pearson  
 Account Executives.....Russel Walker.  
 William M. Wilson, Ray Henze, Dave Cassidy  
**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:* DUNKirk 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  
 Fidelity Unon Bldg., Dallas, Texas  
*Phone:* PRespect 3723  
 Executive-in-charge .....Robert Baird

**JOHN H. PERRY ASSOCIATES**

19 W. 44th St., New York 22, N. Y.  
*Phone:* MURray Hill 7-5047  
 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  
 7-268, General Motors Bldg., Detroit 2, Mich.  
*Phone:* Trinity 5-1803  
 Executive-in-Charge.....John F. Cole  
 1123 Mortgage Guarantee Bldg., Atlanta, Ga.  
*Phone:* ALpine 5084  
 Executive-in-charge.....Thomas H. Atkinson  
 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.....George De Close

**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.....William B. Maillefert  
 Sales Prom. Mgr.....Wm. H. Steese  
 Asst. Sales Prom. Mgr.....Wallace Duncan  
*TV Department*  
 V.P., Eastern Sales Mgr.....H. E. Ringgold  
 Sales Prom. Mgr.....Robert L. Hutton, Jr.  
 Research Mgr.....George Johannessen  
*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.....Lloyd McGovern (AM)  
 Edward L. Smith (TV)  
 530 W. Sixth St., Los Angeles 14, Calif.

**Exec-in-Charge**.....Charles G. Matson  
 L. D. Larimer (TV)  
*Phone:* Tucker 3171  
 315 Olive St., St. Louis 3, Mo.  
**Exec-in-Charge**.....George Kercher (AM)  
 Richard Hughes (TV)  
*Phone:* Chestnut 1-7191

**Executive-in-Charge**.....Roy Soderlind  
 530 Roanoke Bldg., 7th & Marquette Ave.  
 Minneapolis 2, Minn.  
*Phone:* Lincoln 7017  
**Executive-in-charge** .....Vivian Bulmer

**RADIO-TV REPRESENTATIVES, INC.**  
 480 Lexington Ave., New York 17, N. Y.  
*Phone:* MU 8-4342

**PAUL H. RAYMER COMPANY, INC.**  
 444 Madison Ave., New York 22, N. Y.  
*Phone:* Plaza 9-5570

**President** .....Harry Goodman  
**Vice President**..... Frank Sawdon  
**Vice President**..... Peggy Stone  
*Branch Offices*  
 75 E. Wacker Dr., Chicago 1, Ill.  
*Phone:* FI 6-0964

**President**.....Paul H. Raymer  
 (Radio Dept.)  
**Sales Manager**.....Lawrence Van Dolen  
**Accounts Executives**.....Staurt Kelly,  
 William M. Robbins, Jr., Carl W. Till-  
 manns, Jr.  
 (Television Dept.)

**Manager** .....Edward Nickey  
 111 No. LaCienega Blvd., Beverly Hills, Calif.  
**Executive-in-Charge**.....Arthur Chipman  
*Phone:* BRadshaw 2-6738  
 233 Samsone St., San Francisco, Calif.  
**Executive-in-Charge**.....Wm. Ayres  
*Phone:* YUkon 6-2982

**Exec. V.P. & Sales Mgr.**.....Fred C. Brokaw  
**Account Executives**.....Edward Daly,  
 Richard C. Dawson, Bates Halsey

**RADIO REPRESENTATIVES LIMITED**

*Branch Offices*  
 435 N. Michigan Ave., Chicago 11, Ill.  
*Phone:* Superior 7-6697

25 Adelaide St. West, Toronto 1, Ont., Canada  
*Phone:* EM 8-2381  
**Managing Director**.....A. E. Bedard  
**Sales Manager**.....William R. Ross  
*Branch Offices*  
 908 Dominion Square Bldg., Montreal, Que.  
 Canada  
*Phone:* UNiversity 6-8058

**Vice-President**.....Garfield C. Packard  
 2949 Penobscot Bldg., Detroit 26, Mich.  
*Phone:* Woodward 3-0764

**Manager**.....W. C. Dippie  
 Lindsay Bldg., Winnipeg, Manitoba, Canada  
*Phone:* 9-26374  
**Manager**.....A. J. Messner  
 198 W. Hastings St., Vancouver, B. C., Can.  
**Manager**.....J. N. Hunt

**Executive-in-Charge**.....Robert B. Rains  
 1680 Vine St., Hollywood 28, Calif.  
*Phone:* HOLlywood 2-2376

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

147 University Ave., Toronto, Ontario  
*Phone:* Empire 6-6680  
**General Manager**.....N. D. Brown  
**Traffic Manager**.....Merleen Wilson

**Manager** .....John D. Gale  
 2613 Russ Bldg., San Francisco 4, Calif.  
*Phone:* DOuglas 2-8909

**WILLIAM G. RAMBEAU CO.**

347 Madison Ave., New York 17, N. Y.  
*Phone:* Murray Hill 6-5940  
**President** .....William G. Rambeau  
**Treasurer**.....Mary A. Rambeau  
**Secretary**.....Jeanne Pyle  
**Account Executives**.....George W. Kupper,  
 Mark Eliot  
*Branch Offices*

**Manager**.....Ray Rhodes  
 Glenn Bldg., Atlanta 3, Ga.  
*Phone:* ALpine 6508

185 N. Wabash Ave., Chicago 1, Ill.  
*Phone:* And. 3-5566

**Executive-in-Charge**.....Boyd W. Lawlor  
 6636 Hollywood Blvd., Los Angeles 28, Calif.  
*Phone:* HOLlywood 4-0388  
**Exec-in-Charge** .....Jack Porter  
 607 Market St., San Francisco, Calif.  
*Phone:* GARfield 1-0426

**Manager**.....Arch B. Ragan  
 1006 Mercantile Securities Bldg., Dallas, Tex.  
*Phone:* RIverside 5663

**Manager**.....John H. Hicks, Jr.

**SEARS & AYER, INC.**

612 N. Michigan Ave., Chicago, Ill.  
*Phone:* Superior 7-8177-8  
**President**.....B. H. Sears  
*Branch Offices*

33 West 42nd St., New York, N. Y.  
**Executive-in-Charge** .....Jack Davis  
*Phone:* BRyant 9-1374

1127 Wilshire Blvd., Los Angeles, Calif.  
**Executive-in-Charge**.....Gene Grant  
*Phone:* MADison 9-2653

703 Market St., San Francisco, Calif.  
**Executive-in-Chrage**.....Gene Grant  
*Phone:* EXbrook 2-6685

**STORER BROADCASTING CO.**

1177 Kane Concourse, Miami Beach 41, Fla.  
**President**.....George B. Storer  
**Senior Vice Pres.**.....J. Harold Ryan  
**Exec. Vice President**.....Lee B. Wailes  
**Treasurer**.....H. A. Steensen  
**V.P.—Planning & Fin.** George B. Storer, Jr.  
**Secretary**.....John E. McCoy  
**Asst. Secretary**.....Bertha C. Prestler  
**Southern Dist. V.P.**.....Stanton P. Kettler  
**Dir. of Engineering**.....Glenn C. Boundy  
**National Prog. Dir.**.....Ewald Kockritz

*Branch Offices*  
 118 East 57th St., New York 22, New York  
*Phone:* ELdorado 5-7690  
 V.P. & National Sales Mgr....G. W. Harker  
 Sls. Prom. & Ad. Mgr....Arthur C. Schofield  
 230 North Michigan Ave., Chicago 1, Ill.  
*Phone:* FRanklin 2-6498  
 Midwest Sales Mgr.....Robert C. Wood  
 Hawley Building, Wheeling, West Va.  
 Northern Dist. V.P.....William E. Rine

**HORACE N. STOVIN & COMPANY**  
 406 Jarvis St., W. Toronto 5, Ontario  
*Phone:* WALnut 4-5768

President.....H. N. Stovin  
 Gen. Sales Mgr.....George W. Hellman  
 TV Representative.....Lee Raeburn  
 608 Keefer Bldg., Montreal, Quebec  
*Phone:* UNiversity 6-6291

Manager.....T. C. Maguire  
 1111-211 Portage Ave., Winnipeg 2, Manitoba  
*Phone:* 925-097

Manager.....G. Tudor  
 615 West Pender St. W., Vancouver 2, B. C.  
*Phone:* Tatlow 4831

Manager.....J. W. Stovin

**TRANSIT RADIO, INC.**

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

President.....Richard C. Crisler

**VENARD, RINTOUL & McCONNELL, INC.**

579 Fifth Ave., New York, N. Y.  
*Phone:* MU 8-1088

President.....Lloyd George Venard  
 Vice President.....Stephen R. Rintoul  
 Vice President.....James V. McConnell  
 Sec'y, Treas.....Abner Lichtman

*Branch Offices*

35 E. Wacker Dr., Chicago, Ill.  
*Phone:* ST 2-5260

Vice President.....Howard B. Meyers  
 2978 Wilshire Blvd., Los Angeles, Calif.

*Phone:* DU 8-4151  
 Mills Bldg., San Francisco, Calif.  
*Phone:* GA 1-7950

**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  
 Sales Manager.....Howard McFadden  
 Acct. Executives.....Lionel Colton,  
 George W. Clark

*Branch Offices*

80 Boylston St., Boston, Mass.  
 Sales Manager.....Wm. Creed Jr.  
 360 N. Michigan Ave., Chicago 1, Ill.  
*Phone:* AN 3-5771

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 1012 Baltimore St., Kansas City, Mo.  
*Phone:* Victor 992

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*Phone:* DU 2-3200  
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# Washington Becomes Legislative Sounding Board For Industry

□ □ □ □ □ □

By PHIL COHAN

Washington Bureau, RADIO-TELEVISION DAILY

**E**CHOES of the past year threaten intrusion on an already noisy 1955 . . . and Washington promises to serve again as broadcasting's sounding board.

With its usual racing pulse-beat, radio and TV has sped through another year of intense development, both technical and legislative, and of audience multiplication. Along Pennsylvania Avenue, the industry has been probed and headlined—signs of growing pains in a progressive—signs of growing pains in a progressive business. News stories with big, black banners were plentiful.

□ □ □

Secretary of Commerce Sinclair Weeks called the shot, or at least coined the phrase, on the year a-borning. In his annual forecast of national commercial prosperity, he called the prevailing attitude among businessmen, and this seems to apply particularly to radio and TV, "temperate optimism."

The industry's optimism is tempered only by threats of harmful legislation which would slice into services now afforded to its listeners and viewers, and a lack of legislation to help the "ailing arm" of UHF and FM.

FCC, with problems of its own, was left leaderless for many months in theory at least, until the Senate finally chose to act upon the President's nomination of George C. McConnaughey as commission chairman. Man to watch during the coming seasons seem to be Charles M. Gowdy, chief assistant to McConnaughey, a smart man in a highly political position.

□ □ □

Some of the major issues facing the FCC during the coming months are a subscription TV plan proposed by Zenith Radio, a continuing battle on "tall tower" issues, and a threatened investigation by Sen. Warren G. Magnuson (D. Wash.) and his Interstate and Foreign Commerce Committee.

The recently unveiled Jones Report evidently sought to counter some of the Plotkin vitriol, with a gleaming eye to Republican backing in an off-year and

some elephant-size votes when that time rolls around.

On the Hill, Senator Magnuson, in a recent press conference, promised probes of FCC, networks, boxing, movies and, as one correspondent put it, anything else a reporter thought to ask about. Whether the scope conjured up by the Senator ever materializes or not, the Commission and the nets appear headed for some Congressional attention.

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Television has gained so much stature that NARTB declares it needs a special convention all to itself. Sheared away from its older brother, radio, TV will mature younger and learn the ways of the world. And knowledge of the birds and bees may prove handy when the much-heralded Senate study report is fully expounded. Matter of fact, shouts for self-regulation may make a little old man of good ol' TV.

Industry interests, as always, will correct their faults, mend their fences, and go back to work until someone starts screaming again.

□ □ □

President Eisenhower opened his press conferences, in what should prove a precedent-established "first," to film cameras for reproduction on TV. Though "live" television cameras were ruled out for the time being, future White House coverage promises new vistas in broadcasting.

Speaker Sam Rayburn, at the same time, banned TV coverage of House committee activities. Legislation introduced before Congressmen recently would make video camera reporting of all governmental affairs possible under House rules. The resolution met mixed reaction.

Though Plotkin and Magnuson panned the nets, they only succeeded in bringing the possible (?) solutions of the UHF broadcaster's problem down to eight. What the UHF'ers really want, gentlemen, is only one—the workable one, and the report made that claim for none of the eight.





# *Federal*

*Communications Commission*

HOW TO APPLY  
FOR FCC LICENSE

PERSONNEL

# *National*

*Association of Radio and  
Television Broadcasters*

PERSONNEL  
COMMITTEES



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

Phone: EXecutive 3-3620

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# HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also 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.

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" for AM stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

## Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power 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 frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM sta-

tion must specify a frequency available to the area 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) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

## Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications 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.



Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

### Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

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. 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 sometimes find it possible to satisfy the issues by amending his appli-

cation, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 30 days before the start of the scheduled hearing. Hearings start with a conference for the purpose of working out stipulations of fact so as to reduce the hearing to bare essentials.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, 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 their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

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. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

*(Continued on Page 525)*

# NATIONAL ASSOCIATION of Radio and Television BROADCASTERS

□ □ □

Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.

Phone: Decatur 2-9300

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WSYR, Syracuse, N. Y.		
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Henry B. Clay, Chr.....	6	Arkansas, Louisiana, Mississippi and Tennessee.
KWKH, Shreveport, La.		
F. Ernest Lackey.....	7	Kentucky and Ohio.
WHOP, Hopkinsville, Ky.		

Director	District	States Comprising District
Robert B. McConnell.....	8	Indiana and Michigan.
WISH, Indianapolis, Ind.		
Hugh K. Boice, Jr.....	9	Illinois and Wisconsin.
WEMP, Milwaukee, Wis.		
E. K. Hartenbower, V. Chr.....	9	Iowa, Missouri and Nebraska.
KCMO, Kansas City, Mo.		
F. E. Fitzsimonds.....	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.
KFYR, Bismarck, N. D.		
Cy Casper.....	12	Kansas and Oklahoma.
WBBZ, Ponca City, Okla.		
Kenyon Brown.....	13	Texas.
KWFT, Wichita Falls, Tex.		
Walter E. Wagstaff.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
KIDO, Boise, Idaho		
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, Cal.		
Calvin J. Smith.....	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.
KFAC, Los Angeles, Calif.		
Richard M. Brown.....	17	Alaska, Oregon and Washington.
KPOJ, Portland, Ore.		

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Network: Earl M. Johnson  
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# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



14 Gregory Hall, Urbana, Illinois  
Urbana 7-6611, Exet. 3394

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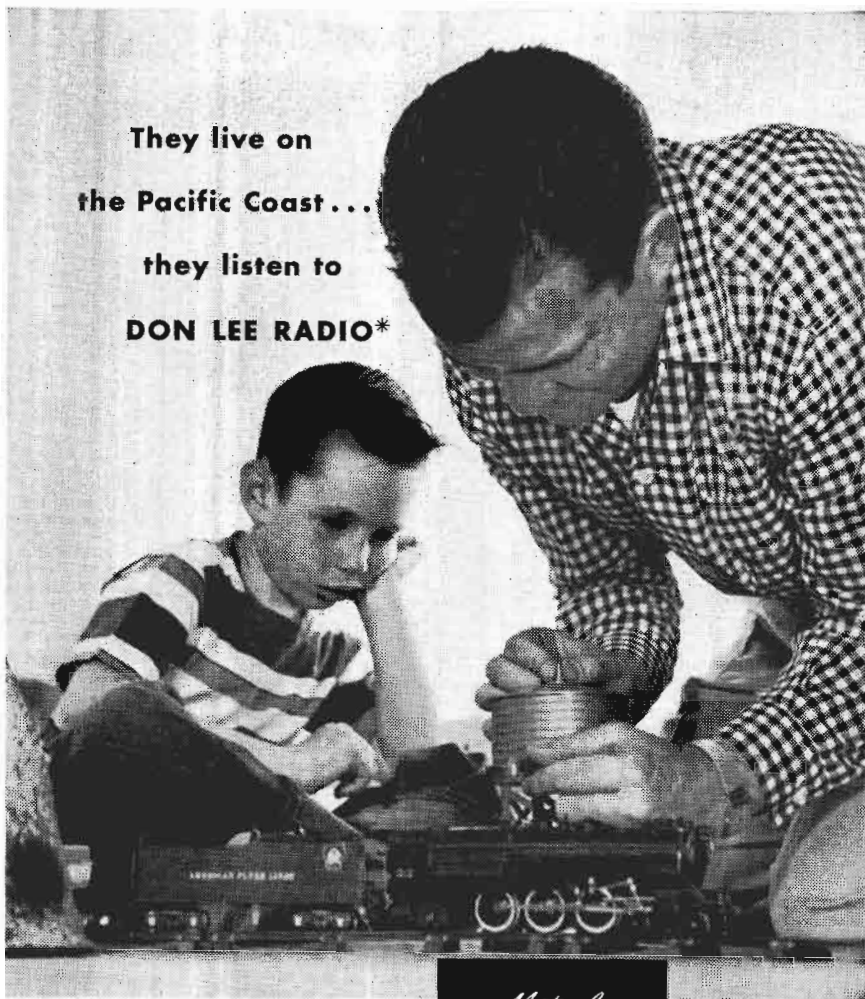
City	Call Letters	Licensese	Executive
<b>ALABAMA</b>			
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV
<b>CALIFORNIA</b>			
Berkeley	KPFA (FM)	Pacifica Foundation	Charles Levy, Station Mgr.
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSDS (FM)	San Diego City Schools	Edwin G. Barrett, Program Dir.
San Francisco	KQED (TV)	12th & Russ Streets Bay Area ETV Assn.	James Day, General Mgr.
San Mateo	KCSM (FM)	165 Post Street San Mateo Jr. College	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	Baldwin Ave. & San Mateo College of the Pacific	John C. Crabbe, Director
<b>COLORADO</b>			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
<b>FLORIDA</b>			
Lakeland	WFSI (FM)	Florida Southern College	Ludd M. Spivey, President
Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Asst. Dir. Voc. & Adult Ed.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director
<b>GEORGIA</b>			
Atlanta	WABE (FM)	Board of Education	Alvin Gaines, Program Director
<b>ILLINOIS</b>			
Chicago	WREZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois St. Teachers College	Robert V. Esmond, Dir., Radio-TV
Elgin	WEPS (FM)	Board of Education	E. C. Waggoner, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Diek Carlson, Station Manager
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WIUC (FM)	Univ. of Illinois	Frank E. Schooley
<b>INDIANA</b>			
Bloomington	WFIU (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Harold Carmony, Supvr. Audio-Visual Ed.
Greencastle	WGRE (FM)	DePauw University	Harold T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WAJC (FM)	Butler Univ.	Robert L. Montgomery, Chairman, Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr.
New Castle	WYSN (FM)	New Castle-Henry Twmsp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
<b>IOWA</b>			
Ames	WOI (AM)	Iowa State College	Richard B. Hull, Radio-TV Director
Ames	WOI (FM)	Iowa State College	Richard B. Hull
Decorah	KWLC (AM)	Luther College	Leslie G. Rude, Director of Radio
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
Waverly	KWAR (FM)	Wartburg College	Robert Snyder, Manager



City	Call Letters	Licensee	Executive
<b>KANSAS</b>			
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
<b>KENTUCKY</b>			
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio
Louisville	WFPK (FM)	Louisville Free Public Library	H. E. Salley, Mgr.
Louisville	WFPL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.
<b>LOUISIANA</b>			
Baton Rouge	WSLU (FM)	Louisiana State University	Miss Lucile Ruby, Acting Director
<b>MARYLAND</b>			
Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
<b>MASSACHUSETTS</b>			
Amherst	WMUA (FM)	Univ. of Mass.	Francis V. Donovan, Jr., Manager
Boston	WBUR (FM)	Boston Univ.	Leo Martin, Director Div. Communication Arts
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Springfield	WEDK (FM)	School Committee of Springfield	William J. Sanders, Supt. of Schools
<b>MICHIGAN</b>			
Ann Arbor	WUOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Rickard, Director, Radio-Television
East Lansing	WKAR (AM)	Michigan State College	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State College	Robert J. Coleman
East Lansing	WKAR (TV)	Michigan State College	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educe.
Flint	WFUM (FM)	Univ. of Michigan	Waldo Abbot, Dir. of Broadcasting
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan College of Educ.	Wallace Garneau, Dir. of Broadcasting
<b>MINNESOTA</b>			
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
Northfield	WCAL (FM)	St. Olaf College	Milford C. Jensen
<b>MISSISSIPPI</b>			
Meridian	WMMI (FM)	Municipal Jr. College	James E. Durham, Director
<b>MISSOURI</b>			
St. Louis	KETC (TV)	St. Louis Ed. TV Association	Martin Quigley, General Manager
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director
<b>NEW JERSEY</b>			
Newark	WBGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	A. Paul Klose, Program Director
<b>NEW MEXICO</b>			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
<b>NEW YORK</b>			
Bronx	WFUV (FM)	Fordham Univ.	Ralph M. Kourke, Prog. Mgr.
Brooklyn	WNYE (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Robert Earle, Dir. of Radio
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Paul G. Strassler, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager

City	Call Letters	Licensee	Executive
<b>NORTH CAROLINA</b>			
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	Robert Schenkkan, Dir. of TV
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Manager
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educa.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
<b>NORTH DAKOTA</b>			
Grand Forks	KFJM (AM)	Univ. of North Dakota	S. Donald Robertson, Director
<b>OHIO</b>			
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cleveland	WBOE (FM)	Board of Education	J. J. Stillinger, Director of Radio
Columbus	WOSU (AM)	Ohio State Univ.	Robert C. Higgy, Director
Columbus	WOSU (FM)	Ohio State Univ.	Robert C. Higgy
Delaware	WLSN (FM)	Ohio Wesleyan Univ.	Stuart Postle, Adv. Radio Dept.
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WUEB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
<b>OKLAHOMA</b>			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Acting Dir.
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KETA (TV)	Okla. Ed. TV Authority	John Dunn, Director
Oklahoma City	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Shawnee	KBGC (FM)	Oklahoma Baptist University	Darrel Baergen, Manager
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Tulsa	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Tulsa	KWGS (FM)	Univ. of Tulsa	Howard Hansen, Dir., Radio-TV
<b>OREGON</b>			
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Engene	KWAX (FM)	Univ. of Oregon	E. A. Kretsinger, Acting Dir. of Radio
Portland	KBPS (AM)	Portland Public Schools	Patricia L. Green, Manager
<b>PENNSYLVANIA</b>			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfling
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Pittsburgh	WDDQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Seranton	WUSV (FM)	Univ. of Seranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	Dorothy Daniel, Asst. to Pres.
<b>SOUTH CAROLINA</b>			
Columbia	WUSC (FM)	Univ. of S. Carolina	
<b>SOUTH DAKOTA</b>			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
<b>TENNESSEE</b>			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Plainview	KHBL (FM)	Wayland Baptist College	Reed Harris, Student Manager
<b>TEXAS</b>			
Abilene	KVCC (FM)	Abilene Christian College	Lowell G. Perry
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	John Schwarzwalder, Station Mgr
<b>UTAH</b>			
Logan	KVSC (FM)	Utah State Agri. College	Borrel F. Hansen, Director
<b>WASHINGTON</b>			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KUOW (FM)	Univ. of Washington	Edwin H. Adams, Head Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball
<b>WISCONSIN</b>			
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Wisconsin State Radio Council	H. B. McCarty, Director
<b>HAWAII</b>			
Honolulu	KUOH (FM)	University of Hawaii	Chester F. Canton, Dir., Univ. Radio
<b>PUERTO RICO</b>			
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

They live on  
the Pacific Coast . . .  
they listen to  
**DON LEE RADIO\***



*Mutual*  
**DON LEE**  
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Don Lee's low, low day/night single rate structure delivers the  
entire Pacific Coast at a lower cost per thousand than any  
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Represented Nationally by **H-R** REPRESENTATIVES, INC.

# *Radio Networks*

**AFFILIATED STATIONS  
OWNED & OPERATED  
STATIONS  
EXECUTIVE PERSONNEL  
U. S. A. NETWORK MAPS**





# Multi-Million Dollar Question: Where Do We Go From Here?



**By ROBERT E. KINTNER**  
President  
American Broadcasting Company

"WHERE do we go from here?" is a recurring line from an old drinking song. And the singers never do come up with an answer.

Broadcasters, in their most sober moments, however, must pose themselves this same question, and they must come up with an answer, and soon. It will not be the answer of those who sit at their desks from nine to five daily, for theirs is hindsight reasoning. I look to the practitioners of broadcasting for the answer to the multi-million dollar question—where do we go from here, in programming. For that, after all, is our product. Everything else in broadcasting is just a channel of distribution; but as networks or as stations we rise or fall on the consumption of our product—programming.



Today, broadcasting has achieved mass distribution. Virtually every home in the country is radio-equipped. About 9 out of the nation's homes are within range of television signals, and of these, more than 7 out of 10 homes actually have sets.

No question about it, broadcasting today stands on the threshold of a great era. The only obstacle that I see to continued, healthy expansion is the quality of programming. We can dream up all the fancy terms we wish—rating terms, sales terms, psychological terms (like "gratitude factor")—but this undeniable fact remains: The public must like what it sees or hears or it won't be back to "buy" from the network or station in question.

I am convinced that television today is in exactly the same position in which motion pictures and radio found themselves when television came on the scene. Television is growing self-satisfied and complacent.



Today the movies find that a good picture will pull the people in at the box-office. And the picture need not be in any particular aspect ratio or any unusual color treatment. A good old black-and-

white, whether large screen or not, will do a land office business.



Radio can do the same, and we propose to do this for ABC Radio by providing the public with the "off-beat" when necessary and with the best scripts, production and direction of all times. Personally, I do not believe that radio is doing itself justice today. It still has these "exclusives" which if properly utilized, can make it unique—immediacy, flexibility, and the listener's imagination. I look for a resurgence of radio generally in programming content in the future.

But the big problem is still television. Television because it represents such vast investments of time and money by so many, many people. The fact is that there is a decrease in the rate of increase of time spent with television in the average U. S. home. That is, consumption of our product is leveling off, and at the present trend, may well achieve a plateau, or even decline in the next year or so.



What I advocate is a product improvement . . . a raising of vast bulk of TV programs from mediocre to good. The good programs of today will be constrained to improve their quality in turn, and we may see "great" television, not once a year, but possibly once a week, or oftener.

I decry complacency and apathy. The day that there are, in fact, no new ideas will be an excellent date for man to turn over his world to another species, for he will have reached his own plateau, and can only slide backwards.

Broadcasting's road is long and wide. It has the golden opportunity of bringing entertainment, information and education to the American public. It is a vital force in the nation's economy, providing advertising exposure with impact and economy. How far we go on that road depends on the vehicles we build—the programs we offer the viewers and listeners.



# A M E R I C A N B R O A D C A S T I N G C O . , I N C .



(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theaters, Inc.

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(A Division of American  
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## NEW YORK

7 West 66th Street

New York 23, New York

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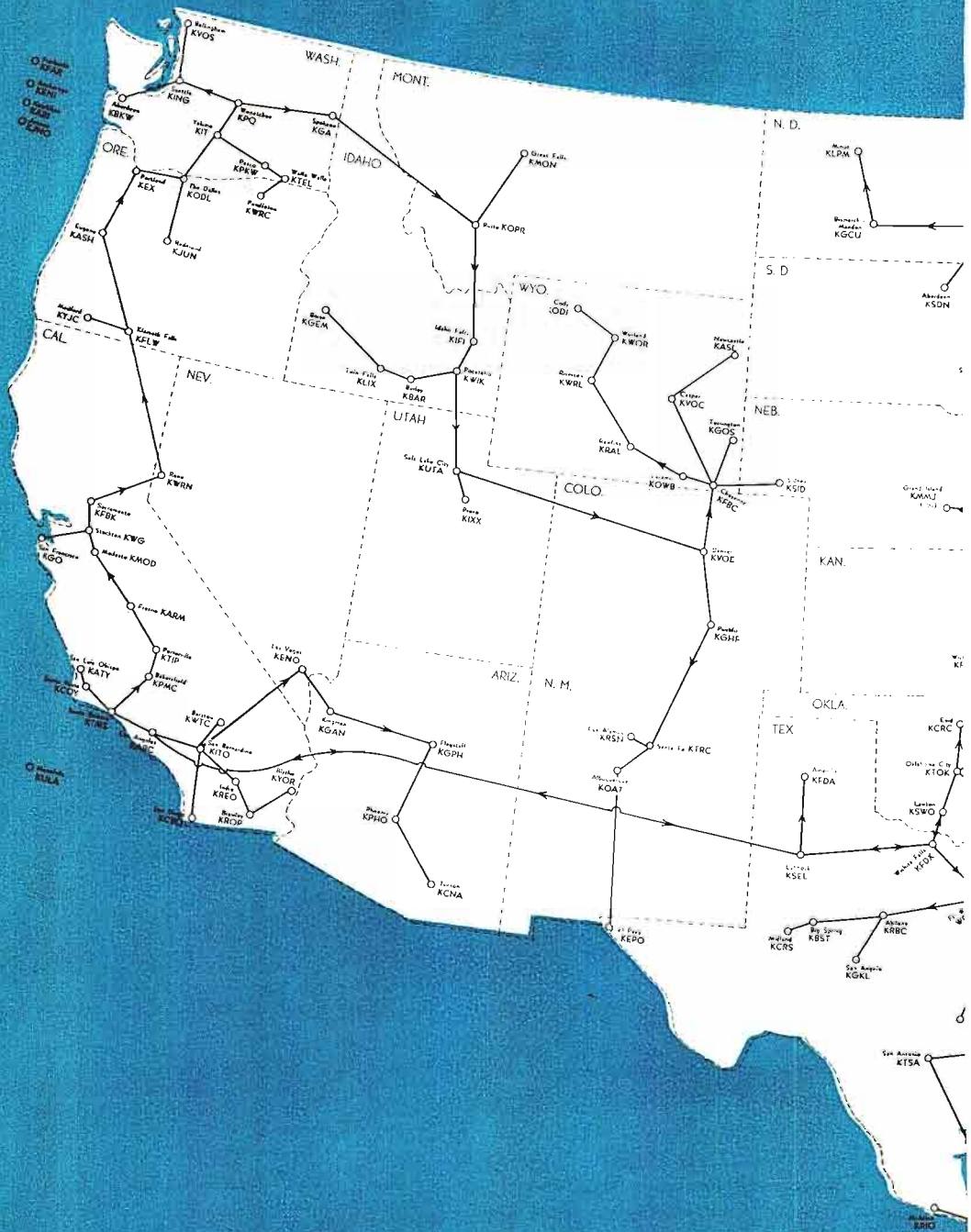
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Donald Coe	Director of Special Events & Operations
Francis N. Littlejohn	Director of News & Public Affairs
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Addison Amor	Director of Program Sales
Walter A. Gustafson	Supr. of Sound Effects
William Hamilton	Eastern Program Manager
Anne Kelly	Announcing Office Manager

(Continued on Page 262)

# AMERICAN BROAD





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Clayton Shields.....Business Manager  
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Frank Atkinson.....Manager of Co-operative  
Program Department  
Charles W. Godwin.....Director of Station  
Relations  
Peter Wade.....Manager of Station Clearance

### CHICAGO

20 North Wacker Drive  
Chicago 6, Illinois

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Publicity & Promotion  
William P. Kusack.....Manager of Engineering  
Department  
W. Donald Roberts.....Director of Network  
Radio—Central Division  
Matthew Vieracker...Treasurer—Central Division

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1700 Stroh Building  
Detroit 26, Michigan

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Robert Baldrice.....Advertising & Promotion  
Manager  
Philip Brestoff.....Radio Studio Manager  
Joseph C. Cassel.....Controllor  
Harold Christian.....Vice President for Radio  
Charles Kocker.....Chief Engineer  
Harold Neal.....Radio Sales Manager  
James G. Riddell...President & General Manager

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Hollywood 28, California

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John M. Asher.....Promotion Manager  
Dorothy L. Brown.....Continuity Acceptance  
Editor, Western Division  
Edwin C. Conklin.....News Editor, Western  
Division  
Dresser Dahlstead.....Program Manager,  
Western Division  
John S. Hansen.....Manager of KABC  
Cameron G. Pierce.....Chief Facilities  
Engineer, Western Division  
Florence T. Schiro.....Personell Director  
Selig Seligman...Assistant to the Vice President  
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John C. Wagner...Controllor, Western Division  
Harry Woodworth.....Director of Radio  
Western Division

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Jon Barkhurst.....Manager of Promotion and  
Publicity  
James H. Connolly.....Vice President in  
Charge of San Francisco Office  
Lorraine Duchene...Continuity Acceptance Editor  
Vincent Francis.....Local Sales Manager  
Harry Jacobs.....Chief Engineer & Building  
Maintenance Manager  
Edith Kirby.....Traffic Manager  
Victor Reed.....Manager of News &  
Special Events  
Jeanne Rieman.....Sales Service Manager  
David Sacks.....National Sales Manager  
Henry Saroyan...Controllor & Purchasing Agent  
Edward Smith.....Production Manager

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and Sales Manager  
Myrtle Tower.....Program Director

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For television personnel turn to TELEVISION YEAR BOOK in this volume





## Radio's New Re-Selling Formula Clear Tribute of Inventiveness

By **ADRIAN MURPHY**

President  
CBS Radio Network

**A**MERICA today has twice as much home entertainment to choose from as it had just six or seven years ago. Yet the astonishing fact is that the total value of radio listening today is not a great deal less than it was before television came along.

Last season, radio listening amounted to nearly a billion family hours every week. And this figure does not even take into account the enormous amount of attention radio gets outside the home, in automobiles, stores, restaurants, hotels, and many other public places.

Radio's continuing popularity is a direct tribute to the imagination and energy of all the people who make radio possible—manufacturer and broadcaster alike. They have been faced with the kind of competition that might have put a less inventive industry out of business forever. Yet they have managed to do a selling job—a re-selling job—that is without parallel in modern business.

The manufacturer has sold the nation on the idea of beginning and closing the day with radio that clock radios and other bedroom sets now number more than 21 million. In 1948, the clock radio was virtually unheard of. In addition, he has styled radio so imaginatively and so inexpensively that in every waking hour, most families can now afford to have radio accessible in any room in the house. (Perhaps the best tribute to the manufacturer's ingenuity is the fact that there are one million families who have as many as six radios—and over!)

The manufacturer has made the kitchen radio so popular that women in 16 million households cook, wash and iron with radio. He has so ingeniously combined radio with phonographs, with television sets, with tape recorders, even with lamps, that in 25 million living rooms, radio continues as a focal point of family life. And by developing miniature tubes, miniature speakers, and especially the transistor, the manufacturer has

made radio so small, so portable, that today there are people who literally wear their sets—who carry radio in their pocket the same way they carry handkerchiefs, money and the keys to the house and car.

In programming for all these radios—111 million in all—the advertiser, broadcaster and performer have been no less inventive. Time itself would probably have proven radio's unique capability for dealing with ideas—the way radio can report new the very moment it happens and radio's superiority in handling talks, speeches, discussions. Time would probably also have borne out radio's unique ability to present music, where essentially there is nothing to look at. But it has taken some imagination on the broadcaster's part to invent new patterns in variety, comedy and drama.

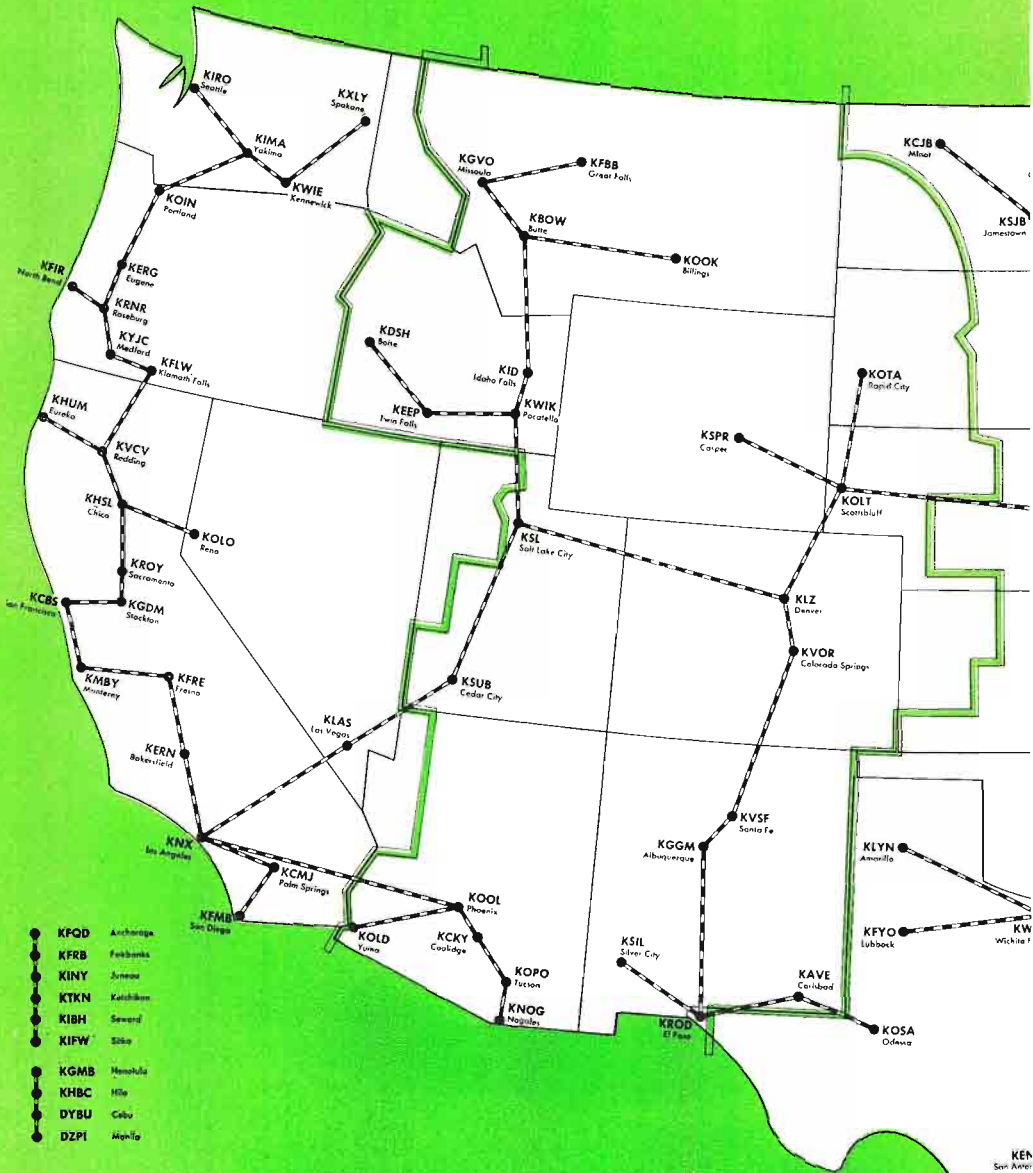
Some programs, of course, have become such perennial favorites in their established formats that no one would want them done any other way. The Jack Benny show has undergone almost no format change whatsoever in more than two decades on the air. Yet it continues to rank as radio's most popular program week in, week out.

But other hours in radio's schedule seemed to call for a more informal approach towards programming. And so we have seen the gradual evolution of such relaxed, friendly radio personalities as Arthur Godfrey, Robert Q. Lewis, Tennessee Ernie, Peter Lind Hayes—and that most informal man of them all, Bing Crosby.

Today, radio is practically a brand new industry, in many respects more dynamic than it was before television came along. The number of sets in the nation has increased vastly. And if the number of families who listen to these sets has also increased—as it has—it is because people continue to depend on the unique pleasures and company that radio brings into their busy lives.



# CBS RADIO



- KPQD Anchorage
- KFRB Fresno
- KINY Yreka
- KTKN Ketchikan
- KIBH Seward
- KIFW Eureka
- KGMB Honolulu
- KHBC Hilo
- DYBU Cebu
- DZPI Manila



# CBS, INC.

## CBS RADIO DIVISION



### *Executives and Staff*

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

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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Sam Slate..... Program Manager  
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Palace Hotel, San Francisco 5

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Emmett J. Heerdt Jr..... Sales Manager  
Eugene King..... Program Manager  
Jack Curry..... Promotion Manager

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Milton Allison..... Eastern Sales Manager  
Newell Schwin..... Manager, Sales Development

Richard Hess..... Research Manager  
Sherril Taylor..... Promotion Manager

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Ralph Patt..... Sales Manager

### Los Angeles Office, Columbia Square

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Jack Donahue..... Sales Manager

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CBS-Owned Stations Promotion  
Joseph Tole..... Production Manager

For television personnel turn to TELEVISION YEAR BOOK in this volume





# Individual Listeners Examined As Radio Gets a Re-Evaluation

□ □ □ □ □ □

By **THOMAS F. O'NEIL**  
President  
Mutual Broadcasting System

WE at Mutual took a thorough-going look at radio in 1954. We spent a few days last November looking back over our shoulders at the 20 years of Mutual's broadcasting past. We also spent some hard cash to survey radio as it actually is today, to find the changing character of the individual listener due to television's inroads — where he is each quarter-hour and what he is doing — so our advertisers could know best when to reach him.

We found that all day long people spent as much of their time listening to radio as they did viewing television.

We found radio to be a **living medium**, not just a **living-room medium**.

□ □ □

I made several statements about radio during the year as representative of our thinking around the Mutual network. These statements stem from our year-long study of Radio—1954 and they still stand for 1955.

They are: "Radio is clearly established anew today as a dynamic force which affects the **working, playing and buying** habits of the majority of **individual Americans**." And —

□ □ □

"Our concepts of radio — both network and local — must be re-assessed in the light of the recently completed Ward Daily Living Habits Survey, for it reveals that millions of people listen to radio at the moment they awake, while they dress, while they eat, while they work and drive their autos; while they relax — at home and outside the home until they retire at night. No other medium has become so extensively an all-day companion in modern living." And again —

"No prophesiers can foretell the future role of radio any more than they can foresee all of television's possibilities, but we at Mutual are convinced that the widespread diversification of radio and its singular quality allowing 'concurrent activity' while listening, are facts which portend a long and vigorous life for radio."

When we counted noses (or I should say, ears) through a nationwide study employing 40,000 individual diaries, we found definite facts which cannot be disregarded by anyone who has an interest in the broadcasting industry — whether he be an advertiser spending his money on radio and television media, an advertising agency man or a man engaged in local or network broadcasting.

□ □ □

The facts which we offer for consideration are these:

- Of all the time people spent during the day in listening to radio or watching television — 70% was devoted to radio listening and 30% to TV-viewing and for both day and evening combined radio's share is 48%; TV's 52%.

- Radio is a "concurrent activity," commanding the listener's attention while he is engaged in doing something else, as is possible with no other medium in like manner.

- More than 96% of the American population own radios in working order and there are more than 110,000,000 radio sets in the country.

- Radio listening is everywhere and radio's location is everywhere — in all rooms of the home, the kitchen, the den, the bedroom, the workshop; radio follows us outside the home wherever we go.

- We found that radios are located 34% in the living room; 27% in the bedroom; 23% in the kitchen and 16% in other places of the home.

□ □ □

The fact that Mutual's voice is "local" in 572 cities and that we can be proud of our list of radio's top advertisers and agencies, does not necessarily indicate that the future can only be rosy. Today's buyer of time — dazzled though he may be by the wonders of our visual competitor — wants, is entitled to, and should get that kind of intimate knowledge of the listening habits of human beings which can enable him to turn the profit which is his justification for doing business with any medium.

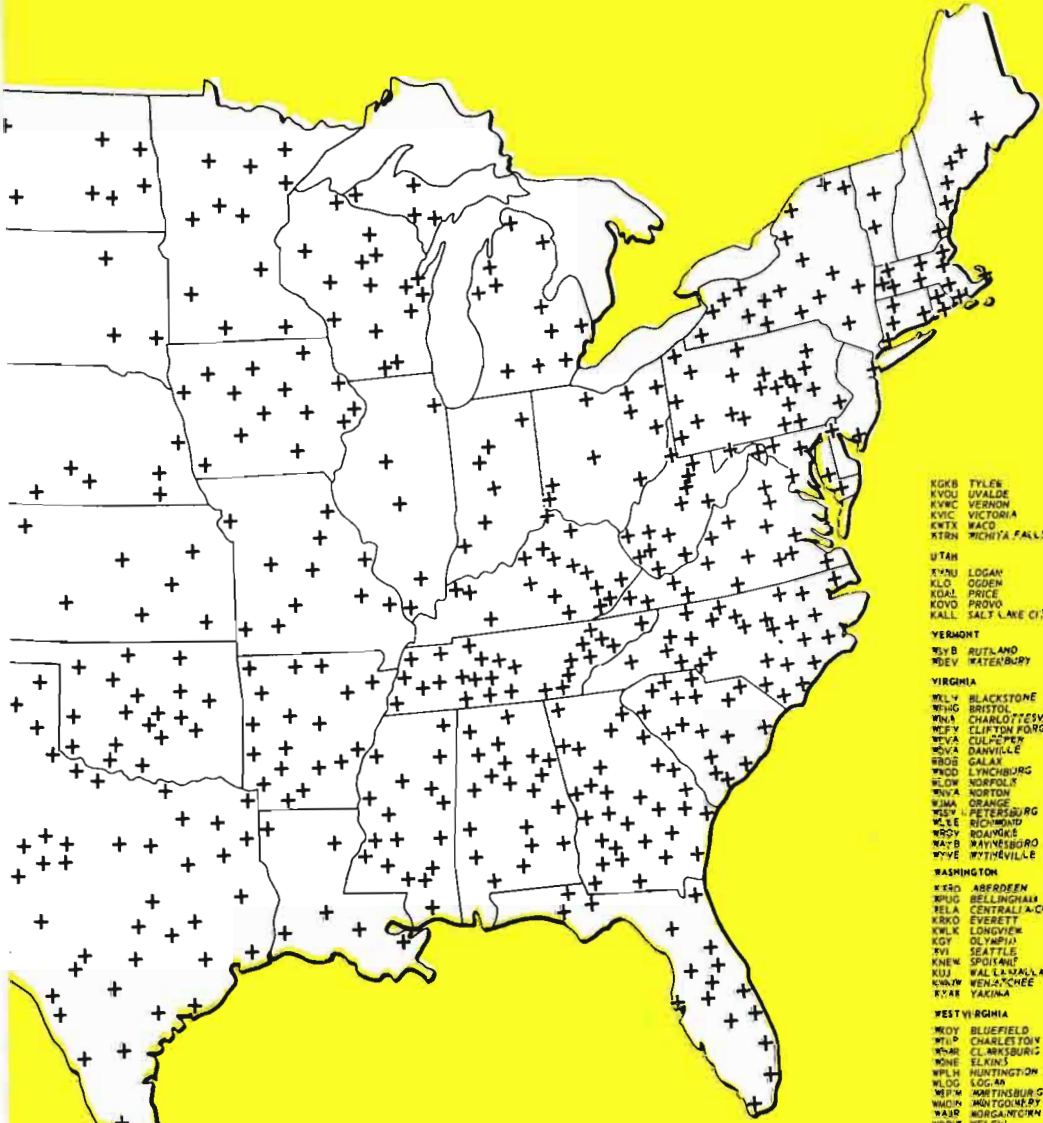
# MUTUAL BROADCASTING SYSTEM

- ALABAMA**  
 WCTA ANDALUSIA  
 WSPC ANNISTON  
 WILD BIRMINGHAM  
 WEBJ BREWTON  
 WKLL CULLMAN  
 WWSL DECATUR  
 WXAL DEMOPOLIS  
 WGRD GADSDEN  
 WJBB HALEYVILLE  
 WBHP HUNTSVILLE  
 WPBB JACKSON  
 WWSB JASPER  
 WJZZ MONTGOMERY  
 WLAY MUSCLE SHOALS  
 WJHO OPELKA  
 WFEF SYLACAUGA  
 WHTB TALLADEGA  
 WTSF TROY  
 WTBC TUSCALOOSA
- ARIZONA**  
 KSNM BISBEE  
 KAMT DOUGLAS  
 KCLS FLAGSTAFF  
 KFDY PHOENIX  
 KTUC TUCSON  
 KYNV WINSLOW  
 KYMA YUMA
- ARKANSAS**  
 KVCB ARKADIELPHIA  
 KBTIA BATESVILLE  
 KAMD CAMDEN  
 KGRH FAYETTEVILLE  
 KRNH FORT SMITH  
 KHOZ HARRISON  
 KFFA HELENA  
 KZAR HOPE  
 KWFC HOT SPRINGS  
 KBTM JONESBORO  
 KXLR LITTLE ROCK  
 KYMA MAGNOLIA  
 KENA MEHA  
 KTLO MOUNTAIN HOME  
 KOTN PINE BLUFF  
 KXJL RUSSELLVILLE  
 KUOA SILGAM SPRINGS  
 KWAK STUTTGART
- CALIFORNIA**  
 KBAK BAKERSFIELD  
 KKOC CHICO  
 KXD EL CENTRO  
 KIEM EUREKA  
 KENO FRESNO  
 KJLJ LOS ANGELES  
 KMYC MARYSVILLE  
 KYOS MERCED  
 KPRR PASO ROBLES  
 KXOA SACRAMENTO  
 KSBW SALINAS-MONTEREY  
 KFSM SAN BERNARDINO  
 KOB SAN DIEGO  
 KFRC SAN FRANCISCO  
 KVEG SAN LUIS OBISPO  
 KDB SANTA BARBARA  
 KXQB STOCKTON  
 KOOK TULARE-VIDALIA  
 KVEN VENTURA
- COLORADO**  
 KGIW ALAMOSA  
 KMMN DENVER  
 KJUP DURANGO  
 KGLN GLENWOOD SPRINGS  
 KFJK GRAND JUNCTION  
 KBNZ LA JUNTA  
 KCSJ PUEBLO  
 KVRH SALIDA  
 KCRF TRINIDAD
- CONNECTICUT**  
 WCC BRIDGEPORT  
 WTH Hartford  
 WMLC NEW LONDON  
 WCCO WATERBURY
- DELAWARE**  
 WAMS WILMINGTON
- D. C.**  
 WDC WASHINGTON
- FLORIDA**  
 WNDP DAYTONA BEACH  
 WIFA FORT PIERCE  
 WJFP GAINESVILLE  
 WJHP JACKSONVILLE  
 WYWF KEY WEST  
 WQNN LAKELAND  
 WLEB LEESBURG  
 WYTS MARIANNA  
 WMAW MELBOURNE  
 WYAT MIAMI  
 WLOF ORLANDO  
 WPCF PANAMA CITY  
 WCHN QUINCY  
 WTSP ST. PETERSBURG-TAMPA  
 WJCM SEBRING  
 WIRK WEST PALM BEACH  
 WQUR WINTER HAVEN
- GEORGIA**  
 WDC AMERICUS  
 WOKI ATLANTA  
 WBSQ AUGUSTA  
 WAGR BAINBRIDGE  
 WMOG BRUNSWICK  
 WBHF CARTERSVILLE  
 WPHX COLUMBIAN-PHENIX CITY  
 WJAM CORDELE  
 WBLJ DALTON  
 WNDM DAKSON  
 WMLT DUBLIN  
 WCCB ELBERTON  
 WBBB FITZGERALD  
 WUGA GAINESVILLE  
 WGGI GRIFFIN  
 WLAG LA GRANGE  
 WHEX MACON  
 WMYG MILLEDGEVILLE  
 WCHN NEWNAN  
 WCCA ROME  
 WPCP SAVANNAH  
 WYNS STATESBORO  
 WFT THOMASTON  
 WTHA THOMSON  
 WYIS TIFTON  
 WLET TOCOSA  
 WGOV VALDOSTA

- WYOP VIDALIA**  
**WAYT WAYCROSS**  
**WBRO WAYNESBORO**
- IDAHO**  
 KVMH COEUR D'ALENE  
 KIFI IDAHO FALLS  
 KRLC LEWISTON  
 YPKD NAMPA-BOISE  
 KWLJ POCATELLO  
 KLIJ TWIN FALLS  
 KWAL WALLACE
- ILLINOIS**  
 WKRO CAIRO  
 WGN CHICAGO  
 WJW MERRIN  
 WJRL PEORIA  
 WCVS SPRINGFIELD
- INDIANA**  
 WBW BEDFORD  
 WJG FORT WAYNE  
 WJG INDIANAPOLIS  
 WASK LAFAYETTE  
 WSL LOGANSPORT  
 WADY VINCENTNES
- IOWA**  
 KCRG CEDAR RAPIDS  
 KROS CLINTON  
 KSTT DAVENPORT  
 KDEC DECORAH  
 KDMO DES MOINES  
 WBOQ DUBUQUE  
 KVPD FORT DOGUE  
 KFJB MARSHALLTOWN  
 KRIB MASON CITY  
 KBIE OTTUMWA  
 KFHF SHERMANSOAK  
 XCOM SIOUX CITY  
 KICD SPENCER  
 KWL WATERLOO
- KANSAS**  
 KQAD DODGE CITY  
 KTSW EMPORIA  
 KWGB GOODLAND  
 KND INDEPENDENCE  
 XSAL SALINA  
 KTOP TOPEKA  
 KAKE WICHITA
- KENTUCKY**  
 WBLJ BOWLING GREEN  
 WCTT CORBIN  
 WCM CUMBERLAND  
 WHIR DANVILLE  
 WFKY FRANKFORT  
 WHLN HURLAN  
 WKIC HAZARD  
 WSON HENDERSON  
 LEXINGTON  
 WGR LOUISVILLE  
 WRTM MARYSVILLE  
 WOV OWENSBORO  
 WPKY OWENSBORO  
 WKEY RICHMOND  
 WFC SOMERSET  
 WKY WINCHESTER
- LOUISIANA**  
 WAFB BATON ROUGE  
 KEUN Eunice  
 KAD LAKE CHARLES  
 KLIC MONROE  
 WNOE NEW ORLEANS  
 KENT SHREVEPORT
- MAINE**  
 WFAU AUGUSTA  
 WAB BANGOR  
 WIDE BIDDEFORD  
 WCOU LEWISTON-AUBURN  
 WPOR PORTLAND
- MARYLAND**  
 WCBM BALTIMORE  
 WCBM CAMBRIDGE  
 WDTK CUMBERLAND  
 WJEF HAGERSTOWN  
 WBOC SALISBURY
- MASSACHUSETTS**  
 WJAZ BOSTON  
 WJFK GREENVILLE  
 WJFB FALL RIVER  
 WMAI FITCHBURG  
 WJH GREENFIELD  
 WJH LOWELL-LAURENCE  
 WJH NEW BEDFORD  
 WJH PITTSFIELD  
 WMA5 SPRINGFIELD  
 WOCB WEST YARMOUTH  
 WJAB WORCESTER
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 WBCX BATTLE CREEK  
 WAT TAYLOR  
 CKLW DETROIT  
 WBOC ESCANABA  
 WBBB FLINT  
 WIKB IRON RIVER  
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 WJH EVELYN  
 KJSM FAIRMONT  
 KGOE FERGUS FALLS  
 KJBY GRAND RAPIDS  
 WGOY MINNEAPOLIS-ST. PAUL  
 KWAD WADENA
- MISSISSIPPI**  
 WJX BILOXI-GULFPORT  
 WJH BROOKHAVEN  
 WJH CLARKSDALE  
 WJH COLUMBIA  
 WCBH COLUMBUS
- MISSOURI**  
 KFVS CAPE GIRARDEAU  
 KFMO FLAT RIVER  
 KHD HANNIBAL-QUINCY  
 KJOS JEFFERSON CITY  
 WJH JOPLIN  
 KJW LEBANON  
 KJH MEXICO  
 KFED ST. JOSEPH  
 KWR ST. LOUIS  
 KJH SEDALIA  
 KICK SPRINGFIELD
- MONTANA**

- NEBRASKA**  
 KBYR BILLINGS  
 KOPR BUTTE  
 KQAN GREAT FALLS  
 KQMA HAYNE  
 ECAP HELENA  
 KGEZ RALDPELL  
 KXLO LEWISTOWN  
 KPRK LIVINGSTON  
 KATL NILES CITY  
 KJH SHELBY  
 KCKX SIOUX
- NEW JERSEY**  
 WHD ATLANTIC CITY
- NEW MEXICO**  
 KALO ALAMOGORDO  
 KAGB ALBUQUERQUE  
 KSPV ARTESIA  
 KICA CLOVIS  
 KWEE HOBBS  
 KOBE LAS CRUCES  
 KFUN LAS VEGAS  
 KRTH RATON  
 WJH ROWELL  
 KTHM TUCUMCARI
- NEW YORK**  
 WPTR ALBANY  
 WBD ALBURN  
 WBTB BATAVIA  
 WBD BINGHAMTON  
 WBSI BUFFALO  
 WENY ELmira  
 WJEA HORNELL  
 WJCA JAMESTOWN
- NORTH CAROLINA**  
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 WBBB BURLINGTON  
 WST CHARLOTTE  
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 WJH FAYETTEVILLE  
 WBBG GREENSBORO  
 WJH GREENVILLE  
 WJH HENDERSON  
 WJH JACKSONVILLE  
 WSP KINGSTON  
 WJH LEAKSVILLE  
 WJH LENOR  
 WJH LUMBERTON
- NORTH DAKOTA**  
 WBT NEW BERN  
 WJH NEWTON  
 WJH RALEIGH  
 WCBT ROANKE RAPIDS  
 WSTP SALSIBURY  
 WJH SHELBY  
 WJH STATESVILLE  
 WJH WALLACE  
 WJH WHITEVILLE  
 WJH WILMINGTON  
 WJH WILSON  
 WJH WINSTON-SALEM
- OHIO**  
 WJH AKRON  
 WPCO CINCINNATI  
 WJH CINCINNATI

# CASTING SYSTEM



**OHIO**  
 WKH CLEVELAND  
 WTVN COLUMBUS  
 WRIO IRONTON  
 WDOA WARETTA  
 WEC JANDUSKY  
 WTV STEUBENVILLE  
 WYOH YOUNGSTOWN-WARREN  
  
**OKLAHOMA**  
 KAD-A ADA  
 KTDW ALTUS  
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KCKB TYLER  
 KVOU UVALDE  
 KVERNON VERNON  
 KVIC VICTORIA  
 KWCO WACO  
 KWYH WICHITA FALLS  
  
**UTAH**  
 KPNB LOGAN  
 KODM GOSHEN  
 KDAL PRICE  
 KOVO PROVO  
 KALL SALT LAKE CITY

**VERMONT**  
 KVB B RUTLAND  
 KVEE WATERBURY

**VIRGINIA**  
 WLV-A BLACKSTONE  
 WHGG BRISTOL  
 WVA CHARLOTTESVILLE  
 WFTV CLIFTON FORGE  
 WVA DANVILLE  
 WDBS GALEX  
 WOOD LYNCHBURG  
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 WVA NORTON  
 WJMA ORANGE  
 WSTY PETERSBURG  
 WLEE RICHMOND  
 WSSY ROANOKE  
 WATB WAYNESBORO  
 WVEE WINCHESTER

**WASHINGTON**  
 KTRD ABERDEEN  
 KXUG BELLINGHAM  
 RELA CENTRALIA-CHAMALIS  
 EVERETT  
 KWLK LONGVIEW  
 KGT OLYMPIA  
 SEATTLE  
 KNEW SPOKANE  
 WAL LAKELAND  
 KXW WENATCHEE  
 KYAR YAKIMA

**WEST VIRGINIA**  
 WDOY BLUEFIELD  
 WTPP CHARLESTON  
 WMBR CLARKSBURG  
 WTKS ELKINS  
 WPLH HUNTINGTON  
 WLDG LOGAN  
 WMDN MONTICALLY  
 WMBR MORGANTOWN  
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# M U T U A L BROADCASTING SYSTEM

## *Executives and Staff*

1440 Broadway, New York 18, N. Y.  
Telephone: Longacre 4-8000

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 Research & Public Relations  
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 Henry Poster.....Manager of Presentations

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 Virgil Reiter.....Midwest Sales Manager (network)  
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T. F. O'Neil	F. W. Knowlton
J. B. Poor	J. G. Taylor
	M. G. O'Neil

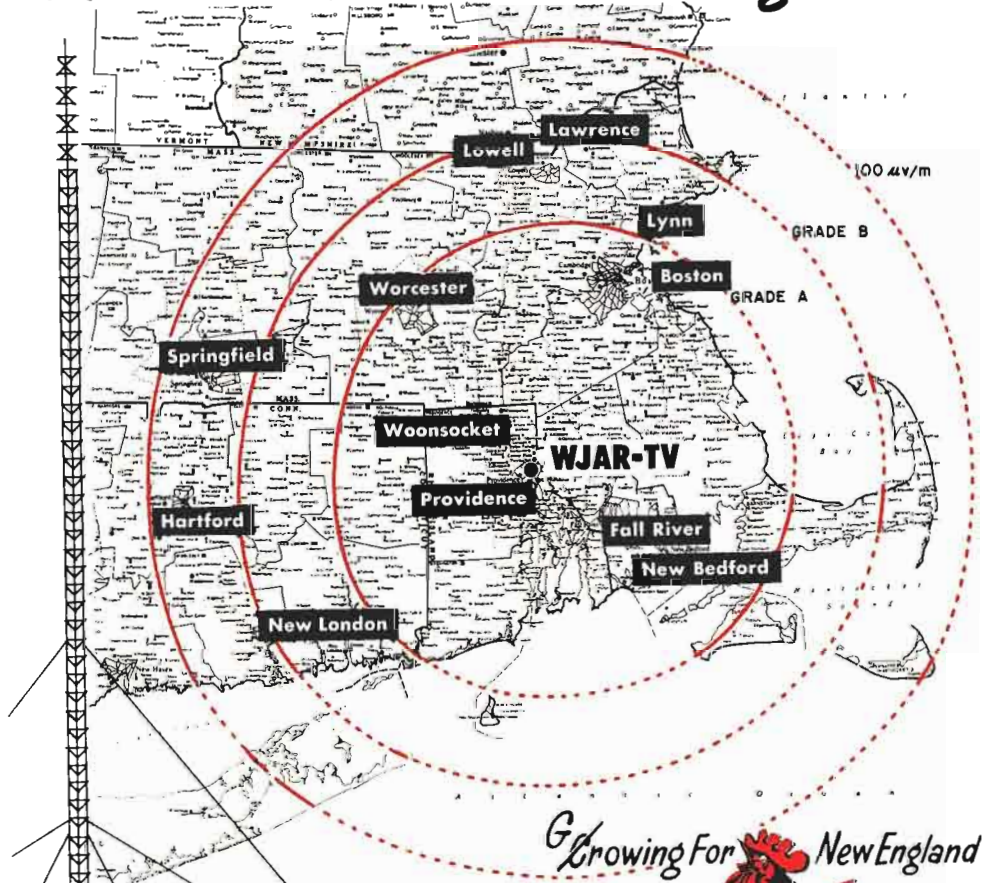
**For television personnel turn to TELEVISION YEAR BOOK in this volume**



# MORE POWER! (316,000 WATTS) HIGHER TOWER!

(1049 Ft. Above Mean Sea Level)

## Tallest Structure In New England



# POWERFUL

# WJAR-TV



CHANNEL

# 10

PROVIDENCE, RHODE ISLAND



## Launching of 'Spectaculars'

### Forms 1954 Programming News



By **ROBERT W. SARNOFF**  
Executive Vice President, NBC

A NEW look in television programming and sales patterns, coupled with the emergence of color television as a national service, endowed the medium with fresh vitality and excitement and made the industry's biggest news for the year 1954.

To those of us at the National Broadcasting Company who were privileged to have a hand in building these patterns, it was a year of venture and a year of vindication.



We ventured into new concepts of programming — concepts designed to make more people spend more time at more sets. We ventured further into new concepts of selling — concepts designed to open this powerful medium to a broader base of national advertisers and to provide a sales flexibility never before possible.

We believe we were vindicated by the high ratings of our great new shows, by public reaction to our pioneering in daytime and late-night shows. We believe we were vindicated by the 250 national advertisers — an industry record — attracted by NBC during the year, and by the excitement generated among clients, advertising agencies and dealers selling NBC-advertised products.



Launching of the "spectaculars" last fall constituted the biggest programming news of the year. These much-discussed productions in color brought to television a powerhouse of entertainment values surpassing anything ever seen on a regular basis. Quarter-million-dollar productions, formerly limited to one-shot specials, became part of the viewer's regular diet.

The "spectaculars" were high-attraction hits right from the start — the first two each attracted an estimated 31,000,000 viewers — but the "spectaculars" were only part of our schedule's new look. NBC entered the fall season with no less than 38 new programs, at least one new program every evening of the

week, and many scattered through the daytime schedule.

In March, HOME, a new concept in women's service programming, was introduced. In September, NBC pioneered in late-evening television with TONIGHT. These two magazine-type shows and the established early-morning favorite, TODAY, together make up a full-third of our total network time, and have brought in dozens of advertisers who could never before afford national exposure. These three programs grossed about \$14,000,000 in 1954 and proved the commercial soundness of this NBC-created type of programming and sales.



Our color cameras made television history — and the front pages — when we presented a colorcast from Fort Meade on the use of television in warfare. Through portable cameras in the hands of front-line scouts and in a reconnaissance plane, a commander was able to follow on monitors the action in a series of maneuvers staged for our cameras. This significant advance in the art of warfare was shown in cooperation with the Radio Corporation of America, which pioneered military television, and the U. S. Army.



The NBC Film Division, one of our major operating divisions, provided TV stations with 736 weekly half-hours of local programming, a sensational advance over the figure of 235 for 1953. More than 1,120 Film Division program sales were made in all markets. In New York, with 10 programs on the air, the NBC Film Division was providing more programming than any other syndicator.

This, then, is a thumbnail sketch of the National Broadcasting Company's activities for 1954. We feel it's a story of progress, of expansion, of pioneering. We hope we have contributed to making the broadcast medium an ever greater force in the social, cultural and economic life of America. This remains our goal as we go into 1955.







# NATIONAL BROADCASTING COMPANY, INC.

□ □ □

30 Rockefeller Plaza, New York 20, N. Y.  
Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

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 Joseph D'Agostino..... Liaison Engineer  
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 Chester A. Rackey..... Manager of Audio-Video Engineering  
 James Wood, Jr.. Manager of Technical Services

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 Willard Frech..... Cost Accountant  
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 Mildred Joy..... Chief Librarian  
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 Albert Walker..... Transportation Manager

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Kathryn Cole... Manager of Information  
William Anderson... Manager of Business  
and Trade Publicity  
Sidney Desfor... Photo Editor  
Auriel Macfie... Magazine Editor  
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Lucy Towle... Supervisor of Public Affairs  
Promotion

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Gerald M. Sellar... Manager of Radio Technical  
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Edwin Wilbur... Networks Technical  
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Grace Sniffen... Program Cost Accountant  
Marion Stephenson... Divisional Budget Manager

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Robert Wogan... Supervisor of Program Operations  
Van Woodward..... Supervisor of Script

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Howard Gardner..... Director of Radio Network  
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Presentation Manager  
Sackett Miles..... Manager of Radio Network  
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Promotion and Merchandising  
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Steve White..... Program Manager for WRCA

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WMAQ-FM  
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George Heinemann... Director of Programming  
Neil Murphy..... Station Business Manager  
John F. Whalley..... Director of Operations

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Lawson J. Deming... Radio Program Manager  
Samuel E. Leonard... Engineer-in-Charge  
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KNBC, KNBC-FM

William K. McDaniel..... Sales Manager  
Curtis D. Peck..... Manager of Radio Technical  
Operations, Integrated Services  
John L. Thompson... Station Business Manager

## WRC, WRC-FM, Washington

Carleton D. Smith..... Vice President and  
General Manager for WRC, WRC-FM  
Joseph Goodfellow..... Director of Sales  
James Kovach..... Director of Programs  
John Levan..... Station Business Manager  
Lefferts A. McClelland... Director of Operations  
John G. Rogers..... Engineer-in-Charge  
Jay Royen..... Director of Publicity

## National Spot Sales

Thomas B. McFadden... Vice President in Charge  
of National Spot Sales  
Richard H. Close..... National Manager of  
Represented Stations  
Harold W. Shephard..... National Director of  
Radio Spot Sales  
George Dietrich..... National Manager of Radio  
Spot Sales  
Caroline Herbert..... Manager of Sales Service

## WASHINGTON EXECUTIVE OFFICE

Frank M. Russell... Vice President—Washington

## PACIFIC DIVISION

John K. West..... Vice President for the  
Pacific Division  
Frederic W. Wile, Jr... Vice President in Charge  
of Television and Radio Network Program  
Division (Pacific)  
Lewis S. Frost..... Coordinator of Regional  
Network Activities  
Karel Pearson..... Program Manager  
Thomas W. Sarnoff... Director of Production  
Oscar C. Turner... Personnel and Labor Relations  
Manager

## FOREIGN OFFICES

### England

Romney Wheeler, National Broadcasting Company,  
Inc., 2 Mansfield Street, London W1, England.

### France

Paul Archinard, William Frye, 52 Avenue des  
Champs Elysees, Room 533, Paris 8, France.

### Rome

Jack Begon, 54 Via Della Mercede, Rome, Italy.

### Japan-Korea

George Thomas Folster, Wilson Hall, John Rich,  
James G. Robinson, Nikkatsu Building, Number  
1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

### Germany

Robert McCormick, Press Center (American),  
APO 757, c/o PM, New York, New York.

For television personnel turn to TELEVISION YEAR BOOK in this volume



# Successful Radio Advertising Plan Sets "People in Motion"



By **SIDNEY J. WOLF**

President

Keystone Broadcasting System, Inc.

IF we start with the premise that the function of advertising is to effectively fortify sales efforts at all levels, and this seems elementary, we can add that in order to effectively aid sales results we have to move people at all levels.



Keystone moves people in two vital ways—First it gets people into motion and keeps them moving—in the interest of and in the direction of its advertisers' products. The Keystone Broadcasting System Network of Hometown and Rural stations are listened to! They're heard!



We deliver an audience to the advertiser. This is media's prime responsibility. In 1954 one of our vey good advertisers not only asked . . . "who's listening?" . . . but added the sharply pointed question . . . "how many?" So a survey was ordered. This suvey was made by Gould, Gleiss and Benn, Inc., and we give you a few sample audience measurements in representative markets:

City and State	Average Share of Audience	Average Rating
Andalusia, Ala.	65	18.4
Cordele, Ga.	93	28.7
Crestview, Fla.	46	16.5
McMinnville, Tenn.	75	15.3
Norton, Va.	80	20.6



You can imagine how this advertising agency felt after seeing the evidence which indicated that Keystone Broadcasting System was not only delivering the audience but at a dollar cost that made his media buyer look like a real hero (to say nothing of how good we at Keystone felt about it all). This advertiser called the results of this survey, "the most astonishing he'd ever seen in radio."

Having delivered the audience, and assuming that the advertiser has a good product, creditably dramatized for audio advertising by good copy, we move people in the direction of the retail store. People in motion and in the right direction. What happens now? Some advertisers think they don't need "merchandising assistance" and maybe that's principally the fault of those who have persistently abused the words, "merchandising assistance." Without blushing or boasting I can say to all concerned that we at Keystone with the invaluable and energetic cooperation of most of our station affiliates really deliver on merchandising. And by merchandising assistance I don't mean just a mimeographed notice to retailers that a "smashing campaign of radio programs or announcements is soon to bust loose in this market." I mean that before the advertising hits the consumer, KBS stations put men into motion . . . they hit the streets—the main streets and the side streets and they make sure that the product is stocked. They make sure that it's up in front where the customer can see it. They make sure that display material is used and very frequently they help the dealer dress his windows, arrange mass floor displays, paste up streamers and generally get the store ready to receive the interested radio customer and the store personnel ready to sell!



Keystone has been growing . . . in a healthy way. This is in brief a tabulation of the ways in which we think Keystone has forged ahead in 1954 and we'll add a small type forecast as to what we think we'll accomplish in 1955.



The volume of business done by Keystone in 1954 exceeded any previous year, but in 1955 we will double the volume of 1954 even though TV is growing at a fast rate.



# KEYSTONE BROAD

## ALABAMA

WRFS Alexander City  
WCTA Andalusia  
WANA Anniston  
WLD Birmingham  
WEBJ Brewton  
WRAG Carrollton  
WKLF Clanton  
WKUL Cullman  
WMSL Decatur  
WULA Demopolis  
WULA Eufaula  
WWFF Fayette  
WOWL Florence-Muscle Shoals  
WZOB Fort Payne  
WETO Gadsden  
WGYV Greenville  
WGSV Guntersville  
WJBB Haleyville  
WBHP Huntsville  
WPBB Jackson  
WWWB Jasper  
WMOZ Mobile  
WMFC Monroeville  
WJHO Opelika  
WELR Roanoke  
WWRV Russellville  
WROS Scottsboro  
WHBB Selma  
WFB Sylacauga  
WHTB Talladega  
WTFB Troy  
WTBC Tuscaloosa  
WTUS Tuskegee  
WETU Wetumpka

## ARIZONA

KCKY Coolidge  
KCLS Flagstaff  
KRIZ Phoenix

## ARKANSAS

KVRC Arkadelphia  
KBTA Batesville  
KBBA Benton  
KAMD Camden  
KCON Conway  
KAGH Crossett  
KDMS El Dorado  
KGRH Fayetteville  
KXJH, Forrest City  
KHOZ Harrison  
KFFA Helena  
KXAR Hope  
KBHS Hot Springs  
KBTM Jonesboro  
KVLK Little Rock  
KVSA McGahee  
KVMA Magnolia  
KDAS Malvern  
KENA Mena  
KOSE Osceola  
KDRS Paragould  
KOTN Pine Bluff  
KPOC Pocahontas  
KXJR Russellville  
KWCB Searcy  
KBRS Springdale  
KWAK Stuttgart

## CALIFORNIA

KIBS Bishop  
KBMX Coalinga  
KRDU Dinuba  
KDAC Fort Bragg  
KCYR Lodi  
KGER Long Beach  
KYDS Merced  
KMBV Monterey  
KSFE Needles  
KMOR Oroville  
KPRL Pasco Robles  
KAFP Petaluma  
KTIP Porterville  
KBLF Red Bluff  
KVEC San Luis Obispo  
KSMA Santa Maria  
KSPA Santa Paula  
KROG Sonora  
KSUE Susanville  
KTKR Taft  
KTUR Turlock  
KUDU Ventura

## COLORADO

KGIW Alamosa  
KRLN Canon City  
KRAI Craig  
KLIR Denver  
KIUP Durango  
KFTM Fort Morgan  
KYDU Greeley  
KBNZ La Junta  
KLVC Leadville  
KLMO Longmont  
KSLV Monte Vista  
KUBC Montrose

KVRH Salida

KCRT Trinidad

## FLORIDA

WTRL Bradenton  
WTAN Clearwater  
WKKO Cocoa  
WCNU Crestview  
WBRD Fort Lauderdale  
WINK Fort Myers  
WARN Fort Pierce  
WGGG Gainesville  
WJVB Jacksonville Beach  
WKWF Key West  
WIFC Lake Wales  
WLBE Leesburg  
WNER Live Oak  
WTVS Marianna  
WVPB Miami  
WSBB New Smyrna Beach  
WTMC Ocala  
WVFF Palatka  
WDLF Panama City  
WPRY Perry  
WPLA Plant City  
WFOY St. Augustine  
WTRR Sanford  
WKXY Sarasota  
WJCM Sebring  
WSTU Stuart  
WTTT Tallahassee  
WEBK Tampa

## GEORGIA

WDEC Americus  
WGAU Athens  
WAUG Augusta  
WMGR Bainbridge  
WMOG Brunswick  
WGRA Cairo  
WCLB Camilla  
WLBB Carrollton  
WBHF Cartersville  
WGAA Cedartown  
WJLM Cordale  
WGFCS Covington  
WBLJ Dalton  
WOWD Dawson  
WGLS Decatur  
WOMG Douglas  
WMLT Dublin  
WTJH East Point  
WSSG Elberton  
WBHB Fitzgerald  
WPFM Fort Valley  
WGGG Gainesville  
WKEU Griffin  
WCEH Hawkinsville  
WBRJ Jesup  
WLFA Lafayette  
WLAG La Grange  
WFOH Marietta  
WMVG Milledgeville  
WRRR Monroe  
WVGA Moultrie  
WVGA Rome  
WVNS Statesboro  
WSFT Thomason  
WTWA Thomson  
WLET Tooeva  
WYOP Vidalia  
WAYX Waycross  
WBRU Waynesboro  
WRLD West Point  
WIMO Winder

## IDAHO

KGEM Boise  
KBAR Burley  
KFIJ Idaho Falls  
KRPL Moscow  
KWKI Pocatello  
KPSF Preston  
KRXX Rexburg  
KSPT Sandpoint  
KLIX Twin Falls

## ILLINOIS

WOKZ Alton  
WBYS Canton  
WROY Carmi  
WEIC Charleston  
WCRA Effingham  
WRMN Elgin  
WEBQ Harrisburg  
WJPF Herrin  
WKEI Kewanee  
WPRC Lincoln  
WSMI Litchfield  
WKAI Macomb  
WMDK Metropolis  
WVMC Mt. Carmel  
WINI Murphysboro  
WLVN Olney  
WFRS Paris  
WKID Urbana

## INDIANA

WCBC Anderson

WBNL Boonville  
WLO Frankfort  
WITZ Jasper  
WSAL Logansport  
WORX Madison  
WPGW Portland  
WSLM Salem  
WJCO Seymour  
WJVA South Bend  
WICJ Tell City  
WKAM Goshen

## IOWA

KASI Ames  
KJAN Atlantic  
KPIG Cedar Rapids  
KCOG Centerville  
KCHA Charles City  
KCHE Cherokee  
KSIB Creston  
KFMA Davenport  
KDEC Decorah  
KLIL Estherville  
KFAD Fairfield  
KXIC Iowa City  
KJFJ Webster City

## KANSAS

KSOK Arkansas City  
KARE Atchison  
KCRB Chanute  
KTSW Emporia  
KMDO Fort Scott  
KIUL Garden City  
KWGB Goodland  
KAYS Hays  
KAYS Hutchinson  
KIND Independence  
KCLD Leavenworth  
KMAN Manhattan  
KNEX McPherson  
KJRG Newton  
KLLC Parsons  
KSEK Pittsburg  
KWSK Pratt

## KENTUCKY

WLBJ Bowling Green  
WTCO Campbellville  
WAIN Columbia  
WCTT Corbin  
WZIP Covington  
WCPM Cumberland  
WHIR Danville  
WIEL Elizabethtown  
WFKY Frankfort  
WFKN Franklin  
WKAY Glasgow  
WHLN Harlan  
WKIC Hazard  
WSON Henderson  
WKOA Hopkinsville  
WLEX Lexington  
WINN Louisville  
WFMW Madisonville  
WFTM Maysville  
WMTK Middlesboro  
WOMI Owensboro  
WSP Paintsville  
WPKE Pikesville  
WPRT Prestonsburg  
WPKY Princeton  
WEKY Richmond

## LOUISIANA

KDBS Alexandria  
KTRY Bastrop  
WIKC Bogalusa  
WARB Covington  
KDLA De Ridder  
WHL Hammond  
KCIL Houma  
KJEF Jennings  
KWJN Natchitoches  
KANE New Iberia  
KREH Oakdale  
KSLD Opelousas  
KRUS Ruston  
KBSF Springhill  
KTLO Tallulah

## MAINE

WABM Houlton  
WRUM Rumford

## MARYLAND

WASA Havre de Grace  
WPTX Lexington Park

## MASSACHUSETTS

WVOM Brookline  
WREB Holyoke  
WARE Ware

## MICHIGAN

WALM Albion  
WFGY Alma  
WATZ Alpena  
WLEW Bad Axe  
WBRN Big Rapids

WATT Cadillac  
WMRP Flint  
WATC Gaylord  
WIBK Iron River  
WJMS Ironwood  
WJPD Ishpeming  
WCLA Ludington  
WMTA Manistee  
WDMJ Marquette  
WMAW Menominee  
WCMN Mt. Pleasant  
WDAO Owosso  
WMBN Petoskey  
WHLS Port Huron  
WTCM Traverse City

## MINNESOTA

KASM Albany  
KXRA Alexandria  
KBUN Bemidji  
KBMW Breckenridge  
WKLK Cloquet  
KROX Crookston  
WEVE Eveleth  
KOZY Grand Rapids  
KOUZ Hutchinson  
CKFI International Falls  
KLTF Little Falls  
KNU New Ulm  
KOBK Owatonna  
WSHB Stillwater

## MISSISSIPPI

WMPA Aberdeen  
WGCM Biloxi-Gulfport  
WBIP Booneville  
WDOB Canton  
WGLC Centerville  
WCLD Cleveland  
WCUJ Columbia  
WACR Columbus  
WVMA Corinth  
WJPR Greenville  
WGRM Greenwood  
WFOR Hattiesburg  
WMDC Hazlehurst  
WKDZ Kosciusko  
WAML Laurel  
WAPF McComb  
WMBG Macon  
WMSI Natchez  
WMPM Pascagoula  
WHCC Philadelphia  
WRJW Picaayune  
WSSO Starkville  
WTUP Tupelo  
WQBC Vicksburg  
WABO Waynesboro  
WAZF Yazoo City

## MISSOURI

KGMO Cape Girardeau  
KDMO Carthage  
KCRV Caruthersville  
KCHR Charleston  
KCHL Chillicothe  
KDKD Clinton  
KCMU Columbia  
KREI Farmington  
KJCF Festus  
KWOS Jefferson City  
KIRX Kirksville  
KNIM Maryville  
KNCM Moberly  
KRMO Monett  
KBTN Neosho  
KNEM Nevada  
KWOC Poplar Bluff  
KTTR Rola  
KSES St. Genevieve  
KRES St. Joseph  
KSMO Sells  
KDRD Sedalia  
KICK Springfield  
KALM Thayer  
KOKO Warrensburg  
KWRE Warrenton  
KWPM West Plains

## MONTANA

KBMY Billings  
KBNM Bozeman  
KDJM Havre  
KCAP Helena  
KGEZ Kalispell  
KXLD Lewistown  
KLCB Libby  
KPRK Livingston  
KATL Miles City  
KIYI Shelby  
KGCX Sidney

## NEBRASKA

KCOW Alliance  
KWBE Beatrice  
KCSR Chadron  
KJSK Columbus  
KHAS Hastings  
KGFV Kearney



# CASTING SYSTEM

KLMS Lincoln  
KBRL McCook  
KODY North Platte  
KOGA Ogallala  
KSID Sidney  
KAWL York

## NEVADA

KRAM Las Vegas  
KATO Reno  
**NEW HAMPSHIRE**

WMOU Berlin  
WKXL Concord  
WLNH Laconia

## NEW JERSEY

WSNJ Bridgeton

## NEX MEXICO

KALG Alamogordo  
KSVP Artesia  
KLMX Clayton  
KOTS Deming  
KVBC Farmington  
KGAJ Gallup  
KFEW Hobbs  
KENN Portales  
KBIM Rosewell  
KSIL Silver City  
KCHS Truth-or-Consequences  
KTNM Tucumcari

## NEW YORK

WCSS Amsterdam  
WMBO Auburn  
WOSC Fulton  
WLEA Hornell  
WHUC Hudson  
WJOC Jamestown  
WVOS Liberty  
WLFH Little Falls  
WICY Malone  
WAIL Middletown  
WIRY Plattsburg  
WNBZ Saranac Lake  
WIPS Ticonderoga  
WDLA Walton

## NORTH CAROLINA

WRCS Ahoskie  
WABZ Albemarle  
WGWK Asheboro  
WBBS Burlington  
WGGG Concord  
WCKB Dunn  
WCNC Elizabeth City  
WFAI Fayetteville-Fort  
Bragg  
WBB0 Forest City  
WVFG Fuquay Springs  
WLTC Gastonia  
WFMC Goldsboro  
WHNC Henderson  
WHKP Hendersonville  
WHPE High Point  
WJNC Jacksonville  
WELS Kinston  
WEWO Laurinburg  
WLOE Leaksville  
WJRI Lenoir  
WBYJ Lexington  
WTSB Lumberton  
WMAP Monroe  
WHIP Moresville  
WMBL Morehead City  
WPAQ Mount Airy  
W00W New Bern  
WNCC Newton  
WBCB No. Wilkesboro  
WFRC Reidsville  
WCBT Roanoke Rapids  
WCEC Rocky Mount  
WSTP Salisbury  
WWGP Sanford  
WOHS Shelby  
WADE Wadesboro  
WLSE Wallace  
WHED Washington  
WHCC Waynesville  
WENC Whiteville  
WIAM Williamston

## NORTH DAKOTA

KDLR Devils Lake  
KDIX Dickinson  
KNOX Grand Forks  
KEYJ Jamestown  
KGCU Mandan  
KOVV Valley City  
KWBM Williston

## OHIO

WOHP Bellefontaine  
WILE Cambridge  
WAND Canton  
WBEX Chillicothe  
WJER Dover  
WOHI East Liverpool  
WFOB Fostoria

WJEH Gallipolis  
WMOH Hamilton  
WIRO Ironton  
WLMJ Jackson  
WMVO Mount Vernon  
WPTW Pluqa  
WAVI Springfield-Urbana  
WCHO Washington Court  
House  
WVST Wooster

## OKLAHOMA

KADA Ada  
KWHW Altus  
KVSO Ardmore  
KBWL Blackwell  
KWCO Chickasha  
KWHF Cushing  
KRHD Duncan  
KSEO Durant  
KASA Elk City  
KCRC Enid  
KTAT Frederick  
KTJS Hobart  
KIHN Hugo  
KIMC McAlester  
KDCM Miami  
KMOB Norman  
KBYE Oklahoma City  
KHBB Okmulgee  
KVLH Pauls Valley  
KLCO Poteau  
KOLS Pryor  
KWSH Tri-City  
KOME Tulsa  
KSIW Woodward

## OREGON

KWIN Ashland  
KAST Astoria  
KBKR Baker  
KBNB Bend  
KWRO Coquille  
KASH Eugene  
KLBK La Grande  
KGAL Lebanon  
KMCM McMinnville  
KSRV Oratio  
KODL The Dalles  
KTIL Tillamook

## PENNSYLVANIA

WNCC Barnesboro  
WCDL Carbondale  
WHLR Carlisle  
WESA Charleroi  
WCVI Connettsville  
WBUX Doylestown  
WEMR Emporium  
WLEU Erie  
WFAK Farrell  
WGET Gettysburg  
WJUN Huntington  
WDAD Indiana  
WADP Kane  
WAKU Latrobe  
WKRZ Oil City  
WPAZ Pottstown  
WBAM Pottsville  
WGBT St. Marys  
WATJ Sayre  
WMAJ State College  
WAYZ Waynesboro  
WLYC Williamsport  
WNOW York

## RHODE ISLAND

WADK Newport  
WPAW Pawtucket  
WERI Westerly

## SOUTH CAROLINA

WANS Anderson  
WBAW Barnwell  
WBEU Beaufort  
WAGS Bishopville  
WACA Camden  
WHAN Charleston  
WGCD Chester  
WELP Easley  
WOLS Florence  
WFGN Gaffney  
WABR Greer  
WHSC Hartsville  
WLCC Lancaster  
WLBG Laurens  
WJAY Mullins  
WMRA Myrtle Beach  
WKDK Newberry  
WDI Orangeburg  
WRHI Rock Hill  
WSNW Seneca  
WIJN Spartanburg  
WFIG Sumter  
WBCU Union

## SOUTH DAKOTA

KDSJ Deadwood  
KIJV Huron

KISD Sioux Falls  
KWAT Watertown

## TENNESSEE

WLAR Athens  
WJZM Clarksville  
WKRM Columbia  
WHUB Cookeville  
WAEW Crossville  
WOSG Dyersburg  
WEKR Fayetteville  
WHIN Gallatin  
WHBT Harriman  
WIRJ Humboldt  
WDXI Jackson  
WKIN Kingsport  
WKXV Knoxville  
WDXE Lawrenceburg  
WCDR Lebanon  
WLIL Lenoir City  
WJIM Lewisburg  
WDXL Lexington  
WGAP Maryville  
WMMT McMinnville  
WCRK Morristown  
WGNS Murfreesboro  
WNAH Nashville  
WLK Newport  
WOKK Oak Ridge  
WTPR Paris  
WDBL Springfield  
WJIG Tallahoma  
WENK Union City  
WCDT Winchester

## TEXAS

KVLF Alpine  
KBUD Athens  
KRUN Ballinger  
KIOX Bay City  
KRCT Baytown  
KTXC Big Spring  
KNEL Brady  
KSTB Breckenridge  
KWHI Brenham  
KTFY Brownfield  
KBOR Brownsville  
KBWD Brownwood  
KSTA Coleman  
WTAW College Station  
KVMC Colorado City  
KAND Corsicana  
KIVY Crockett  
KXIT Dalhart  
KDLK Del Rio  
KDNT Denton  
KDDD Dumas  
KERC Eastland  
KELP El Paso  
KBLP Falfurrias  
KFLD Floydada  
KFST Ft. Stockton  
KNAF Fredericksburg  
KRZB Freeport  
KGAF Gainesville  
KLUF Galveston  
KCTI Gonzales  
KGLV Greenville  
KCLW Hamilton  
KPLN Hereford  
KHBR Hillsboro  
KLSB Houston  
KSAM Houston  
KEBE Jacksonville  
KTXI Jasper  
KMBL Junction  
KOCO 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 Nacogdoches  
KGNB New Braunfels  
KRIG Odessa  
KOGT Orange  
KNET Palestine  
KPAT Pampa  
KFTV Paris  
KIUN Pecos  
KVOP Plainview  
KBOP Pecosanton  
KOLJ Quanah  
KMAC San Antonio  
KCNV San Marcos  
KSEY Seymour  
KEVA Shamrock  
KTAJ Sherman  
KDWT Stamford  
KSTV Stephenville  
KSST Sulphur Springs

KXOX Sweetwater  
KTAE Taylor  
KTEM Taylor  
KTFS Texarkana  
KTLW Texas City  
KTBB Tyler  
KVDU Uvalde  
KVWC Vernon  
KVIG Victoria

## UTAH

KBUH Brigham City  
KVNU Logan  
KOPP Ogden  
K0AL Price  
KEYY Provo  
KJAM Vernal

## VERMONT

WSYB Rutland

## VIRGINIA

WKLV Blackstone  
WINA Charlottesville  
WKEY Covington  
KVVA Culpeper  
WEVA Emporia  
WFAJ Falls Church  
WFVA Fredericksburg  
WFTR Front Royal  
WBOB Galax  
WREL Lexington  
WDEV Marion  
WVA Martinsville  
WACH Newport News  
WNVA Norton  
WSSV Petersburg  
WPUV Pulaski  
WRAD Radford  
WRIC Richlands  
WRIS Roanoke  
WLFJ South Boston  
WLPM Suffolk  
WNTT Warsaw  
WAYB Waynesboro  
WINC Winchester  
WVVE Wytheville

## WASHINGTON

KXRO Aberdeen  
KPYG Bellingham  
KELA Centralia  
KCLX Colfax  
KFDR Grand Coulee  
KWLK Longview  
KSEM Moses Lake  
KGY Olympia  
KONP Port Angeles  
KPUY Puyallup  
KENE Toppenish

## WEST VIRGINIA

WHAR Clarksburg  
WDNE Elkins  
WVWH Fairmont  
WPLH Huntington  
WKYR Keyser  
WEPM Martinsburg  
WHIC Matawan  
WMOZ Moundsville  
WETZ New Martinsville  
WLOH Princeton  
WBRW Welch  
WHAW Weston

## WISCONSIN

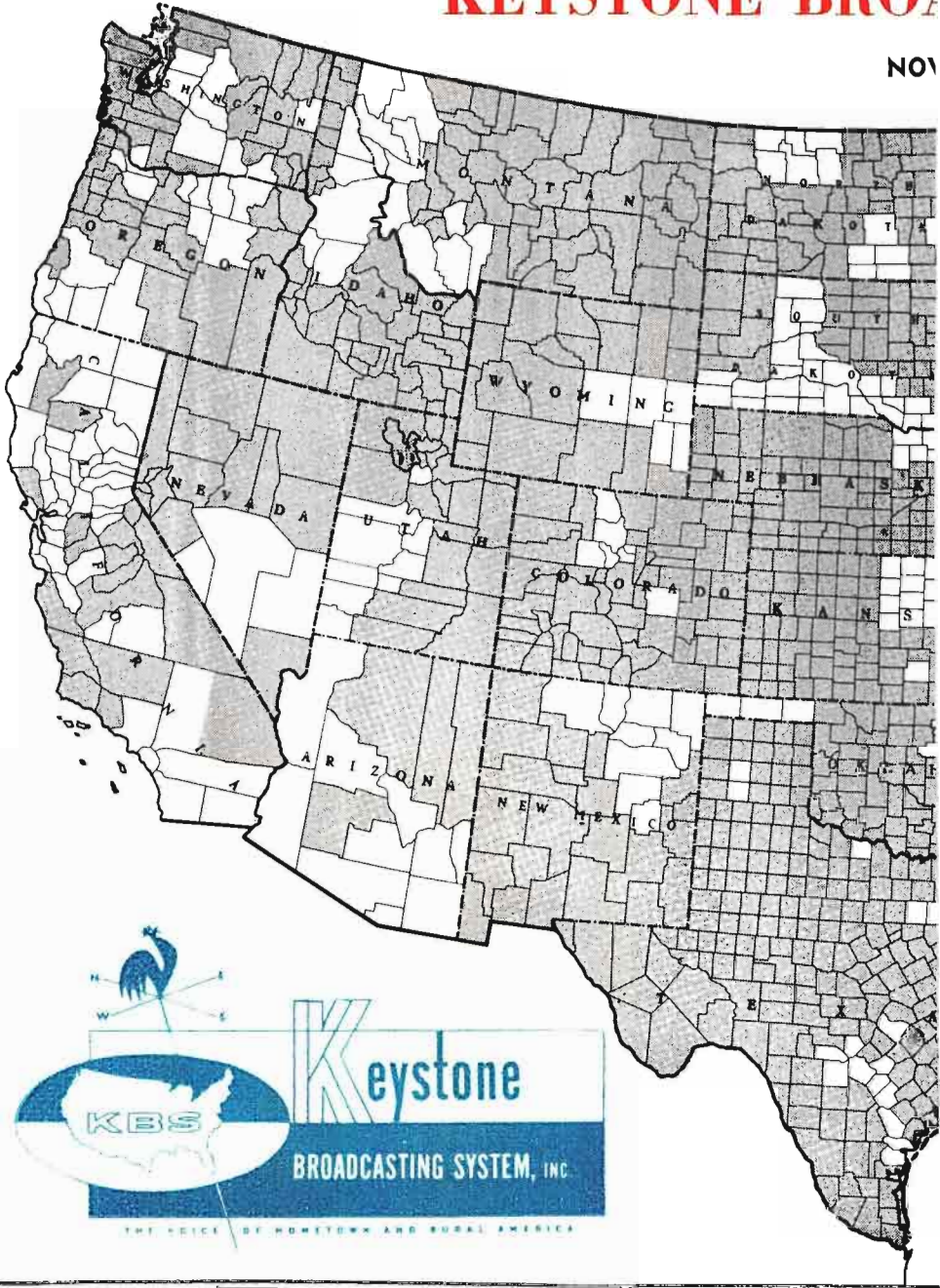
WATW Ashland  
WTKM Hartford  
WLXC LaCrosse  
WLDY Ladysmith  
WDLB Marshfield  
WIGM Medford  
WMNE Menomonie  
WFOX Milwaukee  
WNAM Neenah  
WFPP Park Falls  
WPLY Plymouth  
WIBU Poynette  
WRAC Racine  
WRCD Richland Center  
WTCH Shawano  
WKLJ Sparta  
KOKW Sturgeon Bay  
WTRW Two Rivers  
WTTN Watertown  
WAUX Waukesha  
WOSA Wausau

## WYOMING

KVWO Cheyenne  
KLUK Evanston  
KOVE Lander  
K0AL Laramie  
KPOW Powell  
KRAL Rawlins  
KWRS Rock Springs  
KWYO Sheridan

# KEYSTONE BROADCASTING SYSTEM, INC.

NOV



The logo for Keystone Broadcasting System, Inc. features a blue rooster standing on a globe. Below the rooster is a map of the United States with the letters 'KBS' overlaid. To the right of the map is the word 'Keystone' in a large, stylized font, with 'BROADCASTING SYSTEM, INC.' in a smaller font below it. The entire logo is set against a blue background.

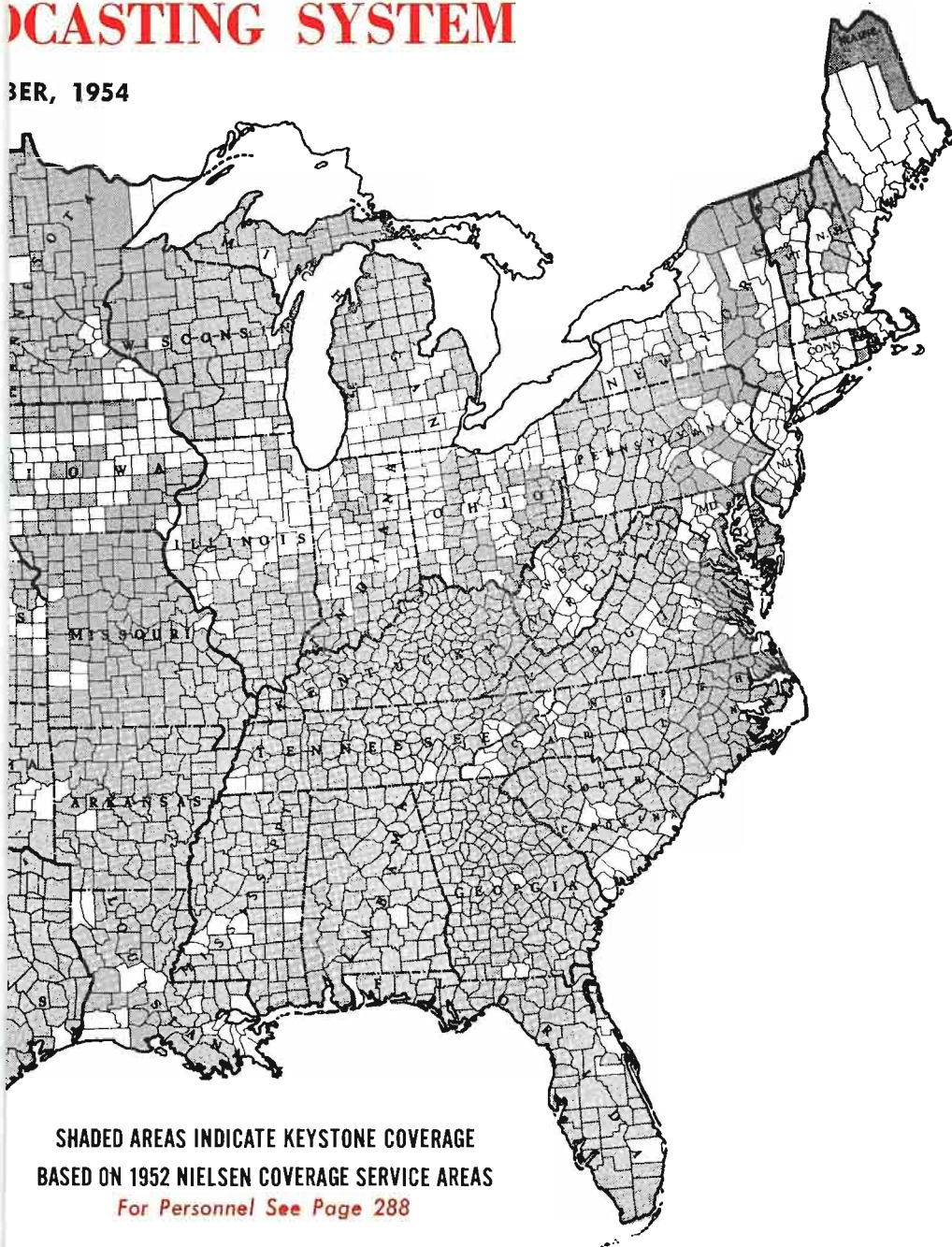
**Keystone**  
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA



# BROADCASTING SYSTEM

3ER, 1954



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

*For Personnel See Page 288*

the *Happiest* show

CHUCKLES! LAU

EVERY WEEK

**5 BIG**

**BRIGHT**

HALF-HOURS

"THE  
*Eddie Cantor*  
SHOW"

ZIV'S ROLLYCKIN' NEW  
COMEDY HIT!

Starring

**EDDIE  
CANTOR**





# on RADIO!

## ! FUN GALORE!



"Ain't She Sweet"

THERE'S  
**COMEDY!**

THERE'S  
**MUSIC!**

"If You Knew Susie"

"Whoopee"

THE  
**BIGGEST**  
COMEDY SHOW  
ever offered to  
Local Sponsors!

"Margie"

"Ida"

THERE'S  
**SINGING!**

**ZIV'S ANSWER TO  
RADIO'S BIG NEED  
FOR BOLD, NEW  
PROGRAMMING!**

Write, phone or wire today for facts on how  
to put the Cantor name to work for you! Hurry!

WITH  
**JIMMY  
WALLINGTON**  
Eddie's favorite  
clowning  
partner!

FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK HOLLYWOOD

# 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 Waldo.....	Office Manager
John Scamlan.....	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
Paul Kolar.....	Comptroller
Blanche Stein.....	Director of Station Relations
Kay Coustan.....	Traffic Manager
Jane McFadgen.....	Program Director

### *Los Angeles*

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

### *San Francisco*

57 Post Street

Phone: SUTter 1-7440

Don Kerwln.....	Account Executive
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**SERVICES OFFERED:** The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KES makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 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 the Keystone primary coverage area total more than 25,500,000 based on Nielsen reports, or one-half million where Nielsen report is not available.

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, KES reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.



# QUALITY RADIO GROUP

## The Story of Quality

By WILLIAM RYAN  
Executive Vice-President

QUALITY Radio Group presents the newest concept in national advertising—36 of the great radio stations combined to represent 91 per cent of the total U. S. population, providing coverage and listeners equal to anything now being offered advertisers.

Quality, a fledgling of three months, has the drive of youth and the experience of stations which are the best and oldest in the industry as well as the leaders in their region. Twenty-nine members will be 50,000 watt stations. The Quality Group is actually listened to **each week by half of the total existing U. S. radio families!**

The Quality Radio Group sells programs and time on a night time basis on its 36 member stations as a group. With all the principal program sources at its disposal, plus special writer and talent resources, Quality's custom-made programs are transcribed, permitting an advertiser to secure the most advantageous time slot and best adjacencies in each market. Local announcers may be used to give identifiable home-town flavor to national commercials.

Quality's continuous radio research will further illustrate the potential of the entire medium and further demonstrate the advantages of Quality's 36 member stations in reaching the markets of the nation.

Officers of Quality Radio Group are: President, Ward L. Quaal, Crosley Broadcasting Corporation; Executive Vice-President, William B. Ryan and Secretary-Treasurer, William Wagner.

### STATIONS:

WOR .....	New York	WWL .....	New Orleans
WGN .....	Chicago	WSB .....	Atlanta
KFI .....	Los Angeles	WBAP-WFAA .....	Ft. Worth-Dallas
WCAU .....	Philadelphia	KOA .....	Denver
WJR .....	Detroit	WTIC .....	Hartford*
WBZ-A .....	Boston	WGY .....	Schenectady*
KCBS .....	San Francisco*	WOAI .....	San Antonio
KDKA .....	Pittsburgh	WOW .....	Omaha
KSD .....	St. Louis*	WRVA .....	Richmond
WTOP .....	Washington	WSM .....	Nashville
WGAR .....	Cleveland	KSL .....	Salt Lake City
WBAL .....	Baltimore	KVOO .....	Tulsa
WCCO .....	Minneapolis*	WHO .....	Des Moines
WBEN .....	Buffalo*	WBT .....	Charlotte
KPRC .....	Houston	KOB .....	Albuquerque
WLW .....	Cincinnati	WPTF .....	Raleigh
WTMJ .....	Milwaukee		
KCMO .....	Kansas City		
KIRO .....	Seattle		
KEX .....	Portland		

\* Station pending clearance.

\*\* Nighttime.

Source: SAMS, 1952.





**Solid**



"Solid as a Storer Station" is  
a compliment applied to a station whose  
solid foundation in the community it serves is  
exceeded only by solid selling on the air.

For a sales campaign that is successful, satisfactory  
and solid — sell on a Storer Station.



## STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director

BOB WOOD, Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

# REGIONAL NETWORKS

## ABC Pacific Coast Regional TV Network

ABC-TV Center, Hollywood 27, Calif.

### PERSONNEL

Manager.....Dick Drummy

### STATIONS

KFMB-TV, San Diego, Calif.; KABC-TV, Los Angeles, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHFL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KOIN-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KSTV, Denver, Col.; KOOL-TV, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLAS-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.

### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

## Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

### PERSONNEL

General Manager.....Wm. J. Wagner

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska. Wm. J. Wagner, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Richard White, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio Sales, 370 Lexington Ave., N. Y., 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.; 2978 Wilshire Blvd., L. A., Calif.

### STATIONS

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

## All-Islands Network

Advertiser Building, Honolulu, Hawaii

Director.....William O. Paine

National Advertising Mgr....Lee D. Hirschland

### STATIONS

KGU, Honolulu; KIPA, Hilo; KTOH, Kauai; KMVI, Maul.

## Arizona Broadcasting System

(ABS Network)

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

### PERSONNEL

General Manager.....Richard O. Lewis

Commercial Manager.....Bill Harvey

### STATIONS

KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott.

## The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: Alpine 8-8181

### PERSONNEL

Manager.....John L. Hogg

Program Director .....John R. Williams

### BRANCH OFFICES

KTUC, 900 East Broadway, Tucson, Phone: 2-3311, Lee Little, Manager; KSUN, Bisbee, Phone: Hemlock 2-2277, Arlo Woolery, Manager; KYMA, P.O. Box 671, Yuma, Phone: Sunset 3-7841, Bill Lindsey, Manager; KCLS, Flagstaff, Phone: 946, Charles Saunders, Manager; KVNC, Winslow, Phone: 1010, Ed Whelan, Manager; KAWT, Douglas, Phone: 173, Bob Whitaker, Manager.

### STATIONS

KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KCLS, Flagstaff; KVNC, Winslow; KAWT, Douglas; KOY, Phoenix.

## Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2873

### PERSONNEL

General Manager.....Walter C. Bridges

Natl. Sales Mgr.....Harry Hyett

Gen. Mgr.....W. C. Bridges

### STATIONS

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

## Big Five

KSWO Radio, Box 699, Lawton, Oklahoma

Phone: 1380

President.....Leo R. Morris

### STATIONS

KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KOCY, Okla. City; KAKC, Tulsa.

## Broadcast Advertising, Inc.

(Ken and Carolyn Show)

8 Newbury Street, Boston 16, Mass.

# Westinghouse Broadcasting Co., Inc.

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## “WBC IS NOT A NETWORK”

By **CHRIS J. WITTING**  
President  
Westinghouse Broadcasting Co., Inc.

**E**ARLY in 1955, at the time of the Westinghouse take-over of the Pittsburgh station KDKA-TV, an editor of *Business Week* said to me: “If it isn’t too elementary to ask—just what is Westinghouse Broadcasting?” The question wasn’t too elementary. In fact, this question gets to the heart of a matter which has never been too clear, in or out of the broadcasting industry.

There are fairly well-informed people who ask: “Is WBC a network?” **(The answer is that we’re not a network, and have no plans to become one.)**

Often we are asked: “Which network are you affiliated with?” (Answer: Our stations broadcast programs of 2 radio networks and of 4 television networks. WBC is not “married” to any one network.)

Westinghouse Broadcasting Company, Inc. is a wholly-owned subsidiary of Westinghouse Electric Corporation.

Our first emphasis in WBC today is on programs, for it is our policy to operate the number one station in television and radio in each of the communities we serve. Toward this goal, we have established a strong program department in our headquarters organization; we have strengthened the program departments of our nine stations; and we are conducting an aggressive program of talent development.

We recognize regional differences. We know that a program which rates high in New England is not necessarily a winner on the West Coast. Accordingly, we regard our headquarters program department a resource on which each station may draw according to its needs.

In short, we believe in strong station autonomy; with only the broad policies laid out by WBC headquarters.

Within the Westinghouse Broadcasting family, this kind of headquarters-station relationship has made our growth during the past year the greatest in the history of the organization and promises gratifying growth in the years ahead.

### STATIONS

WBZ-TV .....	Boston	WPTZ (TV) .....	Philadelphia
KDKA-TV .....	Pittsburgh	KPIX (TV) .....	San Francisco
WBZ-WBZA .....	Boston & Springfield	KYW .....	Philadelphia
KDKA .....	Pittsburgh	WOWO .....	Fort Wayne
KEX .....	Portland		



REGIONAL NETWORKS



PERSONNEL

President ..... James Murley
STATIONS
WGAN, Portland, Maine; WGUY, Bangor, Maine; WHOH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE
Avery-Knodel, Inc.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 60260

PERSONNEL

Director Operations ..... Dale R. Peterson
Commercial Manager ..... Nadine Hill
Business Mgr. .... Joseph P. Webb
Office Mgr. .... Effie Brakebill
Chief Engineer ..... Manuel I. Barraza
Manager KPRO ..... Dale R. Peterson
Manager KREO ..... John M. Wages
Manager KYOR ..... Peter Odens
Manager KROP ..... Vince Palmer

STATIONS

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

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: 2700

PERSONNEL

Pres., Gen. Mgr. .... Les Biederman
Commercial Mgr. .... R. E. Detwiler

STATIONS

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

California Northern Group

Radio Station KSYC, Yreka, Calif.
Phone: 624

PERSONNEL

Manager ..... Jack A. Mitchell (KSYC)

STATIONS

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

California Rural Network

111 North Cienega Blvd., Beverly Hills, Calif.
Phone: BRadshaw 2-6738

Executive Director ..... Art Chipman

BRANCH OFFICES

233 Sansome Street, San Francisco, Calif., Yukon 6-2981, Executive-in-charge, William A. Ayres; 535 Fifth Avenue, New York 17, N. Y., MUrray Hill 7-5365, Executive-in-charge, E. J. Devney, Devney & Co.

STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Ft. Bragg; KOCS, Ontario; KMOR, Oroville; KAFP, Petaluma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco.

Columbia Pacific Network

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

PERSONNEL

Manager ..... William D. Shaw
Gen. Sales Mgr. .... Bert West
Asst. Sales Manager ..... Dick Jolliffe
Sales Promotion Mgr. .... John Asher
Program Director ..... Robert P. Sutton
News Director ..... Jack Beck
Public Affairs Director ..... David Showalter
Chief Engineer ..... Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345, Henry Flynn, Sales Mgr.; Columbia Pacific Network Sales, Palace Hotel, San Francisco, Calif., YU 2-7000, Jack Donahue, 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 Ave., Chicago, Ill., WH 46000, Gordon F. Hayes, Sales Mgr.; Radio Spot Sales, 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212, Jack Woolley, Sales Mgr.; Radio Spot Sales, 800 Peachtree St., Atlanta, Ga., EL 0727, H. W. Maier, Jr., Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, 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.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Hollywood 23, Calif.
Phone: HOLlywood 9-1212

General Manager ..... J. T. Aubrey, Jr.
Gen. Sales Mgr. .... Edmund C. Bunker
News Director ..... Sam Zelman
Business Manager ..... Howard Barnick
Prog. Director ..... Donald M. Hine
Dir. Sls., Prom. & Pub. .... D. Linger

STATIONS

KPHO-TV, Phoenix, Ariz.; KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KMJ-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSEW-TV, Salinas, Calif.; KMBY-TV, Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPX, San Francisco, Calif.; KKTV, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KBOI, Boise, Idaho; KISJ, Pocatello, Idaho; KOOK-TV, Billings, Mont.; KOPR-TV, Butte, Mont.; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXLY-TV, Spokane, Wash.; KTNT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KFIA, Anchorage, Alaska; KFIF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho.



**Columbine Network**

Security Life Bldg., Denver, Colo.  
Phone: MAin 3-4161

**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.**

440 Meadow St., Waterbury, Conn.  
Phone: Plaza 5-1121

**PERSONNEL**

President ..... Samuel R. Elman  
Vice-President ..... Charles Bell, Jr.  
Directors ..... Gerald Morey,  
Edward Obrist, Fred Wagenvoord, John  
Morris, Julian Schwartz, John Ellinger, Don-  
ald Lasser

**STATIONS**

WATR, Waterbury; WGTH, Hartford; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLC, New London.

**Dairyland Network**

307 W. Sixth St., Willmar, Minn.

**STATIONS**

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KAUS, Austin, Minn.; KFAM, St. Cloud, Minn.

**Dixie Broadcasting System**

P. O. Box 1008, WHSY Bldg., Highway 11 South Hattiesburg, Miss.

Phone: JUNiper 3-1741

**PERSONNEL**

President ..... Charles W. Holt  
General Sales Mgr. .... Jack Dix  
Program Director ..... Dean Griffin  
Office Manager ..... Olga Hagler

**STATIONS**

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WSLI, Jackson, Miss.

**NATIONAL REPRESENTATIVE**

Thomas F. Clark Company, Inc.

**Don Lee Broadcasting**

1313 North Vine Street, Hollywood 28, Calif.  
Phone: HOLlywood 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  
KHJ Sales Manager ..... Terry Mann  
Dir. Public Relations ..... Bud Coulson  
Promotion Director ..... Robert Light  
News & Special Events ..... Les Mawhinney  
Chief Engineer ..... Robert Arne

**BRANCH OFFICES**

1000 Van Ness Avenue, San Francisco, Calif.  
Wm. Pabst, Vice-Pres., Phone: PR 6-0500; 380  
Madison Ave., New York, N. Y., James Rich-  
ards, Eastern Sales Mgr., Phone: OX 7-3120;  
National Reps., H-R Representatives; New  
York, Chicago, San Francisco.

**STATIONS**

KBAK, Bakersfield, Calif.; KXOC, 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.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFKM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRRC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFIL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, 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; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABL, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

**Georgia Associations of Local Stations**

Box 66, Atlanta, Ga.

**PERSONNEL**

Sales Director ..... Tom Carr

**STATIONS**

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; WFOM, Marietta; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

**Gold Nugget Television Network**

1625 California St., Denver, Colo.

**PERSONNEL**

Sales Manager ..... William F. MacCrystall



## STATIONS

KOA-TV, Denver, Colo.; KCSJ-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, Colo.

**Granite State Network**

155 Front St., Manchester, N. H.  
Phone: 4-4075

## PERSONNEL

President.....W. J. Barkley  
Treasurer.....William Rust, Jr.  
Manager.....Ralph Gottlieb  
Sales Manager.....Warren H. Journey

## BRANCH OFFICES

419 Boylston St., Boston, Mass.  
Phone: Com. 6-0718

Exec. in Chg.....Louis Borgatti  
477 Madison Ave., New York, N. Y.  
Phone: PL 9-1810

Exec. in Chg.....Stephen Machcinski  
55 E. Washington St., Chicago, Ill.

Exec. in Chg.....William Reilly  
7 North Seventh St., St. Louis, Mo.

Exec. in Chg.....Jack Hetherington  
6331 Hollywood Blvd., Los Angeles, Calif.

Exec. in Chg.....William Wallace

## STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSa, Brattleboro, Vt.; WKXL, Concord, N. H.

**Great Northern Bestg. System**

107 First Ave., N.W., Mandan, North Dakota  
Phone: 3584

## PERSONNEL

President.....M. M. Marget  
Sec.-Treas.....M. J. Reichert

## STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KGPU, Bismarck-Mandan, N. D.; KVOC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGKX, Sidney, Mont.; Williston, N. D.; KNOX, Grand Forks, N. D.; KMHL, Marshall, Minn.; KWLM, Willmar, Minn.

**Great Western Network**

130 Social Hall Ave., Salt Lake City 1, Utah  
Phone: 22-5681

## PERSONNEL

General Manager.....G. Bennett Larson  
Sales Manager.....Holly Moyer

## STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXIJ, Helena. KXIK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KGHL, Billings, Mont.

## NATIONAL REPRESENTATIVES

Weed and Company

**Intermountain Network**

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

## PERSONNEL

President.....Lynn L. Meyer  
Exec. Vice-Pres.....Jack S. Paige  
Eng. Director.....W. D'Orr Cozzens  
Chairman of Board.....George C. Hatch  
Program Oper.....Florien Wineriter

News Director.....Jim Petersen  
Sports Director.....Mal Wyman

## BRANCH OFFICE

Hotel Albany, Denver, Colo.  
Phone: ALpine 5-4681

Vice President.....Collin Lowder

## STATIONS

KCSJ, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYL, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIK, Twin Falls, Idaho; KVVU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOC, Casper, Wyo.; KVVO, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KABQ, Albuquerque, N. M.; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KGFL, Roswell, New Mexico; KICA, Clovis, New Mexico; KTNM, Tucumcari, New Mexico; KOBE, Las Cruces, New Mexico; KSPV, Artesia, New Mexico; KALG, Alamogordo, New Mexico; KSET, El Paso, Texas.

**Lobster Network**

223 Lisbon Street, Lewiston, Maine  
Phone: 2-7650

## PERSONNEL

Director.....Faust Couture

## STATIONS

WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford.

**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: 2-4656.  
Edward E. Guernsey; 175 Water St., Phone: 3-4735, Augusta, Me., Don Powers.

## STATIONS

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

**McClatchy Beeline**

911 Seventh St., Sacramento, Calif.

## PERSONNEL

President.....Eleanor McClatchy

## STATIONS

KFBK, Sacramento, Calif.; KWG, Stockton, Calif.; KMJ, Fresno, Calif.; KERN, Bakersfield, Calif.; KOH, Reno, Nev.

**Metropolitan Network**

Munsey Bldg., Washington 4, D. C.  
Phone: NAional 8-5308

Representative.....Miss Debra Dingwall

**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.....Robert Baldrice

**STATIONS**

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

**The Mid-South Network**

WCBI, Columbus, Mississippi

**PERSONNEL**

President .....Birney Innes  
General Manager .....Bob McRaney

**STATIONS**

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point.

**Mississippi Broadcasting Co.**

(Withers Gavin Stations)

Three Foot Bldg., Meridian, Miss.  
Phone: 7714

**PERSONNEL**

Pres. & Mgr.....Withers Gavin

**STATIONS**

WCOC, Meridian; WJQS, Jackson.

**New England Regional Network**

26 Grove St., Hartford 15, Conn.  
Phone: JACKson 5-0801

**DIRECTORS**

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

**STATIONS**

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

**REPRESENTATIVE**

Weed & Company

**Oklahoma Network**

Box 642, Ada, Okla.

**PERSONNEL**

President .....Bill Hoover  
Sec. Treas.....Brown Morris  
Reps.....Venard, Rintoul & McConnell;  
Hal Falter

**STATIONS**

KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSQ, Ardmore; KTMC, McAlester; KSWO, Lawton; KWSH, Tri-City.

**The Oregon Trail Network**

c/o Sta. KBKR, Baker, Oregon  
**PERSONNEL**

General Manager.....Gordon Capps  
**STATIONS**

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

**Palmetto Broadcasting System**

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

**PERSONNEL**

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

**BRANCH OFFICES**

504 Mortgage Guarantee Bldg., Atlanta, Ga.  
Phone: Alpine 7841

Executive.....C. J. Cosse

**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.  
Phone: EVERgreen 2-4700

**PERSONNEL**

Sales Manager.....Kenneth W. Stowman

**STATIONS**

The Quaker Network is composed of a group of stations covering the entire state of Pennsylvania. WFIL is the key station of the Quaker Network.

**Rural Radio Network**

306 E. State St., Ithaca, N. Y.  
Phone: 4-6357

**PERSONNEL**

President.....C. L. Dickinson  
General Manager.....D. K. deNeuf  
Sales Manager.....H. S. Brown  
Program Director.....M. N. Knapp

**STATIONS**

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, De-Ruyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRR, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WAGE, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newberg, N. Y.; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW,



Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WBNF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WQAN, Scranton, Pa.

**The Spanish Network**

Broadcast Time Sales  
149 Calif. St., San Francisco 11, Calif.  
Phone: SU 1-8656  
Western Radio Sales  
1540 No. Highland Ave., Los Angeles 28, Calif.  
Phone: HO 5-1755, 5-5884

**PERSONNEL**

Owner, Manager.....Carl Schuele

**Sombrero Network**

310 South Flores St., San Antonio 5, Texas  
Phone: CApiTal 4-8792

**PERSONNEL**

Executive Secretary.....Nathan Safir

**BRANCH OFFICE**

40 East 49th St., (Suite 705), N. Y. 17, N. Y.  
Phone: PL 5-9140

Executive-in-charge .....Richard O'Connell,  
National Adv. Dir. and Representative  
**STATIONS**

KWKW, Pasadena, Calif.; KABQ, Albuquerque, New Mexico; KTXN, Austin, Texas; KCCT, Corpus Christi, Texas; KGBT, Harlingen, Texas; KCOR, San Antonio, Texas; KEDF, Nuevo Laredo, Mexico.

**Steinman Stations**

8 W. King St., Lancaster, Pa.

Phone: 5251

**PERSONNEL**

Gen. Mgr.....Clair R. McCollough  
Sales Manager .....J. Robert Gullick  
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-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

**Sunflower Network**

c/o KOAM, Pittsburgh, Kansas

**STATIONS**

KOAM, Pittsburgh, Kans.; KANS, Wichita, Kans.; KVGB, Great Bend, Kans.; KSAL, Salina, Kans.; KGCF, Coffeyville, Kans.; and WREN, Topeka, Kans.

**NATIONAL REPRESENTATIVE**

John E. Pearson Co.

**Tall Corn Network**

(Address any Station or John E. Pearson, Reps.)

**PERSONNEL**

President .....Walter Teich  
Vice-Presidents...Ben Sanders & George Volger  
Sec.-Treas. ....Ken Gordon  
Exec. Comm. Members.....Deitrich Dirks,  
Earl Williams, Gene Claussen

**STATIONS**

KPIG, 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; KXIC, Iowa City; KBOE, Oskaloosa; KCOM, Sioux City, all in Iowa.

**Texas Broadcasting System**

Herald Square, Dallas, Tex.

Phone: RA 6811

General Manager.....Clyde W. Rembert  
**STATIONS**

KRLD, Dallas; KGBS, San Antonio; KTRH, Houston, 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;  
(\*OAL), 1031 Navarro St., San Antonio, Tex.,  
(WFAA), 1122, Jackson St. (Dal), Dallas-Ft.  
Worth, Tex., Phone: Riverside 9631, WBAP, Ft.  
Worth, Texas; KGNC, Amarillo, Texas; KRGV,  
Weslaco, Texas; KCBD, Lubbock, Texas.

**Texas State Network, Inc.**

1201 W. Lancaster Ave., Fort Worth 1, Tex.

Phone: ED 3473

**PERSONNEL**

President.....Gene L. Cagle  
Vice-President.....Charles B. Jordan  
Secretary-Treasurer.....D. C. Hornburg  
Sales Manager .....Dale Drake  
Traffic Manager.....Forrest W. Clough  
Chief Engineer.....James T. Peterson

**STATIONS**

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KGBS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVI, Greenville, Texas; KRIO, McAllen; KTRN, Wichita Falls, Texas; KTBB, Tyler, Texas.

**The Tobacco Network, Inc.**

710 Odd Fellows Bldg., Raleigh, N. C.

Phone: 8885

**PERSONNEL**

President.....Victor W. Dawson  
Vice-President .....Vassie Balkcum  
Secretary-Treasurer.....Lester L. Gould  
General Manager.....Kenneth C. Willson  
Office Manager .....Nina J. Livingston

**STATIONS**

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldsboro, N. C.

**Tri-State Network**

550 Fifth Avenue, New York, N. Y.

Phone: JUDson 2-1725

**PERSONNEL**

WFRC-TV General Mgr.....U. A. Latham



WHIO-TV General Mgr. . . . . Robert Moody  
 WTVN General Mgr. . . . . J. W. McGough  
 CDC Coordinator. . . . . Don L. Chapin

**STATIONS**

WKRC-TV, Cincinnati, Ohio; WHIO-TV, Dayton, Ohio; WTVN, Columbus, Ohio.

**Union Broadcasting System**

136 State St., P. O. Box 1520, Albany, N. Y.

Phone: 2-6638

**PERSONNEL**

General Manager. . . . . Jim Healey

**STATIONS**

WOKO, Albany, N. Y., (key station); WHUC, Hudson, N. Y.; WKIP, Poughkeepsie, N. Y.; WKOP, Binghamton, N. Y.; WGAT, Utica, N. Y.; WICY, Malone, N. Y.; WACE, Chicopee, Mass.; WSYB, Rutland, Vt.; WFAU, Augusta, Maine; WWCO, Waterbury, Conn.; WVOM, Boston, Mass.; WCSS, Amsterdam, N. Y.; WENT, Gloversville, N. Y.; WKNY, Kingston, N. Y.; WDOS, Oneonta, N. Y.; WELM, Elmira, N. Y.; WOLF, Syracuse, N. Y.; WEAU, Plattsburg, N. Y.; WBEC, Pittsfield, Mass.; WALE, Fall River, Mass.; WKNE, Keene, N. H.; WJOR, Bangor, Maine.

**Upper Midwest Broadcasting System**

1687 Northwestern Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

**PERSONNEL**

President . . . . . Orville Lawson

Vice President. . . . . Louis M. Knopp

**STATIONS**

KASM, Albany; KXRA, Alexandria; KBUN, Benadict; KLLZ, Brainerd; KBMW, Breckenridge; Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KBUN, Bemidji; KROX, Crookston; KSUM, Fairmont; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLE, Devils Lake; KVOX, Fargo-Moorhead; KGCU, Bismarck-Mandan; KLPM, Minot; KOVC, Valley City; KGCK, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KNDC, Hettinger; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KWAT, Watertown; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WDDB, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBIZ, Eau Claire; WJPG, Green Bay; WLCC, La Crosse; WLDY, Ladysmith; WIBU, Madison-Poynette; WOBT, Rhinelander; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFI, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOXX, Keokuk; KFAD, Fairfield; KXGI, Fort Madison; KCHA, Charles City, all in Iowa; KCNL, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBE, De Kalb, all in Illinois; KXGN, Glendive and KGCK, Sidney, both in Montana; KBMW, Wahpeton-Breckenridge, N. D.; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.;

WOSH, Oshkosh, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN, Racine, Wisc.; WRCO, Richland Center, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.

**West Texas Packaged Stations**

St. Angelus Hotel, San Angelo, Texas

PHONE: 6715

**STATIONS**

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

**Wisconsin Network, Inc.**

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

**PERSONNEL**

President. . . . . John M. Walter

Vice-President. . . . . Earl H. Huth

Sec.-Treas., Mgr. Dir. . . . . George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.

Phone: 4-4461

General Manager. . . . . Wm. C. Grove

Commercial Manager. . . . . C. P. Cahill

**STATIONS**

KFBC, Cheyenne; KRAL, Rawlins; KWRL, Riverton; KWOR, Worland; KOWB, Laramie; KVOC, Casper; KODI, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

V.P., Gen. Manager. . . . . Norman Knight

Vice-President . . . . . George Steffy

Sales, Prom. Manger. . . . . Tom Bateson

Traffic . . . . . Dick Black

News . . . . . L. Bickford

Program Manager. . . . . Jack Maloy

**STATIONS**

WNAC, Boston-Lawrence, WFAU, Augusta, Maine; WABI, Bangor, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WGTH, Hartford, Conn.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, 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.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

# Estimated Families for 1955



STATE	Population Feb. 1, 1955 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,186,000	792,000	656,000	360,000	91
ARIZONA	1,002,000	346,000	319,000	124,000	31
ARKANSAS	1,948,000	568,000	470,000	117,000	51
CALIFORNIA	12,804,000	4,380,000	4,923,000	3,273,000	141
COLORADO	1,486,000	446,000	434,000	217,000	31
CONNECTICUT	2,263,000	678,000	670,000	557,000	25
DELAWARE	374,000	103,000	99,000	87,000	7
DISTRICT OF COLUMBIA	878,000	281,000	272,000	231,000	7
FLORIDA	3,594,000	1,141,000	1,005,000	490,000	95
GEORGIA	3,732,000	998,000	837,000	450,000	82
IDAHO	627,000	188,000	184,000	40,000	24
ILLINOIS	9,347,000	2,887,000	2,826,000	2,212,000	87
INDIANA	4,293,000	1,354,000	1,307,000	954,000	50
IOWA	2,690,000	882,000	857,000	515,000	52
KANSAS	2,056,000	621,000	597,000	246,000	42
KENTUCKY	3,055,000	780,000	694,000	413,000	58
LOUISIANA	2,982,000	745,000	642,000	323,000	59
MAINE	948,000	293,000	279,000	122,000	16
MARYLAND	2,654,000	692,000	662,000	620,000	29
MASSACHUSETTS	5,052,000	1,505,000	1,489,000	1,370,000	50
MICHIGAN	7,164,000	2,020,000	2,016,000	1,680,000	74
MINNESOTA	3,165,000	950,000	927,000	505,000	50
MISSISSIPPI	2,248,000	590,000	473,000	137,000	55
MISSOURI	4,238,000	1,265,000	1,196,000	783,000	66
MONTANA	640,000	191,000	186,000	52,000	26
NEBRASKA	1,394,000	436,000	418,000	208,000	27
NEVADA	222,000	76,000	74,000	26,000	12
NEW HAMPSHIRE	542,000	159,000	155,000	105,000	12
NEW JERSEY	5,354,000	1,577,000	1,523,000	1,456,000	21
NEW MEXICO	797,000	203,000	191,000	98,000	31
NEW YORK	15,733,000	4,772,000	4,630,000	4,310,000	101
NORTH CAROLINA	4,308,000	1,150,000	1,004,000	556,000	115
NORTH DAKOTA	648,000	227,000	218,000	32,000	15
OHIO	8,724,000	2,579,000	2,515,000	2,319,000	81
OKLAHOMA	2,312,000	658,000	590,000	360,000	47
OREGON	1,672,000	602,000	586,000	215,000	50
PENNSYLVANIA	10,993,000	3,095,000	2,985,000	2,537,000	124
RHODE ISLAND	840,000	308,000	304,000	265,000	11
SOUTH CAROLINA	2,282,000	555,000	466,000	230,000	55
SOUTH DAKOTA	679,000	233,000	223,000	37,000	14
TENNESSEE	3,430,000	885,000	769,000	450,000	77
TEXAS	8,638,000	2,763,000	2,433,000	1,300,000	200
UTAH	771,000	259,000	254,000	142,000	19
VERMONT	389,000	111,000	107,000	67,000	13
VIRGINIA	3,658,000	880,000	788,000	562,000	78
WASHINGTON	2,590,000	937,000	922,000	473,000	59
WEST VIRGINIA	1,987,000	460,000	419,000	272,000	43
WISCONSIN	3,620,000	1,065,000	1,042,000	653,000	69
WYOMING	318,000	95,000	92,000	17,000	16
TOTAL	164,327,000	48,782,000	46,738,000	32,568,000	