

RADIO

ANNUAL

TELEVISION

YEARBOOK

1961



**DENNIS JAMES**

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WILLIAM MORRIS AGENCY



# FOREWORD

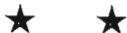
**T**HE DYNAMIC POWER inherent in the broadcasting industry which permits it to successfully meet every challenge, whether economic or technological, again is being convincingly demonstrated as this, the 24th annual edition of the RADIO ANNUAL-TELEVISION YEAR BOOK goes forward to its international readership.



**T**HE INDUSTRY in the months intervening since the last RADIO ANNUAL-TELEVISION YEAR BOOK was published has faced up to a variety of perplexing and singularly complicated problems. All have either been solved or are in the process of solution. As a result the industry today continues to move ahead confidently, with its progress further advanced by the technological improvements and innovations emanating from the workshops of the scientists. The order of the day in broadcasting indeed is "Forward!"



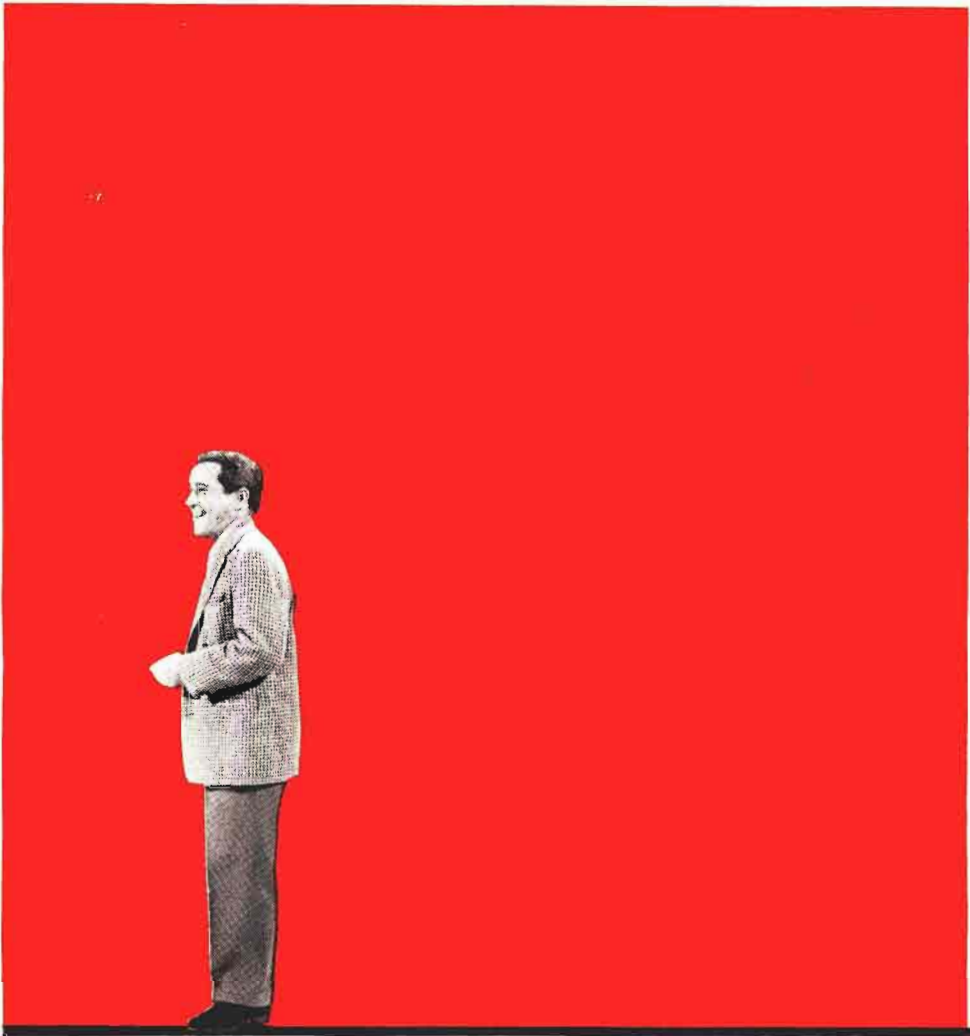
**T**HE RADIO-TELEVISION DAILY has been privileged to play its own informative role in the stirring events of the year, and this edition of the industry's acknowledged premiere reference work has been written, compiled, and edited in the same tradition of service and authority.



**I**T is the work of countless assistants and collaborators from all branches of the industry, and to all of them, our thanks and our deep appreciation.

CHAS. A. ALICOATE

*Editor-in-Chief*



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1961

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NEW YORK



1961

**RADIO DAILY**  
TELEVISION DAILY

PRESENTS

TWENTY-FOURTH  
ANNUAL EDITION

**RADIO ANNUAL  
AND TELEVISION  
YEAR BOOK**



**CHARLES A. ALICOATE**  
*Editor-In-Chief*

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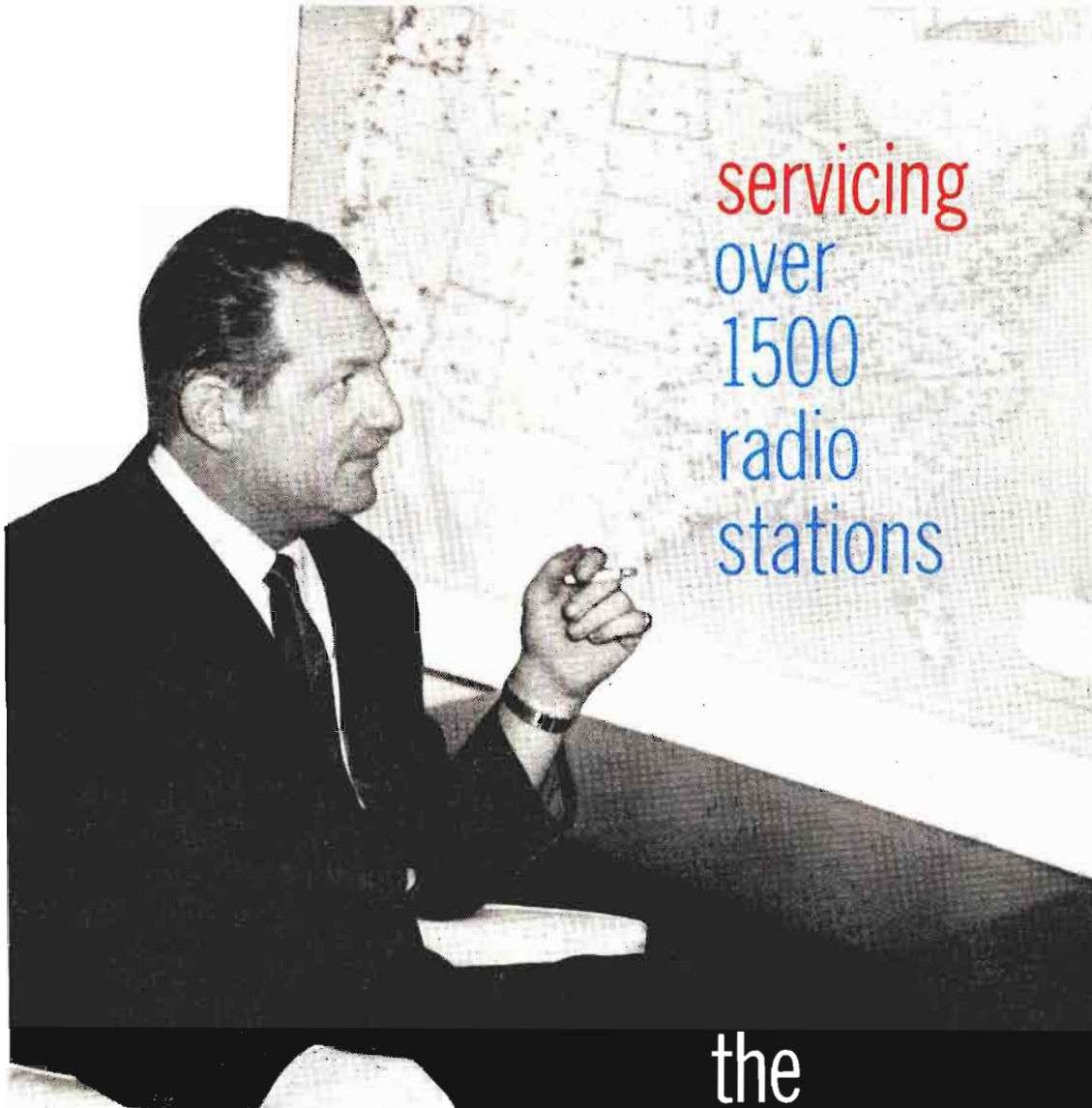
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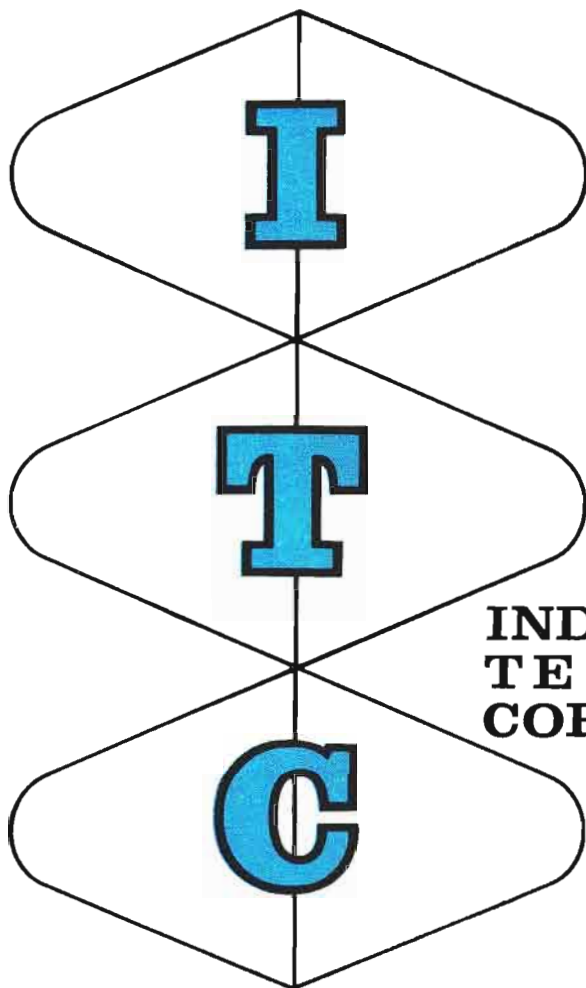
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1961

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## Industry Highlights Important Facts And Figures

Total Radio-TV industry revenue, 1959.....	\$1,723.9 million
Combined Radio-TV income (before tax) (26.5% above '58).....	\$264.7 million
Nationwide Radio-TV Network revenue, 1959 (9.5% above '58).....	\$636.5 million
Radio-TV Network income (before tax) (15.7% above '58).....	\$83.4 million
Total TV revenue, 1959 (13% above '58).....	\$1,163.9 million
Total TV time sales (before commission to agency reps).....	\$1,070.6 million
Derived from sale of network time.....	\$438.2 million
Derived from non-network time sales.....	\$632.4 million
Total 1959 TV broadcast expense (9.7% above '58).....	\$941.6 million
Total TV broadcast income (before tax) (29.3% above '58).....	\$222.3 million
Derived from three Networks and 17 O & O stations.....	\$87.9 million
Derived from 502 other TV stations.....	\$134.4 million
Revenues of three TV Networks and 17 O & O stations (11.5% above '58) .....	\$571.6 million
Median profit (before tax) of 98 pre-freeze TV stations, 1959.....	\$1.04 million
Median profit (before tax) of 237 post-freeze TV stations.....	\$144.0 thousand
Median profit (before tax) of 370 TV stations, 1959.....	\$165.0 thousand
Median loss, 126 TV stations, 1959.....	\$55.0 thousand
Average broadcasting expense of 491 TV stations, 1959.....	\$1.08 million
Radio revenues for 1959 (7.1% above '58).....	\$560 million
Radio profits, 1959 (13.7% above '58).....	\$42.4 million
Total revenues of radio networks (four national, three regular).....	\$60.4 million
Combined revenues of 3,271 other indie AM-FM stations.....	\$499.6 million
Profits of the above group (11.9% above '58).....	\$46.9 million
Time sales for four networks and 3,380 AM stations (7.9% above '58)	\$520.0 million
Median profit of 2,174 AM stations, 1959.....	\$10.3 thousand
Median loss of 1,074 AM stations, 1959.....	\$7.2 thousand
FM station revenue of 148 indie stations, 1959.....	\$4.3 million

*(Continued on Page 35)*

# HOPE



*Hope Enterprises, Inc.  
Hollywood, California*

(Continued from Page 33)

Expenses for the above stations totaled 5.9 million, a loss of.....	\$1.6 million
Revenue from 131 FM stations operated by AM licensees, 1959.....	\$1.5 million
Spot radio time sales, 1960.....	\$191.6 million
Spot TV time sales, 1960.....	\$650.0 million

As of July, 1960, there were 447 VHF and 76 UHF commercial stations in operation in 275 markets; 56 other stations held operating authority, but were not actually on the air; 74 more were under construction.

As of July, 1960, there were over 5,000 authorized broadcast stations. (AM—3,581; TV—653; FM—912). Of these, 3,483 AM, 579 TV, and 741 FM stations held operating authorizations.

Of the top 100 TV markets, 42 have less than three VHF or three UHF stations.

Commercial AM stations operating at the close of fiscal 1960.....	3,483
Commercial TV stations licensed.....	579
TV translator stations licensed and on the air.....	233
Educational TV stations on the air.....	47
Commercial FM stations licensed and on the air.....	741
Educational FM stations on the air.....	165
Total TV sets produced, 1960.....	5.94 million
TV receiver factory billings, 1960.....	\$825.4 million
Total radio sets produced, 1960.....	10.7 million
Radio set factory billings, 1960.....	\$340.47 million
Value of manufacturers' sales of receiver tubes, 1959.....	\$368.8 million
Value of manufacturers' sales of components, 1959.....	\$2,833.0 million
Total table & portable TV sets manufactured, 1960.....	3.2 million
Total full-time employment for three TV Networks and 519 stations, 1959.....	35,353
Total part-time employment for above group.....	4,917
Total employment, all TV Networks and stations.....	40,270

Number of network affiliates and O & O stations:

	Number of Affiliates Radio	TV	Number of O & O Stations		TV
			AM	FM	
ABC .....	357	234	6	5	5
CBS .....	203	205	7	6	5
KBS .....	1120	—	—	—	—
MBS .....	450	—	—	—	—
NBC .....	204	212	6	5	5

(Continued on Page 37)



***BEST WISHES***



**MILTON BERLE**

*(Continued from Page 35)*

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Number of radio stations in Mexico .....	344
Number of member stations, Radio Cadena Nacional, S.A. ....	47
Number of radio stations in Cuba, 1959 (new figures not available) .....	165
Number of radio stations in Haiti .....	6
Number of radio stations in Dominican Republic .....	25
Number of radio stations in the Bahamas .....	1
Number of radio stations in Jamaica .....	4
Number of radio stations on Guam .....	1
Number of radio stations in Puerto Rico .....	26
Number of radio stations in the Virgin Islands .....	2
Number of TV stations in Puerto Rico .....	5
Number of TV stations on Guam .....	1
Worldwide total of radio receivers, excluding U. S., its territories, and Canada .....	188,176,700
Worldwide total of wired speakers, excluding U. S., its territories, and Canada .....	39,794,000
Number of TV stations in U. S. equipped for network color.....	367
Total of state and regional members of the Association of National Community TV Association .....	379
Total TV Network gross time charges, 1960.....	\$682,371,069
Spot TV expenditures by national and regional advertisers, fourth quarter, 1960 .....	\$163,060,000
Leading national and regional spot TV advertiser, fourth quarter, 1960, was Proctor & Gamble Co., with estimated expenditures of.....	\$11,990,500
Advertising Agency failures during 1960.....	45
Their total liabilities were.....	\$2,381,000
Number of subscribers to NAB TV Code.....	410
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# THE DANNY THOMAS SHOW

Ninth Season Coming Up



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*Produced by*

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GENERAL FOODS  
thru  
BENTON & BOWLES**

# 1960 Network Television Gross Time Billings

	December			January-December		
	1959	1960	Percent Change	1959	1960	Percent Change
ABC-TV ...	\$13,280,610	\$14,788,070	+ 11.4	\$125,665,324	\$158,591,010	+ 26.2
CBS-TV ...	23,935,048	23,205,750	— 3.0	266,355,269	274,139,763	+ 2.9
NBC-TV ...	21,453,811	22,691,002	+ 5.8	235,290,937	249,640,296	+ 6.1
TOTAL ..	\$58,669,469	\$60,684,822	+ 3.4	\$627,311,530	\$682,371,069	+ 8.8

## Month By Month—1960

	ABC	CBS	NBC	TOTAL
January .....	\$13,260,010	\$23,477,358	\$20,980,897	\$57,718,265
February .....	12,677,110	22,977,171	19,923,712	55,577,993
March .....	13,487,460	24,043,799	21,072,164	58,603,423
April .....	12,701,240	22,580,032	20,642,038	55,923,310
May .....	12,876,050	23,209,917	19,414,264	55,500,231
June .....	11,948,700	22,062,832	18,959,323	52,970,855
July .....	12,529,660	23,442,997	19,805,457	55,778,114
August .....	11,366,100	21,448,482	18,052,503	50,867,085
September .....	11,875,080	21,103,437	18,436,653	51,415,170
October .....	15,239,570	23,024,149	25,086,325	63,350,044
November .....	15,841,960	23,563,839	24,575,958	63,981,757
December .....	14,788,070	23,205,750	22,691,002	60,684,822

## By Day Parts

	December			January-December		
	1959	1960	Percent Change	1959	1960	Percent Change
Daytime ...	\$18,398,853	\$19,990,928	+ 8.7	\$203,103,778	\$210,883,356	+ 3.8
Mon.-Fri. ...	14,951,298	15,671,404	+ 4.8	171,243,799	173,257,209	+ 1.2
Sat.-Sun. ...	3,447,555	4,319,524	+ 25.3	31,859,979	37,626,147	+ 18.1
Nighttime ..	40,270,616	40,693,894	+ 1.1	424,207,752	471,487,713	+ 11.1
TOTAL ..	\$58,669,469	\$60,684,822	+ 3.4	\$627,311,530	\$682,371,069	+ 8.8

Source: TvB/LNA-BAR.





# JAN MURRAY

"CHARGE ACCOUNT" — NBC-TV

Monday to Friday — 2:00 P.M. to 2:30 PM EST

*Management:*

WILLIAM MORRIS AGENCY

# Report On FCC Station Expansions In Various Classes Of Broadcasting

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	301	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,041	35	3,079	159	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
1959	159	12	679	3,328	49	3,377	123	3,500
1960	92	11	822	3,112	11	3,183	98	3,581
<b>COMMERCIAL FM</b>								
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	41	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	40	26	21	519	11	530	31	560
1958	98	24	57	526	22	548	86	634
1959	153	18	71	578	44	622	147	769
1960	165	22	111	700	11	711	171	912
<b>EDUCATIONAL FM</b>								
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
1958	11	3	6	144	3	147	10	157
1959	16	8	2	150	4	154	11	165
1960	20	4	11	161	4	165	16	181
<b>COMMERCIAL TV</b>								
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	121	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	344	175	519	132	651
1958	35	21	125	427	129	556	109	665
1959	24	22	114	475	91	566	101	667
1960	22	36	106	481	98	579	71	653
<b>TV TRANSLATOR</b>								
1957	74	0	48	17	24	41	33	74
1958	88	6	34	92	0	92	64	156
1959	96	7	27	158	0	158	87	245
1960	60	3	19	233	0	233	69	302
<b>EDUCATIONAL TV</b>								
1956	7	0	11	1	19	20	21	41
1957	8	0	8	14	12	26	23	49
1958	4	0	9	29	3	32	21	53
1959	6	0	7	37	6	43	16	59
1960	6	1	7	10	7	17	17	64

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table. Figures shown are for close of each fiscal year.



## Broadcast Services—Authorizations Of Different Classes At Close of '60

<i>Class</i>	<i>June 30, 1959</i>	<i>June 30, 1960</i>	<i>Increase or (Decrease)</i>
Commercial AM .....	3,500	3,581	81
Commercial TV .....	667	653	(14)
Educational TV .....	59	64	5
TV Translator .....	245	302	57
Auxiliary TV .....	991	1,093	102
Experimental TV .....	20	24	4
Commercial FM .....	769	912	143
Educational FM .....	165	181	16
International .....	3	5	2
Remote Pick-up .....	3,630	4,279	649
Studios-Transmitter Link .....	59	65	6
Developmental .....	0	4	4
Low Power Auxiliary.....	12	16	4
<b>Total .....</b>	<b>10,120</b>	<b>11,179</b>	<b>1,059</b>

## Data On Operating And Construction

(At Close of Fiscal 1960)

<i>Class</i>	<i>Operating Authorization</i>	<i>Construction Permits</i>
Commercial AM .....	3,483	98
Commercial TV .....	579	74
TV Translator .....	233	69
Educational TV .....	47	17
Commercial FM .....	741	171
Educational FM .....	165	16
<b>Total .....</b>	<b>5,048</b>	<b>445</b>

\* Source: FCC.



# "LES PAUL & MARY FORD"



*Columbia Records*

*Gibson Guitars*

*Personal Management*

GRAY J. GORDON  
TEmpleton 8-2746

37 WEST 57th STREET  
NEW YORK 19, N. Y.

# Broadcasting Industry Financial Data On Operations For 1958-1959

The radio and television industry's total revenues in the calendar year 1959 which are derived from the sale of time, talent and program materials to advertisers, were reported at \$1,723.9 million according to FCC figures. Total radio revenues increased by 7.1 per cent to \$560 million while TV revenues rose to \$1,163.9 million or 13 per cent above 1958. Total radio and TV profits of \$264.7 million were 26.5 per cent above 1958. TV broadcast profits of \$222.3 million were 29.3 per cent higher and radio profits of \$42.4 million were 13.7 per cent higher than 1958.

## All Networks And Stations, 1958-1959

<i>Item</i>	<i>1959 (\$ millions)</i>	<i>1958 (\$ millions)</i>	<i>Per Cent of Increase or decrease in 1959</i>
<i>Total Broadcast Revenues</i>			
Radio .....	\$ 560.0	\$ 523.1	7.1
Television .....	1,163.9	1,030.0	13.0
Industry Total .....	\$1,723.9	\$1,553.1	11.0
<i>Total Broadcast Expenses</i>			
Radio .....	\$ 517.6	\$ 485.8	6.5
Television .....	941.6	858.1	9.7
Industry Total .....	\$1,459.2	\$1,343.9	8.6
<i>Broadcast Income (Before Federal Income Tax)</i>			
Radio .....	\$ 42.4	\$ 37.3	13.7
Television .....	222.3	171.9	29.3
Industry Total .....	\$ 264.7	\$ 209.2	26.5

Note: Radio includes AM and FM broadcasting. Data covers the operation of 4 nationwide networks, 3,380 AM and AM-FM and 148 independent FM stations. Excluded are 38 AM and AM-FM stations and 9 independent FM stations. 1958 data are for 4 nationwide networks, 3 regional networks, 3,197 AM and AM-FM and 93 independent FM stations. 1959 TV data cover the operations of 3 networks and 519 stations. 1958 TV data cover the operations of 3 networks and 514 stations.



# **“THE ADVENTURES OF OZZIE AND HARRIET”**

Over ABC-TV Every Wednesday Night

***Sponsored By The Coca Cola Co. and The Eastman Kodak Co.***

---

# Comparative Closing Stock Figures On Industry Issues During '59-'60

## NEW YORK STOCK EXCHANGE

<i>Company</i>	<i>Dec. 31 1959</i>	<i>Dec. 31 1960</i>	<i>Plus</i>	<i>Minus</i>
Admiral Corp. ....	23.2	11.5		11.5
AB-PT .....	29	45.1	16.1	
AT & T.....	80.3	104.4	24.1	
CBS .....	44.2	35.7		8.3
Crowell-Collier .....	19.5	39	19.3	
Decca .....	17.6	38	20.2	
Disney .....	46.3	27.3		19
Eastman Kodak .....	107	113	6	
General Precision .....	52.3	55	2.5	
Magnavox .....	38.2	47.6	9.4	
MCA .....	28	37	9	
NAFI .....	14	30.7	15.1	
National Theatres .....	12.5	5.3		7.2
Philco .....	32.5	19.4		13.1
RCA .....	68.3	51		17.3
Storer .....	30.4	28.6		1.6
20th Century-Fox .....	33.7	41.5	7.5	
United Artists .....	28.7	31.3	2.4	
Warner Bros. ....	43.4	52.7	9.3	
Westinghouse .....	109.4	49.2		60.2
Zenith .....	110.6	101.6		9
			141.5	147.6
				Net— 6.1

(Continued on Page 49)



# MAN OF THE HOUR

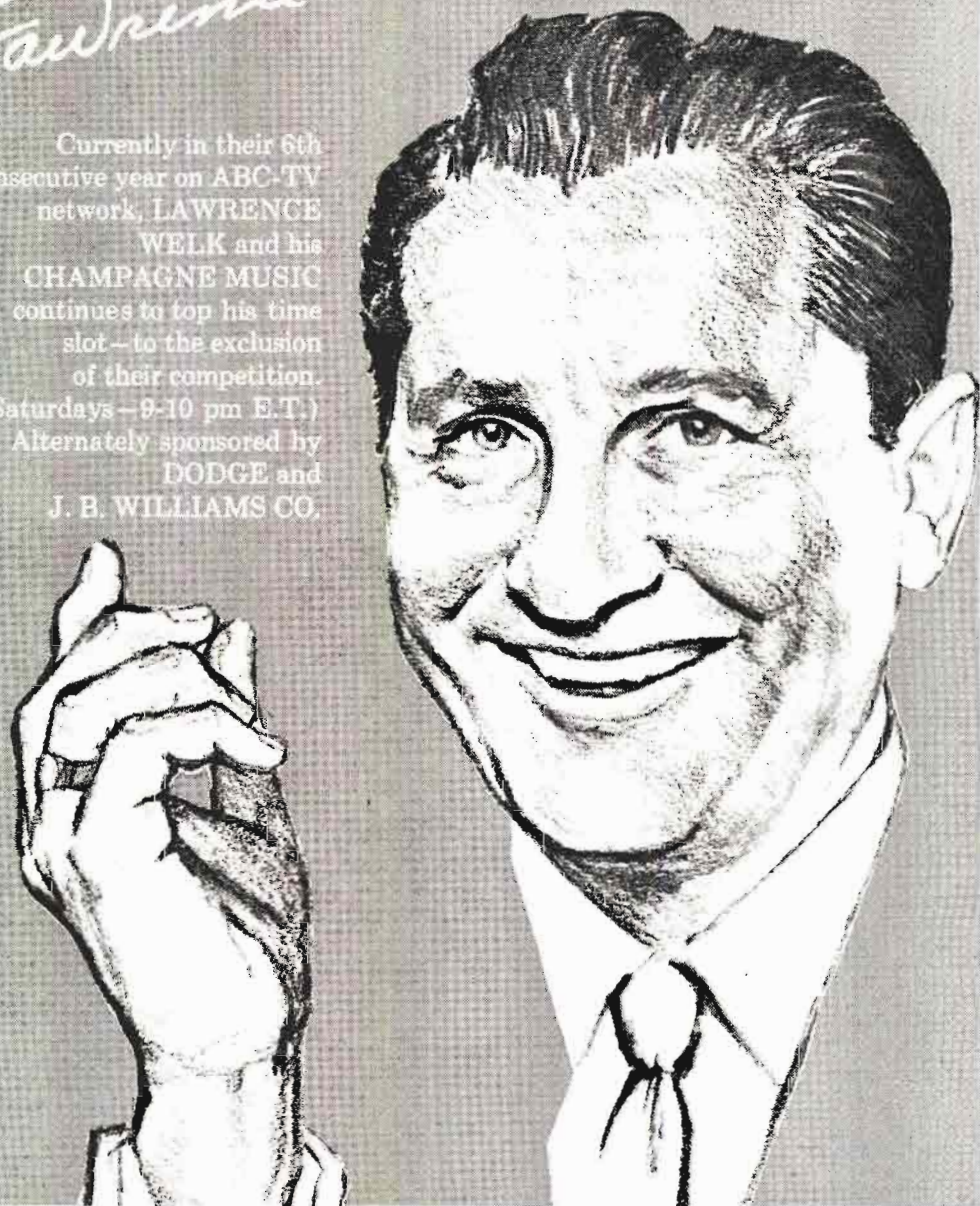
## SATURDAY NIGHTS!

*Lawrence Welk*

Currently in their 6th consecutive year on ABC-TV network, LAWRENCE

WELK and his CHAMPAGNE MUSIC continues to top his time slot — to the exclusion of their competition. (Saturdays — 9-10 pm E.T.)

Alternately sponsored by DODGE and J. B. WILLIAMS CO.



**GABBE, LUTZ, HELLER & LOEB**

*Personal Managers*



**DON FEDDERSON PRODUCTIONS**

*Television Counsel*

[www.americanradiohistory.com](http://www.americanradiohistory.com)

**COMPARATIVE CLOSING STOCK FIGURES**

(Continued from Page 47)

**AMERICAN STOCK EXCHANGE**

<i>Company</i>	<i>Dec. 31 1959</i>	<i>Dec. 31 1960</i>	<i>Plus</i>	<i>Minus</i>
Capital Cities .....	9.2	10.4	1.2	
Guild .....	1.4	.2		1.2
Hazeltine Corp. ....	29.4	26.2		3.2
Reeves .....	1.6	6.1	4.3	
Technicolor .....	9.6	13	4.6	
Teleprompter .....	12.4	10		2.4
			10.3	7
			Net Plus 3.3	



**OVER THE COUNTER\***

<i>Company</i>	<i>Dec. 31 1959</i>	<i>Dec. 31 1960</i>	<i>Plus</i>	<i>Minus</i>
Bartell .....	10	3.2		6.6
Gold Medal .....	.2	.2		
Meredith .....	38.4	41.6	3.2	
Met. Broadcasting .....	17.6	19	2.6	
Official Films .....	.7	2.4	1.5	
Scranton .....	1.6	2.2	.4	
			8.1	6.6
			Net Plus 1.3	

\* Bid Quotations.

Source: Arche Movers of Hayden, Stone & Co.



## **KLAVAN and FINCH**



## Production Of Types Of Radio Sets Home — Clock — Portable — Auto

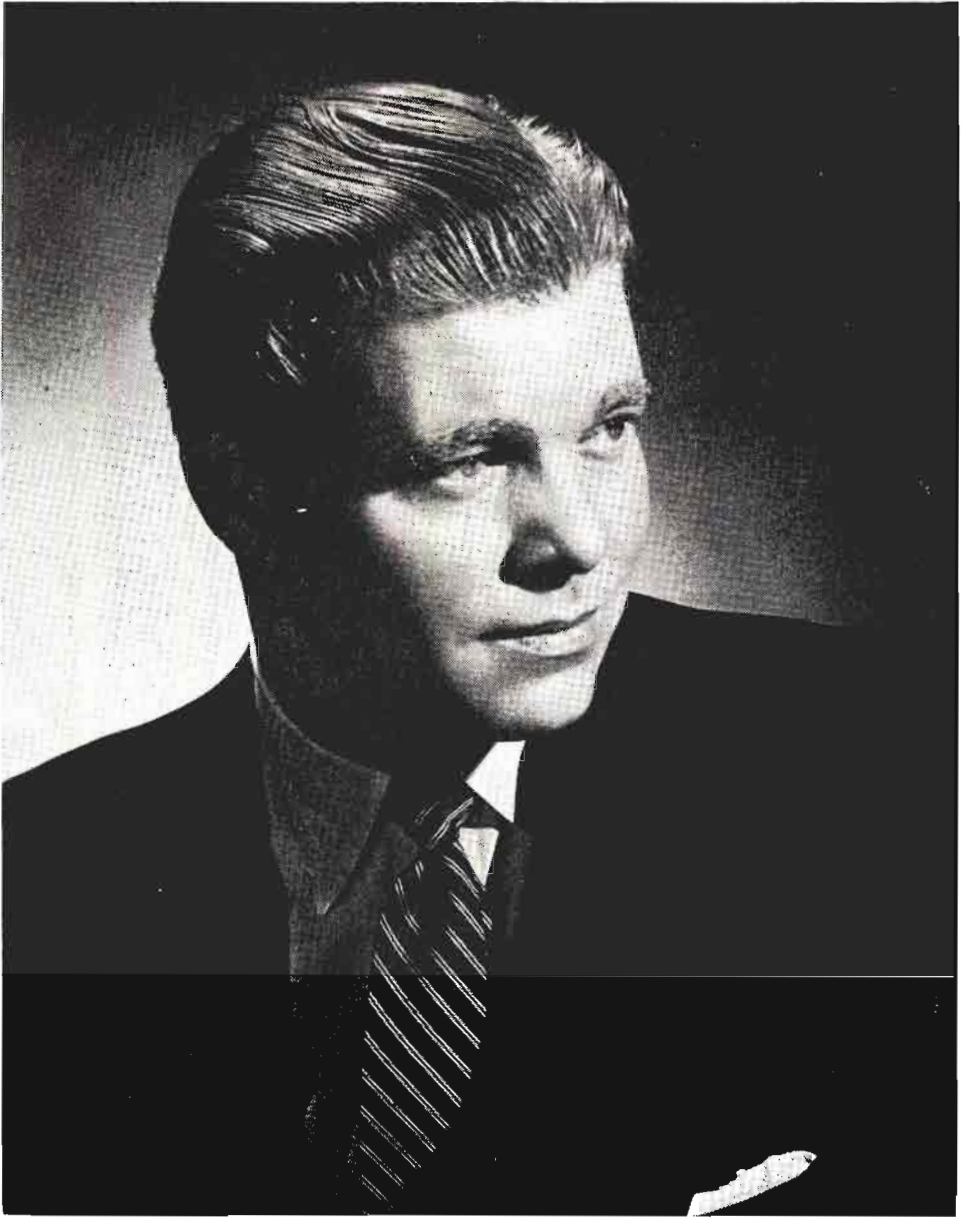
Year	(Add 000)				Total	\$ Value
	Home	Clock	Portable	Auto		
1950	7,053	—	1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	304,116
1959	3,145	2,794	4,128	5,555	15,622	330,874
1960	3,440	2,720	4,535	6,432	17,127	340,575

## Retail Sales Figures Of Radio Sets

Year	(Add 000)			Total
	Home	Clock	Portable	
1950	7,818	—	1,593	9,411
1951	5,358	727	1,200	7,285
1952	4,394	1,666	1,528	7,588
1953	3,309	1,714	1,503	6,526
1954	2,701	1,897	1,449	6,047
1955	2,659	2,035	1,879	6,573
1956	3,007	2,223	2,683	7,913
1957	3,193	2,439	3,205	8,837
1958	2,669	2,205	3,115	7,989
1959	2,729	2,481	3,687	8,897
1960	3,332	2,768	4,606	10,705

Source: EJA.





**JACK LESCOULIE**

## Comparative Spot Radio Time Sales Figures For 1959-1960

	— 1960 —	— 1959 —
First Quarter .....	\$ 43,779,000	\$ 42,707,000
Second Quarter .....	50,229,000	49,643,000
Third Quarter .....	46,470,000	47,066,000
Fourth Quarter .....	51,119,000*	48,727,000
<b>Total</b> .....	<b>\$191,596,000</b>	<b>\$188,143,000</b>

Source: Official FCC Figures

\* Estimated SRA Figures

## Quarterly Spot TV Time Sales Figures For 1959-1960

	— 1960 —	— 1959 —
First Quarter .....	\$167,981,000	\$151,414,000
Second Quarter .....	174,245,000	158,904,000
Third Quarter .....	135,013,000	129,553,000
Fourth Quarter .....	172,761,000*	165,603,000
<b>Total</b> .....	<b>\$650,000,000</b>	<b>\$605,474,000</b>

TvB-Rorabaugh

For SRA

\* Estimated



*Stan Z. Burns*

## Production Of Types Of TV Receivers Portables — Consoles — Combinations

(Add 000)  
(From 1947 to 1960)

<i>Year</i>	<i>Table &amp; Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>	<i>\$ Value</i>
1947	116,315	37,039	25,217	178,571	50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899
1959	3,612,638	2,566,950	169,792	6,349,380	896,405
1960	3,274,347	2,211,239	222,760	5,708,346	825,484

## Retail Sales Figures For TV Receivers

<i>Year</i>	<i>Table-Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>
1953	2,904,135	3,225,191	211,245	6,370,571
1954	4,007,040	3,183,584	126,410	7,317,034
1955	4,217,653	3,090,828	112,603	7,421,084
1956	4,754,787	2,556,845	75,397	7,387,029
1957	3,976,961	2,486,412	96,847	3,560,220
1958	2,936,321	2,080,999	122,762	5,140,082
1959	3,361,406	2,224,762	162,508	5,748,676
1960	3,235,506	2,489,849	219,690	5,945,045

Source: EIA.



---

**THE FRENCH BROADCASTING SYSTEM**

*Direct from Paris*

**RTF**

**OFFERS YOU, FREE OF CHARGE, A  
REGULAR TRANSCRIBED SERVICE**

*MUSICAL PROGRAMS: Serious. Folk. Popular. EDUCATION: French Lessons  
WOMEN'S PROGRAMS: Interviews. Fashions, Cuisine. Home Life. AND BY SPECIAL  
SHORT WAVE FEED "FRENCH PRESS REVIEW"*

**THE FRENCH BROADCASTING SYSTEM** • *Pierre Grenesse.*  
*Director in North America*

*972 Fifth Avenue, New York 21, New York • REgent 4-1501*

# Major Expense Items Of TV Stations\* With \$25,000 Or More Time Sales Classified By Volume Of Revenues

## Stations Operating Full Year 1959 Only

Broadcast Revenues	Average Per Station							All Other
	No. of Stations	Total Expenses	Salaries and Wages	Film	Talent	Depreciation		
Less than \$100,000	19	\$ 127,033	\$ 37,636	\$ 25,844	\$ 1,641	\$ 23,216	\$ 38,696	
\$100,000-\$200,000	34	208,032	80,540	21,993	4,207	27,360	73,932	
\$200,000-\$300,000	38	262,831	102,295	28,340	5,502	35,627	91,067	
\$300,000-\$400,000	32	382,186	135,506	50,023	8,437	42,491	145,729	
\$400,000-\$500,000	34	403,926	165,483	45,612	9,978	51,940	136,913	
\$500,000-\$600,000	37	508,384	197,519	53,141	9,657	63,370	184,697	
\$600,000-\$700,000	37	629,040	240,722	91,087	10,678	85,931	200,622	
\$700,000-\$800,000	28	699,778	279,175	99,927	13,524	74,992	232,160	
\$800,000-\$1,000,000	38	810,047	308,167	109,065	19,563	110,754	262,498	
\$1,000,000-\$1,500,000	54	968,254	360,569	134,788	24,765	106,305	341,827	
\$1,500,000-\$2,000,000	36	1,345,943	492,898	209,266	32,669	146,403	464,707	
\$2,000,000-\$3,000,000	46	1,722,251	617,848	292,024	62,166	173,837	576,376	
\$3,000,000-\$4,000,000	22	2,311,514	888,197	434,997	94,443	171,598	722,279	
\$4,000,000-\$5,000,000	10	2,950,784	1,049,665	592,612	196,525	184,645	927,337	
\$5,000,000-\$7,500,000	14	3,936,825	1,235,870	992,933	293,955	165,755	1,248,312	
Over \$7,500,000	12	6,431,213	1,547,216	1,618,442	352,932	253,234	2,659,389	
Total All Stations	491	\$1,080,852	\$ 375,941	\$ 195,736	\$ 45,361	\$ 97,594	\$ 366,220	
Total Pre-freeze Stations	107	\$2,549,331	\$ 834,551	\$ 535,113	\$134,227	\$162,262	\$ 883,178	

### Post-freeze Stations:

VHF	319	\$ 721,426	\$ 261,923	\$ 108,832	\$ 19,689	\$ 85,655	\$ 245,327
UHF	65	427,464	180,569	50,164	9,415	51,495	135,821
Total Post-freeze Stations	384	\$ 671,667	\$ 248,152	\$ 99,158	\$ 18,017	\$ 79,812	\$ 226,528

(\* ) Excludes data for 5 post-freeze stations (1 VHF and 4 UHF) operating full year 1959 with less than \$25,000 in time sales which are not required to report detailed expense data.

Note: Also excludes data for 6 full year operating satellite stations whose financial data are included with their parent station.

Source: FCC

# BIG NEWS FOR PROGRAM PRODUCERS AND MUSIC DIRECTORS

EXCLUSIVE  
PRODUCTION  
SERVICES

**RADIO DAILY**

EXCLUSIVE  
MUSIC  
SERVICES

## Big 3 Music Corp. Sets Service for Radio-TV

A service for radio and TV program producers is being instituted by the Big 3 Music Corp. (Robbins-Feist-Miller), which will suggest and provide music from its catalogs for producers' special needs.

The Widest Choice of Music for Featured Themes  
and Background Use From the Diversified Catalogs of:

**ROBBINS MUSIC CORPORATION**

**LEO FEIST, INC.**

**MILLER MUSIC CORPORATION**



**THE BIG 3 MUSIC CORPORATION**

1540 BROADWAY • NEW YORK 36, N. Y.

# Classified Profit And Loss Reported By AM Radio Stations For Full Year

	<i>Number of Stations</i>	
	<i>1959</i>	<i>1958</i>
PROFIT (before Federal income tax) of:		
\$500,000 and over .....	26	20
250,000-\$500,000 .....	28	26
150,000- 250,000 .....	24	30
100,000- 150,000 .....	36	39
75,000- 100,000 .....	37	26
50,000- 75,000 .....	90	67
25,000- 50,000 .....	244	237
20,000- 25,000 .....	134	121
15,000- 20,000 .....	216	208
10,000- 15,000 .....	284	263
5,000- 10,000 .....	434	403
Less than 5,000 .....	621	613
Total Stations .....	2,174	2,053
Median Profit .....	\$10,300	\$10,600
LOSS OF:		
Less than \$5,000 .....	403	405
5,000- 10,000 .....	210	207
10,000- 15,000 .....	118	109
15,000- 20,000 .....	70	70
20,000- 25,000 .....	49	55
25,000- 50,000 .....	121	90
50,000- 75,000 .....	54	37
75,000- 100,000 .....	23	16
100,000- 150,000 .....	13	16
150,000- 250,000 .....	8	5
250,000 and over .....	5	3
Total Stations .....	1,074	1,013
Median Loss .....	\$7,200	\$7,500

Source: FCC

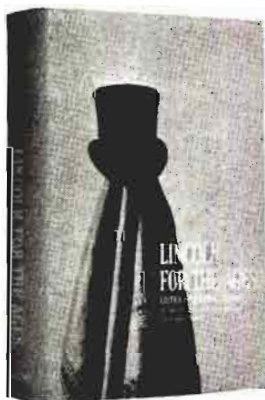


# Two new distinguished books come out of BMI's Award Winning Program Series

CONGRATULATIONS! To the more than 1,200  
broadcasters who presented these program series  
over the past several years.

You should feel extremely proud of having played a vital  
role in the birth of these important books on  
American history.

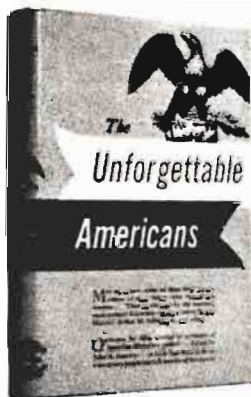
## LINCOLN FOR THE AGES



76 Distinguished  
Americans  
Tell His Story  
Edited by  
RALPH G. NEWMAN  
Published by  
Doubleday \$5.95

Chicago Tribune:  
"Contributions are  
of outstanding  
excellence."  
"Lincolniana of  
enduring merit."  
Fort Wayne  
News Sentinel:  
"magnificent book"

## THE UNFORGETTABLE AMERICANS



Developed by  
ALLAN NEVINS as a  
Society of American  
Historians project  
Edited by  
JOHN A. GARRATY  
Published by  
Channel Press, Inc.  
Great Neck, N.Y.  
—\$6.00



## THE AMERICAN STORY

Edited by EARL SCHENCK MIERS  
Published in 1956 by Channel Press, Inc.—\$5.00  
ALLAN NEVINS, eminent author, historian and  
twice winner of the Pulitzer Prize, in his Intro-  
duction to THE AMERICAN STORY, writes: "The book  
is unique, also, in that it grew out of an applica-  
tion of scholarly talent to the mass media... These  
papers, now somewhat revised, first reached the  
public over the radio. They were heard by  
audiences which certainly aggregated millions of  
people."

BROADCAST MUSIC, INC. • 589 FIFTH AVENUE  
NEW YORK 17, NEW YORK



# Top 100 Spot TV Advertisers National And Regional

— EST. EXPENDITURES FOR 4th QUARTER 1960 —

<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble.....	\$11,990,500
2. General Foods.....	4,765,700
3. Lever Brothers.....	3,779,300
4. Colgate-Palmolive.....	3,003,600
5. Miles Laboratories.....	2,918,700
6. Bristol-Myers.....	2,632,200
7. Standard Brands.....	2,531,700
8. B.&W. Tobacco Corp....	2,340,500
9. Warner-Lambert.....	2,282,200
10. Continental Baking.....	2,219,000
11. American Home Prods..	2,131,100
12. Pillsbury.....	1,913,700
13. Hunt Foods & Industries.....	1,801,900
14. William Wrigley Jr. Co..	1,778,200
15. International Latex.....	1,710,700
16. American Chicle.....	1,705,800
17. Lestoll Products.....	1,622,900
18. American Tobacco.....	1,523,300
19. Kellogg Co.....	1,179,000
20. Ford Motor Dealers....	1,164,200
21. J. A. Folger & Co.....	1,383,900
22. Richardson-Merrill.....	1,307,800
23. P. Lorillard.....	1,286,200
24. Corn Products.....	1,220,700
25. Gillette.....	1,184,700
26. Phillip Morris, Inc....	1,176,000
27. Quaker Oats Co.....	1,175,700
28. Nestle Co.....	1,168,200
29. Coca-Cola Bottlers.....	1,112,000
30. North American Phillips.	1,099,800
31. Food Manufacturers.....	1,056,800
32. Minute Maid.....	1,056,100
33. Avon Products.....	1,025,600
34. G. M. Corp. Dealers....	1,017,100
35. United Merchants & Mfrs.....	912,100
36. Anheuser-Busch.....	931,000
37. Carnation Co.....	858,600
38. General Troy.....	858,200
39. Consolidated Cigar.....	817,100
40. Wander Co.....	792,500
41. Mobil Oil Co.....	781,900
42. Pepsi Cola Bottlers....	776,900
43. Shell Oil Co.....	748,800
44. Maybelline Co.....	748,700
45. S. C. Johnson & Co....	742,800
46. Sun Oil Co.....	738,700
47. National Cranberry Ass'n.....	729,000
48. Parker Pen Co.....	713,400
49. R. J. Reynolds Tobacco.	683,700

<i>Advertiser</i>	<i>Estimated Expenditure</i>
50. E. & J. Gallo Winery....	680,600
51. U.S. Borax & Chemical Corp.....	676,400
52. Carling Brewing Co....	674,100
53. Helena Rubinstein, Inc..	619,300
54. Humble Oil & Refining..	639,100
55. Hills Bros. Coffee.....	613,800
56. Chock-Full-O'Nuts.....	599,200
57. Miller Brewing.....	590,900
58. Andrew Jergens Co....	584,300
59. Max Factor & Co.....	564,000
60. Aerosol Corp.....	561,100
61. General Motors.....	551,700
62. Sterling Drug.....	514,600
63. Falstaff Brewing.....	513,000
64. Plough, Inc.....	512,500
65. Jos. Schlitz Brewing....	511,700
66. Welch Grape Juice Co....	531,500
67. Pabst Brewing.....	518,700
68. General Electric.....	505,500
69. Lanvin Perfums.....	502,000
70. Louis Marx & Co.....	484,000
71. American Motors Dealers	472,400
72. American Bakeries.....	467,700
73. Norwich Pharmaceutical ..	456,200
74. Ideal Toy.....	445,900
75. Atlantic Refining.....	436,800
76. Corning Glass.....	435,300
77. Mars, Inc.....	429,300
78. Carter Products.....	427,000
79. Campbell Soup Co....	425,000
80. Standard Oil Co. (Ind)	421,100
81. Piel Bros.....	421,100
82. Hertz Corp.....	421,200
83. United Vinters.....	419,900
84. Theo. Hamm Brewing....	410,900
85. Great A & P Tea Co....	409,900
86. General Mills.....	409,300
87. Peter Paul, Inc.....	407,600
88. Sardeau, Inc.....	406,800
89. J. Nelson Prewitt, Inc..	405,500
90. Scott Paper Co.....	405,000
91. Chesebrough-Ponds.....	400,400
92. Heublein, Inc.....	400,100
93. Pharma-Craft Co.....	396,000
94. Pepperidge Farm.....	390,400
95. Atlantis Sales Corp....	375,900
96. Simoniz Co.....	370,200
97. American Motors.....	363,400
98. Golden Press, Inc.....	363,000
99. Holsum Bakeries.....	363,000
100. National Dairy Products	358,500

Source: TvB; Rorabaugh,

# PAT SULLIVAN AGENCY

Specialists

in

Talent

for

TV

Commercials

**SPORTS FIGURES  
ANNOUNCERS • MC'S**

**VARIETY ACTS  
SPOKESWOMEN**

1780 Broadway, N. Y.

Judson 2-0260

# TV Homes Delivered By Average Network Programs

(Comparative Figures From 1957 to 1960,  
Average Audience Basis)

## DAYTIME TV HOMES (Monday-Friday)

	<i>Home Delivered (Thousands)</i>			
	<u>1960</u>	<u>1959</u>	<u>1958</u>	<u>1957</u>
January .....	3,308	3,018	3,672	3,319
February .....	3,212	3,019	3,019	3,118
March .....	3,268	2,842	3,550	3,014
April .....	2,586	2,461	3,037	2,822
May .....	2,511	2,328	2,217	2,342
June .....	2,597	2,322	2,593	2,086
July .....	2,531	2,555	2,298	2,203
August .....	2,531	2,524	2,368	2,386
September .....	2,260	2,446	2,370	2,286
October .....	2,350	2,520	2,124	2,795
November .....	2,712	2,808	2,343	3,149
December .....	2,848	2,761	2,470	3,281

## NIGHTTIME TV HOMES (Monday-Sunday)

	<i>Home Delivered (Thousands)</i>			
	<u>1960</u>	<u>1959</u>	<u>1958</u>	<u>1957</u>
January .....	8,806	9,114	8,861	8,225
February .....	8,571	8,993	8,993	7,923
March .....	8,270	8,629	8,598	7,882
April .....	7,690	8,322	8,043	7,728
May .....	7,043	7,367	7,122	6,608
June .....	6,454	6,405	6,615	5,476
July .....	5,288	6,083	6,000	5,231
August .....	6,102	6,130	6,199	5,932
September .....	6,870	7,375	7,288	7,147
October .....	7,684	7,781	7,914	7,917
November .....	7,413	7,976	8,482	8,293
December .....	8,272	7,787	8,503	8,051

Source: A. C. Nielsen.





**U.S. STEEL HOUR**

*The Broadway  
of TV*

**CBS-TV**

**ALTERNATE WEDNESDAYS**

**Produced "LIVE" FROM NEW YORK**

**By THE THEATRE GUILD**

# Top 25 Network Brand Advertisers Estimated Expenditures By Quarters

**1960**

**FOURTH QUARTER**

1. Anacin Tablets .....	\$2,891,973	11. Tide .....	1,216,602
2. Winston Cigarettes .....	2,034,383	15. Bufferin .....	1,210,029
3. Salem Cigarettes .....	1,626,371	16. Marlboro Cigarettes .....	1,193,792
4. L & M Filter Tip Cigarettes .....	1,563,588	17. Kent Cigarettes .....	1,157,264
5. Texaco, Inc. General Promotion .....	1,196,770	18. Alka Seltzer .....	1,135,454
6. Chevrolet Passenger Cars .....	1,170,326	19. Ford Passenger Cars .....	1,116,437
7. Colgate Dental Cream .....	1,111,295	20. Viceroy Cigarettes .....	1,107,936
8. Bayer Aspirin Tablets .....	1,387,188	21. Pall Mall Cigarettes .....	1,101,473
9. Dristan Tablets .....	1,335,101	22. Commander Cigarettes .....	1,085,811
10. Oldsmobile Passenger Cars .....	1,299,319	23. Phillips Milk of Magnesia .....	1,059,889
11. Polaroid Land Camera .....	1,279,529	24. Gillette Razors and Blades .....	1,018,351
12. Crest Tooth Paste .....	1,276,155	25. Gleem Toothpaste .....	1,031,543
13. Betty Crocker Cake Mix .....	1,235,652		

**THIRD QUARTER**

1. Westinghouse Institutional .....	\$2,737,368	15. Tide .....	1,119,155
2. Anacin Tablets .....	2,556,426	16. Alberto VO-5 Hair Dressing and Conditioner .....	1,074,816
3. Mutual of Omaha Health & Accident .....	2,161,610	17. Kentucky King Cigarettes .....	1,072,357
4. Texaco, Inc. General Promotion .....	1,997,899	18. Westinghouse Electric Refrigerator Freezer .....	1,045,837
5. Bufferin .....	1,728,824	19. Camel Cigarettes .....	1,037,070
6. Dristan Tablets .....	1,662,864	20. Look Magazine .....	1,021,516
7. Kent Cigarettes .....	1,653,992	21. B. F. Goodrich Car Tires .....	1,021,516
8. Winston Cigarettes .....	1,551,555	22. Gleem Toothpaste .....	992,554
9. Bayer Aspirin Tablets .....	1,188,075	23. Phillips Milk of Magnesia .....	967,792
10. L & M Filter Tip Cigarettes .....	1,416,578	24. Belair Cigarettes .....	929,402
11. Colgate Dental Cream .....	1,356,161	25. Prudential Insurance Co. of America .....	925,707
12. Lipton Tea .....	1,329,390		
13. Phillies Cigars .....	1,214,110		
14. Pall Mall Cigarettes .....	1,180,186		

**SECOND QUARTER**

1. Anacin Tablets .....	\$2,357,830	14. Bufferin .....	1,220,579
2. Dristan .....	2,183,068	15. Marlboro Cigarettes .....	1,201,511
3. Texaco, Inc. General Promotion .....	1,988,181	16. Camel Cigarettes .....	1,188,774
4. Phillies Cigars .....	1,874,692	17. Phillips Milk of Magnesia .....	1,179,472
5. Winston Cigarettes .....	1,721,234	18. Viceroy Cigarettes .....	1,064,639
6. Bayer Aspirin Tablets .....	1,652,813	19. Ford Passenger Cars .....	1,034,066
7. Pall Mall Cigarettes .....	1,559,402	20. Allstate Insurance Co., Casualty .....	1,001,685
8. L & M Filter Tip Cigarettes .....	1,316,409	21. Prudential Insurance Co. of America .....	998,420
9. Tide .....	1,323,187	22. Armstrong's Floors and Walls .....	997,787
10. Gleem Tooth Paste .....	1,288,459	23. Nabisco Cookies .....	991,746
11. Salem Cigarettes .....	1,280,931	24. Kent Cigarettes .....	948,897
12. Crest Tooth Paste .....	1,253,071	25. One-A-Day Vitamin Tablets .....	944,646
13. Chevrolet Passenger Cars .....	1,227,800		

**FIRST QUARTER**

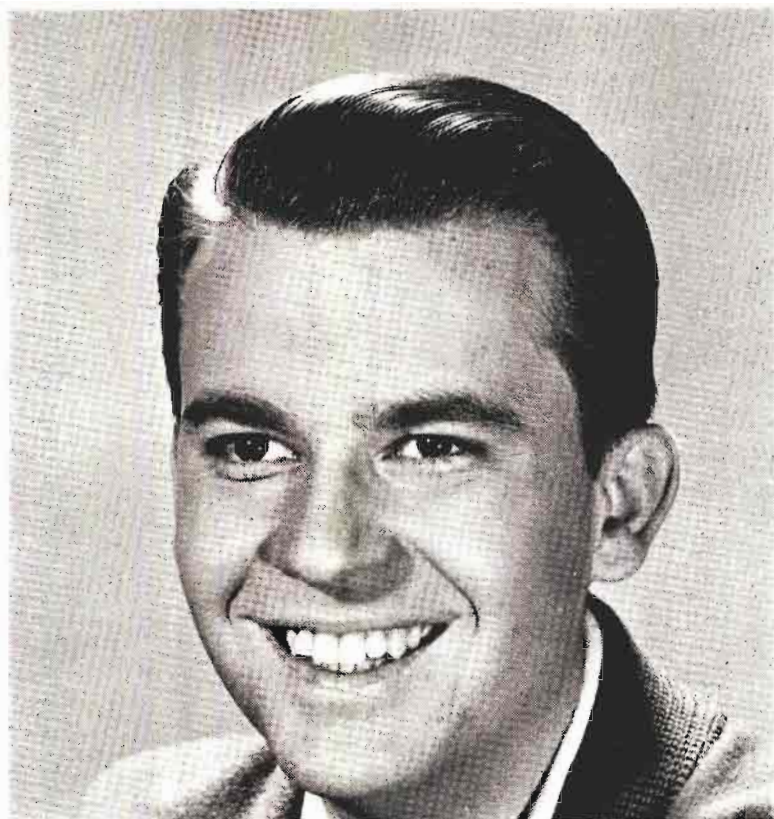
1. Dristan .....	\$2,572,758	11. Bufferin .....	1,240,095
2. Anacin Tablets .....	2,551,128	15. Viceroy Cigarettes .....	1,197,447
3. Phillies Cigars .....	2,067,112	16. Gleem Toothpaste .....	1,185,774
4. Bayer Aspirin Tablets .....	1,930,483	17. Chevrolet Passenger Cars .....	1,175,779
5. Winston Cigarettes .....	1,601,206	18. Phillips Milk of Magnesia .....	1,082,178
6. Pall Mall Cigarettes .....	1,568,382	19. Oldsmobile Passenger Cars .....	1,072,042
7. Colgate Dental Cream .....	1,535,428	20. Listerine Antiseptic—Oral .....	1,061,634
8. Chesterfield Cigarettes .....	1,510,480	21. Salem Cigarettes .....	1,053,228
9. Tide .....	1,491,929	22. Plymouth Passenger Cars .....	1,050,142
10. Kent Cigarettes .....	1,390,723	23. Crest Tooth Paste .....	1,030,791
11. L & M Filter Tip Cigarettes .....	1,387,881	24. Marlboro Cigarettes .....	1,028,063
12. Texaco, Inc. General Promotion .....	1,371,052	25. Gillette Razors and Blades .....	1,022,187
13. One-A-Day Vitamin Tablets .....	1,329,067		

LNA-BAR: Gross Time Costs Only

Released by: TVB

Compiled by: LNA-BAR

***Now In The 5th Successful Year***



# **DICK CLARK**

*ABC-TV Network*

---

**"AMERICAN BANDSTAND"**

**Monday Through Friday**

**4:00-5:30 P.M. NYT**

# 1960 Local Radio Dollar Source By Local Business Category

Rank	Local Business Category	% of Total Local Revenue Category Represents (U.S.)	% of Stations With Revenue From Category	Avg. % of Local Revenue Category Represents to Stations With This Business
1.	Auto Dealers .....	9.4	97.8	10.9
	New Car Dealers.....	6.9	91.2	7.4
	Used Car Dealers.....	2.5	68.3	3.5
2.	Supermarkets .....	6.1	92.5	8.3
	Chain Supermarkets .....	3.8	74.6	4.9
	Independent Supermarkets ..	2.3	64.9	3.4
3.	Appliance Stores .....	4.8	88.7	5.2
4.	Department Stores .....	4.6	87.1	5.2
4.	Furniture Stores .....	4.6	90.0	4.8
5.	Banks .....	4.1	88.1	4.6
6.	Soft Drink Bottlers.....	3.7	82.1	4.4
7.	Movie Houses .....	2.9	85.9	4.0
	Four Wall .....	2.0	79.9	2.4
	Drive-In .....	.9	51.4	1.6
7.	Tires, Batteries, Access.....	2.9	83.1	3.4
8.	Savings & Loan Assn.....	2.7	73.7	3.6
9.	Drug Stores .....	2.3	82.4	2.7
9.	Gasoline Stations .....	2.3	78.1	2.8
9.	Religious Org. (Local).....	2.3	61.4	3.7
10.	Dairies .....	2.1	76.2	2.6
10.	Men's Wear Stores.....	2.1	81.2	2.4
10.	Women's Wear Stores.....	2.1	79.0	2.5
11.	Lumber, Building Supplies.....	1.9	74.0	2.5
11.	Restaurants, Night Clubs.....	1.9	79.9	2.2
12.	Laundries .....	1.8	81.2	2.1
12.	Public Utilities .....	1.8	35.1	4.7
13.	Fuel & Heating Firms.....	1.7	62.4	2.6
13.	Jewelry Stores .....	1.7	79.6	2.0
13.	Realtors .....	1.7	64.6	2.5
14.	Personal Loan Companies.....	1.6	58.3	2.6
15.	Hardware Stores .....	1.4	61.8	2.1
15.	Shoe Stores .....	1.4	70.8	1.9
16.	Bakeries .....	1.2	53.0	2.1
16.	Farm Equipment .....	1.2	46.7	2.4
16.	Farm Services & Feed.....	1.2	48.0	2.3
16.	Local Food Processors.....	1.2	36.7	2.9
17.	Discount Stores .....	1.1	36.7	2.7
17.	Paint & Wallpaper Stores.....	1.1	67.1	1.5
17.	Variety Stores .....	1.1	53.9	1.9
18.	Institutional Advertising by Local Industries and Plants..	1.0	37.6	2.3
18.	Insurance Brokers .....	1.0	53.3	1.6
18.	Shopping Centers .....	1.0	43.3	2.1
19.	Florists .....	.8	64.9	1.1
19.	Sporting Goods Stores.....	.8	49.8	1.4
20.	Grocery and/or Fruit Stores.....	.7	38.2	1.6
20.	Moving & Storage.....	.7	46.1	1.3
21.	Camera Stores .....	.6	48.0	1.0
21.	Carpet Stores .....	.6	37.0	1.4
21.	Children's Wear Stores.....	.6	42.3	1.1
21.	Downtown Associations .....	.6	39.8	1.3

(Continued on Page 69)



# *Ralph Edwards*

## **This Is Your Life—NBC-TV**

Creator Packager

### **Truth or Consequences**

NBC-TV

*Starring*

**Bob Barker**

### **It Could Be You**

NBC-TV

*Starring*

**Bill Leyden**

### **About Faces**

ABC-TV

*Starring*

**Ben Alexander**



*The Chadwick Company*

*Public Relations*

(Continued from Page 67)

Rank	Local Business Category	% of Total Local Revenue Category Represents (U.S.)	% of Stations With Revenue From Category	Avg. % of Local Revenue Category Represents to Stations With This Business
21.	Other Merchants' Assn.....	.6	30.4	1.5
21.	Transportation .....	.6	33.5	1.4
22.	Bowling Alleys .....	.5	37.3	1.0
22.	Funeral Parlors .....	.5	28.5	1.3
23.	Butchers .....	.3	13.5	1.1
23.	Furriers .....	.3	18.2	.9
24.	Delicatessens .....	.2	7.8	.7
24.	Stock Brokers .....	.2	14.1	1.0
	Miscellaneous .....	4.4	52.5	8.2
	Total .....	100.0		

Note: Chart percentages are averages compiled from all stations responding in the RAB survey. Figures are yardsticks for guidance only, for obviously, there is no such thing as an average U. S. Radio station. Variations can and do exist in the percentage of station business that various categories represent. Such specific station factors as market size, regional location, type of station, etc., are important influences.  
Source: RAB

## Average Hours Of Radio Usage Per Home And Per Day

	1960	1959	1958
January .....	1 hr. 52 mins.	1 hr. 55 mins.	1 hr. 55 mins.
February .....	1 hr. 49 mins.	1 hr. 51 mins.	1 hr. 58 mins.
March .....	1 hr. 59 mins.	1 hr. 55 mins.	1 hr. 55 mins.
April .....	1 hr. 52 mins.	1 hr. 49 mins.	1 hr. 54 mins.
May .....	1 hr. 55 mins.	1 hr. 57 mins.	1 hr. 58 mins.
June .....	1 hr. 50 mins.	1 hr. 52 mins.	1 hr. 53 mins.
July .....	1 hr. 41 mins.	1 hr. 40 mins.	1 hr. 49 mins.
August .....	1 hr. 35 mins.	1 hr. 40 mins.	1 hr. 44 mins.
September .....	1 hr. 48 mins.	1 hr. 52 mins.	1 hr. 59 mins.
October .....	1 hr. 40 mins.	1 hr. 53 mins.	1 hr. 56 mins.
November .....	1 hr. 49 mins.	1 hr. 56 mins.	1 hr. 54 mins.
December .....	1 hr. 39 mins.	1 hr. 50 mins.	1 hr. 49 mins.
Annual Average .....	1 hr. 47 mins.	1 hr. 51 mins.	1 hr. 53 mins.

Source: A. C. Nielsen.



## **TONY MARVIN**

Mutual Broadcasting System covering news and special events.

Personal Representative

**KAY KORWIN, INC. — PLaza 2-2230**

## Causes Of Advertising Agency Business Failures In 1960

<u>Apparent Causes</u>	<u>Number</u>	<u>Per Cent</u>
Evidenced by inability to avoid conditions which resulted in:		
Inadequate Sales .....	27	60.0
Receivables Difficulties .....	9	20.0
Competitive Weakness .....	10	22.2
Others .....	1	2.2
 <i>Underlying Causes</i>		
Lack of Experience in the Line.....	4	8.9
Lack of Managerial Experience.....	7	15.6
Unbalanced Experience* .....	10	22.2
Fraud .....	2	4.4
Incompetence .....	21	46.7
Reason Unknown .....	1	2.2
 Total .....	 45	 100.0

\* Experience not well rounded in sales, finance, purchasing and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

Note: Because some failures are attributed to a combination of apparent causes, the totals of this group exceed those of the underlying causes.

## Totals Of Advertising Agency Failures — 1945-1960

<u>Year</u>	<u>Number</u>	<u>Liabilities</u>
1945	1	\$ 4,000
1946	6	145,000

(Continued on Page 73)

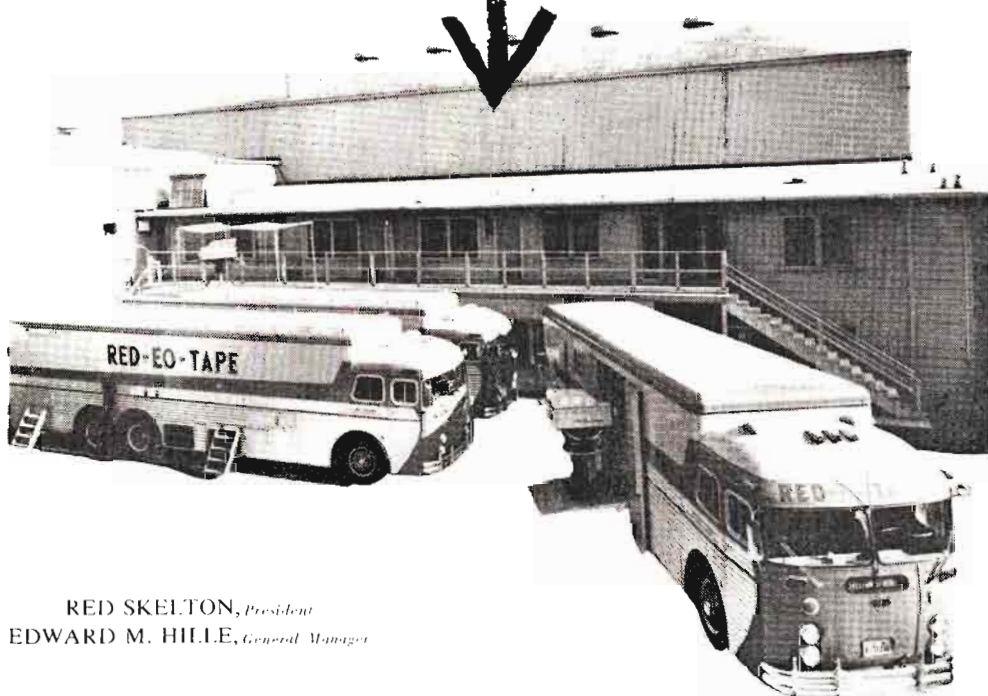


# **SKELTON STUDIOS - HOLLYWOOD**

The most modern in Hollywood on completion of its \$2,500,000 reconstruction program ... three sound stages including an audience stage to house 300 people in addition to orchestra and production crews ... full air conditioning and counter-weighted lighting grid system ... concrete slab flooring covered by special composition material ... in excess of 20,000 square feet of office space ... other facilities include makeup and hairdressing rooms ... cafeteria ... mill ... scene and lamp docks ... paint shop ... editing rooms ... vaults ... both tape and film projection

# **SKELTON RED-EO-TAPE - ANYWHERE**

The world's most modern and complete large-scale television studio on wheels constructed at a cost of \$1,000,000 ... operated by 16 of the nation's most experienced video engineers ... employs color and black and white tape and film ... three RCA color cameras and up to six black and white cameras ... capability of effecting well over 100 electronic special effects ... five RCA color monitors with provisions for 10 black and white monitors ... two Ampex Videotape recorders with complete double system editing and splicing facilities ... two 85,000 watt generators powered by International Harvester and Hall-Scott engines ... three Crown Coach busses with 3,720 cubic feet of working space



RED SKELTON, *President*  
EDWARD M. HILL, *General Manager*

**1416 NORTH LA BREA AVENUE • HOLLYWOOD 28, CALIFORNIA • Hollywood 9-2731**

## ADVERTISING AGENCY FAILURES 1945-1960

(Continued from Page 71)

<u>Year</u>	<u>Number</u>	<u>Liabilities</u>
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,256,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000
1958	36	857,000
1959	40	1,554,000
1960	45	2,381,000

This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

## Comparative Business Failure Trends — 1959-1960

	<i>Percentage Change 1959-1960</i>		<i>Aver. Liability Per Failure in 1960</i>
	<u>Number</u>	<u>Liabilities</u>	
Total Businesses, All Lines . . . . .	+10	+35	\$60,772
Total Commercial Services . . . . .	+ 8	+83	72,696
Advertising Agencies . . . . .	+13	+53	52,911

Source: Dun & Bradstreet, Inc.

**F**ord Trucks

**A**pril Showers

**I**ntant Tenderleaf Tea

**L**ilt

**L**ady Charmin Tissue

**A**rnold Bread

**C**at's Paw Heels

**E**sslinger Beer

**P**hillies Cigars

**R**oi-Tan Cigars

**O**ld Dutch Beer

**D**ynamo

**U**. S. Air Force

**C**hase Manhattan Bank

**T**astykake

**I**ntant Maxwell House

**O**ldsmobile

**N**ational Association Broadcasters

**S**chick

**I**vory Soap

**N**ucoa Margarine

**C**hevrolet

**M**ichigan Milk Dealers

**U**nited Fruit (Chiquita Banana)

**S**ara Lee Bake Products

**I**roquois Beer

**C**arling's Beer

**A**lcoa Wrap

**L**og Cabin Syrup

**C**onoco

**O**hio Gubernatorial Campaign

**M**ercury

**M**axwell House Coffee

**E**-Z Pop

**R**evlon

**C**rest

**I**vory Flakes

**A**ir Wick

**L**one Star Beer

**S**unshine Crackers

*Program Production — 1960-61:*

1. **New York City Talking**
2. **It's The Law**

3. **Woman Behind the Man —**  
with Martha Rountree

## **FAILLACE PRODUCTIONS, INC.**

**Tony Faillace • Len Mackenzie • Chick Vincent • Bob Haggart**  
**59 EAST 54th STREET** **EL. 5-1752**

# News-Wire Services

## Associated Press

50 Rockefeller Plaza, New York

Phone: PLaza 7-1111

General Manager . . . . . Frank J. Starzel  
 Asst. Gen. Mgr. for Radio-TV  
    Oliver Gramling  
 Secretary . . . . . Lloyd Stratton  
 Radio-TV News Editor. John A. Aspinwall

## Broadcast Editorial Reports, Inc.

54 West 40th St., New York 18, N. Y.

Phone: MUrray Hill 9-3450

President . . . . . A. Maxwell Hage

## Hearst Metrotone News, Inc.

450 West 56th Street, New York 19

Phone: PLaza 7-4120

Vice-Pres. & Gen. Mgr.. Caleb B. Stratton  
 Production Director . . . . . John E. Michon  
 News Editor . . . . . Marshall B. Davidson

### Branches

Washington, D. C.

1905 Fairview Ave. N.E.-2

Phone: LA 2-5607

Hollywood—6060 Sunset Blvd.

Phone: HOLlywood 4-0650

Chicago—161 E. Grand Ave.

Phone: WH 4-2522

San Francisco—862 Howard St.

Phone: DO 2-4319

Dallas—218 Leda Drive

Phone: DI 8-3766

## Press Association, Inc. (Associated Press)

50 Rockefeller Plaza, New York

Phone: PLaza 7-1111

President . . . . . Frank J. Starzel  
 Vice-President . . . . . Oliver Gramling  
 Radio-TV News Editor. John A. Aspinwall

## Radio Press International Inc.

*(Independent Voice News Service with Established National and Overseas News Bureaus)*

18 East 50th St., New York 22

Phone: PLaza 2-0650

Ch. of Board . . . . . Nathan Straus  
 President . . . . . R. Peter Straus

General Mgr. . . . . Michael Minahan  
 Secretary . . . . . Donald Hirst  
 Treasurer . . . . . Geoffrey M. Kilpatrick  
 Sales Manager . . . . . John S. Hicks

### Branch Office

London—40 Piccadilly, W.1.

Chief . . . . . Noel Bernard  
 Washington—40th & Brandywine

## Renters

229 West 43rd Street, Times Bldg., N. Y.

Phone: BRyant 9-8558

North American Mgr.. D. Kimpton Rogers  
 News Editor . . . . . J. S. Bates  
 Chief Washington Correspondent  
    J. W. Heffernan

## Telenews

235 East 45th Street, New York

Phone: MUrray Hill 2-5600

National TV Sales . . . . . Saul Reiss

## United Press International

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

Phone: MUrray Hill 2-0400

Pres. & Gen. Mgr.. Frank H. Bartholomew  
 1st V.P. & Gen. Bus. Mgr.

Mims Thomason

V.P. & Gen. European Mgr.

Thomas Curran

V.P. & Editor . . . . . Earl J. Johnson

V.P., Int'l. Opera . . . . . Joseph L. Jones

Managing Editor . . . . . Roger Tatarian

General Sales Mgr.. William C. Payette

V.P. & Dir. of Client Relations

LeRoy Keller

V.P. & Newspicture Mgr. . . . F. Tremaine

Mgr. UP Movietone News

W. R. Higgenbotham

### Chicago

400 W. Madison St., Daily News Bldg.,

Phone: FRanklin 2-9000

National Radio News Mgr.. Dean C. Miller

## World Wide Information Services, Inc.

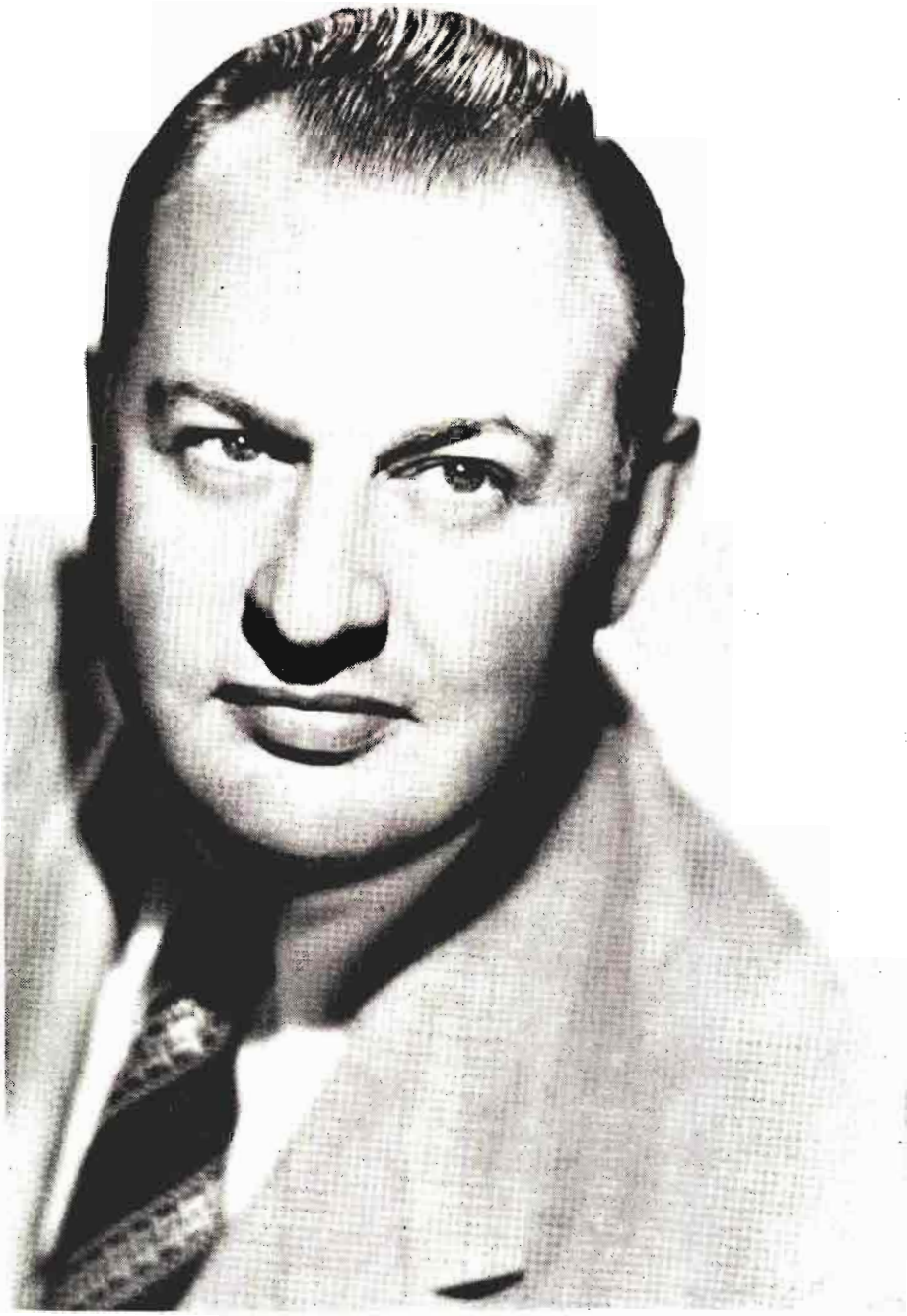
660 First Avenue, New York

Phone: ORegon 9-7240

President . . . . . Richard W. Hubbell

V. Pres. . . . . Jeff Murray





**LES KEITER**

# Spot Television Advertisers National And Regional

## — BY PRODUCT CLASSIFICATION—4th QUARTER 1960—

Product	Est. Expend.	Product	Est. Expend.
AGRICULTURE .....	\$ 311,000	COSMETICS & TOILETRIES.....	13,849,000
Feeds, Meals .....	160,000	Cosmetics .....	3,241,000
Miscellaneous .....	151,000	Deodorants .....	506,000
ALE, BEER & WINE.....	11,727,000	Depilatories .....	29,000
Beer & Ale.....	9,889,000	Hair Tonics & Shampoos.....	1,453,000
Wine .....	1,838,000	Hand & Face Creams, Lotions.....	1,163,000
AMUSEMENTS, ENTERTAINMENT	425,000	Home Permanents & Coloring.....	1,139,000
AUTOMOTIVE .....	5,139,000	Perfumes, Toilet Waters, etc.....	1,215,000
Anti-Freeze .....	79,000	Razors, Blades .....	1,525,000
Batteries .....	12,000	Shaving Creams, Lotions, etc.....	361,000
Cars .....	4,144,000	Toilet Soaps .....	1,977,000
Tires and Tubes.....	181,000	Miscellaneous .....	1,240,000
Trucks & Trailers.....	46,000	DENTAL PRODUCTS .....	3,549,000
Misc. Accessories & Supplies.....	677,000	Dentifrices .....	2,747,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES,		Mouthwashes .....	692,000
PAINTS .....	404,000	Miscellaneous .....	110,000
Fixtures, Plumbing, Supplies.....	89,000	DRUG PRODUCTS .....	15,074,000
Materials .....	104,000	Cold Remedies .....	5,619,000
Paints .....	81,000	Headache Remedies .....	3,015,000
Power Tools .....	52,000	Indigestion Remedies .....	2,597,000
Miscellaneous .....	78,000	Laxatives .....	1,074,000
CLOTHING, FURNISHINGS,		Vitamins .....	1,383,000
ACCESSORIES .....	3,533,000	Weight Aids .....	90,000
Clothing .....	2,642,000	Misc. Drug Products.....	1,017,000
Footwear .....	329,000	Drug Stores .....	279,000
Hosiery .....	460,000	FOOD & GROCERY PRODUCTS.....	46,630,000
Miscellaneous .....	102,000	Baked Goods .....	6,635,000
CONFECTIONS & SOFT DRINKS...	9,968,000	Cereals .....	3,637,000
Confections .....	6,850,000	Coffee, Tea & Food Drinks.....	11,550,000
Soft Drinks .....	3,118,000	Condiments, Sauces, Appetizers...	2,437,000
CONSUMER SERVICES .....	5,300,000	Dairy Products .....	1,605,000
Dry Cleaning & Laundries.....	14,000	Desserts .....	616,000
Financial .....	729,000	Dry Foods (Flour, Mixes, Rice, etc.) .....	4,766,000
Insurance .....	1,023,000	Fruits & Vegetables, Juices.....	3,001,000
Medical & Dental.....	52,000	Macaroni, Noodles, Chili, etc.....	752,000
Moving, Hauling, Storage.....	75,000	Margarine, Shortenings .....	3,856,000
Public Utilities .....	2,307,000	Meat, Poultry & Fish.....	2,010,000
Religious, Political, Unions.....	1,002,000	Soups .....	450,000
Schools & Colleges.....	47,000	Miscellaneous Foods .....	2,440,000
Miscellaneous Services .....	51,000	Miscellaneous Frozen Foods.....	758,000
		Food Stores .....	2,117,000
		GARDEN SUPPLIES & EQUIPMENT	37,000
		GASOLINE & LUBRICANTS.....	6,356,000
		Gasoline & Oil.....	6,071,000
		Oil Additives .....	265,000
		Miscellaneous .....	20,000

(Continued on Page 79)

# **HERBERT B. LEONARD**

PRODUCER

"ROUTE 66"—CBS-TV

"NAKED CITY"—ABC-TV

"THE VENTURERS" (for 1961-62)

**SPOT TV ADVERTISERS, NATIONAL AND REGIONAL**

*(Continued from Page 77)*

Product	Est. Expend.	Product	Est. Expend.
HOTELS, RESORTS,		PUBLICATIONS .....	702,000
RESTAURANTS .....	\$ 198,000		
HOUSEHOLD CLEANERS,		SPORTING GOODS, BICYCLES,	
CLEANSERS, POLISHES, WAXES	5,481,000	TOYS .....	3,732,000
Cleaners, Cleansers .....	4,005,000	Bicycles & Supplies .....	24,000
Floor & Furniture Polishes, Waxes	1,229,000	Toys & Games .....	3,641,000
Glass Cleaners .....	1,000	Miscellaneous .....	67,000
Home Dry Cleaners .....	16,000		
Shoe Polish .....	158,000	STATIONERY, OFFICE	
Miscellaneous Cleaners .....	72,000	EQUIPMENT .....	54,000
HOUSEHOLD EQUIPMENT —			
APPLIANCES .....	2,088,000	TELEVISION, RADIO,	
		PHONOGRAPH, MUSICAL	
HOUSEHOLD FURNISHINGS .....	494,000	INSTRUMENTS .....	341,000
Beds, Mattresses, Springs .....	295,000	Radio & Television Sets .....	107,000
Furniture & Other Furnishings .....	199,000	Records .....	215,000
		Miscellaneous .....	19,000
HOUSEHOLD LAUNDRY		TOBACCO PRODUCTS &	
PRODUCTS .....	10,575,000	SUPPLIES .....	8,457,000
Bleaches, Starches .....	2,204,000	Cigarettes .....	6,984,000
Packaged Soaps, Detergents .....	7,701,000	Cigars, Pipe Tobacco .....	1,342,000
Miscellaneous .....	670,000	Miscellaneous .....	131,000
HOUSEHOLD PAPER PRODUCTS..	1,529,000	TRANSPORTATION & TRAVEL....	832,000
Cleansing Tissues .....	424,000	Air .....	603,000
Food Wraps .....	50,000	Bus .....	97,000
Napkins .....	16,000	Rail .....	125,000
Toilet Tissue .....	576,000	Miscellaneous .....	7,000
Miscellaneous .....	463,000		
HOUSEHOLD, GENERAL .....	1,077,000	WATCHES, JEWELRY, CAMERAS..	1,692,000
Brooms, Brushes, Mops, etc. ....	172,000	Cameras, Accessories, Supplies....	321,000
China, Glassware, Crockery,		Clocks & Watches .....	57,000
Containers .....	508,000	Jewelry .....	34,000
Disinfectants, Deodorizers .....	117,000	Pens & Pencils .....	1,199,000
Fuels (heating, etc.) .....	104,000	Miscellaneous .....	81,000
Insecticides, Rodenticides .....	22,000		
Kitchen Utensils .....	35,000	MISCELLANEOUS .....	1,702,000
Miscellaneous .....	119,000	Trading Stamps .....	129,000
NOTIONS .....	32,000	Miscellaneous Products .....	712,000
		Miscellaneous Stores .....	861,000
PET PRODUCTS .....	1,772,000	TOTAL .....	\$163,060,000

Source: TvB-Rorabaugh.



the "watchword" for reliable service

# Minerva

America's  
largest selection

## PRECISION TIMING INSTRUMENTS

### FOR RADIO TV • FILMS

Official Timers  
CBS — NBC — ABC  
Networks

Electronically tested

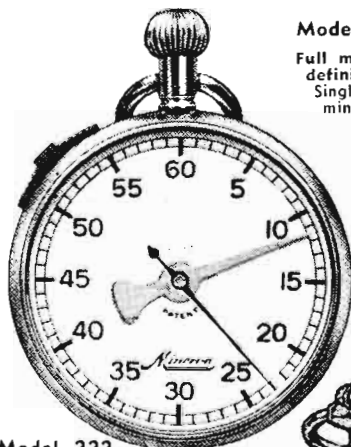
Scientifically proven  
accurate

Exclusive, Non-breakable, "Coil Spring" Mechanism for Economy, Dependability, Unexcelled Accuracy. The result of 20 years of engineering research, Minerva "coil" construction assures endless timing precision with less wear or friction . . . without need of costly adjustments or repairs . . . under rugged continuous usage.

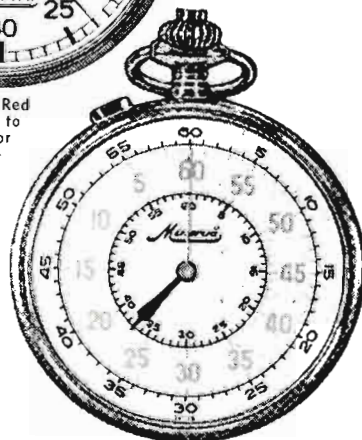
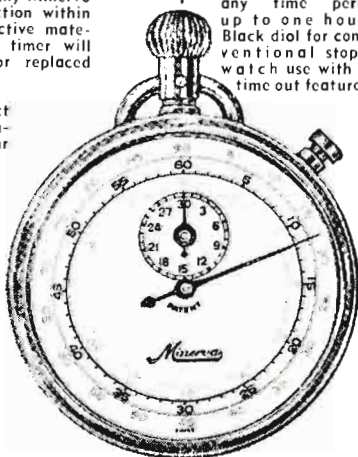
**Lifetime Guarantee.** Coils employed in Minerva Mechanisms are unconditionally guaranteed for the life-span of the timer against breakage or wear. In addition, should any Minerva timer fail to give satisfaction within one year because of defective material or workmanship, the timer will be completely repaired or replaced without charge.

**10-Days Free Trial.** Select any Minerva timing instrument and try it under your own working conditions for a full ten days. If it does not serve your purposes as well or better than any other instrument, simply return it. There will be no charge, no obligation.

We are  
headquarters  
for stop watch  
repairs &  
servicing —  
all makes —  
prompt service



**Model 222**  
For "On the Air"! Red dial gives "time left to go" without written or mental calculations—sweep hand in seconds, small hand in minutes. Easily set for any time period up to one hour. Black dial for conventional stop-watch use with time out feature.



**Models 106F—106**

For Film-making, Filmmeter and Fifth-Second Timer! This specially designed timer has regular fifth-second scale, plus 90-ft and 36-ft per min. scales to register footage for 35mm. and 16 mm. film. Long hand completes one revolution in 60 seconds, small hand registers up to 30 minutes. Time out feature. Perfect fly-back guaranteed for life. Model 106 has fifth-second scale only. Both available in regular or large size.

**Models 105PN—107N**

Full minute span with more definition on the minutes! Single dial reference for both minutes and seconds retains the mechanics familiar to Radio and TV but this Minerva timer is much easier to read and use. For spot timing, timing program segments, etc. Two models with alternate methods of Start-Stop-Start . . . flyback to zero.

Write, Dept. TV, RIGHT NOW for complete catalog.

## M. DUCOMMUN COMPANY

Specialists in Timing Instruments Since 1858

580 Fifth Avenue, New York 36 • PLaza 7-2540

**OUR 100TH YEAR OF PRECISION TIMING SERVICE**

## Manufacturers' Sales Of Receiving Tubes

(000 Omitted)

Year	Initial	Renewal	Export	Gov't*	Total	\$ Value
1948	146,162	47,056	10,687	815	204,720	112,000
1949	147,298	39,696	10,073	1,686	198,753	119,000
1950	301,483	69,325	10,768	1,385	382,961	250,000
1951	247,855	94,597	24,438	8,754	375,644	261,000
1952	241,406	83,843	13,935	29,335	368,519	259,116
1953	293,601	112,785	20,614	10,091	437,091	303,675
1954	246,729	115,358	15,922	7,080	385,089	275,999
1955	288,810	150,718	24,442	15,832	479,802	358,110
1956	262,989	166,558	25,397	9,333	464,186	374,186
1957	240,708	184,493	23,378	7,845	456,424	384,402
1958	191,805	167,805	24,597	13,132	397,366	341,929
1959	227,669	170,729	19,969	14,569	432,936	368,872

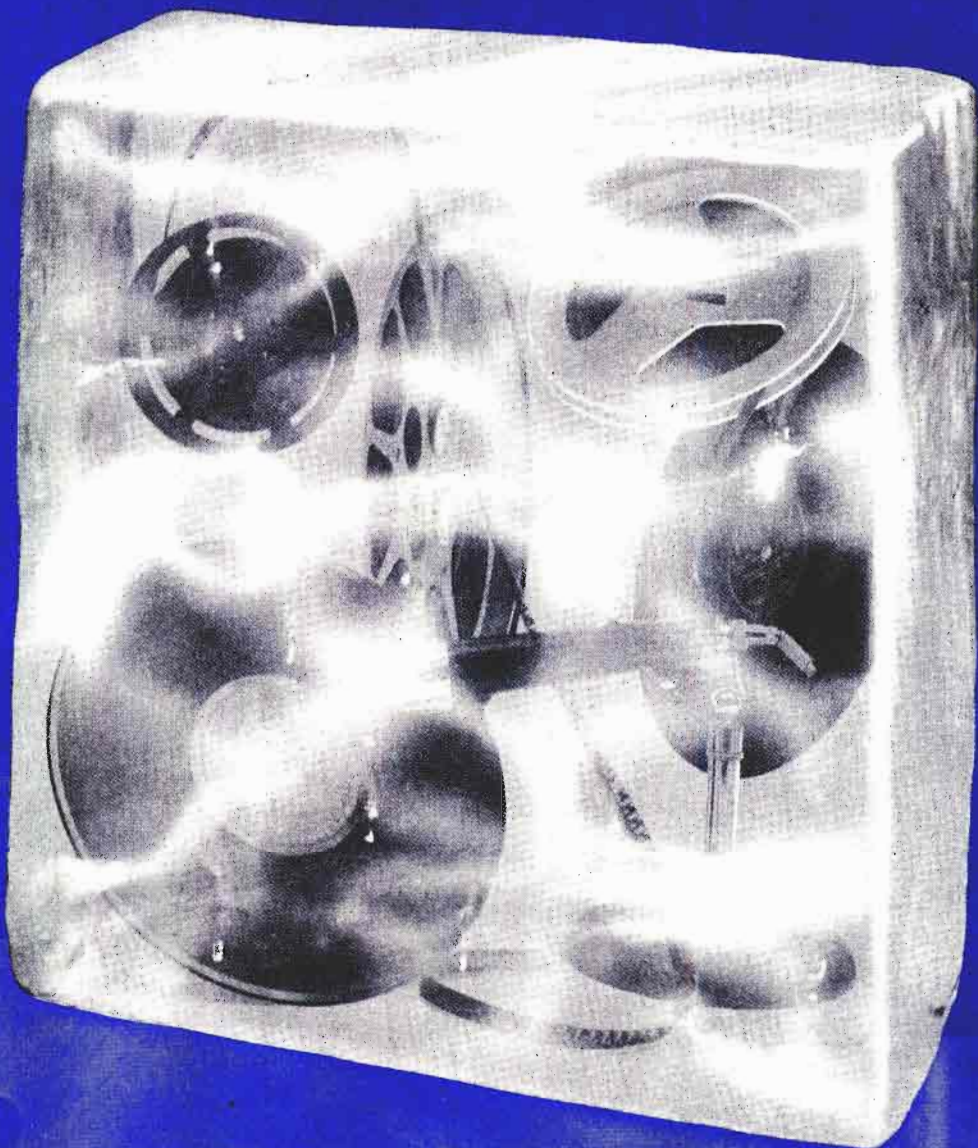
(\*) Includes only direct sales after 1954.

## Value Of Manufacturers' Sales Of Components

(000,000 Omitted)

Year	Resistors	Capacitors	Transformers	Tubes Semi-Cond.	Others	Total
1952	100	200	150	604	676	1,730
1954	130	200	103	708	867	2,008
1955	150	215	96	800	939	2,200
1956	175	224	98	853	938	2,280
1957	171	225	110	925	1,004	2,435
1958	158	218	102	914	933	2,325
1959	194	267	129	1,152	1,091	2,833

Source: EIA.



**STORER BROADCASTING COMPANY**

*33 years of community service*

# WHEN DO YOU FREEZE A FORMAT?

The answer is simple — never!

At least, in 33 years, no Storer Station has been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer Station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to build loyal, responsive audiences

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big... too fluid...too much of a responsibility to be frozen — even for one day.

## *Radio*

**CLEVELAND—WJW**  
**TOLEDO—WSPD**  
**WHEELING—WWVA**  
**MIAMI—WGBS**  
**LOS ANGELES—KGBS**  
**DETROIT—WJBK**  
**PHILADELPHIA—WIBG**

## *Television*

**DETROIT—WJBK-TV**  
**CLEVELAND—WJW-TV**  
**MILWAUKEE—WITI-TV**  
**ATLANTA—WAGA-TV**  
**TOLEDO—WSPD-TV**





**PETE MYERS**

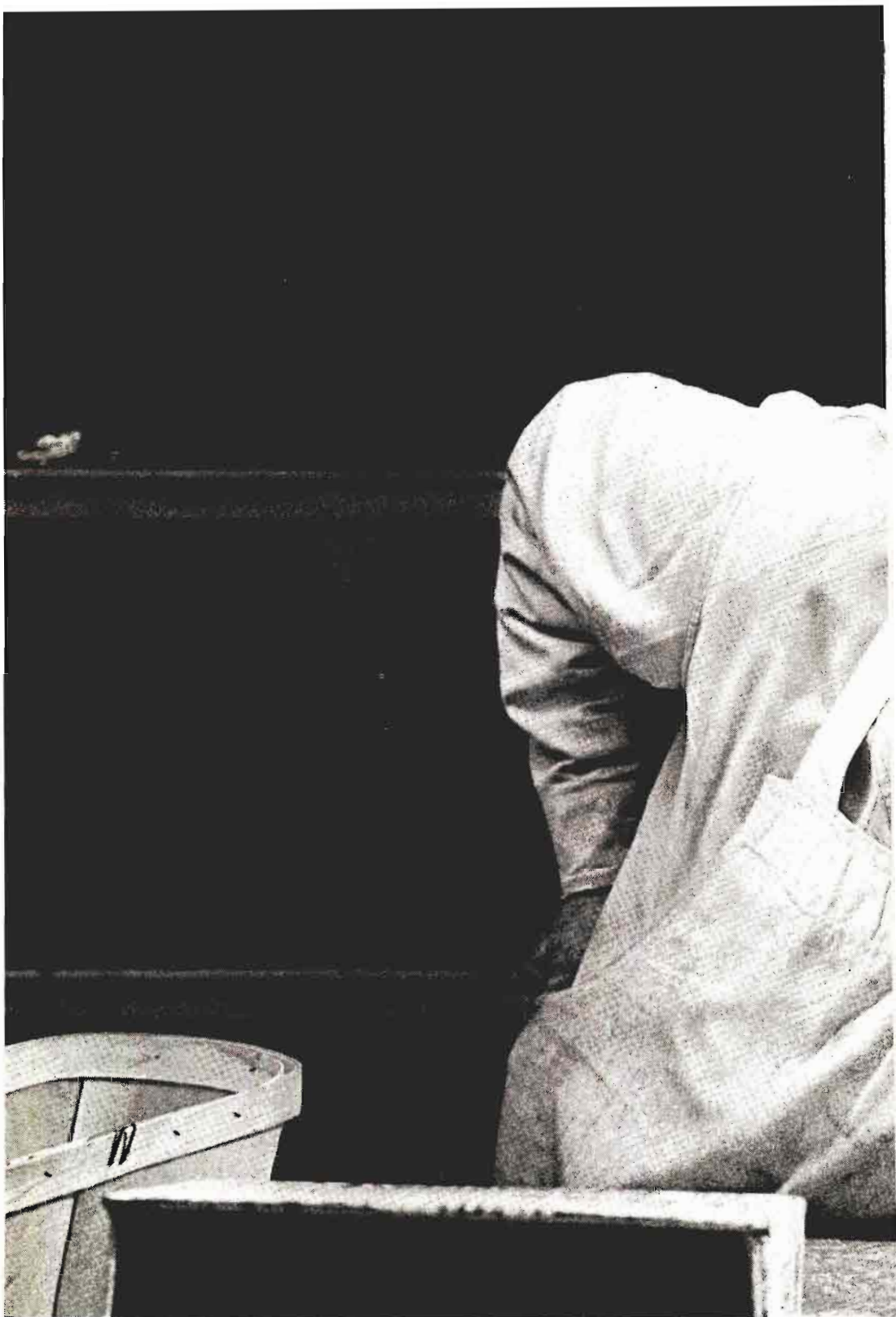
# NAB TV Code Subscribers



In addition to the three major networks, the following 384 stations and film affiliates are subscribers to the NAB TV Code and authorized to use the Seal of Good Practice. Stations are listed alphabetically according to call letters, as of February 1, 1961.

- |                                    |                                    |
|------------------------------------|------------------------------------|
| WABC-TV—New York, N. Y.            | WFGA-TV—Jacksonville, Florida      |
| WABI-TV—Bangor, Maine              | WFIE-TV—Evansville, Indiana        |
| WAFB-TV—Baton Rouge, Louisiana     | WFIL-TV—Philadelphia, Pennsylvania |
| WAGA-TV—Atlanta, Georgia           | WFLA-TV—Tampa, Florida             |
| WAGM-TV—Presque Isle, Maine        | WFMJ-TV—Youngstown, Ohio           |
| WAKR-TV—Akron, Ohio                | WFMV-TV—Greensboro, North Carolina |
| WALA-TV—Mobile, Alabama            | WFRV-TV—Green Bay, Wisconsin       |
| WALB-TV—Albany, Georgia            | WGAL-TV—Lancaster, Pennsylvania    |
| WANE-TV—Fort Wayne, Indiana        | WGAN-TV—Portland, Maine            |
| WAPI-TV—Birmingham, Alabama        | WGEM-TV—Quincy, Illinois           |
| WAST-TV—Albany, New York           | WGN-TV—Chicago, Illinois           |
| WATE-TV—Knoxville, Tennessee       | WGR-TV—Buffalo, New York           |
| WAVE-TV—Louisville, Kentucky       | WHAS-TV—Louisville, Kentucky       |
| WAVY-TV—Portsmouth, Virginia       | WHBF-TV—Rock Island, Illinois      |
| WBAL-TV—Baltimore, Maryland        | WHDH-TV—Boston, Massachusetts      |
| WBAP-TV—Fort Worth, Texas          | WHFC-TV—Rochester, New York        |
| WBAY-TV—Green Bay, Wisconsin       | WHEN-TV—Syracuse, New York         |
| WBBM-TV—Chicago, Illinois          | WHIO-TV—Dayton, Ohio               |
| WBEN-TV—Buffalo, New York          | WHIS-TV—Bluefield, West Virginia   |
| WBIR-TV—Knoxville, Tennessee       | WHIZ-TV—Zanesville, Ohio           |
| WBKB-TV—Chicago, Illinois          | WHO-TV—Des Moines, Iowa            |
| WBNS-TV—Columbus, Ohio             | WHTN-TV—Huntington, West Virginia  |
| WBRC-TV—Birmingham, Alabama        | WIBW-TV—Topeka, Kansas             |
| WBRL-TV—Baton Rouge, Louisiana     | WIBC-TV—Pittsburgh, Pennsylvania   |
| WBTV-TV—Charlotte, North Carolina  | WIMA-TV—Lima, Ohio                 |
| WBTW-TV—Florence, South Carolina   | WINK-TV—Ft. Myers, Florida         |
| WBZ-TV—Boston, Massachusetts       | WINR-TV—Binghamton, New York       |
| WCAU-TV—Philadelphia, Pennsylvania | WIS-TV—Columbia, South Carolina    |
| WCAZ-TV—Burlington, Vermont        | WISC-TV—Madison, Wisconsin         |
| WCBS-TV—New York, N. Y.            | WISE-TV—Asheville, No. Carolina    |
| WCBO-TV—Minneapolis, Minnesota     | WISH-TV—Indianapolis, Indiana      |
| WCDC-TV—Adams, Massachusetts       | WISN-TV—Milwaukee, Wisconsin       |
| WCIA-TV—Champaign, Illinois        | WITI-TV—Milwaukee, Wisconsin       |
| WKBT-TV—Miami, Florida             | WJAC-TV—Johnstown, Pennsylvania    |
| WCNY-TV—Watertown, New York        | WJAR-TV—Providence, Rhode Island   |
| WCPO-TV—Cincinnati, Ohio           | WJBK-TV—Detroit, Michigan          |
| WCSC-TV—Charleston, South Carolina | WJIM-TV—Lansing, Michigan          |
| WCSH-TV—Portland, Maine            | WJRT-TV—Flint, Michigan            |
| WCYB-TV—Bristol, Virginia          | WJTV-TV—Jackson, Mississippi       |
| WDAF-TV—Kansas City, Missouri      | WJW-TV—Cleveland, Ohio             |
| WDAU-TV—Scranton, Pennsylvania     | WJXT-TV—Jacksonville, Florida      |
| WDAY-TV—Fargo, North Dakota        | WJZ-TV—Baltimore, Maryland         |
| WDBJ-TV—Roanoke, Virginia          | WKBN-TV—Youngstown, Ohio           |
| WDBO-TV—Orlando, Florida           | WKBT-TV—La Crosse, Wisconsin       |
| WDEF-TV—Chattanooga, Tennessee     | WKBB-TV—Buffalo, New York          |
| WDSM-TV—Duluth, Minnesota          | WKJG-TV—Fort Wayne, Indiana        |
| WDSU-TV—New Orleans, Louisiana     | WKNX-TV—Saginaw, Michigan          |
| WEAU-TV—Eau Claire, Wisconsin      | WKRC-TV—Cincinnati, Ohio           |
| WEEK-TV—Peoria, Illinois           | WKRG-TV—Mobile, Alabama            |
| WEHT-TV—Evansville, Kentucky       | WKST-TV—Youngstown, Ohio           |
| WESH-TV—Daytona Beach, Florida     | WKTV-TV—Utica, New York            |
| WEWS-TV—Cleveland, Ohio            | WKY-TV—Oklahoma City, Oklahoma     |
| WFAA-TV—Dallas, Texas              | WKYT-TV—Lexington, Kentucky        |
| WFBG-TV—Altoona, Pennsylvania      | WKZO-TV—Kalamazoo, Michigan        |
| WFBM-TV—Indianapolis, Indiana      | WVAC-TV—Nashville, Tennessee       |

(Continued on Page 89)



Radio: WBZ, Boston • KDKA, Pittsburgh • KYW, Cleveland • WOWO, Fort Wayne • WIND, Chicago • KEX, Portland, Ore.

REPRESENTED BY AM RADIO SALES CO.





you can  
sell anything  
on WBC Radio and  
Television!

Television: WBZ-TV, Boston • WJZ-TV, Baltimore • KDKA-TV, Pittsburgh • KYW-TV, Cleveland • KPIX, San Francisco.

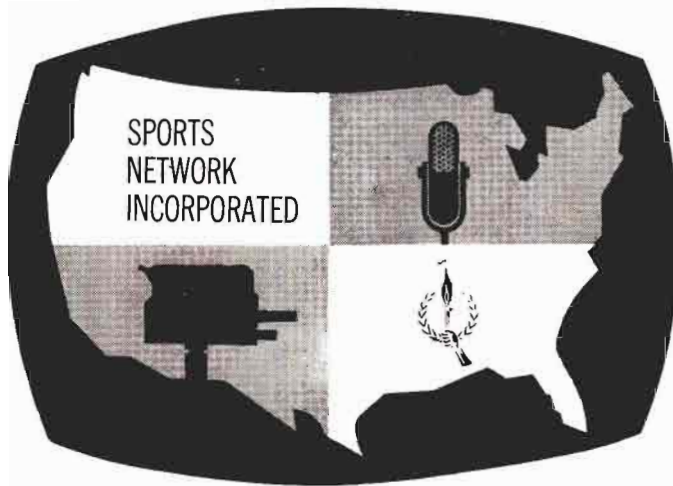
REPRESENTED BY TELEVISION ADVERTISING REPRESENTATIVES, INC.

**WBC** Westinghouse Broadcasting Company, Inc.  
[www.americanradiohistory.com](http://www.americanradiohistory.com)





# SERVICES AVAILABLE



Regional networks arranged and maintained with part or complete responsibility accepted for special events and sports — live or tape. Live or video tape remote pickups anywhere in the United States.

**Telephone No. MUrray Hill 2-0117**



**TOTAL TAPE** Services for recording, editing, playback — studio or remote anywhere in the United States.

**Telephone No. MUrray Hill 2-3627**

**SPORTS NETWORK INC.**

**NATIONAL VIDEO TAPE PRODUCTIONS INC.**

36 West 44th Street

New York 36, N. Y.

(Continued from Page 85)

WLBT—Jackson, Mississippi  
 WLBZ-TV—Bangor, Maine  
 WLOF-TV—Orlando, Florida  
 WLOS-TV—Asheville, North Carolina  
 WLUC-TV—Marquette, Michigan  
 WLVA-TV—Lynchburg, Virginia  
 WLW-A—Atlanta, Georgia  
 WLW-C—Columbus, Ohio  
 WLW-D—Dayton, Ohio  
 WLW-I—Indianapolis, Indiana  
 WLW-T—Cincinnati, Ohio  
 WLYH-TV—Lebanon, Pennsylvania  
 WMAL-TV—Washington, D. C.  
 WMAR-TV—Baltimore, Maryland  
 WMAZ-TV—Macon, Georgia  
 WMBD-TV—Peoria, Illinois  
 WMCT—Memphis, Tennessee  
 WMT-TV—Cedar Rapids, Iowa  
 WMTV—Madison, Wisconsin  
 WMTW-TV—Poland Spring, Maine  
 WNBC-TV—New York, New York  
 WNBW-TV—Binghamton, New York  
 WNBQ—Chicago, Illinois  
 WNCT—Greenville, North Carolina  
 WNDU-TV—South Bend, Indiana  
 WNEM-TV—Bay City, Michigan  
 WNEP-TV—Scranton, Pennsylvania  
 WNHC-TV—New Haven, Connecticut  
 WOAI-TV—San Antonio, Texas  
 WOAY-TV—Oakhill, West Virginia  
 WOC-TV—Davenport, Iowa  
 WOI-TV—Ames, Iowa  
 WOOD-TV—Grand Rapids, Michigan  
 WOW-TV—Omaha, Nebraska  
 WPBN-TV—Traverse City, Michigan  
 WPIX—New York, N. Y.  
 WPRO-TV—Providence, Rhode Island  
 WPSD-TV—Paducah, Kentucky  
 WPST-TV—Miami, Florida  
 WRAL-TV—Raleigh, North Carolina  
 WRBL-TV—Columbus, Georgia  
 WRC-TV—Washington, D. C.  
 WRCV-TV—Philadelphia, Pennsylvania  
 WREC-TV—Memphis, Tennessee  
 WREX-TV—Rockford, Illinois  
 WRGB—Schenectady, New York  
 WROC-TV—Rochester, New York  
 WRVA-TV—Richmond, Virginia  
 WSAU-TV—Wausau, Wisconsin  
 WSAZ-TV—Huntington, West Virginia  
 WSB-TV—Atlanta, Georgia  
 WSBT-TV—South Bend, Indiana  
 WSFA-TV—Montgomery, Alabama  
 WSIX-TV—Nashville, Tenn.  
 WSJS-TV—Winston-Salem, North Carolina  
 WSJV—Elkhart, Indiana  
 WSLV-TV—Roanoke, Virginia  
 WSM-TV—Nashville, Tennessee  
 WSOC-TV—Charlotte, North Carolina  
 WSPA-TV—Spartanburg, South Carolina  
 WSPD-TV—Toledo, Ohio  
 WSUN-TV—St. Petersburg, Florida  
 WSVB-TV—Harrisonburg, Virginia  
 WSYR-TV—Syracuse, New York  
 WTAE—Pittsburgh, Pennsylvania  
 WTAP—Parkersburg, West Virginia  
 WTAR-TV—Norfolk, Virginia  
 WTCN-TV—Minneapolis, Minnesota  
 W-TEN—Albany, New York  
 WTHI-TV—Terre Haute, Indiana  
 WTIC-TV—Hartford, Connecticut  
 WTMJ-TV—Milwaukee, Wisconsin  
 WTOG-TV—Savannah, Georgia  
 WTOK-TV—Meridian, Mississippi  
 WTOL-TV—Toledo, Ohio  
 WTOM-TV—Cheboygan, Michigan  
 WTOP-TV—Washington, D. C.  
 WTPA-TV—Harrisburg, Pennsylvania  
 WTRF-TV—Wheeling, West Virginia  
 WTVC—Chattanooga, Tennessee  
 WTVB—Durham, North Carolina  
 WTVJ—Miami, Florida  
 WTVM—Columbus, Georgia  
 WTVN—Columbus, Ohio  
 WTVV—Decatur, Illinois  
 WTVT—Tampa, Florida  
 WTVW—Evansville, Indiana  
 WUSN-TV—Charleston, South Carolina  
 WVEC-TV—Hampton-Norfolk, Virginia  
 WVBT-TV—Rochester, New York  
 WVUE—New Orleans, Louisiana  
 WWJ-TV—Detroit, Michigan  
 WWL-TV—New Orleans, Louisiana  
 WWTV—Cadillac, Michigan  
 WXXV-TV—Richmond-Petersburg, Virginia  
 WXYZ-TV—Detroit, Michigan  
 KABC-TV—Los Angeles, California  
 KAKE-TV—Wichita, Kansas  
 KALB-TV—Alexandria, Louisiana  
 KARK-TV—Little Rock, Arkansas  
 KATV—Little Rock, Arkansas  
 KAYS-TV—Hays, Kansas  
 KBAK-TV—Bakersfield, California  
 KBAS-TV—Ephrata, Washington  
 KBES-TV—Medford, Oregon  
 KBOI-TV—Boise, Idaho  
 KBTV—Denver, Colorado  
 KCBT-TV—Lubbock, Texas  
 KCEN-TV—Temple, Texas  
 KCMO-TV—Kansas City, Missouri  
 KCMT—Alexandria, Minnesota  
 KCPK—Los Angeles, California  
 KCPX—Salt Lake City, Utah  
 KCRA-TV—Sacramento, California  
 KCRG-TV—Cedar Rapids, Iowa  
 KCSI-TV—Pueblo, Colorado  
 KOTV—San Angelo, Texas  
 KDAL-TV—Duluth, Minnesota  
 KDIX-TV—Dickinson, North Dakota  
 KDKA-TV—Pittsburgh, Pennsylvania  
 KDUB-TV—Lubbock, Texas  
 KDUH-TV—Hay Springs, Nebraska  
 KEDY-TV—Big Spring, Texas  
 KELO-TV—Sioux Falls, South Dakota  
 KDLO-TV—Sioux Falls, South Dakota  
 KPLO-TV—Sioux Falls, South Dakota  
 \* (Satellites of KELO-TV)  
 KENS-TV—San Antonio, Texas  
 KEPR-TV—Pasco, Washington  
 KERO-TV—Bakersfield, California  
 KETV—Omaha, Nebraska  
 KEYC-TV—Mankato, Minnesota  
 KEY-TV—Santa Barbara, California  
 KEZI-TV—Eugene, Oregon  
 KFBC-TV—Cheyenne, Wyoming  
 KFDA-TV—Amarillo, Texas  
 KFDM-TV—Beaumont, Texas  
 KFSD-TV—Wichita Falls, Texas  
 KFEQ-TV—St. Joseph, Missouri  
 KFMB-TV—San Diego, California  
 KFRE-TV—Fresno, California  
 KFSD-TV—San Diego, California  
 KFVS-TV—Cape Girardeau, Missouri  
 KFYY-TV—Bismarck, North Dakota  
 KGBT-TV—Harlingen, Texas  
 KGGM-TV—Albuquerque, New Mexico  
 KGHV-TV—Billings, Montana  
 KGLV-TV—Mason City, Iowa  
 KGMV-TV—Honolulu, Hawaii  
 KGNV-TV—Amarillo, Texas  
 KGO-TV—San Francisco, California  
 KGW-TV—Portland, Oregon  
 KHBC—Hilo, Hawaii  
 KHOL-TV—Kearney, Nebraska  
 KHOU-TV—Houston, Texas  
 KHPL-TV—Hayes Center, Nebraska  
 KHQ-TV—Spokane, Washington  
 KHQA-TV—Hannibal, Missouri  
 KHSL-TV—Chico, California  
 KHVV-TV—Honolulu, Hawaii  
 KID-TV—Idaho Falls, Idaho  
 KIEM-TV—Eureka, California  
 KIMA-TV—Yakima, Washington  
 KING-TV—Seattle, Washington  
 KIRO-TV—Seattle, Washington  
 KIVA—Yuma, Arizona  
 KJEO-TV—Fresno, California  
 KKTV—Colorado Springs, Colorado  
 KLEW-TV—Lewiston, Idaho  
 KLFY-TV—Lafayette, Louisiana  
 KLIX-TV—Twin Falls, Idaho  
 KLTV—Tyler, Texas  
 KLZ-TV—Denver, Colorado

(Continued on Page 91)



**PATRICIA WHEEL**

**Actress • Spokeswoman**

**LE 2-1100**



*(Continued from Page 89)*

KMAU-TV—Wailuku, Hawaii	KSLA-TV—Shreveport, Louisiana
KMBC-TV—Kansas City, Missouri	KSTF—Scottsbluff, Nebraska
KMID-TV—Midland, Texas	KSTP-TV—Minneapolis, Minnesota
KMJ-TV—Fresno, California	KSWO-TV—Lawton, Oklahoma
KMMT—Austin, Minnesota	KSWX-TV—Roswell, New Mexico
KMOS-TV—Sedalia, Missouri	KSYD-TV—Wichita Falls, Texas
KMOT—Minot, North Dakota	KTCB-TV—Austin, Texas
KMOX-TV—St. Louis, Missouri	KTBS-TV—Shreveport, Louisiana
KMSO-TV—Missoula, Montana	KTHV—Little Rock, Arkansas
KMTV—Omaha, Nebraska	KTIV—Sioux City, Iowa
KNDO-TV—Yakima, Washington	KTNT-TV—Tacoma, Washington
KNOE-TV—Monroe, Louisiana	KTRF-TV—Lufkin, Texas
KNOX-TV—Grand Forks, North Dakota	KTRK-TV—Houston, Texas
KNTV—San Jose, California	KTSM-TV—El Paso, Texas
KNXT—Los Angeles, California	KTTS-TV—Springfield, Missouri
KOA-TV—Denver, Colorado	KTTV—Los Angeles, California
KOAM-TV—Pittsburg, Kansas	KTUL-TV—Tulsa, Oklahoma
ROB-TV—Albuquerque, New Mexico	KTVA-TV—Anchorage, Alaska
KOLN-TV—Portland, Oregon	KTVB—Boise, Idaho
KOLD-TV—Tucson, Arizona	KTVE—El Dorado, Arkansas
KOLN-TV—Lincoln, Nebraska	KTVH—Wichita, Kansas
KOMO-TV—Seattle, Washington	KTVI—St. Louis, Missouri
KOMU-TV—Columbia, Missouri	KTVK—Phoenix, Arizona
KONO-TV—San Antonio, Texas	KTVT—El Worth, Texas
KOOL-TV—Phoenix, Arizona	KTVU—Oakland, California
KORN-TV—Mitchell, So. Dakota	KTWV-TV—Casper, Wyoming
KOSA-TV—Odessa, Texas	KUMV-TV—Williston, North Dakota
KOTA-TV—Rapid City, South Dakota	KUTV—Salt Lake City, Utah
KOTI—Klamath Falls, Oregon	KVAL-TV—Eugene, Oregon
KOTV—Tulsa, Oklahoma	KVAR—Phoenix, Arizona
KPAR-TV—Abilene-Sweetwater, Texas	KVER—Clovis, New Mexico
KPHO-TV—Phoenix, Arizona	KVKM-TV—Monahans, Texas
KPIC—Roseburg, Oregon	KVOA-TV—Tucson, Arizona
KPIX—San Francisco, California	KVOO-TV—Tulsa, Oklahoma
KPLC-TV—Lake Charles, Louisiana	KVOS-TV—Bellingham, Washington
KPRC-TV—Houston, Texas	KWTV—Sioux City, Iowa
KPTV—Portland, Oregon	KWTV—Oklahoma City, Oklahoma
KRBC-TV—Abilene, Texas	KWWL-TV—Waterloo, Iowa
KRCA—Los Angeles, California	KXAB-TV—Aberdeen, So. Dakota
KRDO-TV—Colorado Springs, Colorado	KXGO—Fargo, North Dakota
KREM-TV—Spokane, Washington	KXJB-TV—Valley City, North Dakota
KREX-TV—Grand Junction, Colorado	KXLY-TV—Spokane, Washington
KREY-TV—Montrose, Colorado	KXMB-TV—Bismarek, No. Dakota
KRGV-TV—Weslaco, Texas	KXMC-TV—Minot, No. Dakota
KRIS-TV—Corpus Christi, Texas	KXTV—Sacramento, California
KRLD-TV—Dallas, Texas	KYW-TV—Cleveland, Ohio
KRNT-TV—Des Moines, Iowa	KZTV—Corpus Christi, Texas
KROC-TV—Rochester, Minnesota	
KROD-TV—El Paso, Texas	Number of Code Stations.....384
KRON-TV—San Francisco, California	Number of Networks..... 8
KSBW-TV—Salinas, California	
KSBY-TV—San Luis Obispo, California	TOTAL.....387
KSD-TV—St. Louis, Missouri	Number of Code Film Affiliates..... 23
KSL-TV—Salt Lake City, Utah	GRAND TOTAL.....410

**Members of the Alliance of Television Film Producers, Inc.**

Ben Fox Productions, Inc. 440 North Center Los Angeles 49, Calif.	Four Star Television 4030 Radford Ave. N. Hollywood, Calif.	Martorto Enterprises, Inc. 151 El Camino Drive Beverly Hills, Calif.
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Deslin Productions, Inc. 780 N. Gower St. Hollywood 38, Calif.	Jack Chertok Television Inc. 3900 Lankershom Blvd. Universal City, Calif.	Revue Studios Universal City, Calif.
Filmaster, Inc. 650 No. Bronson Ave. Hollywood 4, Calif.	Jack Wrather Organization 270 N. Canon Drive Beverly Hills, Calif.	Wyatt Earp Enterprises, Inc. 151 El Camino Drive Beverly Hills, Calif.
Flying A Pictures, Inc. 10000 Riverside Drive N. Hollywood, Calif.	Mark VII, Ltd. 4024 Radford Ave. N. Hollywood, Calif.	Ziv-United Artists, Inc. 7324 Santa Monica Blvd. Hollywood 46, Calif.

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CBS Films, Inc. 485 Madison Ave. New York 22, N. Y.	Key Productions 8544 Sunset Blvd. Hollywood, Calif.	



# Radio-Television Daily's 1960 All-American Radio Favorites 19th Annual Critics Poll

*—Man of the Year—*

Arthur Godfrey



*—Woman of the Year—*

Pauline Frederick



*—Dramatic Show of Year—*

Gunsmoke



*—Comedy Program of Year—*

Nichols and May



*—Musical Program of Year—*

Newport Jazz Festivals



*—Commentator of the Year—*

Howard K. Smith



*—Documentary of Year—*

The World Today



*—Male Vocalist of Year—*

Bing Crosby



*—Female Vocalist of Year—*

Rosemary Clooney



*—Best Popular Orchestra  
of the Year—*

Dick Hyman

*—Best New Program Idea—*

Emphasis



*—Sportscaster of the Year—*

Lindsey Nelson



*—Best Public Service  
Programming—*

Convention-Election Coverage



*—Producer of the Year—*

Norman Baer



*—Director of the Year—*

Norman Baer



*—Writer of the Year—*

Bill Morrow



*—Variety Program of Year—*

Monitor



*—Most Promising New  
Talent-Male—*

Mike Nichols



*—Most Promising New  
Talent-Female—*

Elaine May



*—Song Hit of the Year—*

I'm Sorry

# Radio-Television Daily's 1960 All-American Television Favorites 19th Annual Critics Poll

—*Man of the Year*—

David Susskind

—*Woman of the Year*—

Dinah Shore

—*Dramatic Show of Year*—

Macbeth

—*Comedy Program of Year*—

An Hour With Danny Kaye

—*Musical Show of the Year*—

Belafonte, N. Y. 19

—*Commentator of the Year*—

David Brinkley

—*Documentary of Year*—

Winston Churchill

—*Panel Show of the Year*—

I've Got A Secret

—*Best New Program Idea*—

Winston Churchill

—*Director of the Year*—

George Schaefer

—*Writer of the Year*—

Rod Serling

—*Male Vocalist of Year*—

Perry Como

—*Female Vocalist of Year*—

Dinah Shore

—*Sportscaster of the Year*—

Mel Allen

—*Color Program of Year*—

Coming of Christ

—*Best Filmed Series*—

The Untouchables

—*Children's Show of Year*—

Shirley Temple Show

—*Western Program of Year*—

Wagon Train

—*Mystery Program of Year*—

Perry Mason

—*Best Public Service  
Programming*—

Project 20

—*Producer of the Year*—

Leland Hayward

—*Best Popular Orchestra  
of the Year*—

Donald Voorhees

—*Most Promising New  
Talent-Male*—

Rod Taylor

—*Most Promising New  
Talent-Female*—

Dorothy Provine

—*Song Hit of the Year*—

Theme From "The Apartment"

# National Association Of Broadcasters Personnel

**Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.  
Phone: Decatur 2-9300**

## CORPORATE OFFICERS

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EVERETT E. REVERCOMB  
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*Vice Pres. for Industry Affairs*

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*Manager of Research*

Douglas A. Anello  
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*Dir. TV Code Affairs*

William Carlisle  
*Manager Station Relations*

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*Manager Public Relations*

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James H. Hulbert  
*Mgr. Bsety Person & Econ.*

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*Dir. Radio Code Affairs*

George W. Bartlett  
*Manager of Engineering*

## RADIO BOARD OF DIRECTORS

Director	District	States Comprising District
Carleton D. Brown.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WTVL, Waterville, Me.		
Simon Goldman .....	2	New York and New Jersey.
WJTN, Jamestown, N. Y.		
John S. Booth.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCHA, Chambersburg, Pa.		
Jack S. Younts.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WEEB, Southern Pines, N. C.		
James L. Howe.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WIRA, Fort Pierce, Fla.		
F. C. Sowell.....	6	Arkansas, Louisiana, Mississippi and Tennessee.
WLAC, Nashville, Tenn.		
Hugh O. Potter .....	7	Kentucky and Ohio.
WOMI, Owensboro, Ky.		
J. M. Higgins.....	8	Indiana and Michigan.
WTHI, Terre Haute, Ind.		
George T. Frechette.....	9	Illinois and Wisconsin.
WFHR, Wisconsin Rapids, Wisc.		

## NATIONAL ASSN. OF BROADCASTERS

Director	District	States Comprising District
Richard W. Chapin.....	10	Iowa, Missouri and Nebraska.
KFOR, Lincoln, Neb.		
Odin S. Ramsland.....	11	Minnesota, North Dakota and South Dakota, ex-
KDAL, Duluth, Minn.		cluding the counties of Fall River, Shannon,
		Bennett, Todd, Mellette, Waushabaugh, Wash-
		ington, Custer, Pennington, Jackson, Jones, Stan-
		ley Haakon, Meade, Lawrence, Butte, Harding,
		Perkins, Ziebach, Armstrong, Dewey and Corson.
Allan Page.....	12	Kansas and Oklahoma.
KGWA, Enid, Okla.		
A. Boyd Kelley.....	13	Texas.
KRRV, Sherman, Tex.		
George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New
KALL, Salt Lake City, Utah		Mexico, and South Dakota, including the counties
		of Fall River, Shannon, Bennett, Todd, Mellette,
		Waushabaugh, Washington, Custer, Pennington,
		Jackson, Jones, Stanley, Haakon, Meade, Law-
		rence, Butte, Harding, Perkins, Ziebach, Arm-
		strong, Dewey and Corson.
B. Floyd Farr.....	15	California, excluding the counties of San Luis
KEEN, San Jose, Calif.		Obispo, Kern, San Bernardino, Santa Barbara,
		Ventura, Los Angeles, Orange, Riverside, San
		Diego and Imperial, Nevada, excluding the coun-
		ties of Mineral, Esmeralda, Nye, Lincoln and
		Clark, and Hawaii.
Robert J. McAndrews.....	16	Arizona, California, including the counties of San
KBIG, Avalon, Calif.		Luis Obispo, Kern, San Bernardino, Santa Bar-
		bara, Ventura, Los Angeles, Orange, Riverside,
		San Diego, and Imperial, and Nevada, including
		the counties of Mineral, Esmeralda, Nye, Lincoln
		and Clark.
Ray Johnson.....	17	Alaska, Oregon and Washington.
KMED, Medford, Ore.		

### RADIO DIRECTORS-AT-LARGE

#### Large Stations

Harold Hough  
WBAP, Fort Worth, Texas

John F. Patt  
WJR, Detroit, Mich.

#### Medium Stations

Williard Schroeder  
WOOD, Grand Rapids, Mich.

Alvis Temple  
WKCT, Bowling Green, Ky.

#### Small Stations

Ben B. Sanders  
KICD, Spencer, Iowa

Robert T. Mason  
WMRN, Marion, O.

#### FM Stations

Richard H. Mason  
WPTF-FM, Raleigh, N. Car.

Merrill Lindsay, Vice Chairm.  
WSOY-FM, Decatur, Illinois

#### Network

Mortimer Weinbach  
ABC Radio, New York, N. Y.

Arthur Hull Hayes  
CBS-Radio, New York

Robert F. Hurlcigh  
MBS, New York, N. Y.

P. A. Sugg  
NBC-Radio, New York, N. Y.

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W. D. Rogers, Jr. Chairm.  
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Dwight W. Martin, Vice Ch.  
WAEB-TV, Baton Rouge, La.

Campbell Arnoux  
WTAR-TV, Norfolk, Va.

Henry B. Clay  
KTHV, Little Rock, Ark.

Joseph C. Drilling  
KJEO-TV, Fresno, Calif.

Clair R. McCollough  
WGML-TV, Lancaster, Pa.

C. Wrede Petersmeyer  
Corinthian Bsetg Corp., N. Y.

William B. Quarton  
WMT-TV, Cedar Rapids, Ia.

Joseph S. Sinclair  
WJAR-TV, Providence, R. I.

Engene S. Thomas  
KETV, Omaha, Neb.

Willard E. Walbridge  
KTRK-TV, Houston, Tex.

#### Network

Alfred Beckman  
ABC-TV, New York

William B. Lodge  
CBS-TV, New York

David C. Adams  
NBC-TV, New York





*General Artists Corporation*

640 Fifth Avenue

New York 19, N. Y.

NEW YORK

CHICAGO

BEVERLY HILLS

LONDON

# Free Society Holds Greater Broadcasting Responsibility

By I.E. ROY COLLINS  
President, National Association of Broadcasters



**A** POSITIVE program centered around capturing and serving the public interest is the answer to our current and future broadcasting problems. In order for this to take on proper perspective our government relations must be strengthened, we must have a more unified system of good public relations, and improved broadcasting standards. All of these must be accomplished in and by the industry itself.

Unless we set out immediately to reach these goals through constructive methods and logical standards, our industry will suffer tremendously. We must become involved more effectively in improving the kind and quality of programming, the diversity of programming in prime time, the extent and nature of advertising, and the machinery for assuring, in a positive sense, self discipline in the industry.

It is up to us to act now! Delay or neglect will lead to chaos in broadcasting, with the American public as loser. Such a situation would be disastrous. What should be done is to eliminate obvious mistakes. Every broadcaster must contribute, and strive to improve upon the industry's relationship with the federal government and the American people. Our free society must make use of its methods of communication.

Freedom depends upon the aid of electronic communication. It will continue to exist in America and will grow throughout the world only with our assistance. This is why our primary concern in NAB is to help make broadcasting a greater force in American life. To do this, we are determined to help improve the quality of broadcasting through the efforts of the broadcasters themselves, and to shield the profession

from those who would destroy any of our basic American freedoms.

There is no national formula which we may follow, as broadcasting needs differ from state to state. There are significant and overriding values which are contained in all methods or standards of communications. It is the highest among these that I am determined that NAB shall find and serve. These goals take us above the average trade association ideals and involve public service and patriotic motivational concern.

The ideal situation is for the broadcasters to act together, on their own, correcting and fortifying current standards. Once aware of this, the American public will begin to appreciate and cooperate with what we are doing. Program standards will diversify. An appeal to radio and Tv sponsors will eliminate the violent, the cheap, the vulgar and the lewd. An uplifting of film production, network programming, and station programming will create a new and worthwhile medium.

Such a medium would include more outstanding drama, fine music programs, public information services; programming which will educate as well as satisfy the demands of our audience. Built upon the distinguished programming that is currently available, such a venture would be a cooperative one. Networks, independent stations, and advertisers would all contribute in this new American challenge.

The broadcaster must give a full measure of his talent to deserve a professional status. He must recognize that his ever-increasing power in our free society carries with it a greater responsibility to serve.

Communications should become our greatest weapon in our fight for freedom.

# TV Time Sales — National, Regional And Local Sales Figures In Key Areas

— 1959 —

<i>Area</i>	<i>Number reporting \$25,000 or more time sales</i>	<i>National regional advertisers and sponsors*</i>	<i>Local advertisers and sponsors*</i>
Albany, Troy, Schenectady.....	3	\$3,279,405	\$1,015,374
Albuquerque .....	3	529,902	956,101
Altoona, Johnstown, Pa.....	3	1,902,886	610,951
Amarillo, Tex. ....	3	558,295	1,019,093
Atlanta, Ga. ....	3	3,882,260	1,927,247
Austin, Rochester, Minn. and Mason City, Ia. ....	3	675,986	656,491
Baltimore .....	3	5,791,622	2,741,610
Boise, Nampa, Ida.....	3	264,712	490,316
Boston .....	3	13,191,035	5,250,745
Buffalo, Niagara Falls.....	3	6,081,427	2,528,814
Cape Girardeau, Mo.; Paducah, Ky., and Harrisburg, Ill.....	3	1,137,936	288,755
Cedar Rapids, Waterloo, Ia.....	3	1,570,413	406,612
Charleston, Huntington, W. Va., and Ashland, Ky. ....	4	1,785,071	1,079,074
Chattanooga .....	3	789,939	666,966
Chicago .....	4	25,326,700	8,089,590
Cincinnati .....	3	5,226,882	2,316,267
Cleveland .....	3	9,004,293	3,378,499
Colorado Springs, Pueblo, Colo.....	3	422,896	694,899
Columbus, O. ....	3	4,037,519	2,059,597
Dallas, Fort Worth.....	4	4,528,844	3,130,689
Denver .....	4	3,339,662	2,510,518
Des Moines, Ames, Ia.....	3	2,354,917	623,101
Detroit .....	3	10,042,253	4,406,172
El Paso .....	3	688,084	781,002
Evansville, Ind.; Henderson, Ky.....	3	688,194	702,182
Flint, Bay City, Saginaw.....	3	1,430,015	573,351
Fort Wayne, Ind.....	3	919,222	819,191
Fresno .....	3	1,560,522	803,858
Green Bay, Marinette.....	3	949,858	762,141
Greenville, S. C.; Asheville, N. C.....	3	1,175,812	696,612
Harrisburg, York, Lancaster.....	5	2,517,521	1,059,653
Hartford, New Haven, Waterbury...	6	5,922,295	1,264,620
Honolulu .....	3	937,200	1,519,215
Houston, Galveston .....	3	4,811,299	2,432,328
Indianapolis, Bloomington .....	4	5,219,715	2,258,416

<i>Area</i>	<i>Number reporting \$25,000 or more time sales</i>	<i>National regional advertisers and sponsors*</i>	<i>Local advertisers and sponsors*</i>
Kansas City, Mo.....	3	4,939,280	2,040,989
Knoxville, Tenn. ....	3	1,002,633	862,948
Las Vegas, Henderson, Nev.....	3	218,647	698,218
Little Rock .....	3	1,012,824	718,182
Los Angeles .....	7	28,544,778	16,991,897
Madison, Wis. ....	3	816,604	556,820
Memphis, Tenn. ....	3	2,851,841	1,064,970
Miami .....	3	4,658,725	2,533,057
Milwaukee .....	4	5,514,731	1,875,030
Minneapolis-St. Paul .....	4	5,069,538	3,643,611
Mobile, Ala.; Pensacola, Fla.....	3	962,562	995,654
Nashville, Tenn. ....	3	1,609,265	1,672,263
New Orleans .....	3	3,127,200	2,288,494
New York City.....	7	53,851,982	10,570,115
Newport News-Norfolk .....	3	2,004,367	1,335,310
Oklahoma City, Enid.....	3	2,837,652	1,336,460
Omaha, Neb. ....	3	2,414,862	928,197
Orlando, Daytona Beach.....	3	714,132	919,231
Peoria, Ill. ....	3	977,404	790,905
Philadelphia .....	3	16,278,444	3,994,387
Phoenix, Mesa, Ariz.....	4	1,467,115	1,834,560
Pittsburgh .....	3	10,782,150	3,351,447
Portland, Poland Springs, Me.....	3	1,461,118	461,096
Portland, Ore. ....	3	4,129,601	1,504,665
Richmond, Petersburg, Va.....	3	1,286,808	684,560
Roanoke, Lynchburg, Va.....	3	1,140,628	691,228
Rochester, N.Y.....	3	2,246,297	1,146,603
Sacramento, Stockton .....	3	3,382,868	1,240,801
Salt Lake, Provo, Utah.....	4	1,384,452	1,402,011
San Antonio, Tex.....	4	2,066,914	1,288,272
San Francisco-Oakland .....	4	9,715,695	5,346,435
Scranton, Wilkes-Barre, Hazelton, Pa.	3	1,059,649	977,969
Seattle, Tacoma, Wash.....	5	5,421,411	1,539,186
South Bend, Elkhart, Ind.....	3	720,972	588,639
Spokane, Wash. ....	3	1,794,017	846,480
St. Louis, Mo.....	4	7,014,027	3,178,224
Tampa, St. Petersburg.....	3	2,530,540	1,535,549
Tucson, Ariz. ....	3	467,812	1,031,605
Tulsa, Okla. ....	3	2,004,693	933,773
Washington, D. C.....	4	6,947,540	2,314,162
Wichita, Hutchinson, Kan.....	3	1,829,009	869,247
Youngstown, O.; New Castle, Pa.....	3	858,943	420,146

(\* Before commissions to agencies, representatives and others.  
Source: FCC.



# Radio And Television Telephone Numbers New York

## AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	Circle	5-1441
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	MAyfair	3-1240
WHLI	IVanhoe	1-8000
WHOM	Circle	6-3900
WINS	JUDson	2-7000
WFYI	PLancez	2-1520
WLIB	MOument	6-1800
WMCA	MURray Hill	8-5700
WMGM	MURray Hill	8-1000
WNEW	YUKon	6-7000
WVOX	NEw Rochelle	6-0800
WNTA	BArclay	7-3260
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WADO	MURray Hill	8-1280
WPOW	MURray Hill	6-6488
WQXR	LACKawanna	4-1100
WNBC	Circle	7-8300
WWRL	DEfender	5-1600

## FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	OXford	7-2288
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WBFM	LEXington	2-4927
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNTY-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LACKawanna	4-1100

## Television Stations

WABC-TV	SUSquehanna	7-5000
WCBS-TV	PLaza	1-2345
WNBC-TV	Circle	7-8300
WNEW-TV	LEHigh	5-1000
WNTA	JUDson	2-7300
WOR-TV	LOngacre	4-8000
WPIX	MURray Hill	2-6500

## National Networks

American Broadcasting Co.	SUSquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	ELdorado	5-3720
Mutual Broadcasting System	BRyant	9-7600
National Broadcasting Co.	Circle	7-8300

## Station Representatives

Avery-Knodel, Inc.	PLaza	7-1800
Charles Bernard	Circle	6-7242
John Blair & Co.	PLaza	2-0400
Blair TV Assoc.	PLaza	2-0400
Bogner & Martin	MURray Hill	9-2586
Guy Bolam	MURray Hill	2-4500
The Bolling Co., Inc.	YUKon	6-4545
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345

CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	OREgon	9-5866
Continental Radio Sales	MURray Hill	7-6865
Donald Cooke, Inc.	JUDson	2-2727
Devney-O'Connell Inc.	YUKon	6-4390
Robert Eastman	PLaza	9-7760
Everett-McKinney, Inc.	PLaza	3-9332
Forjoe TV, Inc.	OREgon	9-6820
Gill Perna Inc.	Templeton	8-4740
H-R Representatives, Inc.	PLaza	9-6800
Arthur H. Hagg	MURray Hill	2-8665
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	JUDson	2-9200
Robt. S. Keiler, Inc.	WA	4-6599
Keystone Bstg. System, Inc.	ELdorado	5-3720
Daron F. McGavren Co.	PLaza	1-4650
The Meeker Co., Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bstg. Co.	MURray Hill	2-4500
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Paul H. Raymer Co., Inc.	PLaza	9-5570
Select Sta. Reps.	PLaza	8-1850
Storer Television Sales Inc.	PLaza	2-7600
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-5830
Weed Radio & TV Corp.	PLaza	9-4700
Adam Young, Inc.	PLaza	1-4848

## Advertising Agencies

N. W. Ayer & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUDson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Leo Burnett Co., Inc.	PLaza	9-5959
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen & Aleshire, Inc.	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield	YUKon	6-6500
Donahue & Coe, Inc.	Circle	5-1000
Doremus & Co.	WORTH	4-0700
Doyle Dane Bernbach, Inc.	LOngacre	4-1234
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasay, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Footo, Cone & Belding	YUKon	6-8000
Albert Frank-Guenther Law	CORtlandt	7-5060
Fuller & Smith & Ross, Inc.	JU	2-9000
Fletcher Richards, Calkins & Holden	JUDson	6-5400
Gardner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morcy, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Kastor, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kenyon & Eckhardt, Inc.	YUKon	6-9000
Ketchum, McLeod & Grove	MU	7-5640
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacManus, John & Adams	PLaza	9-5600
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson Inc.	OXford	7-6000
McCann-Marschalk Co.	OXford	7-4250
Mogul, Williams & Saylor	TEmpleton	8-7100

Needham, Louis & Brorby.....	Plaza	7-0333
Norman Craig & Kummel.....	Plaza	1-0900
Product Services.....	Murray Hill	7-0204
Sullivan, Stauffer, Colwell & Bayles.....	Murray Hill	8-1600
Tatham-Laird.....	Plaza	2-1110
J. Walter Thompson Co.....	Murray Hill	6-7000
Wade Adv., Inc.....	Oxford	7-9261
Warwick & Legler, Inc.....	Plaza	1-4700
Weiss & Geller, Inc.....	Plaza	3-4070
Young & Rubicam, Inc.....	Murray Hill	9-5000

**Publications**

Advertising Age.....	YUkon	6-5050
Billboard, The.....	Plaza	7-2800
Broadcasting.....	Plaza	5-8354
Editor & Publisher.....	BRyant	9-3052
Film Daily.....	BRyant	9-7117
Printers' Ink.....	Murray Hill	8-7500

**RADIO-TELEVISION DAILY  
Wisconsin 7-6336**

Sales Management.....	YUkon	6-4800
Sponsor.....	Murray Hill	8-2772
Standard Rate & Data Service.....	Murray Hill	9-6620
Television Age.....	Plaza	1-1122
Television Magazine.....	Plaza	3-9944
Variety.....	JUdson	2-2700

**News Associations**

Associated Press.....	Plaza	7-1111
Press Association, Inc.....	Plaza	7-1111
Radio Press International.....	Plaza	2-0650
Reuters.....	BRyant	9-8558
United Press International.....	Murray Hill	2-0400
World Wire Info. Serv.....	OREgon	9-7240

**Talent Agencies**

Columbia Artists Management, Inc.....	Circle	7-6900
General Artists Corp.....	Circle	7-7543
William McCaffrey Agency.....	ELDorado	5-1076
William Morris Agency, Inc.....	JUdson	6-5100
Music Corp. of America.....	Plaza	9-7500
National Artists Corp.....	Plaza	9-6000
TV Artists Corp.....	Plaza	3-2153

**Organizations, Unions and  
Government Agencies**

AAAA.....	LEXington	2-7980
Actors' Equity.....	Plaza	7-7660
Advertising Federation of America.....	TEmpleton	8-0325
AFTRA.....	Murray Hill	7-1810
American Communications Assn.....	CORtland	7-1374
American Federation of Musicians.....	Plaza	8-0600
ASCAP.....	Murray Hill	8-8800
AWRT.....	ELDorado	5-7281
Broadcast Music, Inc.....	Plaza	9-1500
Country-Western Music B'casters Assn.....	CO	5-3530
Federal Communications Comm.....	WATkins	4-1000
Federal Trade Commission.....	CORtland	7-7100
Institute of Radio Engineers.....	LE	5-5100
Music Publishers' Protective Association.....	Plaza	1-1930
NAPA.....	Circle	5-0200
Professional Music Men, Inc.....	COLUMbus	5-7362
RAB.....	MU	8-4020
SESAC, Inc.....	JU	6-3450
Station Representatives Assn.....	YUkon	6-9390
TvB.....	Plaza	7-9420
Writer's Guild of America.....	Plaza	7-3317

**Radio-TV Programs and  
Transcription Cos.**

Basch Radio & TV Productions.....	Murray Hill	2-8877
V. S. Becker Productions.....	Murray Hill	2-0777
The Bruce Chapman Co.....	Wisconsin	7-9244
Columbia Record Prod. Service.....	Circle	5-7300
Frederic Damrau, M.D.....	YUkon	6-9484

Decca Records, Inc.....	Plaza	2-1600
Empire Broadcasting Corp.....	YUkon	6-5700
Walt Framar Prods.....	OX	7-3322
General Artists Corp.....	Circle	7-7543
Harry S. Goodman Productions.....	Plaza	5-6131
Arthur Henley Productions.....	Plaza	5-7145
Goodson-Todman Prods.....	PL	1-0600
Gotham Recording Corp.....	JU	6-5577
Henry Jaffe Ent.....	CI	5-240G
Victor Kayfetz Prod.....	CI	5-4830
Lang-Worth Feature Programs, Inc.....	JUdson	6-5700
Charles Michelson, Inc.....	Plaza	7-0695
William Morris Agency, Inc.....	JUdson	6-5100
Muzak Corp.....	OREgon	4-7400
NBC Radio Recording Div.....	Circle	7-8300
Project-O-Fex.....	MU	7-1881
Pyramid Productions, Inc.....	JUdson	6-7040
Reemack Enterprises, Inc.....	Circle	6-7300
Reeves Sound Studios, Inc.....	OREgon	9-3550
Rockhill Prod., Inc.....	Plaza	9-7979
SESAC, Inc.....	JU	6-3450
Talent Associates.....	PL	3-1030
Television Screen Productions, Inc.....	Murray Hill	2-8877
Thomas J. Valentino, Inc.....	Circle	6-4675
Wolf Productions.....	Plaza	5-2050
Ziv-United Artists, Inc.....	Murray Hill	8-4700

**TV Film Producers  
Distributors**

ABC Films, Inc.....	LA	4-5050
M & A Alexander Productions.....	Plaza	5-5266
Atlantic Television Corp.....	JU	2-1287
Banner Films, Inc.....	PL	5-4811
Bray Studios, Inc.....	CI	5-4582
British Information Services.....	CI	6-5100
California National Productions, Inc.....	CI	7-8300
CBS Films.....	PL	1-2345
Commonwealth Film-TV.....	CI	5-6465
Frank Cooper Associates.....	PL	1-0725
Domby Productions, Inc.....	PL	9-2495
Economee Television Programs.....	MU	8-4700
Flamingo Films.....	JU	6-7040
Fortune Features, Inc.....	LO	4-5592
Fremantle International.....	MU	7-4343
Galaxy Attractions.....	PL	1-0330
W. J. German, Inc.....	LO	5-5978
Harry S. Goodman Productions.....	PL	5-6131
The Jam Handy Organization, Inc.....	JU	2-4060
Hollywood Television Service, Inc.....	JU	6-1700
Independent TV Corp.....	PL	5-2100
Intercontinental TV.....	MU	2-3404
Interstate TV Corporation.....	Plaza	7-3070
Jayark Film Corp.....	MU	8-2636
Robert Lawrence Productions, Inc.....	JU	2-5242
MCA-TV.....	PL	9-7500
MGM-TV.....	JU	2-2000
Charles Michelson, Inc.....	PL	7-0695
Modern Teleservice, Inc.....	OX	7-2753
Motion Pictures for Television, Inc.....	PL	3-5600
Movietonews, Inc.....	CO	5-7200
MPO Productions, Inc.....	MU	8-7830
National Screen Service Corp.....	CI	6-5700
National Telefilm Associates, Inc.....	JUdson	2-7300
Official Films, Inc.....	PL	7-0100
Paramount Television Productions, Inc.....	BR	9-8700
Reeves Sound Studios, Inc.....	OR	9-3550
Hal Roach Studios.....	CI	5-4135
Sarra, Inc.....	MU	8-0085
Walter Schwimmer, Inc.....	EL	5-4616
Bernard L. Schubert.....	MU	8-0940
Screen Gems, Inc.....	PL	1-4432
Show Corp. of America.....	Plaza	9-6840
Sound Masters, Inc.....	PL	7-6600
Sterling Television Co., Inc.....	MU	3-6300
Transfilm Incorporated.....	JU	2-1400
Trans-Lux Television Corp.....	Plaza	1-3110
Twentieth Century-Fox.....	CO	5-3320
United Artists Assoc.....	Murray Hill	7-7800
UPA Pictures, Inc.....	Murray Hill	1-0400
Universal Pictures Co., Inc., Television.....	PL	9-8000
Warner Bros. TV.....	CI	6-1000
Van Praag Productions.....	PL	7-2687
Ziv-United Artists, Inc.....	MU	8-4700
Maurice H. Zouary TV Productions.....	JU	2-6185

# Chicago Telephone Numbers

## AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	Franklin	2-0660
WBEE	RAndolph	6-6842
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	Michigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MOrooe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WSBC	MOrooe	6-9060
WSEL	RAndolph	6-9735

## FM Radio Stations

WEAW	KEystona	9-6090
WEFM	STate	2-1357
WENR-FM	ANdover	3-0800
WFMT	STate	2-5668
WKFM	RAndolph	6-2141

## Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	MIchigan	2-7600
WNBQ	SUperior	7-8300

## National Networks

American Broadcasting Co.	ANdover	3-0800
Columbo Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-8900
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

## Station Representatives

Avery-Knodel, Inc.	WHitehall	4-6869
John Blair & Co.	SUperior	7-2300
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CEntral	6-5726
Broadcast Time Sales	STate	2-1405
Burn-Smith Co.	CEntrol	6-4437
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-8196
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	DElaware	7-3504
Forjoe TV, Inc.	DElaware	7-3504
Gill-Perno, Inc.	FINancial	6-9393
George P. Hollingbery	DEArborn	2-6060
H-R Representatives	FINancial	6-6440
The Kotz Agency	MOhawk	4-7150
Robt. S. Keller, Inc.	STate	2-5096
Keystone Bcstg. System, Inc.	STate	2-8900
Daren F. McGavren Co.	FR	2-6498
Meeke Co., Inc.	CEntral	6-1742
NBC Spot Sales	SUperior	7-8300
John E. Pearson Co.	STate	2-7494
Peters, Griffin, Woodward, Inc.	FRanklin	2-6373
Edward Petry & Co., Inc.	WHitehall	4-0011
Radio-TV Reprs., Inc.	FINancial	6-0982
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
Storer Television Sales	CEntral	6-9950

Venard, Rintoul & McConnell	STate	2-5260
Walker-Rawalt Co.	ANdover	3-5771
Weed & Co.	WHitehall	4-3434
Adam Young, Inc.	MIchigan	2-6190

## Advertising Agencies

Aubrey, Finlay, Marley & Hodgson	FINancial	6-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111
BBDO	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Gordon Best, Co., Inc.	STate	2-5060
Bozell & Jacobs, Inc.	CEntral	6-0870
Leo Burnett Co., Inc.	CEntral	6-5959
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FINancial	6-4700
W. B. Doner & Co.	ANdover	3-7800
Doremus & Co.	CEntral	6-9132
Erwin Wasey, Ruthrauff & Ryan	FINancial	6-1833
Foote, Cone & Belding	SUperior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Fuller & Smith & Ross	ANdover	3-5039
Grant Advertising, Inc.	SUperior	7-6500
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3700
Arthur Meyerhoff & Co.	DElaware	7-7860
Needham, Louis & Brorby, Inc.	WHitehall	4-3400
L. W. Romsey Co.	FRanklin	2-8155
Roche, Rickerd & Cleary, Inc.	RAndolph	6-9760
Tatham-Laird, Inc.	HARRISON	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
Edward H. Weiss & Co.	CEntral	6-7252
Young & Rubicam	FINancial	6-0750

## Radio-TV Program Prods.

Columbia Records, Inc.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Jewell Radio & TV Productions	MOhawk	4-5757
Jules Power Prod.	ANdover	3-1422
Lcs Lear Productions Corp.	RAndolph	6-0905
William Morris Agency	WHitehall	3-1744
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Walter Schwimmer Co.	FRanklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	ANdover	3-6520
L. S. Toogood Recording Co.	CEntral	6-5275
Ziv United Artists, Inc.	WH	4-1030

## News Agencies and Assus.

Associated Press	STate	2-7700
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## RADIO-TELEVISION DAILY DEArborn 2-6757

City News Bureau	STate	2-8100
Community News	RAndolph	6-0002
United Press International	FRanklin	2-9000

## TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR	2-4392
Television Programs of America, Inc.	WH	4-4767
UPA Pictures, Inc.	WHitehall	4-0196



# Washington Telephone Numbers

## Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	WO	3-1130
Business and Defense Services Administration	STERling	3-9200
Capitol, U. S. (Senate, House)	CAPitol	4-3121
Census, Bureau of The	RE	5-2000
Commerce, Department of	STERling	3-9200
Copyright Office, Library of Congress	STERling	3-0400
Court of Customs and Patent Appeals	NATional	8-4696
Department of Defense	Liberty	5-6700
Air Force, Department of The	Liberty	5-6700
Army, Department of The	Liberty	5-6700
Navy, Department of The	Liberty	5-6700
Defense Mobilization, Office of	EXecutive	3-3300
Executive Mansion (White House)	NATional	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STERling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	EXecutive	3-3111
National Research Council	EXecutive	3-8100
Patent Office	STERling	3-9200
Post Office Department	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	CAPitol	4-3121
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, info. Div.	Liberty	5-6700

## Non-Government

Clear Channel Broadcasting Service	EXecutive	3-0255
Electronic Industries Association	NATional	8-3902
National Association of Broadcasters	DEcatur	2-9300
National Press Club	REpublic	7-2500
RADIO-TV DAILY	EX	3-4808
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	DIstrict	7-9680
Westinghouse Broadcasting Co.	STERling	3-0903

## AM Radio Stations

WARL	KENmore	6-9000
WEAM	JACKson	7-7100
WFAN	REpublic	7-8000
WFAX	JEfferson	2-1220
WGAY	WHitehall	6-1050
WGMS	EXecutive	3-8676
WINX	REpublic	7-8000
WMAL	KEllogg	7-1100
WOL	HObart	2-3900
WOOK	REpublic	7-8000
WPIK	OVerlook	3-3000
WRC	EMerson	2-4000
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUckerman	2-7600

## FM Radio Stations

WASH-FM	DIstrict	7-1356
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WRC-FM	EMerson	2-4000
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

## Television Stations

WMAL-TV	KEllogg	7-1100
WRC-TV	EMerson	2-4000
WTOP-TV	EMerson	2-9300
WTTG	STERling	3-5300

## News Services

Associated Press	AD	4-5400
United Press International	EXecutive	3-3430

## Networks

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	CO	5-6363
NBC	EMerson	2-4000

# Los Angeles Telephone Numbers

## AM Radio Stations

KABC	NOrmandy	3-3311
KALI (Pasadena)	MUrray	1-7148
KBIG	HOLlywood	3-3205
KBLA (North Hollywood)	TRiangle	7-3619
KDAY	HOLlywood	1-9981
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX (Long Beach)	HEmlock	6-7281
KFSG	DUnkirk	9-1141
KFWB	HOLlywood	3-5151
KBBS	DUnkirk	8-2345
KGER (Long Beach)	NEvada	6-4774
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STate	5-8631
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOLlywood	2-7271

KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KPOL	WEbster	8-2345
KRRD	CAPitol	5-4116
KWKW (Pasadena)	MUrray	1-6744
KXLA (Pasadena)	MUrray	1-6991

## FM Radio Stations

KABC-FM	NOrmandy	3-3311
KBIQ-FM	HOLlywood	3-3205
KBMS-FM (Glendale)	CHapman	5-2090
KCBH	BR	2-7105
KFAC-FM	WEbster	8-0161
KFMU-FM	SEbster	8-5233
KFOX-FM	SPruce	5-2068
KGLA-FM	DUnkirk	5-9966
KHJ-FM	HOLlywood	2-2133



# LOS ANGELES TELEPHONE NUMBERS

KHOF-FM (Glendale)	CHapman	5-7575
KMLA-FM	DUnkirk	2-8426
KNQB-FM (Long Beach)	HOLLYWOOD	7-0454
KNX-FM	HOLLYWOOD	9-1212
KRHM-FM	DUnkirk	5-7421
KUTE-FM	CLitrus	4-1414
KRKD-FM	CApitol	5-4116
KWKW-FM (Pasadena)	MURray	1-6744

## Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLLYWOOD	2-7311
KHJ-TV	HOLLYWOOD	2-2133
KRCA	THornwall	5-7000
KNXT	HOLLYWOOD	9-1212
KTLA	HOLLYWOOD	9-3181
KTTV	HOLLYWOOD	2-7111

## National Networks

American Broadcasting Company	NOrmandy	3-3311
Columbia Broadcasting System	HOLLYWOOD	9-1212
CBS Television—Television City	OLive	1-2345
Mutual Broadcasting System	HOLLYWOOD	2-2133
National Broadcasting Company	THornwall	5-7000

## Station Representatives

AM Radio Sales Co.	HOLLYWOOD	5-0695
Avery-Knoedel, Inc.	DUnkirk	5-6394
Walter Biddick Co.	Richmond	9-8800
John Blair & Co.	DUnkirk	7-1333
Blair-TV, Inc.	DUnkirk	1-3811
Bolling Company, Inc.	HOLLYWOOD	2-6471
The Branham Co.	WEbster	3-6365
Broadcast Times Sales	HOLLYWOOD	5-1755
CBS-Radio Spot Sales	HOLLYWOOD	9-1212
CBS-TV Spot Sales	OLive	1-2345
Forjoe & Co.	OL	5-7755
Gill-Perna, Inc.	DUnkirk	7-4388
W. S. Grant Co.	HOLLYWOOD	3-7194
H-R Representatives, Inc.	HOLLYWOOD	2-6453
Harrington, Righter & Parsons, Inc.	DUnkirk	5-4275
Hollingbery, George P., Co.	DUnkirk	5-2071
Intercontinental Service Ltd.	HOLLYWOOD	2-2289
Katz Agency, The	DUnkirk	5-6284
Daren F. McGavren Co., Inc.	HOLLYWOOD	4-7331
Meeker Co.	HOLLYWOOD	2-6501
Tracy Moore	HOLLYWOOD	2-2351
NBC-KRCA Spot Sales	THornwall	5-7000
Oakes, Harlan G., Associates	DUnkirk	2-0880
Lee F. O'Connell Co.	OLeander	5-7597
John Pearson Co.	DUnkirk	5-5084
Peters, Griffin, Woodward, Inc.	HOLLYWOOD	9-1688
Edward Petry Co.	DUnkirk	8-1143
Paul H. Raymer	HOLLYWOOD	2-2376
Scott, Duncan & Co.	DUnkirk	8-4151
Television Adv. Reps.	HOLLYWOOD	6-1144
Venard, Rintoul, McConnell	DUnkirk	8-4151
Video Views	HOLLYWOOD	3-4179
Weed & Company	HOLLYWOOD	2-6676
Young, Adam J., Inc.	HOLLYWOOD	2-2289

## Advertising Agencies

Action in Advertising	DUnkirk	3-3114
Ad Larson	NOrmandie	4-6552
Adams & Keyes, Inc.	WEbster	8-3781
Admasters	UPton	0-2660
Advertising Council, Inc.	HOLLYWOOD	2-0988
Advertising Engineers Corp.	MAdison	8-5039
Alber, R. H., Co.	HOLLYWOOD	9-8273
Allen, Dorsey & Hatfield, Inc.	NOrmandie	3-9343
Allen & Marshall Adv., Agncy.	OLive	3-1770
Allen, Martin, Co.	OLive	3-2020
Allied Advertising Agencies	HOLLYWOOD	2-0837
Anderson-McConnell Adv. Agency	HOLLYWOOD	3-4154
U. S. Anderson Co.	OLdfield	4-0250
Arkwright Advertising Co. Inc.	HOLLYWOOD	4-3129
Armstrong, Fenton & Vinson, Inc.	MURray	1-6041
Arnold, Rupert Advertising	DUnkirk	2-0896
Asch, A., Inc.	DUnkirk	7-7600
Associated Advertising Agency	OL	2-7690
Associated Broadcast Adv. Co.	WEbster	6-5564
Atherton Magge, Privett, Inc.	OLive	3-9870

Ayer, N. W., & Son, Inc.	HOLLYWOOD	3-4181
Barnes Chase Co.	HUbbard	2-1690
Bates, Ted., & Co.	OLympia	5-9081
BBDO	HOLLYWOOD	6-1641
Baus & Ross Co.	DUnkirk	8-1107
Bayard, Jere	OLdfield	5-9355
Becker, Max, Advertising	GArfield	3-5484
Beaumont & Hahman	MAdison	2-2986
Bjajach, Leo, Adv.	GRanite	2-2240
Belford, Ed, Agency	BRadshaw	2-8493
Bell Advertising	HOLLYWOOD	6-2421
Bennett, Walter F., & Co.	HOLLYWOOD	4-8291
Benton & Bowles, Inc.	HOLLYWOOD	4-9151
Berghoff Associates, Inc.	OLive	5-7536
Bishop & Associates, Inc.	OLive	1-2560
Blades, Richard H.	MAdison	9-2866
Bloch's Advertising	HOLLYWOOD	3-0647
Blum's Direct Advertising	DUnkirk	8-3441
Bogerts, The	HOLLYWOOD	3-6871
Bowes, Chas. Adv. Co.	Richmond	7-0543
Boyd, John R.	LUDlow	9-1644
Boylhart, Lovett & Deane	HUntly	2-0740
Bozell & Jacobs, Inc.	DUnkirk	9-1277
Brehme Ad Service (Glendale)	CHapman	5-1539
Broadcasting Advertising	BRadshaw	2-4840
Brother, D. P., & Co.	DUnkirk	5-8288
Brown, Byron H., & Assoc.	OLympia	3-2320
Bull, Frank, & Co.	HOLLYWOOD	5-4195
Burnett, Leo, Co., Inc.	HOLLYWOOD	4-7374
Buss, R. H., Associates	DUnkirk	5-4385
Buxton Adv. Agency	MURray	1-4993
Campbell-Ewald Co.	DUnkirk	9-1334
Campbell-Mithun, Inc.	HOLLYWOOD	2-0715
Caples Co., The	DUnkirk	7-4255
Carlson, Milton Co.	DUnkirk	8-9464
Carson-Roberts Inc.	BRadshaw	2-8366
Caste, Roger T., Assoc.	HEmlock	7-3503
Castor & Assoc.	OLeander	2-1315
Chamberlin & Associates	DUnkirk	7-6444
Citizen Advertising Agency, Inc.	MAdison	2-2463
Coward Velma Advertising	DUnkirk	4-2558
Coast Advertising Associates	DUnkirk	7-7373
Colc, Fischer & Rogow	BRadshaw	2-3351
Coleman-Parr Advertising	OLive	3-7030
Collard, Clark, Adv. Agency	DUnkirk	7-3388
Compton Advertising, Inc.	OL	3-0100
Consolidated Adv. Directors	OLive	5-6484
Copy Cat Advertising	TRiangle	7-4348
Cowell, Leslie B., Advertising	TRiangle	7-5329
Craig & Reid, Inc.	HOLLYWOOD	4-8218
Creative Advertising	WEbster	1-3255
Crist, Ken, Inc.	NOrmandie	1-1287
Culbertson & Babcock	OLympia	5-6790
Culp, Earl R., Co.	DUnkirk	2-8406
Cunningham & Walsh, Inc.	DUnkirk	8-0591
Curtis Advertising Co.	HOLLYWOOD	3-2377
Dancer-Fitzgerald-Sample, Inc.	HOLLYWOOD	2-3256
D'Arcy Adv. Co.	DUnkirk	5-3171
Delman, Allen & Assoc.	OLive	3-2110
Davidson, David, & Co.	HOLLYWOOD	2-7753
Davis & Blockwell, Inc.	VIctoria	9-2964
Davis, Charlie, Advertising	AXminster	3-5508
DeSantis Advertising Agency	NEvada	6-6515
Dibble, Gordon H.	CHapman	5-2495
Doherty, Clifford, Steers & Shenfield	OLeancr	5-8950
Dolson Advertising Agency	LOrain	9-5111
Donahue & Coe	DUnkirk	1-2271
Donald, Dick, Advertising	DUnkirk	8-2371
Doyle, Dane, Bernbach	OLive	3-8080
Dozier, Eastman & Co.	DUnkirk	5-6071
Dreyfus Co., Adv.	OLive	5-8255
Dunas, E. C., Advertising	OLive	6-4100
Durstine, Roy S., Inc.	DUnkirk	8-3411
Ebberts, Dan, Adv. Serv.	LUDlow	7-9161
Edelstein, Irwin L. & Assoc.	OLdfield	6-6200
Ehler, Grace	MAdison	6-2222
Eisaman-Johns, Advertising	HOLLYWOOD	4-7265
Eisenberg, Ralph	MAdison	2-0439
Elliott, Neil M., Advertising	DUnkirk	7-7301
Enyart & Rose Advertising	HOLLYWOOD	6-1176
Erwin Wasey, Ruthrauff & Ryan, Inc.	WEbster	1-1211
Essig Co.	POplar	3-4365
Esty, William Co.	HOLLYWOOD	2-6301
Fagan, O. K. Advertising Agcy.	MAdison	2-2192
Falkenhainer, Carl	BRadshaw	2-0136
Fallon, Bringham, Moon, Inc.	HOLLYWOOD	4-0171
Farrar Advertising	GRanite	8-3011
Fehlman, Warren P., Adv. Co.	OXbow	8-8168

# LOS ANGELES TELEPHONE NUMBERS

Fellows, John C., Co.	Murray	1-6404	McCreery, Walter, Co.	OL	2-4480
Flax-Bronston Co.	Richmond	9-4497	McElittgott, Ford C., & Associates	MA	4-4622
Fletcher Richards, Calkins & Holden	Hollywood	6-1311	McElroy Adv. Agcy.	Dunkirk	1-3045
Foiaaare, maury & Assoc.	Hollywood	9-8132	McHugn Advertising Co.	BR	2-0233
Foote, Cone & Belding (Hollywood)	HOLLYWOOD	9-6265	McKee, Burns Adv.	HOLLYWOOD	7-4218
Foote, Cone & Belding (Los Angeles)	MADISON	9-3611	McLain, W. R., & Associates	NO	8-2029
Forestral, R. J. Co.	WEBSTER	5-1211	McNeill & McCleery	Dunkirk	5-7341
Frank, Albert-Guenther Law	WEBSTER	3-7595	M-E Productions	Dunkirk	5-3302
Frank, Don Advertising (Anaheim)	KEYSTONE	5-6093	Meany, Phillip J., Co., Adv.	Dunkirk	5-4181
Frazier Adv. Agency	MADISON	5-8392	Meltzler, Richard, Adv.	WEBSTER	8-2993
Fritz, Jimmy, & Associates	HOLLYWOOD	3-3251	Minns, Richard L.	CRESTVIEW	1-7207
Fuller, Smith & Ross, Inc.	Dunkirk	5-2211	Morgan Company, The	TRIANGLE	3-2694
Gage, Booth & West, Inc.	OLIVE	3-1770	Morgan, Raymond R., Co.	HOLLYWOOD	6-1311
Gard, Dalbert & Associates	Dunkirk	8-8422	Mottl & Siteman Advertising	OL	2-5095
Gardner Advertising Co.	HOLLYWOOD	9-2719	Mowinckel, E. K., Advertising	Richmond	7-0529
Gaynor, Ducas, Inc.	OL	5-8191	Mullins, Earl, Advertising	Dunkirk	5-9088
Geissinger, W. B., & Co.	OLIVE	1-3510	Nargi Advertising	MADISON	2-1647
General Advertising Agency, Inc.	HOLLYWOOD	3-5128	National Advertising Associates	Dunkirk	7-4388
Gerth, Brown Clark & Elkus	OLIVE	3-2320	National Federation of Advertising	OL	3-2320
Gilbert & Benton	TRIANGLE	7-3105	Neale & Associates	OL	6-0500
Gilbert, Martin, Agency	TRIANGLE	3-4532	Needham, Louis, & Brorby	CRESTVIEW	6-2073
Gill Clifford Agency	OLIVE	5-8388	Nelson Adv. Service	BRADSHAW	2-0261
Glasser-Gailey, Inc.	MADISON	9-3501	Newman, Ben Allah, Advertising	Dunkirk	9-6649
Glenn Advertising, Inc.	OL	3-9030	Newmark, Nelson, Advertising	MADISON	4-1568
Gold Mike Agency	OLEANDER	5-6811	North Advertising	OL	2-3770
Gonda, Francis D., Adv. Agency	HOLLYWOOD	2-1322	Olen, David, Adv.	OLIVE	5-7290
Goodman Organization	Oldfield	6-6200	Pacific Advertising Service	Richmond	9-3802
Graham, Clyde D.	Dunkirk	3-1266	Packard, Jack Advertising	CHAMMAN	5-5591
Grant, Will	Dunkirk	7-3361	Pardee Co., The	HOLLYWOOD	2-7306
Grant Advertising Agency	HOLLYWOOD	1-9231	Patton, George Adv.	HOLLYWOOD	2-0841
Gray-Moore Agency	HOLLYWOOD	9-3591	Paul & Baum	OL	3-2110
Greer, Norman Co.	OL	7-0648	Pell, Ben, Advertising	MADISON	2-1557
Gregory, Willard G., & Co.	MADISON	7-0531	Perrett Co., The	HUBBARD	2-8303
Grey Advertising	BRADSHAW	2-9821	Porter & Associates	WEBSTER	6-5564
Guerin-Johnstone-Jeffries Advertising	CLINTON	7-7573	Porter, Wesley H., Adv.	AXMINSTER	3-0400
Guild, Bascom & Bonfigli	HOLLYWOOD	9-8217	Productive Advertising	AXMINSTER	1-1322
Hadlock & Associates	HOLLYWOOD	2-6731	Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Heintz & Co., Inc.	MADISON	9-3181	Raymond, J. W., Advertising	MADISON	4-2244
Hill, Don	MADISON	4-9936	Raymond, Larry, Co.	WEBSTER	6-8125
Hixson & Jorgenson, Inc.	Dunkirk	8-3121	Reach, McClinton & Co., Inc.	OLIVE	3-9610
Hoel, John D., Adv. Agency	Murray	1-7131	Robin, Lee & Arnold	CRESTVIEW	4-5853
Hollander, Welsh Advertising	Dunkirk	9-1171	Robins, Jerome, Agency	Dunkirk	8-0661
Honig-Cooper Co.	Dunkirk	8-3301	Roche-Eckhoff & Lee	OLIVE	5-7670
House of Leads	NEVADA	6-4471	Rockett-Lauritzen	REPUBLIC	4-2106
Houston Advertising Service Co.	NORMANDIE	5-5886	Ross, Charles, Adv., Agency	HOLLYWOOD	7-8898
Hunter & Wilhite Advertising	WEBSTER	3-7353	Ross, Roy, Inc.	HOLLYWOOD	9-6263
Hutchinson Advertising	HOLLYWOOD	2-4500	Saussy, Walker Advertising	HOLLYWOOD	3-5161
Irwin, Howard, & Assoc.	Dunkirk	8-1219	Sawdon, Frank	HOLLYWOOD	4-7579
Jay, Clarence L. Industrial Adv.	NORMANDY	4-7131	Schurrer, Lou, Adv.	HOLLYWOOD	3-3800
Jaycraft Co.	Thornwall	2-5310	Scott, M. B., Advertising	OL	3-5330
Jenner, Don, Advertising	Dunkirk	2-8321	Sebrell, J. B., Adv. Agcy.	MADISON	6-9397
Jeff Advertising	HOLLYWOOD	2-6635	Seros, George J., Advertising	CRESTVIEW	6-4723
Johnson & Lewis	HOLLYWOOD	5-7105	Shane, Leonard, Agency	HOLLYWOOD	9-2258
Jones, Paul, & Associates	Dunkirk	1-3003	Shaw, John W., Advertising	WEBSTER	8-2675
Kaplan, Sara Jane, Advertising	OLIVE	3-6057	Shay Advertising	HOLLYWOOD	4-1158
Kaufman, Lon, Co.	Dunkirk	8-2725	Sheldon, Lisle Adv.	HOLLYWOOD	3-2366
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800	Simmons, Dean	WEBSTER	1-1311
Key-Christopher Advertising	WEBSTER	9-3147	Smalley & Smith	HOLLYWOOD	6-2404
Keane, Raymond, Advertising	OLIVE	3-8650	Speer Advertising Agency	Richmond	7-9626
Keene & Associates	OLIVE	3-7420	Spees Advertising Agency	Dunkirk	9-6933
Keillog, Edw. S.	Dunkirk	7-5213	Stahl, Charles N., Adv. Agency	HOLLYWOOD	2-7344
Kelso, M. H., & Co.	Dunkirk	2-2072	Stebbins, Barton A., Adv.	Dunkirk	8-8131
Kenyon & Eckhardt	HO	9-9044	Stebbins, Hal, Inc.	Richmond	9-5317
Kennedy, Walker, Inc.	OLEANDER	5-8750	Steinlauf, Malcolm, & Co.	WEBSTER	3-7564
Keyes, Madden & Jones	HOLLYWOOD	9-3974	Steller, Miller & Lester, Inc.	Dunkirk	7-5377
Lance Advertising	WEBSTER	6-6184	Stiller, Hunt Advertising	BRADSHAW	2-0204
LaRoche, C. J., Advertising	HOLLYWOOD	9-3656	Stodel Advertising	MADISON	2-1193
Lawrence Co.	BRADSHAW	2-5820	Straus, J. M., & Co.	OLYMPIA	5-7691
Lee & Associates	OLIVE	1-2090	Stromberger, LaVane & McKenzie	Dunkirk	5-2211
Lee, J. Richard	HOLLYWOOD	9-2721	Sudler Co.	BRADSHAW	2-7438
Lee, Robert E., & Associates	HOLLYWOOD	6-1188	Sullivan Stauffer Colwell & Bayles	HOLLYWOOD	4-2119
Leni Advertising	HOLLYWOOD	9-1082	Swafford & Co.	Oldfield	5-9690
Lennon & Newell	CRESTVIEW	1-7221	Taggart & Young	WEBSTER	3-8108
Lewin, Howard, Advertising	Dunkirk	8-7156	Tatham-Laird, Inc.	HOLLYWOOD	1-9228
Lewis Advertising	HOLLYWOOD	5-9040	Taylor Host, Inc.	CAPITOL	5-3208
Little & Co.	Dunkirk	9-1267	Thompson, J. Walter, Co.	OL	3-0300
Logan, Dudley L.	Dunkirk	2-8471	Thompson-McDonald	HOLLYWOOD	2-7249
Lynn-Western, Inc.	WEBSTER	5-1234	Tilds & Cantz Advertising	OLEANDER	5-9270
Mack Agency	HOLLYWOOD	2-6377	Todd, Michael, Advertising	HOLLYWOOD	5-8036
MacManus, John, & Adams	OLIVE	3-6130	Tullis Co., Inc., The	HOLLYWOOD	2-6333
Mann Advertising Co.	Dunkirk	2-1179	Tyler-Smith, T., Advertising	Dunkirk	7-5519
Mannis, Samuel A.	HOLLYWOOD	4-7501	United Bench Advertising	AXMINSTER	2-8107
Martha's Adv. Service	MADISON	6-4897	Universal Advertising Agency, Inc.	HOLLYWOOD	4-8218
Mathison & Associates	HU	2-1870	Van der Boom, Hunt, McNaughton	WEBSTER	8-2001
Mayne, Charles H., Co.	Dunkirk	5-0138	Vanderhurst Adv.	HOLLYWOOD	7-9191
Mays & Co.	MADISON	7-8534	Van-Scott, Inc.	Dunkirk	9-2300
McCann-Erickson	Dunkirk	5-3301	Victor, A. J., Company	AXMINSTER	4-7555
McCarty Co., The	Dunkirk	5-4011	Voorhees, P. W., Inc.	HOLLYWOOD	6-1181

# LOS ANGELES TELEPHONE NUMBERS

Wade, Adv. Agency	Hollywood	6-1631
Walsh, Nellie L., Advertising	MA	2-9853
Warwick & Legler, Inc.	OL	3-0130
Weatherwax-Spurgeon & Associates	MA	7-2633
Webster, R. W., Adv.	MADison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiss, Edward H., & Co.	OLive	3-8360
Welsh, Hollander & Coleman Adv.	DUnkirk	9-1171
Westwood, Tom, Adv. Agcy.	CH	5-5051
Whiteman, Richard	DUnkirk	5-2054
Wilder, Alvin	REpublic	4-2186
Williams, Dallas & Sons	HOLLYwood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-5533
Winan & Co., Paul	RIchmond	7-5189
Wolfer-Douglas-Bennington, Inc.	CUmberland	3-6242
Wolf, Len, Co.	DUnkirk	8-2361
World Advertising (Long Beach)	HEmlock	5-6094
World Wide Want Ad Service	MADison	7-9983
Wynne-Alexander Advertising	MURray	2-2319
Young, Marvin, Associates	HOLLYwood	2-2684
Young & Rubicam	HO	2-7181

## Radio-TV Program Prods.

Aladdin Enterprises	HOLLYwood	2-6686
Alexander, M & A, Productions	HOLLYwood	4-7571
Burrud, Bill, Productions	HOLLYwood	3-8181
Cavalcade Television Programs	OL	4-4144
Consolidated Film Industries	HOLLYwood	9-1441
Corradine, Tom J., & Associates	HOLLYwood	2-4448
Commodore Productions	HOLLYwood	9-7502
Crosby, Bing, Enterprises	BRadshaw	2-2771
Fairbanks, Jerry, Inc.	HOLLYwood	2-1101
Guedel, John, Radio Productions	OLive	3-8000
Hollywood Central Recording	HOLLYwood	3-2131
MacGregor, C. P., Sound Studios	DUnkirk	4-4191
MCA-TV	BRadshaw	2-3211
Patin, Ray, Productions	HOLLYwood	2-1147
RCA, Victor Division	RAYmond	3-6661
Radio Recorders, Inc.	HOLLYwood	3-3282
Reynolds, Stuart, Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLLYwood	4-3183
Rocket Pictures, Inc.	HOLLYwood	7-7131
Ross, Jack	HOLLYwood	9-4019
Rourke, Jack, Productions	HOLLYwood	3-7178
Screen Gems, Inc.	HOLLYwood	2-3111
Steffner, Wayne, Prods.	HOLLYwood	3-4173
Studio & Artists Recorders	HOLLYwood	4-8241
Sutherland, John, Prods., Inc.	DUnkirk	8-5121
Telefilm, Inc.	HOLLYwood	9-7205
Telex Corp.	HOLLYwood	4-7391
TV Spots	HOLLYwood	5-5171
Tuchman, Harris, Productions	WEbster	6-7189
Universal Recorders	HOLLYwood	9-8282
Western Recorders	HOLLYwood	3-6811
Wilding Business Commu.	WEbster	8-0183
World Broadcasting System	OLdfied	4-2800
Wright, Carter, Enterprises, Inc.	HOLLYwood	9-0944
Ziv-United Artists	OLdfield	4-2800

## TV Film Producers-Dist.

M & A Alexander Productions	HO	4-3414
George Bagnall & Associates	OL	2-8050
Bonded TV Film Service, Inc.	OLd	4-7575
California National Prod.	TH	5-7000
Frank Cooper Associates	CR	4-5971
Jack Denove Productions, Inc.	HO	4-8331
Desilu Productions, Inc.	HO	9-5911
Walt Disney Productions	VI	9-3411
Dougfair Corporation	HO	5-6164
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Feddersen Productions	HO	2-0821
Filmcraft Productions	OL	3-2430
Filmaster Productions, Inc.	HO	4-6122
Flying A Prod.	HO	9-1475
Four Star Films, Inc.	HO	2-6231
Hollywood Television Service, Inc.	PO	3-8411
Independent Television Corp.	HO	2-6525
Interstate TV Corporation	NO	7-9181
Mark VII, Ltd.	TR	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Productions	HO	4-2141
Medallion TV Enterprises, Inc.	HO	2-6635

Paramount Television Productions, Inc.	HO	9-3181
Playhouse Pictures	HO	5-2193
Roland Reed Productions	HO	9-1628
Revue Productions, Inc.	TR	7-1211
Hal Roach Studios	TE	0-3361
Ross-Danzig Productions	HO	2-0761
Screen Gems, Inc.	HO	2-3111
Stage Five Productions, Inc.	HO	7-3111
Swift-Chaplin Productions, Inc.	HO	2-0761
TCF Television Productions, Inc.	HO	2-6231
Twentieth Century Fox Television	HO	2-6231
UPA Pictures, Inc.	TH	2-7171
Universal Pictures Co., Inc., Television	TR	7-1211
Van Praag Productions	DU	1-3819
Warner Bros. Pictures, Inc. TV Division	HO	9-1251

## Artists Agencies

Alexander, Alex Agency	CRestview	1-6101
Allied Casting	HOLLYwood	3-7124
Alvarado, Carlos	OL	2-0272
American Federation of TV-Radio	HOLLYwood	4-5123
Armstrong-Deuser-McHugh, Jr.	CRestview	4-0881
Ashley-Steiner Corporation	CRestview	4-8511
Artigue, Louis	CRestview	6-2488
Associated Booking Corp.	OLive	2-9940
Auer, Miles Bohm	HOLLYwood	2-6416
Barnes, William, Agency	BRadshaw	2-8221
Barry, Vy, Agency	HOLLYwood	9-2127
Barskin Agency, The	OL	2-5470
Bell, Marcella Agency	CRestview	6-0012
Bender, David	OLympia	2-1465
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	POplar	2-4872
Brewis, Alex	OL	2-5470
Carson-Stempel	CRestview	4-8343
Cinema Artists Agency	OLive	2-7074
Cloutman-Barskin-Short	CRestview	4-6833
Columbia Artists Management	HOLLYwood	2-6623
Condit Agency	HO	4-9233
Connor, Allen	HOLLYwood	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-9769
Cumber, Lil Attractions Agency	AXminster	3-6159
Davis, Mary Webb	OL	5-6747
Dawn, Wilma Agency	HOLLYwood	5-7438
Donaldson Agency	OL	2-0355
Famous Artists	CRestview	4-7433
Flaire Agency, The	OL	6-3060
Frings, Kurt	CRestview	4-8881
Garfield, Milton	CRestview	1-7227
Gefsky, Harold L.	CRestview	4-7801
General Artists Corporation	BR	2-0973
Gertz, Mitchell	CRestview	4-5491
Gold, Herb	CRestview	4-8171
Gold, Sid	CRestview	4-7247
Goldstone, Tobias	CRestview	6-1071
Gould, Billy	OL	6-1122
Green, Ivan	OL	2-4010
Greshler, Abner	OLdfield	4-5960
Griffith, Byron	HOLLYwood	7-2600
Grossman, Milton M.	CRestview	4-8631
Halliburton, Jeanne	POplar	9-2947
Halsey, Reece Agency	OLive	2-2409
Hamilburg, Mitchell	CRestview	4-9311
Herdan-Sherrell	CRestview	1-5236
Herzbrun, Walter	OL	2-7210
Herzon, Kendall	CRestview	4-8107
Ingersoll, George, Agency	HOLLYwood	7-0862
Irwin, Lou	CRestview	1-7131
Jackson, Edith	HOLLYwood	7-0155
Jaffee Agency	OLympia	7-2710
Kaufman, Milton	CR	5-5028
Kingston, Al, Enterprises	CRestview	6-8538
Kohner, Paul	CRestview	1-5165
Kumin-Olenick Agency	CRestview	4-7281
Lance, Leon O.	OL	7-1060
Lauren, J. W., Agency	OL	6-4070
Lazar, Irving	CRestview	5-6153
Leonard, Fred	HOLLYwood	4-7546
Levee, Sid	CRestview	4-8631
Langenecker, Robt.	OLive	3-7770
MacQuarrie, Earl	CRestview	4-8919
Manuel, Alvin G. Agency	CRestview	4-5288
Marion, Paul Agency	OL	2-9540
Marx, Bert	CRestview	4-8555



Medford, Ben	CRestview	1-7021
Meyers, Walter	CRestview	1-8161
Middleton-Chiles Agency, Inc.	OL	6-4460
Mishkin Agency	OLive	2-0944
Moore, Lola	CRestview	6-5401
Morris, William	BRadshaw	2-4111
MCA Artists	CRestview	4-7711
Ochs, Al	HOLLYWOOD	9-6470
Oliver, Maurine	OL	7-1250
Omega Artists, Inc.	OLympia	5-7212
Payton, Bob	OL	6-1880
Pearson, Ben	CRestview	4-5488
Pomeroy, Jack	HOLLYWOOD	9-6366
Preminger-Stuart	OL	6-2360
Rogers & Rush	CRestview	4-6841
Rosen, Jerry, Agency	BRadshaw	2-2345
Ryan, Frank	CRestview	1-4627
Saphier, James L., Agency	CRestview	1-7231
Schuller, William Agency	CRestview	4-6949
Schwartz Agency	OLive	3-0400
Screen Children's Guild Agency	HOLLYWOOD	9-6231
Shauer, M. A.	CRestview	1-1103
Shaw, Glenn	OLive	5-6956
Shiple, Howard Agency	CRestview	6-6251
Shurr, Louis	CRestview	4-8111
Sindell Agency	CRestview	4-8181
Small, Paul	BRadshaw	2-0496
Snitzer, Lou-Fritschi, Al, Inc.	HOLLYWOOD	9-6271
Somlyo, E. T.	CRestview	6-2041
Stempel, Frank	CRestview	4-8343
Stewart, Rosalie	CRestview	4-6123
Swanson, H. N.	OL	2-5385
Swoverland, Harold	OLive	6-0900
Talent Inc.	HOLLYWOOD	2-0913
Thompson, Lionel B.	CRestview	1-2188

Ullman, George	CRestview	4-5238
Wadsworth, J. B.	CRestview	6-0698
Weiner, Jack	OLympia	2-1140
Weintraub, Murry	OLive	2-3971
Westwood Artists Agency	CRestview	5-1608
Wilkins, Paul	CRestview	1-6188
Willson, Henry	OLdfield	2-7452
World Artists Management Agency	CRestview	1-7294
Warmser, Jack, Agency	HOLLYWOOD	4-8138
Zimmerman, Herman Agency	CRestview	6-0266

**Publications**

Billboard, The	HOLLYWOOD	9-5831
Broadcasting Magazine	HOLLYWOOD	3-3148
Film Daily, The	HOLLYWOOD	9-5358
Hollywood Reporter	HOLLYWOOD	4-7411
Media Agencies Clients	OL	7-1440

**RADIO-TELEVISION DAILY  
HOLLYWOOD 9-3951**

See-Hear	HOLLYWOOD	9-2707
Sponsor	HOLLYWOOD	4-8089
TV Guide	HOLLYWOOD	5-2103
TV-Radio Mirror	EXmont	7-8640
Variety	HOLLYWOOD	9-1141

**Radio-TV Audience Surveys**

American Research Bureau	HOLLYWOOD	9-1683
Facts Consolidated	OLive	3-3114
Moffett Research Co.	HOLLYWOOD	3-5653
National Audience Board	CR	1-8141
Pulse, Inc.	OL	3-7733

FOR PERSONNEL AND LOCAL  
ADDRESSES OF ABOVE FIRMS

SEE

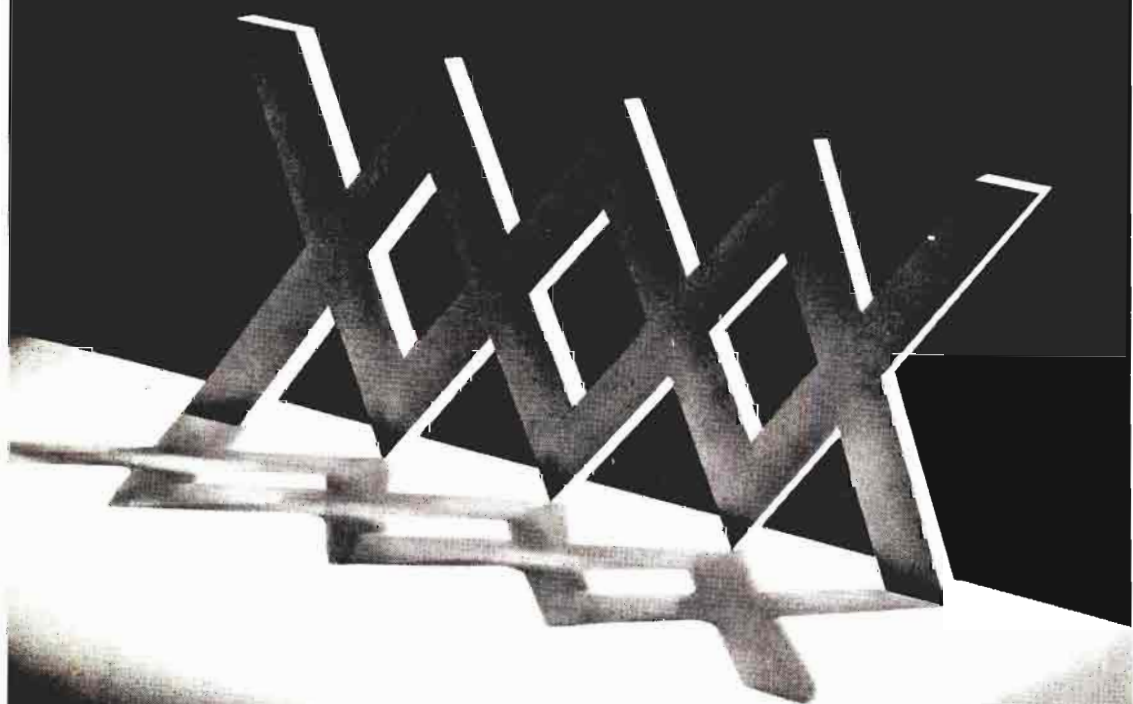
EDITORIAL INDEX (PAGE 7)

UNDER CATEGORIES SUCH AS

AM STATIONS, TV STATIONS,  
STATION REPRESENTATIVES, ETC.



SINCE 1898 THE AGENCY OF THE SHOW WORLD



**WILLIAM MORRIS AGENCY, INC.**  
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**1961**

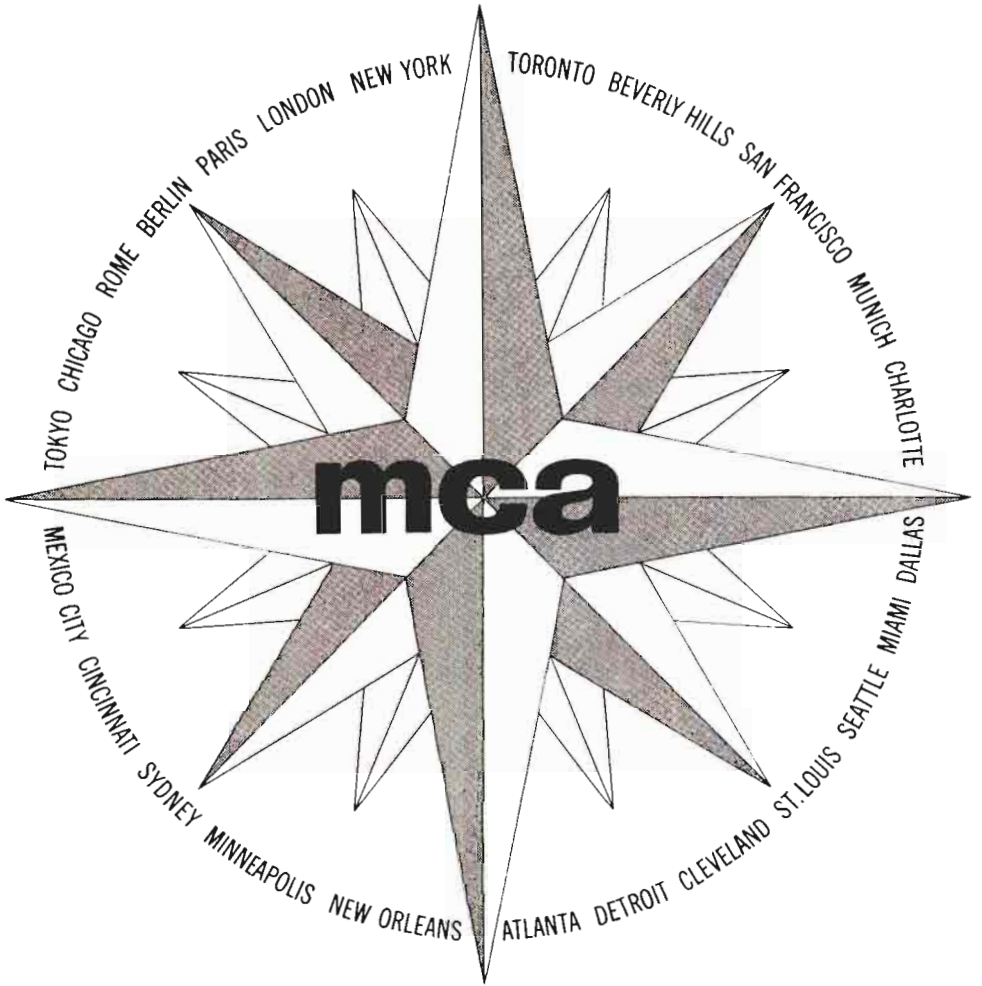
**ADVERTISING  
AGENCIES**



**EXECUTIVE PERSONNEL  
ACCOUNT EXECUTIVES  
BRANCH OFFICES**

**CANADIAN AGENCIES**

**TIME BUYER BIOGRAPHIES**



# Estimated Gross Time Expenditures Of Network Television Advertisers

## — BY PRODUCT CLASSIFICATION —

### GROSS TIME COSTS ONLY

	<i>Jan.-Dec. 1960</i>	<i>Jan.-Dec. 1959</i>	<i>% Change</i>
Agriculture & Farming.....	\$ 1,957,972	\$ 1,809,137	+ 8.2
Apparel, Footwear & Accessories...	9,322,623	7,221,250	+ 29.1
Automotive, Automotive Accessories & Equipment .....	55,117,617	46,709,247	+ 18.0
Beer, Wine .....	8,147,196	6,715,256	+ 21.3
Building Materials, Equipment & Fixtures .....	2,192,297	3,380,407	— 35.1
Confectionery & Soft Drinks.....	14,901,505	12,982,938	+ 14.8
Consumer Services .....	3,863,817	3,441,788	+ 12.3
Drugs & Remedies.....	84,706,199	74,950,528	+ 13.0
Entertainment & Amusement.....	914,103	383,278	+ 138.5
Food & Food Products.....	114,745,780	113,099,511	+ 1.5
Freight, Industrial & Agricultural Development .....	403,740	404,807	— .3
Gasoline, Lubricants & Other Fuels..	15,584,878	9,830,669	+ 58.5
Horticulture .....	371,250	249,608	+ 48.7
Household Equipment & Supplies...	30,742,512	30,112,185	+ 2.1
Household Furnishings .....	5,796,304	4,025,729	+ 44.0
Industrial Materials .....	22,889,140	20,980,307	+ 9.1
Insurance .....	12,381,622	10,270,755	+ 20.6
Jewelry, Optical Goods and Cameras	13,904,040	13,966,553	— .4
Office Equipment, Stationery and Writing Supplies .....	3,917,436	4,615,765	— 15.1
Political .....	2,501,857	—	inf.
Publishing & Media.....	2,242,022	26,593	+ 8,330.9
Radio, TV Sets, Phonographs, Musical Instruments, Accessories..	5,340,214	5,373,926	— .6
Retail or Direct by Mail.....	124,126	—	inf.
Smoking Materials .....	76,902,164	75,009,215	+ 2.5
Soaps, Cleansers & Polishes.....	69,493,945	67,140,302	+ 3.5
Sporting Goods & Toys.....	3,208,980	2,999,564	+ 7.0
Toiletries & Toilet Goods.....	111,096,951	102,311,526	+ 8.6
Travel, Hotels & Resorts.....	765,173	1,125,861	— 3.2
Miscellaneous .....	8,835,606	8,174,825	+ 8.1
<b>Total .....</b>	<b>\$682,371,069</b>	<b>\$627,311,530</b>	<b>+ 8.8</b>

Source: TVB LNA-BAR.



GATHERING PLACE OF  
THE AD AGENCY,  
TV AND RADIO  
PROFESSIONS

*Rattazzi*

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

---

***LUNCHEON, COCKTAILS, DINNER***

---

Facilities available for private cocktail and dinner parties  
at the second floor Topside Room.

The Jungle Room available for private luncheon and dinner  
parties for ten people or less.

# New Broadcasting Frontiers Offer Unlimited Challenge

By NEWTON N. MINOW  
Chairman, Federal Communications Commission



**B**ROADCASTING has yet to realize its full potential. Intelligent communications via the air waves is a most integral part of the new American frontier. What better time is there for the industry to arrive at a point where full potential will begin to be realized by the broadcasters themselves. Sights must be set on a higher programming level.

All this does not mean that drastic revisions or complete shakeups in the business or in the FCC table of organizations itself are about to take place. It means that we, the broadcasters, must work harder.

To criticize current policies is one method of determining just what is to be done. Broadcasters must give the public more credit for their fundamental intelligence. The American people are eager for growth, intellectual growth in the mass media. We must approach our audience with the basic idea that they are able to hold an interest in a higher type format.

The FCC has both the duty and the power to insist that broadcasting give the public more in the way of programming than it has in the past. It is quite apparent that although some broadcasters do not meet the responsibility in an industry that is most responsible, there are still large numbers of influential communicators who are eager to do something. Many employed in the industry at very high pay scales have requested to work with the FCC in its demand for better "on the air" policy. A decrease in their wage scale would make no difference to these outstanding individuals providing constructive motivation could become a reality. As long as there is an interest there is no doubt that tremendous strides can be made.

Ratings are perhaps one of the greatest handicaps in the industry. Something is wrong with the various services so widely used. If a station offers nothing but "Western Thrillers" for two or three years due to favorable ratings it is understandable that such a station may have serious problems when it applies for renewal. There is going to be a much closer scrutiny of promise versus performance.

Increased monitoring of individual stations will be another vital factor. Stations must begin to measure up to a fresh quality with decent intelligent content. Encouragement of an operation of permanent pay television to compete with free TV in line with broader tests of this new medium, will be stressed.

Carefully planned and conscientious broadcasters will realize that the development of local shows and local talent is most important. Some broadcasters may be surprised to learn that controversy or discussion of top national or governmental issues is a very marketable commodity despite those who are afraid of it and want to stick to a program of brief headlines.

The presidential debates certainly indicated that the medium of television was being used to its highest capacity. Everyone was given an equal chance to participate fully in the democratic process. These debates clearly indicate that public service broadcasting can be a provocative commentary or discussion of events of the day rather than just dry lecturing by some college professor.

The new frontier in broadcasting offers a stimulating challenge to men and women dedicated to public service and the media of mass communications.



**Never promise more  
than you can perform**

—PUBLILIUS SYRUS

**YOUNG & RUBICAM, Advertising**

# Advertising Agencies

## — AGENCY RECOGNITION SYMBOLS —

AAAA—AMERICAN ASSOCIATION OF ADVERTISING AGENCIES  
 ABC—AUDIT BUREAU OF CIRCULATION  
 ABP—ASSOCIATED BUSINESS PAPERS  
 AFA—ADVERTISING FEDERATION OF AMERICA  
 ANPA—AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION  
 APA—AGRICULTURAL PUBLISHERS ASSOCIATION  
 NBP—NATIONAL BUSINESS PUBLICATIONS  
 NOAB—NATIONAL OUTDOOR ADVERTISING BUREAU  
 PPA—PERIODICAL PUBLISHERS' ASSOCIATION  
 SNPA—SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

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37 W. 53rd St., New York 19, N. Y.  
 Phone: Circle 6-2940  
 ABP

Owner.....A. D. Adams  
 TV & Radio Consultant.....Marcia Forrest  
 Media Director.....Daniel Sullivan

### ADAMS & KEYES

3 E. 54th St., New York, N. Y.  
 Phone: PLaza 1-5630

AAAA—ABP—ANPA—ABC

Chairman.....Stanley J. Keyes, Jr.  
 President.....B. D. Adams  
 Exec. V.P.....Ed. C. Hoffman  
 Senior V.P....A. A. Anthony, Thomas Dixey,  
 Jack Hardy, James Freeman  
 Asst. Treas.....Charles W. Schiess  
 Production Manager.....Elmer Anderson

#### Branch Offices

1750 Peachtree Rd. N.W., Atlanta  
 712 S. Curson Ave., Los Angeles, Calif.  
 Phone: Webster 8-3781

### WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-5210  
 AAAA—ABP—ANPA—AFA

Pres.-Treas.....William Hart Adler  
 V.P., Radio-TV.....Alidor R. Belskis  
 V.P.'s.....John Petrie,  
 Frank Karoly, Arthur Warren  
 Secretary.....B. L. Martin  
 Assoc. Research Dir.....Kenneth M. Davee

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 Washington 8, D. C.  
 Phone: Emerson 3-4886  
 President.....John E. Waterfield

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117 W. 46th St., New York 36, N.Y.  
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 Exec. Producer.....Sholom Rubinstein  
 Director.....Bernard Rubinstein  
 Copy Chief.....David M. Hausdorff

### ADVERTISING & MERCHANDISING, INC.

13 Stratford Place, Dayton 2, O.  
 Phone: BA 3-8885  
 ANPA

President.....Ralph Kaufman  
 Radio-TV.....Alice Lilley

### AITKIN-KYNETT CO., INC.

1400 South Penn Square,  
 Philadelphia 2, Pa.  
 Phone: LOcust 8-6700

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 President.....Allen C. Smith  
 V.P., Secy.....Geo. B. Barnard  
 V.P.....H. B. Montgomery  
 Treasurer.....Joseph C. Baugher  
 Creat. Dir.....Richard G. Cummins  
 Production Director.....C. A. Masci  
 Research Dir., Publicity..Edward Goldsmith  
 Radio-TV Time Buyer.....Alan Bobbe  
 Radio-TV Dir.....Allen Gray

### R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.  
 Phone: HOLlywood 9-8273  
 Exec. Vice-Pres.....Pauline Hagen  
 Secretary-Treas.....Evelyn R. Jones

### BARTON ALEXANDER ADV. AGENCY

ANPA  
 Libbey-Owens-Ford Bldg., Toledo, Ohio  
 Phone: CH 2-5168  
 President.....Marion G. Alexander  
 TV Director.....D. Doner

### ALLEN & REYNOLDS, INC.

3104 Farnam Street, Omaha 31, Neb.  
 Phone: 342-0150  
 AAAA—ABP—ANPA—ANA  
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 V.P. & Treas.....Robert H. Reynolds  
 V.P. & Sect.....Helen Moeller  
 Vice Presidents...O. Earl Lowry, Edward C.  
 Whelan, John B. nis, Quentin H. Moore,  
 Lyle DeMoss  
 Radio-TV, V.P.....Don B. Amsden  
 Time Buyers.....Marilyn Hayes, Don Amsden



**ADVERTISING AGENCIES**

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5010 Sunset Blvd., Los Angeles 27, Calif.

Phone: NOrmandy 3-9343

APA--ANPA--ABP--NBP

President.....L. E. Hatfield

Secy. & Treas.....H. H. Allen

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4643 Beverly Blvd., Los Angeles 4, Calif.

Hollywood 2-0837

President.....W. Fehr Gardner

Treasurer.....Maxine Blankenship

Art Director.....Wayne La Com

Account Exec.....Dick Gardner

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Owner.....James A. Sanders

**ARKWRIGHT ADVERTISING CO., INC.**

Time & Life Bldg., Rockefeller Center,

New York 20, N. Y.

Phone: Circle 5-6612

Exec. V.P.....Jerry Bess

Vice President.....Jack Wilcher

Media Director.....James Hackett

Radio-TV Prod., Dir.....Thos. Mannos

**ASSOCIATED BROADCAST ADV. CO.**

1188 S. Muirfield Road, Los Angeles 19, Calif.

Phone: WEbster 6-5564

Owner, Sales Mgr.....Irwin T. Porter

Partner, Prog. Mgr.....Gertrude T. Porter

**ATLANTIC-BERNSTEIN ASSOCIATES**

655 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 8-8250

Partners.....Murry E. Cohen, Irving H. Glick, Ted Bernstein

Production Mgrs.....Don Williams, Arthur Abravanel

Media Director.....Sylvester J. Bernstein

**AUBREY, FINLAY, MARLEY & HODGSON, INC.**

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

Phone: FInancial 6-1600

AAAA--ABP--ANPA

President.....H. Earl Hodgson

Vice President.....Kenneth Hill

Secretary.....Robert C. Marley

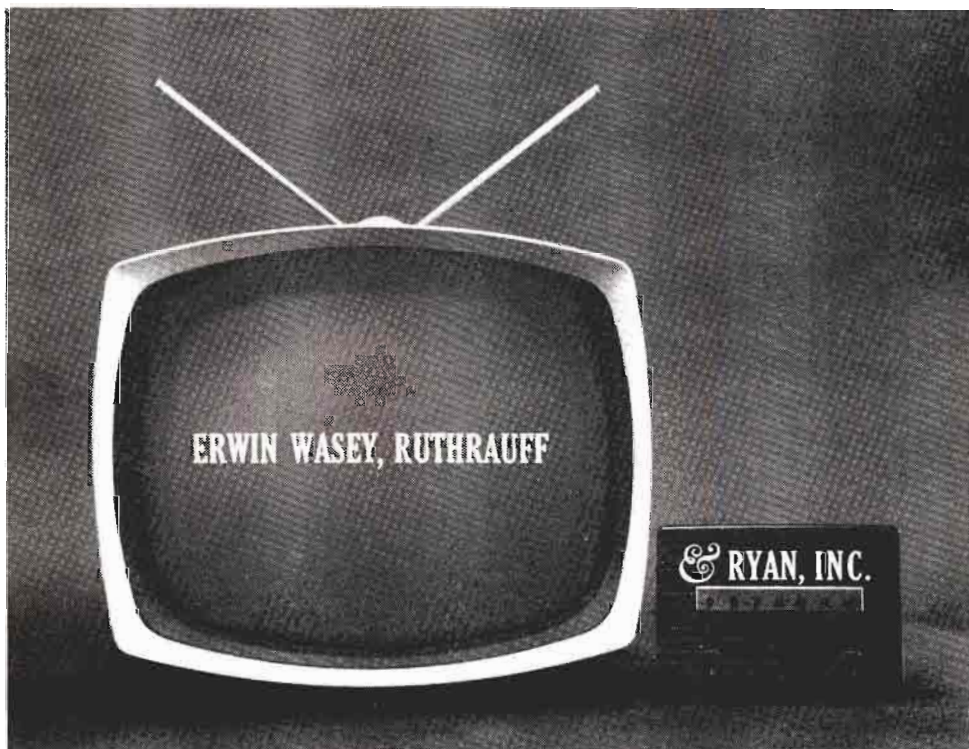
Treasurer.....Ann E. Ferngren

Radio-TV Dept. Head.....Dixon Harper

*Time Buyer and Accounts:* Mrs. Joan Lindell; *Interntl. Harvester, Pfister Assoc., Murphy Products Co., Morton Chemical, Illinois Farm Supply.*

*Estimated Radio Billings:* \$810,000.

*Estimated TV Billings:* \$419,000.



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 President.....Warner S. Shelly  
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 V.P., Mng. Dir. Copy.....John J. Pullen  
 V.P. Chg. Plans-Mkt.....Hans L. Carstensen Jr.  
 V.P. Chg. Media.....Leslie Farnath  
 V.P.'s Chg. Ex. H. O. Client

Cont. Brydon S. Greene, L. Davis Jones  
 V.P. Chg. Phila. Serv.....Robert F. Kurtz  
 Dir., Info. Svcs.....Robert Van Riper  
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 V.P. Copy Res.....Mrs. Margaret H. Rogers  
 V.P., Bus. Dev.....Scymour Morris  
 Secretary-Treasurer.....R. Bruce Jones

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Time and Life Bldg., New York 20, N. Y.  
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Vice-President & Mgr.....John D. Upton  
 Vice-Pres. & Dir. of

Radio-TV.....James E. Hanna  
 V.P., Radio-TV Plans.....T. J. McDermott  
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 V.P. Chg. Pub. Rel.....Marvin Murphy  
 V.P.'s.....D. C. Van Meter,  
 Chas. Hogen, J. Vance Babb, Robt. C.  
 Alexander, John W. Esau, Newton C.  
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V.P. Chg. Bus. Devel.....Geo. T. Sweetser  
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 Phone: ANdover 3-7111

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 Phone: HOLlywood 3-4871

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 235 Montgomery St., San Francisco, Calif.  
 Phone: SUtter 1-2534

V.P., Manager.....Harry C. Graybill  
 1060 Bishop St., Honolulu, Hawaii  
 Phone: HonoLulu 50-3681

Manager.....James P. Smith  
*Estimated Radio Billings:* \$16,000,000.  
*Estimated TV Billings:* \$41,000,000.

**AYLIN ADVERTISING AGENCY**

904 Lovett Blvd., Houston 6, Texas  
 Phone: JAckson 9-3766  
 AAAAA

Pres.....Robert N. Aylin  
 Exec. V.P.....Chas. H. Lewis  
 V.P. & Prod. Mgr.....Roger I. Helm  
 Radio & TV Dir., Time Buyer.....Jo Moore

*Branch Offices*

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 Phone: CA 3-5541

Manager.....James F. Anderson  
 2960 Harrison, Beaumont, Tex.  
 Phone: TW 2-2693

Manager.....Jack Dahmer

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 Art Director.....Glen Lawrence  
 Production Manager.....Eliz. Harriman

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670 Bayview Ave., Toronto 17, Ontario  
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 Planning Director.....D. C. Bythell  
 Sec.-Treas.....E. M. Sutherland  
 Creative Director.....Miss A. Venables  
 Radio-TV Dir.....N. Pahlen  
 Media Mgr.....H. L. Howerth  
 Radio-TV Mgr.....Mrs. H. Blair  
 Radio-TV Producer.....W. Krantz  
 Mgr., Prod. Dept.....C. L. Williams

*Branch Office*

1420 Sherbrooke St. W., Montreal 25, P. Q.  
 Phone: VI 5-2191

Dir. French Mkt. Svcs.....G. St-Denis  
*Time Buyers & Accounts:* Mrs. I. Neve;  
 Adams Brands Sales, Ltd., Canadian Wall-  
 paper Manuf. Ltd., Carnation Co., Ltd.,  
 Chesebrough-Pond's (Canada) Ltd., Frigi-  
 daire Products of Canada, Ltd., Canadian  
 Kodak Co., Ltd., Supreme Drug, Ltd., Miss  
 G. Rudolph, Gener. Foods, Ltd.

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720 Fifth Ave., New York 19, N. Y.  
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 APA—NBP—NOAB

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 Vice-Pres., Treas.....Mary Bentley Baker  
 V.P., Gen. Mgr.....Augustine J. Hilton  
 V.P. & Research Dir.....Jack M. Kline  
 V.P., Media Dir.....James D. Evans  
 V.P., Dir. of Creative Act.....S. Carter, III  
 V.P.'s.....Charles Bennett, Walter Martin  
 Secretary.....Dorothy K. Smith  
 Radio-TV Dir.....David Savage

**BALL & DAVIDSON, INC.**

670 Delaware St., Denver 4, Colo.  
 Phone: MAIn 3-1291  
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President.....Robert Acomb  
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**FAMILIES-5 AND OVER**

**HEAD OF**

**FAMILY INCOME-**

**CHILDREN-6 TO**

**WOMEN-18 TO 29**

**HOUSE-UNDER  
40**

**UPPER**

**12**

## **FIRST: GET CLEAR DIRECTIONS...**

Finding and fashioning the right show to meet the client's objectives and the audience he wants to reach—that's the job of 64 TV pros at McCann-Erickson. We call it "selective programming." And it works! The 210 million visits\* to American homes our clients made in a recent week should tell how well.

### **McCANN-ERICKSON, INCORPORATED**

\*Total audiences viewing McCann-Erickson network TV shows in one week. Source: Nielsen National TV Ratings, latest report available when this publication went to press.



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**BARLOW ADV. AGENCY, INC.**

968 James St., Syracuse 3, N. Y.  
Phone: GRanite 9-6644  
AAAA

President.....F. B. Tompkins  
Senior V.P.....J. J. Hines  
Media Director.....E. C. Jones  
Prod. Mgr.....Marc Hughes  
TV-Radio Director.....E. C. Jones  
Secy., Treas.....Arthur M. Speers  
V.P.'s.....J. R. Coleman,  
Geo. F. Swartz, Robt. K. McCabe  
Research Director.....Philip Ward Burton  
Publicity Director.....Kenneth S. Johnson  
*Time Buyer & Accounts:* Edward C. Jones;  
G.L.F., Dairymen's League Coop. Assn., Will  
& Baumer Candle Co., National Pet Foods,  
A. V. Smith, House of Stuart, Lincoln Nat.  
Bank & Trust.

**BARNES CHASE COMPANY**

3211 Fifth Ave., San Diego 3, Calif.  
Phone: CYpress 7-3711  
AAAA

President.....James B. Lane  
V.P., Creat. Dir.....Frank M. Huff  
V.P.'s....Norman B. Foster, Jack Buchanan,  
Phil Franklin  
Radio-TV Dir.....Glenn W. Michel  
Art Director.....Warren Molentin  
Copy Chief.....Burl Stiff

*Time Buyers & Accounts:* Glenn Michel;  
Caliente R. C. Greyhound Club, Home Fed.  
Savings, University City, El Cortez Hotel,  
Chevrolet Dealers, Skyline Hills, Stardust  
Motor Hotel; Beverly Sholtz; San Diego Gas  
& Electric.

*Branch Offices*

1145 Sixth St., Los Angeles 17, Calif.  
Phone: HUnitley 2-1690  
Sr. Vice Pres.....Nelson Carter  
251 Kearny St., San Francisco, Cal.  
Phone: EX 7-0477  
Exec. in Chg.....Lewis J. Short

**TED BATES & CO., INC.**

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 6-0600

ABP APA-ANPA-PPA AAAA-NOAB  
Hon. Chm. of Bd.....Theodore L. Bates  
Bd. Chairman.....Rosser Reeves  
Vice Bd. Chmn.....John M. Lyden  
Vice Bd. Chmn. &  
Exec. Comm.....W. H. Kearns  
President.....Rudolph Montgelas  
Sr. V.P., Bdest. Op., Dir...R. A. R. Pinkham  
Sr. V.P., Creat. Oper.....Jeremy Gury  
Sr. V.P., Media Oper.....Edward A. Grey  
Sr. V.P., Treas.....William E. Hatch  
Sr. V.P.'s....Ronald C. Bradley, Herbert G.  
Drake, Archibald McG. Foster, William  
A. O. Gross, Thomas J. Carnese, E. L. Hill,

---

The  
**Metlis**  
&  
**Lebow**  
corporation  
**ADVERTISING**

200 West 57th Street  
New York 19, New York  
JUDson 2-3474

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**ADVERTISING AGENCIES**

J. Ross MacLennan, Clarence L. MacNelly,  
Walter W. McKee, D. Robert Parman,  
Clifford N. Parsells, Dan Rodgers, Alman  
J. Taranton, Allen M. Whitlock  
Admin. V.P. .... James C. Douglass  
V.P., Sec. .... A. M. Frothingham  
V.P., Prod., Radio & TV. .... Herbert Gunter  
V.P., Bus. Mgr., Radio & TV. .... H. J. Saz  
V.P., Dir. Network Rel. .... John E. Kucera  
V.P., New Prog. Dev. .... John N. Calley  
V.P., TV Creat. Co-ord. .... Zachary Schwartz  
Asst. V.P., Comm. Film Prod. .... W. E. Watts  
V.P.'s & Assoc. Media Dirs. .... William T.  
Kammerer, William J. Kennedy, Winston  
W. Kirchert, Martin J. Murphy

**Branch Offices**

8530 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLeander 5-9081  
V.P. in Charge. Thomas F. McAndrews, Jr.  
80 Charlotte St., London W.C. 1, Eng.  
Phone: LAngham 3070  
Chmn., Jt. Mng. Dir. .... John W. Hobson  
790 Bay St., Toronto 1, Ont.  
Phone: EMpire 6-2811  
Pres., Dir. .... W. H. Reid  
3405 Addington Ave., Montreal, Can.  
Phone: HUnter 1-0344  
V.P. in Chg. .... J. H. Randle  
*Estimated Radio Billings: \$3,000,000.*  
*Estimated TV Billings: \$102,000,000.*

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

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

Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA—AFA

Chm. of Bd. .... Bruce Barton  
Pres., Chm. Exec. Comm. .... C. H. Brower  
Exec. V.P.'s. .... E. A. Cashin, T. C. Dillon,  
Robert L. Foreman  
V.P.'s. .... Clayton Huff, Herb Maneloveg,  
Wm. J. O'Donnell, James R. Schule, Alan  
M. Ward, Harry Olsen  
V.P., Mgr. Radio-TV. .... Herminio Traviesas  
V.P., Radio-TV Prog. & Plan. .... George Polk  
Talent & Cast. .... Nan Marquand  
Programming. .... Steve Kaplan, Bill Brown  
Sports .... Tom Villante  
Radio Dir. .... William Hoffman  
Live Prod., Tape, Clsd. Circuit. .... Al Cantwell  
Radio Production. .... Tom Anderson  
V.P., Film Prod. .... Bernie Haber  
V.P., TV Art. .... Larry Berger  
Radio-TV Bus. Mgr. .... Ed Marshall  
Network & Spot Co-ord. .... Dick McKeever  
V.P., Pub. Rel. .... Ralph Major  
Time Buyers. .... Tom Breckenridge,  
Ted Brew, Hal Davis, Art Dunne, Tom  
Hill, Hope Martinez, Jackie Moore, Mal  
Murray, John Neilan, Jim North, Bob  
Perlstein, Al Randall, Walt Reinecke, Mary  
Shapiro, Ann Slattery, Jack Smith, Dick  
Swart, Bob Syers, Jacq Van Sluys Maes,  
Ted Wallower, Jack Winkelseth

**Branch Offices**

805 Peachtree St., N. E., Atlanta 8, Ga.

**THE FREDERICK-CLINTON CO. Inc.**

**ADVERTISING**

545 FIFTH AVENUE

NEW YORK 17, N. Y.

MU 2-7433

Phone: TRinity 5-8654  
 Manager.....C. S. Slayman  
 462 Boylston St., Boston 16, Mass.  
 Phone: COpley 7-7800  
 V.P. in Chg.....R. O. Howe  
 Rand Building, Buffalo 3, N. Y.  
 Phone: CLevland 7915  
 V.P. in Chg.....D. G. Casto  
 919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-9200  
 V.P. in Chg.....W. Tiss  
 Nat. City Bank Bldg., Cleveland 14, Ohio  
 Phone: TOwer 1-7270  
 V.P. in Chg.....J. Fogarty  
 223 Mercantile Continental Bldg.  
 Dallas 1, Tex.  
 Phone: RIverside 8-7247  
 Manager.....J. McEnter  
 1800 Penobscot Bldg., Detroit 26, Mich.  
 Phone: WOodward 5-0620  
 V.P. in Chg.....R. E. Anderson  
 1717 N. Highland Ave., Hollywood 28, Calif.  
 Phone: HOllwood 6-1641  
 V.P. in Chg.....R. J. Stefan  
 5820 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: WEbster 8-3188  
 V.P. in Chg.....W. M. Starkey  
 N. W. Bank Bldg., Minneapolis 2, Minn.  
 Phone: FEderal 8-8401  
 V.P. in Chg.....B. Chaney  
 Grant Building, Pittsburgh 19, Pa.  
 Phone: GRant 1-9900  
 V.P. in Chg.....B. E. Vaughan

120 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 7-1122  
 V.P. in Chg.....J. G. Motheral  
 White-Henry-Stuart Bldg., Seattle 1, Wash.  
 Phone: MAIn 3-5500  
 Manager.....W. G. Fitzsimons  
 205 Harrison St., Syracuse 2, N. Y.  
 Phone: HArrison 2-5319  
 Manager.....Mrs. Helen Conn  
 Dominion Sq. Bldg., Montreal 2, Can.  
 Phone: UNiversity 8-2655  
 V.P. in Chg.....W. S. Mowat  
 2 Carlton St., Toronto 2, Ont.  
 Phone: EMpire 3-9461  
 V.P. in Chg.....M. Hicks  
 Canada Trust Bldg., Windsor, Ont.  
 Phone: CLearwater 2-7757  
 Manager.....J. F. Newby  
*Estimated Radio Billings: \$16,500,000.*  
*Estimated TV Billings: \$75,000,000.*

**ADRIAN BAUER AND  
 ALAN TRIPP, INC.**

1528 Walnut St., Philadelphia 2, Pa.  
 Phone: KLingsley 5-7870  
 ANPA-NBP

Chairman of Board.....Adrian Bauer  
 President.....Alan R. Tripp  
 Vice Presidents.....David X. Miller,  
 Roy L. Silver, E. Bradford Hening  
 V.P., Radio & TV Dir.....Elmer F. Jaspan  
 Pub. Rel. Dir.....Lloyd N. Newman  
 Prod. Mgr.....Harold J. Gribbin  
 Time Buyer.....Mrs. Stella Porter

**BEAN ADV. AGENCY**

136 N. Delaware St., Indianapolis 4, Ind.  
 Phone: MElrose 7-4248

Owner.....Harold Bean

**BEAUMONT, HELLER & SPERLING,  
 INC.**

6th & Walnut Sts., Reading, Pa.  
 Phone: FR 5-4311  
 ABP-ANPA-ABC

President.....Donald T. Beaumont  
 V.P., Media Director.....J. L. Sperling  
 V.P.'s.....R. A. Kline,  
 N. H. Gimmy, J. H. Funk, K. W. Bailey  
 Gen. Production Mgr.....H. Fetterhoff  
 Publicity Director.....Alfred K. Walter  
 Radio & TV Dir.....Miss Dee Hassler

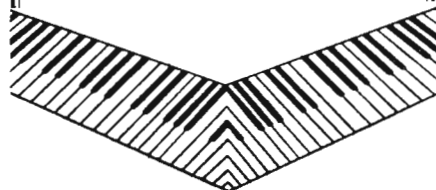
**BEAUMONT & HOHMAN, INC.**

1299 Bush St., San Francisco 9, Calif.  
 Phone: GRaystone 4-8146  
 ANPA-APA-SNPA-NOAB  
 Chairman.....W. C. Beaumont  
 President.....H. A. Hohman  
*Branch Offices*  
 6 N. Michigan Ave., Chicago 2, Ill.  
 Phone: RAndolph 6-6181  
 Secretary, Treasurer.....George Hoefner  
 Central Bldg., Seattle 4, Wash.  
 Phone: MAIn 1-0066  
 Manager.....C. A. Beaumont  
 530 W. 6th St., Los Angeles 14, Calif.

**BIEVER & STEIN**  
 PRODUCTIONS, inc.  
 527 MADISON AVENUE  
 NEW YORK 22, N. Y.  
 PL. 3-1147

— • —

*Music For Commercials,  
 Films, Industrials*



Phone: MADison 2-2986  
 Manager.....H. A. Hohman

**BENNETT ADVERTISING, Inc.**

1813 North Main, High Point, N. C.

Phone: 882-4151  
 AAAA—ABP—ANP

Pres., Treas.....Harold C. Bennett  
 Exec. V.P.....Forrest L. Collier  
 V.P.'s.....Robert Tracy, Robert Mc Kericher  
 Radio-TV Dir's.....Ted Cramer, John Mayo  
 Sec.....Thomas T. Evans

*Branch Offices*

217 S. McDowell, Raleigh, N. C.  
 Phone TEmple 4-8903

Mgr.....John Mayo  
 1416 E. Morehead St., Charlotte, N. C.

Phone: FRanklin 5-6088

Exec. V.P.....Forrest L. Collier

**VICTOR A. BENNETT CO., INC.**

6 E. 45th St., New York 17, N. Y.

Phone: MURray Hill 7-2186  
 ABP—ANPA

President.....Victor A. Bennett  
 V.P., Radio-TV Dir.....Edward D. Kahn  
 V.P., Mdse. Dir.....Robert L. Hoenshel  
 V.P., Art Dir.....Robert Kane  
 Copy Chief.....Raymond Browne  
 Art Director.....Ralph Adamson  
 Public Rel. Dir.....Leonard L. Davis, Jr.  
 Media Director.....H. Edward Lehman  
 Space Buyer.....Herbert W. Thorne  
 Production Mgr.....Vincent Polito  
 Traffic Manager.....Harry Goldenberg

*Branch Offices*

1001 Connecticut Ave., N.W., Wash. 5, D. C.  
 Phone: METropolitan 8-5982

Mgr. Dir.....Paul L. Courtney  
 1629 Russ Bldg., 235 Montgomery St.,  
 San Francisco, Calif.

Phone: YUKon 4-0875

Mgr. Dir.....M. M. Craig Spitz  
 31 Ave du Prince Heritier, Brussels 15,  
 Belgium

Phone Brussels 34. 34. 80

Mgr. Dir.....William N. Owens, Jr.  
 Pemberton, Freeman, Bennett & Milne Ltd.

550 Church St., Toronto 5, Ont., Canada

Phone: WALnut 4-8317

Managing Director.....John M. Milne  
 Pemberton, Freeman, Bennett & Milne Ltd.

1410 Stanley St., Montreal, P.Q., Canada

Phone: AVenue 8-9134

Manager.....Rupert Mee  
 Pemberton, Freeman, Bennett & Milne, Ltd.

67 Marine Square, Port-of-Spain, Trinidad

Phone: 5087

Managing Director.....E. A. Davey

**BENNETT ASSOCIATES, LTD.**

113 Park Lane, London, W. 1, England

Phone: Hyde Park 1946

V.P., Mgr. Dir.....Lawrence V. Fairhall

**BENTON & BOWLES, INC.**

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

Phone: JU 2-6200

AAAA—ANPA—APA—ABC

Pres., Ch. Exec.....Robert E. Lusk  
 Chair. of Exec. Comm. Atherton W. Hobler  
 Chair. of Board.....William R. Baker, Jr.  
 Vice Bd. Chrmn.....H. O. Pattison, Jr.  
 Exec. V.P.'s.....Alan Sidman, William Hesse  
 Sr. V.P. Adm.....Charles A. Pooler  
 Sr. V.P., Plans Bd. Chmn.....L. T. Steele  
 Sr. V.P., Plans Bd. Mem.....Geo. Chatfield  
 V.P., Finance, Controller.....W. W. Vickery  
 Treas., Ass't Sec'y.....Ralph Neuman  
 Secretary.....A. M. Gilbert

Vice President.....Kenneth McAllister  
 V.P., Radio-TV & Media.....Lee Rich

V.P., Dir. Radio-TV Pgmng.....Grant Tinker  
 V.P., TV Comm. Prod. Mgr.....Ray Lind

V.P., Copy Chief.....Victor Bloede  
 V.P. Chg. Research.....Richard F. Casey

V.P. Merch. Dir.....Austin Johnson  
 V.P. Personnel.....Frank W. Noetting  
 V.P. Chg. Print Prod. & Art.....Austin Thomas

*Branch Offices*

6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 4-9151

Vice President.....Albert Kaye  
 1151 E. Memorial Blvd., Lakeland, Fla.

Phone: MUnial 7-0631

Vice President.....Harry E. Warren  
 197 Knightsbridge (Lambe & Robinson)

London SW 7, England

Phone: KEnington 1444

Chairman.....Kenneth S. Robinson  
 Managing Director.....John Cuff

67 Avenue des Champs-Elysees, Paris 8E,  
 France

Phone: ELYsees 92-75

Jacques Hirsh

7 Avenue de l'Astronomie, Brussels, Belgium  
 Phone: 18.50.00

Geo. Beaumont

Estimated Radio Billings: \$115,000.

Estimated TV Billings: \$71,800,000.

**BERGHOFF ASSOCIATES, INC.**

511 No. La Cienega Blvd., Los Angeles,  
 Calif.

Phone: OLYmpia 2-2850

ABP—ANPA—ABC

Pres., Bd. Chmn.,  
 Exec. Media Dir.....Jerry Berghoff

Vice Pres., Sec.....Frances H. Berghoff  
 V.P., Treasurer.....Diane C. Berghoff

V.P., Radio-TV Time Buyer.....Marold Ross  
 V.P., Radio-TV Dir.....Rick Lazaar

Pub. Rel. Dir.....Don Oddesky  
*Time Buyers & Accounts:* J. Berghoff, M.

Ross, R. Lazaar: Aladdin Plastics, Baby Line  
 Furniture Mfg., Bob Sorenson Chevrolet, D.

Feimmon & Co., Max Factor, Filon Plastics,  
 Foreign Div., Playlore Inc., Duplex Straw  
 Dispenser Co., Stanley Chevrolet.

**BERMINGHAM, CASTLEMAN &**

**PIERCE, INC**

234 East 46th St., New York 17, N. Y.

Phone: YUKon 6-8220

AAAA—NOAB—ANPA—APA—NBP

President.....Arch Bermingham

Vice President.....Porter F. Leach



**ADVERTISING AGENCIES**

**GORDON BEST CO., INC.**

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

Board Chairman.....Gordon Best  
President.....Carl Post  
V.P.'s.....Anthony Hebel, Frank Morr,  
Richard Best  
Mgr., Radio-TV Dept.....Helen Wood  
Time Buyer.....Jan Van Eekeren

**BLACKSTONE-STEINER CO., INC.**

221 West 57th St., New York 19, N. Y.  
Phone: CIrcle 6-0910

President.....Jack Steiner  
Prod. Mgr.....H. Dobrin

**BLAINE-THOMPSON CO., INC.**

234 West 44th St., New York 36, N. Y.  
Phone: LO 4-0800

ANPA—APA—ABC—NOAB—NBP

President.....Albert Lee Lesser  
V.P.'s.....Fred Golden, Philip Solomon,  
Ingram Ash  
Controller.....P. F. Tuttle  
Production Mgr.....Paul Kutner  
Dir. of Publicity.....George Fenmore  
Media Director.....Lee Frankel

**BEN B. BLISS COMPANY, INC.**

574 Fifth Ave., New York, N. Y.  
Phone: BRyant 9-5228

APA

President.....Ben B. Bliss

**BOLAND ASSOCIATES**

755 Sansome St., San Francisco 11, Calif.  
Phone: YUKon 2-2960

ABP

President.....Barry W. Boland  
V.P.....Foreman R. Thompson  
Dir. of Staff Sys.....William G. Morrisey  
Sec'y.....Frances Scott  
Treas.....John Ebner  
Exec. Art Dir.....Paul Turley  
Media Buyer.....Constance Carter  
Production Mgr.....Robt. Schiller  
V.P., Tech. Acct. Super.....W. Lawson Jones

Branch Office

Boland Associates

1060 Bishop St., Honolulu, Hawaii  
Phone: 5-8436

President.....B. W. Boland  
Exec. V.P.....Foreman Thompson

**BOONE & CUMMINGS**

3003 Louisiana, Houston 6, Tex.  
Phone: JACkson 8-5577

Partners.....Malcolm Cummings,  
Graham Boone, Jr.  
Radio-TV Director.....Mrs. Lauri Reese  
Art Dir., Prod. Mgr.....Woods Robinson

**BOTSFORD, CONSTANTINE & GARDNER, INC.**

400 S.W. 6th Ave., Portland 4, Ore.  
Phone: CApitol 8-9541

AAAA—ANPA—ABP

Bd. Chairman.....David Botsford, Jr.

President.....Joe Maguire  
Exec. Vice Pres.....Jack Buker  
Sr. VP's.....C.P. Constantine, Ray Andrews,  
Stanley Swanberg

V.P.'s.....John Ashbaugh, Doug Murray, Tom  
Hallman, Bill Orthman, Dean Lierle, Bob  
Root, Hal Walker, Jerry Huff, Nat Bender,  
Peter Day

Sec.-Treas.....Karl Bender  
Radio-TV Dir., Seattle.....Tom Bloss  
Radio-TV Dir., Portland.....Marilyn Lees  
Radio-TV Dir., San Fran.....Eddie Curtiss

Time Buyers & Accounts: Tom Bloss; Me-  
Kales Service Stations, Olympia Brewing Co.,  
Pacific Northern Airlines; Marilyn Lees;  
Blue Cross of Ore., Pacific Trailways, Kubla  
Khan Chinese Foods; Eddie Curtiss; Filice &  
Perrelli Canning Co., Japan Air Lines, Nulaid  
Farmers Assn., Sego Milk.

Branch Offices

1400 Tower Bldg., Seattle 1, Wash.

Phone: MAIn 3-2384

President.....Joseph Maguire  
Sr. V.P.....C. P. Constantine  
417 Market St., San Francisco 5, Calif.  
Phone: EXbrook 2-7565

Ch. of Bd.....David M. Botsford, Jr.  
V.P.....Harold M. Walker  
(Chirurg & Cairns)

130 E. 59th St., New York, N. Y.

Phone: MUrray Hill 8-5800

Estimated Radio & TV Billings: \$1,000,000.

**BOWMAN, BLOCK & FATIN, INC.**

Rand Bldg., Buffalo 3, N. Y.

Phone WA 0137

President.....Albert A. Bowman  
Vice Pres.....N. V. Fatin  
Treasurer.....Nathaniel J. Block  
Radio-TV Dir.....Richard Mabry

**BOZELL & JACOBS, INC.**

510 Electric Bldg., Omaha 2, Nebraska

Phone: 312-8030

AAAA—ABP—ANPA—APA—NOAB—NBP  
Pres.....Morris E. Jacobs  
Exec. V.P., Gen. Mgr.....F. C. Miller  
Radio-TV Dir.....Clair Gross  
V.P., Copy Ch.....Henrietta Kieser  
Production Manager.....Sands F. Woodbridge

Branch Offices

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

Phone: CEntral 6-0870

Pres. & Manager.....Nathan E. Jacobs  
V.P., Radio-TV Dir.....P. Rouda  
1308 Tower Building, Seattle 1, Wash.

Phone: MUtual 2-6027

V.-P. & Manager.....R. H. Wensberg  
230 Park Ave., New York 17, N. Y.

Phone: MUrray Hill 6-4700

President.....Donald D. Hoover  
V.P., Radio-TV.....H. Fair  
1133 Pillsbury Bldg., Minneapolis 2, Minn.  
Phone: FEderal 9-8621

V.-P. & Manager.....Sam Kaufman  
Radio-TV Dir., Time Buyer.....W. King

402 Fairfield Bldg., Shreveport, La.

Phone: 42-36124

V.P., Manager.....Walter T. Pfeiffer  
 2122 Welch St., Houston 19, Texas  
 Phone: JACKSON 9-4981

V.-P. & Manager.....Carlton Storey  
 501 Sheraton Bldg., Washington, D. C.  
 Phone: STerling 3-2406

V.P. & Mgr.....Don Underwood  
 15 Lewis St., Hartford, Conn.  
 Phone: JA 5-1233

V.P., Manager.....Herb Obermeyer  
 1016 Baltimore Building, Kansas City 5, Mo.  
 Phone: BALtimore 1-4997

V.P., Manager.....Bert Bremson  
 3921 Wilshire Blvd., Los Angeles, Calif.  
 Phone: DUnkirk 9-1277

V.P., Manager.....Vincent R. Fowler  
 1803 N. Meridian, Indianapolis, Ind.  
 Phone: WALnut 3-4524

V.P., Manager.....Chas. A. Gallup  
 Radio-TV Dir.....R. Hall  
 307 Benson Bldg., Sioux City, Iowa  
 Phone: 5-8968

V.P. & Mgr.....M. Bolstein

**ARTHUR BRAITSCH ADV.**

15 Westminster St., Providence 3, R. I.  
 Phone: DE 1-4115  
 ABP—ANPA—APA—NBP

Radio Director.....Arthur Braitsch  
 Time Buyer.....John A. Lorimer  
*Estimated Radio Billings:* \$120,000  
*Estimated TV Billings:* \$15,000.

**J. CARSON BRANTLEY ADV. AGENCY**

Owen Bldg., Salisbury, N. C.  
 Phone: 900

Pres.-Radio Dir.....J. Carson Brantley  
 Treasurer.....A. R. Monroe

**A. R. BRASCH & SONS, ADV.**

10234 Fenkell, Detroit 38, Mich.  
 Phone: UNiversity 4-0245

Partners.....David & Miles Brasch  
**R. C. BRETH, INC.**

310 Pine St., Green Bay, Wisc.  
 Phone: HEMlock 2-4650  
 ABP—APA—ANPA

President.....R. C. Breth  
 Vice-President.....Victor G. Geisels  
 Secretary.....A. W. August

**BRINLEY ADVERTISING AGENCY**

4602 Cedar Street, Bellaire 101, Texas  
 Phone: MADison 3-8686  
 ABP—SNPA—APA—NBP

General Manager.....J. F. Brinley  
 Sec., Treas.....V. H. Brinley

**D. P. BROTHER & CO.**

General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 2-8250  
 AAAA—ANPA—ABP  
 ABC—NOAB—APA

Board Chairman.....D. P. Brother  
 President.....Kenneth G. Manuel  
 Sr. V.P.'s.....V. W. Canever, V. Corradi,  
 S. Moyer, F. E. Egan  
 V.P.—Radio & TV Dir.....R. F. Reynolds

Vice Presidents...A. C. Cochrane, Jr., L. R. Mange, D. W. Walton, Walker Graham, R. F. Reynolds, David Wines, David B. Rank, R. L. Wolfe, L. E. Dean, John J. Remillet, Jr., C. Watts Wacker  
 Secretary-Treas.....C. J. Rudesill  
 Acct. Supvs.....V. W. Canever, S. Moyer  
 Account Executives.....I. W. Beaton, T. R. Boyd, S. C. Brown, V. Corradi, J. C. Barbusack, R. H. Iliff, T. W. Jipson, W. N. Lewton, T. H. Reid, H. P. Richardson, David Wines.

V.P., Media Director.....C. Watts Wacker  
 V.P., Art Director.....L. R. Mange  
 Publicity Director.....W. H. Adams  
 V.P., Creat. Dir.....David B. Rank  
 Mdse. Dir.....J. R. Hendrickson

*Branch Offices*

3540 Wilshire, Los Angeles, Cal.  
 Phone: DUnkirk 5-8288

West Coast V.P. & Mgr...A. C. Cochrane, Jr.  
 West Coast P.R. Dir.....T. H. Moriarty  
 720 Fifth Ave., New York, N. Y.  
 Phone: COLumbus 5-1004

Manager.....F. E. Egan

**BROWN, E. H. ADV. AGENCY**

20 N. Wacker Dr., Chicago 6, Ill.  
 Phone: FRanklin 2-9494

ABP—ANPA—APA—NBP—NOAB

Owner.....E. H. Brown  
 Consultant.....Irving R. Allen  
 Production Mgr.....D. E. Meintzer  
 Media Buyer.....Eleanor Noble

**THE CHARLES BRUNELLE CO.**

37 Lewis Street, Hartford 3, Conn.  
 Phone: JACKson 7-0726

President.....Charles Brunelle  
 Vice-President.....H. W. Knettell  
 Production Manager.....J. C. Vanek

**BUCHANAN-THOMAS INC.**

5010 Underwood Ave., Omaha 32, Nebr.  
 Phone: GLendale 6793  
 ABP—ANPA—APA—NBP

President, Creative Dir.....Robert E. Savage  
 Consultant.....C. Buchanan, L. Thomas  
 Copy Head.....R. R. Foster  
 Production Manager.....Marge Seaberg  
 Art Director.....Hoimer Frohardt

**BUNTIN & ASSOC., INC.**

Penthouse, James Robertson Hotel  
 Nashville 3, Tenn.  
 Phone: ALpine 4-8737  
 SNPA—APA

President.....Sinclair Butin  
 V.P., Dir. Pub. Rel.....William A. Buntin  
 V.P.'s, Thomas C. Buntin, James Noel Brown  
 Sec.-Treas.....Miss Olean Holloway

**LEO BURNETT COMPANY, INC.**

Prudential Plaza, Chicago 1, Ill.  
 Phone: CEntral 6-5959  
 AAAA—ABP—ANPA—NOAB

Chairman of Board.....Leo Burnett  
 Chmn. Exec. Comm.....Richard N. Heath  
 President.....W. T. Young, Jr.

## ADVERTISING AGENCIES

Senior V.P. .... DeWitt O'Kieffe  
 Exec. V.P.'s ..... Draper Daniels,  
 Jos. M. Greeley, Phillip Schaff, Jr.  
 V.P., B'cstg. Prod. Div. .... Lee Bland  
 V.P., B'cstg. Business Div. .... David Dole  
 V.P., Radio-TV Dept. .... Edw. M. Thiele  
 V.P., Chg. TV. Comm. .... Don Tennant  
 V.P., TV Film Copy Supvr. .... Nelson Winkless  
 V.P., Copy Director. .... John Matthews  
 V.P., Research Director. .... John Coulson

### Branch Offices

477 Madison Ave., New York 22, N. Y.  
 Phone: PL 9-5959

V.P., Mgr. Prog. Dept. .... W. Melvaine  
 1680 N. Vine St., Hollywood 28, Calif.  
 Phone: HOLLYWOOD 4-7374

V.P. Hollywood ..... Wendell Williams  
 Buhl Bldg., Detroit 26, Mich.  
 Phone: WOODWARD 1-5959

Manager ..... W. Zippler  
*Estimated Radio Billings:* \$1,200,000.  
*Estimated TV Billings:* \$66,500,000.

### AD BUSCH, INC.

425 Franklin St., Buffalo 2, N. Y.  
 Phone: GARfield 3504

Pres. .... Addison F. Busch  
 V.P. .... Edmund J. Felt  
 Sec.-Treas. .... Florence O. Gandillot  
 TV Dir. .... David N. Getman  
 Time Buyers. .... Robert W. Calhoun,  
 June W. Kreutzer

### BYER & BOWMAN ADVERTISING AGENCY, INC.

66 So. 6th St., Columbus 15, O.  
 Phone: CA 1-7751

ABP—ANPA—APA—NBP—NOAB—AAA  
 Bd. Chairman. .... Herbert Byer  
 Pres. .... Gus K. Bowman  
 Exec. VP. .... Joel M. Burghalter  
 Treas. .... Joseph P. Hughes  
 Sec. .... Gus K. Bowman, Jr.  
 VP, Creat. Dir. .... William Arter  
 VP, TV Dir. .... S. Neal Hallock  
 VP's. .... Herbert Wise, Leo A. McPherson  
 VP, Pub. Rel. Dir. .... Nicholas Popa  
 Prod. Mgr. & Art Dir. .... Harold Graham  
 Time Buyer. .... John Metzger

### HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.  
 Phone: HANcock 6-7600

AAAA—ANPA

Board Chairman ..... Harold Cabot  
 President ..... Edward F. Chase  
 Sr. V.P. .... William H. Ganick  
 Exec. V.P. .... James I. Summers  
 V.P.'s. .... Joseph R. Wallace, Eugene R.  
 MacArthur, Harold Cabot, Jr.  
 Radio-TV Dir. .... H. Cabot, Jr.  
 Best Media Dir. .... Gene del Bianco

### CALDWELL, LARKIN & SIDENER-VAN RIPER, INC.

Merchants Bank Bldg., Indianapolis 4, Ind.  
 Phone: MELrose 2-6501  
 APB—ANPA—APA—NBP

Board Chairman ..... Guernsey Van Riper  
 President ..... Howard C. Caldwell  
 Exec. V.P. .... Storey M. Larkin  
 Radio-TV Dir. .... Chas. Golling

### J. M. CAMP & COMPANY

222 E. Willow, Wheaton, Ill.  
 Phone: MONTrose 8-3000  
 ANPA

President ..... John M. Camp  
 Account Spvsr. .... Grace R. Jordan  
 Secretary ..... Ruth S. Camp  
*Time Buyers & Accounts:* Marilyn F.  
 Cook; Missions Televised, New Testament  
 Lights, Voice of Revival, The Evangel Hour,  
 Joyce Johnson; Radio Bible Class, Grace R.  
 Jordan; Back to the Bible.

### Branch Offices

15 E. 45th St., New York 17, N. Y.  
 Phone: MURray Hill 6-6188

Exec-in-Chg. .... David L. Carlson  
 2565 Melville Dr., San Marino, Calif.  
 Phone: CUMberland 3-5943

Exec-in-Chg. .... Con L. Robinson

### CAMPBELL, EMERY, HAUGHEY & LUTKINS

8 Newbury St., Boston, Mass.

President, Media Dir. .... David R. Lutkins  
 V.P. Copy Ch. .... Edgar R. Emery  
 V.P. Art Dir. .... George P. Campbell  
 V.P. .... William J. Haughey

### CAMPBELLEWALD COMPANY

General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 2-6200

AAAA—ANPA—NOAB—APA—ABP

Chairman of Board ..... Henry G. Little  
 President ..... Thomas B. Adams  
 Vice-Chmn. Bd., Sr. V.P. .... J. J. Hartigan  
 Chmn. of Exec. Comm., Sr. V.P. .... L. R.  
 Nelson  
 Exec. V.P.'s. .... Colin Campbell,  
 Clarence Hatch, Jr.  
 Sr. V.P.'s. .... Edward A. Schirmer, John H.  
 Forshew, K. Jones

Treasurer ..... H. P. Cook  
 Secy. & Personnel Dir. .... S. J. Rozema  
 Comptroller & Asst. Treas. .... E. M. Talbert  
 Vice-Presidents ..... Halsey Davidson,  
 George W. Davis, W. P. Stewart, W. H.  
 Gage, Jr., W. W. Selover, J. L. Thornhill,  
 C. C. Bennett, Jr., V. R. Bliss

V.-P., Radio & TV Dir. .... P. L. McHugh  
 V.P., Media Dir. .... Carl Georgi, Jr.  
 V.P., Copy Director. .... Walter B. Booth  
 V.P., Art Director. .... James N. Hastings  
 V.P. Radio-TV Acct. Super. .... H. L. Lucas

### Branch Offices

488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-3400

V.-P. and Mgr. .... Frank W. Townshend  
 Radio & TV Dept. .... A. J. Miranda III  
 230 N. Michigan Avenue, Chicago 1, Ill.  
 Phone: CENTral 6-1946

V.P. and Mgr. .... V. R. Bliss  
 1717 N. Highland Ave., Hollywood 28, Cal.  
 Phone: HOLlywood 9-2931

V.P., West Coast Mgr....Richard C. Francis  
 V.P., Radio-TV.....Richard L. Eastland  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 2-0145

V.P. and Mgr.....T. Milburn Johnston  
 11 Pryor St., S.W., Atlanta 3, Ga.  
 Phone: JACKson 4-3858

Manager.....Arthur T. Dulhaimé  
 1625 Eye St., N.W., Washington 6, D. C.  
 Phone: REpublic 7-0015

Manager.....L. Amos  
 Bryan & Bullington Sts., Dallas 1, Texas  
 Phone: RIVERSide 2-6889

Manager.....Lorne T. Denton  
 4010 Washington Ave., Kansas City 11, Mo.  
 Phone: JEFFERson 1-5601

Manager.....Robert K. Albright  
 441 Vine St., Cincinnati 2, Ohio  
 Phone: MAIn 1-0500

Manager.....D. A. LaFerte  
 1700 Broadway, Denver 2, Colo.  
 Phone: KEystone 4-4281

Manager.....Richard H. Katerndahl  
*Estimated Radio & TV Billings: \$33,250,000.*

**CAMPBELL-MITHUN, INC.**

1300 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.  
 Phone: FEderal 9-7383

AAAA-ABP-ANPA-APA-NBP-NOAB  
 Board Chairman.....Ray O. Mithun  
 President.....Albert R. Whitman  
 Asst. to President.....Eugene A. Peterson  
 Exec. V.P.....Norman F. Best  
 Vice-Presidents.....Kenneth D. Ruble  
 B. E. Howard, R. L. Forrest, Arnold C.  
 Aslakson, E. W. Burke, B. Oakley Bidwell,  
 A. H. Lund, Charles R. Strotz, W. H. Case,  
 K. R. Oelschlager

Media Director.....Harry M. Johnson  
 Production Dept. Mgr.....Glenn Adair  
 Radio-TV Bus. Mgr.....Richard L. Stevens  
 Secretary.....E. Brugette Flynn  
 Treasurer.....Beatrice N. Sandquist  
 TV Creative Supervisors.....G. F. Park,  
 J. Roddy, G. Zimbelman  
 Best. Co-ord.....R. F. Berg, G. M. Hill  
 Time Buyers....B. G. Leighton, R. O. Marti,  
 F. P. Rolles, M. Paul

*Branch Offices*

913 Palmolive Bldg., Chicago 11, Ill.  
 Phone: DELaware 7-7553

Exec. V.P.....Lee A. Terrill  
 1213 Hollywood Taft Bldg.  
 Hollywood 28, Cal.  
 Phone: HOLLYwood 2-0715

V.P., Gen. Mgr.....Paul E. Morgan  
 517 Munsey Bldg., Baltimore, Md.  
 Phone: MU 5-0158

Manager.....R. I. Preston  
*Estimated Radio Billings: \$5,500,000.*  
*Estimated TV Billings: \$16,000,000.*

**CASMIER ADVERTISING CO., INC.**

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

**ABP-APA**

Pres., Treas.....Marvin Casmir  
 Copy Ch., Radio Dir.....Nancy B. Wooten  
 Art Dir.....William E. Burgess

**CAYTON, INC.**

9 East 40th St., New York 16, N. Y.  
 Phone: LExington 2-1711  
 ABP-ANPA-APA-NBP

President.....William D'Arcy Cayton  
 Secretary.....D. R. Roberts  
 Art Director.....Bob Lee  
 Media Dir.....Hy Crandall  
 Radio-TV Time Buyer.....Lydia Crespo  
 Creative Director.....Fred Ladd  
 Publicity Director.....F. Butler

**NELSON CHESMAN ADVERTISING**

240 East 11th Street, Chattanooga 2, Tenn.  
 Phone: AMherst 6-0021  
 ABP-SNPA

Pres.....Richard H. Leiper  
 Secy.-Treas.....John Goss  
 Time Buyers....Vann Campbell, R. Leiper,  
 Guy L. Smith III, Ted Brosseau, Frank  
 Brosseau, Bruce Spencer

*Branch Offices*

710 Walnut St., Knoxville, Tenn.  
 Phone: 3-6189

Chief Exec.....Guy L. Smith III

**CHIRURG & CAIRNS, INC.**

130 E. 59th St., New York 22, N. Y.  
 Phone: MURray Hill 8-5800

AAAA-ANPA-ABP-PPA-NBP-APA  
 Bd. Chairman.....John A. Cairns  
 President.....Wallace L. Shephardson  
 Exec. V.P.....Thomas R. Vohs  
 Asst. Treas.....Harold E. Lester  
 Radio & TV Dir.....Channing M. Hadlock  
 V.P., Media Dir.....Murray Thomas  
 Assoc. Media Dir.....Charles S. Patterson  
 Creative Director.....William Callender  
 Art Director.....Harold Florian  
 Time Buyer.....Jeanne M. Tregre

*Branch Offices*

324 Bolyston St., Chestnut Hill (Boston)  
 67, Mass.

Phone: REgent 4-1055

Vice Chmn. of Bd.....James T. Chirurg  
 V.P., Gen. Mgr.....T. Scott Costello  
 Time Buyer.....Ruth Gaeta

**CLEMENTS COMPANY, INC.**

Horn Bldg., Philadelphia 3, Pa.  
 Phone: LOcust 3-0236

**ANPA**

President.....Alice V. Clements  
 V.P. & Copy Chief.....Elizabeth M. Zindel  
 V.P. & Acct. Exec.....Robert H. Smith  
 V.P., Art Dir.....Stanley F. Squire  
 Treas., Dir. of TV.....David S. Roberts  
 Secy. & Space Buyer.....Katherine E. King  
 Time Buyer.....Alvin L. King

**COHEN & ALESHIRE, INC.**

41 East 42nd St., N. Y. 17, N. Y.  
 Phone: OX 7-0660

AAAA-ABC-ABP-ANPA-NBP  
 Chairman.....Harry B. Cohen



## ADVERTISING AGENCIES

President ..... Edward Aleshire  
 Exec. V.P. .... Francis X. Brady  
 V.P., Sec'y ..... Harry B. Cohen, Jr.  
 V.P., Prod. Mgr. .... Oscar Fileppo  
 Dir., TV-Radio ..... Robert Wahl  
 Dir., Best. Media ..... Beth Black  
 Time Buyer ..... Robert Turner

### COHON, HERBERT W., CO., INC.

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

Phone: OXford 7-9277

APA-ABP-ANPA

Pres., Media Dir. .... Herbert W. Cohon  
 V.P., Art Dir. .... Irving M. Cohon  
 Acct. Execs. .... H. W. Cohon, I. M. Cohon,  
 W. A. Schmitt

### COLE, FISCHER & ROGOW, INC.

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

Phone: PLaza 1-1780

Chairman of the Board ..... M. R. Cole  
 President ..... L. Esmond  
 Vice-President ..... A. Moss  
 Radio-TV Time Buyer ..... Jackson Dube

### COMPTON ADVERTISING, INC.

625 Madison Ave., N. Y. 22, N. Y.

Phone: PLaza 4-1100

AAAA-ABC-ANPA-APA-NBP

NOAB-ABP

Bd. Chrmn., Dir. .... Robert D. Holbrook  
 President, Director .... Barton A. Cummings  
 Exec. V. Pres., Dir. .... Allen F. Flouton  
 Exec. V. Pres., Dir. .... Jack P. Rees  
 Sr. V.P.'s, Dir. .... Henry R. Bankart, Bruce  
 A. Baker, Williard J. Heggen, Anderson F.  
 Hewitt, E. Dean Landis, Wilson A. Shelton  
 Sr. V.P., Dir. .... Henry A. Haines  
 Sec., Asst. Treas. .... Charles J. Gizerian  
 V.P., Research Dir. .... Edward Battey  
 V.P., TV Commercials .... Frank Braund  
 Head Time Buyer ..... Graban Hay  
 Radio-TV Traffic Mgr. .... Maria Sutherland  
 V.P. & Dir. Radio-TV

Programming ..... Lewis H. Titterton  
 V.P. & Dir. of Media ..... Frank B. Kemp  
 Vice President ..... Carvel Nelson

#### Branch Offices

200 S. Michigan Ave., Chicago 4, Ill.

Phone: HArrison 7-9822

Sr. V.P., Mgr. .... E. Dean Landis  
 6505 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-0100

V.P., Manager ..... Alvin Kabaker  
 703 Market St., San Francisco, Calif.

Phone: GArfield 1-4854

V.P., Manager ..... Richard E. Goebel  
*Estimated Radio Billings:* \$1,700,000.  
*Estimated TV Billings:* \$47,500,000.

### COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.

Phone: TT 5-6187

Partners ..... Henry W. Comstock,  
 H. Earl Close  
 Exec. Dir. Radio-TV ..... Everett L. Thompson  
 Ass't. Dir., TV-Radio ..... H. C. Schellenberg

### ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.

Phone: MURray Hill 2-5645

President ..... Robert S. Conahay  
 Exec. V.P. .... Edward J. Gardner  
 Secretary ..... Robert Conahay III  
 V.P. & Copy Chief ..... Frank Denman  
 Market Research ..... Norman Skinner  
 Production Mgr. .... John S. Wassmer  
 Media Dir., Space &  
 Time Buyer ..... Marie Hughes  
 Art Director ..... Achille Pelizzari

### THE CONDON COMPANY

Perkins Bldg., 11th & A Sts., Tacoma 2, Wash.

Phone: MArket 7-8155

ABP-ANPA-APA-AAAA-NOAB

Partners ... Victor Kaufman, Harold C. Dixon  
 Art Dir. .... Daniel J. Snope  
 Production Mgr. .... Mildred Nelson

### CONROY ADVERTISING, INC.

519 Busby Drive., San Antonio 9, Tex.

Phone: TAYlor 4-7211

AAAA-ABP-ANPA-NPA-SNPA

President ..... Thomas F. Conroy  
 Vice Pres. .... Mrs. Thomas F. Conroy  
 Media Director ..... Mary Kay Irwin  
 Art Director ..... Bob Colman

### CO-ORDINATED MARKETING AGENCY, INC.

575 Lexington Ave., N. Y. C. 22

Phone: PL 2-1700

ABP

Bd. Chmn., Pres., TV Prod. .... Lester L. Wolff  
 Exec. V.P., Prod., Time Byr. .... Irving Herz  
 V.P. .... Morris M. Winer  
 V.P., Radio-TV Dir. .... Arthur A. Peltz  
 Assoc. Prod. .... Walter Reed

### COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.

Phone: LOcust 3-7502

Owner ..... Eugene R. Tanz  
 TV Director ..... J. Kirkconnell  
 Continuity Director ..... Paul Stern  
 Art Director ..... R. Rivers  
 Prod. Mgr., Media Dir. .... R. D. DiCarlo

### JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.

Phone: OLYmpia 5-6185

ABP-ANPA-APA-NBP

President ..... J. Gorman Walsh  
 Sec. Treas. .... Kathleen A. Walsh  
 Vice Pres. .... Ruth Craig  
 Account Executives ..... J. Gorman Walsh,  
 Kathleen A. Walsh  
 Media Buyers ..... Ralph R. Swann, B. Bell

### THE CRAMER-KRASSELL CO.

733 North Van Buren St., Milwaukee 2, Wis.

Phone: BRoadway 6-3500

President ..... A. W. Seiler  
 Exec. Vice-President ..... H. N. Pasteur  
 Exec. Vice-Pres. Treas. .... C. W. Faude  
 Vice-Pres., Sec. .... L. H. Ness

## ADVERTISING AGENCIES

Vice-Presidents.....H. Dyson, C. H. Brehm,  
R. F. Timm, R. L. Christiansen, M. A. Lem-  
kuhl, D. V. Malec, D. G. Mithem, R. B.  
Skeen, G. Soldatos, G. L. Staudt, T. J. Wing  
V.P., Radio-TV.....Roger W. LeGrand  
Radio Time Buyer.....Loretta Mahar  
V.P., Dir. of Research.....H. V. Swenson  
Production Manager.....H. J. Fink  
Art Director.....A. H. Bierman

### CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.  
Phone: MURray Hill 3-4900

AAAA—ANPA—ABP—AFA—ANA

Bd. Chmn.....J. P. Cunningham  
President.....Robert R. Newell  
Sr. Exec. V.P.....William W. Mulvey  
Sr. V.P., Chn. Ex. Comm.....C. R. Giegerich  
Senior V.P.'s.....C. W. Nichols, Jr.,  
Herbert S. Fox, J. D. Nelson, Jr., Conklin  
Mann, Newman F. McEvoy, E. H. Calhoun,  
Herbert Thwaite, A. C. Chevins, Shelton  
Weeks, Howard Johnson

Sr. V.P., Secy.....Edward G. Comstock  
Sr. V.P., Treas.....George A. McMoran  
V.P., Radio-TV.....Wm. Templeton  
V.P., Dir. Comm. Prod.....William LaCava  
V.P., Dir. Programming.....Jerome Feniger  
Business Manager.....Edward F. Moore

#### Branch Offices

6 N. Michigan Ave., Chicago 2, Ill.  
Phone: ANdover 3-3138

Exec. V.P.....Ivan Hill  
3424 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DU 8-0591

V.P., Manager.....Reg. W. Twigg  
1660 Bush St., San Francisco 9, Calif.  
Phone: PRospect 6-2600

Exec. V.P.....Robert Dailey  
Senior V.P.....Robert Brisacher  
706 Melrose Bldg., Houston 2, Tex.  
Phone: CApital 8-6143

Manager.....Thos. F. Graham  
Estimated Radio & TV Billings: \$23,000,-  
000.

### CURTIS ADVERTISING COMPANY

1 Park Ave., New York, N. Y.  
Phone: LE 2-3544

APA

President.....Lawrence R. Curtis  
Vice-President.....R. D. Nathan  
Secy.-Treas.....Rose Berg  
Art Director.....Max Kerr  
Publicity Director.....I. Nichols  
Radio-TV Dir.....Dave Nathan

### DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.  
Phone: OREGon 9-0600

AAAA—ANPA—ABC—AFA

President.....Clifford L. Fitzgerald  
Exec. V.P.....Chester T. Birch  
Admin. V.P., Secy.....Fred T. Leighty  
V.P., Treas.....W. F. Maughan  
V.P., Radio-TV Dir.....J. J. Neale

V.P., Prog. Prod.....David O. Nyren  
V.P., Radio-TV Comm.

Prod.....Norman Mathews  
Sr. V.P.'s.....L. O. Brown, S. J. Hamilton,  
G. H. Johnson, G. G. Tormey.

#### Branch Offices

221 N. La Salle Street, Chicago 1, Ill.  
Phone: FI 6-4700

Sr. Vice-Pres.....F. Sewall Gardner  
1680 N. Vine St., Hollywood 28, Cal.  
Phone: HOLlywood 2-3256

V.P., Gen. Mgr.....Betty O'Hara  
920 Russ Bldg., San Francisco 4, Cal.  
Phone: DO 2-5107

V.P., Gen. Mgr.....Lawrence Dunham  
200 St. Clair Ave. West, Toronto 7, Ontario  
Phone: WALnut 4-8425

V.P. & Mgr.....Gilbert Nunn  
333 W. 1st St., Dayton 2, O.  
Phone: BALdwin 6-2492

Admin. Mgr.....Thomas Pritchard  
Estimated Radio Billings: \$10,000,000.  
Estimated TV Billings: \$55,000,000.

### DANIEL & CHARLES, INC.

185 Madison Ave., New York 16, N. Y.  
Phone: MURray Hill 6-7288

ANPA—APA—PPA

Ch. of Bd.....Charles Goldschmidt  
President.....Daniel S. Karsch  
V.P., Radio-TV Prod.....Lincoln Diamant  
Time Buyers.....Tory Jacobs, Bernie Gut-  
mann, Doris Gould, Isabelle Stannard

### D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.  
Phone: CEntral 1-6700

AFA—AAAA—ABP—ANPA—ABC

President.....Harry W. Chesley, Jr.  
Vice Pres.....Marvin D. McQueen  
V.P., Mgr. Radio-TV.....Harry K. Renfro  
V.P., Mgr. Radio-TV.....R. E. Johnson  
V.P., Treas.....E. D. Cronk  
V.P., Art Dir.....Gene M. Kowall

#### Branch Offices

430 Park Ave., N. Y. 22, N. Y.  
Phone: PLaza 8-2600

Chm. of Bd.....Robt. M. Ganger  
V.P., Mgr.....J. Y. Brown  
55 Public Sq., Cleveland 13, O.  
Phone: TOWer 1-3911

Vice-President, Mgr.....Stanley P. Seward  
75 Bloor St. W., Toronto, Ontario, Can.  
Phone: WALnut 1-3135

Vice-President, Mgr.....J. Payne  
75 Eighth St. N.E., Atlanta 9, Ga.  
Phone: TR 5-0611

Vice-President.....M. L. Boyd, Jr.  
3540 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNKirk 5-3171

Vice President.....Vern Eastman  
Prudential Plaza, Chicago, Ill.  
Phone: MICHigan 2-5332

Vice President.....W. C. Edwards  
Mgr., Radio-TV Dept.....R. Young  
Time Buyer.....D. Henry  
Texas Nat'l Bank Bldg., Houston 2, Texas

## ADVERTISING AGENCIES

Phone: CApitol 4-9751  
 Vice-President.....J. Bob Wilson  
 2772 4th Ave., San Diego 3, Calif.  
 V.P. & Mgr.....G. E. Vinson  
 Time Buyer.....Valentine Caldwell  
*Estimated Radio & TV Billings:* \$26,500,000

### DAVIS-HARRISON-SIMMONDS

11032 Magnolia Blvd., No. Hollywood, Calif.  
 Phone: TRiangle 7-5358  
 President.....Don L. Davis  
 V.P.'s.....M. S. Davis, R. Vaughn,  
 S. Sloane, B. Hurless  
 Radio-TV Dir.....Dawnelle M. Davis

### THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.  
 Phone: CRele 7-1870  
 APA-ABP  
 Owner.....Irving Davis

### DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.  
 Phone: LOnacre 4-5900  
 ABP-AAAA-ANPA  
 President.....A. R. Deutsch  
 V.P.....V. M. Evans  
 Research Dir.....F. Coss

### DITTMAN & KANE, INC. ADV.

225 S. 15th St., Philadelphia 2, Pa.  
 Phone: PE 5-1546  
 Pres. & Treas.....Jessie Kane Gimbel  
 Vice President.....Paul Kane  
 Secretary.....Emanuel Horwitz  
 Art Dir.....Richard K. Collins  
 Radio-TV Dir.....Phoebie J. Dorfman

### DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.  
 Phone: JUiper 5-3193  
 ANPA-ABP

President, Treas.....W. Anderson  
 V.P.....Larry Barker  
 Sec., Media Buyer.....Miss G. P. Wagner  
*Time Buyer & Accounts:* Miss G. P. Wagner  
 Federal Chemical Co., Pratt Labs, GE,  
 Community Relations, Hannah Motors Co.  
*Estimated Radio Billings:* \$41,000,  
*Estimated TV Billings:* \$52,000.

### DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

530 Fifth Ave., New York 36, N. Y.  
 Phone: YUkon 6-6500  
 AAAA-ABC-ABP-ANPA  
 Chr. of the Bd.....Donald K. Clifford  
 Pres.....William E. Steers  
 Treasurer.....Robert P. Clark  
 V.P. & Sec.....Wm. E. Holden  
 Sr. V.P.'s.....James F. Egan, Harry M. Ireland  
 V.P., Chg. TV-Radio  
 Prog. & Prod.....Stanley J. Quinn  
 V.P., Sr. Comm. Producer.....Russell Ford  
 V.P.'s.....Francis J. Doherty, Stever Aubrey,  
 Michael Barnett, Jack Benoze, Philip

Brooks, R. Richard Carens, Alfred J. Carter, Robert M. Curtis, Robert C. Doherty, Robert Dolobowsky, Francis X. Dowd, Richard Fehr, Robert C. Finnie, Howard S. Foley, Harold P. Gerhardt, Lawrence J. Hubbard, Eugene Hulshizer, Robert C. Kelly, Henry L. Musser, Kenneth W. Price, Donald H. Quinn, Gail Raphael, John R. Rockwell, Sheldon Sosna, William Stollowitz, Robert E. Timmerman, Dean G. Van Nest, Samuel B. Vitt, William Wall, Charles A. Winchester, Thaine A. Youst.

*Time Buyers & Accounts:* Robert Widholm; Grove Labs; Cigar Institute of America; Sonotone Corp.; Kimberly-Clark; Bristol-Myers; Standard Triumph Motor Co.; John Paton, Inc. Don H. Miller; Better Vision Institute, Borden Co.; Bristol-Myers, Stuart Eckert; Chunky Chocolate Corp.; Northam Warren Corp.; C. F. Mueller; Noxzema Chemical; Bristol-Myers; Geo. Wiedemann Brewing; Richard Olsen; Jackson Brewing Co. Louis Bullock; Chemway; Eastman Chemical; Roche Labs; Borden Co.; Shulton.

#### Branch Office

8731 Sunset Blvd., Hollywood 46, Calif.  
 Phone: OLeander 5-8950  
 Mgr.....Ernest Ricea  
*Estimated Radio Billings:* \$2,000,000,  
*Estimated TV Billings:* \$14,800,000.

### RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., 11 E. Franklin St.  
 Richmond 19, Va.  
 Phone: MILton 3-1113  
 Pres.-Treas.....Ralph L. Dombrower, Sr.  
 V.P., Time Buyer.....Ralph L. Dombrower, Jr.  
 Sec'y.....Malcolm B. Dombrower  
 Art Director.....Hobart Britton  
 Radio, TV Dir., Talent  
 Buyer.....T. Michaux Moody  
 Media Dir.....Janet Hanson

#### Branch Office

Woodward Bldg., 15th & 11 Sts., N.W.,  
 Washington, D. C.  
 Phone: REpublic 7-1420  
 Manager.....Philip Rosenfeld

### DONAHUE & COE, INC.

1271 Ave. of Amer., New York 20, N. Y.  
 Phone: CRele 5-1000  
 ABP-ANPA

Chm. of Board.....Edward J. Churchill  
 President.....Donald E. West  
 Ch. Exec. Comm.....Walter Weir  
 V.P. Chg. Media.....Gerald T. Arthur  
 V.P. TV-Radio Dept.....Carl Rigrod  
 Bus. Mgr. TV-Radio.....Evelyn Lee Jones  
 Media Dept. Mgr.....Gordon Vanderwarker  
 Time Buyers.....Marie Coleman, Harry Durando, Peter Dalton, Stuart Kaufman, Cliff Greenspan.

#### Branch Offices

3243 Wilshire Blvd., Los Angeles, Calif.  
 Phone: DUNkirk 1-2221

## ADVERTISING AGENCIES

Exec. V.P., Gen. Mgr. . . . . Richard C. Moses  
1010 St. Catherine St., W. Montreal 2, Que.  
Phone: UN 6-8851

Managing Dir. . . . . Wilfred J. LaVigne  
*Estimated Radio-TV Billings: \$9,500,000.*

### DONALL & HARMAN INC.

488 Madison Ave., New York 22, N. Y.  
Phone: JUDson 2-6016

Pres., Treas. . . . . Elihu E. Harris  
V.P. . . . . Warren Steibel  
Copy Dept. Mgr. . . . . Elise Alberts  
Media Director . . . . . Florence Schwartz  
Promotion Dir. . . . . F. Gagliano

### W. B. DONER & COMPANY

Washington Blvd. Bldg., Detroit 26, Mich.  
Phone: WOODward 5-7400  
AAAA—ANPA—ANA

President . . . . . W. B. Doner  
V.P., Dir. . . . . Charles E. Rosen  
V.P.'s . . . . . Felix Hower, Herbert Fried,  
Sanford Hirschberg

Treasurer . . . . . Julian A. Grace  
Secretary . . . . . Ben Goldstein  
Radio-TV Dir.'s . . . . . Milford Kostman, Edward  
Trahan

Time Buyers . . . . . Ellen Dryer, Robert Smith,  
Emanuel Klein, Michael Fabian, Freida  
Weiss, Jody Cunningham, Bonnie Rogers,  
Gil Savitzky

#### Branch Offices

35 E. Wacker Dr., Chicago, Ill.  
Phone: ANdover 3-7800

President . . . . . Marvin H. Frank  
2225 N. Charles St., Baltimore 18, Md.  
Phone: BElmont 5-1212

Vice Pres. . . . . Herb Fried  
Lewis Tower Bldg., Philadelphia 2, Pa.  
Phone: PEnnypacker 5-6804

Exec. V.P. . . . . Murray Firestone  
400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-0900

President . . . . . Sidney Garfield  
*Estimated Radio Billings: \$6,000,000*  
*Estimated TV Billings: \$10,000,000*

### DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.  
Phone: WOrth 4-0700  
ABP—ANPA

Chairman of Board . . . . . Wm. H. Long, Jr.  
Vice-Board Chairman . . . . . Walter H. Burnham  
President . . . . . Louis W. Munro  
V.P., Secy., Treas. . . . . Richard E. Williams  
V.P., Prod. Mgr. . . . . Dewey B. Holland  
Exec. V.P. . . . . George Erickson  
Radio & TV Dir. . . . . Vincent H. Coryell, Jr.

#### Branch Offices

203 S. LaSalle St., Chicago 4, Ill.  
Phone: CEntral 6-9132

V.P. & Res. Mgr. . . . . Chas. C. Greene  
60 Battery March St., Boston 10, Mass.  
Phone: HUbbard 2-5665

Vice Pres. in Chg. . . . . W. J. Sheehan  
125 Bush St., San Francisco 8, Calif.  
Phone: YUKon 2-4080

V.P., Pacific Coast Mgr. . . . . Ronald Brindley

### DOREMUS-ESHLEMAN CO.

1616 Walnut St., Philadelphia 3, Pa.  
Phone: KINGSley 5-0700

V.P., Gen. Mgr. . . . . E. Howard York, III  
Vice Presidents . . . . . L. H. Greenhouse,  
P. Livingston, James Spillan  
Media Dir. . . . . Benjamin Busch  
Publicity Dir. . . . . John Skelly

### JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Masa.  
Phone: HUbbard 2-8050  
ANPA—NBP

President . . . . . John C. Dowd  
Exec. Asst. to Pres. . . . . Linus Travers  
Exec. V.P., Secy. . . . . Edward D. Parent  
V.P.'s . . . . . T. Frank Duffy,  
J. F. Neary, J. N. McKenzie, Will A. Davenport

Radio & TV Dir. . . . . Joseph L. Tully  
Space Radio Time Buyer,

Media Dir. . . . . Wm. Monaghan

### DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.  
Phone: LONgacre 4-1234  
AAAA—ABC—ABP—ANPA—AFA

President . . . . . William Bernbach  
Exec. Vice Pres. . . . . Ned Doyle  
V.P., Gen. Mgr. . . . . Maxwell Dane  
V.P. . . . . Ted H. Factor  
V.P., Art Director . . . . . Robert Gage  
V.P.'s . . . . . Edward Russell, Joseph R. Daly  
Plans, Director, V.P. . . . . Marvin Corwin  
Time Buyers . . . . . Charlotte Corbett, Nat Rind,  
Gerard Gilard, Jeane Jaffe

Media Director . . . . . Albert Petcavage  
Radio-TV Director . . . . . Don Trevor  
TV Producers . . . . . E. Hartman, J. Walker  
Dir., Radio-TV Pgms. . . . . J. Egan

#### Branch Offices

6399 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: OLive 3-8080

Vice President . . . . . T. H. Factor  
Media Dir., Space,  
Time Buyer . . . . . J. Sachs  
Radio-TV Prod. . . . . Bob Gips  
20 N. Wacker Dr., Chicago, Ill.  
Phone: FI 6-8860

V.P. . . . . Fred Klein  
*Estimated Radio & TV Billings: \$16,500,000.*

### DURAND ADVERTISING, INC.

19 West 44th St., New York 36, N. Y.  
Phone: YU 6-2777

President . . . . . Louis C. Goldman  
Vice Pres. . . . . Irv Clare  
Secretary . . . . . Vincent Russo Jr.  
Time Buyers . . . . . Vince Zito, Lou Goldman

### ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.  
Phone: TE 8-4600  
AAAA—ABC—ANPA

President, Treas. . . . . Roy S. Durstine  
Secretary . . . . . Virginia G. Durstine  
Asst. Treas. . . . . Mae E. Madden  
1714 Stockton St., San Francisco, Calif.  
Phone: EXbrook 7-0456



## ADVERTISING AGENCIES

Bd. Chmn. .... Roy S. Durstine  
 President ..... Niel Heard  
 V.P. & Treas. .... John Emmart  
 V.P. & Sec. .... A. F. Becker

### EDELSTEIN-NELSON ADV. AGENCY, INC.

203 N. Wabash Ave., Chicago 1, Ill.  
 Phone: DEarborn 2-5976  
 ABP—APA

President ..... Edward Edelstein  
 Secretary ..... Laura Edelstein  
 Art Dir. .... Robert Savlin  
 Prod. Mgr., Radio ..... Mary Brown  
 Copy Chief ..... Henry Hyett

### ELLINGTON & CO., INC.

535 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-4300

ANPA—APA—NOAB—PPA—ABC

Chairman ..... Jesse T. Ellington  
 Co-Chairman ..... Chauncey L. Landon  
 President ..... William A. Bartel  
 Adm'n. V.P. .... J. C. Hochreiter  
 V.P., Radio-TV Dir. .... A. Burke Crotty  
 Vice Presidents ..... Charles  
 Marshall, Hugh Lewis, Howard Rigby, Ter-  
 ence McGrath, Ernest Byfield, Jr., Henry  
 Covington, Franklyn Dyson, Davis Snow  
 Treas. .... Edward Lloyd  
 Radio-TV Time Buyer ..... Daniel Kane

### ELLIS ADVERTISING CO.

Hotel Statler-Hilton, Buffalo 2, N. Y.  
 Phone: CL 6780

ABP—APA—ANPA—NOAB—NBP

Partners ..... Michael F. Ellis,  
 Jerome R. Ellis

Acct. Execs. .... Michael F. Ellis, Jr.,  
 Maxwell E. Ellis, Seymour Goodman, Karl  
 Manhardt  
 Radio Director ..... Barbara Blinderman  
 TV Director ..... Beatrice Haniford  
 Art Dir. .... James Howes  
 Prod. Mgr. .... Richard Joseph  
 Controller ..... Sanford Satuloff

#### Branch Offices

65 East 55th St., New York 22, N. Y.  
 Phone: PLaza 1-2323

President ..... Curt J. Mann

### EMBRY, TALLY, INC.

150 S.E. Third Ave., Miami 32, Fla.  
 Phone: FRanklin 1-3621

ANPA—SNPA

President ..... T. H. Embry  
 V.P., Creative Dir. .... Gifford Thayer  
 Radio-TV Dir. .... Jack Buckholtz

### EMERY ADVERTISING CORP.

1201 St. Paul St., Baltimore 2, Md.  
 Phone: PLaza 2-2393

ANPA—APA—NBP

President ..... Herbert C. Schuckle  
 Exec. V.P. .... M. E. Busch  
 V.P., Radio-TV ..... Marshall Hawks

### ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.

Phone: OXford 7-4500

AAAA—ABP—ANPA

President ..... David B. Williams  
 Chmn. Fin. Comm. .... Howard D. Williams  
 Exec. V.P. & Sec. .... James B. Briggs  
 Exec. V.P. & Gen. Mgr. .... Harry D. Way  
 V.P. & Treas. .... K. J. Worland  
 V.P., Int. Dept. Dir. .... John D. Hayes  
 V.P. & Radio-TV Dir. .... Rollo W. Hunter  
 V.P. & Research Dir. .... Robert Aledort  
 Pub. Rel., Pub. Dir. .... Phillips Fewsmith  
 Controller ..... R. J. Passanant  
 Asst. Sec. .... Norman Lewis  
 Exec. Art Dir. .... Louis DiJoseph  
 Copy Chief ..... Gerald Miller  
 Media Dir. .... M. Richfield  
 Media Grp. Super. .... William M. Hunter  
 Head Time Buyer ..... Richard Bunbury  
 Sales Prom. Dir. .... R. M. Fishel  
 Prod. Mgr. .... George Cisneros  
 Traffic Mgr. .... Andrew F. Kops  
 Librarian ..... Mary Wilson  
 Acct. Execs. .... Frederick J. Burghard;  
 Thomas E. Barnett; Robt. I. David; John  
 E. Hogan, V.P.; John M. Keavey, V.P.;  
 Arthur H. Laurence; Wm. Campbell; Basil  
 W. Matthews, V.P.; W. Roger Cooper;  
 P. W. Grover; J. Preston Selva, Jr.; Wm.  
 C. Stakenburg; H. Summer Sternberg;  
 Albert Tilt III, V.P.; Herbert A. Thomp-  
 son; Peter G. White, Joseph H. Buchanan;  
 Anthony L. Carrafiello; Jerry Juliano;  
 Gary J. Korn; John A. L. Mann; Richard  
 E. Marsh; Joseph W. Nash; G. C. Wiswell;  
 Albert Wilson; Granville Worrell, III,  
 V.P.; John S. Budd

#### Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: FINancial 6-1833

Exec. Comm. Chmn., Central Div.  
 Gen. Mgr. .... Roswell W. Metzger  
 Exec. V.P.s. .... Wm. D. Watson, B. Groseth  
 Vice President ..... Lorry R. Northrup  
 V.P., Radio-TV Dir. .... George B. Anderson  
 V.P., Media ..... John L. Gwynn  
 V.P., Ch. Time Buyer ..... Holly Shively  
 5045 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: WEbster 1-1211  
 Exec. V.P., W. Div. Gen.

Mgr. .... Emmett C. McGaughey  
 V.P. & Res. Dir. .... Roger M. Johnson  
 V.P., Radio-TV Dir. .... Robert L. Redd  
 Radio-TV Prod. Dir. .... Edwin T. Morgan  
 Suite 515, Adolphus Tower, Dallas 2, Texas  
 Phone: RIverside 1-6453

V.P., Mgr. .... Alex G. Pappas  
 Suite 307, Old Nat'l Ins. Bldg., Houston 4,  
 Texas

Phone: JACKson 4-7531

V.P., Mgr. .... T. F. Keady  
 Radio-TV Time Buyer ..... Mary K. Mansell  
 3 Penn Center, Philadelphia 2, Pa.  
 Phone: LOcust 4-3551

V.P., Mgr. .... Horace D. Nalle  
 Radio-TV Time Buyer ..... Joan M. Donahue  
 Porter Bldg., Pittsburgh 19, Pa.  
 Phone: GRant 1-4451

## ADVERTISING AGENCIES

Sr. V.P., Gen. Mgr. . . . Frederick R. Etchen, Jr.  
 Radio-TV Dir. . . . . Yale M. Shafer  
 IBM Bldg., 690 N. Robert St.  
 St. Paul 1, Minn.

Phone: CApital 7-7501

Sr. V.P., Mgr. . . . . James A. Walker  
 140 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 2-4616

V.P., Mgr. . . . . Frank A. Helton  
*International Offices:*

30 Eastbourne Terrace, London W 2, Eng.  
 Man. Dir. . . . . Walter Graebner  
 4 Archibold Terrace, Jesmond,  
 Newcastle-on-Tyne, England

Man. . . . . Charles Fullerton  
 90 Sveavagen, Stockholm, Sweden

Pres. . . . . Hans Stenbeck  
 610 Church St., Toronto 5, Ont., Canada

V.P. . . . . Edward Karthaus  
 Ashfield House, 402 Sauchiehall St.,  
 Glasgow C2, Scotland

Man. . . . . J. H. Weir  
*Estimated Radio Billings:* \$5,400,000.  
*Estimated TV Billings:* \$14,500,000.

### WILLIAM ESTY COMPANY, INC.

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

Phone: OXford 7-1600

AAAA—ANPA—APA

Board Chairman . . . . James J. Houlihan  
 President . . . . . J. Peace

Vice Bd. Chmn. . . . Dr. Wallach H. Wulfeck  
 Sr. V.P. . . . . Wil P. Booth

Treasurer . . . . . E. H. Cummings  
 V.P., TV Dir. . . . . Mitchell Johnson

V.P. Chg. TV, Radio  
 Commercial . . . . . Joseph Forest

V.P., Media Dir. . . . . Mark F. Byrne  
 Time Buyers . . . . . R. Grall, H. Simpson

#### Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-6301

V.P., W. Cst. Mgr. . . . . Arnold J. Webster  
*Estimated Radio Billings:* \$16,500,000.  
*Estimated TV Billings:* \$42,000,000.

### ETTINGER ADVERTISING AGENCY INC.

16 E. 41st St., N. Y.

Phone: LE 2-0750

ABP—NBP

President . . . . . Joel H. Ettinger  
 Vice-Pres. . . . . Audrey Ettinger

Prod. Mgr. . . . . C. MacDonald  
 Television Dir. . . . . Michael Lippert

### EVANS, WORK & COSTA ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.

Phone: LAkeside 2-8868

President . . . . . Clarence R. Evans  
 Secy.-Treas. . . . . John Robert Work

V.P., Art Dir. . . . . Thomas M. Costa

### FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.  
 Phone: 2-6109

ARI

President, Radio-TV Dir. . . John T. Farquhar

Vice-President . . . . . Ted R. Darvoe  
 Vice-President . . . . . Robert F. MacFarland  
 Treasurer . . . . . Jay C. Anderson  
 Secretary . . . . . Roger H. Williams  
 Media Director . . . . . Eleanor Crimmins  
 Prod. Mgr. . . . . Kermit LaFave

### W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.

Salt Lake City 1, Utah

Phone: EMpire 3-2655

Owner, Mgr. . . . . W. E. Featherstone

### COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,

Washington, D. C.

Phone: NAtional 8-7713

President . . . . . Courtland D. Ferguson

Secy.-Treas. . . . . Lucille Pierce Ferguson

Art Director . . . . . Gilbert Meekins

Time Buyer . . . . . Mrs. Nan Hannum

### LAWRENCE FERTIG & CO., INC.

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

Phone: MURray Hill 9-7100

ABP—ANPA—APA—NBP

President-Treasurer . . . . Lawrence Fertig

Exec. V.P. . . . . Philip Lukin

V.P.'s . . . . Henry Bretzfeld, Robert E. Wolfe

Media Director . . . . Miss Selma Grosswirth

Art Director . . . . . Stanley Dusek

Production Manager . . . . . Geo. Barrett

### ROBERT G. FIELDS & CO.

715 Sudekum Bldg., Nashville 3, Tenn.

Phone: AL 6-1977

ABP

President, Treas. . . . . Robert G. Fields

Vice President . . . . . R. L. Fields

### WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas

Phone: LYric 2-0876

AAAA—ABP

Owner . . . . . William F. Finn

Treas., Prod. Mgr. . . . . Jean C. Boucher

### FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.

Phone: HENDERSON 2-8200

ANPA

Pres., TV Dir. . . . . Michael A. Fiore

V.P., Radio Dir. . . . . Albert A. Fiore

Secy.-Treas. . . . . B. V. Fiore

Media Director . . . . . John Critelli

### M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 3, Ill.

Phone: CEntral 6-6226

President, Treas. . . . . Jack L. Fisher, Jr.

Vice. Pres., Sec. . . . . Ben R. Migdow

V.P., Mdsg. Dir. . . . . E. J. Lewinski

Time Buyer . . . . . Donna Stuart

### FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La.

Phone: TULane 3131

President . . . . . Joseph L. Killeen

Exec. V.P. . . . . Joseph Epstein, Sr.

V.P., Chmn. of Plans Bd. . . . Roy M. Schwarz

# ADVERTISING AGENCIES

V.P., Dir. Client Service... Warren G. Posy  
 V.P., Exec. Art Dir... E. W. Rector Wootton  
 V.P.'s ..... Robert Carley,  
 Donald H. Halsey  
 AM & TV Dir..... W. Collins-  
 Treasurer..... Lee R. O'Pry  
 Best. Media Dir..... A. Davis  
 Asst. Best. Media Dir..... B. Seghers

## FLADELL, HARRIS ADV. INC.

352 West 56th Street, New York 19, N. Y.  
 Phone: JUdson 6-1140  
 Partner-TV Dir..... L. A. Harris  
 Partner-Creative Dir..... E. Fladell

## JAMES R. FLANAGAN ADV.

475 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 3-1882  
 President..... James R. Flanagan  
 Vice Pres..... Robert Flanagan

## HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.  
 Phone AD 5-5333  
 ABP—NBP—APA  
 President..... Harold E. Flint  
 Secretary, V.P..... Richard Rosenthal  
 Treasurer, V.P..... Lee A. Holland  
 Art Dir..... Donald R. Nelson  
 Production Mgr..... Ray Stromswald  
 Account Executive..... Van Olsen

## RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.  
 Phone: PE 5-6302  
 AAAA—ABC—ABP—ANPA—NOAB  
 President..... Charles H. Eyles  
 Senior V.P., Sec'y, Treas..... Lee E. Hood  
 Exec. V.P..... A. Edward Morgan  
 V.P.—Media Director..... Wesley Winning  
 V.P., Copy Dir..... Frank J. Corkery  
 Vice Presidents..... Earle Steiert,  
 Russell Gray, Jr.  
 Radio-TV Director..... Alice Mooney  
 Art Director..... William F. Hope

## FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.  
 Phone: YUkon 6-8000  
 ANPA—AAAA—ABP  
 Chmn. Bd. of Directors... Robert F. Carney  
 President..... Rolland W. Taylor  
 Ch. Exec. Comm..... Fairfax M. Cone  
 Sr. V.P., Finance Sec..... A. E. Rood  
 V.P., Natl. Best. Dir..... John B. Simpson  
 V.P., Best. Dir., N. Y..... Roger Pryor  
 V.P., Dir. Media & Time Buyer..... Frank  
 Cromer

### Branch Offices

155 E. Superior Street, Chicago 11, Ill.  
 Phone: SUperior 7-4800  
 Sr. V.P., Mgr..... Charles S. Winston, Jr.  
 V.P., Dir. Media & Time Buyer.. Edward M.  
 Stern  
 900 Wilshire Blvd., Los Angeles 17, Calif.  
 Phone: MADison 9-3611  
 V.P., Mgr..... Louis E. Scott

V.P., Dir. of Media & Time Buyers... Gene  
 Duckwall  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: SUtter 1-2355

V.P., Gen. Mgr..... W. C. Matthews  
 1717 N. Highland Ave., Hollywood, Calif.  
 Phone: HOLLYwood 9-6265

Dir., Hlwyd. Best. Svcs..... John Lyman  
 806 Main St., Houston 2, Texas  
 Phone: CApitol 8-0395

V.P., Mgr..... Ed. H. Badger  
 10 St. Mary St., Toronto 5, Ont., Can.  
 Phone: WALnut 5-5961

Managing Dir..... Richard B. Bradshaw  
 1255 Phillips Sq., Montreal 2, Can.  
 Phone: VICTor 2-8781

Manager..... Robert L. Simpson  
 Avenida Insurgentes, Sur 102, Mexico City 6,  
 Mexico  
 Phone: 11-97-13

Pres., Gen. Mgr., Latin Div... P. Martin Kiek  
 82 Baker St., London W. 1, England  
 Phone: WEbeck 4126

Chmn. & Mng. Dir..... Brian F. MacCabe  
 Kleiner Hirschgraben 16, Frankfurt am Main,  
 Germany  
 Phone: 28-211

Manager..... Don Cunningham  
 Estimated Radio Billings: \$7,000,000.  
 Estimated TV Billings: \$56,500,000.

## FORD & CO.

1839 Line Ave., Shreveport 24, La.  
 Phone: 423-0351  
 APA—ABP

Pres., Owner..... Oliver J. Ford, Jr.  
**ALBERT FRANK-GUENTHER LAW  
 INC.**

131 Cedar St., New York 6, N. Y.  
 Phone: COrtland 7-5060  
 ABP—ANPA—APA—NOAB—NBP—ABC  
 Bd. Chairman..... Howard W. Calkins  
 President..... John V. McAdams  
 Sr. Vice-Pres..... Victor J. Cevasco  
 Exec. Vice-Pres..... Richard A. Cullinan  
 Vice-Pres. & Treas..... S. A. Speake  
 Vice-Pres. & Sec..... E. G. McAdie  
 Vice-Presidents..... Frank D. Cruikshank,  
 Howard C. Allen

V.P., Radio & TV..... Robert W. Day  
 Manager, Radio-TV..... Lawrence Butner  
 Radio-TV Prod..... Brooks Clift  
 Radio-TV Traffic..... Robert Gordon  
 Time Buyer..... Marilyn Schiel

## FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.  
 Phone: WHitehall 4-5900  
 AAAA—ABC—ABP—ANPA  
 AFA—ANA

President..... Clinton E. Frank  
 V.P., Radio-TV Dir..... Buckingham Gunn  
 Treas..... Carroll Cheyerie  
 V.P. & Mkt. Dir..... G. B. Kreer  
 V.P.'s..... Philip E. Bash, Hill Blackett, Jr.,  
 Perry L. Braud, Herbert K. Butz, M. W.  
 Grinstead, Louis E. Schueler  
 Media Dir..... A. S. Trude, Jr.

## ADVERTISING AGENCIES

Art Director.....L. Rubenstein  
 Pub. Dir.....Frazier Nounnan  
 TV Dir.....D. Kee-lar  
 TV Dir.....Donald H. Wallace  
 Time Buyers.....Camille Muscarella  
 Ruth Babick, M. A. Crisafulli

Branch Offices  
 1680 N. Vine St., Hollywood 28, Calif.

Manager.....Robert G. Nye  
 285 Madison Ave., New York 16, N. Y.  
 Phone: MU 5-3141

Manager.....Jack Miller

### FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.  
 Phone: DEarborn 2-5745

ABP—ANPA

President.....Jones B. Frankel  
 Prod. Mgr.....Richard A. Tajbl

### FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-7433

ABP—ANPA—APA—PPA

Pres., Treas., Radio-TV Dir.,  
 Time Buyer.....H. S. Rieff  
 V.P., Art Director.....Edward Gambole

### CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.  
 Phone: ALpine 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA

President.....C. J. Freiburger  
 Vice President.....Anne Freiburger  
 Robertson  
 Sec'y & Treas.....Fern Oakley  
 Prod. Mgr.....Leon E. Simpson

### AD FRIED & ASSOCIATES

160 Santa Clara Ave., Oakland 10, Calif.  
 Phone: OLYmpic 4-3773

AFA—NBP—NCAAA—WSAAA

Owner, Radio & TV Dir.....Ad Fried  
 Radio & TV Time Buyer.....Madge Cussen  
 Music Dir. & Librarian.....Elaine Fried  
 TV Art Dir.....Kay Bachrach  
 Prod. Dir.....Allison Clark

### FRIEND-REISS ADVERTISING, INC.

167 E. 56th St., New York, N. Y.  
 Phone: PLaza 2-2600

Chmn., Treasurer.....B. M. Reiss  
 Vice-Chmn., Secy.....Harold Reiss  
 Pres., Dir., Radio-TV.....Lee Friend

### JIMMY FRITZ & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.  
 Phone: HO 3-3251

ANPA

Bd. Chmn.....Jimmy Fritz  
 Account Executive.....H. A. Helm  
 Radio-TV Dir.....Jane Griffin  
 Time Buyer & Accounts: Marion Vaughn;  
 McDaniel's Markets, Central Nebraska Pack-  
 ing, General Meats, Presto Foods, Standard  
 Fisheries, Golden Gate Salami Co., Pal Prod-  
 ucts, Weher Noodle Co., Northland Foods,  
 Whipped Butter.

### Branch Offices

161 E. Erie, Chicago, Ill.  
 Phone: MI 2-5458

Exec-in-Chg.....Eddie Fritz

### L. W. FROHLICH & CO., INC.

34 East 51st St., New York 22, N. Y.  
 Phone: PLaza 9-1900

President.....L. W. Frohlich  
 Exec. V.P.....Julian Farren  
 V.P. & Treas.....Charles E. Lewis  
 V.P. & Chrmn Plans Bd.....A. Greenberg  
 V.P.....V. Edward Dent  
 Radio & TV Film Dir.....N. Brant

### HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.  
 Phone: LIberty 2-6140

ANPA—APA—ABP—NBP

President, Treasurer.....Karl M. Frost  
 Vice Presidents.....Florence A. Dondero,  
 Raymond E. McLaughlin, H. E. Bessom,  
 H. P. Newcomb  
 Radio-TV Time Buyer....V. M. Fairweather

### FULLER & SMITH & ROSS, INC.

666 Fifth Ave., New York 19, N. Y.  
 Phone: JUdson 2-9000

AAAA—ABP—ANPA

President.....R. E. Allen  
 V.P. & Mgr.....R. W. Nicholson  
 Sr. V.P. Radio-TV.....A. E. Duram  
 Sr. V.P. Admin.....C. M. Skade  
 V.P., Creat. Dir., Radio-TV....P. S. Cardozo  
 V.P., West Coast Network Prog.....David  
 Mathews  
 V.P., Mgr., Radio-TV Dept....E. H. Mahoney  
 Secretary.....E. M. Ruppe

### Branch Offices

55 Public Square, Cleveland 13, O.  
 Phone: CHerry 6-6700

V.P., Mgr.....K. C. Tuttle  
 105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5039

V.P. & Mgr.....D. H. Echols  
 244 Pine St., San Francisco, Calif.

Phone: YUkon 6-5955

V.P. & Mgr.....John Leahy  
 211 Oliver Ave., Pittsburgh 22, Pa.

Phone: GRant 1-9565

V.P. & Mgr.....G. A. Welch  
 3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 5-2211

V.P. & Mgr.....C. N. La Vene  
 909 Dan Waggoner Bldg., Ft. Worth, Tex.

Phone: EDison 2-2201

V.P. & Mgr.....S. Schlenther  
 68 Knightsbridge, London S.W. 1, Eng.

Phone: Kensington 8111

Mgr.....Sidney Horniblow  
*Estimated Radio Billings:* \$2,600,000.  
*Estimated TV Billings:* \$11,100,000.

### FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.  
 Phone: PLaza 7-7393

ABP

Pres., Radio Time Buyer....Norman Furman



## ADVERTISING AGENCIES

Vice-President.....Irving J. Gottlieb  
Ch. Exec. Comm. Radio-TV Head...Nat Roth  
*Time Buyers & Accounts:* Nat Roth; AFL-  
CIO, Office Temporaries, Bustelo Coffee, The  
Sire Plan, Betty Lamb; Caltrol, John Morgan;  
Valencia Bakery, Ganeles-Lenger Wines.

### GALLAND ADVERTISING

18 E. 48th St., New York 17, N. Y.  
Phone: PLaza 5-9141

President.....Harry J. Galland  
V.P., Media Dir.....Martin Gross

### GARDNER ADV. CO.

915 Olive St., St. Louis 1, Mo.  
Phone: CE 1-3200  
ABP—ANPA—APA

Vice Chairman.....John A. H. Rehm  
Branch Office  
370 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 9-2424

V.P., Gen. Mgr.....D. C. Porteous

### GAYNOR & DUCAS, INC.

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 5-5750  
ANPA—ABP—NBP

President.....Paul Gaynor  
Exec. Vice Pres.....John J. Ducas  
Senior V.P.....R. Woodfridge  
Production Manager.....J. Mulligan

#### Branch Office

291 S. La Cienega, Beverly Hills, Calif.  
Phone: OLeander 5-8191

Senior V.P.....A. V. Cline  
V.P., Pub. Rel.....Hal Tolley  
V.P., Adv.....Norm Church  
Media Buyer.....Miss Gerry Segal

### CHAS. A. GEIGER & ASSOC., INC.

666 N.W. 50th St., Miami, Fla.  
Phone: PLaza 1-1730  
APA—ABP—SNPA

Chairman.....D. G. Bash  
V.P., Radio-TV Dir.....Robert Lack

### GERTH, BROWN, CLARK & ELKUS OF SACRAMENTO, INC.

1722 J St., Sacramento, Calif.  
Phone: GILbert 2-2956  
ABC

Pres., Radio Media Dir.....Ralph K. Clark  
Exec. V.P., Creative Dir.....Fred Elkus, Jr.  
V.P., TV Dir.....Albert Hellenthal

### THE GETSCHAL CO., INC.

342 Madison Ave., New York, N. Y.  
Phone: MU 7-2200

President.....Budd Getchal  
Production Manager.....Gerry Gilbert  
Art Director.....Leonard Steinberg  
TV Prod. Mgr.....Lee Polk

*Estimated Radio Billings:* \$300,000.  
*Estimated TV Billings:* \$60,000.

### GEYER, MOREY, MADDEN & BALLARD, INC.

595 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-3300  
AAAA—ABP—ANPA

Board Chairman.....Sylvester M. Morey  
President.....Sam M. Ballard  
Chmn. Exec. Comm.....B. B. Geyer  
Exec. V.P.....Richard J. Farricker  
Exec. V.P.....R. N. Hartsing  
Admin. V.P.....John T. McHugh  
Radio-TV Prod. Mgr.....LeRoy Emmerich  
Radio TV Bus. Mgr.....D. P. McGuinn  
Secretary.....William G. Carmody  
Treasurer.....John R. Kunz  
Assoc. Dir., Bestg. Media...Elizabeth Powell  
*Time Buyers & Accounts:* Werner R. Kutsche (N.Y.); Babbitt, Sinclair, Richfield, Irish Internl. Airlines, Doyle Packing Co., Feathercombs, Lehn & Fink, Kelvinator; Roeland J. van Emmerik; American Motors; Mary Ann Mirda (Chicago); American Shows, Arrivals, Ltd., Cicero Federal Savings & Loan, Ill. Central R.R., Ill. Tollway, Union Pacific R.R.; Bernita Gottsch (Omaha); Neb. Savings & Loan, Sun Valley, Union Pacific R.R.; Anna M. Records (Los Angeles); Union Pacific R.R.; Ed Hughes (Portland); Union Pacific R.R.

#### Branch Offices

301 E. Kingsley Dr., Los Angeles, Calif.  
Phone: DUnkirk 7-4255

Vice Pres.....M. E. Welborn  
216 E. Ontario St., Chicago 11, Ill.  
Phone: SUperior 7-6016

Vice Pres.....D. J. Powers  
1504 Dodge St., Omaha 2, Neb.  
Phone: 3-12-7795

Vice Pres.....L. M. Branch  
2130 S. W. Fifth Ave., Portland 1, Ore.  
Phone: CApitol 6-2981

Vice Pres.....R. J. Livingston  
931 Third Nat'l Bldg., Dayton 2, Ohio  
Phone: BAldwin 8-4145

Vice Pres.....E. C. Frost  
14250 Plymouth Rd., Detroit 32, Mich.  
Phone: WEbster 3-5520

V.P.'s...Daniel A. Packard, John F. Henry, Jr.

### GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.  
Phone: LUther 7-2444

ABP—ANPA—SNPA—APA—NOAB  
President, Treas.....J. Burr Gibbons  
Vice President.....John B. Gibbons  
Secretary.....Viola Neese  
Radio Directors...J. Gibbons, J. K. Teague

### GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.  
Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III  
Vice-President.....Leo Berman  
Treasurer.....Clarence Schmidt  
Sec'y., Radio-TV Dir.,

*Time Buyer.....Frances Scott*  
Radio-TV Div.....Roald Dawson

### GILL, CLIFFORD AGENCY

8701 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLeander 5-8388

President, Copy Ch.....Clifford Gill  
V.P. Media Dir.....Dorothy R. Gill

**GILLHAM ADVERTISING AGENCY, INC.**

500 Continental Bank Bldg., Salt Lake City 1, Utah

Phone: DAVis 8-0281  
ABP—ANPA—ANA

President.....M. C. Nelson  
Senior Vice-President.....Lon Richardson  
Vice-President.....Robert F. Rohlfing  
Vice-President.....Wendell J. Ashton  
Vice President.....J. Y. Tipton  
V.P., Dir. Radio-TV.....Heber C. Wolsey  
Secretary.....Richard H. Ogaard  
Art Director.....Clair Lindgren  
Prod. Mgr.....J. R. Furner  
Space Buyer.....Esther Cook  
Radio-TV Acct. Exec.....Arthur W. Atack

*Time Buyers & Accounts:* Robert F. Rohlfing: Royal Baking Co., Union Pacific R.R., General Electric, Heber G. Wolsey: Utah Oil Refining Co., Pet Dairy (Sego Milk), Utah Power & Light Co., Purity Biscuit Co., Amer. Dairy Assoc. of Utah, Arthur W. Atack: Cloverleaf Dairy, First Security Bank, Fisher Brewing Co., Petty Ford Co., 1st Federal Savings & Loan.

**BERT S. GITTINS ADVERTISING, INC.**

739 N. Broadway, Milwaukee 2, Wis.  
Phone: BR 6-5934

ABP—ANPA—NOAB—NBP—APA

President.....Bert S. Gittins  
Prod. Dir.....Stewart Carlson  
Best. Media.....Esther Block  
Copy Dir.....Harold Nelson

**GLENN ADVERTISING INC.**

620 Republic Nat'l. Bank, Dallas, Tex.  
Phone: RI 1-9851  
ANPA—ABP—AAAA

Ch. of Board.....Ward M. Wilcox  
President.....John H. Stewart  
V.P.'s.....Duke Burgess, Liener Temerlin

*Branch Offices*

301 E. 5th, Fort Worth 2, Tex.

Vice President.....Merle Bell  
1101 Majestic Bldg., San Antonio, Tex.  
Phone: CAPItol 7-2369

Vice President.....J. Schlichenmaier  
2625 Richmond Ave., Houston, Texas  
Phone: JA 3-4714

Manager.....Robert S. Heller  
6399 Wilshire Blvd., Los Angeles, Calif.  
Phone: WE 3-9369

Manager.....Raymond Prochnow  
Suite B, Southwest Natl. Bldg., El Paso, Tex.  
Phone: KE 2-3606

Manager.....I. E. Carson  
218 Bayview Bld. Fort Lauderdale, Fla.  
Phone: LOgan 4-5419

Mgr.....R. M. Richards  
651 Skirbin Tower, Okla. City, Okla.  
Phone: CENTral 6-8582

Mgr.....J. S. Bell

**MAX GOLDBERG ADV. AGENCY**

613 E & C Bldg., Denver 2, Colorado  
Phone: CHerry 4-5533  
ANPA—APA

President.....Max Goldberg  
Pub. Rel. Dir.....Alberta Pike  
Acct. Execs.....Connie Gordon, Guy Calleo

**GOODMAN ORGANIZATION**

8350 Santa Monica Blvd., Los Angeles 46, Cal.  
Phone: OLdfield 6-6200

Pres., Treas.....Mort Goodman  
Radio-TV Dir.....David Horowitz  
Art Dir.....S. Brown  
Media Dir.....Claire Moses

**GOTHAM-VLADIMIR ADVERTISING, INC.**

342 Madison Ave., New York 17, N. Y.  
Phone: OXFord 7-4300

ABP—AFA—ANPA—AAAA

Chairman of Bd.....Irwin A. Vladimir  
Vice-Chmn. of Bd.....G. Ellsworth Harris  
Chmn. Excc. Comm...Duncan D. Sutphen, Jr.  
President, Dir.....Arthur A. Kron  
Vice-Presidents.....Robert F. Kendall,  
Daniel C. Kaufherr, Richard H. Hobbs,  
C. G. Rourke, Frank Birdsall, Evelyn Ring-  
rose, William V. Riegane, Rufus Choate,  
A. N. Vladimir, A. L. Beyea

Media Dir.....Robert J. Riegane  
Secretary.....Chester A. Priest  
Dir. Radio & Television.....Sally Allen  
Dir. Pub. Relations.....Kay Long  
Dir. Research.....Margaret E. Stark

*Branch Offices*

1 No. LaSalle St., Chicago 2, Ill.  
Phone: ANdover 3-2890

Vice-President.....Richard H. Hobbs  
251 Kearny St., San Francisco 8, Calif.  
Phone: YUKon 6-0920

Vice-President.....Frank Birdsall  
P. O. Box 8676, Fernandez Juncos Station,  
Santurce, P. R.  
Phone: San Juan 2-0780

V.P., Mgr.....Tom Clark

**GOTTHELF & WEIL, INC.**

47 W. Huron St., Buffalo 2, N. Y.  
Phone: MA 6755  
ANPA

President.....Henry J. Weil  
Secy., Treas.....Stephen Gotthelf  
V.P., TV Dir.....Peter King

**GRANT ADVERTISING, INC.**

919 North Michigan Ave., Chicago 11, Ill.  
Phone: SUPerior 7-6500  
ANPA—APA—ABP—SNPA—NOB

Board Chairman.....Will C. Grant  
Exec. V.P. Int'l.....Fred Spence  
Vice-Presidents..Carl M. Post, W. R. Watson  
Secretary.....Mary Waller Grant  
V.P., Research Dir.....Kay Sheldon  
V.P., Comptroller.....R. Runtz  
V.P., Media Dir.....Reginald L. Dellow  
Radio & TV Dir. (Chicago).....Gail Light  
Production Mgr.....Harry White

## ADVERTISING AGENCIES

### Branch Offices

711 Third Ave., New York 17, N. Y.  
Phone: OXford 7-5800

President.....E. W. Plowe  
V.P. TV.....R. C. Mack  
29th Floor, Guardian Bldg., Detroit 26, Mich.  
Phone: WOODward 3-9400

Manager.....M. Menard  
2003 Davis Bldg., Dallas 2, Tex.  
Phone: RI 1-3231

V.P. Chg. Dallas Office.....Joe K. Hughes  
405 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 2-6275

V.P. Chg. San. Fran. Off.....Alfred Ducato  
801 2nd Ave., Seattle, Wash.  
Phone: MAin 4-3232

V.P. Chg. Seattle Office.....Wm. Burke  
13th St. at Second Ave., S.W., Miami 36, Fla.  
Phone: FRanklin 3-6611

V.P. Chg. Caribbean Oper.....John A. Dey  
1111 Wilshire Blvd., Los Angeles, Calif.  
Phone: HU 2-2050

Exec. V.P.....E. J. Robinson  
250 Park Sq. Bldg., Boston, Mass.  
Phone: HU 2-7950

Exec. V.P.....J. N. Clifford  
*Estimated Radio Billings:* \$2,700,000.  
*Estimated TV Billings:* \$12,500,000.

### GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.  
Phone: WAInut 2-4808

ANPA -ABP-ABC-AAAA--APA  
NBP--NOAB

Partner.....Jerome B. Gray  
Partner-TV Spysr.....Edmund H. Rogers  
Partner-Copy Chief...Robert W. Graham  
Partners.....Sherman G. Landers,  
Russell K. Carter, William B. Edwards,  
Atherton Secley, David B. Arnold, Thelma  
Gray, Granville Worrell, Albert R. Boel-  
roch, William Kinney, Henry R. Hallowell  
Radio-TV Prod. Dir.....Chester R. Cooper  
Prog. & Mgmt. Dir.....Walter M. Erickson  
Production Mgr.....Alex Irvine  
Media Director.....James S. Reifsnnyder  
Time Buyers.....Ed Papazian,  
Charlotte Baumann  
714 Broad St., Newark, N. J.  
Phone: MAcket 3-7345

Manager.....Richard N. Gulick  
*Estimated Radio Billings:* \$898,000.  
*Estimated TV Billings:* \$1,273,000.

### MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-8640

President.....Monroe W. Greenthal  
V.P., Creative Dir.....David E. Diener  
Radio & TV Dir.....Harvey Schulman  
Media Dir.....N. Trel  
Copy Chief.....Dave Dember  
Prod. Mgr.....Joseph Bogiano  
Art Director.....Otto Luther  
Assoc. Art Dirs.....Ed Brodtkin,  
Lew Clayman, Robert Cohen

### GREGORY-GIEZENDANNER COMPANY

P. O. Box 6278, Houston 6, Texas  
Phone: JACkson 6-1071

Partners.....Lloyd Gregory,  
Chas. J. Giezendanner, Jr.  
Production Manager.....L. Chesnar  
TV Time Buyer.....Annette Kercheval  
Publicity Director.....Maudeen Marks

### GREY ADVERTISING, INC.

430 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3500

AAAA-ABC-AFA-NOAB

Bd. Chrmn., Head Exec. Comm...Lawrence  
Valenstein

President-Treas. ....Arthur C. Fatt  
Exec. V.P.....Herbert D. Strauss  
Exec. V.P., Chg.

Radio-TV Dept.....Alfred L. Hollender  
V.P., Chg. Pmg.....William F. Craig  
V.P., Chg. Network Rel.....Eugene Accas  
V.P., Chg. Comm. Prod.....Jack Davis  
V.P., Media Dir.....E. L. Deckinger  
Secretary.....Edmond R. Richer  
Time Buyers.....Helen Wilbur, Allen  
Reed, Marie Sotito, Ken Kearns, Dorothy  
Houghcy, Theresa Ann Gannon, Lenore  
Hauptman, Joe Schackner

### Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 4-8401

Vice-Pres.....Robert D. Wolfe  
Vice-Pres. ....Robert Dwyer  
235 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 7-1695

Manager.....L. V. Bernardini  
1908 Sherbrooke St., Montreal, P.Q., Can.  
Phone: WELlington 7-9521

Vice. Pres. ....Peter Golick  
*Estimated Radio Billings:* \$7,700,000  
*Estimated TV Billings:* \$26,200,000

### GRISWOLD-ESHLEMAN CO.

55 Public Sq., Cleveland 13, O.  
Phone: TOWer 1-3232

AAAA-ABP-ANPA

Board Chairman.....John F. Davis  
President .....Charles Farran  
V.P.'s.....Robert L. Baumgardner,  
L. R. Canfield, V. C. Kenney, E. M. Marker,  
E. C. Powers

TV, Radio, Films Dir.....Ralph A. Borzi  
Production Manager.....Frank J. Stastny  
Media Buyers.....H. Lott, R. Augustine,  
M. Rueter

Art Director.....Wm. Root

### CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.  
Phone: FRanklin 1-8571

Pres., Treas.....Charles A. Gross  
V.P., Copy Chief.....Spencer Hill  
Secy., Media Dir.....Elinor Esser  
Art Director.....Nat Machtey  
Publicity Director.....Gene Wood

ADVERTISING AGENCIES

JULIAN GROSS & ASSOCIATES, INC.

709 Main St., Hartford 3, Conn. Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
Vice President.....James J. Long
Radio-TV Prod. Mgr.....Beverly J. Krefl
Sec..... Mildred R. Kayser
Time Buyers.....J. Gross, J. J. Long, B. J. Krefl

GRUBB ADVERTISING, INC.

111 N. Market St., Champaign, Ill. Phone: FLEetwood 6-3766
ABC--ABP--ANPA--AFA

President.....Robert F. Grubb
V.P., Best. Act.....Dale R. Arvidson
Radio-TV Sprsr.....Robert E. Smith
Secretary.....F. E. Wilder
Asst. Treasurer.....Virginia P. Weinman
Time Buyers.....J. J. Dombrowske, Janann Duffy

Branch Offices

1221 Locust, St. Louis, Mo. Phone: CL 1-2104

Manager.....John A. LoBuono
416 Merchants Bank Bldg., Indianapolis, Ind. Phone: ME 2-1336

Manager.....J. C. Crosbie
Estimated Radio Billings: \$250,000
Estimated TV Billings: \$1,000,000.

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn. Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Time Buyer.....Norman Vinitsky

GUILD, BASCOM & BONFIGLI, INC.

222 Columbus Ave., San Francisco 11, Calif. Phone: YUkon 2-8400
AAAA -ABP--ANPA

President.....Walter Guild
Bd. Chrmn.....David Bascom
Exec. V.P.....Dante Bonfigli
General Manager.....Ben Franklin
V.P., Best. Prod. Head.....Alexander Anderson
V.P.'s.....Maxwell Arnold, Ernest J. Hodges, Rod MacDonald

TV Creative Dir.....David Fulmer
TV Opera. & Radio Prod. Dir...Chet Rhodes
Production Mgr.....Fred Wight
Treasurer.....John H. Rolfs
Time Buyers.....Marcelee Sanders

Branch Offices

515 Madison Ave., New York, N. Y. Phone: PLaza 1-3979

V.P., Office Mgr.....Hank Buccello
V.P., Dir. Network Rel.... Reggie Schuebel
1750 N. Vine St., Hollywood 28, Calif. Phone: HO 9-8217

Office Mgr., TV Bus. Mgr.....George Allen
TV Comm. Prod.....Don Lindquist
Dir. of TV Pgmg.....Sam Pierce
603 Stewart St., Seattle 1, Wash. Phone MAIn 4-3711

Office Mgr.....Angus Woodbury

GULF STATE ADVERTISING AGENCY, INC.

2714 Danville, Houston, 5, Texas Phone: JACkson 6-2111

President, Time Buyer.....Adie Marks
V.P., Treas.....Seymour Cohen
Production Manager.....Jo Mackenzie
Radio-TV Dir., Time Buyer.....Paula Reece
Radio-TV Prod.....Maggie Denney

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave., New York 21, N. Y. Phone: TEmpleton 8-1717
ABP--ANPA--ABC

Chairman.....Lawrence C. Gumbinner
President.....Milton Goodman
V.P., Radio-TV Dir.... Paul G. Gumbinner
Exec. V.P.....Morton Freund
VP in Chg Prod.....Herman Kornblum
V.P. in Chg. Art.....Hershel Bramson
Vice President.....Graeme MacLeod
Vice President.....Sunner Wyman
Media Dir.....Henry J. Katz
TV Creat. Dir.....M. Sasanoff
Time Buyers.....S. B. Gasman, J. Murphy, A. Wasserman, A. Sessions, G. Sessions

GUTMAN ADVERTISING CO.

Peoples Federal Bldg., Wheeling, W. Va. Phone: CEdar 3-1700
ANPA

President.....D. Milton Kutman
Sec. Treas.....Phyllis Kalany
Prod. Mgr.....D. M. Gutman, Jr.

JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y. Phone: FRanklin 2-0492

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....A. M. Fowler
Production.....P. Bianchi
Art Director.....A. H. Hitchins

HANSON, CLEM T., CO.

1411 - 15th St., Moline, Ill. Phone: 2-3022
ABP--NBP--APA

Owner, Acct. Exec.....Clem T. Hanson
Prod. Mgr., Acct. Exec. .... W. R. Lievens

RALPH A. HART, ADVERTISING

113 So. 21st St., Philadelphia 3, Pa. Phone: PENnypacker 5-8477

President.....Ralph A. Hart
Art Dir.....Leon Greenfield
Prod. Mgr.....Theodore Barkus
Copy Chief.....Murray Firestone
Media Dir.....Vivian Friedman

HART-CONWAY CO., INC.

335 Main St. East, Rochester 14, N. Y. Phone: LOcust 2-3520

ANPA--ABP--AAAA--ABC--AFA
Pres., Treas.....H. Lyman Hart
Sr. Vice-President.....Harold E. Kennedy



## ADVERTISING AGENCIES

Exec. Vice-President ..... Joseph Brown  
 Vice President..... John P. Street  
 Vice-President..... E. Ward Phillips  
 Secretary..... John M. Nixon  
 Production Manager... James V. Mannhardt  
 Comptroller ..... Mrs. A. L. Kearns

### GEORGE H. HARTMAN CO.

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

Phone: ANdover 3-0130

ABP—ANPA

President..... George H. Hartman  
 Exec. V. P. .... Rowland Laughlin  
 V. P., Gen. Mgr. .... John T. Holloway  
 Vice Pres. .... Thomas Kivlan, David R. Coey,  
 William H. Aaron, Robert S. Cole  
 V.P., Art Dir. .... Alfred Festen  
 Secretary ..... George H. Hartman, Jr.  
 Production Mgr. .... Philip Navigato  
 V.P., Radio & TV Director... John D. Berg  
 Radio & TV Dir.-Prod. .... Jack Leonard  
 Time Buyers ..... Gloria McNamee,  
 Audrey Thorelius

#### Branch Office

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

Phone: MUrray Hill 9-8637

Branch Office Mgr. .... John Berg

### HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.

Phone: HA 4-2494

ABP

President..... Marvin J. Lockyear  
 V.P., Sec.-Treas. .... Logan H. Miller

### THE F. H. HAYHURST CO. LIMITED

7 King St. E., Toronto, Ontario, Canada

Phone: EMpire 6-0731

President..... W. P. Hayhurst  
 Vice-President..... Geo. F. Hayhurst  
 V.P.'s..... H. J. Scandrett, N. L. Drynan  
 V.P., Chmn. Plans Bd. .... D. J. Leonard  
 Radio-TV Director, V.P. .... R. D. Amos  
 Media Mgr. .... B. J. Keelor  
 Production Mgr. .... C. A. Kellow

#### Branch Office

1420 Sherbrooke St. W., Montreal, Que.

Phone: VI 5-0251

Manager..... R. W. Matthews

### HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 9-3181

AAAA—ANPA—ABP

President..... Robert P. Heintz  
 Radio-TV Dir. .... Kenneth Higgins  
 Media Director..... Kay Ostrander

### HERALD ADVERTISING AGENCY, INC.

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

Phone: MUrray Hill 7-2280

Pres., Radio Dir. .... M. J. Middleman  
 V.P. & Art Dir. .... Jack Warren  
 V.P. & Sec'y. .... H. M. Weiss

### AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.

Phone: Broadway 1-2710

ABP—ANPA—AAAA

President, Chmn. .... Al J. Herr  
 Vice-President..... John Rock  
 V.P., Radio-TV..... Pat Kocian  
 Production..... Gene M. Wrobel  
 Media Research..... Howard Klatt

### HICKS & GREIST, INC.

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

Phone: MUrray Hill 7-5600

ABP—ANPA—ANA

Ch. of Board..... E. Harold Greist  
 President..... Charles V. Skoog, Jr.  
 Ch. Exec. Comm. .... Thomas J. Maloney  
 Exec. Vice Pres. .... Harry L. Hicks, Jr.  
 Sr. V.P., Radio-

TV Dir. .... Thodore J. Grunewald  
 V.P., Treasurer..... K. A. Hamilton  
 Exec. Producer..... Richard Reindel  
*Time Buyers & Accounts:* Mort Reiner;  
 Endicott-Johnson, Taylor-Reed Corp., Stahl-  
 Meyer, Inc., Pez-Haas, Inc., Walter L. John-  
 son Candy Co., Williams Furniture, Jos.  
 Dixon Crucible Co.; Leonard Soglio; V. La  
 Rosa & Sons, Inc., Sandura Co., Dixie Cup,  
 Sessions Clock Co., J. L. Prescott, Milton  
 Bradley, Princeville Packing.

#### Branch Offices

420 Boylston St., Boston 16, Mass.

Phone: KENmore 6-1207

President ..... Robert F. O'Brien  
 20 N. Wacker Dr., Chicago, Ill.

Phone: DEarborn 2-7069

Midwestern Rep. .... Don Carrell

*Estimated Radio Billings:* \$700,000

*Estimated TV Billings:* \$6,500,000

### HILL & KNOWLTON, INC.

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

Phone: OXFord 7-5600

ANPA

Chairman..... John W. Hill  
 President..... Bert C. Goss  
 Vice President..... Harry S. Cooper  
 Art Director ..... M. Richard Kaufmann

#### Branch Office

1000 16th St., N. W., Washington 6, D. C.

Phone: STerling 3-0270

Vice President..... Avery McBea

### THE HILL ASSOCIATES, INC.

Society Hill Bldg., Philadelphia 6, Pa.

Phone: MArket 7-0800

President ..... Benjamin J. Katz  
 Time Buyer..... Philip B. Winson

### HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.

Phone: COmmonwealth 6-7515

ABP—ANPA

President..... Paul Provandie  
 Treasurer..... Myron L. Eastwood  
 Exec. Vice-President..... Langley C. Keyes  
 Senior Vice President.... Thomas J. Bowen  
 Vice Presidents..... William Van N. Wash-  
 burn, Edward W. Quinn, R. F. Barbour

## ADVERTISING AGENCIES

V.P., Art Dir.....Donald E. Clark  
 V.P., Creat. Dir.....Leo A. Harrington  
 Production Mgr.....John Patterson  
 Assoc. Art Dir.....George F. Wilson  
 Radio-TV Dir.....Richard Lombardi  
 Media Dir.....Rosemary Rohmer  
 Account Execs..... Paul H. Provandie,  
 Myron L. Eastwood, Thomas J. Bowen,  
 Langley C. Keyes, William Van N. Wash-  
 burn, Edward W. Quinn, Ruleffe F. Bar-  
 bour, John P. Hoag, Jr., William B. Low-  
 ther

### HONIG-COOPER & HARRINGTON

1275 Columbus Ave., San Francisco 11, Calif.  
 Phone: OR 3-4469  
 AAAAA—ABC—ABP—ANPA

President .....Louis Honig  
 Bd. Chmn.....Eugene I. Harrington  
 First V.P., Art Dir.....Fred Glauser  
 Secy.-Treas.....John W. Davis  
 Radio-TV Buyer.....Clarice McCreary  
 Radio-TV Prod. Dir.....George Watson  
*Branch Offices*

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

Exec. V.P., Mgr.....Sherman R. Slade  
*Estimated Radio Billings:* \$1,000,000.  
*Estimated TV Billings:* \$4,000,000.

### HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.  
 Phone: Diamond 5-8115  
 ABP—ANPA—APA—SNPA—AFA

President.....C. B. Houck  
 Vice President.....William B. Houck  
 Vice President.....William F. Downs  
 Art Director, V.P.....Edwin R. Weady  
 Production Mgr.....Herb Weaver  
 Research Media.....Jeannette G. Thorne  
 Radio-TV Director.....John R. Clement

### CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-2000

ANPA—APA—NBP—ABC—NOAB—AAAA  
 President.....Everett W. Hoyt  
 Chairman of Bd.....Winthrop Hoyt  
 Vice Presidents.....A. W. Fargo,  
 R. H. Dingwall, E. T. Nettleton, Richard  
 G. Pratt, James R. Roberts, H. L. Roth,  
 H. J. Stiefel, T. S. Watson, Jr.

V.P., Sec.....James R. Roberts  
 Treasurer.....F. J. Becker  
 Dir. Radio-TV.....Thomas A. Lee, Jr.  
 Asst. to Pres.....Jack R. McCormack  
 Asst. to Bd. Chmn.....Charles B. H. Parker  
 V.P., Research.....Peter H. Nicholas  
 V.P., Media Rel.....C. B. Donovan  
 V.P., Prod. Mgr.....N. S. Lampert  
 Radio-TV Time Buyer.....D. H. Humm

### HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida  
 Phone: FRanklin 9-8453  
 ANPA

President .....David Hume  
 Vice President.....Wm. Mickelberry  
 Radio-TV Director.....F. Gillom

### HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.  
 Phone: CEntral 6-5429

AAAA—APA—ANPA—SNPA  
 Pres., Treas.....Warren A. Humphrey  
 V.P.'s.....Mitchell L. Williamson,  
 Ellis G. Gibson

Secretary.....E. A. Hartman  
 Production Manager.....Alyce Robnett  
 Radio-TV Director.....H. C. Childs  
 Art Director.....Don Loewen

### HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.  
 Phone: HAmlington 6-1160

President, Treas.....Frank M. Hutchins  
 V.P.'s .....William F. Lacey, John P.  
 McCarthy, A. R. Tomkinson, B.J. Peters  
 V.P. & Sec.....Homer C. Scheck  
 Time Buyers & Acct. Execs....Robert Burns,  
 Margaret H. Carl, John Doud, James L.  
 Gould, Frank M. Hutchins, William F.  
 Lacey, Margaret Nugent, Wm. D. O'Toole,  
 Wilson Royer, Homer C. Scheck, Ray M.  
 Small, A. Russell Tomkinson, Harry Watts,  
 Bob A. Wolf, William Wygant

*Branch Office*  
 33-35 Hayden St., Toronto, Ont., Canada  
 Phone: KIngSDale 6661  
 Manager .....William Bounsall

### JASTER & ASSOCIATES

637 Broad St., Beloit, Wisc.  
 Phone: EMerson 2-8822

APA—ABP  
 Owner .....Jack Jaster

### JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.  
 Phone: BArlay 7-3337

APA—ANPA  
 President .....F. B. Johnston  
 Secy. ....Wesley Edson

### JONES & HANGER, INC.

612 W. 47th St., Kansas City 12, Mo.  
 Phone: JE 1-2365

ANPA—APA—ABP  
 President.....M. Frank Jones  
 V.P., Treas.....R. C. Hanger

### RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.  
 Phone: GArlfield 1-2300

AAAA—NOAB—APA—PPA—NBP  
 ABP—ANPA  
 President.....C. M. Robertson, Jr.  
 Vice-President.....Stanley A. Willer  
 Vice-President.....James M. Nelson  
 V.P., Art.....Robert T. Hayes  
 Space Buyer.....Maurice Oshry  
 Prod. Mgr.....A. J. Lemperly  
 Time Buyer.....Eula Reggin

### ROSS JOURNEY & ASSOCIATES

178 Social Hall Ave., Salt Lake City, Utah  
 Phone: EM 3-6758  
 APA

## ADVERTISING AGENCIES

Partner, Gen. Mgr. .... Miss Ross Journey  
 Partner, Sr. Acct. Ex. .... A. H. Garrigues  
 TV Production .... John D. Rose  
 Time Buyers .... Miss Ross Journey, A. H.  
 Garrigues, W. J. Brennan, Robert N. Rose

### KAL, EHRLICH & MERRICK, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.  
 Phone: FEderal 7-5500  
 Chmn. of Board .... Norman C. Kal  
 President .... Harry L. Merrick  
 Exec. V. P. .... Alvin Q. Ehrlich  
 Sr. V.P. .... William B. Mullett  
 V.P., Secretary .... Bernard R. Linkins  
 V.P.'s .... Philip Berne, Frederick M. Harris,  
 R. Edward Hotze, William G. Roberts,  
 Joseph Weinstein  
 Radio-TV Dir. .... David P. Thomas  
 Public Rel. Dir. .... Florenz Hinz  
 Radio-TV Time Buyer .... Nella Manes

### KAMENY ASSOCIATES, INC.

2 West 45th St., New York 36, N. Y.  
 Phone: ONford 7-4840  
 APA—ANPA—ABP  
 Ch., Creative Dir. .... Seymour Kameny  
 President, Acct. Supvr. .... Nat Kameny  
 Exec. V.P., Adse. Dir. .... Ray Solomon  
 Sales Prom. Dir. .... William Ruben  
 Research, Media Dir. .... Ruth Rose  
 Radio-TV Director .... Vernon Delston  
 Copy Chief .... Fred Newman  
 Art Director .... Gil Laufman  
 Production Manager .... William Egan

### LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.  
 Phone: PLaza 1-4120  
 ANPA—ABP  
 Chairman .... Robert H. Schaffer  
 President .... Lawrence Kane  
 V.P., Mlsg. Dir. .... Eugene J. Cohn  
 V.P., Copy Dir. .... Marvin D. Rielwald  
 Art Director .... Murray Stein  
 Media Director .... S. Bresler  
 Pub. Rel. Dir. .... Herbert Kaufman

### THE KAPLAN AGENCY, INC.

(Div. of Mogul Williams & Saylor, Inc.)  
 625 Madison Ave., New York 22, N. Y.  
 Phone: TEmpleton 8-7100  
 Chmn. of Board .... Emil Mogul  
 Sr. V.P. .... Alvin Kaplan  
 Exec. V.P. .... Sidney M. Weiss

### KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.

575 Lexington Ave., New York 22, N. Y.  
 Phone: PLaza 1-1400  
 ABP—ANPA  
 Chairman .... H. Kastor Kahn  
 Chmn. Exec. Comm. .... W. S. Chesley  
 President .... Peter Hilton  
 Chmn. Plans Bd. .... J. William Atherton  
 Exec. Vice Pres. .... L. G. Whitebrook  
 V.P., Media Dir. .... Jack B. Peters  
 Radio, TV Dir. .... Jules Bundgus  
 Radio-TV Prod. .... J. P. Atherton

### H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.  
 Phone: CEntral 6-5331  
 ABC—ANPA—APA—NOAB  
 President .... A. G. Kastor  
 V.P. & Gen. Mgr. .... Marvin Harms  
 Vice Presidents .... John T. Urice,  
 Dean Snow, W. O. Yocum  
 V.P. & Copy Chief .... Ashley Belbin  
 Media Dir. .... Harvey Mann  
 V.P., Radio-TV .... James H. West

### THE BENJAMIN KATZ AGENCY

116 S. 7th St., Phila. 6, Pa.  
 Phone: MAket 7-0802  
 Owner .... Benjamin J. Katz

### JOSEPH KATZ CO. OF NEW YORK

Amoro Bldg., 555 Fifth Ave., New York, N. Y.  
 Phone: MUrray Hill 7-0250  
 AAAA—ANPA—ABP  
 President .... Harry Kullen  
 Exec. V.P. .... C. W. Shugert  
 Radio-TV Director .... J. Shelby  
 Assoc. Radio-TV Dir. .... Alice Polver Biviano  
 Media Director .... C. A. Brocker

#### Branch Office

501 St. Paul Place, Baltimore 2, Md.  
 Phone: LExington 9-1500  
 President .... Stanley E. Blumberg  
 Sec.-Treas., Media Dir. .... Gertrude Myers

### HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.  
 Phone: DIstrict 7-7400  
 ABP—ANPA  
 General Manager .... Henry J. Kaufman  
 Creative Director .... Wm. F. Sigmund  
 Radio-TV Dir. .... Jeffrey A. Abel  
 Media Dir., Research .... Betty Darling Gwyer  
 Copy Chief .... T.D. Mandelstam  
 Production Mgr. .... A. A. Allanback  
 Art Director .... Eugene T. Hoover, Jr.  
 Public Rel. Dir. .... Robert R. Denny

### KEELOR & STITES CO.

318 Broadway, Cincinnati 2, Ohio  
 Phone: PA 1-1310  
 ABP—ANPA—APA—NBP  
 Chmn. of Board, Treas. .... P. R. Hume  
 President .... J. T. Nolan, Jr.  
 Vice Pres. .... H. J. Darby  
 V.P. Radio Time Buyer .... A. A. Radkey  
 Prod. Mgr. .... John Helmsderfer

### KEILSON CO.

117 W. 46th St., New York 36, N. Y.  
 Phone: JUdson 2-1797  
 President .... Meyer Keilson

### KELLER-CRESCENT CO.

16 Riverside Dr., Evansville 8, Ind.  
 Phone: HArrison 5-5146  
 ABP  
 Bd. Chmn. .... A. A. Brentano  
 President .... I. Weil  
 Mgr. .... Lee Edmiston  
 Radio-TV Dir. .... C. L. Freeman

**DON KEMPER COMPANY, INC.**

608 S. Main St., Dayton 2, Ohio  
 Phone: Baldwin 3-6216  
 AAAA-ABP-ANPA-ABC

President.....Don H. Kemper  
 Exec. V.P.....Robert A. Hilton  
 Vice President.....James D. Parker  
 Media Director.....Mary A. Whittington  
 Creative Director.....Betty McGonigle  
 Art Director.....John H. Bach  
 Production Manager.....Carl Deibel  
 Med. Research Dir.....Mary Alice Whittington

*Branch Offices*

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: Superior 7-6746

President.....Don H. Kemper  
 Exec. V.P.....Robert A. Hilton  
 Vice Pres.....Phelps Johnson  
 Media Director.....Katherine Faleide  
 655 Madison Ave., New York 21, N. Y.  
 Phone: TEmpleton 2-7755

President.....Don H. Kemper  
 Exec. V.P.....Robert A. Hilton  
 Vice Pres.....Alfred S. Moss  
 Media, Radio-TV Dir.....Susan Hallberg

**KENNEDY-HANNAFORD, INC.**

1706 Broadway, Oakland 12, Calif.  
 Phone: GL 2-2521  
 ABP

President.....Helen A. Kennedy  
 V.P.....Peter D. Hannaford  
 Media Dir., Time Buyer.....H. Derdivanis

*Branch Office*

Pier 33, Embarcadero 10, Calif.  
 Phone: YU 2-6452

President.....Helen A. Kennedy

**KENYON & ECKHARDT, INC.**

247 Park Ave., New York 17, N. Y.  
 Phone: YUkon 6-9000  
 AAAA-ABP-ANPA-PPA-ABC  
 NOAB-APA

Chmn. of Bd.....William B. Lewis  
 President.....David C. Stewart  
 Chmn. Exec. Comm.....Edwin Cox  
 Sr. V.P.'s.....Robert Burton, Victor  
 Armstrong, Maxwell Ule, Barrett Brady,  
 G.T.C. Fry, Fred Mitchell

V.P., Dir. Radio-TV.....James S. Bealle  
 V.P., Radio-TV  
 (Hollywood).....Alfred Tennyson

V.P.'s.....Gerald Link, Joseph B. Braun,  
 Jerome Cowen, Howard M. Wilson, Milton  
 Margolis, Brendan J. Baldwin, Norman  
 H. Bertels, Harry Stoddart, Paul Bradley,  
 Jerome Cowle, Frederick Flanagan, Budd  
 Hemmick, Stanley Tannenbaum, Lawrence  
 O'Neill, C. E. Korten, Edward C. Mante,  
 Lee Abbott, J. Clarke Mattimore, Paul  
 Baur, Bud Sherak, Thomas Maschler, John  
 Baldwin, Alfred A. Lawton, Don Maggini,  
 James A. Dearborn, William H. Green, L.  
 Dickson Griffith, W. Denning Harvey, John  
 W. Keshan, Richard M. Kelly, Kevin  
 Kennedy, Douglas L. Keys, William G.  
 Martin, Robert Ellis, E. W. Newsom, Louis

J. Nicholaus, Robt. Pasch, George Oswald,  
 Lawrence G. Puchta, Andrew J. Shepard,  
 C. Stuart Siebert, Sidney B. Silleck, John  
 Gardner, William Rienecke, Alvin N. Sara-  
 sohn, Clinton F. Wheeler, Jr.

*Time Buyers & Accounts:* Mary Dwyer;  
 Lever Bros., Thomas J. Malon, Inc.; Frank  
 Hajek; Lever Bros.; Lucy Kerwin; Anacon-  
 da, Canadian Pacific, Capital, CCMI, Mead  
 Johnson, Quaker State, McKesson & Rob-  
 bins, National Biscuit; Edward Kobza; Ford;  
 Walter Staab; Shell Oil, U.S. Plywood, ASR,  
 Beecham Products, Inc.

*Branch Offices*

645 Griswold St., Detroit 26, Mich.  
 Phone: Woodward 5-0300

Sr. Vice Pres.....G. T. C. Fry  
 620 Market St., San Francisco  
 Phone: EXbrook 7-9099

Mgr.....Rebert Welsh  
 321 Bloor St., E., Toronto, Ont.  
 Phone: WALnut 4-9531

V.P.....Edgar B. Ferree  
 550 Sherbrooke W., Mont., Que.  
 Phone: VLEtor 2-2534

Kenyon & Eckhardt De Mexico, S. A.  
 Avenida Insurgentes Sur  
 102 Mexico, D. F.  
 Phone: 11-81-73

V.P.....William Miller  
 Meadows Bldg., Dallas, Tex.  
 Phone: EMerson 3-2581

Mgr.....Alfred Gary  
 6253 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: HO 9-9044

V.P., Mgr.....Burt S. Avedon  
 334 Boylston St., Boston, Mass.  
 Phone: COpley 7-8550

V.P., Mgr.....Frank S. Christian  
 221 N. LaSalle St., Chicago, Ill.  
 Financial 6-4020

V.P.....Robert B. Shirey  
*Estimated Radio Billings:* \$7,600,000.  
*Estimated TV Billings:* \$10,000,000.

**J. M. KESSLINGER & ASSOCIATES**

37 Saybrook Place, Newark 2, N. J.  
 Phone: MARket 3-0007  
 ANPA-APA-NBP-PPA

Owner, Pres.....J. M. Kesslinger  
 Media Director.....H. C. R. Kesslinger  
 Research Director.....Mitchell Krauss  
 Account Executives.....Joseph M. Dietz,  
 Morton Howard Roth, Paul Weisman

**KETCHUM, MacLEOD & GROVE, INC.**

Four Gateway Center, Pittsburgh 22, Pa.  
 Phone: COurt 1-5100  
 AAAA-ABP-ANPA

President.....George Ketchum  
 Exec. V.P., Administration.....W. S. Redpath  
 Exec. V.P., Service.....E. T. Parrack  
 V.P.....Emil Hofsoos  
 V.P., P. R. Dir.....Howard B. Anderson  
 V.P., Media & Best.....Lausing B. Lindquist  
 V.P., Dir. of Radio-TV.....E. J. Donaldson



# ADVERTISING AGENCIES

V.P.'s.....Robert C. Alberts,  
Robert M. Brown  
Vice Pres., Secy.....William R. Parker  
V.P., Creative Dir.....W. E. Pensyl  
Treasurer.....B. B. Jones  
Radio-TV Mgr.....Warren C. Rossell  
*Time Buyers & Accounts:* Joel Davis: Old  
Dutch Coffee; County Fair; AGFA, Dick  
Courtney; Westinghouse Elec. Corp.; Alcoa;  
Rubbermaid; Tappan; Calgon; Pittsburgh  
Plate Glass.

## Branch Offices

155 E. 44th St., New York, N. Y.  
Phone: MURray Hill 7-5640  
1000 Conn. Ave. N.W., Washington, D. C.  
Phone: STerling 3-6554  
Suite 403, 8 E. Long St., Columbus, O.  
Phone: CApital 4-9632  
1205 Holman Ave., Houston 4, Tex.  
Phone: JACkson 6-1834

## KEYES, MADDEN & JONES, INC.

(Div. of Russel M. Seeds Co., Inc.)  
919 No. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 3-2133  
ANPA—APA—NBP

Chrmn. of Bd.....Freeman Keyes  
President.....Howard A. Jones  
Exec. Vice Pres....Harry B. Goldsmith, Jr.  
Sr. Vice President.....Lee J. Marshall  
Sec.-Treas. ....Harry H. Maus  
Mgr., Radio-TV Dept.....Janet Conger  
V.P.'s.....Paul Kelly, Robert W. Allrich,  
Charles Chappell, Leslie C. Green, Jay P.  
Herbert, Dale Mehrhoff, Dr. Jay S. Nie-  
feld, John J. P. Odell, Fred E. Wilson.  
Comptroller.....Richard R. Davis  
Time Buyers...Merle Myers, Virginia Russett

## Branch Offices

1270 Ave. of Americas, New York 20, N. Y.  
Phone: COlumbus 5-5814  
Mgr. ....Gerald Lesser  
121 Monument Circle, Indianapolis 9, Ind.  
MElrose 5-1361  
V.P., Manager.....Paul Richey  
1680 Vine St., Hollywood 28, Calif.  
Phone: HOllywood 9-3974  
Manager .....Talcott Jones  
Ainsley Bldg., N.E. 1st Ave., Miami 32, Fla.  
Phone: FRanklin 1-2507  
Vice President, Mgr.....Dick Stern  
*Estimated Radio Billings:* \$1,200,000.  
*Estimated TV Billings:* \$6,500,000.

## LEW KING ADVERTISING, INC.

1426 North 1st St., Phoenix, Arizona  
Phone: ALPine 4-5548  
President.....Lew King  
V.P.....E. G. King  
Radio-TV Dir.....B. Milton

## KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 19, Ohio  
Phone: AXminster 3-3191  
AAAA—ABP  
Pres., Creative Dir.....Ralf C. Kircher  
Senior V.P.....James M. Hadley

V.P.'s.....Norman Van Zant,  
Jack J. Westerman  
Exec. V.P.....Watson B. Metcalf  
Treas. & Dir. Prod.....Carter B. Helton  
Secretary.....R. L. Mills  
Radio & TV Dir.....Donald R. Lyons

## KIRKLAND-WHITE & SCHELL ADV.

Glenn Bldg., Atlanta 3, Ga.  
Phone: JACKson 4-6692  
APA—SNPA—ANPA—NBP—NOAB  
Partners.....J. A. Kirkland  
Frank W. White, James B. Schell  
Production Manager.....D. Provost

## PHILIP KLEIN ADV., INC.

1424 Walnut St., Philadelphia, Pa.  
Phone: PE 5-1260  
ANPA—ABP—APA  
President.....Morton A. Koshland  
Sec'y, Treas.....Herbert Ringold  
V.P., Radio Dir.....Allan Kalish  
Publicity Director.....R. Klein

## WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.  
Phone: FR 17-1646  
ABP—ANPA—APA—SNPA  
Pres., Treas.....Walter J. Klein  
Media Dir.....Bobbie Roberts  
Photography Dir.....W. Lineberger  
*Branch Offices*  
17 E. 45th St., New York 17, N. Y.  
Phone: MURray Hill 2-8877  
Mgr.....Charles J. Basch III

## KOEHL, LANDIS & LANDAN, INC.

41 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-6600  
ABP—ANPA—APA—NOAB—NBP  
Pres. & Treas.....Albert E. Koehl  
Vice-Pres. & Sec.....A. A. Landis  
Vice-Presidents.....John R. Landan,  
Russell C. Rowan  
Prod. Mgr.....Herb Harfenist

## KRUPNICK & ASSOCIATES, INC.

508 North Grand Ave., St. Louis 3, Mo.  
Phone: JEFFerson 3-1723  
ABP—ANPA—APA  
President .....Sam Krupnick  
Exec. V.P.....Tom Connelly  
V.P., Creat. & TV Dir..Raymond Armbruster  
Vice Pres.....A. Harvey Brown  
Vice Pres.....Ronald P. Smillie  
Secretary-Treasurer .....Edgar Kluge  
Media Mgr.....Charles W. Haines, Jr.  
Time Buyers.....Margaret Pautler, Natalie  
Schneiderman, Jacqueline Wille

## KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.  
Phone: MU 8-6700  
ABP—ANPA—APA—NBP—AAAA  
ABC—NOAB  
Bd. Chairman.....C. M. Rohrbaugh  
President.....Charles R. Hook, Jr.

## ADVERTISING AGENCIES

Exec. V.P. .... Robert M. Watson  
 Sr. V.P.'s. .... Robert W. Bode, Donald S. Gibb  
 V.P., Radio-TV. .... A. Ward  
 Vice Presidents. .... William A. McDonough,  
 James F. Black, Andrew Diddell, James J.  
 Cochran, Lester S. Rounds  
 Secy., Treas. .... Carl Phares, Jr.  
 Asst. Sec.-Treas. .... Emily A. Whitehill  
 Pub. Dir. .... J. L. Nanovic  
 Time Buyer. .... John Marsich

### **KUTTNER & KUTTNER, INC.**

646 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-7940  
 ANPA

President. .... Harold E. Kuttner  
 Vice Pres. .... F. S. Kuttner  
 Exec. V.P., Sec., Treas. .... C. D. Kuttner  
 V.P., Media Dir. .... S. C. Kuttner  
 Vice Pres. .... S. S. Korshak

### **LAKE-SPIRO-SHURMAN, INC.**

Radio Center Bldg., Memphis 3, Tenn.  
 Phone: JACKson 5-1571  
 ANPA—ABP

President. .... Avron Spiro  
 Secy.-Treas. .... M. M. Shurman  
 Production Manager. .... Mrs. M. Ross  
 Publicity Director. .... Al R. Capley  
 Art Director. .... Leonard Crook  
 Assoc. Art Dir. .... J. A. Ruggiero, John Scott  
 Dir. Creative Work. .... Jane Zussman  
 Radio-TV Time Buyers. .... Mrs. L. Simmons,  
 Jack Callicott

### **LAMBERT & FEASLEY, INC.**

430 Park Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-6464  
 ANPA

President. .... Frank W. Mace  
 Exec. V.P. .... William R. Hillenbrand  
 V.P., Gen. Mgr. .... J. L. Johnston, Jr.  
 Sr. V.P., Acct. Spvsr. .... Merrell Boyce  
 V.P., Radio & TV. .... William A. Wylie  
 V.P.'s, Account Supvrs. .... Gerald Blake II,  
 Mark Reardon, John A. Waite  
 Treasurer. .... A. J. Mahoney  
 V.P., Marketing Dir. .... J. J. Flood  
 Copy Chiefs, V.P.'s. .... Richard S. Bridgman,  
 John F. McKay  
 Media Director. .... William B. Hinman  
 Supvr., Traffic Prod. .... Edmund A. Zito  
 Assoc. Dir.,  
 Radio-TV. .... John W. Robinson, Jr.  
 Time Buyers. .... William H. Millar, Jr.,  
 Frank D. Sweeney, James D. Watterson

### **LAMPE & KUFF ADVERTISING CO.**

2519 Maryland Ave., Baltimore, Md.  
 Phone: BE 5-3347

President. .... John Lampe, Sr.  
 Vice President. .... I. Harold Kuff

### **LANDI, ERBERTO, ADV. CO.**

853 Seventh Ave., New York 19, N. Y.  
 Phone: JUDson 6-0588

Owner. .... Erberto Landi  
 Media Dir. .... Rose Peters Gatto

### **LANDO ADVERTISING AGENCY, INC.**

197 Carlton House, Pittsburgh 19, Pa.  
 Phone: ATLantic 1-5887

President. .... Robert N. Lando  
 Sr. V.P. .... Joseph C. Gusky  
 Radio-TV Prod. .... Fred Hedding  
 Radio Time Buyer. .... H. L. Rothchild  
 Branch Office

G. Daniel Baldwin Bldg., Erie, Pa.  
 Phone: 5-7009

Manager. .... John Clark

### **PHILIP J. LANE ADVERTISING**

667 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 3-9327

Owner, Acct. Exec. .... Philip J. Lane  
 Branch Office

5406 Sierra Vista Ave., Los Angeles 38, Calif.  
 Phone: HO 7-3042

### **LANG, FISHER & STASHOWER, INC.**

1010 Euclid Bldg., Cleveland 15, O.  
 Phone: PRospect 1-0300  
 AAAA

President. .... H. Jack Lang  
 V.-P.-Treasurer. .... Fred P. Stashower  
 Vice-Pres., Radio-TV. .... Alvin B. Fisher  
 V.P.'s. .... Martin J. Cohn, Helen G. Coyne  
 Mgr., Radio-TV. .... John L. Rose  
 Prod. Mgr., Radio-TV. .... Edward T. Noll  
 Chief Time Buyer. .... Garry C. McKelvey  
 Time Buyers & Accounts: G. C. McKelvey:  
 Carling Brewing; Jim Telisky: Carling Brew-  
 ing; Peter B. Turk: GE, Yellow Cab, Cleve-  
 land Transit System, Richcrest, Ohio Matt-  
 ress, Fisher Bros.

### **C. J. LA ROCHE & CO., INC.**

575 Lexington Ave., New York 22, N. Y.  
 Phone: PLaza 5-7711

ANPA—AAAA—NBP—APA—NOAB—ABP  
 Chairman. .... Chester J. LaRoche  
 V.P., Gen. Mgr. .... C. R. La Roche  
 Sr. V.P. Radio-TV. .... Tom Lewis  
 V.P., Sta. Rel. .... H. Greig  
 V.P., Mgr. TV Prodn. .... Jay Bottomley  
 Supev. TV Comm. Copy. .... F. Dennis  
 TV Art Dir. .... P. Tomlinson

#### *Branch Office*

6269 Selma Ave. Hollywood 28 Calif.  
 Phone: HOLlywood 9-3656

Vice Pres. .... Arthur White

### **LAVIDGE & DAVIS, INC.**

401 Fidelity-Bankers Trust Bldg.,  
 Knoxville, Tenn.  
 Phone: 5-0418  
 ANPA—ABP

President. .... Arthur W. Lavidge  
 Ch. Exec. Comm. .... Charles B. Davis  
 Vice Pres. .... Sam B. Newman  
 Radio-TV Dir. & Time Buyer. .... John Ward  
 Branch Office

222 Professional Bldg., High Point, N. C.  
 Phone: 888-6905

Mgr. .... Erl Tronnes  
 Estimated Radio Billings: \$75,000.  
 Estimated TV Billings: \$400,000.

**ADVERTISING AGENCIES** ~~~~~

**LEECH ADVERTISING CO.**

661 Hanna Bldg., Cleveland 15, Ohio  
 Phone: TOWer 1-2065  
 Pres., Treas. .... Edward P. Leech

**AL PAUL LEFTON CO., INC.**

1617 Pennsylvania Blvd., Phila. 3, Pa.  
 Phone: LOcust 3-5600  
 ANPA—APA—NOAB  
 President ..... Al Paul Lefton  
 Exec. Vice-Pres. & Treas. .... H. S. Louchheim  
 Exec. V.P. .... Paul Brown  
 Mgr., Radio-TV Dept. .... J. P. Creamer

*Branch Offices*

71 Vanderbilt Ave., New York 17, N. Y.  
 Phone: MU 9-7470

President ..... Al Paul Lefton  
 Vice-Pres. & Mgr. .... R. J. Herts

**LENNEN & NEWELL, INC.**

380 Madison Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-5400  
 ANPA—APA—NBP—AAAA—NOAB  
 ABC—ABP

President ..... Adolph J. Toigo  
 Sr. V.P., Secy.-Treas. .... John D. Speirs  
 Exec. V.P., Creative Contact. .... Guild Copeland  
 Sr. V.P., Secy.-Treas. .... John D. Speirs  
 Sr. V.P.'s & Mgmt. Vert. Supvrs. .... Thos. H. Lane, Jackson Taylor, Gordon Cates, John Schneider, Phillip P. Hoffman, Wm. Dashiell, Elkin Kaufman, Wm. Ziegfeld, F. M. Cambria, H. Tibbets, L. A. Kelmenson.  
 Sr. V.P., Dir. Comm. Prod. .... A. J. Pan  
 Sr. V.P., Creative Coord. .... Richard Mancini  
 Sr. V.P., Radio-TV Dir. .... Nicholas E. Keesely  
 V.P., Media Dir. .... H. Zeltner  
 Sr. V.P., Mds. Dir. .... Clifford W. Davis  
 Sr. V.P., Mgr. Prod. Dept. .... Michael J. Madar  
 Sr. V.P., Dir. of

Research. .... Christopher A. Sante  
 V.P., Radio-TV Business  
 Mgr. .... Francis C. Barton  
 Sr. V.P., Dir. of Copy. .... E. L. Frisard  
 V.P., Dir. of Music & Lyrics. .... Edward F. Flynn  
 V.P., Head of Serv. Dept. .... Myles E. Baker  
 V.P., Controller. .... G. J. Muller

*Branch Offices*

9033 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: CR 1-7221

V.P., Mgr. .... T. Huston  
 V.P., Mgr. TV .... Elizabeth M. Williams  
 218 Battery St., San Francisco, Calif.  
 Phone: YU 2-7878

Sr. V.P., Mgr. W. Coast  
 Oper. .... Marshall J. Weigel  
*Estimated Radio Billings:* \$900,000.  
*Estimated TV Billings:* \$18,750,000.

**LESCARBOURA ADVERTISING, INC.**

139 Main St., Ossining, N. Y.  
 Phone: WILson 1-1443  
 President ..... Stanley A. Lescarboursa  
 Art Director ..... John Berryman  
 Secretary ..... Winifred Phillips  
 Publicity Dir. .... Frances Howe

**LILLER, NEAL, BATTLE & LINDSEY, INC.**

1371 Peachtree St., Atlanta 9, Ga.  
 Phone: TR 3-3381  
 AAAA—ABC—ANPA—ABP—AFA  
 Chairman ..... C. K. Liller  
 President ..... William W. Neal  
 Sr. Vice Pres. .... James L. Battle  
 V.P.'s .... Howard G. Axelberg, John K. Ottley Jr., E. Clay Scofield, Baron Roberts  
 V.P., Prod. .... Sam W. Longino  
 Secy.-Treas. .... Oscar S. Lewis  
 V.P., Public Rel. Dir. .... Richard E. Hodges, Jr.  
 Media Dir. .... Pamela Tabberer

*Branch Offices*

8 N. Eighth St., Richmond 19, Va.  
 Phone: MILton 4-3065  
 V.P., Mgr. .... Dan W. Lindsey, Jr.  
 595 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 9-4676  
 Manager ..... Helen Gordon

**W. E. LONG ADVERTISING AGENCY**

188 W. Randolph St., Chicago 1, Ill.  
 Phone: RAndolph 6-4606  
 Director ..... F. B. Leonard  
 Radio-TV Dir. .... David R. Hayes  
 Asst. Radio-TV Dir. .... K. Holden  
 Prod. Mgr. .... K. Kines  
 Media, Research Dir. .... Russell A. Gilbertz

**LOWE & STEVENS**

685 W. Peachtree St., N.E., Atlanta 8, Ga.  
 Phone: TRinity 2-9694  
 AAAA—ABP—ANPA—APA—NBP  
 Partners ..... Robert C. Lowe, Jr., John H. Stevens  
 Vice President ..... Jules Clyde Gerding  
 Art Director ..... J. D. Hawkins  
 Production Mgr. .... O. L. Shelley  
 Media Director ..... Audrey Jones

**LUCKOFF & WAYBURN PRODUCTIONS**

320 W. Lafayette Blvd., Detroit 26, Mich.  
 Phone: WOODward 2-0707  
 Partner ..... Louis H. Luckoff  
 Partner ..... Leon S. Wayburn  
 Partner ..... Alan E. Luckoff  
 Production Mgr. .... Donald A. DeCook  
 Time Buyer ..... Edith M. Rose

**EARLE LUDGIN & CO.**

121 W. Wacker Drive, Chicago 1, Ill.  
 Phone: ANdover 3-1888  
 AAAA—ABP—ANPA—ABC—ANA  
 Bd. Chairman ..... Earle Ludgin  
 President ..... J. H. Willmarth  
 Ch. Exec. Comm. .... David G. Watrous  
 Gen. Mgr. .... George Rink  
 V.P., Great. Dir. .... V. Hugh Wells, Jr.  
 V.P., Copy Dir. .... J. E. Chapman  
 Secy., Prod. Mgr. .... Edward Erinstein  
 Radio-TV Dir. .... D. Hockstein  
 Treasurer ..... Earl E. Kraft  
 Time Buyer ..... Marge Flotron

**LYNN ORGANIZATION**

15 S. Franklin St., Wilkes-Barre, Pa.  
Phone: Valley 2-7182

ABP—ANPA—APA—NBP—NOAB

President.....S. C. B. Lynn  
Creative Dir.....Donald A. Smith  
Radio-TV & Media  
Dir., Time Buyer.....W. P. McLaughlin  
Copy Chief, Acct. Exec.....John L. Lewis  
Acct. Exec.....Matt W. Fields

**W. D. LYON COMPANY**

303 Second Ave. S.E., Cedar Rapids, Iowa  
Phone: EMpire 4-9141  
AAAA—ABP—ANPA

President, Treas.....W. D. Lyon  
Exec. V.P.....R. B. Creswell  
Research, Media Dir.....Dr. Robert Ames  
Radio-TV Time Buyer.....Eileen Burns  
Radio-TV Director.....Robert Colburn  
Prod. Mgr.....J. A. Rasley, Jr.  
Creative Dir.....John E. Fisher

**MacFARLAND, AVEYARD & CO.**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: RANdolph 6-9360  
ANPA—ABP—AAAA—NBP

Chairman.....Hays MacFarland  
President.....A. E. Aveyard  
Exec. V.P., Gen. Mgr.....Walter C. Power  
Sr. Vice-President.....David W. Stotter  
V.P.....Norman A. Fox  
V.P., Art Dir.....Walter Solarz  
V.P., Radio-TV Dir.....H. G. Atkinson  
Radio-TV Time Buyer.....Esther Andersen  
Media Director.....G. H. Hendry  
Treasurer.....J. Terry  
Production Mgr.....Arthur L. Smith

**MacLAREN ADVERTISING CO. LTD.**

111 Richmond St., West, Toronto, Ontario  
Phone: EMpire 3-2244

President & Dir.....E. V. Rechnitzer  
Exec. V.P., Gen. Mgr.....C. E. Brown  
Treas. & Dir.....M. D. MacMahon  
V.P. & Dir.....G. G. Sinclair  
V.P. & Dir.....W. H. Graham  
V.P. & Dir., Radio-TV.....F. H. Horler  
V.P. Creat. Svcs.....G. M. Elliott  
Media Dir.....D. C. Linton  
Group Creative Dir's.....R. H. Baker, P. D. Break, A. Ness

Ass't Mgr., Radio-TV Dept.....R. J. King  
Mgr., Pub. Rel.....L. R. O'Hagan  
Time Buyer.....F. K. Campbell

*Branch Offices*

550 Sherbrooke St., W. Montreal, Quebec  
Phone: VI 5-1222

Vice Pres.....C. J. Chandler  
911 Electric Railway Chambers  
Winnipeg, Manitoba

Phone: WHitehall 2-6321

Manager.....E. P. Thomson  
1240 West Pender St., Vancouver, B. C.  
Phone: MUltual 5-6268

Manager.....W. D. M. Patterson  
635 Ouellette Ave., Windsor, Ont.  
Manager.....J. R. Robb

**MacMANUS, JOHN & ADAMS, INC.**

Woodward Ave. & Long Lake Rd.,  
Bloomfield Hills, Mich.  
Phone: MIDwest 6-1000

President.....Ernest A. Jones  
Chmn. Exec. Comm.....Charles F. Adams  
Senior V.P.'s.....John R. MacManus,  
Hovey Hagerman, Wm. Bachman, Jr.  
V.P.'s.....Robert L. Garrison,  
Robert Britton, James Graham, Robert  
Marker,  
Sec.-Treas.....Leo A. Hillebrand  
Broadcast Svcs.....Lee C. Hanson  
Time Buyers & Accounts: Richard Shep-  
pard: Pontiac, Tempest, MMJ, Dow Chem-  
ical; Mary Megison: Cadillac, American Oil,  
Packer Pontiac, Wolverine Show, Mich. Con-  
solidated Gas, Kresge, Ex-Cello.

*Branch Office*

444 Madison Ave., New York, N. Y.  
Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.  
Vice Pres.....Mark Lawrence  
5455 Wilshire Blvd., Los Angeles 36, Calif.  
Phone: WE 7-1000

V.P., Manager.....D. E. Jones  
1750 Hennepin Ave., Minneapolis, Minn.  
V.P., General Mgr.....Bill Everson  
600 University Ave., Toronto 2, Ont., Can.  
Phone: EM 4-0204  
V.P., General Mgr.....Les McMahon

**MALCOLM-HOWARD**

203 N. Wabash Ave., Chicago, Ill.  
Phone: ANdover 3-0922  
ABP—ANPA

Owner.....Arthur M. Holland  
Radio-TV Dept.....Edward Drucker,  
Bernard Berman, Fran Weiss  
Art Director.....Arthur Anderle  
Radio Time Buyer.....Maxine Ziv

**J. GORDON MANCHESTER  
ADVERTISING, INC.**

1000 Connecticut Ave., N.W.,  
Washington 6, D. C.  
Phone: ME 8-0060

President.....J. Gordon Manchester  
Vice President.....Richard P. Elst  
Radio-TV Dir.....Joseph W. Browne  
Time Buyer.....Theodore P. Noyes, Jr.

**ROBERT M. MARKS & COMPANY,  
INC.**

32 East 57th St., New York 22, N. Y.  
Phone: PLaza 3-5924  
ABP—ANPA—NBP

Pres. & Secy.....Robert M. Marks  
Media Dir.....T. H. Parker  
Art Dir.....Don Beardar  
Radio-TV Dir.....Sidney Walton  
Pub. Dir.....Vir Dallaire

**HAROLD MARSHALL ADVERTISING  
INC.**

171 Madison Ave., New York 16, N. Y.  
Phone: MURray Hill 6-5652

President.....Harold Marshall  
Production Mgr.....A. Kohn



**ADVERTISING AGENCIES** ~~~~~

**MARWEL ADVERTISING, INC.**

34 W. 46th St., New York 36, N. Y.  
Phone: JUDson 6-4270  
ABP—ANPA—NBP—PPA

President.....William W. Weltman  
Exec. V.P.....Bruce Marchin  
V.P., Art Dir.....Charles Jefferson  
Copy Chief.....Dan James  
Media Dir.....Geri Propeack

**J. M. MATHES, INC.**

260 Madison Ave., New York 16, N. Y.  
Phone: LEXington 2-7450  
ABP—ANPA—AFA—ABC

President & Dir.....W. T. Okie  
Exec. V.P. & Dir.....Wilfred S. King  
V.P., Dir. Radio-TV.....Roy Passman  
V.P., Pub. Dir.....Arthur Monroe  
V.P., Media Dir.....Alvin R. Krack  
V.P.'s & Dir.....Donald D. Halstead.  
A. E. Cox, Jan Meyer, L. E. Miller  
V.P.'s.....Edward J. Garvey, Leonard  
Marshall, Thomas McCauley, R. Peterson  
Radio-TV Media Dir.....Edna S. Cathcart  
Assoc. Dir.....Albert Morrison  
Prod. Spvsr.....Frank Huber  
Time Buyers.....Edna S. Cathcart, Pat Hart-  
nett, Olga Hoffman, Lucille Busacco  
1345 Russ Bldg., San Francisco 4, Cal.  
Phone: YUKon 2-8944

Manager.....Robert Little  
300 Biscayne Blvd. Way, Miami 32, Fla.  
Phone: FRanklin 3-6440

Manager.....Nicholas Salimbene

**MATHISSON & ASSOCIATES, INC.**

411 E. Mason St., Milwaukee 2, Wis.  
Phone: BRoadway 6-7181  
ABP—ANPA—NBP—NOAB

President.....C. A. Mathisson  
Exec. Adm.....Walt E. Krueger  
V.P., Treas.....Ralph W. Henkel  
Radio-TV Dir.....Robert Geary  
Time Buyers.....Louis K. Fuller, R. Geary

*Branch Offices*

1127 Wilshire Blvd., Los Angeles 17, Calif.  
3460 International Bldg., Rockefeller Center  
New York 20, N. Y.  
Phone: PLaza 7-2961

Manager.....Edgar E. Hinkle

**JOSEPH MAXFIELD CO.**

87 Weybosset St., Providence 3, R. I.  
Phone: GASpee 1-4456

President.....Joseph M. Finkle  
Vice-Pres.-Treas.....Archie M. Finkle  
Radio Director.....D. M. Taipe

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit 7, Mich.  
Phone: LORain 7-5710  
ANPA—ABC

President.....Lou R. Maxon  
Treasurer.....John W. Bray  
Secretary.....G. Reginald McKiel  
V.P., Radio-TV.....V. Kenyon

*Branch Offices*

12 E. 53rd St., New York 22, N. Y.  
Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony  
V.P., Dir. Radio-TV.....E. Wilhelm  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 4-1676

Vice President.....Raymond C. Stricker  
83 S. Seventh St., Minneapolis, Minn.  
Phone: FEderal 9-8839

Mgr.....Charles J. Hawkins  
Estimated Radio Billings: \$1,800,000.  
Estimated TV Billings: \$16,000,000.

**McCANN-ERICKSON, INC.**

485 Lexington Ave., New York, N. Y.  
Phone: OXFord 7-6000  
AAAA—ABP—ANPA—APA—NOAB

Bd. Chmn., Pres.....Marion Harper, Jr.  
Bd. Vice Chmn.....F. K. White  
Finance Chmn.....F. A. Sherer  
Gen. Corp. Exec.....M. J. Culligan  
Secretary.....J. D. McNamara  
Sr. Vice President.....George H. Giese  
Sr. V.P., Treas.....Frank K. White  
Sr. V.P.'s.....C. Terence Clyne,  
Emerson Foote

Corporate V.P.....Donald B. Armstrong, Jr.  
Secretary.....Benjamin F. Holme, Jr.  
Sr. V.P., Adm. Chmn.....Paul E. Foley  
Sr. Vice Pres. &

Creative Dir.....John H. Tinker, Jr.  
V.P. Chg. Media.....William C. Dekker  
Vice Pres. & Asst. Treas.....Dixon R. Griswold  
Vice Presidents (N. Y.)...Karl A. Brautigam,  
Donald G. Calhoun, Sidney W. Dean, Jr.,  
J. L. Deane, Leonard F. Erickson, Alberta  
Hays, Farish A. Jenkins, Daniel W. Keefe,  
Alton Ketchum, Ralph B. Koser, Thomas  
P. Losee, Alfred J. Roby, Jr., Margot Sher-  
man, Wells W. Spence, R. E. Thompson,  
E. F. Wilson, Neal Gilliatt, Earl H. Ellis,  
Richard Farricker, Myron McDonald, Ferd  
Ziegler, Edward R. Beach, W. E. Berchtold,  
Herta Herzog, Russell Johnston, M. Carl  
Johnson, Jr., T. A. McAvity, H. A. Mattoon,  
G. B. Park, Roger A. Purdon

*Branch Offices*

200 Berkeley St., Boston 16, Mass.  
Phone: LIBerty 2-7382

Mgr.....G. Higgins  
335 Euclid Ave., Cleveland 14, Ohio  
Phone: CHerry 1-6850

Sr. Vice Pres.-Mgr.....Robert Cole  
3325 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNKirk 5-3301

V.P., Mgr.....David Hopkins  
1060 National Bk. Bldg., Detroit 26, Mich.  
Phone: WOODward 5-7559

V.P., Mgr.....Thomas J. King  
900 Lovett Blvd., Houston 6, Texas  
Phone: JACKson 9-4991

Vice Pres. Mgr.....Joseph B. Wilkinson  
318 S. Michigan Ave., Chicago 4, Ill.  
Phone: WEBster 9-3700

V.P., Mgr.....Chester L. Posey  
114 Sansome St., San Francisco 4, Calif.  
Phone: DOUglas 2-5560

Sr. V.P.-Mgr. West.  
Oper.....Phipps L. Rasmussen

## ADVERTISING AGENCIES

Public Service Bldg., Portland 4, Ore.

Phone: CApitol 8-4305

Manager.....T. N. Tracy  
836 W. Peachtree, Atlanta 8, Ga.  
Phone: TRinity 5-8581

V.P., Mgr.....M. Bollman  
*Estimated Radio Billings:* \$28,000,000.  
*Estimated TV Billings:* \$123,000,000.

### McCANN-MARSCHALK CO.

*Division of McCann-Erickson*

460 Park Ave., New York 22, N. Y.  
Phone: OXford 7-4250

President.....Stuart D. Watson  
Sr. Vice Pres.....G. Lester Williams  
Exec. V.P.....R. B. Koser  
Vice Presidents...V. Miles, Bill M. Sansing,  
Albert A. Sommer, Edward J. Whitehead.  
Admin. V.P., Media Dir...Eugene J. Cogan  
Radio-TV Dir.....Glen Bammann

#### *Branch Offices*

615 Peachtree St., N.E., Atlanta 8, Ga.  
Phone: TRinity 5-0221

V.P., Manager.....Mark Bollman  
100 Biscayne Blvd., S., Miami, Florida  
Phone: FRanklin 9-2821

Manager.....George Bremser

### THE McCARTY COMPANY

3576 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUmkirk 5-4011

AAAA-ABP-ANPA-APA-NBP-NOAB  
President.....H. E. Cassidy  
Exec. Vice President.....C. G. Davenport  
V.P., Dir. Client Rel.....Walker Y. Brooks  
V.P., Dir. Radio-TV.....Herbert C. Brown  
V.P., Dir. Acct. Plng.....Arnold D. Duncan  
Art Director.....Harry Franz

#### *Branch Offices*

65 E. 56th St., New York 22, N. Y.  
Phone: MUrray Hill 8-7165

Exec. V.P.....Robert Holley  
V.P.....Gene Thomas  
116 New Montgomery St., San Francisco 5  
Sr. V.P.....W. H. Wilde

V.P., Gen. Mgr.....Harry L. Bauer  
1500 Jackson St., Dallas 1, Texas

V.P.....Russell Jurgens  
531 Medical Arts Bldg., Seattle, Wash.

V.P., Gen. Mgr.....Harry S. Pearson  
722 Realty Bldg., Spokane 1, Wash.

V.P.....Chas. R. Devine

### WALTER McCREERY, INC.

256 So. La Cienega Blvd., Beverly Hills, Cal.  
Phone: OLYmpia 2-4480

AAAA-ANPA-APA-NBP

Chm. Bd. & Pres.....Walter K. McCreery  
Secretary.....Walter Hadlich  
Treasurer.....Elizabeth Stahle  
Publicity Dir.....H. Berger  
Radio-TV Dir.....Howard Flynn  
Radio Time Buyer.....Virginia White

### McCUTCHEON ADV.

918 N. Second St., Phoenix, Ariz.  
Phone: AL 8-8374

AAAA-ABP-ANPA-APA-NBP

Pres., Treas.....David McCutcheon  
Prod. Mgr.....Peggy Melton  
Creative Dir.....Hal Ackerman  
Media Dir.....Adelle Davis  
Copy.....Helen Grant  
Acct. Exec's.....David McCutcheon,  
Robert Stake

### M-E PRODUCTIONS

(Div. of McCann-Erickson, Inc.)

485 Lexington Ave., New York, N. Y.  
Phone: OXford 7-6000

Bd. Chmn., Gen. Mgr.....C. Terence Clyne  
President.....J. L. VanVolkenburg  
Exec. V.P.....T. P. Losee  
Vice Pres.....Hal Graham  
Vice Pres. (Chicago).....J. R. Allen  
V.P.'s (Los Angeles)....Tommy Greenhow,  
Neil Reagan  
Admin. V.P.....B. F. Holme, Jr.

### MELDRUM & FEWSMITH, INC.

Carnegie Hall, 1220 Huron Rd.  
Cleveland 15, Ohio

Phone: CHerry 1-2141

ABP-ANPA-APA-NBP-AAAA-NAOB  
President.....H. W. Cooper  
Vice-Pres.....A. B. Meldrum  
V.P., Radio-TV, Film.....B.F. Stauderman  
V.P., Media.....H. G. Selby  
Radio-TV Time Buyer...Carol Ann Brosmer

### FLOYD F. MELLEEN ADVERTISING

514 Securities Bldg., Omaha, Neb.

Phone: 341-1025

AAAA-ANPA

Owner.....Floyd F. Mellen

### RICHARD N. MELTZER ADV., INC.

3100 Russ Bldg., San Francisco 4, Calif.

Phone: YUkon 2-5877

AAAA-ABC-ABP

President.....Richard N. Meltzer  
Exec. V.P.....Wallace X. Aron  
Vice Pres., Art Dir.....Richard Lemen  
Media Dir.....Barbara Cochran  
Sec.....Bertram S. Silver  
Treas.....Harold Shein  
Copy Dept.....Richard Ferber, George Lowe

#### *Branch Offices*

7461 Beverly Blvd., Los Angeles, Calif.  
Phone: WEbster 8-2993

Mgr.....R. Berggren  
230 Park Ave., New York 17, N. Y.

Phone: MU 9-3474

Acct. Exec.....Jeremy Barkann  
2372 First National Bldg., Detroit 26, Mich.  
Phone: WOODward 1-4310

President.....Richard Meltzer  
*Estimated Radio Billings:* \$200,000.  
*Estimated TV Billings:* \$200,000.

### J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.

Phone: KINGSley 6-1130

ABP-APA-NBP

**ADVERTISING AGENCIES** 

President.....J. Robert Mendte  
 Vice Pres.....J. W. Holland  
 Treas.....N. L. Hughes  
 Prod. Mgr.....M. Haggerty

**GEORGE T. METCALF, COMPANY**

31 Canal St., Providence 3, R. I.  
 Phone: UN 1-2634  
 ABP—NBP

Chmn. Bd.....George T. Metcalf  
 President.....Walter Hyland  
 Exec. V.P., Secy.....Sheldon Spencer  
 Prod. Mgr.....Alan Campbell  
 Media Dir.....John S. Kossak

**THE METLIS & LEBOW CORP.**

200 West 57th St., N. Y. C. 19  
 Phone: JUDson 2-3474

President.....Stanley E. Lebow  
 Exec. V.P., Radio Dir.....Sanford H. Metlis  
 Sr. V.P., TV Dir.....Stevens P. Jackson  
 General Manager.....Walter Blum  
 Radio-TV Prod. Dir.....Harry Allevara

**ARTHUR MEYERHOFF ASSOC.**

410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: DELaware 7-7860  
 ANPA—AAAA

President.....Arthur E. Meyerhoff  
 V.P.'s.....George Taylor,  
 Myron E. Chon, Benjamin Green, Robert  
 Ross

Radio-TV Dir.....Stuart Novy  
 Media Dir., Radio-TV.....Francine Goldfine  
 Time Buyers.....Evelyn Adell, Patricia Gray,  
 Donna Hanson, Bruce Houston, Ed Kasser,  
 Jean Seaman, Carol Spring

*Branch Offices*

550 Sherbrooke W., Montreal, Canada  
 Phone: VICTor 9-9141

Mgr.....Jules Gobeil  
 100 University Ave., Toronto Ont., Can.  
 Phone: EMpire 3-3128

Manager.....John Ketter

**HARRY M. MILLER, INC.**

595 E. Broad St., Columbus 15, Ohio  
 Phone: CA 4-7243  
 ANPA—APA—NOAB

Bd. Chmn.....Harry M. Miller  
 Pres., Gen. Mgr.....J. W. Miller  
 Radio-TV Dir.....J. B. Summers

**BEN MOCHAN ASSOCIATES**

757 Boston Post Road, Milford, Conn.  
 President.....B. Mochan

**MOGUL, WILLIAMS & SAYLOR, INC.**

625 Madison Ave., New York 22, N. Y.  
 Phone: TEMpleton 8-7100  
 AAAA—ABC—ABP—ANPA

Ch. of Bd., President.....Emil Mogul  
 Ch. Exec. Comm.....Sidney M. Weiss  
 V.P., Radio-TV Dir.....Leslie D. Dunier  
 V.P.'s.....Richard Lockman, Seth D. Tobias,

Milton Guttenplan, William Jacoby, Alvin  
 H. Kaplan, Walter T. Pollock, Charles L.  
 Rothschild, Alan Green, Lawrence V. Stap-  
 leton, Edward Klein, Alfred P. Berger,  
 Leona Bowman, Lewis L. Dunier, Gerald  
 Gould, Wray Kennedy, Bernard Kramer,  
 Jules Lennard, Nat C. Wildman.

Radio-TV Prod.....Jeanne Harrison  
 Secretary.....Norman Cohen  
 Treasurer.....H. Mogul  
 Assoc. Creative Dir.....Emerson Cole  
 Time Buyers.....Lynn Diamond, Joyce Peters

**THE CHESTER C. MORELAND CO.**

800 Broadway, Cincinnati 2, O.  
 Phone: PARKway 1-1178  
 AFA—ABP—ANPA

President, Treas.....Chester C. Moreland  
 Vice Presidents.....B. L. Schurman, Carl Press

**MORSE INTERNATIONAL, INC.**

122 E. 42nd St., New York 17, N. Y.  
 Phone: OXFord 7-2100  
 APA

President.....J. Patterson  
 V.P.....R. A. Dearth  
 V.P., Art.....J. Skolnik  
 Media Dir.....O. E. Christy, Jr.  
 Radio, TV Time Buyer.....R. A. McArdle  
 Export Media Mgr.....Aurora Blando  
 Dir. of Radio-TV Prod.....C. Buffington  
 Prod. Mgr.....Don Wheatley

**MOSS ASSOCIATES, INC.**

415 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-7377  
 APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss  
 TV Director.....B. Math  
 Art Director.....Sidney Fischer  
 Prod. Mgr.....Philip Schacter  
 Copy Chief.....Gerald H. Bruce  
 Media Director.....Frances Marotta

**MULLINS, EARL ASSOC. INC.**

3308 Beverly Blvd., Los Angeles 4, Calif.  
 Phone: DUNKirk 5-9088

President.....Thomas Mullins  
 V.P.....Warren Earl  
 Sect.-Treas.....F. A. Sieling  
 Office Mgr.....Katherine Kane

**NAHAS-BLUMBERG, INC.**

605 McGowen St., Houston 6, Tex.  
 Phone: JACKson 6-1181  
 ANPA—NBP

President.....Fred Nahas  
 Vice Pres., Media Dir.....B. L. Blumberg  
 V.P. Radio-TV Time Buyer.....N. A. Zelikow  
 Radio-TV Dir.....Bill Lazarus  
 Publicity Dir.....J. Pate

**NATIONAL EXPORT ADVERTISING SERVICE, INC.**

405 Lexington Ave., New York 17, N. Y.  
 Phone: OXFord 7-9292

## ADVERTISING AGENCIES

President.....Thomas W. Hughes  
 Vice-Presidents.....Joseph W. Madden,  
 Walter Kelly  
 Secy., Treas.....John D. Barone  
 Prod. Mgr.....D. Simmons  
 Art Director.....William Murphy  
 Radio & TV Director.....Jerome Kates

### NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone Circle 5-6200

ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann  
 V.P. & Sec'y.....Howard A. Heinsius  
 V.P. & Art Dir.....H. Nelson Kent  
 Vice Pres.....John M. Keil  
 Exec. Sec'y.....Kathryn Intemann  
 Prod. Mgr.....Samuel Boyd  
 Media Dir.....Harry C. Ledingham

### NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.  
 Phone: WHitehall 4-3400

AAAA—ANPA—ABP—NOAB

President.....Maurice H. Needham  
 Sen. Vice President.....Melvin Brorby  
 Exec. V.P.....Paul C. Harper, Jr.  
 V.P., Dir. Best. Facil.....Arnold E. Johnson  
 V.P., Acct. Supvr.....Granger F. Kenly  
 V.P. in Chg. Radio-TV...James G. Cominos  
 V.P., Dir. Radio-TV Pgs.....J. Scott Keck  
 V.P. Radio-TV Creat. Dir...Kenneth Snyder  
 Assoc. Radio-TV Creat. Dir.....F. D. Sucler

#### Branch Offices

9130 Sunset Blvd., Hollywood 46, Calif.  
 Phone: CRestview 6-2073

V.P., Mgr.....Michael Gradle  
 V.P., Radio-TV Creat. Dir...K. C. T. Snyder  
 730 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-0333

V.P. & Mgr.....R. F. Steinhoff  
 V.P., Radio-TV Pgmng.....J. G. Cominos  
*Estimated Radio Billings:* \$4,000,000.  
*Estimated TV Billings:* \$20,250,000.

### GEORGE R. NELSON, INC.

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

Pres., TV Dir.,  
 Time Buyer.....Robert S. Cragin  
 Radio Director.....Robert B. Stone

### NEWHOFF-BLUMBERG ADV.

407-15 Court Square Bldg., Baltimore 2, Md.  
 Phone: LExington 9-7155

Partners.....T. A. Newhoff, F. L. Blumberg

### NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.  
 Phone: EX 8-9721

ABP—ANPA—APA—PPA

Bd. Chmn.....Hunter Lynde  
 President.....W. E. Schen  
 V.P., Gen. Mgr.....Ned Hubbard  
 V.P.'s.....David E. Robeson, John A. Bunker  
 Radio-TV Dir., Time Buyer..John Hopkins

### NORMAN, CRAIG & KUMMEL, INC.

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

AAAA—ANPA

President.....Norman B. Norman  
 Exec. V.P., Secretary.....Eugene Kummel  
 Exec. V.P., Treasurer.....B. David Kaplan  
 V.P., Broadcast Op. Exec.....Walter Craig  
 V.P., Acct. Cp. Head.....Richard Bowman  
 V.P., Creative Dir.....Kay Daly  
 V.P., Marketing Dir.....John B. Morris  
 V.P., Supvrs.....G. Shapiro, R. Mullins  
 V.P., Asst. to Pres.....Warren Falles  
 V.P., Copy Chief.....Alan Koehler  
 Production Manager.....R. Norman  
 V.P., Dir., Print Media..Eugenie C. Stamler  
 Fashion Coordinator...Catherine D'Alessio  
 V.P., Controller.....Miss Rosalou Flanagan  
 Asst. V.P., Dir. Rsch.....Henry Halpern  
 Asst. V.P., Print Media...George Coleman  
 Asst. V.P., Mgr. Art Dept.....J. Woodward  
 V.P., Best. Oper.....Walter Tibbals  
 Time Buyers.....M. Greene, Alan Silverman

#### Branch Office

Bd. of Trade Bldg., Chicago 4, Ill.  
 Phone: WAbash 2-8701

Manager.....G. Paneff  
*Estimated Radio Billings:* \$4,000,000.  
*Estimated TV Billings:* \$15,500,000.

### NORTH ADVERTISING, INC.

2100 Merchandise Mart, Chicago 54, Ill.  
 Phone: WHitehall 4-5030

ANPA—ABC—AAAA—ABP

President.....Donald P. Nathanson  
 Ch. of Board.....Bert Goldsmith  
 Exec. Vice Pres.....Bruce M. Dodge  
 V.P.'s.....Allen E. Braun, Lester A. Delano,  
 Richard F. Feilheimer, George H. Gruen-  
 wald, Walter M. Heymann, Jr., Alice M.  
 Westbrook  
 V.P., Sec. & Treas.....Harold Rosenzweig  
 Radio-TV Prod. Mgr.....Len Levy  
*Time Buyers & Accounts:* John Harper &  
 Betty Lavaty; Adorn Hair Spray, POC Beer,  
 Tonette, Silver Curl, Regal Beer; Elaine  
 Pappas; Toni Home Permanent, Gillette  
 Labs, Webcor, Gilbey's Scotch; Barbara Swe-  
 deen (NY); Lanvin.

#### Branch Offices

16 E. 40th St., New York 16, N. Y.  
 Phone: ORegon 9-3100

Exec. V.P.....Bruce Dodge  
 Radio-TV Prod. Mgr.....Herb Straus  
 8701 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: OLympia 2-3770  
 Radio-TV Prod. Mgr.....Len Levy  
*Estimated Radio Billings:* \$125,000.  
*Estimated TV Billings:* \$8,125,000.

### NOYES & COMPANY

1800 Industrial Bank Bldg.  
 Providence 3, R. I.

Phone: GASpec 1-2087

AAAA—ABP—ANPA

President, Treas.....Frederick C. Noyes  
 Sr. Vice Pres., Secy.....Carroll H. Rickard



## ADVERTISING AGENCIES

V.P.'s.....E. George Cloutier, A. E. Van Wagner, Richard M. Compton  
 Spvsr., Radio-TV.....Henry C. Hart, Jr.  
 Public Rel. Dir.....W. Barbau  
*Time Buyer & Accounts:* Henry C. Hart, Jr.; Milton Bradley Co., GE, Industrial Natl. Bank, Savage Arms Corp., White & Bagley Co., Narragansett Electric Co.

*Estimated Radio Billings:* \$70,000.

*Estimated TV Billings:* \$250,000.

### R. T. O'CONNELL COMPANY

50 East 42nd St., New York, N. Y.

Phone: MU 7-3673

President.....R. T. O'Connell  
 Exec. V.P., Creat. Dir.....Ethel Merklen  
 Prod. Mgr.....Harry Weiss  
 V.P., Art Director.....Jack Chatham

### O.D.I., INC.

136 William St., New York, N. Y.

Phone: Worth 2-6635

President.....Bob Harris  
 Sec.-Treas.....William Harris  
 Copy Dir.....Phil Kaplan  
 Art Director.....Dick Brightfield

### OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.

Phone: MU 8-6100

NOAB—APA—AAAA

President.....David Ogilvy  
 Exec. V.P.....E. Estey Stowell  
 Sr. V.P., Treas.....Shelby H. Page  
 Sr. V.P.....J. McCaffrey  
 V.P. B'cast. Dir.....Hendrick Bouraem, Jr.  
 V.P., Research Dir.....Stanley D. Canter  
 Mgr. Best. Svpr.....P. L. Tomalin  
 Media Supvrs.....Clifford Botway,  
 Ann Janowicz

Prod. Mgr.....Michael T. Winnow  
 V.P., Media Dir.....Samuel L. Frey

#### Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 5-6165

V.P., Mgr.....Christy Walsh  
 235 Montgomery St., San Francisco, Calif.

Phone: YUkon 2-9598

*Estimated Radio Billings:* \$1,250,000.

*Estimated TV Billings:* \$20,000,000.

### JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.

Phone: COpley 7-7430

President.....Jerome M. O'Leary  
 Exec. V.P.....R. Wm. Gorman, Jr.  
 Radio-TV Time Buyer.....Sandra Newsam  
 Media Dir.....Louise Dogherty  
 Prod. Mgr.....Thomas Elliott  
 Public Relations Dir.....Nancy Young

### OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3, Minn.

Phone: FEderal 9-0441

AAAA—ABC—ABP—ANPA—AFA

Bd. Chairman.....Ward H. Olmsted  
 President.....John T. Foley  
 V.P., Secretary.....Ward W. Olmsted  
 Vice President.....R. B. Kruskopf

### W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.

Phone: KIngsley 6-4140

President.....W. Wallace Orr  
 V.P.....Bosh Pritchard  
 Sec'y & Treas.....Willard W. Hughes  
 Art Dir.....William Enderle, Jr.  
 Time Buyer.....Robert Dunkel

### MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,

Kansas City 1, Kans.

Phone: DR 1-7250

ABP—ANPA—APA

President.....Merritt Owens  
 Vice Pres.....Frank Lisee  
 Art Dir., Prod. Mgr.....M. Seburn  
 Account Exces.....Merritt Owens, Frank Lisee

### PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.

Phone: MURray Hill 7-4090

ABP

President.....Elias Schonberger  
 V.P.'s.....Peter Frenkel, Milton Bagley,

S. I. Altman  
 Radio-TV Dir.....Sidney Kallner  
 Media Dir.....Irving Krouse  
 Sec'y & Treas.....Max Weintraub

### PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: MAIn 3-1401

AAAA—ANPA—APA—NBP—NOAB

Chrm. of Board.....Wm. H. Horsley  
 President.....Trevor Evans  
 V.P., Secretary.....Frank Horsley  
 Prod. Co-ord.....Monte Solkover  
 Vice President.....Frederick D. Sprague  
 Treasurer.....Calvin W. Franklin  
 Radio-TV Dir., Talent Buyer.....Grant Merrill  
 Media Dir., Time Buyer.....Gertrude M. Nyman

#### Branch Offices

1115 West Broadway, Spokane, Wash.

Phone: FAirfax 7-9585

V.P., Manager.....J. C. Grover  
 829 N.W. 19th Ave., Portland 9, Ore.

Phone: CApitol 2-1021

V.P., Manager.....G. P. Griffis

### PARKSON ADVERTISING AGENCY, INC.

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

Phone: PLaza 1-6400

Ch. Bd., President.....Edward Kletter  
 V.P., Dir. Radio-TV.....Don Blauhut  
 V.P.'s.....Philip Agisim, Alfred Eichler  
 Media Director.....Herbert Gruber  
 Radio-TV Oper. Mgr.....Helen Lawin  
 TV Art Director.....Rodlow Willard  
*Time Buyers & Accounts:* Herbert Gruber; J. B. Williams Co.; Ruth Bayer; J. B. Williams Co.; Pearl Sheridan; Liggett-Rexall Drug Stores

*Estimated Radio Billings:* \$100,000.

*Estimated TV Billings:* \$12,400,000.

**PEARSON ADV. AGENCY, INC.**

250 Park Ave., New York 17, N. Y.  
 Phone: YUkon 6-7795  
 ANPA

President-Treasurer.....C. H. Pearson  
 V.P. ....Byrnes Pearson  
 V.P., Secy.....Cecilia H. Pearson

**PERRIN-PAUS COMPANY**

8 South Michigan Ave., Chicago 3, Ill.  
 Phone: RA 6-7923  
 ABP—ANPA—APA—NBP

President.....Earl R. Perrin  
 Vice-President.....Donald L. Paus

*Branch Office*

730 Fifth Ave., New York 19, N. Y.  
 Phone: PL 7-6120

**PHILLIPS-RAMSEY INC.**

304 Ivy, San Diego 1, Calif.  
 Phone: BELmont 4-6401

President.....Charles C. Ramsey  
 Vice Pres.....James Holloway  
 V.P.'s .....Herbert Fredman, James G.  
 Holloway, Robert Phillips, Thomas E.  
 Ables, Robert M. Lewis

Radio-TV Dir.,  
 Sec.-Treas. ....Mrs. Orva W. Huff  
 Art Dir.....L. T. Shackelford  
 Time Buyers.....Marion Benson,  
 Ruth F. Godfrey

**PITLUK ADVERTISING COMPANY**

123 Auditorium Circle, San Antonio 5, Texas  
 Phone: CApital 3-6131  
 APA—NOAB—SNPA—ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.  
 V.P., Acct. Exec.....Jack N. Pitluk, Jr.  
 Vice Pres.....Louis H. Pitluck  
 P. R. Dir.....J. M. Battersby  
 Copy Chief.....Harvey Christiansen  
 Radio Director.....Margaret Morrison  
 TV Director.....Don Zimmer

**PORTER & ASSOCIATES**

1188 S. Muirfield Rd., Los Angeles 19, Calif.  
 Phone: WEbster 6-5564

Owner, Sales Mgr.....Irwin T. Porter  
 Partner, Prog. Mgr.....Gertrude T. Porter  
 Script Dept.....Jean Norab

**POTTS-WOODBURY, INC. ADV.**

2233 Grand Ave., Kansas City 8, Mo.  
 Phone: GR 1-5775  
 ANPA—NOAB—PPA—ABP

President.....J. B. Woodbury  
 Vice Pres.....E. A. Warner, C. C. Tucker,  
 C. L. Robinson, Al Coleman, G. F. McGill,  
 C. E. Jones, R. R. Sanford, John K. Bar-  
 ton, L. S. McCaslin, Jr., J. M. Gaughan,  
 Clarence H. Russell, Glen Jocelyn, Norm-  
 an Rau, Jack Nichols, Jack Macdonald,  
 Leonard Bridges  
 V.P., Radio-TV Dir.....R. P. Dunnell  
 Secy., Treas.....C. C. McMillan  
 Prod. Mgr.....Charles W. Wilson  
 Radio-TV Prod.....William J. Brewer  
 Research Director.....Willard Young

*Branch Offices*

507 Braniff Airways Bldg., Dallas, Tex.  
 1700 Broadway, Denver 2, Colo.  
 527 Madison Ave., New York, N.Y.  
 316 Enterprise Bldg., Tulsa, Okla.

**J. G. PROCTOR COMPANY, INC.**

250 Park Ave., New York 17, N. Y.  
 Phone: YUkon 6-7725

President.....J. G. Proctor  
 V.P. & Acct. Exec.....Ray Hanna  
 Secretary.....M. S. Proctor  
 Art Dir. & Prod. Mgr.....M. Sholle

**PRODUCT SERVICES**

17 E. 45th St., New York City  
 Phone: MURray Hill 7-0204

President.....Les L. Persky  
 V.P.....Harold L. Tuers  
 Treasurer .....George Stadtmuller  
 TV Dir.....Richard DeMaid  
 Art. Dir.....Milt Kimmel  
 Copy Dir.....D. Young  
 Pub. Rel. Dir.....Alfred Davis  
 Time Buyer.....B. P. Pettick

**L. W. RAMSEY COMPANY**

230 No. Michigan Ave., Chicago 1, Ill.  
 Phone: FRanklin 2-8155  
 ANPA—APA—NBP—NOAB

Chairman.....A. C. Naeckel  
 President.....Richmond M. Lloyd  
 Secy.....G. E. Bischoff  
 Vice-President.....N. B. Langworthy  
 Treasurer.....W. J. Henderson  
 Art Director.....E. J. McCabe  
 Prodn. Mgr.....Vito M. Volino

*Branch Office*

111 East 3rd St., Davenport, Iowa  
 Phone: 326-0157

**THE RANDALL COMPANY**

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

President.....Wilbur W. Randall  
 Art Director.....Robert N. Berger  
 Radio & TV Director.....Jack Reynolds

**REACH, McCLINTON & CO., INC.**

505 Park Ave., New York, N. Y.  
 Phone: PLaza 1-7300  
 69 Washington St., Newark, N. J.  
 Phone: MARket 3-5100  
 ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach  
 President.....Harold L. McClinton  
 Exec. V.P., Gen. Mgr.....Robert W. Robb  
 Sr. V.P., Art Dir.....Everett W. Sahrbeck  
 V.P., Controller.....J. Allentuck  
 Sr. V.P., Treas.....D. M. Bernheim  
 V.P., Copy Dir.....Herman Raucher  
 V.P., Mgr. Newark.....Donald Mayer  
 V.P., Radio-TV Dir.....Werner Michel  
 V.P., Assor., Art. Dir.....Maree Mayhew  
 V.P. & Research Dir.....Paul Keller

**ADVERTISING AGENCIES** ~~~~~

Media Dir.....Philip C. Kenney  
 N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.  
 Pub. Dir.....Phil Wasserman  
 Assoc. Dir., Radio-TV.....James K. Graham  
 Radio-TV Prod.....Merl Bloom  
 Time Buyers.....Margot Teleki,  
 Martin Foody, Robert Bruno

*Branch Offices*  
 Prudential Bldg., Chicago 1, Ill.  
 Phone: Superior 7-9722

Pres. ....J. R. Pershall  
 6431 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-9610

V.P., Manager.....Harry W. Witt  
 706 Second Ave., Minneapolis 2, Minn.  
 Phone: FEderal 9-8041

V.P., Manager.....George O. Ludke, Jr.  
 1235 Statler Bldg., Boston, Mass.  
 Phone: LIberty 2-6100

Pres. ....John M. McCullough

**JAMES R. REESE ADVERTISING CO.**  
 15 West 10th St., Kansas City 6, Mo.  
 Phone: VICTor 5269  
 APA—ABP—ANPA

Owner.....James R. Reese

**KNOX REEVES ADVERTISING, INC.**  
 400 Second Ave. S., Minneapolis 1, Minn.  
 Phone: FEderal 9-0071  
 AAAA—ABP—ANPA—APA  
 NOAB—PPA—ABC

President.....R. W. Stafford  
 Sec.-Treasurer.....L. J. Bertrand  
 Best. Mgr.....J. W. Connor  
 Pub. & P.R. Dir.....C. A. Bier  
 Radio & TV Dir.....R. E. Neff  
 Time Buyer.....P. Ewing

**REGAL ADVERTISING ASSOCIATES  
 CORP.**

575 Lexington Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-3320

President.....R. H. Solof  
 Exec. V.P., Gen. Mgr.....S. Grayson  
 Controller.....Marcia Beckman

**REINCKE, MEYER & FINN, INC.**  
 520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-7440  
 ABP—ABC—ANPA—APA—NBP

Bd. Chmn.....Wallace Meyer  
 President.....Charles A. Reincke  
 V.P.'s.....Joseph J. Finn, Charles Fleming,  
 S. W. Jewell, George E. Taylor  
 Sec.-Treas.....Arthur L. Reincke  
 Radio-TV Director.....Lew Green  
 Media Director.....John Priebe

**REINHARDT ADVERTISING INC.**  
 1736 Franklin St., Oakland 12, Calif.  
 Phone: TEmplebar 2-2408  
 ABP—ANPA

President .....Emil Reinhardt  
 Time Buyer.....A. Leo Bowman  
 TV & Radio Dir.....Henry F. Freitas  
 Secretary .....Eloise Reinhardt

**RICH-LEE ADVERTISING INC.**  
 110 W. 40th St., New York 18, N. Y.  
 Phone: LAckawanna 4-3895  
 President.....Sigmund C. Aiken  
 V.P., Time Buyer.....Ramon P. Steinberg  
*Branch Office*  
 700 Equitable Bldg., Baltimore, Md.  
 Phone: LE 9-0136  
 Exec-in-Chg. ....Ramon P. Steinberg

**FLETCHER RICHARDS, CALKINS &  
 HOLDEN, INC.**  
 730 Fifth Ave., New York 19, N. Y.  
 Phone: JU 6-5400

Chmn. Exec. Comm.....Fletcher D. Richards  
 Board Chairman.....Bradley A. Walker  
 President.....Bryan Houston  
 V.P., Dir. Radio-TV.....Seymour J. Frolick  
 Treasurer.....Dorothy Steitz  
 Secretary.....Evelyn King  
 V.P.'s.....Robert Boulware,  
 Walter B. Geoghegan, Sanford C. Smith,  
 Alexander Coan, Sylvia Harris, Raymond  
 P. Durrell, Warren Rebell, E. A. Gray,  
 Norton Leo, J. Frankenberg, Bernard Eck-  
 stein, Joseph Scheideler, H. A. Steckman,  
 John M. Van Horson

V.P. Dir. of Media.....John J. Ennis  
 V.P. Pub. Rel.....R. Fischer  
 Radio-TV Prgm.....Robert Nugent  
 Radio-TV Writer-Prod.....Wyn Walshe,  
 Steve Roppolo

TV Art Dir.....Victor Miranda  
 Radio-TV Traffic.....Fran Campbell, Ruth Jaffe  
 Radio-TV Bus.....Georgette McCarthy  
 Time Buyers.....Jim Kelly, Jack  
 McDougal, Elizabeth Griffiths

*Branch Offices*  
 Prudential Plaza, Chicago 1, Ill.  
 Phone: RAndolph 6-3830

General Mgr.....George Jahnke  
 58 Sutter St., San Francisco 4, Calif.  
 Phone: YUkon 1-2250

Exec. V.P. Western Div.....King Harris  
 V.P. Mgr.....Parker Wood  
 V.P.'s.....Porter Anderson, Ridge L. Harlan,  
 Jack O. Keeler  
 6233 Hollywood Blvd., Hollywood, Calif.  
 Phone: HOLlywood 6-1311  
 V.P.'s.....Raymond R. Morgan, Jr., Robert  
 C. Temple, James O. Thompson  
 Joseph Vance Bldg., Seattle 1, Wash.  
 Phone: MAin 2-1555

Vice Pres.....Frank Caspers  
 133 E. Palmetto Pk. Rd., Boca Raton, Fla.  
 Phone: 6314

Vice Pres.....Ellsworth D. Hill  
 V.P., Creative Dir.....P. S. Batterson  
 20 Carlton Ave., Toronto 2, Ont., Can.  
 Phone: EMpire 3-6361

Bd. Chmn.....John P. Hamilton  
 Pres.....Warren H. Wilkes  
 550 Sherbrooke St. W., Montreal 2, Can.  
 Phone: VICTor 1-8821

Gen. Mgr.....Cletus Lunny  
*Estimated Radio Billings:* \$2,500,000.  
*Estimated TV Billings:* \$3,300,000.

## ADVERTISING AGENCIES

### DAN RIVKIN AGENCY

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

Owner .....Dan Rivkin

### ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-3175  
ANPA—APA

President.....Robert Power Reimers  
Vice Presidents.....Leon Kelley, M. W. Nichols

V.P., Media Dir.....John K. Lucken  
Secretary.....Jac M. Wolff  
Prod. Mgr.....Charles Murphy  
Art Director.....Hugh Ryan

### ROBERTSON ADV., INC.

108 North State St., Chicago 2, Ill.  
Phone: SEate 2-0268

President.....Scott Robertson  
Prod. Mgr.....G. B. Greene  
Pub. Rel. Dir.....J. Strenski

### MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.  
Phone: KE 4-6268

APA

Chrmn. & Pres.....Marshall G. Robertson  
Secy.Treas., Time Buyer.Mary A. Robertson  
V.P., Acct. Exec.....John Eby  
Radio Dir.....Betty Wagner  
TV Manager.....Jack Helling  
Art Director.....Lavern Everson

### ROBINSON, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.  
Phone: LOeast 8-5885

President.....Robert H. Adleman  
Vice President.....Anthony J. Walton  
Art Dir.....R. Meyers

### ROBINSON, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: iUntley 2-2050  
ABP—ANPA—APA—PPA

President.....Elwood J. Robinson  
Secretary.....Eola E. Gass  
Vice Presidents.....Charles Culbert,  
John Haynes

V.P., Radio-TV Dir.....Lee Laufer  
V.P., Media Dir., Treas...Robert C. Neuman  
Prod. Mgr.....James Kroll  
*Time Buyer & Accounts:* Robert C. Neuman; Loma Linda Food Co., Leo's Quality Foods, Packard-Bell Co., Dried Fig Advisory Bd., Los Angeles Dept. of Water & Power, Western Federal Savings & Loan Assn.

### ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.  
Phone: RANdolph 6-9760

ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd.....J. L. Proebsting  
President.....C. E. Rickerd  
Exec. V.P.....K. C. August  
V.P., Asst. to Pres.....Al Bonk

V.P. Chg. of Media.....Frank Hakewill  
V.P. Chg. of Copy.....R. A. L. Herweg  
V.P., Art Dir.....George Lyman  
Vice Presidents.....Lloyd Maxwell,  
William H. Savin, Stewart Weston, M. F. Williamson, J. Walker

Sec.Treas.....C. W. Anderson  
V.P., Dir. Radio-TV.....Kirby Roche  
Dir., Pub. Rel.....H. Burnett  
Time Buyer.....K. Knight

### ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.  
Phone: RANdolph 6-2324

President.....Irving Rocklin  
Controller.....Sidney Bernberg  
Copy Chief.....Robert Spencer  
Account Executives.....Irving Rocklin,  
Robert Rocklin, Jerrold Rocklin  
Research Director.....Geraldine Feldman  
Publicity Dir.....Robert Rocklin  
Prod. Mgr.....Helen Wurtzburg  
Art Director.....Louis Hernandez

### ROGERS & SMITH ADVERTISING INC.

1102 Kirby Building, Dallas, Texas  
President.....P. C. Fewell

### RONALDS-REYNOLDS & CO.

154 University Ave., Toronto 1, Ont.  
Phone: EM 2-2381

CAAA—CAB—ABP—ANPA

President.....C. W. Reynolds  
Exec. V.P.....Frank deB. Walker  
Sec.Treas.....F. J. Banks  
V.P., Radio-TV Dir.....H. E. Karpus  
Radio-TV Mgr.....E. Robinson  
Time Buyers.....Vera Hopkins, E. Villamere

*Branch Office*

1110 St. Catherine St. W., Montreal 25, Que.  
Phone: UN 6-9471

Mgr.....H. J. Reynolds  
*Estimated Radio Billings:* \$950,000.  
*Estimated TV Billings:* \$2,300,000.

### ROSE-MARTIN, INC.

3 West 57th St., New York 19, N. Y.  
Phone: PLaza 2-4010  
ABP—ANPA

President.....Irl W. Rose, II  
Exec. V.P.....John A. Bouille  
V.P., Media Director.....G. M. Rundbaken  
V.P., Art Dir.....Alec B. Kenne  
Production Manager.....Ethel Whelan  
V.P.'s.....Allen A. Brinker, Walter M. Masters

### IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.  
Phone: AXtel 7-7741

Owner, Time Buyer.....Irving Rosen

### ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.  
Phone: JAcKson 7-4566

APA—ABP

President.....Norton Rosengarten  
Exec. Vice Pres.....Jay Scott  
Radio-TV Dir.....Bill Kurtz



**ADVERTISING AGENCIES** 

**ROSS ROY-B.S.F. & D., INC.**

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

ABP—ANPA—PPA—NOAB—NPB

Bd. Chmn. .... Ross Roy  
President ..... Walter Ayers  
Sr. V.P. .... Robert R. Roy  
Exec. V.P. .... J. S. Pingel  
Sr. V.P., Creative Dir. .... W. W. Shaul  
Sr. V.P., Dir. Best. Svcs. .... M. G. Vaughn  
V.P., Pub. Rel. .... Hubert F. Roy  
V.P.'s. .... L. C. Barlow,  
O. A. Brady, W. E. Dye, R. D. Gaul, C.  
Hicks, F. H. Larson, D. R. Lena, D. C.  
Longyear, L. P. Morse, J. R. Neall, R. E.  
Reins  
Media Dir. .... Ronald A. Post  
Dir., Radio-TV. .... David B. Siegel  
V.P., Controller. .... Harry W. Mellen  
V.P., Media. .... H. E. Rumble  
Production Director. .... William L. Miller  
Publicity Dir. .... Robert V. Fancett  
V.P., Dir. Prod. Analysis. .... Kenneth S. Loring  
Personnel Dir. .... George Macier

*Branch Offices*

52 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 6-1800

President ..... W. C. Ayers  
1717 N. Highland, Hollywood 28, Calif.  
Phone: HOLLYWOOD 9-6263  
Ross Roy of Canada, Ltd.  
Canada Trust Bldg., Windsor, Ont.  
Phone: Clearwater 6-2371

**RUDER & FINN, INC.**

130 E. 59th St., New York 22, N. Y.  
Phone: PLaza 9-1800

ABP—ANPA

Chairman of Board. .... William Ruder  
President ..... David Finn  
Chmn., Exec. Comm. .... Paul Zucker  
Sr. V.P.'s. .... Charles Lipton, Richard Weiner,  
Norman Weissman, Stanley Thea  
V.P.'s. .... Joseph Field, Robert Fleisher,  
Alfred G. Paulson, Frank Saunders, Harold  
Wolfson

Acct. Exec. .... Al Feldman  
Time Buyer. .... Seymour Thompson

*Branch Office*

18 Rue de Champel, Geneva, Switzerland  
Exec-in-Chg. .... Richard Walker

**THE RUMRILL COMPANY, INC.**

1895 Mt. Hope Ave., Rochester 20, N. Y.  
Phone: BRowning 1-2150

AAAA—ANPA—ABP

President. .... C. L. Rumrill  
Senior V.P. .... N. A. Gallagher  
V.P.'s. .... C. N. Gleason, J. S. Warren, J. E.  
Troskosky, F. F. Harned, F. B. Lynch,  
T. P. Howard, E. F. Novak

Sr. Secy., Treas. .... H. R. Hanson  
Prod. Mgr. .... R. H. Peters

*Branch Offices*

10 Lafayette Sq., Buffalo, N. Y.  
Phone: MA 6020

V.P., Manager. .... D. J. Atkinson  
V.P.'s. .... N. E. Forgie, H. R. Keating

1512 Genesee St., Utica, N. Y.

Phone: SWift 7-2850

V.P. & Manager. .... L. B. Riegler

V.P. .... H. T. Duffy  
1 Rockefeller Plaza, New York, N. Y.

Phone: PLaza 7-8022

V.P., Gen. Mgr. .... B. Jones

**LOWE RUNKLE CO.**

1313 Liberty Bank Bldg., Okla. City 2, Okla.  
Phone: CENTral 6-3521

ABC—AAAA—ABP

President ..... Lowe Runkle  
Exec. V.P. .... Howard Neumann  
Vice-Presidents ..... Roger Pi-hny,  
Vernon Morelock, Monty Mann, Oscar  
Heuser

Treasurer ..... George A. Mitten  
Radio, TV Director. .... Mack Fuller

Radio-TV Prod. Spvsr. .... Ben Morris  
Time Buyer. .... Pattie Moreland

*Estimated Radio Billings:* \$265,000.

*Estimated TV Billings:* \$600,000.

**BEN SACKHEIM, INC.**

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

Phone: PLaza 1-2200

AAAA—ABC—ABP—ANPA

President ..... Ben Sackheim

Exec. Vice-Pres. .... George B. Pampel

V.P., Radio-TV. .... William Pitts

TV Coordinator. .... J. Battaglia, Jr.

TV Traffic. .... Daniel J. Solomon

Time Buyer. .... Robert Goldsmith

Copy Chief. .... Anne Green

Media Director. .... William Galker

Acct. Execs. .... Glenda Sullivan, Theodore

Herrmann, George Miller, James Ficke-

sen, Harold T. Graves, Austin P. Kelley,

Milton Mensch, Lewis Nemerson, William

Pitts, Donald Temple

**WALKER SAUSSY ADVERTISING, INC.**

1501 Canal St., New Orleans, La.

Phone: JA 2-9212

ANPA—ABP—ABC

President ..... Boatner Reily

V.P., Gen. Mgr. .... P. J. Stakelum, Jr.

V.P. Radio, Creative Dir. .... I. J. Vidacovich

Vice Presidents. .... D. W. Ziegelasch,

Irvine J. Vidacovich, Sr.

Acct. Execs. .... Boatner Reily, P. J. Stakelum,

Jr., Joseph C. Shields, Jr., Dwight W.

Ziegelasch, I. J. Vidacovich, Sr., Dorothea

Schlesinger, John Browne, Peter A. Mayer,

I. J. Vidacovich, Jr.

Secretary ..... Dorothea Schlesinger

Treasurer ..... Alvin C. Camus

Radio-TV Dir. .... Peter A. Mayer

*Time Buyers & Accounts:* Mrs. Marie B.

O'Meara; American Brewing Co.; Elmer

Candy Co.; Henderson Sugar Refinery;

Hibernia Homestead & Svgs. Ass'n; Wm. B.

Reily Co.; Southern Memorial.

*Branch Office*

6363 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-7536

V.P. .... Robert F. Anderson

**ADVERTISING AGENCIES**

**ALLEN SAVAGE AGENCY**

1 E. 57th St., New York, N. Y.  
Phone: EL 5-1434

Owner .....Allen Savage

**FRANK B. SAWDON, INC.**

60 E. 56th St., New York 22, N. Y.  
Phone: PLaza 1-4646

President.....**Frank B. Sawdon**  
Exec. V.P.....S. Syman  
Radio-TV Producer.....J. P. Jones

**Branch Office**

6115 Selma Ave., Hollywood, Calif.  
Phone: HOLlywood 4-7579

W. C. Mgr.....Allan Moll

**A. A. SCHECHTER ASSOC.**

551 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-1150

President.....A. A. Schechter  
V.P., Radio-TV.....Michael Roshkind  
Secretary .....M. M. Goddard

**Branch Offices**

333 No. Michigan Ave., Chicago 1, Ill.  
Phone: FInancial 6-9511

Manager .....Charles Vance  
1540 N. Highland Ave., Hollywood 28, Calif.  
Manager .....Dorothy Furman

**SHECK ADV. AGENCY, INC.**

9 Clinton St., Newark 2, N. J.  
Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President.....**Julius Scheck**  
V.P., Media Dir.....E. Grant Scheck  
Secy. & Treas.....Morris Scheck  
Prod. Mgr., Art Dir.....Marc Santiago  
Copy Chief.....E. Bimberg  
Space Buyer.....**Frank M. Craumer**

**SCHENKER COMPANY**

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

Pres., Media Dir.....Sidney R. Raike  
Vice-Pres.....J. E. Schenker  
Art Dir.....M. Rickabaugh  
Radio Time Buyer & Prod. Mgr.

Space Buyer.....C. D. Domin

**SCHNEIDER, JOSEPH P., ADV., INC.**

11 E. 44th St., New York 17, N. Y.  
Phone: MURray Hill 7-8294

President.....Joseph P. Schneider  
Exec. V.P., Art Dir.....Alfreda Walsh  
Media Dir.....M. B. Schneider  
Prod. Mgr.....O. Kiritchenko  
Space Buyer.....Mark Barry

**GORDON SCHONFARBER & ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
Phone: GASpee 1-4813-45

ABP—ANPA—APA—NBP—NOAB

President.....Gordon Schonfarber, Jr.  
V.P., Prod. Mgr.....Russell C. Edwards  
Vice-Pres., Copy Chief.....John B. Swift  
Secretary.....**Amanda C. J. Olsson**  
Radio-TV Dir.....Richmond A. Patterson

**SCHWAB, BEATTY, & PORTER, INC.**

660 Madison Ave., New York 21, N. Y.  
Phone: TEMpleton 8-8410

ABP—ANPA—NBP

President.....Victor O. Schwab  
Exec. V.P.....Richard Porter  
Dir. Radio-TV.....George F. Perkins  
Radio-Time Buyer.....Rae Elbroch

**ED SHAPIRO INC.**

1831 Chestnut St., Philadelphia 3, Pa.  
Phone: LO 4-2877

ANPA—ABP—NBP

President .....Edward Shapiro  
Treas. Sec.....H. Hyman Shapiro

**JOHN W. SHAW ADVERTISING, INC.**

200 E. Ohio St., Chicago 11, Ill.  
Phone: MO 4-3300

Bd. Chairman.....John W. Shaw  
Pres., Ch. Exec. Comm.....David E. Guerrant  
V.P.'s.....Norman Anderson, Charles Allen,  
George Filippetti, Joyce Turovlin, Ralph  
Stewart, William Ries, William Pullman  
V.P.'s Sec.....Sigmund Seaman  
V.P., Treas.....P.L.O. Smith  
Creative Dir.....George E. Filippetti  
Radio-TV Prod. Mgr.....Stuart Berg  
Time Buyers...Marie Lehan, June Kemper,  
Marilyn McDermott, Isabell McCaulay

**Branch Office**

5225 Wilshire Blvd., Los Angeles 36, Calif.  
Phone: WE 8-2675

Mgr. ....Jack R. Schullter  
*Estimated Radio Billings:* \$1,000,000.  
*Estimated TV Billings:* \$1,500,000.

**SILTON BROS., CALLAWAY INC.**

131 Clarendon St., Boston 16, Mass.  
Phone: CO 7-3730

ABP—ANPA—NBP

Board Chairman.....Jason N. Silton  
President.....Myron L. Silton  
Exec. V.P.....Raymon N. Silton  
Senior V.P.....Earle W. Hoffman  
Treasurer .....Morris Susman  
Media Director.....Marie Kachinski  
Asst. Treasurer.....Ruth B. Comerford

**SIMON & GWYNN**

3329 Poplar Ave., Memphis 11, Tenn.  
Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn  
Art Prod. Mgr.....Carlos Gordon

**SIMONS-MICHELSON CO.**

1126 Lafayette Bldg., Detroit 26, Mich.  
Phone: Woodward 3-3000

AAAA—ANPA—ABP—APA—NBP

Partners.....Leonard N. Simons,  
Lawrence J. Michelson  
Prod. Mgr.....Arthur H. Copland  
Radio-TV Dir.....C. Lloyd

**SMITH/GREENLAND COMPANY**

666 Fifth Ave., New York 19, N.Y.  
Phone: Circle 6-6161

## ADVERTISING AGENCIES

President .....Leo Greenland  
 V.P.'s .....Peter G. Weinberg.  
 Murray Platte, Robert Tannehill  
 Sec./Treas. ....Martin L. Smith  
 Copy Chief.....Murray L. Klein  
 Production Mgr.....Harold Franklin  
 Media Director.....Les Towne  
 Time Buyers.....Florence Taft, Joe King,  
 Sharon Tillman

### SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.  
 Phone: Atlantic 1-9312  
 ABP ANPA

President, Treas. ....Ronald P. Taylor  
 Vice Presidents...R. E. Quaid, R. K. Pearson  
 Radio Director.....Les Sterne  
 TV Director.....W. D. Morrissey  
 Time Buyers...W. D. Morrissey, L. B. Sterne  
*Estimated Radio Billings:* \$331,000.  
*Estimated TV Billings:* \$382,000.

### W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.  
 Phone: Juniper 4-2163  
 APA-SNPA-ANPA

Pres. & Treas., Prod. Mgr. ....W. J. Smith  
 Vice-Pres. & Secy.....G. B. Smith  
 Media Dir. & Copy Chief.....H. D. Peltier

### SON DE REGGER ADV. AGENCY INC.

3122 Ingersoll Ave., Des Moines 12, Ia.  
 Phone: CRestwood 9-0551  
 ANPA-APA-ABP-NBP

Ch. & Treas. ....Les Son De Regger  
 President .....T. Peterson  
 Secretary.....A. H. Son De Regger  
 Prod. Mgr.....Joseph Daniels

### C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.  
 Phone: Pleasant 3-4789

Pres., Treas. & Radio Time Buyer  
 C. Jerry Spaulding  
 Vice President.....R. F. Hayward  
 Secretary .....E. J. Driscoll  
 Art Director.....Charles Rice  
 Prod. Mgr.....Emile Gaucher  
 Media Dir.....H. Redding

### RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.  
 Phone: Murray Hill 8-4407  
 ABP-ANPA-APA-NBP

President, Treas. ....Raymond Spector  
 Art Director.....Irving Trabich

### SPITZ ADVERTISING AGENCY, INC.

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

Owner, Acct. Exec. ....William Spitz  
 Art Director.....Frederic Berg  
 Copy Chief.....P. Pehizotto  
 Radio-TV Dir.....Patricia Montfort

### SPITZER, MILLS & BATES LTD.

790 Bay St., Toronto 2, Ont.  
 Phone: Empire 6-2811  
 ABC

Board Chairman.....G. F. Mills  
 Vice Chmn. of Bd.....J. W. Spitzer  
 President.....W. H. Reid  
 V.P.'s .....G. E. Cross, D. McCrimmon,  
 W. F. Nugent, J. H. Randle, W. G. Wallace  
 Radio-TV Dir.....R. A. Stevenson  
 TV Prod.....J. W. Bick  
 Time Buyer.....M. E. McCullagh  
 Montreal Media Dir.....L. E. MacKay  
 Media Dir.....P. Judson

#### Branch Office

3105 Addington Ave., Montreal, Quebec  
 Phone: HU 1-0344

V.P.'s .....J. H. Randle, D. McCrimmon

### STEBBINS, BARTON ADVTG.

3112 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: Dunkirk 8-3131  
 ABP-ANPA-AAAA

President .....Barton A. Stebbins  
 Secy., Treas. ....Dorothy M. Elliott  
 Copy Chief.....S. Elstad  
 Art Dir.....F. E. Williams  
 Media Dir.....A. W. Gudelman

### HAL STEBBINS, INC.

714 W. Olympic Blvd., Los Angeles 15, Calif.  
 Phone: Richmond 9-5317

ANPA-APA-AAAA-ABC-NBP

President .....Hal Stebbins  
 Treas. ....Ruth Winberg  
 Secretary.....Winifred Graham  
*Time Buyer & Accounts:* Jones Hawley;  
 TreeSweet, Bernstein's Food.

#### Branch Office

962 W. El Camino Rd., Sunnyvale, Calif.  
 Phone: REgent 9-4160

V.P., Mgr. ....R. Citron

### STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.  
 Phone: Dunbar 1-5600

AAAA-ABP-ANPA-APA-NBP-NOAB  
 Chmn. of Bd.....Rauald S. West  
 Pres., Treas.....C. Thomas Martin  
 Exec. Vice Pres.....B. A. Schloemer  
 V.P., Media, Time Buyer...R. A. McDowell  
 V.P. ....Robert Helmich  
 Television Production.....Gary Lee  
 Prod. Mgr.....Richard Thompson

### STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.  
 Phone: BAker 5-9140

Bd. Chmn., President.....Morry Storm  
 V.P., Sec.....Barbara B. Herman  
 V.P.'s...Gerald P. Deppe, Smith S. Binning,  
 Vincent Marcone, Glen S. Jennings  
*Time Buyers & Accounts:* Barbara B. Her-  
 man; Punchinello 7-Fruit Drink, Tobin Pack-  
 ing Co.; Thomas J. Morton; Ski Life Mag.;  
 Gerald P. Deppe (St. Louis); Gene Jantzen  
 Chevrolet.

## ADVERTISING AGENCIES

### Branch Office

71 Maryland Plaza, St. Louis 8, Mo.  
Phone: FOrEst 1-8750

Exec. V.P., Gen. Mgr. . . . . G. P. Deppe  
Professional Bldg., 180 Old Loudon Rd.,  
Latham, N. Y.

Phone: ST 5-5888

V.P., Gen. Mgr. . . . . Smith S. Binning  
**SUDLER & HENNESSEY, INC.**

130 East 59th St., New York 22, N. Y.  
Phone: PLaza 1-1250

President. . . . . A. E. Sudler  
Vice President. . . . . M. J. Hennessey  
Radio-TV Director. . . . . Hal Davis

### **DANIEL F. SULLIVAN CO., INC.**

216 Tremont St., Boston 16, Mass.  
Phone: HANcock 6-7643

AAAA—ABP—ANPA—APA—NBP

President. . . . . Daniel F. Sullivan  
Vice Pres. . . . . Robert N. Sullivan  
Art Dir., Prod. Mgr. . . . . J. J. McCabe  
Pub. Rel. Dir. . . . . J. Wheatley Myers

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

575 Lexington Ave., New York 22, N. Y.  
Phone: MURray Hill 8-1600

ANPA—APA—NOAB—NBP—AAAA

Chairman. . . . . Raymond F. Sullivan  
Vice Chmn. . . . . S. Heagen Bayles  
President. . . . . E. L. Seaman  
V.P. Operations. . . . . Ralph Smith  
Vice Chmn. . . . . Clifford Spiller  
V.P. & Media Dir. . . . . Francis Minehan  
V.P., Media Dept. Mgr. . . . . Lloyd Harris  
V.P. & Merch. Dir. . . . . Daniel O'Meara  
Vice-Pres. . . . . Mary A. Ayres  
Vice-Pres. . . . . Herbert A. Vitriol  
Vice-Pres. . . . . Luther H. Wood  
Vice-Pres. . . . . Ida S. Raisback  
Vice-Pres. . . . . Barrett Welch  
Vice-Pres. . . . . Horace Hagedorn  
V.P.'s. . . . . Frank Henderson,  
Richard R. Uhl, Eugene F. Whelan, T.  
Victor, J. W. Cantwell, D. J. Coyle, E. J.  
Going, Clemmens F. Hathaway, James D.  
Thompson, James Tennyson, I. Emory  
Ward

V.P., Research Dir. . . . . Timothy J. Healy  
V.P. & Head Art Dir. . . . . Robert West  
Prod. Mgr. . . . . George Andrew  
V.P. & Radio-TV Dir. . . . . Philip H. Cohen  
Radio-TV Bus. Mgr. . . . . Frank Reed  
V.P., Network Operations. . . . . George Frey

### Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOllywood 4-2119

Vice-Pres. &  
TV-Radio Dir. . . . . John Van Nostrand  
Vice President. . . . . Robert W. Ballin  
*Estimated Radio Billings: \$9,000,000.*  
*Estimated TV Billings: \$27,000,000.*

### **SWAN & MASON ADVERTISING, INC.**

509 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-3263

### ANPA

President. . . . . Robert G. Swan  
Exec. V.P., Treas. . . . . Willard W. Mason  
V.P.'s. . . . . Kendall Foster, George  
Crandall

### Branch Office

1720 S. Boulder St., Tulsa 17, Okla.  
Phone: LUther 4-6115

Exec. V.P., Treas. . . . . Willard W. Mason

### **TATHAM-LAIRD, INC.**

64 East Jackson Blvd., Chicago 4, Ill.  
Phone: HARRison 7-3700  
AAAA—ABP—ANPA

Bd. Chairman. . . . . Arthur E. Tatham  
President. . . . . J. Kenneth Laird  
Treasurer. . . . . Harold C. Jensen  
Asst. Treas. . . . . Fred Winter  
Secretary . . . . . Mary Kyak  
Market Res. Dir. . . . . Arthur A. Simon  
V.P., Media Director. . . . . George A. Bolas  
Media Supervisors . . . . . Jack Ragel  
Roy A. Boyer, T. Lauer  
Broadcast Media Mgrs. . . . . Wm. Conrad,  
D. Douglas, J. Gillen, A. Malpede, M.  
Rodger, R. McWeeny  
Production Manager. . . . . Eldon Rohrsen  
Creative Research Director. . . . . Dr. Don Kanter

### Branch Offices

44 Madison Ave., New York 17, N. Y.  
Phone: PLaza 2-1111

V.P. in Chg. . . . . H. Frazee  
Best. Media Mgr. . . . . J. Wills  
Dir. Radio-TV. . . . . W. H. Thomas  
1680 Vine, Hollywood 38, Calif.  
Phone: HOllywood 1-9228  
Exec-in-Charge . . . . . Vic Hunter  
*Estimated Radio Billings: \$2,200,000.*  
*Estimated TV Billings: \$22,000,000.*

### **TELESALES, INC.**

350 Fifth Ave., New York 1, N. Y.  
Phone: LACKawanna 4-1150

President. . . . . Robert L. Zimler  
TV Prod. Dir. . . . . Dorothy Wagman

### **TERRY, GRAY-SCHWARTZ & HARRIS, INC.**

5860 N. Lincoln Ave., Chicago, Ill.  
Phone: LONgbeach 1-4428

Pres., Exec. Prod., Radio-TV. . . . . Ron Terry  
V.P., Radio & Elec. Trans. Dir. . . . . Al Richman  
V.P.'s. . . . . Peter Fleischmann,  
Filmore E. Mandl  
TV Dir., Secretary-Treas. . . . . Gloria Lynn  
Production Mgr. . . . . Sanford Sorkin  
Press Dept. Mgr. . . . . Ben W. Glassman  
Time Buyers. . . . . Ron Terry, Gloria Lynn,  
Ben W. Glassman, Peter Fleischmann, Fil-  
more E. Mandl

### **J. WALTER THOMPSON COMPANY**

420 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 6-7000  
AAAA—ABC—AFA—ANA

Chairman. . . . . Stanley Resor  
Vice Chairman. . . . . Henry C. Flower, Jr.

**ADVERTISING AGENCIES** ~~~~~

Vice Chairman.....Samuel W. Meek  
 President.....Norman H. Strouse  
 Exec. V.P.....George Reeves  
 Dir., Radio-TV.....Dan Seymour  
 V.P., Radio-TV Pgmng.....Thomas McAvity  
 Admn., Radio-TV.....John F. Devine  
 Secretary.....Howard Kohl  
 Treasurer.....Edward G. Wilson  
*Time Buyers & Accounts: D. Charnus:*  
 Chesebrough Pond's, Fdn. for Conml. Banks.  
 Scott Paper Co. T. Glynn: Aluminum.  
 Beecham's Products, R. T. French, Mass.  
 Mutual, Reader's Digest, Rowntree Co. J.  
 Green: Lever Bros. R. Jones: Champion  
 Spark Plug. Ford Motor Co. R. Lilien: Inst.  
 of Life Ins. Irving Trust, Northeast Airlines,  
 Owens-Illinois, Purolator Prod., Radio Corp.  
 of America. R. Welty: Amer. Electric Power.  
 Assn. of Amer. Playing Card Mfrs., Francis I.  
 duPont, Kingsberry Homes Corp., Lever  
 Bros., New Holland Machine Co., Schlitz,  
 U. S. Lines, U. S. Playing Cards, A. Wright:  
 Blue Cross-Blue Shield, Brillio McGraw Ed-  
 ison, Mentholatum, Pan American Airways,  
 Seven Up, U. S. Brewers Fdn., W. F. Young.

*Branch Offices*  
 410 No. Mich. Ave., Chicago, Ill.  
 Phone: MOhawk 4-6700  
 Vice Pres., Mgr.....George C. Reeves  
 535 Griswold St., Detroit, Mich.  
 Phone: WO 2-8890

V.P., Mgr.....W. D. Laurie, Jr.  
 6505 Wilshire Blvd., Los Angeles, Calif.  
 Phone: OL 3-0300

Mgrs.....H. R. Haldeman, W. Wilgus  
 299 Alhambra Circle, Coral Gables, Fla.  
 Phone: Highland 5-1391

Manager.....Albert Cameron  
 320 California St., San Francisco, Calif.  
 Phone: GA 1-3510

V.P., Mgr.....Harry A. Lee  
 2440 Republic Bk. Bldg., Dallas, Tex.  
 Phone: Riverside 1-4584

Mgr.....J. William Braver  
 621 17th St., Denver 2, Colo.  
 Phone: AMherst 6-3861

Mgr.....Thomas McAskin  
 311 Palmer Bldg., Atlanta 3, Ga.  
 Phone: JACKson 3-1744

Mgr.....D. E. Dumont  
 222 Loyala Ave., New Orleans 12, La.  
 Phone: Tulane 7654

Mgr.....Donald G. Swanson  
 1737 De Salles St. N.W., Washington, D. C.  
 Phone: NATional 8-6140

Mgr.....John J. Barnhill  
*Estimated Radio Billings: \$26,000,000.*  
*Estimated TV Billings: \$148,000,000.*

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

147 E. 50th St., N. Y. 22  
 Phone: ELdorado 5-4404  
 ABP—ANPA—APA—NBP  
 Chairman of Board.....Wm. Irwin Tracy  
 Pres.....Frank S. Kent  
 Treas., Secy.....George M. Pease  
 Prod. Mgr.....H. V. Kelly

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

2501 Cedar Springs Road, Dallas 1, Texas  
 Phone: RI 8-7471

AAAA—ABP—ANPA—ABC—AFA

President.....Morris Hite  
 Exec. V.P.....William J. James  
 V.P., Treas.....John H. Wellenkamp  
 V.P.'s.....F. E. Rowe, G. G. Addington  
 V.P., Radio TV.....Lawrence E. DuPont  
 Media Dir.....Ernestine Parker  
 Director.....Howard Fisher  
 Time Buyers.....Paul Girard,  
 Morris Midkiff, Pearl Beer

*Branch Office*  
 900 N. E. Military Dr., San Antonio 9, Tex.  
 Phone: TA 6-3251  
 Exec V.P. & Mgr.....William J. James

**JAY VICTOR & ASSOC., INC.**

1225 Raymond Blvd., Newark, N. J.  
 Phone: MARket 3-8487  
 N. Y. Phone: BA 7-6474  
 ABP—ANPA

Pres.....Jay Victor  
 V.P., Secretary.....Beatrice Victor  
 V.P., Controller.....Eli Scolnick  
 V.P.'s.....Harvey Victor, Ed Rose  
 Prod. Mgr.....John Salayi  
 Dir. Pub. Rel.....Edw. Tompson

**WABE, INCORPORATED**

730 Fifth Ave., New York 19, N. Y.  
 Phone: COLUMbus 5-3530

President.....Charles Bernard  
 Asst. to Pres.....Rita Scarfone  
 Art Dir.....Leonard Kessler  
 Acct. Exec.....Henry Richard

**WADE ADVERTISING INC.**

20 N. Wacker Drive, Chicago 6, Ill.  
 Phone: FINancial 6-2100  
 ANPA—ABP—NOAB

Bd. Chmn.....Albert G. Wade II  
 President.....H. Thurber  
 Exec. V.P.....F. F. Owen, Jr.  
 Sr. V.P.'s.....M. Harms, L. J. Nelson  
 Exec. Art Director.....J. B. Hoopes  
 Prod. Mgr.....E. Beane, Jr.  
 Dir. Best.....Richard Dunn  
 Best. Advisor.....J. Daly  
 Prog. Prod.....G. Allen  
 Film Prod.....R. Alcott  
 Radio-TV Prod.....J. West

*Branch Offices*  
 6 East 45th St., New York, N. Y.  
 Phone: OXFord 7-9261

Mgr.....Henry J. Opperman  
 1717 N. Highland Ave., Los Angeles, Calif.  
 Phone: HOLlywood 6-1631  
 Exec. Vice Pres., Mgr.....P. McCluer  
 Radio-TV Dir.....E. Pierce  
*Estimated Radio Billings: \$1,000,000.*  
*Estimated TV Billings: \$20,000,000.*

**HUGO WAGENSEIL & ASSOC. CO.**

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



## ADVERTISING AGENCIES

### ABP—APA—AAAA—ANPA

President.....Paul B. Willis  
 V.P., Creative Dir.....Harley Case  
 Radio Dir.....F. R. Harwood

### WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.  
 Phone: JUDson 6-0350  
 ABP—ANPA

Partners.....Harry Solow, Jr.,  
 William W. Solow, S. P. Jackson  
 Radio Dir.....Harry Solow, Jr.  
 TV Director.....S. P. Jackson  
 Radio-TV Prod. Dir.....Harry Allera  
 Time Buyers.....S. P. Jackson, Harry Allera

### WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.  
 Phone: PLaza 1-4700

President.....H. Paul Warwick  
 Vice-Presidents.....Henry Legler,  
 Thomas H. Shanley, Thos. J. Murray, S.  
 Katz, N. L. Silvas, J. Goodman, J. A.  
 Malloy, Wm. Zerweck  
 V.P., TV-Radio Dir.....William P. Warwick  
 V.P., Media.....R. S. Bean  
 V.P., Copy Chief.....Robert L. Edens  
 V.P., TV Prod.....Andrew Christian  
 TV Art Director.....Benjamin Colarossi

### WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.  
 Phone: LOeast 3-1570  
 NBP

President.....G. S. Wasser  
 Exec. Vice Pres.....L. Cook Thompson  
 Treasurer.....John R. Kersch  
 Media Dir.....William R. Esch  
 Radio, Television Director.....Alvin Roth

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

(Dir. of Friend-Reiss Adv. Inc.)  
 221 West 57th St., New York 19, N. Y.  
 Phone: PLaza 7-8030  
 ANPA—NBP—ABP

Assoc.....Norman D. Waters,  
 B. M. Reiss, Harold Reiss, Lee Friend  
 Production Mgr.....J. Brown  
 Creative Dir.....P. Schofield

### WATTS, PAYNE—ADV., INC.

311 West 7th-Denver Blvd., Tulsa 19, Okla.  
 Phone: LU 3-7571  
 AAAA—ABP—ANPA—AFA

Pres., Treas.....Oscar E. Payne  
 Vice Presidents.....Leslie S. Hauger,  
 Don Dyer, Donald S. Mitchell  
 Production Mgr.....Steve Snyder  
 Radio-TV Dir.....Don S. Mitchell  
 Prod. Expeditor.....Larry Bettis  
 Radio-TV Traffic.....Marilyn McClure  
 Secretary.....Stephen B. Snyder  
*Estimated Radio Billings: \$275,000.*  
*Estimated TV Billings: \$100,000.*

### WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.  
 Phone: LO 5-6462

President.....Bernard Schiff  
 Controller.....Lillian Habib  
 Production Mgr.....Lee Kriss  
 TV Dir.....Elaine B. Hudson

### MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-2300  
 ABC—ANPA—APA

President.....Bernard Weinberg  
 General Manager.....William Krauch  
 Media Dir.....Joel Stearns  
 Art Dir.....Sam Diamond  
 Prod. Mgr.....Harry Krauch

### EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.  
 Phone: CEntal 6-7252

President.....Edward H. Weiss  
 Exec. V.P.....Bernard Gross  
 Vice Chmn.....Irving D. Auspitz  
 V.P., Creat. Dir.....N. Lee King  
 V.P., Dir. Mkt. Svc.....Jack Bard  
 V.P., Research Dir.....John Tarini  
 V.P., Copy Chief.....Robert Wanamaker  
 V.P.'s.....Byron Bonnheim, Jerome L. Joss,  
 Robert J. Fierst, Paul Greenfield, Jerome  
 Reshkin, Joel Martin, Hal Dickens, Sam  
 Silberman, Kenneth A. Murison  
 Radio-TV. Dir.....Rolf Brandis  
 Media Dir.....Nathan Pinsof  
*Time Buyers & Accounts:* Harry Pick:  
 Perk Foods Co., H. W. Gossard Co., Jose Es-  
 calante, Amity Leather. Joan Mandel: Carl-  
 ing Brewing Co., Purex, Golden Mix, Little  
 Crow Milling, Sealy Mattress. Philip Kaplan:  
 Midas, Mogen David Wine, Crush Int. Ar-  
 mella Selsor: Helene Curtis, Thomas J. Lip-  
 ton, Inc.

#### Branch Offices

730 Fifth Ave., N. Y. 19, N. Y.  
 Phone: JUDson 6-8313

Manager.....Peggy Schilling  
 6363 Wilshire Blvd., Los Angeles, Calif.  
 Phone: OLive 3-8360  
 Manager.....Howard Broad

### WEISS & GELLER

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

President.....Max A. Geller  
 Exec. V.P., Media Dir.....Max Tendrich  
 Sr. V.P., Creative Dir.....Lawrence Wisser  
 V.P. Art Dir.....Arthur Gordon  
 Bcst. Traffic Mgr.....G. DeVito  
 Time Buyer.....Jack Geller  
 Prod. Mgr.....Sally Green

### WERMEN & SCHORR, INC.

1616 Walnut St., Philadelphia 3, Pa.  
 Phone: Pennypacker 5-1688  
 APB—APA—NOAB—ANPA

# ADVERTISING AGENCIES

President ..... David Wermen  
 Vice President..... J. Leonard Schorr  
 Radio-TV Director..... Lester Harmon  
 Director Graphic Arts..... Allen Greenfield  
 Art Director..... Edward Schorr  
 Radio-TV Time Buyer..... Liz Vosberg  
 Radio-TV Mgr. .... J. Samuelsohn

## E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.  
 Phone: MURray Hill 4-7545  
 Owner, Media Dir..... E. Taylor Wertheim  
 Art Dir..... Jose Ramos

## THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.  
 Phone: JUDson 2-8050  
 ABP—ANPA—NBP—NOAB  
 Chmn. Exec. Comm..... Leland G. Wesley  
 President..... C. J. McCarthy, Jr.  
 V.P., Chmn. Plans Bd..... Harold Breitner  
 Vice President..... LeGrand L. Redfield  
 Creative Art Dir..... G. Heller  
 Prod. Mgr..... Ed Fitzgerald  
 Creative Dir. R-TV..... C. Amory  
 Radio-TV Prod. Spvsr..... R. Rehbock  
 Radio-TV Time Mgr..... J. D. Knap, Jr.  
 Art Dir..... A. Kennedy

## WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.  
 Phone: MU 8-4050  
 President ..... Larry Schwartz  
 Vice Presidents..... Ed Greenberg,  
 George Gilbert, Adrian Price, Martin Solow  
 V.P., Radio-TV Dir..... John Eckstein  
 Secy-Treas. .... Howard Wechsler  
 Time Buyer..... Jeff Fine  
*Estimated Radio Billings: \$700,000.*  
*Estimated TV Billings: \$2,100,000.*  
**HERBERT WILLIS & ASSOCIATES**  
 954 Midland Bank Bldg., Minneapolis, Minn.  
 Phone: FEderal 9-3025  
 President ..... Herbert Willis  
 Radio Time Buyer..... M. Furlong  
 Production Mgr..... J. Southwick

## WINFIELD ADV. AGENCY, INC.

8012 Bonhomme, St. Louis 5, Mo.  
 Phone: VO 3-4524  
 ABP—ANPA  
 President..... Joseph J. Horan  
 Exec. V.P., Media Dir..... Robert O. Scott  
 Vice Pres..... John M. Simmons  
 Radio-TV Dir..... Barbara Block  
 Production ..... A. Burke Johnson

## WINIUS-BRANDON COMPANY

1015 Locust St., St. Louis 1, Mo.  
 Phone: CHEstnut 1-6375  
 AAAAA  
 President..... Enno D. Winius  
 Sr. Vice-Pres..... C. A. Brandon  
 V.P., Creative Dir..... James D. Nevins  
 Vice-President, Treas..... W. L. Sanborn  
 Media Dir..... George R. Bishop  
 Radio-TV Dir., Time  
 Buyer ..... Herbert P. Halpern

## Branch Office

1016 Central, Kansas City, Mo.  
 Phone: HA 1-7383  
 V.P..... James H. Barickman

## WINN-McLANE ASSOCIATES

1004 International Life Bldg., Austin 1, Texas  
 Phone: GR 6-6388  
 President ..... B. McLane  
 Vice-Pres. .... R. Winn

## G. WINSTON & COMPANY

32 W. 46th St., New York 36, N. Y.  
 Phone: CIrcle 5-4880  
 President..... George V. Bleier  
 V.P., Gen. Mgr..... Dave Carson  
 Art Dir..... H. B. Kornheiser  
 Research Dir..... Albert Tedaldi

## DEL WOOD ASSOCIATES

1271 Ave. of the Americas, N.Y. 20, N.Y.  
 Phone: PLaza 7-9292  
 President ..... Peter Frank  
 Exec. V.P..... Charles J. Weigert  
 Vice President..... Sidney J. Barbet

## Branch Office

5120 Melrose Ave., Hollywood 38, Calif.  
 Phone: HOLLYwood 2-6027

## WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas  
 Phone: CA 6-2226  
 SNPA  
 Owner..... William I. Wyatt  
 Art Dir..... William J. Lytle  
 Media Dir..... Patricia Porter  
 Radio-TV Dir..... Julia Payne  
 Prod. Mgr..... Boyce Shelton  
 Time Buyer..... Delores Lehr

## MARVIN YOUNG ASSOCIATES

1350 N. Highland Ave., Hollywood, Calif.  
 Phone: POplar 3-5347  
 Head Associate..... Marvin Young  
 Associates..... Joel Corbett, Neil Petry,  
 Maruska Petrasek

## YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 9-5000  
 AAAAA—APA—NOAB—ABC—ABP—ANPA  
 Board Chairman..... Sigurd S. Larmon  
 President..... George H. Gribbin  
 Director..... Louis N. Brockway  
 Exec. V.P., Co-Chmn. Plans Bd..... A. V. B.  
 Geoghegan  
 Exec. V.P..... Frank Fagan  
 Exec. V.P..... Harry Hading  
 Sr. V.P.'s..... Edward L. Bond, Jr., Randolph  
 McKevey, Charles Feldman  
 Sr. V.P., Dir Radio-TV Dept... Mort Werner  
 V.P., Dir. Radio-TV Prog.... Charles Barry  
 V.P., Radio-TV..... W. Crider, E. H. Erlick,  
 N. Glenn  
 V.P., Mgr., Radio-TV Pub..... Harry Rauch  
 Mgr. of Radio-TV Oper.... D. Y. Bradshaw  
 V.P., Merchandising  
 Dir..... Wilson H. Kierstead  
 V.P., Dir. Research..... Dr. Peter Langhoff

## ADVERTISING AGENCIES

V.P., Dir. Pub. & P.R...Henry F. Woods, Jr.  
 V.P. Art Dept. Dir.....Walter P. Glenn  
 V.P.'s.....Thomas W. Lapham, Harry B. Carpenter, David Miller, Milford Baker, A. Gardiner Layng, Steve Frankfurt, Jack M. Anthony, William E. Matthews, Warren Bahr, Henry L. Sparks, Hadley P. Atlas, Eugene M. Skinner, Gilbert J. Headley, George D. Roberts, William T. Moran, Frank Mayans, John F. Aldinger  
 V.P.'s Acct. Exec.....H. Edward Alleman, Jr., E. Angstadt, Jr., J. O. Bickmore, W. C. Chamberlain, T. W. Clark, K. Dennon, G. B. Dippy, J. Entis, C. F. Fleischmann, A. Kroll, J. Lamb, E. F. Lewis, O. B. Lubow, J. L. Martine, A. M. Menadier, D. J. Murphy, E. Ney, R. B. Osburn, B. Pagenstecher, E. E. Smith, W. H. Smith, H. Stockbridge, R. W. Sturges, J. Symington, W. D. Thompson, E. B. Van Winkle, II, W. B. C. Washburn, J. Watt, Jr., L. G. Weil, F. A. Yahner, C. T. Young, III.  
 V.P., Copy Dirs...William J. Colihan, Jr., Hanley M. Norins, Mary E. O'Meara, Robt. D. Work, Frank Harrel, Dermott F. McCarthy  
 V.P., Radio-TV Acct. Supvr...Norman Glenn  
 V.P., TV Art & Prod.....J. A. Sidebotham  
**Branch Offices**  
 333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: FInancial 6-0750  
 Vice Pres. in Charge.....Carl F. Vollmer  
 Mgr., Radio-TV....William W. Wilson, Jr.  
 645 Griswold St., Detroit 26, Mich.  
 Phone: WOODWARD 1-7050  
 V.P., Mgr.....Joseph Standart  
 Hlywd. & Hyland Ave., Hollywood 28, Calif.  
 Phone: HO 2-7181  
 Sr. V.P., Radio-TV Dir.....Mort Werner  
 V.P., Hollywood TV Div. Dir...Walter H. Bunker  
 120 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 7-1838

V.P.-in-Chg. ....George B. Richardson  
 611 Wilshire Blvd., Los Angeles 17, Calif.  
 Phone: MADison 6-7611  
 V.P.-in-Chg. ....Jack W. Smock  
*Estimated Radio Billings:* \$13,350,000.  
*Estimated TV Billings:* \$101,250,000.

### YOUNT COMPANY

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

President.....M. A. Yount  
 Acct. Exes.....M. John Yount,  
 J. H. Bailey  
 Production Mgr.....Ann Di Nicola

### THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.  
 Phone: MU 4-0630  
 ABP—ANPA

Partners.....Alvin Zakin, Theo. Eisenberg  
 Secretary .....Gwynn Meden  
 Treasurer .....Sam Stern  
 Production Manager.....Marcia Haring  
 Copy Chief.....Joan Hart  
 Acct. Exes....Alvin Zakin, Ted Eisenberg,  
 Bob Buckbinder

### PETER ZANPHIR ADVERTISING

565 5th Ave., New York 17, N. Y.  
 Phone: OX 7-6996  
 ABP

President .....Peter Zanplir

### ZIMMER, KELLER & CALVERT, INC.

28 Adams Ave., W., Detroit 26, Mich.  
 Phone: WOODWARD 1-8151  
 AAAA—NBP—APA

President.....R. E. Keller, Sr.  
 Exec. V.P.....H. W. Calvert  
 Vice President.....A. H. Ritter  
 Radio-TV Dir.....L. B. Williams  
 Media Dir.....C. D. Bortman  
 Prod. Mgr.....C. S. Kennedy  
 Public Rel. Dir.....D. A. Hallack

FOR RADIO-TELEVISION DAILY

1960 ALL-AMERICAN POLL

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# Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Ardiel Advertising Agency, Ltd.	4 Lawton Ave.	Toronto	HUnter 5-6541-5	B. Glen Gill	B. Glen Gill
Ardiel Advertising Agency, Ltd.	180 Parkdale Ave. N	Hamilton	LI 9-2419	J. N. Elliott	
Backman Advertising Ltd.	Sovereign Bldg.	Halifax, N.S.	3-814	Ann Archibald	
Baker Advertising Agency Ltd.	670 Bayview Ave.	Toronto	HUnter 7-1511	N. Pahlen	Miss G. Rudolphe
Baker Advertising Agency Ltd.	1420 Sherbrooke St. W.	Montreal	Victor 5-2191	G. St. Denis	Miss Clara Quinn
Batten, Barton & Durstine & Osborne Inc.	2 Carlton St.	Toronto	EM 3-9461	S. Ramsey Lees	Mrs. Mildred MacLeod
Batten, Barton & Durstine & Osborne Inc.	1010 St. Catherine St. W.	Montreal	UNiversity 8-2655	Philippe Garcia Pierre Pelletier (French)	
Bingham, John McMenney Ltd.	32 Front St., W.	Toronto	EM 2-2641	Wm. S. Whitehead	
Bingham, John McMenney Ltd.	4645 Cavendish Blvd.	Montreal	HUnter 1-5032	J. Cooper	
Bingham, John McMenney Ltd.	541 Williams St.	Preston, Ont.	OL 3-4464	S. Lorrman	
Bingham, John McMenney Ltd.	257 Osborne St.	Winnipeg, Man.	GL 2-2564	E. Gordon Lowen	
Bleasdale Advertising Ltd.	208 Kresge Bldg.	Victoria, B.C.	EV 2-6741	Harry S. Bleasdale	Violet Perry
Bradley, Venning & Hilton, Ltd.	11 Yorkville Ave.	Toronto	WA 5-3801	John Bradley	Hedleigh Venning
Breithaupt, Milson, Ltd.	120 Eglinton Ave. E.	Toronto	HU 3-3531	F. Irene Wray	J. E. Palmer
Brooks Advertising, Ltd.	21 Dundas Sq.	Toronto	EM 8-2396	John R. Markety	Esther Henning
Brooks Advertising, Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	Herry Schneider	
Brooks Advertising, Ltd.	132 Roy Bldg.	Halifax	3-7142-3	Frank Wallace	
Brooks Advertising, Ltd.	326 Pender St.	Vancouver	MU 3-8558	Peter Ross	John G. Service
Brown, Mitchell & Wright, Ltd.	735 Davie St.	Vancouver	MU 4-7277	D. T. Mikl	
Brown, Mitchell & Wright, Ltd.	411 6th Ave., SW.	Calgary	AM 2-4767	Alex D. Wood	
Burnett Leo Co. of Canada, Ltd.	133 Richmond St., W.	Toronto	EM 6-5801	James B. McRae	Donald M. DeNike
Burnett Leo Co. of Canada, Ltd.	550 Sherbrooke St., W.	Montreal	VI 4-3939	H. E. Whiting	
Burns Advertising Agency, Ltd.	1980 Sherbrooke St., W.	Montreal	WE 5-5257	Jean-Paul Champagne	

Burns Advertising Agency, Ltd.	181 Bay St.	Toronto	EM 8-2377	Mrs. Jacqueline Morin
Burns Advertising Agency, Ltd.	3 Fredrick Place	Ottawa	CE 2-5682	G. Douglas Scott
Canadian Advertising Agency	1454 Mountain St.	Montreal	VI 2-8061	M. Fontaine
Canadian Advertising Agency	790 Bay St.	Toronto	EM 8-7646	Irwin Teitel
Canadian Advertising Agency	1131 Richards St.	Vancouver	MU 4-4151	K. L. Johnson
Cardon, Rose, Ltd.	1411 Crescent St., W.	Montreal	VI 2-9581	Norman Cardon
Cater, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA 4-2505	Garry J. Carter
Cockfield, Brown & Co., Ltd.	Canada Cement Bldg.	Montreal	UN 1-5171	R. W. Harwood
Cockfield, Brown & Co., Ltd.	185 Bloor St., E.	Toronto	WA 4-5492	P. C. Dolan
Cockfield, Brown & Co., Ltd.	840 Electric Railway Chambers	Winnipeg	WH 2-3538	J. Gibson
Cockfield, Brown & Co., Ltd.	1200 Burrard Bldg.	Vancouver	MU 1-1111	J. M. Morrison
Collyer Advertising, Ltd.	2100 Drummond St.	Montreal	VI 2-8672	K. Chase
Collyer Advertising, Ltd.	20 Carlton St.	Toronto	EM 3-2647	Mrs. A. Ward
Cooper Advertising Co., Ltd.	105-7 Marigold Bldg.	Saskatoon, Sask.	CH 4-4696	Mrs. Grace Atkinson
Cooper Advertising Co., Ltd.		Regina, Sask.	LA 7-3855	E. C. Rebrook
Copeland, Don., H., Advertising Ltd.	442 Sherbourne St.	Toronto	WA 2-5969	Mrs. V. M. Copeland
Crombie Advertising Co., Ltd.	391 St. James St., West	Montreal	VI 9-5246	V. P. Gray
Crombie Advertising Co., Ltd.	100 Adelaide St., W.	Toronto	EM 4-7204	D. Johnson
Crombie Advertising Co., Ltd.	200 St. Clair Ave., W.	Toronto	WA 4-8425	Mrs. Ruth Pedley
Dancer-Fitzgerald-Sample Adv. Can. Ltd.	485 McGill St.	Montreal	UN 6-4835	D. Tasker
Desbarats Advertising Agency	480 Mount Royal St., E.	Montreal	VI 5-8916	A. Desautels
Dominion Advertising Inc.	Dominion Square Bldg.	Montreal	UN 6-4715	Mrs. W. F. Byrd
Dreher Monroe F., Ltd.	610 Church St.	Montreal	WA 1-5187	Edward W. Karthaus
Erwin Wasey, Ruthrauff & Ryan, Ltd.	63 Duke St.	Toronto	JA 9-1116	C. T. Dickson
Ferres Advertising, Ltd.	10 St. Mary St.	Toronto	WA 5-5961	John Maxwell
Foote, Cone & Belding, Canada, Ltd.	149 Alcorn Ave.	Toronto	WA 4-4681	Miss M. Newton
Foster Advertising, Ltd.	550 Sherbrooke St., West	Montreal	VI 9-5343	Miss C. Toupin
Foster Advertising, Ltd.	370 Donald St.	Winnipeg	WH 3-1680	Laurie A. Mainster
Foster Advertising, Ltd.	77 Metcalfe St.	Ottawa	CE 6-5909	J. R. Foster
Gibbons, J. J., Ltd.	46 St. Clair Ave., E.	Toronto	WA 4-8391	Dorothy Marshall
Gibbons, J. J., Ltd.	1440 St. Catherine St., W.	Montreal	UN 6-7482	Rupert Burdick
Gibbons, J. J., Ltd.	Scott Bldg.	Winnipeg	WH 2-7373	A. Bruce Johnston
Gibbons, J. J., Ltd.	2070 Albert St.	Regina, Sask.	LA 7-6688	Harold Ellis
Gibbons, J. J., Ltd.	513 8th Ave.	Calgary	AM 2-5437	W. A. Bell
Gibbons, J. J., Ltd.	1533 W. Pender St.	Vancouver	MU 1-0157	Mrs. Hazel Bakes
				Art Sylvak
				Ralph Draper
				Pierre Petel
				E. W. Box
				Miss J. Homes
				C. Brazeau



# Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Goodis, Goldberg Dair, Ltd.	288 Lawrence Ave., W.	Toronto	RU 9-1101	Sam L. Goldberg	R. Blazer
Goodis, Goldberg Dair, Ltd.	Birks Bldg.	Montreal	UN 6-6181		
Goodis, Goldberg Dair, Ltd.	818 8th Ave., S.W.	Calgary	AM 2-7474		
Goodwin, Ellis Advertising, Ltd.	1161 Melville St.	Vancouver	MU 1-3474	W. E. Ellis	
Goodwin, Ellis Advertising, Ltd.	630 8th Ave., S.W.	Calgary	AM 2-4262	G. Stuart	
Grant Advertising of Canada, Ltd.	170 University Ave.	Toronto	EM 3-2144	Miss Joan G. King	
Grant Advertising of Canada, Ltd.	1440 St. Catherine St., W.	Montreal	UN 6-3309	Pierre Favreau	
Grant Advertising of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-7828	W. B. Wilbraham	
Grosberg, Pollock & Gwartzman, Ltd.	78 Charles St., W.	Toronto	WA 4-9211	Chas. A. Grosberg	
Hayhurst, F. H. Co. Ltd.	55 Eglinton Ave., E.	Toronto	HU 7-4377	R. D. Amos	E. Brown
Hayhurst, F. H. Co. Ltd.	1420 Sherbrooke St., W.	Montreal	VI 5-0251	J. G. Bourbonnais	V. McLean
Heggie Advertising Co., Ltd.	97 Eglinton Ave., E.	Toronto	HU 1-5125	John E. Chilman	
Huot, J. E., Publicitee, Ltee.	353 St. Nicholas St.	Montreal	VI 2-9011	Henri Poulin	
Hutchins Advertising of Canada, Ltd.	33 Hayden St.	Toronto	WA 4-3753	P. J. Hennessy	
Imperial Advertising, Ltd.	38 Blower St.	Halifax, N.S.		J. B. Regan	
Industrial Advertising Agency, Ltd.	385 Madison Ave.	Toronto	WA 4-6671	Mrs. V. Percival	
Industrial Advertising Agency, Ltd.	1500 Stanley St.	Montreal	VI 2-5281	A. G. Temple	
Industrial Advertising Agency, Ltd.	177 Russell Ave.	St. Catharines, Ont.	MU 2-9443	D. C. Williamson	
Jarvis, Albert, Ltd.	1000 Yonge St.	Toronto	WA 5-3815	Godfrey Jarvis	
Jarvis, Albert, Ltd.	1466 Crescent St.		AV 8-9234	George Turner	
Kelley, Russell T. Co., Ltd.	627 Main St., E.	Hamilton, Ont.	JA 2-1155	J. D. McNie	
Kenyon, & Eckhardt, Ltd.	321 Bloor St., E.	Toronto	WA 5-8931	J. A. Winter	Mrs. Dorothy Gill
Kenyon, & Eckhardt, Ltd.	550 Sherbrooke St., W.	Montreal	VI 2-2534	R. V. McCausland	
Lovick, James & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221	Mrs. A. Bothamley	T. H. Earl
Lovick, James & Co., Ltd.	800 Bay St.	Toronto	WA 1-1121	R. Freiman	Olive Jennings

Lovick, James & Co., Ltd.	200 Queens Ave.	London, Ont.	GE 8-6141	W. M. Page
Lovick, James & Co., Ltd.	428 Portage Ave.	Winnipeg	WH 3-0623	A. B. Jenkins
Lovick, James & Co., Ltd.	629 7th Ave., S.W.	Calgary	AM 2-6161	J. Armstrong
Lovick, James & Co., Ltd.	401 Kerr Block	Regina, Sask.	LA 3-7570	Mrs. Helen Martenson
Lovick, James & Co., Ltd.	105 Marigold Bldg.	Saskatoon Sask.	CH 4-4696	Ken W. F. Cooper
Lovick, James & Co., Ltd.	10014 107th St.	Edmonton, Alta.	GA 4-2181	J. M. Younie
Lovick, James & Co., Ltd.	623 Dominion Square Bldg.	Montreal	UN 6-8391	Mrs. Stella Slattery
Maclaren Advertising Co., Ltd.	111 Richmond St., W.	Toronto	EM 3-2244	F. H. Horler
Maclaren Advertising Co., Ltd.	550 Sherbrooke St., W.	Toronto	VI 5-1222	Miss L. Henuset
Maclaren Advertising Co., Ltd.	635 Ouellette Ave.	Windsor, Ont.	CL 3-1414	Jas. A. Robb
Maclaren Advertising Co., Ltd.	911 Electric Ry. Chambers	Winnipeg	WH 2-6321	Miss Gladys Wilkins
Maclaren Advertising Co., Ltd.	1240 W. Pender St.	Vancouver	MU 5-6268	J. W. Hoyland
McCann-Erickson (Canada) Ltd.	200 Bloor St., E.	Toronto	WA 5-3231	D. J. MacMillan
McCann-Erickson (Canada) Ltd.	2055 Peel St.	Montreal	VI 9-8341	Yves Bourassa
McCann-Erickson (Canada) Ltd.	1030 W. Georgia St.	Vancouver	MU 3-5608	Miss F. Asson
McConnell, Eastman & Co., Ltd.	291 Dundas St.	London, Ont.	GE 4-4528	R. A. McCall
McConnell, Eastman & Co., Ltd.	234 Eglinton Ave., E.	Toronto	HU 7-4601	T. R. Hart
McConnell, Eastman & Co., Ltd.	Dominion Square Bldg.	Montreal	UN 6-6771	Cay Draper
McConnell, Eastman & Co., Ltd.	Royal Bank Bldg., 382 Portage Ave.	Winnipeg	WH 3-7406	Miss Helen Basiuk
McConnell, Eastman & Co., Ltd.	337 8th Ave., W.	Calgary	AM 3-7040	Miss J. Wentworth
McConnell, Eastman & Co., Ltd.	10020 109th St.	Edmonton, Alta.	GA 2-5107	Tommy Banks
McConnell, Eastman & Co., Ltd.	1198 W. Pender St.	Vancouver	MU 3-2161	Clarke Wallace
McCracken, W. A., Ltd.	153 St. Clair Ave., W.	Toronto	WA 4-0721	Mrs. Marjorie Graves
McCracken, W. A., Ltd.	2100 Drummond St.	Montreal	VI 4-9591	Mrs. Byrnyce Watson
McGregor Deaville Advertising	1175 Bay St.	Toronto	WA 2-4864	Arthur E. McGregor
McKim Advertising, Ltd.	2100 Drummond St.	Montreal	VI 9-4152	Peel Stevan
McKim Advertising, Ltd.	1407 Yonge St.	Toronto	WA 4-0981	J. R. Matheson
McKim Advertising, Ltd.	401 National Trust Bldg.	Winnipeg	WH 2-3491	G. W. Leech
McKim Advertising, Ltd.	1030 West Georgia St.	Vancouver	MU 4-8121	R. I. Morton
Muter, Culliner, Frankfurter & Gould, Ltd.	1121 Bay St.	Toronto	WA 4-5738	Miss E. Fox
Nattall & Maloney, Ltd.	108 12th Ave., S.W.	Calgary, Alta.	AM 9-3054	E. Gould
Nattall & Maloney, Ltd.	10018 105th St.	Edmonton, Alta.	GA 4-4910	Mrs. P. McVean
				J. R. McCallum
				Mrs. Rotha Webb
				Clark Lewis
				G. Rafelman
				S. D. Bennett
				Sheldon H. Lodge
				Austin Moran
				Miss D. Kilburn
				Mrs. Stella Slattery
				J. N. Milne
				R. Saucier

# Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Needham, Louis & Brorby of Canada, Ltd.	121 Richmond St., W.	Toronto	EM 4-1492	Ray Arsenault	Denise Curran
O'Brien Advertising, Ltd.	1455 W. Georgia St.	Vancouver	MU 1-9174	Mrs. M. Albrecht	
O'Brien Advertising, Ltd.	117 LaFleche Bldg.	Edmonton	GA 2-5450	A. E. Nightingale	
O'Brien Advertising, Ltd.	2034 Alta Vista Drive	Ottawa	CE 2-5657		
Orr, William R., Ltd.	240 Eglinton Ave., E.	Toronto	HU 5-9367	Mona M. Harper	
Otto, Robt. & Co. (Canada) Ltd.	2 Carlton St.	Toronto	EM 6-9266	W. A. Perry	
Paul, Phelan & Perry, Ltd.	6 Crescent Rd.	Toronto	WA 5-3436	G. P. Vale	T. Reid & G. Forsyth
Paul, Phelan & Perry, Ltd.	1255 University Ave.	Montreal	UN 1-5437	Miss P. Messum	
Payeur Publicite, Inc.	639 8th Ave.	Quebec City	LA 9-3322	J. P. Vogel	
Pennell Advertising	145 Yonge St.	Toronto	EM 4-2079	Miss M. Barrer	
Plant, Elton M., Advertising, Ltd.	586 Ouellette Ave.	Windsor, Ont.	CL 4-1159	Elton M. Plant	
Purkis, Thornton Ltd.	330 Bay St.	Toronto	EM 4-3762	Miss G. Race	
Reimer C., Advertising, Ltd.	407 Graham Ave.	Winnipeg	WH 2-1868	C. L. Reimer	M. D. Reimer
Reynolds, E. W., Ltd.	154 University Ave.	Toronto	EM 2-2381	H. E. Karpus	Vera Hopkins
Reynolds, E. W., Ltd.	1440 St. Catherine St., W.	Montreal	UN 6-1775	K. A. Munro	Eugene Cote
Ronalds Advertising Agency, Ltd.	Keefe Bldg.	Montreal	UN 6-9471	D. C. Fowler	A. Weintall
Ronalds Advertising Agency, Ltd.	108 Peter St.	Toronto	EM 6-5242	Frank Robinson	W. Ibsen
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-2371	R. A. Post	
Sauviat, G. R. & Associates	1236 Crescent St.	Montreal	UN 6-7355	G. R. Sauviat	
Schneider Caron, Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	H. M. Schneider	
Smith, R. C. & Son, Ltd.	140 Merton St.	Toronto	HU 1-2253	Adam F. Smith	G. Alex Phare
Spitzer & Mills, Ltd.	790 Bay St.	Toronto	EM 6-2811	R. A. Stevenson	
Spitzer & Mills, Ltd.	3405 Addington Ave.	Montreal	HU 1-0344	D. McCrimmon	
Stanfield, Johnson & Hill, Ltd.	1200 Dominion Sq., Bldg.	Montreal	UN 6-8741	H. Harbinson	

Stanfield, Johnson & Hill, Ltd.....	255 Davenport Rd.	Toronto	WA 4-8481	W. R. Ross
Stevenson & Scott, Ltd.....	1260 University St.	Montreal	UN 6-9361	R. Rowe
Stevenson & Scott, Ltd.....	100 Adelaide St. W.	Toronto	EM 3-5773	S. C. Young
Stevenson & Scott, Ltd.....	402 Pender St., W.	Vancouver	MU 3-5696	Miss Sherill Adair
Stevenson & Scott, Ltd.....	95 Dresden Row	Halifax, N.S.		Alan Forster
Tames Advertising Agency, Ltd.....	321 Eglinton Ave., W.	Toronto	RU 7-0301	John G. Tames
Tandy Richards Advertising, Ltd.....	20 Carlton St.	Toronto	EM 2-6362	A. C. Haight
Tandy Richards Advertising, Ltd.....	550 Sherbrooke St., W.	Toronto	VI 4-8821	C. Lunny
Thompson Co., Ltd., J. Walter.....	1600 Dorchester Blvd., W.	Montreal	WE 4-1331	Mary Cardon
				E. Hay
Thompson Co., Ltd., J. Walter.....	600 University Ave.	Toronto	EM 2-3471	Frank Flint
Thompson-Petersen Adv. Agency, Ltd.....	215 Victoria St.	Toronto	EM 8-8091	Allen L. Thompson
Thompson-Petersen Adv. Agency, Ltd.....	1121 St. Catherine St., W.	Montreal	VI 2-1881	C. S. Campbell
Torobin Advertising, Ltd.....	4920 Western Ave., Testmoun	Montreal	HU 9-5331	S. Torobin
Vamplew Advertising.....	1175 Bay St.	Toronto	WA 3-5589	T. F. I. Vamplew
Vickers & Benson, Ltd.....	Keefe Bldg.	Montreal	UN 6-7701	Marcel Provost
				Mrs. J. Guerin
Vickers & Benson, Ltd.....	110 Church St.	Toronto	EM 8-3421	D. T. Hardman
Wallace Advertising Ltd.....	132-6 Roy Bldg.	Halifax, N.S.	3-7142	C. E. Howard
Wallace Advertising Ltd.....	1224 St. Catherine St., W.	Montreal	UN 1-4764	
Wallace Advertising Ltd.....	21 Dundas St.	Toronto	EM 8-2142	
Wallace Advertising Ltd.....	174 Lombard St.	Winnipeg	WH 3-7102	
Wallace Advertising Ltd.....	326 W. Pender St.	Vancouver	MU 3-8558	
Walsh Advertising Co., Ltd.....	Canada Bldg.	Windsor, Ont.	CL 6-2671	T. S. Lawrence
Walsh Advertising Co., Ltd.....	2 Carlton St.	Toronto	EM 3-3053	R. A. Norman
Willis Advertising, Ltd.....	67 Yonge St.	Toronto	EM 3-2071	W. A. Willis
Yanef, Chris, Ltd.....	35 Grenville St.	Toronto	WA 4-6678	Chris Yanef
Young & Rubicam.....	1255 University St.	Montreal	UN 6-8941	G. Lalande
Young & Rubicam.....	250 University Ave.	Toronto	EM 2-3921	D. C. Dunlop
				J. Kennedy
				Mrs. June Frost
				Mrs. Muriel Murray
				V. Paquette
				T. Grove
				W. H. Clark
				Gerard Delage
				Mrs. L. Jensen
				Mrs. Doris Corrigan
				Mrs. Jo-Marie MacKay

**Nothing  
Outshouts  
Quality and  
Integrity**





**1961**

**TIME BUYERS**



**BIOGRAPHICAL  
SKETCHES OF  
TIME BUYERS  
AT MAJOR  
ADVERTISING AGENCIES**

**ALLEN, POLLY**

of J. Walter Thompson Co., is a graduate of Endicott Jr. College, and entered advertising with J. Walter Thompson in 1950, as estimator. Her hobbies are theatre and reading. She handles the Eastman Kodak Co. account.

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**ANDERSON, ROBERT F.**

of Sullivan Stauffer, Colwell & Bayles, Inc., was born Dec. 20, 1926. He graduated from Georgetown (BS) in 1949, and that year entered advertising with RCA as public relations rep. He has held posts with CBS, Benton & Bowles, McCann-Erickson, and Reidl & Freede. He handles the following accounts: Naxzema Chemical Co., Lipton Tea.

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**BACZEWSKI, EDWARD T.**

of Cunningham & Walsh, Inc., was born Oct. 12, 1921. He is a graduate of Fordham (BA) 1943, Harvard Bus. School (MBA) 1947, and entered advertising with Kenyon Research in 1946, as research reporter. He is married and has seven children. His hobby is politics. He handles the Sunshine Biscuits Inc. account.

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**BALDWIN, BRENDAN J.**

of Kenyan & Eckhardt, Inc., was born June 9, 1927. He attended Cornell and Columbia, entered advertising with Donahue & Coe in 1946, and held posts with Paris & Peort, Maxon, Inc., and Benton & Bowles. He is married to Margaret O'Shea and has four children. His hobby is sports. He handles the following accounts: Pepsi-Cola, Anaconda, Plywood, GCMI, Shell, McKesson-Robbins, Canadian Pacific.

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**BALNAVES, DAVID W.**

of MacManus, John & Adams, Inc., was born Feb. 8, 1930. He attended Wayne U., entered advertising with McCann-Erickson in 1953, as media buyer, and held posts with Grand Advertising. He is married to Shirley Casey and has two children. His hobbies are bowling, golf and handball. He handles the following accounts: Pontiac Motor Corp., Daw Chemical, MMM, Briggs Manuf. Co., Bull Dog Electric Co., Fairmont Railway Motor, Vaurhall Motor, Lyon, Inc.

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**BARDACH, PETER M.**

of Foate, Cone & Belding, Inc., was born in 1929. He is a graduate of Hobart (BA), and entered advertising with Dancer-Fitzgerald-Sample in 1952, as time buyer. He handles the Liebmomn Breweries account and special campaigns.

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**BEAN, RICHARD S.**

of Warwick & Legler, Inc., was born in 1915. He entered advertising with Ruthrauff & Ryan in 1934, and held posts with Pedlar & Ryan, and Grey Advertising Agency. He is married to Ethel Jakumsen and has four children.

**BECKER, NOEL**

of Compton Advertising, Inc., was born March 13, 1931. He is a graduate of NYU (MBA), and entered advertising with NBC in 1954. He handles the following accounts: Fizrin, Ivory Liquid, R. T. French, N. Y. Life Ins., Comet, Instantine.

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**BENDER, JUDITH**

of McCann-Erickson, Inc., is a graduate of Michigan (BA). She entered advertising with Huber Hoge & Sons in 1954, as asst. time buyer, and held posts with the Biow Co. Her hobbies are reading, painting and skiing. She handles the following accounts: Corn Products Refining Co., Tyre Inc., Lehn & Fink.

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**BENJAMIN, MARY LOU**

of Grey Advertising Agency, Inc., was born Feb. 5, 1932. She attended the New School, entered advertising with NBC in 1950, as secretary, and held posts with WPIX, Peck Advertising, and L. H. Hartman Co. Her hobbies are bridge and golf. She handles the following accounts: Ward Baking Co., Chunky Chocolate Corp.

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**BIRKBECK, WILLIAM D.**

of Cunningham & Walsh, Inc., was born June 13, 1928. He attended Culford College, England, entered advertising with Foote, Cone & Belding in 1951, and held posts with Compton Advertising. His hobbies are record collecting, theatre, and travel. He handles the Andrew Jergens Co. account.

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**BODLE, RALPH W.**

of Kenyan & Eckhardt, Inc., was born March 19, 1928. He is a graduate of Syracuse (BS) 1959, and entered advertising with William Esty in 1951 as estimator. His hobby is golf. He handles the Lever Bros. Co. account.

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**BRANCH, PHIL**

Supervisor of media planning at Grey Advertising Agency, Inc., was born Dec. 17, 1924. He is a graduate of Seton Hall (BS), entered advertising with Al Paul Leftan in 1949, and held posts with Ruthrauff & Ryan. He is married to Frances Friedlander. His hobbies are fishing, home movies, and cards. He handles the following accounts: Procter & Gamble and The Mennen Co.

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**BRAUMULLER, HERMAN A., JR.**

of Cunningham & Walsh, Inc., was born Jan. 23, 1917. He attended Lehigh, entered advertising with Blackett-Sample in 1941, as clerk, and held posts with Schuyler Happer Co., James Thomas Chirurg, Inc. He is married to Grace O. Grivicich and has two children. He handles the following accounts: American Machine & Foundry, Brooklyn Union Gas, Chase Brass & Copper, Conn. General Life Inc., Andrew Jergens, Kennecott Copper, Kidde Manuf., Walter Kidde & Co., Mosler Safe Co., St. Regis Paper, Wheeling Steel Corp.

**BRAUN, JOSEPH P.**

vice president, media director of Kenyon & Eckhardt, Inc., attended Fordham. He entered advertising with K&E in 1933. He is married to Sally Martin and has one child. He is a member of the AAAA, NOAB, Wee Burn Country Club, Friends of the Rowayton Library, and his hobbies are hi-fi and motoring.

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**BRECKENBRIDGE W. THOMAS**

of Botten, Barton, Durstine & Osborn, Inc., was born Oct. 29, 1931. He attended Kansas University, BS, 1953, and entered advertising with Kudner Agency in 1957 as research assistant. He handles the following accounts: United Fruit, Ocean Spray Cranberries, Bristol Myers—Trig.

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**BROOKS, JACK**

of Compton Advertising, Inc., was born Dec. 31, 1931. He is a graduate of Oklahoma (BA) 1954, and entered advertising with Compton in 1956, in media research. He handles the following accounts: Ivory Liquid, Chase Manhattan Bank, El Producto Cigars, Kelly-Springfield Tires, Goodyear Rubber Co., Neolite Div.

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**BROWN, RICHARD**

of Compton Advertising, Inc., was born Sept. 26, 1933. He attended Syracuse U., BS 1955. First entered advertising with Compton in 1960. Married. His hobbies are skiing and his stereo-hi fi set. Accounts: Comet, Pertussen.

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**BROWN, STUART**

of Cunningham & Walsh, Inc., was born Feb. 27, 1930. He is a graduate of Tufts (BS) 1952, and entered advertising with C & W in 1956, as statistical clerk. He is married and has two children. His hobbies are bridge, music, softball and football.

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**BULLIS, MURIEL**

supervisor of broadcast media for Erwin Wasey, Ruthrauff & Ryan, Los Angeles, was educated at Los Angeles City College. She entered the advertising business with Foote Cone & Belding. Her hobbies are bridge, bowling and music. She handles the following accounts: Wynn Oil Co., Carnation Co., California Bank.

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**BULLOCK, LOU**

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 17, 1932. He is a graduate of Drew (BA) 1955, and entered advertising with DCS&S in 1957. His hobby is acting. He handles the following accounts: Bristol-Myers, Grove Labs., Eastman Chem., Standard Triumph.

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**BUMSTEAD, ROGER C.**

eastern division media director, of MacManus, John & Adams, Inc., attended Syracuse. He entered advertising with Kotz Agency in 1948, in sales data, and held posts with Maxon, Campbell-Mithun, Inc., and David J. Mahoney, Inc. He is married to Lila McFadden. He is a member of RTES.

**BUNDGUS, JULES**

vice president in charge of Radio & Television at Kastor, Hilton, Chesley, Clifford & Atherton, Inc., attended Union College, and entered advertising with Bryan Houston Agency as manager of the Radio-TV department.

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**BURBECK, JOSEPH G.**

of Compton Advertising, Inc., was born April 3, 1931. He is a graduate of Dartmouth (BA) 1953, and entered advertising with Compton in 1955, as trainee. He handles the following accounts: Comet, Mobil Oil Co., N. Y. Life Ins., R. T. French.

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**BUTNER, LAWRENCE**

of Albert, Frank-Guenther Law, Inc., was born April 17, 1931. He graduated from C.C.N.Y. (BBA), and Brooklyn Law School (LLB), and entered advertising with Katz Agency in their accounting dept., and has also held posts with Maxon Inc. and National Export Adv. He is married to Eleanor Schwartz, and has one child.

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**CAMBRIDGE, MICHAEL**

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born March 26, 1934. He entered advertising with SSC&B in 1959, and has held posts with William Esty. He is married. He handles the following accounts: Riviera Cigarettes, Arrid, S&H Green Stamps.

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**CAMERIK, GENE**

of Young & Rubicam was born Feb. 5, 1930. He attended William & Mary and Cornell Universities, BS in 1952, MBA in 1958. First entered advertising with Young & Rubicam in 1958, as Outdoor Fieldman. He is married and enjoys reading, fishing and golf. His accounts are: Borden Co., General Cigar, Drake Bakeries.

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**CAMPBELL, C. N.**

head time buyer, Detroit office, of MacManus, John & Adams, Inc., was born in 1928. He attended Michigan, and entered advertising with Campbell-Ewald in 1950, as outdoor field rep. He is married to Joanne Hartwick and has two children. He handles the following accounts: Pontiac Motor Div., Cadillac Motor Div., Dow Chemical, Minnesota Mining & Mfg., S. S. Kresge Co.

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**CARAYAS, MARIA**

of Kudner Agency, Inc., was born Jan. 23, 1928. First entered advertising with Roy S. Durstine, Inc., in 1948, as Media Buyer Trainee. She also held posts with Hilton Riggio, Inc., and Maxon Agency. She is a member of the Madison Bridge Club. Her accounts are: Fisher Body Division of General Motors Corp., Sylvania Electric Productions, Inc., Colorforms, Inc., General Telephone & Directory, and Goodyear Tire & Rubber Co.



## ADVERTISING AGENCY TIME BUYERS

### CARNEY, WILLIAM

of Compton Advertising was born July 23, 1934. He attended Hofstra College, BA, 1956. First entered advertising with Compton in 1959, as a Media research trainee. He is a member of the New York Athletic Club. Account: Duncan Hines.

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### CARVELL, FRANK

media supervisor of N. W. Ayer & Son, Philadelphia, has previously held posts with Benton & Bowles, Biaw Co., and Pedlar & Ryan. He is married and has two children.

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### CASPERS, STEPHEN J.

of B.B.D.&O., was born June 25, 1936. He attended William & Mary College. First entered advertising with BBDO in 1959, as a trainee. He is a member of the Pelham Country Club. His hobbies are boating and golf. Accounts: Pepsi-Cola, and U. S. Steel.

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### COHN, ENID K.

of McCann-Erickson, Inc., was born June 21, 1930. She is a graduate of Syracuse (BS), entered advertising with Good Housekeeping Magazine in 1950, as secretary, and held posts with J. Walter Thompson, Cunningham & Walsh, Edward Petry & Co. Her hobby is collecting antique Wedgwood pottery. She handles the Nestle Co. account.

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### COLEMAN, MARIE V.

of Donahue & Coe, Inc., was born May 30, 1916. She attended N. Y. U., entered advertising with Charles M. Storm in 1947, as media asst., and held posts with Kelly-Nason and Dancer-Fitzgerald-Sample. She handles the following accounts: River Brand Rice and Motion Pictures.

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### CONWAY, VIRGINIA M.

of McCann-Erickson, Inc., was born in 1929. She entered advertising in 1947, and has held posts with Ted Bates, Kenyon & Eckhardt, Bryan Houston. She handles the following accounts: Liggett & Myers Tobacco Co., Nestle Co.

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### COPELAND, ALTON B.

Media Supervisor of Donahue & Coe, Inc., was born June 29, 1926. He attended Pace, BBA, 1949. First entered advertising with Lever Bros. Co., in 1949 as assist. print media director. Also held posts with BBDO and Needham Louis & Brorby. He is married and has three children. Hobbies are fishing and golf. Accounts are: Allied Artists, American Enka Corp., Bankers Trust Co., Camp Arcady, CBS Phonographs, Ceramics Far Industry, Columbia Pic., Columbian Carbon Co., plus 21 others.

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### CORBETT, CHARLOTTE M.

of Doyle Done Bernbach attended Columbia U., MA. First entered advertising with Cecil & Presbrey in 1950 as a time buyer. Accounts: American B/C, Chemstrand Corp., Coffee Growers of Columbia, Dreyfus Fund, French Gov. Taurist, Tham McAn and Volkswagen.

### COULTER, FRANK, Jr.

of Young & Rubicam, Inc., was born Jan. 20, 1905. First entered advertising with N. W. Ayer & Son, Inc., in 1926 as production assistant. He is married and has one child. He is a member of the Bonnie Briar Country Club and the Skytop Club. He enjoys sports of all kinds. Accounts: Goodyear Tire and Rubber Co., Singer Sewing Machine Co., Beechnut-Life Savers Inc., Bristol Myers Co., and Sanforized Div., of Cluett Peabody & Co., Inc.

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### COVERLEY-SMITH, JOHN F.

of N. W. Ayer & Son, Inc., was born Jan. 1, 1918. He graduated from U. of Penna. (BS) in 1938, entered advertising with Young & Rubicam in 1939, as a trainee, and has held posts with Geare-Mars-tan, McKee, & Albright, and The Borden Co. He is married to Margaret Emhardt and has two children. His hobbies are golf and sailing.

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### CRADDOCK, BETTY L.

media director of MacManus, John & Adams, Inc., was born Oct. 13, 1926. She entered advertising with Van Hecker, Inc., in 1945, as secretary, and held posts with Ruthrauff & Ryan, Erwin Wasey Ruthrauff & Ryan, and Burke Dowling Adams, Inc. She is married. Her hobbies are bowling and golf. She handles the following accounts: American Electronics, Ling-Altec Electronics, Altec Lansing Corp., Western Gear Corp., MacFarlane's Candies, Kraloy Plastic Pipe Co., Wallace O. Leonard, Inc.

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### CRANDALL, JOHN B.

associate media director of McCann-Erickson, Inc., has held posts with Benton & Bowles and Kudner Agency. He handles the following accounts: Chesebrough-Pond's Mennen Co., National Cash Register, Nestle Co., Owens-Corning Fiberglas, Liggett & Myers, Schenley Industries, United Potash Co.

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### CROOKER, ROBERT H., JR.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Michigan, and entered advertising with C-E in 1938, in the outdoor dept. He is married to Jean Schall. He handles the following accounts: Chevrolet Motors, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison.

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### CROWDER, SHIRLEY

media buyer of Fuller & Smith & Rass, was born July 18, 1928. She attended USC, entered advertising with Hearst Adv. Service in 1951, as secretary, and held posts with Tabery Corp. & Stromberger, Lavene, McKenzie. She is married. Her hobby is concert piano. She handles the following accounts: Plymouth Dealers, Kal-Kan Foods, Pacific Ocean Park, Systems Develop. Corp., CBS-KNX.

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### DAIGH, DONALD M.

director of Radio & TV for Henderson Advertising Agency, entered the advertising field with Pedlar & Ryan. He is married and has five children.

**DALTON, PETER J.**

of Donahue & Coe, Inc., was born Oct. 10, 1929. He is a graduate of U. of Po., and entered advertising with Benton & Bowles, Inc. in 1952, as broadcast buyer. He is married to Joan Potter. His hobbies are sailing, bridge, painting and literature. He handles the Arnold Bakers, Burlington Hosiery Co., Foster Grant, Sarong, Inc., Scripto, E. R. Squibb & Sons, E. F. Drew Co., Tri-Nut Margarine accounts.

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**DAVIDSON, JOHN M.**

of Gardner Advertising Co., was born in 1929. He is a graduate of U. of California (BA), and entered advertising in 1955 with National Outdoor Advertising as a field service rep.

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**DAVIS, HAROLD A.**

of Botten, Barton, Durstine & Osborn, Inc., was born July 17, 1925. He is a graduate of Marietta (BA), entered advertising with Benton & Bowles in 1949, in budget control, and held posts with Compton, and Erwin Wasey. He is married and has two children. His hobby is wood working. He handles the Campbell Soup Co. and Bromo Seltzer accounts.

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**DELANO, LESTER A.**

vice president in charge of marketing service and account supervisor, of North Advertising Agency, attended Amherst, Brown, and Chicaga (MBA). He entered advertising with Gould, Gleiss & Benn Marketing Consultants. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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**DE VITO, GEORGE**

of Weiss & Geller, Inc., was born August 13, 1933. He attended St. John's and Rutgers, and entered advertising in 1959, with Weiss & Geller as time buyer. He is married to Veronica Kramer, and has two children. He handles the following accounts: Proctor Electric, Doeskin, Terry Candy Co., Beacon Plastics, Davega Stores, Granco Products.

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**DIAMOND, LYNN**

of Mogul, Williams & Saylor, Inc., is a graduate of Michigan State Normal College. She first entered advertising with Cecil & Presbrey in 1950, as executive secretary, and held posts with Emil Mogul Co. Her hobbies are theatre, double-crests and bridge. She handles the following accounts: Rayco Manufacturing Co., Lite Diet Bread, Haward Clothes.

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**DOLLARD, WILLIAM P.**

of Young & Rubicam first entered advertising with BBD&O in 1928 as junior account exec. He also held posts with Dancer, Fitzgerald & Sample. He received the Silver Nail Award in 1959, naming him Time Buyer of the Year. Married and has three sons. His hobby is gardening. Accounts: Bufferin, Vacuettes, Vitalis Hair Cream.

**DRANTCH, SEYMOUR**

of Young & Rubicom was born Oct. 18, 1925. Attended City College of N. Y., BBA, 1951. First entered advertising with Y&R in 1950. He is married and has two children. Club affiliations include Hewlett Woods Civic Assoc. His hobby is photography. Accounts: Bristol-Myers and Singer Sewing Machine Co.

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**DUCEY, JAMES**

of Cunningham & Walsh, Inc., was born Dec. 8, 1926. He is a graduate of St. John's (BA) 1950, and entered advertising with William Esty in 1952, as time buyer. He is married to Anna Smith. His hobby is photography. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Decca Records, J. A. Folger, Sunshine Biscuits, E. R. Squibb & Sons, 21 Brands, Inc.

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**DUCHIN, HAROLD**

of BBD&O was born January 27, 1930. Attended City College, BBA in 1952. First entered advertising with Harry B. Cohen in 1952, as print advertising checker. Also held posts with Lawrence C. Gumbinner, Doherty, Clifford, Steers & Shenfield and Doyle Dane Bernbach. He is married and has one child. He is vice president of Alpha Delta Sigma and enjoys photography and stamp collecting. Accounts: Campbell Soup Co., and Bromo Seltzer.

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**DUFFY, JOHN J.**

of BBD&O was born Feb. 21, 1937. First entered advertising with Wm. Esty Co., Inc., in 1955. He is married and has one son. Accounts are: Rexall, Westclox, Caty, General Electric, G.E. Lamps and Tupperware.

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**DUNIER, LESLIE L.**

vice president in charge of Radio & TV, of Mogul, William & Saylor, Inc., was born Sept. 1, 1924. He is a graduate of N. Y. U. (BS) 1946, entered advertising with Reiss Advertising in 1946, and held posts with Sterling Adv., L. L. Dunier Agency, Emil Mogul. He is married to Norma Rich and has one child. His hobby is golf and he is a member of RTEs.

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**DUNLAVEY, MARY E.**

of N. W. Ayer & Son, Inc., attended Columbia and N. Y. U., entered advertising with Ruthrauff & Ryan as time buyer, and held posts with Pedlar & Ryan, Harry B. Cohen, and Aitkin Kynett. Her club affiliations are TV Radio Adv. Club of Phila., Phila. Club of Adv. Women, Plays & Players, Phila. Art Alliance. Her hobbies are theatre, music, horseback riding, swimming, & cooking. She handles the following accounts: National Dairy (Sealtest) Products Corp., First Penna. Co.



## ADVERTISING AGENCY TIME BUYERS

### DUNNE, ARTHUR

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 25, 1931. He is a graduate of Fordham (BS) 1954, and entered advertising with Dancer-Fitzgerald-Sample in 1958, as time buyer. He is a member of the New Rochelle Shore Club, and his hobbies are swimming, skiing, music, and hunting. He handles the following accounts: Curtis Circulation Co., Pan American Coffee Bureau, & Minnesota M. & M.

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### DURANDO, HARRY J.

of Donahue & Coe was born Mar. 27, 1932. He attended Long Island U., B.S. in 1958. First entered advertising with Lennen & Newell in 1958 as assistant buyer. His hobbies are golfing, tennis, HOO Model Trains. Accounts: E. R. Squibbs, KASCO, International Latex, Bankers Trust, Foster Grant, Arnold Bakers and Burlington Hosiery.

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### DWYER, MARY

of Kenyon & Eckhardt Inc., attended Hunter College, and entered advertising with Pedlar & Ryan in 1940 as estimator. Her hobbies are theatre, movies, reading, opera and concerts. She handles the Lever Bros. Co. Anaconda, Canadian Pacific, McKesson & Robbins & U.S. Plywood accounts.

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### DYATT, DERRICK

of N. W. Ayer & Son, Inc., was born March 8, 1926. He graduated from American U. in 1952, entered advertising with WSAN, Allentown, Pa., as staff announcer, and has held posts with WTOP-TV, Wash., D. C., and WGBI, Scranton, Pa. His club affiliations are Jr. Chamber of Commerce, Red Feather, Polio Foundation, and hobbies are drama (little theatre), horseback riding.

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### ECKERT, STUART

of Doherty, Clifford, Steers & Shenfield, Inc., was born Dec. 3, 1932. He is a graduate of N. Y. U. (BS) 1953, and entered advertising with Lennen & Newell in 1955. He is married. His hobbies are sports, photography and travelling. He handles the following accounts: Vitalis, Noxzema, Instant Shaving Lather, Cutex-Nail Polish & Lipstick.

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### EGAN, TONY

of Young & Rubicam was born Aug. 3, 1936. He attended Dartmouth and first entered advertising with Y&R in 1958, as a trainee. He has also held posts with ABC. He enjoys skiing. Accounts are: General Foods—Birds Eye, Dream Whip, Swans Down, Minute Rice, Log Cabin and Pectins.

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### ENGLISH, JAMES R., JR.

of Kenyon & Eckhardt, Inc., was born May 1, 1919. He is a graduate of Harvard (BA) 1939, entered advertising with Young & Rubicam in 1953, as media research director, and held posts with A. C. Neilson & Co. He is married to Caryl Hadsell and has two children. His hobbies are skiing, squash, golf and aviation. He handles Lever Bros. Co.

### FERGUSON, WILLIAM J., JR.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Jan. 10, 1931. He graduated from Fordham (BS) in 1952, and entered advertising with Young & Rubicam Inc. in 1958, as time buyer. He is married to Margaret M. O'Hagan, and has two children. His hobbies are bowling, handball, and woodcraft. He handles the following accounts: Riviera cigarettes, Arrid Cream Deodorant, S & H Green Stamps.

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### FINN, FRANK

of Doherty, Clifford, Steers & Shenfield, Inc., was born July 21, 1921. He is a graduate of N. Y. U. (BS) 1948, entered advertising with Compton Advertising in 1949, as Radio & TV biller, and held posts with Kudner Agency. He is married and has one child. His hobby is bowling. He handles the following accounts: Bristol-Myers, Grave Labs.

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### FIRESTONE, JERRY

of Grey Advertising Agency, Inc., was born April 9, 1930. He is a graduate of C.C.N.Y. (BBA), entered advertising with Dancer-Fitzgerald-Sample in 1950, as media researcher, and held posts with Television Magazine. He is married and has one child. His hobbies are reading, writing, and music. He handles the following accounts: Benrus, Westinghouse, Phillips-Van Heusen, NBC.

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### FISCHER, RICHARD E.

of Campbell-Ewald Co., was born in 1912. He attended Quincy College, entered the advertising agency field with C-E in 1956, in network media, and has also held posts with Storer Broadcasting and WHAS, Louisville, Ky. He is married to Jane Anderson and has four children.

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### FLERI, EDWARD C., JR.

media supervisor-spat broadcasting, Batten, Barton, Durstine & Osborn, Inc., was born May 22, 1925. He is a graduate of Hofstra (BA) 1949, and entered advertising with Benton & Bowles in 1949. He is married and has three children. His hobbies are gardening and drawing.

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### FOX, LOUIS C., Jr.

of Young & Rubicam, Inc., was born May 22, 1933. He attended Adelphi College, BA, 1956. First entered advertising with Y&R in 1959, as a trainee. He also held posts with WGBB, Freeport, L. I., as staff announcer and assistant program dir. Married and a member of Adelphi College Alumni Assoc. His hobby is photography. Account: General Foods.

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### FRICKE, WILLIAM A.

associate media director at McCann-Erickson, Inc., attended Colgate. He entered advertising with National Outdoor Advertising Bureau in 1927, as field man. He handles the following accounts: Westinghouse Electric, Bulava Watch Co., Columbia Records, Look Magazine, B. F. Goodrich, John Hancock Mutual Life Ins., Stegmaier Brewing Co.

**FULLER, MARCELLEE J.**

of Guild, Bascom & Bonfigli, Inc., was born Jan. 24, 1927. She is a graduate of U. of Calif. (BA) 1949, entered advertising with Brooke, Smith, French & Dorrance in 1953, as media asst., and held posts with Harrington-Richards. She is married. Her hobbies are skiing, golf and travel. She handles the following accounts: Ralston Purina Co., Best Foods, Tidyhouse Products, Mary Ellen's Jams & Jellies, Mother's Cakes & Cookies.

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**GANS, JOSEPH C.**

President of Joe Gans & Co., entered the advertising agency field with Thwing & Altman in 1947, as vice president and Radio TV director, and formed his own agency in 1958. He is married and has two children. He handles the following accounts: Time Magazine, American Heritage, Norkon Pharmaceutical, Inc.

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**GARRABRANT, N. T.**

media department head at North Advertising Agency, attended Northwestern. He entered advertising with Toni. He is married and has one daughter. He handles the following accounts: Englander Co., Gillette Labs, Jewel Tea, Phaezler Bros.

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**GIEBEL, JOHN C.**

of Grey Advertising Agency, Inc., was born Oct. 31, 1925. He is a graduate of N. Y. U. (BS), entered advertising with Young & Rubicam in 1949, in market research, and held posts with Dancer-Fitzgerald-Sample, Cunningham & Walsh, Benton & Bowles. He is married to Estelle McCarron and has one daughter. His hobbies are tennis and gardening. He handles the following accounts: The Greyhound Corp., GE.

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**GLASSER, DOROTHY H.**

of Kastor Hilton Chesley Clifford & Atherton was born July 28, 1931. She attended NYU, BA, 1952. First entered advertising with Marschalk & Pratt in 1953, as research assistant. Also held posts with Herschel Z. Deutsch & Co., Inc. Hobbies are the theatre and ballet. Accounts: Pharmaco, Inc., G.W. Helme Co., Smith Bras. and The Lander Co.

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**GLECKLER, ROBERT P.**

of Young & Rubicam was born Jan. 21, 1931. Attended Columbia, AB, 1953. First entered advertising with Y&R in 1955, as a trainee. He is married and has two children. He belongs to the Metropolitan Psi Upsilon Fraternity and Southward Ho Country Club. His hobbies are golf and photography. Account: General Foods.

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**GOLDEN, GERARD F.**

of Doyle, Dane Bernbach, Inc., was born Sept. 15, 1936. He attended the U. of Mississippi, BA, 1958. First entered advertising with Benton & Bowles in 1958, as an estimator. He is a member of Alpha Delta Sigma Alumni Club. Hobbies are golf and reading. His accounts are: Salada, Roma Wine, El Al Israel, Olin Mathiesan Corp.

**GOLDIS, SEYMOUR**

of McCann-Erickson, Inc., was born Oct. 14, 1928. He is a graduate of N. Y. U. (BS) 1951, entered advertising with National Screen Service Corp. as production asst., and held posts with Lannon & Newell and J. Walter Thompson.

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**GORDON, ROSANNE**

of K.H.C.C.&A was born Dec. 19, 1929. Attended NYU. First entered advertising with Headley-Reed in 1950, as office manager. She has held posts with Street & Finney, Product Services, TAA, Inc., and Kelifeld, Heineman, Shaw & Joseph. Her hobbies are horseback riding and reading. Accounts: Potter Drug & Chemical Corp. (Cuticura Soap & Cutitone), Grand Union Co., Triple-S Blue Stamps, Journal-American and Autocrat Coffee.

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**GRADY, FRANK**

of Young & Rubicam was born Aug. 9, 1919. Attended St. John's U., BA, 1941. First entered advertising with Y&R in 1941. He is married to Jan Johnson and has 4 children. Hobbies are fishing and woodworking. His accounts are Gulf Oil, Life and Scotts Seeds.

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**GRAY, JOHN L.**

of J. Walter Thompson Co., was born April 9, 1931. He is a graduate of Yale (BS), and entered advertising with J. Walter Thompson in 1957, as asst. time buyer. He is married to Cynthia A. Hunt and has one child. His hobbies are reading, photography, foreign affairs, tennis. He handles the Lever Bros. account.

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**GREY, EDWARD A.**

director and senior vice president in charge of media operations at Ted Bates & Co., Inc., entered advertising in 1936. He has held posts with the Biow Co.

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**GREENBERG, GERALD**

of Young & Rubicam was born Sept. 15, 1929. Attended Sampson College and Columbia U. First entered advertising with Y&R in 1956, as Radio-TV commercial coordinator. He has held posts with WABC-TV as assistant production manager. He is married to Carol Heller and has two sons. His hobbies are flying, painting and the stock market. He handles the Johnson & Johnson account.

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**GREALISH, EUGENE J.**

of Young & Rubicam, Inc., was born Jan. 17, 1931. Attended Queens College, AB. First entered advertising with Nat'l Brod. Co., in 1954, as media buyer. Also held posts with Hockaday Associates, Inc., and Bryan Houston, Inc. He is married and has two children. He is a member of the Knights of Columbus and enjoys golf and bowling. Accounts are: Bristol Myers, Beech Nut Life Savers and Sanforized.

## ADVERTISING AGENCY TIME BUYERS

### GREENSPAN, CLIFFORD K.

of Donahue & Coe was born June 22, 1927. He attended NYU, B.S. 1951. First entered advertising with Reiss Advertising in 1951 as production biller. Also held posts with Joseph Reiss Associates and Cunningham & Walsh. Married to June Elizabeth Homan and has two children. He is a member of the Lincoln Republican Club. His hobbies are history and music. Accounts: Hallond-American Line, Gorham Silver, Tri-Nut Margerine, Schieffelin & Co., CBS Phonographs.

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### GRUBER, HERBERT

media director of Parkson Advertising, was born October 24, 1919. He graduated from C.C.N.Y. (BBA) in 1942, and entered advertising with The Biow Co. in media research. He is married and has two children. His hobbies are bridge, gardening.

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### HANSON, LEE C.

broadcast supervisor of MacManus, John & Adams, Inc., Bloomfield Hills, Mich., office, was born April 20, 1931. He is a graduate of Michigan State (BA) 1953, entered advertising with M. J. & A. in 1959, as time buyer, and held posts with stations WKMH, WLS, WLS-TV. He is married to Janet Good. His hobbies are sports and music.

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### HARABADIAN, LARRY N.

of Campbell-Ewald Co., is a graduate of the U. of Detroit (BS). He entered advertising with C-E in 1952, in the office service dept. He handles the following accounts: Chevrolet Motor Div. of General Motors, Kroger Co., Detroit Edison.

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### HARPER, JOY

of Donahue & Co., Los Angeles, attended East Texas State, BA. She has held posts with Erwin Wasey, Ruthrauff & Ryan. Her hobbies are the theatre and painting. Accounts: Security Bank, Columbia Pictures, MGM, Pioneer Savings & Loan, Alpha Beta Food Markets.

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### HAY, GRAHAM D.

associate head time buyer of Compton Advertising, Inc., was born Sept. 10, 1926. He is a graduate of Missouri (BA) 1948, (BJ) 1949, and entered advertising with Biow Advertising in 1950, in media research. He is married and has one child. His hobbies are music and furniture making.

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### KELFRICH, CHARLES J.

Media Director of Donahue & Coe, Los Angeles, was born in 1927. Attended Seton Hall (BS). Entered advertising with William Esty Co. Hobbies are skiing and skin diving. Accounts: Security Bank, Columbia Pictures, MGM, Pioneer Savings and Loan.

### HELLER, DONALD K.

of N. W. Ayer & Son, Inc., was born April 29, 1931. He graduated from Dickinson (BA) in 1953, entered advertising with Warwick & Legler in 1953, as a clerk, and held posts with Al Paul Lefton. He is married to Barbara Lamb and has one child. His hobbies are sports, photography, reading. He handles the following accounts: Armour, John H. Breck, Inc., Hamilton Watch Co.

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### HOLBROOK, RODNEY C.

of Y&R, Inc., was born Sept. 8, 1927. He attended Michigan State, BA, 1950. First entered advertising with Maxon, Inc., in 1950, as a buyer. Also held posts with Ruthrauff & Ryan. He is married and has four children. His hobby is painting. Accounts: American Home Foods, Drackett, General Cigar, Dictaphone, and National Sugar.

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### HORNELL, ALAN

of B.B.D&O, was born Sept. 24, 1932. He attended the U. of Pittsburgh and Syracuse U., BA in 1954, and MS in 1955. First entered advertising with Schwab & Beatty as asst to TV Radio Director. Also held post with Benton & Bawles. Married and one child. Hobbies are skiing, sailing and tennis. He handles the General Mills and N. Y. Telephone Co. accounts.

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### HOUGHNEY, DOROTHY T.

of Grey Advertising Agency, Inc., entered advertising with Biow Co. in 1945, in media research. Her hobbies are music and books. She handles the Procter & Gamble account.

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### HOWARD, MARY G.

of Gardner Advertising Co., was born in 1928. She entered advertising as a secretary, and has held posts of outdoor space buyer and estimator. She handles the following accounts: Pet milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories.

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### HUELSE, GEORGE W.

of Dayle Dane Bernbach was born June 9, 1925. Attended Duke University, AB, 1947. Also held posts with ABC and Maxon, Inc. He is married to Mary Brantuas and has two children. He is a member of the Mandalay Civic Assoc., N.Y. Media Planners and RTES. Hobbies are hunting, fishing and field trials. Accounts: Dorman Co., 5-Day Labs., Goodman & Sons, Polaroid Corp., Puriton and West End Brewing.

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### HUGHES, JOHN T.

of Kenyon & Eckhardt, Inc., was born March 6, 1928. He is a graduate of Manhattan College (BBA) 1949, entered advertising with Kelly-Nason in 1949, as an asst. in the media dept., and held posts with Cunningham & Walsh and Warwick & Legler. He is married to Anne O'Callaghan and has three children. His hobbies are basketball, softball and carpentry.

**HURLEY, GENEVIEVE**

of Young & Rubicam first entered advertising with Y&R in 1948 as media assistant. Her accounts are: Tek Hughes, Permacel-Bondex, and Chivos Regal Whiskey.

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**HUTSON, ANNE**

media director of D'Arcy Advertising Co. of Los Angeles, was born Sept. 27, 1914. She entered advertising with D'Arcy in 1953, as secretary, and held posts with 20th Century-Fox Film Corp. Her hobby is golf. She handles the following accounts: Royal Crown Cola, Butter-Nut Coffee, General Tire & Rubber, General Teleradio.

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**JACKMAN, NORMAN G.**

of Campbell-Ewald Co., was born in 1926. He attended Wayne U., and entered advertising in 1947. He is married to Helen Van Den Brouck and has four children. He handles the following accounts: United Motors Service, General Motors, Detroit Edison, National Bank of Detroit.

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**JACKNOWITZ, ANN**

of Young & Rubicam was born March 11, 1932. Attended Hunter College, AB, 1952. First entered Advertising with Horry Cohen in 1953. Hobbies: Travel and philately. She handles Sonka, LaFrance, and General Foods Corp.

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**JAFFE, JEANE**

of Doyle Dane Bernbach, Inc., entered advertising with Joseph Katz Co. in 1950, as media clerk, and held posts with J. Walter Thompson and Lennen & Newell. Her hobbies are writing and music. She handles the following accounts: Schenley Ind., Salada-Sheriff-Horsey, Ohrbachs, ILGWU, El Al Airlines, Olin Matheson.

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**JANCO, BETTY**

of Doyle Dane Bernbach attended the U. of Okla. First entered advertising with Compton Advt. in 1955, as a TV estimator. She is married and her hobby is coin collecting. Accounts: West End Brewing, Polaroid, Puritron and 5 Day Deoderant.

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**JOHNSON, ALLENE L.**

media buyer of Kenyon & Eckhardt, Inc., was born Feb. 8, 1936. She entered advertising with Calif. Transit Adv. in 1956, as bookkeeper. Her hobbies are water skiing and hunting. She handles the following accounts: L. A. District Lincoln-Mercury Dealers Adv. Assn., Eastside Beer, Shell Oil Co.

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**JOHNSON, HUGH H.**

of Kudner Agency, Inc., was born Aug. 18, 1899. He attended Michigan State, entered advertising with Reo Motor Car Co. in 1922, as asst. advertising mgr., and held posts with Buick Motor Div. and Bell Aircraft Corp. He is married to Virginia Murner and has three children. His hobbies are golf and fishing. He handles the following accounts: Fisher Div. of GM, Colorforms, Sylvania, Arnold Bakers, Goodyear, Renault.

**JONES, ARTHUR E., Jr.**

of Young & Rubicam, Inc., was born May 17, 1915. He attended Hampden Sydney College. First entered advertising with Y&R in 1943, as an outdoor field rep. He also held posts with Skouras Theater Corp. He is married to Jacqueline Cathelin and has four children. His hobby is stamps. Accounts: Ethyl, Filbert, Piels Beer, Remington, Seagrams, Sports Illustrated.

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**JONES, EVELYN LEE**

Business manager, Radio-TV at Donahue & Coe, Inc., was born August 4, 1910. She attended Rochester and Columbia, entered advertising with Donahue & Coe, Inc., in 1943, as copy writer, and held posts with various motion picture companies. She is married. Her hobbies are theatre and reading. She handles the accounts of MGM, Columbia Pictures, Allied Artists, Loew's Theatre, and other local N. Y. theatres.

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**JONES, MARION A.**

of Lennen & Newell, Inc., graduated from Elmira College (BA), and entered advertising with Compton Advertising in 1946, as an estimator and typist, and has held posts with Kastor, Farrell, Chesley & Clifford, Benton & Bowles, and Grey Advertising. Her hobbies are golf, reading, and sewing. She handles the following accounts: Armstrong Rubber Co., Reynolds Metals, American Gas Association, Paramount Pictures.

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**JONES, RAYMOND E., Jr.**

of Young & Rubicam, Inc., was born June 22, 1915. First entered advertising with Compton in 1937, as a trainee. Also held posts with Foote, Cone & Belding, CBS-TV and KHOU-TV, Houston.

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**KAHN, EDWARD D.**

vice president of Victor A. Bennett Co., attended Northwestern. He entered advertising with a Boston agency. He is married and has two daughters. His hobby is golf. He handles the following accounts: Longine Watch Co., BOAC.

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**KARLAN, ARTHUR E.**

of J. Walter Thompson Co., was born June 11, 1925. He is a graduate of Illinois (BS), entered advertising with DCSS in 1951, as space buyer, and has held posts with Benton & Bowles and Allied Stores. He is married to Elizabeth Cohen and has one child. His hobbies are song composing, record collecting, and bowling. He handles the following accounts: Eastman Kodak, Scott Paper Co., Boyle-Midway, Chesebrough-Pond's.

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**KATZ, KITTY**

of BBD&O was born Oct. 15, 1934. Attended Hunter College, BA, 1955. First entered advertising with Katz Agency in 1957, as an estimator. Also held posts with J. Walter Thompson. Her hobbies are travel and spanish literature. Account: Coty, Inc.

## ADVERTISING AGENCY TIME BUYERS

### KAUFMAN, STUART

of Donahue & Coe, Inc., was born Oct. 30, 1931. He attended NYU, BA, 1954. First entered advertising with Donahue & Coe, Inc., in 1956. He is married and has two children. His hobbies are tropical fish, swimming and fishing. Accounts: Bosco Syrup and Instant Bosco.

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### KEARNS, JAMES

of Warwick & Legler, Inc., was born December 29, 1931. He attended N. Y. U., and entered advertising with Kenyon & Eckhardt in 1956, as estimator, and has also held posts with Dancer-Fitzgerald-Sample. He is married and has two children.

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### KEARNS, KEN

of Grey Advertising Agency, was born March 11, 1922. He is a graduate of the U. of California (BA), entered advertising with Compton Advertising, and held posts with Biow Adv. He is chief broadcast buyer.

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### KELLY, THADDEUS S.

of McCann-Erickson, Inc., was born Jan. 23, 1924. He entered advertising with BBDO in 1940, and held posts with Cecil & Presbrey. He is married to Anne Fisher and has two children. He handles the following accounts: National Biscuit Co., Trans-Canada Airlines, Talon.

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### KENNEDY, LOUIS J.

of Kenyon & Eckhardt, Inc., was born Nov. 20, 1925. He attended the U. of Pa., and entered advertising with A. E. Aldridge Assoc. in 1951 as advertising trainee. He handles the following accounts: Fard Inst., Mercury, Lincoln.

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### KENNEY, PHILIP

vice president and associate media director of Kenyon & Eckhardt, Inc., entered advertising with Lever Bros. in 1939. He is married to Edna G. Brady and has four children. He is a member of the Darien Country Club, and his hobbies are gardening and golfing. He handles all accounts.

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### KERWIN, LUCY

of Kenyon & Eckhardt, Inc., is a graduate of St. John's and Columbia, and entered advertising with K&E in 1941, as secretary. Her hobbies are swimming and reading. She handles the following accounts: Nabisco, Capital Airlines, Mead-Johnson.

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### KIZENBERGER, PAUL F.

of N. W. Ayer & Son, Inc., was born Aug. 10, 1907. He entered advertising with H. K. McCann Co. in 1926 as a clerk, and held posts with Badger Browning & Hersey. He is married to Julianna Wenzel and has one daughter. His hobbies are gardening, fishing, hunting. He handles the following accounts: Hills Bros., Pharmaco, International Corres. Schools, Armco Steel, Moore Bus. Forms, Container Corp.

### KOBZA, EDWARD A.

of Kenyon & Eckhardt, Inc., was born Nov. 18, 1927. He is a graduate of N. Y. U. (BS) 1953, and that year entered advertising with K&E as a clerk. He is married and has two children. His hobby is golf.

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### LAFFEY, WILLIAM J., JR.

of Fuller & Smith & Ross, Inc., was born May 3, 1925. He is a graduate of N. Y. U. (BBA) 1952, entered advertising with Benton & Bowles in 1948, and held posts with Donahue & Coe, Inc. He is married and has four children. He handles the following accounts: Borden Chemical Co., C.I.T. Finance Corp., Hercules Powder Co., Paillard Products, Raytheon, Waring Products.

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### LANGBORT, POLLY

of Young & Rubicam, was born June 29, 1933. She attended Adelphi, AB, 1954. First entered advertising with Y&R in 1956, and also held posts with Dumont TV. Accounts: Jell-O Gelatin, Jell-O Pudding & Pie Filling, Jell-O Instant Pudding, and Baker's Coconut.

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### LEIGHTON, BEN

of Campbell-Mithun, Inc., was born Feb. 8, 1917. He is a graduate of Hamline (BA) 1939, entered advertising with C-M in 1955, as production coordinator, and held posts with stations WEBC, WMIN, and KSTP. He is married to Verna L. Sundquist and has two children. His hobbies are swimming, sailing, and reading. He handles the following accounts: Northwest Orient Airlines, McCulloch Corp., Our Own Hardware.

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### LEONARD, DONALD E.

director of media at Fuller & Smith & Ross, Inc., was born Nov. 29, 1926. He is a graduate of Columbia (BS) 1950, entered advertising with Marschalk & Pratt in 1946, as Radio-TV field rep., and held posts with McCann-Erickson and W. B. Doner. He is married to Jane Grey and has three children. His hobbies are gardening, music, and reading. He handles all accounts.

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### LEVITAS, BERNICE

chief time buyer, Faote, Cone & Belding, Los Angeles, was born Sept. 26, 1922. She attended Northwestern, entered advertising with Vick Knight in 1948, as time buyer, and held posts with NBC. She handles the following accounts: Tidewater Oil Co., Sunkist Growers, Inc., Purex Corp., Hughes Aircraft.

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### LINTON, DONALD LOWRY

of BBD&O was born March 6, 1934. He attended Amherst College, BA, 1959. First entered advertising with BBDO in 1959, as a trainee. His hobby is painting. Accounts: Lever Brothers Co., and DuPont.



**LIPTACK, WILLIAM E.**

of Young & Rubicam was born June 22, 1933. He attended Fordham U., BS, 1956. First entered advertising with Y&R in 1960, as media trainee. He is married and has one child. His hobbies are golf, tennis, and painting.

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**LOEB, MILTON S.**

of Shaller-Rubin Co., was born Jan. 19, 1933. He is a graduate of N. Y. U., entered advertising with Irving Davis A.A., in 1956, as an artist, and held posts with Armand Prusmack Assoc. His hobby is skiing. He handles the following accounts: Thayer Labs, Eagle Pencil Co., Reed & Carnrick, G. W. Carnrick.

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**LYNCH, THOMAS J.**

of Young & Rubicam was born Sept. 9, 1917. He first entered advertising with Newell Emmett Co., in 1933. He also held posts with Cunningham & Walsh. He is married and has four children and is a member of the Forest City Community Assoc. His hobbies are bowling and do-it-yourself projects. Accounts: American Home Foods, Borden Co., General Cigar, Drackett Co., Esterbrook Pen, Dictaphone Corp., Drake Bakeries and National Sugar.

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**MacMULLAN, DOUGLAS T.**

of Compton Advertising, Inc., was born Jan. 29, 1932. He is a graduate of Georgetown (BS), and entered advertising with Compton in 1957, as media trainee.

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**MARS, JANE**

media buyer of Kenyon & Eckhardt, Inc., was born Aug. 8, 1927. She is a graduate of UCLA (BA) 1948, and entered advertising with Fortnight Magazine in 1953, as production mgr. She handles the following accounts: Max Factor & Co., Reddi-Wip.

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**MARSHALL, FRANK F.**

of J. Walter Thompson Co., was born Sept. 2, 1924. He graduated from Holy Cross (BS) in 1948, Harvard Bus. School (MBA) in 1950, entered advertising with J. Walter Thompson in 1951, and held posts with Stern Bros. Dept. Store. He is married to Lois J. Metcalf and has three children. His hobbies are gardening, sports, bridge. He handles the Lever Bros. account.

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**MARSICH, JOHN PAUL**

of Kudner Agency, Inc., was born Oct. 14, 1916. He is a graduate of N. Y. U. (BS) 1939, and entered advertising with NBC in 1940, as research asst. He is married to Gaye Reed. He is a member of the Plandome Country Club, and his hobbies are music, golf, and automobiles. He handles the following accounts: Renault, Arnold Bakers, Colorforms, Fisher Body Div. of GM, Sylvania.

**MARTI, RUDOLPH O.**

of Campbell-Mithun, Inc., was born Dec. 15, 1926. He entered advertising with Radio KPON, Pampa, Tex., in 1946, as announcer, and held posts with KMMT-TV, Austin, Minn. He is married to Eva Lamere and has four children. His hobbies are bowling, bridge, fishing and hunting. He handles the following accounts: Malt-O-Meal, Top Value Stamps, Nash Coffee, Allied Van Lines, N. W. Bank.

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**MARTIN, FRANK**

of Cunningham & Walsh, Inc., was born July 29, 1932. He is a graduate of Holy Ghost College of Phila., 1953, and entered advertising with Kenyon & Eckhardt in 1956, as time buyer. He is married to Kathleen Curran. He is a member of the Red Cross. and his hobby is woodcrafts.

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**MARTINEZ, HOPE**

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 29, 1920. She entered advertising with BBDO in 1945, in the accounting dept. She is married to John Anzolin and has one child. She handles the following accounts: American Tobacco Co., Armstrong, Con Ed, First Nat'l. Bank and Air France.

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**MATTHEWS, WILLIAM E.**

vice president and director of media relations at Young & Rubicam, attended Baylor and Missouri. He entered advertising with Y&R in 1944.

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**MATZ, STANLEY**

research director at North Advertising Agency, entered advertising with General Paint & Varnish Co., as advertising mgr. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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**MAYON, RUTH**

of Fletcher Richards, Calkins & Holden Inc., was educated at Los Angeles City College entered advertising with Robert J. Black Advertising and then went to Hicks & Greist Advertising. Her hobbies are dancing, golf and ceramics. She handles the following accounts: Litton Industries, Republic Supply Co., U. S. Rubber and Golden West Broadcasters.

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**McAULAY, PEG**

of J. Walter Thompson Ca., was born Aug. 2, 1932. She attended N. Y. U., entered advertising with Compton Advertising in 1950, as media research asst., and held posts with Dancer-Fitzgerald-Sample. She is married to Stephen F. Byrd. Her hobbies are sculpturing and reading. She handles the Standard Brands, Inc., account.

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**McDONALD, FRANK P.**

of D.D.S&S was born Feb. 20, 1936. He attended St. John's U., BA, 1960. First entered advertising with D.F.S. in 1960, as an estimator. His hobbies are basketball, swimming and touch football. Accounts: Jackson Brewing Co., Narragansett Beer, Shulton, Inc. and Borden's Pioneer Ice Cream.

# ADVERTISING AGENCY TIME BUYERS

## McEVOY, NEWMAN F.

of Cunningham & Walsh, Inc., was born April 7, 1904. He is a graduate of Catholic U., 1926. He handles the following accounts: Texaco, Sunshine Biscuits, Inc., American Machine & Foundry Co., Andrew Jergens.

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## McGIVNEY, WILLIAM

of Compton Advertising, Inc., was born Jan. 7, 1931. He is a graduate of St. John's (BBA), and entered advertising with Compton in 1957, in media research. His hobbies are skiing and community theatre. He handles the following accounts: Duz Soap & Detergent, Royal Drene, Sterling Beer, Hotpoint Appliances, Schick Safety Razor.

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## MEGISON, MARVIN C.

of MacManus, Jahn & Adams was born Oct. 11, 1933. Attended Bowling Green State U., BS, 1958. First entered advertising with D. P. Brother in 1958, as a space buyer. He is married and is a member of Kappa Sigma Fraternity. His hobby is sky diving, and he is a jazz recording collector.

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## MILLER, DONALD

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 26, 1933. He is a graduate of Cincinnati (BA), entered advertising with ABC in 1954, as biller, and held posts with N. W. Ayer. His hobbies are boating, golf, and basketball. He handles the following accounts: Bristol-Myers, Wiedemann Brewing Co., Paton Co., Pioneer Ice Cream Div. of Borden Co., Sonotone, Cigar Institute of America.

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## MORAN, FRANK

of Young & Rubicam was born Dec. 23, 1928. Attended NYU, BS, 1951. First entered advertising with Y&R in 1952, as a trainee. He is married to the former Patricia Corey and has two children. His hobby is golf. Accounts: Bristol-Myers, Bufferin.

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## MORTON, ROBERT

of Kenyon & Eckhardt, Inc., was born Nov. 19, 1926. He is a graduate of N. Y. U. (BS) 1954, and entered advertising with Cohen, Dowd & Aleshire in 1955, as estimator. He is married and has two children. His hobbies are golf and chess. He handles the following accounts: Ford Inst., LMDA, Mercury.

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## MURRAY, MAL

of Kudner Agency, Inc., was born June 12, 1933. He is a graduate of Lehigh (BS), entered advertising with BBDO in 1955, as trainee, and held posts with Ted Bates. He is married and has two children. He is a member of the N. Y. Athletic Club, and his hobby is sports. He handles the following accounts: Renault, Sylvania, Fisher Div. of GM, Goodyear, Colorforms, Arnold Bakers.

## NASSE, BETTY

of Grey Advertising Agency, Inc., entered advertising with J. Walter Thompson in 1947, as secretary. She has held posts with Joseph Katz Co., H. B. Humphrey Co., and Dowd, Redfield & Johnstone, Inc. Her hobby is collecting old china and silver. She handles the following accounts: Hudson Pulp & Paper Corp., Ideal Toy Co., Hassenfeld Bros., R. H. Mocy.

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## NEUGEBAUER, RALPH J.

of Gordner Advertising Co., was born in 1928. He is a graduate of Missouri (BA), and joined Gardner in 1956, as assistant media group supervisor.

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## NUCCIO, JOHN

of Doyle Dane & Bernbach was born Oct. 13, 1923. Attended NYU, BS, 1944. First entered advertising with BBD&O in 1944, as merchandising and outdoor buyer. Also held posts with Benton & Bowles. Married to Elizabeth Reynolds, two children. His hobbies are photography and hunting. Accounts: Olin Mathieson, Salada Shirriff-Horsey, Cloirol.

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## NYBORG, RICHARD V.

of J. Walter Thompson, was born March 22, 1930. He is a graduate of Bryant College (BS) 1951, entered advertising with Time, Inc. in 1953, in market research, and held posts with Procter & Gamble Co. His hobbies are sports and automobiles. He handles the Irving Trust Co. account.

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## O'NEILL, DESMOND C.

of Kenyon & Eckhardt, Inc., was born Feb. 20, 1922. He graduated from Dartmouth in 1945, and entered advertising with Young & Rubicam in 1947, as acct. co-ordinator, and held posts with Bryan Houston, Inc. He is married and has one child. His hobbies are photography, painting and reading. He handles the following accounts: Capitol Airlines, Quaker State Oil Co., Mead-Johnson.

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## PALMER, ROBERT

of Cunningham & Walsh, Inc., was born July 16, 1930. He attended Fordham, entered advertising with Kenyon & Eckhardt in 1954, as estimator, and held posts with ABC-TV, Conklin Mann Co. He is married. His hobbies are photography, bowling and tennis. He handles the following accounts: American Chain & Cable, American Cyanamid, Italian Line, Jaguar Cars, Smith-Corona-Marchant, Southern Railway, Watchmakers of Switzerland.

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## PANELLA, MARTHA G.

of N. W. Ayer & Son, Inc., graduated from Columbia U. (BS) in 1953, entered advertising with Al Paul Lefton in 1954, as time buyer, and held posts with Goodson & Todmann, and Warner Bros. She is married. Her hobbies are designing and making jewelry, ice skating, and modeling. She handles the following accounts: Pharmaco, French Lines, Whitman Chocolates, Armour, Sugar Creek Creamery.

**PANSUTI, JOHN**

of Doyle Dane Bernbach was born Oct. 12, 1930. Attended C.C.N.Y., BBA, 1951. First entered advertising with Doherty, Clifford, Shenfield in 1951, as an estimator. Married and one child. His hobby is reading and sports. Accounts: ABC, Chemstrand Corp., Cole of Colifornia, Coffee Growers of Colombia, Dreyfus Fund, French Government Tourist Office, Levy & Sons, Ronson and six others.

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**PAPE, ROBERT H.**

Canadian supervisor & U. S. buyer of Compton Advertising, Inc., was born April 4, 1931. He is a graduate of Nichols (ABA) 1955, and entered advertising with Compton in 1956, in media research. He is a member of Siwanoy Country Club of Bronxville, and his hobbies are bowling, art, and photography. He handles the following accounts: Canadian P & P, Crisco, Cunard, Scott.

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**PARDOLL, ARTHUR S.**

associate media spvsr. of Foote, Cane & Belding, Inc., was born in 1913. He is a graduate of Yale (BA). He is married to Mary Kikoin and has three children. He handles the following accounts: Clairrol, Lever Bras., Imperial Margarine, Pepsodent Paste, Antiseptic and Brushes, Spreez, Norwich Pharmacal, Savarin.

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**PARKER, DOUGLAS S.**

of N. W. Ayer & San, Inc., was born May 21, 1924. He graduated from Princeton in 1946, entered advertising with Ward Wheelock Co. in general Radio-TV work, and held posts with Al Paul Lefton Co. He is married to Virginia C. Barba and has two children. His hobbies are sports, golf.

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**PASSMORE, JOHN J.**

of Campbell-Ewald Co., was born in 1915. He attended the U. of Detroit, and entered advertising with C-E in 1948, as manager of magazine scheduling dept. He handles the following accounts: Firestone Tire & Rubber Co., Goebel Brewing Co.

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**PAULSEN, ELEANOR I.**

of Young & Rubicam first entered advertising in 1941, as a clerk. Her accounts are American Home Foods, Drackett and Robert Burns Cigars.

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**PELLENZ, WILLIAM D.**

of McCann-Erickson, Inc., was born in 1925. He is a graduate of Syracuse (BS) 1949, and entered advertising with McCann-Erickson in 1951. He handles the following accounts: Mennen Co., Chesebrough-Pond's, Inc., Nestle Co., Owens-Corning Fiberglas Corp.

**PERKINS, CHRISTINE M.**

of MacManus, John & Adams, Inc., was born July 22, 1924. She attended Wilkes-Barre Business College, entered advertising with Cowan & Dangler in 1947, as media & space buyer, and held posts with Nursing World and Donahue & Coe. Her hobbies are theatre, sewing, and reading. She handles the following accounts: U. S. News & World Report, Riechhold Chemicals, U. S. Air Force, White Rock Corp., S. B. Thomas.

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**PERLSTEIN, ROBERT M.**

of B.B.D&O was born June 26, 1930. Attended Pace, BBA-Adv., 1959. First entered advertising with ABC-TV in 1953, as an account rep. Also held posts with CBS-TV. He is married and has one child. His hobbies are bowling and bridge. Accounts: E. I. DuPont, De Nemours and Co., Inc.

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**PETER, GEORGE**

of Cunningham & Walsh, Inc., was born Sept. 29, 1935. He attended C.C.N.Y., and entered advertising with C&W in 1956, as estimator. His hobbies are skiing, boating, swimming, golf, and reading. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Decca Records, E. R. Squibb & Sons, 21 Brands, Inc.

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**PETERS, JOYCE**

of Mogul, Williams & Saylor, Inc., attended Drake Business College. She entered advertising with Harry B. Cohen in 1952, as asst. time buyer, and held posts with Katz Agency and American Bcstg. Co. Her hobbies are boating and bowling. She handles the following accounts: Barney's Clothes, Barricini Candy Corp., Costa Ice Cream, Breakstone, Gold Medal Candy, National Shoes, Tintex, Regal Shoes, Ranzoni Macaroni.

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**PETTICK, BEN**

of Product Services, Inc., was born April 19, 1916. He entered advertising with Product Svcs. in 1954, as regional director. He is married and has three children. His hobbies are cards, hiking and camping. He handles the following accounts: Roto-Broil, Continental, Tech. Tape Corp.

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**PICKETT, RICHARD C.**

media supervisor of Foote, Cone & Belding, was born Sept. 30, 1929. He is a graduate of Fordham (BA) 1952, and entered advertising with William Esty in 1954, as time buyer. His hobbies are golf and sailing. He handles the following accounts: Lever Bros. Co., S. A. Schonbrunn & Co.

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**PRANZO, GARY**

of Young & Rubicam was born Dec. 16, 1932. Attended C.C.N.Y., BBA, 1956. First entered advertising with Cunningham & Walsh in 1956 as an estimator. He is married and has two children. He is also a member of The Associates. His hobbies are records and photography. Accounts are Time Magazine and Personal Products.

**RAMBERG, ARNE N.**

of N. W. Ayer & Son, Inc., was born March 13, 1930. He attended Pace College, entered advertising with Lynn Baker in 1949, as office boy, and held posts with Paul Venze Assoc., and W. B. Danner & Co. He is married and has one child. His hobbies are oil painting, bowling, softball, and golf. He handles the following accounts: Corning Glass Works, Mich. Bell Tel. Co., G. E. Telechron, American Optical Assoc., Ill. Bell Tel. Co., Johnson & Johnson.

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**RASMUSSEN, BERNARD G.**

of Fuller & Smith & Ross, Inc., was born May 27, 1919. He is a graduate of Fordham (BS) 1946, entered advertising with Ruthrauff & Ryan in 1946, as asst. time buyer, and held posts with Seagram Distillers. He is married to Mary Dooley and has five children. He handles the following accounts: Aluminum Co. of America, Libbey-Owens-Ford Glass Co., Commercial Solvent Corp., Edison Electric Institute, Sterling Silversmiths, Hercules Powder Co., Hans Holterbosch, Plymouth Cordage Co.

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**REED, ALLAN**

of Grey Advertising Agency, Inc., was born March 19, 1929. He is a graduate of Pace College (BBA), and entered advertising in 1947. He is married and has one child. His hobbies are golf and photography. He handles the following accounts: Block Drug, Palm Beach.

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**REINECKE, WALTER**

of Batten, Barton, Durstine & Osborn, Inc., was born May 24, 1931. He attended the U. S. Naval Academy, and entered advertising with William Esty Co. in 1949. He is married to Marianne Kraemer and has two children. He handles the following accounts: E. I. Du Pont, Lever Bros., Hormel, MMM.

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**REISENBACH, SANFORD E.**

of Grey Advertising Agency, Inc., was born May 13, 1932. He is a graduate of N. Y. U. (BS), entered advertising with Dancer-Fitzgerald-Sample in 1952, as a trainee, and held posts with Transportation Displays and S. R. Leon Co. He is married and has one child. He handles the following accounts: Commonwealth Shoe, Hat Corp. of America, Lily Tulip Corp., Youngstown Kitchens, Topps Chewing Gum, Industrial Rayon Corp.

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**RENFRO, HARRY K.**

director of Radio & Television for D'Arcy Advertising Co., St. Louis office, was born in 1915. He entered the advertising field in 1951. He is married and has one child. He handles the following accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuary Norris Mfg.

**REYNOLDS, LAURENCE E.**

of D.C.S&S was born May 9, 1936. Attended Fairleigh Dickinson U., BS, 1960. First entered advertising with D.F.S., in 1960 as an estimator. Married. He is an associate member of Alpha Delta Sigma. His hobby is Golf. Accounts: Ipana, Standard Triumph, Minit-Rub, Ammens, Sonotone, CIA.

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**RIEMENSCHNEIDER, ROBERT R.**

chief time buyer of Gardner Advertising Co., was born in 1928. He is a graduate of Northwestern (BS), entered advertising with Schwimmer & Scott, Inc., in 1950, as copywriter, and has held posts with North Advertising. He is married to Polly Caylor and has three children.

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**RIND, NATE**

of Doyle Dane Bernbach, Inc., was born Feb. 28, 1931. He is a graduate of Brooklyn College (BA) 1953, (MA) 1957, and entered advertising with Foate, Cone, & Belding in 1956, as media research asst. He is married and has one child. His hobby is books. He handles the following accounts: West End Brewing, Polaroid, Puriton, and Five-Day deodorant.

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**ROBERTS, MARCIA**

of Young and Rubicam attended Syracuse U. She first entered advertising with Y&R in 1952, as a statistical clerk. She handles P&G Cheer, and Life Magazine.

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**ROBINSON, DIANE**

of Guild, Bascom & Bonfigli, Inc., was born Oct. 29, 1933. She is a graduate of Smith (BA) 1955, and entered advertising with Campbell-Mithun in 1956, as media asst. She is a member of the Jr. League. She handles the Ralston Purina Co.

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**ROFFIS, MURRAY**

of McConn-Erickson, Inc., was born March 5, 1926. He is a graduate of Cornell (BA) 1948, entered advertising with Compton Advertising as a print buyer, and has held posts with Maxon, Inc. He is married to Adele Jacobs. He handles the following accounts: Ajax Cleanser, Coca-Cola, Westinghouse.

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**ROLFES, FRANK P.**

of Campbell-Mithun, Inc., was born Feb. 6, 1929. He is a graduate of Loyola of Chicago (BA) 1950, U. of Chicago (MAB) 1958, entered advertising with CBS Radio in 1954, as sales service mgr., and held posts with Blair-TV Assoc. and Katz Agency. He is married to Julie K. Young. He is a member of the Illinois Athletic Club, and his hobbies are skiing, handball and golf.

**ROSS, DONALD M.**

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born May 2, 1928. He entered advertising with SSC&B in 1956, as media research assistant. His hobbies are designing and constructing settings for model theatre, theatre-going, and making home movies. He handles the following accounts: Whitehall Pharmacal Co. — Bisodol, Infrarub, Duplexin; Block Drug Co.—Nytol, Py-Co-pay tooth brushes, green mint, CD-60; Bulova Watch Co., This Week Magazine.

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**SACHS, JEROME M.**

media director for Doyle, Dane & Bernbach was born Aug. 25, 1928. He graduated CCNY, B.A.A. 1955. He first entered the agency business with J. D. Tarcher & Co. in 1945, and was also with Cecil & Presbrey and Franklin Bruck.

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**SANDBERG, CARL**

assistant time buyer of Compton Advertising, Inc., was born June 19, 1937. He is a graduate of Seton Hall (BS) 1958, and entered advertising with Compton in 1959, as trainee. His hobbies are golf, bowling, politics, basketball, and the saxophone. He handles the following accounts: Crisco, Comet Duncan Hines, Gleem, Ivory Soap & Liquid.

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**SANNO, ALFRED R.**

media group supervisor at McCann-Erickson, Inc., was born in 1925. He is a graduate of Dartmouth (BA) 1946, entered advertising with Young & Rubicam in 1948, and later held posts with BBDO. He is married to Linda Ciccarelli and has one child. He handles Chesterfield and Oasis.

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**SANTONI, WILLIAM**

of Cunningham & Walsh, Inc., was born Aug. 27, 1929. He is a graduate of Florida (BS), entered advertising with Ruthrauff & Ryan in 1955, as media statistician, and held posts with Dancer-Fitzgerald-Sample. He is married to Amy Rivers and has one child. He handles the following accounts: Texaco, Johns-Manville, Automotive Manuf. Assoc.

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**SCALA, JAMES M.**

of Young & Rubicam was born Jan. 12, 1930. Attended Hamilton, AB, 1951. First entered advertising with Y&R in 1953, as a trainee. He handles the General Foods Corp., account.

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**SCHINZING, PAT**

assistant media group supervisor and buyer of Gardner Advertising Co., was born in 1929. She entered advertising with Gardner in 1947, as secretary, and held the positions of estimator and outdoor buyer, before assuming her present post.

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**SCHOENFELD, JAY B.**

broadcast supervisor at McCann-Erickson, Inc., was born April 16, 1930. He attended C.C.N.Y., and entered advertising with Ted Bates. He handles the following accounts: Avis, Corn Products, Esso, Lehn & Fink and Pertussin.

**SCHUBERT, GENEVIEVE**

of Compton attended Barnard College. She first entered advertising with Badger, Browning & Hersey in 1945, as an estimator. Also held posts with Ted Bates. Her hobbies are portrait drawing, travel and languages. Accounts: Chesebrough-Ponds, Remington Rand, Sterling Drug and P&G.

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**SCHUEBEL, REGGIE**

vice president of Guild, Bascom, Bonfigli, Inc., entered advertising with Duane Jones Co. in 1942, as radio director. He held posts with Biow Co. and Norman, Craig & Kummel. His club affiliations are RTES and Radia Pioneers.

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**SEGALL, JOEL**

of Compton was born Jan. 27, 1937. He attended the U. of Illinois, BS, 1959. First entered advertising with Compton in 1960. He is married and has one child. He is a member of Alpha Epsilon Pi, Alpha Kapper Psi, Alpha Delta Sigma and AFA. His hobbies are baseball and music. Accounts: P&G, Crisco, Pink Ribbon Dreme, Consolidated Cigar's LaPalina and Lovera.

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**SEIDENBERG, BERYL**

of Kastor, Hilton, Chesley, Clifford & Atherton, attended Beaver College. First entered advertising with Kastor, Farrell in 1953 as media assistant. Accounts: Minute Maid Co.-Snow Crap Div., Seabrook Farms, Drug Research Corp., Thayer Labs Div. of Revlon & Roosevelt Raceway.

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**SEMONS, STEVEN L.**

of Young & Rubicam was born March 19, 1933. Attended C.C.N.Y., BBA, 1955. First entered advertising with Cunningham & Walsh in 1953. He is married and has two children, Bannie and Andy. His hobby is chess. Account: General Foods.

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**SENATORE, CARRIE**

of J. Walter Thompson Co., was born March 12, 1929. She entered advertising with BBD & O in 1947, as secretary. Her hobbies are dramatics and skiing. She handles the following accounts: Blue Shield & Blue Cross.

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**SHAHINIAN, DOROTHY**

of Fuller & Smith & Ross, Inc., is a graduate of Syracuse (BA) 1949, and entered advertising with F&S&R in 1953, as estimator. Her hobbies are piano and golf. She handles the following accounts: Commercial Solvents Corp., Grumman Aircraft, Ruberoid Co., Soundscribe.

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**SHAPIRO, MARVIN B.**

of BBD&O was born Feb. 25, 1933. Attended Ithaca College, BS, 1956. First entered advertising with Weiss & Geller in 1956, as a buyer. Also held posts with Grey Advertising. Married to the former Naidia Berman.



**SHAPIRO, PAULE**

of MacManus, John & Adams, Inc., was born June 11, 1932. She is a graduate of Boston U. (BS) 1953, and entered advertising with Sackel Co. as media buyer. Her hobbies are theatre arts, reading, water skiing, crossword puzzles, and languages. She handles the following accounts: Chas. Pfizer & Co., Garrett & Co., Riggio Tobacco, Good Humor, Hydrometals, Inc.

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**SHEPPARD, RICHARD**

of MacManus, John & Adams, Inc., was born March 19, 1932. He is a graduate of Wooster (BA) 1954, entered advertising with Brooke, Smith, French & Dorrance in 1956, as traffic coordinator, and held posts with W. B. Doner. His hobbies are swimming, music, and theatre.

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**SHIMA, JOHN F.**

of Kenyon & Eckhart, Inc., was born Nov. 28, 1929. He attended N. Y. U., entered advertising with Kenyon & Eckhardt in 1947, as checking clerk, and held posts with Crowell-Collier Pub. Co. His hobbies are music, photography and sailing. He handles the Lever Bros. Co. account.

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**SIMKO, GEORGE J.**

of Kenyon & Eckhardt, Inc., was born Oct. 19, 1935. He entered advertising with K&E in 1953. His hobbies are golf, tennis, swimming and skiing. He handles the Lever Bros. Co. account.

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**SLATTERY, ANNE H.**

of Batten, Barton, Durstine & Osborn, Inc., was born March 21, 1928. She is a graduate of College of New Rochelle (BA) 1948, entered advertising with Geyer, Newell & Ganger in 1950, and held posts with Robert B. Grady Co., and CBS TV Network. She is married to Robert Bayley. Her accounts are American Tobacco Co., Armstrong Cork, Philca, Pittsburgh Plate Glass.

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**SMITH, JACK 'JOHN' J.**

of B.B.D&O was born May 26, 1931. Attended Fordham U., BA, 1953. First entered advertising with Ruthrauff & Ryan in 1953. Also held posts with S.S.C&B and Lennen & Newell. Accounts: Dodge, Armstrong Cork, First Nat'l. City, Liberty Mutual, Phoenix Mutual, N.Y. Racing, GE, Greater N.Y. Fund.

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**SOWAAL, MARGUERITE**

media buyer, of Fuller & Smith & Ross, was born Jan. 25, 1928. She attended MSU, and entered advertising with Stromberger. LaVene, McKenzie in 1955, as media assistant. She is married and has three children. Her hobbies are reading, writing and music. She handles the following accounts: McCullach Motors & International, GE Dealers of So. Calif., Occidental Life Ins. Co., Pacific Tile & Porcelain Co., Capital Co.

**SPARKS, HENRY L.**

of Young & Rubicam was born Sept. 24, 1909. Attended Williams College. First entered advertising with Young & Rubicam in 1930. Married the former Mary Peelle and has four children. He is a member of the Mt. Kisco Country Club. Accounts: GE Major, Moore McCormack, International Silver, Metropolitan Life, Simmons, Norcross, GE Radio-TV, Johnson & Johnson, Hendredon, Manufacturers Trust and Royal ★ ★ ★

**SPRUYTENBURG, FRED**

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born July 22, 1932. He graduated from Pace (BBA), and entered advertising with SSC & B in 1956, as assistant time buyer. He handles the following accounts: American Tobacco Co.—Pall Mall Cigarettes, Half & Half Smoking Tobacco, La Corona. ★ ★ ★

**ST. GEORGES, JOSEPH F.**

of Young & Rubicam was born June 4, 1926. Attended Yale, BA, 1948. First entered advertising with St. Georges & Keyes in 1950, as copy-contact. Also held posts with WOR-TV and Time Mag., Married and has five children. Accounts: American Airlines, Ethyl, Filbert, Lipton, Permolcel, Personal Products, Piels Beer and five others.

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**STAAB, WALTER E.**

of Kenyon & Eckhardt, Inc., was born April 12, 1933. Attended Rutgers University and Farleigh Dickinson, BA, 1955. First entered advertising with McCann-Erickson in 1956, as media-research analyst. Accounts: Beecham Products Inc., Brylcreem, Silvikrin and MacLeans.

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**STACK, JAMES**

of Young & Rubicam, Inc., was born May 11, 1923. Attended Fordham U. and NYU, BS, 1949, and MBA, 1953. First entered advertising with Y&R in 1953, as media operations supervisor. Married and has two children. Hobbies are sports and wood-working. Accounts: Drackett, Bardsen, American Home Foods, and National Sugar.

★ ★ ★

**STARK, JOAN G.**

Supervisor of Spot broadcasting of Grey Advertising Agency, Inc., was born July, 1931. She attended Ohio State, entered advertising with William H. Weintraub in 1950, as time buyer, and held posts with Harris & Whitebrook. Her hobbies are horse-back riding, tennis, and collecting jewelry. She handles the following accounts: Chock Full O'Nuts, Chunky Chocolate, Lionel, Ideal, Macy's, Hudson, Ward Hossenfeld, Hoffman, Krueger, Wm. Wrigley.

★ ★ ★

**STARKWEATHER, RALPH**

of J. Walter Thompson Co., Los Angeles, was born in 1925. A graduate of UCLA, he has been with J. Walter Thompson Co. for six years. His hobbies are sports car racing, photography and writing. He handles the following accounts: Douglas Aircraft, Garrett Corp.

**STONE, ROBERT M.**

of Compton Advertising, Inc., was born April 3, 1934. He is a graduate of Michigan State (BA), and entered advertising with Compton in 1959, as media trainee. He is married and has two children. His hobbies are golf, reading, music, and athletics. He handles the following accounts: Gleem, Crisco, Mobil Oil, General Baking Cesebrough.

★ ★ ★

**STUMBO, PHILIP A.**

of McCann-Erickson, Inc., was born August 17, 1934. He attended Fordham and C.C.N.Y., entered advertising with Biow-Beirn-Toigo in 1954, as Radio-TV spot biller, and held posts with WABC-TV, Ted Bates. His hobbies are skiing, opera, theatre, ice skating and tennis. He handles the following accounts: National Biscuit Co., Bulova Watch, Westinghouse Electric, John Hancock, Look—Cowles Magazines.

★ ★ ★

**SULLIVAN, JEANNE**

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Oct. 4, 1924. She entered advertising with Duane Jones, Co. in 1954, as secretary, and has held posts with Reggie Schuebel, Inc., and Norman, Craig & Kummel. She handles the following accounts: Carter Products — Rise Shave Cream; Lever Brothers—Breeze Detergent.

★ ★ ★

**SULLIVAN, WALTER E., Jr.**

of Doyle, Dane, Bernbach, Inc., was born May 18, 1925. Attended Columbia U., AB in 1948, MA in 1950. First entered advertising with Benton & Bowles in 1953, as media analyst. Also held posts with Foote, Cone & Belding and Royal Typewriter Co; Married and has 4 children. Hobbies are Music, Golf and Tennis. Accounts: Schenley Industries, Yardley of London, The Lane Co., Warner Bros. Foundations, Ohrbach's Glendole Knitting Corp.

★ ★ ★

**SWART, RICHARD E., Jr.**

of B.B.D&O was born August 4, 1934. Attended Williams College, BA, 1956. First entered advertising with B.B.D&O in 1955, as a trainee. Married to the former Jo Anne Schien, he has two children. His hobby is dramatics. Account: General Mills.

★ ★ ★

**THULIN, KATHERINE**

of Campbell-Mithun, Inc., was born Oct. 1, 1931. She is a graduate of Minnesota (BA), and entered advertising with Bulmer-Johnson in 1953, as secretary. Her hobby is skiing. She handles the following accounts: Larsen Co., Northern States Power Co., Minneapolis Symphony.

★ ★ ★

**TREA, RICHARD**

of Kenyon & Eckhardt, Inc., was born Nov. 17, 1926. He is a graduate of Dickinson (BA) 1952, entered advertising with Benton & Bowles in 1952, as media research analyst, and held posts with Carl S. Brown Co., Inc. He is married and has one child. He handles the following accounts: Harold F. Ritchie, National Biscuit Co., Pepsi-Cola Co.

**TREGRE, JEANNE M.**

of Chirug & Cairns, Inc., attended St. John's U., BA, First entered advertising with Ogilvy, Benson & Mather, Inc. Accounts: Crayola Crayons, Hotel Roosevelt, Alderney Doiry Co., Aborn's Coffee, Dow Corning, Thorens, C&G Merriam Webster Dictionaries.

★ ★ ★

**TULLY, TIM**

of Compton Advertising, Inc., was born May 10, 1932. He is a graduate of Williams (BA), and entered advertising with Ted Bates in 1958, as mail-room trainee. His hobbies are theatre and tennis. He handles the following accounts: Duncan Hines, Drene.

★ ★ ★

**TWIDDY, JOHN W.**

of MacManus, John & Adams, Inc., was born Dec. 2, 1931. He attended Western Maryland College, entered advertising with Foote, Cone & Belding in 1955, as asst. medio buyer, and held posts with TV Guide. He is married to Mary Kraft and has one child. He handles the following accounts: S. A. Schonbrunn & Co., S. B. Thomos, White Rock Corp., Van Munching Imports, U. S. Air Force.

★ ★ ★

**VANDERWARKER, GORDON G.**

media Manager of Donahue & Co., was born March 15, 1915. Attended Wesleyan U., BA, 1936. First entered advertising with NBC in 1937, as research clerk. Also held posts with ABC, Benton & Bowles, BBD&O, Needham, Louis & Brorby. Accounts: Corn Products, Gorham Silver, Holland-America Line, Business Week, Schieffelin & Co.

★ ★ ★

**VERNON, FRANK J.**

of Cunningham & Walsh, Inc., was born March 4, 1933. He is a graduate of Penn State (BA), and entered advertising with C&W in 1959, as estimator. He is married to Annette Galbavy and has one child. His hobbies are reading and sports. He handles the following accounts: American Cyanamid Co., Watchmakers of Switzerland.

★ ★ ★

**VISCARDI, THOMAS**

sr. Media Buyer of Young & Rubicam was born Aug. 22, 1916. Attended NYU. First entered advertising with Crosley, Inc., in 1936. Also held posts with CBS-radio and TV. Married to the former Rose Vastano he has one child. He is a member of the Elks and enjoys baseball, football and woodworking. Accounts are American Home Foods, General Cigar Co., Dictaphone, Esterbrook.

★ ★ ★

**VITT, SAM B.**

v.p. and media dir. of Doherty, Clifford, Steers & Shenfield, was born Oct. 23, 1926. He is a graduate of Dartmouth (BA) 1950, entered advertising with CBS in 1950, as a trainee, and has held posts with Benton & Bowles. He handles the following accounts: Bristol-Myers, Grove Labs, Paton McCormick, The Borden Co., Sonotone, Chemway, Noxema, Standard Triumph.

## ADVERTISING AGENCY TIME BUYERS

### WALLOWER, TED P.

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 21, 1918. He is a graduate of Missouri (BA) 1939, entered advertising with Birmingham Castleman in 1948, in accounting, and held posts with Morey Humm & Johnstone. He handles the following accounts: Du Pont, Penick & Ford, United Fruit, Pfeiffer's. ★ ★ ★

### WALSH, DOLAN J.

of D'Arcy Advertising Co., St. Louis office, attended St. Louis U. He entered advertising with D'Arcy in 1951, in the outdoor dept. He is married and has one child. He handles the following accounts: Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe. ★ ★ ★

### WARD, ALAN M., Jr.

of Young & Rubicam was born August 13, 1933. Attended NYU. First entered advertising with Y&R in 1956, as a trainee. Married to the former Joan Robertson he has one son. His hobby is boating. Accounts: Goodyear Tire & Rubber Co., Beech-Nut Baby Foods, Singer Sewing Machine Co. ★ ★ ★

### WARNER, JOHN A.

of Young & Rubicam was born May 17, 1926. Attended Pace College, BBA, 1952. First entered advertising with Y&R in 1952, as a trainee. He also held posts with Pictures Inc. He is married and has three children. His hobby is refinishing old furniture. Accounts: Gulf Oil Corp., and General Electric. ★ ★ ★

### WEISS, FREDERICK C., Jr.

of Young & Rubicam was born July 16, 1926. Attended Tufts U., BNS, in 1946 and AB in 1948. First entered advertising with Y&R in 1948. Also held posts with Fairchild Camera and Instrument Corp. Accounts: P&G, GE, The Travelers Insurance Cos. ★ ★ ★

### WERMAN, HERBERT J.

of Grey Advertising Agency, Inc., was born Sept. 6, 1930. He is a graduate of Upsala (BBA) 1956, and entered advertising that year with Dancer-Fitzgerald-Sample. His hobbies are reading, music, and bowling. He handles the following accounts: Chock Full O'Nuts, Krueger Brewing, Hoffman Beverage. ★ ★ ★

### WEYMOUTH, E. G., JR.

of Kudner Agency, Inc., was born Aug. 15, 1917. He attended Lehigh, entered advertising with Kudner in 1939, as trainee, and held posts with Colgate-Palmolive Co. He is married to Rachel Williams and has two children. He is a member of the Bronxville Field Club and the Rear Guards. He handles the following accounts: Renault, Sylvania, Arnold Bakers, Goodyear, Fisher Div. of GM, Colorforms. ★ ★ ★

### WHITE, WILLIAM G.

of Cunningham & Walsh, Inc., was born Oct. 24, 1918. He is a graduate of U. of Toronto (BA), entered advertising with CFRB in 1939, in sales, and held posts with Benton & Bowles and Pedler & Ryan. He is married to Patricia Anderson and has three children. His hobby is community activities. ★ ★ ★

### WIDHOLM, ROBERT

broadcast media supervisor of Doherty, Clifford, Steers & Shenfield, was born March 21, 1924. He is a graduate of Dartmouth (BA) 1947, and entered advertising with Lennen & Mitchell in 1948, as trainee. He handles the following accounts: Bristol-Myers, Borden Co., McCormick Co., Noxzema Chemical Co., Eastman Chemical Co. ★ ★ ★

### WOLF, ALICE J.

of N. W. Ayer & Son, Inc., was born March 16, 1925. She graduated from Miami U. (O), entered advertising with J. Walter Thompson as secretary, and has held posts with Grey Adv. Agency and Dowling Adams, Inc. She is married to Seymour Kiel. Her hobbies are photography, cooking, deep-sea fishing, and travelling. She handles the following accounts: United Air Lines, Avondale Mills, Hilton Credit Cards, James Lee & Sons, Peoples Drug Co. ★ ★ ★

### WOLFE, ROBERT D.

vice president in charge of Radio-TV, west coast, Grey Advertising Agency, Inc., was born Nov. 14, 1912. He is a graduate of Brown (PhB) 1934, entered advertising with Young & Rubicam in 1938, as script writer, and held posts with Kenyon & Eckhardt, Hicks & Greist, John W. Shaw Adv., Peck Agency, and Sweets Co. of America. He is married to Jeannette Scott and has two children. ★ ★ ★

### WOODRUFF, F. CHARLES

of Sullivan, Stauffer, Colwell & Boyles, Inc., attended Columbo U., MA, 1956. First entered advertising with McCann Erickson. Accounts are Lever Bros., Best Foods, American Petroleum Inst. ★ ★ ★

### YODER, DAVID J.

of B.B.D.&O was born April 11, 1937. Attended Ohio Wesleyan U., BA, 1959. First entered advertising with B.B.D.&O in 1959. His accounts are Campbell Soup and Bromo Seltzer. ★ ★ ★

### ZIEGEL, LEONARD

assistant spot buyer of Compton Advertising, Inc., was born Jan. 23, 1933. He is a graduate of CCNY (BBA), and entered advertising with Compton in 1959, as media trainee. He is married to Norma Nemeth and has one child. His hobby is photography. He handles the following accounts: Duz, Ivory Soap, El Producto Cigars, Sterling Beer, Yankee Beer. ★ ★ ★

### ZIEGLER, ISABEL

media supervisor of N. W. Ayer & Son, Philadelphia, is a graduate of Simmons College. She entered advertising with J. Walter Thompson as an assistant time buyer. ★ ★ ★

### ZIZZAMIA, MARK H.

assistant time buyer of Compton Advertising, Inc., was born June 23, 1935. He is a graduate of Harvard (BA) 1957, and entered advertising with Compton in 1958, as media trainee. He handles the following accounts: Canada (7 Brands), Crisco. ★ ★ ★

# Official Exchange Rates For Foreign Currency

<i>Country</i>	<i>Unit of Currency</i>	<i>Exchange Rate March, 1961</i>	<i>Current Collections</i>
Argentina	Peso	*\$ .0125	Prompt
Australia	Pound	2.24	Prompt
Austria	Schilling	.0390	Prompt
Belgium	Franc	* .0201	Prompt
Bolivia	# Boliviano	* .00009	Fair
Brazil	Cruzeiro	* .0045	Fair-prompt
Canada	# Dollar	1.01¼	Prompt
Chile	Escudo	∞ .9550	Prompt
Colombia	Peso	* .125	Fair
Costa Rica	Colon	.1785	Prompt—fair
Cuba	Peso	1.0000	—
Denmark	Krone	.1450	Prompt
Dominican Rep.	# Peso	1.0000	Fair
Ecuador	Sucre	.0666	Fair
Egypt	Pound	2.88	—
Finland	Markka	.00315	Prompt
France	New Franc	∞ .2041	Prompt
West Germany	# Mark	.2520	Prompt
Greece	Drachma	∞ .0335	Prompt
Guatemala	# Quetzal	1.0000	Prompt—fair
Haiti	# Gourde	.2000	Prompt—fair
Honduras	# Lempira	.5000	Prompt—fair
Iceland	Krona	∞ .0265	Prompt
India	Rupee	.2100	Prompt
Iran	Rial	.0315	Fair—slow
Iraq	Dinar	2.80¼	Fair
Ireland	Pound	2.80	Prompt
Israel	Pound	.56	Prompt
Italy	Lira	.001612	Prompt
Japan	Yen	.0028	Prompt
Mexico	# Peso	.0800	Prompt
Morocco	Dinar	.002	Prompt
Netherlands	Guilder	.2780	Prompt
New Zealand	Pound	2.79	Prompt
Nicaragua	Cordoba	.1429	Prompt
Norway	Krone	.1403	Prompt
Pakistan	Rupee	.2100	—
Panama	# Balboa	1.0000	Prompt
Paraguay	# Guarani	.0085	Prompt
Peru	Sol	* .0370	Prompt—fair
Philippines	Peso	.37	—
Portugal	Escudo	.0350	Prompt
El Salvador	# Colon	.40	Prompt—fair
Spain	Peseta	.0168	—
Sweden	Krona	.1935	Prompt
Switzerland	# Franc	.2318	Prompt
Turkey	Pound	.1125	Slow
U. of S. Africa	Rand	2.8030	Prompt
United Kingdom	Pound	2.80	Prompt
Uruguay	Peso	* .0920	Prompt—fair
Venezuela	Bolivar	* .2175	Fair

\* Free Rate. Many countries have several rates. # No foreign exchange restrictions.



## Promotion's Key Role In Broadcasting Growth

By JOHN F. HURLBUT

President, Broadcasters' Promotion Association, Inc.

SOME time ago, I was asked to address two consecutive sessions of a broadcast management class on Promotion. Taking a long look at what one does and has done for a living is a revealing experience. Describing a many-faceted profession in 100 minutes of classroom time isn't easy.

But preparation for these classes revealed in sharp focus two facts of broadcast business life: the rapid growth of Promotion, and its key role in our industry.

Time was when the broadcast promotion man or woman had a rather indefinite job assignment — those chores that no one else wanted to take on. And much to the credit of many of today's veteran promotion people, they molded careers from seemingly unrelated miscellany.

1961's Promotion Manager is more than a "publicity man", or an "exploitation expert" or a "copy writer". He is a key executive with all the implications and demands of that term. He must plan as well as make deals, must create strategy and get things done. He is part of the management team and a skilled specialist.

Does this mean that he is a jack-of-all-trades? Not at all. It does mean that the Promotion Manager has an appreciation for the blend of the creative and the practical that is modern broadcasting.

Now that our profession has matured, what are the man-sized challenges that face promotion people in the years ahead?

In advertising, should media which are first in public attention be content with less than 25 per cent of the advertising dollar? This concern of broadcast ownership and sales management is an equal concern of promotion managership. It is up to the Promotion Manager to find new ways to demonstrate to more sellers that broadcasting media can move their products.

Such industry growth cannot be accomplished by individual station or group promotion alone. Our industry has to present a solid front. I have long contended that station Promotion people ought to meet at least once each six weeks to discuss strategy for getting revenue into our media.

But the most successful financial operation cannot continue without a license. The terms of a broadcasting license are as much a concern of the Promotion Manager as the General Manager and Owner. "Image" and "government regulation" are favorite topics of discussion at seminars, conventions and over lunch tables. As long as broadcasting stations are licensed by government, it is important that all government officials and members of Congress, as well as the FCC, are informed about what broadcasting is accomplishing. If their only source of information is mail from pressure and special interest groups, we are in trouble.

The Promotion Manager can and does contribute most positively to the "image" area. First, he can suggest apt topics for documentary or public service type programming. Secondly, he can reach those groups with information having to do with the nature of our business, as well as specific promotion of special interest programming.

In today's and tomorrow's broadcasting, Promotion has a defined role and an important one. It helps give a broadcasting organization purpose and direction.

To you the advertiser, broadcast promotion has special significance. Not so much for what it can do for your specific campaign at the moment, but for the long range strength Promotion gives the station you are buying.

I'm proud to be a Promotion Man, proud of Promotion's accomplishments, and I'm excited by its challenges.



# Broadcasters' Promotion Association, Inc.

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Cleveland 40, Ohio

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Pennsylvania's  **JET NET** Radio Stations

24 Counties • 3 Stations  
**SINGLE RATE CARD**

**WAZL** HAZLETON  
NBC - MUTUAL

**WHLM** BLOOMSBURG  
MUTUAL

**WHOL** ALLENTOWN  
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Represented by PAUL H. RAYMER CO., INC.



A Vic Diehm  
RADIO GROUP

**WTAL**

TALLAHASSEE, FLA.

5000 Watts  
1270 on the Dial

"THE VOICE  
OF PROGRESS"

Represented  
Nationally By  
ROBERT MEEKER  
ASSOCIATES, INC.

**1961**

**RADIO  
NETWORKS**



**EXECUTIVE PERSONNEL  
U. S. MAP OF NETWORK  
OWNED & OPERATED  
& AFFILIATED STATIONS**



## Quality Radio Is Vital In Sustained Success

By ROBERT R. PAULEY  
ABC Vice Pres. in Charge of Radio Network

ONE of the strangest things to me in the development of language is that a cliché becomes just that because it expresses a strong thought in a strong way. However with use and re-use, the phrase loses the power if not the meaning for which it was originally intended.

One example: "It takes money to make money."

No one that I know of disagrees with this statement. But many in the radio business have said the words then monetarily retrenched even further in efforts to make a profit while losing sight of the vital necessity in sustained success—quality.

Some have shown a profit by this method. But in so doing, they seem to have altered the shape and power of radio. At the first sign of trouble for radio a few years ago, expenditures were cut to make up for the very real loss of revenue; a necessary step perhaps then. But in many cases this procedure continues and broadcasters are content to remember the good old days rather than work for a few good new days.

It does take money to make money. And at ABC Radio, we believe it also takes money to provide the service that makes a radio network what it should be—a vital high quality entertainment medium.

At ABC, broadcasting means entertainment. As broadcasters we realize the full importance of furnishing the public with the best news gathering and reporting possible. The increased emphasis on news at ABC Radio in the past six months is tangible evidence of this realization.

But first of all, we are providers of entertainment. For 27 years now Don McNeill has been providing morning entertainment to ABC Radio listeners of the "Breakfast Club." But one of the reasons that both first and second quarter "Breakfast Club" sales are up this year is that we have never

stopped trying to find new ways to make the program even more appealing to the radio audience, and a good solid show is worth any additional money it might take.

A substantial money investment was also made by ABC Radio last year with the introduction of "Flair." A daily, 55-minute, afternoon program consisting of 11 segments, each lasting approximately 90 seconds, "Flair" counts among its roster of stars Theodore Bikel, Jonathan Winters, Margaret Truman, Harry Golden, Johnny Desmond, Fran Allison, Boris Karloff and Wayne & Shuster.

The money paid was worth the results. Affiliates from coast to coast jumped on the "Flair"—wagon and at the end of the year the program was being carried on 268 stations. Advertiser interest consistently increased and we anticipate impressive "Flair" sales gains during 1961.

Last year ABC Radio alone was willing to pay a record sum for radio rights to the Patterson-Johansson Heavyweight Championship Fight. With 61 million listeners—the largest audience in the history of advertising—tuning in, ABC Radio and the fight sponsors all found that the return was worth the investment. For the March 13 fight this year, ABC Radio spent even more money for the radio rights and quickly found sponsors.

Spending money is of course not the only answer to increasing the audience penetration and earning power of network radio. You must take into consideration the aims and desires of your affiliates and the public.

No station—and no listener—really wants a program service that reflects a philosophy of cost-cutting and minimal effort. Rather, from the news to entertainment programs that reflect quality and maximum effort will bring the best audience.

It takes some extra effort, some patience and it may take some spending, but remember, "It takes money to make money!"

# American Broadcasting Co. Radio Network

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

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

Telephone Number: *S*U*s*q*u*e*b*a*n*n*a* 7-5000

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(A Div. of AB-Paramount Theat., Inc.)

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John Madigan	Dir. of News & Pub. Aff.
Frank Latourette	Nat'l News Editor

(Continued on Page 200)



# BECAUSE THERE IS AN ABC RADIO NETWORK . . .

BECAUSE THERE IS AN ABC RADIO NETWORK –  
millions of young adults meet entertaining people like Dick Van Dyke,  
Jonathan Winters, Wayne & Schuster, Margaret Truman,  
Bonnie Prudden, and so many other fascinating  
personalities. (That's "Flair" on ABC Radio).

BECAUSE THERE IS AN ABC RADIO NETWORK –  
60,000,000 Americans are right on the spot at a sporting event such as the  
Patterson-Johannson fight (an ABC Radio exclusive).

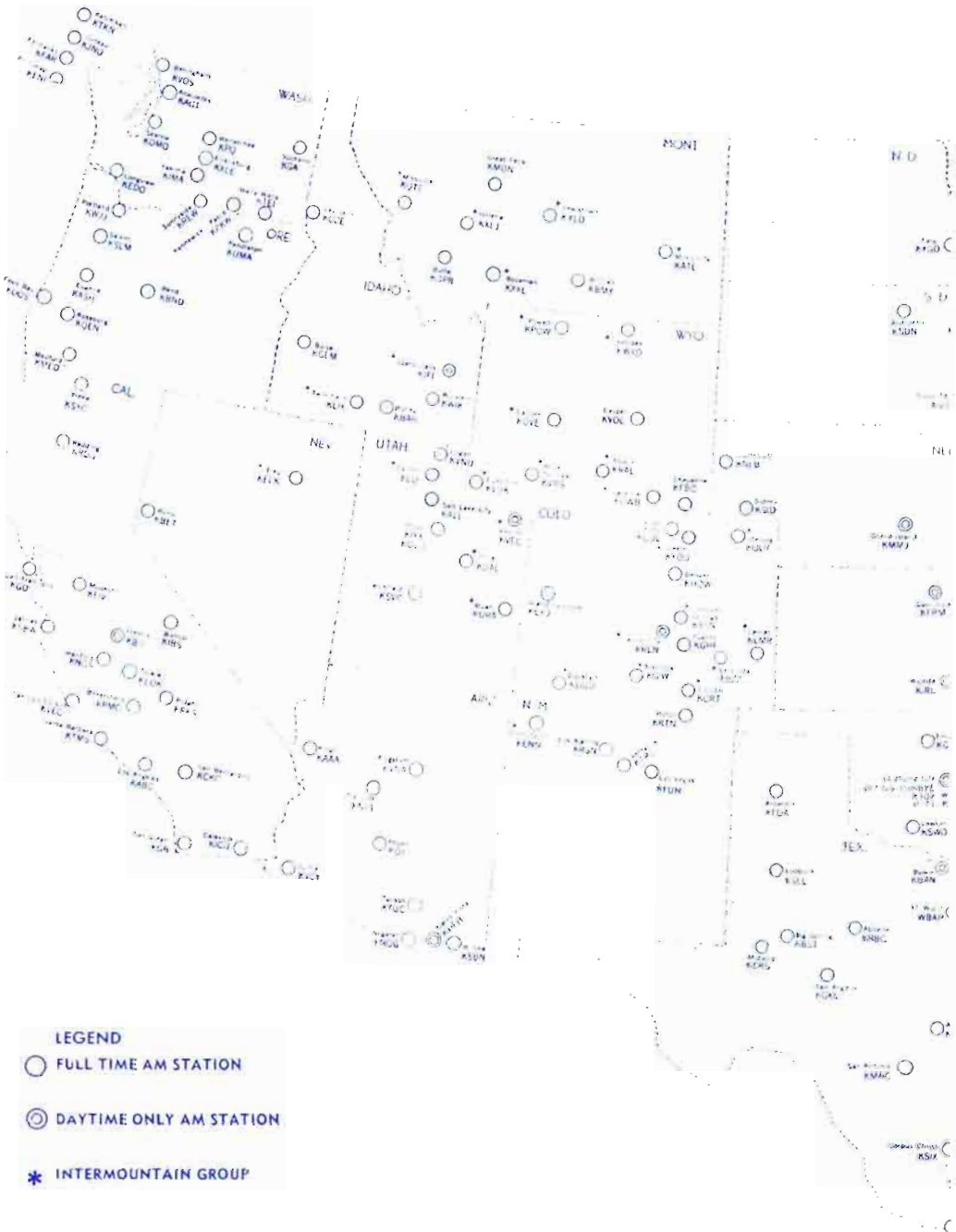
BECAUSE THERE IS AN ABC RADIO NETWORK –  
every radio listener is kept in constant touch with the nation and the world.  
Reporters and news analysts such as Alex Dreier,  
John Cameron Swayze, Edward P. Morgan, Bill Shadel,  
Paul Harvey work at ABC Radio – all through the day, all through the night.  
That's because Americans must know the news.  
And they *know* because there is an ABC Radio Network.

BECAUSE THERE IS AN ABC RADIO NETWORK –  
more people have a better understanding of the men and women  
who make national and international news through  
such fine public service programs as Presidential Press Conference,  
Issues and Answers, and From Capitol Hill.

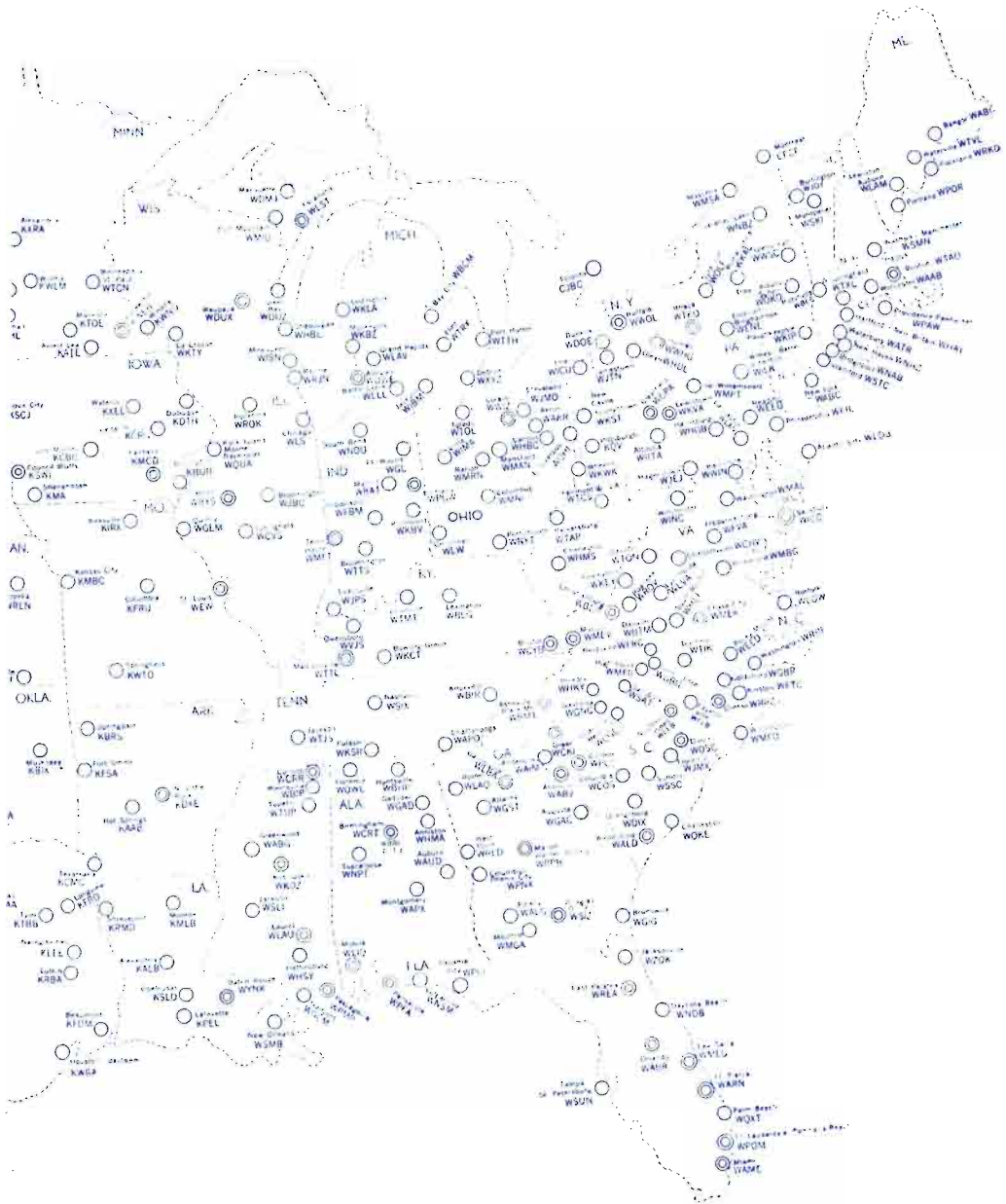
BECAUSE THERE IS AN ABC RADIO NETWORK –  
Don McNeill's Breakfast Club helps millions to get a happy start  
every day . . . every day for 28 years. Yes, it's an everyday fact:  
*local* ABC Radio stations will keep giving America the  
best in public service, the best in entertainment, the best in news,  
the best in sports, because there is an ABC RADIO NETWORK.







# Network



(Continued from Page 195)

**Program**

William Rafael . . . . . Nat'l Pgm. Dir.  
 Maurice Benkoil . . . . . Asst. to Nat'l Pgm. Dir.  
 George Sax . . . . . National Dir. of Program  
 Operations & Cooperative Program Mgr.  
 Ruth Smith . . . . . Supr. of Production, Control Unit  
 Frank Vagnoni . . . . . Manager of Music Division

**Press Information**

Michael J. Foster . . . . . Vice President in Charge  
 Stephen Strassberg . . . . . Dir. Press Information

**Continuity Acceptance**

Grace Johnsen . . . . . Dir. of Continuity Acceptance  
 David S. Proctor . . . . . Mgr., Sta. Clearance

**Research**

Elizabeth Harris . . . . . Research Mgr.

**Sales**

James Duffy . . . . . Nat'l Dir. of Sales  
 Elizabeth Boucher Kelley . . . . . Dir. of Sales Service  
 Theodore Douglas . . . . . Eastern Sls. Mgr.  
 Jack Mann . . . . . Nat'l Dir. of Sls. Dev., Adv. and Prom.

**Station Relations**

Earl Mullin . . . . . Nat'l Dir. of Station Rel.  
 Frank G. Atkinson . . . . . Mgr. of Station Rel.

**CHICAGO (WLS)**

**1230 Washington Blvd.  
 Chicago, Illinois**

Ralph Beaudin . . . . . Pres.  
 John Allen . . . . . Controller  
 Armand Belli . . . . . Sales Mgr.  
 Frederic Zellner . . . . . Chief Eng.

**DETROIT (WXYZ)**

**1700 Stroh Building  
 Detroit 26, Michigan**

John Gilbert . . . . . General Manager  
 Robert Baker . . . . . Radio Pgm. Manager  
 John Reynolds . . . . . Comptroller  
 Harold Christian . . . . . V.P. in Charge of  
 Merchandising  
 Allen Franco . . . . . Prom. & Pub. Mgr.  
 Charles Kocher . . . . . Chief Engineer  
 Robert Baldrice . . . . . Radio Sales Mgr.  
 Jan Coil . . . . . Traffic Mgr.

**HOLLYWOOD (KABC)**

**1539 N. Vine Street  
 Hollywood 28, California**

James G. Riddell . . . . . V.P. in charge W.D.  
 Ben Hoberman . . . . . V.P. & Gen. Mgr.  
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 Dorothy L. Brown . . . . . Continuity Acceptance Mgr.,  
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 Philip Brestoff . . . . . Sls. Mgr.  
 Ralph C. Denechand . . . . . Mgr. of Engineering  
 Operations, Western Division

Arthur Harvey . . . . . Dir. Labor Rel.  
 Milt Fishman . . . . . Dir. Radio-TV News, W.D.  
 Theodore Grenier . . . . . Chief Engineer, Western  
 Division  
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 Robert P. Myers . . . . . Pacific Coast Counsel—ABC  
 Florence T. Schiro . . . . . Personnel Director  
 John C. Wagner . . . . . Controller, Western Division  
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**411 Seventh Avenue  
 Pittsburgh 19, Pa.**

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 Edward Smith . . . . . Sls. Mgr.  
 Edward Tracy . . . . . Controller  
 Richard Drury . . . . . Program Mgr.  
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**277 Golden Gate Ave.**

**San Francisco 2, California**

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 Harry Jacobs . . . . . Chief Engineer & Building  
 Maintenance Manager  
 George Rodman . . . . . Dir. of Publ. Adv.  
 Delbert Gore . . . . . Sales Manager  
 Edith Kirby . . . . . Traffic Manager  
 Arthur Abell . . . . . Merchandising Mgr.  
 Lorraine Pederson . . . . . Continuity Acceptance Editor  
 Henry Saroyan . . . . . Comptroller & Purchasing Agent  
 Edward Smith . . . . . Dir. of Operations, KGO

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 Washington, D. C.**

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 Edgar Shelton . . . . . Vice President

**NEW YORK (WABC)**

**7 West 66th Street  
 New York 23, New York**

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 Margaret Michaud . . . . . Bus. Mgr.  
 Barrett Geoghegan . . . . . Sales Manager  
 Michael Hauptman . . . . . Prod. Co-ord.  
 Rita Garner . . . . . Adv. & Exploit Dir.

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 N. C.



# Network Radio Faces Future With Ideas And Enthusiasm

By ARTHUR HULL HAYES  
President, CBS Radio



THIS year we witness the assembling of a new political administration in Washington. New policy-makers there have confidence and enthusiasm in their favor as they set to work guiding a nation. Network radio faces the future with equal enthusiasm, as its ideas and innovations operate to meet economic, cultural and scientific developments of today and tomorrow.

The radio network business, in a state of frequent flux since the start of television's inroads on audience and sales in 1950, has now evolved to a point where it is once again stable and secure. We are back with solid realities . . . and pleasant ones, too.

At CBS Radio, the reality is this: a carefully-planned program formula that has been shaped and strengthened to consolidate the interests of advertiser, affiliated stations, networks and audience. The result is a modified Program Consolidation Plan, inaugurated late in 1960, that enables CBS Radio to feed much more news and information to stations, while retaining personalities that have set CBS apart—Arthur Godfrey, Garry Moore, Art Linkletter, Bing Crosby and Rosemary Clooney. Their kind of entertainment is smoothly integrated with nineteen factual new CBS Radio Features and regular sessions with Lowell Thomas, Eric Sevareid, Bob Trout, Douglas Edwards and the rest of the distinguished CBS News staff.

Listener reaction to the new schedule has been more than favorable. Advertisers are constantly showing more interest. And stations have come through as we hoped they would. The rate of affiliate applications conjures up memories of the pre-1948 era.

The principles of supply and demand indicate success for a product that fills or fulfills an intense need. Our programming is of course a product. And a large part of our success today depends on how our

product meets the needs of our stations. This product is many things at CBS. It is entertainment; it is music; but most of all, it is information and news. And that is no accident. Radio stations preceding 1950 wanted one kind of programming. Since those days, the nation has undergone many socio-economic changes. It is no surprise, then, that today's stations seek something very different.

They want news and information because of their added value in a world of Cold War and Hot Prospects. They want these services from us because (1) network radio continues to perform them best and (2) stations cannot begin to provide such coverage and background for themselves.

Clearly, that puts us—first and foremost—in the business of supplying national and international news; special events coverage; analysis; and sports.

Naturally enough, this change in the complexion of radio networking has been accompanied by progress in other areas of American life. The growing body of intelligentsia has increasingly sought more outlets for constructive opinion and debate and basic knowledge; public affairs in television has finally engendered what amounts to mass audience acceptance; publishers' figures relate the solid and still-growing sales rate of non-fiction; good music—represented, incidentally, on CBS Radio by the New York Philharmonic and the Cleveland Orchestra—has experienced a renaissance; and good newspapers seem to carry more informational "meat" than ever before.

Network radio is an integral part of American life and the American household. It is inevitable that a change in the focus of our living should be reflected in the nation's radio programming. That is proper because we broadcast to satisfy while we inform and entertain the public.

**To an advertiser,  
the biggest minute  
is the one that  
clocks the biggest  
audience. In the  
average commercial  
minute, advertisers  
on the CBS Radio  
Network in 1960  
reached 28 per cent  
more homes than  
on the next network,  
9 per cent more  
homes than on the  
other two networks  
combined. 1961  
promises an even  
bigger lead for CBS  
Radio, with its new  
program schedule—**



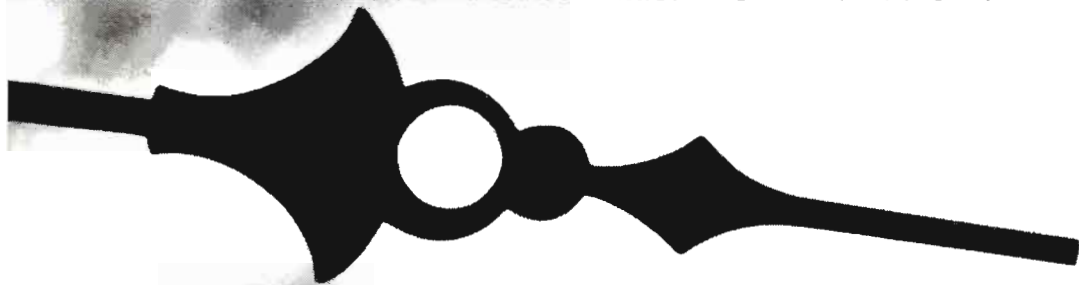
**...the biggest minute**

**expanded news  
and information,  
more special  
features, important  
personalities and  
entertainment.  
Whether you buy a  
saturation campaign  
or co-sponsor one  
five-minute show...  
minute for minute  
your advertising  
dollars buy the  
biggest audiences  
in all network  
radio on the CBS  
Radio Network.**

Source: Nielsen Radio Index, Sponsorship  
Growth, Audience Section, 12 four-week  
reports, Dec. 7, 1959—Dec. 4, 1960



**in all network radio is the commercial minute on the CBS Radio Network**





# Network





# Columbia Broadcasting System, 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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Edward Dropkin	Dir. of Budget

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 James Fasset . . . . . Supervisor of Music  
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**Los Angeles Office, 6120 Sunset Blvd.**

Craig Rogers . . . . . Manager

**Chicago Office, 410 Michigan Ave.**

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 Blair Clark . . . . . V.P. & General Manager  
 John Kiermaier . . . . . Dir., Public Affairs  
 Dr. George Crothers . . . . . Dir. of Public Service Broadcasts  
 Robert Skedgell . . . . . Asst. Dir. of News, Radio  
 Howard K. Smith . . . . . Gen. Mgr., Wash. Bureau  
 Theodore Koop . . . . . Director of News and Public Affairs, Washington  
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 Arthur G. Peck . . . . . Manager of Network Operations  
 Frank Orth . . . . . Manager, Technical Operations and Chief Engineer, WCBS  
 Kenneth F. Davis . . . . . Mgr., Traffic Opera.

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 Leon Luxenberg . . . . . Sales Presentation Dir.  
 Arthur L. Hecht . . . . . Program Promotion & Merchandising Manager  
 Naomi R. Andrews . . . . . Network Copy Chief  
 John Tittman . . . . . Production Manager  
 Sally Miller . . . . . Art Supervisor  
 Hans Fuhrmann . . . . . Manager, Music Library

Duke Poklitar . . . . . Manager, Music Clearance  
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 Melvin Spiegel . . . . . Assistant Director  
 Lloyd Brownfield . . . . . Director of Press Information, Hollywood  
 Phil Cohan . . . . . Trade News Editor  
 Anne Harding . . . . . Manager, Service Division

**CBS-OWNED STATIONS**

**WCBS and WCBS-FM**

**485 Madison Ave., New York 22**

Sam Slate . . . . . V.P. & General Manager  
 Ralph Goshen . . . . . Sales Manager  
 Alfred N. Greenberg . . . . . Mgr. Program Services  
 Allen Ludden . . . . . Dir. of Program Services  
 Dave Driscoll . . . . . Director of News and Special Events  
 Richard Stahlberger . . . . . Sales Promotion Manager  
 Lou Frankel . . . . . Director of Publicity

**KCBS and KCBS-FM**

**Sheraton-Palace Hotel,**

**San Francisco 5**

Maurie Webster . . . . . V.P. & General Manager  
 Seymour Whitelaw . . . . . Sales Manager  
 Mrs. E. Deggendorfer . . . . . Promotion Manager  
 Pede Worth . . . . . Program Director  
 Don Mozley . . . . . Director of News and Public Affairs

**KMOX**

**1144 Hampton Ave., St. Louis**

Robert Hyland . . . . . V.P. & General Manager  
 Foster Brown, Jr. . . . . Sales Manager  
 Paul Douglass . . . . . Program Manager  
 Alice Koch . . . . . Promotion Manager  
 Rex Davis . . . . . News Director

**KNX and KNX-FM and  
 Columbia Pacific Network**

**6121 Sunset Blvd., Los Angeles 28**

Robert P. Sutton . . . . . V.P. & General Manager  
 Gordon F. Mason . . . . . Sales Manager  
 Phil Hillman . . . . . Promotion Manager  
 John Beck . . . . . News Director

**WBBM and WBBM-FM**

**630 N. McClurg Court, Chicago 11**

E. H. Shomo . . . . . V.P. & General Manager  
 William Connelly, Jr. . . . . Sales Manager

(Continued on Next Page)

Arthur Thorsen.....Program Director  
 Loren Hollembaek.....Promotion Manager  
 C. W. Doebler.....Executive Assistant  
 William Garry.....News Director

**WCAU and WCAU-FM**  
**City & Monument Aves., Phila. 31**

Thomas J. Swafford.....V.P. & General Manager  
 John Kline.....Sales Manager  
 Fred Birnbaum.....Promotion Manager  
 Charles Shaw.....News Director

**WEEI and WEEI-FM**  
**182 Tremont St., Boston 11**

Thomas Gorman.....V.P. & General Manager  
 Robert Sinnott.....Sales Manager  
 Ken Ovenden.....Program Director  
 Joseph Cullinane.....Promotion Manager  
 Arthur King.....Director of News and  
 Public Affairs

**HOUSEWIVES' PROTECTIVE**  
**LEAGUE**

Edward W. Wood Jr.....General Manager

**CBS RADIO SPOT SALES**

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 of Radio Spot Sales  
 Ralph F. Glazer.....Eastern Sales Manager  
 Michael Campbell.....Asst. to Vice Pres.  
 Stanley M. Bloom.....Dir. of Marketing  
 Frank Quillinan.....Research Manager  
 Henry Poster.....Sales Promotion Manager  
 Weil Harold.....Dir. Sales Research  
 Peggy Vorhis.....Contract Mgr.  
 Jean M. Ball.....Sales Serv. Mgr.  
 George Arnold, Jr.....Client Rel. Mgr.

**Chicago Office, 630 N. McClurg Ct.**

Thomas Peterson.....Sales Manager  
 Gilbert Christeon.....Sales Development

**Atlanta Office, 800 Peachtree St.**

George P. Crumbley, Jr.....Sales Manager

**Detroit Office, Fisher Bldg.**

Ralph H. Patt, Jr.....Sales Manager  
 John S. Logan.....Sales Development

**Los Angeles Office, Columbia Square**

Roland H. McClure.....Sales Manager  
 Ralph Glazer.....Sales Manager

**San Francisco Office, Palace Hotel**

Joseph K. Marshall.....Sales Mgr.

**St. Louis Office, 9th & Sidney Sts.**

Eugene R. Myers.....Sales Manager

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 Edward Reeve.....Sales and Promotion  
 Research Manager  
 Howard Miller.....Manager, Coverage and  
 Marketing Research  
 Herbert Schmitz.....Mgr. Graphics and  
 Presentations  
 Patricia Kewety.....Superin of Rating Services

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 and Promotion  
 Leon Luxenberg.....Director, Network Sales  
 Presentations  
 Arthur Hecht.....Director of Program,  
 Promotion & Merchandising  
 David Herzbrun.....Director, Sta. Prom. Svc.  
 Naomi Andrews.....Network Copy Chief  
 John Tittman.....Production Manager

**Affiliate Relations**

William A. Schudt, Jr.....Vice President in Charge  
 Eric Salline.....Nat'l. Manager  
 Edward E. Hall.....Admin. Mgr.

**CBS Inc., Broadcast Service Dept.**  
**Building Operations—Ticket Div.**

James Swenson.....Manager, Building Operations  
 John L. Page.....Manager, Building Services  
 Laurette Banks.....Manager, Ticket Bureau

**General Purchasing**

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 Edward C. Drewes.....Purchasing Agent

**Office Services Department**

A. H. Bryant.....Manager  
 Maude Stubner.....Supervisor, Program Typing

**Personnel Relations**

Robert Kalaidjian.....Director  
 Dr. Jack Nelson.....Director of Medical Office  
 Charles Burt.....Salary and Policy Administrator  
 John Anderson.....Manager of Employee Benefits  
 and Services  
 Richard Stanley.....Employment Manager  
 Elaine Dunham.....Women Asst. Employee Mgr.  
 C. Donald McCullen.....Personal Records &  
 Research Mgr.  
 Donald A. Pawzer.....Policy Admin. Mgr.

**Photographic**

Walter I. Seigal.....Manager

**Special Projects Department**  
**of CBS News**

William C. Ackerman.....Director  
 May Dowell.....Manager  
 Dorothy Boyle.....Mgr. Program Records Info

## "People To People" Radio Pays Off At Local Level

By SIDNEY J. WOLF  
President, Keystone Broadcasting System



THE Keystone network in 1960 showed a 25% increase in billings from our national and regional advertisers, and we think this points most affirmatively to a rising interest in radio and particularly in the Keystone brand of national radio at the grass roots level.

Sales gains are always significant in determining patterns and predictions. But there are also two other major factors which make me think the new year will be a top selling year for KBS and for our advertisers.

We serviced some 80 major advertisers during 1960, and many of them were new to radio and new to our grass roots concept of radio. But I have also seen a marked new interest among many blue-chip advertisers in the C and D counties where Keystone is dominant. Clients are using our stations in these markets to reach listeners in a "people to people" radio effort which pays off at the local point of sale. Almost 90% of our 1,120 Keystone radio stations are located in these C and D counties, penetrating deep into the heart of every community. And 75% of our affiliates are in single-station markets.

Marketing admen—that special class of professionals who work with media as well as with markets and strategy—are more keenly aware this year of the importance of these markets. We think this is why they have bought Keystone facilities in such quantity.

For example, the final quarter of last year showed that six major automotive concerns (and many more different automotive brands of cars and trucks) were using KBS facilities. Another significant KBS buyer group is eight farm market advertisers, producing merchandise and services usable by the farmer

as a worker and by him and his family as general consumers.

These same marketing-media experts are also knowledgeable about how to reach the grass roots consumer with sales effectiveness as well as with quantity coverage. A standout in this kind of imaginative radio buying is a long-time KBS client, the Pet Milk Co. of St. Louis. It and its agency, Gardner Advertising, have developed (and other KBS advertisers do this, too) two transcribed shows of their own tailor-made to two important segments of the total listening audience: the Negro and the farmer.

We think many more radio advertisers will follow this lead of pin-pointing a selective audience, and that they'll back the radio buy with the local-level merchandising aids furnished by Keystone.

General advertisers—such as cigarettes and soaps—are using our Keystone facilities to reach a more general audience comprised of these groups as a mass market. Keystone has as components of its 1,120-station network three divisions: farm, Negro and college.

The farm network of 884 affiliates reaches 77% of all U. S. farms; the Negro network of 463 radio stations, 72% of the total U. S. Negro population; the college network of 355 stations, covering 490 colleges and universities with an enrollment of 752,056 students.

On the basis of a striking 25% sales gain in 1960—a year when many advertisers "held back" because of election uncertainty—I think we can expect this year an even greater sales gain and the investment of many more radio dollars by business and industry at all levels of advertising.



# Keystone Broad





# casting System



## ALABAMA

WRFS Alexander City  
 WCTA Andalusia  
 WANA Anniston  
 WBCA Bay Minette  
 WEBJ Brewton  
 WPRN Butler  
 WRAG Carrollton  
 WKLF Clanton  
 WKUL Cullman  
 WMSL Decatur  
 WXAL Denopolis  
 WIRB Enterprise  
 WULA Eufaula  
 WBLO Evergreen  
 WWWW Fayette  
 WJ01 Florence  
 WHEP Foley  
 WZOB Fort Payne  
 WETO Gadsden  
 WGEA Geneva  
 WGYV Greenville  
 WGSV Guntersville  
 WJBB Haleyville  
 WERH Hamilton  
 WBHP Huntsville  
 WTHG Jackson  
 WWWW Jasper  
 WJAM Marietta  
 WMOZ Mobile  
 WMFC Monroeville  
 WCRL Oneonta  
 WJHO Opelika  
 WPID Piedmont  
 WELR Roanoke  
 WWWW Russellville  
 WROS Scottsboro  
 WHBB Selma  
 WFEB Sylacauga  
 WNUZ Talladega  
 WJDB Thomasville  
 WTBF Troy  
 WTBC Tuscaloosa  
 WABT Tuskegee  
 WETU Wetumpka

## ARIZONA

KCLF Clifton  
 CKKY Coolidge  
 KAWT Douglas  
 KCLS Flagstaff  
 KZOW Globe  
 KNOG Nogales  
 KZOK Prescott  
 KGLU Safford  
 KYND Tempe  
 KMOP Tucson  
 KYVC Winslow  
 KOFA Yuma

## ARKANSAS

KVRC Arkadelphia  
 KBTA Batesville  
 KBBA Benton  
 KTCN Bentonville  
 KBRI Brinkley  
 KAMD Camden  
 KCCN Conway  
 KCCB Corning  
 KAGH Crossett  
 KELD El Dorado  
 KBIT Fayetteville  
 KXJK Ferriday  
 KTCS Fort Smith  
 KH02 Harrison  
 KFFA Helena  
 KXAR Hope  
 KBHS Hot Springs  
 KBTM Jonesboro  
 KB0K Matvern  
 KPCA Marked Tree  
 KVSA McGehee  
 KENA Mena  
 KBHM Monticello  
 KTLO Mountain Home  
 KBHC Nashville  
 KDXE N. Little Rock

KOSE Osceola  
 KDHS Paragould  
 KOTN Pine Bluff  
 KP0C Pocolontas  
 KXRJ Russellville  
 KWCB Searcy  
 KUOA Siloam Springs  
 KBRS Springdale  
 KWAK Stuttgart  
 KRLY Walnut Ridge  
 KWRF Warren  
 KWYN Wynne

## CALIFORNIA

KENL Arcata  
 KAHI Auburn  
 KIBS Bakersfield  
 KPXY Crescent City  
 KRDU Dinuba  
 KX0 El Centro  
 KDAC Fort Bragg  
 KPER Gilroy  
 KHSJ Hemet  
 KCHV Indio  
 KRKC King City  
 KCVR Lodi  
 KNEZ Lompoc  
 KVON Napa  
 KSFE Needles  
 KPRL Paso Robles  
 XAFP Petaluma  
 CPAP Redding  
 KRKC Ridgecrest  
 KR0G Sonora  
 KSUE Susanville  
 YTKR Taft  
 YTUR Turlock  
 YKUK Ukiah  
 KAGRI Yuba City

## COLORADO

KGIW Alamosa  
 KRLN Canon City  
 KVFC Cortez  
 KRAJ Craig  
 KCLR Denver  
 KIUP Durango  
 KZIX Fort Collins  
 KFTM Fort Morgan  
 KYOU Greeley  
 KGUC Gunnison  
 KLMR Lamar  
 KLOV Loveland  
 KSLV Monte Vista  
 KUBC Montrose  
 KAVI Rocky Ford  
 KGEK Sterling  
 KCR2 Trinidad

## DELAWARE

WSUX Seaford

## FLORIDA

WAPG Arcadia  
 WTRL Bradenton  
 WWSJ Brooksville  
 WTAN Clearwater  
 WSUB Clewiston  
 WCNU Crestview  
 WDCF Dade City  
 WQXQ Daytona Beach  
 WDSP De Funiak Springs  
 W000 Deland  
 WPAJ Fernandina Beach  
 WINK Fort Myers

WARN Fort Pierce  
 WGGG Gainesville  
 WZRO Jacksonville  
 WKWF Key West  
 WKBX Kissimmee  
 WDSR Lake City  
 WIPC Lake Wales  
 WLIZ Lake Worth  
 WLBE Leesburg  
 WNER Live Oak  
 WMAF Madison  
 WTOT Marianna  
 WMIE Miami  
 WSRA Milton  
 WNOG Naples  
 WTMG Ocala  
 WVPF Palatka  
 WDLF Panama City  
 WPFA Pensacola  
 WPRY Perry  
 WCNH Quincy  
 WFOY St. Augustine  
 WILZ St. Petersburg Beach  
 WTRR Sanford  
 WKXY Sarasota  
 WJCM Sebring  
 WRGR Starke  
 WSTU Stuart  
 WAXE Vero Beach  
 WAUC Wauchula

## GEORGIA

WAAG Adel  
 WJAZ Albany  
 WCQS Alma  
 WDEC Americus  
 WDOL Athens  
 WBIA Augusta  
 WMGR Bainbridge  
 WHAB Baxley  
 WBBK Blakely  
 WGCC Bremen  
 WM0G Brunswick  
 WDMF Buford  
 WGRA Cairo  
 WCLB Camilla  
 WLBB Carrollton  
 WBHF Carlestown  
 WGAA Cedartown  
 WCLA Claxton  
 WRWH Cleveland  
 WMJM Cordele  
 WFGS Covington  
 WBLJ Dalton  
 WDW D Dawson  
 WDMG Douglas  
 WMLT Dublin  
 WTJH East Point  
 WSGC Elberton  
 WBHB Fitzgerald  
 WFFM Fort Valley  
 WFGA Gainesville  
 WKEU Griffin  
 WCEH Hawkinsville  
 WGML Hinesville  
 WBGR Jesup  
 WLFA Lafayette  
 WLAG La Grange  
 WYTD Madison  
 WFRD Manchester  
 WBIE Marietta  
 WDAX McRae  
 WMSV Milledgeville  
 WMSR Millen  
 WMRE Monroe  
 WMGA Moultrie  
 WBBN Percy  
 WSBF Quitman  
 WRGA Rome  
 WSN2 Sandersville  
 WUNS Statesboro  
 WSYL Sylvania  
 WSFT Thomason  
 WKTG Thomsville  
 WTWA Thonon  
 WWSG Tifton  
 WLET Teocoa  
 WJEM Valdosta  
 WVOP Vidalia  
 WKLE Washington  
 WAYX Waycross  
 WBRO Waynesboro  
 WBMK West Point  
 WIMD Windsor

## HAWAII

KIMO Hilo  
 KAIM Honolulu

## IDAHO

KYME Boise  
 KBAR Burley  
 KCID Caldwell  
 KVN1 Coeur d'Alene  
 KORT Grangeville  
 KIFI Idaho Falls  
 KRPL Moscow  
 KLER Orofino  
 KEOK Payette  
 KYTE Pocatello  
 KPST Preston  
 KRXX Rexburg  
 KSRA Salmon  
 KSPT Sandpoint  
 KBRV Soda Springs  
 KEEP Twin Falls

## ILLINOIS

WRMS Beardstown  
 WBYS Canton  
 WEIC Charleston  
 WFDV Danville  
 WFIW Fairfield  
 WEBQ Harrisburg  
 WJPF Herrin  
 WLDS Jacksonville  
 WKEI Kewanee  
 WMOK Metropolis  
 WINI Murnhysboro  
 WTAY Robinson  
 WJBD Salem  
 WFRX West Frankfort

## INDIANA

WCBC Anderson  
 WBNL Boonville  
 WITE Brazil  
 WHLT Columbia City  
 WIL0 Frankfort  
 WITZ Jasper  
 WBTO Linton  
 WORX Madison  
 WPC0 Mount Vernon  
 WPGW Portland  
 WSLM Salem  
 WJCD Seymour  
 WTCT Tell City  
 WMFT Terre Haute  
 WAMW Washington

## IOWA

KLGA Algona  
 KASJ Ames  
 KJAN Atlantic  
 KWBG Boone  
 KWCG Centerville  
 KCHA Charles City  
 KCHE Cherokee  
 KSWI Council Bluffs  
 KSIJ Creston  
 KDEC Decatur  
 KLIL Estherville  
 KMCD Fairfield  
 KXGI Fort Madison  
 KGRN Grinnell  
 KXIC Iowa City  
 KLEF Le Mars  
 KMAQ Maquoketa

## KANSAS

KCRB Chanute  
 KNKC Concordia  
 KMD0 Fort Scott  
 KIUL Garden City  
 KBLR Goodland  
 KAYS Hays  
 KWBW Hutchinson  
 KIND Independence  
 KCL0 Leavenworth  
 KMAN Manhattan  
 KNDY Marysville  
 KNEX McPherson  
 KJRG Newton  
 KSEK Pittsburg  
 KWSK Pratt  
 KRSL Russell

## KENTUCKY

WANY Albany  
 WBRT Bardstown  
 WCBL Benton  
 WLB3 Bowling Green  
 WTC0 Campbellsville  
 WNES Central City  
 WAIN Columbia  
 WCTT Corbin  
 WCPM Cumberland  
 WCYN Cynthiana  
 WHFR Danville  
 WTEL Elizabethtown  
 WSTL Eminence  
 WTKN Franklin  
 WAXU Georgetown  
 WKAY Glasgow  
 WHBN Harrodsburg  
 WKIC Hazard  
 WSON Henderson  
 WKQA Hopkinsville  
 WIKN Irvine  
 WLBN Lebanon  
 WMTL Leitchfield  
 WBLG Lexington  
 WFMW Madisonville  
 WXXL Manchester  
 WNG0 Mayfield  
 WFTM Maysville  
 WMJK Middlesboro  
 WFLW Monticello  
 WMOR Morehead  
 WMST Mt. Sterling  
 WNKY Neon  
 WQMI Owensboro  
 WSP Paintsville  
 WKLX Paris  
 WPKE Pikeville  
 WPR2 Prestonsburg  
 WPKY Princeton  
 WEKY Richmond  
 WRUS Russellville  
 WLCR Scottsville  
 WSFC Somerset

## LOUISIANA

KD0BS Alexandria  
 KV0B Bastrop  
 WYNK Baton Rouge  
 WK0C Bogalusa  
 WKBK Covington  
 KSIG Crowley  
 WLB1 Denham Springs  
 KDLA De Ridder  
 KEUN Eunice  
 KLF2 Golden Meadow  
 WFRP Hammond  
 KVHL Homer

# casting System

KCIL Houma  
 KJEF Jennings  
 KT0C Jonesboro  
 KLPL Lake Providence  
 KLJA Leesville  
 KD0C Mansfield  
 KAPB Marksville  
 KASO Minden  
 KLIC Monroe  
 KMRC Morgan City  
 KNOC Natchitoches  
 KANE New Iberia  
 KREH Oakdale  
 KWCL Oak Grove  
 KRIH Rayville  
 KRUS Ruston  
 KCIJ Shreveport  
 KBSF Springhill  
 KTLD Tallulah  
 KVPI Ville Platte  
 KEVL White Castle  
 KVCL Winnfield  
 KMAR Winnsboro

## MAINE

WHOU Houlton  
 WRUM Rumford  
 WGHM Skowhegan

## MARYLAND

WABW Annapolis  
 WPTX Lexington Park  
 WICO Salisbury  
 WTRR Westminster

## MASSACHUSETTS

WREB Holyoke  
 WSR0 Marlboro  
 WMRC Milford  
 WBEC Pittsfield  
 WARE Ware

## MICHIGAN

WALM Albion  
 W0WE Allegan  
 WLEW Bad Axe  
 WBRN Big Rapids  
 WMRP Flint  
 WGHN Grand Haven  
 WPLB Greenville  
 WMPL Hancock  
 WEGH Hastings  
 WCSR Hillsdale  
 WKCB Iron River  
 WJMS Ironwood  
 WJPD Ishpeming  
 WKLA Ludington  
 WITE Manistee  
 W0DG Marine City  
 W0MJ Marquette  
 WAGN Menominee  
 WCEN Mt. Pleasant  
 WMAB Munising  
 WNIL Niles  
 WHLS Port Huron  
 WHIC St. Helen  
 WIOS Tawas City

## MINNESOTA

KASM Albany  
 KXRA Alexandria

KANO Anoka  
 KBUN Bemidji  
 KBMO Benson  
 KBMW Breckenridge  
 WKLK Cloquet  
 KR0X Crookston  
 WELY Ely  
 WEVE Eveleth  
 KOZY Grand Rapids  
 KD0Z Koozebuc  
 CF0B International Falls  
 KLYF Little Falls  
 KEYL Long Prairie  
 KRFO Dwatonna  
 WCMP Pine City  
 KLOH Pipestone  
 KCUE Red Wing  
 KWEB Rochester  
 WAVN Stillwater  
 KDOM Windom  
 KAGE Winona

## MISSISSIPPI

WAMY Amory  
 WBLE Batesville  
 WCGM Biloxi-Gulfport  
 WBIP Booneville  
 WJMB Brookhaven  
 WDOB Canton  
 WGLC Centerville  
 WROX Clarksdale  
 WCLD Cleveland  
 WJCU Columbia  
 WCBI Columbus  
 W0MA Corinth  
 WMAG Forest  
 WJPR Greenville  
 WGRM Greenwood  
 WNAAG Grenada  
 WXXX Hattiesburg  
 WMDC Hazlehurst  
 W0PC Houston  
 WDLT Indianola  
 WJQS Jackson  
 WK0Z Kosciusko  
 WAML Laurel  
 WXTN Lexington  
 WLSM Louisville  
 WHHT Lucedale  
 WMBC Macon  
 WSJC Magee  
 WAPF Mc Comb  
 WMOX Meridian  
 WMIS Natchez  
 WNAU New Albany  
 WSUH Oxford  
 WPMP Pascagoula  
 WRJW Picayune  
 WSS0 Starkville  
 WEL0 Tupelo  
 WQBC Vicksburg  
 WAB0 Waynesboro  
 WROB West Point  
 WONA Winona  
 WAZF Yazoo City

## MISSOURI

KBHM Branson  
 KAOL Carrollton  
 KD0M Carthage  
 KCRV Caruthersville  
 KCHR Charleston  
 KCHI Chillicothe  
 KBIA Columbia  
 KD0X Dexter  
 KREI Farmington  
 KWOS Jefferson City  
 KIRX Kirksville  
 KWT Lebanon  
 KTCB Malden  
 KNIM Maryville  
 KNCM Moberly  
 KRMO Menett  
 KLRB Mountain Grove  
 KBTN Neosho  
 KNEM Nevada  
 KRMS Osage Beach  
 KWOC Poplar Bluff  
 KMIS Portageville

KYRO Potosi  
 KTTR Rolla  
 KSGM Ste. Genevieve  
 KSMO Salem  
 KDR0 Sedalia  
 KICK Springfield  
 KALM Thayer  
 KTTN Trenton  
 KLPW Union  
 KOKD Warrensburg  
 KWRE Warrenton  
 KWPM West Plains

## MONTANA

KBMN Bozeman  
 KUDI Great Falls  
 KOJM Havre  
 KGEZ Kalispell  
 KLCB Libby  
 KPRK Livingston  
 KATL Miles City  
 KLLL Missoula  
 KVCK Wolf Point

## NEBRASKA

KCOW Alliance  
 KCSR Chadron  
 KJSC Columbus  
 KTNCF Falls City  
 KHUB Fremont  
 KHAS Hastings  
 KLVVR Holdrege  
 KGFW Kearney  
 KBRL Mc Cook  
 KPRY Nebraska City  
 KODY North Platte  
 KOGA Ogallala  
 KBRX O'Neill  
 KSID Sidney  
 KRFS Superior  
 KAWL York

## NEVADA

KBET Reno

## NEW HAMPSHIRE

WKXL Concord  
 WLNH Laconia  
 WSNH Nashua  
 WCNL Newport

## NEW JERSEY

WNNJ Newton

## NEW MEXICO

KALG Alamogordo  
 KARA Albuquerque  
 KSWP Artesia  
 KAVE Carlsbad  
 KLMX Clayton  
 KCLV Clovis

KOTS Deming  
 KWEW Hobbs  
 K0BE Las Cruces  
 KRSN Los Alamos  
 KENM Portales  
 KRTR Raton  
 KBIM Roswell  
 KSIL Silver City  
 KSRC Socorro  
 KCHS Truth or  
 Consequences  
 KTNM Tucumcari

## NEW YORK

WMBO Auburn  
 WFLR Dundee  
 WDOE Dunkirk  
 WOSC Fulton  
 WBAZ Kingston  
 WLFH Little Falls  
 WICY Malone  
 WIRY Plattsburgh  
 WREM Remsen  
 WGG0 Salamanca  
 WNBZ Saranac Lake  
 WRSA Saratoga Springs  
 WDLA Walton

## N. CAROLINA

WABZ Albemarle  
 WGWR Asheville  
 WCGC Belmont  
 WBM1 Black Mountain  
 WATA Boone  
 WBBB Burlington  
 WEGO Concord  
 WCBC Dunn  
 W0CJ Edenton  
 WCNC Elizabeth City  
 WBLA Elizabethtown  
 WFAT Fayetteville  
 WBOB Forest City  
 WFSC Franklin  
 WTVG Fuquay Springs  
 WJRI Lenoir  
 WLTG Gastonia  
 WFMC Goldsboro  
 W00W Greenville  
 WKD Hamlet  
 WNC Henderson  
 WHKP Hendersonville  
 WHPE High Point  
 WLAS Jacksonville  
 WELS Kinston  
 WEWO Laurinburg  
 WLDE Leaksville  
 WBYU Lexington  
 WYRN Louisville  
 WTSB Lumberton  
 WMMH Marshall  
 WMAP Monroe  
 WHHP Mooresville  
 W0M1 Morgantown City  
 W0MNC Morgan City  
 WPAQ Mount Airy  
 WKRK Murphy  
 WRNB New Bern  
 WNNC Newton  
 WKBC N. Wilkesboro  
 W0DE Norfolk  
 WFRS Reidsville  
 WCEC Rocky Mount  
 W0GP Sanford  
 W0HS Shelby  
 W0PM Smithfield  
 W0EB Southern Pines  
 W0DE Spruce Pine  
 W0SIC Statesville  
 WMSJ Sylva  
 WTYN Tryon  
 WADE Wadesboro  
 WLSE Wallace  
 W0CC Waynesville  
 W0ED Weidens  
 W0KSK W. Jefferson  
 W0ENC Whiteville  
 W0LLY Wilson

## NORTH DAKOTA

KQDI Bismarck  
 KNDC Hettinger  
 KEYJ Jamestown  
 KQDX Minot  
 KEYD Oakes  
 KOVC Valley City

## OHIO

WNCO Ashland  
 WLE Cambridge  
 WBEX Chillicothe  
 WJEH Gallipolis  
 WSRW Hillsboro  
 WIRO Ironton  
 WLMJ Jackson  
 WWIZ Lorain  
 WTIG Massillon  
 WMPO Middleport  
 WPTW Piqua  
 WIOI Portsmouth  
 WBLY Springfield  
 WCHO Wellington Court  
 House  
 WK0V Wellston  
 WWST Wooster

## OKLAHOMA

KADA Ada  
 KQHW Altus  
 KVSO Ardmore  
 KLTR Blackwell  
 KWOC Chickasha  
 KWPR Claremore  
 KW0E Clinton  
 KUSH Cushing  
 KRHD Duncan  
 KSE0 Durant  
 KB0EK Elk City  
 KCR0 Enid  
 K0AT Frederick  
 KWRW Guthrie  
 KGYN Guymon  
 KTJS Hobart  
 K1HN Hugo  
 KTM0 McAlester  
 KGLC Miami  
 K0K0 Norman  
 KBYE Oklahoma City  
 KOKL Okmulgee  
 KVLH Pauls Valley  
 KLC0 Poteau  
 K0LS Pryor  
 KTLQ Tahlequah  
 KWSH Tri-City  
 KVIN Vinita

## OREGON

KWIN Ashland  
 KVAS Astoria  
 KBBR Baker  
 KBND Bend  
 K0RK Brookings  
 KRNS Burns  
 KWRO Coquille  
 KLOO Corvallis  
 KWVR Enterprise  
 KGR0 Gresham  
 K0LK Hillsboro  
 KAGO Klamath Falls  
 KLB0 La Grande  
 KQIK Lakeview  
 KGAL Lebanon  
 KMCN McMinnville  
 KNPT Newport  
 KSRV Ontario  
 KUMA Pendleton  
 KOHI St. Helens  
 KODL The Dalles



## PENNSYLVANIA

WAVL Apollo  
 WNCG Barnesboro  
 WBFJ Bedford  
 WBRX Berwick  
 WCGL Carbondale  
 WESA Charleroi  
 WWCN Clarion  
 WCVI Connessville  
 WOTR Corry  
 WEZN Elizabethtown  
 WFAF Farrell  
 WHUN Huntingdon  
 WDAD Indiana  
 WADP Kane  
 WACB Kittanning  
 WSHH Latrobe  
 WITT Lewisburg  
 WKRZ Oil City  
 WPTS Pittston  
 WPAZ Pottstown  
 WPIE Pottsville  
 WKMC Roaring Spring  
 WATS Sayre  
 WMAJ State College  
 WAYZ Waynesboro  
 WLYC Williamsport

## RHODE ISLAND

WWRI West Warwick

## S. CAROLINA

WABV Abbeville  
 WAKN Aiken  
 WAIM Anderson  
 WBDW Bamberg  
 WBAW Barnwell  
 WBLR Batesburg  
 WBEU Beaufort  
 WAGS Bishopville  
 WACA Camden  
 WCAV Cayce  
 WOKC Charleston  
 WCRC Cheraw  
 WGDG Chester  
 WPCC Clinton  
 WDSG Dillon  
 WELP Easley  
 WELS Florence  
 WFIS Fountain Inn  
 WFGN Gaffney  
 WGTN Georgetown  
 WGSW Greenwood  
 WEAB Greer  
 WBHC Hampton  
 WHSC Hartsville  
 WDKD Kingstree  
 WLCM Lancaster  
 WYMB Manning  
 WJAY Mullins  
 WMYB Myrtle Beach  
 WDKK Newberry  
 WTDN Orangeburg  
 WRHI Rock Hill  
 WSNW Seneca  
 WTHE Spartanburg  
 WFIG Sumter  
 WBCU Union  
 WALD Walterboro

## SOUTH DAKOTA

KABR Aberdeen  
 KBFS Belle Fourche  
 KBRK Brookings  
 KOBH Hot Springs

KIJV Huron  
 KIAM Madison  
 KOLY Mobridge  
 KGFY Pierre  
 KEZU Rapid City  
 KISD Sioux Falls  
 KWAT Watertown

## TENNESSEE

WEAG Alcoa  
 WLAR Athens  
 WFHG Bristol  
 WRKM Carthage  
 WMCH Church Hill  
 WJZM Clarksville  
 WCLE Cleveland  
 WKRM Columbia  
 WHUB Cookeville  
 WLSB Copperhill  
 WKBI Covington  
 WAEW Crossville  
 WNTN Dayton  
 WKMB Dickson  
 WDSG Dyersburg  
 WEKR Fayetteville  
 WAGG Franklin  
 WHIN Gallatin  
 WGRV Greenville  
 WHBT Harriman  
 WRJ Humboldt  
 WDXI Jackson  
 WCLC Jamestown  
 WKXV Knoxville  
 WLAJ La Follette  
 WDXE Lawrenceburg  
 WLTL Lenoir City  
 KRBA Lufkin  
 WDXL Lexington  
 WMSR Manchester  
 WMMT McMinnville  
 KWAM Memphis  
 WHEY Millington  
 WCRK Morristown  
 WGNB Murfreesboro  
 WNO Nashville  
 WLIK Newport  
 WATO Oak Ridge  
 WBNR Oneida  
 WTPR Paris  
 WTRB Ripley  
 WORM Savannah  
 WLIJ Shelbyville  
 WEPG S. Pittsburg  
 WDBL Springfield  
 WENK Union City  
 WCDT Winchester

## TEXAS

KVLF Alpine  
 KBUY Amarillo  
 KACT Andrews  
 KBUD Athens  
 KALT Atlanta  
 KRUN Ballinger  
 KIOX Bay City  
 KWBA Baytown  
 KBIC Beaumont  
 KBLT Big Lake  
 KBYG Big Spring  
 KFYN Bonham  
 KBBB Borger  
 KNEL Brady  
 KSTB Breckenridge  
 KWHI Brenham  
 KBWD Brownwood  
 WTAW Bryan  
 KBEN Carrizo Springs

KGAS Carthage  
 KCTX Childress  
 KCAH Clarksville  
 KVLB Cleveland  
 KSTA Coleman  
 KVMC Colorado City  
 KMCO Conroe  
 KAND Corsicana  
 KIVY Crockett  
 KXIT Dalhart  
 KDLK Del Rio  
 KDNT Denton  
 KDDD Dumas  
 KEPS Eagle Pass  
 KERC Eastland  
 KP50 Fairfuries  
 KFLD Floydada  
 KFTL Ft. Stockton  
 KNAF Fredericksburg  
 KBRZ Freeport  
 KGAF Gainesville  
 KCTI Gonzales  
 KSWA Graham  
 KGVJ Greenville  
 KCLW Hamilton  
 KWRD Henderson  
 KPAN Hereford  
 KHBR Hillsboro  
 KSAM Huntsville  
 KEBE Jacksonville  
 KTXJ Jasper  
 KMBL Junction  
 KAML Kenedy  
 KERB Kermit  
 KERV Kerrville  
 KOCA Kilgore  
 KLEN Killen  
 KVLG LaGrange  
 KPEL Lamesa  
 KVOZ Laredo  
 KLVJ Levelland  
 KUCO Littlefield  
 KLSB Livingston  
 KLUJ Longview  
 KLLL Lubbock  
 KRBA Lufkin  
 KMHT Marshall  
 KCMR McCombs  
 KBUS Mexia  
 JIBC Midland  
 KORC Mineral Wells  
 KIRT Mission  
 KVKM Monahan  
 KIMP Mt. Pleasant  
 KZOL Muleshoe  
 KEEE Nacogdoches  
 KGNB New Braunfels  
 KRIG Odessa  
 KOGT Orange  
 KNET Palestine  
 KHHH Pampa  
 KFTV Paris  
 KIUN Pecos  
 KVOP Plainview  
 KBOP Pleasanton  
 KOLE Port Arthur  
 KUKO Post  
 KOLJ Quanah  
 KSOX Raymondville  
 KTXL San Angelo  
 KBAL San Saba  
 KSMJ Seymour  
 KSEY Seymour  
 KBYP Shamrock  
 KDSX Sherman  
 KSNY Snyder  
 KDWT Stamford  
 KSTV Stephenville  
 KSST Sulphur Springs  
 KXOX Sweetwater  
 KTAE Taylor  
 KTER Terrell  
 KTF5 Texarkana  
 KTLW Texas City  
 KTUE Tulia  
 KTTB Tyler  
 KVOU Uvalde  
 KWVC Vernon  
 KVIC Victoria  
 KBEC Waxahachie  
 KZEE Weatherford

## UTAH

KVNU Logan  
 KOAL Price  
 KEYE Provo  
 KDXU St. George  
 KSOP Salt Lake City  
 KDYL Tooele City  
 KVEL Vernal

## VERMONT

WSNU Barre  
 WIKE Newport  
 WWSR St. Albans  
 WTSN St. Johnsbury

## VIRGINIA

WKLV Blackstone  
 WELK Charlottesville  
 WMEK Chase City  
 WBCR Christiansburg  
 WKEY Covington  
 WCAV Culpeper  
 WEVA Emporia  
 WFAX Falls Church  
 WYSR Franklin  
 WFLS Fredericksburg  
 WFTR Front Royal  
 WBOB Galax  
 WGAT Gate City  
 WDDY Gloucester  
 WMNA Gretna  
 WHAP Hopewell  
 WLES Lawrenceville  
 WREL Lexington  
 WBRG Lynchburg  
 WMEV Marion  
 WMYA Martinsville  
 WSGJ Mount Jackson  
 WNVA Norton  
 WJMA Orange  
 WJVA Petersburg  
 WPUV Pulaski  
 WRIC Richlands  
 WRIS Roanoke  
 WYTI Rocky Mount  
 WHLF South Boston  
 WLPM Suffolk  
 WESR Tasley  
 WEER Warrenton  
 WNNT Warsaw  
 WBYB Waynesboro  
 WINC Winchester  
 WYVE Wyallesville

## VIRGIN ISLANDS

WIVI Christiansted

## WASHINGTON

KAGT Anacortes  
 KARI Blaine  
 KELA Conalia  
 KCLX Colfax  
 KCVL Colville  
 KULE Ephrata  
 KNBX Kirkland  
 KEDD Longview  
 KGY Olympia  
 KRSC Othello  
 KPKW Pasco  
 KONP Port Angeles  
 KARY Prosser  
 KAYE Puyallup

KAPA Raymond  
 KENE Toppenish  
 KKEY Vancouver  
 KTEL Walla Walla  
 KUEN Wenatchee

## WEST VIRGINIA

WTIP Charleston  
 WBOY Clarkburg  
 WDNE Elkins  
 WTCS Fairmont  
 WKYR Keyser  
 WPEM Martinsburg  
 WHJC Matawan  
 WCLG Morgantown  
 WETZ New Martinsville  
 WPAR Parkersburg  
 WLOH Princeton  
 WVAR Richwood  
 WRON Ronceverte  
 WELC Welch  
 WHAW Weston

## WISCONSIN

WAPL Appleton  
 WATW Ashland  
 WECL Eau Claire  
 WDUZ Green Bay  
 WTKM Hartford  
 WWSM Hayward  
 WLDY Ladysmith  
 WLDY Ladysmith  
 WDLB Marshfield  
 WIGM Medford  
 WMNE Menomonie  
 WXMT Merrill  
 WFPF Park Falls  
 WSWW Plattville  
 WPLY Plymouth  
 WIBU Poynette  
 WRDB Reedsburg  
 WJMC Rice Lake  
 WRCO Richland Center  
 WTCH Shawano  
 WCOW Sparta  
 WDOR Sturgeon Bay  
 WTRW Two Rivers  
 WISV Viroqua  
 WTTN Watertown  
 WDXU Waupaca  
 WHVF Wausau  
 WBKV West Bend

## WYOMING

KBBS Buffalo  
 KATI Casper  
 KWVO Cheyenne  
 KWIV Douglas  
 KLUK Evanston  
 KIML Gillette  
 KOVE Lander  
 KOWB Laramie  
 KASL Newcastle  
 KPOW Powell  
 KRAL Rawlins  
 KVR5 Rock Springs  
 KWYO Sheridan  
 KRTR Thermopolis  
 KYN Wheatland  
 KWOR Worland

# Keystone Broadcasting System, Inc.

111 W. Washington St., Chicago 2, Ill.

## *Officers and Directors*

Sidney J. Wolf (Director).....	<b>President</b>
Noel A. Rhys.....	Executive Vice-President
Edwin R. Peterson.....	Senior Vice-President
William Bayer.....	Vice-President
Charles A. Hammarstrom.....	Vice-President
Arthur Wolf (Director).....	Secretary-Treasurer

## *New York*

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Charles A. Hammarstrom.....	Vice-President
James S. Gessner.....	Account Executive
Patricia Ennis.....	Office Manager

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Edwin R. Peterson.....	Senior Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Controller
William Wolf, John Hartigan.....	Account Executives
Charlotte Tucker.....	Director of Station Relations
Anita Larie.....	Auditor
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George Wharton.....	Research Director

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3142 Wilshire Blvd., Los Angeles 5, Calif.  
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Henry G. Eschen.....	Sales Mgr-West Coast

## *San Francisco*

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Jerry Holtman.....	Account Executive
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Phone: WOODward 2-4505

E. Richard Peterson, Jr.....	General Manager
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## Broadcasting Managements' Future Must Be Planned Today!

By ROBERT F. HURLEIGH  
President, Mutual Broadcasting System

**B**BROADCASTING came into its own last year. Its foundations were firmly established, its roots deeply implanted.

In one fell swoop — and by virtue of its emphasis on public interest, public affairs and news programming — it proved that both its media have infinite impact on the American public, so positive an impact as to create an unprecedented close Presidential election with the highest outpouring of voters in all American history.

Broadcasting no longer need take a back seat to anyone — particularly its outspoken critics. But it must cement its prestige position by providing means whereby the same creative forces which provided the pedestal can be sustained down through the years.

There is one particular area in the entire broadcasting field that needs pattern-changing. This is the development and sponsorship of younger talents to eventually replace those in managerial drivers' seats. This must be done immediately — to keep that steady infusion of new plasma, new creativity and newer viewpoints so necessary to the pyramidal projection of its various fortes.

The technical operations in both broadcasting media are well adjusted to the constant need and flow of engineering personnel. Technical schools on both university and vocational levels have mushroomed throughout the country with a steady outpouring of trained personnel as a direct result.

But for the management side — particularly creative management — there are no such schools and there is no steady crop of young executives who readily can step into

the pioneers' shoes to keep the treadmill turning properly. Accountants are not broadcasters — and neither are attorneys. Yet, in too many instances we are finding trainees for pedestrian, formula-ridden corporate posts becoming key management personnel in a field predicated on imagination, creativity and extreme mobility and fluidity in action.

Nor is there any pat formula or curriculum that now can be prescribed as an educational guidepost for future management personnel. Perhaps the simplest technique to follow would be: (1) a good general college background with basic understandings of cultural developments, history, sociology and the arts; (2) a broad understanding of the principles serving as the foundation stones for formulation of the Federal Communications Act and the decrees and mandates issued by the F.C.C. under that statute; (3) a general understanding of good business practices; (4) a basic desire to be in a service profession and be outstanding and lead in that profession; (5) a pleasing personality and (6) a flair for imaginative, creative thinking.

These are merely suggested prerequisites. As broadcasting increases its impact on community life, becomes more integrated into internal functions of communities and more widely used as basic communications arms specialized skills will have to be developed forcefully to cope with broadened horizons. Broadcasters could do well to adopt the practice of major industry, which now invests in its future leaders at the high school level. Such thinking would provide milestones most important to the future of the broadcasting industry, too.

# Mutual Broadcasting System, Inc.

1440 Broadway, New York 18, N. Y.  
Telephone: BRyant 9-7600

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Dist. 4—George Mayoral ..... WJMR, New Orleans  
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Dist. 7—W. Phelps ..... KALC, Alamagordo, N. M.  
Dist. 8—Keith Munger ..... KCOK, Tulare, Cal.

# Mutual stations go network and

*Mutual gives you  
the advantage of network  
facilities and still  
lets you do your own  
local programming!*

*That's the successful  
secret of a Mutual  
affiliation. You get  
network facilities—  
on-the-spot news reported  
by authoritative  
newscasters, plus a wide  
range of music, sports and  
special events. At the same  
time you are free to do  
your own local programming  
—local personalities,  
local features and  
immediate area coverage.*

*With a combination  
like this, small wonder  
that so many stations are  
happy with the  
Mutual Radio Network.*

# stay local

*Mutual Stations are  
making money—can  
you think of a better  
reason for considering  
a Mutual Radio  
Network affiliation?*

**MUTUAL  
RADIO  
NETWORK**

*A Service to  
Independent Stations*

**STOP!** Mutual Radio is the only network that gives this guarantee: 80% clearance across the board in all prime time slots! **LOOK!** All of Mutual's 400 affiliates are sold on Mutual's "Go Network—Stay Local" programming concept. Result? Clearances are not a problem.

**MUTUAL  
CLEARS  
THE AIR**

**LISTEN!** You hear what you buy on Mutual Radio. Your client's clearance pattern becomes established with the airing of his first announcement. Mutual Radio gives you your advertising schedule . . . not rebates. **GO!** Want a guaranteed 80% clearance in prime time? Buy Mutual!

**MUTUAL  
RADIO**

A SERVICE TO INDEPENDENT STATIONS • Subsidiary of Minnesota Mining & Manufacturing Company 

# Mutual Broadcasting

## ALABAMA

WIZB Birmingham  
 WBVE Calera  
 WMSL Decatur  
 WXAL Demopolis  
 WIDG Dothan  
 WFLA Eufaula  
 WJOT Florence  
 WJIB Haleyville  
 WBHF Huntsville  
 WJHO Opelika  
 WFEB Selma  
 WTHF Troy  
 WTBC Tuscaloosa

## ARIZONA

KCLF Coolidge  
 KWJB Globe  
 KNOG Nogales  
 KOY Phoenix  
 KGLE Safford  
 KPTC Tucson  
 KXNC Winslow

## ARKANSAS

KAMH Camden  
 KTCS Fort Smith (D)  
 KFEA Helena  
 KBTM Jonesboro  
 KXMA Magnolia (D)  
 KQOA Sibbald Springs (D)

## CALIFORNIA

KMAP Bakerfield  
 KWTC Barstow  
 KPAY Chico  
 KTCO El Centro-Calexico  
 KEM Eureka  
 KXNO Fresno  
 KAVL Lancaster  
 KPOL Los Angeles  
 KMYC Marysville  
 KYOS Merced  
 KPFL Paso Robles  
 KPHG Redding  
 KSHW Salinas-Monterey  
 KITO San Bernardino  
 KSON San Diego  
 KQBY San Francisco  
 KVEF San Luis Obispo  
 KROK Tulare-Visalia  
 KVEN Ventura  
 KMSL Ukiah

## COLORADO

KIMN Denver  
 KZLN Ft. Collins  
 KULN Glenwood Springs (D)

## CONNECTICUT

WAIS Ansonia  
 WJNF Hartford-Manchester  
 WLJS New London  
 WTOR Torrington  
 WWO Waterbury  
 WAIS Ansonia-New Haven (D)  
 WLI Willimantic

## DELAWARE

WDOV Dover (D)

## DISTRICT OF COLUMBIA

WOL Washington

## FLORIDA

WSWX Belle Glade  
 WBDI Bradenton  
 WDFP Dade City  
 WROD Daytona Beach  
 WZOK Jacksonville  
 WDSR Lake City  
 WLEB Leesburg  
 WMMB Melbourne  
 WKAT Miami  
 WELY Milton-Pensacola (D)  
 WSHR New Smyrna Beach  
 WTMV Ocala  
 WAHR Orlando  
 WCNH Quincy  
 WLKY St. Petersburg-Tampa  
 WSPC Stuart  
 WTAL Tallahassee  
 WSSM Valparaiso  
 WFTB Vero Beach  
 WFTW West Palm Beach  
 WSHR Winter Haven

## GEORGIA

WGFS Atlanta (D)  
 WBBQ Augusta  
 WMOG Brunswick  
 WHPH Cartersville  
 WGBA Columbus (D)  
 WJMJ Cordele  
 WMLT Dalton (D)  
 WBHB Fitzgerald

## WYGA Gainesville

WKRT Griffin  
 WLAJ La Grange  
 WMYG Milledgeville  
 WCOH Newnan  
 WRGA Rome  
 WRNY Savannah  
 WPTW Thompston  
 WGOV Valdosta  
 WAXN Waycross

## ILLINOIS

WAIT Chicago  
 WTVY Danville  
 WGH, Galesburg  
 WJPF Herrin

## INDIANA

WBNI Boonville  
 WXLW Indianapolis  
 WASK Lafayette  
 WSAL Logansport  
 WJVA South Bend (D)  
 WROW Terre Haute  
 WAQV Vintonnes

## IOWA

KROS Clinton  
 KSTP Davenport  
 KWKY Des Moines  
 WDRQ Dubuque  
 KVEJ Fort Dodge  
 KOEN Keokuk  
 KRWL Waterloo

## KANSAS

KSAL Salina  
 KTOP Topeka  
 KAKE Wichita

## KENTUCKY

WLIB Bowling Green  
 WPKY Frankfort  
 WLAP Lexington  
 WPMF Louisville (D)  
 WPMW Madisonville (D)  
 WPTM Maysville  
 WKYB Paducah  
 WSPF Paducah  
 WPKK Pikeville  
 WSPC Somerset

## LOUISIANA

WKRC Bogalusa  
 KSGI Crowley  
 KETX Eunice  
 KLDJ Monroe  
 KMRO Morgan City (D)  
 WJMR New Orleans (D)  
 KJOH Strevport  
 KLOU Lake Charles

## MAINE

WARI Bangor  
 WPOR Portland  
 WAGM Presque Isle

## MARYLAND

WTHI Baltimore  
 WKYR Cumberland Keyer,  
 W Va. (D)  
 WLEJ Hagerstown  
 WBOC Salisbury

## MASSACHUSETTS

WORI Boston (D)  
 WALE Fall River  
 WPTM Springfield (D)  
 WESX Salem  
 WCMW Lawrence (D)  
 WSRB Great Barrington-  
 Pittsfield

## MICHIGAN

WHRV Ann Arbor  
 WSMN Benton Harbor-  
 St. Joseph  
 WKMH Detroit  
 WDRB Escanaba  
 WAMM Flint  
 WAMV Grand Rapids (D)  
 WHTP Holland  
 WKLZ Kalamazoo (D)  
 WMSN Muskegon (D)

## MINNESOTA

KACS Austin  
 KBMV Brocktonridge  
 WQMN Duluth-Superior (D)  
 WELY Ely  
 WEVB Eveleth  
 KOZY Grand Rapids  
 WPRC Minneapolis  
 KWAD Wadena

## MISSISSIPPI

WAMY Amory (D)



WLOX Biloxi-Cullman  
 WJMB Brookhaven  
 WROX Clarkdale  
 WDBI Columbus  
 WJPR Greenville  
 WJGS Jackson  
 WLEO Tupelo  
 WYFOS Vicksburg  
 WROB West Point  
 WONA Winona (D)

## MISSOURI

KHMO Hannibal  
 KWOS Jefferson City  
 WMBI Joplin  
 KHKC Kansas City (D)  
 KRGO Mexico  
 KRKS St. Joseph  
 WBSW St. Louis (D)

## MONTANA

KGCX Sidney  
 KVCX Wolf Point

## NEBRASKA

KGFW Kearney  
 KLMR Lincoln  
 KRLH, Nelook (D)

## NEVADA

KORK Las Vegas  
 KRET Reno

## NEW JERSEY

WLDJ Atlantic City  
 WSNJ Bridgeton  
 WPTM Trenton  
 WEMc Wildwood

## NEW MEXICO

KALG Alamogordo  
 KHAM Albuquerque  
 KSNV Artesia  
 KWTV Hobbs  
 KGL, Roswell  
 KSH, Silver City

## NEW YORK

WOKO Albany

WMRO Auburn  
 WBTA Batavia  
 WKOP Binghamton  
 WEBR Buffalo  
 WJLI Buffalo-Niagara  
 Falls (D)

WTLI Corning  
 WLEA Hornell (D)  
 WEBH Horseheads Elmira  
 Heights (D)  
 WJOC Jamestown  
 WIOY Malone  
 WOL New York  
 WYXJ New York-Newark,  
 N.J.

WSLB Ogdensburg  
 WTRY Plattsburgh  
 WJMK Syracuse (D)  
 WKAL Utica-Rome

## NORTH CAROLINA

WSE Asheville  
 WAYS Charlotte  
 WBBB Burlington (D)  
 WGGI Belmont-Charlotte  
 WGAJ Elizabeth City  
 WENS Fayetteville  
 WPGP Fuquay Springs (D)  
 WBG Greensboro  
 WLNK Henderson (D)  
 WLOE Lenoirville  
 WJRI Lenoir  
 WSYD Mt. Airy  
 WHTP New Bern  
 WBTB Roanoke Rapids  
 WSTP Salisbury  
 WOHK Shelby  
 WGN Wilmington  
 WAIR Winston-Salem  
 WGTM Wilson

## NORTH DAKOTA

KDLR Devils Lake  
 KVOX Fargo (Moorhead,  
 Minn.)  
 KBYJ Jamestown  
 KJPM Minot  
 KOVC Valley City

## OHIO

WHKK Akron (D)  
 WNCO Ashland  
 WNCN Canton (D)  
 WBEX Chillicothe (Dual)  
 WZLJ Cincinnati (D)  
 WDKR Cleveland  
 WTVN Columbus  
 WJRV Dover  
 WIOI Ironton  
 WLEU Sandusky  
 WSTV Steubenville  
 WOLB Toledo  
 WBRW Youngstown

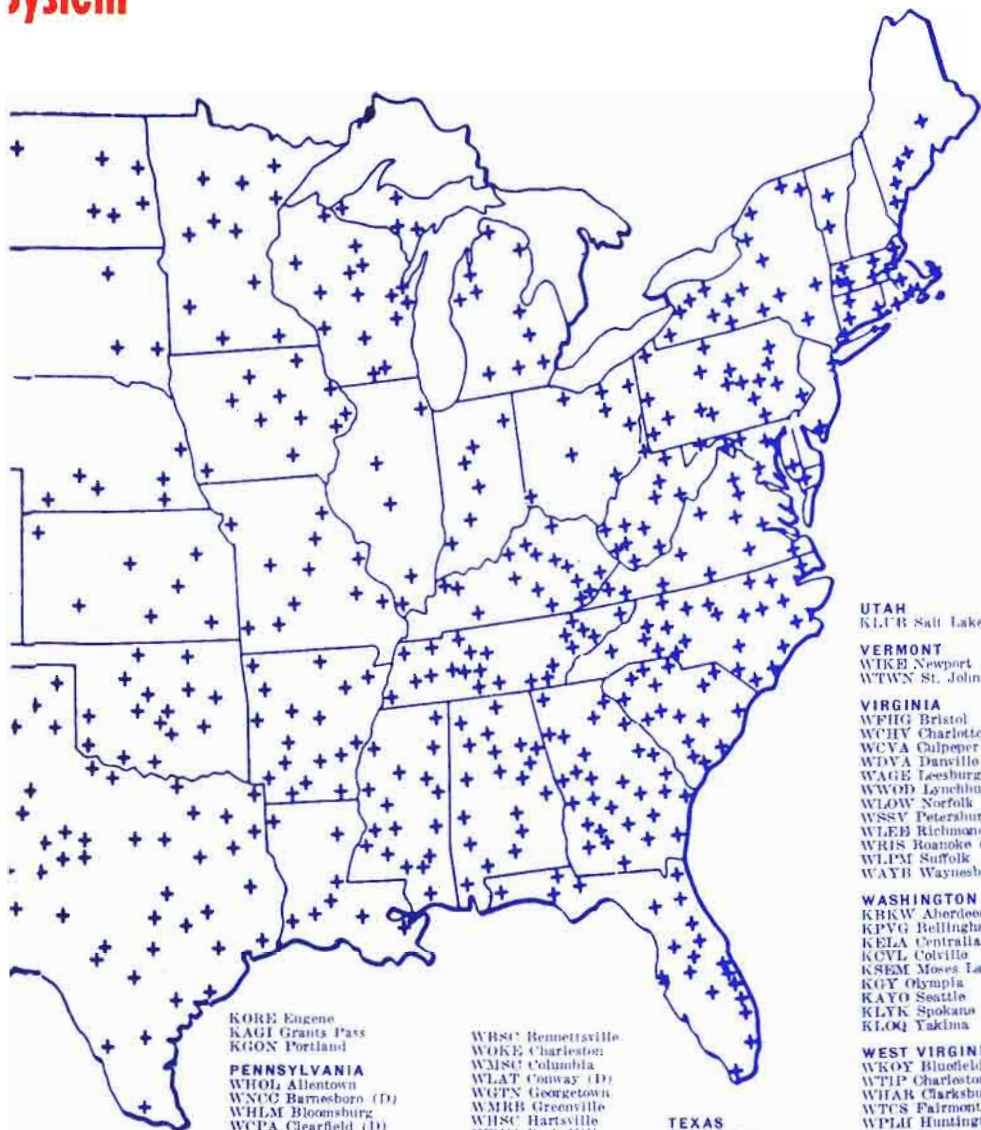
## OKLAHOMA

KWON Bartlesville  
 KPOK Oklahoma City  
 WBBZ Ponca City  
 KGEF Shawnee  
 KTL, Tulsa

## OREGON

KWIL Albany  
 KAST Astoria





KORE Eugene  
KAGI Grants Pass  
KGOX Portland

**PENNSYLVANIA**

WHOL Allentown  
WNCG Barnesboro (D)  
WHLM Bloomsburg  
WCPA Clearfield (D)  
WJET Erie  
WFERA Franklin (D)  
WYMB Harrisburg  
WAZL Hazleton  
WCHO Johnstown  
WLAN Lancaster  
WAKU Latrobe (D)  
WBZP Lock Haven  
WIP Philadelphia  
WMAK Pittsburgh-Mc Keesport  
WPPA Pottsville  
WKBI St. Mary's  
WMAJ State College  
WTRN Tyrone-Altosna (D)  
WJPA Washington  
WNEP Wellsboro  
WBAK Wilkes-Barre  
WYOW York  
WICK Scranton

**RHODE ISLAND**

WRIB Providence

**SOUTH CAROLINA**

WANS Anderson

WRSC Bennettsville  
WOKC Charleston  
WMSL Columbia  
WLAT Conway (D)  
WGTN Georgetown  
WMRB Greenville  
WJSC Hartsville  
WRHI Rock Hill  
WSNW Seneca (D)  
WFIG Sumter

**SOUTH DAKOTA**

KIJV Huron  
KORN Mitchell  
KWAT Watertown

**TENNESSEE**

WLAH Athens  
WOGA Chattanooga  
WJZM Clarksville  
WBAC Cleveland  
WGBR Fayetteville  
WETL Johnson City (D)  
WKXY Knoxville (D)  
WJLM Lewisburg  
WLIV Livingston (D)  
WMMT McMinnville  
WCRK Morristown  
WGNS Murfreesboro  
WNAI Nashville (D)  
WATO Oak Ridge  
KWAM Memphis

**TEXAS**

KWKG Abilene  
KRBT Austin (D)  
KIOX Bay City  
KILUZ Borger  
KBWD Brownwood  
KORA Bryan  
WRR Dallas-Forth Worth  
KSET El Paso  
KRBT Houston (D)  
KEBB Jacksonville  
KLEN Killen (D)  
KLLI Lubbock (D)  
KTRE Lufkin  
KMHT Marshall  
KYKM Monahans  
KVDN Pampa  
KEYB Perryton  
KPAJ Port Arthur-Beaumont  
KMAC San Antonio  
KRRY Sherman-Denison  
KSNY Snyder  
KVON Victoria  
KWTX Waco  
KATR Corpus Christi

**UTAH**  
KLTU Salt Lake City

**VERMONT**  
WIKI Newport  
WTVN St. Johnsbury

**VIRGINIA**  
WFHG Bristol  
WCIV Charlottesville  
WCVA Culpeper  
WDVA Danville  
WAGE Leesburg  
WWOD Lynchburg  
WLOW Norfolk  
WSSV Petersburg  
WLEB Richmond  
WROK Roanoke (D) (Dual)  
WLFM Suffolk  
WAYB Waynesboro

**WASHINGTON**  
KRKW Aberdeen  
KPYG Bellingham  
WLAN Centralia-Thuhalis  
KCVL Coivillo  
KSEM Moses Lake  
KGY Olympia  
KAYO Seattle  
KLYK Spokane  
KLOQ Yakima

**WEST VIRGINIA**  
WKOY Bluefield  
WTIP Charleston  
WHAR Clarksburg  
WTCS Fairmont  
WPLI Huntington (D)  
WLAG Logan  
WMOG Montgomery  
WYAP Parkersburg  
WYAR Richmond (D)  
WBTH Williamson

**WISCONSIN**

WIBY Appleton  
WBLZ Beloit  
WRIZ Eau Claire  
KPIZ Fond du Lac  
WJPG Green Bay  
WISM Hayward (D)  
WULO Janesville  
WISM Madison  
WOMT Manitowee  
WFOK Milwaukee (D)  
WIBU Payette  
WRDB Reedsburg  
WJMC Rice Lake  
WQMN Superior  
WPHR Wisconsin Rapids

**WYOMING**  
KWYO Cheyenne



## 'Sounds Of The '60's' Bears Significance At NBC in 1961

By WILLIAM K. McDANIEL,  
Exec. Vice President in Charge, NBC Radio Network

THE year 1960 was one of the most significant in the history of NBC Radio. On January 4th of that year we broke sharply with a traditional broadcasting formula as old as the networks themselves and launched a new programming concept designed to meet the urgencies of our fast-changing times, as well as the stepped-up requirements of our affiliate stations and the advertisers. We called the new format "The Sound of the Sixties."

Our new programming pattern was adapted after years of experimentation and exhaustive discussion with our affiliates. Faced with a decade which promised world-wide changes and news developments at a rate never before experienced, NBC Radio geared its programming accordingly. We dropped the out-moded "soap operas" and variety shows from the NBC schedule and built "The Sound of the Sixties" around such services as "Monitor" and "News on the Hour," adding "Emphasis" and expanding our schedule of sports, special events, information and public service programs.

By the second quarter of 1960 the new format was proving its effectiveness in every way. For the first time in over eight years, the NBC Radio Network was in a profit position and a chain reaction of progress had set in.

Because the new program structure was better designed to meet the needs of the NBC Radio affiliates, station clearances went up from an approximate 80% to an average of better than 95%. This increased advertiser acceptance, permitted rate increases and dramatically improved ratings, all of which in turn raised the payment of compensation to the stations and consolidated the network's profit position. At the year's end, NBC Radio had enjoyed its most successful twelve months since the early fifties—a full year in the black.

As important as 1960 was as "the year of the breakthrough" for the NBC Radio Network, its bearing on 1961 is fully as significant.

NBC Radio entered the New Year in the black with a profit already guaranteed for the first quarter. By the middle of January, "News on the Hour" was sold out for the entire year and the Network had more business on the books for the second quarter than it has had for the last four years.

Based on the solid foundation established during 1960, the NBC Radio Network plans to continue its expansion in the direction of news, special events, public information, public service and sports. (During 1960 NBC Radio broadcast special programs covering world crises in Cuba, the Congo, Algiers, Laos and the U.N.; the Conventions, Presidential Campaigns, the election and the Inauguration; the summer and winter Olympics and many other events of national interest.)

In 1961 we plan to make even wider use of the NBC News Department's unexcelled facilities around the world. Immediate contact with all our affiliate stations will be maintained on a moment-to-moment basis through the use of the Hotline Control Box which NBC originated in 1956.

Another major project during 1961 will be the introduction of new and timely features and production techniques into "Monitor." The "Monitor" service has become so universally recognized by affiliates and advertisers alike that we feel it deserves our continuing special attention.

The NBC Radio Network faces the year 1961 with a programming format which has proved itself, meeting every test throughout the last year. As further evidence that the course we chose in January, 1960 was in tune with the times, others in the industry are beginning to move in the same direction NBC Radio pioneered over a year ago.

# National Broadcasting Company, Inc.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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Robert E. Kintner	President

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St. Clair Marshall	Dir. Tax Administration
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Richard J. Raburn	Controller
Charles J. Ochsenreiter	Mgr., Syst. & Data Proc.
Randall R. McMillin	Dir., Pchsg. & Materials
Albert E. Walker	Manager, Transportation
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James White	Dir. Accounting

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Joseph J. Arnone	Mgr., Design & Construction
George M. Nixon	Dir., Engineering Dev.
Chester A. Rackey	Dir., Facilities Engineering
William S. Duttera	Mgr., Allocations Engin'g
James L. Wilson	Dir. Adv. Plan. & Eng. Administration

(Continued on Next Page)

(Continued from Page 223)

**Personnel**

B. Lowell Jacobsen . . . . . V.P., Personnel  
 Richard Connell . . . . . Manager, Organization  
                                 Planning & Mgt. Development  
 H. O. Lumb . . . . . Director, Personnel  
 George H. Fuchs . . . . . Director, Labor Relations  
 Dr. Bernard J. Handler . . . . . Company Physician

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 Morris Rittenberg . . . . . Dir., Domestic Enterpr.  
 Clifford W. Slaybaugh . . . . . Director,  
                                 International Enterprises  
 William J. Schmitt . . . . . Dir., Business Affairs

**California National Productions,  
 Inc.**

633 Fifth Ave., New York 22, N. Y.  
 (Wholly-owned Subsidiary)

Alfred Stern . . . . . Chairman of Board

**WEST COAST**

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 THornwald 5-7000

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 Richard Graham . . . . . Vice President, Law  
 Fenton Coe . . . . . Dir., Film Production  
 Frank Gertz . . . . . Mgr., Business Affairs Network  
                                 Programs & Production  
 Felix Jackson . . . . . V.P., TV Network Pgms.  
 Harold Kemp . . . . . V.P., Nighttime Programs  
 Joseph L. Kubin . . . . . Asst. Controller  
 Henry Maas . . . . . Mgr., Traffic & Sales Svc.  
 John W. Nelson . . . . . Director, Daytime Programs  
 Edward A. Rosenberg . . . . . Mgr., Contract  
                                 Administration  
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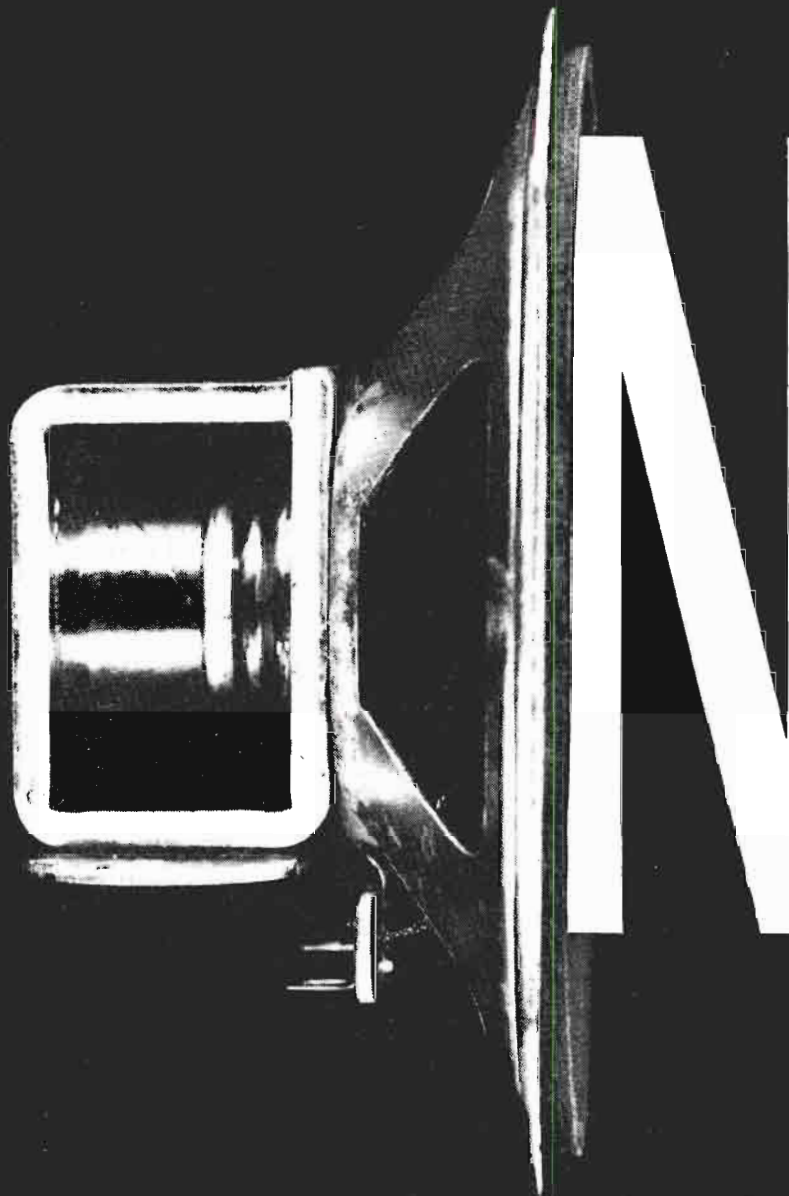
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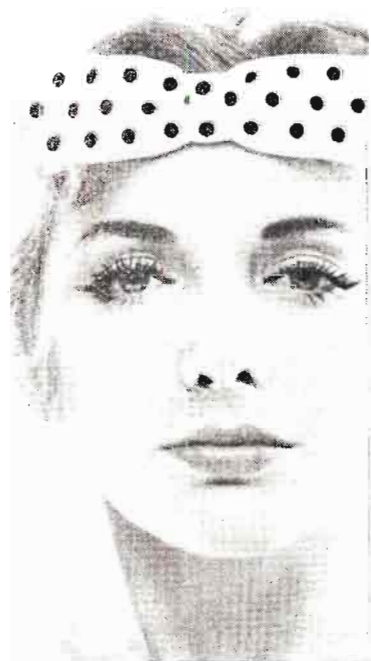
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General Mgr.....Julian Portman  
672 S. Lafayette Pk., Los Angeles 5, Calif.  
Phone: DUinkirk 2-3200

General Mgr.....Harlan Oakes  
260 Kearny St., San Francisco 8, Calif.  
Phone: EXbrook 7-4827

General Mgr.....Ed Gamrin  
**WALTER BIDDICK COMPANY**  
1046 So. Olive St., Los Angeles 15, Calif.  
Phone: RIchmond 9-8800

Manager.....Guy Biddick  
Office Mgr.....Barbara McNey  
Traveling Rep.....Burt Zoul

### JOHN BLAIR & COMPANY

717 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 2-0400

President.....John P. Blair  
Exec. Vice-Pres.....Arthur H. McCoy  
Stations Oper. Mgr.....Wells Barnett  
Vice-President.....Ward Dorrell  
Secretary-Treasurer.....Blake Blair

#### Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.  
Phone: SU 7-2300

Vice-President.....Thomas C. Harrison  
1617 Pennsylvania Bld., Philadelphia, Pa.  
Phone: LOenst 8-0290

Manager.....Henry Chadwick  
3460 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUinkirk 7-4333

Vice-President.....Carleton E. Coveny  
937 Paul Brown Bldg., St. Louis 1, Mo.  
Phone: CHestnut 1-5686

Manager.....Carlos Reese  
617 Book Bldg., Detroit 26, Mich.  
Phone: WOodward 1-6030

V.P., Manager.....Charles Fritz  
467 Rio Grande Nat'l Bldg., Dallas, Texas  
Phone: RIverside 1-4228

Manager.....Frank Carter  
118 Newbury St., Boston, Mass.  
Phone: KE 6-4472

Manager.....Ernest W. Kitchen  
101 Marietta St., Atlanta, Ga.  
Phone: JA 5-6482

Vice-President.....Charles Dilcher  
3319 White-Henry-Stuart, Seattle, Wash.  
Phone: MAIn 3-6270

Manager.....John Burr  
155 Sansome St., San Francisco, Calif.  
Phone: YUKon 2-7068

V.P., Manager.....Herbert Smith  
**BLAIR TELEVISION ASSOCIATES,  
INC.**

717 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 2-0400

President.....John P. Blair  
Exec. V.P.....Richard L. Foote  
V.P. & Research Dir.....W. Ward Dorrell  
Dir. Sales Develop.....Martin Katz  
Adv. Mgr.....Paul Blakemore  
TV Research Opera.....Ruth Supina

#### Branch Offices

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

Phone: FRanklin 2-3819

Vice-Pres., Mgr.....Arthur C. Stringer  
3460 Wilshire Blvd., Los Angeles, Cal.  
Phone: DUinkirk 1-3811

Manager.....David Lundy  
155 Sansome St., San Francisco, Cal.  
Phone: YUKon 2-7068

Manager.....Ned Smith  
617 Book Bldg., Detroit 26, Mich.  
Phone: WOodward 1-6030

Manager.....Gabriel Dype  
630 Paul Brown Bldg., St. Louis, Mo.  
Phone: GArdfield 1-5262

Manager.....Richard Quigley  
3028 Southland Center, Dallas 1, Tex.  
Phone: RIverside 1-4228

Manager.....Steve Beard  
118 Newbury St., Boston 16, Mass.  
Phone: KEmmore 6-1472

Manager.....Bruce Pattyson  
4613 Barnett Bank Bldg., Jacksonville, Fla.  
Phone: ELgin 6-5770

Manager.....Harry Cummings  
3319 White-Henry-Stuart Bldg., Seattle, Wash.  
Phone: MAIn 3-6270

Manager.....John Burr

### BLAIR-TV, INC.

717 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 2-0400

President.....John P. Blair  
Exec. Vice-Pres.....Edward P. Shurick  
Vice Pres., E. Sales Mgr.....John P. Denninger  
V.P. & Research Dir.....W. Ward Dorrell

#### Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 7-2300

V. P., Manager.....Harry Smart  
155 Sansome St., San Francisco 4, Calif.  
Phone: YUKon 2-7068

Manager.....Edward Smith  
3460 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DE 1-3811

Manager.....David Lundy  
630 Paul Brown Bldg., St. Louis 1, Mo.  
Phone: GArdfield 1-5262

Manager.....Richard Quigley, Jr.  
617 Book Bldg., Detroit 26, Mich.  
Phone: WOodward 1-6030

Manager.....Gabe Dype  
3028 Southland Center, Dallas, Texas  
Phone: RIverside 1-4228

Manager.....Steve Beard  
1613 Barnett Bank, Jacksonville, Fla.  
Phone: ELgin 6-5770

Manager.....Harry E. Cummings  
118 Newbury St., Boston, Mass.  
Phone: KEmmore 6-1472

Manager.....Bruce Pattyson  
White-Henry-Stuart Bldg., Seattle, Wash.  
Phone: MAIn 3-6270

Manager.....John Burr

### BOGNER & MARTIN

295 Madison Ave., New York 17, N. Y.  
Phone: MU 9-2586

Exec. in Charge.....P. Bogner  
Sales Manager.....P. J. Bogner, Jr.

## STATION REPRESENTATIVES

### Branch Offices

411 Glenn Bldg., Atlanta, Ga.

Phone: MU 8-3988

Exec. in Charge.....J. Whitehead

435 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-6048

Exec. in Charge.....C. G. O'Neill, Jr.

### GUY BOLAM

*American Sales and Servicing Agency*

Bedford, N. Y.

Phone: 4-7280

President.....Guy Bolam

Vice President.....I. O.C. Bolam

### Branch Office

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

Phone: MU 2-4500

### GENE BOLLES COMPANY

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

Phone: ORegon 5-5058

President.....Gene Bolles

Vice Pres.....Florence F. Flick

### Branch Offices

185 N. Wabash, Chicago 1, Ill.

Phone: STate 2-2368

111 N. La Genega Blvd., Beverly Hills, Calif.

Phone: OlymPia 2-1313

166 Geary St., San Francisco, Calif.

Phone: YUkon 6-0621

### THE BOLLING COMPANY, INC.

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

Phone: YUkon 6-4545

President.....George W. Bolling

Treasurer.....Robert H. Bolling

President (TV Div.).....G. Richard Swift

Pres. (Radio Div.).....G. William Bolling III

Publicity, Prom. Dir.....John Falcetta

Research Dir.....Nina Flinn

### Branch Offices

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

Phone: WH 3-2040

Manager.....Ralph Kelley

1680 N. Vine St., Los Angeles 28, Calif.

Phone: HOLlywood 2-6471

Manager.....William Reittman

5 Third St., San Francisco, Calif.

Phone: GA 1-6740

Mgr.....John T. Coy

80 Boylston St., Boston 16, Mass.

Phone: HU 2-0346

Manager.....N. Walsh

Vaughn Bldg., Dallas 1, Tex.

Phone: RI 8-2172

Manager.....Thomas R. Murphy

2158 Union Ave. Bldg., Memphis 4, Tenn.

Phone: BRoadway 2-7503

Manager.....Cecil K. Beaver



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Offices in Detroit, Chicago,  
San Francisco, and Los Angeles  
representing

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**WIND** — Chicago

**KMPC** — Los Angeles

**WCAR** — Detroit

**WBZ** — Boston

**KSFO** — San Francisco

**KDKA** — Pittsburgh

**KYW** — Cleveland

**WLOL** — Minneapolis

**KVI** — Seattle

**WCKY** — Cincinnati

**KEX** — Portland

**WOWO** — Fort Wayne



**STATION REPRESENTATIVES**

KMBC Building, 11th & Central Aves.,  
 Kansas City, Mo.  
 Phone: GRand 1-7822  
 Manager.....Eugene F. Gray  
 254 E. Paces Ferry Rd., Atlanta, Ga.  
 Phone: CEdar 3-0019  
 Manager.....C. K. Beaver  
 705 Olive St., St. Louis 1, Mo.  
 Phone: CHestnut 1-4350  
 Manager.....Eugene F. Gray  
 260 Denver Club Bldg., Denver 2, Colo.  
 Phone: CHerry 4-7463  
 Manager.....Mary A. Briley  
 1761 1st Natl. Bldg., Detroit, Mich.  
 Phone: WOODward 2-3524  
 Manager.....Larry Gentile  
 1102 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.  
 Phone: FEderal 3-4747  
 Manager.....James Bowden

**THE BRANHAM COMPANY**

360 North Michigan Avenue, Chicago 1, Ill.  
 Phone: CEntal 6-5726  
 President.....Eugene F. Corcoran  
 Vice President.....Lewis S. Greenberg  
 Manager.....John Murphy  
*Branch Offices*  
 99 Park Avenue, New York 16, N. Y.

Phone: MUrray Hill 2-4606  
 Executive-in-Charge.....Joseph F. Timlin  
 6-235 General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 1-0440  
 Executive-in-Charge.....Fred A. Weber  
 1005 Fidelity Union Life Bldg., Dallas 3, Tex.  
 Phone: Rlverside 8-5831  
 Executive-in-Charge.....George Harding  
 Rhodes-Haverty Bldg., Atlanta 3, Ga.  
 Phone: JACkson 2-3025  
 Executive-in-Charge.....Horace L. Ralls  
 1223 Loerst Bldg., St. Louis 1, Mo.  
 Phone: CHestnut 1-6192  
 Executive-in-Charge.....John Henderson  
 1028 Sterick Bldg., Memphis 3, Tenn.  
 Phone: JACkson 6-2344  
 Executive-in-Charge.....Sidney L. Nichols  
 2001 Liberty Life Bldg., Charlotte 2, N. C.  
 Phone: EDison 2-8839  
 Executive-in-Charge.....Bertram C. Finch  
 703 Market Street, San Francisco 3, Calif.  
 Phone: YUkon 2-2135  
 Executive-in-Charge.....Peter Childs  
 6399 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-6363  
 Executive-in-Charge.....Norman E. Noyes  
 496 N.E. 29th Terrace, Miami, Fla.  
 Phone: FRanklin 9-4685  
 Northwestern Bank Bldg., Minneapolis, 1.



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***Representing  
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 WJZ-TV – Baltimore ABC  
 KDKA-TV – Pittsburgh CBS  
 KYW-TV – Cleveland NBC  
 KPIX – San Francisco CBS  
 The stations of  
 the Westinghouse  
 Broadcasting Co., Inc.***

**STATION REPRESENTATIVES**

Minn.  
Phone: FFederal 2-6522  
Executive-in-Charge .....Robert L. Brockman

**BREEN & WARD**

400 Madison Avenue, New York 17, N. Y.  
Phone: PLaza 1-5075  
Manager .....Ed Breen

*Branch Offices*  
2449 Larkin St., San Francisco, Cal.  
Phone: PRospect 5-2725

Manager .....Frank Crennan  
Terminal Sales Bldg., Portland 5, Ore.  
Phone: CApital 8-5191  
Manager .....Quenton Cox

**MARY A. BRILEY**

2652 Bellaire, Denver 7, Colo.  
Phone: DU 3-2666  
President.....Mary A. Briley

**BROADCAST TIME SALES**

509 Madison Ave., New York 22, N. Y.  
Phone: MU 3-1910

President.....Carl L. Schuech  
Exec. V.P.....Mort Bassett  
Exec. V.P.....Peter Theg  
V.P., Dir., Prom. & P.R.....Don Softness  
Vice President.....Norman Flynn  
Eastern Sales Mgr.....Sam Brownstein  
Dir. Sales Dev.....Paul Kinsley  
Administrative Asst.....Gail Thomas

*Branch Offices*  
333 N. Michigan Ave., Chicago 1, Ill.  
Phone: State 2-1405

Manager .....Earl Glickman  
681 Market St., San Francisco 11, Calif.  
Phone: SUtter 1-8656

Manager .....Ward Glenn  
236 Penobscot Bldg., Detroit, Mich.  
Phone: WOODward 5-7613  
1540 N. Highland, Los Angeles 28, Cal.  
Phone: HO 5-1755

Manager .....James Lucas  
123 S. Broad St., Philadelphia, Pa.  
Phone: PE 5-3132

Manager .....Paul O'Brien

**CLARKE BROWN COMPANY**

1507 Southland Center, Dallas 1, Texas  
Phone: RIVERSide 2-5148  
President.....Clarke R. Brown  
Vice President.....Jack Eisele  
Vice President.....C. C. Weed

*Branch Offices*  
1182 West Peachtree N.W., Atlanta, Ga.  
Phone: TRinity 5-9539

Manager.....Richard M. Walker  
3520 Montrose, Houston, Tex.  
Phone: Jack-on 8-1601

Manager.....Jack Eisele  
910 Royal St., New Orleans, La.  
Phone: JACKson 2-3917

Manager .....Clarke Brown  
233 Guaranty Bank Bldg., Denver, Colo.  
Phone: TABor 5-7585  
Manager .....John McGuire

**GILL-PERNA, Inc.**

**RADIO and TV  
STATION REPRESENTATIVE**

NEW YORK—CHICAGO—DETROIT  
LOS ANGELES—SAN FRANCISCO—ATLANTA

## STATION REPRESENTATIVES

### 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

260 Kearny St., San Francisco 8, Calif.

Phone: EX 7-4827

Manager.....Don N. Ferrull

### CANADIAN BCSTG. CORP.- NATIONAL SELECTIVE SALES

English Stations:

354 Jarvis St., Toronto 5, Ont.

Phone: WAlnut 5-3311

Sales Supervisor.....T. B. J. Atkins

French Stations: Box 6000, Montreal, Que.

Phone: UUniversity 6-2571

Sales Supervisor.....W. E. Chevrier

English Network Sales:

Sales Director.....John R. Malloy

Asst. to Sales Dir.....G. W. Regendanz

TV Sales Manager.....W. F. Cooke

Radio Sales Mgr.....R. S. Joynt

Export Sales Mgr.....W. Weston

Contract Svc. Spvsr.....Miss M. Rainboth

Sales Prom. Spvsr.....H. E. Chevrier

Branch Offices:

701 Hornby St., Vancouver, B. C.

Phone: MUtual 4-0246

Box 290, Edmonton, Alberta

Phone: GA 4-8221

541 Portage Ave., W., Winnipeg, Man.

Phone: SPruce 4-2541

Box 1045, Ottawa, Ontario

Phone: CEntral 6-9541

232 St. George St., Moncton, N. B.

Phone: EVergreen 4-3366

70 Bell Rd., Halifax, N. S.

Phone: 2-8311

Box 610, Corner Brook, Nfld.

Phone: NEptune 4-3431

### CARIBBEAN NETWORKS, INC.

20 West 43rd St., New York 36, N. Y.

Phone: LOngacre 5-7840

President.....A. M. Martinez

Vice Pres.....Juan J. Cerna

Sec., Treas.....Mildred R. Chafey

### CBS RADIO SPOT SALES

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

Phone: PLaza 1-2345

V.P., Gen. Mgr.....Maurie E. Webster

Sales Manager, N. Y.....Ralph Glazer

Client Relations Mgr.....George Arnold

#### Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.

Phone: Whitehall 4-6000

Sales Manager.....Thomas H. Peterson

932 Fisher Bldg., Detroit 2, Mich.

Phone: Trinity 2-5500

Sales Manager.....Ralph Patt, Jr.

## HOWARD E. STARK

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50 East 58 Street

New York 22, N. Y.

ELdorado 5-0405

## STATION REPRESENTATIVES

Sheraton-Palace Hotel, San Francisco 5, Calif.  
**Phone: Yukon 2-7000**  
 Sales Manager.....Joseph K. Marshall  
 6121 Sunset Blvd., Hollywood 28, Calif.  
**Phone: Hollywood 9-1212**  
 Sales Manager.....Roland McClure  
 805 Peachtree St. N.E., Atlanta 8, Ga.  
**Phone: TRinity 4-4407**  
 Sales Manager.....George P. Crumbley, Jr.  
 1144 Hampton Ave., St. Louis 10, Mo.  
**Phone: MISSION 7-5500**  
 Sales Manager.....Eugene Myers

### CBS TELEVISION SPOT SALES

485 Madison Ave., New York 22, N. Y.  
**Phone: Plaza 1-2345**  
 V.P. & Gen. Mgr.....Bruce R. Bryant  
 Eastern Sales Mgr...Theodore W. O'Connell  
 Business Manager....Gerald E. Marrenoff  
 Prom. Mgr.....Joseph P. Dowling  
 Dir., Sale Prom. & Res...William Hohmann  
 Mgr., Sales Presentation...Daniel R. Kelly  
 Dir., Client Relations.....John J. Kelly  
 Dir., Info. Svcs.....Howard Berk  
**Branch Offices**  
 630 N. McClurg Crt., Chicago 11, Ill.  
**Phone: Whitehall 4-6000**  
 Midwestern Sales Mgr....Richard R. Loftus  
 805 Peachtree Bldg. N.E., Atlanta, Ga.  
**Phone: TRinity 5-6677**

Manager.....George R. Swearingen, Jr.  
 932 Fisher Bldg., Detroit 2, Mich.  
**Phone: Trinity 2-5500**  
 Manager.....John S. Logan  
 Sheraton-Palace Hotel, San Francisco, Calif.  
**Phone: YUkon 2-7000**  
 Manager.....Robert H. Perez  
 1313 N. Vine St., Los Angeles 28, Calif.  
**Phone: HOLLYWOOD 9-1212**  
 Manager.....Samuel F. Hill, Jr.

### HENRY I. CHRISTAL CO., INC.

579 Fifth Ave., New York 17, N. Y.  
**Phone: MURRAY Hill 8-4414**  
 President.....Henry I. Christal  
 Vice-President & Gen. Mgr.....Irvin Gross  
 Sales Manager.....Philhin S. Flanagan  
**Branch Offices**  
 333 N. Michigan Ave., Chicago 1, Ill.  
**Phone: CE 6-6357**  
 Manager.....Neil D. Cline  
 1646 Russ Bldg., San Francisco 4, Calif.  
**Phone: YU 2-1204**  
 Manager.....Richard E. Green  
 1907 Book Building, Detroit 26, Mich.  
**Phone: WOODWARD 3-2365**  
 Manager.....Joseph R. Spadea  
 581 Boylston St., Boston 16, Mass.  
**Phone: Copley 7-1180**  
 Manager.....Richard A. Keating  
 972 Peachtree St. N.E., Atlanta, Ga.

**“Successful  
 Representation  
 through  
 Purposeful  
 Salesmanship”**



DEVNEY / O'CONNELL, INCORPORATED  
 STATION REPRESENTATIVES  
 535 FIFTH AVENUE,  
 NEW YORK 17, NEW YORK  
 NEW YORK / CHICAGO  
 HOLLYWOOD / SAN FRANCISCO

If your product is sold every day,  
 it should be advertised every day;  
**Radio** is the every day salesman.

*Broadcast Time Sales*

*... dedicated to radio  
 time sales exclusively.*

**STATION REPRESENTATIVES**

Phone: TR 5-9311

Manager.....Neal W. Robbins

**THOMAS F. CLARK COMPANY, INC.**

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

Phone: ORegon 9-5866

Manager.....John H. Boyd

Assistant Manager.....Madeleine E. Miklos

*Branch Offices*

35 E. Wacker Drive, Chicago, Ill.

Phone: SState 2-8196

Manager.....Paul Elsberry

685 Book Bldg., Detroit, Mich.

Phone: Woodward 1-6036

Manager.....Paul Pequinot

401 William-Oliver Bldg., Atlanta, Ga.

Phone: JJackson 4-0454

Manager.....Harry Cannon

166 Geary St., San Francisco, Cal.

Phone: YUkon 6-1621

Manager.....Don Pickens

**COLLEGE RADIO CORPORATION**

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

Phone: OXFord 7-0890

General Manager.....Robert R. Vance, Jr.

*Branch Offices*

730 S. Western Ave., Los Angeles 5, Calif.

Phone: DUNKirk 7-4388

Manager.....Robert Walker

57 Post St., San Francisco 4, Calif.

Phone: SUTter 1-5568

Manager.....Allen S. Young

**CONTINENTAL RADIO SALES**

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

Phone: MUrray Hill 7-6865

Manager.....R. Butche

21st &amp; Panama St., Philadelphia 3, Pa.

Phone: LOcust 3-8139

Manager.....S. Marshall

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

Phone: FRanklin 2-2095

Manager.....R. Olson

**DONALD COOKE INC.**

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

Phone: JUdson 2-2727

President.....Donald Cooke

Asst. to Pres.....Dorothy McLaughlin

*Branch Offices*

205 W. Wacker Dr., Chicago 1, Ill.

Phone: State 2-5096

Manager.....Hooper Jones

111 N. La Cienega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1313

Manager.....Lee F. O'Connell

681 Market St., San Francisco, Calif.

Manager.....Ted Hall

**F. T. CRENNAN & ASSOCIATES**

2537 Larkin St., San Francisco 9, Calif.

Phone: PRospect 5-2725

Exec. in Charge.....F. T. Crennan

**HARRY E. CUMMINGS**

1402 Barnett Bank Bldg.,

Jacksonville 2, Fla.

Phone: ELgin 6-5770

Owner.....Harry E. Cummings

**DAY-WELLINGTON, INC.**

904 Vance Bldg., Seattle 1, Wash.

Phone: MUtual 2-6535

President.....Del Day

Sec.-Treas.....Gil Wellington

*Branch Office*

306 Wilcox Bldg., Portland, Ore.

Phone: CA 6-3973

President.....H. S. Jacobson

**DEVNEY-O'CONNELL INC.**

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

Phone: YUkon 6-4390

President.....E. J. Devney

Exec. Vice Pres.....Richard O'Connell

Sales Manager.....Arthur O'Connor

*Branch Offices*

185 N. Wabash Ave., Chicago, Ill.

Phone: SState 2-5282

Mid-West Manager.....John K. Markey

5746 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 2-4253

General Manager.....Jim Gates

681 Market St., San Francisco 3, Calif.

Phone: EXbrook 2-1507

General Manager.....Ted Hall

100 Boylston St., Boston 16, Mass.

Manager.....George Bingham

**DORA-CLAYTON AGENCY, INC.**

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.

Phone: JACkson 5-7841

Operators.....Dora C. Cosse, Clayton J. Cosse

**BOB DORE ASSOCIATES**

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

Phone: PLaza 3-8370

N. Y. Office.....Robert Dore

*Branch Offices*

435 N. Michigan Ave.,

1817 Tribune Tower, Chicago, Ill.

Phone: 467-5997

Clem O'Neill

5746 Sunset Blvd., Hollywood, Calif.

Phone: HOLlywood 2-6989

Jim Gates

681 Market St., San Francisco, Calif.

Phone: EXbrook 7-7457

Dave Sandeberg

**ROBERT E. EASTMAN & CO., INC.**

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

Phone: PLaza 9-7760

President.....Robert E. Eastman

Exec. V.P.....Richard C. Arbuckle

Vice Pres.....Richard H. Schutte

Vice Pres.....George C. Dubinetz

Eastern Sls. Mgr.....Joseph P. Cuff

Dir., Creative Sls.....James H. Fuller

*Branch Offices*

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

Phone: FIancial 6-7640

Exec. V.P.....Richard C. Arbuckle

1043 Russ Bldg., San Francisco 4, Cal.

Phone: YUkon 2-9760

Vice Pres.....Richard H. Schutte



# Station Representatives Association, Inc.

By LEWIS H. AVERY

*President*

THE Station Representatives Association, Inc. was founded in September 1947, by a substantial group of radio representatives, for the sole purpose of promoting the use of radio advertising among advertisers and agencies, as well as protecting the welfare of the representative firms themselves. Later the association was extended to include television representatives as well.

Over the years, the association has been involved in a number of projects and activities beneficial to its members, their represented stations, and the rest of the radio and television industry. Listed below is a partial list of some of the major projects and activities with which the association has been identified:

Successfully initiated action before the FCC to get the network spot representation organizations out of the representation business.

Prepared and issued a Spot Radio Estimator, which enabled agencies to determine the cost of a spot campaign.

Prepared and distributed a booklet titled "Spot Broadcasting Lets You Decide."

Conducted spot radio clinics among stations represented by member firms.

Actively campaigned and established standards now almost universally accepted for television ID commercials.

Established and carried out a Crusade for spot Radio Campaign.

Instigated and actively campaigned for the formation of what is now TvB.

Worked with the AAAA on the Nielsen coverage studies.

Prepared and presented a slide presentation on spot radio to agencies, advertisers and stations.

Actively worked with NARTB Code Review Board on television code matters.

Established a projection formula for use with the A. C. Nielsen coverage reports.

Instigated a campaign and worked closely with the AAAA in establishing standards of

art work in TV commercials.

Established a system of reporting dollar volume figures in spot radio, whereby it was possible to estimate total dollar volume for all radio.

Established a system for mailing to stations, known as operations desk, which has been accepted and is being used by practically every TV station in the business.

Established a timebuyer and advertiser mailing list, which is currently maintained by SRA, and is regarded as one of the most up-to-date lists in the business. (4000 agency personnel; 100 advertisers).

Prepared and distributed a booklet entitled "The Story of the Spot Salesman and You" to all agencies, stations, government personnel and other interested individuals.

Prepared and presented a slide presentation titled "Prospects On A Silver Platter" to leading advertising agencies in New York and Chicago, as well as advertisers.

Successfully established the "Silver Nail Time Buyer of the Year" Award, and the "Gold Key" award. (The award program has been enlarged to include the "Chicago Time Buyer of the Year" award.)

Has actively campaigned against the bartering and brokeraging of time in both radio and television.

Maintains a complete and up-to-date list of all representative firms and stations represented by them.

Has devised new contract forms for both radio and television, and is currently conducting a campaign to establish these common or standard forms in the business.

A campaign started by SRA is currently under way to get stations to adopt a one rate policy.

The Association presently has under way a project to establish a central source of information for competitive advertising on a current basis, as well as a campaign to enlarge samples and reduce the number of ARB and Nielsen reports.

## STATION REPRESENTATIVES

211 N. Ervay Bldg., Dallas, Tex.  
Phone: Rlverside 7-0095

Manager .....Al Carrell  
915 Olive St., St. Louis, Missouri  
Phone: CEntral 1-6055

Manager .....Robert R. Maier  
1680 N. Vine St., Los Angeles 28, Calif.  
Phone: HOLLywood 4-7276

Manager .....John A. Thackaberry  
1130 W. Peachtree St., N.W., Atlanta, Ga.  
Phone: 875-7418

Manager .....William P. Marschler  
1033 Book Bldg., Detroit 26, Mich.  
Phone: WOOdward 5-5457

Manager .....Frank Boyle

### ECKELS & COMPANY

80 Boylston St., Boston, Mass.  
Phone: LIberty 2-6181

Owner .....George R. Eckel  
Vice President .....Irvin E. Dierdorff, Jr.

### EVERETT-MCKINNEY, INC.

1270 Ave. of Americas, New York, N. Y.  
Phone: CO 5-4755

President .....Max M. Everett  
Exec. Vice Pres. ....Powell H. Ensign  
Secretary .....M. Jane Callahan

#### Branch Offices

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

V.P. in Chg. ....Thomas S. Buchanan  
111 La.Cienega Blvd., Beverly Hills, Cal.  
Phone: OLYmpia 2-1313

Exec.-in-Charge .....Lee F. O'Connell  
681 Market St., San Francisco, Calif.  
Phone: EX 2-1507

Exec.-in-Charge .....Ted Hall

### HUGH FELTIS & ASSOC.

1102 Tower Bldg., Seattle 1, Wash.  
Phone: MAIn 3-1868

Owner .....Hugh M. Feltis  
Assocs. ....John Mowbray, Doug Dove

#### Branch Office

806 Wilcox Bldg., Portland 4, Ore.  
Phone: CApitol 3-0151

Exec.-in-Charge .....Howard S. Jacobson

### FINE MUSIC HI-FI BROADCASTERS

8 West 40th St., New York 18, N. Y.  
Phone: BRyant 9-3576

Vice President .....Joel B. Fairfax  
Secretary-Treasurer .....Kenneth C. Schwartz

#### Branch Offices

410 S. Michigan Ave., Chicago 5, Ill.  
Phone: WAbash 2-1000

Exec. in Charge .....Howard Grafman  
41 Sutter St., San Francisco 4, Calif.  
Phone: YUkon 1-1199

Exec. in Charge .....Albert Chance

### FM UNLIMITED

161 E. Erie St., Chicago 11, Ill.  
Phone: SUperior 7-5262

President .....Charles Kline

### FORJOE-TV, INC.

230 Park Ave., New York 17, N. Y.  
Phone: ORegon 9-6820

President .....Joseph Bloom  
Sales Manager .....John White  
Asst. Sales Mgr. ....Herb Hahn

#### Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.  
Phone: DElaware 7-3504

General Manager .....Robert Lazar  
6362 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: HOLLywood 2-1397

Manager .....Joseph Rolfe  
681 Market St., San Francisco, Cal.  
Phone: Sutter 1-7569

General Manager .....J. M. Pietila  
1371 Peachtree St., N.E., Atlanta, Ga.  
Phone: TRinity 5-0404

General Manager .....Robert W. Jensen  
310 W. Glen Echo Rd., Philadelphia, Pa.  
Phone: CHestnut Hill 7-4510

General Manager .....Mort Lowenstein  
1761 National Bank Bldg., Detroit 26, Mich.  
Phone: WOOdward 2-3524

General Manager .....Larry Gentile

### FOSTER & CREED, INC.

414 Statler Office Bldg., Boston 16, Mass.  
Phone: HU 2-4845

President .....William A. Creed  
Treasurer .....Robert C. Foster

### 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: FIuancial 6-9393

Midwest Sales Mgr. ....Walter Beadell  
2915 Book Bldg., Detroit 26, Mich.  
Phone: WO 2-7022

Manager .....Daniel W. Bowen  
730 S. Western Ave., Los Angeles, Calif.  
Phone: DUnkirk 7-4388

Manager .....Bambie C. Herrington  
57 Post St., San Francisco, Calif.  
Phone: Sutter 1-5568

Manager .....Allan S. Young  
80 Boylston St., Boston, Mass.  
Phone: LIberty 2-6181

Manager .....George Eckels  
William-Oliver Bldg., Atlanta, Ga.  
Phone: JAcKson 4-0454

Manager .....Harry J. Cannon

### GOOD MUSIC BROADCASTERS, INC.

355 Lexington Ave., New York, N. Y.  
Phone: YUkon 6-2680

Nat. Sales Mgr. ....Herbert Groskin  
Manor Road, Philadelphia 28, Pa.  
Phone: IVyridge 2-6000

President .....Raymond S. Green

### W. S. GRANT CO., INC.

703 Market Street, San Francisco 3, Calif.

## STATION REPRESENTATIVES

Phone: EXbrook 2-6685  
President, General Mgr. .... Dave Sandeberg  
*Branch Offices*  
730 5th Ave., New York 19, N. Y.  
Phone: PLaza 3-1433  
Manager ..... C. Bernard  
15485 Jas. Couzens Blvd., Detroit 38, Mich.  
Phone: UNiversity 4-1074  
Manager ..... Max Goldblatt  
75 East Wacker Dr., Chicago 1, Ill.

### H-R REPRESENTATIVES, INC.

#### ALSO

#### H-R TELEVISION, INC.

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 9-6800  
Pres. & Treas. .... Frank M. Headley  
Exec. Vice Pres. & Sec. .... Frank E. Pellegrin  
Exec. Vice Pres. .... Dwight S. Reed  
Vice Presidents. .... James M. Alspaugh,  
Harold Lindley, Miss Avery Gibson

#### *Branch Offices*

35 East Wacker Drive, Chicago 1, Ill.  
Phone: FInancial 6-6440  
Exec. Vice President. .... Dwight S. Reed  
321 Bush St., San Francisco 4, Calif.  
Phone: YUkon 2-5837  
Manager ..... Hal Chase  
Equitable Bldg., Hollywood 28, Calif.  
Phone: HOllywood 2-6453  
V.P.-Gen. Mgr. .... Harold Lindley  
1137 Northwestern Bank Bldg.,  
Minneapolis, Minn.  
Phone: FEderal 8-7017  
Manager ..... Terrence Hughes  
1182 W. Peachtree St., N.W., Atlanta, Ga.  
Phone: 872-7701  
Manager ..... Bill McRae  
211 N. Ervay Bldg., Dallas, Tex.  
Phone: RIVERSide 8-6035  
Manager ..... Robert Dalehan  
915 Olive St., St. Louis, Mo.  
Phone: CH 4-4193  
Manager ..... Arthur D. Kelley  
1065 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOodward 1-4148  
Manager. .... Andrew M. Gent  
509 Grand Ave., Des Moines, Ia.  
Phone: ATLantic 2-0201  
Manager. .... Donald G. Peterson

### ARTHUR H. HAGG & ASSOCIATES

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: CEntral 6-7553  
President. .... A. H. Hagg  
Manager. .... K. W. Hagg  
*Branch Offices*  
366 Madison Ave., New York 17, N. Y.  
Phone: MU 2-8665  
Exec. in Charge. .... P. Broderick  
P. O. Box 182, Kansas City, Mo.  
Phone: COlfax 2-4694  
Exec. in Charge. .... R. J. Anderson  
132 E. 30th St., Indianapolis, Ind.  
Phone: WAlnut 6-8214  
Exec. in Charge. .... Robert D. Hagg  
3222 Center St., Omaha 5, Neb.

Phone: JACkson 2620  
Exec. in Charge. .... Howard W. Harvey

### THEO. B. HALL & COMPANY

681 Market St., San Francisco  
Phone: EXbrook 2-1507  
Manager ..... Ted Hall  
*Branch Offices*  
5746 Sun-set Blvd., Hollywood 28, Calif.  
Phone: HOllywood 2-4253  
Manager ..... Jim Gates  
35 E. Wacker Dr., Chicago 1, Ill.  
Phone: STate 2-8196  
Manager ..... Paul Elsberry  
1021 Wm. Oliver Bldg., Atlanta 2, Ga.  
Phone: JACkson 4-7008  
Manager ..... Harry Cannon  
230 Park Ave., New York 17, N. Y.  
Phone: OR 9-5866  
Manager ..... Jack Boyd  
Book Bldg., Detroit 26, Mich.  
Phone: WOodward 1-6036  
Manager ..... Paul Pequinot

### JOS. A. HARDY & CO., LTD.

2 Carlton St., Toronto, Ont., Can.  
Phone: EM 3-9433  
General Manager. .... A. C. Harrison  
*Branch Office*  
2075 Mountain St., Montreal, Que.  
Phone: V1 2-1101  
Manager ..... M. Legault

### HARRINGTON, RIGHTER & PARSONS, INC.

415 Madison Ave., New York 17, N. Y.  
Phone: MU 8-7050  
President. .... John E. Harrington, Jr.  
Vice Pres., Treas. .... Volney Righter  
Vice Pres., Secy. .... James O. Parsons, Jr.  
V.P., Research, Prom. .... M. Rashbaum, Jr.  
V.P., Bd. Member. .... John F. Dickinson  
Eastern Sales Mgr. .... Arthur C. Elliott

#### *Branch Offices*

*Tribune Tower, Chicago, Ill.*  
Phone: WHitehall 4-0510  
Executive-in-charge. .... Carroll R. Layman  
235 Montgomery St., San Francisco, Calif.  
Phone: Sutter 1-4125  
Executive-in-charge. .... Franklin Dougherty  
1430 W. Peachtree St., Atlanta 9, Ga.  
Phone: TRinity 5-8458  
Executive-in-Charge. .... Frank B. Rice  
80 Boylston St., Boston 16, Mass.  
Phone: LIberty 2-7537  
Executive-in-Charge. .... Carter Knight  
Penobscot Bldg., Detroit 26, Mich.  
Phone: WOodward 3- 0910  
Executive-in-Charge. .... Kenneth L. Brown  
2975 Wilshire Blvd., Los Angeles, Calif.  
Phone: DU 5-4275  
Executive-in-Charge. .... Byington F. Colvig

### JOE HARRY RADIO & TV STATION REPRESENTATIVE

118 Tophill Rd., San Antonio, Tex.  
Phone: TAYlor 6-8971  
Owners. .... Joe Harry, Kay Harry

**HERITAGE STATION REPS.**

(Div. of International Good Music, Inc.)  
1151 Ellis St., Bellingham, Wash.  
Phone: REgent 3-4566

President ..... Rogan Jones  
Vice Pres. .... John D. Tuttle  
Sec.-Treas. .... Catherine W. Jones  
Asst. Sec.-Treas. .... Richard Kline

*Branch Office*

28 West 44th St., New York 36, N. Y.

Phone: LO 3-2942

Manager ..... Fred Bernstein  
2917 Temple St., Los Angeles, Calif.  
Phone: DE 5-6401

Manager ..... William Baxley  
625 Market St., San Francisco, Calif.  
Phone: EX 7-2682

Manager ..... Charles Haddix  
288 Fisher Rd., Grosse Pte. Farms,  
Detroit, Mich.  
Phone: TU 5-0252

Manager ..... Larry Gentile  
610 Lloyd Bldg., Seattle, Wash.  
Phone: MAin 3-0620

**GEORGE P. HOLLINGBERRY CO.**

Chairman of the Bd. .... George P. Hollingbery  
Vice-chairman .... F. E. Spencer, Jr.  
President (Radio) .... Fred Hague  
President (TV) .... Harry Wise, Jr.

*Branch Offices*

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

Executive-in-Charge .. George P. Hollingbery  
V. P. Radio ..... Frank McCarthy  
Sales Manager TV ..... Warren Nelson  
500 Fifth Ave., New York 36, N. Y.  
Phone: OXford 5-5560

Executive-in-Charge ..... F. E. Spencer, Jr.  
President, Radio ..... Fred F. Hague  
President, TV ..... Harry H. Wise, Jr.  
V.P., Television ..... John I. Peterson  
Director Sales Develop. .... Edward R. Eadeh  
134 Peachtree St. N.W., Atlanta 3, Ga.  
Phone: JACkson 4-8081

V.P., Exec-in-Chg. .... Richard N. Hunter  
500 Griswold St., Detroit 26, Mich.  
Phone: WOODward 1-3555

Executive-in-Charge .... Joseph D. Payne, Jr.  
3325 Wilshire Blvd., Los Angeles, Calif.  
Phone: DUNkirk 5-2071

Executive-in-Charge .... Harry W. Betteridge  
110 Bush St., San Francisco 4, Calif.  
Phone: YUkon 1-2110

Exec-in-Charge ..... Roy S. Edwards  
211 N. Ervay, Dallas, Tex.  
Phone: RIVerside 8-0057

Executive-in-Charge ..... George L. Pettett

**HAL HOLMAN COMPANY**

64 East Lake St., Chicago 1, Ill.  
Phone: FRanklin 2-0016

Owner ..... Hal Holman

*Branch Offices*

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

Phone: YUkon 6-4390

Manager ..... Ed Devney  
6381 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: HOLlywood 2-2351

Manager ..... Tracy Moore  
703 Market St., San Francisco 3, Calif.  
Phone: EXbrook 2-6444

Manager ..... Charles Morin

**GEORGE T. HOPEWELL, INC.**

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

Phone: LE 2-3783

President ..... George T. Hopewell  
General Manager ..... Joseph S. Cannon

*Branch Offices*

Park Ave. Bldg., Detroit 26, Mich.

Phone: WOODward 1-3822

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STate 2-5096

111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OL 5-8326

1021 William Oliver Bldg., Atlanta, Ga.

Phone: JACkson 4-7088

**BERNARD HOWARD & CO., INC.**

20 E. 46th St., New York 17, N. Y.

Phone: OXford 7-3750

President ..... Bernard Howard  
Exec. Vice Pres. .... Jack Davis  
Acct. Exces. .... L. P. Smith, L. Wasserstein

*Branch Offices*

75 E. Wacker Dr., Chicago, Ill.

Phone: FI 6-9227

Manager ..... William Smutzer  
6381 Hollywood Blvd., Los Angeles, Calif.  
Phone: HOLlywood 2-2351

Manager ..... Jerry Moore  
703 Market St., San Francisco, Calif.  
Phone: EXbrook 2-6444

Manager ..... Charles Morin  
1401 Peachtree St., N.E., Atlanta, Ga.  
Phone: TR 5-9403

Manager ..... Bernard Ochs

**DON HOWARD & CO.**

Del Rio, Texas

Phone: PR 5-2431

Owner ..... R. Don Howard  
*Branch Office*

Box 55, Nogales, Ariz.

Manager ..... Felix Arias

**HUNT, SCHARF REPRESENTATIVES, LTD.**

1030 W. Georgia St., Vancouver 5, B. C.

Phone: MUtual 4-6277

President ..... John N. Hunt

**HARRY S. HYETT CO.**

630 Baker Bldg., Minneapolis 2, Minn.

Phone: FEderal 9-7179

Owner & President ..... Harry S. Hyett

**INDIE SALES, INC.**

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

Phone: MUrray Hill 2-4813

President ..... Jack Koste



## STATION REPRESENTATIVES

### Branch Offices

205 W. Wacker Dr., Chicago 6, Ill.  
Phone: STate 2-5096

111 N. La Cienega Blvd., Los Angeles 48, Cal.  
Phone: OLeander 5-8326

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

### INTER-AMERICAN PUBLICATIONS, INC.

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

President ..... Argentina Ramos  
Treasurer ..... Jose Oviedo

### INTERCONTINENTAL SERVICES, LTD.

20 East 16th St., New York 17, N. Y.  
Phone: YU 6-0820

President ..... Harry M. Engel  
V.P., Sales Mgr. .... John P. Barton  
V.P., Treas. .... Jeanette F. Sysma

### Branch Offices

6331 Hollywood Blvd., Los Angeles, Calif.  
Phone: HO 2-2289

Manager ..... William L. Wallace  
155 Montgomery St., San Francisco, Calif.  
Phone: YU 6-5366

Manager ..... Frank Waters

### INTERPROVINCIAL BROADCAST SALES LTD.

Suite 500, 199 Bay St., Toronto, Ont.  
Phone: EMpire 4-1197

Exec. V.P., Gen. Mgr. .... K. W. Davis  
Sales Manager ..... R. A. S. Munro  
Promotion Dir., Compt. .... R. A. Bishop

### Branch Office

1117 St. Catherine St., W., Montreal, Que.  
Phone: VICTor 9-5221

Manager ..... Lionel Morin

### THE KATZ AGENCY, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-9200

Chr. of Board ..... G. R. Katz  
President ..... Eugene Katz  
Treasurer ..... H. J. Grenthot  
V.P., Client Relations ..... Edward Codel  
V.P., TV Sales ..... Scott Donahue  
V.P., Research, Prom. .... Dan'l Denenholz  
V.P., Radio Sls. .... Morris Kellner  
TV Sales Mgr. .... Walter Nilson

### Branch Offices

Prudential Plaza, Chicago 1, Ill.  
Phone: MOhawk 4-7150

Vice Pres. & Mgr. .... Roy Miller  
TV Sales Mgr. .... Alan Axtell

Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 3-8420

Manager ..... William W. Joyce  
1393 Peachtree St., N.E., Atlanta 9, Ga.  
Phone: TRinity 5-1627

Manager ..... Gregory Murphy, Jr.  
2006 Bryan St., Dallas 1, Texas  
Phone: RIVERSide 1-4036

Manager ..... D. Rutledge  
Russ Bldg., San Francisco 4, Calif.  
Phone: DOUGlas 2-7628

Manager ..... Stanley J. Reulman  
515 Wilshire Blvd., Los Angeles, Calif.  
Phone: WEBster 3-8171

Manager ..... Richard Hasbrook  
915 Olive St., St. Louis 1, Mo.  
Phone: CENTral 1-1868

Manager ..... James Muse  
2305 First Natl. Bank Bldg.,  
Minneapolis, Minn.  
Phone: FEderal 3-6201

Manager ..... David Abbey

### ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.  
Phone: WATkins 4-6599

President ..... Bob Keller

### Branch Office

205 W. Wacker Dr., Chicago 6, Ill.  
Phone: STate 2-5096

Manager ..... Hooper Jones

### KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.  
Phone: GLEndale 1-5045

President ..... Harry McTigue

### KETTELL-CARTER, INC.

118 Newbury St., Boston 16, Mass.  
Phone: KENmore 6-1966

President ..... Elmer Kettell  
Secy.-Treas. .... Marjorie Carter

### KEYSTONE BROADCASTING SYSTEM, INC.

527 Madison Ave., New York, N. Y.  
Phone: EL 5-3720

President (Dir.) ..... Sidney J. Wolf  
Exec. Vice-Pres. .... Noel A. Rhys  
Vice-President ..... Charles A. Hammarstrom  
Sr. Vice-Pres. .... Edwin R. Peterson  
V.P.'s ..... Wm. Bayer, Chas. A. Hammarstrom  
Secretary-Treasurer (Dir.) ..... Arthur Wolf  
New York Office

Exec. V.P. .... Noel A. Rhys  
Vice-President ..... Charles A. Hammarstrom  
Account Executive ..... James S. Gessner  
Office Manager ..... Patricia Ennis  
111 W. Washington St., Chicago, Ill.  
Phone: STate 2-8900

President ..... Sidney J. Wolf  
Secretary-Treasurer ..... Arthur Wolf  
Dir. of Station Relations ..... Charlotte Tucker  
Traffic Mgr., Prog. Dir. .... Jane C. McFadgen  
Account Executives ..... William Wolf,  
Edwin Peterson

75 Post St., San Francisco  
Phone: SUTter 1-7440

Account Executive ..... Howard P. Taylor  
3142 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNKirk 3-2910

Vice-President ..... William Bayer  
Account Executive ..... Henry G. Eschen  
612 Penobscot Bldg., Detroit, Mich.  
Phone: WOODward 2-4505

Director ..... E. R. Peterson, Jr.



## STATION REPRESENTATIVES

### A. LEWIS KING

405 Lexington Ave., New York 19, N. Y.

Phone: MUrray Hill 2-9265

President.....A. Lewis King

### NONA KIRBY CO.

518 Statler Bldg., Boston 16, Mass.

Phone: HUbbard 2-6117

President.....Nona Kirby

Vice President.....Kay Chille

### BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.

Phone: TRinity 6-6776

President.....Bomar A. Lowrance

Vice President.....Clyde L. Clem

#### Branch Offices

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVerside 2-8206

Vice President.....Robert F. Keefe

### LUSTER ASSOCIATES

1697 Broadway, New York, N. Y.

Phone: CReole 6-1952

President.....Betty Luster

### JACK MASLA & COMPANY, INC.

40 East 49th St., New York 17, N. Y.

Phone: PLaza 3-8571

President.....Jack Masla

Vice President.....Allan S. Kramer

#### Branch Offices

75 E. Wacker Dr., Chicago, Ill.

Phone: CEntal 6-7974

Manager.....Donald A. Wolff

249 Pine St., San Francisco, Calif.

Phone: EXbrook 7-6187

Manager.....Alan Torbet

1213 N. Highland Ave., Los Angeles, Calif.

Phone: HOLlywood 2-4939

Manager.....Frank W. Crane

11th & Central, Kansas City, Mo.

Phone: GRand 1-7822

Manager.....Eugene F. Gray

705 Olive St., St. Louis, Mo.

Phone: CHestnut 1-4350

Manager.....Eugene F. Gray

### DAREN F. MCGAVREN CO., INC.

60 East 56th St., New York 22, N. Y.

Phone: PLaza 1-4650

President.....Daren F. McGavren

Exec. V.P., Sls. Mgr.....Ralph Guild

#### Branch Offices

110 Sutter St., San Francisco, Cal.

Phone: YUKon 6-4112

Manager.....Cy Ostrup

35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

Manager.....Edward Argow

1216 Dime Bldg., Detroit, Mich.

Phone: WO 2-1370

Manager.....Robert Mahlman

1741 Ivar Ave., Los Angeles, Cal.

Phone: HOLlywood 6-6146

Manager.....Walter Lake

### MCGAVREN, TV, INC.

60 E. 56th St., New York 22, N. Y.

Phone: PLaza 1-4650

President.....Daren F. McGavren

Exec. V.P.....Ken Johnson

Sales Mgr.....Roger Hudson

#### Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: FR 2-1370

Manager.....Ed Gardner

1216 Dime Bldg., Detroit, Mich.

Phone: WO 2-1370

Manager.....Robert Mahlman

110 Sutter St., San Francisco, Calif.

Phone: YU 6-4112

Manager.....Cy Ostrup

1741 Ivar Ave., Los Angeles, Calif.

Phone: HOLlywood 6-6146

Manager.....Jack Davis

915 Olive St., St. Louis, Mo.

Phone: CH 1-5201

Manager.....John Walker

### JOHN L. MCGUIRE & CO.

233 Guaranty Bank Bldg., Denver 2, Colo.

Phone: FAlor 5-7585

Owner.....John L. McGuire

### MEDIA REPRESENTATIVES, INC.

630 Fifth Ave., New York 20, N. Y.

Phone: PL 7-0638

Manager.....Edwin Seymour

### THE MEEKER COMPANY, INC.

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

Phone: MUrray Hill 2-2170

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

V.P., Chg. of Sales.....Charles E. Standard

Dir., Station Relations.....Robert L. Dudley

Acct. Executives.....John B. Dalton,

Claude E. Piano, Arthur W. Scott, John C. Krite

Research & Prom. Dir.....Martin Mills

Office Manager.....Dottie Phillips

#### Branch Offices

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

Phone: CE 6-1742

Vice-president.....Carl Jewett

Office Manager.....Marjorie Ermitage

55 New Montgomery, San Francisco 5, Calif.

Phone: YU 6-1940

Vice President.....Edgar B. Filion

Manager.....Don Pontius

Office Manager.....Lucille Riggs

6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLlywood 2-6501

Manager.....Don Palmer

Office Manager.....Tarly Sheehan

### CLYDE MELVILLE CO.

901 Tower Petroleum Bldg., Dallas 1, Tex.

Phone: RIVerside 8-5239

Pres.....Clyde Melville

### MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.

Phone: TIFfany 6-2362

President.....Charles J. Sitta

## STATION REPRESENTATIVES

### MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.

Phone: WEstport 1-3322

Owner .....Ralph Meador  
Sales .....Jock Beretta

#### Branch Office

P. O. Box 358, Lexington, Mo.

Phone: ALpine 9-3232

Exec. in Charge.....Ralph Meador

### ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.

Phone: MU 2-3377

President .....Art Moore

### TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-2351

Owner .....Tracy Moore

Sales Manager.....Jerome A. Moore

#### Branch Office

703 Market St., San Francisco, Calif.

Phone: EXbrook 2-6444

Manager.....Charles E. Morin

### PAUL MULVIHILL & COMPANY, LTD.

77 York St., Toronto, Ont., Can.

Phone: EMpire 3-8814

President .....Paul Mulvihill

### NATIONAL TIME SALES

122 E. 12nd St., New York 17, N. Y.

Phone: MUrray Hill 2-4500

Gen. Sales Manager.....Arthur Gordon

Sales Promotion Dir.....Al Alperton

Asst. Sales Mgr.....Warren Shuman

#### Branch Offices

672 S. LaFayette Park Pl., L. A. 57, Calif.

Phone: DU 2-3200

Exec.-in-Charge .....Harlan Oakes

260 Kearny St., San Francisco, Calif.

Phone: EXbrook 7-4827

Exec.-in-Charge .....Ed Gamrin

1401 Peachtree St. N.E., Atlanta, Ga.

Phone: TRinity 5-9403

Executive-in-Charge .....Barney Ochs

### NBC SPOT SALES

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

Phone: CIrcle 7-8300

V.P., Spot Sales.....Richard H. Close

Adm. Represented Stas.....Alan Ewald

East. Radio Sales Mgr.....Lewis Johnson

Director, Radio Sales.....Fred Lyons

New Bus., Prom. Mgr.....Wilbur Fromm

Eastern TV Sales Mgr.....Jack Ryan

Sales Service Mgr.....Caroline Wynkoop

Director, TV Sales.....Edwin Jameson

#### Branch Offices

Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Central Radio Sales Mgr.....Frank DeRosa

Central TV Sales Mgr.....Frank Mangan

Sunset & Vine, Hollywood 28, Calif.

Phone: THornwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde

W. Div. Mgr. TV.....Walt Davison

Taylor & O'Farrell Sts., San Francisco 2, Cal.

Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay

TV Salesmen.....R. Anderson, Ken Fuller

Penobscot Bldg., Detroit, Mich.

Phone: WOodward 1-1610

Radio Sls. Rep.....Wm. Buschgen

TV Sales Representative.....John C. Treacy

710 Peachtree St. N.E., Atlanta, Ga.

Phone: TRinity 6-3726

Sales Representative.....Bomar Lowrance

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVERSIDE 2-8206

Sales Representative.....Robert Keefe

1422 New Britain Ave., W. Hartford 10, Conn.

Phone: ADams 2-9188

New Eng. Sls. Rep.....David Scott

### NEW ENGLAND SPOT SALES, INC.

101 Statler Office Bldg., Boston 16, Mass.

Phone: HAncock 6-2920

Pres. & Gen. Mgr.....Charles Bell, Jr.

Vice President.....Harold Thomas

#### Branch Office

91 Indian Hill Rd., Newington, Conn.

Phone: MOhawk 6-2530

### HARLAN G. OAKES & ASSOCIATES

Rm. 304, Taft Bldg., Hollywood & Vine,

Hollywood 28, Cal.

Phone: HO 4-7395

Managers.....Harlan Oakes, Hugh Wallace

#### Branch Offices

196 Geary St., San Francisco 8, Cal.

Phone: EX 7-4827

Manager .....Don Pickens

122 E. 12nd St., New York, N. Y.

Phone: MUrray Hill 2-4500

Manager .....Arthur Gordon

### THE BERNARD I. OCHS CO.

1101 Peachtree St., N.E., Atlanta 9, Ga.

Phone: TRinity 5-9403

Owner.....Bernard I. Ochs

### LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-1313

President.....Lee F. O'Connell

#### Branch Office

681 Market St., San Francisco 5, Calif.

Phone: EX 2-4507

Manager.....Theodore B. Hall

### OHIO STATIONS REPRESENTATIVES

203 Fidelity Bldg., Cleveland 11, O.

Phone: SUperior 1-0036

General Manager.....Leonard F. Auerback

### PAN AMERICAN BROADCASTING CO.

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

Phone: MUrray Hill 2-4500

Exec. Vice Pres.....Eugene Bernald

## STATION REPRESENTATIVES

Sales Manager.....Arthur Gordon  
Sales Prom.....Al Alperton

### Branch Offices

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
Phone: DU 2-3200

Executive-in-charge.....Harlan Oakes  
260 Kearny St., San Francisco, Calif.  
Phone: EXbrook 7-4827

Executive-in-Charge .....Ed Gamrin

### JOHN E. PEARSON CO. JOHN E. PEARSON TV INC.

405 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3366

President.....John E. Pearson  
V.P.'s.....William M. Wilson,  
Raymond A. Henze, Jr., A. Russell Walker,  
Jr.

Acct. Exec.....Mortimer Coley  
Secretary .....Roslyn Arison

### Branch Offices

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

Manager .....Robert Flanigan  
1901 W. 8th St., Los Angeles 5, Calif.  
Phone: Dunkirk 5-5084

Manager .....Clark Barnes  
58 Sutter St., San Francisco 4, Calif.  
Phone: DOuglas 2-7159

Manager .....John Palmer  
511 N. Akard Bldg., Dallas, Texas  
Phone: Rlverside 7-3723

Manager .....Allen Hundley  
1371 Peachtree St., Atlanta, Ga.  
Phone: TRinity 5-6644

Manager .....Jon Farmer

### PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York 17, N. Y.  
Phone: YUkon 6-7900

President.....H. Preston Peters  
Exec. V.P.....Russel Woodward  
V.P.-Radio.....Robert H. Teter  
Vice Pres-TV.....Lloyd Griffin  
V.P., Treas.....Jones Scovern  
V.P., Dir. Sales TV Dev....Geo. C. Castleman  
V.P., Radio Sales Mgr....John A. Thompson  
Sales Develop., Radio....G. Luds Riccards  
Asst. V.P., TV Prom. Mgr.....Lon King  
Sales Mgrs., TV.....Arthur E. Muth,  
Chas R. Kinney

Dir. Radio Prom.....Vincent C. Piano

### Branch Offices

Prudential Plaza, Chicago 1, Illinois  
Phone: FRanklin 2-6373

Vice Pres.....John A. Cory  
V.P., Midwest Sales Mgr. (Radio)...A. Bagge  
V.P., Midwest Sales Mgr. (TV)...W. Tynan  
1372 Peachtree St., N.E. Atlanta, Ga.  
Phone: TRinity 5-7763

Radio Sales.....William O. Jones  
Asst. V.P. TV Sales Mgr....William J. Stubbs  
Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 1-4255

Vice Pres.....William W. Bryan  
TV Sales.....Louis J. Hummel, Jr.  
406 West 7th St., Fort Worth, Texas  
Phone: Edison 6-3349

TV Sales.....W. Hal Thompson  
Fidelity Union Life Bldg., Dallas, Tex.  
Phone: Rlverside 7-2398

5455 Wilshire Blvd., Los Angeles 36, Calif.  
Phone: WEbster 8-3585

Vice President.....Hal W. Hoag  
TV Sales.....John P Haskell  
1375 Russ Bldg., San Francisco 4, Cal.  
Phone: YUkon 2-9188

V.P. for TV.....John B. Sias  
Radio Sales.....Edward F. McLaughlin, Jr.

### EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.  
Phone: MUrray Hill 8-0200

### Radio Division

Board Chairman.....Edward Petry  
President.....Edward E. Voynow  
Exec. Vice-Pres.....Martin L. Niernan  
Vice President in Chg.....Ben H. Holmes  
Eastern Sales Mgr.....Martin Percival  
Sales Prom. Mgr.....William Steese

### TV Division

Exec. Vice President....Martin L. Niernan  
V.P., Sales Prom. Mgr..Robert L. Hutton, Jr.  
Eastern Sales Mgr.....Edward C. Page  
Marketing Mgr.....William B. Rohn

### Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 4-0011

President.....Edward E. Voynow  
V.P., Sales Mgr. (TV)....Louis A. Smith  
Sales Mgr. (Radio)....William P. Pipher  
645 Griswold St., Detroit 26, Mich.  
Phone: WOODward 3-0125

Sales Managers..William Cartwright (AM)  
Bruce Mayer (TV)  
1375 Peachtree St., N.E., Atlanta 9, Ga.  
Phone: 875-8547

Sales Mgrs.....Joseph Sierer (AM)  
Richard Hughes (TV)  
Russ Bldg., San Francisco 4, Cal.  
Phone: YUkon 2-3631

Sales Managers....Lloyd McGovern (AM)  
George Ledell (TV)  
3424 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUnkirk 8-1143

Sales Mgrs.....Garry Holihan (AM)  
L. D. Larimer (TV)  
915 Olive St., St. Louis 1, Mo.  
Phone: CHEstnut 1-7191

Sales Mgrs.....Bill Oldham (AM).  
Junius Zolp, Fred Johnson (TV)  
801 Statler Bldg., Boston 16, Mass.  
Phone: HUbbard 2-6440

Sales Mgrs.....Frank Howard (AM)  
William D. Walsh (TV)  
211 N. Ervay Bldg., Dallas 1, Tex.  
Phone: Rlverside 1-9454

Sales Mgrs.....David C. Milam (AM),  
Robert Miller (TV)

## STATION REPRESENTATIVES

### PHILADELPHIA SPOT SALES

310 Glen Echo Road, Phila., Pa.  
Phone: CH 7-1510

President ..... Morton Lowenstein

### RADIO REPRESENTATIVES, LTD.

76 St. Clair Ave. W., Toronto 7, Ont., Can.  
Phone: WAlnut 1-0727

President ..... T. Ferris  
Vice President ..... A. A. Murphy

### RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario  
Phone: Empire 6-5471-2

General Manager ..... N. D. Brown  
Sales Mgr. .... Alex E. Bedard

### RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.  
Phone: MU 8-4340

Board Chairman ..... Harry Goodman  
President ..... Peggy Stone  
Exec. Vice President ..... Thomas Carroll  
Vice President, New Bus. .... Fred L. Bernstein  
Vice President ..... Ed Nickey

#### Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: FI 6-0982

General Manager ..... Edward Nickey  
Dir. of Station Rel. .... Sy Thomas  
111 No. LaCienega Blvd., Beverly Hills, Calif.  
Phone: OL 5-7597

Manager ..... Lee O'Connell  
681 Market St., San Francisco, Calif.  
Phone: EX 2-1507

Manager ..... Ted Hall  
507 Statler Office Bldg., Boston 16, Mass.  
Phone: HO 2-6117

Manager ..... Nona Kirby  
Tower Bldg., Seattle 1, Wash.  
Phone: MA 3-1868

Manager ..... Hugh Feltis

### PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.  
Phone: Plaza 9-5570

President ..... Paul H. Raymer  
Exec. V.P., Natl. TV Sls. Mgr. .... F. C. Brokaw  
V.P., TV Sls. Mgr. .... Stuart M. Kelly

#### Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.  
Phone: Superior 7-4173

Manager ..... James C. Rogers  
2919 Penobscot Bldg., Detroit 26, Mich.  
Phone: Woodward 3-0764

Manager ..... Robert B. Rains  
1680 Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 2-2376

Manager ..... John D. Gale  
1501 Russ Bldg., San Francisco 4, Calif.  
Phone: YUkon 1-1833

Manager ..... J. Milton Seropan  
1627 Peachtree St., N.E., Atlanta, Ga.  
Phone: TRinity 3-3519

Manager ..... Edward D. Brandt  
306 Mercantile Securities Bldg., Dallas, Tex.  
Phone: RIVERSide 1-5663

Manager ..... Ralph Widman

### SANDEBERG/GATES & CO.

681 Market St., San Francisco, Calif.  
Phone: EXbrook 2-6685

Manager ..... David Sandeberg  
Branch Offices

120 Madison Ave., New York, N. Y.  
Phone: PL 3-8370

Manager ..... Jack Sweeney  
5716 Sunset Blvd., Los Angeles, Calif.  
Phone: HO 2-6989

Manager ..... James Gates  
435 N. Michigan Ave., Chicago, Ill.  
Phone: 167-5997

Manager ..... Clem O'Neill

### SEARS & AYER, INC.

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

President ..... B. H. Sears

#### Branch Office

370 Lexington Ave., New York, N. Y.  
Phone: BR 9-1374

Manager ..... A. Gordon

### SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 8-1850

Vice President ..... Zang Golobe  
Sales Manager ..... Albert B. Shepard

#### Branch Offices

7 E. Lexington St., Baltimore 3, Md.  
Phone: LExington 9-7808

Manager ..... G. Shaffer  
6200 Broad Street Rd., Richmond 28, Va.  
Phone: ATLantic 8-2835

Exec. in Charge ..... Larry Blum

### SKYLINE TV ADVERTISERS SALES

Box 2191, Idaho Falls, Idaho  
Phone: JACKson 3-4567

President ..... A. W. Schwieder  
Exec. V.P., Gen. Mgr. .... Melvin B. Wright  
Office Manager ..... Melva Searle

### SPOT TIME SALES INC.

38 E. 57th St., New York 22, N. Y.  
Phone: MU 8-6380

President ..... William T. Heaton  
Branch Offices

30 N. LaSalle St., Chicago, Ill.  
Phone: FR 2-6447

Manager ..... Don Sanders  
821 Market St., San Francisco, Calif.  
Phone: CA 1-6789

Manager ..... Clint Sherwood  
1615 Cherokee Ave., Hollywood, Calif.  
Phone: HO 4-7497

Manager ..... B. J. Hamrick



**STATION REPRESENTATIVES****STORER TELEVISION SALES INC.**

500 Park Ave., New York, N. Y.  
 Phone: PLaza 2-7600

President ..... Peter Storer  
 Gen. Sales Mgr. .... Francis Barron  
 Eastern Sales Mgr. .... John D. Kelly  
 Promotion Mgr. .... Joseph Dowling

*Branch Office*

333 North Avenue, Chicago, Ill.  
 Phone: CEntral 6-9950

Midwest Sales Mgr. .... George U. Lyons

**STOVIN-BYLES LTD.**

406 Jarvis St., Toronto 5, Ont., Can.  
 Phone: WA 4-5761

President ..... W. D. Byles  
 Mgr., Radio Div. .... J. C. Morris  
 Mgr., TV Div. .... J. L. Raeburn

**TELEVISION ADVERTISING REPRESENTATIVES, INC.**

666 Fifth Ave., New York 19, N. Y.  
 Phone: JUdson 2-3456

Vice Pres. & Gen. Mgr. .... Larry H. Israel  
 Eastern Sales Manager. .... Jack Mohler  
 Business Manager. .... R. Arena  
 General Sales Mgr. .... Robert M. McGredy  
 Dir. of Marketing,

Research. .... Robert M. Hoffman

*Branch Offices*

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

Mid West Mgr. .... Lamont L. Thompson  
 2161 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 5-6454

Manager. .... Raymon L. Hamilton  
 155 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-5088

Manager. .... Harry Diner  
 1747 Highland Ave., Los Angeles 28, Calif.

Phone: HOLLYwood 6-1144

Manager. .... Dick Loughrin

**TELEVISION REPRESENTATIVES LTD.**

76 St. Clair Ave., W., Toronto, Ont.  
 Phone: WA 4-0720

Sales Manager. .... R. H. Quinn  
 Promotion Dir. .... R. Pickering  
 Acct. Exces. .... E. Vicary, W. Davidson,  
 A. Nelson

**TORBET, ALLEN & CRANE, INC.**

249 Pine St., San Francisco 4, Calif.  
 Phone: EX 7-6187

President. .... Alan L. Torbet  
 Vice President. .... Robert R. Allen  
 Vice President. .... Frank W. Crane

*Branch Offices*

1213 N. Highland Ave., Los Angeles, Calif.  
 Phone: HO 4-4939

Manager. .... Frank W. Crane  
 40 East 49th St., New York 17, N. Y.

Phone: PL 3-8571

Manager. .... Jack Masla  
 75 E. Wacker Dr., Chicago 11, Ill.

Phone: CE 6-7974

Manager. .... Don Wolff  
 11th & Central, Kansas City, Mo.

Phone: GR 1-7822

Manager. .... Gene Gray

**UNITED BROADCASTING CO.**

420 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 5-9115

Sales Mgr. .... Robert L. Wittig

**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

*Branch Offices*

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

Vice President. .... Howard B. Meyers  
 808 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-4075

Manager. .... James A. Brown  
 1213 N. Highland Ave., Los Angeles, Calif.

Phone: HOLLYwood 2-1939

Exec.-in-Charge. .... Frank Crane  
 249 Pine St., San Francisco 4, Calif.

Phone: EXbrook 7-6187

Exec.-in-Charge. .... Robert Allen  
 1915 Elm St., Dallas 1, Tex.

Phone: RLverside 8-5239

Clyde Melville

**WM. J. WAGNER & ASSOC.**

1001 Tower Bldg., 5th & Olive,  
 Seattle 1, Wash.

Phone: MAIn 4-6333

President. .... Wm. J. Wagner

**WALKER-RAWALT COMPANY, INC.**

347 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 3-5630

President. .... J. Wythe Walker

Vice President. .... C. Otis Rawalt

Account Exec. .... Roy Holmes

*Branch Offices*

360 N. Michigan Ave., Chicago, Ill.  
 Phone: ANdover 3-5771

Manager. .... Lionel Colton  
 100 Boylston St., Boston, Mass.

Phone: HUBbard 2-4370

Manager. .... George C. Bingham  
 672 S. Lafayette Park Place, L. A., Calif.

Phone: DUNKirk 2-3200

Manager. .... Harlan Oakes  
 260 Kearny St., San Francisco, Calif.

Phone: EXbrook 2-3200

Manager. .... Edward Ganurin  
 11th & Central, Kansas City, Mo.

Phone: GRand 1-7822

Manager. .... Eugene F. Gray

**HAL WALTON ASSOC.**

38 East 57th St., New York, N. Y.  
 Phone: MURray Hill 8-6380

Gen. Mgr. .... Hal Walton

*Branch Office*

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

**WAYNE-EVANS & ASSOCIATES**

1133 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.

Phone: FEderal 8-7017

Exec. V.P., Gen. Mgr. .... Calden P. Stitt



## STATION REPRESENTATIVES

### GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-7550

President ..... Grant Webb  
Vice President ..... James E. McCarty  
Sales Manager ..... C. Douglas Wallach

#### Branch Offices

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

Phone: STate 2-3155

Manager ..... Richard C. Phalen  
690 Market St., San Francisco 5, Calif.

Phone: EXbrook 7-4152

Manager ..... Gregor Macafee  
1350 N. Highland Ave., Los Angeles 28, Cal.

Phone: HOLlywood 2-0967

Manager ..... Jim Lucas  
1001 Tower Bldg., Seattle 1, Wash.

Phone: MA 4-6333

Manager ..... Wm. Wagner

### WEED RADIO CORP.

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

Phone: PL 9-4700

President ..... C. C. Weed  
Vice President ..... Joseph J. Weed  
V.P., Sales ..... E. J. Fitzsimmons  
East. Sales Mgr. .... H. W. Simmen  
Salesmen (Radio) ..... John Del Greco,  
Dave Harris, Bob Aissa

Sales Prom. Mgr. .... Winifred Schaefer  
Research Director ..... Joan Thompson

#### Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: WHiteball 4-3434

Executive-in-Charge ..... C. C. Weed  
1610 Book Bldg., Detroit 26, Mich.

Phone: WOODward 1-2685

Executive-in-Charge ..... Bernard P. Pearce  
1182 W. Peachtree St., N.W., Atlanta 9, Ga.

Phone: TRinity 5-9339

Exec.-in-Charge ..... Richard Walker  
6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 2-6676

Executive-in-Charge ..... Paul Kennedy  
625 Market St., San Francisco 5, Calif.

Phone: EXbrook 7-0535

Executive-in-Charge ..... Boyd Rippey  
1010 Statler Bldg., Boston 16, Mass.

Phone: HUBbard 2-5677

Executive-in-Charge ..... Robert R. Reardon  
Tower Bldg., Seattle, Wash.

Phone: MAin 4-6336

Exec.-in-Charge ..... William J. Wagner  
7603 Forsythe Blvd., St. Louis 5, Mo.

Phone: PArkview 7-7375

Exec.-in-Charge ..... Jack Hetherington  
1507 Southland Center, Dallas, Tex.

Phone: RIVERSide 2-5148

Exec.-in-Charge ..... Clarke R. Brown  
233 Guaranty Bank Bldg., Denver, Colo.

Phone: TABor 5-7585

Exec.-in-Charge ..... John L. McGuire  
3520 Montrose Blvd., Houston, Tex.

Phone: JACKson 8-1601

Exec.-in-Charge ..... Jack Eisele  
910 Royal St., New Orleans, La.

Phone: JACKson 2-3917

Exec.-in-Charge ..... Nancy Boyle

### WEED TELEVISION CORP.

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

President ..... Joseph J. Weed  
V.P.'s ..... Neal Weed, Bernard P. Pearce,  
E. Fitzsimmons, E. C. Metcalfe  
Sales Staff ..... Ed Metcalfe, Roy Smith, Mike  
Wurster, Joe Foley, Mathias O'Gorman,  
Joseph Wells

N. Y. Sales Manager ..... F. A. Wurster  
Research ..... Joan Thompson

Traffic ..... Florence Eimer  
Sales Promotion ..... Winifred Schaefer

Prudential Plaza, Chicago 1, Ill.

Vice President ..... C. C. Weed  
Sales Manager ..... Wm. Reilly

Staff ..... Frank Saracena,  
Jack Carrigan

(Other Branches same as Weed Radio Corp.)

### ADAM YOUNG, INC.

3 East 54th St., N. Y. 22, N. Y.

Phone: PLaza 1-4848

President ..... Adam J. Young  
Executive V.P. .... Stephen A. Macleinski, Jr.  
V.P., Adv., Research Prom. .... Frank G. Boehm  
Eastern Sales Manager ..... Richard J. Kelliher

#### Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: MICHigan 2-6190

Manager ..... Robert J. Lobdell  
6331 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 2-2289

Exec.-in-Charge ..... William L. Wallace  
915 Olive St., St. Louis, Mo.

Phone: MAin 1-5020

Manager ..... Dell Simpson  
155 Montgomery St., San Francisco, Calif.

Phone: YUKon 6-5366

Manager ..... Frank A. Waters  
1182 W. Peachtree St., Atlanta, Ga.

Phone: TRinity 3-2564

Manager ..... Harold M. Parks  
2910 Book Bldg., Detroit 26, Mich.

Phone: WOODward 3-6919

Manager ..... William E. Morgan  
211 N. Ervay St., Dallas, Tex.

Phone: RI 8-6957

Manager ..... Fred L. Edwards  
129 Newberry St., Boston, Mass.

### YOUNG CANADIAN, LTD.

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

Phone: PLaza 1-4848

President ..... Adam Young  
Vice-President ..... Thomas F. Malone

#### Branch Offices & Personnel

(Same as Adam Young, Inc.)

### YOUNG TV CORP.

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

Phone: PLaza 1-4848

President ..... Adam Young  
Exec. V.P. .... James F. O'Grady, Jr.

V.P., Research, Prom., Adv. .... Frank G. Boehm

# New AM Radio Stations Expected On The Air In 1961

## ALABAMA

Dadeville                      WDVE

## ARIZONA

Page                              KGPE  
Phoenix                          KINK  
Tucson                            KMBO  
Tucson                            KSWC

## CALIFORNIA

Mojave                          KDOL  
San Luis Obispo              KCJH  
Santa Barbara                KGUD  
Weed                              KDDAD

## FLORIDA

Clewiston                        WOWY  
East Palatka                    WREA  
Panama City Beach            WSCM  
Pensacola                        WDEB  
Marathon                        WFFG

## GEORGIA

Clayton                          WGHC

## IDAHO

Boise                              KEST

## ILLINOIS

Jacksonville                  WJIL

## IOWA

Cedar Rapids                  KHAK  
Independence                  KOUR

## MICHIGAN

St. Helen                        WMIC

## NORTH CAROLINA

Dallas                            WCFT  
Farmville                        WBTL

## NORTH DAKOTA

Rugby                              KGCA

## OHIO

Delaware                        WDLR

## OREGON

Portland                         KBEV

## PENNSYLVANIA

Milton                            WARC

## TEXAS

Liberty                            KWLD  
Plainview                        KPLZ

## UTAH

Blanding                        KUTA

## VIRGINIA

Ashland                         WDYL  
Highland Springs              WLLI

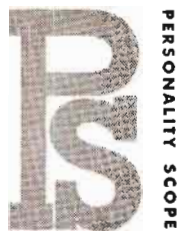
## WASHINGTON

Hoquiam                         KHOQ

## WISCONSIN

Eagle River                      WERL

AL PETKER | BEVERLY HILLS | CALIFORNIA



AN OPEN LETTER TO ALL RADIO STATIONS:

Thanks to the 1,437 radio stations who are now using our service. We want you to know that we are dedicating ourselves to putting radio in the strongest position of any communications medium, through our new, exclusive-basis, star program service: **Celebrity Fives** - five-minute daily radio programs featuring the best, top-name talent available from Hollywood, Broadway and TV in unique format shows - to give your stations national prestige, increased income and increased listenership.

Starting May 1, 1961, over 1,000 radio stations began programming my first **Celebrity Fives** show, "Ask Eddie Cantor". Stars for whom we expect to produce shows during this year include such names as Walter Slezak, Peter Lorre, Jacques Bergerac, Faye Emerson, Mary Margaret McBride, and many others.

We will be completely scheduled when our shows are programmed on their exclusive, one-station-per-market basis in every city in the country. If **Celebrity Fives** are not already being programmed in your city, write and I'll tell you how you can receive this exclusive service for your station at no charge to you, and I'll also send you an audition transcription.

Phone: CRestview 4-0225

World's Largest Radio Station Service Organization

CELEBRITY FIVES

**GFL**

DEE-JAY GRAPEVINE

**1961**

**AM RADIO  
STATIONS**



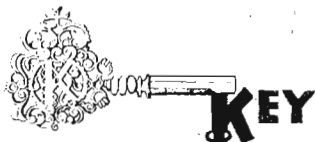
STATION INDEX  
ALPHABETICAL LISTING  
BY STATES AND CITIES  
EXECUTIVE PERSONNEL

# FOR BIGGER PROFITS

IN THE NEGRO and SPANISH

## SPECIALIZED MASS MARKETS

CONSULT



*Broadcast Management, Inc.*

Headed by Ralph Weil, Arnold Hartley and Edward B. Connolly—each with many years of experience in “specialized mass markets”—KBM can supply you with complete services in every phase of the managerial, creative and accounting fields.

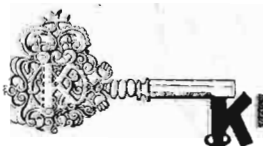
***Bring Your Station Greater Profits Than Ever Before***

**SERVICES INCLUDE:**

1. Advisory help at all levels
2. Promotional material
3. On air promotions
4. Musisymbols—your own musical trade mark
5. Advertising campaigns (local and national)
6. Merchandising
7. Accounting
8. Top managerial aid
9. Sales personnel
10. Representation

There's a flexible plan and a flexible budget to fit every broadcaster's need. Increased business will quickly liquidate the fees.

Our representatives will be happy to discuss your particular problems with no obligation, of course.



*KEY Broadcast Management, Inc.*  
*565 Fifth Ave., New York 17, N. Y. YUkon 6-2750*



# Radio Homes By State Population, Families And Stations

January 1, 1961 \*

<i>State</i>	<i>Population</i>	<i>Families</i>	<i>Radio Homes</i>	<i>Radio Stations</i>
ALABAMA	3,282,000	875,000	845,000	108
ALASKA	230,500	60,500	59,000	13
ARIZONA	1,318,000	384,500	357,000	52
ARKANSAS	1,791,500	505,500	481,000	68
CALIFORNIA	15,895,500	5,186,000	4,978,500	192
COLORADO	1,924,000	540,000	526,000	57
CONNECTICUT	2,566,000	754,500	739,000	32
DELAWARE	452,000	133,000	128,000	9
DISTRICT OF COLUMBIA	754,000	219,000	212,500	10
FLORIDA	5,034,000	1,537,500	1,482,000	169
GEORGIA	4,070,000	1,064,500	1,021,000	132
HAWAII	630,000	193,000	160,000	18
IDAHO	671,500	199,500	196,000	36
ILLINOIS	10,151,000	3,120,000	3,049,000	98
INDIANA	4,704,500	1,448,000	1,410,500	63
IOWA	2,770,000	853,500	842,500	62
KANSAS	2,192,000	695,500	688,000	48
KENTUCKY	3,043,000	837,000	805,000	85
LOUISIANA	3,280,500	927,500	900,500	77
MAINE	975,000	281,500	278,000	28
MARYLAND	3,128,000	896,000	860,000	34
MASSACHUSETTS	5,187,000	1,501,000	1,465,000	57
MICHIGAN	7,897,000	2,302,000	2,242,000	100
MINNESOTA	3,439,000	1,012,000	991,000	63
MISSISSIPPI	2,184,000	577,000	534,500	75
MISSOURI	4,340,500	1,356,000	1,314,000	77
MONTANA	678,500	208,000	193,000	35
NEBRASKA	1,415,000	436,000	428,000	35
NEVADA	290,500	94,500	90,000	18
NEW HAMPSHIRE	609,000	184,000	179,000	18
NEW JERSEY	6,140,000	1,802,000	1,762,000	25
NEW MEXICO	962,000	260,500	239,500	44
NEW YORK	16,912,000	5,119,000	5,006,500	135
NORTH CAROLINA	4,582,500	1,163,000	1,123,000	145
NORTH DAKOTA	634,500	172,000	167,500	20
OHIO	9,800,000	2,957,000	2,886,000	93
OKLAHOMA	2,329,000	711,500	691,500	54
OREGON	1,780,500	581,500	573,000	71
PENNSYLVANIA	11,383,000	3,279,000	3,204,000	150
RHODE ISLAND	855,000	251,500	246,500	14
SOUTH CAROLINA	2,390,500	604,500	587,000	73
SOUTH DAKOTA	684,000	197,500	194,500	22
TENNESSEE	3,573,500	982,000	950,500	107
TEXAS	9,669,000	2,845,500	2,769,000	243
UTAH	902,000	255,000	250,000	27
VERMONT	391,500	111,000	108,500	16
VIRGINIA	3,956,000	1,045,000	1,004,500	97
WASHINGTON	2,877,000	919,000	900,000	80
WEST VIRGINIA	1,867,500	500,000	489,000	76
WISCONSIN	3,943,000	1,164,500	1,148,000	76
WYOMING	332,000	99,500	96,000	23
<b>Total</b>	<b>180,768,000</b>	<b>53,402,500</b>	<b>51,851,500</b>	<b>3,460</b>

\* From Census Bureau and other sources.

# *talk...*

is only as good as the talker, and the talkers on one New York radio station bring entertaining and articulate conversation for more than 20 hours a day to America's largest station audience. A recommendation of your product by these personalities means a marked increase in sales. That's why, year after year, more advertisers use this radio station than any other in New York! The next time you buy radio, why not make it the one station where talk gets results —

**WOR-RADIO 710/fm 98.7/An RKO General Station**

# AM Radio Stations

## COMMERCIAL STATIONS OF THE U. S., TERRITORIES AND POSSESSIONS

Station	City	State	Page	Station	City	State	Page
CKLW	Detroit, Mich.		419	KAPE	San Antonio, Tex.		579
KAAA	Kingman, Ariz.		299	KAPI	Pueblo, Colo.		328
KAAB	Hot Springs, Ark.		304	KAPR	Douglas, Ariz.		299
KABC	Los Angeles, Calif.		314	KARA	Albuquerque, N. M.		459
KABL	Oakland, Calif.		316	KARE	Atchison, Kan.		388
KABQ	Albuquerque, N. M.		459	KARI	Blaine, Wash.		596
KABR	Aberdeen, S. D.		550	KARK	Little Rock, Ark.		305
KABY	Albany, Ore.		519	KARM	Fresno, Calif.		311
KACE	Riverside, Calif.		319	KARR	Great Falls, Mont.		447
KACI	The Dalles, Ore.		525	KART	Jerome, Idaho		364
KACT	Andrews, Tex.		562	KARY	Prosser, Wash.		599
KACY	Port Hueneme, Calif.		318	KASE	Austin, Tex.		562
KADA	Ada, Okla.		515	KASH	Eugene, Ore.		521
KADL	Pine Bluff, Ark.		307	KASI	Ames, Iowa		382
KADO	Marshall, Tex.		575	KASK	Ontario, Calif.		317
KADY	St. Charles, Mo.		443	KASL	Newcastle, Wyo.		615
KAFP	Petaluma, Calif.		318	KASM	Albany, Minn.		425
KAFY	Bakersfield, Calif.		308	KASO	Minden, La.		402
KAGE	Winona, Minn.		431	KAST	Astoria, Ore.		519
KAGH	Crossett, Ark.		303	KASY	Auburn, Wash.		596
KAGI	Grants Pass, Ore.		521	KATE	Albert Lea, Minn.		425
KAGO	Klamath Falls, Ore.		522	KATI	Casper, Wyo.		614
KAGR	Yuba City, Calif.		325	KATL	Miles City, Mont.		448
KAGT	Anacortes, Wash.		596	KATY	San Luis Obispo, Calif.		322
KAHI	Auburn, Calif.		308	KATZ	St. Louis, Mo.		443
KAHR	Redding, Calif.		318	KAUS	Austin, Minn.		426
KAHU	Waipahu, Hawaii		363	KAVE	Carlsbad, N. M.		460
KAIM	Honolulu, Hawaii		361	KAVI	Rocky Ford, Colo.		329
KAIR	Tucson, Ariz.		301	KAVL	Lancaster, Calif.		313
KAJI	Little Rock, Ark.		305	KAVR	Apple Valley, Calif.		308
KAJO	Grants Pass, Ore.		521	KAWL	York, Neb.		452
KAKA	Wickenburg, Ariz.		302	KAWT	Douglas, Ariz.		299
KAKC	Tulsa, Okla.		518	KAYE	Puyallup, Wash.		599
KAKE	Wichita, Kan.		331	KAYL	Storm Lake, Iowa		387
KALB	Alexandria, La.		339	KAYO	Seattle, Wash.		599
KALE	Richland, Wash.		599	KAYS	Hays, Kan.		389
KALG	Alamogordo, N. M.		459	KAYT	Rupert, Idaho		365
KALI	San Gabriel, Calif.		322	KBAL	San Saba, Tex.		580
KALL	Salt Lake City, Utah		595	KBAM	Longview, Wash.		598
KALM	Thayer, Mo.		445	KBAN	Bowie, Tex.		563
KALT	Atlanta, Tex.		562	KBAR	Burley, Idaho		333
KALV	Alva, Okla.		515	KBBA	Benton, Ark.		303
KAMD	Camden, Ark.		303	KBBB	Borger, Tex.		563
KAML	Kenedy, Tex.		572	KBBC	Centerville, Utah		583
KAMO	Rogers, Ark.		307	KBBR	North Bend, Ore.		523
KAMP	El Centro, Calif.		311	KBBS	Buffalo, Wyo.		614
KANA	Anaconda, Mont.		446	KBCH	Ocean Lake, Ore.		523
KANB	Shreveport, La.		404	KBCL	Shreveport, La.		404
KAND	Corsicana, Tex.		566	KBEA	Mission, Kan.		390
KANE	New Iberia, La.		402	KBEC	Waxahachie, Tex.		583
KANO	Anoka, Minn.		426	KBEE	Modesto, Calif.		316
KANS	Independence, Mo.		440	KBEK	Elk City, Okla.		515
KAOK	Lake Charles, La.		401	KBEL	Idabel, Okla.		516
KAOL	Carrollton, Mo.		439	KBEN	Carrizo Springs, Tex.		534
KAPA	Raymond, Wash.		599	KBET	Reno, Nev.		453
KAPB	Marksville, La.		402	KBGN	Caldwell, Idaho		363

Station	City	State	Page	Station	City	State	Page
KBHC	Nashville	Ark.	306	KBYS	Anchorage	Alaska	297
KBHM	Branson	Mo.	439	KBZY	Salem	Ore.	525
KBHS	Hot Springs	Ark.	305	KBZZ	La Junta	Colo.	328
KBIA	Columbia	Mo.	439	KCAL	Redlands	Calif.	318
KBIF	Fresno	Calif.	312	KCAP	Helena	Mont.	448
KBIG	Avalon	Calif.	308	KCAR	Clarksville	Tex.	565
KBIM	Roswell	N. M.	461	KCBC	Des Moines	Iowa	384
KBIS	Bakersfield	Calif.	309	KCBD	Lubbock	Tex.	574
KBIX	Muskogee	Okla.	517	KCBQ	San Diego	Calif.	320
KBIZ	Ottumwa	Iowa	386	KCBS	San Francisco	Calif.	321
KBJT	Fordyce	Ark.	304	KCCB	Corning	Ark.	303
KBKR	Baker	Ore.	520	KCCCL	Paris	Ark.	307
KBKW	Aberdeen	Wash.	596	KCCO	Lawton	Okla.	516
KBLA	Burbank	Calif.	310	KCCR	Pierre	S. D.	550
KBLF	Red Bluff	Calif.	318	KCCT	Corpus Christi	Tex.	565
KBLI	Blackfoot	Idaho	363	KCEE	Tucson	Ariz.	301
KBLO	Hot Springs	Ark.	305	KCFA	Spokane	Wash.	600
KBLT	Big Lake	Tex.	563	KCFH	Cuero	Tex.	567
KBLU	Yuma	Ariz.	302	KCFI	Cedar Falls	Iowa	383
KBMI	Las Vegas	Nev.	453	KCHA	Charles City	Iowa	383
KBMN	Bozeman	Mont.	447	KCHE	Cherokee	Iowa	383
KBMO	Benson	Minn.	426	KCHI	Chillicothe	Mo.	439
KBMW	Breckenridge	Minn.	426	KCHJ	Delano	Calif.	311
KBMX	Coalinga	Calif.	310	KCHR	Charleston	Mo.	439
KBMY	Billings	Mont.	446	KCHS	Truth or Consequences	N. M.	463
KBND	Bend	Ore.	520	KCHV	Indio	Calif.	313
KBOA	Kennett	Mo.	442	KCHY	Cheyenne	Wyo.	614
KBOE	Oskaloosa	Iowa	386	KCID	Caldwell	Idaho	364
KBOI	Boise	Idaho	363	KCIJ	Shreveport	La.	404
KBOK	Malvern	Ark.	306	KCIL	Houma	La.	401
KBOL	Boulder	Col.	325	KCIM	Carroll	Iowa	382
KBOM	Bismarck-Mandan	N. D.	503	KCJB	Minot	N. D.	504
KBON	Omaha	Neb.	451	KCKC	San Bernardino	Calif.	320
KBOP	Pleasanton	Tex.	578	KCKN	Kansas City	Kan.	389
KBOR	Brownsville	Tex.	564	KCKY	Coolidge	Ariz.	298
KBOW	Butte	Mont.	447	KCLA	Pine Bluff	Ark.	307
KBOX	Dallas	Tex.	567	KCLB	Libby	Mont.	448
KBOY	Medford	Ore.	522	KCLE	Cleburne	Tex.	565
KBRC	Mount Vernon	Wash.	598	KCLF	Clifton	Ariz.	298
KBRI	Brinkley	Ark.	303	KCLN	Clinton	Iowa	383
KBRK	Brookings	S. D.	550	KCLO	Leavenworth	Kan.	389
KBRL	McCook	Neb.	451	KCLS	Flagstaff	Ariz.	299
KBRN	Brighton	Col.	325	KCLV	Clovis	N. M.	460
KBRO	Bremerton	Wash.	596	KCLW	Hamilton	Tex.	571
KBRs	Springdale	Ark.	307	KCLX	Collax	Wash.	597
KBRV	Soda Springs	Idaho	365	KCMC	Texarkana	Tex.	581
KBRX	O'Neill	Neb.	452	KCMJ	Palm Springs	Calif.	317
KBRZ	Freeport	Tex.	570	KCMO	Kansas City	Mo.	441
KBSF	Springhill	La.	405	KCMR	McCamey	Tex.	575
KBST	Big Spring	Tex.	563	KCMS	Manitou Spring	Colo.	328
KBTA	Batesville	Ark.	303	KCNI	Broken Bow	Neb.	449
KBTM	Jonesboro	Ark.	305	KCNO	Alturas	Calif.	308
KBTN	Neosho	Mo.	442	KCNY	San Marcos	Tex.	580
KBTO	El Dorado	Kan.	388	KCOB	Newton	Iowa	386
KBUB	Sparks	Nev.	454	KCOG	Centerville	Iowa	383
KBUC	Corona	Calif.	310	KCOH	Houston	Tex.	571
KBUD	Athens	Tex.	562	KCOK	Tulare	Calif.	324
KBUH	Brigham City	Utah	583	KCOL	Ft. Collins	Colo.	327
KBUN	Bemidji	Minn.	426	KCON	Conway	Ark.	303
KBUR	Burlington	Iowa	382	KCOR	San Antonio	Tex.	579
KBUS	Mexia	Tex.	575	KCOW	Alliance	Neb.	449
KBUY	Amarillo	Tex.	561	KCOY	Santa Maria	Calif.	323
KBUZ	Phoenix	Ariz.	299	KCPX	Salt Lake City	Utah	585
KBVM	Lancaster	Calif.	313	KCRA	Sacramento	Calif.	319
KBWD	Brownwood	Tex.	564	KCRB	Chanute	Kan.	388
KBYE	Oklahoma City	Okla.	517	KCRC	Enid	Okla.	516
KBYG	Big Spring	Tex.	563	KCRG	Cedar Rapids	Iowa	383
KBYP	Shcmrock	Tex.	580	KCRS	Midland	Tex.	575

Station	City	State	Page	Station	City	State	Page
KCRT	Trinidad, Colo.		329	KEAP	Fresno, Calif.		312
KCRV	Caruthersville, Mo.		439	KEBE	Jacksonville, Tex.		572
KCSJ	Pueblo, Colo.		329	KECK	Odessa, Tex.		576
KCSR	Chadron, Neb.		449	KEDO	Longview, Wash.		598
KCTA	Corpus Christi, Tex.		566	KEED	Springfield-Eugene, Ore.		525
KCTI	Gonzales, Tex.		571	KEEE	Nacogdoches, Tex.		576
KCTX	Childress, Tex.		564	KEEL	Shreveport, La.		404
KCUB	Tucson, Ariz.		301	KEEN	San Jose, Calif.		322
KCUE	Red Wing, Minn.		429	KEEP	Twin Falls, Idaho		365
KCUL	Fort Worth, Tex.		570	KELA	Centralia-Chehalis, Wash.		597
KCVL	Colville, Wash.		597	KELD	El Dorado, Ark.		303
KCVR	Lodi, Calif.		313	KELK	Elko, Nev.		453
KCYL	Lampasas, Tex.		573	KELO	Sioux Falls, S. D.		551
KDAC	Fort Bragg, Calif.		311	KELP	El Paso, Tex.		569
KDAL	Duluth, Minn.		427	KELY	Ely, Nev.		453
KDAN	Eureka, Calif.		311	KENA	Mena, Ark.		306
KDAV	Lubbock, Tex.		574	KENE	Toppenish, Wash.		601
KDAY	Hollywood, Calif.		312	KENI	Anchorage, Alaska		297
KDB	Santa Barbara, Calif.		323	KENL	Arcata, Calif.		308
KDBC	Mansfield, La.		402	KENM	Portales, N. M.		461
KDBM	Dillon, Mont.		447	KENN	Farmington, N. M.		460
KDBS	Alexandria, La.		399	KENO	Las Vegas, Nev.		453
KDDD	Dumas, Tex.		568	KENS	San Antonio, Tex.		579
KDEC	Decorah, Iowa		384	KENY	Bellingham, Wash.		596
KDEF	Albuquerque, N. M.		459	KEOK	Payette, Idaho		365
KDEN	Denver, Colo.		326	KEOS	Flagstaff, Ariz.		299
KDEO	El Cajon, Calif.		311	KEPR	Kennewick, Wash.		597
KDES	Palm Springs, Calif.		317	KEPS	Eagle Pass, Tex.		568
KDET	Center, Tex.		564	KERB	Kermit, Tex.		573
KDEX	Dexter, Mo.		440	KERC	Eastland, Tex.		569
KDGO	Durango, Colo.		327	KERG	Eugene, Ore.		521
KDHL	Faribault, Minn.		427	KERN	Bakersfield, Calif.		309
KDIA	Oakland, Calif.		316	KERV	Kerrville, Tex.		573
KDIO	Ortonville, Minn.		429	KETX	Livingston, Tex.		573
KDIX	Dickinson, N. D.		503	KEUN	Eunice, La.		400
KDJI	Holbrook, Ariz.		299	KEVE	Minneapolis, Minn.		428
KDKA	Pittsburgh, Pa.		537	KEVL	White Castle, La.		405
KDKD	Clinton, Mo.		439	KEVT	Tucson, Ariz.		301
KDLA	DeRidder, La.		400	KEWB	Oakland, Calif.		316
KDLK	Del Rio, Tex.		568	KEX	Portland, Ore.		523
KDLM	Detroit Lakes, Minn.		427	KEXO	Grand Junction, Colo.		327
KDLR	Devils Lake, N. D.		503	KEYD	Oakes, N. D.		505
KDMA	Montevideo, Minn.		429	KEYE	Perryton, Tex.		577
KDMO	Carthage, Mo.		439	KEYJ	Jamestown, N. D.		504
KDMS	El Dorado, Ark.		303	KEYS	Corpus Christi, Tex.		566
KDNT	Denton, Tex.		568	KEYY	Provo, Utah		584
KDOK	Tyler, Tex.		582	KEYZ	Williston, N. D.		505
KDOM	Windom, Minn.		431	KEZU	Rapid City, S. D.		550
KDON	Salinas, Calif.		319	KEZY	Anaheim, Calif.		308
KDOT	Reno, Nev.		454	KFAB	Omaha, Neb.		451
KDOV	Medford, Ore.		522	KFAC	Los Angeles, Calif.		314
KDQN	DeQueen, Ark.		303	KFAL	Fulton, Mo.		440
KDRO	Sedalia, Mo.		444	KFAM	St. Cloud, Minn.		430
KDRS	Paragould, Ark.		306	KFAR	Fairbanks, Alaska		297
KDSJ	Deadwood, S. D.		550	KFAX	San Francisco, Calif.		321
KDSN	Denison, Iowa		384	KFAY	Fayetteville, Ark.		304
KDSX	Denison-Sherman, Tex.		568	KFBB	Great Falls, Mont.		447
KDTA	Delta, Colo.		326	KFBC	Cheyenne, Wyo.		614
KDTH	Dubuque, Iowa		385	KFBK	Sacramento, Calif.		319
KDUB	Lubbock, Tex.		574	KFDA	Amarillo, Tex.		561
KDUZ	Hutchinson, Minn.		427	KFDF	Van Buren, Ark.		308
KDWB	St. Paul, Minn.		430	KFDM	Beaumont, Tex.		562
KDWT	Stamford, Tex.		581	KFDR	Grand Coulee, Wash.		597
KDXE	N. Little Rock, Ark.		306	KFEL	Pueblo, Colo.		329
KDXU	St. George, Utah		584	KFEQ	St. Joseph, Mo.		443
KDYL	Tooele City, Utah		585	KFFA	Helena, Ark.		304
KDZA	Pueblo, Colo.		329	KFH	Wichita, Kan.		391
KEAN	Brownwood, Tex.		564	KFHA	Lakewood, Wash.		598



Station	City	State	Page	Station	City	State	Page
KFI	Los Angeles	Calif.	314	KGHL	Billings	Mont.	446
KFIV	Modesto	Calif.	316	KGHM	Brookfield	Mo.	439
KFIZ	Fond Du Lac	Wisc.	608	KGHS	International Falls	Minn.	428
KFJB	Marshalltown	Iowa	386	KGIL	San Fernando	Calif.	321
KFJZ	Fort Worth	Tex.	570	KGIW	Alamosa	Colo.	325
KFKA	Greeley	Colo.	328	KGKB	Tyler	Tex.	582
KFKF	Bellevue	Wash.	596	KGKL	San Angelo	Tex.	578
KFLD	Floydada	Tex.	570	KGLC	Miami	Okla.	517
KFLJ	Walsenburg	Colo.	329	KGLN	Glenwood Springs	Colo.	327
KFLW	Klamath Falls	Ore.	522	KGLO	Mason City	Iowa	386
KFLY	Corvallis	Ore.	520	KGLU	Safford	Ariz.	301
KFMB	San Diego	Calif.	320	KGMB	Honolulu	Hawaii	361
KFMJ	Tulsa	Okla.	518	KGMC	Englewood	Colo.	327
KFML	Denver	Colo.	326	KGMO	Cape Girardeau	Mo.	439
KFMO	Flat River	Mo.	440	KGMS	Sacramento	Calif.	319
KFNF	Shenandoah	Iowa	386	KGNB	New Braunfels	Tex.	576
KFNV	Ferriday	La.	400	KGNC	Amarillo	Tex.	561
KFOR	Lincoln	Neb.	451	KGNO	Dodge City	Kan.	388
KFOX	Long Beach	Calif.	313	KGO	San Francisco	Calif.	321
KFPW	Fort Smith	Ark.	304	KGON	Oregon City	Ore.	523
KFQD	Anchorage	Alaska	297	KGOS	Torrington	Wyo.	616
KFRB	Fairbanks	Alaska	298	KGPC	Grafton	N. D.	504
KFRC	San Francisco	Calif.	321	KGRI	Henderson	Tex.	571
KFRD	Rosenberg	Tex.	578	KGRL	Bend	Ore.	520
KFRE	Fresno	Calif.	312	KGRN	Grinnell	Iowa	385
KFRM	Concordia	Kan.	388	KGRO	Gresham	Ore.	521
KFRO	Longview	Tex.	574	KGRT	Las Cruces	N. M.	461
KFRU	Columbia	Mo.	439	KGST	Fresno	Calif.	312
KFSA	Fort Smith	Ark.	304	KGU	Honolulu	Hawaii	361
KFSB	Joplin	Mo.	440	KGVL	Greenville	Tex.	571
KFSC	Denver	Colo.	326	KGVO	Missoula	Mont.	448
KFST	Ft. Stockton	Tex.	570	KGWV	Belgrade	Mont.	446
KFTM	Fort Morgan	Colo.	327	KGW	Portland	Ore.	523
KFTV	Paris	Tex.	577	KGWA	Enid	Okla.	516
KFUN	Las Vegas	N. M.	461	KGY	Olympia	Wash.	598
KFVS	Cape Girardeau	Mo.	439	KGYN	Guymon	Okla.	516
KFWB	Los Angeles	Calif.	314	KHAM	Albuquerque	N. M.	459
KFXD	Nampa	Idaho	364	KHAS	Hastings	Neb.	450
KFXM	San Bernardino	Calif.	320	KHAT	Phoenix	Ariz.	299
KFYN	Bonham	Tex.	563	KHBC	Hilo	Hawaii	361
KFYO	Lubbock	Tex.	574	KHBM	Monticello	Ark.	306
KFYR	Bismarck	N. D.	503	KHBR	Hillsboro	Tex.	571
KG A	Spokane	Wash.	600	KHEM	Big Spring	Tex.	563
KGAF	Gainesville	Tex.	570	KHEN	Henryetta	Okla.	516
KGAK	Gallup	N. M.	460	KHEP	Phoenix	Ariz.	299
KGAL	Lebanon	Ore.	522	KHEY	El Paso	Tex.	563
KGAS	Carthage	Tex.	564	KHFH	Sierra Vista	Ariz.	301
KGAY	Salem	Ore.	525	KHHH	Pampa	Tex.	577
KGB	San Diego	Calif.	320	KHIT	Walla Walla	Wash.	602
KGBC	Galveston	Tex.	571	KHJ	Los Angeles	Calif.	315
KGBS	Los Angeles	Calif.	314	KHMO	Hannibal	Mo.	440
KGBT	Harlingen	Tex.	571	KHOB	Hobbs	N. M.	461
KG BX	Springfield	Mo.	445	KHOE	Truckee	Calif.	324
KG CX	Sidney	Mont.	449	KHOG	Fayetteville	Ark.	304
KGDN	Edmonds	Wash.	597	KHOT	Madera	Calif.	315
KGEE	Bakersfield	Calif.	309	KHOW	Denver	Colo.	326
KG EK	Sterling	Colo.	329	KHOZ	Harrison	Ark.	304
KGEM	Boise	Idaho	363	KHQ	Spokane	Wash.	600
KG EN	Tulare	Calif.	324	KHSJ	Hemet	Calif.	312
KG ER	Long Beach	Calif.	313	KHSL	Chico	Calif.	310
KG EZ	Kalispell	Mont.	448	KHUB	Fremont	Neb.	450
KG FF	Shawnee	Okla.	518	KHUZ	Borger	Tex.	563
KG FJ	Los Angeles	Calif.	315	KHVH	Honolulu	Hawaii	361
KG FL	Roswell	N. M.	461	KIBE	Palo Alto	Calif.	317
KG FW	Kearney	Neb.	450	KIBH	Seward	Alaska	298
KG FX	Pierre	S. D.	550	KIBL	Beeville	Tex.	563
KG GF	Coffeyville	Kan.	388	KIBS	Bishop	Calif.	310
KG GM	Albuquerque	N. M.	459	KICD	Spencer	Iowa	387
KG HF	Pueblo	Colo.	329				

Station	City	State	Page	Station	City	State	Page
KICK	Springfield, Mo.		445	KJIM	Fort Worth, Tex.		570
KICN	Denver, Colo.		326	KJNO	Juneau, Alaska		298
KICO	El Centro, Calif.		311	KJOE	Shreveport, La.		405
KICY	Nome, Alaska		298	KJOY	Stockton, Calif.		323
KID	Idaho Falls, Idaho		364	KJR	Seattle, Wash.		600
KIDD	Monterey, Calif.		316	KJRG	Newton, Kan.		390
KIDO	Boise, Idaho		363	KJSK	Columbus, Neb.		450
KIEM	Eureka, Calif.		311	KKAN	Phillipsburg, Kan.		390
KIEV	Glendale, Calif.		312	KKAR	Pomona, Calif.		318
KIFI	Idaho Falls, Idaho		364	KKEY	Vancouver, Wash.		601
KIFN	Phoenix, Ariz.		300	KKID	Pendleton, Oreg.		523
KIFW	Sitka, Alaska		298	KKIS	Pittsburg, Calif.		318
KIHN	Hugo, Okla.		516	KKSN	Dallas, Tex.		567
KIHO	Sioux Falls, S.D.		551	KLAC	Los Angeles, Calif.		315
KIHR	Hood River, Oreg.		521	KLAD	Klamath Falls, Oreg.		522
KIJV	Huron, S.D.		550	KLAK	Lakewood, Colo.		328
KIKI	Honolulu, Hawaii		362	KLAM	Cordova, Alaska		297
KIKO	Globe-Miami, Ariz.		299	KLAN	Lemoore, Calif.		313
KIKS	Sulphur-Lake Charles, La.		405	KLAS	Las Vegas, Nev.		453
KILE	Galveston, Tex.		571	KLBM	LaGrande, Oreg.		522
KILO	Grand Forks, N.D.		504	KLCN	Blytheville, Ark.		303
KILT	Houston, Tex.		572	KLCO	Poteau, Okla.		518
KIMA	Yakima, Wash.		602	KLEA	Lovington, N.M.		461
KIMB	Kimball, Neb.		450	KLEE	Ottumwa, Iowa		386
KIML	Gillette, Wyo.		615	KLEI	Kailua, Hawaii		363
KIMN	Denver, Colo.		326	KLEM	Le Mars, Iowa		385
KIMO	Hilo, Hawaii		361	KLEN	Killeen, Tex.		573
KIMP	Mount Pleasant, Tex.		576	KLEO	Wichita, Kan.		391
KIND	Independence, Kan.		389	KLER	Orofino, Idaho		365
KINE	Kingsville, Tex.		573	KLEX	Lexington, Mo.		442
KING	Seattle, Wash.		599	KLFD	Litchfield, Minn.		428
KINS	Eureka, Calif.		311	KLFT	Golden Meadow, La.		400
KINT	El Paso, Tex.		569	KLGA	Algona, Iowa		382
KINY	Juneau, Alaska		298	KLGR	Redwoods Falls, Minn.		429
KIOA	Des Moines, Iowa		384	KLGN	Logan, Utah		583
KIOT	Barstow, Calif.		309	KLIB	Liberal, Kan.		390
KIOX	Bay City, Tex.		562	KLIC	Monroe, La.		402
KIPA	Hilo, Hawaii		361	KLIF	Dallas, Tex.		567
KIRL	Wichita, Kan.		391	KLIK	Jefferson City, Mo.		440
KIRO	Seattle, Wash.		600	KLIL	Estherville, Iowa		385
KIRT	Mission, Tex.		576	KLIN	Lincoln, Neb.		451
KIRX	Kirksville, Mo.		442	KLIQ	Portland, Oreg.		523
KISD	Sioux Falls, S.D.		551	KLIR	Denver, Colo.		326
KISN	Portland, Oreg.		523	KLIV	San Jose, Calif.		322
KIST	Santa Barbara, Calif.		323	KLIX	Twin Falls, Idaho		367
KIT	Yakima, Wash.		602	KLIZ	Brainerd, Minn.		426
KITE	San Antonio, Tex.		579	KLKC	Parsons, Kan.		390
KITI	Chehalis-Centrala, Wash.		597	KLLA	Leesville, La.		401
KITN	Olympia, Wash.		598	KLLL	Lubbock, Tex.		574
KITO	San Bernardino, Calif.		320	KLMO	Longmont, Colo.		328
KIUL	Garden City, Kan.		388	KLMR	Lamar, Colo.		328
KIUN	Pecos, Tex.		577	KLMS	Lincoln, Neb.		451
KIUP	Durango, Colo.		327	KLMX	Clayton, N.M.		460
KIVY	Crockett, Tex.		567	KLO	Ogden, Utah		594
KIXL	Dallas, Tex.		567	KLOE	Goodland, Kan.		389
KIXX	Provo, Utah		584	KLOG	Kelso, Wash.		597
KIXZ	Amarillo, Tex.		561	KLOH	Pipestone, Minn.		429
KIZZ	El Paso, Tex.		569	KLOK	San Jose, Calif.		322
KJAM	Madison, S.D.		550	KLOO	Corvallis, Oreg.		520
KJAN	Atlantic, Iowa		382	KLOQ	Yakima, Wash.		602
KJAX	Santa Rosa, Calif.		323	KLOS	Albuquerque, N.M.		459
KJAY	Topeka, Kan.		391	KLOU	Lake Charles, La.		401
KJBC	Midland, Tex.		576	KLOV	Loveland, Colo.		328
KJCK	Junction City, Kan.		389	KLPL	Lake Providence, La.		401
KJEF	Jennings, La.		401	KLPM	Minot, N.D.		504
KJEM	Oklahoma City, Okla.		517	KLPR	Oklahoma City, Okla.		517
KJET	Beaumont, Tex.		563	KLPW	Union, Mo.		446
KJFJ	Webster City, Iowa		387	KLRA	Little Rock, Ark.		305

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KLRS	Mountain Grove, Mo.		442	KNCM	Moberly, Mo.		442
KLTF	Little Falls, Minn.		428	KNCO	Garden City, Kan.		389
KLTR	Blackwell, Okla.		515	KNCY	Nebraska City, Neb.		451
KLTZ	Glasgow, Mont.		447	KNDC	Hettinger, N.D.		504
KLUB	Salt Lake City, Utah		585	KNDE	Aztec, N.M.		460
KLUE	Longview, Tex.		574	KNDI	Honolulu, Hawaii		362
KLUK	Evanston, Wyo.		615	KNDY	Marysville, Kan.		390
KLUV	Haynesville, La.		401	KNEA	Jonesboro, Ark.		305
KLVL	Pasadena, Tex.		577	KNEB	Scottsbluff, Neb.		452
KLVT	Levelland, Tex.		573	KNED	McAlester, Okla.		516
KLWN	Lawrence, Kan.		389	KNEL	Brady, Tex.		564
KLWT	Lebanon, Mo.		442	KNEM	Nevada, Mo.		442
KLYD	Bakersfield, Calif.		309	KNET	Palestine, Tex.		577
KLYK	Spokane, Wash.		601	KNEX	McPherson, Kan.		390
KLYR	Clarksville, Ark.		303	KNEW	Spokane, Wash.		601
KLZ	Denver, Colo.		326	KNEZ	Lompoc, Calif.		313
KMA	Shenandoah, Iowa		386	KNGS	Hanford, Calif.		312
KMAC	San Antonio, Tex.		580	KNIA	Knoxville, Iowa		385
KMAE	McKinney, Tex.		575	KNIM	Maryville, Mo.		442
KMAK	Fresno, Calif.		312	KNIT	Abilene, Tex.		561
KMAN	Manhattan, Kan.		390	KNND	Cottage Grove, Oreg.		520
KMAP	Bakersfield, Calif.		309	KNOC	Natchitoches, La.		402
KMAQ	Maquoketa, Iowa		385	KNOE	Monroe, La.		402
KMAR	Winnesboro, La.		406	KNOG	Nogales, Ariz.		299
KMBC	Kansas City, Mo.		441	KNOK	Fort Worth, Tex.		570
KMBL	Junction, Tex.		572	KNOR	Norman, Okla.		517
KMBY	Monterey, Calif.		316	KNOT	Prescott, Ariz.		300
KMCD	Fairfield, Iowa		385	KNOW	Austin, Tex.		562
KMCM	McMinnville, Oreg.		522	KNOX	Grand Forks, N.D.		504
KMCO	Conroe, Tex.		565	KNPT	Newport, Oreg.		522
KMDO	Fort Scott, Kan.		388	KNUJ	New Ulm, Minn.		429
KMED	Medford, Oreg.		522	KNUZ	Houston, Tex.		572
KMEL	Wenatchee, Wash.		602	KNX	Los Angeles, Calif.		315
KMEO	Omaha, Neb.		452	KOA	Denver, Colo.		326
KMET	Paradise, Calif.		317	KOAL	Price, Utah		584
KMGM	Albuquerque, N.M.		459	KOAM	Pittsburg, Kan.		390
KMHL	Marshall, Minn.		428	KOB	Albuquerque, N.M.		459
KMHT	Marshall, Tex.		575	KOBE	Las Cruces, N.M.		461
KML	Cameron, Tex.		564	KOBH	Hot Springs, S.D.		550
KMIN	Grants, N.M.		461	KOCA	Kilgore, Tex.		573
KMIS	Portageville, Mo.		443	KOCY	Oklahoma City, Okla.		517
KMJ	Fresno, Calif.		312	KODE	Joplin, Mo.		440
KMLB	Monroe, La.		402	KODI	Cody, Wyo.		615
KMLW	Marlin, Tex.		575	KODL	The Dalles, Oreg.		525
KMMJ	Grand Island, Neb.		450	KODY	North Platte, Neb.		451
KMMO	Marshall, Mo.		442	KOEL	Oelwein, Iowa		386
KMNS	Sioux City, Iowa		387	KOFA	Yuma, Ariz.		302
KMO	Tacoma, Wash.		601	KOFE	Pullman, Wash.		599
KMON	Great Falls, Mont.		447	KOFI	Kalispell, Mont.		448
KMOP	Tucson, Ariz.		301	KOFO	Ottawa, Kan.		390
KMOR	Littleton, Colo.		328	KOFY	San Mateo, Calif.		322
KMOX	St. Louis, Mo.		443	KOGA	Ogallala, Neb.		451
KMPC	Los Angeles, Calif.		315	KOGO	San Diego, Calif.		320
KMRC	Morgan City, La.		402	KOGT	Orange, Tex.		577
KMRS	Morris, Minn.		429	KOH	Reno, Nev.		454
KMUL	Muleshoe, Tex.		576	KOHI	St. Helens, Oreg.		525
KMUR	Murray, Utah		584	KOHO	Honolulu, Hawaii		362
KMUS	Muskogee, Okla.		517	KOHU	Hermiston, Oreg.		521
KMVI	Wailuku-Maui, Hawaii		363	KOIL	Omaha, Neb.		451
KMYC	Marysville, Calif.		315	KOIN	Portland, Oreg.		524
KNAF	Fredericksburg, Tex.		570	KOJM	Havre, Mont.		448
KNAK	Salt Lake City, Utah		585	KOKA	Shreveport, La.		405
KNAL	Victoria, Tex.		582	KOKE	Austin, Tex.		562
KNBA	Vallejo, Calif.		324	KOKL	Oklmulgee, Okla.		518
KNBC	San Francisco, Calif.		321	KOKO	Warrensburg, Mo.		446
KNBX	Kirkland, Wash.		598	KOKY	Little Rock, Ark.		305
KNBY	Newport, Ark.		306	KOKX	Keokuk, Iowa		385
KNCK	Concordia, Kan.		388	KOL	Seattle, Wash.		600

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KOLD	Tucson, Ariz.		302	KPET	Lamesa, Tex.		573
KOLE	Port Arthur, Tex.		578	KPHO	Phoenix, Ariz.		300
KOLJ	Quannah, Tex.		578	KPIG	Cedar Rapids, Iowa		383
KOLO	Reno, Nev.		454	KPIK	Colorado Springs, Colo.		325
KOLR	Sterling, Colo.		329	KPIN	Casa Grande, Ariz.		298
KOLS	Pryor, Okla.		518	KPKW	Pasco, Wash.		599
KOLT	Scottsbluff, Neb.		452	KPLC	Lake Charles, La.		401
KOLY	Mobridge, S.D.		550	KPLK	Dallas, Oreg.		520
KOMA	Oklahoma City, Okla.		517	KPLT	Paris, Tex.		577
KOME	Tulsa, Okla.		518	KPLY	Crescent City, Calif.		310
KOMO	Seattle, Wash.		600	KPMC	Bakersfield, Calif.		309
KOMW	Omak, Wash.		598	KPNG	Port Neches, Tex.		578
KOMY	Watsonville, Calif.		324	KPOC	Pocahontas, Ark.		307
KONE	Reno, Nev.		454	KPOD	Crescent City, Calif.		311
KONG	Visalia, Calif.		324	KPOI	Honolulu, Hawaii		362
KONO	San Antonio, Tex.		580	KPOJ	Portland, Oreg.		524
KONP	Port Angeles, Wash.		599	KPOK	Scottsdale, Ariz.		301
KOOD	Honolulu, Hawaii		362	KPOL	Los Angeles, Calif.		315
KOOK	Billings, Mont.		446	KPON	Anderson, Calif.		308
KOOL	Phoenix, Ariz.		300	KPOR	Quincy, Wash.		599
KOOO	Omaha, Neb.		452	KPOW	Powell, Wyo.		615
KOOS	Coos Bay, Oreg.		520	KPQ	Wenatchee, Wash.		602
KOPR	Butte, Mont.		447	KPRB	Redmond, Oreg.		524
KOPY	Alice, Tex.		561	KPRC	Houston, Tex.		572
KORA	Bryan, Tex.		564	KPRK	Livingston, Mont.		448
KORC	Mineral Wells, Tex.		576	KPRL	Paso Robles, Calif.		317
KORD	Pasco, Wash.		598	KPRO	Riverside, Calif.		319
KORE	Eugene, Oreg.		521	KPRS	Kansas City, Mo.		441
KORK	Las Vegas, Nev.		453	KPSO	Falfurrias, Tex.		569
KORL	Honolulu, Hawaii		362	KPST	Preston, Idaho		365
KORN	Mitchell, S. D.		550	KPTL	Carson City, Nev.		453
KORT	Grangeville, Idaho		364	KPUG	Bellingham, Wash.		596
KOSA	Odessa, Tex.		576	KQAQ	Austin, Minn.		426
KOSE	Osceola, Ark.		306	KQBY	San Francisco, Calif.		321
KOSI	Denver, Colo.		327	KQDI	Bismarck, N. D.		503
KOSY	Texarkana, Ark.		308	KQDY	Minot, N. D.		505
KOTA	Rapid City, S. D.		551	KQEN	Roseburg, Oreg.		524
KOTE	Fergus Falls, Minn.		427	KQEO	Albuquerque, N.M.		459
KOTN	Pine Bluff, Ark.		307	KQIK	Lakeview, Oreg.		522
KOTS	Deming, N. M.		460	KQTE	Missoula, Mont.		449
KOVC	Valley City, N. D.		505	KQTY	Everett, Wash.		597
KOVE	Lander, Wyo.		615	KQV	Pittsburgh, Pa.		537
KOVO	Provo, Utah		584	KRAC	Alamogordo, N. M.		459
KOWB	Laramie, Wyo.		615	KRAI	Craig, Colo.		326
KOWL	Bijou, Calif.		310	KRAK	Sacramento, Calif.		319
KOWN	Escondido, Calif.		311	KRAL	Rawlins, Wyo.		615
KOXR	Oxnard, Calif.		317	KRAM	Las Vegas, Nev.		453
KOY	Phoenix, Ariz.		300	KRAY	Amarillo, Tex.		561
KOYL	Odessa, Tex.		577	KRBA	Lufkin, Tex.		574
KOYN	Billings, Mont.		446	KRBC	Abilene, Tex.		561
KOZE	Lewiston, Idaho		364	KRBI	St. Peter, Minn.		430
KOZI	Chelan, Wash.		597	KRBO	Las Vegas, Nev.		453
KOZY	Grand Rapids, Minn.		427	KRCK	Ridgecrest, Calif.		319
KPAC	Port Arthur, Tex.		578	KRCO	Prineville, Oreg.		524
KPAL	Palm Springs, Calif.		317	KRCT	Pasadena, Tex.		577
KPAM	Portland, Oreg.		524	KRDG	Redding, Calif.		318
KPAN	Hereford, Tex.		571	KRDO	Colorado Springs, Col.		325
KPAS	Banning, Calif.		309	KRDU	Dinuba, Calif.		311
KPAY	Chico, Calif.		310	KRE	Berkeley, Calif.		309
KPBA	Pine Bluff, Ark.		307	KREB	Shreveport, La.		405
KPBM	Carlsbad, N. M.		460	KREH	Oakdale, La.		404
KPCA	Marked Tree, Ark.		306	KREI	Farmington, Mo.		440
KPDN	Pampa, Tex.		577	KREM	Spokane, Wash.		601
KPDQ	Portland, Oreg.		524	KREO	Indio, Calif.		313
KPEG	Spokane, Wash.		601	KRES	St. Joseph, Mo.		443
KPEL	Lafayette, La.		401	KREW	Sunnyside, Wash.		601
KPEP	San Angelo, Tex.		578	KREX	Grand Junction, Colo.		327
KPER	Gilroy, Calif.		312	KRFO	Owatonna, Minn.		429

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KRFS	— Superior, Neb.		452	KSEN	— Shelby, Mont.		449
KRGI	— Grand Island, Neb.		450	KSEO	— Durant, Okla.		515
KRGV	— Weslaco, Tex.		583	KSET	— El Paso, Tex.		569
KRHD	— Duncan, Okla.		515	KSEW	— Sitka, Alaska		298
KRIB	— Mason City, Iowa		386	KSEY	— Seymour, Tex.		580
KRIC	— Beaumont, Tex.		563	KSFA	— Nacogdoches, Tex.		576
KRIG	— Odessa, Tex.		577	KSFE	— Needles, Calif.		316
KRIH	— Rayville, La.		404	KSFO	— San Francisco, Calif.		321
KRIO	— McAllen, Tex.		574	KSGM	— Ste. Genevieve, Mo.		443
KRIZ	— Phoenix, Ariz.		300	KSIB	— Creston, Iowa		383
KRKC	— King City, Calif.		313	KSID	— Sidney, Neb.		452
KRKD	— Los Angeles, Calif.		315	KSIG	— Crowley, La.		400
KRKO	— Everett, Wash.		597	KSIJ	— Gladewater, Tex.		571
KRKS	— Ridgecrest, Calif.		319	KSIL	— Silver City, N. M.		463
KRLA	— Pasadena, Calif.		317	KSIM	— Sikeston, Mo.		444
KRLC	— Lewiston, Idaho		364	KSIR	— Wichita, Kan.		392
KRLD	— Dallas, Tex.		568	KSIS	— Sedalia, Mo.		444
KRLN	— Canon City, Colo.		325	KSIW	— Woodward, Okla.		519
KRLW	— Walnut Ridge, Ark.		308	KSIX	— Corpus Christi, Tex.		566
KRMD	— Shreveport, La.		405	KSJB	— Jamestown, N. D.		504
KRMG	— Tulsa, Okla.		519	KSKI	— Sun Valley, Idaho		365
KRML	— Carmel, Calif.		310	KSKY	— Dallas, Tex.		567
KRMO	— Monett, Mo.		442	KSL	— Salt Lake City, Utah		585
KRMS	— Osage Beach, Mo.		443	KSLM	— Salem, Oreg.		525
KRNO	— San Bernardino, Calif.		320	KSLO	— Opelousas, La.		404
KRNR	— Roseburg, Oreg.		524	KSLV	— Monte Vista, Colo.		328
KRNS	— Burns, Oreg.		520	KSLY	— San Luis Obispo, Calif.		322
KRNT	— Des Moines, Iowa		384	KSMA	— Santa Maria, Calif.		323
KRNY	— Kearney, Neb.		450	KSML	— Seminole, Tex.		580
KROC	— Rochester, Minn.		429	KSMN	— Mason City, Iowa		386
KROD	— El Paso, Tex.		569	KSMO	— Salem, Mo.		444
KROF	— Abbeville, La.		399	KSNY	— Snyder, Tex.		581
KROG	— Sonora, Calif.		323	KSO	— Des Moines, Iowa		384
KROP	— Brawley, Calif.		310	KSOK	— Arkansas City, Kan.		388
KROS	— Clinton, Iowa		383	KSON	— San Diego, Calif.		320
KROX	— Crookston, Minn.		427	KSOO	— Sioux Falls, S. D.		551
KROY	— Sacramento, Calif.		319	KSOP	— Salt Lake City, Utah		535
KRPL	— Moscow, Idaho		364	KSOX	— Raymondville, Tex.		578
KRRV	— Sherman-Denison, Tex.		581	KSPA	— Santa Paula, Calif.		323
KRSC	— Othello, Wash.		598	KSPI	— Stillwater, Okla.		518
KRSD	— Rapid City, S. D.		551	KSPL	— Diboll, Tex.		568
KRSI	— Minneapolis, Minn.		429	KSPT	— Sandpoint, Idaho		365
KRSL	— Russell, Kan.		391	KSRA	— Salmon, Idaho		365
KRSN	— Los Alamos, N. M.		461	KSRC	— Socorro, N. M.		463
KRTN	— Raton, N. M.		461	KSRO	— Santa Rosa, Calif.		323
KRTR	— Thermopolis, Wyo.		616	KSRV	— Ontario, Oreg.		523
KRUS	— Ruston, La.		404	KSSS	— Colorado Springs, Colo.		325
KRUN	— Ballinger, Tex.		562	KSST	— Sulphur Springs, Tex.		581
KRUX	— Phoenix, Ariz.		300	KSTA	— Coleman, Tex.		565
KRVN	— Lexington, Neb.		450	KSTB	— Breckenridge, Tex.		564
KRXX	— Rexburg, Idaho		365	KSTL	— St. Louis, Mo.		444
KRYS	— Corpus Christi, Tex.		566	KSTN	— Stockton, Calif.		323
KRZE	— Farmington, N. M.		460	KSTP	— St. Paul, Minn.		430
KSAL	— Salina, Kan.		391	KSTR	— Grand Junction, Colo.		328
KSAM	— Huntsville, Tex.		572	KSTT	— Davenport, Iowa		383
KSAN	— San Francisco, Calif.		321	KSTV	— Stephenville, Tex.		581
KSAY	— San Francisco, Calif.		321	KSUB	— Cedar City, Utah		583
KSBB	— Salinas, Calif.		319	KSUE	— Susanville, Calif.		323
KSCB	— Liberal, Kan.		330	KSUM	— Fairmont, Minn.		427
KSCJ	— Sioux City, Iowa		387	KSUN	— Bisbee, Ariz.		298
KSCO	— Santa Cruz, Calif.		323	KSVL	— Richfield, Utah		584
KSD	— St. Louis, Mo.		443	KSVM	— Ogden, Utah		584
KSDA	— Redding, Calif.		318	KSVP	— Artesia, N. M.		460
KSDN	— Aberdeen, S. C.		550	KSWA	— Graham, Tex.		571
KSDO	— San Diego, Calif.		320	KSWI	— Council Bluffs, Iowa		383
KSEI	— Pocatello, Idaho		365	KSWO	— Lawton, Okla.		516
KSEK	— Pittsburg, Kan.		390	KSWR	— Roswell, N. M.		463
KSEL	— Lubbock, Tex.		574	KSYC	— Yreka, Calif.		325
KSEM	— Moses Lake, Wash.		598				



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KSYD	—	Wichita Falls, Tex.	583	KTUY	—	Pueblo, Colo.	329
KSYL	—	Alexandria, La.	399	KTW	—	Seattle, Wash.	600
KSXX	—	Salt Lake City, Utah	565	KTWO	—	Casper, Wyo.	614
KTAC	—	Tacoma, Wash.	601	KTXJ	—	Jasper, Tex.	572
KTAE	—	Taylor, Tex.	581	KTXL	—	San Angelo, Tex.	578
KTAN	—	Tucson, Ariz.	302	KTXO	—	Sherman, Tex.	581
KTAR	—	Phoenix, Ariz.	300	KTYM	—	Inglewood, Calif.	313
KTAT	—	Frederick, Okla.	516	KUAM	—	Agana, Guam	616
KTBB	—	Tyler, Tex.	582	KUBA	—	Yuba City, Calif.	325
KTBC	—	Austin, Tex.	562	KUBC	—	Montrose, Colo.	328
KTCB	—	Malden, Mo.	442	KUBE	—	Pendleton, Oreg.	523
KTCN	—	Berryville, Ark.	303	KUBO	—	San Antonio, Tex.	580
KTCS	—	Fort Smith, Ark.	304	KUDE	—	Oceanside, Calif.	317
KTEL	—	Walla Walla, Wash.	602	KUDI	—	Great Falls, Mont.	448
KTEM	—	Temple, Tex.	581	KUDL	—	Kansas City, Mo.	441
KTER	—	Terrell, Tex.	581	KUDU	—	Ventura, Calif.	324
KTFI	—	Twin Falls, Idaho	367	KUDY	—	Renton, Wash.	599
KTFS	—	Texarkana, Tex.	582	KUEN	—	Wenatchee, Wash.	602
KTFY	—	Brownfield, Tex.	564	KUEQ	—	Phoenix, Ariz.	300
KTHE	—	Thermopolis, Wyo.	616	KUGN	—	Eugene, Oreg.	521
KTHS	—	Little Rock, Ark.	305	KUIK	—	Hillsboro, Oreg.	521
KTHT	—	Houston, Tex.	572	KUJ	—	Walla Walla, Wash.	602
KTIB	—	Thibodaux, La.	405	KUKA	—	San Antonio, Tex.	580
KTIL	—	Tillamook, Oreg.	525	KUKI	—	Ukiah, Calif.	324
KTIM	—	San Rafael, Calif.	322	KUKO	—	Post, Tex.	578
KTIP	—	Porterville, Calif.	318	KUKU	—	Willow Springs, Mo.	446
KTIX	—	Seattle, Wash.	600	KULA	—	Honolulu, Hawaii	363
KTJS	—	Hobart, Okla.	516	KULE	—	Ephrata, Wash.	597
KTKN	—	Ketchikan, Alaska	298	KULP	—	El Campo, Tex.	569
KTKR	—	Taft, Calif.	324	KUMA	—	Pendleton, Oreg.	523
KTKT	—	Tucson, Ariz.	302	KUNO	—	Corpus Christi, Tex.	566
KTLD	—	Tallulah, La.	405	KUOA	—	Siloam Springs, Ark.	307
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KTLO	—	Mountain Home, Ark.	306	KUPI	—	Idaho Falls, Idaho	364
KTLL	—	Tahlequah, Okla.	518	KURA	—	Moab, Utah	584
KTLU	—	Rusk, Tex.	578	KURL	—	Billings, Mont.	447
KTLW	—	Texas City, Tex.	582	KURV	—	Edinburg, Tex.	569
KTMC	—	McAlester, Okla.	517	KURY	—	Brookings, Oreg.	520
KTMS	—	Santa Barbara, Calif.	323	KUSH	—	Cushing, Okla.	515
KTNC	—	Falls City, Neb.	450	KUSN	—	St. Joseph, Mo.	443
KTNM	—	Tucumcari, N. M.	463	KUTI	—	Yakima, Wash.	602
KTNT	—	Tacoma, Wash.	601	KUTT	—	Fargo, N.D.	504
KTOC	—	Jonesboro, La.	401	KUTY	—	Palmdale, Calif.	317
KTOD	—	Sinton, Tex.	581	KUVR	—	Holdrege, Neb.	450
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KTOH	—	Lahue, Kauai, Hawaii	363	KUZZ	—	Bakersfield, Calif.	309
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WBMA	— Beaufort, N. C.		492	WCBA	— Corning, N. Y.		467
WBMC	— McMinnville, Tenn.		557	WCBG	— Chambersburg, Pa.		529
WBMD	— Baltimore, Md.		409	WCBI	— Columbus, Miss.		432
WBMK	— West Point, Ga.		361	WCBL	— Benton, Ky.		392
WBML	— Macon, Ga.		357	WCBM	— Baltimore, Md.		409
WBMT	— Black Mountain, N. C.		492	WCBQ	— Whitehall, Mich.		425
WBNC	— Conway, N. H.		454	WCBS	— New York, N. Y.		473
WBNL	— Boonville, Indiana		377	WCBT	— Roanoke Rapids, N. C.		499
WBNR	— Beacon, N. Y.		466	WCBY	— Cheboygan, Mich.		418
WBNS	— Columbus, O.		509	WCC	— Hartford, Conn.		331
WBNT	— Oneida, Tenn.		559	WCCF	— Punta Gorda, Fla.		347
WBNX	— New York, N. Y.		471	WCCM	— Lawrence, Mass.		413
WBNY	— Buffalo, N. Y.		466	WCCN	— Neillsville, Wisc.		611
WBOB	— Galax, Va.		589	WCCO	— Minneapolis, Minn.		428
WBOC	— Salisbury, Md.		411	WCCW	— Traverse City, Mich.		425
WBOF	— Virginia Beach, Va.		595	WCDJ	— Edenton, N. C.		494
WBOK	— New Orleans, La.		402	WCDL	— Carbondale, Pa.		529
WBOP	— Pensacola, Fla.		346	WCDT	— Winchester, Tenn.		561
WBOS	— Boston, Mass.		411	WCEC	— Rocky Mount, N. C.		500
WBOW	— Terre Haute, Ind.		381	WCED	— DuBois, Pa.		531
WBOY	— Clarksburg, W. Va.		604	WCEF	— Parkersburg, W. Va.		605
WBPD	— Orangeburg, S. C.		548	WCEH	— Hawkinsville, Ga.		356
WBPZ	— Lock Haven, Pa.		534	WCEM	— Cambridge, Md.		409
WBRB	— Mount Clemens, Mich.		423	WCEN	— Mt. Pleasant, Mich.		423
WBRC	— Birmingham, Ala.		290	WCER	— Charlotte, Mich.		418
WBRD	— Bradenton, Fla.		336	WCFL	— Chicago, Ill.		369
WBRE	— Wilkes-Barre, Pa.		541	WCFR	— Springfield, Vt.		587
WBRG	— Lynchburg, Va.		590	WCFV	— Clifton Forge, Va.		588
WBRK	— Pittsfield, Mass.		415	WCGA	— Calhoun, Ga.		353
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WBRN	— Big Rapids, Mich.		418	WCGO	— Chicago Heights, Ill.		370
WBRO	— Waynesboro, Ga.		361	WCHA	— Chambersburg, Pa.		529
WBRT	— Bardstown, Ky.		392	WCHB	— Inkster, Mich.		421
WBRV	— Boonville, N. Y.		466	WCHI	— Chillicothe, O.		506
WBRX	— Berwick, Pa.		528	WCHJ	— Brookhaven, Miss.		431
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WMBO	— Auburn, N. Y.		465	WMPA	— Aberdeen, Miss.		431
WMBR	— Jacksonville, Fla.		340	WMPM	— Smithfield, N. C.		501
WMBS	— Uniontown, Pa.		540	WMPO	— Middleport-Pomeroy, O.		512
WMC	— Memphis, Tenn.		558	WMPL	— Hancock, Mich.		421
WMC A	— New York, N. Y.		481	WMPS	— Memphis, Tenn.		558
WMCH	— Church Hill, Tenn.		553	WMPT	— S. Williamsport, Pa.		540
WMCK	— McKeesport, Pa.		534	WMRB	— Greenville, S. C.		547
WMCP	— Columbia, Tenn.		554	WMRC	— Milford, Mass.		414
WMCW	— Harvard, Ill.		372	WMRE	— Monroe, Ga.		357
WMDC	— Hazlehurst, Miss.		434	WMRF	— Lewiston, Pa.		534
WMDD	— Fajardo, P. R.		617	WMRI	— Marion, Ind.		380
WMDF	— Mount Dora, Fla.		344	WMRN	— Marion, O.		511
WMDN	— Midland, Mich.		423	WMRO	— Aurora, Ill.		367
WMEG	— Eau Gallie, Fla.		338	WMRP	— Flint, Mich.		420
WMEK	— Chase City, Va.		588	WMSA	— Massena, N. Y.		470
WMEN	— Tallahassee, Fla.		348	WMSC	— Columbia, S. C.		545
WMET	— Miami Beach, Fla.		344	WMSJ	— Sylva, N. C.		501
WMEV	— Marion, Va.		591	WMSL	— Decatur, Ala.		291
WMEX	— Boston, Mass.		412	WMSR	— Manchester, Tenn.		557
WMFC	— Monroeville, Ala.		294	WMST	— Mt. Sterling, Ky.		396
WMFD	— Wilmington, N. C.		502	WMT	— Cedar Rapids, Ia.		383
WMFG	— Hibbing, Minn.		427	WMTA	— Central City, Ky.		393
WMFJ	— Daytona Beach, Fla.		338	WMT C	— Vanclave, Ky.		398
WMFR	— High Point, N. C.		496	WMTE	— Manistee, Mich.		423
WMFT	— Terre Haute, Ind.		381	WMTL	— Leitchfield, Ky.		395
WMGA	— Moultrie, Ga.		358	WMTM	— Moultrie, Ga.		358
WMGM	— New York, N. Y.		475	WMTN	— Morristown, Tenn.		558
WMGR	— Bainbridge, Ga.		353	WMTR	— Morristown, N. J.		457
WMGW	— Meadville, Pa.		534	WMTS	— Murfreesboro, Tenn.		558
WMGY	— Montgomery, Ala.		295	WMUS	— Muskegon, Mich.		423
WMIA	— Arecibo, P. R.		616	WMUU	— Greenville, S. C.		547
WMID	— Atlantic City, N. J.		456	WMVA	— Martinsville, Va.		591
WMIE	— Miami, Fla.		343	WMVB	— Millville, N. J.		457
WMIK	— Middlesboro, Ky.		396	WMVG	— Milledgeville, Ga.		357
WMIL	— Milwaukee, Wisc.		610	WMVO	— Mt. Vernon, O.		512
WMIN	— St. Paul, Minn.		430	WMYB	— Myrtle Beach, S. C.		548
WMIQ	— Iron Mountain, Mich.		422	WMYN	— Madison, N. C.		498
WMIS	— Natchez, Miss.		436	WMYR	— Ft. Myers, Fla.		339
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WMJM	— Cordele, Ga.		354	WNAC	— Boston, Mass.		412
WMLF	— Pineville, Ky.		398	WNAE	— Warren, Pa.		540
WMLP	— Milton, Pa.		535	WNAG	— Grenada, Miss.		433
WMLS	— Sylacauga, Ala.		296	WNAH	— Nashville, Tenn.		559
WMLT	— Dublin, Ga.		355	WNAK	— Wilkes-Barre, Pa.		541
WMMB	— Melbourne, Fla.		342	WNAM	— Neenah, Wisc.		611
WMMH	— Marshall, N. C.		498	WNAR	— Norristown, Pa.		535
WMMM	— Westport, Conn.		334	WNAT	— Natchez, Miss.		435
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WMMW	— Meriden, Conn.		331	WNBC	— New York, N. Y.		481
WMNA	— Gretna, Va.		590	WNBF	— Binghamton, N. Y.		466
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WNEL	— Caguas, P. R.		617	WOMP	— Bellaire, O.		506
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WNOR	— Norfolk, Va.		592	WOSC	— Fulton, N. Y.		468
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WTBF	— Troy, Ala.		296	WTSL	— Hanover, N. H.		455
WTBO	— Cumberland, Md.		410	WTSN	— Dover, N. H.		455
WTCB	— Flomaton, Ala.		292	WTSV	— Claremont, N. H.		454
WTCH	— Shawano, Wisc.		612	WTTB	— Vero Beach, Fla.		350
WTCJ	— Tell City, Ind.		381	WTTC	— Towanda, Pa.		540
WTCM	— Traverse City, Mich.		425	WTFE	— Tiffin, O.		513
WTCN	— Minneapolis, Minn.		429	WTHH	— Port Huron, Mich.		424
WTCO	— Campbillsville, Ky.		393	WTTL	— Madisonville, Ky.		396
WTCR	— Ashland, Ky.		392	WTTM	— Trenton, N. J.		458
WTCS	— Fairmont, W. Va.		604	WTTN	— Watertown, Wisc.		613
WTCW	— Whitesburg, Ky.		399	WTRR	— Westminster, Md.		411
WTEL	— Philadelphia, Pa.		537	WTTS	— Bloomington, Ind.		377
WTHE	— Spartanburg, S. C.		549	WTUG	— Tuscaloosa, Ala.		297
WTHG	— Jackson, Ala.		293	WTUP	— Tupelo, Miss.		437
WTHI	— Terre Haute, Ind.		381	WTUX	— Wilmington, Del.		335
WTHR	— Panama City, Fla.		346	WTVB	— Coldwater, Mich.		418
WTIC	— Hartford, Conn.		331	WTVL	— Waterville, Me.		408
WTID	— Newport News, Va.		591	WTVN	— Columbus, O.		509
WTIF	— Tifton, Ga.		360	WTWA	— Thomson, Ga.		359
WTIG	— Massillon, Ohio		511	WTWB	— Auburndale, Fla.		336
WTIK	— Durham, N. C.		493	WTWN	— St. Johnsbury, Vt.		587
WTIL	— Mayaguez, P. R.		617	WTXL	— West Springfield, Mass.		415
WTIM	— Taylorville, Ill.		376	WTYC	— Rock Hill, S. C.		548
WTIP	— Charleston, W. Va.		603	WTYM	— Springfield, Mass.		415
WTIV	— Titusville, Pa.		540	WTYN	— Tryon, N. C.		501
WTIX	— New Orleans, La.		403	WTYS	— Marianna, Fla.		342
WTJH	— East Point, Ga.		355	WULA	— Eufaula, Ala.		291
WTJS	— Jackson, Tenn.		555	WUSJ	— Lockport, N. Y.		470
WTKM	— Hartford, Wisc.		608	WUST	— Washington, D. C.		336
WTKO	— Ithaca, N. Y.		469	WVAM	— Altoona, Pa.		528
WTKY	— Tompkinsville, Ky.		398	WVAR	— Richwood, W. Va.		606
WTLB	— Utica, N. Y.		490	WVCG	— Coral Gables, Fla.		337
WTLO	— Somerset, Ky.		398	WVCH	— Chester, Pa.		530
WTLS	— Tallahassee, Ala.		296	WVEC	— Hampton, Va.		590
WTMA	— Charleston, S. C.		545	WVET	— Rochester, N. Y.		488
WTMB	— Tomah, Wisc.		613	WVIM	— Vicksburg, Miss.		437
WTMC	— Ocala, Fla.		345	WVIP	— Mt. Kisco, N. Y.		470
WTMJ	— Milwaukee, Wisc.		611	WVJP	— Caguas, P. R.		617
WTMP	— Tampa, Fla.		349	WVJS	— Owensboro, Ky.		397
WTMT	— Louisville, Ky.		396	WVKO	— Columbus, O.		509
WTNC	— Thomasville, N. C.		501	WVLD	— Valdosta, Ga.		360
WTND	— Orangeburg, S.C.		548	WVLK	— Lexington, Ky.		395
WTNS	— Coshocton, O.		509	WVLN	— Olney, Ill.		374
WTNT	— Tallahassee, Fla.		348	WVMC	— Mount Carmel, Ill.		373
WTOB	— Winston-Salem, N. C.		503	WVMI	— Biloxi, Miss.		431
WTOC	— Savannah, Ga.		359	WVNA	— Tuscumbia, Ala.		297
WTOO	— Toledo, O.		513	WVNJ	— Newark, N. J.		457
WTOE	— Spruce Pine, N. C.		501	WVOK	— Birmingham, Ala.		290
WTOL	— Toledo, O.		513	WVOL	— Nashville, Tenn.		559
WTON	— Staunton, Va.		594	WVOP	— Vidalia, Ga.		360
WTOP	— Washington, D. C.		335	WVOS	— Liberty, N. Y.		470
WTOR	— Torrington, Conn.		333	WVOT	— Wilson, N. C.		503
WTOT	— Marianna, Fla.		342	WVOW	— Logan, W. Va.		605
WTPR	— Paris, Tenn.		560	WVOX	— New Rochelle, N. Y.		471
WTRA	— Latrobe, Pa.		534	WVPO	— Stroudsburg, Pa.		540
WTRB	— Ripley, Tenn.		560	WVSC	— Somerset, Pa.		540
WTRC	— Elkhart, Ind.		377	WVVW	— Grafton-Fairmont, W. Va.		604
WTRL	— Bradenton, Fla.		336	WWBC	— Bay City, Mich.		417
WTRN	— Tyrone, Pa.		540	WWBD	— Bamberg, S. C.		544

Station	City	State	Page	Station	City	State	Page
WWBZ	Vineland, N. J.		458	WWWF	Fayette, Ala.		292
WWCA	Gary, Ind.		378	WWWR	Russellville, Ala.		295
WWCC	Bremen, Ga.		353	WWWW	Rio Piedras, P. R.		618
WWCH	Clarion, Pa.		530	WWXL	Manchester, Ky.		396
WWCO	Waterbury, Conn.		333	WVYO	Pineville, W. Va.		606
WWDC	Washington, D. C.		336	WXAL	Demopolis, Ala.		291
WWGP	Sanford, N. C.		500	WXGI	Richmond, Va.		594
WWGS	Tifton, Ga.		360	WXLI	Dublin, Ga.		355
WWHG	Hornell, N.Y.		469	WXLW	Indianapolis, Ind.		379
WWIL	Ft. Lauderdale, Fla.		339	WXMT	Merrill, Wisc.		610
WWIN	Baltimore, Md.		409	WXOK	Baton Rouge, La.		400
WWIS	Black River Falls, Wisc.		608	WXRF	Guayama, P. R.		617
WWIT	Canton, N. C.		492	WXTN	Lexington, Miss.		435
WWIZ	Lorain, O.		511	WXXX	Hattiesburg, Miss.		433
WWJ	Detroit, Mich.		419	WXYZ	Detroit, Mich.		419
WWJB	Brookville, Fla.		337	WYAL	Scotland Neck, N. C.		500
WWKY	Winchester, Ky.		399	WYCL	York, S. C.		549
WWL	New Orleans, La.		404	WYDE	Birmingham, Ala.		290
WWNC	Asheville, N.C.		491	WYLD	New Orleans, La.		404
WWNH	Rochester, N. H.		456	WYMB	Manning, S. C.		548
WWNR	Beckley, W. Va.		603	WYND	Sarasota, Fla.		348
WWNS	Statesboro, Ga.		359	WYNG	Warwick, R. I.		543
WWNY	Watertown, N. Y.		491	WYNK	Baton Rouge, La.		400
WWOD	Lynchburg, Va.		590	WYNN	Florence, S. C.		546
WWOK	Charlotte, N. C.		493	WYRN	Louisburg, N. C.		497
WWOL	Buffalo, N. Y.		467	WYSE	Lakeland, Fla.		341
WWOM	New Orleans, La.		404	WYSL	Buffalo, N. Y.		467
WWON	Woonsocket, R. I.		543	WYSR	Franklin, Va.		589
WWOW	Connecticut, O.		509	WYTH	Madison, Ga.		357
WWPA	Williamsport, Pa.		541	WYTI	Rocky Mount, Va.		594
WWPF	Palatka, Fla.		346	WYVE	Wytheville, Va.		595
WWRI	West Warwick, R. I.		543	WYZE	Atlanta, Ga.		352
WWRJ	White River Junction, Vt.		587	WZEP	DeFuniak Springs, Fla.		338
WWRL	New York, N. Y.		485	WZIP	Cincinnati, O.		507
WWSC	Glens Falls, N. Y.		468	WZKY	Ahoskie, N. C.		491
WWSR	St. Albans, Vt.		586	WZOB	Ft. Payne, Ala.		292
WWST	Wooster, O.		514	WZOK	Jacksonville, Fla.		341
WWSW	Pittsburgh, Pa.		538	WZOR	Jacksonville Beach, Fla.		341
WWVA	Wheeling, W. Va.		607	WZYK	Cowan, Tenn.		554
WWWB	Jasper, Ala.		293	XEAK	San Diego, Calif.		320

**Nothing**  
**Outshouts**  
**Quality and**  
**Integrity**



Pop.: 3,282,000  
Families: 875,000

# Alabama

Radio Homes: 845,000  
AM Stas. in State: 108

## WAVU—Albertville—1948

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By Sand Mt. Bcstg. Service  
Business-Studio Address P. O. Box 411  
Tel.: 830 Independent  
Newspaper Affilia Sand Mt. Reporter  
Pres., Gen. Mgr. Pat M. Courington  
Comm. Prom. Mgr. John Culp  
Prog. Dir., Sales Prom. Bill Hagler  
Chief Engineer Louis Cryar

## WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By Piedmont Service Corp.  
Business-Studio Address Box 72  
Tel.: Adams 4-2566 KBS  
Sta. Reps. Sears & Ayer; Walton  
General Mgr. Jim Whatley

## WCTA—Andalusia—1946

Frequency: 920 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By Andalusia Bcstg. Co., Inc.  
Address Sanford Rd., P. O. Box 29  
Tel.: CA 2-1144 KBS  
Pres., Gen. Mgr. J. Dige Bishop  
Comm. Mgr. Donald Cooke  
Chief Engineer J. D. Bishop

## WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned By Gadsden Radio Co.  
Address 115 W. 33rd St.  
Tel.: AD 7-1627 KBS  
Station Rep. Hal Walton  
Owner C. L. Graham  
General Manager M. M. Thomas

## WDNG—Anniston—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Potts Broadcasting Co. Inc.  
Address Box 1280  
Tel: Adams 6-4152 Independent  
President, Gen. Mgr. Thomas S. Potts  
Commercial Mgr. Ralph Burgess  
Program Director Dennis Sullivan  
Asst. Sta. Mgr. Robert M. Price  
Chief Engineer Harry Dickinson

## WHMA—Anniston—1938

Frequency: 1390 Kc. Pw.: 5000 d.; 1000 W. n.  
Owned-Operated By Anniston Bcstg. Co., Inc.  
Business-Studio Address Radio Bldg.  
Tel.: AD 8-7545 ABC  
Representative Walker-Rawalt Co.  
President Harry M. Ayers  
Gen.-Sta. Mgr. Malcolm Street  
Program Director W. Hall Wray  
Publicity Director E. Cody Hall  
Sales Prom. Mgr. Frank Burgess  
Chief Engineer James A. Hudson

## WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Address Hines St.  
Tel.: 565 Independent  
Pres.-Gen. Mgr. Homer F. Dunnivant

## WATM—Atmore—1949

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Operated By Southland Bcstg. Co.  
Address Craig St.  
Tel.: 50 Independent  
Station Rep. Continental Radio Sales  
Gen. Mgr., Ch. Eng. T. C. Miniard  
Program Manager Julia Miniard

## WAUD—Auburn—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Address Box 391  
Tel.: TU 7-3401 ABC  
Pres., Gen.-Sta. Mgr. Elmer G. Salter  
Sales Prom. Mgr. George Mitchell  
Publicity Director Bob Sanders  
Chief Engineer George Murphy

## WBCA—Bay Minette—1957

Frequency: 1150 Kc. Power: 1 Kw., d.  
Owned SW Alabama Bcstg. Co., Inc.  
Address Box 426  
Tel.: 937-2281 KBS  
Newspaper Affiliation Baldwin Times  
President J. H. Faulkner  
Gen. Mgr. Jim Stewart  
Commercial Mgr. Bill Walker  
Chief Engineer Lamar Mangham  
Owners of: WHEP, Foley; WWCC, Bremen.

## WEZB—Bessemer—1953

Frequency: 1220 Kc. Power: 1 Kw. d.  
Owned Radio Birmingham, Inc.  
Address Tutwiler Hotel  
Tel.: FA 2-4641 MBS  
Station Representative Ayers  
President, Gen. Mgr. Vincent Sheehy Jr.  
Station Manager Gene Newman  
Commercial Manager Dorothy Carlyle  
Publicity Director Patsy Hortly  
Chief Engineer Carl Jaybird

## WAPI—Birmingham—1922

Frequency: 1070 Kc. Power: 50 Kw d.; 5 Kw n.  
Owned By Radio WAPI  
Address P. O. Box 1310  
Tel.: FAirfax 3-6141 Independent  
Representative Henry I. Christal  
Pres. & Gen. Mgr. Charles F. Grisham  
V.P. & Sales Dir. Albert J. Gillen  
Program Dir. C. Davis  
Promotion Director James Chenoweth

**ALABAMA****WATV—Birmingham—1958**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By: American Electronix  
 Address: Thomas Jefferson Hotel  
 Tel.: FA 4-2541 CBS  
 Sta. Representative: Avery-Knodel  
 President: E. C. Atkerson  
 General Sta. Mgr.: Maury Farrell  
 Commercial Manager: Bob Du Priest  
 Program Director: Bill Woody  
 Sales Prom. Mgr.: Laura Rogers  
 Publicity Director: Mary Smiley  
 Chief Engineer: Gordon Bishop

**WBRC—Birmingham—1925**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By: Taft Broadcasting Co.  
 Address: 1729 2nd Ave., N.  
 Tel.: AL 2-3172 ABC  
 Sta. Representative: Katz  
 President: Hulbert Taft, Jr.  
 V.P. of Operations: L. H. Rogers  
 V.P. & Gen. Mgr.: R. T. Schlinkert  
 Commercial Mgr.: O. V. Naylor  
 Program. Film Manager: Keith E. Barze  
 Publicity, Promotion Dir.: C. C. Holmes  
 Chief Engineer: Harry Lawson  
 Owners of: WBRC-AM-TV, Cincinnati, O.; WTVN-  
 AM-TV, Columbus, O.; WBRC-TV, WKYT-TV,  
 Lexington.

**WCRT—Birmingham—1953**

Frequency: 1260 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Chapman Radio-TV Co.  
 Business Address: 725 S. 22nd St.  
 Tel.: AL 2-3019 ABC  
 Sta. Representative: Weed  
 Owners: G. K. & W. A. Chapman  
 General. Comm. Mgr.: W. R. Kennedy  
 Program Dir.: M. Merz  
 Sales Prom. Mgr.: Rody Clark  
 Chief Engineer: Bill Chapman

**WENN—Birmingham—1950**

Frequency: 1320 Kc. Power: 5000 Watts d.  
 Owned By: John McLendon & Assoc.  
 Business Address: Box 1469  
 Tel.: FA 4-1026 Independent  
 Representative: John E. Pearson Co.  
 President. Gen. Mgr.: John McLendon  
 Station Manager: Carroll Jackson

**WJLD—Birmingham—1942**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Johnston Bcastg. Co.  
 Business Address: P.O. Box 5867  
 Tel.: FA 4-3486 Independent  
 Representative: Forjoe  
 President: George Johnston, Jr.  
 Station Manager: James Connolly  
 Commercial Manager: Otis Dodge  
 Program Director: Mary Vail  
 Sales, Publicity: Neil Pitts  
 Chief Engineer: Cliff Goggans  
 Owner of: WDEB, Pensacola.

**WSGN—Birmingham—1927**

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned: Winston-Salem Broadcasting Co.  
 Address: 2320 7th Avenue South  
 Tel.: FA 2-3434 Independent  
 Rep.: Venard, Rintoul & McConnell; Ayers  
 President: James W. Coan  
 Gen. Comm. Manager: Ben K. McKinnon  
 Program Director: Bill Bolen  
 Sales, Publicity Director: Annette S. Griffin  
 Chief Engineer: Emmett J. Smith  
 Owners of: WTOB, Winston-Salem; WAPA-TV, San  
 Juan; WOLE-TV, Aguadilla, P. R.

**WVOK—Birmingham—1947**

Frequency: 890 Kc. Power: 50,000 Watts d.  
 Owned-Oper. By: Voice of Dixie, Inc.  
 Address: P. O. Box 2488  
 Tel.: ST 7-2601 Independent  
 Representative: Radio-TV Reps., Inc.  
 Pres., Gen., Sta. Mgr.: Iralee W. Benns  
 Comm., Sales Mgr., Prog., Pub. Dir.: Ira Leslie  
 Chief Engineer: R. G. Blaskow

**WYDE—Birmingham—1957**

Frequency: 850 Kc. Power: 10 Kw. d.; 1 Kw. n.  
 Owned-Oper. By: WYDE, Inc.  
 Address: 1901 Montgomery Hi-Way  
 Tel.: FAirtax 2-4511 Independent  
 Station Representative: Bolling  
 President: Ira Herbert  
 V.P., General Mgr.: J. Robert Kerns  
 Sales Promotion Mgr.: Pat Dodd  
 Program, Publicity Dir.: George Singer  
 Sales Mgr.: W. O. Magge  
 Chief Engineer: James Gray  
 Owners of: WAKE, Atlanta.

**WAVC—Boaz—1959**

Frequency: 1300 Kc. Power: 2500 Watts  
 Owned By: Cicero Broadcasting Co.  
 Address: Box 367  
 Tel.: 8741 Independent  
 President: Vearl Cicero  
 V.P., Gen. Mgr.: Charles K. Sparks  
 Sta. Comm. Manager: Rex Gardner  
 Program Director: Dale Johnson  
 Sales Prom. Mgr.: Sam Minor  
 Publicity Director: Roland Young  
 Chief Engineer: Verbon Rives

**WEBJ—Brewton—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Brewton Bcastg. Co.  
 Business Address: P. O. Box 870  
 Tel.: Underhill 7-5717 KBS  
 Gen. Mgr. Chief Eng.: J. Wesley Gardner  
 Commercial Manager: Robert McLelland  
 Program, Publicity Director: Catherine Gardner

**WPRN—Butler—1959**

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned By: Radio Butler Co.  
 Address: P. O. Box 566



Tel.: GL 9-3222.....KBS  
 Sta. Mgr. Ch. Eng..... Paul D. Nichols  
 Commercial Mgr.....Houston L. Pearce  
 Program Director.....William C. Reid  
 Publicity Director.....Mary E. Thompson

**WBYE—Calera—1957**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned By.....Shelby County Adv. Corp.  
 Address.....P. O. Box E  
 Tel.: NOrth 8-7751.....MBS  
 President.....Ralph S. Sears  
 Gen. Mgr., Ch. Eng.....Marion P. Jones  
 Program Director.....Stella P. Jones

**WRAG—Carrollton—1951**

Frequency: 590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Pickens County Bcstg. Co.  
 Address.....Box 71  
 Tel.: EMpire 7-2364.....Independent  
 Station Representative.....Bolles  
 General Manager.....C. Sauceman

**WKLF—Clanton—1947**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Southeastern Bcstg. Co.  
 Address.....Selma Highway  
 Tel.: Clanton.....KBS  
 Station Rep.....Continental Radio Sales  
 General Mgr.....L. L. Hudson

**WFMH—Cullman—1949**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....The Voice of Cullman  
 Address.....206 Second Ave. East  
 Tel.: 910.....Independent  
 General Commercial Manager.....B. C. Eddins

**WKUL—Cullman—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cullman Bcstg. Co.  
 Address.....Drawer 620  
 Tel.: 864.....KBS  
 Pres., Gen., Sta. Mgr.....Hudson C. Millar, Jr.  
 Program Director.....Charles Richard  
 Chief Eng.....Art Bachman

**WAJF—Decatur—1953**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....J. B. Falt, Jr.  
 Business Address.....112 Grant St., S.E.  
 Tel.: Elgin 3-9231.....Independent  
 Owner.....J. B. Falt, Jr.  
 Gen. Comm. Mgr.....Alvin Wood  
 Sales Prom. Mgr.....Jimmy De Lones  
 Program Director.....Tommy Allen

**WHOS—Decatur—1951**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned By.....N. Alabama Bcstg. Co.  
 Address.....Masonic Bldg.  
 Tel.: EL 3-1810.....Independent  
 Representative.....T. F. Clark  
 General Station Manager.....Louis C. Blizzard  
 Program Director.....Mime Jones  
 Chief Engineer.....Ed. Buxton

**WMSL—Decatur—1935**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Tennessee Valley Bcstg. Co.  
 Address.....511 Banks St.  
 Tel.: 802.....MBS-KBS  
 Representative.....Masla-Clark Brown  
 Pres. Gen. Mgr.....Frank Whisenant  
 Chief Engineer.....Alvin Millwood

**WXAL—Demopolis—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Demopolis Bcstg. Co.  
 Address.....P.O. Box 261  
 Tel.: 1400.....MBS-KBS  
 Pres. Gen. Mgr.....W. M. Jordan  
 Station Manager.....A. Caldwell

**WAGF—Dothan—1932**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Dothan Bcstg. Co.  
 Address.....204½ E. Main Street  
 Tel.: SY 2-1101.....Independent  
 Representative.....Sears & Ayer  
 Station Manager.....Fred C. Moseley

**WDIG—Dothan—1947**

Freq.: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....Houston Bcsters.  
 Address.....208 N. Oates St.  
 Tel.: SY 2-2161.....MBS  
 Station Rep.....Hopewell  
 Gen. Mgr.....Jess Swicegood  
 Prog. Dir.....M. McGowen

**WOOF—Dothan—1946**

Frequency: 560 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....The WOOF Trust  
 Bus. Add.....Columbia Hi-Way, P. O. Box 1427  
 Tel.: SY 2-1149.....KBS  
 Representative.....Thomas F. Clark  
 General Manager.....Mrs. R. A. Dowling  
 Program Manager.....Truman Duckett  
 Station Mgr.....Johnny LaCarter  
 Chief Engineer.....Melton Whitehead

**WIRB—Enterprise—1948**

Frequency: 600 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....The Wiregrass Bcstg. Co.  
 Address.....Ouida St.  
 Tel.: FI 7-8600.....Independent  
 Gen. Mgr.....R. E. James

**WULA—Eufaula—1948**

frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Dixie Radio Inc.  
 Address.....Box 301  
 Tel.: 744-5.....MBS-KBS  
 President, Gen. Mgr.....C. A. McClure  
 Station Manager.....John T. Lingo  
 Chief Engineer.....F. Keith Brown

**WBLO—Evergreen—1957**

Frequency: 1470 Kc.....Power: 1000 Watts d.

## ALABAMA

Owned ..... C. W. Mapoles  
Address ..... Box 112  
Tel.: 500 ..... KBS  
President ..... C. W. Mapoles

### WWF—Fayette—1949

Frequency: 990 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. Bankhead Bcstg. Co., Inc.  
Address ..... 505 Temple Ave.  
Tel.: Webster 2-5294 ..... KBS  
Gen. Mgr. .... Jack Black  
Chief Engineer ..... P. Slatton

### WTCB—Flomaton—1955

Frequency: 990 Kc. .... Power: 500 Watts d.  
Owned ..... Tri-City Broadcasting Co., Inc.  
Address ..... P. O. Box 278  
Tel.: CY 6-2466 ..... Independent  
President, Gen. Mgr. .... Ben Haskew  
Commercial Mgr. .... William J. Dykes  
Program Director ..... Bill Davis  
Chief Engineer ..... Hoyt Bonds

### WJOI—Florence—1945

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Florence Bcstg. Co., Inc.  
Address ..... 624 S. Chestnut  
Tel.: AT 2-8121 ..... MBS-KBS  
Station Representative ..... Keystone  
President, Gen. Mgr. .... Joe T. Van Sandt  
Prog. Dir. .... G. Manush  
Publicity Dir. .... Sherry Witt  
Chief Engineer ..... Paul Shannon

### WOWL—Florence—1945

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Radio Muscle Shows  
Business Address ..... P.O. Box 600  
Tel.: AT 2-7711 ..... ABC  
President ..... Richard B. Biddle  
General Manager ..... William A. Mapes  
Commercial Manager ..... George Box  
Program Director ..... Bill Wynne  
Chief Engineer ..... Mel G. Hunt

### WHEP—Foley—1953

Frequency: 1310 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. Southwest Ala. Bcstg. Co., Inc.  
Address ..... Highway 59  
Tel.: WH 3-7131 ..... Independent  
Station Representative ..... Hopewell  
General Manager ..... Jim Stewart

### WFPA—Ft. Payne—1949

Frequency: 1400 Kc. .... Power: 250 watts  
Owned ..... Geo. A. Gothberg Jr.  
Address ..... Box 391  
Tel.: 1820 ..... Independent  
Station Representative ..... George Hopewell  
Pres. .... George Gothberg, Jr.  
Vice President ..... Mrs. Ozelle G. Gothberg  
Gen. Comm. Manager ..... W. D. Holderfield  
Chief Engineer ..... Edwin Walker

### WZOB—Ft. Payne—1950

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Glenn M. Gravitt  
Address ..... P. O. Box 126  
Tel.: 1250 ..... KBS  
General Manager ..... Glenn M. Gravitt  
Comm. Mgr. .... Bill McPherson  
Program Dir. .... Willard Howell  
Publicity Dir. .... F. L. Pierce  
Chief Engineer ..... Jess R. Moore

### WAAX—Gadsden—1947

Freq.: 570 Kc. .... Power: 5 Kw. d., 500 Kw., n.  
Owned-Oper. By. .... Etowah Bdcstrs., Inc.  
Address ..... P. O. Box 272  
Tel.: Ll 6-6301 ..... CBS  
Newspaper Affiliation ..... Gainesville D. Times  
Pres., Gen. Mgr. .... E. F. MacLeod  
Secy.-Trecs. .... Charles Smithgall  
Asst. Manager ..... Richard Godfrey  
Chief Engineer ..... W. G. Anderson

### WETO—Gadsden—1950

Frequency: 930 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Gadsden Radio Co.  
Address ..... 722 S. 12th St.  
Tel.: Liberty 6-9201 ..... KBS  
Station Representative ..... Walton  
Owner ..... Cary L. Graham  
General Mgr. .... Mac Thomas  
Chief Engineer ..... Calvin C. Williamson

### WGAD—Gadsden—1947

Freq.: 1350 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. .... Coosa Bcstg. Co., Inc.  
Address ..... Box 351  
Tel.: Liberty 6-1611 ..... ABC  
Representative ..... Walker-Rowalt-D. Clayton  
President, General Manager ..... Ed. Z. Carrell  
Commercial Manager ..... Charles F. Boman  
Prog., Publicity Dir. .... Robert Mayne  
Chief Engineer ..... H. Williams  
Owners of: WGSV, Guntersville.

### WGEA—Geneva—1953

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
Owned ..... Radio South Alabama, Inc.  
Address ..... P. O. Box S  
Tel.: Murray 4-2271 ..... KBS-MBS  
Station Rep. .... Indie Sales  
President ..... M. H. Ferguson  
Gen. Mgr. .... J. C. Helms

### WGYV—Greenville—1948

Frequency: 1380 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Greenville Bcstg. Corp.  
Business Address ..... P. O. Box 227  
Tel.: DU 2-4444 ..... KBS  
Representative ..... Sears and Ayer  
General Mgr. .... W. H. Miller

### WGSV—Guntersville—1950

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Guntersville Bcstg. Co.  
Address ..... P. O. Box 32

Tel.: JU 2-4131.....KBS  
Gen. Comm. Ch. Eng.....Lavelle Jackson

### WJBB—Haleyville—1949

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Haleyville Bcstg. Co.  
Address.....Box 191  
Tel.: HU 6-2277.....MBS-KBS  
Representative.....C. K. Beaver  
President, Gen. Mgr.....John L. Slotton  
Comm., Prom. Mgr.....J. Otis Williams  
Program Director.....Pat Slotton  
Publicity Director.....Richard Hanson  
Chief Engineer.....Paul E. Kelly

### WERH—Hamilton—1950

Frequency: 970 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Kate F. Fite  
Address.....Highway 78, South  
Tel.: Walnut 1-3481.....KBS  
Pres. Gen. Mgr.....Kate F. Fite  
Comm. Mgr.....Kermit Minga  
Program. Chief Engineer.....Edgar Clayton

### WHRT—Hartselle—1956

Frequency: 860 Kc.....Power: 250 Watts; d.  
Owned By.....Dorsey E. Newman  
Address.....Hartselle  
Tel.: Spruce 3-7039.....Independent  
Pres. Gen. Mgr.....D. G. Newman  
Chief Engineer.....S. D. Boster

### WAAY—Huntsville—1947

Freq.: 1550 Kc.....Power: 5000 W. d.; 500 W. n.  
Owned By.....Smith Bcstg. Inc.  
Business Address.....P. O. Box 986  
Tel.: 534—8471.....ABC  
Representative.....Walker-Rawalt  
President, Sta. Mgr.....M. D. Smith III  
General, Comm. Manager.....H. G. Beam  
Program Director.....Hal Camello  
Publicity Dir.....K. J. Smith  
Chief Engineer.....Richard Essner  
Owners of: WJIG, Tullahoma; WNCE, Ft. Walton.

### WBHP—Huntsville—1937

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Wilton H. Pollard  
Address.....P.O. Box 770  
Tel.: Jefferson 2-3521.....Independent  
Manager.....Fred Still

### WEUP—Huntsville—1958

Frequency: 1600 Kc.....Power: 5000 Watts  
Owned By.....Garrett Broadcasting  
Business Address.....902 Oakwood Ave., N.W.  
Tel.: Jefferson 6-0713.....Independent  
Station Rep.....Continental Radio Sales  
President, Station Manager.....Leroy Garrett  
Chief Engineer.....Euple Palmer

### WFIX—Huntsville—1945

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Huntsville Bcstg. Co., Inc.  
Address.....410 Holmes Ave., N.W.  
Tel.: 534-5641.....Independent  
Pres., Gen. Mgr.....J. B. Falt, Jr.  
Sta. Mgr. Ch. Eng.....John Garrison

### WTHG—Jackson—1950

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Jackson Bcstg. Co.  
Address.....Highway 43  
Tel.: 2413.....KBS  
Station Rep.....Sears & Ayer  
Pres., Gen. Mgr.....T. H. Gaillard, Jr.  
Station Manager.....L. Horton

### WARF—Jasper—1956

Frequency: 1240 Kc.....Power: 250 Watts  
Owned.....Walker County Bcstg. Co., Inc.  
Address.....1809 B Fourth Ave.  
Tel.: FULTON 4-4477.....Independent  
President.....Hudson C. Millar, Jr.  
General Manager.....Jordan Bullard  
Sta. Mgr., Ch. Eng.....Wayne Sims  
Commercial Mgr.....Myrtice Alich  
Program Director.....Jim Kell  
Publicity Director.....Mike Melody  
Owners of: WKUL, Cullman.

### WWWB—Jasper—1946

Frequency: 1360 Kc.....Power: 1 Kw. d.  
Owned-Operated By.....Bankhead Bcstg. Co., Inc.  
Address.....Bankhead Long Bldg.  
Tel.: FU 4-3461.....KBS  
President.....J. H. Bankhead  
Gen. Mgr.....William C. Edgemon

### WJAM—Marion—1951

Frequency: 1310 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Radio Marion, Inc.  
Address.....Box 221  
Tel.: MU 3-7111.....KBS  
President.....J. Dige Bishop  
Gen. Sta. Manager.....John M. Driskill  
Program Director.....Pat Ivey  
Publicity Manager.....Don Lovett  
Chief Engineer.....Virgil Moore

### WABB—Mobile—1948

Frequency: 1480 Kc.....Power: 5000 Watts  
Owned By.....Voice of Mobile  
Business Address.....962 Government St.  
Tel.: HEMlock 2-5572.....Independent  
Representative.....Eastman  
General Manager.....Robert E. Cobbins  
Commercial Manager.....Mike Porter  
Program Director.....Mike McCoy  
Chief Engineer.....Stephen J. Hart

### WALA—Mobile—1930

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned-Operated By.....Pape TV Co., Inc.  
Bus-Studio Address.....210 Government St.  
Tel.: HE 3-3754.....NBC  
Representative.....Bolling  
President.....W. O. Pape  
Vice President.....W. B. Pape  
General Manager.....F. B. Zainoski  
Sales Promotion Publicity.....Chuck Thompson  
Chief Engineer.....Raymond Hurley

**WGOK—Mobile—1958**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned By.....WGOK, Inc.  
 Address.....800 Gum St.  
 Tel.: HE 2-8661.....Independent  
 Sta. Representative.....Bernard Howard  
 President.....Jules J. Paglin  
 General Manager.....Stanley Ray Jr.  
 Program Director.....A. T. McFadden  
 Station Manager.....Robert Grimes  
 Sales Promotion Manager.....Terry Branson  
 Publicity Director.....Melba June Branson  
 Chief Engineer.....Jack Yerkes

**WKAB—Mobile—1947**

Frequency: 840 Kc. Power: 1000 Watts  
 Owned.....Radio Mobile, Inc.  
 Address.....525 Donald Street  
 Tel.: GR 7-6345.....Independent  
 Representative.....Venard, Rintoul & McConnell  
 President, Sta. Mgr.....Jim Smith  
 Vice Pres.....Jack Dress  
 Commercial Manager.....Bob Schoonover  
 Program Director.....Tom Jackson  
 Chief Engineer.....Clifford Sizemure  
 Owners of: WNVY, Pensacola.

**WKRK—Mobile—1946**

Freq.: 710 Kc. Power: 1000 Kw. d., 500 W. n.  
 Owned-Operated By.....WKRK-TV, Inc.  
 Address.....162 St. Louis St.  
 Tel.: HE 2-6789.....CBS  
 Newspaper Affiliation.....Mobile Press Register  
 Representative.....Avery-Knodel  
 President.....Kenneth R. Giddens  
 Gen. Mgr.....W. S. Baskerville, Jr.

**WLIQ—Mobile—1960**

Frequency: 1360 Kc. Power: 5000 Watts d.  
 Owned by.....Jemcon Broadcasting Co., Inc.  
 Address.....303 St. Francis St.  
 Tel.: HEmlock 2-1844.....ABC  
 President.....Frank Conwell  
 Gen. Sta. Mgr.....Richard V. McMullen  
 Commercial Manager.....Frank Sturgess  
 Chief Engineer.....Frank R. Reindl

**WMOZ—Mobile—1953**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Edwin H. Estes Corp.  
 Address.....P.O. Box 228  
 Tel.: GRenwood 1-5353.....Independent  
 Sta. Reps.....Dora Clayton; Bob Dore  
 Pres. Gen. Mgr.....Edwin H. Estes  
 Commercial Manager.....W. H. Dutton  
 Sales Prom., Publicity Dir.....Jeanette Hurst  
 Program Director.....Willie Martin  
 Chief Engineer.....Vernon Floyd  
 Owners of: WPEA, Pensacola.

**WMFC—Monroeville—1952**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Monroe Bdcstg. Co.  
 Address.....U. S. Highway 21  
 Tel.: PI 3-3281.....KBS

President, General Manager....W. M. Stewart  
 Chief Engineer.....Harold Harris

**WAPX—Montgomery—1947**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Operated By Southland Bcstg. Co., Inc.  
 Business, Studio Address...116 Catoma St.  
 Tel.: AM 2-0892.....ABC  
 Station Rep.....Spot Time Sales  
 President, Gen. Mgr.....R. M. Allgood  
 Sales Prom. Mgr.....Bill Stewart  
 Program Director.....Lois L. Hutto  
 Chief Engineer.....R. Olin

**WBAM—Montgomery—1953**

Frequency: 740 Kc. Power: 50 Kw. d.  
 Owned.....Deep South Bcstg. Co.  
 Address.....P. O. Box 1447  
 Tel.: AMherst 2-3851.....Independent  
 Representative.....Radio-TV Reps.  
 President, General Manager....W. J. Brennan

**WCOV—Montgomery—1939**

Freq.: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Southern Bcstg. Co.  
 Address.....P. O. Box 2505  
 Tel.: AMherst 5-3561.....CBS  
 Representative.....Venard, Rintoul & McConnell  
 President.....Oscar P. Covington  
 General Manager.....Hugh M. Smith  
 Station Mgr.....Henry Amerson  
 Program Director.....Ray Butts  
 Chief Engineer.....W. D. Weatherly

**When You Can  
 Have the Best,  
 Why Be Satisfied  
 With Less?**



**WHHY—Montgomery—1930**

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Bcstg. Serv. of Montgomery  
 Business Address... Box 1841  
 Tel.: AM 4-2288... NBC  
 Station Representative... Jack Masla  
 President, Gen. Mgr.... R. N. Robinson  
 Program Director... Bob Brewer  
 Sales Prom. Mgr.... John H. Hale  
 Publicity Director... Ann Collister  
 Chief Engineer... W. B. Stevenson  
 Owners of: WHSY, Hattiesburg; WHSY, McComb.

**WMGY—Montgomery—1946**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Radio Montgomery Inc.  
 Address... 358 N. Capitol Pkwy.  
 Tel.: AM 2-5245... Independent  
 General Mgr.... L. D. Hargreaves  
 Vice President... D. C. Hollis  
 Station Manager... J. Petranka

**WRMA—Montgomery—1953**

Frequency: 950 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... WRMA Bcstg. Co.  
 Business Address... 135 Commerce St.  
 Tel.: AM 4-6440... Independent  
 Representative... Everett-McKinney  
 President... S. Raymond  
 General Manager... J. Sparling

**WLAY—Muscle Shoals—1933**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Oper. By... Slatton-Quick Co.  
 Business Address... Box 230, Sheffield, Ala.  
 Tel.: EV 3-2525... Independent  
 Representative... C. K. Beaver  
 President... J. L. Slatton  
 Gen. Station Manager... Julian A. Flint  
 Program Director... Al West  
 Sales Prom. Mgr.... J. E. Liles  
 Publicity Director... Mary Caldwell  
 Chief Engineer... Charles Whitley  
 Associated with: WJBB, Haleyville, Ala.; WTRQ,  
 Dyersburg, Tenn.; WSJH, Oxford, Miss.

**WCRL—Oneonta—1952**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned By... Blount Bcstg. Service  
 Address... Highway 75  
 Tel.: CB 4-2289... Independent  
 General Mgr.... L. D. Bentley, Jr.  
 Commercial Mgr.... M. G. Bynum

**WJHO—Opelika—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Oper. By... Opelika-Auburn Bcstg. Co.  
 Address... P.O. Box 710  
 Tel.: SHerwood 5-2084... KBS-MBS  
 Representative... Indie Sales  
 Gen. Mgr., Ch. Eng.... John E. Smollon  
 Comm. Mgr.... Lurline M. Smollon  
 Sales Promotion Mgr.... Richard Smith  
 Program Director... Bernard Barker  
 Publicity Director... Jimmy Kilpatrick

**WAMI—Opp—1953**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Opp Bcstg. Co.  
 Business Address... Box 169  
 Tel.: 659... Independent  
 Gen. Mgr.... J. Williams

**WOZK—Ozark—1953**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Ozark Bcstg. Corp.  
 Address... Box 742  
 Tel.: 655... Independent  
 General Mgr., Ch. Eng.... Howard Parrish, Jr.  
 Commercial Mgr.... Wade Sullivan  
 Program Dir.... Miriam B. Miller

**WFHK—Pell City—1956**

Frequency: 1430 Kc. Power: 1 Kw; d.  
 Owned By... St. Clair Bcstg System  
 Address... P. O. Box 68  
 Tel.: Edgewood 8-2238... Independent  
 President, Gen. Mgr.... Fate L. Gossett, Sr.  
 General Manager... Charles L. Abbott  
 Program, Publicity Dir.... Fred L. Kelley  
 Chief Engineer... Roland Walls

**WPNX—Phenix City—1952**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By... Community Bcstg. Co.  
 Address... Ralston Hotel, Columbus, Ga.  
 Tel.: FA 4-2177... ABC  
 Station Rep.... Clark  
 President, General Manager... Roy M. Greene  
 Station Manager... S. W. Keel

**WPID—Piedmont—1952**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... C. L. Graham  
 Address... Atlanta Highway  
 Tel.: Gibson 7-2231... KBS  
 Station Rep.... Hal Walton  
 President... C. L. Graham  
 Gen. Comm. Mgr.... Hank Smith

**WAIP—Prichard—1954**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Prichard Bcstg. Co.  
 Address... 74 Main St.  
 Tel.: GL 2-2202... Independent  
 General Station Manager... Eugene Miller

**WELR—Roanoke—1949**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Roanoke Bcstg. Co.  
 Address... 801 N. Main St.  
 Tel.: 3811... Independent  
 Pres., Gen. Mgr.... J. W. Butttram

**WWR—Russellville—1949**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Bankhead Bcstg. Co., Inc.  
 Address... Underwood Road  
 Tel.: 647... KBS  
 President... John W. Bankhead  
 Station, General Mgr.... Hal Kirby



## ALABAMA

Publicity Director.....Mable Weatherford  
Prog. Dir. Ch. Eng..... Jim Elliott  
Owners of: WWWW, Jasper; WWWW, Fayette.

### WCRI—Scottsboro—1950

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned-Operated By..... Pat M. Courington  
Address..... Lee Highway  
Tel.: 123..... Independent  
Gen. Mgr..... Jim Thompson  
Program Director..... H. Masters

### WROS—Scottsboro—1952

Frequency: 1330 Kc.....Power: 1000 Watts d.  
Owned-Oper. By..... Scottsboro Bcstg. Co.  
Business Address..... 717 Scott St.  
Tel.: 156.....KBS  
Gen. Mgr..... Rose M. Kirby  
Program Dir..... Jerry Gentles  
Sales Prom. Dir..... Bill Prickett, Jr.  
Comm., Ch. Eng..... Bill Prickett, Sr.

### WGWC—Selma—1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By..... Dallas Broadcasters, Inc.  
Address..... Box 686  
Tel.: TR 4-6687.....CBS  
Representative..... Hal Holman, Ayers  
President..... Judge W. E. Farrar  
Chief Eng..... Stanley Smith

### WHBB—Selma—1935

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..... Selma Bcstg., Inc.  
Business Address..... Montague St.  
Tel.: Selma..... NBC  
President..... John F. Townshend  
General Mgr..... D. Rigdon

### WRWJ—Selma—1956

Frequency: 1570 Kc.....Power: 1000 Watts  
Owned..... Central Alabama Bcstg. Co.  
Address..... Hotel Albert Bldg.  
Tel.: TR 4-9062..... Independent  
Sta. Representative..... Thomas F. Clark  
Gen. Mgr., Chief Eng..... Roland Jordan, Jr.  
Comm. Mgr..... H. S. Chapman

### WFEB—Sylacauga—1945

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..... Alabama Bcstg. Co.  
Address..... 527 No. Broadway  
Tel.: CHapel 5-3281..... MBS  
President..... J. M. Forbes  
General Comm. Mgr..... George W. Carr  
Chief Engineer..... Conrad Pickren

### WMLS—Sylacauga—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Oper. By..... Marble City Bcstg. Co., Inc.  
Business Address..... P. O. Box 511  
Tel.: CH 5-4354..... Independent  
Pres., Gen. Manager..... Curtis O. Liles  
Commercial Manager..... Lloyd Ross  
Prog. Dir..... Myron Craddock  
Chief Engineer..... James C. Rutledge

### WJHB—Talladega—1956

Frequency: 1580 Kc.....Power: 1000 Watts d.  
Owned..... Confederate Broadcasting Co., Inc.  
Address..... 146 N. Court St.  
Tel.: 2-4965..... Independent  
Station Rep..... Clark  
President..... J. T. Hemphill

### WNUZ—Talladega—1945

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..... Radio Ala. Inc.  
Address..... Fort Lashly Ave.  
Tel.: 362-2205..... Independent  
President..... James W. Whatly  
General Manager..... Bill W. Buchannon  
Program Director..... Royce Faulkner  
Chief Engineer..... Charles Whatly

### WTLS—Talladega—1954

Frequency: 1300 Kc.....Power: 1 Kw. d.  
Owned..... Ne-Ler Co.  
Address..... Highway 14  
Tel.: 8535..... Independent  
Gen. Mgr..... Ned Butler

### WJDB—Thomasville—1956

Frequency: 630 Kc.....Power: 1000 Watts d.  
Owned..... WJDB Radio Inc.  
Address..... Box 757  
Tel.: Edford 6-4438..... Independent  
Pres., Gen. Mgr..... Cecil Goodreau  
Chief Engineer..... Virgil Moore

### WTBF—Troy—1947

Freq.: 970 Kc.....Power: 5 Kw. d., 500 W., n.  
Owned-Operated By..... Troy Bcstg. Corp.  
Address..... McKinley Drive  
Tel.: 980..... MBS-KBS  
Gen. Mgr..... Jess Jordan  
Commercial Manager..... Bob Tolbert  
Production Director..... Asa Dudley  
Chief Engineer..... Joe Gilchrist

### WACT—Tuscaloosa—1958

Frequency: 1420 Kc.....Power: 5,000 Watts  
Owned By..... New South Radio  
Business Address..... P. O. Box 112  
Tel.: Plaza 9-5786..... Independent  
Station Representative..... Grant Webb  
President..... F. E. Holladay  
General Manager..... Joseph W. Carson  
Station Manager..... Jo Stephens  
Program Director..... Norman Beebe  
Chief Engineer..... Boyd Cagel  
Owners of: WOKK, Meridian; WNSL, Laurel;  
WLSM, Louisville; WVML, Biloxi.

### WJRD—Tuscaloosa—1936

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... John C. Cooper Jr.  
Business-Studio Address..... 2216½ Broad St.  
Tel.: PL 4-4464..... Independent  
Representative..... Dore  
President, Gen. Mgr..... John C. Cooper Jr.  
Station Manager..... Mercer L. King

Commercial Manager.....Jean Phillips  
Chief Engineer.....Leonard M. Moore

**WNPT—Tuscaloosa—1951**

Freq.: 1280 Kc.....Power: 5 Kw. d; 500 W. n.  
Owned-Oper. By.....W. Alabama Bdcstg. Co.  
Address.....P. O. Box 487  
Tel.: PL 8-3311.....ABC  
Station Representative.....Masla  
President, General Manager.....Ruth Harris  
Station Manager.....Joe Langston  
Commercial Mgr.....Lehman M. Mayer  
Chief Engineer.....William G. Harris

**WTBC—Tuscaloosa—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Tuscaloosa Bcstg. Co.  
Address.....Radio Center  
Tel.: PL 8-5523.....KBS  
Sta. Representatives.....Sears & Ayer; Forjoe  
General Station Manager.....Bert Bank  
Chief Engineer.....Alvin D. Sisk

**WTUG—Tuscaloosa—1958**

Frequency: 790 Kc.....Power: 500 Watts; d.  
Owned By.....Tri Cities Bcstg. Co. Inc.  
Address.....Old Fosters Ferry Rd.  
Tel.: Plaza 2-4581.....Independent  
Station Reps.....National Time Sales; Ochs  
General Manager.....J. J. Gilbert

**WCHP—Tuscumbia—1960**

Frequency: 1410 Kc.....Power: 500 Watts d.  
Owned by.....Tuscumbia Broadcasting System  
Address.....P. O. Box 62  
Tel.: EVergreen 3-2394.....Independent

President, Chief Eng.....Carl Pugh  
General, Comm. Mgr.....Jack McNutt  
Program Director.....Wayne Carpenter  
Publicity Director.....Barbara Chambers

**WVNA—Tuscumbia—1955**

Frequency: 1590 Kc.....Power: 5 Kw. d.  
Owned-Oper. By.....Elton H. Darby  
Address.....112 S. Main St.  
Tel.: EV 3-2727.....Independent  
Representative.....Masla  
President.....Elton H. Darby  
Gen. Manager.....Eulus O. Whitehead  
Commercial Manager.....Betty Campbell  
Sta. Program Director.....Jim Hall  
Sales Prom. Manager.....Jack Vorhies  
Publicity Director.....Bill Mays  
Chief Engineer.....Lynn McMoran

**WABT—Tuskegee—1952**

Frequency: 580 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Radio Tuskegee, Inc.  
Address.....P. O. Box 577  
Tel.: 580.....KBS  
President.....J. M. Wilder  
General Mgr.....H. S. Williford

**WETU—Wetumpka—1954**

Frequency: 1250 Kc.....Power: 5000 Watts, d.  
Owned.....Elmore Service Corp.  
Address.....P.O. Box 60  
Tel.: Jordan 7-6481.....KBS  
Sta. Representative.....Sears & Ayer  
President.....Lem Coley  
General Mgr.....Ed Morgan  
Chief Engineer.....David Conley

Pop.: 230,500  
Families: 60,500

**Alaska**

Radio Homes: 59,000  
AM Stas. in State: 13

**KBYR—Anchorage—1948**

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned-Oper By.....Radio Anchorage, Inc.  
Business-Studio Address.....P. O. Box 1960  
Tel.: FA 24120.....Independent  
Sta. Reps. National Time Sales; Oakes; Feltis  
President.....J. C. Gordon  
General, Comm. Mgr.....E. Pournelle  
Program Dir.....Merrill Mael  
Chief Engineer.....Gail Allred  
Owners of: KFRB, Fairbanks.

**KENI—Anchorage—1948**

Frequency: 550 Kc.....Power: 5000 Watts  
Owned-Oper. By.....All-Alaska Bcstg. Inc.  
Address.....Box 1160  
Tel.: BR 2-0301.....MBS-ABC-NBC  
Sta. Reps.....Fletcher; Day-Wellington  
President, Gen. Mgr.....Alvin Bramstedt  
Comm. Mgr.....William Stewart  
Program Director.....Ty Clark  
Chief Engineer.....Charles Gray  
Owners of: KFAK AM-TV, Fairbanks; KTKN,  
Ketchikan; KENI-TV.

**KFQD—Anchorage—1924**

Frequency: 730 Kc.....Power: 10,000 Watts  
Owned.....Anchorage Broadcasters, Inc.  
Address.....Box 1040  
Tel.: FA 2-2410.....Independent  
Sta. Reps.....Weed; Wm. J. Wagner & Assoc.  
President, Chf. Engr.....William E. Duck  
Gen. Sta. Mgr.....Ernest Spink  
Program Director.....Allen Walters

**KLAM—Cordova—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Northern Light Broadcasting Corp.  
Address.....Box 278  
Tel.: GARfield 4-3269.....Independent  
Sta. Representative.....Alaska Radio-TV Sales  
Pres., Gen. Mgr.....Charles L. Buck  
Sta. Mgr., Chief Eng.....Ted McIntire

**KFAR—Fairbanks—1939**

Frequency: 660 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....All-Alaska Bcstg., Inc.

## ALASKA-ARIZONA

Business Address ..... Lathrop Bldg.  
 Tel.: 2125 ..... NBC-ABC  
 Representative ..... Fletcher, Del Day  
 President ..... Alvin O. Bramstedt  
 Station Mgr. .... Donald Andon  
 Chief Engineer..... Don Porter

### KFRB—Fairbanks—1948

Frequency: 900 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By ..... Radio Anchorage, Inc.  
 Business Address ..... 556 2nd Ave., Box 950  
 Tel.: GLOBE 2-2155 ..... Independent  
 Station Representative ..... National Time Sales  
 President ..... J. Chester Gordon  
 General Manager ..... E. "Doc" Pournelle  
 Station Mgr. .... Buck Emory  
 Program Director ..... Gene Lewis  
 Chief Engineer ..... Al Webber

### KINY—Juneau—1934

Frequency: 800 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Juneau Bcstg. Inc.  
 Business Address ..... 231 S. Franklin  
 Tel.: Juneau ..... Independent  
 Station Rep. .... Alas. Radio TV Sales; Weed  
 President, Station Manager ..... Jerry McKinley

### KJNO—Juneau—1952

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.  
 Owned-Operated By ..... Chester Gordon  
 Address ..... Baranof Hotel  
 Tel.: 6-3630 ..... Independent  
 Sta. Reps. .... Oakes; Ochs; Feltis  
 President ..... J. C. Gordon  
 General Manager ..... E. Pournelle  
 Station Manager ..... E. Emery

### KTKN—Ketchikan—1942

Frequency: 930 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... All-Alaska Bcstg., Inc.  
 Address ..... Dock St.

Tel.: 2191 ..... CBS-NBC-ABC  
 Station Manager ..... C. Jensen

### KICY—Nome—1960

Frequency: 850 Kc. .... Power: 5000 Watts  
 Owned By ..... Arctic Broadcasting Assoc.  
 Address ..... Fourth West and "D" St.  
 Tel.: MAin 339 ..... Independent  
 Station Representative ..... Pan American  
 President ..... Ralph P. Hanson  
 Gen. Station Mgr. .... Arthur R. Zylstra  
 Program Director ..... Howard D. Nelson  
 Chief Engineer ..... Ralph V. Fondell

### KIBH—Seward—1949

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Seward Bcstg. Corp.  
 Address ..... Box 575  
 Tel.: MAin 25 ..... Independent  
 Sta. Reps. .... Weed; Wagner; Alaska Radio-TV  
 Station Manager ..... R. Travers

### KIFW—Sitka—1949

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Sitka Broadcasting Co., Inc.  
 Business Address ..... Box 299  
 Tel.: 747—3244 ..... CBS-KBS  
 Representative ..... Alaska Radio-TV Sales  
 Pres., Sta. Mgr., Ch. Engr. .... Harry C. Lanz  
 Program Director ..... John Hope  
 Publicity Director ..... Jim Davis

### KSEW—Sitka—1954

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. .... Voice of Sheldon Jackson, Inc.  
 Address ..... Box 258  
 Tel.: 3236 ..... Independent  
 General Manager ..... Austin Van Pelt  
 Commercial Manager ..... Randolph McCluggage  
 Chief Engineer ..... Keith Le May

Pop.: 1,318,000  
 Families: 384,500

## Arizona

Radio Homes: 357,000  
 AM Stas. in State: 52

### KSUN—Bisbee—1933

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Carleton W. Morris  
 Address ..... Drawer C, Lowell St.  
 Tel.: HE 2-2277 ..... ABC  
 Station Representative ..... Bob Dore  
 President ..... C. W. Morris  
 Station Manager ..... Arlo Woolery  
 Program Director ..... Albert J. Kelly  
 Owners of: KPHH, Sierra Vista.

### KPIN—Casa Grande—1956

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
 Owned By ..... Pinal Cty. Bstg. Service  
 Address ..... P. O. Box 755  
 Tel.: TE 6-7427 ..... Independent  
 Station Representative ..... Grant Webb

Owner, General Manager ..... John W. Parham  
 Chief Engineer ..... John Griffith

### KCLF—Clifton—1950

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Gila Bcstg. Co.  
 Address ..... Box 1446  
 Tel.: UN 4-4114 ..... Independent  
 Gen. Mgr. .... E. P. Perrin

### KCKY—Coolidge—1948

Frequency: 1150 Kc. .... Power: 1,000 Watts  
 Owned-Oper. By ..... Gila Bcstg. Co., Inc.  
 Address ..... 400 S. Main St.  
 Tel.: PA 3-5341 ..... Independent  
 General Manager ..... E. V. Perrin

**KAPR—Douglas—1958**

Frequency: 930 Kc. Power: 1000 Watts  
 Owned By: Copper State Enterprises  
 Address: P. O. Box 505  
 Tel.: EMpire 4-8403 Independent  
 Station Representative: Harlan Oakes  
 President: David Harman  
 General Manager: Ken Harbaugh  
 Comm., Publicity Mgr.: Dick Gallagher  
 Station, Prom. Manager: Dick Miller  
 Program Director: Frank Sanders  
 Chief Engineer: Norman Robb

**KAWT—Douglas—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Hillcrest Bcstg. Co.  
 Tel.: EMpire 4-3484 NBC  
 Sta. Representative: Robert Allen  
 President, General Mgr.: Herb Newcomb  
 Chief Engineer: Fred Wuenschal

**KCLS—Flagstaff—1950**

Freq.: 600 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By: Saunders Bcstg. Co.  
 Address: Box 1677  
 Tel.: PRospect 4-4461 NBC  
 General Manager: Charles J. Saunders  
 Sta. Mgr.: Dorothy J. Saunders

**KEOS—Flagstaff—1958**

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned By: Clem Radio Bests. Inc.  
 Address: 13 N. San Francisco  
 Tel.: PR 4-7511 Independent  
 President, Gen. Mgr.: Claud M. Pettit  
 Program Director: Margaret E. Pettit  
 Sales Prom. Mgr.: Russell Huntington  
 Chief Engineer: Joe Spear

**KVNA—Flagstaff—1950**

Freq.: 690 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By: Frontier TV. Inc.  
 Address: P.O. Box 300  
 Tel.: PRospect 4-6638 ABC  
 Sta. Representative: Torbet, Allen & Crane  
 President: Roy L. Albertson Jr.  
 General Manager: Tony Temple  
 Commercial Manager: Bob Early  
 Chief Engineer: Michael Stevens  
 Owners of: KNOT, Prescott.

**KZOW—Globe—1938**

Frequency: 1240 Kc. Power: 250 Watts, d.  
 Owned-Operated By: Gila Bcstg. Co., Inc.  
 Address: P. O. Box 2343  
 Tel.: GA 5-4483 Independent  
 Sta. Rep.: Sandeberg-Gates  
 President: E. V. Perrin

**KIKO—Globe-Miami—1958**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: KIKO Radio  
 Address: Copper Hills Motor Hotel  
 Tel.: GA 5-4471 NBC

Representative: Avery-Knodel  
 President, Gen. Mgr.: Willard Shoecraft  
 Commercial Manager: Darrell Tucker  
 Chief Engineer: Frank C. Hancock

**KDJI—Holbrook—1955**

Frequency: 1270 Kc. Power: 1000 W. d.  
 Owned-Oper. By: H. J. Arnoldus  
 Address: Box 31  
 Tel.: JAcKson 4-3523 Independent  
 Owner: Harold J. Arnoldus  
 Gen. Comm. Mgr.: Sam Taylor, Jr.  
 Program Director: Gary Thompson  
 Chief Engineer: Fred Mull

**KAAA—Kingman—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Stonybrook Broadcasting Co.  
 Business Address: Jackson & Monroe  
 Tel.: SKYline 3-2537 Independent  
 Sta. Reps.: National Time Sales; Oakes  
 Pres., Gen. Mgr.: Wallace E. Stone  
 Station Manager: B. Wilson  
 Program Dir.: W. Rocz  
 Chief Engineer: Fred Kay

**KNOG—Nogales—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Nogales Radio  
 Address: Box 1681  
 Tel.: ATwater 7-4696 Independent  
 Owner: R. F. Baltrano  
 Station Mgr.: R. G. Salerno

**KBUZ—Phoenix—1946**

Frequency: 1310 Kc. Power: 5000 Wts. d.; 5 n.  
 Owned By: Greater Phoenix Bcstg. Co.  
 Address: 2727 N. Central  
 Tel.: AMherst 4-2148 MBS  
 Pres., Gen. Mgr.: Sherwood R. Gordon  
 Program Director: William Freeman  
 Comm. Sta. Mgr.: Raymond Bluestein  
 Chief Engineer: Vernon Hathcock  
 Owners of: KSDO, San Diego; KQBY, San Francisco

**KHAT—Phoenix—1958**

Frequency: 1480 Kc. Power: 500 Watts  
 Owned By: KHAT Radio Inc.  
 Business Address: 2714 W. McDowell Rd.  
 Tel.: BR 2-2606 Independent  
 Sta. Reps.: Sandeberg-Gates; Bernard  
 President, Gen. Mgr.: Ray Odom  
 Station Manager: J. Thompson

**KHEP—Phoenix—1956**

Frequency: 1280 Kc. Power: 1000 Watts, d.  
 Owned: Grand Canyon Bcstg. Co.  
 Address: 3883 N. 38th Ave.  
 Tel.: AP 8-5555 Independent  
 Station Rep.: Robert Allen  
 President: P. Merrill  
 General Mgr.: John Hoeksema  
 Program Dir.: Tom Hay  
 Chief Engineer: Don Bradley

**KIFN—Phoenix—1949**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Operated By: Western Bcstg. Co.  
Address: Box 430  
Tel.: AL 3-6155. Independent  
Station Representative: Harlan Oakes, NTS  
President: H. Walker Harrison  
General Manager: John K. Redfield  
Chief Engineer: Jose O. Armendariz

**KOOL—Phoenix—1947**

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By: KOOL Radio-TV Inc.  
Business-Studio Address: 511 W. Adams  
Tel.: AL 3-3121. CBS  
Representative: Hollingbery  
Board Chairman: Gene Autry  
President, Gen. Mgr.: Tom Chauncey  
V. P., Asst. Gen. Mgr.: Homer Lane  
Sales Manager: Richard Brader  
Program Director: Mahlon Gaumer  
Promotion, Publicity Dir.: Thomas L. King  
Chief Engineer: Albin Hillstrom  
Owners of: KOOL-TV, Phoenix.

**KOY—Phoenix—1922**

Frequency: 550 Kc. Powers: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: KOY Bcstg. Co.  
Address: 840 N. Central Ave.  
Tel.: Alpine 8-8181. ABC  
Representative: John Blair  
Pres., Gen. Mgr.: John L. Hogg  
Comm. Mgr.: James W. Ross  
Program Dir.: Jack Williams  
Chief Engineer: Edward R. Janney

**KPHO—Phoenix—1940**

Frequency: 910 Kc. Power: 5000 Watts  
Owned By: Meredith Broadcasting Co.  
Address: 631 No. 1st Ave.  
Tel.: AL 8-4511. Independent  
Representative: Katz  
V.P. & Gen. Mgr.: Richard B. Rawls  
Station Mgr.: Gene Spry  
Commercial Mgr.: John R. Crowley  
Program Director: Larry Burroughs  
Director of Engineering: George McClanathan  
Owners of: KPHO-TV.

**KRIZ—Phoenix—1950**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Phoenix  
Address: 2345 Westward Blvd.  
Tel.: AL 4-8436. Independent  
Station Representative: Robert Eastman  
Pres., Gen. Manager: Richard B. Wheeler  
Comm. Prom. Manager: Bert Martin  
Program Director: Michael D'Arcy  
Chief Engineer: Sonny Knight

**KRUX—Phoenix—1947**

Freq.: 1360 Kc. Power: 5000 Watts d., 500 n.  
Owned-Oper. By: KRUX Radio  
Bus-Studio Address: 417 N. 1st St.  
Tel.: AL 8-1551. Independent

Representative: D. F. McGavren Co.  
President: Leland S. Bisbee, Jr.  
General Manager: G. P. Lasley  
Chief Engineer: Joe Brandt

**KTAR—Phoenix—1922**

Frequency: 820 Kc. Power: 5000 Watts  
Owned-Operated By: KTAR Bcstg. Co.  
Business-Studio Address: 1101 North Central  
Tel.: AL 4-4161. NBC  
Representative: Avery-Knodel  
Pres., Gen. Mgr.: Richard O. Lewis  
Station Manager: Ray C. Smucker  
Commercial Manager: Hayes Stewart  
Program Director: Ray Cox  
Sales Prom. Manager: Len Burkland  
Publicity Director: Ray Thompson  
Chief Engineer: Harold Haughwout  
Owners of: KYUM, Yuma; KYCA, Prescott; KVAR,  
Phoenix.

**KUEQ—Phoenix—1958**

Frequency: 740 Kc. Power: 1 Kw., d.  
Owned By: Dynamic Communications, Inc.  
Address: 3321 N. Central Ave.  
Tel.: CRestwood 9-5577. Independent  
Station Representative: Meeker Co.  
President: Carson E. Cowherd  
General Manager: C. Paige  
Publicity Director: Louis Henderson  
Prog. Dir.: N. MacDonald

**KXIV—Phoenix—1960**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Camelback Bcstg., Inc.  
Address: 2300 N. Central Ave.  
Tel.: AL 8-8044. Independent  
Owner: E. J. Churchill  
General Manager: Sheldon Engel  
Asst. Station Mgr.: Michael Churchill  
Commercial Manager: Ira L. Morton  
Program Superv.: Earl Baldwin  
Chief Engineer: Ronald Moody

**KNOT—Prescott—1957**

Frequency: 1450 Kc. Power: 250 Watts  
Owned: Thunderbird Bcstg. Corp.  
Address: P. O. Box 151  
Tel.: Hickory 5-5211. Independent  
Representative: Masla, O'Connell  
President: Roy L. Albertson Jr.  
General Manager: Warren C. Rashleigh  
Program Director: Sandy Gibbons  
Publicity Director: Stan Rocklin  
Chief Engineer: F. E. Brown  
Owners of: KYNA, Flagstaff.

**KYCA—Prescott—1940**

Frequency: 1490 Kc. Power: 1000 Watts  
Owned-Oper. By: Southwest Bcstg. Co.  
Business-Studio Address: East Gurley St.  
Tel.: Hickory 5-2710. NBC  
Representative: Avery-Knodel  
Pres., Gen. Mgr.: Harold Ritter



**KZOK—Prescott—1958**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By.....KHAT Radio  
 Address.....East Gurley St.  
 Tel.: Hickory 5-1590.....KBS  
 Station Rep.....Grant Webb  
 President.....H. R. Odum  
 General Manager.....W. P. Ledbetter  
 Station Manager.....D. D. Leitzman

**KGLU—Safford—1938**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By.....Gila Bcstg. Co.  
 Business-Studio Address.....520 Main St.  
 Tel.: 15.....MBS  
 President.....Louis F. Long

**KPOK—Scottsdale—1956**

Frequency: 1440 Kc. Power: 5 Kw.  
 Owned.....Scottsdale Bcstg. Co.  
 Address.....Safari Hotel  
 Tel.: Whitney 5-1440.....Independent  
 Representative.....Forjoe  
 President, Gen. Mgr.....Morris Mindel  
 Chief Engineer.....Evert Fruitman

**KVWM—Show Low—1957**

Frequency: 1050 Kc. Power: 250 Watts  
 Owned By.....S. J. Woodworth  
 Address.....Box 606  
 Tel.: KEystone 7-2345.....Independent  
 Pres. Gen. Mgr., Ch. Eng.....S. J. Woodworth  
 Program Dir.....Dorothy L. Woodworth

**KHFH—Sierra Vista—1957**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned.....C. W. Morris  
 Address.....Carmichael at De Palma  
 Tel.: GLadstone 8-3379.....Independent  
 President.....Carleton W. Morris  
 General Mgr.....John Bonnett, Jr.

**KUPD—Tempe—1960**

Frequency: 1060 Kc. Power: 500 Watts  
 Owned By.....Tri-State Broadcasting, Inc.  
 Address.....1017 N. 3rd St.  
 Tel.: AL 8-3434.....Independent  
 Sta. Reps.....Torbet, Allen & Crane  
 President.....J. L. Breece  
 Executive V.P.....B. Clifford  
 General Mgr.....I. L. Lavin

**KYND—Tempe—1960**

Frequency: 1580 Kc. Power: 10,000 Watts  
 Owned By.....KYND Corp.  
 Address.....600 East Gilbert Drive  
 President, Gen. Mgr.....Dick Gilbert  
 Comm. Sales Prom. Mgr.....Stan Worlund  
 Program Director.....Alma Gilbert  
 Publicity Director.....Leona Maggiore  
 Chief Engineer.....Dick Williams

**KZON—Tolleson—1960**

Frequency: 1190 Kc. Power: 250 Watts  
 Owned By.....Glendale Bcstg. Co., Inc.  
 Address.....Box 926

Tel.: WEsport 6-3510.....Independent  
 President, General Mgr.....E. O. Smith  
 Station Manager.....William P. Ledbetter  
 Commercial Manager.....Earl O. Marshall  
 Sales Promotion Mgr.....Carlos Montano  
 Program Director.....Clint Wager  
 Publicity Director.....John E. Smith  
 Chief Engineer.....Dale Leitzman

**KAIR—Tucson—1956**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By.....KAIR Broadcasting, Inc.  
 Address.....Santa Rita Hotel  
 Tel.: MAin 4-0401.....Independent  
 Station Representative.....Grant Webb  
 President.....Jo Griffith  
 General, Station Manager.....Ron Barrington  
 Commercial Manager.....Frank Spezzano  
 Sales Promotion Mgr.....Glenn Adams  
 Program Director.....Jimmy Wynne  
 Publicity Director.....Joe Byars  
 Chief Engineer.....Jack Saelid

**KCEE—Tucson—1958**

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned By.....Assoc. Bcstrs. of Tucson, Inc.  
 Address.....Box 5803  
 Tel.: MA 2-7788.....Independent  
 Sta. Representative.....Forjoe  
 President.....David S. Drubeck  
 General, Station Manager.....Ray Owen  
 Program Director.....Helen Miller  
 Chief Engineer.....Ed Hepp

**KCUB—Tucson—1929**

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned By.....Bolfard Bcstg. Corp.  
 Business Address.....219 W. Elm St.  
 Tel.: MAin 3-4323.....MBS  
 Station Representative.....Meeker Co.  
 President, Gen. Mgr.....Ralph R. Boffard  
 Commercial Manager.....George Wallace  
 Station Manager.....Bill Rudd  
 Program Director.....Danny Day  
 Chief Engineer.....Gerald Walker

**KEVT—Tucson—1953**

Frequency: 690 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Tucson Radio Inc.  
 Business Address.....57 W. Congress  
 Tel.: MA 4-5588.....Independent  
 Representative.....Oakes, Nat. Time Sls.  
 President, General Mgr.....Peter Trowbridge  
 Comm. Mgr.....Ellen Cantu  
 Program Director.....Lorenzo Palma  
 Sales Prom. Mgr.....Arturo Aguilar  
 Publicity Director.....Linn Trowbridge

**KMOP—Tucson—1957**

Frequency: 1330 Kc. Power: 500 Watts, d.  
 Owned.....Pima Broadcasting Co.  
 Address.....P.O. Box 5084  
 Tel.: MAin 3-7501.....KBS  
 Sta. Reps.....Howard; Sandberg-Gates  
 President.....L. B. Clayton  
 Gen. Mgr., Ch. Eng.....K. W. Ferguson  
 Commercial Mgr.....Bob F. Clayton

# ARIZONA

Program Dir. . . . . Bob Wolfe  
Publicity Dir. . . . . Dorothy Gallagher

## KOLD—Tucson—1947

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Old Pueblo Bcstg. Co.  
Business Address . . . . . 115 W. Drachman St.  
Tel.: MA 4-2511 . . . . . CBS  
Station Representative . . . . . Hollingsbery  
President . . . . . Tom Chancey  
V.P., General Manager . . . . . E. S. Mittendorf  
Commercial Manager . . . . . Bernie Perlin  
Sales Prom., Pub. Director . . . . . Pat Reed  
Station, Program Director . . . . . Joe Crystall  
Chief Engineer . . . . . Vern Cinmiyotti  
Ownes of: KOLD-TV; KOOL-AM-TV, Phoenix.

## KTAN—Tucson—1946

Freq.: 580 Kc. . . . . Power: 5 Kw. d., 500 W. n.  
Owned-Operated By . . . . . Catalina Bcstg. Cc.  
Address . . . . . P. O. Box 2348  
Tel.: MA 2-4664 . . . . . NBC  
Sta. Reps. . . . . Gill-Perna; Avery-Knodel  
Pres., Gen. Mgr. . . . . Harry B. Chambers  
Ass't Manager . . . . . G. Ackerley

## KTKT—Tucson—1949

Frequency: 990 Kc. . . . . Power: 10,000 W., d.  
Owned-Operated By . . . . . Copper State Bcstg.  
Business-Studio Address . . . . . Box 5585  
Tel.: MAin 2-6711 . . . . . Independent  
Station Representative . . . . . McGavren Co.  
President . . . . . Leland Bisbee  
General Manager . . . . . George P. Lasley  
Station Manager . . . . . Phil Richardson  
Commercial Manager . . . . . Wayne Vann  
Program Director . . . . . Frank Kalil  
Sales Prom. Mgr. . . . . Jim Wells  
Publicity Director . . . . . Guy Williams  
Chief Eng. . . . . Nat Talpis

## KTUC—Tucson—1929

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Tucson Bcstg. Co.  
Address . . . . . 1511 E. 16th St.  
Tel.: MA 2-3344 . . . . . ABC  
Representative . . . . . Radio TV Reps. Inc.  
V.P., Gen., Sta. Mgr. . . . . C. Van Haften  
Comm. Mgr., Chief Eng. . . . . Robert Lebsock  
Sales Prom. Mgr. . . . . George Bradley  
Program Director . . . . . Tom Maples

## KAKA—Wickenburg—1960

Frequency: 1250 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Wickenburg Broadcasting Co.  
Address . . . . . P. O. Box KK  
Tel.: Wickenburg . . . . . Independent  
President & Gen. Mgr. . . . . P. E. Mullenix  
V.P. & Sales Mgr. . . . . M. E. Gander

## KWCX—Willcox—1959

Frequency: 1250 Kc. . . . . Power: 1,000 Watts  
Owned By . . . . . Paul Merrill

Address . . . . . 488 North Haskell Ave.  
Tel.: DÜdley 4-2780 . . . . . Independent  
President . . . . . Paul Merrill  
General Manager . . . . . J. T. Lely  
Commercial Manager . . . . . Tom Moore  
Chief Engineer . . . . . George H. Nickle Jr.

## KVNC—Winslow—1952

Freq.: 1010 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
Owned-Oper By . . . . . Gila Bdcstg. Network  
Address . . . . . Box 373  
Tel.: 289-2011 . . . . . Independent  
Station Rep. . . . . Sandeberg-Gates  
General Manager . . . . . E. V. Perrin

## KBLU—Yuma—1959

Frequency: 1320 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Desert Bcstg. Co.  
Address . . . . . Stardust Hotel  
Tel.: SÜnet 2-3882 . . . . . Independent  
Station Reps. . . . . Lucas & Grant Webb  
Gen. Mgr., Chief Engineer . . . . . Robert W. Crites  
Commercial Manager . . . . . John Ghiotto  
Program Manager . . . . . Terry Wayne

## KOFA—Yuma—1952

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Broadcasters, Inc.  
Address . . . . . P. O. Box 1430  
Tel.: SU 3-8341 . . . . . KBS  
Sta. Reps. . . . . Sandeberg & Bob Dore  
President . . . . . T. R. Williams  
General, Sta. Mgr. . . . . Neil W. Sargent  
Program, Chief Engineer . . . . . Doc Holiday

## KVOY—Yuma—1950

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Colonial Bcstg. Corp.  
Address . . . . . P. O. Box 671  
Tel.: SÜnet 2-4321 . . . . . ABC  
Sta. Representative . . . . . Radio-TV Reps.  
Pres., Gen. Mgr. . . . . L. A. Newsome, Jr.  
Station Manager . . . . . J. K. Harris  
Commercial Manager . . . . . B. J. Fitzpatrick  
Program Director . . . . . Bob Nimmo  
Chief Engineer . . . . . Richard Davis

## KYUM—Yuma—1945

Frequency: 560 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Yuma Bcstg. Co.  
Address . . . . . 1901 First St.  
Tel.: SU 3-3305 . . . . . NBC  
Sta. Representative . . . . . Avery-Knodel  
President . . . . . R. O. Lewis  
General, Comm. Mgr. . . . . Hobart E. Lewis  
Program Director . . . . . Annette Lewis  
Chief Engineer . . . . . Maurice W. Higgins

Pop.: 1,791,500  
Families: 505,500

# Arkansas

Radio Homes: 481,000  
AM Stas. in State: 68

## **KVRC**—Arkadelphia—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Arkadelphia Bcstg. Co.  
Business-Studio Address: South Third St.  
Tel.: Arkadelphia. KBS  
Station Rep.: Hopewell  
Gen., Sta. Mgr.: Bill Deaton  
Chief Engineer: John Riggle

## **KBTA**—Batesville—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned: White River Valley Bdcsts. Co.  
Address: Glen St.  
Tel.: 112-13. KBS  
Pres., Gen. Mgr.: J. F. Higginbottom  
Chief Engineer: C. Smith

## **KBBA**—Benton—1953

Frequency: 690 Kc. Power: 250 Watts, d.  
Owned-Oper. By: Benton Bcstg. Service  
Business Address: Highway 67-70  
Tel.: SP 8-2690. Independent  
General Manager: Lavelle Langley  
Chief Engineer: Preston Bridges

## **KTCN**—Berryville—1958

Frequency: 1480 Kc. Power: 1 Kw; d.  
Owned By: Ozark Radio-Equip. Co.  
Address: P. O. Box 191  
Tel.: GARfield 3-2148. Independent  
President, Gen. Mgr.: Ernie Howard  
Program, Publicity Dir.: Mary Harris  
Chief Engineer: Dan Patterson

## **KLCN**—Blytheville—1922

Frequency: 910 Kc. Power: 5000 Watts d.  
Owned-Operated By: Harold L. Sudbury  
Address: Sudbury Bldg., Main St.  
Tel.: POplar 2-2093. Independent  
Station Representative: John E. Pearson  
Gen., Sta. Mgr.: Harold L. Sudbury  
Sales Prom., Pub. Dir.: J. T. Sudbury  
Chief Engineer: Joe Nearns

## **KBRI**—Brinkley—1959

Frequency: 1570 Kc. Power: 250 Watts  
Owned By: Tri-County Bcstg. Co.  
Address: 212 West Cedar St.  
Tel.: 308. KBS  
Newspaper Affiliation: Brinkley Argus  
President: Mason W. Clifton  
Gen. Commercial Manager: W. Hi Mayo  
Chief Engineer: Edward Travis

## **KAMD**—Camden—1946

Freq.: 910 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Camden Radio Inc.  
Address: P. O. Box 5859  
Tel.: TE 6-5091. Independent

Station Comm. Mgr.: Donald Cathey  
Program, Pub. Director: Cal Carter  
Chief Engineer: Tom Graves

## **KLYR**—Clarksville—1957

Frequency: 1360 Kc. Power: 500 Watt  
Owned By: Clarksville Radio Broadcasters  
Business Address: P. O. Box 489  
Tel.: PLeasant 4-3092. Independent  
Gen. Sta. Chg. Eng.: Roy Forrester

## **KCON**—Conway—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Conway Bcstg. Co.  
Address: ASTC Campus  
Tel.: 189. KBS  
Gen. Mgr.: James E. Clayton  
Program Dir.: S. F. Morehead  
Chief Engineer: Edwin McClendon

## **KCCB**—Corning—1959

Frequency: 1260 Kc. Power: 500 Wts. d.  
Owned By: Eulis W. Cochran  
Address: 434 W. 2nd Street  
Tel.: ULster 7-2261. KBS  
General, Comm. Mgr.: James Reedy  
Program, Prom. Mgr.: V. Baker  
Chief Engineer: Edward Travis

## **KAGH**—Crossett—1952

Frequency: 800 Kc. Power: 250 Watts, d.  
Owned-Operated By: Radio KAGH  
Address: 900 Main  
Tel.: FO 4-2181. KBS  
Representatives: Clyde Melville & Hopewell  
General Mgr.: Julian Haas  
Chief Engineer: Preston Derryberry

## **KDQN**—De Queen—1956

Frequency: 1390 Kc. Power: 500 Watts, d.  
Owned: Radio De Queen  
Address: 419 S. Fourth St.  
Tel.: JU 4-2446. Independent  
General, Comm. Mgr.: A. Sizemore  
Chief Engineer: Tommy Jones

## **KDMS**—El Dorado—1950

Frequency: 1290 Kc. Power: 5000 Watts d.  
Owned-Oper. By: El Dorado Bcstg. Co.  
Address: 208 N. Cleveland  
Tel.: UN 3-5121. Independent  
General Manager: J. A. West, Jr.  
Chief Engineer: Bob Russell

## **KELD**—El Dorado—1935

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Radio Enterprises, Inc.  
Business-Studio Address: Radio Center Bldg.  
Tel.: UN 3-6126. CBS  
Representative: Walker-Rawalt  
Pres., Gen. Mgr.: W. N. McKinney

## ARKANSAS

### **KFAY—Fayetteville—1957**

Frequency: 1250 Kc. Power: 500 Watts  
Owned By.....H. Weldon Stamps  
Address.....Box 112, University Sta.  
Tel.: Hillcrest 2-9859.....Independent  
Station Representative.....John E. Pearson  
Gen. Mgr.....H. Weldon Stamps  
Commercial Manager.....Robert Medley  
Program Director.....Mildred Stamps  
Chief Engineer.....John Meredith

### **KHOG—Fayetteville—1946**

Frequency: 1440 Kc. Power: 1,000 Watts  
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.  
Business-Studio Address...103 West Mountain  
Tel: HI 2-2322.....Independent  
Station Representative.....Walker-Rawall  
President.....Hayden McIlroy  
Gen. Mgr.....Fred J. Stevenson  
Comm. Sls. Prom. Mgr.....Ed. Gideon  
Program, Publicity Director...Steve Starwyck  
Chief Engineer.....Harold Lindsey

### **KBJT—Fordyce—1959**

Frequency: 1570 Kc. Power: 250 Watts, d.  
Owned By.....KBJT, Inc.  
Address.....P.O. Box 626  
Tel.: 1570.....KBS  
President, Gen. Mgr.....K. F. Tracy  
Station Mgr.....J. Bagwell  
Commercial Mgr.....S. Roberts  
Program Dir.....J. Bagwell

### **KXJK—Forrest City—1949**

Frequency: 950 Kc. Power: 5000 Watts, d.  
Owned By.....Forrest City Bcstg. Co., Inc.  
Address.....Natl. Bank Bldg.  
Tel: ME 3-1252.....KBS  
Representative.....Burn-Smith  
Gen., Sta. Mgr.....William Fogg  
Chief Engineer.....Walter Smith, Jr.

### **KFPW—Fort Smith—1930**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....George T. Hemreich  
Business Address.....2415 N. Albert Pike  
Tel.: SU 3-4105.....CBS  
Station Rep.....Gill-Perna  
Gen. Sta. Manager.....Joe Roppolo  
Comm. Manager.....Jack Freeze  
Chief Engineer.....Rex Murdock

### **KFSA—Fort Smith—1947**

Frequency: 950 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By.....Fort Smith Bcstg. Co.  
Address.....1016 Rogers Ave.  
Tel.: SU 2-9125.....ABC  
Newspaper Affiliation.....Times Record  
Station Rep.....Bolling  
President.....Donald W. Reynolds  
General Mgr.....James E. Fesperman  
Station Manager.....William J. Crews  
Comm. Manager.....Edwin P. Hicks  
Program Director.....Harry Freeman  
Sales Prom. Manager.....Shirley Downing

Publicity Director.....Mona Gross  
Chief Engineer.....Willard Matten  
Owners of: KOKL, Okmulgee; KOKK, Las Vegas;  
KFSA-TV, KGNS-TV, Larado; KFOY-TV, Hot  
Springs; KOLD-TV, Reno; ELRJ-TV, Las Vegas.

### **KTCS—Fort Smith—1956**

Frequency: 1410 Kc. Power: 500 Watts d.  
Owned By.....United Bcstg Co.  
Business Address.....4120 Towson Ave.  
Tel.: Mission 6-1611.....MBS-KBS  
Station Representative.....John E. Pearson  
President.....Chas. Fite  
General, Sta. Mgr.....Thomas L. Fite  
Commercial Manager.....Bill Harper  
Chief Engineer.....Bill Grauley

### **KWHN—Ft. Smith—1947**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By...KWHN Bcstg. Co., Inc.  
Address.....421 Garrison Ave.  
Tel.: SU 3-8967.....Independent  
Station Rep.....Masla Associates  
President.....M. Bershof  
Sect. & Gen. Mgr.....J. H. Friedman  
Station Mgr.....Glenn A. O'Neal  
Chief Engineer.....Raymond Armstrong

### **KHOZ—Harrison—1946**

Frequency: 900 Kc. Power: 1000 Watts, d.  
Owned-Operated by...Harrison Bcstg. Corp.  
Address.....P. O. Box 120  
Tel.: EMpire 5-2301.....Independent  
Station Representative.....Walker-Rawall  
Gen. Mgr.....Robert S. Wheeler, Jr.  
Sta., Comm. Mgr.....Everett Horton  
Prom. Mgr.....Marc Williams  
Chief Engineer.....Carl Martin

### **KFFA—Helena—1941**

Frequency: 1360. Power: 1,000 Watts  
Owned-Operated By.....Helena Bcstg. Co.  
Address.....215 York St.  
Tel.: HI 4-2361.....MBS  
Station Manager.....Sam W. Anderson  
Commercial Manager.....Wendell Atchison  
Publicity, Prom. Director.....Katherine M. Kizer  
Program Director.....Bill Holland  
Chief Engineer.....Earl Hodges

### **KXAR—Hope—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Hope Bcstg. Co.  
Address.....P. O. Box 138  
Tel.: PRospect 7-3601.....Independent  
President.....A. H. Washburn  
General Manager.....Haskell Jones  
Commercial Manager.....R. M. Jones  
Program Director.....Larry Sharp  
Publicity Director.....Nancy Cross  
Chief Engineer.....Norman W. Bradford

### **KAAB—Hot Springs—1941**

Freq.: 1340 Kc. Power: 500 W. d., 250 W. n.  
Owned-Operated By.....Phoenix Co.  
Address.....Malco Thea. Bldg.

Tel.: NAtional 4-3194.....CBS-ABC  
 Station Rep.....Clyde Melville  
 President.....Harman I. Mosely II  
 Commercial Manager.....Leo House  
 Station Manager.....Bryan Disney  
 Program Director.....Shila Moseley  
 Chief Engineer.....H. I. Watts

**KBHS—Hot Springs—1953**

Frequency: 590 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Resort Bdcstg. Co., Inc.  
 Address.....113 Third St.  
 Tel.: NA 3-6661.....KBS  
 Sta. Rep.....Clark  
 President.....A. M. McGregor  
 V.P., General Mgr.....Gene Kelley  
 Station, Sales Prom. Mgr.....Ed Appler  
 Program Director.....Jim Henderson  
 Publicity Director.....Milton D. Peters  
 Chief Engineer.....Clint Norman

**KBLO—Hot Springs—1953**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tedesco, Inc.  
 Address.....1011 Central  
 Tel.: NA 4-3313.....Independent  
 Station Representative.....Masla  
 President.....Nicholas Tedesco  
 Gen. Sta. Manager.....Stan Morris  
 Comm. Prom. Mgr.....Hank Sanders  
 Publicity Director.....Haines Hower  
 Chief Engineer.....R. G. King

**KBTM—Jonesboro—1930**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Patteson Brothers  
 Address.....603 Madison  
 Tel.: WE 5-5597.....MBS-KBS  
 General Manager.....Alan Patteson, Jr.  
 Sta. Mgr.....Clarence Adams  
 Chief Engineer.....Norman Bowman

**KNEA—Jonesboro—1950**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Jonesboro, Inc.  
 Address.....Citizens Bank Bldg.  
 Tel.: WE 2-8381.....Independent  
 Station Reps.....Gill-Perna; Beaver  
 President.....Ernest Farabee  
 Gen., Sta. Mgr.....Deloss Walker  
 Chief Engineer.....Harold Baker

**KAJI—Little Rock—1927**

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 w n.  
 Owned-Oper. By.....Helmar, Inc.  
 Address.....P. O. Box 3099  
 Tel.: FR 2-0166.....Independent  
 Station Representative.....Hollingbery  
 President.....Michael J. Heller  
 General Manager.....Tom Bishop  
 Chief Engineer.....Dalton Sanders

**KARK—Little Rock—1928**

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Arkansas Radio & Equip. Co.  
 Address.....10th & Spring Sts.  
 Tel.: FR 6-2481.....NBC  
 Representative.....Edward Petry  
 President.....T. K. Barton  
 Exec. Vice President.....Douglas Romine  
 Director of Sales.....Lee Bryant  
 Sales Prod., Pub. Dir.....Shirley R. Kennedy

**KLRA—Little Rock—1926**

Freq.: 1010 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By.....KLRA, Inc.  
 Business-Studio Address.....Box 559  
 Tel.: Windsor 5-3206.....Independent  
 Station Representative.....Weed Radio  
 President, General Manager.....Leonard Coe  
 Program Director.....Mary Heffington  
 Sales Prom., Pub. Director.....Anne Lumpkin  
 Chief Engineer.....Blande Perry

**KOKY—Little Rock—1956**

Frequency: 1440 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Ebony Radio of Ark.  
 Address.....P. O. Box 1956  
 Tel.: FR 2-0391.....Independent  
 Representative.....John E. Pearson  
 Pres., Gen. Mgr.....John M. McLendon  
 Station Manager.....D. M. Teate

**KTHS—Little Rock—1924**

Frequency: 1090 Kc.....Power: 50,000 Watts  
 Owned-Oper.....Radio Bcstg., Inc.  
 Business-Studio Address.....8th & Izard  
 Tel.: FR 4-3764.....Independent  
 Newspaper Affil.....Shreveport Times  
 Representative.....Christal  
 President.....W. H. Bronson  
 Gen., Sta. Manager.....B. G. Robertson  
 Comm. Manager.....Robert Riley  
 Sales Prom. Mgr.....John Belford  
 Program Director.....Robert L. Hicks  
 Chief Engineer.....Cecil L. Sutt

**KVLC—Little Rock—1948**

Frequency: 1050 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Southwestern Bcstg. Co.  
 Address.....319 West 2nd Street  
 Tel.: FR 5-5321.....Independent  
 Station Rep.....Raymer  
 Gen., Sta. Mgr.....Dale D. Mahurin

**KVMA—Magnolia—1948**

Frequency: 630 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Magnolia Bcstg. Co.  
 Business-Studio Address.....212 N. Jefferson St.  
 Tel.: CE 4-5862.....MBS  
 Representative.....John E. Pearson  
 President.....Dr. J. F. Rushton  
 Gen. Mgr.....William M. Bigley  
 Station Manager.....Ralph Johnson  
 Chief Engineer.....Clyde Chaffin



## ARKANSAS

### **KBOK—Malvern—1951**

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned-Operated By Malvern Bcstg. Co.  
Address Highway 270 West  
Tel.: ED 2-6981  
KBS  
Representative Melville  
Pres., Gen. Mgr. Kermit L. Richardson  
Commercial Manager W. D. Stroud  
Chief Engineer Robert Padgett

### **KPCA—Marked Tree—1956**

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned By KTML, Inc.  
Address Box 17  
Tel.: 1580  
Independent  
Station Representative Continental  
General Mgr. Carlton Garner

### **KVSA—McGehee—1953**

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Oper. By S. E. Arkansas Bcstrs, Inc.  
Address U. S. Highway 65  
Tel.: CA 2-2400  
KBS  
Pres., Gen. Mgr. Abbott F. Kinney  
Commercial Mgr. Mrs. M. F. Kinney  
Program Director Herschell E. Parent  
Chief Engineer James S. Hunt

### **KENA—Mena—1951**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By KENA Bcstg. Co.  
Address S. Reine St.  
Tel.: 1450  
Independent  
Owner E. M. Hoge  
Comm. Mgr. Bill Hughes  
Program Dir. Marjorie Brink  
Chief Engineer Wayne Ramsey

### **KHBM—Monticello—1955**

Frequency: 1430 Kc. Power: 1 Kw. d.  
Owned-Operated By Baker Bcstg. Co.  
Address Box 446  
Tel.: EMpire 7-5136  
KBS  
Station Reps. Hopewell; Beaver  
General, Station Mgr. Keith Baker  
Program Director Elbert Hardcastle  
Publicity Director Evelyn H. Baker  
Chief Engineer Al Cooper

### **KVOM—Morrilton—1952**

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By Morrilton Bcstg. Co.  
Address P. O. Box 541  
Tel.: FL 4-2484  
Independent  
President, General Manager J. C. Willis  
Comm. Manager Gene Cooper

### **KTLO—Mountain Home—1953**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Mountain Home Bcstg. Corp.  
Address Hwy 5, N.  
Tel.: 1490  
KBS  
Pres., Gen. Mgr. A. Stricklen

Station Manager K. Wilkins  
Commercial Mgr. L. E. Cranor  
Chief Engineer Kenneth Wilkins

### **KBHC—Nashville—1959**

Frequency: 1260 Kc. Power: 500 Watts  
Owned By Robert G. McKeever  
Address P.O. Box 236  
Tel.: 746  
Independent  
General Manager R. G. McKeever  
Station Comm. Mgr. Glen D. Hammons  
Program Dir. Ina Hammons  
Chief Engineer Bill Blackburn  
Owners of: KDQN, De Queen.

### **KNBY—Newport—1949**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Operated By Newport Bcstg. Co.  
Business Address U. S. Highway 67  
Tel.: 749  
Independent  
President Harold Sudbury  
General Station Manager Gene Howe  
Program Director Jerry Grojean  
Chief Engineer Anson Clark

### **KDXE—N. Little Rock—1957**

Frequency: 1380 Kc. Power: 1 Kw.  
Owned By Sim C. Callon  
Address 518 Scott St.  
Tel.: FR 6-1997  
ABC-KBS  
General Manager Wally Hoy  
Station Manager Bill Campbell  
Commercial Mgr. A. E. Shirey  
Program Dir. A. W. Lindsey  
Publicity Mgr. Bill Dixon  
Chief Engineer K. D. Copeland

### **KXLR—N. Little Rock—1946**

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Arkansas Bcstg., Inc.  
Address P. O. Box 3014  
Tel.: FR 2-2155  
Independent  
Sta. Representative Eastman  
President D. Clarke  
General Manager A. D. Robertson

### **KOSE—Osceola—1949**

Frequency: 880 Kc. Power: 1000 Watts d.  
Owned-Oper. By Osceola Bcstg. Corp.  
Business Address P. O. Box 311  
Tel.: LO 3-2641  
KBS  
General, Station Manager Don Whitney

### **KDRS—Paragould—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Progressive Bcstg. Co.  
Business Address Box 491  
Tel.: CE 2-7627  
KBS  
General Manager Ted Rand  
Business Manager T. M. Sell  
Commercial Manager Doayne F. Bateman  
Program Dir. Wilma Wheelis  
Chief Engineer Gene Boucher

**KCCL—Paris—1959**

Frequency: 1460 Kc. Power: 500 Watts, d.  
Owned By Logan Cty. Bcstg.  
Address Box 432  
Tel.: 100. Independent  
President, General Mgr. Gordon Hixson  
Station Manager. C. Crismon

**KADL—Pine Bluff—1960**

Frequency: 1270 Kc. Power: 5 Kw.  
Owned By Jefferson County Broadcasting  
Address P. O. Box 1944  
Tel.: JE 5-1270. Independent  
Station Representative Charles Bernard Co.  
General Mgr. A. M. Smith  
Station & Comm. Mgr. Chester Pierce

**KCLA—Pine Bluff—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Radio Engineering Service  
Business-Studio Address 2900 W. 28th Ave.  
Tel.: JE 5-1241. Independent  
General Mgr. Kenneth Kesterson  
Commercial Manager. Clyde Martin  
Prog.; Ch. Eng. Charles Penix

**KOTN—Pine Bluff—1934**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Joellen Bcstg.  
Address Simmons Bank Bldg.  
Tel.: JE 4-8732. Independent  
Pres. W. J. Dean  
General Mgr. D. Jacobson

**KPBA—Pine Bluff—1957**

Frequency: 1590 Kc. Power: 1 Kw. d.  
Owned-Operated By Radio Pine Bluff, Inc.  
Address 1607 W. 6th St.  
Tel.: JE 4-1523. Independent  
Station Representative Gene Bolles Co.  
President. W. L. Kent  
Gen., Sta. Mgr. Howard M. Peters  
Chief Engineer. Robert N. Meador

**KPOC—Pocahontas—1950**

Frequency: 1420 Kc. Power: 1,000 Watts d.  
Owned-Operated By Pocahontas Radio, Inc.  
Address P. O. Box 250  
Tel.: TW 2-5234. KBS  
General Mgr. Adrian L. White  
Sales Mgr. Virgil Pace

**KTPA—Prescott—1959**

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned By Cochran & Cochran Bcstg. Co.  
Address c/o KCCB Radio, Corning, Ark.  
Tel.: TUxedo 7-2638. Independent  
President. E. W. Cochran  
General, Station Mgr. Duane Williams  
Sales Prom., Prog. Dir. R. L. Marlar  
Publicity Director. James Dellinger  
Chief Engineer. W. L. McMillan  
Owners of: KCCB, Corning; KCCL, Paris.

**KAMO—Rogers—1954**

Frequency: 1390 Kc. Power: 1000 Watts  
Owned KAMO, Inc.  
Business Address American Natl. Bank Bldg.  
Tel.: MEIrose 6-4611. Independent  
Station Rep. Walker-Rawalt  
Pres., Gen. Mgr. G. Don Thompson  
Sta., Comm. Mgr. W. E. Dacus  
Program Director. Charles A. Davis  
Chief Engineer. Bud Williams

**KXRJ—Russellville—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By C. R. Horne  
Address Second & Commerce  
Tel.: Woodlawn 7-1299. KBS  
President. C. R. Horne  
General, Sta. Mgr. L. L. Bryan  
Commercial Mgr. B. J. Dunley  
Program Dir. Berry J. Kelley  
Chief Engineer. William C. McKenney  
Owners of: KWCB, Searcy.

**KWCB—Searcy—1951**

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned By White County Bcstg. Co.  
Address P. O. Box 95  
Tel.: 1281. KBS  
General Mgr. Don P. Jones

**KUOA—Siloam Springs—1923**

Frequency: 1290 Kc. Power: 5,000 Watts d.  
Owned-Operated By KUOA, Inc.  
Business-Studio Address Siloam Springs  
Tel.: 777. MBS-KBS  
President. John E. Brown, Jr.  
Gen. Mgr., Ch. Eng. Cecil Smith  
Program Director. Ralph Kennedy, Jr.  
Commercial Mgr. Harry E. Webster

**KBRB—Springdale—1949**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. Northwest Ark. Bcstg. & TV Co.  
Address P.O. Box 591  
Tel.: Pleasant 1-4675. ABC  
Newspaper Affiliation Southwest American  
President. Donald W. Reynolds  
General Manager. Phil H. Phillips  
Commercial Manager. Curtis C. Hornor, Jr.  
Program Director. Jim G. Wilkerson  
Chief Engineer. W. H. Ussery

**KWAK—Stuttgart—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Stuttgart Bcstg. Corp.  
Business Address P.O. Box 271  
Tel.: WA 2-5212. Independent  
Gen. Manager. Melvin P. Spann  
Station Mgr. June S. Spann  
Chief Engineer. C. R. Scandine

**ARKANSAS-CALIFORNIA**

**KOSY—Texarkana—1951**

Freq.: 790 Kc. Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By.....Gateway Bcstg. Co.  
 Address.....P.O. Box 1318  
 Tel.: 22-3771.....Independent  
 Representative.....Pearson  
 Gen. Manager.....Tom E. Dillahunty

**KFDF—Van Buren—1958**

Frequency: 1580 Kc. Power: 1000 Watt. d.  
 Owned By.....Broadcasters, Inc.  
 Address.....P.O. Box 550  
 Tel.: Granite 4-6811.....Independent  
 President.....H. R. Fischer  
 Chief Engineer.....J. P. Freeman

**KRLW—Walnut Ridge—1951**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Lawrence Cty. Bcstg. Co.

Address.....P.O. Box 30  
 Tel.: Turner 4-3131.....KBS  
 Gen. Mgr.....Wm. H. Cate

**KWRF—Warren—1953**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned By.....Pines Broadcasting Co.  
 Address.....Box 480  
 Tel.: 353-354.....Independent  
 Representative.....Hopewell  
 President, Gen. Manager.....Weldon Sledge  
 Station Comm. Manager.....Bill Wells

**KWYN—Wynne—1956**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....E. Arkansas Bcstrs, Inc.  
 Address.....P. O. Box 225  
 Tel.: 1188.....KBS  
 Gen., Sta. Mgr.....Raymond O. Raley  
 Chief Engineer.....Art Rogers

Pop.: 15,895,500  
 Families: 5,186,000

**California**

Radio Homes: 4,978,500  
 AM Stas. in State: 192

**KCNO—Alturas—1951**

Frequency: 570 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....R. W. Hansen  
 Address.....P. O. Box 1358  
 Tel.: 2531.....Independent  
 Representative.....Tracy Moore  
 Sta. Mgr., Chief Engineer.....A. L. Dayton

**KEYZ—Anaheim—1959**

Frequency: 1190 Kc. Power: 1000 Watts  
 Owned By.....Radio Orange Cty, Inc.  
 Address.....1213 N. Highland, Hollywood 38  
 Tel.: Prospect 4-5170.....Independent  
 President, Gen. Mgr.....Cliff Gill  
 General Sales Mgr.....Ira Lauter  
 Station, Prog. Mgr.....Dan Russell  
 Chief Engineer.....John Ledbetter

**KPON—Anderson—1959**

Frequency: 1580 Kc. Power: 1000 Watts  
 Owned By.....Big Four Bcstg.  
 Address.....White City Shopping Center  
 Tel.: EM 5-2711.....Independent  
 General Manager.....R. Golden

**KAVR—Apple Valley—1954**

Frequency: 980 Kc. Power: 5 Kw. d.  
 Owned.....Apple Valley Bcstg. Co.  
 Address.....P.O. Box 1  
 Tel.: VI 7-7251.....Independent  
 Representative.....Torbet, Allen & Crane  
 President.....Newton T. Bass  
 General, Sta. Mgr.....Paul F. Klrpatrick  
 Commercial Mgr.....Robert Gadbois  
 Program Dir.....Lou Rossi  
 Chief Engineer.....Dean Kiner

**KENL—Arcata—1956**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned.....Humboldt Bcstrs.  
 Address.....KENL Bldg.  
 Tel.: VA 2-2941.....Independent  
 Sta. Representative.....Sandeberg-Gates  
 Pres., Gen. Mgr.....Mel Marshall  
 Comm. Sta Mgr.....Geo. Schafer

**KAHI—Auburn—1957**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned By.....Don C. Reeves  
 Address.....Box 950  
 Tel.: TU 5-5636.....KBS  
 Sta. Representative.....Torbet, Allen & Crane  
 President, Ch. Eng.....Don C. Reeves  
 General, Comm. Mgr.....Gene Ragle  
 Program Dir.....Wes Meyers  
 Sales Promo. Mgr.....Bill Foster

**KBIG—Avalon—1952**

Frequency: 740 Kc. Power: 10,000 Watts  
 Owned-Operated By.....John Poole Bcstg. Co.  
 Address.....8540 Sunset Blvd., Los Angeles 28  
 Tel.: HO 3-3205.....Independent  
 Representative.....Weed  
 President, Gen. Mgr.....John Poole  
 Sta. Promo. Publicity Dir.....R. J. McAndrews  
 Oper. Program Dir.....Alan Lisser  
 Chief Engineer.....Beull Dalton  
 Owners of: KBIC-TV, Los Angeles.

**KAFY—Bakersfield—1946**

Frequency: 550 Kc. Power: 1000 Watts  
 Owned By.....Tollis & Hearne, Inc.  
 Address.....P.O. Box 6128

**Tel.: Empire 6-4411**.....Independent  
 President.....Howard Tullis  
 Gen. Mgr.....Paul Battisti  
**Program Director**.....Al Anthony  
 Chief Engineer.....Arthur C. Cox  
 Owners of: KFNM, San Bernardino; KDEO, San Diego.

**KBIS—Bakersfield—1950**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned.....Eastern Electrosonic Industries  
 Address.....2013 Chester Ave.  
 Tel.: FAirview 4-6093.....MBS  
 Sta. Representative.....Bolling  
 General Manager.....H. Wixson  
 Chief Engineer.....Leon K. Jones

**KERN—Bakersfield—1932**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....McClatchy Newspapers  
 Business Address.....1535 17th St.  
 Tel.: FA 5-7475.....CBS  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Sta. Mgr.....Tom Flynn  
 Chief Engineer.....Don Gatz

**KGEE—Bakersfield—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KMD, Inc.  
 Address.....El Tejon Hotel  
 Tel.: FA 7-3587.....NBC  
 Sta. Reps.....W. S. Grant  
 President.....Carl E. Haymond  
 Gen. Mgr., Ch Eng.....Thomas J. Wallace, Jr.  
 Commercial Mgr.....James Jones  
 Program Dir.....Victor M. Ives  
 Sales Promo. Mgr.....C. Dexter Haymond  
 Owners of: KIT, Yakima.

**KLYD—Bakersfield—1958**

Frequency: 1350 Kc.....Power: 1000 Watts;d.  
 Owned By.....Kern County Bdsg. Co.  
 Business Address.....2831 Eye St.  
 Tel.: FAirview 7-7511.....Independent  
 Station Representative.....Hollingbery  
 President, Gen. Mgr.....Edward E. Urner  
 Commercial Mgr.....William Walker  
 Station Manager.....Dave Maxwell  
 Program Director.....Dan Speare  
 Chief Engineer.....Vernon G. Tucker  
 Owners of: KLYD-TV.

**KMAP—Bakersfield—1955**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....KMAP, Inc.  
 Address.....P.O. Box 1490  
 Tel.: FA 7-3541.....Independent  
 Sta. Representative.....Adam Young  
 Pres., Gen. Mgr.....Clifford E. Ball  
 Program Director.....Bob Thompson  
 Chief Engineer.....Bert Gallimore

**KPMC—Bakersfield—1932**

Frequency: 1560 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Pioneer Mercantile Co.  
 Address.....P.O. Box 1709  
 Tel.: FA 7-5121.....ABC  
 Sta. Reps.....Torbet, Allen & Crane  
 President.....F. G. R. Schamblin  
 Station Manager.....I. A. Schamblin  
 Comm. Mgr.....Paul R. Biermann  
 Chief Eng.....Leo P. Jarvis

**KUZZ—Bakersfield—1958**

Frequency: 800 Kc.....Power: 250 Watts; d.  
 Owned By.....Valley Bcstg. Co.  
 Address.....910 Chester  
 Tel.: FAirview 7-4401.....Independent  
 Sta. Representative.....Tracy Moore  
 President.....Joe M. Arnoff  
 General Manager.....Herb Henson  
 Program Director.....Norm Davis

**KPAS—Banning—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Stevens Bcstg. Inc.  
 Address.....232 N. Callon Dr., Bev. Hills  
 Tel.: VI 9-4557.....Independent  
 Station Representative.....Harlan Oakes  
 President.....Calvin Jasspon  
 General, Comm. Mgr.....R. J. Wiltzie  
 Program Dir.....Jack Ihrie  
 Publicity Promo. Mgr.....Mort Krasner  
 Chief Engineer.....Dick Noble

**KIOT—Barstow—1960**

Frequency: 1310 Kc.....Power: 500 Watts d.  
 Owned By.....Beam Broadcasting Co., Inc.  
 Address.....850 E. Williams  
 Tel.: CLinton 6-2175.....Independent  
 President, Gen. Mgr.....Henry R. Phipps  
 Commercial Mgr.....Jack White  
 Program Dir.....George Norvell  
 Sales Promo. Mgr.....Jerry Lee  
 Publicity Dir.....Earline Somner  
 Chief Engineer.....Larry Payne

**KWTC—Barstow—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Mojave Valley Bcstg. Co.  
 Address.....Box 697  
 Tel.: CLinton 6-3511.....MBS  
 Station Representative.....John E. Pearson Co.  
 Pres., Gen. Mgr.....W. T. Brown  
 Station Mgr., Pub. Director.....R. F. Cruse  
 Commercial Mgr.....James Parler  
 Sales Prom Mgr.....Jean McAdams  
 Chief Engineer.....Bill Schultz

**KRE—Berkeley—1923**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central Calif. Bcstrs., Inc  
 Address.....601 Ashby Avenue  
 Tel.: THornwall 8-7715.....Independent

## CALIFORNIA

**General Mgr.**.....Arthur Westlund  
**Sta. Mgr.**.....Don Hambly  
**Prog. Dir.**.....Les Avery  
**Chief Engineer**.....Robert I. Sampson

### **KOWL—Bijou—1956**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned**.....Tahoe Broadcasters, Lake Tahoe, Inc.  
**Address**.....Box 132, Stalene, Calif.  
**Tel.:** LUdlow 8-6581.....Independent  
**Station Rep.**.....John E. Pearson  
**Pres., Gen. Mgr.**.....Ed. French  
**Sta. Comm. Mgr.**.....John J. Murphy  
**Program Dir.**.....Dan Shattery  
**Chief Engineer**.....Ken Cayton

### **KIBS—Bishop—1953**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned**.....Southeastern Sierra Bcstg. Corp.  
**Address**.....Box 757  
**Tel.:** UPlon 2-4411.....ABC  
**President**.....James R. Oliver  
**General, Sta. Mgr.**.....R. S. Deming  
**Program Director**.....Joe Arnold  
**Chief Engineer**.....Elwayne Clement

### **KYOR—Blythe—1947**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned By**.....W. E. Dyche & T. E. Foster  
**Address**.....Box 668  
**Tel.:** 2231.....Independent  
**Representative**.....John E. Pearson  
**General Mgr.**.....T. E. Foster  
**Station Mgr.**.....Marlin A. Saline  
**Commercial Mgr.**.....William Gebeau  
**Chief Engineer**.....Dave Matton  
**Owners of:** KRED, Indio; KROP, Brawley; KPRO, Riverside.

### **KROP—Brawley—1946**

**Frequency:** 1300 Kc.....**Power:** 1000 Watts d., 500 n.  
**Owned By**.....W. E. Dyche & T. E. Foster  
**Address**.....P.O. Box 238  
**Tel.:** 1300.....Independent  
**Representative**.....John E. Pearson Co.  
**General Manager**.....T. E. Foster  
**Station Manager**.....Harry Packard  
**Program Dir.**.....Bill Gebeau  
**Chief Engineer**.....Dave Matton  
**Owners of:** KPRO, Riverside; KREO, Indio; KYOR, Blythe.

### **KBLA—Burbank—1952**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper.** By.....G. E. Cameron  
**Address**.....11516 Oxnard St., N. Hollywood  
**Tel.:** POplar 2-1195.....Independent  
**Station Representative**.....Grant Webb  
**President**.....G. A. Rogers  
**General Mgr.**.....R. Marshall  
**Chief Engineer**.....H. May

### **KRML—Carmel—1957**

**Frequency:** 1410 Kc.....**Power:** 500 Watts; d.  
**Owned By**.....Carmel Bcstg.  
**Address**.....Route 2, Box 552

**Tel.:** MAyfair 4-1215.....Independent  
**President, Gen. Mgr.**.....Sam S. Smith  
**Station, Program Dir.**.....Alan B. Skuba  
**Comm. Publicity Dir.**.....Walter M. Spear

### **KHSL—Chico—1935**

**Frequency:** 1290 Kc.....**Power:** 5000 Watts  
**Owned-Operated**.....Golden Empire Bcstg. Co.  
**Address**.....Box 1041  
**Tel.:** FIreside 2-0141.....CBS  
**Sta. Rep.**.....Bolling  
**Pres., Gen. Mgr.**.....Mrs. Mickey McClune  
**Station Manager**.....Charles H. Kinsley, Jr.  
**Chief Engineer**.....Russell Pope

### **KPAY—Chico—1949**

**Frequency:** 1060 Kc.....**Power:** 10,000 Watts  
**Owned**.....J. Ned. Richardson  
**Address**.....P.O. Box 523  
**Tel.:** FIreside 2-4211.....MBS  
**Representative**.....Hollingbery  
**Gen. Mgr.**.....J. Ned Richardson  
**Comm. Mgr.**.....Frank J. Mertz  
**Chief Engineer**.....William Pope

### **KBMX—Coalinga—1950**

**Frequency:** 1470 Kc.....**Power:** 500 W. d.  
**Owned By**.....Meldean Bcstg Co.  
**Address**.....P.O. Box 122, Hanford, Calif.  
**Tel.:** LU 2-1038.....Independent  
**Sta. Rep.**.....Grant Webb  
**President**.....Meldean Upp  
**General Mgr.**.....Jan King  
**Sta. Publicity Mgr.**.....Harry Hansen  
**Program Dir.**.....Fred Garcia  
**Chief Engineer**.....Glenn Huston  
**Owners of:** KGEN, Tulare.

### **KBUC—Corona—1948**

**Frequency:** 1370 Kc.**Power:** 1 Kw. d., 500 W. n.  
**Owned**.....Radio K-BUC, Inc.  
**Business Address**.....Box 368  
**Tel.:** RE 7-1370.....Independent  
**Station Representatives**.....Sandeberg-Gates  
**President**.....James F. Hadlock  
**V.P., Gen. Mgr.**.....Naum Healy  
**Comm. Manager**.....Sherm Horn  
**Program Director**.....Jay Davis  
**Sales Prom. Manager**.....John Wanger  
**Publicity Director**.....Elaine Kremper  
**Chief Engineer**.....Walter Rees

### **KPLY—Crescent City—1950**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Del Norte Bcstg. Co.  
**Address**.....Box 248  
**Tel.:** INgersoll 4-2155.....KBS  
**Station Representative**.....Sandeberg-Gates  
**President, Gen. Manager**.....M. D. Marshall  
**Comm., Sta. Mgr.**.....H. Frank Walters  
**Program Dir.**.....Ed Day  
**Publicity Director**.....Phyllis J. Wren  
**Chief Engineer**.....Herbert Newman



**KPOD—Crescent City—1959**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned By: Universal Electronics Network, Inc.  
 Address: 251 H St.  
 Tel.: IN 4-2151. Independent  
 Station Rep.: Torbet, Allen & Crane  
 President: Norman Bayley  
 General, Ch. Eng.: Larry Marvin  
 Program Dir.: Chuck Wilson  
 Sales Promo. Mgr.: Randy Fox

**KCHJ—Delano—1951**

Freq.: 1010 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Charles Herman Johnes  
 Address: P.O. Box 966  
 Tel.: Delano 8676. Independent  
 President, Chief Eng.: Charles H. Johnes  
 General Manager: Jean G. Johnes  
 Comm. Mgr.: Jim Turner  
 Program Dir.: Joe McFolin

**KRDU—Dinuba—1946**

Frequency: 1130 Kc. Power: 1000 Watts  
 Owned-Operated By: Radio Dinuba Co.  
 Address: Box 157  
 Tel.: LY 1-1130. KBS  
 Station Reps.: Torbet, Allen & Crane  
 Pres., Gen., Sta. Mgr.: Egon A. Hofer  
 V.P.: Dave Hofer, Jr.  
 Chief Engineer: Warren Nystrom

**KDEO—El Cajon—1955**

Frequency: 910 Kc. Power: 1 Kw.  
 Owned By: Tullis & Hearne Bcstg. Co.  
 Address: 3911 Pacific Highway, San Diego  
 Tel.: CY 8-8371. Independent  
 Station Representative: McGavren  
 General Manager: John Pace  
 Station Manager: R. Cordell

**KAMP—El Centro—1958**

Frequency: 1430 Kc. Power: 1000 Watts  
 Owned By: El Centro Radio, Inc.  
 Address: P. O. Box 1018  
 Tel.: ELgin 2-2277. Independent  
 Sta. Reps.: Torbet, Allen & Crane; Webb  
 President: A. E. Andreotti  
 Gen. Station Manager: Wm. H. Ellison  
 Commercial Mgr.: Robert E. Baker  
 Prog. Dir., Sales Prom. Mgr.: Bob Weaver  
 Publicity Dir.: Marylou Pangle  
 Chief Engineer: Arch Thistle

**KICO—El Centro—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Charles R. Love  
 Address: Box 1697  
 Tel.: ELgin 2-1490. ABC-MBS  
 Sta. Reps.: Feltis; Sandeberg-Gates  
 Owner: Charles R. Love  
 General Manager: W. L. Gleeson

**KXO—El Centro—1927**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Feldman Enterprises, Inc.

Business Address: Box 140  
 Tel.: EL 2-1230. KBS  
 Representative: Paul H. Raymer  
 President: Leonard Feldman  
 General Sta. Mgr.: Mace Hanan  
 Comm. Promo. Mgr.: Chap Rollins  
 Program, Publicity Dir.: Gordon Belson  
 Chief Engineer: Arch Thistle

**KOWN—Escondido—1958**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Palomar Broadcasting Co.  
 Address: 1226 Hale Ave.  
 Tel.: SHERwood 5-5811. Independent  
 Pres., Gen. Mgr.: Julie G. Owen

**KDAN—Eureka—1956**

Frequency: 790 Kc. Power: 5 Kw.  
 Owned: Radio KDAN  
 Address: Box 993  
 Tel.: HI 2-0611. Independent  
 Station Rep.: United Spot Sales  
 President: James F. Hadlock  
 General Mgr.: Art Sipherd  
 Commercial Mgr.: Earl Madray  
 Program Dir.: Bud Morris  
 Chief Engineer: Merlin Haag

**KIEM—Eureka—1933**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned Opr. By: Redwood Bdcstg. Co., Inc.  
 Address: P. O. Box 1021  
 Tel.: HI 3-1621. MBS  
 Station Rep.: Adam Young  
 President: William B. Smullin  
 Opera. Manager: Barry Adams  
 Station Manager: Newton L. Steward  
 Chief Engineer: Don King

**KINS—Eureka—1946**

Freq.: 980 Kc. Power: 5 Kw., &, 500 W. n.  
 Owned-Oper. By: Eureka Bcstg.  
 Address: Box 1015  
 Tel.: HI 2-5744. CBS  
 Representative: Weed  
 Pres., Gen. Mgr.: Wendell Adams  
 Station Comm. Mgr.: Doyle Seely  
 Chief Engineer: Dean Elliott

**KDAC—Fort Bragg—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: Mendocino Coast Bcstg. Co.  
 Address: 2100 E. Oaks St.  
 Tel.: YO 4-3251. KBS  
 Owner: Edward Mertle  
 General Manager, Ch. Eng.: Craig N. Smith

**KARM—Fresno—1938**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Oper. By: H. & G. Harm Enterp.  
 Address: 7535 N. Van Ness Ave.  
 Tel.: BA 24441. ABC  
 Representative: Hollingbery  
 President: Hattie Harm

## CALIFORNIA

General Mgr. .... George Harv  
Program Director ..... Bill Dallas  
Sales Promo. Mgr. .... Patrick G. Smith  
Chief Engineer ..... Elbert Dean

### **KBIF—Fresno—1947**

Frequency: 900 Kc. .... Power: 1000 Watts, d.  
Owned ..... KBIF, Inc.  
Address ..... 857 Van Ness Ave.  
Tel.: AM 6-0791 ..... ABC  
Representative ..... Weed  
Pres., Gen. Mgr. .... Eihan Bernstein  
Station Mgr., Prog. Dir. .... Frank Wells  
Publicity Dir. .... Bob Eurich  
Chief Engineer ..... Bob Love

### **KEAP—Fresno—1957**

Frequency: 980 Kc. .... Power: 500 W. d.  
Owned By ..... KEAP Broadcasting Co. Inc.  
Address ..... 3324 N. Blackstone  
Tel.: Baldwin 2-7741 ..... Independent  
Station Representative .... Daren F. McGavren  
Pres., Gen. Mgr. .... Herbert J. Edelman  
Program Director ..... Eddie Briggs  
Chief Engineer ..... Elbert Dean

### **KFRE—Fresno—1936**

Frequency: 940 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Triangle Publications  
Business-Studio Address . T. W. Patterson Bldg.  
Tel.: AM 8-6441 ..... CBS  
News Afil. .... Phila. Inquirer, Phila. D. News  
Representative ..... John Blair  
General Mgr. .... Leslie H. Peard, Jr.  
General Sales Mgr. .... Jay Sondheim  
Commercial Mgr. .... Leslie H. Norins  
Opera. Mgr. .... H. George Carroll  
Dir. of Eng. Opera. .... Keith L. Mealey  
Dir. of Radio Operations. .... Kenneth Warren  
Owners of: WFIL-AM-FM-TV, Philadelphia;  
WNBF-AM-FM-TV, Binghamton, N. Y. WFBG-  
AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New  
Haven, Conn.; WLYH-TV, Lebanon, Pa.; KFRE-  
AM-FM-TV, Fresno, Calif.

### **KGST—Fresno—1949**

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... San Joaquin Bcstg. Co.  
Address ..... 1244 'O' St.  
Tel.: AM 6-9901 ..... Independent  
Representative ..... Nat'l Time Sales  
General. Sta. Mgr. .... Juan Mercado  
Comm. Promo. Mgr. .... John Sonder  
Program Dir. .... Manuel H. Rosillo  
Chief Engineer ..... Stanley Thatcher

### **KMAK—Fresno—1953**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Riley R. Gibson  
Address ..... 2020 McKinley Ave.  
Tel.: AM 6-9448 ..... Independent  
President ..... Riley R. Gibson  
Gen., Sta. Mgr. .... Coyle Chambers

### **KMJ—Fresno—1922**

Frequency: 580 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... McClatchy Bcstg. Co.

Business-Studio Address . 1515 Van Ness Ave.  
Tel.: AM 8-5771 ..... NBC  
Newspaper Affiliation . McClatchy Newspapers  
Representative ..... Paul H. Raymer  
President ..... Eleanor McClatchy  
Station Manager ..... Ramsey G. Elliott  
Program Mgr. .... Jeff Nagle  
Sales Mgr. .... Roy Swanson  
Chief Engineer ..... William Wallace

### **KYNO—Fresno—1947**

Frequency: 1300 Kc. Power: 5000 wts. d. 1000 n.  
Owned-Oper. By ..... Radio KYNO  
Address ..... 2125 N. Barton Ave.  
Tel.: CL 5-8383 ..... MBS  
Sta. Representative ..... Bolling  
General Manager ..... Gene Chenault  
Program Dir. .... Dave Belman  
Chief Engineer ..... Bert Williamsor

### **KPER—Gilroy—1957**

Frequency: 1290 Kc. .... Power: 1000 Watts, d.  
Owned ..... Radio KPER  
Address ..... 615 Swanston Lane  
Tel.: VI 2-3155 ..... KBS  
Representative ..... Lucas & Webb.  
General Manager ..... John Gregory  
Program Dir. .... Bill Kingman  
Chief Engineer ..... Don Bernard

### **KIEV—Glendale—1933**

Frequency: 870 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Cannon System, Ltd.  
Address ..... 106 N. Glendale Ave.  
Tel.: CHapman 5-2388 ..... Independent  
President ..... David H. Cannon  
General Mgr. .... Allin Slate  
Program Director ..... Beach Rogers  
Chief Engineer ..... Andrew Costello

### **KNGS—Hanford—1948**

Freq.: 620 Kc. .... Power: 1 Kw.  
Owned-Oper. By ..... Kings Bcstg. Corp.  
Business Address ..... P.O. Box 620  
Tel.: LUdlow 2-0361 ..... Independent  
Station Representative ..... H-R Reprs.  
President, Gen. Mgr. .... John C. Cohan  
Station Manager ..... Rowena J. Kimzey  
Sales Promotion Mgr. .... Carl L. Switzer  
Publicity Director ..... Clark Bradley  
Operations Director ..... Jim Sims

### **KHSJ—Hemet—1958**

Frequency: 1320 Kc. .... Power: 500 Watts  
Owned By ..... Ramona Bcstg Co.  
Address ..... P.O. Box 1076  
Tel.: OLive 8-3208 ..... KBS  
President, Program Dir. .... Robert T. Griffin, Sr.  
Station Mgr. .... Robert T. Grant  
Commercial Mgr. .... Paul Spragus  
Chief Engineer ..... Al Copeland

### **KDAY—Hollywood—1947**

Frequency: 1580 Kc. .... Power: 50,000 Watts, d.

Owned By..... Radio California, Inc.  
 Address..... 1549 No. Vine St.  
 Tel.; HO 1-9981..... Independent  
 Representative..... Hollingsbery  
 President..... John D. Keating  
 General Mgr..... Mel Leeds  
 Commercial Mgr..... George Gilbreth  
 Chief Engineer..... Bob Dye

**KREO—Indio—1946**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned... Imperial Broadcasting System, Inc.  
 Address..... P.O. Box 697  
 Tel.: Diamond 7-3403..... Independent  
 Representative..... John E. Pearson  
 General Manager..... Leo Ellis  
 Station Manager..... Ed. Silvera  
 Program Dir..... Bill Gebeau  
 Chief Engineer..... Dave Matton  
 Owners of: KPRO, Riverside; KROP, Brawley.  
 KYOR, Blyth.

**KCHV—Indio—1954**

Frequency: 970 Kc..... Power: 1 Kw., d.  
 Owner..... Coachella Bcstg. Co.  
 Address..... Box 112  
 Tel.: EXpress 8-5534..... Independent  
 Representative..... Moore & Assoc.  
 Pres..... Edward Gorges  
 Gen. Mgr..... I. E. Staples  
 Comm. Mgr..... Doug Caplette  
 Sales Prom. Mgr..... Ed Baxter  
 Publicity Director..... Walter Duggan  
 Chief Engineer..... Bill Keith

**KTYM—Inglewood—1958**

Frequency: 1460 Kc..... Power: 1000 Watts  
 Owned By..... A. J. Williams  
 Address..... 125 S. Grevillea Ave.  
 Tel.: ORegon 8-3731..... Independent  
 President..... A. J. Williams  
 Commercial Mgr..... C. O. Gray  
 Program Director..... F. P. McDonald  
 Chief Engineer..... C. Simpson

**KRKC—King City—1958**

Frequency: 1570 Kc..... Power: 250 Watts; d.  
 Owned By..... KRKC, Inc.  
 Address..... P. O. Box 1167  
 Tel.: 1070..... KBS  
 Station Representative..... Sandeberg-Gates  
 President, Gen. Manager..... Bob McVay  
 Program, Chief Engineer..... John McAdam  
 Sales Prom. Director..... Joan Brown  
 Pub. Director..... Glorla Manss

**KAVL—Lancaster—1950**

Freq.: 610 Kc..... Power: 1 Kw., d., 500 W. n.  
 Owned-Oper. By..... Antelope Bcstg. Co.  
 Address..... P. O. Box 1192  
 Tel.: WH 2-1121..... MBS  
 Station Representative..... Pearson  
 President..... W. B. Carter  
 General Mgr..... H. L. Comstock

**KBVM—Lancaster—1956**

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned By..... Tri-County Bcstgrs., Inc.  
 Address..... 43321 N. Sierra Highway  
 Tel.: WH 2-8461..... Independent  
 President..... Roy Hinkel  
 General Manager..... Jack J. Bankson  
 Chief Engineer..... Geo. Patterson

**KLAN—Lemoore—1960**

Frequency: 1320 Kc..... Power: 1000 Watts, d.  
 Owned By..... Radio Lemoore  
 Address..... 422 N. Doury St., Hanford, Calif.  
 Tel.: LU 4-4466..... Independent  
 Stations Reps..... Torbet Allen & Crane-Masla  
 President..... Joseph E. Gamble  
 General Mgr..... Willard E. Gamble  
 Station Mgr..... Mel Vierra  
 Program Dir..... Robert Meyers  
 Sales Promo Mgr..... Wanda Finley  
 Chief Engineer..... Fred Volken

**KCVR—Lodi—1946**

Frequency: 1570 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Lloyd Burlington  
 Business Address..... P. O. Box 600  
 Tel.: EN 8-0628..... Independent  
 Station Rep..... Torbet, Allen & Crane  
 General Station Mgr..... John Bayliss  
 Sales Prom. Mgr..... Robert O'Keefe  
 Program Director..... Johnny Gunn  
 Chief Engineer..... George Sampson  
 Owners of: KEEN, San Jose.

**KNEZ—Lompoc—1958**

Frequency: 960 Kc..... Power: 500 Watts  
 Owned By..... KNEZ, Inc.  
 Business Address..... P.O. Box 338  
 Tel.: REgent 6-3421..... KBS  
 Station Rep..... Torbet, Allen & Crane  
 President, Ch. Eng..... Thomas B. Friedman  
 Station Mgr..... Les Leslie  
 Asst. Manager..... Alan Beach  
 Nat'l Sales Mgr..... Luke Lukenbill

**KFOX—Long Beach—1924**

Frequency: 1280 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... KFOX Inc.  
 Address..... 220 E. Anaheim Street  
 Tel.: HE 6-7281..... Independent  
 Sta. Rep..... Eastman  
 General Mgr..... Cal Perley  
 Station Manager..... R. C. Brown

**KGER—Long Beach—1926**

Frequency: 1390 Kc..... Power: 5,000 Watts  
 Owned By... John Brown Schools of Calif., Inc.  
 Business-Studio Address..... 3745 Atlantic  
 Tel.: GARfield 7-7907..... Independent  
 President..... Dr. John E. Brown  
 Gen., Sta., Comm. Mgr..... E. William George  
 Chief Engineer..... Luke Crumbaugh

**CALIFORNIA**

**KABC—Los Angeles—1929**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By: AB-PT, Inc.  
 Address: 3321 S. La Cienega Blvd.  
 Tel.: NO 3-3311 ABC  
 Representative: Katz  
 President: Leonard H. Goldenson  
 V.P., Gen. Sta. Mgr.: Ben Hoberman  
 Commercial Mgr.: Phil Brestoff  
 Program Dir.: Jack Meyers  
 Sales Promo. Mgr.: David Nowinson  
 Publicity Dir.: Virginia West  
 Chief Engineer: Ralph Denechaud  
 Owners of: WABC AM-TV, New York; WXYZ AM-TV, Detroit; WIS, Chicago; KGO AM-TV, San Francisco; KABC AM-TV, Los Angeles; KQV, Pittsburgh; WBBB-TV, Chicago.

**KFAC—Los Angeles—1931**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By: Los Angeles Bcstg. Co.  
 Bus. Studio Address: 5773 Wilshire Blvd.  
 Tel.: WE 8-0181 Independent  
 Representative: Bolling  
 President: E. L. Cord  
 Gen. Comm. Mgr.: Calvin J. Smith  
 Publicity Dir.: Mildred Ross  
 Program Director: Howard Rhines  
 Chief Engineer: Ron Oakley

**KFI—Los Angeles—1922**

Frequency: 640 Kc. Power: 50,000 Watts  
 Owned-Operated By: Earle C. Anthony, Inc.  
 Business-Studio Address: 141 N. Vermont Ave.  
 Tel.: DU 2-2121 NBC  
 Representative: Henry I. Christal  
 Pres., Gen. Mgr.: Earle C. Anthony  
 Asst. to Pres.: Charles E. Hamilton  
 Program Director: Pat Kelly  
 Co-Chief Eng.: H. L. Blatterman, C. W. Mason

**KFWB—Los Angeles—1925**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By: Crowell-Collier Bcstg. Corp.  
 Business-Studio Add.: 6419 Hollywood Blvd.  
 Tel.: HO 3-5151 Independent  
 Representative: Blair  
 Pres., Gen. Mgr.: Robert M. Purcell  
 Dir. of Operations: Theola Sanders  
 Station Manager: James Simmons  
 Sales Manager: Robert E. Sharon  
 Program Dir.: Chuck Blore  
 Publicity Dir.: Sandra Goldfield  
 Sales Promo. Dir.: Janet Byers  
 Chief Engineer: Leonard Hayden  
 Owners of: KEWB, San Francisco; KDWB, Minneapolis; WMGM, N. Y.

**KGBS—Los Angeles—1959**

Frequency: 1020 Kc. Power: 50,000 Watts



**STIMULATING  
RADIO**

The **ONLY** Station  
 in Los Angeles with  
**15 MINUTE  
 NEWSCASTS  
 ON THE HOUR**

**KABC**  **79**

Owned By.....Standard Bcstg. Co.  
 Business-Studio Ad.....338 S. Western Ave.  
 Tel.: DU 8-2345.....Independent  
 Station Rep.....Peters, Griffin, Woodward  
 President.....George B. Storer  
 Managing Dir.....Wendell Campbell  
 Commercial Mgr.....Dale Petersen  
 Program Dir.....Bill Wheatley  
 Promo., Publicity Dir.....Merle Block  
 Ch. Eng.....Leonard Reeves  
 Owners of: WJBK-AM-FM-TV, Detroit; WSPD-  
 AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-  
 AM-FM-TV, Cleveland; WWVA-AM-FM, Wheel-  
 ing, W. Va.; WGBS-AM-FM, Miami, Fla.; WIBG-  
 AM-FM, Phila., Pa.; WITI-TV, Milwaukee.

**KGFJ—Los Angeles—1926**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben S. McGlashan  
 Business-Studio Address.....6314 Sunset Blvd.  
 Tel.: HO 4-0201.....Independent  
 Sta. Reps.....Howard; Torbet, Allen & Crane  
 Owner.....Ben S. McGlashan  
 General, Station Manager.....Thelma Kirchner  
 Sales Mgr.....Molly C. Low  
 Sales Prom. Mgr.....Juanita McCurdy  
 Chief Engineer.....Homer Obuchon

**KHJ—Los Angeles—1922**

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....RKO General  
 Address.....1313 N. Vine St., Hollywood  
 Tel.: HO 2-2133.....Independent  
 Representative.....H-R Reps.  
 General Manager.....William J. McDowell  
 V.P., Program Director.....A. J. LaFrano  
 National Sales Mgr.....Joseph Parsons  
 Eastern Sales Mgr.....Paul H. Martin  
 Chief Engineer.....Robert Bullock

**KLAC—Los Angeles—1924**

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. n  
 Owned-Operated By.....Westinghouse Bcstg.  
 Address.....6363 Sunset Blvd  
 Tel.: HO 2-7271.....Independent  
 Station Representative.....Daren F. McGavren  
 President.....Donald W. McGannon  
 General, Program Dir.....Al Racco  
 Gen. Sales Manager.....Morton Sidley  
 Mdsq. Dir.....Armand La Pointe  
 Sales Prom., Pub. Director.....Betty Hudson  
 Chief Engineer.....Paul Holton

**KMPC—Los Angeles—1928**

Freq.: 710 Kc.....Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Oper. By.....Golden West Bcsters.  
 Address.....5939 Sunset Boulevard  
 Tel.: HOLLYWOOD 9-5341.....Independent  
 Representative.....AM Radio Sales  
 Ch. of Board.....Gene Autry  
 General Mgr., Chief Eng.....Lloyd Sigmon  
 Gen. Sales Mgr.....Stanley Spero  
 Mgr., Sls. Prom.....John M. Asher  
 Prog. Dir.....Robert H. Forward

**KNX—Los Angeles—1920**

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned By.....Columbia Bcstg. System, Inc.  
 Business-Studio Address.....6121 Sunset Blvd.  
 Tel.: HO 9-1212.....CBS  
 Sta. Representative.....CBS Spot Sales  
 V.P., General Manager.....Robert Sutton  
 Commercial Mgr.....Gordon Mason  
 Promotion Manager.....Arthur Wittum  
 Pub. Dir.....Lloyd Brownfield  
 Chief Engineer.....Ted Denton

**KPOL—Los Angeles—1952**

Frequency: 1540 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Coast Radio Bdcstg. Corp.  
 Address.....4628 Wilshire Blvd.  
 Tel.: WE 8-2345.....Independent  
 Station Representative.....Raymer Co.  
 President, Gen. Mgr.....Hugh R. Murchison  
 Station, Comm. Mgr.....Frederick Custer

**KRKD—Los Angeles—1927**

Frequency: 1150 Kc.....Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Four Sq. Gospel Internatl.  
 Business-Studio Address.....1050 Montecito Drive  
 Tel.: CA 5-4116.....Independent  
 Gen. Mgr.....M. D. Duchen  
 Gen. Sales Mgr.....Bob Fox  
 Prog. Dir.....Charles A. Clifton  
 Ch. Eng.....Ben Brown

**KHOT—Madera—1956**

Frequency: 1250 Kc.....Power: 500 Watts, d.  
 Owner.....Glomar Music Bcstg. Co.  
 Address.....2818 Ave 15  
 Tel.: OR 4-8501.....Independent  
 Station Rep.....Torbet, Allen & Crane  
 Mgr.....Bob L. Moran  
 Chief Engineer.....Tom Bracanovich

**KMYC—Marysville—1940**

Frequency: 1410 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned By.....Marysville-Yuba City Bcstrs.  
 Business Address.....P. O. Box 631  
 Tel.: SH 2-2396.....MBS  
 Sta. Representative.....Theo. B. Hall  
 President.....Jack Sterling  
 General, Comm. Mgr.....Carroll V. Hansen  
 Chief Engineer.....Jim Parrish

**KWIP—Merced—1956**

Frequency: 1580 Kc.....Power: 500 Watts, d.  
 Owned By.....Yosemite Bcstrs, Inc.  
 Address.....Hotel Tioga  
 Tel.: RA 2-3838.....Independent  
 Station Reps.....Dore; Feltis; Hall  
 Gen. Manager.....E. Peck  
 Station Manager.....J. Pero

**KYOS—Merced—1936**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KYOS, Inc.  
 Address.....1735, Greater "L" St.



## CALIFORNIA

Tel.: RA 2-6251.....ABC-MBS  
Station Rep.....Torbet, Allen & Crane  
Pres., Gen., Sta. Mgr.....Frank Flynn  
Commercial Manager.....Harry Carmichael  
Sales Promotion Mgr.....Richard Andrews  
Program Director.....Mary A. Labarge  
Publicity Director.....Gary M. Avery  
Chief Engineer.....Dwayne D. Caldwell

### **KBEE—Modesto—1951**

Frequency: 970 Kc.....Power: 1000 Watts  
Owned.....McClatchy Bcstg. Co.  
Address.....14th & Eye St.  
Tel.: LA 3-7756.....CBS  
Newspaper Affil.....McClatchy Newspapers  
Representative.....Paul Raymer  
President.....Eleanor McClatchy  
Station Manager.....Hugh Shelley  
Sales Manager.....Milton Hibdon  
Chief Engineer.....Albert Schneider  
Owners of: KFBK, Sacramento; KMJ AM-TV,  
Fresno; KERN, Bakersfield.

### **KFIV—Modesto—1950**

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Modesto Bcstg. Co.  
Address.....Box 1360  
Tel.: LA 4-1360.....Independent  
Gen. Mgr.....Ted Wolf

### **KTRB—Modesto—1933**

Frequency: 860 Kc.....Power: 10,000 d.; 1000 n.  
Owned-Operated By.....KTRB Bcstg. Co., Inc.  
Address.....P. O. Box 593  
Tel.: LA 3-0737.....Independent  
Stations Rep.....Torbet, Allen & Crane  
Pres.-Gen.-Station Mgr.....William H. Bates, Jr.  
Comm., Sales Prom. Mgr.....Richard Brown  
Program, Publicity Dir.....Cal Purviance  
Chief Engineer.....W. H. Bates

### **KIDD—Monterey—1955**

Frequency: 630 Kc.....Power: 1 Kw.  
Owned By.....Monterey Pen Bcstg. Inc.  
Address.....Box 1070  
Tel.: FRontier 2-8154.....Independent  
Representative.....Hollingbery  
President, General Mgr.....Robert Sherry  
Commercial, Prom. Mgr.....Jack G. Hamilton  
Publicity Director.....Victor Rugh  
Chief Engineer.....Frank Denney

### **KMBY—Monterey—1949**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....John Burroughs  
Business Address.....651 Cannery Row  
Tel.: FR 2-4541.....Independent  
Station Rep.....Torbet, Allen & Crane  
Pres., Gen., Sta. Mgr.....John Burroughs  
General Mgr.....Galyn Hammond  
Program Dir.....Gordon Woodward  
Sales Promo. Mgr.....Coy Baker  
Chief Engineer.....Frank Denny

### **KWSD—Mt. Shasta—1947**

Frequency: 620 Kc.....Power: 1000 Watts, d.  
Owned-Oper. By.....Shasta Cascade Bcstg. Corp.  
Address.....E. Alma St.  
Tel.: WA 6-2124.....Independent  
Station Rep.....Torbet, Allen & Crane  
Gen. Mgr., Ch. Eng.....David Rees  
Program Dir.....Iola Huntingdon

### **KVON—Napa—1947**

Frequency: 1440 Kc.....Power: 500 Watts  
Owned-Oper. By.....J. L. & A. M. Powell  
Address.....1124 Foster Road  
Tel.: Baldwin 6-2023.....MBS  
Sta. Representative.....John E. Pearson  
Owner, Gen. Mgr.,.....J. L. Powell

### **KSFE—Needles—1952**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....S.H.S. Bcstg. Corp.  
Address.....P. O. Box C-2  
Tel.: EAstgate 6-2101.....KBS  
Station Rep.....Torbet, Allen & Crane  
President, Gen. Mgr.....David M. Shulman  
Commercial Mgr.....Aynne Holcomb  
Program Dir.....Frank Strauss  
Sales Promo. Mgr.....Terry Cappe  
Publicity Dir.....Grant Holcomb, Jr.  
Chief Engineer.....John Reiser

### **KABL—Oakland—1959**

Frequency: 960 Kc.....Power: 1000 Watts  
Owned-Oper. By.....McLendon Corp.  
Address.....464 19th St.  
Tel.: TW 3-9600.....Independent  
Station Representative.....Daren F. McGavren  
Ch. of Board.....B. R. McLendon  
President.....Gordon B. McLendon  
General Manager.....Homer H. Odom  
Sales Manager.....Bok Reitzel  
Program Director.....Jack Carnegie  
Sales Promo. Mgr.....Charles Payne  
Chief Engineer.....Howard Immekus

### **KDIA—Oakland—1920**

Frequency: 1310 Kc.....Power: 1000 Watts  
Owned.....KDIA, Inc.  
Business-Studio Address.....327 22nd St.  
Tel.: TE 4-4262.....Independent  
Station Rep.....Bernard Howard  
President, Gen. Mgr.....E. Sonderling  
Station Manager.....W. Conway

### **KEWB—Oakland—1922**

Frequency: 910 Kc.....Power: 5 Kw.  
Owned-Operated By.....Crowell-Collier Pub. Co.  
Business Address.....2150 Franklin St.  
Tel.: TEmplebar 6-0910.....Independent  
Station Representative.....Katz  
President.....Robert M. Purcell  
General Manager.....Milton H. Klein  
Sales Manager.....Richard S. Calender  
Prog. Director.....William Enis

Adv. Manager.....George Goldman  
 Chief Eng.....Roswell S. Smith  
 Owners of: KFVB, Los Angeles, Calif.; KDWB, St. Paul, Minneapolis.

**KUDE—Oceanside—1956**

Frequency: 1320 Kc.....Power: 500 Watts  
 Owned By.....Dolph-Petty Bcstg. Co.  
 Address.....Box 779  
 Tel.: SA 2-8294.....Independent  
 Station Rep.....Torbet, Allen & Crane  
 President.....Herbert L. Petty  
 Gen. Station Mgr.....Lyle R. Richardson  
 Comm. Manager.....Larry Thomas  
 Program Director.....Ted Porter  
 Publicity Director.....Bud Handy  
 Chief Engineer.....Charles Thomas

**KASK—Ontario—1947**

Frequency: 1510 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Radio KASK  
 Address.....P.O. Box 593  
 Tel.: YUkon 2 8888.....Independent  
 Newspaper Affiliation.....Daily Report  
 Station Reps.....Cannon; Hopewell  
 President.....Mrs. Jerene A. Harnish  
 General Manager.....Gerald O. Jones  
 Chief Engineer.....Manual Barroza

**KOXR—Oxnard—1955**

Frequency: 910 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By.....Oxnard Broadcasting Corp.  
 Address.....1280 So. Oxnard Blvd.  
 Tel.: HU 3-2303.....Independent  
 Sta. Representative.....United Spot Sales  
 Pres., Chief Eng.....Paul R. Schneider  
 Comm., Sales Prom. Mgr.....J. Alan Rinehart

**KUTY—Palmdale—1957**

Frequency: 1470 Kc.....Power: 1 Kw.  
 Owned By.....Palmdale Broadcasters  
 Address.....806 East Ave., Q-10  
 Tel.: Windsor 7-3107.....Independent  
 Representative.....Ned Costa  
 President.....Harold C. Singleton  
 Gen. Sta. Mgr.....Thomas K. McDonnell  
 Program, Promo. Mgr.....Pat Grande  
 Publicity Dir.....Evelyn McDonnell  
 Chief Engineer.....Jim Ericson

**KCMJ—Palm Springs—1946**

Freq.: 1010 Kc.....Pwr: 1 Kw., d.; 500 W., n.  
 Owned-Operated By.....KCMJ, Inc.  
 Business Address.....Box KK  
 Tel.: FA 5-2253.....CBS  
 Sta. Reps.....Lucas; United Spot Sales  
 President, Gen. Mgr.....Louis Wasmer  
 Station Manager.....Patrick Raymond  
 Chief Engineer.....Glen Barnett

**KDES—Palm Springs—1956**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned.....Cameron Bcstg. Co.  
 Address.....174 N. Palm Canyon Dr.  
 Tel.: FA 4-1212.....Independent  
 Newspaper Affiliation.....Desert Sun  
 Representative.....Sandeberg-Gates

President.....Geo. E. Cameron, Jr.  
 Gen. Sta. Mgr.....Norman W. Lofthaus  
 Commercial Mgr.....Adam Warren  
 Program Dir.....Guy Knight  
 Chief Engineer.....Cliff Miller

**KPAL—Palm Springs—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owner.....KPAL Bcstg. Corp.  
 Address.....P. O. Box 1450  
 Tel.: FAirview 4-9171.....Independent  
 Station Reps.....Masla; Torbet, Allen & Crane  
 President.....H. Maizlish  
 Gen. Mgr.....Al Yallen  
 Chief Engineer.....Paul Wieman

**KIBE—Palo Alto—1949**

Frequency: 1220 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....Sundial Bcstg. Corp.  
 Address.....230 Town & Country Village  
 Tel.: DA 3-1341.....Independent  
 Rep.....Walker-Rawalt  
 General Mgr.....Edward Davis  
 Station Manager.....Don Madill  
 Chief Engineer.....Robert Cook

**KMET—Paradise—1960**

Frequency: 930 Kc.....Power: 500 W. d.  
 Address.....P. O. Box 1147  
 Owned By.....KoMet Radio Inc.  
 Tel.: Trinity 7-6241.....Independent  
 Representative.....Sandeberg-Gates & Co.  
 President & Gen. Mgr.....D. F. Mariska  
 Station Mgr.....S. W. Breyfogle  
 Program Director.....Tim Armstrong

**KWKW—Pasadena—1942**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KWKW, Inc.  
 Address.....6233 Hollywood Blvd., Hollywood  
 Tel.: HOLlywood 5-6171.....Independent  
 Reps.....Nat'l Time Sales; Hall  
 President.....John F. Malloy  
 General, Station Mgr.....William J. Beaton  
 Comm. Manager.....Andy James  
 Chief Engineer.....Robert Fisher

**KRLA—Pasadena—1959**

Frequency: 1110 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....1110 Bcstg. Corp.  
 Address.....1717 N. Highland, Hollywood 28  
 Tel.: HO 2-7388.....Independent  
 Representative.....Cooke  
 President, Gen. Mgr.....Donald Cooke  
 Commercial Mgr.....Armand Lamont  
 Program Dir.....Herb Heiman  
 Chief Engineer.....Jack Reeder

**KPRL—Paso Robles—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....D. J. & B. Schwartz  
 Address.....P.O. Box 96  
 Tel.: 205.....ABC  
 Station Mgr.....Bernard Schwartz  
 Comm. Mgr.....Dorothy Schwartz

**KAFP—Petaluma—1950**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By: Lloyd Burlingham  
 Address: Box 590  
 Tel.: PO 3-1505. **KBS**  
 President: Lloyd Burlingham  
 Commercial Mgr.: Ken Lawrence  
 Station, Promo. Mgr.: Don F. Davis  
 Publicity Dir.: Victor J. Kopp  
 Chief Engineer: Ken Phillips  
 Owners of: KNOG, Nogales.

**KKIS—Pittsburg—1949**

Frequency: 990 Kc. Power: 5 Kw.  
 Owned-Oper. By: Kay Kis Corp.  
 Business: 230 East 4th St.  
 Tel.: HE 2-2964. **Independent**  
 President: B. Small  
 General Station Manager: Jerry Bassett

**KKAR—Pomona—1960**

Frequency: 1220 Kc. Power: 250 Watts  
 Owned By: Intrastate Broadcasters, Inc.  
 Address: 1430 E. Phillips Blvd.  
 Tel.: NAtional 3-3434. **Independent**  
 President, Gen. Mgr.: Abbott London  
 Station Mgr.: Charlie Powers  
 Commercial Mgr.: Jay Jones  
 Program Dir.: Bill Davies  
 Sales Promo. Mgr.: J. R. Dick  
 Publicity Dir.: Norma Hulderman  
 Chief Engineer: John Young

**KWOW—Pomona—1947**

Freq.: 1600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By: Valley Bdcstg. Co.  
 Business-Studio Address: So. Mills & Olive  
 Tel.: NAtional 8-5541. **Independent**  
 General Mgr.: B. Paschall

**KTIP—Porterville—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Gateway Bcstgs., Inc.  
 Business-Studio Address: Box 1312  
 Tel.: SU 4-1450. **Independent**  
 President, Gen. Mgr.: Gareth F. Garland  
 Sales Promo Mgr.: B. Harland Ohde  
 Program Director: Lawrence D. Cotta  
 Chief Engineer: Robert J. Byrne

**KACY—Port Hueneme—1958**

Frequency: 1520 Kc. Power: 250 Watts  
 Owned By: KACY, Inc.  
 Address: P.O. Box 1520, Oxnard, Calif.  
 Tel.: HUnter 3-1520. **Independent**  
 Station Rep.: McGavren  
 President: Lincoln Dellar  
 V.P. Gen. Mgr.: Glenn D. Lockhart  
 Commercial Mgr.: Doug W. Foerster  
 Program Dir.: Dick Moreland  
 Chief Engineer: Arlyn Jackson

**KBLF—Red Bluff—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Victor Indust., Corp.  
 Address: Box 431  
 Tel.: LAwrence 7-3511. **Independent**  
 Station Rep.: Tracy Moore  
 President: Victor Muscat  
 General Mgr.: Clay McGowan  
 Commercial Mgr.: Ted Knight  
 Station Mgr.: Bill Baumgarten  
 Program Dir.: Bea Lambdin  
 Chief Engineer: Harry Shelby

**KAHR—Redding—1958**

Frequency: 1270 Kc. Power: 1000 Watts, d.  
 Owned By: Hi Fidelity Stations, Inc.  
 Address: P.O. Box 997  
 Tel.: CHestnut 3-5511. **Independent**  
 President: Paul Bowman  
 Commercial Mgr.: A. Loeffler

**KRDG—Redding—1956**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: Redding Broadcasting Co.  
 Address: 1347 Yuba St.  
 Tel.: CHestnut 3-0343. **ABC-MBS**  
 Representative: Tracy Moore  
 Gen. Mgr., Chief Eng.: Howard N. Martineau

**KSDA—Redding—1954**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner: Radio Redding, Inc.  
 Address: 1943-B Pine St.  
 Tel.: CHestnut 3-2454. **Independent**  
 Station Representative: Webb  
 President: Jean L. Carpenter  
 Gen. Comm. Manager: Roger C. Patrick

**KVCV—Redding—1937**

Frequency: 800 Kc. Power: 1000 Watts  
 Owned-Oper. By: Golden Empire Bcstg. Co.  
 Address: Hotel Redding  
 Tel.: CH 3-1515. **CBS**  
 Sta. Representative: Bolling  
 President, Gen. Mgr.: Mrs. H. McClung  
 Station Mgr.: H. E. McCarty

**KVIP—Redding—1957**

Frequency: 540 Kc. Power: 1 Kw.  
 Owned: Shasta Bcstg. Corp.  
 Address: Box 919  
 Tel.: CHestnut 1-5540. **Independent**  
 Representative: Hollingbery  
 Pres., Gen. Mgr.: George C. Fleharty  
 Comm. Sta. Mgr.: David F. Niles  
 Chief Engineer: Lynn Olson

**KCAL—Redlands—1954**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owner: Southwest Bcstg. Co., Inc.  
 Address: P. O. Box 390  
 Tel.: PYramid 3-2358. **Independent**  
 President: J. Gardner

**KRCK—Ridgecrest—1956**

Frequency: 1360 Kc. Power: 1 Kw.  
 Owned Indian Wells Radio  
 Address 350 W. Ridgecrest Blvd.  
 Tel.: RI 8-4061 KBS  
 Station Reps. Lucas-Gunn  
 President Victor M. Farel  
 Station Mgr. Harry Nungester  
 Program Dir. Mike Jenkins  
 Sales Promo. Mgr. Bob Blacquiery  
 Chief Engineer Paul Byass

**KRKS—Ridgecrest—1956**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned Gilson Broadcasting, Inc.  
 Address Box 696  
 Tel.: RI 8-9211 Independent  
 Station Rep. Torbet, Allen & Crane  
 General Manager L. Spence

**KACE—Riverside—1957**

Frequency: 1570 Kc. Power: 1 Kw., d.  
 Owned KACE Radio, Inc.  
 Address 7351 Lincoln Ave.  
 Tel.: OV 8-1570 Independent  
 Station Reps. Walker Rawalt; Harlan Oakes  
 Pres., Gen. Mgr. Ray Lapica  
 Comm. Mgr. Harry Kolpack  
 Station Mgr. Milton Cook  
 Program Dir. Helen Sherban  
 Publicity Dir. Olive Sherban  
 Chief Eng's. W. Reece & J. Gardner

**KPRO—Riverside—1941**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned Imperial Broadcasting System, Inc.  
 Address 3401 Russell Street  
 Tel.: OV 6-0260 Independent  
 Sta. Reps. John E. Pearson; Ira Laufer  
 General Mgr. Lee Ellis  
 Station Mgr. Jim De Caro  
 Sales, Promo Mgr. Nadine Hill  
 Program Director Bill Gebeau  
 Chief Engineer David Matton  
 Owners of: KREO, Indio; KROP, Brawley; KYOR,  
 Blythe.

**KCRA—Sacramento—1945**

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By KCRA, Inc.  
 Business Studio Address 310 Tenth St.  
 Tel.: Hickory 4-7300 NBC  
 Representative Percy  
 President Robert E. Kelly  
 General Mgr. Jon S. Kelly  
 Asst. Gen. Mgr. Howard J. Smiley  
 Nat. Comm. Mgr. Fred C. Beckwith  
 Station Mgr. Raymond J. Smith  
 Sales Prom. Mgr. Ted Hardy  
 Chief Engineer W. Herbert Hartman  
 Owners of: KCRA-TV-FM.

**KFBK—Sacramento—1922**

Frequency: 1530 Kc. Power: 50,000 Watts  
 Owned-Oper. By McClatchy Newspapers

Business Studio Address Twenty-First & Q  
 Tel.: GI 2-0476 CBS  
 Newspaper Affiliation McClatchy Newspapers  
 Representative Paul H. Raymer  
 President Eleanor McClatchy  
 Station Manager Frank M. Devaney

**KGMS—Sacramento—1952**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By KGMS, Inc.  
 Address 13th & H. Sts.  
 Tel.: GI 1-3133 Independent  
 President Anthony C. Morici  
 Chief Engineer Bob LaRue

**KROY—Sacramento—1937**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By John Carey, Inc.  
 Business-Studio Address 1010 11th St.  
 Tel.: GI 3-2525 CBS  
 Representative Hollingbery  
 President Lincoln Dellar  
 General. Comm. Mgr. William H. Weaver  
 Program Director Ralph Pettit  
 Chief Engineer William Overhauser

**KRAK—Sacramento—1926**

Frequency: 1140 Kc. Power: 5000 Watts  
 Owned By John Poole  
 Address Hotel Senator  
 Tel.: Gilbert 1-6164 MBS  
 Station Rep. Adam Young  
 President, Gen. Mgr. Manning Slater  
 General Sales Mgr. L. Buskett  
 Commercial Mgr. Sidney S. Spaner  
 Sta. Program Dir. Jay Hoffer  
 Chief Engineer Robert La Rue

**KXOA—Sacramento—1945**

Freq.: 1470 Kc. Power: 5 Kw. d., 1 Kw., n.  
 Owned-Oper. By Cal-Val Radio  
 Business Address Box 3094  
 Tel.: WA 5-2717 Independent  
 Station Representative Daren F. McGavren  
 President Riley R. Gibson  
 General Mgr. Howard Haman  
 Prog. Dir. Jack Lawson  
 Chief Engineer Maurice Hill

**KDON—Salinas—1935**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By John B. Rushmer  
 Business Address 933 N. Main St.  
 Tel.: HA 2-6464 Independent  
 Representative Pearson  
 Pres., Gen. Mgr. John B. Rushmer  
 Chief Engineer Don Runyon

**KSBW—Salinas—1947**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By Salinas Valley Bcstg. Corp.  
 Address P.O. Box 1651  
 Tel.: HARRISON 2-6422 ABC-MBS  
 Station Representative Daren F. McGavren  
 Pres., Gen. Mgr. John C. Cohan  
 Station Mgr. Foy Willing  
 Sales Promo. Mgr. Clarke Bradley

# CALIFORNIA

Publicity Dir. . . . . Donald C. Theobald  
 Chief Engineer . . . . . Bill Hargan  
 Owners of: KSBW-TV; KSBY-TV, San Luis Obispo.

## KCKC—San Bernardino—1947

Frequency: 1350 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . M. V. W. Radio Corp.  
 Business Address . . . . . 770 Mill St.  
 Tel.: TU 8-0245 . . . . . ABC  
 President . . . . . Raymond T. McKenzie  
 Station Mgr. . . . . Clair A. Weidenaar  
 Chief Engineer . . . . . James Blaine

## KFXM—San Bernardino—1929

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . KFXM Broadcasting Co.  
 Address . . . . . 512 Fifth Street  
 Tel.: TU 9-3636 . . . . . Independent  
 Representative . . . . . McGavren  
 President . . . . . Howard L. Tullis  
 General Manager . . . . . Norman Keats  
 Commercial Mgr. . . . . Bob Bunnell  
 Program Dir. . . . . Roy L. Cordell  
 Chief Engineer . . . . . Lyle Kilgore  
 Owners of: KAFY, Bakersfield; KDEO, San Diego.

## KITO—San Bernardino—1947

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Radio Associates, Inc.  
 Address . . . . . Box 889  
 Tel.: GLenview 8-8183 . . . . . Independent  
 Sta. Reps. . . . . Torbet, A. & C.; Venard, R. & Mc.  
 Station Mgr. . . . . Tom Papich  
 Program Director . . . . . Dean Seaton  
 Chief Engineer . . . . . Walt Rees

## KRNO—San Bernardino—1948

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned . . . . . KRNO, Inc.  
 Address . . . . . 990 Colton Ave  
 Tel.: TU 8-0771 . . . . . Independent  
 Sta. Rep. . . . . Bolling  
 Co-Owners . . . . . C. Trigg & Jack Vaughn  
 General Manager . . . . . J. T. Staples

## KCBQ—San Diego—1946

Freq.: 1170 Kc. . . . . Power: 50 Kw. d; 5 Kw. n.  
 Owned-Oper. By . . . . . KCBQ, Inc.  
 Business Address . . . . . 7th Ave. at Ash  
 Tel.: BE 2-7161 . . . . . Independent  
 Representative . . . . . John Blair  
 Pres., Mgr. Dir. . . . . Lee Bartel  
 National Sales Mgr. . . . . Harry Averill  
 Program Director . . . . . Scotty Day  
 Chief Engineer . . . . . Morris Jones  
 Owners of: WOKY, Milwaukee, Wis.; KYA, San Francisco, Calif.; WADO, New York, N. Y.

## KFMB—San Diego—1941

Frequency: 540 Kc. . . . . Power: 5 Kw.  
 Owned By . . . . . Transcontinent TV Corp.  
 Bus.-Studio Address . . . . . 1405 Fifth Ave.  
 Tel.: BE 2-2114 . . . . . CBS  
 Representative . . . . . Petry  
 President . . . . . David C. Moore

V.P., Gen. Mgr. . . . . George Whitney  
 Station Manager . . . . . Jack Kerner  
 Gen. Sls. Mgr. . . . . Virgil Clemons  
 Program Director . . . . . Don Ross  
 Sales Promo. Mgr. . . . . Irving Stevens  
 Publicity Dir. . . . . Geoff Edwards  
 Chief Engineer . . . . . Charles Abel  
 Owners of: WGR-AM-TV, Buffalo, N. Y.; WDAF-AM-TV, Kansas City; KFMB-TV; KERO, Bakersfield; WNXP, Scranton.

## KGB—San Diego—1922

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KGB, Inc.  
 Address . . . . . 4141 Pacific  
 Tel.: CYPRESS 7-2201 . . . . . ABC  
 Representative . . . . . H-R  
 President, Gen. Manager . . . . . Marion B. Harris  
 Station Mgr. . . . . Herbert H. Wixson  
 Station Program Director . . . . . Robert S. Regan  
 Publicity Director . . . . . Joe Harris  
 Chief Engineer . . . . . Charles N. Duncan

## KOGO—San Diego—1926

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . United Artists  
 Business Address . . . . . P.O. Box 628  
 Tel.: CO 2-2421 . . . . . NBC  
 Newspaper Affil. . . . . Newsweek Magazine  
 Representative . . . . . Katz Agency  
 President . . . . . James G. Rogers  
 Gen. Mgr. . . . . W. E. Goetze  
 Commercial Manager . . . . . Ray Baker  
 Sales Prom., Pub. Dir. . . . . Kenneth N. McClure  
 Program Director . . . . . Dick Roberts  
 Chief Engineer . . . . . LeRoy Bellwood  
 Owners of: KFSD-TV.

## KSDO—San Diego—1947

Freq.: 1130 Kc. . . . . Power: 5000 Wts. d.  
 Owned By . . . . . Gordon Bcstg. Co.  
 Bus-Studio Address . . . . . 1023 Second Ave.  
 Tel.: BE 2-2041 . . . . . Independent  
 Station Rep. . . . . Adam Young  
 President . . . . . Sherwood R. Gordon  
 V.P. Gen. Mgr. . . . . Charles A. Black  
 Station Mgr. . . . . Joseph Miller  
 Program Director . . . . . Richard L. Venturino  
 Chief Engineer . . . . . Vern A. Milton  
 Owners of: KQBY, San Francisco; KBUZ, Phoenix.

## KSON—San Diego—1947

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper By . . . . . Broadmoor Bcstg. Corp.  
 Address . . . . . U.S. Grant Hotel  
 Tel.: BE 3-3131 . . . . . MBS  
 Sta. Representative . . . . . Hollingbery  
 Station Mgr. . . . . Henry J. Guzik  
 Commercial Mgr. . . . . Harry Bulow  
 Program Dir. . . . . Bob Connors  
 Chief Engineer . . . . . Jack Rabell

## XEAK—San Diego—1934

Frequency: 690 Kc. . . . . Power: 50 Kw.  
 Owned By . . . . . California Bcstrs., Inc.  
 Address . . . . . 825 West Camino Del Rio



Tel.: CYpress 8-0528.....Independent  
 Station Rep.....Peters, Griffin, Woodward  
 President, General Mgr.....James M. Harman  
 Comm. Mgr.....Robert J. Harman  
 Sls. Prom. Mgr., Pub. Dir.....Mrs. F. Tompson  
 Program Dir.....Robert Donnelly  
 Chief Eng.....George I. Rivera

**KGIL—San Fernando—1947**

Frequency: 1260 Kc. Power: 5 Kw., d; 1 Kw., n.  
 Owned-Oper. By... Buckley Jaeger Bcstg Corp.  
 Address. 13325 Van Nuys Blvd., Pacoima, Calif.  
 Tel.: Empire 6-9555.....Independent  
 Representative.....Branham  
 President.....Norman Boggs  
 Comm. Mgr.....Harold B. Arkoff  
 Chief Engineer.....Jay Rice

**KCBS—San Francisco—1949**

Frequency: 740 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....CBS  
 Address.....Sheraton Palace Hotel  
 Tel.: YU 2-2700.....CBS  
 Representative.....CBS Radio Spot Sales  
 V.P., General Mgr.....Jules Dundes  
 Adv. & Sales Prom. Mgr.....Bob Harris  
 Program Director.....H. S. Basayne  
 Chief Engineer.....Alan Cormack  
 Owners of: WCBS, New York; WBBM, Chicago;  
 WCAU, Philadelphia; WEEL, Boston; KMOX,  
 St. Louis; KNN, Los Angeles.

**KFAX—San Francisco—1925**

Frequency: 1100 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Argonaut Bcstg. Co.  
 Business Studio Address.....1470 Pine St.  
 Tel.: OR 3-4148.....Independent  
 Station Representative.....Hollingbery  
 President, General Mgr.....A. J. Krisik  
 Exec. V.P., Comm. Mgr.....L. Ray Rhodes  
 Sales Prom., Pub. Dir.....Dean Moxley  
 Managing Editor.....Ed Salzman  
 Chief Engineer.....Roger Roberts

**KFRC—San Francisco—1924**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....RKO General  
 Business Address.....415 Bush St.  
 Tel.: YUkon 2-9200.....Independent  
 Representative.....H-R  
 President.....Thomas F. O'Neil  
 General Mgr.....Richard E. Nason  
 Dir. of Sales Prom.....Bill Sweeney  
 Program Dir.....George Crowell  
 Chief Engineer.....Thos. D. Razovich  
 Owners of: WOR-AM-TV-FM, New York; KJL-  
 AM-TV-FM, Los Angeles; WNAO-AM-FM-TV,  
 Boston; CKLW-AM-FM-TV, Detroit; KFEC-AM-  
 FM, San Francisco; WGMS, Washington; WNBQ-  
 AM-TV, Memphis.

**KGO—San Francisco—1924**

Frequency: 810 Kc.....Power: 50,000 Watts  
 Owned-Oper By.....ABC-PT, Inc.  
 Business Address.....277 Golden Gate Ave.  
 Tel.: UNDERhill 3-0077.....ABC  
 Representative.....John Blair

General Station Mgr.....Elmer Wayne  
 Commercial Manager.....Del Gore  
 Publicity Dir.....George T. Rodman  
 Program Director.....Edward Smith  
 Chief Engineer.....Harry N. Jacobs

**KNBC—San Francisco—1922**

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....National Bcstg. Co.  
 Address.....420 Taylor St.  
 Tel.: GR 4-8700.....NBC  
 Representative.....NBC Spot Sales  
 President (NBC).....Robert Kintner  
 General Mgr.....William Decker  
 Comm. Mgr.....Richard H. Gravett  
 Program Director.....Jack Wagner  
 Publicity Director, Prom. Mgr., Jane Morrison  
 Chief Engineer.....Curtis D. Peck

**KQBY—San Francisco—1956**

Frequency: 1550 Kc.....Power: 10 Kw.  
 Owned-Oper. By.....Gordon Bcstg Co.  
 Address.....340 Mason St.  
 Tel.: YUkon 2-9771.....MBS  
 Sta Rep.....Peters, Griffin, Woodward  
 President.....Sherwood R. Gordon  
 General Manager.....Charles Black  
 National Sales Mgr.....Jerry Friedman  
 Program Dir.....Eugene Gelhaar  
 Sales Manager.....Dwight Case  
 Chief Engineer.....Ken Warren  
 Owners of: KSDO, San Diego; KRUZ, Phoenix.

**KSAN—San Francisco—1938**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Golden Gate Broadcasting Corp.  
 Address.....1111 Market Street  
 Tel.: MA 1-8171.....Independent  
 Sta. Reps.....Bob Dore; Dora Clayton  
 General, Sta. Mgr.....Norwood J. Patterson  
 Comm. Prom. Mgr.....J. Walter Carroll  
 Chief Engineer.....John J. Rolih

**KSAY—San Francisco—1957**

Frequency: 1010 Kc.....Power: 10 Kw.  
 Owned.....KSAY Bcstg. Co.  
 Address.....Fairmont Hotel  
 Tel.: EX 7-8800.....Independent  
 Pres., Chief Eng.....Grant Wrathall  
 General Mgr.....Clair G. Halverson

**KSFO—San Francisco—1925**

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Golden West Bcsters.  
 Business Address.....950 California St.  
 Tel.: YU 2-5500.....Independent  
 Representative.....AM Radio Sales  
 President.....Robert Reynolds  
 V.P., Gen. Manager.....William D. Shaw  
 V.P., Comm. Manager.....Bert S. West  
 Program Director.....Hugh Heller  
 Chief Engineer.....Harry Bartolomei

**KYA—San Francisco—1926**

Freq.: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Golden State Broadcasting, Inc.

# CALIFORNIA

**Business Address**.....1 Nob Hill Circle  
**Tel.:** DO 2-2536.....Independent  
**Pres., Mgr. Dir.**.....Lee Bartell  
**Station Mgr.**.....Wm. Nichols  
**Prog. Dir.**.....Les Stein  
**Sales Promotion**.....Dan Martin  
**Nat'l Sales Dir.**.....Harry Averill  
**Chief Engineer**.....Paul Beck  
**Owners of:** KCBQ, San Diego, Calif.; WOKY, Milwaukee, Wis.; WADO, New York, N. Y.

## KALI—San Gabriel—1946

**Frequency:** 1430 Kc.....**Power:** 5000 W., d.  
**Owned**.....Tele-Broadcasters of Calif. Inc.  
**Address**.....5723 Melrose Ave., Hollywood, Cal.  
**Tel.:** HOLLYWOOD 6-6161.....Independent  
**President**.....H. Scott Kilgore  
**Gen. Mgr.**.....James Coyle  
**Chief Engineer**.....Charles McKee  
**Owners of:** WPOP, Hartford, Conn.; KUDL, Kansas City, Mo.; KOFY, San Mateo, Calif.

## KEEN—San Jose—1947

**Frequency:** 1370 Kc. **Power:** 5 Kw. d.; 1 Kw. n.  
**Owned-Operated By**.....United Bcstg. Co.  
**Business Studio Address**.....Hotel De Anza  
**Tel.:** CY 4-0344.....Independent  
**Representative**.....Hollingbery  
**President**.....George M. Mardikian  
**Gen. Mgr.**.....Floyd Farr  
**Sales Promo. Mgr.**.....Ray Holly  
**Publicity Dir.**.....Phil Philley  
**Prog. Dir., Chief Eng.**.....George Snell

## KLOK—San Jose—1946

**Freq.:** 1170 Kc...**Power:** 10 Kw. d., 1 Kw. n.  
**Owned-Oper. By**.....Radio KLOK, Inc.  
**Business Address**.....P. O. Box 327B  
**Tel.:** CL 1-5170.....Independent  
**Representatives**.....Clark; Pickens  
**President**.....E. L. Barker  
**General Manager**.....R. E. Ryan  
**Program Director**.....Ruth P. Fish  
**Sales Promotion Mgr.**.....E. H. Grigg  
**Chief Engineer**.....Terry D. Lloyd

## KLIV—San Jose—1946

**Freq.:** 1590 Kc.....**Power:** 1 Kw. d., 500 w. n.  
**Owned-Oper. By**.....Cal Radio, Inc.  
**Address**.....P.O. Box 995  
**Tel.:** CY 3-8030.....Independent  
**Station Rep.**.....McGavren  
**Pres., Gen. Mgr.**.....Riley R. Gibson  
**Commercial Mgr.**.....Doug Walker  
**Program Dir.**.....Bob Holmes  
**Chief Engineer**.....Maurice Hill  
**Owners of:** KNOA, Sacramento.

## KRRX—San Jose—1948

**Frequency:** 1500 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....San Jose Bcstg. Co.  
**Address**.....501 N. Bayshore  
**Reps.**.....Torbet, Allen & Crane; McConnell  
**Pres., Gen. Mgr.**.....Joe E. Levitt  
**Opera. Manager**.....Frank G. Kilpatrick  
**Commercial, Promo. Mgr.**.....Bob Campbell  
**Chief Engineer**.....Herman Stalberg

## KATY—San Luis Obispo—1946

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....KATY Inc.  
**Address**.....1146 Monterey St.  
**Tel.:** LI 3-1340.....Independent  
**Sta. Representative**.....Meeker Co.  
**Pres., Gen., Sta., Comm. Mgr.**.....M. F. Marquardt  
**V.P., Ch. Eng.**.....Glenn O. Porter

## KVEC—San Luis Obispo—1937

**Frequency:** 920 Kc. **Power:** 1 Kw. d., 500 w. n.  
**Owned By**.....John C. Cohan  
**Address**.....P.O. Box 787  
**Tel.:** Liberty 3-8830.....ABC-MBS  
**Station Representative**.....H-R  
**President**.....John C. Cohan  
**General, Station Mgr.**.....Bob Brown  
**Commercial Manager**.....Robie Shull  
**Program Director**.....Daryl Kruse  
**Chief Engineer**.....Donald Gilmour  
**Owners of:** KSBW-AM-TV, Salinas; KNES, Hartford; KSBY-TV, San Luis Obispo.

## KSLY—San Luis Obispo—1960

**Frequency:** 1400 Kc. ....**Power:** 250 Watts  
**Owned By**.....Rex O. Stevenson  
**Address**.....1214 Higuera  
**Tel.:** LI 3-9400.....Independent  
**Station Manager**.....D. J. Curzon  
**Program Director**.....Robert L. Freizen  
**Chief Engineer**.....Gerald Peterson

## KOFY—San Mateo—1946

**Frequency:** 1050 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Intercontinental Radio  
**Address**.....50 Drumm St.  
**Tel.:** YU 2-9933.....Independent  
**President**.....H. Scott Kilgore  
**Gen. Mgr.**.....F. T. Crennan  
**Owners of:** WPOP, Hartford, Conn.; KUDL, Kansas City, Mo.; KALI, San Gabriel, Calif.

## KTIM—San Rafael—1947

**Frequency:** 1510 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Marin Bcstg. Co., Inc.  
**Business Address**.....1040 B Street  
**Tel.:** GLENWOOD 6-1510.....Independent  
**Newspaper Affil.**.....S. R. Independent Journal  
**President**.....Roy A. Brown  
**Gen. Mgr., Chief Eng.**.....Hugh Turner  
**Commercial Mgr.**.....C. F. Pendleton  
**Program Director**.....Bill Thompson  
**Publicity Dir.**.....Karl Barron

## KWIZ—Santa Ana—1926

**Frequency:** 1480 Kc.....**Power:** 1000 Watts  
**Owned**.....Voice of the Orange Empire Inc.  
**Business Address**.....105 E. 5th St.  
**Tel.:** KI 7-5581.....Independent  
**Station Representative**.....Meeker Co.  
**President**.....Ernest L. Spencer  
**Manager**.....Howard P. Gray  
**National Sales Mgr.**.....Douglas Fleming  
**Commercial Mgr.**.....Dick Leader  
**Program Dir.**.....Ed Nix  
**Chief Engineer**.....Jim Blaine

**KDB—Santa Barbara—1926**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....KDB Broadcasting Co.  
 Address.....Mar Monte Hotel  
 Tel.: WO 4131.....Independent  
 Gen. Comm. Mgr.....Len Menard  
 Program Dir.....Dick Johnston

**KIST—Santa Barbara—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Western States Radio  
 Business-Studio Address.....735 State St.  
 Tel.: WO 3981.....Independent  
 Representative.....George P. Hollingbery  
 Pres., Gen. Mgr.....J. P. Wardlaw, Jr.  
 Comm. Sta. Mgr.....Robert L. Jones  
 Program Dir.....Bob Olson  
 Sales Promo. Mgr.....Ruth Lindsey  
 Publicity Dir.....Dorothy P. Davis  
 Chief Engineer.....Ray Kubly

**KTMS—Santa Barbara—1937**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By.....News-Press Publish. Co.  
 Business-Studio Address.....News-Press Bldg.  
 Tel.: WO 3911.....ABC-NBC  
 Representative.....Paul H. Rzymor  
 President.....Thomas M. Storke  
 Gen. Mgr.....Joe Bernes

**KSCO—Santa Cruz—1947**

Frequency: 1080 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By.....Radio Santa Cruz  
 Business Address.....2300 Portola Drive  
 Tel.: GR 5-1080.....Independent  
 Representative.....BTS  
 Gen. Mgr., Chief Eng.....Charles V. Berlin

**KCOY—Santa Maria—1946**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Arenze B'casters  
 Business Address.....Box 166  
 Tel.: Walnut 5-2644.....Independent  
 Station Rep.....Torbet, Allen & Crane  
 Pres., Gen. Sta. Mgr.....James H. Ranger  
 Comm. Promo Mgr.....Ed J. Zuchelli  
 Program, Publicity Mgr.....Ed Mack  
 Chief Engineer.....Fred Ray

**KSMA—Santa Maria—1945**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....J. Hagerman, J. I. Groom  
 Address.....510 W. Morrison  
 Tel.: Walnut 5-2582.....Independent  
 Managers.....James M. Hagerman, John I. Groom

**KSPA—Santa Paula—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....KSPA Radio  
 Address.....110 Cameron St.  
 Tel.: Jackson 5-6333.....Independent  
 General Manager.....Frank James

**KJAX—Santa Rosa—1959**

Freq.: 1150 Kc. Power: 5000 W. d., 500 W. n.

Owned By.....Radio Santa Rosa  
 Address.....Hotel Santa Rosa  
 Tel.: Liberty 5-4550.....Independent  
 Sta. Representative.....John E. Pearson  
 Presidents.....Joe & Lew Gamble  
 General Manager.....L. Spangenburg

**KSRO—Santa Rosa—1937**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Finley Bcastg. Co.  
 Business Address.....Flamingo Hotel  
 Tel.: LI 5-3313.....Independent  
 Station Representative.....Hollingbery  
 President.....Mrs. E. L. Finley  
 General Manager.....Frank W. McLaurin  
 Commercial Mgr.....Greb Prichard  
 Program Dir.....Merle Ross  
 Sales Promo., Publicity Dir.....Ron Brown  
 Chief Engineer.....Hilmar Cann

**KROG—Sonora—1949**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....Sonora Bcastg. Co.  
 Address.....Box 967  
 Tel.: JE 2-7426.....KBS  
 Station Rep.....Sandeberg-Gates  
 President, Gen. Mgr.....R. P. Bowen  
 Comm. Program Dir.....Lorene J. Bowen

**KJOY—Stockton—1947**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Joseph Gamble Stations, Inc.  
 Business-Studio Address.....110 N. Eldorado St.  
 Tel.: Howard 5-4437.....Independent  
 Representative.....McGavren  
 President.....J. E. Gamble  
 General Manager.....Ort Lothius  
 Commercial Manager.....Jack Blake  
 Sales Prom. Mgr.....Carolyn Pribyl  
 Program Director.....Alan Oak  
 Publicity Dir.....Ron Reynolds  
 Chief Engineer.....James Tracewell

**KSTN—Stockton—1949**

Freq. 1420 Kc. Power: 5000 Watts  
 Owned-Operated By.....San Joaquin Bcastg. Co.  
 Business Address.....2171 Ralph Ave.  
 Tel.: HOward 4-7338.....Independent  
 Representative.....Hollingbery  
 Pres., Gen. Manager.....Knox La Rue  
 Station Mgr.....D. D. Skinner

**KWG—Stockton—1922**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By.....Greater Stockton Radio Inc.  
 Address.....Weber at "E"  
 Tel.: HOward 5-2251.....ABC  
 Station Reps.....Sandeberg-Gates  
 President.....Riley R. Gibson  
 V.P., Gen. Mgr.....Gary Wilson  
 Commercial Mgr.....Gordon L. Jacobs  
 Program Dir.....Andrew Lane, Jr.

**KSUE—Susanville—1948**

Frequency: 1240 Kc. Power: 1 Kw. d., 250 wts. n.  
 Owned By.....James E. McKahan  
 Business Address.....P.O. Box 501

## CALIFORNIA

**Tel.: 2020**.....KBS  
Representative.....Tracy Moore  
Pres., Gen. Mgr.....James E. McKahan  
Commercial Manager.....Gwen W. Burr  
Program Director.....Ernest W. Moffett  
Chief Engineer.....Harold C. Houston

### **KTKR—Taft—1948**

Frequency: 1310 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Mann Bcstg. Co.  
Business Address.....P.O. Box "WW"  
Tel.: ROger 5-6101.....Independent  
Station Manager.....Gerald Mann  
Program Director.....Louise E. Mann

### **KHOE—Truckee—1959**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Squaw Valley Truckee Bcstg. Co.  
Address.....Box 247  
Tel.: LU 7-9986.....Independent  
Station Rep.....Grant  
President.....Robert Sherman  
General, Comm. Mgr.....W. J. Mullen  
Program Dir.....Robert Pankoke  
Sales Promo, Mgr.....Carl A. Wild  
Chief Engineer.....Robt. Mulligan

### **KCOK—Tulare—1945**

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KCOK, Inc.  
Business Address.....P. O. Box 119  
Tel.: MU 6-2866.....ABC-MBS  
Station Rep.....Sandberg-Gates  
Pres., Gen. Mgr.....Keith Munger  
Comm. Sales Prom. Mgr.....Dene Simpson  
Program. Chief Eng.....Ron Pesha

### **KGEM—Tulare—1956**

Frequency: 1370 Kc.....Power: 1 Kw.  
Owned By.....Melden Bcstg. Co.  
Address.....P.O. Box 444  
Tel.: MU 6-3406.....Independent  
Sta. Representative.....Webb  
President.....Meldean Upp  
General Mgr.....Jan King  
Station Mgr.....Donna Dean Upp  
Program Dir.....Larry Daniels  
Sales Promo. Mgr.....Gil Turner  
Publicity Dir.....Rodney Hardin  
Chief Engineer.....Hal Williams  
Owners of: KBMS, Coalinga.

### **KTUR—Turlock—1949**

Frequency: 1390 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KTUR, Inc.  
Address.....P. O. Box 1390  
Tel.: ME 2-1390.....KBS  
Station Representative.....Sandberg-Gates  
President.....Harrison M. Fuerst  
Station Mgr.....W. Dean Huttman  
Program Dir.....George Ensign  
Chief Engineer.....Maxon Sayre

### **KUKI—Ukiah—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Station KUKI  
Address.....P. O. Box 638  
Tel.: HO 2-4771.....Independent  
Owner.....Marguerite Siems  
General Mgr. Ch. Eng.....John Franklin

### **KNBA—Vallejo—1947**

Frequency: 1190 Kc.....Power: 250 Watts d.  
Owned.....M. Elizabeth Ashbacher-Gunberg  
Business Address.....Box 1112  
Tel.: MI 4-8944.....Independent  
Representative.....Hall  
General Mgr.....L. J. Ripa

### **KUDU—Ventura—1948**

Frequency: 1590 Kc.....Power 1000 Watts  
Owned By.....Tri-County Public Service  
Business Address.....South Mills Road  
Tel.: Miller 2-2125.....Independent  
Station Reps.....Oakes & Walker-Rawalt  
President.....Charles Reiman  
General, Sta. Mgr.....Claude E. Brimm  
Commercial Mgr.....David Schwartz

### **KVEN—Ventura—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Coast Ventura Co.  
Address.....Box 1611  
Tel.: MI 3-8675.....MBS  
Station Representative.....Pearson  
President.....Carrol Hauser  
General Manager.....Sid Held  
Station Mgr., Chief Eng.....Fred Hall  
Commercial Manager.....Mike Thomas  
Program Director.....Chris Pappas  
Publicity Director.....Frank Haines  
Sales Promotion Mgr.....Bob Godeck

### **KONG—Visalia—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Airwaves, Inc.  
Address.....Box 1429  
Tel.: RE 4-5811.....Independent  
President & Gen. Mgr.....Harry E. Layman

### **KWSO—Wasco—1950**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Maple Leaf Bcstg. Co.  
Address.....P. O. Box 366  
Tel.: PL 8-6425.....Independent  
President.....E. J. Peters  
Station Mgr.....Robert T. Bann  
Chief Engineer.....Herbert J. Ratzlaff

### **KOMY—Watsonville—1937**

Frequency: 1340 Kc.....Power: 250 Watts

Owned By.....KOMY, Inc.  
 Business Address.....40 Atkinson Lane  
 Tel.: PArkway 4-5641.....Independent  
 Representative.....W. S. Grant  
 President.....F. T. Crennan  
 General Manager.....Ed Pio  
 Program Director.....Dick Buchanan

**KSYC—Yreka—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Northern Bcstg. Co.  
 Address.....Lawrence Lane, S. Oregon St.  
 Tel.: VI 2-4158.....ABC  
 Representative.....T. Moore  
 President.....R. W. Lake  
 Sta., Comm. Manager.....Holt C. Wardrip

**KAGR—Yuba City—1953**

Frequency: 1450 Kc.....Power: 100 Watts

Owner.....James E. Jaeger  
 Address.....322 A St.  
 Tel.: SH 3-7343.....KBS  
 President.....James E. Jaeger  
 Gen. Mgr., Chief Eng.....James E. Walley

**KUBA—Yuba City—1947**

Freq.: 1600 Kc.... Power: 1Kw., d., 500 w. n.  
 Owned-Operated By..Peachbowl Bcstrs., Inc.  
 Bus. Add...Hotel Marysville, Marysville, Cal.  
 Tel.: SH 3-7309.....Independent  
 Sta. Representative.....Continental Sales  
 Pres., Co-Owner.....C. V. Ullom  
 Gen. Mgr., Co-Owner.....Roger R. Hunt  
 Comm. Mgr.....Lloyd Klemp  
 Program Director.....Don Taylor  
 Sales Promo. Mgr.....Bill Cleveland  
 Chief Engineer.....Carl W. Pendergraft

Pop.: 1,924,000 Families: 540,500	Colorado	Radio Homes: 526,000 AM Stas. in State: 57
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**KGIW—Alamosa—1929**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....D. L. & Katholeen Allen  
 Address.....Alamosa  
 Tel.: 26.....MBS-KBS  
 Rep.....Avery-Knodel  
 Gen. Station Manager.....D. L. Allen  
 Comm. Manager.....Katholeen Allen

**KBOL—Boulder—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By....Boulder Radio **KBOL**, Inc.  
 Address.....Box 146  
 Tel.: HI 2-2242.....Independent  
 Station Rep.....Holman  
 Pres., Gen. Mgr.....Russel Shaffer  
 Sales Manager.....Gene Palm  
 Program Dir.....F. Hobbs  
 Chief Engineer.....Blair Dobbins

**KBRN—Brighton—1956**

Frequency: 800 Kc.....Power: 500 Watts  
 Owned By.....Mile High Bcstg. Co.  
 Business Address.....77 South 4th Ave.  
 Tel.: 799.....Independent  
 President, Gen. Mgr.....Clyde W. Miller  
 Commercial Mgr.....Grace Hutcherson  
 Program Dir.....Olen McGuire  
 Sales Mgr.....Hal Peirce  
 Chief Engineer.....William Dexter

**KRLN—Canon City—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Royal Gorge Bcstrs., Inc.  
 Address.....1615 Central Ave.  
 Tel.: CRestwood 5-2400.....KBS  
 Pres., Gen. Sta. Mgr.....Ray M. Beckner  
 Chief Engineer.....Ed Wood

**KPIK—Colorado Springs—1957**

Frequency: 1580 Kc.....Power: 5 Kw. d.  
 Owned.....Western Bcstg. Co.  
 Address.....120 E. Platte  
 Tel.: ME 4-1503.....Independent  
 Sta. Representative.....Pearson  
 Gen. Mgr.....Jack Wallace  
 Sls. Mgr.....Jay Drennan

**KRDO—Colorado Spgs.—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Pikes Peak Bcstg. Co.  
 Business-Studio Address.....399 S. 8th St.  
 Tel.: ME 2-1515.....Independent  
 Station Representative.....Branham Co.  
 Pres., Gen. Mgr.....Harry W. Hoth, Jr.  
 Station Mgr.....Sheldon C. Singer  
 Chief Engineer.....C. Upton  
 Owners of: KRDO-TV.

**KVOR—Colorado Springs—1921**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KVOR, Inc.  
 Address.....512 So. Tejon  
 Tel.: ME 2-3536.....CBS  
 Station Rep.....Meeker Co.  
 President.....Harrison Fuerst  
 General, Comm. Mgr.....David L. Lambert  
 Chief Engineer.....Rolan Cobb

**KSSS—Colorado Springs—1959**

Frequency: 740 Kc. Power: 1 Kw. d.; 250 wts. n.  
 Owned-Oper. By.....Hill-Smith Bcstg. Co.  
 Address.....Antlers Hotel  
 Tel.: ME 4-5511.....Independent  
 President, Gen. Mgr.....J. D. Hill  
 Commercial Mgr.....Bill Mahoney  
 Asst. Station Mgr.....Sterling Carpenter  
 Program Dir.....Chas. A. Bennett  
 Chief Engineer.....Kenneth Metzger



**KYSN—Colorado Springs—1956**

Freq.: 1460 Kc. Power: 1000 W. d., 500 W. n.  
 Owned-Oper. By.....KYSN Bcstg. Co.  
 Address.....146 West Arvada  
 Tel.: MElrose 3-2608.....ABC-MBS  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Donald T. Harding, Jr.  
 Commercial Manager.....Wayne Costner  
 Sales Prom., Publicity Dir.....Mary Ann Lee  
 Program Director.....Mike Metz  
 Chief Engineer.....Sheridan Gilbert  
 Owners of: WKID, Urbana.

**KVFC—Cortez—1955**

Frequency: 740 Kc. Power: 1 Kw.  
 Owned-Oper. By.....KVFC, Inc.  
 Address.....KVFC Bldg.  
 Tel.: LO 5-3463.....ABC  
 Stations Rep.....Intermountain  
 President.....Jack Hawkins  
 Station, Chief Engineer.....James Hawkins

**KRAI—Craig—1948**

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n  
 Owned By.....Northwestern Colo. Bcstg. Co.  
 Address.....P. O. Box 65  
 Tel.: TA 4-6574.....Independent  
 Station Mgr.....Dick Bonderud

**KDTA—Delta—1955**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Monarch Broadcasting Co.  
 Address.....P.O. Box 452  
 Tel.: 140.....Independent  
 Pres., Gen., Sta. Mgr.....D. E. Towne  
 Prog. Dir.....Rose Mary Towne

**KDEN—Denver—1956**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned.....KDEN Broadcasting Co.  
 Address.....1601 West Jewell Ave.  
 Tel.: WE 5-3525.....Independent  
 Representative.....Breen & Ward  
 Pres., Gen. Mgr.....E. E. Koepke  
 Sta. Mgr., Publicity Dir.....Frank E. Amole, Jr.  
 Comm. Mgr.....Wally Geiger  
 Sales Prom. Mgr.....Tom Moore  
 Program Dir.....Lloyd Knight  
 Chief Engineer.....Walt Wilson

**KFML—Denver—1953**

Frequency: 1390 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Note Bcstg. Corp.  
 Address.....262 Fillmore St.  
 Tel.: DEXter 3-1350.....Independent  
 Station Representative.....Meeker Co.  
 President.....E. A. Bancker, Jr.  
 General Manager.....T. O'Connor

**KFSC—Denver—1954**

Frequency: 1220 Kc. Power: 1 Kw.  
 Owned.....Francisco V. Sanchez  
 Address.....2185 Broadway  
 Tel.: AC 2-8935.....Independent  
 Station Representative.....Oakes  
 President.....F. V. Sanchez  
 Station Mgr.....Levi Beall

**KHOW—Denver—1925**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned By.....Western Bcstg. Ent. Inc.  
 Address.....Petroleum Club Bldg.  
 Tel.: AMherst 6-2611.....ABC  
 Representative.....Peters, Griffin, Woodward  
 President.....Robert L. Howsam  
 General Manager.....Frank Bishop  
 Program Dir.....Val Sherman  
 Chief Engineer.....James D. Church

**KICN—Denver—1941**

Frequency: 710 Kc. Power: 5000 Watts  
 Owned-Operated By.....Empire Bcstg. Inc.  
 Address.....814 14th St.  
 Tel.: AMherst 6-3703.....Independent  
 Station Rep.....H-R  
 President.....Don W. Burden  
 General Manager.....Richard Shireman  
 Commercial Manager.....Tom Duggan  
 Program Director.....Dennis James  
 Chief Engineer.....Joe Finch

**KIMN—Denver—1923**

Frequency: 950 Kc. Power: 5 Kw.  
 Owned.....Mile High Stations  
 Address.....5350 W. 20th Ave.  
 Tel.: BE 7-2734.....Independent  
 Station Representative.....Avery-Knodel, Inc.  
 President.....J. C. Hunter  
 General Manager.....K. E. Palmer  
 Chief Engineer.....George Vogel

**KLIR—Denver—1953**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....KLIR, Inc.  
 Address.....6535 W. Jewell  
 Tel.: WA 2-1189.....KBS  
 Sta. Representative.....Biddick  
 Pres., Gen. Manager.....G. B. Anderson  
 Chief Engineer.....D. M. Smith

**KLZ—Denver—1922**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned By.....Aladdin Broadcasting Corp.  
 Business-Studio Address.....131 Speer Blvd.  
 Tel.: MA 3-4271.....CBS  
 Representative.....Katz  
 President, Gen. Mgr.....Hugh B. Terry  
 Asst. to Pres.....Clayton H. Brace  
 Station Mgr.....E. Lee Fondren  
 Commercial Mgr.....Lew Hunter  
 Prom. Publicity Dir.....Jerry Weidenkeller  
 Program Dir.....Charles Roberts  
 Chief Engineer.....Harvey E. Wehrman

**KOA—Denver—1924**

Frequency: 850 Kc. Power: 50,000 Watts  
 Owned-Operated By.....Metropolitan TV Co.  
 Address.....1044 Lincoln St.  
 Tel.: CHerry 4-4141.....NBC  
 Representative.....Christal  
 Pres., Gen. Mgr.....William W. Grant  
 Commercial Manager.....Gene Grubb  
 Station Mgr.....Ralph Radetsky  
 Promotion Mgr.....Richard N. Schafbuch

Program Director.....Jim Atkins  
Chief Engineer.....Sid Davidson

**KOSI—Denver—1954**

Freq.: 1430 Kc.....Power: 5 Kw. d.; 500 W. n.  
Owned-Oper By.....Armstrong Bcstg. Co.  
Address.....Box 98  
Tel.: EM 6-2695.....Independent  
Station Representative.....Daren F. McGavren  
Exec. V.P.....W. L. Armstrong  
Station Mgr.....Vernon Wickre  
Chief Engineer.....David F. White

**KTLN—Denver—1948**

Frequency: 1280 Kc.....Power: 5 Kw.  
Owned-Operated By.....Radio-Denver, Inc.  
Address: 1160 East Colfax Ave.  
Tel.: AC 2-4811.....Independent  
Representative.....John Blair  
Pres., Gen. Mgr.....Richard B. Wheeler  
Program Director.....Joe Finan  
Prom. Publicity Dir.....Kay Trott  
Chief Engineer.....Norman Peterson  
Owners of: KRIZ, Phoenix.

**KDGO—Durango—1958**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....Basin Bcstg. Co., Inc.  
Address.....Box 3390  
Tel.: CHerry 7-1407.....Independent  
President.....Robert Tobey  
General Manager.....Jimmie Gober  
Station Manager.....John Brazell  
Program Director.....Wayne Moorehead  
Chief Engineer.....Henry Long

**KIUP—Durango—1935**

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....KIUP, Inc.  
Address.....P. O. Box 641  
Tel.: CHerry 7-4464.....KBS  
Station Rep.....Torbet, Allen & Crane  
President, Sta. Mgr.....Ralph L. Atlas  
Asst. Manager.....R. E. O'Brien  
Commercial Mgr.....Al Gare  
Chief Engineer.....Frank Toomey

**KGMC—Englewood—1952**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned By.....MacLee Radio Corp.  
Address.....3 W. Princeton  
Tel.: SU 1-4481.....Independent  
Sta. Representative.....Weed  
Pres., Gen. Mgr.....Robert B. McWilliams  
Sta., Comm. Mgr.....Lee P. Mehlig  
Chief Engineer.....D. F. White

**KCOL—Ft. Collins—1947**

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Northern Colo. Bcstg. Co.  
Address.....P. O. Box 574  
Tel.: HUnter 2-5991.....ABC  
Representative.....Devney O'Connell  
President.....Herb Hollister  
General Manager.....Ellis Atteberry  
Program Director.....Kent Miller  
Sales Promo. Mgr.....Terry Atteberry

Publicity Dir.....Mona Atteberry  
Chief Engineer.....Joe Kilgore

**KZIX—Fort Collins—1959**

Frequency: 600 Kc.....Power: 1000 Watts d.  
Owned By.....Horsetooth Bcstg. Co., Inc.  
Address.....Central Bldg.  
Tel.: HUnter 4-0466.....Independent  
Station Rep.....Avery Knodel  
President.....Les Ware  
General Manager.....Norb Miessler  
Commercial Mgr.....Don Gill  
Program Dir.....Johnny Canton  
Chief Engineer.....Don Hobelman  
Owners of: KLPW, Union; KOKO, Warrensburg;  
KYRO, Potosi, Mo.

**KFTM—Fort Morgan—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Morgan County Bcstg. Co.  
Address.....Highway 6 & 34  
Tel.: UN 7-5674.....KBS  
Station Representative.....Keystone  
President.....Robert M. Dolph  
Gen. Station Manager.....Mason Dixon  
Commercial Manager.....Phyllis Lovejoy  
Prog. Dir., Chief Eng.....Kent Roberts

**KGLN—Glenwood Spgs.—1950**

Frequency: 980 Kc.....Power: 1000 Watts, d.  
Owned-Oper. By.....KGLN, Inc.  
Address.....P. O. Box C  
Tel.: WH 5-6501.....MBS  
Representative.....Holman  
President.....Rex Howell  
Gen. Mgr.....Jerry Fitch  
Program Director.....Marcie Fitch  
Chief Engineer.....Stan Delahoyde

**KXXI—Golden—1957**

Frequency: 1250 Kc.....Power 1000 Wts.  
Owned By.....Golden Radio Inc.  
Address.....5801 W. 38th Ave., Denver  
Tel.: GENesse 3-6843.....Independent  
President.....N. Johnson

**KEXO—Grand Junction—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Voice of Western Colo., Inc.  
Address.....2508 North Ave.  
Tel.: CH 3-1230.....ABC-MBS  
Representative.....Harlan Oakes  
President.....D. Spencer Grow  
Vice Pres., Gen. Manager.....Abbot Tesson  
Comm., Program Dir.....Bob Collins  
Sales Promo. Mgr.....Al Schultz  
Chief Engineer.....Jim Eicher

**KREX—Grand Junction—1926**

Freq.: 920 Kc.....Power: 5 Kw., d.; 500 W. n.  
Owned-Oper. By.....Western Slope Bcstg. Co.  
Business-Studio Address.....Box 30  
Tel.: CHapel 2-5000.....CBS  
Representative.....Hal Holman  
Pres., Gen. Mgr.....Rex Howell  
V.P., Station Mgr.....Robert McMahon  
Program Director.....Ted Ford  
Chief Engineer.....James Meyer

## COLORADO

### **KSTR**—Grand Junction—1957

Frequency: 620 Kc. Power: 5 Kw., d.  
Owned By.....Mountain States Bcstg. Corp.  
Address.....Box 1110  
Tel.: CH 3-1722.....Independent  
Representative.....W. S. Grant  
President, Gen. Mgr.....E. Anson Thomas  
Commercial Mgr.....Gordon Morehouse  
Station Mgr.....Jack B. Lewis  
Program Dir.....June Lee  
Sales Promo. Mgr.....Jim Schaeffer  
Publicity Dir.....George Walton  
Chief Engineer.....Norm Price

### **KFKA**—Greeley—1921

Frequency: 1310 Kc. Power: 1000 Watts  
Owned-Oper. By.....Mid-Western Radio Corp.  
Business-Studio Address.....620—8th Ave.  
Tel.: ELgin 2-4421.....Independent  
Newspaper Affil.....Record-Spockman, Denver  
Representative.....Hal Holman  
President.....H. E. Green  
Gen. Station Manager.....Ralph H. Green  
Comm. Mgr.....Virginia Sears  
Chief Engineer.....Harry Brewer

### **KYOU**—Greeley—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Meroco Bcstg. Co.  
Address.....2424 Sixth Ave.  
Tel.: ELgin 2-0262.....ABC-KBS  
Pres., Gen. Manager.....Ellwood Meyer  
Commercial Manager.....George Drew  
Chief Eng.....Roland Reed

### **KBZZ**—La Junta—1937

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Grady F. Maples  
Address.....Box 485  
Tel.: DUdley 4-2541.....ABC-KBS-MBS  
Representative.....Indie Sales  
Station Manager.....Reed Harris  
Program Director.....John Doenges  
Chief Engineer.....Donald W. Maples

### **KLAK**—Lakewood—1955

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper.....Lakewood Bcstg Service, Inc.  
Address.....1315 Oak St.  
Tel.: BE 7-5525.....Independent  
Representative.....Oakes  
Pres., Gen., Sta. Mgr.....Maurice J. DaVolt  
Business Manager.....Julia W. DaVolt  
Program Director.....Edythe G. Walker  
Chief Engineer.....C. Pinkley

### **KLMR**—Lamar—1948

Freq.: 920 Kc. Power: 1000 W. d., 500 W. n.  
Owned-Oper. By.....SE Colorado Bcstg. Co.  
Address.....P. O. Box 632  
Tel.: 804.....MBS-ABC  
Representative.....Continental  
President.....Ralph Eaton  
Gen., Sta. Mgr.....Dennis Behan  
Pub., Prog. Director.....William Adams  
Chief Engineer.....Jack Connally

### **KMOR**—Littleton—1957

Frequency: 1510 Kc. Power: 1000 Watts  
Owned By.....M-O-R Bcstg.  
Address.....140 Woodlawn Center  
Tel.: PYramid 4-4211.....Independent  
Pres., Gen. Mgr.....Bob Martin  
Commercial, Promo. Mgr.....Hal Taft  
Program Dir.....Bob Rubin  
Chief Engineer.....Ray Doane

### **KLMO**—Longmont—1949

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned By.....Radio Longmont, Inc.  
Address.....Box 799  
Tel.: PProspect 6-2323.....Independent  
Station Representative.....Continental  
President.....Judson Rosebush  
Gen. Station Manager.....William G. Stewart  
Program, Comm. Manager.....Lila Stewart  
Sales Prom. Manager.....Bill Stewart  
Publicity Director.....Jim Stritchko  
Chief Engineer.....Gene Baldwin

### **KLOV**—Loveland—1955

Frequency: 1570 Kc. Power: 250 Watts  
Owned-Oper. By.....Regional Bcstg. Corp.  
Address.....308 East 5th  
Tel.: NO 7-1570.....KBS  
President.....William R. Vogel  
General Mgr.....W. O. Corrick  
Program Dir.....Lowell C. Oliver  
Chief Engineer.....Richard J. Brown  
Owners of: WMMT, McMinnville, Tenn.; WGNS,  
Murfreesboro, Tenn.

### **KCMS**—Manitou Spring—1953

Frequency: 1490 Kc. Power: 100 Watts  
Owned By.....Garden of Gods Bcstg. Co.  
Address.....68 Minnehaha Ave.  
Tel.: MUIberry 5-5776.....Independent  
Pres., Chief Eng.....C. M. Edmonds  
General, Comm. Mgr.....Mrs. C. M. Edmonds  
Sales Promo. Mgr.....Harold Ingersol

### **KSLV**—Monte Vista—1954

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Colorado Radio Corp.  
Business Address.....109 Adams St.  
Tel.: ULster 2-3581.....KBS  
Station Rep.....O'Connell  
President.....George O. Cory  
General, Sta. Mgr.....Darrell Leach  
Commercial Mgr.....Roy Coatis  
Program, Chief Eng.....David Kirst  
Sales Promo. Mgr.....Bob Chapin  
Publicity Dir.....Eleanor McLaren

### **KUBC**—Montrose—1947

Freq.: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By.....Uncompaghre Bcstg. Co.  
Business-Studio Address.....P. O. Box 279  
Tel.: CHerry 9-4546.....KBS  
Station Mgr.....E. De Julio

### **KAPI**—Pueblo—1958

Frequency: 690 Kc. Power: 250 Watts d.

Owned By ..... Centennial Radio Corp.  
 Address ..... 2829 Lowell  
 Tel: Lincoln 5-2884 ..... Independent  
 President, Gen. Mgr. .... Ray J. Williams  
 Commercial Mgr. .... Del Kinkle  
 Chief Engineer ..... D. Redingshafer

**KCSJ—Pueblo—1947**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By ..... Star Bcstg. Co.  
 Address ..... 2226 TV Lane  
 Tel.: LI 4-5782.....Independent  
 Representative.....Meeker Co.  
 Station Mgr.....Cliff Hendrix  
 Comm. Mgr.....Howard Myers  
 Chief Engineer.....Kenneth Renfrow

**KDZA—Pueblo—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Pueblo Radio Co.  
 Address ..... 3011 Elizabeth  
 Tel.: LI 4-5646.....KBS  
 Representative.....Keystone  
 Pres., Gen. Mgr., Chief Eng.....D. B. Crouch  
 Comm. Prog. Dir.....William H. Beck

**KFEL—Pueblo—1956**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned .....KFEL, Inc.  
 Address ..... 4411 Goodnight Ave.  
 Tel.: LI 2-6884.....Independent  
 Representative .....Continental  
 Owner, Mgr.....Frank Donald Hall  
 Chief Eng., Asst. Mgr.....John T. Roscoe  
 Sales Mgr.....J. M. Johns

**KGHF—Pueblo—1928**

Frequency: 1350 Kc..Power: 5000 d.; 1000 n.  
 Owned By .....KGFH, Inc.  
 Address .....Box 293  
 Tel.: LI 2-5570 .....ABC  
 Sta. Rep.....Gill-Perna, Inc.  
 President, Gen. Mgr.....Robert D. Ellis  
 Program Director .....Bob Mahaffey  
 Chief Engineer .....Tony Mejia

**KTUX—Pueblo—1959**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned By....Steel City Broadcasting Co., Inc.  
 Address .....4211 Elizabeth St.  
 Tel.: Lincoln 4-9586.....Independent  
 Pres., Gen. Manager.....A. S. Perry  
 Program. Pub. Director.....Martin F. Mendine  
 Chief Engineer.....James Roper

**KAVI—Rocky Ford—1956**

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned By.....Ridner Bcstg. Co.  
 Address .....P. O. Box 632  
 Tel.: 254-7427 .....KBS  
 Sta. Representatives.....Pearson; McGuire  
 General Mgr.....Edward J. Patrick  
 Station Manager.....Lloyd A. Ridner  
 Commercial Manager.....John Allsbury  
 Program Director.....Don Terry  
 Chief Engineer.....James Smith

**KVRH—Salida—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Wm. J. Murphy  
 Address .....P. O. Box 166  
 Tel.: KEystone 9-2575.....Independent  
 General Manager.....Wm. J. Murphy

**KGEK—Sterling—1925**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGEK, Inc.  
 Address .....Fleming Road  
 Tel.: LA 2-1607.....KBS  
 President.....Al Ross  
 Station Mgr.....Al Casey

**KOLR—Sterling—1955**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sterling Broadcasting Corp.  
 Address .....217 N. Front St.  
 Tel.: LA 2-1740.....ABC-MBS  
 Representative.....Hal Holman  
 President.....Kerm Kath  
 General Mgr.....Bob Kath  
 Program Dir.....Al Anderson  
 Chief Engineer.....Glenn Kipple

**KCRT—Trinidad—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCRF, Inc.  
 Address .....100 Fisher Drive; Box 772  
 Tel.: VI 6-3212.....MBS, KBS  
 Representative.....Indie Sales  
 Pres., Gen. Mgr., Ch. Eng.....E. M. Cooper  
 Sales Promotion Mgr.....Mrs. Francis Hayes  
 Program Director.....Pete Deluca

**KFLJ—Walsenburg—1957**

Frequency: 1380 Kc.....Power: 1 Kw., d.  
 Owned By.....Floyd Jeter  
 Address .....Box 593  
 Tel.: 111.....Independent  
 President, Ch. Eng.....Floyd Jeter  
 Prog. Dir.....Lee Jeter

Pop.: 2,566,000  
 Families: 754,500

**Connecticut**

Radio Homes: 739,000  
 AM Stas. in State: 32

**WADS—Ansonia—1956**

Freq.: 690 Kc.....Power: 500 Watts d.  
 Owned By.....Valley Broadcasting Co.  
 Address .....290 Main St.

Tel.: RE 5-4606.....MBS  
 Station Rep.....Walker-Rawalt  
 Pres., Gen., Sta. Mgr.....Sydney E. Byrnes  
 Commercial Mgr.....Wes Hobby  
 Chief Engineer.....Angelo Gruttadauria  
 (WTIC Ad on Page 330)

# QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN ARCHITECTURE IS REPRESENTED BY CONNECTICUT'S STATE CAPITOL IN HARTFORD,  
DESIGNED IN 1871 BY RICHARD MARSHALL UPJOHN. A FEW RODS AWAY, THE CORNING  
MEMORIAL FOUNTAIN REFLECTS QUALITY IN SCULPTURE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING HAS BEEN THE HALLMARK  
OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.

**WTIC 50,000 watts** HARTFORD, CONN.  
REPRESENTED BY THE HENRY I. CRISTAL COMPANY



**WICC—Bridgeport—1926**

Frequency: 600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By Conn. N. Y. Broadcasters  
 Address 2190 Post Rd., Fairfield, Conn.  
 Tel.: CL 6-0461 N.Y. CI 5-0669. Independent  
 Representative Adam Young  
 President, Gen. Mgr. Kenneth M. Cooper  
 V.P., Business Mgr. John E. Metts  
 Sales, Sta. Mgr. Ray Colonari  
 Program Director Frank Delfino  
 Owners of: WICC-TV.

**WNAB—Bridgeport—1941**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WNAB, Inc.  
 Business-Studio Address 991 Broad St.  
 Tel.: FO 6-1803. ABC  
 President Harold Thomas  
 General, Comm. Mgr. John Ellinger

**WBIS—Bristol—1948**

Frequency: 1440 Kc. Power: 500 Watts. d.  
 Owned-Oper. By The Bristol Bcstg. Corp.  
 Business-Studio Address 183 Main St.  
 Tel.: LU 3-9265. Independent  
 Station Rep. Masla Assoc.  
 President Eric Hatch  
 General Manager Richard C. Kilbourn

**WLAD—Danbury—1947**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Operated By Berkshire Bcstg. Corp.  
 Business-Studio Address 207 Main St.  
 Tel.: PI 8-3565. Independent  
 Station Reps. Devney O'Connell; Foster & Creed  
 President John P. Previdi  
 Gen., Comm. Mgr. Sol Robinson

**WSUB—Groton—1958**

Frequency: 980 Kc. Power: 1000 Watts  
 Owned By Radio WSUB  
 Business Address 119 Bridge St.  
 Tel.: Hilltop 5-2494. Independent  
 Representative Walker-Rawalt  
 General Mgr. Lawrence A. Reilly  
 Commercial Manager Warren F. Haas  
 Program, Ch. Eng. Armand J. Bernard  
 Owners of: WTXL, Springfield, Mass.

**WCCC—Hartford—1947**

Frequency: 1290 Kc. Power: 500 Watts. d.  
 Owned By Greater Hartford Bcstg. Co. Inc.  
 Address Hotel Bond  
 Tel.: JA 5-6648. Independent  
 Sta. Reps. Gill-Perna; Foster & Creed  
 President William M. Savitt  
 Comm. Sta. Mgr. Everett H. Seltzer  
 Program Dir. Burt La Coe  
 Sales Promo. Mgr. Ralph H. Klein  
 Chief Engineer Edward S. Kozaryn

**WTIC—Hartford—1925**

Frequency: 1080 Kc. Power: 50,000 Watts  
 Owned-Oper. By Travelers Bcstg. Service  
 Business-Studio Address 26 Grove St.

Tel.: JA 5-0801. NBC  
 Representative Christal  
 President Paul W. Morency  
 V.P., Gen. Mgr. Walter C. Johnson  
 V.P., Program Director Bernard Mullins  
 Vice President, Sales Robert S. Tyrol  
 Promotion Mgr. Eugene J. Muriaty  
 Publicity Director Paul E. Lucas  
 Dir. of Engineering Harold A. Dorschug  
 Plant Mgr., Ch. Eng. Herman D. Taylor

**WDRC—Hartford—1922**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Oper. By Buckley-Jaeger Bcstg. Corp.  
 Address Box 151, Blue Hills Sta.  
 Tel.: CH 2-7751. Independent  
 Station Reps. Peters, Griffin & Woodward  
 Gen. Manager William Crawford

**WPOP—Hartford—1956**

Frequency: 1410 Kc. Power: 5,000 Watts  
 Owned Tele-Broadcasters of Conn., Inc.  
 Business-Studio Address 410 Asylum St.  
 Tel.: JA 7-9131. Independent  
 Representative Adam Young  
 President, Gen. Mgr. H. Scott Kilgore  
 Station Mgr. Philip A. Zoppi  
 Owners of: KUDL, Kansas City, Mo.; KALL, Los Angeles; KOFY, San Francisco.

**WINF—Manchester—1958**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By Manchester Broadcasting Co.

HARTFORD'S  
 FIRST  
 MUSIC and  
 NEWS\*  
 STATION ...

W C C C

AM \_\_\_\_\_ FM\*\*

Hartford, Connecticut

The Savitt Stations

\* Radio Press International  
 \*\* New York Times-QXR Network Affiliate

## CONNECTICUT

Address..... 376 R. West Middletown Pike  
Tel.: Mitchell 3-2491..... MBS  
Station Representative..... Walker-Rawalt  
Owner, Gen. Manager..... John Deme  
Program Director..... T. R. Safford

### **WMMW—Meriden—1947**

Frequency: 1470 Kc..... Power: 1000 Watts, d.  
Owned..... Silver City Crystal Company  
Address..... 99 Colony St.  
Tel.: BE 5-5747..... Independent  
General Manager..... G. A. Kruttschnitt  
Commercial Manager..... R. Heustis

### **WCNX—Middletown—1948**

Frequency: 1150 Kc..... Power: 500 Watts  
Owned-Oper. By..... Middlesex Bcstg. Co.  
Address..... River Road  
Tel.: Diamond 7-2565..... Independent  
Sta. Reps..... Devney O'Connell; Nona Kirby  
Managing Dir..... R. J. W. J. O'Brien  
Station Mgr., Prog. Dir..... Bill Glynn

### **WHAY—New Britain—1949**

Frequency: 910 Kc..... Power: 5000 Watts  
Owned-Operated By..... Central Conn. Bcstg. Co.  
Business Address..... 22 Grove Hill  
Tel.: Baldwin 3-2721..... ABC  
Sta. Reps..... Forjoe; New Eng. Spot Sales  
President..... Patrick Goode  
General Mgr..... Aldo DeDominicis  
Station Comm. Mgr..... Edward C. Obrist  
Sales Prom. Manager..... John Dyno

### **WKNB—New Britain—1946**

Frequency: 840 Kc..... Power: 1000 Watts d.  
Owned By..... Beacon Broadcasting Co.  
Address..... 1422 New Britain Ave.  
Tel.: AD 6-1277..... Independent  
Stations Reps..... Hollingbery; Eckels  
President..... Sheldon Smerling  
General Manager..... Bruno M. Kern  
Comm. Manager..... William F. Schnaudt  
Station Manager..... Norton Virgien

### **WAVZ—New Haven—1947**

Frequency: 1300 Kc..... Power: 1000 Watts  
Owned-Operated By..... WAVZ Bcstg. Corp.  
Business-Studio Address..... 152 Temple St.  
Tel.: SP 7-4761..... Independent  
Representative..... Hollingbery, Kettell Carter  
Pres., Gen. Mgr..... Daniel W. Kops  
V.P., Comm. Mgr..... Richard J. Monahan  
V.P. & Sta. Mgr..... Marvin B. Rosenblatt  
Program Director..... George T. Phillips  
Sales Prom., Pub. Director..... S. L. Barstein  
Chief Engineer..... Frederick Brill

### **WELI—New Haven—1935**

Frequency: 960 Kc..... Power: 5 Kw.  
Owned By..... Conn. Radio Foundation, Inc.  
Business-Studio Address..... 221 Orange St.  
Tel.: UN 5-1133..... Independent  
Sta. Representative..... H. R. Reps.  
Pres., Sta., Gen. Mgr..... Richard W. Davis

### **WDEE—New Haven—1960**

Frequency: 1220 Kc..... Power: 1000 Watts d.

Owned By..... Southern New Eng. Bcstg. Corp.  
Address..... 473 Denslow Hill Rd., Hamden, Conn.  
Tel.: AT 8-3561..... Independent  
Station Rep..... Forjoe  
President, Gen. Mgr..... Vincent Delaurentis  
Commercial Mgr..... William Tilow

### **WNHC—New Haven—1944**

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Triangle Publications, Inc.  
Address..... 135 College St.  
Tel.: SPruce 7-3611..... ABC  
Representative..... McGavren  
V.P. Radio-TV Div..... Roger W. Clipp  
General Mgr..... Richard L. Chalmers  
Commercial Mgr..... James U. Sweeney, Jr.  
Chief Engineer..... Howard W. Wessenberg  
Owners of: WFL-AM-FM-TV, Philadelphia;  
WNBE-AM-FM-TV, Binghamton, N. Y.; WFBG-  
AM-TV, Altoona, Pa.; WNHC-FM-TV, New Ha-  
ven, Conn.; WLVN-TV, Lebanon, Pa.; KPFE-  
AM-FM-TV, Fresno, Calif.

### **WNLC—New London—1936**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... The Thames Bcstg. Corp.  
Business-Studio Address..... 281 State St.  
Tel.: Gibson 2-5328..... Independent  
Station Reps..... Masla & Co.; Kettell-Carter  
Pres., Gen. Manager..... Gerald J. Morey  
Prom., Comm. Mgr..... Edwin H. Schweltzer

### **WNLK—Norwalk—1948**

Frequency: 1350 Kc..... Power: 500 Watts

## **WAVZ... by**

## **all standards...**

## **New Haven's BEST**

- Audience size and composition (Pulse & Hooper).
- Sales to local and national advertisers.
- Community awareness, participation and leadership.
- Broadcast industry leadership and recognition.
- Cooperation of staff and management.

*Celebrating our 14th Anniversary*

Represented in New England by  
**KETTEL-CARTER**

Represented nationally by  
**GEORGE P. HOLLINGBERY CO.**

**Owned-Operated By** . . . Norwalk Bcstg. Co., Inc.  
**Address** . . . . . 11 Wall St.  
**Tel.:** TE 8-5566 . . . . . Independent  
**Pres., Gen. Mgr.** . . . . . James Stolcz  
**Program Director** . . . . . Richard Bounerba  
**Chief Engineer** . . . . . Clarence Burnham

**WICH—Norwich—1946**

**Freq:** 1310 Kc. . . . . **Power:** 1 Kw.  
**Owned-Oper. By** . . . . . Eastern Conn. Bcstg. Co.  
**Business-Studio Address** . . . . . Cuprak Rd.  
**Tel.:** TU 7-1613 . . . . . Independent  
**Reps.** . . . . . Everett-McKinney; Foster-Creed  
**President** . . . . . Donald Lasser  
**General, Station Mgr.** . . . . . Richard Reed  
**Commercial Manager** . . . . . John A. MacAdie  
**Sales Prom., Pub. Director** . . . . . Edward Adler  
**Program Dir.** . . . . . Thomas Phelan  
**Chief Engineer** . . . . . Alexander Dubenetsky

**WLIS—Old Saybrook—1956**

**Frequency:** 1420 Kc. . . . . **Power:** 500 Watts  
**Owned** . . . . . Long Island Sound Radio Corp.  
**Address** . . . . . Conn. Turnpike  
**Tel.:** EV 8-3546 . . . . . MBS  
**Sta. Representative** . . . . . Hopewell  
**Pres., Gen. Mgr.** . . . . . Joseph P. Trantino  
**Commercial Mgr.** . . . . . Alex Pernal  
**Station Mgr.** . . . . . Vivien N. Trantino  
**Chief Engineer** . . . . . James Thorpey

**WINY—Putnam—1953**

**Frequency:** 1350 Kc. . . . . **Power:** 1 Kw.

**Owned By** . . . . . Winny Bcstg. Co.  
**Address** . . . . . 15 Grove St.  
**Tel.:** WA 8-2721-2 . . . . . MBS  
**President** . . . . . H. C. Rice  
**Gen. Mgr.** . . . . . R. C. Rice

**WSTC—Stamford—1946**

**Frequency:** 1400 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper. By** . . . . . W. Conn. Bcstg. Co.  
**Business-Studio Address** . . . . . 270 Atlantic St.  
**Tel.:** DA 4-7575 . . . . . ABC  
**Newspaper Affiliation** . . . . . Stamford Advocate  
**Station Rep.** . . . . . Everett-McKinney  
**President** . . . . . Kingsley Gillespie  
**Gen. Manager** . . . . . Julian Schwartz  
**Chief Engineer** . . . . . Lisle Dorrian

**WBZY—Torrington—1948**

**Frequency:** 990 Kc. . . . . **Power:** 1000 Watts d.  
**Owned By** . . . . . Pioneer States Bcstrs., Inc.  
**Business-Studio Address** . . . . . 127 Main St.  
**Tel.:** HU 9-4173 . . . . . Independent  
**Station Rep.** . . . . . Breen & Ward  
**President, Gen. Mgr.** . . . . . Bernard J. Zucker  
**Program Director** . . . . . R. Paul Hallett  
**Chief Engineer** . . . . . James M. Dunlap

**WTOR—Torrington—1948**

**Frequency:** 1490 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper. By** . . . . . Torrington Bcstg. Co., Inc.  
**Business-Studio Address** . . . . . 93 Perkins St.  
**Tel.:** HU 9-4181 . . . . . MBS  
**Station Reps.** . . . . . Walker-Rawalt; Masla  
**Pres., Gen. Mgr.** . . . . . Edmund W. Waller  
**Sta., Comm. Mgr.** . . . . . Alfred G. Eyre  
**Program Director** . . . . . Ed Harrigan  
**Chief Engineer** . . . . . Don Freeman

**WATR—Waterbury—1934**

**Freq.:** 1320 Kc. . . . . **Power:** 5 Kw., d., 1 Kw., n.  
**Owned-Oper. By** . . . . . WATR, Inc.  
**Business-Studio Address** . . . . . 440 Meadow St.  
**Tel.:** PL 5-1121 . . . . . ABC  
**Sta. Representative** . . . . . Masla  
**Gen., Sta. Mgr.** . . . . . Sam R. Elman  
**Chief Engineer** . . . . . Andrew Toross

**WWCO—Waterbury—1946**

**Frequency:** 1240 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper.** . . . . . WWCO, Inc.  
**Business-Studio Address** . . . . . 65 Bank St.  
**Tel.:** Plaza 4-5141 . . . . . MBS  
**Representative** . . . . . Radio TV Rep.  
**President** . . . . . Herbert Bloomberg  
**Vice President** . . . . . Ruth R. Goodard  
**Program Director** . . . . . Norm White  
**Chief Engineer** . . . . . B. McCormick

**WBRY—Waterbury—1932**

**Frequency:** 1590 Kc. . . . . **Power:** 5000 Watts  
**Owned-Oper. By** . . . . . WBRY Bcstg. Corp.

**WWCO**

**\* PULSE RATED #1**

**BY THE WIDEST MARGIN EVER!**

*More Adult Listeners Than Any  
Other Waterbury Station!*

**WWCO—22 Quarter Hour "Firsts"**  
**Sta. A—2 Quarter Hour "Firsts"**  
**Sta. B—NO Quarter Hour "Firsts"**

**WWCO — Average Rating —**  
**7 A.M.-7 P.M. — 6.7**

**WWCO**

**1240 Non-Directional**

**Waterbury Connecticut**

Representative: Radio-TV Reps, Inc.

\* Pulse September 1960

## CONNECTICUT-DELAWARE

Address.....136 Grand St.  
 Tel.: PL 3-1125.....CBS  
 Sta. Reps.....Devney O'Connell; Foster-Creed  
 President.....Michael Gourd  
 Gen. Station Manager.....Robert S. Holczer  
 Commercial Manager.....Alton Lenoce  
 Program Director.....John Engel  
 Sales Prom. Mgr.....Murray L. Grossman  
 Publicity Director.....Joseph Mulhall Jr.  
 Chief Engineer.....John Tomaszewicz

### WMMM—Westport—1959

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned By.....Westport Bcstg. Co.  
 Business Address.....163 Main St.

Tel.: CApital 7-5133.....Independent  
 President, Gen. Mgr.....Sidney J. Flamm  
 Station Mgr., Prog. Dir.....Bob Roberts  
 Comm. Manager.....John Newhouse  
 Sales Promotion Mgr.....Caroline Taylor  
 Chief Engineer.....James M. Orre

### WILI—Willimantic—1957

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By....."Willie" Corp.  
 Address.....Route 6, Airport Road  
 Tel.: HA 3-1621.....Independent  
 Station Representative.....Bob Dore  
 Pres., Gen. Manager.....Herbert C. Rice  
 Comm. Manager.....Robert C. Rice  
 Chief Engineer.....C. E. O'Neil

Pop.: 452,000  
 Families: 133,000

## Delaware

Radio Homes: 128,000  
 AM Stas. in State: 9

### WDOV—Dover—1948

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned.....Dover Bcstg. Co.  
 Address.....Denny's Road  
 Tel.: REdfield 4-5816.....MBS  
 Station Representative.....Breen & Ward  
 President.....Henry Rau  
 Station, Comm. Mgr.....William S. Cook  
 Program Director.....Edward Miller  
 Chief Engineer.....Lloyd Smith  
 Owners of: WOL, Washington, D. C.; WARK,  
 Hagerstown; WNAV, Annapolis.

### WKEN—Dover—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.  
 Owned.....Coastal Carolina Bcstrs.  
 Address.....Treadway Inn  
 Tel.: RE 4-5797.....ABC  
 Sta. Representative.....Grant Webb  
 President.....J. Olin Tice, Jr.  
 Station Manager.....John Masters  
 Commercial Manager.....Charles Sullivan  
 Chief Engineer.....Jim Gentry  
 Owners of: WKTC, Charlotte; WMYB, Myrtle  
 Beach; WCAY, Columbia.

### WJWL—Georgetown—1951

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Scott Bcstg.  
 Address.....DuPont Highway  
 Tel.: Georgetown 2567.....Independent  
 Sta. Representative.....Grant  
 President.....Herbert Scott  
 General Manager.....Charles R. Maillet  
 Chief Engineer.....Edward Marzoca

### WKSB—Milford—1953

Frequency: 930 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Kent-Sussex Bcstg. Co.  
 Address.....Box 444  
 Tel.: 8881.....Independent

Gen., Comm., Prom. Mgr.....H. M. Griffith, Jr.  
 Ch. Eng., Oper Mgr.....C. V. Lundstedt  
 Prog. Dir.....Borden E. Smith

### WSUX—Seaford—1955

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owner-Oper. By.....E. & W. C. Evans  
 Address.....Dual Hwy. 13  
 Tel.: NAational 7-7933.....Independent  
 Pres., Gen. Mgr.....Elizabeth Evans

### WAMS—Wilmington—1947

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Rollins Broadcasting Co.  
 Address.....Box 2167  
 Tel.: OL 4-8881.....Independent  
 Station Representative.....Eastman  
 President.....O. Wayne Rollins  
 General Manager.....R. Randall Rollins  
 Commercial Manager.....Robert Fishman  
 Program Director.....Pat Patterson  
 Chief Engineer.....Fitzgerald McDaniel  
 Owners of: WCHS-AM-TV, Charleston; WGEE, In-  
 dianapolis; WEAR-TV, Mobile; WPTZ-TV,  
 Plattsburgh.

### WDEL—Wilmington—1922

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Delmarva Bcstg. Co., Inc.  
 Business-Studio Address.....10th & King Sts.  
 Tel.: OL 8-7268.....NBC  
 Representative.....Meeker Co.  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Harvey C. Smith  
 Gen. Sales Mgr.....J. Robert Gulick  
 Technical Director.....J. E. Mathiot  
 Owners of: WGAL, AM-TV, Lancaster, Pa.;  
 WOTK, York, Pa.; WKBO, Harrisburg, Pa.;  
 WEST, Easton, Pa.; WRAC, Williamsport, Pa.

### WILM—Wilmington—1922

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Delaware Bcstg. Co.

## DELAWARE-DIST. OF COLUMBIA

**Business-Studio Address**.....920 King St.  
**Tel.:** OL 4-7771.....MBS  
**Representative**.....Bolling Co.  
**President, Gen. Mgr.**.....Ewing B. Hawkins  
**Chief Engineer**.....Eugene Szymanski

### WTUX—Wilmington—1947

**Frequency:** 1290 Kc....**Power:** 1000 Watts d.  
**Owned-Oper. By**....Port Frere Bcstg. Co., Inc.

**Address**.....1400 Market St.  
**Tel.:** OL 5-8821.....Independent  
**Representative**.....Walker-Rawalt  
**Pres., Gen. Mgr.**.....Gordon K. MacIntosh  
**V. P., Comm. Mgr.**.....William S. Ewing  
**Sales Prom. Mgr.**.....Henry Cook  
**Program Director**.....Donald Mathewson  
**Publicity Director**.....Bill Pfeiffer  
**Chief Engineer**.....Ed Kennedy

**Pop.:** 754,000  
**Families:** 219,000

## Dist. Of Columbia

**Radio Homes:** 212,500  
**AM Stas.:** 10

### WGMS—Washington, D. C.—1947

**Frequency:** 570 Kc...**Power:** 5 Kw. d., 1 Kw. n.  
**Owned By**.....RKO General, Inc.  
**Address**.....Hotel Harrington  
**Tel.:** EXecutive 3-8676.....Independent  
**Representative**.....Avery-Knodel  
**President**.....Thomas F. O'Neill  
**Sales Manager**.....Perry S. Ury  
**Program Director**.....Chas. D. Wood  
**Dir. of Adv. & Pub.**.....Elizabeth Parrish

### WMAL—Washington, D. C. 1925

**Freq.:** 630 Kc.....**Power:** 5,000 Watts  
**Owned**.....Evening Star Bcstg. Co., Inc.  
**Address**.....4461 Connecticut Ave., N.W.  
**Tel.:** KE 7-1100.....ABC  
**Newspaper Affiliation**.....The Evening Star  
**Representative**.....H.R.  
**President**.....John W. Thompson, Jr.  
**General Manager**.....Fred S. Houwink  
**Radio Manager**.....Andrew M. Ockershausen  
**Opera. Manager**.....Howard E. Williams Jr.  
**Publicity Director**.....Richard Eury  
**Chief Engineer**.....Allan Powley  
**Owners of:** WMAL-FM-TV; WWSA-AM-TV-FM,  
 Harrisonburg, Va.

### WOL—Washington, D. C.—1924

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned By**.....Washington Bcstg. Co.  
**Address**.....2000 P. St., N.W.  
**Tel.:** HObart 2-3900.....MBS  
**Station Representative**.....Breen-Ward  
**Pres., Gen. Mgr.**.....Henry Rau  
**Commercial Manager**.....Stan Barclay  
**Business Manager**.....Patrick H. Kelly  
**Chief Engineer**.....Lloyd Smith  
**Owners of:** WDOV, Dover, Del.; WNAV, Annapolis,  
 Md.

### WOOK—Washington, D. C. 1940

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....United Bcstg. Co.  
**Address**.....8th & I Sts., N.W.  
**Tel.:** RE 7-8000.....Independent  
**Station Reps.**.....United Bcstg.; Wittig  
**President**.....Richard Eaton

**V.P. & Gen. Mgr.**.....John A. Panagos  
**Program Director**.....Cliff Holland  
**Chief Engineer**.....Ernest E. Stephens

### WPGC—Washington, D. C. 1954

**Frequency:** 1580 Kc....**Power:** 10,000 Watts d.  
**Owned-Operated By**.....WPGC, Inc.  
**Business Address**.....4421 Southern Ave., SE  
**Tel.:** JORDan 8-6677.....Independent  
**Station Representative**.....Dore  
**President**.....M. E. Richmond  
**Gen., Comm. Manager**.....Robert Howard  
**Program Director**.....Dean Griffith  
**Chief Engineer**.....George R. Sanner

### WQMR—Washington, D. C. 1947

**Frequency:** 1050 Kc.....**Power:** 1,000 Watts  
**Owned By**.....Connie B. Gay Bcstg. Corp.  
**Address**.....4000 Albermarle St. N.W.  
**Tel.:** EMerson 3-8110.....Independent  
**President**.....Connie B. Gay  
**General Manager**.....Ed Winton  
**Station Manager**.....Ted Dorf  
**Program Director**.....Don Tucker  
**Publicity Director**.....Geraldine Tower  
**Chief Engineer**.....Jim Petty  
**Owners of:** WFTC, Kinston; WTCR, Ashland;  
 WGAY-FM, Washington.

### WRC—Washington, D. C.—1923

**Frequency:** 980 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....National Bcstg. Co.  
**Address**.....4001 Nebraska Ave., NW  
**Tel.:** EM 2-4000.....NBC  
**Sta. Representative**.....NBC Spot Sales  
**President (NBC)**.....Robert Kintner  
**V. P., General Mgr.**.....Joseph Goodfellow  
**Sta. Sales Mgr.**.....Harry A. Karr Jr.  
**Prog. Mgr.**.....William Grayson  
**Publicity Dir.**.....Charlotte Walch  
**Chief Engineer**.....John Rogers  
**Owners of:** WNBC-AM-TV-FM, N. Y.; WRCV-  
 AM-TV, Phila.; WRC-TV-FM; WMAQ-FM, Chi-  
 cago; KNBC-FM, San Francisco; WAMP, Pitts-  
 burgh; WNBQ, Chicago; KRCA, Los Angeles;  
 WFMP, Pittsburgh.

### WTOP—Washington, D. C. 1932

**Frequency:** 1500 Kc.....**Power:** 50,000 Watts



**DIST. OF COLUMBIA-FLORIDA**

Owned-Oper. . . . . Washington Post Bcst. Div.  
 Address . . . . . Broadcast House  
 Tel.: EM 2-9300 . . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 Pres., Bcst. Div. . . . . John S. Hayes  
 General Manager . . . . . Lloyd Dennis, Jr.  
 Comm. Mgr. . . . . R. W. Schellenberg  
 Sales Prom. Manager . . . . . Charles Crawford  
 Program Director . . . . . Patricia A. Searight  
 Chief Engineer . . . . . Granville Klink

**WUST—Washington, D. C.**  
 1947

Frequency: 1120 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Atlantic Bcstg. Co.  
 Address . . . . . 1815 V St., N.W.  
 Tel.: HO 2-0011 . . . . . Independent  
 Representative . . . . . Pearson  
 President . . . . . Milton Diener

Gen., Comm. Mgr. . . . . Daniel Diener  
 Program Mgr. . . . . Ben Gordon  
 Comm. Prom. Mgr. . . . . Perry Walders  
 Chief Engineer . . . . . Norman Woods

**WWDC—Washington, D. C.**  
 1941

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WWDC, Inc.  
 Business-Studio Address . . . . . 1627 K St., N.W.  
 Tel.: TU 2-7600 . . . . . Independent  
 Representative . . . . . Blair  
 Pres., Gen. Mgr. . . . . Ben Strouse  
 Comm. Manager . . . . . Herman Paris  
 Program Director . . . . . Ed Studney  
 Sales Prom. Mgr. . . . . Jo Wilson  
 Publicity Director . . . . . Norman Reed  
 Chief Engineer . . . . . Ross H. Beville  
 Owners of: WMBR, Jacksonville.

Pop: 5,034,000  
 Families: 1,537,500

**Florida**

Radio Homes: 1,482,000  
 AM Stas. in State: 169

**WAPG—Arcadia—1956**

Frequency: 1480 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Arcadia-Punta Gorda Bcstg. Co.  
 Address . . . . . Box 676  
 Tel.: WA 8-6111 . . . . . KBS  
 President . . . . . H. D. Ryals  
 General Manager . . . . . W. W. Benton  
 Comm., Prog. Dir. . . . . Bert G. Erickson  
 Chief Engineer . . . . . Bill Lee

**WBAR—Bartow—1954**

Frequency: 1460 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . WBAR, Inc.  
 Address . . . . . Box 820  
 Tel.: 533-4021 . . . . . Independent  
 Station Manager . . . . . Morton C. Cook  
 Chief Engineer . . . . . J. A. Duncan

**WKTX—Atlantic Beach—1958**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Ocean Beach Bcstg. Co.  
 Address . . . . . 1611 Atlantic Blvd.  
 Tel.: CH 6-3695 . . . . . Independent  
 President . . . . . W. H. Adams, Jr.  
 Gen. Mgr., Chief Eng. . . . . Robert K. Lynch  
 Program Dir. . . . . Bernie Adams

**WSWN—Belle Glade—1947**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Seminole Bcstg. Co.  
 Address . . . . . Belle Glade  
 Tel.: WYman 6-2063 . . . . . Independent  
 Chrm. of Bd. . . . . E. D. Rivers, Jr.  
 President . . . . . H. Ulmer  
 General Manager . . . . . Marvin Smith  
 Program Director . . . . . Al Harris  
 Chief Engineer . . . . . C. S. Clemens

**WTWB—Auburndale—1956**

Frequency: 1570 Kc. . . . . Power: 1 Kw., d.  
 Owned By . . . . . L. M. Hughey  
 Address . . . . . P. O. Box 7  
 Tel.: Woodlawn 7-1129 . . . . . Independent  
 President . . . . . L. M. Hughey  
 Gen. Mgr., Program Dir. . . . . Richard Boyce  
 Chief Engineer . . . . . Fred N. Potter

**WRD—Bradenton—1957**

Frequency: 1420 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . Sunshine State Bcstg. Co., Inc.  
 Address . . . . . P. O. Box 1038  
 Tel.: 6-2183 . . . . . MBS  
 Station Rep. . . . . John E. Pearson Co.  
 Pres., Gen. Mgr. . . . . Robert R. Nelson  
 Commercial Manager . . . . . Hal Meyer  
 Program Director . . . . . B. F. Nelson  
 Chief Engineer . . . . . Richard Wetherbee

**WAVP—Avon Park—1957**

Frequency: 1390 Kc. . . . . Power: 1 Kw., d.  
 Owned By . . . . . Mid-Florida Bcstrs., Inc.  
 Address . . . . . Kissimmee, Fla.  
 President . . . . . John Marshall  
 General Manager . . . . . Douglas L. Way  
 Commercial Manager . . . . . Geneva Clayton  
 Program Director . . . . . June Cooper  
 Chief Engineer . . . . . Jerald Brush  
 Owners of: WKBN, Kissimmee

**WTRL—Bradenton—1946**

Frequency: 1480 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Fletcher-Mitchell Corp.  
 Address . . . . . Memorial Pier  
 Tel.: 3-1490 . . . . . Independent  
 Station Representative . . . . . Bob Dore Assn.  
 President . . . . . James I. Mitchell  
 General Manager . . . . . David W. Albright  
 Comm. Mgr. . . . . Ken McKendree  
 Program Director . . . . . Gordon Wyllie

Chief Engineer.....Marlen Hager  
 Owners of: KCBC, Des Moines.

**WWJB—Brooksville—1958**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Brookville Bstg. Service  
 Address.....30 E. Liberty St.  
 Tel.: Brookville 2020.....KBS  
 President, Gen. Mgr.....W. W. Johnson  
 Station Mgr.....Charles Grant  
 Chief Engineer.....Don Thompson

**WBGC—Chipley—1956**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Lee-San Corp.  
 Address.....Drawer 430  
 Tel.: ME 8-0234.....Independent  
 President, Gen. Mgr.....John Sanders  
 Station, Prog. Mgr.....Mrs. Lee Sanders  
 Chief Engineer.....Gerald McKechnie

**WAZE—Clearwater—1959**

Frequency: 860 Kc.....Power: 500 Watts  
 Owned By.....Radio Clearwater, Inc.  
 Address.....201 S. Ft. Harrison Ave.  
 Tel.: 38—575.....Independent  
 President, Comm. Mgr.....Charles H. Adams  
 Gen. Mgr., Ch. Eng.....Gene Allen Robinson  
 Program Director.....Scott Dilworth  
 Sales Prom. Mgr.....L. H. Falconnier  
 Publicity Director.....Richard Whiting

**WTAN—Clearwater—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Clearwater Radio, Inc.  
 Business Address.....200 Pierce Blvd.  
 Tel.: 3-3084.....Independent  
 Pres., Gen. Mgr.....H. Dennison Parker  
 Program Director.....Harry C. Lytie  
 Chief Engineer.....Frank L. Reid

**WSUG—Clewiston—1959**

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned By.....Clewiston Broadcasting Co.  
 Address.....Box 265  
 Tel.: Clewiston.....Independent  
 Station Manager.....L. Chapman

**WEZY—Cocoa—1957**

Frequency: 1350 Kc...Power: 500 Watts, d: 1 n.  
 Owned By.....WEZY, Inc.  
 Address.....740 Clearlake Rd.  
 Tel.: Newton 6-4411.....Independent  
 Station Representatives.....Grant Webb; Ochs  
 President.....Irving Braun  
 General Manager.....Jay Schoof  
 Program Director.....Richard Olson  
 Chief Engineer.....John Shelton

**WKKO—Cocoa—1953**

Frequency: 860 Kc.....Power: 1 Kw. d.  
 Owned By.....WKKO Radio, Inc.  
 Address.....Box 1308  
 Tel.: NE 6-2411.....KBS  
 Station Representative.....Dora Clayton  
 President, Gen. Mgr.....Marvin Rothschild  
 Comm. Manager.....Steve Armstrong

Sta., Program Director.....Dale Wright  
 Sales Prom. Mgr.....Stan Murhoff  
 Publicity Director.....Stan Freed  
 Chief Engineer.....Jack Heimberger

**WRKT—Cocoa—1959**

Frequency: 1300 Kc.....Power: 500 Watts  
 Owned By.....Mel Wheeler  
 Address.....425 W. Orange  
 Tel.: SU 3-2416.....Independent  
 President.....Mel Wheeler  
 General Manager.....Carl Collins  
 Commercial Manager.....John Fox  
 Program Director.....Rick Hutto  
 Publicity Director.....Mack Stans

**WVCG—Coral Gables—1948**

Frequency: 1070 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Peninsular Bcstg. Corp.  
 Business Address.....377 Alhambra Circle  
 Tel.: HI 8-7411.....Independent  
 Sta. Representative.....Broadcast Time Sales  
 President, Sta. Mgr.....George W. Thorpe  
 Commercial Manager.....Timothy J. Carney  
 Program Director.....Barbara Binns  
 Chief Engineer.....Thomas F. Middleton

**WCNU—Crestview—1948**

Frequency: 1010 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Gulf Shores Bcstg. Co.  
 Address.....Box 518  
 Tel.: MU 2-2330.....KBS  
 General Manager.....S. F. Townsend  
 Chief Engineer.....James Whitaker

**WJSB—Crestview—1954**

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Crestview Bcstg. Co.  
 Address.....Box 267  
 Tel.: MU 2-3040.....Independent  
 Pres., Gen. Mgr.....Everett M. McCrary  
 Commercial Manager.....Bob Lynn  
 Program Director.....Cordell Whitlock  
 Sales Prom. Mgr.....Al Robinson  
 Publicity Dir.....Pat Miller  
 Chief Engineer.....Russ White

**WGTO—Cypress Gardens  
 1955**

Frequency: 540 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KSTP, Inc.  
 Address.....Box 123  
 Tel.: CY 3-4103.....Independent  
 Sta. Representative.....Edward Petry & Co.  
 President.....Stanley E. Hubbard  
 Vice President Sales.....Marvin Rosene  
 Comm., Station Manager.....Max Kimbrel  
 Program Director.....Bill Gramer  
 Sales Prom. Mgr., Pub. Dir.....Gary Miller  
 Chief Engineer.....Dave Schick  
 Owners of: KSTP-AM-TV, St. Paul; KOB-AM-TV,  
 Albuquerque;

**WDCF—Dade City—1954**

Frequency: 1350 Kc.....Power: 1 Kw. d.  
 Owned.....Pasco Bcstg. Co.

**FLORIDA**

Address ..... Box 1077  
 Tel.: LO 7-3879 ..... KBS  
 President ..... B. Boring

**WELE—Daytona Beach—1957**

Frequency: 1590 Kc. .... Power: 1 Kw.  
 Owned ..... Quality Bcsters. of Daytona, Inc.  
 Address ..... Box 1940  
 Tel.: CL 2-8222 ..... Independent  
 Sta. Representative ..... Gill-Perna  
 President ..... R. Kelvin Shivers  
 Gen. Sta. Mgr. .... Val Carter  
 Publicity Director ..... Claire Warren  
 Chief Engineer ..... George Nelson

**WMFJ—Daytona Beach—1935**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... WMFJ, Inc.  
 Business Address ..... Daytona Plaza Hotel  
 Tel.: CL 2-6491 ..... Independent  
 Representative ..... Jack Masla  
 President ..... John Creutz  
 General Mgr., Chief Eng. .... Jack Siegel  
 Sta. Mgr., Publicity Mgr. .... Dick Clark  
 Commercial Mgr. .... Jay Caldwell  
 Program Director ..... Myrna De Coudra  
 Sales Prom. Mgr. .... Jerry Norman

**WNDB—Daytona Beach—1947**

Frequency: 1150 Kc. .... Power: 1,000 Watts  
 Owned-Operated By ..... News-Journal Corp.  
 Business-Studio Address ..... 128 Orange Ave.  
 Tel.: CL 2-1511 ..... ABC  
 Newspaper Affil. .... M. Journal; E. News  
 Sta. Representative ..... Thomas F. Clark  
 President ..... Julius Davidson  
 Gen., Sta. Mgr. .... R. Y. Huffman  
 Commercial Manager ..... John Pitts  
 Sales Prom. Mgr. .... E. Russell Truex  
 Prog. Dir. .... Ken Lueck  
 Publicity Dir. .... M. E. Hagman  
 Chief Engineer ..... Stephen B. Searle

**WROD—Daytona Beach—1947**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned ..... Radio of Daytona, Inc.  
 Business Address ..... Box 991  
 Tel.: CL 2-4626 ..... MBS  
 Representative ..... Pearson  
 President ..... Frank J. Russell  
 Gen. Mgr., Chief Eng. .... James F. McDonough  
 Commercial Mgr. .... James Crist  
 Sales Prom., Publicity ..... Ken Steele

**WDSP—DeFuniak Springs  
1956**

Frequency: 1280 Kc. .... Power: 5000 Watts d.  
 Owned By ..... Euchee Valley Bcstg. Co.  
 Business Address ..... 8th Street  
 Tel.: TW 4-8361 ..... Independent  
 President ..... Mrs. Marie F. Douglass  
 General Mgr. .... H. L. Wiles  
 Sta. Mgr., Ch. Eng. .... Laverne Foster  
 Program Director ..... Michael Tate

**WZEP—DeFuniak Springs  
1959**

Frequency: 1460 Kc. .... Power: 1 Kw. d.  
 Owned-Oper. By ..... Leonard Zepp  
 Address ..... Box 387  
 Tel.: TW 4-7161 ..... Independent  
 President Ch. Eng. .... Leonard S. Zepp

**WJBS—DeLand—1948**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... WJBS, Inc.  
 Address ..... 220 E. Hubbard  
 Tel.: RE 4-1725 ..... Independent  
 General Mgr. .... D. S. Phares

**WOOO—DeLand—1956**

Frequency: 1310 Kc. .... Power: 5000 Watts  
 Owned ..... Trio Bcstg. Co., Inc.  
 Address ..... Conrad Bldg.  
 Tel.: RE 4-3422 ..... KBS  
 Rep. .... Charles Bernard  
 Gen., Sta. Mgr. .... Wally King  
 Comm. Prom. Mgr. .... Arthur Beckwith  
 Chief Engineer ..... Edwin Carson

**WDBF—Delray Beach—1954**

Frequency: 1420 Kc. .... Power: 500 Watts d.  
 Owned By ..... WDBF Radio  
 Address ..... P.O. Box 2516  
 Tel.: CR 8-2818 ..... Independent  
 President ..... Ira Lee Eshelman  
 General Manager ..... O. R. Bellamy  
 Program Director ..... Murrel Blount  
 Chief Engineer ..... Don Hammond

**WMEG—Eau Gallie—1956**

Frequency: 920 Kc. .... Power: 1000 Watts d.  
 Owned ..... Mel-Eau Broadcasting Corp.  
 Address ..... Box 98  
 Tel.: AL 4-2282 ..... ABC  
 Pres., Gen. Mgr. .... A. V. Catterton  
 Asst. Mgr., Prog. Dir. .... Victoria C. Martin  
 Commercial Manager ..... Thomas Cary  
 Sales Prom., Opera. Dir. .... Dean C. Wilson  
 Chief Engineer ..... Joseph Benonis

**WLCO—Eustis—1955**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By ..... Floyd W. Hess  
 Address ..... Drawer AX  
 Owner, Gen. Mgr. .... Floyd W. Hess  
 Sales Prom. Mgr., Program Dir. .... Richard Smith  
 Chief Engineer ..... Wayne L. Moody

**WPAP—Fernandina Beach  
1955**

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
 Owned ..... D. T. Brannen  
 Address ..... Box 691  
 Tel.: 3667 ..... KBS  
 General Manager ..... C. R. Witt

**WFTL—Fort Lauderdale  
1958**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By WFTL Bcstg. Co.  
Address P.O. Box 1400  
Tel.: LOgan 6-9621 Independent  
Sta. Representative Jack Masla & Co.  
President, Gen. Mgr. Walter B. Dunn  
Sales Prom., Comm. Mgr. Robert J. Peggs  
Program Director Joseph P. Mulvihill, Jr.  
Chief Engineer Charles E. Vanderford, Jr.

**WL0D—Ft. Lauderdale—1959**

Frequency: 1000 Kc. Power: 980 Watts  
Owned By Franklin Broadcasting Co.  
Address P. O. Box 108  
Tel.: WEBster 3-3511 Independent  
Station Representative Gill Perna  
President William F. Johns Jr.  
General Manager Robert J. Flynn  
Commercial Manager Sherod Rouser  
Program Director Michael E. Thomas  
Sales Prom. Mgr. George V. Liddy  
Chief Engineer Richard P. Northey  
Owners of: KOMA, Tulsa, Okla.; WMIN, St. Paul,  
Minn.; WWOM, New Orleans, La.

**WWIL—Ft. Lauderdale—1955**

Frequency: 1580 Kc. Power: 10 Kw. d., 5 Kw. n.  
Owned Florida Air-Power, Inc.  
Address 600 Riverland Road  
Tel.: LU 1-1580 Independent  
Station Rep. Weed Radio  
President Col. William A. Roberts  
General, Comm. Mgr. Dick Doty  
Program Director Jack Swart  
Publicity Director Marie Dehn  
Chief Engineer Henry Murray

**WINK—Ft. Myers—1940**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Ft. Myers Bcstg. Co., Inc.  
Address 2824 Palm Beach Blvd.  
Tel.: EDison 4-1331 KBS  
Station Representative United Spot Sales  
General Manager A. J. Bauer  
Chief Engineer B. Bachman

**WMYR—Ft. Myers—1952**

Freq.: 1410 Kc. Power: 5 Kw. d., 5 w. n.  
Owned-Operated By Robert Hecksher  
Address 2835 Hanson St.  
Tel.: ED 5-1175 Independent  
Owner-Gen. Mgr. Robert Hecksher

**WARN—Fort Pierce—1952**

Frequency: 1330 Kc. Power: 1000 Watts d.  
Owned-Oper. By South Jersey Bcstg. Co.  
Address 3825 Metger Road  
Tel.: Howard 4-1330 ABC  
President Maj. Ranulf Compton  
General Mgr., Ch. Eng. Charles C. Castle  
Commercial Mgr. Dennis O'Day  
Program Director Marcia Collins

Sales Prom. Mgr. James Harper  
Publicity Director Donna L. Odgen  
Owners of: WKDN, Camden, N. J.

**WIRA—Fort Pierce—1946**


Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Indian River Bcstg. Co.  
Address P. O. Box 1401  
Tel.: HOward 4-1400 NBC  
Sta. Representative United Spot Sales  
Pres., Gen. Mgr. James L. Howe  
Sta., Program Mgr. Sam Lawder  
Commercial Manager J. Kingsley Butt  
Chief Engineer Robert Money

**WFTW—Ft. Walton Beach  
1953**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owner Vacationland Bcstg. Co.  
Address 39 Main St.  
Tel.: CH 3-3123 Independent  
President Wilbur R. Powell  
Gen. Sta. Mgr. Milford A. Reynolds  
Chief Engineer Jimmy Waits

**WNUE—Ft. Walton Beach  
1956**

Frequency: 950 Kc. Power: 1 Kw.  
Owned By Smith Radio Inc.  
Address Wright Ave.



WWIL

AM & FM

1580 kc. • 103.5 Mgc.

*Top Radio*  
**at the Top of the Dial**  
in  
**FT. LAUDERDALE, FLORIDA**  
*"Where the Fun Never Sets"*

10,000 watts Day  
5,000 watts Night  
(and WWIL-FM with 31,000 watts  
covering all of South Florida)

**Ft. Lauderdale's Dominant  
Total Audience Radio**

Contact: Weed Radio Corporation  
or Dick Doty, General Manager

WWIL, WWIL-FM,  
P.O. Box 8067, Ft. Lauderdale, Fla.



## FLORIDA

Tel.: CH 4-5685.....Independent  
Sta. Representative.....Continental Radio Sales  
President.....M. D. Smith III  
General Manager.....B. Borthwick

### WDVH—Gainesville—1954

Frequency: 980 Kc.....Power: 5 Kw. d.  
Owned-Operated By.....WDVH, Inc.  
Address.....P. O. Box 103  
Tel.: FR 2-2528.....Independent  
Sta. Representative.....Everett McKinney  
President.....R. A. Vaughn  
Gen. Mgr., Chief Engr.....Tom Hanssen  
Commercial Manager.....Gene A. Bowen  
Program, Prom. Mgr.....William P. Marr  
Publicity Manager.....David A. Lowe

### WGGG—Gainesville—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Gainesville, Inc.  
Business Address.....Box 501  
Tel.: FR 6-5791.....Independent  
Sta. Representative.....Jack Masla  
Gen. Comm. Mgr.....Leon E. Mims  
Program Director.....William Mansfield  
Chief Engineer.....Iottis Adams

### WRUF—Gainesville—1928

Frequency: 850 Kc.....Power: 5000 Watts  
Owned-Operated By.....State of Fla.  
Business Address.....P.O. Box 2757  
Tel.: FR 6-7575.....NBC  
Representative.....Thomas F. Clark  
General Manager.....Kenneth F. Small  
Commercial Mgr.....Robert L. Black  
Program Dir.....Pierre A. Bejanc  
Chief Engineer.....Bertram MacNamara

### WGRC—Green Cove Springs 1959

Frequency: 1580 Kc.....Power: 500 W.  
Owned By.....Palms Broadcasting, Corp.  
Address.....Que-Si-Sana Motel, Walnut St.  
Tel.: 6363.....Independent  
President & Gen. Mgr.....R. A. Oliver  
Station Mgr.....D. R. Millan

### WGMA—Hollywood—1953

Frequency: 1320 Kc.....Power: 1000 Watts d.  
Owned By.....Melody Music, Inc.  
Address.....1909 Harrison St.  
Tel.: WA 2-0178.....Independent  
Station Rep.....Clark  
President.....Jack Barry  
Gen. Mgr., Sta. Mgr.....C. Edward Little  
Commercial Mgr.....Bill Day  
Sales Prom. Mgr.....Betty Cochran  
Program Dir.....Kenneth Roth  
Publicity Dir.....Ronnie Ames  
Chief Engineer.....Al O'Hara

### WSDB—Homestead—1957

Frequency: 1430 Kc.....Power: 500 Watts. d.  
Owned.....S. Dade Bstg. Co.  
Business Address.....507 N.W. 2nd St.

Tel.: CI 7-2445.....Independent  
General Manager.....Hank Cutshall

### WAPE—Jacksonville—1958

Frequency: 690 Kc.....Power: 25,000 Watts. d.  
Owned By.....Brennan Bstg. Co.  
Address.....P. O. Box 1103  
Tel.: CONgress 4-9555.....Independent  
Station Rep.....Radio-TV Reps.  
Pres., Gen. Mgr.....William J. Brennan  
Commercial Manager.....Jim Atkins  
Chief Engineer.....C. G. Brennan

### WIVY—Jacksonville—1948

Frequency: 1050 Kc.....Power: 1000 Watts  
Owned-Operated By.....WIVY, Inc.  
Address.....1639 Atlantic Blvd.  
Tel.: FL 9-2521.....Independent  
Sta. Representative.....Jack Masla  
President.....Edward J. Oberle  
General Mgr.....Baldwin Goodwin, Jr.

### WJAX—Jacksonville—1925

Frequency: 930 Kc.....Power: 5,000 Watts  
Owned-Operated By.....City of Jacksonville, Fla.  
Business-Studio Address.....1 Broadcast Pl.  
Tel.: EL 4-1681.....NBC  
Sta. Rep.....Bolling  
Commissioner in Charge.....J. D. Kennedy  
General Mgr.....J. W. Douglass  
Program Supervisor.....Mrs. Margaret Scott  
Publicity Dir.....Ed McCullers  
Chief Engineer.....Kenneth L. Kroier

### WMBR—Jacksonville—1927

Frequency: 1460 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WMBR, Inc.  
Business Address.....Hotel George Washington  
Tel.: ELgin 5-9001.....CBS  
Sta. Representative.....John Blair & Co.  
President.....Ben Strouse  
General Mgr.....Sidney L. Beighley, Jr.  
Opera Mgr.....Donald R. Smith  
Promotion Manager.....Hugh Robinson  
Chief Engineer.....C. Roy King

### WOBBS—Jacksonville—1948

Frequency: 1360 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Mel-Lin, Inc.  
Business-Studio Address.....1036 Mary St.  
Tel.: EX 8-3411.....Independent  
Sta. Reps.....Gill-Perna; Dora Clayton  
President, Gen. Mgr.....Larry R. Picus  
Station Mgr., Prog. Dir.....Al Keirsey  
Comm. Mgr.....G. W. Johnston  
Sales Prom. Mgr., Pub. Dir.....Jack Gillman  
Chief Engineer.....Arl M. Thomas

### WPDQ—Jacksonville—1942

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By.....WPDQ, Inc.  
Address.....Gulf Life Bldg.  
Tel.: E L4-4421.....Independent  
Rep.....Venard, Rintoul & McConnell  
President.....E. Carr



Gen. Mgr., Vice-Pres. . . . . Robert R. Feagin  
 Operations Mgr. . . . . Richard C. Fellows  
 Chief Engineer . . . . . Ernest E. Haralson

**WQIK—Jacksonville—1955**

Frequency: 1280 Kc. . . . . Power: 5,000 Watts d.  
 Owned-Operated By . . . . . Rowland Bcstg. Corp.  
 Address . . . . . 2051 West 26th St.  
 Tel.: ELgin 4-4501 . . . . . Independent  
 Pres., Gen. Mgr. . . . . M. W. Rowland  
 Program Director . . . . . Robert T. Rowland  
 Sales Prom. Mgr. . . . . Ed. Jordan  
 Chief Engineer . . . . . F. O. Thies

**WQTY—Jacksonville—1960**

Frequency: 1220 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Rahall Broadcasting, Inc.  
 Address . . . . . P. O. Box 8103  
 Tel.: RAYmond 5-2400 . . . . . Independent  
 Station Rep. . . . . Adam Young, Inc.  
 President . . . . . Sam G. Rahall  
 General. Sta. Mgr. . . . . Sam Newey  
 Commercial Manager . . . . . Frank Hobbs  
 Program Director . . . . . Murph McHenry  
 Publicity Director . . . . . Shirley J. Ost  
 Chief Engineer . . . . . Ben Willis  
 Owners of: WKAP, Allentown; WNAK, Norris-  
 town; WWSR, Beckley; WLCY, Tampa.

**WRHC—Jacksonville—1950**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WRHC, Inc.  
 Address . . . . . 247 Margaret St.  
 Tel.: EL 6-0461 . . . . . Independent  
 Station Representative . . . . . Hal Walton  
 President . . . . . Harold S. Cohn Sr.  
 Gen. Mgr. . . . . Harold S. Cohn, 2nd  
 Station Mgr. . . . . Ronald H. Cohn  
 Program Director . . . . . Mrs. Ruth Love  
 Chief Engineer . . . . . Frank Thies

**WZOK—Jacksonville—1957**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . Radio Station WZOK  
 Business Address . . . . . Peninsular Life Bldg.  
 Tel.: ELgin 6-1373 . . . . . ABC-MBS  
 President, Gen. Mgr. . . . . C. Macri

**WZRO—Jacksonville Beach  
 1947**

Frequency: 1010 Kc. . . . . Power: 1 Kw. d.  
 Owned By . . . . . Sunshine Stations  
 Address . . . . . P.O. Box 278  
 Tel.: Cherry 6-3222 . . . . . Independent  
 Owners . . . . . Andrew B. Letson, E. T. Evans  
 Program Dir. . . . . J. Douglas

**WKIZ—Key West—1959**

Frequency: 1500 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Florida Keys Bcstg. Corp.  
 Address . . . . . P.O. Box 1487  
 Tel.: CY 4-2523 . . . . . Independent  
 Station Rep. . . . . Devney O'Connell  
 President . . . . . R. E. Hook  
 General Manager . . . . . W. H. Bass

Comm., Chief Eng. . . . . Hal Shedd  
 Program Director . . . . . E. W. Bray

**WKWF—Key West—1945**

Frequency: 1600 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . John M. Spottswood  
 Business Address . . . . . P.O. Box 1300  
 Tel.: CY 6-2222 . . . . . ABC  
 Owner, Gen. Mgr. . . . . John M. Spottswood  
 Sta., Sales Prom. Mgr. . . . . Ray A. Schoneck  
 Prog. Dir. . . . . B. Leach  
 Chief Eng. . . . . Charles R. Lowe

**WKBX—Kissimmee—1954**

Frequency: 1220 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Mid Florida Bvstg., Inc.  
 Address . . . . . Lago Vista Blvd.  
 Tel.: TI 6-7181 . . . . . KBS  
 President . . . . . Jack Marshall  
 V.P. . . . . Frank A. Taylor

**WDSR—Lake City—1946**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WDSR, Inc.  
 Address . . . . . Box 826  
 Tel.: 1315 . . . . . KBS  
 President, Ch. Eng. . . . . James M. Wall  
 Station Manager . . . . . Myrtle Baker Wall  
 Publicity Director . . . . . Steve Stevens

**WGRO—Lake City—1958**

Frequency: 960 Kc. . . . . Power: 500 Watts  
 Owned By . . . . . Columbia County Bcstg. Co.  
 Address . . . . . 30 N. Hernando St.  
 Tel.: 3450 . . . . . Independent  
 Sta. Representative . . . . . Hopewell  
 President . . . . . Donald E. Dockery  
 General Manager . . . . . Bob Dobelstein  
 Program Dir. . . . . Jack Singer  
 Sales Prom. Mgr. . . . . James A. Dowdy  
 Publicity Director . . . . . L. Gene Brown  
 Chief Engineer . . . . . Philip L. Corbin

**WLAK—Lakeland—1936**

Freq.: 1430 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Florida Central Bcstg. Co.  
 Business Address . . . . . P. O. Box 1211  
 Tel.: MU 2-3143 . . . . . NBC  
 Station Representative . . . . . John E. Pearson  
 Pres., Gen. Mgr. . . . . Frank W. Nesbitt  
 Commercial Manager . . . . . Powell Adams  
 Station Manager . . . . . Garland Burt  
 Chief Engineer . . . . . William P. Lee

**WONN—Lakeland—1949**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WONN, Inc.  
 Address . . . . . Box 2038  
 Tel.: MU 2-8184 . . . . . Independent  
 Representative . . . . . Donald Cooke, Inc.  
 President . . . . . Duane F. McConnell  
 Commercial Manager . . . . . Tommy Dell  
 Program Director . . . . . Merrill Smith

**WYSE—Lakeland—1957**

Frequency: 1330 Kc. . . . . Power: 1 Kw.

## FLORIDA

Owned ..... Polk Radio Inc.  
Address ..... 207½ E. Main St.  
Tel.: Mutual 6-8127 ..... Independent  
Representative ..... Clark  
General Mgr., Ch. Eng. .... Tom Barber  
Program Prom. Mgr. .... Marc Wheeler

### WIPC—Lake Wales—1951

Frequency: 1280 Kc. .... Power: 1000 Watts  
Owned ..... Imperial Polk Bcstg. Corp  
Address ..... P. O. Box 712  
Tel.: 2-9831 ..... Independent  
President ..... K. H. Berkeley  
V.P., Gen. Mgr. .... Charles D. Bishop  
Chief Engineer ..... William Johnson

### WLIZ—Lake Worth—1959

Frequency: 1380 Kc. .... Power: 500 Watts  
Owned By ..... Gold Coast Bcstg. Co.  
Address ..... 1939 Seventh Ave. N.  
Tel.: JUstice 5-5533 ..... KBS  
Station Rep. .... United Spot Sales  
President ..... Sam C. Phillips  
General Manager ..... William S. Decker Jr.  
Commercial Manager ..... Patricia Sidman  
Station Manager ..... Elizabeth E. Micken  
Program Director ..... Barbara Hubley  
Sales Prom. Mgr. .... Barbara Rosenberg  
Publicity Director ..... Elaine Bisacca  
Chief Engineer ..... David E. Hubertz

### WBIL—Leesburg—1957

Frequency: 1410 Kc. .... Power: 1000 Watts  
Owned By ..... Thompson K. Cassel  
Address ..... P. O. Box 638  
Tel.: State 7-2313 ..... Independent  
President ..... Thompson K. Cassel  
General Manager ..... Charles Stewart  
Program Director ..... Stan Grams  
Publicity Director ..... Jim Sharp  
Chief Engineer ..... Wayne Scott  
Owners of: WATS, Sayre; WCHA, Chambersburg.

### WLBE—Leesburg—1949

Frequency: 790 Kc. .... Power: 5 Kw.  
Owned-Operated By ..... WLBE, Inc.  
Address ..... P.O. Box 1231  
Tel.: ST 7-2790 ..... MBS  
President, Gen. Mgr. .... Paul A. Husebo  
Sales Prom., Publicity Dir. .... Wendell Husebo  
Chief Engineer ..... Martin Kirkland

### WNER—Live Oak—1949

Frequency: 1250 Kc. .... Power: 1 Kw. d.  
Owned ..... Norman O. Protsman  
Business Address ..... P. O. Box 637  
Tel.: FOrest 2-1250 ..... KBS  
Owner, Gen. Mgr. .... Norman O. Protsman  
Program Director ..... Faith Protsman  
Chief Engineer ..... C. S. Parker

### WMAF—Madison—1956

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned By ..... Norman O. Protsman  
Address ..... Box 621  
Tel.: HU 3-6333 ..... KBS  
Owner ..... Norman O. Protsman  
Station Manager ..... Bob Lay

### WTOT—Marianna—1958

Frequency: 980 Kc. .... Power: 1 Kw.  
Owned By ..... Chipola Corp.  
Address ..... 104 S. Caledonia St.  
Tel.: HUdson 2-3046 ..... KBS  
President ..... F. T. MacKinnon  
Gen. Mgr., Chief Eng. .... John Boggess  
Commercial Mgr. .... James W. Hart  
Promotion Manager ..... Barbara Kelly  
Program Dir. .... Lloyd Hart  
Publicity Director ..... Cecil Tindel

### WTYS—Marianna—1948

Freq.: 1340 Kc. .... Power 1 Kw. d.; 250 Wts. n.  
Owned-Operated By ..... James W. Tate  
Address ..... Box 777  
Tel.: HU 2-2131 ..... Independent  
General Manager ..... James W. Tate  
Station, Comm. Mgr. .... James W. Hart Jr.  
Program Director ..... Jim Fisher  
Chief Engineer ..... Jim Hartley

### WMMB—Melbourne—1948

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Indian River Radio, Inc.  
Address ..... Front St.  
Tel.: PA 3-1661 ..... MBS  
President ..... H. G. Murrelle  
General Manager ..... Howard L. Green  
Chief Engineer ..... Edward Murdoch

Nothing  
Outshouts  
Quality and  
Integrity



**WAME—Miami—1958**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned By..... Consolidated Comm.  
 Address..... Chamber of Commerce Bldg.  
 Tel.: FRanklin 3-5533..... Independent  
 Sta. Representative..... Adam Young  
 General Manager..... Ted Wilson  
 Comm., Station Mgr..... Murry Woroner  
 Program Dir..... Fred Hohl  
 Sales Prom., Publicity..... Lee Wilson  
 Chief Engineer..... Stan Brown

**WCKR—Miami—1956**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By..... Biscayne TV Corp.  
 Address..... 1401 N. Bay Causeway  
 Tel.: PL 1-6692..... NBC  
 Station Rep..... Daren McGavren  
 President..... Niles Trammell  
 Station Mgr..... Alan Henry  
 Comm. Manager..... Milton Komito  
 Program Director..... Lee Manson  
 Publicity Director..... Robert Lakin  
 Chief Engineer..... Gene Rider

**WFAB—Miami—1958**

Frequency: 990 Kc. Power: 5000 Watts  
 Owned By..... WFAB, Inc.  
 Address..... P. O. Box 1288  
 Tel.: Franklin 1-5531..... Independent  
 President, Gen. Mgr..... Harold E. King  
 Station Mgr..... L. G. Jacobs

**WFEC—Miami—1949**

Frequency: 1220 Kc. Power: 250 Watts  
 Owned-Oper. By..... Fla. East Coast Bcstg.  
 Address..... 350 N.E. 71st St.  
 Tel.: PL 1-7534..... Independent  
 Sta. Representative..... Bernard Howard  
 President, Gen. Mgr..... Harry Trenner  
 Publicity Director..... Blanche Calloway  
 Program Director..... Doris M. Sanford  
 Chief Engineer..... Vernon Ellis

**WGBS—Miami—1944**

Freq.: 710 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned..... Storer Bcstg. Co.  
 Address..... 1605 Biscayne Blvd.  
 Tel.: FR 9-2401..... CBS  
 Newspaper Affiliation..... Miami Beach Sun  
 Station Representative..... Katz Agency, Inc.  
 President..... George B. Storer  
 V. P., Mgr., Dir..... Bernard E. Neary  
 Commercial Mgr..... Norman A. Palmer  
 Program Director..... Robert B. Martin  
 Prom., Publicity..... William S. Durney  
 Chief Engineer..... Edward C. Lockwood  
 Owners of: WJBK-AM-FM-TV, Detroit; WSPD-  
 AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-  
 AM-FM-TV, Cleveland; WWVA-AM-FM, Wheel-  
 ing, W. Va.; WGBS-AM-FM, Miami, Fla.; WUPG-  
 AM-FM, Phila., Pa.; WITI-TV, Milwaukee;  
 KGBS, Los Angeles.

**WINZ—Miami—1946**

Freq.: 940 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By..... Rand Bcstg. Co.  
 Business Address..... Biscayne Terrace Hotel  
 Tel.: FR 1-6641..... Independent  
 Representative..... Petry  
 President..... Rex Rand  
 V.P., Gen. Mgr..... Robert E. Mitchell  
 Chief Engineer..... Lee Caput

**WMIE—Miami—1947**

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By..... WMIE, Inc.  
 Address..... 1448 N. W. 36 St.  
 Tel.: NEWton 5-2447..... Independent  
 Representative..... Charles Bernard  
 President..... E. D. Rivers, Sr.  
 Station Manager..... Jack E. Nobles  
 Commercial Manager..... Lawrence Lunker  
 Program Director..... Douglas Hatton  
 Sales Prom. Mgr..... Neal Owings  
 Chief Engineer..... Russell Bennett

**WQAM—Miami—1921**

Frequency: 560 Kc. Power: 5 Kw.d., 1 Kw. n.  
 Owned-Operated By..... Storz Brcstg. Co.  
 Business-Studio Address..... 1723 duPont Bldg.  
 Tel.: FRanklin 7-3535..... Independent  
 Representative..... John Blair  
 President..... Todd Storz  
 Gen., Sta., Comm. Mgr..... Jack Sandler  
 Program Dir..... Charles Murdock  
 Chief Engineer..... Morris Barwick  
 Owners of: WJIB, Kansas City, Mo. WTKX, New  
 Orleans; KQMA, Oklahoma City; WJGY, Minne-  
 apolis.

**WSKP—Miami—1956**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... WSKP, Inc.  
 Address..... 420 S.W. 2nd Ave.  
 Tel.: FR 1-1585..... Independent  
 Station Rep..... H. R. Representatives  
 President..... Bill O'Neil  
 Gen. Mgr..... R. C. O'Donnell  
 Program Dir..... Georgiana Fleming  
 Chief Eng..... Gerald G. Roberts

**WKAT—Miami Beach—1937**

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... WKAT, Inc.  
 Address..... 1759 N. Bay Road  
 Tel.: JE 1-5711..... CBS  
 Sta. Representative..... Gill Perna  
 President..... Mrs. Ucola Katzentine  
 Commercial Manager..... Sidney Levin  
 Program Director..... Bill Smith  
 Chief Engineer..... Arthur P. Smith

**WMBM—Miami Beach—1947**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned..... Rounsaville of Miami Beach, Inc.  
 Address..... Causeway Terminal  
 Tel.: JE 1-5586..... Independent  
 Sta. Reps..... Pearson; Dora-Clayton, Inc.  
 President..... Robert W. Rounsaville

## FLORIDA

General Mgr. . . . . Arnold C. Kaufman  
Station Manager . . . . . Donald K. Clerk  
Program Director . . . . . Milton Smith  
Chief Engineer . . . . . James Hall

### WMET—Miami Beach—1954

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Community Service Bcstrs, Inc.  
Business Address . . . . . 814 First St.  
Tel.: Jefferson 8-0411 . . . . . Independent  
President . . . . . James R. Williams  
Ex. V.P., Gen. Mgr. . . . . R. B. Baker  
Station Mgr. . . . . Thomas E. Wood, Jr.  
Commercial Manager . . . . . B. S. Leonard  
Program Director . . . . . Alfred Nobel  
Publicity Director . . . . . Patricia Montgomery  
Chief Engineer . . . . . V. C. Roberts

### WEBY—Milton—1954

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
Owned . . . . . C. W. Mapoles  
Address . . . . . Ward Basin Rd.  
Tel.: NA 3-3425 . . . . . MBS  
Owner, Gen. Mgr. . . . . C. W. Mapoles  
Comm. Sta. Mgr. . . . . H. Byrd Mapoles  
Program Dir. . . . . D. Cooke

### WSRA—Milton—1958

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Santa Rosa Bcstg. Co.  
Address . . . . . Berry Hill Rd.

President . . . . . F. A. Davis  
General Manager . . . . . D. Retherford

### WMDF—Mount Dora—1958

Frequency: 1580 Kc. . . . . Power: 1 Kw., d.  
Owned By . . . . . WMDF, Inc.  
Address . . . . . Old Eustis Road  
Tel.: Evergreen 3-3110 . . . . . Independent  
General Mgr. . . . . Max B. Lee

### WNOG—Naples—1954

Frequency: 1270 Kc. . . . . Power: 500 Watts d.  
Owned and Oper. By . . . . . Radio Naples Inc.  
Business Address . . . . . E. Tamiami Trail  
Tel.: Midway 2-5127 . . . . . KBS  
Representative . . . . . Geo. Hopewell  
President, Gen. Mgr. . . . . William J. Ryan  
Commercial Manager . . . . . Homer L. Dixon  
Program Director . . . . . John D. Beaty  
Publicity Director . . . . . Barbara Pritchard  
Sales Prom. Mgr. . . . . Eileen Eilers  
Chief Engineer . . . . . David S. Traer

### WSBB—New Smyrna Beach 1951

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Broadcasters, Inc.  
Business Address . . . . . Box 125  
Tel.: GA 8-9091 . . . . . MBS-KBS  
President, Gen. Mgr. . . . . A. V. Tidmore  
Station Manager . . . . . A. L. Pruitt  
Chief Engineer . . . . . Sim Eagleson

**“MIAMI BEACH SALUTES** the  
Radio and Television Industry for its  
wonderful cooperation in bringing  
the Miami Beach Story to the eyes  
and ears of the nation.

**WARMEST THANKS** from the  
warmest part of the nation.

**HANK MEYER**

*Public Relations Consultant,*  
**CITY OF MIAMI BEACH”**

**WHYS—Ocala—1957**

Frequency: 1370 Kc. Power: 1 Kw. d.  
 Owned: Associated Broadcasters, Inc.  
 Address P. O. Box 779  
 Tel.: MA 2-8174 Independent  
 President C. C. Davenport  
 General Manager R. L. Bowles

**WMOP—Ocala—1953**

Frequency: 900 Kc. Power: 1000 Watts  
 Owner: A. B. Letson  
 Address: 311 Robertson Bldg.  
 Tel.: Ocala Independent  
 President: A. B. Letson  
 General Mgr.: Jim Kirk  
 Comm., Sls. Mgr.: Vernon Arnette  
 Chief Engineer: Lloyd Lutz

**WTMC—Ocala—1939**

Frequency: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: WTMC, Inc.  
 Address: Box 831  
 Tel.: MA 2-4127 KBS-MBS  
 Station Rep.: Dora Clayton  
 President, Gen. Mgr.: Ray Gunckel Jr.  
 Comm., Sta. Mgr.: Tom Catalano  
 Program Director: William J. Worth  
 Chief Engineer: C. Gordon Huey

**WAYR—Orange Park—1960**

Frequency: 550 Kc. Power: 1 Watt  
 Owned By: Dan Richardson  
 Address: Orange Park, Fla.  
 Tel.: COngress 4-9587 Independent  
 President: Dan Richardson  
 General Manager: Gordon R. Linscott  
 Program Director: Y. Thomas Kirby  
 Sales Promotion Mgr.: Joseph R. May  
 Chief Engineer: William F. Askew

**WABR—Orlando—1954**

Frequency: 1440 Kc. Power: 5 Kw.  
 Owned By: Contemporary Bcstg. Co.  
 Address: P. O. Box 7547  
 Tel.: Garden 5-6531 Independent  
 Sta. Rep.: Gill-Perna  
 President: I. Edward Edwards  
 General Mgr.: J. D. Coombs  
 Commercial Mgr.: Preston M. Ward  
 Program Dir.: R. Motes  
 Chief Engineer: J. A. Thomas

**WDBO—Orlando—1924**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By: Cherry Bcstg. Co.  
 Business Address: 30 S. Ivanhoe Blvd.  
 Tel.: CH 1-1491 CBS  
 Representative: John Blair  
 Chairman of Board: Wm. S. Cherry Jr.  
 Exec. V. P. Gen. Mgr.: Arnold F. Schoen, Jr.  
 Commercial Mgr.: Carl F. Hallberg  
 Chief Engineer: James E. Yarbrough  
 Owners of: WDBO-TV

**WHIY—Orlando—1957**

Frequency: 1270 Kc. Power: 5 Kw. d.

Owned: Orlando Radio & TV Bcstg. Corp.  
 Address: 563 N. Orange Ave.  
 Tel.: GA 4-8561 Independent  
 President: Gordon Sherman  
 General Comm. Mgr.: Gene G. Cook  
 Commercial Mgr.: Marvin Picard  
 Program Director: Art Spector  
 Chief Engineer: Peter Wiltjer

**WHOO—Orlando—1948**

Freq.: 990 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By: WHOO, Inc.  
 Business Address: 311 N. Rosalind Ave.  
 Tel.: GArden 5-3591 Independent  
 Representative: Hollingbery  
 Pres., Gen. Mgr.: John T. Rutledge  
 Commercial Manager: Don Welsh  
 Operations Mgr.: Gene Stuart  
 Chief Engineer: Charles K. Chrismon

**WKIS—Orlando—1946**

Frequency: 740 Kc. Power: 5 Kw. 1 Kw. n.  
 Owned-Oper. By: Central Florida Bcstg. Co.  
 Address: P. O. Box 1353  
 Tel.: CYPress 5-0740 NBC  
 Station Rep.: Devney O'Connell  
 Pres., Gen. Mgr.: Mrs. Naomi T. Murrell  
 Station Manager: William O. Murrell, Jr.  
 Comm. Prom. Mgr.: Harold McWhorter  
 Program Director: Donald McWhorter  
 Chief Engineer: Jack Collinsworth

**WLOF—Orlando—1940**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By: Mid-Fla. Radio Corp.  
 Address: P. O. Box 5756  
 Tel.: CYPress 3-2431 Independent  
 Station Representative: Daren McGavren  
 President: Harris Thomson  
 V. P., Gen. Mgr.: Howard S. Kester  
 Commercial Mgr.: Tom Siegfried  
 Program Director: Bob Bartl  
 Operations Manager: Ernest Legge  
 Chief Engineer: W. Dodd Daniels

**WQXQ—Ormond Beach—1957**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned By: Volusia County Bcstg. Corp.  
 Address: Box 5038, Daytona Beach  
 Tel.: ORange 7-4122 Independent  
 President, Ch. Eng.: Lyman W. Menard  
 General Mgr.: Don Ritter

**WRIM—Pahokee—1958**

Frequency: 1250 Kc. Power: 500 Watts  
 Owned By: WRIM, Inc.  
 Address: P.O. Box 548  
 Tel.: 682 Independent  
 President: J. H. Mann  
 Gen., Sta. Mgr.: P. Willis, Jr.

**WSUZ—Palatka—1957**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned By: Raymond P. McMillin  
 Address: P. O. Box 668  
 Tel.: EAst 8-1434 MBS



## FLORIDA

General Manager..... R. P. McMillin  
Sta. Mgr., Chief Eng..... George Duck

### WWPF—Palatka—1947

Frequency: 1260 Kc..... Power: 1 Kw. d., 500 W. n.  
Owned-Operated By..... Hall Bcstg. Co.  
Address..... 900 River St.  
Tel.: EA 5-4555..... KBS  
Gen. Mgr..... William R. Terry  
Commercial Manager..... Herb Young  
Chief Engineer..... Isaac Lee

### WQXT—Palm Beach—1957

Frequency: 1340 Kc..... Power: 250 Watts  
Owned By..... Flame R-TV Co.  
Address..... 3000 S. Ocean Blvd.  
Tel.: JU 2-7401..... ABC  
Exec. V.P., Gen. Mgr..... Art Rivera  
Chief Engineer..... Clyde Walkden

### WDLP—Panama City—1940

Frequency: 590 Kc..... Power: 1000 Watts  
Owned..... Dixie Radio Inc.  
Address..... 323 West Beach Drive  
Tel.: PO 3-1777..... Independent  
Representative..... Hollingbery  
President..... Denver Brannen  
General Manager..... R. B. Mann  
Chief Engineer..... D. Priest

### WPCF—Panama City—1949

Frequency: 1430 Kc..... Power: 5000 Watts  
Owned-Operated By... Bay County Bcstg. Co.  
Address..... 300 E. 15th St.  
Tel.: Sunset 5-6176..... ABC  
Sta. Reps..... Walker-Rawalt; Dora-Clayton  
Program Director..... Robert Badger  
Comm. Ch. Eng..... Donnell Brookins

### WTHR—Panama City—1957

Frequency: 1480 Kc..... Power: 500 Watts, d.  
Owned..... WTHR Bcstg. Co.  
Address..... P.O. Box 788  
Tel.: ADams 4-2781..... Independent  
Representative..... Burn-Smith  
Gen. Mgr..... H. W. King  
Sales Manager..... I. Scott  
Chief Engineer..... Paul Demeree

### WBOP—Pensacola—1956

Frequency: 980 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Tri-Cities Brcstg. Co.  
Business Address..... 431 West Belmont  
Tel.: HE 8-7543..... Independent  
Sta. Reps..... National Time Sales; B. I. Ochs  
President..... E. O. Roden  
Gen. Sta. Mgr..... Zane D. Roden  
Comm. Prom. Mgr..... John Hofen  
Program, Publicity Dir..... W. I. Dove  
Chief Engineer..... George Tisdale

### WBSR—Pensacola—1946

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... WBSR, Inc.  
Address..... 1603 N. Pau Blvd.  
Tel.: HE 2-6173..... CBS

Representative..... Venard, Rintoul, McConnell  
Pres., Gen. Mgr..... Don J. Lynch  
Comm. Mgr..... Bo Mitchell  
Program Director..... Don Redfield  
Chief Engineer..... Glenn Nichols

### WCOA—Pensacola—1926

Frequency: 1370 Kc..... Power: 5000 Watts  
Owned-Operated By..... WCOA Radio, Inc.  
Address..... Lakewood Road  
Tel.: Glendale 6-5751..... NBC  
Representative..... Hollingbery  
President, Gen. Mgr..... J. McC. Milles  
Station Manager..... Art Keeney  
Program Director..... Jim Young  
Prom., Publicity Director..... R. A. Ryan  
Chief Engineer..... D. M. Morris

### WNVY—Pensacola—1947

Frequency: 1230 Kc..... Power: 250 Watts  
Owned By..... Florida Radio Bcstg Corp.  
Address..... 807 W. Garden St.  
Tel.: Hemlock 3-5666..... Independent  
Sta. Rep..... Venard, Rintoul & McConnell  
President..... J. Drees  
General Manager..... J. Howat

### WPFA—Pensacola—1954

Frequency: 790 Kc..... Power: 1,000 Watts d.  
Owned-Operated By..... Edwin H. Estes  
Address..... 4151 N. Pace Blvd.  
Tel.: HE 3-1141..... ABC  
President..... Edwin H. Estes  
General Manager..... Van A. Temple  
Program Director..... Marshall Bradley  
Chief Engineer..... Tom Lowery  
Owners of: WMOZ, Mobile

### WPRY—Perry—1954

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By..... Taylor County Bcstg. Co.  
Address..... P. O. Box 67  
Tel.: 540..... KBS  
Representative..... Continental Radio Sales  
President..... Alpha B. Martin  
Gen. Sta., Comm. Mgr..... C. E. Roye  
Program Director..... B. J. Roye  
Chief Engineer..... W. H. McHargue

### WPLA—Plant City—1949

Frequency: 910 Kc..... Power: 1 Kw. d.  
Owned-Operated By..... WPLA Bcstg. Co.  
Address..... 1607 S. Collins St.  
Tel.: 752-3123..... Independent  
President..... W. A. Smith  
Gen. Mgr., Chief Eng..... George Friend

### WL0D—Pompano Beach—1959

Frequency: 980 Kc..... Power: 1 Kw.  
Owned-Oper. By..... WL0D, Inc.  
Address..... 980 Atlantic Blvd., Extension  
Tel.: LOgan 6-8316..... Independent  
Sta. Rep..... Gill-Perna, Inc.  
President..... W. F. Johns, Jr.  
General Mgr..... S. Rouser  
Sales Manager..... J. F. Ward

**WPOM—Pompano Beach—1958**

Frequency: 1470 Kc. Power: 5000 Watts d.  
 Owned By.....Gold Coast Broadcasters, Inc.  
 Address.....P. O. Box 10315, Ft. Lauderdale  
 Tel.: Ft. Lauderdale.....ABC  
 President.....James C. Dean  
 General Sta. Mgr.....V. King  
 Chief Engineer.....Les Follette

**WJOE—Port St. Joe—1956**

Frequency: 1570 Kc. Power: 250 Watts, d.  
 Owned By.....National Radio of P. St. Joe  
 Address.....P. O. Box 310  
 Tel.: Ball 7-2426.....Independent  
 General Mgr., Chief Eng.....Robert Sidwell  
 Program Director.....Jim Vickers  
 Publicity Director.....Guy N. Middleton

**WCCF—Punta Gorda—1960**

Frequency: 1580 Kc. Power: 1 Kw.  
 Owned By.....Charlotte Radio Co.  
 Address.....P. O. Box 277  
 Tel.: NEptune 9-1580.....Independent  
 President.....Loyal Phillips  
 General. Sta. Mgr.....Roy L. Hickox  
 Chief Engineer.....William Q. Setliffe

**WCNH—Quincy—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Big Bend Broad. Corp.  
 Address.....P.O. Box 630  
 Tel.: MA 7-6700.....KBS-MBS  
 President, Gen. Mgr.....William S. Dodson  
 Station Manager.....Ken Harmon  
 Commercial Manager.....G. H. Powell  
 Program Director.....DeWitt Cowens  
 Publicity Director.....Agnes Kingry  
 Chief Engineer.....Sam Martin

**WHEW—Riviera Beach—1960**

Frequency: 1600 Kc. Power: 1 Watts, d.  
 Owned By.....Public Service Bcstg.  
 Address.....45th & Military Trail, W. Palm Beach  
 Tel.: Overland 3-1600.....Independent  
 Owner, General Mgr.....Robert Hecksher

**WFOY—St. Augustine—1936**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Ponce de Leon Bcsting  
 Address.....Fountain of Youth Gardens  
 Tel.: VA 9-3416.....CBS  
 Pres., Gen. Mgr.....John E. Bernhard, Jr.  
 Commercial Mgr.....Fred H. Schilling  
 Chief Engineer.....R. J. Sheppe

**WSTN—St. Augustine—1954**

Frequency: 1420 Kc. Power: 1 Kw. d.  
 Owned By.....D & R Bcstg. Corp.  
 Address.....900 Anastasia Blvd.  
 Tel.: VA 9-9094.....Independent  
 General Manager.....J. H. Riggs  
 Ass't Manager.....R. W. Webb

**WLCY—St. Petersburg—1939**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By.....Rahall Enterprises

Address.....11450 Gandy Blvd.  
 Tel.: HE 5-2131.....Independent  
 Station Reps.....Adam Young, Paul O'Brien  
 President.....Joe Rahall  
 General. Sta. Mgr.....Sam G. Rahall  
 Sales Mgr.....Donald L. Jones  
 Sales Prom. Mgr.....W. Kirkwood  
 Program Director.....M. Clever  
 Publicity Director.....Ray Nielson  
 Chief Engineer.....Dan Lunin  
 Technical Director.....C. F. Cordaro  
 Owners of: WKAP, Allentown, Pa.; WWNR, Beck-  
 ley, W. Va.; WNAR, Norristown, Pa.; WQTY,  
 Jacksonville; WTSP-TV, St. Petersburg.

**WPIN—St. Petersburg—1950**

Frequency: 680 Kc. Power: 1,000 Watts  
 Owned-Oper. By.....Fla. W. Coast Bcstrs., Inc  
 Business Address.....28th St. N. at 62nd Ave.  
 Tel.: HEmlock 5-6161.....Independent  
 Station Rep.....Donald Cooke  
 President.....Dr. Charles Farrington  
 Gen. Comm. Mgr.....Arthur Mundorff  
 Program Director.....James Carley  
 Sales Prom. Mgr.....Herb Anderson  
 Publicity Director.....Jim Boynton  
 Chief Engineer.....Bert Coyle

**WSUN—St. Petersburg—1927**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By.....City of St. Petersburg  
 Business Address.....Municipal Pier  
 Tel.: 5-4121.....ABC  
 Representative.....Venard, Rintoul, McConnell  
 General Manager.....Fred P. Shawn  
 Commercial Manager.....Jack Weldon  
 Program Director.....Bob Vaughn  
 Publicity Director.....Jeanne Miller  
 Chief Engineer.....William C. Coddling  
 Owners of: WSUN-TV.

**WILZ—St. Petersburg Beach  
1957**

Frequency: 1590 Kc. Power: 1 Kw. d.  
 Owned.....Holiday Isles Bcstg. Co.  
 Address.....P. O. Box 6267  
 Tel.: 233-001.....KBS  
 Representative.....Jack Masla  
 President.....H. C. Spence  
 General Manager.....D. L. Bigelow

**WSFR—Sanford—1956**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned.....Sanford Seminole Bcstg. Co.  
 Address.....Box 679  
 Tel.: 2-8000.....Independent  
 General Manager.....J. Drucker  
 Program Dir.....J. Cairns

**WTRR—Sanford—1947**

Frequency: 1400 Kc. Power: 1,000 Watts  
 Owned-Operated By.....Radio Station WTRR  
 Business Address.....Box 1541  
 Tel.: FA 2-6112.....KBS  
 General Manager.....Myron A. Reck

## FLORIDA

Commercial Manager..... Jack Weible  
Program Director..... Nick Pfeiltauf  
Chief Engineer..... James S. Williamson, Jr.

### WKXY—Sarasota—1949

Frequency: 930 Kc. Power: 1 Watts d. 500 n.  
Owned-Operated By..... Sarasota Bcstg. Co.  
Address..... 2500 Tenth St.  
Tel.: RI 7-1151..... Independent  
Sta. Representative..... Thomas Clark  
President, Gen. Mgr..... A. G. Fernandez  
Commercial Manager..... James M. Angel  
Program Director..... Charles Fernandez  
Chief Eng..... Robert L. Kohlmeier

### WSPB—Sarasota—1939

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... WSPB Bcstg. Co.  
Business Address..... Box 1110, City Island  
Tel.: FU 8-2121..... CBS  
Sta. Representative..... Walker-Rawalt  
V. P., Gen. Mgr..... Mark Woods  
Program Director..... David Hale  
Publicity Director..... Charles Shaw  
Chief Engineer..... G. W. McGougan

### WYND—Sarasota—1959

Frequency: 1280 Kc. Power: 500 Watts d.  
Owned By..... Gulf-Coast Bcstg Co., Inc.  
Address..... 3439 S. McIntosh Road  
Tel.: RI 6-3647..... Independent  
President, Gen. Mgr..... Kelsey L. Hutchinson

### WJCM—Sebring—1950

Frequency: 960 Kc. Power: 1 Kw.  
Owned-Operated By..... Progressive Publ. Co.  
Business Add..... Assembly Pt. on Dinner Lake  
Tel.: EVERgreen 5-7149..... KBS  
President..... W. K. Ulerich  
Station Manager..... Jack Hughes  
Program Director..... Ron Wilson  
Chief Engineer..... Robert Goshorn  
Owners of: WCPA, Clearfield; WMAJ, State  
College; WBAD, Indiana.

### WSEB—Sebring—1959

Frequency: 1340 Kc. Power: 250 W.  
Owned By..... C. C. Tillman, Jr. & D. Wasdon  
Address..... P. O. Box 768  
Tel.: EVERgreen 5-7141..... Independent  
Representative..... Guy Zwahlen  
General Mgr..... W. K. Diehl  
Comm. Mgr..... M. J. Hinlein

### WRGR—Starke—1957

Frequency: 1490 Kc. Power: 250 Watts  
Owned By..... Radio Starke, Inc.  
Business Address..... 935 North Temple Ave.  
Tel.: WO 4-5001..... KBS  
Sta. Representative..... Continental Radio Sales  
President..... Murray C. Tillman  
General Sta. Mgr..... Will Shawver  
Program Director..... Chuck Dent  
Chief Engineer..... Clarence O. Wright

### WSTU—Stuart—1954

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Blue Water Bcstg. Co.  
Address..... Drawer 417  
Tel.: ATLantic 7-2020..... MBS  
Pres., Gen. Mgr..... Lester M. Combs  
Station Manager..... Jim Driscoll  
Publicity Director..... Margaret A. Combs  
Chief Engineer..... Fred Chapman

### WMEN—Tallahassee—1954

Frequency: 1330 Kc. Power: 5,000 Watts d.  
Owned-Oper. By..... WMEN, Inc.  
Address..... Hotel Floridan  
Tel.: 3-2550..... Independent  
Sta. Representative..... Bernard-Howard  
President..... B. F. J. Timm  
General Sta. Mgr..... Clayton Wilkie  
Commercial Prom. Mgr..... Carl Swanson  
Program Director..... Harry Martin  
Chief Engineer..... A. Tom Kindell

### WRFB—Tallahassee—1959

Frequency: 1580 Kc. Power: 5000 Watts, d.  
Owned By..... Emerson W. Browne  
Address..... P.O. Box 3127  
Tel.: 4-6818..... Independent  
Station Rep..... Chas. Bernard  
Pres., Chief Eng..... Emerson W. Browne  
Commercial Manager..... John T. Bevis  
Station Manager..... Margie B. Bowman  
Prom., Publicity Director..... Jerry Conrad  
Program Director..... George Roberts

### WTAL—Tallahassee—1935

Frequency: 1270 Kc. Power: 5000 Watts  
Owned-Operated By..... WTAL, Inc  
Business Address..... Drawer "A"  
Tel.: 2-1270..... MBS  
Representative..... Meeker, Cummings  
President..... Victor C. Diehm  
General Mgr..... Arthur Deters  
Commercial Mgr..... Bill Nichols  
National Sales Mgr..... Thomas A. Tito  
Program Director..... Ron Martin  
Publicity Director..... Phil O'Neil  
Chief Engineer..... Glenn Boatright  
Owners of: WAZL, Hazleton; WHOL, Allentown;  
WHLM, Bloomsburg.

### WTNT—Tallahassee—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Tallahassee Appl. Corp.  
Business-Studio Address..... P.O. Box 1047  
Tel.: 2-1450..... CBS  
Representative..... Devney-O'Connell; Ayers  
Pres., Gen. Mgr., Ch. Eng..... Frank W. Hazelton  
Commercial Manager..... Hurley W. Rudd  
Program Director..... R. S. Meigs  
Sales Prom., Publicity..... Don C. Price

### WALT—Tampa—1947

Frequency: 1110 Kc. Power: 10 Kw. d.  
Owned..... Tampa Broadcasting Co., Inc.  
Address..... 401 West Tyler Street  
Tel.: 2-7921..... Independent

Sta. Representative ..... Gill-Perna  
 President ..... William B. Caskey  
 Station Manager ..... George W. Fee  
 Program Director ..... Bob Walters  
 Sales Prom. Mgr. .... Tom Whitmore  
 Publicity Director ..... Bob Poller  
 Chief Engineer ..... Paul Gossett  
 Owners of: WSAI, Cincinnati; WPEX, Philadelphia

**WDAE—Tampa—1922**

Frequency: 1250 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Smiley Properties, Inc.  
 Business Address ..... 101 N. Tampa St.  
 Tel.: 2-0404 ..... CBS  
 Representative ..... Katz  
 President ..... Joseph F. Smiley  
 General Manager ..... L. Spencer Mitchell  
 Commercial Manager ..... Robert M. Weeks  
 Program Director ..... G. Douglas Pidgeon  
 Publicity Director ..... Kay Dowst  
 Chief Engineer ..... William P. Moore

**WFLA—Tampa—1924**

Frequency: 970 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Tribune Co.  
 Business Address ..... 905 Jackson St.  
 Tel.: 2-0131 ..... NBC  
 Newspaper Affiliation Tampa Tribune-Times  
 Representative ..... John Blair  
 President ..... John C. Council  
 General Manager ..... George W. Harvey  
 Sta., Comm. Mgr. .... John Alexander  
 Program Director ..... Dan Valentine  
 Publicity Director ..... Doug Duperrault  
 Chief Engineer ..... Joseph Mitchell

**WHBO—Tampa—1948**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned By ..... Gateway Broadcasters, Inc.  
 Business Address ..... 11011 Florida Ave.  
 Tel.: WE 5-3171 ..... MBS  
 Rep. .... Charles Bernard  
 President ..... John A. Boling  
 Gen. Mgr. .... Bob A. Martin  
 Chief Engineer ..... Bill Polk

**WINQ—Tampa—1960**

Frequency: 1010 Kc. .... Power: 50 Kw. d.  
 Owned By ..... Rand Broadcasting  
 Address ..... Hillsboro Hotel  
 Tel.: 2-6425 ..... Independent  
 Station Rep. .... Eastman  
 President ..... Rex Rand  
 General Mgr. .... Harold H. Meyer

**WSOL—Tampa—1950**

Frequency: 1300 Kc. .... Power: 5 Kw. d.  
 Owned By ..... WPIT, Inc.  
 Address ..... 113 E. La Fayette St.  
 Tel.: 2-8024 ..... Independent  
 Station Rep. .... National Time Sales  
 President ..... John L. Laux  
 General Mgr. .... Don Ioset  
 Station, Comm. Mgr. .... Albert B. Gale  
 Sales Prom. Mgr. .... Frank McGlynn  
 Publicity Director ..... Ron Harpe

Program Director ..... Bill Beatty  
 Chief Engineer ..... Maurice Scott

**WTMP—Tampa—1954**

Frequency: 1150 Kc. .... Power: 5000 Watts d.  
 Owned: ..... Rounsaville Radio Stations  
 Address ..... Box 1101, Washington Blvd.  
 Tel.: 4-1109 ..... Independent  
 Sta. Reps. .... Pearson; Dora Clayton  
 President ..... Robert W. Rounsaville  
 General Manager ..... Jack Everbach  
 Station Manager ..... Charles Acton  
 Program Director ..... Tom Hankerson  
 Chief Engineer ..... Warren Kauffman  
 Owners of: WGIN, Cincinnati; WLOU, Louisville;  
 WMBM, Miami Beach; WVOL, Nashville; WYLD,  
 New Orleans; KRZY, Dallas.

**WDCL—Tarpon Springs—1954**

Frequency: 1470 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Clearwater Bcstg. Corp.  
 Address ..... Box 1558, Clearwater  
 Tel.: 37-157 ..... Independent  
 Newspaper Affil. .... Democrat Times  
 General, Comm. Mgr. .... Ross Charles  
 Program Director ..... B. Hendricks

**WRMF—Titusville—1957**

Frequency: 1050 Kc. .... Power: 500 Watts  
 Owned-Operated By ..... WRMF, Inc.  
 Address ..... Box 666  
 Tel.: Amheast 7-2141 ..... Independent  
 Station Rep. .... Geo. Hopewell  
 President ..... Richard M. Fairbanks  
 Gen., Sta. Mgr. .... Robert L. Bright  
 Sales Promotion Mgr. .... David Harrell  
 Program Director ..... Dan Smith  
 Publicity Director ..... June Carter  
 Chief Engineer ..... Marion Russell

**WNSM—Valparaiso—1958**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned By ..... Bay Bcstg. Co.  
 Address ..... Box 608  
 Tel.: Orange 1-3281 ..... Independent  
 General Mgr. .... K. M. Richards  
 Chief Engineer ..... E. C. Allmon

**WAMR—Venice—1960**

Frequency: 1320 Kc. .... Power: 500 Watts d.  
 Owned By ..... Vencie Nokomis Bcstg. Co.  
 Address ..... P. O. Box 1256  
 Tel.: 3-4931 ..... Independent  
 President ..... Larry Rhodes  
 General, Sta. Mgr. .... Richard Doudna  
 Commercial Mgr. .... George Miller  
 Program Director ..... Jack Charest  
 Sales Prom., Publicity Director ..... Cliff Arquette  
 Chief Engineer ..... Joe Barone

**WAXE—Vero Beach—1954**

Frequency: 1370 Kc. .... Power: 1 Kw.  
 Owned By ..... WNTM, Inc.  
 Address ..... P. O. Box 397  
 Tel.: Jordan 2-5405 ..... KBS  
 Sta. Representative ..... Burn-Smith  
 Pres., Gen. Mgr., Ch. Eng. .... R. M. Chamberlin

**FLORIDA-GEORGIA**

**WTTB—Vero Beach—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Tropics, Inc.  
 Address: 1536 20th St.  
 Tel.: JOrdan 2-5454  
 MBS  
 President: Sen. Merrill P. Barber  
 Gen., Sta. Mgr.: William E. Turner  
 Chief Engineer: Stanley E. Wood

**WAUC—Wauchula—1958**

Frequency: 1310 Kc. Power: 500 Watts, d.  
 Owned By: Hardee Bcstg. Co.  
 Address: P.O. Box 936  
 Tel.: PRespect 3-4271  
 KBS  
 President: R. S. Taylor  
 Station Manager: William F. Ferguson

**WEAT—West Palm Beach  
1948**

Frequency: 850 Kc. Power: 1 Kw.  
 Owned: Rand Bcstg. Co.  
 Address: P. O. Box 70  
 Tel.: TE 3-9668  
 NBC  
 President: Rex Rand  
 V.P., Gen. Mgr.: Bertram Lebharr, Jr.  
 Chief Engineer: J. Ross McPherson

**WIRK—West Palm Beach  
1947**

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Ken-Sell, Inc.  
 Business Address: 711 S. Flagler Drive  
 Tel.: TE 3-1711  
 Independent  
 Sta. Representative: Jack Masla  
 Pres., Gen. Mgr.: Joseph S. Field, Jr.  
 Comm. Sales Prom. Mgr.: Rome J. Hartman  
 Program Director: Fred A. Allen  
 Publicity Director: William S. Gordon  
 Chief Engineer: Earl R. Heglund

**WJNO—West Palm Beach  
1936**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: WJNO, Radio  
 Bus. Address: 1500 N. Flagler Dr., Box 189  
 Tel.: TE 2-3638  
 CBS  
 Representative: Meeker  
 Gen., Comm. Mgr.: H. V. McMillan  
 Sales Prom. Mgr.: Charles W. Curtin  
 Chief Eng.: Curtis Brinson

**WOKB—Winter Garden—1958**

Frequency: 1600 Kc. Power: 1 Kw.  
 Owned By: John B. Cook, Jr.  
 Business Address: P.O. Box 1308, Orlando  
 Tel.: GA 3-2218  
 Independent  
 Station Reps.: Nat'l Time Sales: Dora Clayton  
 General Manager: John B. Cook, Jr.  
 Chief Engineer: Milton Sutton

**WINT—Winter Haven—1958**

Frequency: 1360 Kc. Power: 1 kw., d.  
 Owned By: Winter Haven Bcstg. Co.  
 Address: P.O. Box 568  
 Tel.: Cypress 3-5036  
 Independent  
 President, Chief Eng.: A. L. Fazzari  
 Commercial Manager: Bruce E. Parker  
 Program Director: Joe Trivette

**WSIR—Winter Haven—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Hundred Lakes Bcstg.  
 Address: 665 W. Lake Howard Drive  
 Tel.: CY 4-2144  
 MBS  
 Representative: Devney O'Connell  
 Pres., Gen. Mgr.: Lawrence Rollins  
 Commercial Manager: Arnold Silvert  
 Program Director: Richard Eyrich  
 Chief Engineer: L. Orden Craig

Pop.: 4,070,000  
 Families: 1,064,500

**Georgia**

Radio Homes: 1,021,000  
 AM Stas. in State: 132

**WAAG—Adel—1955**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Cook County Bcstg. Co.  
 Address: P. O. Box 508  
 Tel.: 8571  
 KBS  
 President: W. M. Forshee  
 Gen., Sta. Mgr.: Esther Shepherd  
 Comm. Mgr., Prog. Dir.: Don H. Wingate  
 Chief Engineer: E. R. Ridenour

**WALG—Albany—1941**

Frequency: 1580 Kc. Power: 1000 Watts  
 Owned-Operated By: Radio Albany, Inc.  
 Address: P. O. Box 96  
 Tel.: HE 6-7233  
 ABC  
 Station Reps.: Venard, Rintoul-McConnell  
 President, Gen. Mgr.: Allen M. Woodall  
 Station Manager: A. W. Murphy

Program Director: Jane Oliver  
 Chief Engineer: Tommy Duke

**WGPC—Albany—1933**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Albany Bcstg. Co.  
 Business-Studio Address: New Albany Hotel  
 Tel.: HE 2-1277  
 CBS  
 Representative: George P. Hollingbery  
 President: J. W. Woodruff, Jr.  
 V. P. & General Mgr.: L. M. George  
 Program Director: Walter H. Flint  
 Chief Engineer: R. A. Carlton

**WJAZ—Albany—1952**

Frequency: 960 Kc. Power: 5000 Watts, d.  
 Owned-Oper. By: James S. Rivers, Inc.  
 Address: N. Slappey Drive



Tel.: HE 2-7447.....KBS  
 Station Representative.....Pearson  
 President.....James S. Rivers  
 Gen. Mgr.....Richard B. Smith  
 Chief Engineer.....R. Caldwell

**WCQS—Alma—1957**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Queen City Bcstg. System  
 Business Address.....P.O. Box 304  
 Tel.: 632—4411.....KBS  
 President.....Farnell O'Quinn  
 Gen. Sta. Mgr.....Dane Bruce  
 Commercial Manager.....Joyce Holton  
 Program Director.....Ralph Deen  
 Chief Engineer.....William Allnoch

**WDEC—Americus—1947**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..The Americus Bdcstg. Co.  
 Business-Studio Address.....Rembert Bldg.  
 Tel.: 3681.....Independent  
 Representative.....Dora Clayton, Indie Sales  
 Pres., Gen. Mgr.....Charles C. Smith  
 Program Director.....Dewey Stone  
 Commercial Mgr.....Paul Filben  
 Chief Engineer.....Raymond C. LaPrade

**WDOL—Athens—1957**

Frequency: 1470 Kc.....Power: 1 Kw. d.  
 Owned.....S.E. Bcstg. System  
 Address.....Box 1607  
 Tel.: LI 8-1354.....KBS  
 Sta. Representative.....Thomas Clark  
 President.....James S. Rivers  
 General Manager.....William B. Hill  
 Station Manager.....R. Denman  
 Chief Engineer.....M. D. Brown

**WGAU—Athens—1938**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Clarke Bcstg. Corp.  
 Address.....850 Bobbin Mill Rd.  
 Tel.: LI 6-8575.....CBS  
 Representative.....Pearson  
 President, Gen. Mgr.....H. Randolph Holder  
 Comm. Mgr.....J. Thomas Lloyd  
 Program Director.....Mary Betts  
 Chief Engineer.....Les Brooks

**WRFC—Athens—1948**

Freq.: 960 Kc. Power: 5000 W. d., 1000 W. n.  
 Owned-Operated By.....Radio Athens, Inc.  
 Business-Studio Add.....279½ N. Lumpkin St.  
 Tel.: Liberty 3-3411-3.....Independent  
 Representative.....Bob Dore; Dora Clayton  
 Pres., Gen. Mgr.....L. H. Christian  
 Station Mgr.....Mrs. Sue Lawrence  
 Commercial Mgr.....A. O. Healan  
 Pub. Dir.....Ed. Thilenius  
 Chief Engineer.....Gilmer Hulsey

**WAKE—Atlanta—1955**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....WAKE, Inc.

Address.....Georgian Terrace Hotel  
 Tel.: TR 5-8511.....Independent  
 Sta. Representative.....H. R. Rebs  
 President.....Ira Herbert  
 General Manager.....Mrs. Jayne Swaney  
 Program Dir.....B. Drake

**WAOK—Atlanta—1954**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Atlanta OK Bcstg. Co.  
 Business Address.....110 Edgewood Ave., N. E.  
 Tel.: MUrray 8-3773.....Independent  
 Representative.....McGavren  
 President, Prom. Mgr.....Stan Raymond  
 Prog. Dir.....Zenas Sears  
 Chief Engineer.....I. Miles  
 Owners of: WRMA, Montgomery, Ala.

**WERD—Atlanta—1949**

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Atlanta, Inc.  
 Studio Address.....330 Auburn Ave., N.E.  
 Tel.: JA 4-0666.....Independent  
 Representative.....Dora Clayton, Dore  
 President.....J. B. Blayton, Sr.  
 Gen., Sta. Mgr.....J. B. Blayton, Jr.  
 Sales, Prom., Comm. Mgr.....A. H. Saddler  
 Chief Engineer.....J. J. Johnson  
 Program Dir.....P. Mobley

**WGKA—Atlanta—1955**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Glenkaren Associates, Inc.  
 Address.....1140 Peachtree St., N.E.  
 Tel.: TR 6-6228.....Independent  
 Representative.....Good Music Bcstrs.  
 President.....Locke E. Glenn  
 General Manager.....John P. Culver  
 Comm. Mgr.....E. Lee Nance  
 Chief Engineer.....J. J. Killinsworth

**WGST—Atlanta—1924**

Frequency: 920 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned By.....Ga. Inst. of Technology  
 Bus.-Studio Address.....Box 7254  
 Tel.: TR 5-8441.....ABC  
 Sta. Representative.....Branham Co.  
 Gen., Sta. Manager.....Jack Collins  
 Commercial Mgr.....Bill Estes  
 Ch. Eng.....John M. Van Horn

**WIIN—Atlanta—1959**

Frequency: 970 Kc.....Power: 5 Kw.  
 Owned-Operated By.....WIIN, Inc.  
 Address.....Atlanta Eiltmore Arcade  
 Tel.: TR 5-8453.....Independent  
 President.....I. T. Cohen  
 General Manager.....Fred W. Wagenvoord  
 Program Director.....Jim Stevenson  
 Chief Engineer.....H. R. Thomas

**WPLO—Atlanta—1959**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By...Plough Brcstg. Co., Inc.  
 Address.....805 Peachtree St., N. E.  
 Tel.: Trinity 2-5851.....Independent  
 Sta. Representative.....Radio-TV Rep.

## GEORGIA

President.....Harold R. Krelstein  
Station, Gen. Mgr.....Herbert Golombek  
Comm., Sales Prom. Mgr.....Louis Chiles  
Pub. Director.....Eddie Gale  
Program Dir.....Gene Blaine  
Chief Engineer.....James D. Ellzey  
Owners of: WMPS-AM-FM, Memphis; WCAO-AM-FM, Baltimore; WCOP-AM-FM, Boston; WJJD-AM-FM, Chicago.

### WQXI—Atlanta—1948

Frequency: 790 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned By.....Esquire Broadcasting Co.  
Bus. Studio Address.....3165 Mathieson Dr.  
Tel.: CE 3-2195.....Independent  
Station Rep.....Blair  
Exec. Vice Pres.....Barry Sherman  
General, Comm. Mgr.....Frank B. Erwin  
Station Sales Prom. Mgr.....Lee R. Smith  
Program Director.....Maury Magill  
Publicity Director.....Bob Corley  
Chief Engineer.....Willard Shimski

### WSB—Atlanta—1922

Frequency: 750 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Atlanta Newspapers, Inc.  
Business Address.....1601 W. Peachtree N.E.  
Tel.: TRinity 5-7221.....NBC  
Newspaper Affiliation.....Journal, Constitution  
Representative.....Edward Petry  
Gen. Manager.....Frank Gaither  
Exec. Dir.....J. Leonard Reinsch  
Commercial Manager.....Lee Norris  
Prog. Dir.....Elmo Ellis  
Ch. Eng.....R. H. Holbrook

### WYZE—Atlanta—1956

Frequency: 1480 Kc. Power: 5 Kw. d.  
Owned.....Atlanta Bcstg. Co., Inc.  
Business Address.....200 Henry Grady Bldg.  
Tel.: JA 4-1953.....CBS  
Station Representative.....Paul Raymer  
President.....Roy V. Harris  
General, Sta. Mgr.....Elmer Dudley  
Commercial Manager.....Tom Loe  
Program Director.....Frank Lokey  
Promotion Manager.....Charlie Harris  
Chief Engineer.....Lawson Leake

### WAUG—Augusta—1952

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned.....Garden City Bcstg.  
Address.....Bon Air Hotel  
Tel.: REgent 3-4441.....Independent  
Sta. Rep.....Clarke Brown  
President.....Chester H. Jones  
Gen., Comm., Sta. Mgr.....J. Louie Solomon  
Program Director.....Bill Atwood  
Chief Engineer.....J. C. Atkinson

### WBBQ—Augusta—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned By.....Savannah Valley Bcstg. Inc.  
Address.....515 15th St.  
Tel.: PArk 4-5441.....MBS  
Representative.....Everett-McKinney, Inc., For Joe  
President.....George Weiss

Gen., Sta., Comm. Mgr.....Edward H. Dunbar  
Program, Publicity Director.....Paul T. Reidy  
Sales Prom. Mgr.....Patrick Mulherin  
Chief Engineer.....Kenneth Freeman

### WBIA—Augusta—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned.....Augusta Broadcasting Co.  
Address.....15-Eighth Street  
Tel.: PArk 4-2421.....NBC-KBS  
Sta. Representative.....Walker-Rawalt  
President, Gen. Mgr.....W. Ray Ringson  
Sta., Comm. Mgr.....J. R. Owens, Jr.

### WGAC—Augusta—1940

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By.....The Twin States Bcstg. Co.  
Business-Studio Address.....664 Broad St.  
Tel.: PA 2-2692.....ABC  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....A. D. Willard, Jr.  
Comm. Prom. Mgr.....Douglas L. Allford  
Program Dir.....Ben Mayo  
Chief Engineer.....James E. Clegg

### WGUS—Augusta—1958

Frequency: 1380 Kc. Power: 1,000 Watts d.  
Owned By.....Brdcg. Associates of Am.  
Address.....Box 6278  
Tel.: TAYlor 2-3576.....Independent  
Station Representative.....Charles Bernard  
President.....Henderson Belk  
Managing Director.....Joe Morris  
Commercial Manager.....Claude Casey  
Program, Chief Eng.....Danny McClure

### WRDW—Augusta—1930

Frequency: 1480 Kc. Power: 5000 Watts  
Owned By.....Radio Augusta, Inc.  
Address.....P. O. Box 1305  
Tel.: PA 2-8805.....CBS  
Representative.....Raymer  
President.....Geo. E. Nicholson  
Sta., Comm. Mgr.....Cliff W. Bowers  
Program Director.....Carter Gwynn  
Chief Engineer.....E. D. Freeman

### WAVO—Avondale Estates 1958

Frequency: 1420 Kc. Power: 500 Watts  
Owned By.....Great Commission Gospel Assoc.  
Business Address.....P.O. Box 25  
Tel. DRake 8-8808.....Independent  
Pres., Gen. Mgr.....L. E. Latham  
Station Mgr.....J. A. Davenport  
Program Dir.....H. King Elliott  
Chief Engineer.....J. Carl Meeks

### WAZA—Bainbridge—1958

Frequency: 1360 Kc. Power: 1000 Watts, d.  
Owned By.....Radio Bainbridge, Inc.  
Business Address.....108 E. Broughton St.  
Tel.: CH 8-2935.....Independent  
President.....J. W. Woodruff, Jr.  
General Mgr.....L. M. George  
Station Mgr.....Joe Hill

**WMGR—Bainbridge—1946**

Freq.: 930 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By.....Decatur Bcstg. Co.  
 Address.....Box 375  
 Tel.: Cherry 6-1650.....KBS  
 Representative.....Grant Webb  
 Pres., Gen. Mgr.....John A. Dowdy  
 Sta. Mgr., Ch. Engr.....Walter Freeman  
 Commercial Manager.....R. Wesley

**WHAB—Baxley—1954**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By.....WHAB Radio, Inc.  
 Address.....Box 265  
 Tel.: 3000.....KBS  
 President.....Farnell O'Quinn  
 Vice Pres.....M. Monk  
 Program Director.....E. Newton  
 Publicity Director.....Ann Lee Lightsey

**WBBK—Blakely—1959**

Frequency: 1260 Kc. Power: 1 Kw.  
 Owned By.....Radio Blakely, Inc.  
 Address.....Court Square  
 Tel.: 6055.....KBS  
 President.....W. C. Woodall, Jr.  
 Station Mgr.....Wayne Foster

**WWCC—Bremen—1957**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned By.....S.W. Alabama Bcstg. Co.  
 Address.....111 Parkway Circle  
 Tel.: LE 7-3275.....KBS  
 President, Gen. Mgr.....J. Faulkner  
 Station Mgr.....B. Thornburn  
 Commercial Mgr.....Lee Williams

**WGIG—Brunswick—1949**

Frequency: 1440 Kc. Power: 5 Kw.  
 Owned-Operated By.....Brunswick Bcstg. Corp.  
 Business-Studio Address.....1801 Gloucester St.  
 Tel.: Amherst 5-3870.....ABC  
 Station Representative.....Bob Dore  
 President.....E. M. Champion Sr.  
 Comm. Mgr.....Sammy Middleton  
 Prom., Publicity Director.....John Lane  
 Ch. Eng.....Herman Lange

**WMOG—Brunswick—1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Radio Brunswick Inc.  
 Business Address.....Torras Causeway  
 Tel.: AMherst 5-5980.....KBS-MBS  
 Station Rep.....Indie Sales; Ayers  
 President, Gen. Mgr.....Allen M. Woodail  
 Station Mgr.....E. Newton  
 Commercial Mgr.....Tom Doughty

**WDMF—Buford—1956**

Frequency: 1460 Kc. Power: 1 Kw.  
 Owned.....Robert Thomas  
 Address.....P.O. Box 307  
 Tel.: 3555.....KBS  
 General Manager.....Robert Thomas  
 Chief Engineer.....Ernest Church

**WGRA—Cairo—1950**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Grady Mitchell Bcstg. Co.  
 Address.....Bainbridge  
 Tel.: 2-4392.....KBS  
 Station Rep.....Hopewell  
 Gen. Mgr.....Lowell E. Takles  
 Chief Engineer.....G. Strang

**WCGA—Calhoun—1953**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Gordon Cty. Bcstg. Co.  
 Address.....315 S. Wall St.  
 Tel.: Main 9-2111.....Independent  
 Pres., Gen. Mgr., Ch. Eng.....R. R. Magill  
 Commercial Mgr.....Richard M. Bowman  
 Sales Prom. Mgr.....Mrs. Judy Magill

**WCLB—Camilla—1954**

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned.....Capel Bcstg. Co.  
 Address.....P. O. Box 147  
 Tel.: 2776.....KBS  
 General Mgr.....Russell A. Browne  
 Commercial Mgr.....Charlie Browne  
 Chief Engineer.....R. L. Cook

**WCHK—Canton—1957**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned.....Cherokee Bcstg. Co., Inc.  
 Business Address.....Box 1290  
 Tel.: GREENwood 9-2101.....Independent  
 President, Gen. Mgr.....Charles A. McClure  
 Commercial, Sta. Mgr.....Robert D. Peterson  
 Program Director.....Gene Mikell  
 Sales Prom. Mgr.....Jack Turner  
 Publicity Director.....Byron Dobbs

**WLBB—Carrollton—1947**

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Carroll Bcstg. Co., Inc.  
 Address.....P. O. Box 569  
 Tel.: TE 2-7041.....KBS  
 Representative.....Indie Sales  
 Pres., Gen., Sta. Mgr.....Thomas K. Vassy  
 Commercial Manager.....Robert D. Green  
 Program, Prcm. Director.....Harlan Parks  
 Chief Engineer.....B. W. Moore

**WBHF—Cartersville—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....W. R. Frier  
 Address.....250 W. West Ave.  
 Tel.: 1200.....MBS-KBS  
 Newspaper Affiliation.....Barton Herald  
 General Manager.....H. Wisebran  
 Program Dir.....P. Gilbert  
 Ch. Eng.....Horace E. Bridges

**WGAA—Cedartown—1941**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned.....Polk County Bcstg. Co.  
 Address.....P.O. Box 807  
 Tel.: 777.....KBS  
 Sta. Mgr.....Frank Proctor

**GEORGIA****WCLA—Claxton—1958**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Evans County Bcstg. Co.  
 Business Address.....P.O. Box 427  
 Tel.: 970 .....KBS  
 Sta. Reps. ....Cannon  
 Pres., Ch. Engr.....Howard C. Gilreath  
 Gen. Sta. Mgr.....Don Sports  
 Program Director.....Fay Rogers  
 Sales Prom. Mgr.....Don Cobb

**WRWH—Cleveland—1958**

Frequency: 1350 Kc. Power: 1,000 Watts  
 Owned By.....Newsie, Inc.  
 Address.....Box 181  
 Tel.: UN 5-3161 .....KBS  
 President.....William C. Strange  
 General, Comm. Mgr.....Charles Weaver  
 Program, Prom. Mgr.....Lamar Canup  
 Chief Engineer.....Bobby Wilkes

**WCPK—College Park—1959**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned By.....College Park Bcstg. Co., Inc.  
 Address.....3759 Main St.  
 Tel.: 766—2781 .....Independent  
 President, Gen. Mgr.....Robert A. Corley  
 Commercial Mgr.....Ray Kinnamon  
 Program Director.....Bob Boyd  
 Chief Engineer.....Claude Jones

**WCLS—Columbus—1955**

Frequency: 1580 Kc. Power: 1,000 Watts, d.  
 Owned-Oper. By.....Muscookee Bcstg. Co.  
 Address.....1028½ Broadway  
 Tel.: FA 7-3648 .....Independent  
 Sta. Reps.....Dora Clayton; Bernard Howard  
 Pres., Gen. Mgr.....Charlie H. Parish, Jr.  
 Commercial Manager.....Kent Woodfin

**WDAK—Columbus—1943**

Freq.: 540 Kc. Power: 5000 Watts d., 500 n.  
 Owned-Operated By.....Radio Columbus, Inc.  
 Business-Studio Address.....Martin Bldg.  
 Tel.: FA 2-5447 .....NBC  
 Station Representative.....Bolling  
 Pres., Gen. Mgr.....Allen M. Woodall  
 Nat. Sales Mgr.....Mrs. Louise Morris  
 Station Manager.....William S. Massie  
 Program Director.....Lamar Lynn  
 Publicity Director.....Jimmy Deer  
 Chief Engineer.....Max Harper  
 Owners of: WALG, Albany; WMOG, Brunswick.

**WGBA—Columbus—1947**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....WGBA, Inc.  
 Address.....1415 Wynnton Road  
 Tel.: FA 3-3603 .....MBS  
 Representative.....Bob Dore  
 Pres., Gen. Mgr.....C. A. McClure  
 Station Mgr.....Mike McDougald  
 Commercial Mgr.....Bill Dunaway  
 Prog. Dir.....W. L. Bowick Jr.  
 Publicity Director.....Carolyn Milstead  
 Chief Engineer.....F. Keith Brown

**WOKS—Columbus—1959**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By.....OK Radio, Inc.  
 Address.....P.O. Box 374  
 Tel.: CYpress 7-4515 .....Independent  
 Sta. Representative.....Bernard Ochs  
 President.....Ethel Holley  
 Commercial Mgr.....John A. O'Shields  
 Station Manager.....Mary O'Shields

**WRBL—Columbus—1928**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By.....Columbus Bcstg. Co.  
 Business-Studio Address.....1350-13th Ave.  
 Tel.: FA 2-0601 .....CBS  
 Newspaper Affil.....Ledger & Enquirer  
 Sta. Rep.....Hollingbery  
 Pres., Gen. Mgr.....J. W. Woodruff Jr.  
 Asst. Manager.....Glenn Siddall  
 Station Manager.....Walter Graham  
 Prog. Dir.....David Lea  
 Chief Engineer.....Joseph Gamble

**WJJC—Commerce—1957**

Frequency: 1270 Kc. Power: 1 Kw.  
 Owned.....Jackson County Bcstg. Co.  
 Address.....Box 239  
 Tel.: Federal 5-3155 .....Independent  
 Newspaper Affiliation.....Commerce News  
 Sta. Representative.....Harry Cannon  
 President.....Albert S. Hardy  
 Gen., Comm. Mgr.....Grady Cooper  
 Program Director.....Elizabeth Layton  
 Chief Engineer.....Thomas Ashworth

**WMJM—Cordele—1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Southeastern Bcstg. System  
 Business-Studio Address.....20th Ave. B St.  
 Tel.: 666 .....MBS-KBS  
 Representative.....T. F. Clark  
 President.....James S. Rivers  
 General Station Mgr.....William E. Blizzard, Jr.  
 Commercial Mgr.....Clark Standard  
 Program Director.....Bill Goodson  
 Chief Engineer.....Ed Winchester

**WCON—Cornelia—1953**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Washington Bcstg., Inc.  
 Address.....1 Burrell St.  
 Tel.: 778—2241 .....Independent  
 Representative.....Indie Sales, Inc.  
 President.....Jack Bradley  
 General Manager.....Bill C. Massey  
 Comm. Prom. Mgr.....Bobby Massey  
 Program Director.....Beth Roberts  
 Chief Engineer.....Boyd Anderson  
 Owners of: WDMF, Buford.

**WGFS—Covington—1953**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned.....R. William & Betty J. Hoffman  
 Address.....P. O. Box 869  
 Tel.: 786—2337 .....KBS

Representative.....Sears & Ayer  
 Gen., Comm. Mgr.....Bill Hoffman  
 Program Director.....Maxine Gibbs  
 Publicity Director.....Gary Budd  
 Chief Engineer.....B. Hoffman

**WBLJ—Dalton—1940**

Frequency: 1230 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....Northern Ga. Radio  
 Address.....P. O. Box 811  
 Tel.: Broadway 8-3300.....KBS  
 Newspaper Affil.....Marietta Times-Journal  
 Station Rep.....Keystone  
 President, Gen. Mgr.....Werner Wortsman  
 Commercial Mgr.....Frank Painter  
 Program Director.....Vic McConkey

**WRCD—Dalton—1954**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Whitefield Bcstg. Co.  
 Address.....104 Pentz St.  
 Tel.: Broadway 8-5511.....Independent  
 General Manager.....Jim Honey  
 Comm. Manager.....Ed Jordan  
 Chief Engineer.....S. Willis

**WDWD—Dawson—1948**

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Dawson Bdcstg. Co.  
 Address.....P.O. Box 390  
 Tel.: Wyatt 5-5521.....KBS-MBS  
 Representative.....Indie Sales  
 General Manager.....W. C. Woodall, Jr.  
 Program Director.....Barney Parmacott  
 Chief Engineer.....Joe Stephens

**WGUN—Decatur—1947**

Frequency: 1010 Kc.....Power: 50 Kw. d.  
 Owned.....WEAS, Inc.  
 Business Address...217 W. Ponce de Leon Ave.  
 Tel.: DR 3-2521.....Independent  
 Representative.....Bernard Howard  
 President, Gen. Mgr.....John Fulton  
 Program Director.....Ray Beale  
 Chief Engineer.....Bill Loudermilk  
 Owners of: WJIV, Savannah; KWAM, Memphis;  
 WSWN, Belle Glade.

**WDMG—Douglas—1947**

Frequency: 860 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDMG, Inc.  
 Address.....620 E. Ward St.  
 Tel.: 1150.....Independent  
 Representative.....Dora-Clayton  
 President.....B. F. J. Timm  
 General Mgr.....Mary Jarrard  
 Comm. Mgr.....Roy L. Jones

**WMLT—Dublin—1945**

Frequency: 1330 Kc.....Power: 5 Kw.  
 Owned-Operated By.....Dublin Bdcstg. Co.  
 Business Address.....Franklin & Moore Sts.  
 Tel.: Broad 2-4422.....MBS-KBS  
 Sta. Reps.....Clarke & Cannon  
 President.....W. Newton Morris

General Mgr.....Frank Floyd Jr.  
 Program Director.....Richard E. Killebrew  
 Sales Prom. Mgr.....R. E. Hilliard  
 Publicity Director.....Ted Wolfe  
 Chief Engineer.....Leon Lloyd

**WXLI—Dublin—1958**

Frequency: 1230 Kc.....Power: 250 Kw.  
 Owned By.....Radio South, Inc.  
 Address.....P. O. Box 826  
 Tel.: Broad 2-4282.....Independent  
 President, Gen. Mgr.....John A. Boling  
 Comm., Prom. Mgr.....B. J. Gilreath  
 Program Director.....W. A. Thomas  
 Sta. Mgr., Chief Eng.....W. C. Courson

**WTJH—East Point—1949**

Frequency: 1260 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....S. E. Bcstg. System  
 Address.....2146 Dodson Drive  
 Tel.: DI 4-2233.....KBS  
 President.....James S. Rivers  
 Station Mgr.....Wm. B. Hill

**WSGC—Elberton—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elberton Bcstg. Co.  
 Address.....Elberton  
 Tel.: Elberton.....KBS  
 Representative.....Continental  
 Manager.....Melvin C. Gorman

**WBHB—Fitzgerald—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben Hill Bdcstg. Corp.  
 Address.....Box 472  
 Tel.: 2077.....MBS-KBS  
 President.....Otto Griner  
 Gen. Mgr.....Paul E. Reid  
 Chief Engineer.....Mike Pelton

**WFPM—Fort Valley—1951**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Rocket Radio, Inc.  
 Address.....Roberta Road  
 Tel.: TA 5-5547.....KBS  
 Sta. Representative.....Indie Sales  
 President, Gen. Mgr.....Paul Reehling  
 Station Manager.....Ben Spears  
 Commercial Manager.....Virginia Freshwater  
 Program Director.....Rosemary Reid  
 Sales Prom., Publicity Mgr.....Troy Fore  
 Chief Engineer.....Joe Stephens

**WDUN—Gainesville—1949**

Freq.: 1240 Kc.....Power: 1000 Watts d. 250 n.  
 Owned-Oper. By.....N.E. Ga. Bcstg. Co.  
 Address.....1103 Thompson Bridge Rd.  
 Tel.: LE 4-7331.....Independent  
 Rep.....Thomas F. Clark; Dora-Clayton  
 Pres., Gen. Manager.....John W. Jacobs, Jr.  
 Comm. Mgr.....Claire Palmour  
 Station Mgr.....James N. Martin, Jr.  
 Program Director.....Jim Martin  
 Sales Prom. Mgr.....Robert Culler  
 Chief Engineer.....George R. Wilkens



## GEORGIA

### WGGA—Gainesville—1941

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.  
Owned-Operated By... Blue Ridge Bcstg. Co.  
Business Address... Press-Radio Center  
Tel.: LE 2-6211... MBS-KBS  
Newspaper Affil... Daily Times  
President... Charles A. Smithgall  
General Manager... Robert Schwab  
Commercial Manager... James A. Hartley  
Program Dir... William A. Sellers  
Publicity Director... Ed Storie  
Chief Engineer... Wilbert Darracott

### WLBA—Gainesville—1957

Frequency: 1580 Kc. Power: 5 Kw., d.  
Owned... Hall County Bcstg. Co.  
Business Address... 117½ W. Washington St.  
Tel.: LE 2-6331... Independent  
Representative... Walker-Rawalt  
Pres., Gen. Mgr... Ernest H. Reynolds, Jr.  
Comm., Sales Prom. Mgr... John Cooper  
Program Dir... Jim Murff  
Chief Engineer... John H. Bennett

### WHIE—Griffin—1952

Frequency: 1320 Kc. Power: 5000 Watts d.  
Owned-Oper. By... Telerad, Inc.  
Address... Box 971  
Tel.: 9451... Independent  
President, Gen. Mgr... John T. Williams  
Sta., Program Dir... Fred L. Watkins  
Chief Engineer... Ralph Gaskins

### WKEU—Griffin—1934

Freq.: 1450 Kc. Power: 1 Wt. d., 250 Wt. n.  
Owned-Oper. By... Radio Station WKEU  
Address... Macon Rd.  
Tel.: 5507... MBS-KBS  
General Mgr., Ch. Eng... A. W. Marshall, Jr.

### WKLY—Hartwell—1947

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Operated By... WKLY Bcstg. Co.  
Business Address... P.O. Box 430  
Tel.: FR 6-2233... Independent  
Newspaper Affil... Hartwell Sun  
Representative... Harry J. Cannon  
President... Max G. Plaender  
General Mgr... Burch Griffin  
Commercial Manager... J. Vickery  
Program Director... Ken Winchester  
Chief Engineer... Broadus McLane

### WCEH—Hawkinsville—1952

Frequency: 610 Kc. Power: 500 Watts  
Owned... Tri-County Bcstg. Co., Inc.  
Address... Eastman Highway  
Tel.: TW 3-3381... KBS  
Station Representative... Harry J. Cannon  
President... D. R. Jackson  
Gen., Sta. Mgr... J. D. Popwell  
Chief Engineer... John Lancaster

### WGML—Hinesville—1958

Frequency: 990 Kc. Power: 250 Watts  
Owned By... Liberty Bcstg. Co., Inc.

Address... Box 15  
Tel.: TR 6-3599... KBS  
President, Gen. Mgr... James H. Watson  
Program Director... Mrs. Dixie Watson  
Chief Engineer... William L. Joyce

### WBGR—Jesup—1949

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By... Aitamaha Bcstg. Co.  
Address... P. O. Box 147  
Tel.: GA 7-2444... KBS  
Representative... Cannon  
President... W. G. Thomas, Sr.  
S.a., Comm. Mgr... Edward Lynch  
Chief Engineer... Art Manning

### WLFA—Lafayette—1954

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Oper. By... Radio Dixie, Inc.  
Business Address... 41-B N. Main St.  
Tel.: 4-7676... KBS  
Representative... Harry Cannon  
President... J. A. Gallimore  
Gen., Sta. Mgr... C. W. Gwyn

### WLAG—La Grange—1941

Frequency: 1240 Kc. Power: 1 Watts d; 250 n.  
Owned-Operated By... LaGrange Bcstg. Co.  
Business Address... WLAG Bldg.  
Tel.: 882—3505... MBS, KBS  
Newspaper Affil... Daily News  
Sta. Representative... Indie Sales  
President... Roy C. Swank  
General Manager... Edwin Mullinax  
Program Director... Faye Scarbrough  
Publicity Director... Betty Todd  
Chief Engineer... James McKay

### WTRP—La Grange—1953

Frequency: 620 Kc. Power: 1000 Watts  
Owned... Chattahoochee Bcstg. Co., Ltd.  
Address... Hammitt Bldg.  
Tel.: Tuxedo 4-9879... Independent  
Sta. Representative... Devney O'Connell  
President, Gen. Mgr... Byron H. Hurst  
Sta. Mgr., Publicity Dir... Frank E. Hurst  
Comm. Prom. Mgr... Julian P. Hurst  
Chief Engineer... Ray L. Relihan

### WLAW—Lawrenceville—1959

Frequency: 1360 Kc. Power: 1 Kw.  
Owned By... Radio Gwinnett, Inc.  
Address... 705 E. Crogan St.  
Tel.: TH 3-2222... Independent  
President... E. Holley  
Vice President... S. B. McGarity  
General Mgr... R. J. McGarity

### WBBT—Lyons—1959

Frequency: 1340 Kc. Power: 250 Watts  
Owned By... Collins Corp.  
Address... P.O. Box 389  
Tel.: 2321... Independent  
President... F. Graham  
Exec. V.P... J. Duggan

**WBML—Macon—1940**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....Middle South Bcstg. Co.  
 Business Address.....230 Second St.  
 Tel.: Sherwood 3-5454.....Independent  
 Representative.....Forjoe  
 President.....C. R. Rader  
 Gen. Comm. Mgr.....George W. Patton  
 Program. Publicity Director.....Don King  
 Sales Prom. Mgr.....Ben Porter  
 Chief Engineer.....C. L. Wilder  
 Owners of: WDGA, Chattanooga.

**WCRY—Macon—1957**

Frequency: 900 Kc. Power: 250 Watts  
 Owned-Operated By.....Bill Killer  
 Address.....1230 Cowan St.  
 Tel.: SHerwood 3-9348.....Independent  
 Sta. Representative.....Bob Dore  
 President.....William H. Killer  
 Gen. Sta. Mgr.....Robert V. Rogers  
 Chief Engineer.....Bill Killer  
 Owners of: WGOU, Valdosta:

**WIBB—Macon—1948**

Frequency: 1280 Kc. Power: 1,000 Watts  
 Owned-Oper. By...Peach State Bcstg. Co., Inc.  
 Business Address.....Professional Bldg.  
 Tel.: SHerwood 2-2505.....Independent  
 Sta. Reps.....Bernard Howard, Do-a-Clayton  
 Pres., Gen. Mgr.....Thomas H. Maxwell  
 Commercial Manager.....Donald C. Frost

**WMAZ—Macon—1922**

Freq.: 940 Kc. Power: 50,000 Wts. d., 10,000 n.  
 Owned-Oper. By.....Southeastern Bcstg. Co.  
 Address.....Bankers Insurance Bldg.  
 Tel.: SHerwood 2-7373.....CBS  
 Representative.....Avery-Knodel  
 Pres., Ch. Engr.....George P. Rankin, Jr.  
 General Manager.....Wilton E. Cobb  
 Commercial Mgr.....Frank Crowther

**WNEX—Macon—1945**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Macon Bcstg. Co.  
 Business-Studio Address.....2254 Rogers Place  
 Tel.: SH 5-3301.....Independent  
 Newspaper Affil...Macon Telegraph Pub. Co.  
 Representative.....Branham  
 President.....E. M. Lowe  
 Gen., Sta. Mgr.....Alfred Lowe  
 Program Director.....Charlie Stewart  
 Sales Prom. Mgr.....Ken Lowe  
 Ch. Eng.....E. Farber

**WYTH—Madison—1955**

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Central Ga. Bcstg. Co.  
 Business Address.....Beacon Heights; Box 29  
 Tel.: 761.....KBS  
 President, Gen. Mgr.....James F. Small  
 Station Manager.....Annie Lee Small  
 Chief Engineer.....Vic Johnson

**WFDR—Manchester—1957**

Frequency: 1370 Kc. Power: 1 Kw. d.  
 Owned.....Radio Manchester, Inc.  
 Address.....Box 447  
 Tel.: TH 6-2490.....KBS  
 General, Sta. Mgr.....Jack Whitehorn  
 Comm. Prom. Mgr.....William Jarrell  
 Chief Engineer.....J. C. Loftin

**WBIE—Marietta—1955**

Frequency: 1050 Kc. Power: 500 Watts  
 Owned-Oper. By.....Marietta Bcstg. Co.  
 Address.....Box 91  
 Tel.: 428—0469.....KBS  
 Station Representative.....Masla  
 Gen. Mgr., Chief Eng.....James Wilder  
 Program Dir.....Don Kordecki  
 Commercial Manager.....Dudley D. McCaskill

**WFOM—Marietta—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Wootum, Inc.  
 Address.....Box 131  
 Tel.: 428—3396.....Independent  
 President, Gen. Mgr.....Albert L. Jones  
 Program Director.....Jerry Crowe  
 Chief Engineer.....Jean Ludwick

**WDAX—McRae—1957**

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Owned.....Radio Tellair, Inc.  
 Address.....McRae, Ga.  
 Tel.: 6006.....KBS  
 Sta. Representative.....James Ayers  
 President, Gen. Mgr.....Allen M. Woodall  
 Station Manager.....George Burton  
 Program Director.....John Hullett  
 Chief Engineer.....Ernest Batchelor

**WMVG—Milledgeville—1946**

Freq.: 1450 Kc. Power: 1 Wt. d., 250 Wts. n.  
 Owned-Operated By.....Michael T. Landy  
 Address.....701 S. Jefferson St.  
 Tel.: GL 2-2250.....MBS-KBS  
 Representative.....Harry Cannon  
 General Mgr., Ch. Engr.....Joseph S. Boone  
 Commercial Manager.....Michael T. Landy  
 Program Director.....Josephine Ragsdale

**WGSR—Millen—1958**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned By.....Jenkins Broadcasting Sys.  
 Business Address.....P.O. Box 773  
 Tel.: 1080.....KBS  
 President.....W. Herbert Brannen  
 Gen. Comm. Mgr., Ch. Eng....Jack V. LoPresti

**WMRE—Monroe—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....Walton Bcstg. Co.  
 Address.....Box 191  
 Tel.: 8-1711.....KBS  
 Pres., Gen. Mgr.....Warren G. Gilpin  
 Station Manager.....Derral Morris

## GEORGIA

### WMGA—Moultrie—1939

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By WMGA  
Business Address Box 310  
Tel.: YU 5-1400 ABC-KBS  
Station Reps. Ayers-Hopewell  
Gen. Mgr. John F. Pidcock  
Sta., Comm. Mgr. Roy F. Zess  
Program Director Ron Hannon  
Chief Engineer Sam Dudas

### WMTM—Moultrie—1953

Frequency: 1300 Kc. Power: 5 Kw. d.  
Owned-Oper. By Colquitt Bcstg. Co.  
Address S.E. Highway 33  
Tel.: YU 5-4517 Independent  
Representative T. F. Clark  
General Mgr. N. B. Mills  
Sta. Mgr., Chief Engr. D. J. Turner

### WCOH—Newnan—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Newnan Bcstg. Co.  
Address Line Street  
Tel.: Alpine 3-4636 MBS  
Representative Ochs  
Pres., Gen. Mgr. James O. Hardin, Jr.  
Commercial Mgr. J. T. Williams Jr.  
Chief Engineer Harold Ward

### WPGA—Perry—1960

Frequency: 980 Kc. Power: 500 Watts d.  
Owned By Radio Perry  
Address P. O. Box 109  
Tel.: GA 9-2980 KBS  
Representative Thomas F. Clark  
President Howard C. Gilreath  
General Sta. Mgr. Lowell L. Register  
Program Director Jim Lee  
Chief Engineer David Harrison

### WSFB—Quitman—1955

Frequency: 1490 Kc. Power: 250 Watts  
Owned Quitman Broadcasting Co.  
Address P. O. Box 632  
Tel.: 2681 KBS  
Owner J. E. Boyd  
General Mgr. J. S. Boyd

### WPLK—Rockmart—1959

Frequency: 1220 Kc. Power: 250 Watts  
Owned By Georgia Radio Inc.  
Address American Legion Hill  
Tel.: Rockmart 3202 Independent  
President, Ch. Eng. L. E. Gradick  
General Manager John P. Frew  
Program Director Jim McRee

### WLAQ—Rome—1947

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By Mitchell Meloi  
Address Box 228  
Tel.: 7767 ABC

President Mitchell Meloi  
General Manager Don Mitchell  
Chief Engineer Fred Sheehan

### WRGA—Rome—1929

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Operated By Rome Bcstg. Corp.  
Business Address P. O. Box 1187  
Tel.: 232-9742 CBS  
Newspaper Affil. Gainesville Daily Times  
Representative Walker-Rawalt  
President Mather M. Payne  
Secretary-Treasurer Charles Smithgall  
General Manager Clarence Salmon  
Commercial Manager Ben Lucas  
Sales Promotion Mgr. Rube Jackson  
Program Director Jim Roberts  
Publicity Director Lee Mowry  
Chief Engineer R. A. Starr

### WROM—Rome—1946

Frequency: 710 Kc. Power: 1000 Watts d.  
Owned-Oper. By Coosa Valley Radio Co.  
Address P. O. Box 1546  
Tel.: 232-0833 Independent  
Sta. Representative Devney O'Connell  
General Comm. Mgr. Charles E. Doss  
Program Dir. Barbara Austin  
Chief Engineer T. H. Robertson

### WRIP—Rossville—1958

Frequency: 980 Kc. Power: 500 Watts  
Owned By Chattanooga Bcstg. Co.  
Address 270 N. Crest Rd.  
Tel.: WYman 8-3346 Independent  
President I. Jay Sadow  
Chief Engineer John Andrews

### WSNT—Sandersville—1956

Frequency: 1490 Kc. Power: 250 Watts  
Owned By Radio Station WSNT  
Business Address Box 150  
Tel.: 2583 KBS  
Sta. Representative Bolles  
President J. R. Denny  
Gen. Mgr. J. J. Bailes  
Station Manager J. E. Elgin  
Program Director Mrs. Iola J. Daniel  
Chief Engineer John L. Cooper

### WBYG—Savannah—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Dixieland Bcstg. Co.  
Bus. Studio Address Georgia State Bank Bldg.  
Tel.: AD 2-4182 MBS  
Station Representative Forjoe  
Pres., Gen. Mgr. Carter C. Peterson  
Station Mgr. C. E. Bell  
Chief Engineer Max Harper

### WJIV—Savannah—1950

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By WJIV, Inc.  
Address 128 W. Taylor St.  
Tel.: AD 4-7264 Independent  
Representative Bernard Howard

President ..... John Fulton  
 General, Sta. Mgr. .... James L. Woods  
 Chief Engineer ..... Michael F. J. Warth

**WSAV—Savannah—1939**

Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WSAV, Inc.  
 Address ..... 1430 East Victory Drive  
 Tel.: AD 6-0303 ..... NBC  
 Station Representative ..... Eastman  
 Pres., Gen. Mgr. .... Harben Daniel  
 Comm. Mgr. .... Robert Ward  
 Opera. Mgr. .... M. E. Thompson  
 Program Dir. .... Burl Womack  
 Publicity Director ..... Mrs. Lorayne Gary  
 Chief Engineer ..... Byron Strong  
 Owners of: WSAV-TV.

**WSGA—Savannah—1956**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Coastal Bcstg. Inc.  
 Business-Studio Address ..... 409 E. Liberty St.  
 Tel.: AD 3-8807 ..... Independent  
 Representative ..... George P. Hollingbery  
 Pres., Gen. Mgr. .... Donald K. Jones  
 Commercial Manager ..... John M. Williams  
 Program Director ..... Chuck Rawlinson  
 Publicity Director ..... Susan Perry  
 Chief Engineer ..... Harvey Thackston

**WSOK—Savannah—1949**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Fisher Bcstg. Co.  
 Address ..... 505 Waters Ave.  
 Tel.: ADams 3-0478 ..... ABC, KBS  
 Sta. Reps. .... Howard; Dora Clayton  
 President ..... Albert T. Fisher, Jr.  
 General Mgr. .... J. B. Winstead

**WTOC—Savannah—1929**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Savannah Bcstg. Co.  
 Business-Studio Address ..... 516 Abercorn St.  
 Tel.: AD 2-0127 ..... CBS  
 Representative ..... Avery-Knodel  
 Pres., Gen. Mgr. .... William T. Knight, Jr.  
 Commercial Manager ..... Ben Williams  
 Program Director ..... Dwight J. Bruce  
 Sls. Prom. Mgr., Pub. Dir. .... Frank S. Bryson, Jr.  
 Chief Engineer ..... Kyle E. Goodman  
 Owners of: WTOC-TV.

**WWNS—Statesboro—1946**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WWNS, Inc.  
 Address ..... East Oliff St.  
 Tel.: 4-5446 ..... KBS  
 President, Gen. Mgr. .... Donald O. McDougald  
 Comm., Ch. Eng. .... Bobby J. Goode  
 Program Director ..... Worth McDougald

**WGTA—Summerville—1950**

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Tri-State Bcstg. Co.  
 Business Address ..... Box 200  
 Tel.: 85-7-3951 ..... Forjoe; Unit Spot Sales

General Manager ..... William B. Farrar  
 Program Director ..... Rogers Allison  
 Chief Engineer ..... James S. Stowers

**WJAT—Swainsboro—1950**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... WJAT, Inc.  
 Address ..... Covena Rd., Box 371  
 Tel.: BELmont 7-2011 ..... Independent  
 Sta. Representative ..... Gene Bolles  
 President ..... James R. Denny  
 Vice President ..... Webb Pierce  
 General Manager ..... John J. Bailes  
 Commercial Manager ..... Coleman O'Neal  
 Program Director ..... Richard Harvey  
 Sales Prom. Mgr. .... Chuck Goddard  
 Chief Engineer ..... John H. All, Jr.  
 Owners of: WBRD, Waynesboro.

**WSYL—Sylvania—1955**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... Sylvania Bcstg. Sys.  
 Address ..... Box 490  
 Tel.: LO 4-6601 ..... KBS  
 Gen., Sta. Mgr. .... Edwin H. Bass  
 Sales Prom. Mgr. .... Mildred E. Bass

**WSFT—Thomaston—1947**

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Thomaston Bcstg. Co.  
 Address ..... P.O. Box 689  
 Tel.: Midway 7-5421 ..... KBS  
 Gen. Mgr. .... S. J. Carswell  
 Sta. Mgr., Prog. Dir. .... Bill Heule  
 Comm. Mgr. .... Claude Thamer  
 Chief Eng. .... Walt MacTammany

**WKTG—Thomasville—1947**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Thomas County Bcstg. Co.  
 Address ..... P. O. Box 358  
 Tel.: CA 6-5343 ..... KBS  
 Station Representative ..... Pearson  
 President ..... Bolling Branham  
 V. P., Gen. Mgr. .... Edward T. Martin  
 Station Manager ..... Eunice Martin  
 Program Director ..... Ray Williamson  
 Chief Engineer ..... Harvey Willis

**WPAX—Thomasville—1934**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... H. Wimpy  
 Address ..... 117 Remington Ave.  
 Tel.: Canal 6-4110 ..... Independent  
 Owner ..... H. Wimpy  
 Commercial Manager ..... Al Feinberg

**WTWA—Thomson—1948**

Frequency: 1240 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Hickory Hill Bcstg. Co., Inc.  
 Business Address ..... Lumpkin St.  
 Tel.: 777 ..... Independent  
 Pres., Gen. Mgr., Ch. Engr. .... Gene D. Harden  
 Comm. Prom. Mgr. .... H. E. Buflington  
 Program, Publicity Director ..... Emory Wells

## GEORGIA

### WTIF—Tifton—1957

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: WTIF, Inc.  
Address: P. O. Box 206  
Tel.: 2400 Independent  
Station Rep.: Dorca Clayton  
Pres., Gen. Mgr.: C. N. Todd  
Chief Engineer: H. C. Clark, Jr.

### WWGS—Tifton—1946

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By: Tifton Bcstg. Corp.  
Address: 800 S. Main St.  
Tel.: 1420 KBS-MBS  
Representative: Thomas F. Clark  
Pres., Gen. Mgr.: Ralph N. Edwards  
Chief Engineer: Eugene Payne

### WLET—Toccoa—1941

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned By: R. G. & E. Letourneau, V. E. Craig  
Address: 423 Prather Bridge Rd.  
Tel.: TU 6-2191 KBS  
Sta. Representative: Thomas F. Clark  
Station Manager: Virgle E. Craig  
Commercial Manager: Gene Bollinger  
Chief Engineer: C. H. Sutton

### WNEG—Toccoa—1956

Frequency: 1320 Kc. Power: 1 Kw.  
Owned: Stephens County Bcstg. Co.  
Address: 108 E. Savannah St.  
Tel.: TU 6-3131 Independent  
Pres., Gen. Mgr.: Charles H. Gaines  
Sta., Comm. Mgr.: Roy E. Gaines  
Chief Engineer: Thomas Shockley

### WGAF—Valdosta—1951

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Operated By: Valdosta Bcstg. Co.  
Address: 116 W. Hill Ave.  
Tel.: Cherry 2-5520 Independent  
Station Rep.: Bernard Howard  
President, Gen. Mgr.: George B. Cook  
Chief Engineer: C. H. Fletcher

### WGOV—Valdosta—1940

Frequency: 950 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owend-Oper.: Georgia-Florida Radio & TV Co.  
Address: Box 1182  
Tel.: CH 2-4513 MBS  
Station Representative: Bob Dore  
President, Sta. Mgr.: W. H. Keller, Jr.  
Commercial Manager: Mrs. A. B. Smith  
Program Director: Ray Mencor  
Chief Engineer: Ted Miller

### WJEM—Valdosta—1955

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Lowndes County Br'dcasters  
Address: Box 368  
Tel.: CH 2-1565 KBS  
President: J. E. Massey, Jr.  
General, Sta. Mgr.: J. C. Johnson

Program Dir.: Bob Wickus  
Sales Prom. Mgr.: Rennie Hardy  
Chief Engineer: Gerald D. Weeks

### WVLD—Valdosta—1959

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: Al H. Evans  
Address: P.O. Box 1281  
Tel.: Cherry 2-4821 Independent  
Gen. Mgr.: Al Evans  
Station Mgr.: W. Belote

### WVOP—Vidalia—1946

Frequency: 970 Kc. Power: 5 Kw., d.  
Owned-Operated By: Vidalia Bcstg. Co.  
Address: Box 391  
Tel.: 3305 KBS  
Sta. Reps.: Continental; Harry J. Cannon  
Pres., Gen. Sta. Mgr.: Howard C. Gilreath  
Commercial Manager: Ted Kirby  
Program Director: Mrs. Bob Thompson  
Sales Prom. Mgr.: Fred Tippett  
Publicity Director: Ruby Bryant  
Chief Engineer: Loren Dorrough  
Owners of: WPGA, Perry; WCLA, Claxton.

### WRPB—Warner Robbins 1954

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper.: Warner Robbins Bcstg. Co., Inc.  
Business Address: Box 727  
Tel.: Walker 3-4261 ABC  
Rep.: Cont. Radio Sales  
Pres., Ch. Engr.: Edgar M. Nobles

### WKLE—Washington—1955

Frequency: 1370 Kc. Power: 1000 Watts  
Owned By: Washington Bcstg. Co.  
Address: P. O. Box 639  
Tel.: Osborn 8-2125 KBS  
President: H. L. Webster  
Station Mgr.: B. E. Carpenter

### WACL—Waycross—1951

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: Teletronics Inc.  
Business Address: P.O. Box 858  
Tel.: Atlas 3-4660 Independent  
Representative: Pearson  
President: James S. Rivers Sr.  
General Manager: James S. Rivers Jr.  
Commercial Manager: M. L. Dixon  
Program Director: John J. Koval  
Chief Engineer: L. E. McKinney

### WAYX—Waycross—1936

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Radio WAYX, Inc.  
Business-Studio Address: 1600 Carswell Ave.  
Tel.: AT 3-7100 MBS, KBS  
Newspaper Affil.: Waycross Journal American  
Representative: Hal Holman  
President: C. Mayo  
General Manager: Frank Walton  
Chief Eng.: Milt Lovus



**WBRO—Waynesboro—1954**

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned. Radio WBRO  
Address Box 151  
Tel.: 2139. KBS  
General Mgr. C. Beavers  
Asst. Mgr. D. M. Lewis

**WBMK—West Point—1958**

Frequency: 1310 Kc. Power: 1000 Watts  
Owned By Radio Valley, Inc.  
Address 705 W. 4th Avenue  
Tel.: 5-2453. KBS  
President J. Dige Bishop  
Gen., Sta. Mgr. Jim Murphy  
Chief Engineer Albert Stancil

**WRLD—West Point—1940**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Valley Bcstg. Co.  
Address Box 312  
Tel.: 64-22771. ABC  
Sta. Representative Thomas F. Clark  
General, Comm. Mgr. Miles H. Ferguson  
Program, Publicity Dir. Aileen Love  
Chief Engineer Clarence White

**WIMO—Winder—1952**

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Operated By Winder-Monroe Bcstg.  
Business Address P. O. Box 526  
Tel.: 867-9158. KBS  
Sta. Representative Cannon  
President W. G. Woodall Jr.  
Gen., Comm., Sta., Sls. Mgr. C. H. Grider  
Chief Engineer D. E. Stafford

Pop.: 630,000  
Families: 193,000

**Hawaii**

Radio Homes: 160,000  
AM Stas. in State: 18

**KHBC—Hilo—1936**

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By Honolulu Star Bulletin  
Address P. O. Box 581  
Newspaper Affiliation Honolulu Star Bulletin  
Representative Peters, Griffin, Woodward, Inc.  
President J. Howard Worrall  
General Mgr. Frank Warren  
Chief Engineer Dan Hunter

**KIMO—Hilo—1951**

Frequency: 850 Kc. Power: 1000 Watts  
Owned-Operated By James E. Jaeger  
Address Naniloa Hotel  
Tel.: Hilo 4-372. KBS  
Station Representative Breen & Ward  
President James Jaeger  
General Manager Mrs. Lillian Cunningham  
Owners of: KAGR, Yuba City

**KIPA—Hilo—1947**

Frequency: 1110 Kc. Power: 1,000 Watts  
Owned-Oper. By Big Island Bcstg. Co., Ltd.  
Business-Studio Address 86 Mama St.  
Tel.: 51-168. NBC  
Representative Hollingbery  
President Thomas J. MacBride  
Gen. Ch. Engr. R. W. Jaderstrom

**KAIM—Honolulu—1956**

Frequency: 870 Kc. Power: 1 Kw.  
Owned Christian Bcstg. Assoc.  
Address 1148 12th Avenue  
Tel.: 71-985. Independent  
President Robert C. Loveless  
Gen. Mgr. Cornelius Keur  
Program Director Geral M. Foglesong  
Chief Engineer Robert L. Lyon

**KGMB—Honolulu—1930**

Frequency: 590 Kc. Power: 5000 Watts  
Owned By Hawaiian Bcstg. Sys., Ltd.  
Address 1534 Kapiolani Blvd.  
Tel.: 9-2011. CBS  
Newspaper Affiliation Star-Bulletin  
Representative Peters, Griffin, Woodward, Inc.  
President Elizabeth P. Farrington  
V. P., Gen. Mgr. M. Franklyn Warren  
Commercial Manager Edward B. Mundy Jr.  
Promotion Director John De Marco  
Publicity Director Colleen L. Ng  
Chief Engineer Ronald T. Miyahira  
Owners of: KHBC, Hilo; KGMB-TV; KMAV-TV,  
Wailuku; KHBC-TV.

**KGU—Honolulu—1922**

Frequency: 760 Kc. Power: 10,000 Watts  
Owned-Operated By Advertiser Pub. Co., Ltd.  
Address Advertisers Bldg.  
Tel.: 5-2977. NBC  
Representative NBC Spot Sales  
Newspaper Affil. Advertiser  
President Lorrin P. Thurston  
General Mgr. William O. Paine  
Comm. Mgr. George C. Mansfield  
Chief Engineer T. Shigetani

**KHVH—Honolulu—1957**

Frequency: 1040 Kc. Power: 5 Kw.  
Owned-Oper. By Kaiser Hawaiian Vil. Radio  
Business Address 1290 Ala Moana Blvd.  
Tel.: 5-3991. Independent  
Station Representative Adam Young  
Vice Pres., Gen. Mgr. Richard C. Block  
Program Director William H. Conell  
Sales Manager Chas. Robinson  
Publicity Director Robert Z. Kendall  
Chief Engineer Dan O. Hunter  
Owners of: KHVH-TV; KHJR-TV, Hilo.

**KIKI—Honolulu—1951**

Frequency: 830 Kc. Power: 250 Watts  
 Owned-Oper. By: KIKI, Ltd.  
 Address: 320 Ward Ave.  
 Tel.: 6-3456 Independent  
 Sta. Representative: Meeker Co.  
 Pres., Chief Eng.: Royal V. Howard  
 Gen., Sta. Mgr.: Angelo J. Rossi

**KNDI—Honolulu—1960**

Frequency: 1270 Kc. Power: 5,000 Watts  
 Owned By: James T. Ownby  
 Address: Box 1516  
 Tel.: 938-402 Independent  
 Station Representative: Paul Raymer  
 Owner: Jim Ownby  
 Manager: Judith Lawton  
 Chief Engineer: Ann Evenson

**KOOD—Honolulu—1959**

Frequency: 990 Kc. Power: 5,000 Watts  
 Owned By: Ala Moana Bcstg. Co.  
 Address: 1450 Ala Moana Blvd.  
 Tel.: 990-111 Independent  
 Station Representative: Thomas B. Hall  
 President: Alister MacDonald  
 General Manager: Richard H. Lee  
 Commercial Manager: Perry W. Carle  
 Station Manager: Ted R. Scott

**KOHO—Honolulu—1959**

Frequency: 1170 Kc. Power: 1,000 Watts

Owned By: Cosmopolitan Bcstg. Corp.  
 Address: 1140-A 12th Ave.  
 Tel.: 775511 Independent  
 Station Representative: Masla  
 President: Lawrence Kagawa  
 General, Sta. Mgr.: Hoover Y. Tateishi  
 Program Director: K. Murata  
 Sales Prom. Mgr.: Francis M. Kihara  
 Chief Engineer: Frank Fitch

**KORL—Honolulu—1946**

Frequency: 650 Kc. Power: 10,000 Watts  
 Owned-Operated By: Founders Corp.  
 Business Address: 575 Kamoku St.  
 Tel.: 9-5236 Independent  
 Representative: George P. Hollingbery  
 President: Robert G. Munro  
 General Mgr.: Harold Davis  
 Chief Engineer: James Markham  
 Owners of: WFBL, Syracuse, N. Y.; WSMB, New Orleans, La.

**KPOI—Honolulu—1946**

Frequency: 1380 Kc. Power: 5,000 Watts  
 Owned-Oper. By: KPOI Broadcasters Co., Inc.  
 Business Address: 1701 Ala Wai Blvd.  
 Tel.: 995-398 Independent  
 Sta. Representative: Masla  
 President: H. G. Fearnhead  
 V.P., General, Sta. Mgr.: Fin Hollinger  
 Commercial Mgr.: Ray Gallagher  
 Program Dir.: Ron Jacobs  
 Chief Engineer: Ernest Lindeman

**KORL**

RADIO

**DOMINATES!**

**ALL OF HAWAII with  
 10,000 WATTS**

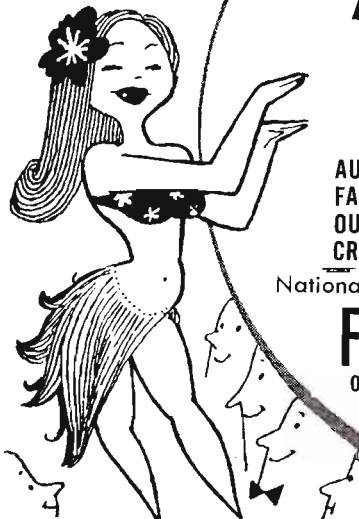
**AT 650 ON THE DIAL**

- AUTHENTIC NEWS COVERAGE
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

**FOUNDERS CORP.**

One of the Founder's groups of Stations including KORL, Honolulu; WFBL, Syracuse New York; WSMB New Orleans, Louisiana



**KULA—Honolulu—1947**

Frequency: 690 Kc. .... Power: 10,000 Watts  
 Owned-Operated By... KULA Bcstg. Co., Inc.  
 Business Address..... P.O. Box 1479  
 Tel.: 6-3666 ..... Independent  
 Station Representative..... McGavren  
 President..... C. Stuart  
 General Manager..... R. L. Johnson  
 Commercial Manager..... W. Killmer

**KLEI—Kailua—1953**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... OAHU Bcstg. Co. Inc.  
 Address..... Kailua Shopping Center  
 Tel.: 250-811 ..... Independent  
 President..... Jack Latham  
 Gen., Comm. Mgr..... Jack Irvine  
 Program Dir..... Hardy Hutchinson

**KTOH—Lihue, Kauai—1940**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By... Garden Island Publ., Ltd.  
 Address..... Box 1748  
 Tel.: LI 2061..... NBC

General Mgr..... Charles J. Fern  
 Station Mgr..... Tadashi Eto  
 Chief Engineer..... K. Nose

**KMVI—Wailuku-Maui—1947**

Frequency: 550 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Maui Publ. Co., Ltd.  
 Business Address..... Box 374  
 Tel.: 33-981 ..... NBC  
 Newspaper Affil..... Maui News  
 Sta. Representative..... Thomas F. Clarke  
 General Manager..... Ezra J. Crane  
 Sta., Asst. Gen. Mgr..... Richard E. Mawson  
 Chief Engineer..... Spencer Shiraiishi

**KAHU—Waipahu—1950**

Frequency: 920 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Rural Bcstg. Co., Ltd.  
 Business Address..... P. O. Box 1007  
 Tel.: 27-3121 Honolulu..... Independent  
 Station Representative..... Pearson  
 President..... Dr. Timothy Wee  
 General Manager..... Harry En Chu  
 Chief Engineer..... Robert Pearson

Pop.: 671,500  
 Families: 199,500

**Idaho**

Radio Homes: 196,000  
 AM Stas. in State: 36

**KBLI—Blackfoot—1951**

Frequency: 690 Kc..... Power: 1 Kw.  
 Owned-Oper. By..... KBLI, Inc.  
 Address..... Box 192  
 Tel.: Sunset 5-1400..... Independent  
 Station Representative..... Forjoe  
 President..... Howard Johnson  
 General Mgr..... Gloria Dillard  
 Chief Engineer..... Don Clark

**KBOI—Boise—1947**

Frequency: 950 Kc..... Power: 5000 Watts  
 Owned-Operated By... Boise Valley Bcstrs., Inc.  
 Bus.-Studio Address..... 1007 W. Jefferson  
 Tel.: 3-2511..... CBS  
 Rep..... Peters, Griffin, Woodward, Inc.  
 Pres., Gen. Mgr..... Westernman Whillock  
 Sta., Comm. Mgr..... Earl Glade, Jr.  
 Production Supervisor..... Dena Howell  
 Publicity Director..... John Clark  
 Chief Engineer..... James Johtz, Jr.

**KGEM—Boise—1946**

Frequency: 1140 Kc..... Power: 10,000 Watts  
 Owned..... Idaho Bcstg. & TV Corp.  
 Address..... 5601 Cassia St.  
 Tel.: 4-3511 ..... MBS-ABC  
 Representative..... Avery-Knodel  
 General Mgr..... David Miles  
 Commercial Mgr..... Robert Weisenburger  
 Chief Engineer..... Robert V. Beadles

**KIDO—Boise—1928**

Frequency: 630 Kc..... Power: 5000 Watts

Owned-Oper. By..... Mesabi Western Corp.  
 Address..... 1528 Vista  
 Tel.: 4-8661 ..... NBC  
 Sta. Representative..... Weed  
 President..... William E. Boeing, Jr.  
 General, Comm. Mgr..... Jack J. Link  
 Program, Prom. Mgr..... Vern E. Moore  
 Chief Engineer..... John A. Maxson

**KYME—Boise—1955**

Frequency: 740 Kc..... Power: 500 Watts  
 Owned-Operated By... Keith & Elven Patterson  
 Address..... P. O. Box 2794  
 Tel.: 2-3575..... Independent  
 Sta. Representative..... Grant Webb  
 Pres., Gen. Mgr..... Keith E. Patterson  
 Comm. Mgr..... Lou Clemens  
 Prog. Dir..... Richard Sybert  
 Chief Engineer..... Roy Pack

**KBAR—Burley—1946**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KBIO, Inc.  
 Address..... P. O. Box 481  
 Tel.: OR 8-2244..... ABC-KBS  
 Newspaper Affiliation..... D. Herald-Bulletin  
 Sta. Representative..... Torbet, Allen & Crane  
 Station Mgr..... Charles T. Brownlow  
 Commercial Mgr..... R. Saxvick  
 Program Dir..... L. Connors  
 Chief Engineer..... Terry Carter

**KBGN—Caldwell—1960**

Frequency: 910 Kc..... Power: 1 Kw.  
 Owned By..... Christian Bcstg. Co. of Idaho

## IDAHO

Address . . . . . 3303 E. Chicago  
Tel.: 9-3635 . . . . . Independent  
General Manager . . . . . F. Demcy Mylar  
Commercial Manager . . . . . Dick Sleeper  
Program Director . . . . . Paul A. Baker  
Sales Prom. Mgr. . . . . Willard Waggoner  
Publicity Director . . . . . Bill Eakin  
Chief Engineer . . . . . Arden Casper

### KCID—Caldwell—1947

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Caldwell Bcstg. Co.  
Address . . . . . 921 Cleveland Blvd.  
Tel.: 9-3608 . . . . . KBS  
Station Rep. . . . . Harlan G. Oakes  
Pres., Gen. Mgr. . . . . Clair B. Hull  
Sta., Comm. Mgr. . . . . Duane D. Wolle  
Publicity Director . . . . . John Kirkwood  
Chief Engineer . . . . . James L. Young

### KVNI—Coeur D'Alene—1946

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Rexard Co.  
Business-Studio Address . . . . . Blackwell Island  
Tel.: MOhawk 4-2196 . . . . . KBS  
Pres., Sta. Mgr. . . . . Rex Koury  
Program Dir. . . . . J. McCumber  
Sales Prom. Mgr. . . . . Bernard Merriman

### KZIN—Coeur d' Alene—1957

Frequency: 1050 Kc. . . . . Power: 250 W. d.  
Owned By . . . . . Lakeside Broadcasters Inc.  
Address . . . . . P. O. Box 1077  
Tel.: MO 4-3125 . . . . . Independent  
President . . . . . Vernon James  
Vice President . . . . . F. South  
Operations Mgr. . . . . B. Angel

### KORT—Grangeville—1954

Frequency: 1230 Kc. . . . . Power: 250 Watts d.  
Owner . . . . . Kebco, Inc.  
Address . . . . . Box 72  
Tel.: 51 . . . . . KBS  
President, Gen. Mgr. . . . . Edward M. Brainard  
Chief Engineer . . . . . Lance Carpenter

### KID—Idaho Falls—1928

Freq.: 590 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . Idaho Radio Corp.  
Address . . . . . Box 2008  
Tel.: JACKson 2-5100 . . . . . Independent  
Representative . . . . . Walker-Rawalt  
President . . . . . A. W. Schwieder  
Sta., Comm. Mgr. . . . . Leonard Wasden  
Chief Engineer . . . . . Carroll Secrist

### KIFI—Idaho Falls—1946

Frequency: 1260 Kc. . . . . Power: 5000 Watts d.  
Owned-Oper. By . . . . . E. Idaho Bcstg. & TV Co.  
Address . . . . . P.O. Box 2148  
Tel.: JA 3-1171 . . . . . ABC-MBS-KBS  
Newspaper Affil. . . . . Post, Register  
Representative . . . . . Avery-Knodel  
Pres., Gen. Mgr. . . . . J. M. Brady  
Sta. Mgr. . . . . Dewain Silvester  
Chief Engineer . . . . . B. Nelson

### KUPI—Idaho Falls—1957

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . J. Ronald Bayton  
Address . . . . . P.O. Box 2557  
Tel.: JA 2-1101 . . . . . Independent  
Station Rep. . . . . Sandeberg-Gates  
Owner, Gen. Mgr. . . . . J. Ronald Bayton  
Chief Engineer . . . . . B. J. Bayton

### KART—Jerome—1956

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned . . . . . K. Clark  
Address . . . . . Box 1176  
Tel.: EA 4-2321 . . . . . Independent  
Pres., Gen. Mgr. . . . . K. Clark  
Chief Engineer . . . . . Bob Phillips

### KOZE—Lewiston—1955

Frequency: 1300 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Lewis Clark Bcstg. Co.  
Address . . . . . 2829 Country Club Dr.  
Tel.: SH 3-2502 . . . . . ABC  
Sta. Representative . . . . . Gill-Perna  
Gen. Mgr., Co-Owner . . . . . J. H. Matlock  
Sta. Mgr., Co-Owner . . . . . E. A. Hamblin  
Commercial Mgr. . . . . George Walton  
Program Director . . . . . Stan Haase  
Sales Prom. Mgr. . . . . Dick Ragan  
Publicity Director . . . . . Tim Waide  
Chief Engineer . . . . . Jerry Chandler  
Owners of: KLER, Orofino

### KRLC—Lewiston—1935

Freq.: 1350 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned By . . . . . Donald A. & E. S. Thomas  
Address . . . . . P. O. Box 287  
Tel.: SH 3-1551 . . . . . MBS  
Representative . . . . . Forjoe, Art Moore  
General, Sta. Mgr. . . . . Donald Thomas  
Program Director . . . . . Alben Nelson  
Commercial Mgr. . . . . Douglas MacKelvie  
Sales Prom. Mgr. . . . . Beverly Swanson  
Chief Engineer . . . . . James Soyk

### KRPL—Moscow—1947

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned . . . . . KRPL, Inc.  
Address . . . . . 1328 Pullman Road  
Tel.: TU 2-1174 . . . . . KBS-MBS  
Station Reps. . . . . Moore-Hopewell  
Pres., Gen. Mgr. . . . . Gale Mix  
Comm. Mgr. . . . . James Sanberg  
Station Mgr. . . . . John Mix  
Sales Prom. Mgr. . . . . Dave Le Favour  
Program Director . . . . . Larry Ayer  
Publicity Director . . . . . Bob Gese  
Chief Engineer . . . . . Drew McDaniel

### KFXD—Nampa—1930

Frequency: 580 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . E. G. Wenrick Bcstg. Co.  
Business Address . . . . . 1024 12th Ave. S.  
Tel.: 6-4611 . . . . . Independent  
Representative . . . . . Pearson

Co-Owner, Gen. Mgr. . . . . Ken Kilmer  
 Sta. Comm. Manager . . . . . Doyle Cain  
 Prog. Dir. . . . . Shiril Black  
 Chief Engineer . . . . . G. M. Rose

### **KLER—Orofino—1958**

Frequency: 950 Kc. . . . . Power: 500 Watts d.  
 Owned By . . . . . Clearwater Broadcasting Co.  
 Address . . . . . P.O. Box 32  
 Tel.: Granite 2-5011 . . . . . KBS  
 Station Representative . . . . . Feltis, Jacobson  
 Commercial, Program Mgr. . . . . Dale Daniels  
 Sta. Ch. Eng. . . . . Edward A. Carle

### **KWAL—Osburn—1938**

Frequency: 620 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Metals Bcstg. Co.  
 Address . . . . . 930, Wallace, Ida.  
 Tel.: OS 1-6101 . . . . . Independent  
 Representative . . . . . Holman, Art Moore  
 Pres., Gen. Mgr. . . . . R. Lee Black  
 Chief Engineer . . . . . Robert Tremblay

### **KEOK—Payette—1957**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Treasure Valley Bcstg. Co.  
 Address . . . . . P.O. Box 420  
 Tel.: Midway 2-3351 . . . . . KBS  
 Co-Owner . . . . . A. V. Bamfora  
 Co-Owner, Gen. Mgr. . . . . E. S. Graham  
 Chief Engineer . . . . . Rus Myer

### **KSEI—Pocatello—1926**

Frequency: 930 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Pioneer Bcstrs. Corp.  
 Business-Studio Address . . . . . Box 31  
 Tel.: CEdar 3-2121 . . . . . NBC  
 Representative . . . . . Weed; Art Moore  
 Pres., Gen. Mgr. . . . . Henry H. Fletcher  
 Program Director . . . . . Ruthe A. Fletcher  
 Publicity Director . . . . . Olive L. Greene  
 Chief Engineer . . . . . Ellis W. Call

### **KWIK—Pocatello—1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Pocatello Radio, Inc.  
 Address . . . . . P.O. Box 2005  
 Tel.: Cedar 3-1133 . . . . . MBS-ABC  
 Representative . . . . . Avery-Knodel  
 President . . . . . Don W. Burden  
 General Manager . . . . . W. J. Adelman  
 Chief Engineer . . . . . D. L. Lewis

### **KYTE—Pocatello—1956**

Frequency: 1290 Kc. . . . . Power: 1 Kw. d.  
 Owned . . . . . Pocatello Bcstg. Co.  
 Address . . . . . 355 Yellowstone Ave.  
 Tel.: CE 2-6565 . . . . . KBS  
 President, Gen Mgr. . . . . F. J. Riorden  
 Chief Engineer . . . . . Dwight L. Zundel

### **KPST—Preston—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Voice of The Rockies, Inc.  
 Address . . . . . P.O. Box 395  
 Tel.: 600 . . . . . KBS

President . . . . . Leo R. Hawkes  
 Gen. Mgr., Chief Eng. . . . . D. A. Nash, Jr.

### **KRXK—Rexburg—1951**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Snake River Radio & TV Co., Inc.  
 Address . . . . . 455 S. 2nd East  
 Tel.: EL 6-5488 . . . . . KBS  
 Station Representative . . . . . Broadcast Time Sales  
 Pres., Gen. Mgr. . . . . Gene Shumate  
 Comm. Mgr. . . . . Wes Lawrence  
 Chief Engineer . . . . . Dan Coltrane

### **KAYT—Rupert—1955**

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Inland Bcstg. Co.  
 Address . . . . . P.O. Bin M  
 Tel.: HE 6-3746 . . . . . Independent  
 Sta. Reps. . . . . Hopewell, Art Moore  
 Pres., Gen. Mgr. . . . . Mervin V. Ling  
 Sta. Comm. Mgr. . . . . George McDonald  
 Chief Engineer . . . . . E. C. Miller

### **KSRA—Salmon—1959**

Frequency: 960 Kc. . . . . Power: 1000 Watts, d.  
 Owned By . . . . . Salmon River R-TV Co., Inc.  
 Address . . . . . Main & Water Sts.  
 Tel.: Skyline 6-2218 . . . . . KBS  
 President, Gen. Mgr. . . . . David G. Ainsworth  
 Chief Engineer . . . . . Louis A. Peressini

### **KSPT—Sandpoint—1949**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bauer Bcstg. Co.  
 Address . . . . . P. O. 431  
 Tel.: CO 3-2179 . . . . . KBS  
 General Mgr. . . . . Norman Bauer

### **KBRV—Soda Springs—1957**

Frequency: 540 Kc. . . . . Power: 500 Watts, d.  
 Owned By . . . . . Caribou Bcstg. Co. Inc.  
 Address . . . . . 98 W. 2nd South  
 Tel.: Soda Springs 775 . . . . . KBS  
 Station Representative . . . . . Grant Webb  
 General Manager . . . . . J. C. Wallentine  
 Station Manager . . . . . R. Bruce  
 Program Director . . . . . Curtis Empey  
 Chief Engineer . . . . . Paul Haviland

### **KSKI—Sun Valley—1960**

Freq.: 1340 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned By . . . . . Radio Sun Valley, Inc.  
 Address . . . . . Sun Valley Lodge  
 Tel.: 3131 . . . . . Independent  
 Representative . . . . . Cannon, Inc.  
 President . . . . . R. L. Hagadone  
 General Mgr. . . . . B. Godfrey

### **KEEP—Twin Falls—1946**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Radio Sales Corp.  
 Address . . . . . P. O. Box 511  
 Tel.: RE 3-7512 . . . . . Independent  
 Station Rep. . . . . Grant Webb  
 President, Gen. Mgr. . . . . R. W. Burden



# WGN RADIO REALLY RATES IN CHICAGO

Latest rating figures\* show:

**WGN Radio** is preferred by more people!

**WGN Radio** has Chicago's most favorable image!

**WGN Radio** reaches more people!

**WGN Radio** has the highest average quarter-hour audience for entire week!

**WGN Radio** is No. 1 Chicago station in total audience!

**WGN Radio** has highest average hourly share of audience — 12 midnight—6 a.m.

**WGN Radio** delivers an adult audience! More than 9 of every 10 listeners are adults!

For full facts on why adult listeners like WGN Radio's sound, advertising and programming, write to WGN Research for a study by Market Facts, Inc., on the images of Chicago radio stations.

\*Nielsen—Dec./Jan., 1961. Pulse — Dec., 1960, Post-midnight study. Pulse — 1960, Audience composition reports.

*In Chicago*

## **WGN RADIO**

*means quality programming and dedicated community service*

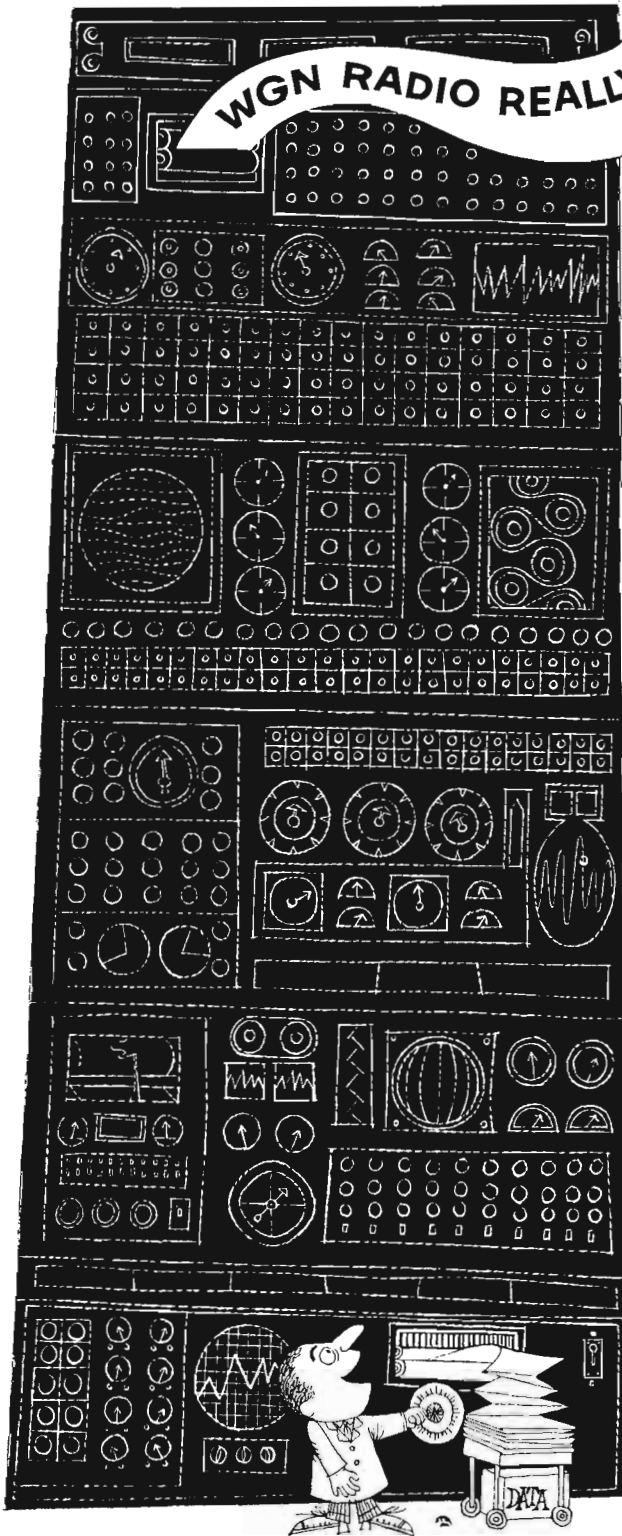
*Chicago: 2501 Bradley Place, Lakeview 8-2311*

*New York: 220 E. 42nd Street, Murray Hill 2-7545*

*Represented by Edward Petry & Co., Inc., except in New York, Philadelphia and Milwaukee*



*Member of Quality Radio Group, Inc.*



Asst. Manager.....W. F. Denney  
 Commercial Manager.....Bob Bryant  
 Sales Prom. Manager.....Jim Taylor  
 Program Director.....Bill Warren  
 Publicity Director.....Tom Rudy  
 Chief Engineer.....Walt Snow

**KLIX—Twin Falls—1946**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned.....KLIX Corp.  
 Business Address...Eastland & Elizabeth Ave.  
 Tel.: REdwood 3-5840.....Independent  
 Rep.....Avery-Knodel  
 President.....G. Hatch  
 V.P., Gen. Sta. Mgr.....G. O. Glasmann  
 Program Director.....L. Walton  
 Chief Engineer.....Dennis Lowe

**KTFI—Twin Falls—1928**

Frequency: 1270 Kc. Power: 3000 d., 1000 n.  
 Owned-Operated By.....Radio Bcstg. Corp.  
 Address.....241 Main Ave. W.  
 Tel.: RE 3-3381.....NBC  
 Representative.....Wood  
 Pres., Gen., Sta. Mgr.....F. M. Gardner  
 Chief Engineer.....Carl Norris

**KWEI—Weiser—1947**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Inland Bcst. Co.  
 Address.....Box 731  
 Tel.: 700.....Independent  
 Station Representatives.....Hopewell; Moore  
 Pres., Gen. Mgr.....M. V. Ling  
 Chief Engineer.....Edwin C. Miller

Pop. 10,151,000  
 Families: 3,120,000

**Illinois**

Radio Homes:  
 3,049,000  
 AM Stas. in State: 98

**WOKZ—Alton—1948**

Frequency: 1570 Kc.....Power: 1000 Watts, d.  
 Owned-Oper. By.....Palen Bcstg. Corp.  
 Address.....Godfrey Road  
 Tel.: HO 6-3535.....Independent  
 President, Gen. Mgr.....Edward N. Palen  
 Comm., Sta. Mgr.....H. Bunyan  
 Chief Engineer.....Nicholas Bono

**WRMS—Beardstown—1959**

Frequency: 790 Kc.....Power: 500 Watts  
 Owned By.....Beardstown Bcstg., Inc.  
 Address.....108 East Main St.  
 Tel.: 790.....KBS  
 Sta. Representative.....Grant Webb  
 President.....R. W. Sudbrink  
 Station Manager.....Warren Hewitt  
 Sales Prom. Mgr.....Donald Chipman  
 Program Director.....Burl Lauter  
 Chief Engineer.....O. D. Kost

**WRAJ—Anna—1957**

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned.....Anna Bcstg. Co., Inc.  
 Address.....Anna Hotel  
 Tel.: 1113.....Independent  
 Sta. Representative.....Bernard Howard  
 President.....Pierce E. Lackey  
 Gen. Mgr., Ch. Engr.....Donald C. Michel

**WIBV—Belleville—1947**

Frequency: 1260 Kc.....Power: 1000 Watts, d.  
 Owned-Operated By.....Belleville Bcstg. Co.  
 Bus.-Studio-Transmitter Address..2100 W. Main  
 Tel.: AD 3-5000.....Independent  
 Representative.....Indie Sales  
 President, Gen. Mgr.....John W. Lewis  
 Commercial Manager.....H. Glenn Deffendall  
 Program Director.....Lloyd K. Harvey  
 Chief Engineer.....Marvin Molling

**WKKD—Aurora—1960**

Frequency: 1580 Kc.....Power: 250 Watts, d.  
 Owned By.....Russell G. Salter  
 Address.....1880 Plain Ave.  
 Tel.: TWinoaks 7-0481.....Independent  
 Station Rep.....Gill-Perna  
 President, Gen. Mgr.....Russell G. Salter  
 Commercial Manager.....Roger Shales  
 Program Director.....Bill Blough  
 Chief Engineer.....William Ward  
 Owners of: WBEL, S. Beloit; WIXN, Dixon;  
 KCLN, Clinton.

**WJBC—Bloomington—1924**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Bloomington Bcstg. Corp.  
 Address.....209 E. Washington  
 Tel.: 8252078.....ABC  
 Newspaper Affil.....Daily Pantagraph  
 Representative.....John E. Pearson  
 President.....Loring C. Merwin  
 Vice President.....Vernon A. Nolte  
 Station Manager.....Timothy R. Ives  
 Commercial Manager.....John McDermott  
 Program Dir.....Jerry Collins  
 Chief Engineer.....Ted Bailey

**WMRO—Aurora—1938**

Frequency: 1280 Kc.....Power: 1 Kw. d. 500 n.  
 Owned-Oper. By...V. G. Cofey & B. A. Oswalt  
 Business-Studio Address.....184 River St.  
 Tel.: 7-4215.....Independent  
 Managers.....Cofey; Oswalt  
 Prog. Dir.....Jeanne M. Doran  
 Chief Engineer.....J. R. Kintner

**WKRO—Cairo—1942**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Cairo Broadcasting Co.  
 Business Address.....Box 311

**ILLINOIS** ~~~~~

Tel.: 1490.....Independent  
Gen.-Station-Comm. Mgr.....Merrill C. Carrier

**WBYS—Canton—1947**

Frequency: 1560 Kc.....Power: 250 Watts  
Owned-Operated By.....Fulton Cty. Bcstg. Co  
Address.....1000 East Linn St.  
Tel.: 647-1560.....ABC  
Newspaper Affil.....Canton Daily Ledger;  
Booneville News-Advertiser  
President.....Harriett B. Winsor  
General, Station Mgr.....Charles E. Wright  
Program Director.....Ruth Wright  
Commercial Mgr.....Jean Marconnet  
Chief Engineer.....Wayne Miller

**WCIL—Carbondale—1946**

Frequency: 1020 Kc....Power: 1000 Watts, d.  
Owned-Operated By...Southern Illinois Bcstg.  
Business-Studio Address.....218 W. Main St.  
Tel.: Glenview 7-8114.....Independent  
General Manager.....Paul F. McRoy  
Commercial Manager.....Larry Doyle  
Program Director.....Stan Leigh  
Chief Engineer.....Pat Burns

**WROY—Carmi—1948**

Frequency: 1460 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Carmi Bdcstg Co.  
Address.....U. S. Route 460  
Tel.: 4161.....Independent  
Gen., Sta. Mgr.....S. A. Hassan  
Chief Engineer.....R. Cole

**WCAZ—Carthage—1921**

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Superior Bcstg. Service, Inc.  
Address.....502 Wabash Ave.  
Tel.: 520.....Independent  
Manager.....John Palmer

**WCNT—Centralia—1946**

Frequency: 1210 Kc....Power: 1000 Watts, d.  
Owned.....Southern Illinois Bcstg. Co.  
Address.....Box 428  
Tel.: 2-5151.....Independent  
Representative.....Bob Dore  
President.....C. W. Rodgers  
General Station Mgr.....A. C. Mainer  
Program, Pub. Director....Miss Sammie Cervi  
Chief Engineer.....R. Millmaker

**WDWS—Champaign—1937**

Frequency: 1400 Kc.....Power: 250 Watts  
Owner....The Champaign News Gazette, Inc.  
Business Address.....48 Main St.  
Tel.: Fleetwood 6-1855.....CBS  
Newspaper Aff.....News-Gazette  
Representative.....The Meeker Co.  
President.....Mrs. Helen M. Stevick  
Gen. Sta. Mgr.....Larry Stewart  
Program Dir.....Constance Vogt  
Chief Engineer.....Robert Brown

**FIRST  
IN CHICAGO**

*for  
the World's  
Most  
Beautiful  
Music*



*radio station*

**W.A.I.T**

188 W. RANDOLPH STREET  
CHICAGO 1, ILLINOIS  
Franklin 2-0660

**BOYD W. LAWLOR**  
General Manager

**5000 watts / 820 on the dial**

National  
Representatives: **GILL-PERNA, INC.**

**WEIC—Charleston—1954**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Operated By: The Friendly City Bcstrs.  
 Address: Box 107  
 Tel.: DI 5-2149  
 Rep.: KBS  
 Pres., Gen. Mgr.: Sears & Ayer  
 Commercial Manager: Jack Owens  
 Ch. Eng.: Betty Owens  
 William Setliffe

**WAIT—Chicago—1941**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Operated By: Radio Station WAIT  
 Bus. Studio Address: 188 W. Randolph St.  
 Tel.: FR 2-0660  
 Station Rep.: MBS  
 Managing Director: Gill-Perna  
 General Manager: Robert B. Miller  
 Chief Engineer: Boyd W. Lawlor  
 Harry Berg

**WBBM—Chicago—1923**

Frequency: 780 Kc. Power: 50,000 Watts  
 Owned-Operated By: CBS, Inc.  
 Address: 630 N. McClurg Ct.  
 Tel.: WH 4-6000  
 Sta. Rep.: CBS  
 V.P., Gen. Mgr.: CBS Spot Sls.  
 Sales Manager: E. H. Shamo  
 Sales Prom. Mgr.: W. J. Connelly  
 Publicity Director: HT. A. Payne  
 Program Director: George Condon  
 Production Manager: Arthur Thorsen  
 Chief Engineer: Kenneth Carbonel  
 J. J. Beloungy

**WBEE—Chicago—1955**

Frequency: 1570 Kc. Power: 1000 Watts  
 Owned By: Continental Broadcasting  
 Address: 75 E. Wacker Drive  
 Tel.: Randolph 6-6842  
 S.a. Representative: Independent  
 P. resident: Continental  
 General Manager: O. Wayne Rollins  
 Opera Mgr.: Harry Wilber  
 Chief Engineer: Bill German  
 J. R. Burdeau

**WCFL—Chicago—1926**

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned: Chicago Federation of Labor  
 Business-Studio Address: 666 Lake Shore Dr.  
 Tel.: MO 4-2400  
 Station Rep.: Independent  
 President: McGavren  
 General Manager: William A. Lee  
 Commercial Manager: Martin F. Hogan  
 Program Director: Thomas E. Haviland  
 Publicity Director: Bob Finnegan  
 Chief Engineer: Betty Farber  
 Jack McKay

**WCRW—Chicago—1926**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Josephine A. White  
 Address: 2756 Pine Grove Ave.  
 Tel.: DI 8-4440  
 General Manager: Independent  
 J. A. White

**WEDC—Chicago—1926**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Emil Denmark, Inc.  
 Address: 3860 W. Ogden Ave.  
 Tel.: CR 7-4100  
 President: Independent  
 General, Comm. Mgr.: Emil Denmark  
 Chief Engineer: Bill Mack  
 Edward Jacker

**WGES—Chicago—1924**

Frequency: 1390 Kc. Power: 5000 Watts d.  
 Owned By: Radio Station WGES  
 Bus. Address: 2708 W. Washington Blvd.  
 Tel.: SA 2-1700  
 General Manager: Independent  
 Commercial Mgr.: John A. Dyer  
 Sales Promotion Manager: Elizabeth M. Hinzman  
 Program Director: K. P. Freda  
 Chief Engineer: Herbert Rudolph  
 William Shunk

**WGN—Chicago—1924**

Frequency: 720 Kc. Power: 50,000 Watts  
 Owned-Operated By: WGN, Inc.  
 Address: 2501 Bradley Place  
 Tel.: LA 8-2311  
 Newspaper Affiliation: Independent  
 Representative: The Chicago Tribune  
 President: Edward Petry  
 V.P., Gen. Mgr.: J. Howard Wood  
 Commercial Mgr.: Ward L. Quaal  
 Sales Promotion Manager: Charles E. Gates  
 Program Director: Charles A. Wilson  
 Publicity Director: D. Pecaro  
 Dir. of Engineering: James Hanlon  
 Carl J. Meyers  
 (See Page 366 for Ad)

**WIND—Chicago—1927**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By: Westinghouse Bcstg. Co.  
 Business Address: 400 N. Michigan Ave.  
 Tel.: Whitehall 4-2170  
 Representative: Independent  
 President: AM Radio Sales  
 Vice President: Donald H. McGannon  
 General Manager: Ralph L. Atlass  
 Commercial Manager: Gordon W. Davis  
 Program Director: Bennett O. Scott  
 Sales Prom. Mgr.: Ralph Blank  
 Publicity Director: John P. Holland  
 Chief Engineer: Hildo. Woshrmeyer  
 Owners of: WOVW, Fort Wayne, Ind.; WBZ-WBZA,  
 Boston-Springfield, Mass.; WBZ-TV, Boston,  
 Mass.; KVV, Cleveland, O.; KVV-TV, Cleveland,  
 O.; KEX, Portland, Ore.; KDKA, Pittsburgh,  
 Pa.; KDKA-TV, Pittsburgh, Pa.; WJZ-TV, Balti-  
 more, Md.

**WJJD—Chicago—1924**

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Plough Bcstg. Co.  
 Bus. Studio Address: 230 N. Michigan Ave.  
 Tel.: ST 2-5466  
 Representative: Independent/  
 Radio-TV Representatives, Inc.  
 President: Harold R. Krelstein  
 Gen., Sta. Mgr.: Frederick C. Harm  
 Commercial Manager: Earl W. Steil

## ILLINOIS

Sales Prom., Pub. Dir. . . . . Fred Livingston  
Program Director . . . . . Dick Deason  
Publicity Director . . . . . Fred Livingston  
Chief Eng. . . . . Walter F. Myers  
Owners of: WCAO, Baltimore; WPLO, Atlanta;  
WMPB, Memphis; WCOP, Boston.

### WAAF—Chicago—1922

Frequency: 950 Kc. . . . . Power: 1000 Watts, d.  
Owned-Operated By . . . . . Cornbelt Publishers  
Business Address . . . . . 221 N. LaSalle St.  
Tel.: RA 6-1932 . . . . . Independent  
Newspaper Affil. . . . . Drivers Journal  
Representative . . . . . Forjoe  
President . . . . . H. Thieman  
Gen., Prom. Mgr. . . . . Thomas L. Davis  
Comm., Program Director . . . . . Bill Bauer  
Chief Engineer . . . . . Carl W. Ulrich

### WLS—Chicago—1924

Frequency: 890 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . WLS, Inc.  
Business Address . . . . . 360 N. Michigan Ave.  
Tel.: STate 2-2002 . . . . . ABC  
Representative . . . . . John Blair  
President . . . . . Ralph W. Beaudin  
Sales Manager . . . . . Armand J. Belli  
Sales Prom., Pub. Dir. . . . . Roland Sack  
Program Director . . . . . Sam Holman  
Chief Engineer . . . . . Fred Zellner Jr.



in CHICAGO  
buy THE only  
local station!

**wmaf**

Tom Davis  
General Manager

National Representative  
The BOLLING COMPANY Inc.

### WMAQ—Chicago—1922

Frequency: 670 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . National Bcstg. Co., Inc.  
Business-Studio Address . . . . . Merchandise Mart  
Tel.: SU 7-8300 . . . . . NBC  
Representative . . . . . NBC Radio Spot Sales  
President (NBC) . . . . . Robert E. Kintner  
V.P. (NBC), Gen. Mgr. . . . . Lloyd E. Yoder  
Sales Manager . . . . . Robert McAuliffe  
Station Manager . . . . . William Decker  
Sales Promotion Manager . . . . . John M. Keys  
Prog. Mgr. . . . . Richard Johnson  
Publicity Director . . . . . Chet Campbell  
Chief Engineer . . . . . W. C. Prather

### WMBI—Chicago—1926

Frequency: 1110 Kc. . . . . Power: 5,000 Watts.  
Owned By . . . . . Moody Bible Institute  
Address . . . . . £20 N. La Salle St.  
Tel.: Michigan 2-1570 . . . . . Independent  
General Manager . . . . . W. E. Mayfield  
Program Director . . . . . Robert Parsons  
Publicity Director . . . . . John Raymond  
Chief Engineer . . . . . A. P. Frye  
Owners of: WDEM, E. Moline, Ill.

### WSBC—Chicago—1925

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WSBC Bcstg. Co., Inc.  
Business-Studio Address . . . . . 2400 W. Madison St.  
Tel.: MO 6-9060 . . . . . Independent  
Representative . . . . . Devney O'Connell  
Pres., Gen. Mgr., Ch. Eng. . . . . Louis B. Lee  
Comm. Mgr. . . . . Margaret Strasser  
Program Dir. . . . . Robert J. Lee

### WCGO—Chicago Heights—1959

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . South Cook Bcstg., Inc.  
Address . . . . . 119 Olympia Plaza  
Tel.: Skyline 6-6100 . . . . . Independent  
Station Rep. . . . . Hal Walton  
President, Gen. Mgr. . . . . A. V. Santucci  
Commercial Manager . . . . . Anthony D'Amico  
Publicity Director . . . . . Bill Biendorf  
Chief Engineer . . . . . Walter R. Lorenc

### WHFC—Cicero—1923

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WHFC, Inc.  
Address . . . . . 3350 S. Kedzie Ave.  
Tel.: CL 4-7411 . . . . . Independent  
President . . . . . Richard W. Hoffman  
Gen. Program Mgr. . . . . M. E. Clifford  
Station, Publicity Director . . . . . F. Summers  
Consul. Engineer . . . . . E. Jacker

### WHOW—Clinton—1947

Frequency: 1520 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Cornbelt Bcstg. Co.  
Business Address . . . . . 401½ S. Side Sq.  
Tel.: 300 . . . . . Independent  
Representative . . . . . Holman  
President . . . . . J. R. Livesay  
Gen Mgr., Chief Eng. . . . . Rolland O. Looper



**WDAN—Danville—1938**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...Northwestern Pub. Co.  
 Address.....1500 N. Washington  
 Tel.; Hickory 2-1700.....CBS  
 Representative.....Everett-McKinney, Inc.  
 General Manager.....Robert J. Burow  
 Commercial Manager.....John Eckert  
 Sta. Mgr.....Max Shaffer  
 Program Dir.....Honore Ronan  
 Chief Engineer.....Norlyn Dossey  
 Owners of: WHEC-AM-TV, Rochester; WENY,  
 Elmira; WINK-TV, Binghamton.

**WITY—Danville—1953**

Frequency: 980 Kc. Power: 1 Kw.  
 Owned.....Vermillion Bcstg. Corp.  
 Address.....P. O. Box 142  
 Tel.; Hickory 6-1312.....MBS  
 Representative.....Burn-Smith  
 President.....Gilbert E. Metzger  
 Gen., Sta. Mgr.....Elzer Marx  
 Commercial Manager.....Tom Zeppelin  
 Program Director.....Robert Bivans  
 Chief Engineer.....Taylor Clawson  
 Owners of: WITZ, Jasper; WITE, Brazil.

**WDZ—Decatur—1921**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Mid-States Bcstg. Co.  
 Business-Studio Address.....265 S. Park St.  
 Tel.: 423—9744.....Independent  
 Representative.....Peters, Griffin, Woodward  
 Pres., Gen. Mgr.....Frank C. Schroeder, Jr.  
 Commercial Manager.....Ronald F. Gallina  
 Program Director.....Harry Michaels  
 Chief Engineer.....Clifford V. Hahn

**WSOY—Decatur—1925**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By...Illinois Bcstg. Co.  
 Address.....1100 E. Pershing Road  
 Tel.: 877—5371.....CBS  
 Representative.....Weed  
 President.....Frederick W. Schaub  
 Station Manager.....Robert B. King  
 Program Director.....H. Downey Hewey  
 Chief Engineer.....Allan Doyle

**WLBK—De Kalb—1947**

Frequency: 1360 Kc. Power: 500 Watts d.  
 Owned-Oper. By...DeKalb Radio Studios, Inc.  
 Business-Studio Address.....711 N. First St.  
 Tel.: De Kalb 6-3485.....Independent  
 Station Rep.....Bernard Howard  
 Pres., Gen. Mgr.....George C. Biggar  
 Commercial Manager.....Richard Meier  
 Program Director.....R. C. Brown  
 Publicity Director.....Russell Pigott  
 Chief Engineer.....W. Dean Clayton

**WDQN—Du Quoin—1951**

Frequency: 1580 Kc. Power: 250 Watts  
 Owned-Oper. By...DuQuoin Bcstg. Co.

Address.....Music Center  
 Tel.: LI 2-3894.....Independent  
 Sta. Representative.....Devney-O'Connell  
 Pres., Gen. Mgr.....M. R. Lankford  
 Comm. Sales Prom. Mgr.....Gene Showalter  
 Chief Engineer.....E. Neil Pike

**WAMV—East St. Louis—1935**

Freq.: 1490 Kc. Power: 500 Watts d. 250 n.  
 Owned-Oper. By...Hess-Hawkins Co.  
 Address...Broadview Hotel, 421 E. Broadway  
 Tel.: BRidge 1-4625.....Independent  
 Sta. Representative...Good Music Broadcasters  
 President.....Louis Strick  
 General, Sta. Mgr.....Elmer E. Willrich  
 Program Dir.....Dan Stengel  
 Chief Engineer.....Erle White

**WCRA—Effingham—1947**

Frequency: 1090 Kc. Power: 250 Watts, d.  
 Owned-Operated By...Effingham Bcstg. Co.  
 Address.....110 N. Banker St.  
 Tel.: 1090.....Independent  
 Station Rep.....Devney-O'Connell  
 President.....Joseph E. McNaughton  
 General, Sta. Mgr.....George Walker  
 Comm. Prom. Mgr.....Thom Brown  
 Program. Chief Engr.....Larry Wilson

**WRMN—Elgin—1949**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Oper. By...The Elgin Bdcstg Co.  
 Address.....156 Division St.  
 Tel.: SH 1-7700.....Independent  
 News Affil.....Pekin Times, Yuma Sun  
 Representative.....Devney-O'Connell  
 Pres., Gen. Mgr.....J. Richard Sutter

**WEAW—Evanston—1946**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned.....No. Shore Bcstg. Co., Inc.  
 Address.....1700 Central St.  
 Tel.: UN 4-7600.....Independent  
 Reprs.....Good Music Bcstrs.; Oakes  
 Pres., Gen. Mgr.....Edward A. Wheeler  
 Station Mgr.....Glen Halbe  
 Commercial Manager.....Don Springgate  
 Sales Prom. Mgr.....Leon Giss  
 Program Dir.....John Hailey  
 Chief Engineer.....Alan Young

**WNMP—Evanston—1946**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Semrow Broadcasting Co.  
 Bus.-Studio-Transmitter...1580 Sherman Ave.  
 Tel.: GR 5-1590.....Independent  
 President.....Harry Semrow  
 General, Sta. Mgr.....Channing Overton  
 Commercial Manager.....Glenn Hammer  
 Chief Engineer.....Eugene Cummings

**WFIW—Fairfield—1953**

Frequency: 1390 Kc. Power: 500 Watts d.  
 Owned-Oper. By...Wayne County Bcstg. Co.

## ILLINOIS

**Address** ..... Box 72  
**Tel.:** 2159 ..... KBS  
**Representative** ..... Grant Webb  
**Co-Part.** Thomas Land, B. Davidson  
**Commercial Mgr.** Garnet Williams  
**Program Director** Gladys Onstott  
**Chief Engineer** Gil Wallace  
**Owners of:** WJBD, Salem, Ill.; WMPF, Terre Haute, Ind.

### WFRL—Freeport—1947

**Frequency:** 1570 Kc. .... **Power:** 1000 Watts d.  
**Owned By** ..... Triad TV Corp.  
**Business-Studio Address** ..... 9 N. Chicago Ave.  
**Tel.:** Adams 2-5171 ..... **Independent:**  
**President** ..... C. Wayne Wright  
**General Mgr.** Richard A. Carroll  
**Chief Engineer** LaVerne G. Bawinkei

### WGIL—Galesburg—1937

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Galesburg Bcstg. Co., Inc.  
**Business Address** ..... 60 S. Kellogg  
**Tel.:** 4626 ..... **Independent**  
**Newspaper Affiliation** Daily Register Mall  
**Gen., Sta. Mgr.** George D. Donaldson  
**Chief Engineer** R. L. Baughman

### WAIK—Galesburg—1959

**Frequency:** 1590 Kc. .... **Power:** 5000 Watts d.  
**Owned By** ..... Webster Broadcasting Co.  
**Address** ..... 36 Park Plaza  
**Tel.:** Dickens 2-3161 ..... **Independent**  
**Sta. Representative** Burn-Smith Co.  
**President** F. C. Webster, Jr.  
**General, Sta. Mgr.** J. Kent Hackleman  
**Program Director** Jack Teiken  
**Chief Engineer** Harold White

### WEBQ—Harrisburg—1923

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... WEBQ, Inc.  
**Address** ..... 100 E. Poplar St.  
**Tel.:** Clearbrook 3-7032 ..... KBS  
**Gen.-Station-Comm. Mgr.** Inglls M. Taylor  
**Chief Engineer** Harvey H. Slaton

### WMCW—Harvard—1955

**Frequency:** 1600 Kc. .... **Power:** 500 Watts  
**Address** ..... 205 E. Brainard  
c/o ..... Mrs. Esther Blodgett

### WJPF—Herrin—1940

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Egyptian Bcstg. Co.  
**Business Address** ..... P.O. Box 179  
**Tel.:** Wl 2-2181 ..... MBS  
**Representative** ..... Holman  
**President** Maybelle J. Lyerla  
**Gen., Sta. Mgr.** Charles R. Cook  
**Sales Promotion Manager** Fred Simmons  
**Publicity Director** Frank Samuel  
**Chief Engineer** Ben E. Orf

### WLDS—Jacksonville—1941

**Frequency:** 1180 Kc. .... **Power:** 1000 Watts d.  
**Owned** ..... Jacksonville Radio & TV Bcstg. Corp.  
**Business Address** ..... Fox Theatre Bldg.  
**Tel.:** Chestnut 5-7171 ..... **Independent**  
**Newspaper Affil.** ..... Journal-Courier  
**Station Representative** Hal Holman  
**President** Robert Fay  
**Gen., Sta. Mgr.** R. Karl Baker  
**Program Director** Raymond Wells  
**Publicity Dir.** Marie Barton  
**Chief Engineer** G. J. Cassens

### WJBM—Jerseyville—1959

**Frequency:** 1480 ..... **Power:** 500 Watts  
**Owned By** ..... Tri-County Broadcasting Co.  
**Address** ..... Jerseyville  
**Tel.:** 1214 ..... **Independent**  
**Owner & Gen. Mgr.** B. Meyer  
**Production Mgr.** R. Skibbe

### WJOL—Joliet—1926

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... WJOL, Inc.  
**Business-Studio-Transmitter** ..... 601 Walnut St.  
**Tel.:** Saratoga 6-4761 ..... **Independent**  
**Representative** John Pearson  
**Pres., Gen. Mgr** Joseph F. Novy  
**Station, Sales Prom. Mgr.** Jerome F. Novy  
**Prog. Dir.** Eileen Caron  
**Chief Engineer** J. Cerny

### WKAN—Kankakee—1947

**Frequency:** 1320 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... WKAN Radio, Inc.  
**Business Address** ..... 183 N. Schuyler Ave.  
**Tel.:** Wells 3-6633 ..... **Independent**  
**Newspaper Affiliation** ..... Daily Journal Co.  
**Station Rep.** ..... Radio TV Rep.  
**President** Burrell Small  
**General Manager** Bruce Brown  
**Station Manager** Robert Hawkins  
**Sales Manager** Donald R. Hoover  
**Program Director** Orron Allain  
**Chief Engineer** Richard Eckels  
**Owners of:** WRRR, Rockford, Ill.; KKIS, Pittsburg, Calif.; WQUA, Moline, Ill.

### WKEI—Kewanee—1952

**Frequency:** 1450 Kc. .... **Power:** 100 Watts  
**Owned-Operated By** ..... WKEI Bcstg. Co.  
**Address** ..... 202½ N. Tremont  
**Tel.:** 4471 ..... KBS  
**Station Representative** Hopewell  
**General Manager** A. H. Tallman

### WTAQ—La Grange—1950

**Frequency:** 1300 Kc. .... **Power:** 500 Watts n.  
**Owned-Oper. By** ..... S & S Bcstg. Co.  
**Address** ..... Box 408  
**Tel.:** FL 2-1300 ..... **Independent**  
**President** Charles Sebastian  
**Station Manager** Arthur L. Schlamman  
**Sales Prom. Mgr.** Ralph Faucher  
**Chief Engineer** William Wardle

**WLPO—La Salle—1947**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned By.....La Salle County Bcstg. Corp.  
 Address.....P.O. Box 215  
 Tel.: CApitol 3-3100.....Independent  
 Newspaper Affiliation.....Daily News Tribune  
 Representative.....Grant Webb  
 President.....Peter Miller  
 Gen. Mgr.....William Holm  
 Program Director.....Dan Dunlap  
 Publicity Director.....Laverne Waltman  
 Chief Engineer.....Lawrence McCann

**WAKO—Lawrenceville—1959**

Frequency: 910 Kc. Power: 500 Watts, d.  
 Owned By.....Lawrenceville Bcstg. Co.  
 Address.....Box 210  
 Tel.: 910.....Independent  
 Station Rep.....Devney O'Connell  
 Station Manager.....James L. Seed  
 Commercial Manager.....Robert B. Parker  
 Program Director.....Richard Fox  
 Chief Engineer.....Wayne Schuler  
 Owners of: WRAY, Princeton.

**WPRC—Lincoln—1951**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Prairie Radio Corp.  
 Address.....P. O. Box 37  
 Tel.: 1370.....Independent  
 Representative.....Sears & Ayer  
 Pres., Gen. Mgr.....Ray F. Knochel  
 Station Manager.....E. Layman  
 Chief Engineer.....Donald Thompson

**WSMI—Litchfield—1950**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.  
 Address.....Box 241  
 Tel.: 100.....Independent  
 Pres., Gen. Mgr.....Hayward L. Talley

**WKAI—Macomb—1947**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Operated By.....WKAI Bcstg. Co.  
 Address.....113 E. Carroll St.  
 Tel.: TEmple 3-4129.....Independent  
 Newspaper Affiliation.....Daily Journal  
 President.....William H. Rudolph  
 General Manager.....D. Naber

**WGGH—Marion—1949**

Frequency: 1150 Kc. Power: 5000 Watts d.  
 Owned-Operated By.....Marion Bcstg. Co.  
 Business Address.....P. O. Box 311  
 Tel.: WYandotte 3-8102.....Independent  
 Station Rep.....Bernard Howard  
 Pres., Chief Eng.....George W. Dodds  
 Gen., Sta. Mgr.....Jim Duncan  
 Commercial Manager.....Ina S. Trammell

**WLBH—Mattoon—1946**

Frequency: 1170 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Mattoon Bcstg. Co.

Bus.Studio Address.....1632½ B'way Ave.  
 Tel.: AD 4-6464.....Independent  
 Station Rep.....Holman  
 President, Gen-Station Mgr.....J. R. Livesay  
 Commercial Manager.....Ken Wooddell  
 Sales Prom. Mgr.....Robert Veech  
 Program Director.....Robert Guss  
 Chief Engineer.....Ray Livesay

**WMOK—Metropolis—1951**

Frequency: 920 Kc. Power: 1,000 Watts d.  
 Owned-Oper. By.....Fort Massac Bcstg. Co.  
 Business Address.....409 Ferry St.  
 Tel.: 2106.....KBS  
 Sta. Representative.....Grant Webb  
 General, Sta. Mgr.....V. G. Smith  
 Chief Engineer.....Carlos M. Steele

**WQUA—Moline—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Radio Moline  
 Address.....1319 Fifth Ave.  
 Tel.: 4-6727.....ABC  
 Newspaper Affil.....Kankakee Daily Journal  
 Representative.....Geo. P. Hollingbery Co.  
 Co-owners.....L. H. & B Small  
 President.....Len H. Small  
 General Manager.....G. La Verne Flambo  
 Station Manager.....J. Maxim Ryder  
 Program Director.....James McKinney  
 Chief Engineer.....Harold Higby  
 Owners of: WKAN, Kankakee, Ill.; KKIS, Pitts-  
 burg, Calif.

**WRAM—Monmouth—1957**

Frequency: 1330 Kc. Power: 1 Kw.  
 Owned.....Parieland Bcstrs.  
 Address.....First & Main St.  
 Tel.: 666.....Independent  
 Representative.....Pearson  
 Gen. Mgr.....Stephen P. Bellinger  
 Comm. Mgr.....Richard V. Taber  
 Chief Engineer.....Fred Hoy

**WVMC—Mount Carmel—1948**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned.....WVMC  
 Business Address.....Box 450  
 Tel.: 1360.....Independent  
 President.....Stephen P. Bellinger  
 General, Sta. Manager.....James A. Mudd  
 Commercial Manager.....Robert A. Brock  
 Chief Engineer.....Michael E. Orlowski

**WMIX—Mt. Vernon—1946**

Frequency: 940 Kc. Power: 1,000 Watts, d.  
 Owned-Oper. By.....Mt. Vernon Radio & TV Co.  
 Address.....Mitchell Bldg.  
 Tel. CH 2-3500.....Independent  
 Representative.....John E. Pearson Co.  
 President.....John Russell Mitchell  
 General Manager.....Claude E. Schoch  
 Comm. Mgr.....Bob Whitaker  
 Program Director.....Frank Lewis  
 Chief Engineer.....Charles Yelverton

**ILLINOIS****WINI—Murphysboro—1954**

Frequency: 1420 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Martha D. & Robert M. Rapp  
 Business Address: 1602 Elm St.  
 Tel.: 282 KBS  
 Gen., Sta. Mgr.: Lew Barwick  
 Chief Engineer: Lester D. Bilderback

**WOPA—Oak Park—1950**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Village Bcstg. Co.  
 Address: 408 S. Oak Park Ave.  
 Tel.: ES 8-4653 Independent  
 Representative: Howard  
 President: E. Sonderling  
 Station Mgr.: Al Michel  
 Program Dir.: Ed Kutta  
 Chief Engineer: Sidney Schneider  
 Owners of: WDLA, Memphis; KDIA-AM-FM, Oak-  
 land; WOPA-FM.

**WVLN—Olney—1947**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Operated By: Illinois Bcstg.  
 Address: 302½ Main St.  
 Tel.: EX 3-2156 Independent  
 Newspaper Affil.: Lindsay, Schaub Newsp.  
 Sta. Representative: Holman  
 Pres.: Fred W. Schaub  
 General. Comm. Mgr.: Charles R. Griggs  
 Prog. Dir.: Joe Kosack  
 Chief Engineer: Donald Schnell  
 Owners of: WSOY, Decatur, Ill.

**WCMY—Ottawa—1952**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Operated By: Carl H. Meyer  
 Address: 417 W. Madison St.  
 Tel.: Hempstead 3-1430 Independent  
 Pres., Gen. Mgr., Ch. Eng.: Carl H. Meyer  
 Program Director: Michael Ross

**WPRS—Paris—1951**

Frequency: 1440 Kc. Power: 1,000 Watts, d.  
 Owned-Operated By: Paris Bcstg. Corp.  
 Address: Box 262  
 Tel.: 5-0153 Independent  
 Pres., Gen. Mgr.: Adlai C. Ferguson, Jr.  
 Commercial Mgr.: James D. Savoye  
 Prog. Dir.: John Powell  
 Publicity Dir.: Gene Tyler  
 Chief Engineer: Eugene Hamm

**WSIV—Pekin—1946**

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Pekin Bcstg. Co., Inc.  
 Business Address: 15 South Capitol St.  
 Tel.: 6-2134 Independent  
 Sta. Representative: Pearson  
 Pres., Gen. Mgr.: W. Kenneth Patterson  
 Sta. Mgr., Pub. Dir.: George C. Udry  
 Chief Engineer: Lowell Lovely

**WAAP—Peoria—1960**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned By: Peoria Bcstg.

Address: 730 5th Ave., N.Y.  
 Tel.: CI 6-8187 NBC  
 Sta. Rep.: Venard, Rintoul & McConnell  
 President: John Cleary  
 General. Comm. Mgr.: Irving S. Raskin  
 Station. Program Director: Andrew G. Spiegel  
 Chief Engineer: Arthur Hardenbrook

**WIRL—Peoria—1947**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By: Frudeger Bcstg. Co.  
 Address: 121 Jefferson Ave.  
 Tel.: 674-9239 Independent  
 Station Rep.: McGavren  
 President: Robert W. Frudeger  
 General Mgr.: Howard H. Frudeker  
 Commercial Manager: Morton E. Cantor  
 Program Director: Dave Diamond  
 Chief Engineer: Ray Schneider

**WBBD—Peoria—1927**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By: Midwest Television, Inc.  
 Address: 212 S.W. Jefferson Ave.  
 Tel.: 676-0711 CBS  
 Reps.: Peters, Griffin, Woodward, Inc.  
 President: August C. Meyer  
 General Manager: Harold C. Sundberg  
 Sta., Comm. Mgr.: William L. Brown  
 Program Dir.: Bill Mayer  
 Sales Prom. Mgr.: Edward J. Peters  
 Chief Engineer: George Pyle  
 Owners of: WBBD-TV; WCIA, Champaign.

**WPEO—Peoria—1946**

Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Radio One Corp.  
 Address: 614-A Main St.  
 Tel.: 674-9249 ABC  
 Sta. Representative: Weed  
 President: Frank Babcock  
 General Manager: J. W. O'Connor  
 Commercial Manager: Bill Chambers  
 Program Director: Bob Edwards  
 Sales Prom. Mgr.: Joe Young  
 Publicity Director: Frank Rigby  
 Chief Engineer: Bob Shaw

**WBBA—Pittsfield—1954**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned: Pike Broadcasting Co.  
 Address: P.O. Box 329  
 Tel.: 650 Independent  
 Representative: Continental Radio Sales  
 President: G. B. Meyer  
 Sta. Mgr., Chief Eng.: Frank Luepke

**WCEM—Quincy—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Quincy Bcstg. Co.  
 Business-Studio Address: Hotel Quincy  
 Tel.: BA 2-6840 ABC  
 Newspaper Affiliation: Quincy Herald Whig  
 Station Rep.: Adam Young

**President**.....T. C. Oakley  
**General Manager**.....Joe Bonansinga  
**Comm. Mgr.**.....J. Ben Stewart  
**Prog. Dir.**.....Fred Colgan  
**Pub. Dir.**.....Hal Heidbreder  
**Chief Engineer**.....Frank E. Laughlin  
**Owners of:** WGEN-TV, Quincy, Ill.

**WTAD—Quincy—1927**

**Freq.:** 930 Kc....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**.....Lee Bcstg., Inc.  
**Address**.....WCU Bldg.  
**Tel.:** BA 2-6200.....CBS  
**Newspaper Affiliation**...Hannibal Courier Post  
**Sta. Representative**.....Branham  
**President**.....Lee P. Loomis  
**General Manager**.....Walter J. Rothschild  
**Asst. Natl. Sls., Comm. Mgr.**Wayne W. Cribb  
**Program Director**.....Hal Barton  
**Sales Prom., Publicity Director**...Richard Moore  
**Promotion Dir.**.....Don Mills  
**Chief Engineer**.....J. E. Gray

**WTAY—Robinson—1956**

**Frequency:** 1570 Kc....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Ann Broadcasting Corp.  
**Business Address**.....P.O. Box 266  
**Tel.:** 1373.....KBS  
**Pres., Gen. Mgr.**.....Kathryn A. Duncan  
**Station, Comm. Mgr.**.....Jack Weber  
**Chief Engineer**.....Harold Vandament

**WJRL—Rockford—1960**

**Frequency:** 1150 Kc....**Power:** 500 Watts d.  
**Owned By**.....Town and Country Radio, Inc.  
**Address**.....125 N. Church  
**Tel.:** WO 8-5821.....Independent  
**Station Rep.**.....Weed Radio Corp.  
**President, Gen. Mgr.**.....John R. Livingston  
**Commercial Mgr.**.....Chris Schneider  
**Program Director**.....Earl Gissing  
**Chief Engineer**.....Gerald DeVore

**WROK—Rockford—1929**

**Freq.:** 1440 Kc...**Power:** 1 Kw. d.; 500 W. n.  
**Owned-Operated By**...Winnebago News, Inc.  
**Bus. Studio Address**...Rockford News Tower  
**Tel.:** Woodland 2-6621.....ABC  
**Representative**.....H-R  
**President**.....E. K. Todd  
**General Mgr.**.....J. B. Kirby  
**Chief Engineer**.....Maurice H. Nelson

**WRRR—Rockford—1953**

**Frequency:** 1330 Kc....**Power:** 1000 Watts  
**Owned-Operated by**.....Radio Rockford, Inc.  
**Address**.....113 S. Court St.  
**Tel.:** Woodland 8-1869.....Independent  
**Newspaper Affil.**.....Kansas Daily Journal  
**Representative**.....Radio-TV Reps.  
**President**.....Burrell L. Small  
**General, Comm. Mgr.**.....Ward W. Hartman  
**Program Director**.....H. Irving Tingley  
**Chief Engineer**.....Clyde Downing

**WHBF—Rock Island—1925**

**Frequency:** 1270 Kc....**Power:** 5000 Watts  
**Owned-Operated By**...Rock Island Bcstg. Co.  
**Address**.....231 18th St.  
**Tel.:** 786-5441.....CBS  
**Newspaper Affiliation**...Rock Island Argus  
**Representative**.....Hyett, Avery-Knodel  
**President**.....Ben H. Potter  
**V.P., Gen., Sta. Mgr.**.....Leslie C. Johnson  
**Asst. Mgr., Dir. Sales**.....Maurice Corken  
**Sales Prom. Mgr.**.....Heber Darton  
**Program Dir.**.....Frank S. Hicks  
**Publicity Dir.**.....Fern Hawks  
**Chief Engineer**.....Robert J. Sinnett  
**Owners of:** WHBF-TV, Rock Island.

**WJBD—Salem—1956**

**Frequency:** 1350 Kc....**Power:** 500 Watts, d.  
**Owned**.....Salem Bcstg. Co.  
**Address**.....121 S. Walnut St.  
**Tel.:** 2000.....Independent  
**Representative**.....Grant Webb  
**General, Sta. Mgr., Ch. Eng.**...Bryan Davidson  
**Program Dir.**.....James Storment  
**Comm. Mgr.**.....John Scrivner  
**Owners of:** WFIW, Fairfield; WMFT Terre Haute.

**WHCO—Sparta—1955**

**Frequency:** 1230 Kc....**Power** 250 W.  
**Owned**...Hirsch Communication Eng. Corp.  
**Address**...324 Broadway, Cape Girardeau, Mo.  
**Tel.:** 5-5511.....Independent  
**President**.....Robert O. Hirsch  
**Station Manager**.....Jack Schepher

**WCVS—Springfield—1926**

**Frequency:** 1450 Kc....**Power:** 250 Watts  
**Owned-Operated By**.....WPFA, Inc.  
**Address**.....3001 S. Fourth St.  
**Tel.:** Kingswood 4-9855.....ABC  
**Sta. Representative**.....Weed  
**President**.....J. William O'Connor  
**General Manager**.....Ken Spengler  
**Asst. Manager**.....Howard Fisher  
**Program Director**.....James Palmer  
**Sales Prom. Mgr.**.....Douglas Spengler  
**Chief Engineer**.....Dick Ashentelner

**WMAY—Springfield—1950**

**Freq.:** 970 Kc...**Power:** 1 Kw. d.; 500 W. n.  
**Owned-Oper. By**.....Lincoln Bcstg. Corp.  
**Address**.....711 Myers Bldg.  
**Tel.:** Kingswood 4-1766.....NBC  
**Station Rep.**.....Daren F. McGavren  
**President, Gen. Mgr.**.....Gordon Sherman  
**Commercial Mgr.**.....John O'Shea  
**Program Director**.....Syl Binklin  
**Sales Prom. Publicity Dir.**.....Mel Kampe  
**Chief Engineer**.....Melvin Feldman

**WTAX—Springfield—1930**

**Frequency:** 1240 Kc....**Power:** 250 Watts  
**Owned-Operated By**.....WTAX, Inc.



## ILLINOIS-INDIANA

Business Address.....712 S. 31st St.  
Tel.: 2-4441.....CBS  
Sta. Representative.....Gill-Perna  
Pres., Gen. Mgr.....Oliver J. Keller  
Commercial Manager.....S. T. Harbison  
Program Director.....Wesley Simon  
Publicity Director.....Joan Meisner  
Chief Engineer.....Bill Gustaison

### WIZZ—Streator—1953

Frequency: 1250 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Streator Bcstg. Co.  
Address.....Box 377  
Tel.: 2-2947.....Independent  
Representative.....John E. Pearson  
General Manager.....Vernon R. Nunn  
Comm. Mgr.....Jack Hallstrom  
Program Director.....Kes Pollock  
Owners of: WRAM, Mammouth; WYMC, Mt.  
Carmel.

### WSDR—Sterling—1949

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Oper. By.....Blackhawk Bdstg. Co.  
Address.....Lawrence Bldg.  
Tel.: Main 5-3400.....Independent  
Pres., Gen. Mgr.....Sam Bartlett  
Asst. Sta. Mgr.....John Rohwer  
Chief Engineer.....Ed Fisher

### WTIM—Taylorville—1949

Frequency: 1410 Kc.....Power: 1000 Watts d  
Owned-Operated By.....Moyer Bcstg. Co.  
Address.....Hotel Frisini  
Tel.: VAn Dyke 4-3366.....Independent  
Representative.....Continental

President.....Roger Moyer  
General Manager.....W. P. Scott  
Chief Engineer.....Max Cline

### WKID—Urbana—1948

Frequency: 1580 Kc.....Power: 250 Watts, d.  
Owned-Operated By.....WKID Bcstg. Co.  
Address.....P. O. Box 192  
Tel.: EM 7-5431.....Independent  
Representative.....John E. Pearson  
President, Gen. Mgr.....Robert F. Meskill  
Chief Engineer.....Alan Saldeen

### WKRS—Waukegan—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....News-Sun Bcstg. Co.  
Business Address.....P. O. Box 500  
Tel.: Delta 6-7900.....Independent  
Newspaper Affiliation.....Waukegan News-Sun  
Representative.....Devney O'Connell  
General, Sta. Mgr.....Alfred F. Sorenson  
Commercial Manager.....Jerry Cray  
Program Director.....Bob Jones  
Sales Prom., Publicity Dir.....Wilt Haff  
Chief Engineer.....Stanley G. Chadwick

### WFRX—West Frankfort—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned.....Pyramid Radio Bcstg. & TV Co.  
Address.....P. O. Box 359  
Tel.: 1300.....Independent  
Representative.....Hal Holman  
President.....Dr. Guy W. Lambert  
General, Comm. Mgr.....Walter C. Schaler  
Program, Publicity Director.....Fran Booton  
Chief Engineer.....Everett T. Kennedy

Pop.: 4,704,500

Families: 1,448,000

**Indiana**

Radio Homes: 1,410,500

AM Stas. in State: 63

### WHBU—Anderson—1923

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Anderson Bcstg. Corp.  
Business-Studio.....640 Citizens Bank Bldg.  
Tel.: 644-779.....CBS  
President.....C. Bruce McConnell  
General Manager.....John R. Atkinson  
Chief Engr.....W. J. Hecht

### WHUT—Anderson—1946

Frequency: 1470 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....WBOW Radio, Inc.  
Address.....Box 350  
Tel.: 4-1255.....KBS  
President.....William O'Connor  
General Manager.....John Karr  
Commercial Manager.....Robert Knoles  
Program Director.....Bill Roberts  
Publicity Director.....Jay Russell  
Chief Engineer.....William Long  
Owners of: WBOW, Terre Haute, Ind.

### WITE—Brazil—1959

Frequency: 1380 Kc.....Power: 500 Watts d.  
Owned By.....Quad Cities Bcstg. Corp.  
Address.....P. O. Box 227  
Tel.: 2317.....KBS  
President.....Gil Metzger  
Gen. Station Mgr.....Wally Bruner  
Commercial Manager.....Carl Rugenstein  
Program Director.....Bob Hardy  
Sales Prom. Mgr.....Duane Halsema  
Publicity Director.....Dave Boaz  
Chief Engineer.....Bill Mercer  
Owners of: WITZ, Jasper, Ind.; WITY, Danville,  
Ill.

### WBIW—Bedford—1948

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Bedford Bcstg. Co.  
Address.....P. O. Box 127  
Tel.: BRowing 5-7555.....Independent  
Co-owners.....A. I. & J. H. McGillyvra

**WTTS—Bloomington—1949**

Freq.: 1370 Kc. Power 5 Kw. d., 500 W. n.  
 Owned-Oper. By..... Sarkes Tarzian, Inc.  
 Business-Studio Address..... 535 S. Walnut St.  
 Tel.: 2-3366..... ABC  
 Representative..... Meeker  
 President..... Sarkes Tarzian  
 Gen. Mgr..... Glenn Van Horn  
 Commercial Mgr..... C. Raymond Bartlett  
 Program Director..... William Franzmann  
 Chief Engineer..... William Wood  
 Owners of: WTTV, Indianapolis; WPTA-TV,  
 Fort Wayne; WFAA-TV, Lafayette; WTTV-FM,  
 Bloomington; WPTB-FM, Ft. Wayne.

**WBNL—Boonville—1950**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By..... Boonville Bcstg. Co.  
 Address..... Lynnville Road  
 Tel.: 880..... KBS-MBS  
 Pres., Chief Eng..... H. C. Sanders  
 Gen., Program Dir..... Norman Hall

**WCSI—Columbus—1950**

Frequency: 1010 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... White River Bcstg.  
 Address..... 501½ Washington St.  
 Tel.: DReXel 2-4448..... Independent  
 Newspaper Affilia... Rep.-Courier, Findlay, O.  
 Representative..... Clark  
 President..... R. L. Heminger  
 Gen. Mgr..... Jack E. Douglas  
 Commercial Mgr..... J. F. Kauper  
 Program Dir..... Donald Pille  
 Chief Engineer..... Max Cockley

**WCNB—Connersville—1948**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By..... News Examiner Co.  
 Business-Studio Address..... 406 Central Ave.  
 Tel.: 1950..... Independent  
 Newspaper Affil..... News Examiner  
 Representative..... Gill-Perna  
 Station, Comm. Mgr..... E. M. Jackson  
 Program Dir..... Francis E. Chomel  
 Secretary..... G. S. Tatman  
 Chief Engineer..... Arthur J. Smith

**WCMR—Elkhart—1956**

Frequency: 1270 Kc. Power: 5 Kw. d.  
 Owned By..... Clarence C. Moore  
 Business Address..... Box 261  
 Tel.: JA 3-4567..... Independent  
 Sta. Representative..... Gill-Perna  
 President, Gen. Mgr..... Clarence C. Moore  
 Commercial, Sta. Mgr..... Lu Martin  
 Publicity Director..... Bill Miller  
 Chief Engineer..... Samuel C. Smeltzer

**WTRC—Elkhart—1931**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... Truth Publishing Co.  
 Address..... Box 636  
 Tel.: JA 3-1960..... NBC

Newspaper Affiliation..... Elkhart Truth  
 Representative..... Bramham  
 President..... John F. Dille, Jr.  
 V. P., Gen. Mgr..... Paul C. Brines  
 Station Mgr..... Jerry Maloney  
 Asst. Mgr..... Edwin J. Lasko  
 Prog. Dir..... Edwin Huot  
 Sales Prom., Publicity Dir..... Ken Owens  
 Chief Engineer..... Woodrow Hawkins  
 Owners of: WKJG-AM-TV, Ft. Wayne; WSJV-TV,  
 South Bend.

**WEOA—Evansville—1936**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned..... WEHT, Inc.  
 Business-Studio Address..... Box 395  
 Tel.: HArrison 2-4171..... CBS  
 Representative..... Gill-Perna  
 President..... Edwin G. Richter, Jr.  
 General Manager..... James H. Manion  
 Chief Engineer..... William Schultz  
 Owners of: WEHT-TV, Evansville.

**WGBF—Evansville—1923**

Frequency: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By..... WGBF, Inc.  
 Business-Studio Address..... 1001 Diamond Ave.  
 Tel.: HA 2-1171..... NBC  
 Representative..... Weed & Co.  
 President, Gen. Mgr..... Martin L. Leigh  
 Program Director..... Mrs. Pat Roper  
 Sales Prom., Publicity..... Gene Crawford  
 Chief Engineer..... Erwin P. Schoeny

**WIKY—Evansville—1947**

Frequency: 820 Kc. Power: 250 Watts d.  
 Owned-Oper. By... South Central Bcstg. Corp.  
 Address..... 1162 Mt. Auburn Rd.  
 Tel.: Harrison 4-8284..... Independent  
 Representative..... John E. Pearson Co.  
 Pres., Gen.-Sta. Mgr..... John A. Engelbrecht  
 Chief Engineer..... George F. Stoltz  
 Owners of: WTVK-TV, Knoxville.

**WJPS—Evansville—1948**

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By..... WJPS, Inc.  
 Business-Studio Address..... 206 Main St.  
 Tel.: HArrison 5-2221..... ABC  
 Representative..... Bolling  
 President..... Robert S. Davis  
 General, Public Dir..... Verne Paule  
 Commercial Manager..... R. L. Byers  
 Program Director..... James G. Hearon  
 Chief Engineer..... John F. Brown

**WANE—Ft. Wayne—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned..... Indiana Broadcasting Corp.  
 Address..... 2915 W. State Blvd.  
 Tel.: ANThony 9411..... CBS  
 Sta. Representative..... H-R Rep.  
 President..... C. Wrede Petersmeyer  
 General Manager..... Reid D. Chapman

## INDIANA

Commercial Mgr. . . . . D. Shull  
Chief Engineer . . . . . C. E. Wallace  
Owners of: WISH-AM-TV, Indianapolis; WANE-TV, Fort Wayne; KOTV, Tulsa, Okla.; KHOU-TV, Houston, Tex.; KNTV, Sacramento, Calif.

### WGL—Ft. Wayne—1924

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . News-Sentinel Bcstg. Co., Inc.  
Bus.-Studio Address . . . . . 201½ W. Jefferson St.  
Tel.: Eastbrook 3366 . . . . . ABC  
Newspaper Affiliation . . . . . News-Sentinel  
President . . . . . Helene R. Foellinger  
Gen., Sta., Comm. Mgr. . . . . Merrill C. Johnson  
Program Director . . . . . William Hausman  
Publicity, Prom. Mgr. . . . . Joyce Nix  
Chief Engineer . . . . . Damon Wilson

### WKJG—Ft. Wayne—1947

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
Owner . . . . . WKJG, Inc.  
Business-Studio Add. . . . . 2633 W. State Blvd.  
Tel.: ANthony 2295 . . . . . NBC  
Representative . . . . . Branham  
President . . . . . John F. Dille, Jr.  
Vice Pres. . . . . Paul Brynes  
Gen. Sta. Mgr. . . . . Edward G. Thoms  
Commercial Manager . . . . . Carleton Evans  
Program Director . . . . . Karl W. Hudson  
Chief Eng. . . . . Eugene A. Chase

### WOWO—Ft. Wayne—1926

Frequency: 1190 Kc. . . . . Power: 50 Kw.  
Owner . . . Westinghouse Broadcasting Co., Inc.  
Address . . . . . 124 W. Washington Blvd.  
Tel.: AN 9436 . . . . . Independent  
Sta. Representative . . . . . AM Radio Sales  
President . . . . . Donald H. McGannon  
General, Sta. Mgr. . . . . Edward Wallis  
Commercial Manager . . . . . H. D. Longworth  
Sales Prom. Mgr. . . . . Paul Lindsay  
Program Dir. . . . . Cal Bollwinkel  
Publicity Director . . . . . Hilda C. Woehmeyer  
Chief Engineer . . . . . Hal Brokaw  
Owners of: KPIN, San Francisco, Calif.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, O.; KYW-TV, Cleveland, O.; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-FM, Boston, Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM, Cleveland, O.

### WILO—Frankfort—1953

Frequency: 1570 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Kasper Bcstg. Co.  
Address . . . . . 52½ E. Washington St.  
Tel.: 3338 . . . . . KBS  
Gen. Mgr. . . . . V. J. Kasper  
Chief Engineer . . . . . D. L. Head

### WGRY—Gary—1950

Frequency: 1370 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . WGRY, Inc.  
Address . . . . . 3669 B'way  
Tel.: Turner 4-9409 . . . . . Independent  
Station Rep. . . . . Grant Webb  
President, Gen. Mgr. . . . . George Whitney

### WWCA—Gary—1949

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . Lake Bdcastg Co., Inc.  
Address . . . . . Hotel Gary  
Tel.: TU 6-9171 . . . . . Independent  
Station Rep. . . . . John E. Pearson Co.  
Pres., Gen. Mgr. . . . . Dee O. Coe  
Asst. Gen. Mgr. . . . . Joseph A. Haas  
Chief Engineer . . . . . Victor Voss

### WKAM—Goshen—1954

Frequency: 1460 Kc. . . . . Power: 1000 Watts, d.  
Owned-Operated By . . . Kosclusko Bcstg. Corp.  
Address . . . . . Hotel Goshen  
Tel.: Kystone 3-1460 . . . . . KBS  
President . . . . . William N. Udell  
General Manager . . . . . Bill Udell  
Station Manager . . . . . Howard Heckner  
Comm., Program Director . . . . Donald Blough  
Sales Prom. Director . . . . . Chuck Miller  
Chief Engineer . . . . . Robert Baker Jr.  
Owners of: WINS, Michigan City, Ind.

### WJOB—Hammond—1928

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Colby Bcstg.  
Address . . . . . Radio Center  
Tel.: TI 4-1230 . . . . . Independent  
Pres., Gen. Mgr. . . . . Julian Colby  
Commercial, Prom. Mgr. . . . . Hugh Pieron  
Program Director . . . . . Jack Naimo  
Publicity Director . . . . . John E. Keane  
Chief Engineer . . . . . Jess Peters

### WHLT—Huntington—1957

Frequency: 1300 Kc. . . . . Power: 500 Watts  
Owned-Operated By . . . Radio Huntington, Inc.  
Business Address . . . . . Hotel LaFontaine  
Tel.: 3404 . . . . . Independent  
Pres., Gen. Mgr. . . . . William J. Warren  
Chief Engineer . . . . . Charles Yelverton

### WFBM—Indianapolis—1926

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . Twin State Bcstg., Inc.  
Address . . . . . 1330 N. Meridian St.  
Tel.: MELrose 4-8521 . . . . . ABC  
Representative . . . . . Katz  
President . . . . . W. C. Pullen, Jr.  
V.P., Gen. Mgr. . . . . Eldon Campbell  
Gen. Sales Mgr. . . . . Henry H. Franz  
Station Mgr. . . . . Franklin H. Small  
Program Director . . . . . Chuck Breece  
Promotion Manager . . . . . John F. Huslbut  
Publicity Director . . . . . Jerry Chapman  
Chief Engineer . . . . . Bob Flanders  
Owners of: KLZ-AM-TV, Denver; WOOD-AM-TV, Grand Rapids; WTCN-AM-TV, Minneapolis; WBFM-TV.

### WGEE—Indianapolis—1956

Frequency: 1590 Kc. . . . . Power: 5 Kw. d.  
Owned . . . . . Rollins Bcstg. Co.  
Address . . . . . 414 French St., Wilmington, Del.  
Tel.: OL 4-8881 . . . . . Independent  
Station Rep. . . . . Continental

President.....O. Wayne Rollins  
 General Manager.....Al Lamphear  
 Station Manager.....Keesh Walters  
 Commercial Manager.....James Lawson  
 Program Director.....Frank Michaels  
 Sales Prom. Manager.....James Malsbury  
 Publicity Director.....Robert Todd  
 Chief Engineer.....Warren Fooks  
 Owners of: WCHS-AM-TV, Charleston; WAMS,  
 Wilmington; WRAP, Norfolk; WNJR, Newark;  
 WBEE, Harvey; WPTZ-TV, Plattsburgh; WEAR-  
 TV, Pensacola

**WIBC—Indianapolis—1938**

Freq. 1070 Kc..Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Operated By.....WIBC, Inc.  
 Business Address.....2835 N. Illinois St.  
 Tel.: WA 4-2661.....Independent  
 Representative.....John Blair  
 President, Gen. Mgr.....Richard M. Fairbanks  
 Commercial Manager.....Gilbert L. Berry  
 Prog. Dir.....William L. Dean  
 Sales Prom., Publicity Dir.....Ronald J. Weaver  
 Chief Engineer.....Robert W. Minton

**WIRE—Indianapolis—1924**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WIRE Bcstg. Co.  
 Business-Studio Add...307 N. Pennsylvania St.  
 Tel.: ME 5-1541.....NBC  
 Representative.....Peters, Griffin & Woodward  
 President, Gen. Mgr.....Joseph C. Amatore  
 Commercial Mgr.....Bill J. Shuel  
 Program Director.....James W. Rowe  
 Prom., Publicity Dir.....Paul L. Raikes  
 Chief Eng.....Eugene E. Alden

**WISH—Indianapolis—1941**

Frequency: 1310 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Indiana Bcstg. Corp.  
 Business-Studio Address...1440 N. Meridian St.  
 Tel.: ME 4-6411.....CBS  
 Sta. Representatives.....H. R. Reys  
 President.....C. Wrede Petersmeyer  
 General Manager.....Robert McConnell  
 Sta. Comm. Mgr.....Robert Ohleyer  
 Program Director.....William E. Frosch, Jr.  
 Publicity Dir.....John Abbott  
 Chief Engineer.....Stokes Gresham, Jr.  
 Owners of: WISH-TV, Indianapolis, Ind; WANE-  
 AM-TV, Fort Wayne, Ind.

**WXLW—Indianapolis—1948**

Frequency: 950 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....Radio Indianapolis, Inc.  
 Address.....3003 Kessler Blvd.  
 Tel.: WAlnut 5-6494.....Independent  
 Station Rep.....Robert E. Eastman  
 President.....Lyman S. Ayres  
 General Manager.....Robert D. Enoch  
 Program Director.....Greg Smith  
 Chief Engineer.....Bert Goetzinger

**WITZ—Jasper—1948**

Frequency: 990 Kc. ....Power: 1000 Watts d.  
 Owned-Operated By ..Jasper on the Air Inc.  
 Address .....Box 167

Tel.: 678 .....Independent  
 President .....Dr. Gilbert E. Metzger  
 General Manager.....Dennis J. Keller  
 Commercial Manager.....Gunnar Tosch  
 Program Director.....Jack Brandt  
 Sales Prom. Manager.....Bill Bates  
 Publicity Director.....Shirley Brenner  
 Chief Engineer.....Bob Weisman  
 Owners of: WITY, Danville.

**WAWK—Kendallville—1955**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Noble DeKalb Bcstg. Co.  
 Address .....Box 47  
 Tel.: 764.....Independent  
 V.P., General Manager.....Paul L. King  
 Commercial Manager.....Weldon Cornell  
 Program Director...Fred Manahan  
 Sales Prom. Dir.....Walter Weaver  
 Chief Engineer.....John Riddle

**WIOU—Kokomo—1948**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owner .....Booth Broadcasting  
 Business Address.....State Rd. #26  
 Tel.: GL 7-1194.....CBS  
 Representative .....Weed  
 President.....John L. Booth  
 General, Comm. Mgr.....John Carl Jeffrey  
 Prog. Dir.....Hugo J. DiSalvo  
 Chief Engineer.....Clarence Mills  
 Owners of: WJLB, Detroit; WJVA, South Bend,  
 WTOD, Toledo. WBBC, Flint, WSGW, Saginaw,  
 WIBM, Jackson, Mich.

**WASK—Lafayette—1942**

Frequency: 1450 Kc.....Power: 250 watts  
 Owned.....Lafayette Bcstg., Inc.  
 Business-Studio Address...McCarty Lane  
 Tel.: Gibson 7-2186.....MBS  
 President.....E. Joseph Bannon  
 General, Comm. Mgr.....Dick Pittenger  
 Program Director.....Dick Lingle  
 Chief Engineer.....George Williamson

**WAZY—Lafayette—1959**

Frequency: 1410 Kc.....Power: 1,000 Watts d.  
 Owned By.....WAZY Radio, Inc.  
 Address.....420 Columbia St.  
 Tel.: SHerwood 2-5021.....Independent  
 Station Rep.....John E. Pearson  
 President, Gen. Mgr.....J. E. Willis  
 Commercial Manager.....Dick Long  
 Program Director.....Bill Dawson  
 Chief Engineer.....Nate Hazlett

**WLOI—La Porte—1948**

Frequency: 1540 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...La Porte County Bcstg. Co.  
 Address.....P. O. Box 385  
 Tel.: 4144.....Independent  
 Sta. Rep.....Pearson  
 President.....Dee O. Coe  
 Asst. Gen. Mgr.....J. Haas  
 Chief Engineer.....Victor Voss

**INDIANA** ~~~~~

**WBTO—Linton—1953**

Frequency: 1600 Kc. Power: 500 Watts d.  
Owned-Oper. By The Linton Bcstg. Co.  
Business Address Highway 54  
Tel.: 63 KBS  
President H. C. Sanders  
General Manager H. D. Boardman

**WSAL—Logansport—1949**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Logansport Bcstg. Corp.  
Address P. O. Box 399  
Tel.: 3111 MBS  
President Glenn L. Miller  
Gen., Sta. Mgr. Richard E. Jackson  
Chief Engineer Raymond A. Olson

**WORX—Madison—1953**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By Electronic Lab. Inc.  
Address Telegraph Hill  
Tel.: 1270 KBS  
President C. E. Henson  
General Manager Dick Witty  
Chief Engineer Roger Bradley

**WBAT—Marion—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Marlon Radio Corp  
Address 303½ S. Adams St  
Tel.: NOrth 4-6239 ABC  
Representative Everett-McKinney  
President Lester G. Spencer  
General, Sta. Manager William C. Fowler  
Comm. Mgr. A. G. Von Dielingen  
Program Director Mel Strasser  
Chief Engineer Warren Arnett  
Owners of: WKBY, Richmond, Ind.

**WMRI—Marion—1955**

Frequency: 860 Kc. Power: 250 Watts  
Owned By WMRI, Inc.  
Business Address PENnsylvania St.  
Tel.: NOrth 4-7396 CBS  
Newspaper Affil. Chronicle Leader-Tribune  
Representative Burn-Smith  
Gen. Mgr. Robert Fincannon  
Comm. Sales Prom. Mgr. Robert Wright  
Program Director Richard W. Florea  
Publicity Director Don Tillman  
Chief Engineer Robert Shively

**WIMS—Michigan City—1947**

Freq.: 1420 Kc. Power: 5 Kw. d.; 500 Wts. n.  
Owned Northern Indiana Bcsters., Inc.  
Business-Studio Address Old Chicago Road  
Tel.: TR 4-5245 Independent  
Pres., Gen. Mgr. William N. Udell  
Comm. Mgrs. Al Halus-S. C. McDonnell  
Sales Prom. Manager Robert E. Pfister  
Chief Engineer Robert E. Schilling  
Owners of: WKAM, Goshen, Ind.

**WPCO—Mount Vernon—1955**

Frequency: 1590 Kc. Power: 500 Watts d.  
Owned Mt. Vernon Broadcasting Co.  
Address Box 231  
Tel.: PO 3-4484 KBS  
President H. C. Sanders  
General Comm. Mgr. F. Courtney Smith  
Chief Engineer Bob Smiley

**WLBC—Muncie—1926**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Tri City Radio Corp.  
Business Address Box 271  
Tel.: AT 8-4403 CBS  
Representative Hal Holman  
Pres., Gen. Sta. Mgr. D. A. Burton  
Commercial, Prom. Mgr. Bill Craig  
Chief Engineer Pat Finnegan  
Owners of: WLBC-TV, Muncie.

**WOWI—New Albany—1949**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned By Kentuckiana Broadcasting  
Address 712 West B'way, Louisville, Ky.  
Tel.: WH 4-2235 Independent  
Station Rep. Devney-O'Connell  
President William J. Frenz  
General Manager Nat Bailen  
Comm. Prom. Mgr. John Marver  
Program Director Red Kirk  
Publicity Director Bill Rough  
Chief Engineer Joe Cox

**WCTW—New Castle—1947**

Frequency: 1550 Kc. Power: 250 Watts  
Owned WCTW, Inc.  
Address St. Rd. 38  
Tel.: JA 9-2600 Independent  
President Walter S. Chambers, Jr.  
General, Station Mgr. Howard A. White  
Sales Prom., Comm. Mgr. Harley Stone  
Program, Pub. Dir. Jay Cunningham  
Chief Engineer Francis Thompson

**WOCH—North Vernon—1955**

Frequency: 1460 Kc. Power: 500 Watts  
Owned Dorrell Ochs  
Address P. O. Box 46  
Tel.: FI 9-8421 Independent  
Station Representative Hopewell  
President Dorrell Ochs  
General Sta. Mgr. Eddie Sears  
Chief Engineer Jim Ochs

**WARU—Peru—1954**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By Wabash-Peru Bcstg Co., Inc.  
Address Hwy. 24  
Tel.: GRidley 3-4448 Independent  
President S. L. Hoffman  
Manager R. W. Schultz



**WPGW—Portland—1950**

Frequency: 1440 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By.....Glenn West  
 Address.....Box 808  
 Tel.: 1094.....KBS  
 Owner, Gen. Mgr.....Glenn West

**WRAY—Princeton—1950**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.....Princeton Bcstg. Co.  
 Address.....Box 8  
 Tel.: FU 5-4861.....Independent  
 Sta. Representative.....Devney O'Connell  
 Gen., Sta. Mgr.....M. R. Lankford  
 Chief Engineer.....John S. Sanders

**WKBV—Richmond—1926**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Central Bcstg. Corp.  
 Address.....W. Main St.  
 Tel.: 3-1156.....ABC  
 Sta. Representative.....Everett-McKinney  
 Pres., Gen., Sta. Mgr.....Lester G. Spencer  
 Commercial Manager.....Jim Wickemeyer  
 Publicity Manager.....Bill Woehrman  
 Program Director.....William M. Quigg  
 Sales Prom. Director.....C. E. Stevens  
 Chief Engineer.....L. J. Duning  
 Owners of: WBAT, Marion, Ind.

**WSLM—Salem—1953**

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.....Don H. Martin  
 Address.....Box 472  
 Tel.: 1005.....KBS  
 Station Rep.....Masla  
 Owner, Gen. Mgr.....Don H. Martin  
 Commercial Mgr.....Herb Arms  
 Chief Engineer.....Darrell Dixon

**WJCD—Seymour—1949**

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Oper. By.....Dr. Azra C. Baker  
 Address.....1534 Ewing St.  
 Tel.: JACKSON 2-1390.....Independent  
 Station Mgr.....Bob Shippee  
 Chief Engineer.....Arthur T. Kindell

**WJVA—South Bend—1947**

Frequency: 1580 Kc. .... Power: 1000 Watts, d.  
 Owned By.....Booth Broadcasting Co.  
 Address.....Box 179  
 Tel.: CE 4-1111.....Independent  
 Station Rep.....Gill-Perna  
 President.....John L. Booth  
 General, Sta. Mgr.....Martin G. Creel  
 Program, Publicity Director.....Dave Kaye  
 Sales Prom. Mgr.....Bernard Thomas  
 Chief Engineer.....Dick Dean  
 Owners of: WIOU, Kokomo; WTOP, Toledo;  
 WJLB, Detroit; WSGW, Saginaw; WTRX, Flint;  
 WIBM, Jackson.

**WNDU—South Bend—1944**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By.....Michiana Telecasting Corp.  
 Address.....Box 989  
 Tel.: CE 3-7111.....ABC  
 Sta. Rep.....Venard, Rintoul & McConnell  
 Pres.....Rev. Theodore M. Hesburgh  
 General Manager.....W. Thomas Hamilton  
 Comm. Sta. Mgr.....Robert J. Nowicki  
 Program Director.....John E. McCullough  
 Sales Prom. Mgr.....Walter Purcell  
 Station Manager.....Daniel E. Martin  
 Chief Engineer.....Bazil O'Hagan  
 Owners of: WNDU-TV.

**WSBT—South Bend—1921**

Frequency: 960 Kc. .... Power: 5000 Watts  
 Owned-Operated By The South Bend Tribune  
 Bus.-Studio Address.....300 W. Jefferson Blvd.  
 Tel.: CE 3-3141.....CBS  
 Newspaper Affiliation.....South Bend Tribune  
 Representative.....Paul H. Raymer  
 President.....Franklin D. Schurz  
 General Manager.....Neal B. Welch  
 Commercial Manager.....Will R. Darch  
 Prom., Publicity Dir.....Norbert Gassensmith  
 Program Director.....Oliver M. Parcher  
 Chief Engineer.....Arthur R. O'Neil

**WTCJ—Tell City—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By.....Tell City Bcstg. Co.  
 Address.....Tell City  
 Tel.: 740.....KBS  
 Owner, Manager.....James R. Brewer

**WBOW—Terre Haute—1927**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By.....Radio WBOW, Inc.  
 Business-Studio Address.....303 S. 6th St.  
 Tel.: CR 5034.....MBS  
 Representative.....Weed  
 President, Gen. Mgr.....J. W. O'Connor  
 Station Mgr.....Ralph S. McHarque  
 Commercial Manager.....Karl Walwik  
 Program Dir.....Robert L. Karr  
 Chief Engineer.....Frank Casteel

**WMFT—Terre Haute—1958**

Frequency: 1300 Kc. .... Power: 500 Watts d.  
 Owned.....Citizens Bcstg. Co., Inc.  
 Business Address.....641 E. Ohio St.  
 Tel.: CRawford 9618.....Independent  
 Representative.....Burn-Smith  
 President.....T. S. Land  
 General Manager.....Richard Beiser  
 Publicity Director.....Mrs. Wilma Sapp  
 Chief Engineer.....P. Ford

**WTHI—Terre Haute—1947**

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owned-Oper. By Wabash Valley Bdg. Corp.  
 Address.....918 Ohio St.

**INDIANA-IOWA** 

Tel.: CR 9481.....CBS  
 Sta. Representative.....Bolling  
 President.....Anton Hulman, Jr.  
 V.P. & Gen. Mgr.....Joseph M. Higgins  
 Commercial Mgr.....George Foulkes  
 Sales Prom. Mgr.....Mary Claire Langlois  
 Radio-TV Opera.....Ben Falber Jr.  
 Chief Engineer.....Russ Arnold

**WAOV—Vincennes—1940**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Vincennes Sun Co.  
 Business Address.....Grand Hotel  
 Tel.: TU 2-6060.....MBS  
 Newspaper Affil.....Sun Commercial  
 Station Rep.....John E. Pearson  
 President, Gen. Mgr.....Howard N. Greenlee  
 Comm. Sta. Mgr.....William Kepler  
 Sales Prom. Manager.....Robert Stevens  
 Program Director.....Robert Duckworth  
 Publicity Dir.....John R. Cutshall  
 Chief Engineer.....Ralph Baldwin

**WRSW—Warsaw—1951**

Frequency: 1480 Kc.....Power: 500 Watts  
 Owned-Oper. By..Reub Williams & Sons, Inc.  
 Address.....Times Building  
 Tel.: Amherst 7-3111.....Independent  
 Newspaper Affil.....Times-Union  
 President.....R. B. Williams  
 General Manager.....William Mollenhour  
 Commercial Manager.....Jack Essenberg  
 Program Director.....Marie Snyder  
 Chief Engineer.....Fred Gresso

**WAMW—Washington—1955**

Frequency: 1580 Kc.....Power: 250 W., d.  
 Owned-Operated By..Washington Radio, Inc.  
 Address.....615 S.E. 11th St.  
 Tel.: CL 4-4300.....KBS  
 Newspaper Affil.....Wash. Herald  
 President.....Mrs. H. B. Bausman  
 General Manager.....Joe Edwards  
 Commercial Manager.....William T. Simpson  
 Prog. Dir.....Gene Cabel  
 Chief Engineer.....Joe Fox

Pop.: 2,770,000  
 Families: 853,500

**Iowa**

Radio Homes: 842,500  
 AM Stas. in State: 62

**KLGA—Algona—1956**

Frequency: 1600 Kc.....Power: 5 Kw. d.  
 Owned By.....KLGA, Inc.  
 Address.....Box 47  
 Tel.: CY 4-2475.....KBS  
 President.....Robert W. Behling  
 Gen., Comm. Mgr.....Robert A. Wilson  
 Program Director.....Andy Anderson  
 Sales Prom. Mgr.....Herb Boyer  
 Publicity Director.....Dotty Greenberg  
 Chief Engineer.....Harry C. Snyder

**KWBG—Boone—1950**

Freq.: 1590 Kc...Power: 1 Kw. d.; 500 Wts. n.  
 Owned-Operated By.....Boone Bcstg. Co.  
 Address.....P. O. Box 36  
 Tel.: GE 2-1590.....KBS  
 Newspaper Affil.....News-Republican  
 President.....Mary G. Garvey  
 General Manager.....H. A. Garvey  
 Sales Prom. Mgr.....R. G. Lanier  
 Program Director.....Tom Quinlan  
 Chief Engineer.....John W. Stribling

**KASI—Ames—1948**

Frequency: 1430 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Story County Bcstg. Co.  
 Address.....Main & Burnett Sts.  
 Tel.: CE 2-3152.....KBS  
 Sta. Representative.....Grant Webb  
 Commercial Mgr.....James Orngard  
 Program Dir.....Carol Farmer  
 Sales Prom. Mgr.....W. Ray, Jr.  
 Chief Engineer.....Eldon Wesley

**KBUR—Burlington—1941**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Burlington Bcstg. Co.  
 Address.....Roosevelt Road  
 Tel.: PL 2-2701.....ABC  
 President.....G. B. McDermott  
 General Mgr.....D. H. Steinle  
 Program Director.....Richard Mosena  
 Chief Engineer.....Cletus Paull

**KJAN—Atlantic—1950**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Operated By..Nishna Valley Bcstg. Co.  
 Address.....Box 110  
 Tel.: 1717.....KBS  
 Pres., Comm. Mgr.....E. G. Faust  
 General Manager.....Frank G. Miller  
 Program, Publicity Dir.....Robert Einhaus  
 Chief Engineer.....Dick Neby

**KCIM—Carroll—1950**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Carroll Broadcasting Co.  
 Address.....Box 431  
 Tel.: 4321.....Independent  
 Representative.....Pearson  
 General Manager.....Leo R. Mayr  
 Commercial Manager.....Lee Sandberg  
 Program Director.....Neil Trobak  
 Chief Engineer.....Roger Belke

**KCFI—Cedar Falls—1958**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned By: Blanchard & Campbell  
 Address: P.O. Box 256  
 Tel.: Colfax 6-1739  
 Station Rep.: Independent  
 Owner: Gene Bolles  
 General Manager: Jane A. Roberts  
 Chief Engineer: R. W. Cox  
 Wayne S. Markland

**KCRG—Cedar Rapids—1947**

Frequency: 1600 Kc. Power 5000 Watts  
 Owned-Oper. By: Cedar Rapids TV Co.  
 Address: 104 1st St., S.W.  
 Tel.: EMpire 4-4194  
 Newspaper Affil.: ABC  
 Gazette  
 Sta. Representative: Branham Co.  
 President: Joseph F. Hladky, Jr.  
 General Manager: Redd Gardner  
 Commercial Manager: Charles F. Butler  
 Program Director: Jim Young  
 Sales Prom. Publicity Dir.: Edna A. Herbst  
 Chief Engineer: Lad Hlavaty  
 Owners of: KCRG-TV.

**KPIG—Cedar Rapids—1949**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Cedar Rapids Bcstg.  
 Business Address: 1225 First Ave., S.E.  
 Tel.: EM 3-8265  
 Station Rep.: Independent  
 Sta. Representative: Everett McKinney  
 Gen., Sta. Mgr.: James I. Mitchell  
 Chief Engineer: Wayne C. Cornils

**WMT—Cedar Rapids—1922**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned: American Bcstg. Stations, Inc.  
 Bus.-Studio Address: Paramount Theater Bldg.  
 Tel.: EM 4-0171  
 Representative: CBS  
 President: Mrs. Helen S. Mark  
 V.P., General Manager: William B. Qarnton  
 Station Mgr.: Kenneth L. Hastie  
 Commercial Mgr.: Beryl W. Starbuck  
 Promotion Mgr.: Jim Eowermaster  
 Program Manager: Dean Landfear  
 Chief Engineer: George Hixenbaugh  
 Owners of: KWMT, Ft. Dodge; WMT-TV.

**KCOG—Centerville—1949**

Frequency: 1400 Kc. Power: 100 Watts  
 Owned: Hope Co.  
 Address: 1910 S. Main St.  
 Tel.: 407  
 Station Rep.: KBS  
 President: James D. Bowden  
 Gen., Sta. Manager: Leroy Okerlund  
 Commercial Manager: Gene C. Loffler II  
 Sales Prom. Manager: Dick King  
 Program Director: Virgene Fulkerson  
 Publicity Director: Carl Corbett  
 Chief Engineer: Lynn Green  
 Robert Johnson

**KCHA—Charles City—1949**

Frequency: 1580 Kc. Power: 500 Watts d.

Owned-Oper. By: Radio Incorporated  
 Address: 300½ N. Main St.  
 Tel.: Capitol 8-1231  
 Station Rep.: KBS  
 Hopewell  
 Pres., Gen. Mgr.: L. J. Bromberg  
 Commercial, Program Dir.: Richard Snyder  
 Chief Engineer: Vern Bromberg

**KCHE—Cherokee—1953**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Operated By: Cherokee Bcstg. Co.  
 Address: 219½ W. Main St.  
 Tel.: CAnal 5-2511  
 Representative: Independent  
 Hopewell  
 President, Station Mgr.: Charles Reznikov  
 Publicity Dir.: Dale Brodt  
 Commercial Mgr.: Dave Davis  
 Chief Engineer: Sterling Heil

**KCLN—Clinton—1956**

Frequency: 1390 Kc. Power: 1 Kw.  
 Owned By: Valley TV-Radio, Inc.  
 Address: 514 S. Second St.  
 Tel.: CH 3-2174  
 Station Rep.: Independent  
 Gill-Perna  
 President: Russell G. Salter  
 General Manager: Stanley B. Noyes  
 Commercial Manager: Roy V. Mann  
 Program Director: Don Rhyme  
 Chief Engineer: Milton Nicholas

**KROS—Clinton—1941**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Clinton Bcstg Corp.  
 Address: 246 Fifth Avenue South  
 Tel.: CH 2-1252  
 Station Rep.: MBS  
 Venard, Rintoul & McConnell  
 President, General Manager: B. M. Jacobson  
 Oper. Dir., Ch. Eng.: G. A. Parker

**KSWI—Council Bluffs—1947**

Frequency: 1560 Kc. Power: 500 Watts d.  
 Owned-Operated By: Nonparell Bcstg. Co.  
 Address: 120 S. Main  
 Tel.: 322-4041  
 Station Rep.: ABC  
 President, Gen. Mgr.: Robert H. O'Brien  
 Comm. Prom. Mgr.: Clarence Hoovler  
 Station, Public Manager: David A. DoBell  
 Program, Ch. Eng.: Bob Hallgren

**KSIB—Creston—1946**

Frequency: 1520 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Southwest Iowa Bcstg. Co.  
 Address: Radio Center  
 Tel.: ST 2-2155  
 Station Rep.: KBS  
 Venard, Rintoul & McConnell  
 Gen., Sta., Comm. Mgr.: E. M. Horning  
 Chief Engineer: William Zollmar

**KSTT—Davenport—1946**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Operated By: Quint Cities Bcstg. Co.  
 Address: 736 Federal St.  
 Tel.: 326-2541  
 Station Rep.: Independent

## IOWA

Representative ..... Forjoe  
Pres., Gen. Mgr. .... Frederick Epstein  
Program Director ..... Kenneth Draper  
Sales Prom., Publicity ..... James M. Watt  
Chief Engineer ..... Doug H. Horner

### KWNT—Davenport—1952

Frequency: 1580 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... Doralcar Assoc. Inc.  
Address ..... 1017 Mound St.  
Tel.: 326-4407 ..... MBS  
Station Rep. .... Weed  
President ..... Frank Babcock  
Vice President ..... Bill O'Connor  
General Manager ..... Allen C. Evans  
Commercial Manager ..... Jack Highberger  
Publicity Director ..... D. Shepherd  
Chief Engineer ..... Larry Andrews  
Owners of: WBOW, Terre Haute; WHUT, Anderson;  
WJRL, Rockford; WCVS, Springfield,  
WPEO, Peoria; KLEF, Ottumwa.

### WOC—Davenport—1922

Frequency: 1420 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Tri-City Bdcstg. Co.  
Address ..... 805 Brady Street  
Tel.: 32-3-3661 ..... NBC  
Representative ..... Peters, Griffin, Woodward  
President ..... Col. B. J. Palmer  
Exec. Vice Pres. .... Ralph Evans  
Station Manager ..... Ernest C. Sanders  
Commercial Mgr. .... F. Paxson Shaffer  
Sales Prom. Mgr., Pub. Dir. .... Richard Upp  
Program Dir. .... Raymond E. Guth  
Chief Eng. .... P. Arvidson  
Owners of: WOC-FM-TV.

### KDEC—Decorah—1947

Frequency: 1240 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... Scenic Bcstg. Co.  
Business-Studio Address ..... 308½ W. Water St.  
Tel.: 382-4251 ..... KBS  
Pres., Gen. Mgr. .... Verne Koenig  
Commercial Mgr. .... Kenneth Bjerke  
Chief Engineer ..... John Hibbard

### KDSN—Denison—1956

Frequency: 1580 Kc. .... Power: 500 Watts  
Owned By ..... Denison Bcstg. Co.  
Address ..... Box 337  
Tel.: AMhurst 3-3141 ..... Independent  
Pres., Gen. Mgr. .... Walter F. Morrison  
Prog., Chief Engineer ..... Jim A. Peterson

### KCBC—Des Moines—1946

Frequency: 1390 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Fletcher-Mitchell Corp.  
Address ..... Box 1404  
Tel.: CRestwood 7-4483 ..... ABC  
President ..... James I. Mitchell  
Gen., Sta. Mgr. .... Claire E. Grant  
Commercial Manager ..... Bob Bunce  
Sales Prom. Mgr. .... Don Purdy  
Program Director ..... Bob Lutz  
Chief Engineer ..... Robt. S. Brown

### WHO—Des Moines—1924

Frequency: 1040 Kc. .... Power: 50,000 Watts  
Owned-Operated By ..... Central Bcsta. Co.  
Address ..... 1100 Walnut St.  
Tel.: AT 8-6511 ..... NBC  
Representative ..... Peters, Griffin & Woodward  
President ..... Col. B. J. Palmer  
V. Pres. & Resident Mgr. .... Paul A. Loyet  
Asst. Manager ..... W. W. Woods  
Exec. V. Pres. .... Ralph Evans  
Sales Manager ..... Robert H. Harter  
Program Director ..... Cecil C. Huntzinger  
Sales Prom. Mgr. .... Donald Pearson  
Chief Engineer ..... Roy W. Pratt  
Owners of: WHO-AM-TV, Des Moines; WOC-AM-TV, Davenport;

### KIOA—Des Moines—1948

Freq.: 940 Kc. .... Power: 10 Kw. d., 5 Kw. n.  
Owned ..... Public Radio Corp.  
Business Address ..... 503 Park St.  
Tel.: Atlantic 2-9191 ..... MBS  
Sta Representative ..... Adam Young  
President ..... Lester Kamin  
Gen., Sta. Mgr. .... James C. Dowell  
Program Director ..... L. Monroe  
Chief Engineer ..... Lyle W. Nolan

### KRNT—Des Moines—1935

Frequency: 1350 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Cowles Bcstg. Co.  
Business Address ..... 9th & Pleasant Sts.  
Tel.: CH 3-4141 ..... CBS  
Newspaper Affiliation ..... Register-Tribune  
Station Representative ..... Katz  
General-Station Manager ..... Bob Dillon  
Commercial Manager ..... Paul Elliott  
Chief Engineer ..... C. F. Quentin

### KSO—Des Moines—1921

Frequency: 1460 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Midcontinent Bcstg. Co.  
Address ..... 1910 Ingersoll Ave.  
Tel.: CH 3-0571 ..... Independent  
Sta. Representative ..... H-R Rep.  
President ..... N. L. Benton  
General Manager ..... Frank McGivern  
Asst. Gen. Mgr. .... Bill Bengtson  
Program Manager ..... Dick Vance  
Chief Engineer ..... Homer Child  
Owners of: WLOL, Minneapolis; WKOW, Madison;  
KELO-AM-TV, Sioux Falls.

### KWKY—Des Moines—1948

Frequency: 1150 Kc. .... Power: 1000 Watts  
Owned By ..... Gen. Bcstg. of Ia. Inc.  
Business-Studio Address ..... 419½ Locust  
Tel.: CH 4-0101 ..... MBS  
Gen., Sta. Mgr. .... R. N. Kindred  
Chief Engineer ..... Werner Schwarz

### WDBQ—Dubuque—1933

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WDBQ Bcstg. Co.  
Business Address ..... 435 Fisher Bldg.  
Tel.: 3-8241 ..... MBS

Sta. Representative.....John E. Pearson  
 President.....Oswald Friend  
 General Manager.....Philip T. Kelly  
 Commercial Manager.....Patrick G. Fleming  
 Program Director.....Terry Dorsey

### **KDTH—Dubuque—1941**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owner.....Dubuque Telegraph-Herald  
 Address.....8th & Bluff St.  
 Tel.: 583—7351.....ABC  
 Station Rep.....Venard, Rintoul, McConnell  
 President.....Fred Woodward  
 General Manager.....K. S. Gordon  
 Publicity Dir.....Gordon Kilgore  
 Program Director.....Robert J. Gribben  
 Chief Engineer.....Donald Abitz

### **KLIL—Estherville—1952**

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned.....KLIL, Inc.  
 Address.....Box 155  
 Tel.: EMerson 2-3521.....KBS  
 Pres., Gen. Mgr.....Jack Turnbull  
 Commercial Manager.....Lucille Turnbull  
 Program Director.....Don Gard  
 Publicity Director.....Bill Lindsay  
 Chief Engineer.....Wilbur Ralph

### **KMCD—Fairfield—1958**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..Bcstng. Engineering Services  
 Address.....Highway 34 West  
 Tel.: 345.....ABC  
 President.....G. B. McDermott  
 Gen., Sta. Mgr.....William W. Hansen  
 Chief Engineer.....Richard J. Caldwell

### **KVFD—Ft. Dodge—1939**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwest Bcstg. Co.  
 Business-Studio Address.....Warden Bldg.  
 Tel.: 4-0351.....MBS  
 Station Rep.....Venard, Rintoul & McConnell  
 President, Gen., Sta., Mgr.....Edward Breen  
 Comm., Sales Prom. Mgr.....Max E. Landes  
 Program Director.....Drexel Peterson  
 Chief Engineer.....David G. Sinclair

### **KWMT—Fort Dodge—1956**

Frequency: 540 Kc.....Power: 1000 Watts d.  
 Owned.....American Bcstg. Stations, Inc.  
 Business Address.....540 A. Street  
 Tel.: 8-4711.....Independent  
 Representative.....Everett-McKinney  
 Gen. Mgr.....Burns Nugent  
 Station Manager.....James Maurer  
 Chief Engineer.....Roy Chase

### **KXGI—Ft. Madison—1948**

Frequency: 1360 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Talley Bcstg. Co.  
 Business-Studio Address.....Marquette Bldg.  
 Tel.: DRake 2-1241.....Independent  
 President.....H. Talley  
 General Manager.....Al Farber

### **KGRN—Grinnell—1957**

Frequency: 1410 Kc.....Power: 500 Watts d.  
 Owned.....Mitchell Bcstg.  
 Address.....909½ Main St.  
 Tel.: BE 6-5444.....KBS  
 President, Gen. Mgr.....Frosty Mitchell  
 Commercial Mgr.....Vic Sayer  
 Program Dir., Chief Eng.....Max Stevens  
 Publicity Director.....Nancy Petersen  
 Owners of: KNIA, Knoxville.

### **KXIC—Iowa City—1948**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Johnson County Bcstg. Corp.  
 Business Address...108½ E. Washington St.  
 Tel.: 8-1181.....Independent  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Scott Swisher  
 General Sta. Mgr.....Gene Claussen  
 Commercial Mgr.....F. M. Broders  
 Program Director.....Robert Shellady  
 Chief Engineer.....Elliott Full

### **KOKX—Keokuk—1947**

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By ..Keokuk Bdcstg. Co.  
 Business Address.....Hotel Iowa Bldg.  
 Tel.: 524—5410.....MBS  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....H. W. Stadler  
 General Manager.....Robert W. Erickson  
 Commercial Manager.....Jerry Rhodes  
 Program Director.....Ernie Siegrist  
 Chief Engineer.....Joe Malkin

### **KNIA—Knoxville—1960**

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned By.....Mitchell Bcstg. Co.  
 Address.....c/o KGRN, Grinnell, Iowa  
 Tel.: BELmont 6-5444.....Independent  
 Station Rep.....John Pearson  
 President.....Forrest Mitchell Jr.  
 General. Sta. Mgr.....Bob Betts  
 Commercial Manager.....Margaret Kincaid  
 Program Director.....Rita Betts  
 Sales Prom. Mgr.....Don Riis  
 Publicity Director.....Larry Heaberlin  
 Chief Engineer.....Don Dye

### **KLEM—Le Mars—1954**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....George M. De Ruyter  
 Address.....Box 1410  
 Tel.: 1410.....KBS  
 Manager.....George M. DeRuyter

### **KMAQ—Maquoketa—1958**

Frequency: 1320 Kc.....Power: 500 Watts  
 Owned By.....Jackson County Bcstg. Co.  
 Business Address.....136½ S. Main St.  
 Tel.: OLive 2-2426.....KBS  
 President, Gen. Mgr.....Nathan L. Goetz  
 Commercial Manager.....Claude Beck  
 Station, Program Director.....Dennis Voy  
 Chief Engineer.....Raymond Shields



**KFJB—Marshalltown—1923**

Frequency: 1230 Kc. Power: 250 Watts  
 Operated By.....Marshall Electric Co.  
 Address.....133 E. Main St.  
 Tel.: 3361.....Independent  
 Newspaper Affil.....Times-Republican  
 Sta. Reps.....Venard, Rintoul &  
 McConnell; Bowden  
 President.....John W. Norris  
 General Manager.....Paul G. Norris, Jr.  
 Station Manager.....William P. White  
 Comm. Mgr.....William C. Doll  
 Program Director.....Dale Smith  
 Chief Engineer.....Herbert Andersor

**KGLO—Mason City—1936**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Operated By.....Lee Radio, Inc.  
 Bus. Studio Address.....2nd & Pennsylvania  
 Tel.: GArden 3-2540.....CBS  
 Sta. Representative.....Branham  
 President.....Lee P. Loomis  
 Exec. V.P., Gen. Mgr.....Herbert R. Ohrt  
 Nat. Sales Mgr.....Walter J. Rothschild  
 Commercial Manager.....Lloyd Loers  
 Program Director.....Bob Clausen  
 Chief Engineer.....Roger Sawyer

**KRIB—Mason City—1952**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Western Broadcasting Co.  
 Address.....402 19th St., S.W.  
 Tel.: 5400.....Independent  
 General Manager.....Shirley Ott

**KSMN—Mason City—1948**

Frequency: 1010 Kc. Power: 1000 W., d.  
 Owned-Oper. By.....Peter A. Barnard  
 Address.....5 W. State  
 Tel.: GArden 3-8634.....Independent  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Donald F. Blanchard  
 Gen. Station Manager.....Harry Campbell  
 Comm., Promo. Mgr.....Robert E. Ryan  
 Program, Chief Engr.....Hubert J. Marshall

**KWPC—Muscatine—1947**

Frequency 860 Kc. Power: 250 Watts  
 Owned-Operated By.....Muscatine Bcstg. Co.  
 Address.....Mulberry & Houser  
 Tel.: AM 3-2442.....Independent  
 Station Rep.....Venard, Rintoul & McConnell  
 General, Sta. Manager.....George J. Volger  
 Commercial Manager.....Vince Beckey  
 Program Director.....Marion Templeman  
 Chief Engineer.....David McGowan

**KCOB—Newton—1955**

Frequency: 1280 Kc. Power: 1000 W. d.  
 Owned By.....Richard C. Brandt  
 Address.....Box 190  
 Tel.: PYramid 2-5262.....KBS  
 Representative.....Grant Webb  
 President, General Mgr.....Richard C. Brandt  
 Comm. Sta. Mgr.....Blean A. Calkins  
 Program Director.....Jerry Renough  
 Chief Engineer.....Bob Preston

**KOEL—Oelwein—1950**

Freq.: 950 Kc. Power: 1 Kw. d. 500 Watts n.  
 Owned-Oper. By.....Northeast Iowa Radio Corp.  
 Address.....109 S. Frederick Ave.  
 Tel.: 950.....Independent  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....C. W. Crahan  
 Gen., Sta. Mgr.....W. J. Teich  
 Commercial Mgr.....Donald McKee  
 Program Director.....Dale Wood  
 Sales Promotion Mgr.....Jim Knight  
 Publicity Director.....Paul Ruse  
 Chief Engineer.....Clinton W. Knapp

**KBOE—Oskaloosa—1950**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Oskaloosa Bcstg. Co.  
 Address.....Box 518  
 Tel.: OR 3-3493.....Independent  
 Gen., Sta., Comm. Mgr.....Glen Stanley  
 Chief Engineer.....William Brubaker

**KBIZ—Ottumwa—1941**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....Wapello County Bcstg. Co., Inc.  
 Address.....123½ East Third  
 Tel.: MURray 2-7588.....CBS, KBS  
 Sta. Representatives.....Bolles; Hyett  
 President.....G. La Verne Flambo  
 General Comm. Mgr.....Dale Cowle  
 Program, Ch. Eng.....Jim Littlejohn  
 Publicity Director.....Bud Chalday

**KLEE—Ottumwa—1954**

Frequency: 1480 Kc. Power: 500 Watts d.  
 Owned.....KLEE Radio  
 Address.....422-424 W. 2nd St.  
 Tel.: MURray 2-7551.....Independent  
 President.....W. O'Connor  
 General Manager.....L. Shepard

**KFNF—Shenandoah—1924**

Freq.: 920 Kc. Power: 1000 Wts. d., 500 n.  
 Owned-Operated By.....KFNF Bcstg. Co. Inc.  
 Address.....P.O. Box 98  
 Tel.: 1302.....Independent  
 Sta. Reps.....Bolling; Bowden  
 President.....Nicholas Tedesco  
 General Mgr.....G. W. Diefenderfer, Jr.

**KMA—Shenandoah—1925**

Frequency: 960 Kc. Power: 5 Kw.  
 Owned-Operated By.....May Bcstg. Co.  
 Address.....KMA Auditorium  
 Tel.: 192.....ABC  
 Representative.....Edward Petry  
 President.....Edward W. May  
 General Mgr.....Owen Saddler  
 Station Mgr.....Anthony Koelker  
 Prom., Publicity Dir.....Duane Modrow  
 Program Director.....Dean Naven  
 Sales Mgr.....Charles F. Bunn  
 Chief Engineer.....Don Burrichter  
 Owners of: KFAB, Omaha; EMTV, Omaha.

**KMNS—Sioux City—1949**

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By: Siouxland Bcstg. Inc.  
 Address: 921 Pierce St.  
 Tel.: 8-0628 Independent  
 Sta Representative: Paul H. Raymer  
 President: James Stuart  
 Ex. Vice Pres.: Richard Chapin  
 General Manager: Jan Dellinger  
 Commercial Manager: Bob Jenkins  
 Program Director: Donald Frost  
 Sales Prom. Mgr.: Shirley Fisher  
 Publicity Director: Don Miller  
 Chief Eng.: Philip Maher  
 Owners of: KFOR, Lincoln; KODY, N. Platte;  
 KSAL, Salinas; KRGI, Grand Island.

**KSCJ—Sioux City—1927**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By: Perkins Bros. Co.  
 Business-Studio Address: 415 Douglas St.  
 Tel.: 5-7993 ABC  
 Representative: George P. Hollingbery  
 President: W. R. Perkins  
 Sta., Comm. Mgr.: Eugene T. Flaherty

**KTRI—Sioux City—1938**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By: Sioux City Bcstg. Co.  
 Address: 400 Commerce Bldg.  
 Tel.: 8-0165 Independent  
 Representative: Everett-McKinney  
 President: John C. Kelly  
 General Manager: Lennon Kelly  
 Chief Engineer: Sam Seldon

**KICD—Spencer—1942**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Iowa Great Lakes Bcstg. Co.  
 Address: Box 631  
 Tel.: 1240 Independent  
 Station Rep.: Venard, Rintoul & McConnell  
 Pres., Gen. Mgr.: Ben B. Sanders  
 Commercial Manager: Jack Wedel  
 Program Director: Chet Andrews  
 Chief Engineer: Eldon Kanago

**KAYL—Storm Lake—1948**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Operated By: Cornbelt Bcstg. Co.  
 Address: Park Building  
 Tel.: RE 2-3520 KBS  
 President: O. J. Grau  
 Sta. Mgr., Prog. Dir.: Paul Benson

**KWWL—Waterloo—1947**

Frequency: 1330 Kc. Power: 5 Kw.  
 Owned-Operated By: Black Hawk Bcstg Co.  
 Address: Insurance Bldg.  
 Tel.: AD 4-4404 MBS  
 Representative: Avery-Knodel, Inc.  
 President: Ralph J. McElroy  
 Gen., Sta. Mgr.: Bill C. Baldwin  
 Comm., Sales Prom. Mgr.: Douglas Chingo  
 Chief Engineer: E. M. Tink  
 Owners of: KWWL-TV; KMMT-TV, Austin; KAUS-AM, Austin.

**KXEL—Waterloo—1942**

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By: KXEL Bcstg. Co.  
 Address: P.O. Box 2395  
 Tel.: AD 3-3371 ABC  
 Representative: Bolling  
 President: Cy N. Bahakel  
 Exec. V. P.: Frank Tirico  
 General, Comm. Mgr.: Al Laval  
 Promo., Publicity Mgr.: Lou Wagner  
 Chief Engineer: Don Kassner  
 Owners of: WLBS, Bowling Green; WKIN, Kingsport, WRIS, Roanoke, WWO, Lynchburg, WKOZ, Koscusko; WABG-AM-TV, Greenwood.

**KWVY—Waverly—1958**

Frequency: 1470 Kc. Power: 1 kw., d.  
 Owned By: Cedar Valley Bcstg. Co.  
 Address: 123 1st St. S.E.  
 Tel.: 1470 Independent  
 President, Gen. Mgr.: John W. Talbot  
 Commercial Manager: Elmer Iverson  
 Program Dir.: J. A. Meyer

**KJFJ—Webster City—1950**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Triangle Bcstrs.  
 Address: Box 222  
 Tel.: Temple 2-1410 Independent  
 Representative: Bolles  
 Pres., General, Comm. Mgr.: Don Treu  
 Program, Public Dir.: G. D. Warland  
 Sales Prom. Mgr.: Cal Haworth  
 Chief Engineer: Aldis Hendrickson

When You Can  
 Have the Best  
 Why Be Satisfied  
 With Less?



Pop.: 2,192,000  
Families: 695,500

# Kansas

Radio Homes: 688,000  
AM Stas. in State: 48

## KSOK—Arkansas City—1947

Freq.: 1280 Kc. Power: 1 Kw. d., 100 W. n.  
Owned-Operated By The KSOK Bdcstg. Co.  
Address P.O. Drawer 917  
Tel.: 2666 Independent  
President Oscar S. Stauffer  
Gen. Sta. Mgr. S. C. Thompson  
Program Director Melvin A. Haines  
Chief Engineer N. Wayne Owens  
Owners of: KSEK, Pittsburg; WIBW, Topeka;  
KGGF, Shawnee; WIBW-TV, Topeka.

## KARE—Atchison—1939

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By Griffith-Buenning Bdstg. Co.  
Address Fifth & Kansas Ave.  
Tel.: 2477 Independent  
Representative Sears & Ayer  
Co-Owners J. M. Griffith, Paul H. Buenning  
General Mgr. James M. Griffith  
Comm. Mgr. Paul H. Buenning  
Chief Engineer L. H. Winegardner

## KCRB—Chanute—1952

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Operated By Midwest Bdcstg System  
Address P.O. Box 132  
Tel.: 434 KBS  
President Cecil W. Roberts  
Manager J. R. Fehr  
Station Manager Glen A. Halbe  
Chief Engineer R. Still

## KGGF—Coffeyville—1930

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By The Midwest Bcstg. Co., Inc.  
Address 306 W. 8th  
Tel.: Clinton 1-3800 ABC  
Station Rep. John E. Pearson  
President Richard M. Seaton  
General. Comm. Mgr. Robert L. Pratt  
Commercial Manager E. B. Spoonamore  
Program Dir. Richard S. Embody  
Chief Engineer J. S. Jaminet

## KXXX—Colby—1947

Frequency: 790 Kc. Power: 5000 Watts d.  
Owned Town & Farm Co., Inc.  
Address Colby, Kan.  
Tel.: HO 2-3305 Independent  
Rep. H-R Reps.  
Chairman of Board Don Searle  
President Bill Martin  
Exec. V. P., Sta. Mgr. Ed Mason  
Commercial Mgr. Bill Moore  
Chief Engineer Vern Snider  
Owners of: KMMJ, Grand Island.

## KFRM—Concordia—1947

Frequency: 550 Kc. Power: 5000 Watts d.  
Owned-Oper. By Cook Bcstg. Co.

Address KMBC Building  
Tel.: 1-2650 ABC  
Pres., Comm. Mgr., Pub. Dir. Don Davis  
Station Manager D. Smith  
Chief Eng. Henry Goldenberg

## KNCK—Concordia—1954

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned General Bcstg. Co., Inc.  
Address Concordia, Kans.  
Tel.: 1414 KBS  
Pres., Gen., Sta. Mgr. W. F. Danenbarger  
Comm. Mgr., Prog. Dir. Oscar W. Allen  
Chief Engineer Don Sasnett

## KGNO—Dodge City—1930

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By Dodge City Bcstg. Co.  
Business Address 705 Second St.  
Tel.: HU 3-3151 Independent  
Newspaper Affil. Dodge City Daily Globe  
Station Rep. Pearson  
President J. C. Denious, Jr.  
Gen., Comm. Mgr. W. Elliott  
Program Director Herschel Holland

## KBTO—El Dorado—1953

Frequency: 1360 Kc. Power: 500 Watts d.  
Owned-Oper. By El Dorado Bcstg. Co.  
Address 205½ S. Main  
Tel.: DA 1-5890 Independent  
Representative Indie Sales  
Owner O. A. Tedrick  
General Manager Jim Platt

## KVOE—Emporia—1939

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Bluesstem Bcstg. Co., Inc.  
Address Box 369  
Tel.: DI 2-1400 Independent  
Representative Webb  
Pres., Gen. Mgr. E. J. McKernan, Jr.  
Commercial Mgr. Robert Richter  
Sales Prom. Mgr. E. J. McKernan III  
Program Dir. Curt Stallings  
Chief Engineer Charles Stark

## KMDO—Fort Scott—1954

Frequency: 1600 Kc. Power: 500 Watts d.  
Owned Ft. Scott Bcstg. Co.  
Address Box 72  
Tel.: 2545 KBS  
Pres., Gen. Mgr. Lloyd C. McKenney  
Comm., Sta. Mgr. Jim McKenney  
Chief Engineer Dale Holland

## KIUL—Garden City—1935

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By KIUL, Inc.  
Address 509½ N. Main

Tel.: BRidge 6-3251.....NBC  
 Newspaper Affili. ....Telegram  
 President, General Mgr.....Robert Wells  
 Program Dir.....Tony Jewell  
 Comm. Mgr., Chief Eng.....Joe Tennesen

**KNCO—Garden City—1949**

Frequency: 1050 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Ark Valley Bcstg. Co., Inc.  
 Address .....Box 247  
 Tel.: BRidge 6-4366.....Independent  
 Station Rep. ....Hopewell  
 President .....Ellsworth Sherman  
 General Manager.....O. D. Carmichael  
 Asst. Manager.....Joe Taylor  
 Comm. Mgr.....Pete Charlton  
 Chief Engineer.....E. Kissinger

**KLOE—Goodland—1947**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KLOE, Inc.  
 Address.....17th & Broadway  
 Tel.:TWInoaks 9-2332.....MBS  
 Sta. Representative .....Pearson  
 General Manager.....K. Melia  
 Commercial Mgr.....D. Gill  
 Program Mgr.....C. Miller  
 Chief Engineer.....Paul Bateman

**KVGB—Great Bend—1937**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KVGB, Inc.  
 Address.....2007 17th St.  
 Tel.: GLadstone 3-4318.....Independent  
 Newspaper Affil.....Daily Tribune  
 Representative .....Hollingbery  
 General Mgr.....Grover C. Cobb  
 Asst. Mgr.....Robert D. Hilgendorf  
 Commercial Mgr.....Sherwood R. Parks  
 Chief Engineer.....Gilbert Hanzlicek

**KAYS—Hays—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KAYS, Inc.  
 Address.....2450 Hall St.  
 Tel.: MArket 4-2578.....Independent  
 Representative .....Hal Holman  
 President.....Ross Beach, Sr.  
 General Mgr.....Robert E. Schmidt  
 Commercial Manager.....Bob Churchill  
 Program Director.....Bob Templeton  
 Chief Engineer.....Leo Leglieter  
 Owners of: KAYS-TV, Hays

**KWBW—Hutchinson—1935**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Nation's Center Bcstg. Co.  
 Business-Studio Address.....17th & Harding  
 Tel.: MO 2-4486.....NBC-KBS  
 Representative .....Devnsy O'Connell  
 Pres., Sta. Mgr.....Fred L. Conger  
 Chief Engineer.....Marvin Reese

**KWHK—Hutchinson—1946**

Frequency: 1260 Kc...Power: 1 Kw. d.; 500 n.  
 Owned-Operated By.....KWHK Bcstg. Co.

Address.....525 N. Main  
 Tel.: Mohawk 5-4461.....Independent  
 Station Representative.....Gill-Perna  
 President.....William L. Mitchell  
 Station Manager.....Robert D. Hanna  
 Commercial Manager.....Dick Ryno  
 Program Director.....Johnny Carlton  
 Publicity Director.....Dale Lowery  
 Chief Engineer.....John Robbins

**KIND—Independence—1947**

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Central Bcstg., Inc.  
 Bus-Studio Transmitter.....114 North 8th St.  
 Tel.: 1010.....KBS  
 President, Gen. Mgr.....Nels Rupard  
 Commercial Manager.....Jimmy Goodman  
 Program Director.....Juanita Fenner

**KJCK—Junction City—1949**

Frequency: 1420 Kc...Power: 1000 Watts d.  
 Owner-Oper. By.....Junction City Bcstg. Co.  
 Address.....724½ No. Washington St.  
 Tel.: CEdar 8-3165.....Independent  
 Representative .....Indie Sales  
 President, Gen. Mgr.....R. L. Weir, Jr.  
 Station Mgr.....A. B. Valencia  
 Sales Prom. Mgr.....Pat Powers  
 Chief Engineer.....Royce Baerg

**KCKN—Kansas City—1925**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cy Blumenthal  
 Address.....4121 Minnesota  
 Tel.: FA 1-3200.....Independent  
 President.....Cy Blumenthal  
 General Manager.....Dal Stallard  
 Commercial Mgr.....Dale Neal  
 Chief Engineer.....Jim Jett

**KLWN—Lawrence—1951**

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Lawrence Bcstrs. Inc.  
 Address.....Route 5  
 Tel.: VI 3-1320.....Independent  
 Representative .....Indie Sales  
 President.....Lee Morgan  
 General, Station Mgr.....Arden Booth  
 Commercial Manager.....Jack Whalen  
 Program Director.....Harry Hulse  
 Chief Engineer.....Earl Sundbye

**KCLO—Leavenworth—1948**

Frequency: 1410 Kc...Power: 500 Watts d.  
 Owned-Oper. By.....KCLO, Inc.  
 Address .....Box 70  
 Tel.: MUtual 2-1410.....KBS  
 Station Rep. ....Hopewell  
 President, Gen. Mgr.....Geo. Basil Anderson  
 Commercial, Program.....Bob Potter  
 Sales Prom. Mgr.....Lee Pemberton  
 Chief Engineer.....Al Ortmann

## KANSAS

### KLIB—Liberal—1960

Frequency: 1470 Kc. Power: 500 Watts  
 Owned By: Plains Enterprises, Inc.  
 Address: Box 838, Highway 54 East  
 Tel.: MAin 4-2556 Independent  
 President, Gen. Mgr.: William Bowman Sr.  
 Comm. Program Director: Harold Armstrong  
 Sales Prom. Manager: Peter H. May  
 Publicity Director: Fred Campbell  
 Chief Engineer: Clyde Elmer Michael

### KSCB—Liberal—1948

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Seward County Bcstg. Co.  
 Business Address: East 8th St.  
 Tel.: MA 4-3891 Independent  
 Station Rep.: Hopewell  
 President: Alf M. Landon  
 General Manager: Leon S. Salathiel  
 Commercial Manager: Mark Shor  
 Program Director: Dick Stedman  
 Chief Engineer: Alvin Peters

### KMAN—Manhattan—1950

Frequency: 1350 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Manhattan Bcstg. Co.  
 Address: 114 No. 4th St.  
 Tel.: PRescott 8-4451 Independent  
 President: Fred A. Seaton  
 Gen., Sta. Manager: Lowell E. Jack  
 Program Director: Shel Smith  
 Commercial Manager: David Jackson  
 Sales Program Mgr.: James Brown  
 Chief Engineer: Charles Pultz

### KNDY—Marysville—1956

Frequency: 1570 Kc. Power: 250 Watts, d.  
 Owned: W. N. Schnepf  
 Address: 803½ Broadway  
 Tel.: Hillcrest 3-4361 KBS  
 Station Representative: Hopewell  
 General Manager: Wyman N. Schnepf  
 Chief Engineer: Willa M. Schnepf

### KNEX—McPherson—1949

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Operated By: K. R. Krehbiel  
 Address: Box 186  
 Tel.: 1540 KBS  
 Newspaper Affil.: Daily Republican  
 Gen. Mgr., Ch. Eng.: Claude Hughes  
 Prog., Pub. Dir.: M. Heitschmidt

### KBEA—Mission—1957

Frequency: 1480 Kc. Power: 1000 Watts a.  
 Owned By: Public Radlo Corp.  
 Address: 5913 Woodson Ave.  
 Tel.: HEdrick 2-1480 MBS  
 President: Lester Kamin  
 General, Comm. Mgr.: T. Gonterman  
 Program Director: S. Olson  
 Chief Engineer: Robert Arzi

### KJRG—Newton—1953

Frequency: 950 Kc. Power: 500 Watts, d.  
 Owned: KJRG, Inc.  
 Address: Box 77  
 Tel.: ATwater 3-5150 KBS  
 Station Rep.: Biddick  
 President, Gen. Mgr.: Geo. Basil Anderson  
 Comm. Mgr., Prog. Dir.: Roy Lichtenberger  
 Chief Engineer: Dean Grice

### KOFO—Ottawa—1949

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By: Ottawa Bcstg. Co.  
 Address: P. O. Box 46  
 Tel.: CHerry 2-1220 Independent  
 President, Gen. Mgr.: Roderick B. Cupp  
 Commercial Mgr.: Ronald G. Reed  
 Program Director: Galen Scott  
 Sales Program Mgr.: William Dahlsten  
 Chief Engineer: Don Willis

### KLKC—Parsons—1948

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Community Bcstg. Co.  
 Address: P.O. Box 696  
 Tel.: 4050 Independent  
 President, Gen. Mgr.: Richard R. Combs

### KKAN—Phillipsburg—1960

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By: North Central Bcstg., Inc.  
 Address: Phillipsburg, Kan.  
 Tel.: 1070 Independent  
 General Manager: Guy Christian  
 Sales Prom. Mgr.: Doug Stone  
 Chief Engineer: Vaughn Jupe

### KOAM—Pittsburg—1937

Freq.: 860 Kc. Power: 10 Kw. d., 5 Kw. n  
 Owned-Oper.: The Pittsburg Bcstg. Co., Inc.  
 Address: P.O. Box F  
 Tel.: Adams 1-7200 NBC  
 Representative: Hollingbery  
 President: E. V. Baxter  
 Gen., Sta. Mgr.: John O. Bartlow  
 Program Dir.: Marge Bartlow  
 Prom., Publicity Dir.: Paul Hudson  
 Chief Engineer: Leo Stafford

### KSEK—Pittsburg—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Stauffer Publications, Inc.  
 Address: 1340 E. Quincy  
 Tel.: ADams 1-2800 KBS  
 Newspaper Affil.: Headlight & Sun  
 Representative: Avery-Knodel  
 President: O. S. Stauffer  
 General Mgr., Chief Eng.: Jim Treat  
 Sales Program Mgr.: John Hayden

### KWSK—Pratt—1952

Frequency: 1570 Kc. Power: 250 Watts  
 Owned: Clem Morgan  
 Address: 209½ S. Main St.



Tel.: GGreenwood 2-4405.....KBS  
 General Manager.....Clem Morgan  
 Program Director.....A. R. Morgan  
 Sales Prom. Mgr.....Ray Godfrey  
 Chief Engineer.....T. E. Patterson

**KRSL—Russell—1956**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned By.....Kilo Broadcasting Co.  
 Address.....Box 666  
 Tel.: HUDson 3-3121.....KBS  
 Owner, Gen. Mgr.....Fred L. Thompson  
 Program Director.....Jack Hartle  
 Chief Engineer.....Dave Tarter

**KSAL—Salina—1937**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned By.....Salina Bcstg., Inc.  
 Address.....625 E. Crawford  
 Tel.: TA 3-3701.....MBS  
 President.....James Stuart  
 V. P., Gen. Mgr.....Richard W. Chapin  
 Comm. Sta. Mgr.....Robert M. McKune  
 Program Director.....Chuck Nichols  
 Sales Prom., Publicity.....Ron D. Gray  
 Chief Eng.....Don Englehart  
 Owners of: KODY, N. Platte; KFOR, Lincoln;  
 KRGI, Grand Island; KMNS, Sioux City.

**WIBW—Topeka—1927**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned By.....Stauffer Publications, Inc.  
 Address.....Box 119  
 Tel.: CR 2-3456.....CBS  
 Newspaper Affil.....Journal, Capital  
 Representative.....Avery-Knodel  
 President.....O. S. Stauffer  
 General Manager.....Thad Sandstrom  
 Station Manager.....Hilton Hodges

**KJAY—Topeka—1949**

Frequency: 1440 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....KJAY, Inc.  
 Address.....916 Kansas Ave.  
 Tel.: CE 3-1336.....Independent  
 Representative.....Gill-Porna  
 President.....Dale S. Helmers  
 General, Comm. Mgr.....Robert Rohrs  
 Program Director.....Joe Stavvas  
 Chief Engineer.....Rae Bowman

**KTOP—Topeka—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Charles Bailey Axton  
 Address.....1700 N. Buchanan  
 Tel.: CE 4-3444.....MBS  
 Station Representative.....ForJoe  
 President.....Bailey Axton  
 V. Presidents.....Louise-Charle Axton  
 Program Director.....Robert Harris  
 Station Manager.....Bob Barber  
 Sales Prom. Mgr.....Merle Blair  
 Chief Engineer.....Harold Grant

**WREN—Topeka—1926**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By...WREN, Bdcstg. Co., Inc.  
 Address.....1001 Fillmore St.  
 Tel.: CE 2-0505.....ABC  
 Representative.....Hollingbery  
 President.....Alf M. Landon  
 Gen., Sta. Mgr.....Max G. Falkenstien  
 Commercial Manager.....Paul Dixon  
 Program Manager.....Bob Richmond  
 Sales Promotion Manager.....Bonnie Purnell  
 Chief Engineer.....Al King  
 Owners of: KSCB, Liberal

**KAKE—Wichita—1948**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....KAKE Radio-TV, Inc.  
 Address.....1500 N. West St.  
 Tel.: WH 3-4221.....MBS  
 Station Rep.....Bolling  
 President.....Mark H. Adams  
 General Manager.....Martin Umansky  
 Station Manager.....Dale W. McCoy Jr.  
 Program Director.....Scott McCullough  
 Sales Prom. Mgr.....Stu Melchert  
 Publicity Director.....Bob Payne  
 Chief Engineer.....Harold Newby

**KFH—Wichita—1922**

Frequency: 1330 Kc...Power: 5000 Watts d.  
 Owned-Operated By...Radio Station KFH Co.  
 Address.....Market at Williams St.  
 Tel.: AM 2-4491.....CBS  
 Newspaper Affiliation.....Eagle  
 Representative.....Blair  
 President.....John Rigby  
 General, Sta. Mgr.....Thomas P. Bashaw  
 Comm. Mgr.....John Merrell  
 Program Director.....Donald Anderson  
 Sales Prom. Mgr.....Jay Harmon  
 Publicity Director.....Bob Adams  
 Chief Engineer.....Leslie Campbell

**KIRL—Wichita—1922**

Freq.: 1070 Kc....Power: 10 Kw. d., 1 Kw. n.  
 Owned-Operated By...Jayhawk Bdcstg. Corp.  
 Address.....42nd & N. Broadway  
 Tel.: TE 8-3377.....ABC  
 Representative.....Avery-Knodel  
 President.....Charles "Buddy" Rogers  
 General, Station Mgr.....J. Coppersmith  
 Chief Engineer.....Franz Smith

**KLEO—Wichita—1936**

Frequency: 1480 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By.....Dandy Bcstg.  
 Address.....255 N. Broadway  
 Tel.: HO 4-2387.....Independent  
 Station Representative.....Eastman  
 President.....K. R. Greenwood  
 General Manager.....Richard H. Harris  
 Program Director.....Ric Marcelin  
 Publicity Director.....Emily Kaye  
 Chief Engineer.....Len Ballard  
 Owners of: KQEO, Albuquerque.

## KANSAS-KENTUCKY

### **KSIR—Wichita—1958**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned By..... KSIR, Inc.  
 Business Address..... Box 933  
 Tel.: WH 2-3253..... Independent  
 Pres., Comm. Mgr..... Mack Sanders  
 Gen. Sta., Chief Eng..... K. W. Pyle

### **KWBB—Wichita—1951**

Frequency: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.

Owned-Oper. By... Wichita Beacon Bcstg. Co.  
 Address..... 2829 Salina Ave.  
 Tel.: TE 8-3331..... Independent  
 Representative..... Hollingbery  
 President..... O. E. Bradley  
 V.P., General Manager..... J. Milton Hall  
 Comm. Prog. Mgr..... Harold H. Hale  
 Program Director..... Virginia Welch  
 Chief Engineer..... M. W. Mulanix

Pop.: 3,043,000  
 Families: 837,000

## *Kentucky*

Radio Homes: 805,000  
 AM Stas. in State: 85

### **WANY—Albany—1958**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned By..... Albany Bcstg. Co.  
 Business Address..... Box 158  
 Tel.: 150..... KBS  
 Sta. Rep..... Kentucky Radio Sales  
 Presidents..... Wallace Allred-Cecil Speck  
 General, Comm. Mgr..... Welby Hoover  
 Program, Asst. Manager..... Darrell Steck  
 Sales Prom. Mgr..... Reba Wells  
 Publicity Director..... Louis Brummett  
 Chief Engineer..... Joe Peters

### **WCMI—Ashland—1935**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By..... WCMI, Inc.  
 Address..... P. O. Box 949  
 Tel.: 324—6111..... CBS  
 Sta. Representative..... Hollingbery  
 President..... Donald J. Horton  
 General, Sta. Manager..... O. C. Halyard Jr.  
 Commercial Manager..... Mike Slagel  
 Program Director..... Bill Campbell  
 Sales Prom. Mgr..... Ken Hart  
 Publicity Director..... Loretta Halyard  
 Chief Engineer..... Bob Gilmore  
 Owners of: WYLK, Lexington; WPKY, Frankfort;  
 WWHO, Orlando; WOMP, Bellaire.

### **WTCR—Ashland—1954**

Frequency: 1420 Kc. Power: 5000 Watts d.  
 Owned..... WTCR, Inc.  
 Address..... 4000 Albemarle St., N.W., Wash. D.C.  
 Tel.: EMerson 3-8110..... Independent  
 Sta. Representative..... Clarke Brown  
 President..... Connie B. Gay  
 Gen. Mgr., Comm. Mgr..... H. S. Tweel  
 Chief Engineer..... Edwin Walters

### **WBVL—Barbourville—1955**

Frequency: 950 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Brown Radio & TV Co.  
 Address..... 107 Sycamore St.  
 Tel.: Lincoln 6-4129..... Independent  
 Representative..... Hil F. Best  
 Pres., Gen. Mgr..... Dwight L. Brown  
 Sales Prom. Mgr..... Homer L. Jackson  
 Chief Engineer..... L. D. Johnson

### **WBRT—Bardstown—1955**

Frequency: 1320 Kc. Power: 1000 W. d.  
 Owner..... Bardstown Broadcasting Co.  
 Address..... 216 N. 3rd  
 Tel.: FI 8-3943..... KBS  
 President..... Lawrence W. Adams  
 Sales Prom., Chief Eng..... Don Allen

### **WCBL—Benton—1953**

Frequency: 1290 Kc. Power: 5,000 Watts d.  
 Owned-Oper. By..... Purchase Bcstg. Co.  
 Address..... P. O. Box 7  
 Tel.: LA 7-2581..... KBS  
 Representative..... Continental  
 President, Gen. Mgr..... Shelby McCallum  
 Program Dir..... Globe Pollock  
 Commercial Mgr..... Anna Brien  
 Chief Engineer..... Paul Herrington, Jr.  
 Owners of: WTRB, Ripley; KMJS, Portageville.

### **WBGW—Bowling Green—1959**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By..... Bowling Green Bcstg. Co.  
 Address..... 913½ College St.  
 Tel.: VI 2-1638..... Independent  
 President, Gen. Mgr..... Clement Cockrel  
 Commercial Manager..... Bill Kuznitsol  
 Program Director..... Jim Pidcock  
 Chief Engineer..... Eugene Hornback

### **WKCT—Bowling Green—1947**

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wis. n.  
 Owned-Oper. By... Daily News Bcstg. Co.  
 Address..... 804½ College St.  
 Tel.: VI 3-4325..... ABC  
 Newspaper Affiliation: Park City Daily News  
 Representative..... Pearson  
 President..... J. Ray Gaines  
 General, Station Mgr..... Al Temple  
 Commercial Mgr..... Henry Brosche  
 Program Dir..... Jack Eversole  
 Chief Engineer..... Jack Hendrick

### **WLBW—Bowling Green—1939**

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Bowling Green Bcstrs., Inc.  
 Address..... 901 Fairview  
 Tel.: VI 3-3212..... MBS-KBS

Sta. Representative.....Burn-Smith  
 President.....Cy N. Bahakel  
 General, Comm. Mgr.....Bob Proctor  
 Program, Ch. Eng.....Bud Tyler

**WTCO—Campbellsville—1950**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Taylor Cty. Bcstg. Co.  
 Address.....P.O. Box 248  
 Tel.: 380.....KBS  
 Station Rep.....Kentucky Radio Sales  
 President.....H. T. Parrott  
 General Manager.....Redman L. Turner

**WMTA—Central City—1954**

Frequency: 1380 Kc.....Power: 500 Watt  
 Owner.....Central City, Greenville Bcstg. Co.  
 Address.....Old Greenville Rd.  
 Tel.: 818.....Independent  
 Owners.....L. L. & A. E. Stone  
 Manager.....A. Stone  
 Chief Engineer.....B. J. Stone

**WNES—Central City—1955**

Frequency: 1050 Kc.....Power: 500 Watts d.  
 Owned By.....Muhlenberg Bcstg. Co.  
 Address.....Box 512  
 Tel.: 1000.....KBS  
 Rep.....Kentucky Radio Sales  
 President.....Andy Anderson  
 General, Comm. Mgr.....Ronald L. Beane  
 Program Director.....Ernest M. Faust  
 Chief Engineer.....Robert J. Beane

**WAIN—Columbia—1951**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tri-County Bcstg. Corp.  
 Address.....Columbia  
 Tel.: Fulton 4-4111.....KBS  
 President, Gen. Mgr.....John B. Horton  
 Commercial Manager.....Lanier Burchett  
 Station Manager.....Ray Doss  
 Program Director.....James M. Gaskins  
 Chief Engineer.....Lewis Owens

**WCTT—Corbin—1947**

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Corbin Times-Tribune, Inc.  
 Business Address.....Ky. Ave. & Monroe St.  
 Tel.: 1071.....KBS  
 Newspaper Affil.....Corbin Times-Tribune  
 President.....J. Springer Robinson  
 General Manager.....John L. Crawford  
 Station, Comm. Mgr.....Art Grunewald  
 Program Director.....Archie Wyatt  
 Chief Engineer.....Chas. Sulfredge

**WCPM—Cumberland—1951**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Cumberland Bcstg. Co.  
 Address.....P. O. Box 955  
 Tel.: 260.....KBS  
 Station Rep.....Kentucky Radio Sales  
 General Manager.....J. Mills

**WCYN—Cynthiana—1956**

Frequency: 1400 Kc.....Power: 100 Watts  
 Owned.....WCYN Radio, Inc.  
 Address.....Pike & Walnut Sts.  
 Tel.: 1480.....KBS  
 President, Ch. Eng.....Estil A. Anderson  
 General, Sta. Mgr.....Lawrence McGill  
 Comm. Prom. Mgr.....Helen Williams  
 Program Director.....Walter Turner  
 Publicity Director.....Sid Hayman

**WHIR—Danville—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Joseph K. Beasley  
 Business Address.....P.O. Box 632  
 Tel.: 236—2711.....KBS  
 Representative.....Hal Holman Co.  
 President.....T. C. Quisenberry  
 General, Sta. Mgr.....Ray Holbrook  
 Commercial Manager.....Ray Colclough  
 Program Director.....Raymond L. Ramsey  
 Chief Engineer.....Charles Huddleston

**WIEL—Elizabethtown—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elizabethtown Bcstg. Co.  
 Business Address.....P. O. Box 347  
 Tel.: Rockwell 5-2144.....KBS  
 Station Representative.....Hopewell  
 President.....J. W. Hodges  
 General Manager.....Dee Huddleston  
 Sales Prom. Mgr.....Calvin Skaggs  
 Program Director.....Thomas Skinner  
 Chief Engineer.....Thomas Baldwin

**WSTL—Eminence—1956**

Frequency: 1600 Kc.....Power: 500 Watts, d.  
 Owned.....Shelbyville—Eminence Bcstg. Co.  
 Address.....Shelbyville, Ky.  
 Tel.: ME 3-2916.....KBS  
 President.....Victor M. Bellamy  
 Station Manager.....J. Petty  
 Program Director.....W. Way  
 Chief Engineer.....Paul D. Milby

**WSAC—Ft. Knox—1955**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Fort Knox Bcstg. Corp.  
 Address.....Fort Knox, Ky.  
 Tel.: ELgin 1-3121.....Independent  
 Pres., Gen. Mgr.....B. E. Cowan  
 Commercial Mgr.....J. R. Cowan

**WFKY—Frankfort—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Frankfort Bcstg. Co.  
 Address.....309 W. Main St.  
 Tel.: CA 3-8281.....MBS  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Ken Hart  
 Station Mgr.....Bud McClain  
 Program Dir.....Loren Hooker  
 Chief Engineer.....K. P. Graham

**WFKN—Franklin—1954**

Frequency: 1220 Kc. Power: 250 Watts, d.  
 Owned By: Franklin Favorite-WFKN, Inc.  
 Address: 103 N. High St.  
 Tel.: Justice 6-4481. KBS  
 Pres., Gen. Mgr.: L. L. Valentine  
 Comm., Sales Prom. Mgr.: Howard H. Ogles  
 Program Director: A. W. Kockritz, Jr.  
 Chief Engineer: Frank Wakefield

**WFUL—Fulton—1951**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Ken-Tenn Bcstg. Corp.  
 Business Address: Fulton, Ky.  
 Tel.: 1270. Independent  
 Newspaper Affiliation: Fulton County News  
 President: Paul Westpheling  
 Gen., Sta. Mgr.: Mrs. P. Westpheling  
 Sales Prom. Mgr., Ch. Eng.: Kenneth Turner  
 Prog., Pub. Director: Mrs. Hendon Wright

**WAXU—Georgetown—1957**

Frequency: 1580 Kc. Power: 10 Kw. d.  
 Owned-Operated By: Robert E. Johnson  
 Address: P. O. Box 759  
 Tel.: 3-1678. Independent  
 Representative: Chas. Bernard  
 Pres., Ch. Eng.: Robert E. Johnson  
 Station Manager: Arno Walker  
 Program Director: John Brock  
 Commercial Manager: Donna Reed  
 Publicity Director: Bill Thompson

**WKAY—Glasgow—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Glasgow Bcstg. Co., Inc.  
 Address: Park-to-Park Highway  
 Tel.: Olive 1-2141. KBS  
 President: Jack Pedigo  
 Gen., Sta., Comm. Mgr., Chief Eng.: Clovis Sadler  
 Pub., Prog. Dir.: Moena E. Sadler

**WGOH—Grayson—1959**

Frequency: 1370 Kc. Power: 5,000 Watts  
 Owned By: Carter County Bcstg. Co., Inc.  
 Address: Box 247  
 Tel.: GR 4-6411. Independent  
 Station Rep.: Kentucky Radio Sales  
 President: Harold E. Shufflebarger  
 Station Manager: Charlie Esposito  
 Chief Engineer: Les Davis

**WHLN—Harlan—1941**

Frequency: 1410 Kc. Power: 5 Kw. d.  
 Owned-Oper. By: Radio Harlan, Inc.  
 Business Address: Box 898  
 Tel.: 625. Independent  
 Station Rep.: Kentucky Radio Sales  
 President: J. Francke Fox, Jr.  
 Gen., Sta. Mgr.: James T. Morgan  
 Program Director: Robert Howell  
 Chief Engineer: Gene Hopkins

**WHBN—Harrodsburg—1955**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By: Fort Harrod Bcstg. Corp.  
 Address: Box 247  
 Tel.: 1420. KBS  
 Station Rep.: Hopewell  
 President, Gen. Mgr.: Robert Martin

**WKIC—Hazard—1947**

Frequency: 1390 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Mt. Bcstg. Service, Inc.  
 Address: Box 239  
 Tel.: GEneral 6-2121. KBS  
 Representative: Kentucky Radio Sales  
 President: Fred B. Bullard  
 General Manager: Ernest Sparkman  
 Commercial Manager: Julius Lassio  
 Prog. Dir.: Norma Strong  
 Chief Engineer: Doug Slough

**WSO—Henderson—1941**

Frequency: 860 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Henderson Bcstg. Co., Inc.  
 Address: P. O. Box 418  
 Tel.: VA 6-3923. KBS  
 Station Rep.: Kentucky Radio Sales  
 Pres., Gen. Mgr.: Hecht S. Lackey  
 Station Manager: William F. Russell  
 Sales Manager: Ewing Graham  
 Publicity Director: Betty G. Davis  
 Chief Engineer: D. E. Gibson

**WHOP—Hopkinsville—1940**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Hopkinsville Bcstg. Co., Inc.  
 Business Address: Bass Arcade  
 Tel.: TU 5-5331. CBS  
 Pres., Gen. Mgr.: F. Ernest Lackey  
 Sta., Comm. Mgr.: Katherine Peden  
 Publicity Director: Margaret Wyatt  
 Chief Engineer: Walter Wilson

**WKO—Hopkinsville—1954**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned By: Pennyrile Broadcasting Co.  
 Address: 808½ South Main St.  
 Tel.: TU 6-1204. KBS  
 Sta. Rep.: Geo. T. Hopewell  
 Pres., Gen. Mgr.: William H. Higgins  
 Program Director: James M. Sudeath  
 Comm. Prom. Mgr.: John M. Higgins  
 Publicity Director: Stanley I. Rice  
 Chief Engineer: Marvin J. Mahoney

**WIRV—Irvine—1960**

Frequency: 1550 Kc. Power: 1,000 Watts  
 Owned By: Irvine Bcstg. Co.  
 Address: 141 Broadway  
 Tel.: 723-2550. KBS  
 Station Rep.: Continental  
 General Manager: South C. Bevins  
 Station Manager: Jim Gastin  
 Program Director: Larry Jarvis  
 Chief Engineer: Charles Sebastian  
 Owners of: WMLF, Pineville; WOVE, Welch.

**WLBN—Lebanon—1954**

Frequency: 1590 Kc. Power: 1 Kw. d.  
Owned: Lebanon-Springfield Bcstg. Co.  
Address: P. O. Box 680  
Tel.: 632-3126  
KBS  
Representative: Hopewell  
Gen., Sta. Mgr.: J. T. Whitlock  
Commercial Manager: Allen Baker  
Program Director: Paul White  
Chief Engineer: W. B. Kelly  
Owners of: WIEL, Elizabethtown.

**WMTL—Leitchfield—1959**

Frequency: 1580 Kc. Power: 250 Watts  
Owned By: Rough River Bcstg. Co.  
Address: 121 East Main St.  
Tel.: 351  
Independent  
Station Rep.: Kentucky Radio Sales  
President, Gen. Mgr.: James Shacklette  
Comm. Prom. Mgr.: Ann Pile  
Chief Engineer: W. Hugh Garner

**WBLG—Lexington—1946**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By: Lexington Bcstg. Corp.  
Address: 134 N. Limestone St.  
Tel.: 3-0433  
ABC-KBS  
Representative: Meeker  
Pres., Gen. Mgr.: Roy B. White, Jr.  
Commercial Mgr.: Jim Tomblin  
Program Director: Robert Barton  
Chief Engineer: James Patrick

**WLAP—Lexington—1922**

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Thoroughbred Bcstg. Co., Inc.  
Business-Studio Address: 177 N. Upper St.  
Tel.: 3-2727  
MBS  
Representative: John E. Pearson  
President, Gen. Mgr.: William R. Sweeney  
Program Director: Nick Clooney  
Chief Engineer: Robert Jones

**WVLK—Lexington—1947**

Freq.: 590 Kc. Power: 5000 Wts. d., 1000 n.  
Owned-Oper. By: Bluegrass Bcstg. Co., Inc.  
Address: Phoenix Hotel  
Tel.: 4-6470  
MBS  
Representative: Hollingbery  
General Mgr.: Ted Grizzard  
Commercial Manager: George T. Webb  
Chief Engineer: Paul Dunbar

**WFTG—London—1955**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: London Broadcasting Co.  
Address: Box 333  
Tel.: Volunteer 4-2148  
Independent  
Sta. Representative: Hopewell  
Pres., Gen., Sta. Mgr.: Elmo Mills  
Chief Engineer: Russell Henson

**WAKY—Louisville—1936**

Frequency: 790 Kc. Power: 5000 d. 1000 n.  
Owned-Operated By: McLendon Corp.

Bus.-Studio Address: Ky. Home Life Bldg.  
Tel.: JU 7-8871  
Independent  
Representative: Blair  
President: Gordon B. McLendon  
Gen. Mgr.: Jack Lee  
Chief Engineer: G. Callison

**WAVE—Louisville—1933**

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By: WAVE, Inc.  
Business Address: 725 S. Floyd  
Tel.: JU 5-2201  
NBC  
Rep.: NBC Spot Sales  
President: George W. Norton, Jr.  
General Mgr.: Nathan Lord  
Commercial Manager: Woodford Dulaney Jr.  
Program, Sales Prom. Mgr.: James Caldwell  
Chief Engineer: Wilbur Hudson  
Owners of: WAVE-TV; WFIE-TV, Evansville.

**WHAS—Louisville—1922**

Frequency: 840 Kc. Power: 50,000 Watts  
Owned-Oper. By: WHAS, Inc.  
Address: 525 W. Broadway  
Tel.: JU 5-2211  
CBS  
Newspaper Affil.: Courier-Journal, Times  
Representative: Henry I. Christal Co.  
Director: Victor A. Sholis  
Sales Director: John M. Fouts  
Program Director: George Walsh  
Sales Prom., Publicity Dir.: William F. Leader  
Chief Engineer: Orin Townner

**WINN—Louisville—1940**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: WINN Bcstg. Corp.  
Bus.-Studio Address: 409 Speed Bldg.  
Tel.: JU 5-5148  
Independent  
Sta. Representative: McGavren  
Pres., Gen. Mgr.: Glen A. Harmon  
Comm. Mgr.: James Nathan  
Chief Engineer: Melvin Scarsdale

**WKLO—Louisville—1946**

Freq.: 1080 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Mid-America Bcstg. Corp.  
Address: 2000 Commonwealth Bldg.  
Tel.: JU 3-4441  
Independent  
News, Affil.: Lanchester (Ohio) Eagle-Gazette  
Representative: Robt. Eastman  
President: Charles Sawyer  
Exec. Vice President: J. P. Williams  
V. P., General Manager: William H. Spencer  
Commercial Manager: William Perry  
Sales Prom. Mgr.: Herman S. Hymson  
Publicity Director: Roberta Scott Bunnell  
Program Dir.: Barney Groven  
Chief Engineer: William H. Faulkner  
Owners of: WING, Dayton; WCOL, Columbus;  
WIZE, Springfield; WEZI-TV, Louisville.

**WKYW—Louisville—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Radio Kentucky, Inc.  
Address: 310 W. Liberty St.  
Tel.: JU 3-4811  
Independent



## KENTUCKY

Sta. Representative.....Broadcast Time Sales  
Pres., Gen. Mgr.....F. Eugene Sandford  
VP., Oper. Mgr.....E. Halsey Sandford  
V. P. Sales.....Jay Thomson  
Program Director.....Stan Merchant

### WLOU—Louisville—1948

Frequency: 1350 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Rounsaville Radio Stations  
Business-Studio Address.....2549 S. Third St.  
Tel.: ME 7-6531.....Independent  
President.....Robert W. Rounsaville  
General Mgr.....E. F. Shadburne  
Station Manager.....George Corwin  
Chief Engineer.....Steve Dawson  
Owners of: WCIN, Cincinnati; WMBM, Miami  
Beach; WTMP, Tampa; WVOL, Nashville;  
WVLD, New Orleans; KRZY, Dallas.

### WTMT—Louisville—1958

Frequency: 620 Kc.....Power: 500 Watts  
Owned By.....Jefferson Bdcstg. Co. Inc.  
Business Address.....1300 S. 4th St.  
Tel.: MELrose 7-2527.....MBS  
President.....P. Brown, Jr.  
General Mgr.....V. Groven  
Chief Engineer.....Theodore E. Jones

### WFMW—Madisonville—1949

Frequency: 730 Kc.....Power: 250 Watts d.  
Owned By.....Messenger Bdcstg. Co., Inc.  
Address.....Box 351  
Tel.: TA 1-4096.....KBS-MBS  
Newspaper Affiliation.....Messenger  
Station Rep.....Kentucky Radio Sales  
President.....Edgar Arnold, Sr.  
Gen., Sta. Manager.....H. W. Wells  
Comm. Mgr.....Elmer L. Kelley, Jr.  
Program Director.....M. Parr  
Chief Eng.....Charles Lee

### WTTL—Madisonville—1956

Frequency: 1310 Kc.....Power: 500 Watts, d.  
Owned.....Hopkins County Bcstrs.  
Business Address.....111 S. Main St.  
Tel.: TAYlor 1-7420.....ABC  
General Mgr., Chief Eng.....Conway Smith  
Commercial Manager.....Jerry McKonly

### WWXL—Manchester—1956

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned.....Wilderness Rd. Bcstg. Co.  
Address.....P.O. Box 368  
Tel.: LY 8-4694.....KBS  
President.....J. L. Tighe  
Gen., Sta. Mgr.....Roy A. Redmond  
Chief Engineer.....Robert Banks

### WNGO—Mayfield—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....West Ky. Bcstg. Co.  
Business Address.....Paducah Rd.; Box 431  
Tel.: 1597.....KBS  
Representative.....Indie Sales  
President.....Mose Bohn  
Gen., Sta. Mgr.....Charles W. Stratton

Commercial Manager.....Hugh Seavels  
Program Director.....Sam Gilkey  
Chief Engineer.....Joe Hargrove

### WFTM—Maysville—1947

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....Standard Tobacco Co.  
Bus. Address.....626 Forest Ave.  
Tel.: LOgan 4-3361.....KBS  
President.....Charles P. Clarke  
General Manager.....John W. Betts  
Station Rep.....Kentucky Radio Sales  
Station Manager.....Roy A. Redmond  
Comm. Prom. Mgr.....Herbert Williams  
Program Director.....Charles D. Boyd  
Chief Engineer.....Harold Sagraves

### WMIK—Middlesboro—1948

Frequency: 560 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Cumberland Gap Bcstg.  
Address.....N. 19th St. Extension  
Tel.: 980.....KBS  
Newspaper Affil.....Citizens News Co.  
President.....U. G. Brummett  
Gen. Mgr.....Maurice K. Henry  
Program Director.....Bill Baker  
Chief Engineer.....Frank Folsom, Jr.

### WFLW—Monticello—1955

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Wolf Creek Bcstg. Co.  
Address.....Box 36  
Tel.: FILLmore 8-3166.....KBS  
Station Manager.....Fred A. Staples

### WMOR—Morehead—1955

Frequency: 1330 Kc.....Power: 1000 Watts, d.  
Owned & Operated By.....Morehead Bcstg. Co.  
Business Address.....Main St.  
Tel.: STATE 4-5206.....KBS  
President.....J. Earl McBrayer  
General Manager.....W. M. Whitaker  
Chief Eng.....Earl S. Young

### WMST—Mt. Sterling—1957

Frequency: 1150 Kc.....Power: 500 Watts  
Owned By.....Mt. Sterling Broadcasting Co.  
Business Address.....34 Broadway  
Tel.: 1150.....KBS  
Station Representative.....Geo. T. Hopewell  
President.....Jack Reynolds  
General Manager.....Bob Doll  
Program Director.....Albert Richardson  
Publicity Director.....Russell Drake

### WLOC—Munfordville—1956

Frequency: 1150 Kc.....Power: 1 Kw., d.  
Owned By.....S. Central Ky. Bcstg. Corp.  
Address.....Munfordville  
Tel.: JA 4-4111.....Independent  
Station Rep.....Kentucky Radio Sales  
President.....H. T. Parrott  
General, Sta. Manager.....Redman L. Turner  
Ch. Eng., Comm. Prom. Mgr.....W. H. Edwards  
Program Director.....Elizabeth Wilson

**WNBS—Murray—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Service Bcstg. Co.  
 Address... P. O. Box 548  
 Tel.: PLaza 3-3411... Independent  
 Representative... Dore  
 Pres., Sta. Mgr.... Charles Shuffet  
 Gen. Mgr., Ch. Engr.... C. H. Hulse

**WNKY—Neon—1956**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned... Letcher Bcstg. Corp.  
 Address... Main St.  
 Tel.: 7714... KBS  
 President... Dave L. Craft  
 Gen., Sta. Mgr.... W. E. May  
 Chief Engineer... Howard Williams

**WNOP—Newport—1948**

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Tri-City Bcstg. Co.  
 Business-Studio Address... 606 Monmouth St.  
 Tel.: JU 1-7100... Independent  
 President, Comm. Mgr.... James G. Lang  
 General Manager... Ann Rolfe Lang  
 Station, Program Mgr.... R. D. Nunn  
 Sales Prom. Mgr.... Ray L. Scott  
 Chief Engineer... Chas. Heltsheimer

**WOMI—Owensboro—1938**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Owensboro Bcstg. Co., Inc.  
 Address... Box 536  
 Tel.: MU 3-1558... CBS  
 Newspaper Affiliations... Messenger, Inquirer  
 Station Representative... Everett-McKinney  
 President... Lawrence W. Hager  
 General Manager... Hugh O. Potter  
 Assistant Manager... Marshall Bruner  
 Program Director... Cliffordean Potter  
 Chief Engineer... Harold I. Peters

**WVJS—Owensboro—1947**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By... Owensboro On The Air, Inc.  
 Address... Highway 60 West  
 Tel.: MU 3-3521... ABC  
 President... V. J. Steele  
 General Manager... Malcolm Greep  
 Commercial Manager... Parker Smith  
 Station Program Dir.... Earl Fisher  
 Asst. Program Dir.... Jim Orten  
 Publicity Dir.... Ruth Steele  
 Chief Engineer... Earl Jagoe

**WDXR—Paducah—1957**

Frequency: 1560 Kc. Power: 1 Kw.  
 Owned By... E. W. McKinney-Smith  
 Address... Hotel Irvin Cobb  
 Tel.: 443-1737... NBC  
 Station Rep.... Grant Webb  
 President, Gen. Mgr.... E. W. McKinney-Smith  
 Comm., Sta. Mgr.... Sarah McKinney-Smith  
 Chief Engineer... Donald G. Brown

**WKYB—Paducah—1946**

Freq.: 570 Kc. Power: 1 Kw. d., 500 Wts., n.  
 Owned-Oper. By... Barrington Co. of Ky.  
 Address... 526 Kentucky Ave.  
 Tel.: 2-1678... MBS  
 Representative... Bolling  
 Pres.... Bruce Barrington  
 General Mgr.... Richard B. Friend  
 Comm. Sta. Mgr.... Jim M. Page  
 Ch. Eng.... Tom Summers

**WPAD—Paducah—1930**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Paducah Bdcstg. Co., Inc.  
 Address... Taylor Bldg.  
 Tel.: 2-8231... CBS  
 Sta. Representative... Bernard Howard  
 President, Gen. Mgr.... Pierce E. Lackey  
 Station, Program Dir.... Robert P. Joseph  
 Publicity Dir.... Bonnie Jarrett  
 Chief Engineer... U. C. Morris

**WSIP—Paintsville—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Big Sandy Bcstg. Co.  
 Address... 121 Main St.  
 Tel.: 1196... MBS-KBS  
 Station Rep.... Ky. Radio Sales  
 General Mgr.... P. Fyffe  
 Program Dir.... Bill Barker  
 Chief Engineer... Richard Conley

**WKLX—Paris—1955**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned & Operated By... Paris Bcstg. Co.  
 Address... Box 141  
 Tel.: 1440... KBS  
 Sta. Reps... Continental, Kentucky Radio Sales  
 Pres., Gen. Mgr.... C. W. Krause  
 Comm. Sta. Mgr.... Jim Withrow  
 Program, Prom. Director... D. L. Krause  
 Chief Engineer... James L. Thompson

**WLSI—Pikeville—1949**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Cumberland Pub. Co.  
 Address... Mayo Trail  
 Tel.: General 7-7323... Independent  
 Newspaper Affiliation... Pike County News  
 President... Mrs. W. J. Ward, Jr.  
 General, Comm. Mgr.... Roy E. Alexander  
 Chief Engineer... Lawson Paxton

**WPKE—Pikeville—1949**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By... W. Whitaker & B. Pierce  
 Address... Pikeville, Ky.  
 Tel.: General 7-4051... MBS-KBS  
 Station Rep... Continental  
 President... South Whitt  
 Program Director... Dorothy H. Robinson  
 Commercial Manager... H. G. Sturgill  
 Chief Engineer... James K. Hoskins

## KENTUCKY

### WMLF—Pineville—1957

Frequency: 1230 Kc. Power: 250 Watts  
Owned By..... Ken-Te-Va Bcstg. Co.  
Address..... P.O. Box 26  
Tel.: ED 7-2100..... Independent  
Representative..... Continental; Ky-Radio Sales  
General Manager..... South C. Bevins  
Asst. Station Manager..... Walter Powell  
Chief Engineer..... Hubert Turner  
Owners of: WOVE, Welch; WIRV, Irvine.

### WDOC—Prestonsburg—1957

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned By..... Gordon Collins  
Address..... Prestonsburg  
Tel.: TU 6-2338..... Independent  
President, Gen. Mgr..... Gordon Collins  
Commercial Manager..... Henry Gilbert  
Program Director..... Don Miller  
Sales Prom. Manager..... Larry Vonhooze  
Publicity Director..... Eva E. Collins  
Chief Engineer..... Doc Harmon

### WPRT—Prestonsburg—1952

Frequency: 960 Kc. Power: 1000 Watts, d.  
Owned By..... Ky. Mountain Bcstg. Co.  
Address..... South Lake Drive  
Tel.: 2050..... KBS  
President..... D. C. Stephens  
General Mgr..... Dora S. Stephens  
Station Mgr..... David L. Stephens  
Commercial Mgr..... Clarence Robinson, Jr.  
Program, Chief Eng..... Walter E. May

### WPKY—Princeton—1950

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned/Operated By..... Princeton Bcstg. Co.  
Address..... Dawson Rd.  
Tel.: 2072..... KBS  
Gen. Mgr., Chief Eng..... Leslie Goodaker  
Comm. Mgr..... Ellis Burnam  
Sales Prom. Mgr..... Wilburn Wilson  
Program Dir..... Twyman Boren

### WRVK—Renfro Valley—1956

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned..... Renfro Valley Bcstrs., Inc.  
Address..... Renfro Valley  
Tel.: Renfro Valley..... Independent  
Representative..... Kentucky Radio Sales  
President..... J. Lair  
V.P., Gen. Mgr..... Tom Hargis  
Comm. Mgr..... Benton Stokes

### WEKY—Richmond—1953

Frequency: 1340 Kc. Power: 250 Watts  
Owned..... Tinker, Inc.  
Address..... McKee Bldg.  
Tel.: 1340..... MBS-KBS  
General Manager..... C. R. Barnette  
Chief Engineer..... John D. Jennings, Jr.

### WRUS—Russellville—1953

Frequency: 610 Kc. Power: 500 Watts d.  
Owned-Oper. By..... So. Kentucky Bcstrs.

Address..... P. O. Box 110  
Tel.: Parkview 6-2471..... KBS  
Station Representative..... Bolles  
President..... Roth E. Hook  
Gen., Comm. Mgr..... Woodrow P. Sosh  
Program Director..... Don Neagle  
Sales Prom. Mgr..... Mrs. Jo Davis  
Chief Engineer..... Andy Rector

### WLCK—Scottsville—1958

Frequency: 1250 Kc. Power: 500 Watts, d.  
Owned By..... State Line Bcstg. Co.  
Address..... 217½ W. Main St.  
Tel.: 237-3148..... KBS  
Station Rep..... Kentucky Radio Sales  
President..... R. L. Turner  
General Mgr..... Bobby Colvin  
Commercial Mgr..... Marvin J. Nafus  
Chief Engineer..... Eugene Harston

### WTLO—Somerset—1958

Frequency: 1480 Kc. Power: 1 Watt d.  
Owned By..... Pulaski Bcstg. Corp.  
Address..... P.O. Box 443  
Tel.: 678-8151..... Independent  
President, Gen. Mgr..... O. Gowen  
Commercial Mgr..... H. Edwards  
Program Director..... Bill Mardis  
Chief Engineer..... B. Thompson

### WSFC—Somerset—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Southeastern Bcstg. Co.  
Address..... Hwy. 1247  
Tel.: 678-5151..... MBS-KBS  
Representative..... Ky. Radio Sales  
Pres., Gen. Mgr..... Mike Layman  
Commercial Manager..... Donald Orwin  
Chief Engineer..... Robert L. Shoopman

### WTKY—Tompkinsville—1960

Frequency: 1370 Kc. Power: 1 Kw.  
Owned By..... WMCV, Inc.  
Address..... P. O. Box 434  
Tel.: Tompkinsville..... Independent  
President..... W. C. Clark  
Vice-President, Sta. Mgr., Prog. Dir..... J. Clark  
Sales Manager..... L. Agers

### WKKS—Vanceburg—1958

Frequency: 1570 Kc. Power: 250 Watts  
Owned By..... Karl Kegley  
Address..... 1106 Fairlane Drive  
Tel.: SWift 6-3411..... Independent  
Station Reps..... Continental; Ky. Radio Sales  
President, Owner..... Karl Kegley  
Station, Comm. Mgr..... Roger Keller  
Chief Engineer..... Jesse Stamm

### WMTC—Vancleve—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Kentucky Mt. Holiness Assn.  
Bus.-Studio Address..... Vancleve

## KENTUCKY-LOUISIANA

Tel.: Normandy 6-5006.....Independent  
**Representative** ..... Continental  
**President** ..... Dr. Lela G. McConnell  
**General, Comm. Mgr.** ..... Wilfred Fisher  
**Chief Engineer** ..... Kenneth Amspauigh

### WTCW—Whitesburg—1953

Frequency: 920 Kc.....Power: 1000 Watts d.  
**Owned-Oper. By** ..... Folkways Bcstg. Co., Inc.  
**Address** ..... Whitesburg  
**Tel.**: 2711 ..... Independent  
**President, Gen. Mgr.** ..... Donald F. Crosthwaite  
**Commercial Manager** ..... Hu Allen  
**Program, Publicity Dir.** ..... Hazel A. Yontz  
**Chief Engineer** ..... Joe W. Goode

### WEZJ—Williamsburg—1959

Frequency: 1440 Kc.....Power: 500 Watts d.

**Owned By** ..... Whitley County Bcstg. Co.  
**Address** ..... 107 S. 4th St.  
**Tel.**: 6125 ..... Independent  
**President** ..... Leo Buck  
**General, Comm. Mgr.** ..... J. H. Reynolds  
**Chief Engineer** ..... B. Collier

### WWKY—Winchester—1954

Frequency: 1380 Kc.....Power: 1000 Watts d.  
**Owner** ..... Donald J. Horton  
**Address** ..... P. O. Box 535  
**Tel.**: Pioneer 4-2864 ..... Independent  
**Sta. Representative** ..... Ohio Sta. Reps.  
**President** ..... Claude Sullivan  
**General, Sta. Mgr.** ..... Gerald J. Cashman  
**Commercial Manager** ..... John T. Sayre  
**Sales Prom. Mgr.** ..... Jay Watters  
**Program Director** ..... Herman Kelly  
**Chief Engineer** ..... Tommy Bratton

Pop.: 3,280,500  
 Families: 927,500

## Louisiana

Radio Homes: 900,500  
 AM Stas. in State: 77

### KROF—Abbeville—1948

Frequency: 960 Kc.....Power: 1000 Watts d.  
**Owned-Oper. By** ..... Abbeville Bcstg. Serv. Inc.  
**Address** ..... P. O. Box 820  
**Tel.**: TW 3-2531 ..... Independent  
**President** ..... H. Frenzel Pere  
**General Manager** ..... George P. Martin

### KALB—Alexandria—1935

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.  
**Owned-Oper. By** Alexandria Bdcstg. Co., Inc.  
**Address** ..... 601 Washington St.  
**Tel.**: Hillcrest 3-2543 ..... ABC  
**Representative** ..... Weed  
**Owner** ..... T. B. Lanford  
**Gen. Manager** ..... Walter D. Melson  
**Station, Comm. Mgr.** ..... Alec Marchand  
**Program Dir.** ..... Jim Gaines  
**Chief Engineer** ..... Gene Miller

### KDBS—Alexandria—1953

Frequency: 1410 Kc.....Power: 1 Kw.  
**Owned** ..... Dixie Bcstg. Ser.  
**Address** ..... 1515 Jackson St.  
**Tel.**: Hillcrest 3-7454 ..... Independent  
**President, Gen. Mgr.** ..... Irving Ward-Steinman  
**Station Manager** ..... William G. Lynch  
**Local Commercial Mgr.** ..... Chris Alexander  
**Production Manager** ..... Wayne Whisenhunt  
**Sales Prom. Mgr.** ..... J. A. Lazarone  
**Chief Engineer** ..... Henry J. Lazarone

### KSYL—Alexandria—1947

Frequency: 970 Kc.....Power: 1000 Watts  
**Owned-Oper. By** ..... KSYL, Inc.  
**Address** ..... Box 1489  
**Tel.**: Hillcrest 2-6611 ..... NBC  
**Rep.** ..... McKinney, Clarke, Brown  
**Pres., Comm. Mgr.** ..... Milton Fox  
**Gen., Sta. Mgr.** ..... Sylvan Fox  
**Chief Engineer** ..... Leonard Dupree

### WABL—Amite—1955

Frequency: 1570 Kc.....Power: 500 Watts, d.  
**Owned-Oper. By** ..... Amite Broadcasting Co.  
**Address** ..... P.O. Box 787  
**Tel.**: 8385 ..... Independent  
**Station, Sales Prom. Mgr.** ..... C. W. Fitz  
**Publicity, Program Dir.** ..... Bruce Mile  
**Chief Engineer** ..... Ben Bickham

### KTRY—Bastrop—1948

Frequency: 730 Kc.....Power: 250 Watts d.  
**Owned-Oper. By** ..... Paul R. Schilling  
**Address** ..... Louisiana Motor Hotel  
**Tel.**: 1400 ..... KBS  
**President, Gen. Mgr.** ..... P. R. Schilling  
**Chief Engineer** ..... Hugh Smith

### KVOB—Bastrop—1957

Frequency: 1340 Kc.....Power: 250 Watts  
**Owned By** ..... Bastrop Bcstg. Co. Inc.  
**Address** ..... Box 1340  
**Tel.**: 1340 ..... Independent  
**President** ..... G. H. Goodwin

### WAIL—Baton Rouge—1957

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.  
**Owned-Oper. By** ..... Merchants Bcstrs.  
**Address** ..... 3150 College Dr.  
**Tel.**: Dickens 4-5275 ..... Independent  
**Station Representative** ..... John E. Pearson  
**Pres., Gen. Mgr.** ..... Ralph L. Burge  
**Commercial Manager** ..... Harold G. Herthum  
**Program Dir.** ..... C. Arnold  
**Chief Engineer** ..... Ed Van Valkenburg

### WIBR—Baton Rouge—1948

Frequency: 1300 Kc.....Power: 1000 Watts  
**Owned-Oper. By** ..... Community Bcstg. Co.  
**Address** ..... P. O. Box 1226

## LOUISIANA

Tel.: DI 8-6716 ..... Independent  
Station Representative ..... Forjoe  
President, Gen. Mgr. .... Robert Earle  
Prog. Dir. .... Bernard Zuccaro  
Comm. Mgr. .... Olas Olsen  
Asst. Mgr., Pub. Dir. .... Scott W. Erwin  
Chief Engineer ..... Herb Coussou

### WJBO—Baton Rouge—1934

Frequency: 1150 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Baton Rouge Bcstg. Co., Inc.  
Business-Studio Address ..... 444 Florida St.  
Tel.: DI 2-5271 ..... NBC  
News, Affil. .... State Times, Morning Advocate  
Sta. Representative ..... Geo. P. Hollingbery  
President ..... Douglas L. Manshlp  
Gen. Mgr. .... Mort Silverman  
Commercial Mgr. .... Roger S. Davison  
Program Coordinator ..... Ken Winstanley  
Chief Engineer ..... Leonard Benson  
Owners of: WBRZ, Baton Rouge.

### WLCS—Baton Rouge—1946

Frequency: 910 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... Air Waves, Inc.  
Business Address ..... 204 North St.  
Tel.: DI 2-4411 ..... Independent  
Representative ..... Masla  
Gen. Manager ..... Lamar Simmons  
Comm. Mgr. .... T. A. LeBlanc  
Chief Eng. .... Eugene Howell

### WXOK—Baton Rouge—1952

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... WXOK, Inc.  
Address ..... 243 Convention St.  
Tel.: DI 4-7604 ..... Independent  
Representative ..... Bernard Howard  
President ..... Jules Paglin  
General Manager ..... S. Ray, Jr.  
Station Manager ..... Thomas L. McGuire  
Chief Engineer ..... Thomas W. Wood

### WYNK—Baton Rouge—1956

Frequency: 1380 Kc. .... Power: 500 Watts, d.  
Owned By. .... Vox, Inc.  
Address ..... 820 Commerce Bldg.  
Tel.: Dickens 3-6606 ..... ABC, KBS  
Vice Pres., Gen. Mgr. .... Joe Keown  
Commercial Manager ..... Tinny David  
Program Director ..... Donald Sharp  
Sales Prom. Mgr. .... Carroll Scott  
Publicity Director ..... Ida Mae Payne  
Chief Engineer ..... Lewis Goode

### WIKC—Bogalusa—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Curt Siegelin  
Business Address ..... P. O. Box 811  
Tel.: RRepublic 5-1355 ..... MBS, KBS  
President ..... Curt Siegelin  
Gen., Sta. Mgr. .... John H. Knight  
Program Director ..... Bill Siegelin  
Chief Engineer ..... Bill Morris

### WARB—Covington—1953

Frequency: 730 Kc. .... Power: 250 Watts d.  
Owned-Operated By. .... WARB, Inc.  
Address ..... Box 568  
Tel.: 1600 ..... KBS  
President ..... David C. Blossman  
Gen. Mgr., Ch. Eng. .... J. R. Webb

### KSIG—Crowley—1947

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... KSIG Bcstg Co., Inc.  
Bus.-Studio Address ..... 320 N. Parkerson Ave.  
Tel.: 1450 ..... MBS-KBS  
Representative ..... T. F. Clark  
President ..... Hirsch Scholl  
General Manager ..... Louis M. Basso  
Sales Prom. Mgr. .... Gene Griffin  
Program Director ..... Bill Williams  
Chief Engineer ..... Fred Hebert

### WLBI—Denham Springs—1959

Frequency: 1220 Kc. .... Power: 250 Watts  
Owned By. .... Avoyelles Bcstg. Corp.  
Address ..... P. O. Box 68  
Tel.: NO 5-5155 ..... KBS  
President ..... W. L. Billups  
Station Manager ..... Gerald Fannaly  
Program Director ..... Bradley Guarine  
Chief Engineer ..... Pat Newberg  
Owners of: KAPB, Marksville.

### KDLA—DeRidder—1950

Frequency: 1010 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Sabine Broadcasting Co.  
Address ..... Washington at First St.  
Tel.: 7600 ..... KBS  
President ..... Cyril W. Reddoch  
General Manager ..... Ralph L. Hooks  
Ch. Eng., Commercial Mgr. .... Wayne L. Sanders  
Sales Prom. Mgr. .... Winsett Reddoch

### KEUN—Eunice—1952

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Iri-Parish Bcstg. Co.  
Address ..... Box 511  
Tel.: GL 7-3041 ..... MBS-KBS  
President ..... Vincent Rehil  
Gen., Sta. Mgr. .... John Plache  
Program, Publicity Dir. .... Karl R. DeRoven  
Chief Engineer ..... John Fuselier

### KFNV—Ferriday—1956

Frequency: 1600 Kc. .... Power: 1 Kw., d.  
Owned ..... Miss-Lou Bcstg. Co.  
Address ..... 120 Louisiana Ave.  
Tel.: 7200 ..... Independent  
President, General Mgr. .... George W. Wilson  
Commercial Program Mgr. .... L. Boyd  
Publicity, Chief Engineer ..... Bob Wilson

### KLFT—Golden Meadow—1955

Frequency: 1600 Kc. .... Power: 1000 W. d.  
Owned-Operated By. .... KLFT Radio, Inc.  
Address ..... 1614 South Bayou Drive  
Tel.: GRGreenfield 5-5165 ..... KBS



President, General Mgr. . . . . Leo J. Theriot  
 Commercial Manager . . . . . Bob Curole  
 Station Manager . . . . . Jerry Chatagniek  
 Sales Prom. Mgr. . . . . Miss Eula M. Duet  
 Program Director . . . . . Roy Vicknair Jr.  
 Chief Engineer . . . . . George Roundtree Jr.

**WFPR—Hammond—1947**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Airweb, Inc.  
 Business-Studio Address . . . . . Box 432  
 Tel.: 960-3589 . . . . . KBS  
 Pres., Gen. Mgr. . . . . John A. Chauvin  
 Commercial Manager . . . . . 'Foots' McCrory  
 Chief Engineer . . . . . Charles Herman

**KLUV—Haynesville—1956**

Frequency: 1580 Kc. . . . . Power: 250 Watts, d.  
 Owned By . . . . . Haynesville Bcstg. Co.  
 Address . . . . . Waters St.  
 Tel.: 505 . . . . . KBS  
 Station Rep. . . . . Hopewell  
 President, Gen. Mgr. . . . . Frederick A. W. Davis  
 Station, Program Mgr. . . . . William R. Dunaway  
 Comm. Prom. Manager . . . . . Shelby Haynig  
 Chief Engineer . . . . . A. T. Moore  
 Owners of: KASO, Minden; WGLC, Centerville.

**KVHL—Homer—1955**

Frequency: 1320 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . Claiborne Bcstg. Corp.  
 Address . . . . . Box 97  
 Tel.: 3804 . . . . . KBS  
 President . . . . . Tom Deas  
 General Mgr., Ch. Eng. . . . . Colon Johnston

**KCIL—Houma—1946**

Freq.: 1490 Kc. . . . . Power: 1 Kw. d., 250 W. n.  
 Owned . . . . . KCIL, Inc.  
 Business Address . . . . . Fahey St.  
 Tel.: 2-6828 . . . . . Independent  
 Station Representative . . . . . Indie Sales  
 President . . . . . Denver T. Brannen  
 General, Prom. Mgr. . . . . Les Ryder  
 Station, Commercial Mgr. . . . . L. H. Thesmar  
 Program Director . . . . . Virginia Ryder  
 Chief Engineer . . . . . Bill Collins

**KJEF—Jennings—1950**

Frequency: 1290 Kc. . . . . Power: 1,000 Watts d.  
 Owned-Oper. By . . . . . Jennings Bcstg. Co., Inc.  
 Address . . . . . 1521 Lake Arthur Ave.  
 Tel.: 1155 . . . . . KBS  
 Pres., Gen. Mgr., C. Eng. . . . . Clovis L. Bailey  
 Comm. Mgr. . . . . Gerald Dugar

**KTOC—Jonesboro—1958**

Frequency: 920 Kc. . . . . Power: 1,000 Watts  
 Owned By . . . . . Jackson Parish Bcstrs.  
 Address . . . . . P. O. Box 550  
 Tel.: 4600 . . . . . KBS  
 Station, Comm. Mgr. . . . . A. H. Colvin Jr.  
 Program, Ch. Eng. . . . . T. L. Colvin Sr.

**KPEL—Lafayette—1957**

Freq.: 1420 Kc. . . . . Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By . . . . . Pelican Bcstg. Co.

Address . . . . . Box 3120  
 Tel.: CEnter 4-7418 . . . . . ABC  
 Sta. Reps. . . . . Bolles; Reilly; Tracy Moore  
 President . . . . . John Paul Goodwin  
 Gen., Sta. Mgr. . . . . William A. Patton  
 Comm. Manager . . . . . R. Herbert  
 Chief Engineer . . . . . John H. Shipp, Jr.

**KVOL—Lafayette—1935**

Frequency: 1330 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Evangeline Bcstg. Co., Inc.  
 Address . . . . . P. O. Box 3030  
 Tel.: CE 4-5151 . . . . . NBC  
 President . . . . . Morgan Murphy  
 General Manager . . . . . George H. Thomas  
 Station Mgr. . . . . E. H. Hughes  
 Comm. Mgr. . . . . Thomas G. Pears  
 Chief Engineer . . . . . Adrian Martin

**KAOK—Lake Charles—1947**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KAOK, Inc.  
 Address . . . . . P. O. Box S  
 Tel.: HE 6-7544 . . . . . Independent  
 Station Rep. . . . . Bernard Howard  
 President . . . . . J. J. Paglin  
 General, Station Mgr. . . . . Roy K. Rhodes  
 Chief Engineer . . . . . Walter Vones

**KLou—Lake Charles—1947**

Frequency: 1580 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Dixie Broadcasters, Inc.  
 Bus. Studio Address . . . . . 1600 Harless St.  
 Tel.: HE 6-7277 . . . . . MBS  
 Station Rep. . . . . United Spot Sales  
 President, Gen. Mgr. . . . . Albert D. Johnson  
 Comm. Prom. Mgr. . . . . Elmo Stine  
 Program, Publicity Director . . . . . Johnny Jano  
 Chief Engineer . . . . . David Wilson

**KPLC—Lake Charles—1935**

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Calcasieu Bcstg. Co.  
 Address . . . . . Calcasieu Hotel  
 Tel.: HE 9-2713 . . . . . NBC  
 Representative . . . . . Weed  
 General Mgr. . . . . Jim Toth  
 Commercial Mgr. . . . . R. M. White  
 Program Dir. . . . . A. B. Craft  
 Chief Eng. . . . . Edgar Barton

**KLPL—Lake Providence—1957**

Frequency: 1050 Kc. . . . . Power: 250 Watts, d.  
 Owned . . . . . Radio Service Co.  
 Address . . . . . Box 342  
 Tel.: 834 . . . . . KBS  
 Representative . . . . . Bogner & Martin  
 Presidents . . . . . E. McMurray & F. Baldwin  
 Sta., Comm. Mgr. . . . . Gene Underwood  
 Chief Engineer . . . . . P. Kuhn

**KLLA—Leesville—1956**

Frequency: 1570 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Leesville Broadcasting Co.  
 Address . . . . . P. O. Box 1323

# LOUISIANA

Tel.: 3403 .....KBS  
 Mgr. Partner, Gen. Mgr. ....I. Ward-Steinman  
 Commercial Mgr. ....Ed Marshall  
 Chief Engineer.....Henry J. Lazarone

Address ..... P. O. Box 889  
 Tel.: 9036.....KBS  
 President.....Warren J. Fortier  
 General Mgr.....P. A. Trim

## KDBC—Mansfield—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.  
 Owned.....DeSoto Bcstg. Corp.  
 Address ..... P. O. Box 740  
 Tel.: 1360 .....KBS  
 Gen., Comm. Mgr.....Arthur L. Greene  
 Chief Engineer.....Boyd E. Allinson

## KNOC—Natchitoches—1947

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Natchitoches Bcstg. Co.  
 Business-Studio Address.....720 Front St.  
 Tel.: 2353.....Independent  
 Station Representative.....Bob Dore  
 Pres., Gen. Mgr., Chief Eng..B. H. Bailey, Jr.  
 Sta., Comm. Mgr.....Norman A. Fletcher  
 Program Director.....Jim Elkins  
 Sales Prom. Manager.....Kevin Lynch

## KAPB—Marksville—1954

Frequency: 1370 Kc.....Power: 1000 Watts, d.  
 Owner.....Avoyelles Bcstg. Corp.  
 Address .....110 W. Mark St.  
 Tel.: 7206 .....KBS  
 President .....W. L. Billups  
 Chief Engineer.....Charlie Woodside

## KANE—New Iberia—1946

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....New Iberia Bcstg. Co.  
 Address .....104 W. St. Peter St.  
 Tel.: EMerson 9-6726.....Independent  
 General Mgr.....George H. Thomas  
 Sta. Mgr.....Donald Bonin  
 Commercial Manager.....Sherry A. Lopez  
 Program Director.....Dee Voorhies  
 Publicity Director.....Ken Nowell  
 Chief Engineer.....Joe Sikes

## KASO—Minden—1953

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Minden Bcstg. Co.  
 Address .....410 Lakeshore Drive  
 Tel.: FRanklin 7-1200.....KBS  
 Sta. Representative .....Hopewell  
 President.....Frederick A. W. Davis  
 General Sta. Mgr.....Jim Howell  
 Comm. Prom. Mgr.....Bill Robinson  
 Program, Publicity Mgr.....Bob Wicks  
 Chief Engineer.....Martin Kirsch Jr.  
 Owners of: KLVV, Haynesville; WSRV, Milton.

## KVIM—New Iberia—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Queen City Bcstg. Co.  
 Address ..... P. O. Box 50  
 Tel.: EMerson 4-5826.....Independent  
 General Manager.....John H. Coco  
 Chief Engineer.....Lloyd Bernard

## KLIC—Monroe—1950

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dr. Frank Cerniglia  
 Address .....626 Bernhardt Bldg.  
 Tel.: FAirfax 3-4617.....MBS-KBS  
 General Mgr.....Dr. Frank Cerniglia  
 Chief Engineer.....Joe Turbyfill

## WBOK—New Orleans—1951

Frequency: 800 Kc.....Power: 1000 W., d.  
 Owned-Oper. By.....OK Group  
 Address .....505 Baronne St.  
 Tel.: 525-5363.....Independent  
 Station Representative.....Bernard Howard  
 President.....Jules J. Paglin  
 V.P., Gen. Mgr.....Ed. Prendergast  
 Ex. Vice Pres.....Stanley W. Ray, Jr.  
 Commercial Manager.....Fred Schwarz  
 Program, Publicity Dir.....Rene Duffour  
 Chief Engineer.....John Hart  
 Owners of: WLOK-AM, Memphis; WGOK-AM, Mo-  
 bile; WXOK-AM, Baton Rouge; KAOK-AM, Lake  
 Charles; KYOK-AM, Houston.

## KMLB—Monroe—1930

Frequency: 1440 Kc...Power: 5000 d.: 1000 n.  
 Owned-Operated By.....WSTV, Inc.  
 Business Address .....Box 1723  
 Tel.: FAirfax 2-7161.....ABC, NBC  
 Representative .....Pearson  
 General Manager.....James Plaisance  
 Chief Engineer.....O. R. Morgan

## WDSU—New Orleans—1923

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDSU Bcstg. Corp.  
 Business Address .....520 Royal St.  
 Tel.: TU 4371.....NBC  
 Representative .....John Blair  
 President.....Edgar B. Stern  
 General Mgr.....A. Louis Read  
 Station Manager.....John F. Screen  
 Commercial Manager.....Harold Wheelahan  
 Production Manager.....Larry Wilson  
 Sales Prom. Mgr.....Stan Cohen  
 Operation Manager.....Stanley Holiday  
 Chief Eng.....Lindsay Riddle

## KNOE—Monroe—1944

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Operated By.....James A. Noe  
 Address .....Box 1742  
 Tel.: FA 2-8155.....Independent  
 Representative .....H-R Reps  
 President .....James A. Noe  
 General Manager.....B. Davis  
 Chief Engineer.....Ray Boyd

## KMRC—Morgan City—1954

Frequency: 1430 Kc.....Power: 500 Watts  
 Owned.....Tri-City Bcstg. Inc.

**WSMB—New Orleans—1925**

Frequency: 1350 Kc.....Power: 50 Kw  
 Owned.....WSMB, Inc.  
 Address.....Maison Blanche Bldg.  
 Tel.: MA 5921.....ABC  
 Representative.....Hollingbery  
 President.....John M. Shaheen  
 General Mgr.....John L. Vath  
 Chief Engineer.....Harold Nebe  
 Owners of: WFBL, Syracuse, N. Y.; KORL, Honolulu, Hawaii.

**WJMR—New Orleans—1945**

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Supreme Bcstg Co., Inc.  
 Address.....1500 Canal St.  
 Tel.: 529-3131.....MBS  
 Sta. Representative.....Weed  
 P. sident.....Chester Owens  
 Gen. Mgr., Ch. Eng.....George A. Mayoral  
 Program Dir.....Tom Abbott  
 Publicity Dir.....Carol Wattigney

**WJBW—New Orleans—1926**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio New Orleans, Inc.  
 Address.....637 Common St.  
 Tel.: Tulane 8265.....Independent  
 Station Representative.....Forjoe  
 President.....Sherwood J. Tarlow  
 VP., General Mgr.....Allan W. Roberts  
 Commercial Manager.....Norman Dulfour  
 Oper. Manager.....Bobby Vann  
 Program Director.....Allan Allknight  
 Sales Program Mgr.....Robert Sardina  
 Publicity Director.....Patsy McCabe  
 Chief Engineer.....Charlie Herman  
 Owners of: WHFL, Boston; WWOK, Charlotte; WARE, Ware; WLOB, Portland, Me.

**WNOE—New Orleans—1925**

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.  
 Owned-Operated By.....James A. Noe  
 Business-Studio Address.....St. Charles Hotel  
 Tel.: EX 2173.....Independent  
 Representative.....Avery-Knodel  
 President.....James A. Noe  
 Gen., Sta. Mgr.....James A. Noe, Jr.  
 Comm., Sales Prom. Mgr.....Cleve J. Brien  
 Program Director.....G. Mason  
 Chief Engineer.....A. J. Bourgeois

**WTIX—New Orleans—1951**

Frequency: 690 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Storz Broadcasting Co.  
 Address.....328 Chartres St.  
 Tel.: MA 3562.....Independent  
 Station Representative.....Eastman

**WSMB**  
 RADIO  
**DOMINATES!**



**NEW ORLEANS, LOUISIANA**

- AUTHENTIC NEWS COVERAGE
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

**FOUNDERS CORP.**

One of the Founder's groups of Stations, including KORL, Honolulu; WFBL, Syracuse, New York  
 WSMB, New Orleans, Louisiana.

# LOUISIANA

President ..... Todd Storz  
 V.P., General Mgr. .... Fred Berthelson  
 Program Dir. .... D. Braun  
 Chief Engineer ..... Carlos A. Schmid

## WWL—New Orleans—1922

Frequency: 870 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... Loyola U. of South  
 Address ..... Roosevelt Hotel  
 Tel.: JAcKson 5-2194 ..... CBS  
 Representative ..... Katz  
 President ..... Rev. Patrick J. Donnelly, S.J.  
 Sales Promotion Manager ..... Ray Eberhardt  
 Program Director ..... William T. Romaine  
 Publicity Director ..... Morris Trahan  
 Chief Engineer ..... J. D. Bloom  
 Owners of: WWL-TV.

## WWOM—New Orleans—1958

Frequency: 600 Kc. .... Power: 1 Watt d.  
 Owned By ..... Franklin Bcstg. Co.  
 Address ..... 614 N. Rampart St.  
 Tel.: AUdubon 4424 ..... Independent  
 General Mgr. .... D. Wagenvoort  
 Sales Mgr. .... Mike Verges

## WYLD—New Orleans—1951

Frequency: 940 Kc. .... Power: 1 Wt. d. 500 n.  
 Owned By ..... Rounsaville of N.O. Inc.  
 Address ..... 2906 Tulane Ave.  
 Tel.: 822—1945 ..... Independent  
 Sta. Reps. .... Pearson; Dora-Clayton  
 President ..... Robert W. Rounsaville  
 General Manager ..... W. Arthur Selley Jr.  
 Station Manager ..... John J. Revisore  
 Program Director ..... Robert D. Hudson  
 Sales Prom. Mgr. .... David R. Shaffer  
 Chief Engineer ..... Lee Caput  
 Owners of: WCIN, Cincinnati; WWOL, Nashville;  
 WMBM, Miami Beach; WLOU, Louisville;  
 WTMP, St. Petersburg; KRZY, Dallas.

## KREH—Oakdale—1953

Frequency: 900 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Louisiana Bcstg. Service  
 Address ..... P.O. Box 71  
 Tel.: 900 ..... KBS  
 General Manager ..... R. L. Hooks  
 Chief Engineer ..... L. Hargrove

## KWCL—Oak Grove—1958

Frequency: 1280 Kc. .... Power: 500 Watts, d.  
 Owned By ..... Carroll Bcstg. Co.  
 Address ..... South Jackson St.  
 Tel.: GArden 8-2389 ..... KBS  
 President ..... E. R. McCormick  
 General Mgr. .... M. McCormick  
 Station Mgr. .... Charles Farrell

## KSLO—Opelousas—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KSLO Bcstg. Co.  
 Address ..... P. O. Box 392  
 Tel.: 942—2633 ..... ABC  
 Representative ..... Sears & Ayer  
 General Mgr. .... W. Eugene Jones

Station Manager ..... Wandell Allegood  
 Program Director ..... Rita Valin  
 Chief Engineer ..... Don Murphy

## KRIH—Rayville—1957

Frequency: 990 Kc. .... Power: 250 Watts, d.  
 Owned By ..... John Touchstone  
 Address ..... Box 420  
 Tel.: 4855 ..... KBS  
 Gen. Mgr. .... H. T. Cumpton

## KRUS—Ruston—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Ruston Bcstg. Co.  
 Address ..... Box 533  
 Tel.: AL 5-2550 ..... KBS  
 Newspaper Affil. .... Leader  
 President ..... C. E. Faulk, Jr.  
 Gen. Manager ..... William Carter  
 Chief Engineer ..... C. P. Demaree

## KANB—Shreveport—1958

Frequency: 1300 Kc. .... Power: 1,000 Watts d.  
 Owned By ..... Kenwil, Inc.  
 Address ..... P. O. Box 7243  
 Tel.: 423—2668 ..... Independent  
 Sta. Reps. .... Wittig, Dora Clayton, Oakes  
 General Manager ..... Glenn V. Wilson  
 Commercial Manager ..... Brown E. Moore  
 Program Director ..... Doris Mae Wilson  
 Chief Engineer ..... A. Thomas Moore

## KBCL—Shreveport—1957

Frequency: 1220 Kc. .... Power: 250 Watts  
 Owned By ..... Kenwil, Inc.  
 Address ..... P.O. Box 727  
 Tel.: 3-1606 ..... Independent  
 Station Reps. .... Melville; Geo. T. Hopewell  
 President ..... C. Godfrey  
 General, Station Mgr. .... Joe Monroe  
 Chief Engineer ..... Joel E. Wharton

## KCIJ—Shreveport—1950

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Southwest Bcstrs. Inc.  
 Address ..... Box 197  
 Tel.: 424—0814 ..... KBS  
 Representative ..... Gill-Perna  
 President, Gen. Mgr. .... Bob Neal  
 Program Publicity Dir. .... E. V. Roberts  
 Chief Engineer ..... Benny Culbertson

## KEEL—Shreveport—1923

Frequency: 710 Kc. .... Power: 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By ..... Foster & Associates  
 Address ..... 1500 N. Market  
 Tel.: 425—8692 ..... Independent  
 Station Rep. .... John Blair  
 Pres. .... Gordon B. McLendon  
 General, Sta. Manager ..... Richard H. Wilcox  
 Comm. Prom. Mgr. .... Marie Gifford  
 Chief Engineer ..... Rudy Johnson  
 Owners of: KLIF, Dallas; KILT, Houston; KTS-A,  
 San Antonio; WAKY, Louisville; WYSL, Buf-  
 falo; KABL, San Francisco.

**KJOE—Shreveport—1954**

Frequency: 1480 Kc. Power: 1 Kw. d.  
Owned. Ray Armand Bcstg. Co  
Address. 529½ Crockett St.  
Tel.: 422-0732 MBS  
Station Representative. Charles Bernard Co.  
Owner, Gen. Mgr. Ray Armand Koviiz  
Chief Eng. N. L. Keys

**KOKA—Shreveport—1957**

Frequency: 980 Kc. Power: 5000 Watts d.  
Owned-Oper. By. John McLendon & Assoc.  
Business Address. P.O. Box 3605  
Tel.: 422-3122 Independent  
Sta. Rep. Pearson  
President, Gen. Mgr. John McLendon  
Station Manager. A. Evans

**KREB—Shreveport—1960**

Frequency: 1550 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By. Radio Shreveport  
Address. 311 Milam St.  
Tel.: 42-33681. Independent  
Station Representative. Hollingbery  
Station, Comm. Mgr. Sam Styles

**KRMD—Shreveport—1928**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By. T. B. Lanford  
Address. P. O. Box 1712  
Tel.: 323-6172 ABC  
Representative Weed  
President. T. B. Lanford  
General, Comm. Mgr. Thomas A. Gresham  
Program Director. Joseph H. Keith  
Chief Engineer. Dub Wilkinson  
Owners of: KALB-AM-TV-FM, Alexandria; KPLC-  
AM-TV, Lake Charles; WSLI, Jackson; WJTV,  
Jackson; KRMD-FM.

**KWKH—Shreveport—1925**

Frequency: 1130 Kc. Power: 50,000 Watts  
Owned-Operated By. International Bcstg. Corp.  
Address. P. O. Box 1387  
Tel.: 422-8711 Independent  
Newspaper Affiliation. Shreveport Times  
Representative. Christal Co.  
President. William H. Bronson  
Exec. V.P., Gen. Mgr. Henry B. Clay  
Commercial Manager. Jack Timmons  
Prom. Mgr., Pub. Dir. James T. Briggs  
Prog. Director. Frank Page  
Tech. Dir. W. E. Antony  
Chief Engineer. O. S. Droke

**KBSF—Springhill—1954**

Frequency: 1460 Kc. Power: 1000 Watts  
Owned. Springhill Broadcasting Co.  
Address. Box 597  
Tel.: LE 9-4616. KBS  
President. Roy M. Fish  
General Mgr. John K. Hill  
Chief Engineer. Robert Wainwright

**KIKS—Sulphur-Lake Charles  
1955**

Frequency: 1310 Kc. Power: 500 W. d.  
Owned-Operated By. Lake Bcstg. Co.  
Address. Box 190, Sulphur  
Tel.: Jackson 7-5266. Independent  
Sta. Representative. Paul Raymer  
General Manager. Dale D. Mahurin  
Station Manager. Cecil E. Bland, Jr.  
Commercial Manager. Carroll A. Wynn  
Program Director. Ray Brown  
Chief Engineer. Carl Doiron

**KTLD—Tallulah—1954**

Frequency: 1360 Kc. Power: 500 Watts  
Owned By. Howard E. Griffith  
Address. Box 1360  
Tel.: 1360. KBS  
General, Sta. Mgr. Howard E. Griffith

**KTIB—Thibodaux—1953**

Frequency: 630 Kc. Power: 500 W., d.  
Owner. Delta Bcstrs., Inc.  
Address. 701 W. 5th St.  
Tel.: Hillcrest 7-9006. Independent  
President. F. H. Block  
General Mgr. Ray Saadi  
Chief Engineer. Lee Martin

**KVPI—Ville Platte—1953**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Oper. By. Ville Platte Bcstg. Co.  
Address. Box 566  
Tel.: 5888. KBS  
President. Lionel B. Deville  
Gen., Comm. Mgr. Chris Duplechain  
Chief Engineer. J. L. Sylvester

**KUZN—West Monroe—1955**

Frequency: 1310 Kc. Power: 1 Kw.  
Owned. Griffith Electric Co.  
Address. 1515 N. 7th St.  
Tel.: FAirfax 2-1491. Independent  
Representative. Dore; Melville  
President, Chief Eng. Howard E. Griffith  
General, Comm. Mgr. Ollie Bales  
Program Director. Chuck Morgan  
Owners of: KTLB-AM, Tallulah.

**KEVL—White Castle—1955**

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Big League Bcstg. Co.  
Address. P. O. Box 418  
Tel.: 4683. KBS  
Owner. Chas. E. Schwing, Jr.  
General Mgr. L. Miller

**KVCL—Winnfield—1955**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By. Winn Bcstg. Co.  
Address. Box 548  
Tel.: 5822. KBS  
Gen. Mgr., Ch. Engr. Edward R. Hall



## LOUISIANA-MAINE

### KMAR—Winnesboro—1957

Frequency: 1570 Kc. Power: 500 Watts, d.  
Owned By... Franklin Bcstg. Co.  
Address... Box 312  
Tel.: Winnesboro 5141... Independent

Representative... Continental Radio Sales  
President... Buddy Martin  
Gen. Mgr... Si Willing  
Prog. Mgr... Buddy Martin  
Chief Engineer... C. Graves

Pop.: 975,000  
Families: 281,500

## Maine

Radio Homes: 278,000  
AM Stas. in State: 28

### WFAU—Augusta—1946

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 Wts. n.  
Owned-Oper. By... Twin City Bcstg. Co., Inc.  
Business Address... 160 Bangor St.  
Tel.: MAYfair 3-3878... Independent  
Station Reps... McGavren; Devney-O'Connell  
President... Faust Couture  
Gen., Sta. Mgr... Norman C. Gallant  
Commercial Manager... Richard McLennan  
Program, Prom. Mgr... Peter Kozich  
Publicity Director... Mona Toothaker  
Chief Engineer... Joseph Roy

### WRDO—Augusta—1932

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... WRDO, Inc.  
Address... 175 Water Street  
Tel.: MA 3-4735... NBC  
Representative... Weed  
President... William H. Rines  
Station Manager... Leslie R. Hubbley  
Chief Engineer... Harold T. Dinsmore

### WABI—Bangor—1924

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By... Community Bcstg. Service  
Business-Studio Address... 57 State St.  
Tel.: 6446... ABC  
Representative... Hollingbery, Kettell-Carter  
V.P., Gen. Mgr... Walter L. Dickson  
Sta. Program Dir... John F. MacRae  
Chief Engineer... Ed Winchester

### WGUY—Bangor—1947

Frequency: 1250 Kc. Power: 5000 Watts d.  
Owned-Operated By... Bangor Bcstg. Corp.  
Address... 26 Central St.  
Tel.: 7354... Independent  
Station Reps... Devney-O'Connell  
V.P., Gen. Mgr... Louis J. Borgatti  
Sta., Program Manager... Robert Dow  
Publicity Director... G. Linda Nason  
Chief Engineer... Paul Reynolds

### WLBZ—Bangor—1926

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By... Maine Bcstg. Co.  
Address... P.O. Box 921  
Tel.: BA 2-4656... NBC  
Station Representative... Weed  
President... William H. Rines  
Station Mgr... Edward E. Guernsey  
Chief Engineer... John H. Wibby

### WMMS—Bath—1957

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned By... Winslow T. Porter  
Address... 195 Front St.  
Tel.: HI 3-5542... Independent  
Pres., Gen. Sta. Mgr... Winslow T. Porter  
Commercial Mgr... E. Hawley  
Publicity Director... Lewis Colby  
Chief Engineer... Dr. Harry F. Hinckley

### WIDE—Biddeford—1948

Frequency: 1400 Kc. Power: 250 Watts  
Owned By... Biddeford-Saco Bcstg. Corp.  
Address... 126 Main St.  
Tel.: Atlantic 4-4566... Independent  
Station Representative... Walker-Rawalt  
Pres., Gen. Mgr... J. Alan Jasper  
V.P., Treasurer... M. Chester Ball  
Station Mgr... Howard B. Martin  
Commercial Manager... Franklin Fowler  
Program Director... Edward Horne  
Chief Engineer... Carl Snow

### WCME—Brunswick—1955

Frequency: 900 Kc. Power: 1,000 Watts  
Owned By... Westminster Bcstg. Co.  
Address... River Road  
Tel.: PA 5-5507... Independent  
Representative... Walker-Rawalt  
President, Program Dir... Roger H. Strawbridge  
Comm. Publicity Mgr... William N. McKeen  
Chief Engineer... Melville Whitcomb

### WQDY—Calais—1959

Frequency: 1230 Kc. Power: 250 Watts  
Owned By... St. Croix Bcstg. Co., Inc.  
Address... International Broadcast House  
Tel.: GLOBE 4-7545... Independent  
Sta. Rep... Hollingbery  
President, General Mgr... John H. Vendell Jr.  
V.P., Commercial Manager... John P. Foster  
Program Director... Daniel F. Hallingdale  
Chief Engineer... Dale Wing

### WFST—Caribou—1956

Frequency: 600 Kc. Power: 5 Kw., d.  
Owned... Northern Bcstg. Co.  
Address... Box 65  
Tel.: GYpsy 6-3731... Independent  
Sta. Reps... Devney-O'Connell, McGavren  
V.P., Gen. Sta. Mgr... Elby Stevens  
Commercial Mgr... Al Knight  
Program Director... Dick Meyer  
Chief Engineer... G. D. Johnson

**WDEA—Ellsworth—1958**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned By..... Coastal Broadcasting Co. Inc.  
 Address..... Christian Ridge Road  
 Tel.: NOrmandy 7-2523..... Independent  
 Station Representative..... Walker-Rowatt  
 President..... Milton C. Chapman  
 General Station Mgr..... Donald E. Knowles  
 Comm., Prom. Mgr..... Donald C. Graftam  
 Program, Publicity Dir..... William T. McCarthy  
 Chief Engineer..... Richard T. Laffin

**WKTJ—Farmington—1959**

Frequency: 1380 Kc. Power: 1,000 Watts  
 Owned By..... Franklin Broadcasting Corp.  
 Address..... P. O. Box 590  
 Tel.: Farmington 3000..... Independent  
 Station Rep..... Kettel-Carter  
 President, Gen. Mgr..... Elden H. Shute Jr.  
 Treasurer..... Gerald T. Higgins  
 Commercial Manager..... Harry K. Heustis  
 Program Director..... Richard W. Booth  
 Chief Engineer..... R. Dean Sequin

**WHOU—Houlton—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... N. Maine Bcstg. Corp.  
 Address..... 1340 North Rd.  
 Tel.: 2257..... NBC-ABC  
 Representative..... Webb  
 President, Gen. Mgr..... B. Esters

**WCOU—Lewiston—1938**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... Twin City Bcstg. Co., Inc.  
 Business-Studio Address..... 223 Lisbon St.  
 Tel.: STate 4-6921..... Independent  
 Sta. Reps..... Devney-O'Connell; McGavren  
 Pres., Pub. Dir..... Faust Couture  
 Gen., Sta. Mgr..... John C. Libby  
 Commercial Manager..... Oscar J. Normand  
 Program Director..... Janet Lavenger  
 Chief Engineer..... Carl P. Rounds  
 Owners of: WFAV, Augusta.

**WLAM—Lewiston—1947**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Lewiston-Auburn Bcstg. Corp.  
 Business-Studio Address..... 129 Lisbon St.  
 Tel.: ST 4-5401..... ABC  
 Sta. Reps..... Everett, McKinney; Kettel-Carter  
 Pres., Gen. Mgr..... F. Parker Hoy  
 Station Manager..... Harold Dutch  
 Comm. Prom. Mgr..... Romeo E. Sanscoucy  
 Program Director..... Robert D. Mowers  
 Publicity Director..... Frederick H. Gage  
 Chief Engineer..... Herbert Wiles

**WCSH—Portland—1925**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Maine Radio & TV Corp.  
 Business-Studio Address..... 157 High St.  
 Tel.: SP 2-0181..... NBC  
 Representative..... Weed  
 President..... William H. Rines

General Manager..... Jack S. Atwood  
 Sta., Comm. Mgr..... Benjamin A. Hubley  
 Program Director..... James E. Brunelle  
 Sales Prom. Manager..... Linwood T. Pitman  
 Publicity Director..... Janet Voorhis  
 Chief Engineer..... Charles R. Brown  
 Owners of: WCSH-TV.

**WGAN—Portland—1938**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Guy Gannett Bcstg. Services  
 Business-Studio Address..... 390 Congress St.  
 Tel.: SP 2-4661..... CBS  
 Newspaper Affil..... Gannett Publishing  
 Representative..... Avery-Knodel, Foster Creed  
 President..... Jean Gannett Williams  
 General Manager..... Creighton E. Gatchell  
 Comm. Sta. Manager..... Francis H. Farnum Jr.  
 Sales Prom. Mgr..... Jack Harvey  
 Publicity Director..... Nunzi Casavola  
 Prog. Dir..... C. R. Sanford  
 Chief Engineer..... Roger W. Hodgkins  
 Owners of: WGAN-TV.

**WLOB—Portland—1956**

Frequency: 1310 Kc. Power: 1 Kw., d.  
 Owned..... Casco Bcstrs. Corp.  
 Business Address..... 645 Congress St.  
 Tel.: SP 5-2336..... Independent  
 Sta. Reps..... Devney-O'Connell, Eckels, McGavren  
 President..... Sherwood J. Tarlow  
 General, Station Manager..... Melvin L. Stone  
 Commercial Manager..... David L. Royte  
 Sales Promotion Manager..... Robert Jordan  
 Program Director..... Howard Leonard  
 Publicity Director..... Walter Thomas  
 Chief Engineer..... T. Richard Dunn

**WPOR—Portland—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... Hildreth Bcstg. Co.  
 Business-Studio Address..... 477 Congress St.  
 Tel.: SP 3-8111..... ABC, MBS  
 Rep..... Kettel-Carter, Hollingbery  
 President..... Horace A. Hildreth  
 Exec. V.P., Gen. Mgr..... Walter L. Dickson  
 Station Manager..... Raymond G. Mercier  
 Commercial Manager..... William J. Mullen  
 Chief Engineer..... Joseph Williams

**WAGM—Presque Isle—1931**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By..... Aroostook Bcstg. Corp.  
 Address..... Washburn Rd.  
 Tel.: 9-2461..... MBS-NBC  
 Representative..... Hollingbery, Kettel-Carter  
 President..... Horace A. Hildreth  
 Exec. V.P..... W. L. Dickson  
 Station Mgr..... S. Lyons  
 Chief Engineer..... Lester E. Hughes

**WEGP—Presque Isle—1960**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned By..... Presque Isle Radio Co.  
 Address..... 418 Main St.

## MAINE-MARYLAND

Tel.: Porter 8-5141.....Independent  
Station Rep. .... Walker-Rawalt  
President..... Edward G. Perrier  
General Sta. Manager..... Ted Coffin  
Commercial Manager..... Richard Marshall  
Chief Engineer..... Gilbert M. Titcomb Jr.

### WRKD—Rockland—1952

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By..... Knox Bcstg. Co.  
Address..... 493 Main St.  
Tel.: Lyric 4-8451..... ABC  
Representative..... Kettell-Carter  
President..... Carleton D. Brown  
Station Manager..... Paul R. Huber  
Commercial Mgr..... Terrence Economy  
Chief Engineer..... Ernest Hammond

### WRUM—Rumford—1953

Frequency: 790 Kc.....Power: 1 Kw. d.  
Owned-Oper. By..... Rumford Bcstg. Co.  
Address..... 89 Congress St.  
Tel.: 364-3701..... KBS  
Sta. Reps..... Devney O'Connell; Eckels  
President..... Melvin L. Stone  
General Manager..... Kenneth J. Ellis  
Commercial Manager..... Ray Auger  
Program Director..... Bob Ouelette

### WSME—Sanford—1957

Frequency: 1220 Kc.....Power: 1 Kw. d.  
Owned..... York Bcstg. Co.  
Address..... Box 1220  
Tel.: 1574..... Independent  
Sta. Reps..... Devney O'Connell; McGavren  
President..... Melvin L. Stone  
General Comm. Mgr..... John A. Carlson  
Program, Publicity Director..... Fred E. Nutter  
Sales Prom. Mgr..... Frank De Francesco  
Chief Engineer..... Richard B. Parker

### WGFM—Skowhegan—1956

Frequency: 1150 Kc.....Power: 5 Kw. d.  
Owned By..... Pineland Broadcasting Co.  
Address..... 61 Water St.  
Tel.: Greenwood 4-2727..... KBS  
Sta. Reps..... Devney O'Connell; McGavren  
President..... Melvin L. Stone  
Gen. Managers..... P. W. & J. S. Larkin  
Chief Engineer..... Lewellyn Greenlaw

### WKTQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By..... Oxford Bcstg. Co.  
Business Address..... 1450 Alpine St.  
Tel.: PI 3-2311..... Independent  
Pres., Comm. Mgr..... Gerald T. Higgins  
Station Mgr..... Eldon H. Shute, Jr.  
Chief Engineer..... R. Dean Sequin

### WTVL—Waterville—1946

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..... Kennebec Bcstg. Co.  
Business-Studio Address..... 36 Silver St.  
Tel.: TR 3-3311..... ABC  
Representative..... Hollingbery, Kettell-Carter  
Pres., Gen-Station Mgr..... Carleton D. Brown  
Commercial Manager..... Harold L. Vique  
Program Dir..... Geo. Redpath  
Chief Engineer..... Don Sutherland

### WJAB—Westbrook—1959

Frequency: 1440 Kc.....Power: 5 Kw.  
Owned By..... Westbrook Broadcasting Co., Inc.  
Address..... 841 Main St.  
Tel.: UL 4-8409..... Independent  
Representative..... Everett-McKinney, Inc.  
General Manager..... R. Durgin

Pop.: 3,128,000  
Families: 896,000

## Maryland

Radio Homes: 860,000  
AM Stas. in State: 34

### WAMD—Aberdeen—1957

Frequency: 970 Kc.....Power: 500 Watts, d.  
Owned By..... Harford Cty. Bcstg. Co.  
Address..... P. O. Box 485  
Tel.: CR 2-4400..... Independent  
Pres., Gen. Mgr..... J. L. Allen  
Commercial Mgr..... Robert D. Huntley  
Program Dir..... R. H. Gray  
Chief Engineer..... J. A. McAulay

### WABW—Annapolis—1946

Frequency: 810 Kc.....Power: 250 Watts d.  
Owned-Oper. By..... ABW Bcstrs.  
Business Address..... P. O. Box 1551  
Tel.: CO 3-9211..... KBS  
President..... Lester Greenwalt  
General Manager..... Rolland C. Bourbeau  
Chief Engineer..... Joseph Griscomb  
Owners of: WGSA, Ephrata; WCBG, Chambersburg

### WANN—Annapolis—1947

Frequency: 1190 Kc....Power: 10000 Watts d.  
Owned-Operated By..... Annapolis Bcstg. Corp.  
Address..... P.O. Box 631  
Tel.: CO 3-2500..... Independent  
Sta. Representative..... John E. Pearson  
Pres., Gen. Mgr..... Morris H. Blum  
Chief Engineer..... M. W. Pittman

### WNAV—Annapolis—1948

Frequency: 1430 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Capital Bcstg. Co.  
Address..... Admiral's Drive  
Tel.: CO 3-2639..... Independent  
Station Rep..... Breen-Ward  
President..... Henry Rau  
Station Manager..... Bill W. Fillingham  
Program Director..... Betty Strubel  
Chief Engineer..... Lloyd Smith

**WBAL—Baltimore—1925**

Frequency: 1030 Kc. Power: 50,000 Watts  
 Owned: Hearst Corp. (Radio & TV. Div.)  
 Address: 2610 Maryland Ave.  
 Tel.: HO 7-3000. NBC  
 Representative: McGavren  
 General Mgr.: Thomas S. Carr  
 Commercial Mgr.: Alfred E. Burke  
 Sales Prom., Pub. Dir.: Henry Hines  
 Chief Engineer: John Wilner  
 Owners of: WBAL-FM-TV; WISN-AM-FM-TV, Milwaukee; WCAE-AM-FM, Pittsburgh; WTAE-TV, Pittsburgh.

**WBMD—Baltimore—1947**

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Key Bcstg. Corp.  
 Business-Studio Address: 879 Park Ave.  
 Tel.: MU 5-7095. Independent  
 Station Rep.: Chas. Bernard  
 President: George E. Hull  
 Gen., Sta., Comm. Mgr.: Carl G. Brenner  
 Program Director: Clark West  
 Publicity Director: Webb Roszelle  
 Chief Engineer: Joe Powers  
 Owners of: WPTX, Lexington Park.

**WCAO—Baltimore—1922**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By: Plough Bcstg. Co., Inc.  
 Business-Studio Address: 1102 N. Charles St.  
 Tel.: MU 5-0600. Independent  
 Representative: Radio-TV Reps.  
 President: Harold R. Krelstein  
 V.P., Gen. Mgr.: Byron Millenson  
 Sales Spvsr.: Edward L. Anzmann, Jr.  
 Program Director: Robert Housen  
 Sales Prom. Mgr.: Mrs. Jean Mowbray  
 Publicity Director: Charles Purcell  
 Chief Engineer: C. A. Seibold Jr.

**WCBM—Baltimore—1924**

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.  
 Owned-Oper. By: Baltimore Bcstg. Corp.  
 Bus.-Studio Address: Community House  
 Tel.: BE 5-8400. CBS  
 Sta. Representative: P. G. & W.  
 President: John Elmer  
 Executive V.P.: G. H. Roeder  
 V.P. Operations: Charles A. Roeder  
 V.P. Sales: John E. Hegly  
 Production Dir.: Elane Stein  
 Publicity Dir.: Diana Wescott  
 Chief Engineer: G. Porter Houston

**WEBB—Baltimore—1955**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By: 1360 Bdcstg Co., Inc.  
 Business Address: 3113 W. North Ave.  
 Tel.: WI 7-1245. Independent  
 Station Representative: Bernard Howard  
 Exec. V.P., Gen. Mgr.: Samuel E. Feldman  
 Commercial Manager: Bentley A. Stecher  
 Program Director: Wiley Daniels  
 Sales Prom. Mgr.: Mary H. Rawlings  
 Chief Engineer: Clifford Inman

**WFBR—Baltimore—1922**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Baltimore Radio Show  
 Address: 13 E. 20th St.  
 Tel.: MU 5-1300. Independent  
 Representative: John Blair & Co.  
 President: Robert S. Maslin  
 General, Station Mgr.: Robert B. Jones, Jr.  
 Commercial Manager: Dudley Tichenor  
 Program Director: Ralph Phillips  
 Chief Engineer: William R. Hoos

**WITH—Baltimore—1941**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Maryland Bcstg. Corp.  
 Business-Studio Address: 7 E. Lexington St.  
 Tel.: LE 9-7808. Independent  
 Sta. Reps.: Select: Adam Young; Ayers  
 Pres., Gen. Mgr.: Thomas G. Tinsley, Jr.  
 V.P., Station Manager: Robert C. Embry  
 Program Director: Bob Adams  
 Chief Engineer: Ed Hawkins

**WSID—Baltimore—1947**

Frequency: 1010 Kc. Power: 1000 Watts, d.  
 Owned-Operated By: United Bcstg. Co.  
 Business-Studio Address: 912 N. Charles St.  
 Tel.: SA 7-8250. Independent  
 Station Reps.: UBC, Dora-Clayton  
 President: Richard Eaton  
 General Manager: H. Haslett  
 Chief Engineer: W. C. Mullen

**WWIN—Baltimore—1951**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Belvedere Bcstg. Co.  
 Address: 1119 N. Charles St.  
 Tel.: SARatoga 7-3555. ABC  
 President: Thomas F. McNulty  
 General Mgr.: H. S. Earp  
 Chief Engineer: Norman K. Buker

**WCEM—Cambridge—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: The Shore Bcstg Co.  
 Address: Queen Anne Ave.  
 Tel.: ACademy 8-4800. KBS  
 Pres., Gen. Mgr.: G. P. Richards  
 Sta., Commercial Mgr.: Sam Cannon, Jr.  
 Prog. Dir.: Bette B. Robbins  
 Chief Engineer: Richard D. Groff

**WCUM—Cumberland—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Allegany Cty. Bcstg. Corp.  
 Business Address: P.O. Box 360  
 Tel.: PArkview 4-5400. CBS  
 Representative: Thomas F. Clark  
 President, Gen. Mgr.: Wallace L. Hankin  
 Commercial Manager: Robert J. Lacy  
 Program Director: Edward Enderle  
 Sales Prom. Mgr.: Marilyn Hankin  
 Publicity Director: Nellie Mae B. Redhead  
 Chief Engineer: Martin Croft

**MARYLAND****WTBO—Cumberland—1928**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Cumberland Valley Bcstg. Co.  
 Address.....Box 510  
 Tel.: PA 2-6666.....NBC  
 Representative.....Burn-Smith  
 Pres., Gen. Sta. Mgr.....A. William German  
 V.P., Comm. Mgr.....Floyd V. Cozad  
 Chief Engineer.....R. Wirgman

**WAYE—Dundalk—1955**

Frequency: 860 Kc. Power: 500 W. d.  
 Owned-Operated By.....Erway Bcstg. Corp.  
 Address.....1901 St. Paul St., Baltimore 18  
 Tel.: Chesapeake 3-3886.....Independent  
 Sta. Representative.....Broadcast Time Sales  
 President.....Guy S. Erway  
 General, Sta. Mgr.....R. J. Bennett  
 Program Director.....Bob Hilber  
 Publicity Director.....Al Stevens  
 Sales Prom Mgr.....Senius Smith  
 Chief Engineer.....Duane Cornett

**WEMD—Easton—1960**

Frequency: 1460 Kc. Power: 500 W.  
 Owned By.....Easton Broadcasting Co.  
 Business Address.....P. O. Box 1149  
 Tel.: TA 2-3301.....KBS  
 Station Rep.....Thomas F. Clark  
 General & Sales Mgr.....A. Drew  
 Promotion Dir.....W. Standiford

**WFMD—Frederick—1936**

Freq.: 930 Kc. Power: 5 Wts. d.; 1 Wt. n.  
 Owned-Operated By.....Monocacy Bcstg. Co.  
 Address.....1 West Seventh St.  
 Tel.: MO 3-4181.....CBS  
 President, Gen. Mgr.....Laurence Leonard  
 Program Director.....Morton Siegel  
 Sales Prom. Mgr.....Mildred Siegel  
 Chief Engineer.....Russell Bassett

**WFRB—Frostburg—1958**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned By.....Western Md. Bcstg. Co.  
 Address.....P.O. Box 74  
 Tel.: OVerbrook 9-3871.....Independent  
 General Mgr., Ch. Eng.....D. C. Loughry  
 Commercial Mgr.....D. Hellegas

**WARK—Hagerstown—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Address.....128 S. Prospect St.  
 Tel.: RE 3-4500.....CBS  
 President.....Richard Eaton  
 Gen., Sta. Mgr.....S. E. Phillips  
 Prog. Dir.....Richard Collyer  
 Chief Engineer.....G. Harold Brewer  
 Owners of: WANT, Richmond; WFTD, Newport  
 News; WINX, Rockville; WSID, Baltimore;  
 WJMO, Cleveland; WOOK, Washington, D.C.;  
 WUCR-TV, Manchester.

**WJEJ—Hagerstown—1932**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address.....Franklin Court  
 Tel.: RE 9-2323.....MBS-ABC  
 Representative.....Burn-Smith  
 Pres., Gen. Mgr.....Grover C. Crilley  
 Comm. Sta. Mgr.....Lou L. Garris  
 Program Director.....Betty Andrews  
 Chief Engineer.....George McIntire

**WASA—Havre de Grace—1948**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Chesapeake Bcstg. Corp.  
 Address.....P. O. Box 97  
 Tel.: Westmore 9-0800.....Independent  
 General, Sta. Manager.....Mrs. Jason T. Pate  
 Comm.-Sales Prom. Mgr.....Charles W. Irwin  
 Program, Publicity Dir.....John H. Little  
 Chief Engineer.....Don F. Whan

**WKIK—Leonardtown—1953**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Southern Md. Bcstrs. Inc.  
 Address.....P. O. Box 346  
 Tel.: GR 5-2211.....Independent  
 Pres., Gen. Mgr., Ch. Engr.....James L. Bittner

**WPTX—Lexington Park—1953**

Frequency: 920 Kc. Power: 500 Watts, d.  
 Owned.....Key Broadcasting  
 Address.....Lexington Park Hotel  
 Tel.: VO 2-1031.....KBS  
 General Manager.....C. Brenner

**WETT—Ocean City—1960**

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned By.....The WETT Corp.  
 Address.....P. O. Box 61  
 Tel.: Atlantic 9-7201.....Independent  
 Station Rep.....Breen & Ward  
 President.....Harrison J. Langeler  
 General Mgr.....J. L. O'Conner, Jr.  
 Station Mgr.....J. G. Lenoir  
 Commercial Mgr.....Irwin J. Meyer  
 Sales Prom. Mgr.....David W. Beck  
 Program Director.....John J. Quinn  
 Chief Engineer.....Edward Koller

**WDMV—Pocomoke City—1955**

Frequency: 540 Kc. Power: 500 W. d.  
 Owned-Operated By.....Eastern Shore Bcstg. Co.  
 Address.....Box 210  
 Tel.: Pocomoke 540.....Independent  
 Station Rep.....Walton  
 President.....Ernest Tannen  
 General Mgr.....Curt White  
 Program Director.....John Ennis  
 Chief Engineer.....Paul Lewellyn

**WINX—Rockville—1951**

Freq.: 1600 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By.....Montgomery Cty. Bcstg. Co.  
 Address.....8 Baltimore Rd.



## MARYLAND-MASSACHUSETTS

Tel.: POplar 2-4357.....Independent  
 Sta. Reps.....Wittig; United  
 President.....Richard Eaton  
 General, Publicity Mgr.....Pierre D. Eaton  
 Commercial Manager.....John Panagos  
 Station Manager.....Nancy G. Preffitt  
 Program Director.....Richard M. Denham  
 Sales Prom. Mgr.....Bud Myers  
 Chief Engineer.....John T. Jennings Jr.

Business Address.....106 W. Circle Ave.  
 Tel.: Pioneer 2-5191.....Independent  
 Station Representative.....United Broadcasting  
 Pres., Gen. Mgr.....Norman Glenn  
 Sales Promotion Mgr.....Ed Vaughn  
 Publicity Director.....Bob Rogers  
 Chief Engineer.....Herb Kravitz

### WBOC—Salisbury—1940

Frequency: 960 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...The Peninsula Bcstg. Co.  
 Bus.-Studio Address.....Radio TV Park  
 Tel.: Pioneer 9-6131.....MBS  
 Representative.....Burn-Smith  
 President.....John W. Downing  
 Gen., Sales Prom. Mgr.....Charles J. Truitt  
 Chief Engineer.....Jack W. Ward

### WAQE—Towson—1955

Frequency: 1570 Kc.....Power: 1000 W., d.  
 Owned-Oper. By.....WTOW, Inc.  
 Address.....26 West Pennsylvania Ave.  
 Tel.: VA 5-9660.....Independent  
 President.....John S. Booth  
 General Manager.....Charles S. Gerber  
 Chief Engineer.....George Klimes

### WICO—Salisbury—1956

Frequency: 1320 Kc...Power 1000 Watts, d.  
 Owned.....Delmarva Broadcasting Corp.  
 Address.....700 E. Main St.  
 Tel.: Pioneer 2-3212.....ABC  
 President.....Robert C. Doyle  
 Commercial Mgr.....Frank Adams  
 Program Director.....O. L. Layton

### WTTR—Westminster—1953

Frequency: 1470 Kc...Power: 1000 Watts d.  
 Owned-Oper. By...Carroll County Bcstg. Corp.  
 Address.....Box 28  
 Tel.: TI 8-5511.....KBS  
 V.P., Gen., Comm. Mgr....Russell H. Morgan

### WJDY—Salisbury—1958

Frequency: 1470 Kc...Power: 5000 Watts d.  
 Owned-Operated By...Salisbury Bcstg. Co.

### WDON—Wheaton—1953

Frequency: 1540 Kc...Power: 1000 Watts d.  
 Owned-Operated By...Everett L. Dillard  
 Address.....2647 University Blvd. W  
 Tel.: L0ckwood 5-0747.....Independent  
 Pres., Gen. Mgr.....Everett L. Dillard  
 Station Manager.....Jean M. Dillard  
 Chief Engineer.....Eugene Jaraskinske

Pop.: 5,187,000

Families: 1,501,000

## Massachusetts

Radio Homes: 1,465,000

AM Stas. in State: 57

### WARA—Attleboro—1950

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Attleboro Radio Assn.  
 Address.....8 N. Main St.  
 Tel.: CA 2-1320.....Independent  
 Representative.....Foster & Creed  
 President.....Howard H. Sweet  
 General Mgr.....Keith S. Field  
 Commercial Mgr.....Wm. A. Dawson, Jr.  
 Chief Engineer.....Raymond Arnold

### WBZ-WBZA

#### Boston-Springfield—1921 (Synchronous Operation)

Frequency: 1030 Kc.....Power: WBZ, 50,000  
 Watts; WBZA, 1000 Watts

Owned.....Westinghouse Bcstg. Co.  
 Address.....122 E. 42 St., N.Y.C., N.Y.  
 Tel.: MU 7-0808.....Independent  
 Station Representative.....AM Radio Sales  
 President.....D. H. McGannon  
 General Manager.....Paul G. O'Friel  
 Commercial Mgr.....A. B. Hartman  
 Sales Promotion Manager...John L. Williams  
 Program Mgr.....A. L. Heacock  
 Publicity Director.....Edward L. Pearle  
 Chief Engineer.....W. H. Hauser  
 Owners of: KPIN, San Francisco, Calif.; WOWO,  
 Fort Wayne, Ind.; WBZ-TV, Boston, Mass.;  
 KYW, Cleveland, O.; KYW-TV, Cleveland, O.;  
 KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.;  
 KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.;  
 WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,  
 Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM,  
 Cleveland, O.; KEX-FM, Portland, Ore.

### WBOS—Boston—1947

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Champion Bcstg. Sys., Inc.  
 Address.....793 Commonwealth Ave.  
 Tel.: BE 2-5650.....Independent  
 Station Representative.....Masla  
 President.....Herbert Hoffman  
 Gen., Sta. Mgr.....Ralph Weinman  
 Commercial Mgr.....Harry Goodman  
 Chief Engineer.....Anthony Olmedi

# MASSACHUSETTS

## WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By Plough Bdsq. Corp.  
Bus. Studio Address 234 Clarendon St.  
Tel.: CO 7-0123 Independent  
Representative Radio-TV Reps.  
President Harold Krelstein  
Gen., Sta. Mgr. Roy V. Whisnand

## WCRB—Boston—1948

Freq.: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned. Charles River Bcstg. Co.  
Business Address Sheraton Plaza Hotel  
Tel.: COpley 7-7080 Independent  
Station Representative Broadcast Time Sales  
Pres., Gen. Mgr. Theodore Jones  
V.P. Sales Mgr. Leonard V. Corwin  
Sta. Mgr. Richard L. Kaye  
Program Director Robert A. Stuart-Vail  
Publicity Director David S. MacNeill  
Chief Engineer James Godfrey

## WEEL—Boston—1924

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By CBS  
Business-Studio Address 182 Tremont St.  
Tel.: HU 2-2323 CBS  
Representative CBS Radio Spot Sales  
Gen. Mgr. Thomas Y. Gorman  
Sales Mgr. Robert Sinnott  
Chief Engineer Warren J. Stevens

## WEZE—Boston—1922

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By Air Trails Bcstg.  
Address 10 Arcade, Statler Office Bldg.  
Tel.: Liberty 2-1717 NBC  
Representative Eastman  
President Charles Sawyer  
Exec. V.P. J. P. "Pat" Williams  
Vice Pres. Alex Buchan  
Gen., Comm. Mgr. Arthur E. Haley  
Chief Engineer George Jowdy

## WHDH—Boston—1926

Frequency: 850 Kc. Power: 50,000 Watts  
Owned-Oper. By Herald-Traveler Corp.  
Address 50 Morrissey Blvd.  
Tel.: AVenue 8-5000 Independent  
Newspaper Affil. Herald-Traveler  
Representative John Blair  
President Robert B. Choate  
V.P., Managing Dir. William B. McGrath  
V.P., Sales Dir. Alexander M. Tanger  
Program Mgr. John M. Day  
Sales Prom. Director Robert B. Cheyne  
Chief Engineer Phillip K. Baldwin  
Owners of: WHDH-TV-FM.

## WILD—Boston—1946

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned-Oper. By Noble Bcstg. Corp.  
Address 150 Massachusetts Ave.  
Tel.: CO 7-1900 Independent  
Station Representative Bob Dore  
President, Gen. Mgr. Nelson B. Noble  
Commercial Manager John Most

Station Manager Norman Kruglak  
Program Director Pat Matthews  
Chief Engineer Donald Snider

## WMEX—Boston—1934

Frequency: 1510 Kc. Power: 5000 Watts  
Owned-Oper. By Richmond Brothers  
Business-Studio Address 70 Brookline Ave.  
Tel.: CO 6-3900 Independent  
Station Rep. Adam Young  
President, Gen. Mgr. Maxwell E. Richmond  
Comm. Prom. Mgr. Robert S. Richmond  
Program Director Robert A. Ginsburg  
Chief Engineer Morton L. Bardfield

## WNAC—Boston—1922

Frequency: 680 Kc. Power: 50 Kw.  
Owned RKO General  
Bus. Studio Address 21 Brookline Ave.  
Tel.: CO 6-0800 Independent  
Representative H-R Reps.  
President William M. McCormick  
Vice President Thomas Bateson  
Nat. Sales Manager Proctor Jones  
Sales Prom. Mgr. George Hallberg  
Program Director John D. Maloy  
Adv., Publicity Director Phyllis Doherty  
Chief Engineer Irvin B. Robinson  
Owners of: WNAC-TV; WOR-AM-TV, New York;  
KID-AM-TV, Los Angeles; KFRG, San Francisco;  
WHIQ-AM-TV, Memphis; CRLW-AM-TV, De-  
troit; WGMS, Washington, D. C.; WHCT-TV,  
Hartford.

## WORL—Boston—1950

Frequency: 950 Kc. Power: 5000 Watts d.  
Owned-Oper. By Pilgrim Broadcasting Co.  
Address 705 Beacon Street  
Tel.: CO 7-3800 Independent  
President Joseph A. Dunn  
General Mgr. G. Gray  
Station Manager, Prog. Dir. Bill Givens  
Chief Engineer John Parker

## WTAO—Boston—1948

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By Harvey Radio Lab, Inc.  
Address 439 Concord Ave.  
Tel.: ELliot 4-0500 ABC  
Station Representative Paul Raymer  
President Frank J. Lyman, Jr.  
General, Comm. Mgr. William A. Queen  
Program Director Billy Dale  
Chief Engineer Louis Jordan  
Owners of: WTAO-TV.

## WBET—Brockton—1946

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By Enterprise Publishing Co.  
Business-Studio Address 80 Main St.  
Tel.: JU 6-1460 Independent  
Newspaper Affiliation Enterprise Times  
Representative Walker-Rawalt  
President A. H. Fuller  
General Manager Earle G. Clement  
Local Comm. Mgr. Reinhold Steinhilber  
Program Director M. Sothern Abbott  
Chief Engineer Elbridge Hooker

**WACE—Chicopee-Springfield  
1946**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By: Commonwealth Bcstg. Co.  
Bus. Address: Radio Center, 326 Chicopee St.  
Tel.: LY 4-6654 Independent  
Station Representative: Everett McKinney  
President: Paul Smallen  
Gen. Mgr.: Ralph J. Robinson  
Prog. Dir.: Sy Levy  
Owners of: WEOK, Poughkeepsie.

**WALE—Fall River—1948**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Narragansett Bcstg. Co.  
Address: 374 Central St.  
Tel.: OS 4-3535 MBS  
Station Rep.: Bolles; Eckles  
Manager: George L. Sisson, Jr.  
Commercial Mgr.: Markey Gosciminski  
Chief Engineer: J. R. Sisson

**WSAR—Fall River—1921**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Oper. By: K & M Publishing Co.  
Bus.-Studio Address: Box 927  
Tel.: OS 7-9477 Independent  
Newspaper Affiliation: Herald News, Inc.  
Representative: Kettell-Carter  
Vice Pres., Gen. Mgr.: Lincoln W. N. Pratt  
Commercial Manager: Cornelius Sullivan  
Program Director: J. Joseph Welch  
Chief Engineer: Arnold Molloy

**WEIM—Fitchburg—1941**

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Radio Fitchburg, Inc.  
Business-Studio Address: 717 Main St.  
Tel.: Diamond 3-3766 MBS  
President: Norman Knight  
General, Comm. Mgr.: James A. Fitzgerald, Jr.  
Chief Engineer: Ted Kalin

**WFGM—Fitchburg—1949**

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By: Wachusett Bcstg. Corp.  
Address: 170 Prichard St.  
Tel.: Diamond 3-4897 Independent  
Station Rep.: Everett-McKinney; Foster, Creed  
President: David M. Myers  
General, Sta. Mgr.: James W. Chalmers  
Chief Engineer: Donald L. Coleman, Jr.

**WKOX—Framingham—1947**

Frequency: 1190 Kc. Power: 1000 Watts d.  
Owned-Operated By: WKOX, Inc.  
Bus.-Studio Address: 100 Mt. Wayte Ave.  
Tel.: TR 3-7409 Independent  
Representative: Kettell-Carter, Grant Webb  
Gen. Mgr.: Richard E. Adams  
Program Dir.: Carl B. Duncan  
Chief Engineer: Frank Bartel

**WGAW—Gardner—1944**

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 Wt. n.  
Owned: Gardner Bcstg. Co.  
Address: Green St.  
Tel.: 632—1340 MBS  
Representative: Nona Kirby, Webb  
President: C. Edward Rowe  
General Manager: Theodore G. Converse  
Station Manager: Richard Mahon  
Chief Engineer: Gordon Wiley

**WSBS—Great Barrington—1956**

Frequency: 860 Kc. Power: 250 Watts  
Owned-Oper. By: WSBS-The Berkshires, Inc.  
Business Address: Stockbridge Rd, Rt. 7  
Tel.: Great Barrington 1567 MBS  
Station Representative: Webb  
Pres., Gen. Mgr.: J. Leo Dowd  
Commercial Manager: Elizabeth Thompson  
Sales Prom. Mgr.: Martin Mellon  
Prog., Pub. Dir.: Alan D. Vaber  
Chief Engineer: John Seelye

**WHAI—Greenfield—1938**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Haigis Bdcstg. Corp.  
Business-Studio Address: 486 Main St.  
Tel.: PR 4-4301 Independent  
Representative: Walker-Rawall  
Pres., Gen., Sta. Mgr.: John W. Haigis, Jr.  
Comm. Prom. Manager: William E. Randall  
Program Director: Norman L. Cloutier  
Chief Engineer: Delwin D. Shattuck

**WHAV—Haverhill—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: WHAV, Inc.  
Business-Studio Address: 30 How St.  
Tel.: DR 4-4733 Independent  
Station Representative: Kettell-Carter; Webb  
Treas., General Mgr.: Edward Cetlin  
Sales Prom. Mgr.: Aldo Carter  
Chief Engineer: Harry White

**WREB—Holyoke—1950**

Frequency: 930 Kc. Power: 500 Watts d.  
Owned-Oper. By: Valley Bcstg. Corp.  
Address: 225 High St.  
Tel.: Jefferson 2-3296 KBS  
Representative: Breen & Ward  
General Manager: Edmund F. Wakelin  
Program Director: N. H. Robinson

**WCCM—Lawrence—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Lawrence Bdcstg. Co.  
Address: 9 Valley Street  
Tel.: MU 3-7171 MBS  
Station Representative: Bob Dore  
President, Gen. Mgr.: Mrs. Geo. H. Jaspert  
Comm., Prom. Mgr.: John Canty  
Program Director: Hugh Anthony  
Chief Eng.: Norman Round

# MASSACHUSETTS

## WCAP—Lowell—1951

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Operated By Northeast Radio Inc.  
Address: 243 Central St.  
Tel.: GLenview 4-0404. Independent  
Sta. Reps.: Everett-McKinney; Kettell-Carter  
Pres., Gen. Mgr.: Israel Cohen  
Commercial Manager: Maurice Cohen  
Program Director: Dan Gillette  
Chief Engineer: Ted Cohen

## WLLH—Lowell-Lawrence 1934

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Merrimac Bdcstg. Co.  
Address: 39 Kearney Sq., Lowell  
Tel.: GL 8-8715 (Lo). Independent  
Representative: Bolling  
President: Gerald Harrison  
General Manager: Albert N. Armstrong, Jr.  
Program Director: Tom Clayton  
Chief Engineer: C. Parker

## WLYN—Lynn—1946

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Oper. By Puritan Network, Inc.  
Business Address: 156 Broad St.  
Tel.: LY 5-6200. Independent  
Sta. Reps.: Walker-Rawalt, Kettell-Carter  
President: Theodore Feinstein  
General, Comm. Mgr.: Harry D. Goodwin  
Program Director: Stephen E. Smith  
Publicity Director: Edward Glowik  
Chief Engineer: Richard Ward  
Owners of: WOTW-AM, Nashua; WTSN-AM, Bat-  
tledboro; WNBZ, Newburyport.

## WSRO—Marlborough—1958

Frequency: 1470 Kc. Power: 1,000 Watts d.  
Owned By County Broadcasting Corp.  
Address: Curtis Ave.  
Tel.: HU 5-1470. KBS  
Station Representative: Foster-Creed  
President, Gen. Mgr.: Lewis F. Sargent  
Commercial Manager: Ralph Bowker  
Program Director: Daniel Griffin  
Chief Engineer: Kenneth Rockwell

## WHIL—Medford—1952

Frequency: 1430 Kc. Power: 5000 Watts d.  
Owned-Operated By Conant Bcstg. Co.  
Address: 99 Revere Beach Pkwy.  
Tel.: EXport 6-1430. Independent  
Station Representative: Forjoe  
Pres., Gen. Mgr.: Sherwood J. Tarlow  
Station Manager: Joseph Kruger  
Program Director: Kenneth A. Manley  
Publicity Director: Bob Walsh  
Chief Engineer: Albert Fulchino

## WMRC—Milford—1956

Frequency: 1490 Kc. Power: 100 Watts  
Owned: Milford Bcstg. Corp.

Address: Opera House Bldg  
Tel.: Greenleaf 3-1490. KBS  
General Mgr.: E. Cetlin

## WBSM—New Bedford—1949

Frequency: 1420 Kc. Pow.: 5 Kw. d., 1 Kw. n.  
Owned: Bay State Broadcasting Co.  
Address: Pope's Island  
Tel.: WY 3-1767. Independent  
Representative: Bolling Co.  
President: Joseph P. Duchaine  
Gen. Mgr.: Otto F. A. Arnold  
Comm. Mgr.: Richard G. Evans  
Prog. Dir.: Hal Peterson

## WNBH—New Bedford—1921

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By E. Anthony & Sons, Inc.  
Business-Studio Address: 432 County St.  
Tel.: WYman 8-5228. Independent  
Newspaper Affiliation: Standard-Times  
Sta. Reps.: Walker-Rawalt; Foster Creed  
Station Manager: D. Meltzer  
Program Director: H. Zdon  
Chief Engineer: Herve Leduc

## WNBZ—Newburyport—1957

Frequency: 1470 Kc. Power: 500 Watts, d.  
Owned: Tri-City Bcstg. Co.  
Business Address: Traffic Circle  
Tel.: HO 2-6654. Independent  
Station Representative: Walker-Rawalt  
President: Theodore Feinstein  
Gen. Mgr.: J. Thomas Mathers  
Station Mgr., Prog. Dir.: Mary I. MacKenzie

## WMNB—North Adams—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Northern Berkshire Bcstg. Co.  
Address: P. O. Box 707  
Tel.: MO 3-6567. Independent  
Station Reps.: Devney O'Connell  
General Manager: Donald A. Thurston  
Commercial Manager: Richard J. O'Brien  
Program Director: James F. Finnen  
Chief Engineer: Paul Willey

## WHMP—Northampton—1950

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Pioneer Valley Bcstg. Co.  
Address: 78 Main St.  
Tel.: JU 4-4275. Independent  
Representative: Nona Kirby, Webb  
President: John H. Williams  
Gen., Sta., Comm. Mgr.: Alexander W. Milne

## WCAT—Orange—1956

Frequency: 1390 Kc. Power: 1000 Watts d.  
Owned-Oper. By Tri-State Radio, Inc.  
Address: Brookside Road  
Tel.: KI 4-2825. Independent  
Station Rep.: Walker-Rawalt  
General, Comm. Mgr.: Ralph Mellon  
Program Director: Charles Lawton  
Chief Engineer: Walter Chenausky

**WBEC—Pittsfield—1947**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By Richard S. Jackson  
 Business-Studio Address 33 Eagle St.  
 Tel.: Hillcrest 8-8292. ABC  
 Sta. Reps. Everett McKinney; Kettell-Carter  
 President Richard S. Jackson  
 Comm., Publicity Mgr. Ted Muller  
 Program Director June Preisser  
 Chief Engineer Robert Johnson

**WBRK—Pittsfield—1938**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Greylock Bcstg. Co.  
 Business-Studio Address 8 Bank Row  
 Tel.: Hillcrest 2-1553. CBS  
 Station Representative Walker-Rawall  
 President Joseph K. Close  
 Gen., Sta. Mgr. Walter Kearsey  
 Comm., Prom. Mgr. Martin Schechter  
 Program Director Robert Youse  
 Chief Engineer George R. Burgoon  
 Owners of: WKNY, Kingston; WKVT, Brattleboro;  
 WKNE, Keene.

**WPLM—Plymouth—1955**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned-Oper. By Plymouth Rock Bdcstg. Co.  
 Address Route #3  
 Tel.: Pilgrim 6-1390. Independent  
 Station Representative Kirby; Breen & Ward  
 Pres., Gen. Mgr. John T. Campbell  
 Station, Comm. Mgr. Arthur E. Pratt  
 Program Dir. John Chandler  
 Sales Prom. Mgr. Edward Marvin  
 Publicity Dir. Bud Markle  
 Chief Engineer Ray Hall

**WJDA—Quincy—1947**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Oper. By South Shore Bcstg. Co., Inc.  
 Address P. O. Box 373  
 Tel.: Granite 9-1300. Independent  
 Pres., Gen., Sta. Mgr. James D. Asher  
 Commercial Manager Kenneth P. Fallon, Jr.  
 Program Director Winslow Bettinson  
 Chief Engineer Fred Lane  
 Owners of: WESX, Salem.

**WESX—Salem—1939**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By North Shore Bcstg. Corp.  
 Address Box 710  
 Tel.: PI 4-5670. Independent  
 President, Gen. Mgr. James D. Asher  
 Station Manager Robert Clement

**WESO—Southbridge-Webster  
 1955**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned. WESO Broadcasting Corp.  
 Address 399 Main Street

Tel.: PO 4-4381. Independent  
 Representative Webb, Foster-Creed  
 President Peter A. Bordes  
 General Manager J. F. Mulcahay

**WHYN—Springfield—1941**

Frequency: 560 Kc. Power: 1000 Watts  
 Owned-Oper. By Hampden-Hampshire Corp.  
 Address 1300 Liberty St.  
 Tel.: RE 7-1414. Independent!  
 News. Attil. Holyoke Transcript-Telegram  
 Station Rep. Branham  
 President William Dwight  
 Gen., Sta. Mgr. Charles N. De Rose  
 Asst. Manager Murry Tesser  
 Comm., Publicity Dir. Zack Land  
 Chief Engineer Harold Schumacher

**WMAS—Springfield—1932**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WMAS, Inc.  
 Business-Studio Address 101 West St.  
 Tel.: RE 7-1414. Independent  
 Representative Bolling  
 President, Gen. Mgr. Gerald Harrison  
 Sta., Sales Prom. Mgr. Robert Donahue  
 Comm. Mgr. Erwin Needles  
 Prog. Dir. Roland Dumas  
 Chief Eng. John Michnovetz  
 Owners of: WMAS-FM.

**WSPR—Springfield—1936**

Freq.: 1270 Kc. Power: 5 Wts. d.; 1 Wt. n.  
 Owned-Operated By WSPR, Inc.  
 Business Address 63 Chestnut St.  
 Tel.: RE 2-4182. Independent  
 Representative Hollingsbery, Kettell-Carter  
 Pres., Gen. Mgr. Alan C. Tindal  
 Commercial Manager Jack Sullivan  
 Program Director Jerry Forbes  
 Chief Engineer Valentino Partyka

**WTYM—Springfield—1949**

Frequency: 1600 Kc. Power: 5000 Watts d.  
 Owned-Oper. By Executive Bcstg. Corp.  
 Address P. O. Box 1529  
 Tel.: Republic 7-4707. Independent  
 Station Representative McGavren  
 President Stanley M. Ulanoff  
 General Manager Jay B. Sondheim  
 Chief Engineer Robert Thayer

**WTXL—West Springfield—1949**

Freq.: 1490 Kc. Power: 1 Kw. d.; 250 Wt. n.  
 Owned-Operated By Telecolor Corp.  
 Address 34 Sylvan St.  
 Tel.: RE 9-4768. ABC  
 Station Representative Walker-Rawall  
 President Lawrence A. Reilly  
 General, Sta. Mgr. James L. Spates  
 Program, Prom. Mgr. Ben Talbot  
 Commercial Manager Holland D. Cameron  
 Local Sales Mgr. Walter Weightman



**WPEP—Taunton—1949**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Silver City Bcstg. Corp.  
 Address 174 Broadway  
 Tel.: VAndyke 4-7528 Independent  
 President J. Marshall McGregor  
 Station Manager Joseph G. Quill  
 Comm. Mgr. Henry J. Murray  
 Chief Engineer Lawrence Prado

**WARE—Ware—1947**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By Central Bcstg. Corp.  
 Business-Studio Address 56 Main St.  
 Tel.: WA 1250 MBS  
 Representative Breen & Ward; Wheeler  
 President Sherwood J. Tarlow  
 Gen., Sta. Mgr. Richard H. Vaughan  
 Chief Engineer Glen C. Walton

**WDEW—Westfield—1957**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By Westfield Bcstg. Co.  
 Business-Studio Address 249 Union St.  
 Tel.: LOgan 8-8643 Independent  
 Station Representative Breen-Ward  
 President Harold Martin  
 General, Sta. Mgr. Richard M. Brescia  
 Commercial Mgr. John Mahar  
 Sales Prom. Mgr. Nick Bell  
 Publicity Director Shirley A. Tierney  
 Chief Engineer J. Lawrence Spinks

**WOCB—West Yarmouth—1940**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By E. Anthony & Sons  
 Address South Sea Ave.  
 Tel.: SPring 5-0500 MBS  
 Newspaper Affil. Standard Times  
 Station Rep. Walker-Rawalt  
 President Basil Brewer  
 Station Manager Paul Siiles  
 Program Dir. G. W. Stidstone  
 Chief Engineer Frank L. Lynch  
 Owners of: WNBH, New Bedford.

**WAAB—Worcester—1931**

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned By Waterman Bcstg. Corp.  
 Bus. Address 34 Mechanic St.  
 Tel.: PL 2-5611 NBC  
 Representative Masla; Kettell-Carter  
 Pres., Gen. Mgr. Bernard E. Waterman  
 Comm. Sta. Mgr. Chester Kaminski  
 Program Director Jay Clark  
 Sales Prom., Publicity Dir. Dave MacFee  
 Chief Engineer George Capalbo

**WNEB—Worcester—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By WNEB, Inc.  
 Address 405 Main St.  
 Tel.: PL 6-4672 Independent  
 Station Rep. Bolling

President George W. Steffy  
 Vice President Harold D. Gledden  
 Gen., Comm., Sta. Mgr. Robert F. Nims  
 Program Director George Downey  
 Chief Engineer Walter Chanauskay


**WORC—Worcester—1925**

Freq.: 1310 Kc. Power: 5000 Wis. d., 1000 n.  
 Owned-Oper. By WORC, Inc.  
 Address Bancroft Hotel  
 Tel.: SW 9-0581 Independent  
 Sta. Reps. Eastman; Eckels  
 Pres., Gen. Mgr. Robert F. Bryar  
 Sta., Comm. Mgr. A. Abbott Coblenz  
 Publicity Director Richard Wylie  
 Sales Prom. Mgr. Alvin M. Saide  
 Chief Engineer Gordon Dyer

**WTAG—Worcester—1924**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By WTAG, Inc.  
 Business-Studio Address 20 Franklin St.  
 Tel.: PL 5-4321 Independent  
 Newspaper Affil. Telegram & Gazette  
 Representative Henry L. Christal Co.  
 President Robert W. Booth  
 Vice Pres., Gen. Mgr. Herbert L. Krueger  
 Nat. Sls. Mgr. Richard L. Gravel  
 Sales Prom. Head Mrs. Pierrina M. Rohde  
 Prod., Pgm. Dir. A. J. Brissette  
 Chief Engineer E. A. Browning

**Nothing  
 Outshouts  
 Quality and  
 Integrity**



Pop.: 7,897,000  
Families: 2,302,000

# Michigan

Radio Homes: 2,242,000  
AM Stas. in State: 100

## WABJ—Adrian—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Gerity Bcstg. Co.  
Address: 121 W. Maumee St.  
Tel.: CO 5-7123 Independent  
Station Rep. Grant Webb  
President James Gerity, Jr.  
Gen. Sta. Mgr. Donald J. Dean  
Chief Engineer Robert Bassett

## WALM—Albion—1952

Freq.: 1260 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Oper. By Calhoun Bcstg. Co.  
Business Address Irwin Ave.  
Tel.: NATIONAL 9-3945 KBS  
Station Rep. Spot Time Sales  
President Jack Bedient  
General Manager C. Wayne Wright  
Asst. Manager Arthur Goodwin  
Program Director Durwood Carn  
Chief Engineer Elmer Juderjohn  
Owners of: WFRL, Freeport.

## WOWE—Allegan—1958

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned By Allegan Cty. Bcstg., Inc.  
Address: 233 Hubbard  
Tel.: ORchard 3-4701 ABC  
President, Gen. Mgr. John E. Wismer  
Station, Comm. Mgr. Algar Workman  
Prog. Dir., Chief Eng. John C. Fountain  
Owners of: WLAV-AM-FM, Grand Rapids; WHLS-AM, Port Huron.

## WFYC—Alma—1948

Frequency: 1280 Kc. Power: 1000 Watts d.,  
Owned-Oper. By WFYC, Inc.  
Business Address: 5310 N. State Rd.  
Tel.: HOBart 3-3175 Independent  
Station Representative Hollingbery; Hopewell  
President Wayne G. Harris  
General Manager Gilbert E. Thomas  
Station Manager David W. Sommerville  
Program Director Richard Crowley  
Chief Engineer R. V. Cummings

## WATZ—Alpena—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Midwestern Bcstg. Co.  
Business Address: M-32 West  
Tel.: Elmwood 4-8400 NBC  
Station Rep. Venard, Rintoul, McConnell  
President, Gen. Mgr. Les Biederman  
Station Manager Drew McClay  
Commercial Manager Robert E. Detwiler  
Chief Engineer William H. Kiker  
Owners of: WTCM, WPBN-TV, Traverse City;  
WATT, Cadillac; WMBN, Petoskey; WATC,  
Gaylord; WTOM-TV, Cheboygan.

## WHRV—Ann Arbor—1946

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Operated By Zanesville Publish. Co.  
Business Address: 4230 Packard Road

Tel.: NOrmandy 2-4573 MBS  
Newspaper Affil. Time Record; Time Signal  
President Clay Littick  
General Manager Allan Land  
Station Manager Bob C. Wagner  
Comm. Prom. Mgr. Jos Labailo  
Chief Engineer James Allen

## WPAG—Ann Arbor—1945

Frequency: 1050 Kc. Power: 1,000 Watts d.  
Owned-Operated By Washtenaw Bcstg. Co.  
Bus.-Studio Address: 3rd Floor, Hutzel Bldg.  
Tel.: NO 2-5517 Independent  
Station Rep. Everett-McKinney  
Pres., Gen. Mgr. Edward F. Baughn  
Program Director Albert Samborn  
Chief Engineer Bernard Ressler

## WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Thumb Broadcasting Co.  
Address: 935 S. Van Dyke Rd.  
Tel.: 1010 CBS-KBS  
Rep. Gill-Perna, Michigan Spot Sales  
Gen. Mgr. John Wismer  
Station Manager Jim Muehelnbeck

## WBCK—Battle Creek—1948

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By Michigan Bcstg. Co.  
Address: Security Natl. Bank Bldg.  
Tel.: WO 3-5555 NBC  
Representative Hollingbery  
President Robert H. Holmes  
General Mgr. E. F. Cahill  
Chief Engineer Harley Hammond

## WELL—Battle Creek—1925

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Southern Mich. Bcstg.  
Address: Michigan National Bank Bldg.  
Tel.: WO 4-7173 ABC  
Station Rep. Everett-McKinney  
Gen. Comm. Mgr. P. J. Haller  
Program Director Ronald E. Mell  
Chief Engineer David M. Decker

## WBCM—Bay City—1925

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By Michigan Bcstg. Co.  
Business-Studio Address: Wenoah Hotel  
Tel.: TW 3-7551 ABC  
Representative George P. Hollingbery  
President Robert H. Holmes  
Station Comm. Mgr. Leo A. Jylha  
Program Director Richard L. Bing  
Chief Engineer Wes Thompson

## WWBC—Bay City—1956

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned By Water Wonderland Bcstg. Co.  
Business Address: 306 Phoenix Bldg.  
Tel.: TW 3-4588 Independent

## MICHIGAN

Station Representative ..... Masla  
President ..... Patrick J. Trahan  
Gen., Comm. Mgr. .... Charles E. Anthony  
Prog., Sales Prom. Mgr. .... Robert F. Benkelman  
Chief Engineer ..... Ralph H. Carpenter

### WHFB—Benton Harbor—1947

Frequency: 1060 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Palladium Publ. Co.  
Business Address ..... Fairplain Ave.  
Tel.: WA 5-2113. .... Independent  
Newspaper Affil. News-Palladium, Herald Press  
Station Rep. .... Everett-McKinney; Mich. Spot Sls.  
President ..... Stanley R. Banyon  
Gen., Sta. Mgr. .... J. P. Scherer  
Commercial Manager ..... John Hagerman  
Sales Prom., Publicity Mgr. .... Dwight Edmunds  
Chief Engineer ..... M. U. Robinson

### WBRN—Big Rapids—1953

Frequency: 1460 Kc. .... Power: 1000 Watts, d.  
Owned-Oper. By ..... WBRN, Inc.  
Address ..... P. O. Box 825  
Tel.: 796—7684 ..... KBS  
President ..... John A. White  
Gen. Comm. Mgr. .... Casey A. Heckman  
Chief Engineer ..... Garnet Zimmerman

### WATT—Cadillac—1945

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Midwestern Bcstg. Co.  
Business-Studio Address ..... U. S. 131, South  
Tel.: PR 5-7831. .... NBC  
Sta. Rep. .... Venard Rintoul, McConnell  
President ..... Les Biederman  
Station Manager ..... Merritt L. Chandler  
Commercial Manager ..... Jack Toepp  
Sales Promotion Manager ..... Milo Ash  
Chief Engineer ..... Bill Kiker

### WCER—Charlotte—1956

Frequency: 1390 Kc. .... Power: 1 Kw., d.  
Owned ..... Eaton County Bcstg. Co.  
Address ..... Box 269  
Tel.: 1390. .... Independent  
Pres., Gen. Mgr. .... Roy W. McLean  
Comm., Sta. Mgr. .... Brod Martindale  
Chief Engineer ..... Gerald D. Adams

### WCBY—Cheboygan—1954

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned ..... Straits Bcstg. Co.  
Address ..... Mackinaw Ave.  
Tel.: MA 7-2341. .... Independent  
Station Rep. .... Hopewell  
President, Gen. Mgr. .... Richard E. Hunt  
Program, Prom. Mgr. .... Dick Welsh  
Publicity Director ..... Jackie Norman  
Chief Engineer ..... Lou M. Ozak  
Owners of: WPTW, Piqua; WCRM, Clare.

### WCRM—Clare—1960

Frequency: 990 Kc. .... Power: 250 Watts  
Owned By ..... Gateway of N. Bcstg. Corp.

Address ..... North Mission Road  
Tel.: EV 6-9907. .... Independent  
Station Rep. .... Hopewell  
President, Gen. Mgr. .... Richard E. Hunt  
Comm., Ch. Eng. .... Norbert Poeppelman  
Program, Publicity Dir. .... Don Kuether

### WTVB—Coldwater—1949

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.  
Owned-Oper. By ..... Twin Valley Bdcats, Inc.  
Address ..... P. O. Box 32  
Tel.: Broadway 9-9119. .... Independent  
Sta. Reps. .... Donald Cooke; Michigan Spot Sales  
President, Gen. Mgr. .... E. Harold Munn, Sr.  
Commercial Manager ..... Normand Moore  
Chief Engineer ..... Virgil Royer

### WKMH—Dearborn—1946

Freq.: 1310 Kc. .... Power: 5 Kw.  
Owned-Oper. By ..... Knorr Broadcasting Corp.  
Address ..... 15001 Mich. Ave.  
Tel.: TI 6-8500. .... MBS  
Station Rep. .... Everett-McKinney  
Exec. Vice Pres. .... Walter Patterson  
Sta. Mgr. .... John J. Carroll  
Commercial Manager ..... Charles J. Sitta  
Sales Prom. Mgr. .... John E. Davidson  
Program Director ..... Larry Fischer  
Chief Engineer ..... Jerrold L. Martin  
Owners of: WKME, Flint; WSAM, Saginaw;  
WKHM, Jackson; WELL, Battle Creek.

### WCAR—Detroit—1939

Freq.: 1130 Kc. .... Power: 50 Kw., d., 10 Kw., n.  
Owned ..... WCAR, Inc.  
Address ..... 500 Temple Ave.  
Tel.: TE 3-8100. .... Independent  
Representative ..... AM Radio Sales Co.  
President, Gen. Mgr. .... H. Y. Levinson  
Exec. V.P. .... Wayne N. Cook  
Production Mgr. .... Larry Bova  
Chief Engineer ..... James Balmer

### WJBK—Detroit—1925

Freq.: 1500 Kc. .... Power: 10 Kw. d., 1 Kw. n.  
Owned-Operated By ..... Storer Bcstg. Co.  
Bus.-Studio Address ..... 7441 Second Blvd.  
Tel.: TR 3-7400. .... Independent  
Sta. Reps. .... Storer Television Sales, Inc.  
President ..... George B. Storer, Sr.  
V.P., Mgr. Dir. .... Harry R. Lipson  
Gen. Sales Managers ..... Keith McKenney,  
M. McMurray  
Local Sales Mgr. .... Herbert J. Weber, Jr.  
Merchandising Mgr. .... Katherine Cornell  
Program Manager ..... Robert McBride  
Promotion Mgr. .... Raymond L. Vanderslice  
Chief Engineer ..... Joseph Haigh  
Owners of: WJBK-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-FM, Miami, Fla.; WBBG-AM-FM, Phila., Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

### WJLB—Detroit—1926

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Booth Bcstg. Co.

Business Address.....3100 D. Broderick Tower  
 Tel.: Woodward 5-2000.....Independent  
 Sta. Reps.....Howard; Pearson  
 President.....John L. Booth  
 General, Comm. Mgr.....Thomas J. Warner  
 Program Director.....Richard J. Desautel  
 Chief Engineer.....E. Ryan  
 Owners of: WIBM, Jackson; WSGW, Saginaw;  
 WTRX, Flint; WTOD, Toledo; WIOU, Kokomo;  
 WJVA, South Bend.

**CKLW—Detroit—1932**

Frequency: 800 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....RKO General, Inc.  
 Address.....3300 Guardian Bldg., Detroit 26  
 Tel.: WO 1-7200.....CBC  
 Representative.....Eastman  
 President, General Mgr.....J. E. Campeau  
 Commercial Manager.....Charles Gunn  
 Sales Prom. Mgr.....William C. Hester  
 National Sales Mgr.....Sidney Allen  
 Operations Mgr.....S. C. Ritchie  
 Program Director.....John Gordon  
 Publicity Director.....Art Gloster  
 Chief Engineer.....Stewart Clark  
 Owners of: CKLW-TV; WNAC-AM-FM-TV, Bos-  
 ton; KID-AM-FM-TV, Los Angeles; KFRC, San  
 Francisco; WOR-AM-FM-TV, New York; WHBQ-  
 AM-TV, Memphis; WGMS, Washington, D. C.;  
 WHCT-TV, Hartford, Conn.

**WJR—Detroit—1922**

Frequency: 760 Kc.....Power: 50,000 Watts  
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.  
 Business Address.....2200 Fisher Bldg.  
 Tel.: TR 5-4440.....Independent  
 Representative.....Christal  
 Chairman of Board.....John F. Patt  
 President.....Worth Kramer  
 V.P., Sect.....F. Silbey Moore  
 General Manager.....James H. Quello  
 Gen. Sales Manager.....Jack C. Brussel  
 Publicity Director.....George Kendall  
 Program Mgr.....Reginald P. Merridew  
 Chief Engineer.....A. Friedenthal  
 Owners of: WJRT, Flint

**WQTE—Detroit—1959**

Frequency: 560 Kc.....Power: 500 Watts, d.  
 Owned By.....560 Broadcasting Corp.  
 Address.....1260 Library  
 Tel.: WO 2-0900.....Independent  
 Station Representative.....Paul H. Raymer  
 President.....Ross Mulholland  
 General, Sta. Mgr.....Richard E. Jones  
 Commercial Manager.....Ron Gilbert  
 Program Director.....Harve Morgan  
 Chief Engineer.....Irv. Laing

**WWJ—Detroit—1920**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Evening News Assn.  
 Address.....622 W. Lafayette  
 Tel.: WO 2-2000.....NBC  
 Newspaper Affiliation.....Detroit News  
 Rep., Peters, Griffin & Woodward, McDermott  
 General Manager.....Edwin K. Wheeler  
 Asst. Gen. Mgr.....Don DeGroot  
 Station Mgr.....Franklin Sisson

Nat. Sales Mgr.....George H. Williams  
 Sales Mgr.....Denman F. Jacobson  
 Program Devel. Mgr.....Melvin C. Wissman  
 Program Prod. Mgr.....Robert E. Henabery  
 Promotion Manager.....A. Glenn Kyker  
 Gen. Eng. Mgr.....E. J. Love  
 Owners of: WWJ-TV.

**WXYZ—Detroit—1925**

Freq.: 1270 Kc.....Power: 5 Watts d.; 1 Wt. n.  
 Owned-Oper. By.....WXYZ, Inc.  
 Address.....20777 W. Ten Mile Rd.  
 Tel.: KENwood 4-7000.....ABC  
 Representative.....John Blair  
 President.....John F. Pival  
 General Manager.....John O. Gilbert  
 Sales Manager.....Robert Baldrice  
 Sales Prom. Mgr., Pub. Dir.....Sam Somora  
 Program Director.....Robert Baker  
 Chief Engineer.....Charles Kocher  
 Owners of: WXYZ-TV-FM.

**WDBC—Escanaba—1941**

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Delta Bcstg. Co.  
 Address.....P.O. Box 419  
 Tel.: State 6-6144.....MBS  
 Pres., Gen. Mgr.....George D. Lindenthal  
 Station Manager.....F. J. Lindenthal

**WLST—Escanaba—1958**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned By.....Lake Mich. Bcstg. Co.  
 Address.....600 Ludington St.  
 Tel.: State 6-4118.....ABC  
 Newspaper Affil.....Daily Press  
 President.....Frank C. Russell  
 General Manager.....James G. Ward Jr.  
 Station Manager.....Grant Markham  
 Sales Prom. Manager.....David Pindzek  
 Chief Engineer.....Paul Annick

**WAMM—Flint—1955**

Frequency: 1420 Kc.....Power: 500 W. d.  
 Owned-Oper. By.....Binder-Carter-Durham, Inc.  
 Business Address.....740 S. Saginaw St.  
 Tel.: Cedar 9-8631.....MBS  
 Station Representative.....Webb  
 President, Gen. Mgr.....Philip R. Munson  
 Commercial Mgr.....Ronald L. Craig  
 Station Mgr.....Clarence E. Rhodes  
 Program Dir.....Reed Farrell  
 Sales Prom. Manager.....Irv Chimovitz  
 Publicity Director.....Lou Cohn  
 Chief Engineer.....Walter Wiersbicki

**WTRX—Flint—1947**

Freq.: 1330 Kc.....Power: 5 Kw., d., 1 Kw., n.  
 Owned-Operated By.....Booth Bcstg. Co.  
 Bus. Studio Address.....3076 E. Bristol Rd.  
 Tel.: CE 9-8686.....ABC  
 Representative.....Weed  
 President.....John Lord Booth  
 General Mgr.....Ken Chapin  
 Chief Engineer.....Charles Wallace  
 Owners of: WIBM, Jackson; WIOU, Kokomo;  
 WJLB, Detroit; WJVA, South Bend; WSGW,  
 Saginaw; WTOD, Toledo.

**WFDF—Flint—1922**

Frequency: 910 Kc. Power: 5 Kw., d., 1 Kw., n.  
 Owned-Operated By.....The Trebit Corp.  
 Address.....Garland at First Ave.  
 Tel.: CE 2-7158.....NBC  
 Representative.....Katz  
 President.....Harry M. Bitner, Jr.  
 General Program Director.....Elmer A. Knopi  
 Comm. Prom. Manager.....Marvin Levey  
 Chief Engineer.....Gerald Wolpert

**WKMF—Flint—1953**

Frequency: 1470 Kc. Power: 5 Kw., d., 1 Kw., n.  
 Owned.....Knorr Bcstg. Corp.  
 Address.....112 W. Water St.  
 Tel.: CE 9-7608.....CBS  
 Sta. Representative.....Everett McKinney  
 General Comm. Manager.....A. P. Berg  
 Program Director.....Jerry Schroeder  
 Chief Engineer.....George Parker  
 Owners of: WKMH, Dearborn; WKHM, Jackson;  
 WELI, Battle Creek; WSAW, Saginaw.

**WMRP—Flint—1946**

Frequency: 1570 Kc. Power: 1 Kw.  
 Owned-Oper. By.....WMRP  
 Address.....3217 Lapeer St.  
 Tel.: CE 3-5112.....KBS  
 Station Representative.....Sears & Ayer  
 President.....Arthur Howard  
 Gen. Mgr.....William H. Morford  
 Chief Engineer.....Robert Swayze

**WTAC—Flint—1946**

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By.....L. & P. Bcstg. Corp.  
 Address.....P. O. Box 829  
 Tel.: OW 4-4146.....Independent  
 Station Representative.....Hollingbery  
 General Manager.....David C. Croninger  
 Chief Engineer.....Robert Garner

**WBFC—Fremont—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Paul A. Brand  
 Address.....P. O. Box 231  
 Tel.: 415.....Independent  
 President.....Paul A. Brand

**WATC—Gaylord—1950**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Midwestern Bcstg. Co.  
 Address.....Paul Bunyan Bldg., Traverse City  
 Tel.: WI 7-7675.....Independent  
 Sta. Reps.....Venard, Rintoul & McConnell  
 Pres., Gen. Mgr.....Les Biederman  
 Commercial Mgr.....Robert E. Detwiler  
 Station Manager.....Daniel Creighton  
 Chief Engineer.....William K. Kiker  
 Owners of: WTCM, Traverse City; WATF, Cadillac;  
 WATZ, Alpena; WMBN, Petosky; WTCM-TV,  
 Cheboygan; WPNB-TV, Traverse City.

**WGHN—Grand Haven—1956**

Frequency: 1370 Kc. Power: 500 Watts, d.  
 Owned By.....Richard & Cecil Gillespie

Address.....228 Washington St.  
 Tel.: 842—8110.....Independent  
 Station Representative.....John E. Pearson  
 President.....Richard G. Gillespie  
 General Comm. Manager.....Hy M. Steed  
 Program Director.....Tom Shine  
 Chief Engineer.....Dick Clarke

**WFUR—Grand Rapids—1947**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Furniture City Bcstg. Corp.  
 Address.....399 Garfield Ave., S.W.  
 Tel.: GL 6-9541.....Independent  
 Pres., Gen., Sta. Mgr.....William Kuiper, Sr.  
 Commercial Manager.....Peter Vanden Bosch  
 Sales Prom., Pub. Dir.....William Kuiper, Jr.  
 Chief Engineer.....Gilbert Waite

**WGRD—Grand Rapids—1947**

Frequency: 1410 Kc. Power: 1,000 Watts  
 Owned-Oper. By.....Regional Bcstrs. of Mich.  
 Business-Studio Add. 35 Lafayette Ave., N.E.  
 Tel.: GL 9-4111.....Independent  
 Station Representative.....Raymer  
 President.....William H. Rich  
 Sta., Comm. Manager.....H. M. Fisher  
 Sales Prom. Manager.....W. H. Merchant  
 Program Director.....Robert W. Whitcomb  
 Owners of: WTRU, Muskegon.

**WJEF—Grand Rapids—1945**

Freq.: 1230 Kc. Power: 500 W. d., 250 W. n.  
 Owned-Oper. By.....Fetzer Broadcasting Co.  
 Address.....187 Monroe, N.W.  
 Tel.: GL 6-8512.....CBS  
 Station Representative.....Avery-Knodel  
 President.....John E. Fetzer  
 Station Mgr.....Roger L. Hoffman  
 Chief Engineer.....Bruce Glycadgis

**WLAV—Grand Rapids—1940**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned.....Stevens-Wismer Bcstg., Inc.  
 Address.....161 Ottawa Northwest  
 Tel.: GL 6-5461.....ABC  
 Station Representative.....Everett-McKinney  
 President.....John Wismer  
 General Manager.....John J. Shepard  
 Commercial Manager.....Gregory Resser  
 Sta., Program Director.....Jock Bliss  
 Chief Engineer.....Keith K. Knappen  
 Owners of: WHLS, Port Huron; WLEW, Bad Axe;  
 WOVE, Allegan.

**WMAX—Grand Rapids—1954**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owner.....Atlas Bcstg. Co.  
 Address.....RKO Kei'h Theatre Bldg.  
 Tel.: GL 6-8621.....MBS  
 Representative.....Radio-TV Reps  
 President.....Theodore J. Peters  
 General Manager.....Chas. A. Sprague  
 Commercial Manager.....William Engel  
 Program Manager.....Joseph C. Hooker  
 Chief Engineer.....Bob Schmidt



**WOOD—Grand Rapids—1924**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By Wood Bcstg., Inc.  
 Address 120 College Ave., S.E.  
 Tel.: GL 9-4125  
 Representative NBC  
 Katz Agency  
 Pres., Gen. Mgr. Willard Schroeder  
 Sales Manager Michael O. Lareau  
 Program Director Peter Kizer  
 Sales Prom., Publicity Director Clark Grant  
 Chief Engineer Charles Robison  
 Owners of: KLZ-AM-TV, Deaver; WTCN-AM-TV, Minneapolis; WFBM-AM-FM, Indianapolis; WOOD-TV.

**WPLB—Greenville—1959**

Frequency: 1380 Kc. Power: 500 Watts  
 Owned By Flat River Broadcasting Co.  
 Address South M—91  
 Tel.: PL 4-5656  
 Independent  
 Owner & President Mrs. P. Lewis  
 Owner, Vice Pres., General Mgr. E. Peterson  
 Program Director R. Lewis

**WMPL—Hancock—1957**

Frequency: 920 Kc. Power: 1 Kw., d.  
 Owned Copper Country Bcstg. Co.  
 Business Address Hotel Scott  
 Tel.: 3155  
 KBS  
 Pres., Ch. Eng. Francis Locatelli  
 Station Manager John Oakvik  
 Sales Promotion Manager Burton Ervast  
 Program Dir. Norman Koski

**WBCH—Hastings—1958**

Frequency: 1220 Kc. Power: 250 Watts, d.  
 Owned By Barry Bcstg. Co. Inc.  
 Address 146 East State St.  
 Tel.: Windsor 5-3414  
 KBS  
 President, Gen. Mgr. Robert S. Greenhoe  
 Asst. Mgr., Program Dir. Ken Radant  
 Sales Promo. Mgr. Carclyn De Vaney  
 Publicity Director Dave McIntyre  
 Chief Engineer Fran Bowles

**WCSR—Hillsdale—1955**

Frequency: 1340 Kc. Power: 100 W.  
 Owned-Operated By Eaw Beese Bcstg., Inc.  
 Address 92½ Broad St.  
 Tel.: HE 7-4444  
 KBS  
 Rep. Gill-Perna, Mich. Spot Sls.  
 President Ruth Keister  
 V.P. & Mgr. Russell Holcomb

**WHTC—Holland—1948**

Freq.: 1450 Kc. Power: 1 Kw. d.; 250 Wts. n.  
 Owned-Operated By Holland Bcstg. Co.  
 Address Hotel Warm Friend  
 Tel.: EX 2-3121  
 MES  
 President W. A. Butler  
 Gen. Mgr. Sandy Meek  
 Commercial Manager Hal Franken  
 Program Director Bill Gargano  
 Chief Engineer Julius Van Oss

**WJBL—Holland—1956**

Frequency: 1260 Kc. Power: 500 Watts  
 Owned Ottawa Bcstg. Corp.  
 Address James St.  
 Tel.: EX 6-5281  
 Independent  
 Station Representative Holman  
 President Bernard Brookema  
 Gen., Sta. Mgr. Jerome C. Grysen  
 Program Director Clarence Walters  
 Chief Engineer John L. Klungle

**WHDF—Houghton—1929**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Upper Michigan Bcstg. Co.  
 Address Douglas Hotel  
 Tel.: 1  
 NBC  
 Representative Walker-Rawalt  
 Owner, Ch. Eng. G. L. Burgan  
 General Manager Albert W. Payne

**WHGR—Houghton Lake—1954**

Frequency: 1290 Kc. Power: 5 Kw.  
 Owned Sparks Bcstg. Co.  
 Address 3431 Houghton Lake Dr.  
 Tel.: GR 8-3040  
 Independent  
 Sta. Representative Michigan Spot Sales  
 President J. B. Sparks  
 Station, Prog. Mgr. Robert D. Dittmer  
 Chief Engineer Garnet G. Sparks  
 Owners of: WEXL-AM, Royal Oak; WOMC-FM, Detroit.

**WHMI—Howell—1957**

Frequency: 1350 Kc. Power: 500 Watts, d.  
 Owned Wirth Bcstg. Co.  
 Address 201½ W. Grand River Ave.  
 Tel.: 1062  
 Independent  
 Station Representative Hopewell  
 President, Ch. Eng. M. H. Wirth  
 Program Dir. J. Thiel

**WCHB—Inkster—1956**

Frequency: 1440 Kc. Power: 1 Kw. d.  
 Owned Bell Bcstg. Corp.  
 Address 32790 Henry Ruff Rd.  
 Tel.: CR 8-1440  
 Independent  
 Sta. Reps. Bob Dore; Dora Clayton  
 President Dr. Haley Bell  
 Gen., Sta. Manager Frank M. Seymour  
 Program Dir. George White  
 Promotion Manager Douglass Allgood  
 Chief Engineer Clarence Ringo

**WION—Ionia—1952**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Oper. By Ionia Bcstg. Co.  
 Address Box 143  
 Tel.: 2300  
 Independent  
 President Monrce MacPherson, Sr.  
 Gen. Mgr. Monroe MacPherson, Jr.  
 Comm. Prom. Mgr. Glenn R. Le Pard  
 Program Director Joe Je Rue  
 Chief Engineer J. Irving Grove

**WMIQ—Iron Mountain—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned... Iron Mountain-Kingsford Bcstg. Co.  
 Address... 211 East Ludington Street  
 Tel.: 774-4321  
 President... Frank J. Russell  
 Gen., Sta., Comm., Prom. Mgr., W. C. Johnson

**WIKB—Iron River—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By... Iron Co. Bcstg.  
 Address... Iron River Natl. Bank Bldg.  
 Tel.: COngress 5-4104  
 Sta. Representative... Walker-Rawalt  
 Gen. Sta., Comm. Mgr., Edwin Phelps, Jr.  
 Chief Engineer... James Swanson

**WJMS—Ironwood—1931**

Frequency: 830 Kc. Power: 1000 Watts  
 Owned-Oper. By... Upper Mich.-Wis. Bcstg. Co.  
 Bus. Studio Address... 124 E. McLeod Ave.  
 Tel.: 20-1; 316  
 Sta. Rep... Thomas F. Clark  
 President, Gen. Mgr., William L. Johnson  
 Commercial Mgr., Robert Olson  
 Program Dir., Ron Pierce  
 Publicity Dir., Dick Daly  
 Chief Engineer... Arne Dahlbacka

**WJAN—Ishpeming—1959**

Frequency: 970 Kc. Power: 5000 Watts, d.  
 Owned By... Tri-City Broadcasters  
 Address... P.O. Box 313  
 Tel.: HUdson 6-4441  
 Station Representative... Holman  
 President, Gen. Mgr., R. G. Blomquist  
 Commercial Mgr., Eldon W. Wallace  
 Program Director... Don Ryan

**WJPD—Ishpeming—1947**

Freq.: 1240 Kc. Power: 1 Kw. d.; 250 Wts. n.  
 Owned-Operated By... Ishpeming Bcstg. Co.  
 Address... U. S. Highway #41  
 Tel.: HU 6-9937  
 Station Rep... Hopewell  
 President, Gen. Mgr., Dr. J. P. Deegan  
 Comm., Program Manager... Carl Loose  
 Publicity Director... Joe Patrick  
 Chief Engineer... L. Roncoglions

**WIBM—Jackson—1925**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned... Booth Broadcasting Co.  
 Address... 2511 Kibby Rd.  
 Tel.: ST 2-7176  
 Station Representative... Weed  
 President... John L. Booth  
 General, Comm. Mgr., Robert B. Lees  
 Chief Engineer... Harold Davis

**WKHM—Jackson—1951**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned... Jackson Bcstg. & Tele. Corp.  
 Address... 441 Wildwood

Tel.: STate 4-7181 CBS  
 Sta. Reps., Everett-McKinney; Mich. Spot Sales  
 V.P., General Manager... Edwin Huse  
 Chief Engineer... Paul Wright

**WKLZ—Kalamazoo—1955**

Frequency: 1470 Kc. Power: 500 W. d.  
 Owned... The Circle Corporation  
 Address... Box 663  
 Tel.: FLreside 3-2541  
 Station Representative... MBS  
 Pres., Gen., Comm. Mgr., Joseph F. Butler  
 Program Director... Ron Newhouse  
 Publicity Director... Joseph F. Butler  
 Chief Engineer... Ralph E. Patterson

**WKMI—Kalamazoo—1953**

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Steere Bcstg. Co.  
 Business-Studio Address... State Theatre Bldg.  
 Tel.: FL 4-0111  
 Representative... Independent  
 Pres., Gen. Mgr., Howard D. Steere  
 Station Manager... Emil J. Popke, Jr.  
 Commercial Manager... F. K. Doyle  
 Prog. Dir., Dan Daniels  
 Publicity Director... Vince Ford  
 Chief Engineer... Kenneth Farrance

**WKZO—Kalamazoo—1923**

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By... Fetzer Bcstg. Co.  
 Business Address... 590 W. Maple St.  
 Tel.: FL 5-2101  
 Representative... CBS  
 President... Avery-Knodel  
 Exec. V. P. & General Manager... John E. Fetzer  
 Carl E. Lee  
 Sta. Comm. Mgr., Olis T. Gaston  
 Program Director... Charles T. Lynch  
 Publicity Director... W. J. Hunt  
 Chief Engineer... Arthur E. Covell  
 Owners of: WJEF-AM-FM, Grand Rapids; WWTW,  
 Cadillac; KOLN-TV, Lincoln.

**WILS—Lansing—1947**

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... Lansing Bcstg. Co.  
 Bus. Address... 407 1/2 N. Washington Ave.  
 Tel.: IV 2-1655  
 Station Rep... Independent  
 Pres., Gen. Mgr., Venard, Rintoul, McConnell  
 John C. Pomeroy  
 General, Comm. Mgr., Edwin L. Byrd  
 Chief Engineer... John Whitacre

**WJIM—Lansing—1934**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Gross Telecasting, Inc.  
 Address... 2820 East Saginaw  
 Tel.: IV 2-1333  
 Station Reps... CBS  
 President, Gen. Mgr., Harold F. Gross  
 Comm. Mgr., Keith Oliver  
 Program Director... Bryan Halter  
 Chief Engineer... Carl Onken  
 Owners of: WJIM-TV-FM.

**WKLA—Ludington—1944**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By Raymond A. Plank  
 Address East Ludington Ave.  
 Tel.: VI 3-3438 ABC  
 General Manager Raymond A. Plank  
 Commercial Manager Gordon Anderson  
 Program Director Don Hack

**WMTE—Manistee—1951**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Manistee Radio Corp.  
 Address Radio Road  
 Tel.: PARKVIEW 3-9906 Independent  
 President, Gen. Mgr. James R. Sumbler  
 Commercial Manager Bruce Anderson  
 Station Manager W. Harriet Laird  
 Program Director Ken Kott  
 Chief Engineer Craig Kuckenmeister

**WDOG—Marine City—1950**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Operated By Radio St. Clair, Inc.  
 Business Address 5300 Marine City Hwy.  
 Tel.: RO 5-7944 Independent  
 President Jerry Coughlin  
 Gen., Sta. Mgr. F. W. Cale  
 Chief Engineer Robert E. McIntosh

**WDMJ—Marquette—1931**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By Lake Superior Bcstg. Co., Inc.  
 Address 249 W. Washington St.  
 Tel.: CA 6-3524 ABC  
 Newspaper Affil. Mining Journal  
 Sta. Representative Weed  
 President Frank J. Russell, Jr.  
 General Mgr. W. H. Treloar  
 Station Mgr. Robert J. Luke  
 Commercial Mgr. Robert Sands  
 Program Dir. Eldon W. Wallace  
 Chief Engineer Paul Anick

**WAGN—Menominee—1952**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Men-Mar Bcstg. Co.  
 Address 960 First St.  
 Tel.: UN 3-5551 KBS  
 President L. G. Glickman, M.D.  
 General, Station Mgr. Vernon Uecker  
 Program Director Barbara Johnson  
 Chief Eng. Loren B. Koesling

**WMDN—Midland—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Midland Bcstg. Co.  
 Address 2500 Swede Rd.  
 Tel.: TE 9-9988 Independent  
 Station Rep. Hopewell  
 President D. Sherman  
 General Mgr., Ch. Eng. Peter A. Wolf

**WBRB—Mount Clemens—1956**

Frequency: 1430 Kc. Power: 500 Watts, d.

Owned By Wright & Maltz, Inc.  
 Address P. O. Box 489  
 Tel.: HO 3-5876 Independent  
 Station Representative Donald Cooke  
 President, Gen. Mgr. Milton Maltz  
 Station Manager Robert G. Wright  
 Program Director Charles Park  
 Chief Engineer Gerry Meir  
 Owners of: WTTT, Tiffin.

**WCEN—Mt. Pleasant—1949**

Freq.: 1150 Kc. Power: 1 Kw. d. 500 W. n.  
 Owned By The Capital Radio Network  
 Address Bluegrass Road  
 Tel.: SP 3-3171 KBS  
 Representative Hopewell  
 President Paul A. Brandt  
 General Mgr. Eugene E. Umlor  
 Program Dir. Neal Johnson  
 Publicity Dir. Robert J. Morgan  
 Chief Engineer Peter J. Fronczak  
 Owners of: WCBQ-AM, Whitehall.

**WMAB—Munising—1956**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Munising-Alger Bcstg. Co.  
 Address First Nat. Bank Bldg.  
 Tel.: EVERGREEN 7-2518 KBS  
 President, Gen. Mgr. Charles Symon  
 Sta., Sales Prom. Mgr. Theodore H. Ouellette  
 Program Director Richard Gomuski  
 Publicity Director Wally Ahlborn  
 Chief Engineer Walter Ter Meer

**WKBZ—Muskegon—1926**

Frequency: 850 Kc. Power: 1000 Watts  
 Owned By WKBZ Radio Corp.  
 Address Pontaluna Road  
 Tel.: PARKWAY 2-6051 ABC  
 Sta. Representative Everett McKinney  
 President F. L. Allman  
 General, Sta. Mgr. Harold W. Waddell  
 Program, Prod. Mgr. C. P. Hoover  
 Publicity, Prom. Director Bill Bennett  
 Chief Engineer George Krivitzky

**WMUS—Muskegon—1947**

Frequency: 1090 Kc. Power: 1000 Watts d.  
 Owned-Oper. Greater Muskegon Bcstrs., Inc.  
 Business-Studio Address 517 W. Giles Rd.  
 Tel.: 4-1672 MBS  
 Station Rep. Masla  
 Manager W. B. Tebeau

**WTRU—Muskegon—1949**

Frequency: 1600 Kc. Power: 5000 Watts  
 Owned-Oper. By Regional Bcstg. of Mich.  
 Address 875 E. Summit St.  
 Tel.: 3-2126 Independent  
 Station Rep. Raymer  
 General Manager Glenn R. LePard  
 Station Manager Kenneth J. Baugh  
 Program Director Ron Tindahl

**MICHIGAN** 

**WNIL—Niles—1956**

Frequency: 1290 Kc. Power: 500 Watts, d.  
 Owned.....Niles Bcstg. Co.  
 Address.....416 Sycamore St.  
 Tel.: MU 3-5432.....KBS  
 Newspaper Affiliation.....Daily Star  
 Station Representative.....Continental  
 General, Sta. Mgr.....James H. Mitchell  
 Chief Engineer.....Mathew Pierzchala

**WOAP—Owosso—1948**

Frequency: 1080 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Owosso Bcstg. Co.  
 Address.....Owosso  
 Tel.: SA 5-8196.....Independent  
 Newspaper Affiliation.....Argus Press  
 Station Rep.....Devney O'Connell  
 President.....J. E. Campbell  
 General, Comm. Mgr.....Merrill Walker  
 Chief Engineer.....Mel Wirth

**WMBN—Petoskey—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Midwestern Bcstg. Co.  
 Address.....Bunyan Bldg., Traverse City  
 Tel.: WI 7-7675.....NBC  
 Station Rep.....Venard, Rintoul & McConnell  
 Pres., Gen. Mgr.....Les Biederman  
 Station Mgr.....Ralph Pierson  
 Commercial Mgr.....Robert E. Detwiler  
 Chief Engineer.....William H. Kiker  
 Owners of: WTCM, Traverse City; WATF, Cadillac;  
 WATZ, Alpena; WATC, Gaylord; WTOM-TV,  
 Cheboygan; WPBN-TV, Traverse City.

**WPON—Pontiac—1954**

Frequency: 1460 Kc. Power: 500 Watts  
 Owned-Operated By.....Chief Pontiac Bcstg. Co.  
 Business Address.....7 S. Perry St.  
 Tel.: FE 8-0444.....Independent  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Edward E. Wilson  
 General, Comm. Mgr.....Martin Giaimo  
 Chief Engineer.....Karl Kuck  
 Owners of: WLS, Lansing; WLB, Jackson.

**WHLS—Port Huron—1938**

Frequency: 1450 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Stevens-Wismer Bcstg. Co.  
 Address.....932 Military St.  
 Tel.: YU 2-8536.....CBS  
 Representative.....Michigan Spot Sales  
 General Manager.....John F. Wismer  
 Station Mgr.....Thomas G. Sicklersteel

**WTTH—Port Huron—1947**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By.....The Times Herald Co.  
 Address.....907 Sixth St.  
 Tel.: Yukon 5-5171.....ABC  
 Newspaper Affil.....Times-Herald  
 Station Rep.....Weed  
 General Manager.....R. S. Sommerville  
 Asst. Manager.....Ronald Mires  
 Commercial Manager.....Donald Collins  
 Chief Engineer.....George Carroll

**WHAK—Rogers City—1949**

Frequency: 960 Kc. Power: 5000 Watts d.  
 Owned-Operated By.....Rogers City Bcstg. Co.  
 Address.....Moltke Drive  
 Tel.: 7751.....Independent  
 Station Rep.....Everett-McKinney  
 Pres., Gen., Sta. Mgr.....Harvey A. Klann  
 Comm. Mgr.....Albert Klann  
 Program Director.....Harry E. Bregé

**WEXL—Royal Oak—1923**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Sparks Bcstg. Co.  
 Business Address.....2201 Woodward Hts. Blvd.  
 Tel.: LI 4-2200.....Independent  
 Pres., Gen. Mgr.....Jacob B. Sparks  
 Station Mgr., Program Mgr.....Gordon A. Sparks  
 Sales Manager.....Ernest Holder  
 Chief Engineer.....Garnet Sparks

**WKNX—Saginaw—1947**

Frequency: 1210 Kc. Power: 10,000 Watts  
 Owned By.....Lake Huron Bdcstg. Corp.  
 Address.....221 So. Wash. Ave.  
 Tel.: PL 3-4471.....Independent  
 Representative.....Gill-Perna  
 Pres., Gen. Mgr.....William J. Edwards  
 Vice-President.....Alvin M. Bentley  
 Station Manager.....Howard H. Wolfe  
 Commercial Mgr.....Frank Brogger  
 Program Director.....Dave Kushler  
 Chief Engineer.....Max W. Thomas  
 Owners of: WKNX-TV; WLFA-TV, Alpena.

**WSAM—Saginaw—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Knorr Bcstg. Corp.  
 Address.....2435 Holland Ave.  
 Tel.: PL 2-8161.....NBC  
 Sta. Reps.....Everett McKinney; Mich. Spot Sales  
 Station Manager.....George M. Millar  
 Chief Eng.....Lee Norden

**WSGW—Saginaw—1950**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By.....Booth Broadcasting Co.  
 Address.....400 Mason Bldg.  
 Tel.: PL 3-4456.....CBS  
 Sta. Reps.....Pearson; Weed  
 President.....John L. Booth  
 General, Comm. Mgr.....Robert W. Phillips  
 Program Director.....Fred Krell  
 Chief Engineer.....Harold Volz, Jr.  
 Owners of: WTRN, Flint; WBM, Jackson; WJLB,  
 Detroit; WJVA, South Bend; WIOU, Kokomo;  
 WTOD, Toledo.

**WJUD—St. Johns—1959**

Frequency: 1580 Kc. Power: 1,000 Watts  
 Owned By.....Clinton County Bcstg. Co.  
 Address.....1363 Parks Road  
 Tel.: CAnal 4-3238.....Independent  
 Station Rep.....Hopewell  
 President.....Justin F. Marzke  
 General, Comm. Mgr.....John J. Stewart  
 Chief Engineer.....James Wintermute

**MICHIGAN-MINNESOTA**

**WSJM—St. Joseph—1956**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: WSJM, Inc.  
 Address: 414 State St.  
 Tel.: YU 3-3992 MBS  
 Sta. Representative: Hal Holman  
 President: William E. Walker  
 V. P., Gen. Mgr.: Joseph D. Mackin  
 Gen. Sales Manager: Robert E. Brown  
 Program Director: Tom Ferrin  
 Chief Engineer: Dennis Stubelt

Chief Engineer: John Greenwood  
 Owners of: WWBC, Bay City.

**WIOS—Tawas City—1958**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned By: Roger S. Underhill  
 Address: Route #2  
 Tel.: FOrrest 2-3417 KBS  
 Owner: R. S. Underhill  
 Station Mgr.: Richard A. Egli  
 Chief Engineer: Lou Ozak

**WOIA—Saline—1958**

Frequency: 1290 Kc. Power: 500 Watts  
 Owned By: Lester Broadcasting Co.p.  
 Address: P. O. Box 5, Ann Arbor  
 Tel.: NOrmandy 3-0569 Independent  
 Station Reps.: Weed; Walker-Rawalt  
 President, Gen. Mgr.: Herbert W. Lester  
 Comm. Publicity Mgr.: Steve Filipiak  
 Program Director: John Small  
 Chief Engineer: James Allen

**WTCM—Traverse City—1941**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Midwestern Bdcstg. Co.  
 Address: Paul Bunyan Bldg.  
 Tel.: Windsor 7-7675 NBC  
 Sta. Rep.: Venard, Rintoul & McConnell  
 Pres., Gen. Mgr.: Les Biederman  
 Sta., Comm. Mgr.: Robert E. Detwiler  
 Chief Engineer: William H. Kiker  
 Owners of: WATT, Cadillac; WATZ, Alpena;  
 WMBN, Petoskey; WATC, Gaylord; WTOM-TV,  
 Cheboygan; WPBN-TV, Traverse City.

**WSOO—Sault Ste. Marie—1940**

Freq.: 1230 Kc. Power: 1 Wt. d.; 250 Wts. n.  
 Owned-Operated By: Hlawathaland Bcstg. Co.  
 Business-Studio Address: 208 Ashmun S.  
 Tel.: ME 2-2231 Independent  
 President: Stanley R. Pratt  
 General Manager: Russell Staffield  
 Station, Program Director: J. O. Frenette  
 Chief Engineer: W. F. Morris

**WCCW—Traverse City—1960**

Frequency: 1310 Kc. Power: 1,000 Watts d.  
 Owned By: D. C. Summerford  
 Address: 101 West Front St.  
 Tel.: Windsor 8-6211 Independent  
 Station Rep.: Michigan Spot Sales  
 President: D. C. Summerford  
 General Manager: John R. Anderson  
 Program Director: Theodore Simon  
 Chief Engineer: Theodore Jones

**WSTR—Sturgis—1951**

Frequency: 1230 Kc. Power: 200 Watts  
 Owned By: Walter Wonderland Bcstg. Co., Inc.  
 Address: P. O. Box 70  
 Tel.: OLive 1-2383 Independent  
 Station Representative: Masla  
 President: Patrick J. Trahan  
 General Manager: Charles E. Anthony  
 Station Manager: Albert Schneider  
 Program Director: Jerry Fritz

**WCBQ—Whitehall—1955**

Frequency: 1490 Kc. Power: 250 W.  
 Owned By: Paul A. Brandt  
 Address: 6956 Blank Rd.  
 Tel.: TW 3-1465 Independent  
 Sta. Representative: George T. Hopewell  
 President: Paul A. Brandt  
 Manager: B. Van Houten

Pop.: 3,439,000

Families: 1,012,000

**Minnesota**

Radio Homes: 991,000

AM Stas. in State: 63

**KASM—Albany—1950**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Stearns Cty. Bcstg. Co.  
 Address: Albany  
 Tel.: 5-3005 KBS  
 Station Representative: Continental  
 President: William Blatner  
 General Manager: Urban J. Koppers  
 Commercial Manager: Lee Krause  
 Publicity Director: Cliff Mitchell  
 Chief Engineer: Charles Gilbert

**KATE—Albert Lea—1937**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Albert Lea Bcstg.  
 Address: 332 South Broadway  
 Tel.: FRanklin 3-2338 ABC  
 President: Hart Cardozo  
 Vice-Pres.: Richard Power  
 Gen. Mgr.: E. A. Van Alstyne  
 Sales Prom. Mgr.: Tom Golden  
 Chief Engineer: Donald Franz



**KXRA—Alexandria—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Alexandria Bcstg. Co.  
 Address ..... 1315 Broadway  
 Tel.: RO 3-3131 ..... KBS-ABC  
 Representative ..... Donald Cooke  
 President, Comm. Mgr. .... Everette Q. Walters  
 Station Manager ..... Kenneth A. Tessmer  
 Chief Engineer ..... Verdel Lonnquist

**KANO—Anoka—1956**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned By ..... Northwest Bcstg. Co.  
 Business Address ..... 1 Radio Drive  
 Tel.: HARRISON 1-2600 ..... KBS  
 President, Gen. Mgr. .... Frank R. Hunt Jr.  
 Commercial Manager ..... Ray Johnson  
 Program Director ..... Thomas Kilbride  
 Chief Engineer ..... Ralph Main

**KAUS—Austin—1948**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Oper. By ..... Black Hawk Bcstg. Co.  
 Business-Studio Address ..... Hwy. 105 South  
 Tel.: HE 3-8836 ..... MBS  
 Representative ..... Avery Knodel  
 President ..... R. J. McElroy  
 V.P., General Manager ..... Thomas Young  
 Sales Manager ..... Ken Soderberg  
 Program Director ..... Stan Styonicki  
 Publicity Director ..... Marilyn Daly  
 Chief Engineer ..... Leo Chenier

**KQAQ—Austin—1960**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned By ..... KQAQ, Inc.  
 Address ..... P.O. Box 481  
 Tel.: Hemlock 7-4511 ..... Independent  
 Sta. Representative ..... John E. Pearson  
 President, Gen. Mgr. .... Lester Gould  
 Comm., Prom. Mgr. .... William H. Holland  
 Publicity Director ..... Ann Austin  
 Program Director ..... James J. Nagle  
 Chief Engineer ..... Ted M. Ferguson

**KBUN—Bemidji—1946**

Freq.: 1450 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned ..... Paul Bunyan Broadcasting Co.  
 Business Address ..... 511 Beltrami Ave.  
 Tel.: Plaza 1-4120 ..... Independent  
 Sta. Representative ..... Everett-McKinney  
 Gen., Sta. Mgr. .... James R. Hambacher  
 Chief Engineer ..... Robert Pro

**KBMO—Benson—1956**

Frequency: 1290 Kc. Power: 500 Watts, d.  
 Owned ..... KBMO Bcstg. Co.  
 Address ..... 1205 Pacific Ave.  
 Tel.: VI 2-4601 ..... KBS  
 President ..... George J. McCarthy  
 General Sta. Mgr. .... Robert D. Zellmer  
 Comm. Prom. Mgr. .... George B. McClellen  
 Station Representative ..... Bolles  
 Program Director ..... Marvin E. Meyer  
 Chief Engineer ..... Julien Meyer

**KLIZ—Brainerd—1946**

Frequency: 1380 Kc. Power: 1 Kw., d.  
 Owned-Operated By ..... Brainerd Bcstg. Co.  
 Business Address ..... 2700 E. Oak  
 Tel.: 829—2853 ..... Independent  
 Station Representative ..... Walker-Rawalt  
 President ..... E. T. O'Brien  
 Sta., Comm. Mgr. .... Earl R. Johnsen  
 Chief Engineer ..... Don Koönig

**KBMW—Breckenridge—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Interstate Bdcstg. Corp.  
 Address ..... P.O. Box 249  
 Tel.: Midway 2-4141 ..... KBS  
 Station Representative ..... Bowden  
 Pres., Gen. Mgr. .... Robert E. Ingstad  
 Station Mgr. .... G. F. Kaufmann  
 Chief Engineer ..... H. G. Unkenholz

**WKLK—Cloquet—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By ..... Cloquet Bcstg. Co.  
 Address ..... P. O. Box 309  
 Tel.: TR 9-6725 ..... KBS  
 Station Representative ..... Keystone  
 General Manager ..... Henry Newby  
 Program Director ..... Wayne T. Valentine  
 Commercial Manager ..... Richard Johnson  
 Publicity Director ..... Richard DeFore  
 Chief Engineer ..... Kermit Littler

**“Leadership  
 in Quality Radio”**

King  
 Queen  
 Ace  
 Queen

**5000 Watts — 970 KC**

“Best Rated Cards in the Deck”

**Lester L. Gould  
 President &  
 General Manager**

**John E. Pearson Co.  
 National Rep.**

**P.O. Box 481, Austin, Minnesota  
 HEmlock 7-4511**

**KROX—Crookston—1948**

Freq.: 1260 Kc. Power: 1 Kw. d. 500 Watts n.  
 Owned-Operated By..... Crookston Bcastg. Co.  
 Business Address..... Box 620  
 Tel.: AT 1-1140..... KBS  
 Representative..... Donald-Cooke  
 President, Prog. Dir..... Jerome A. Dahlberg  
 General, Sta. Mgr..... William J. Kiewel  
 Comm. Mgr..... E. R. Melbye  
 Chief Engineer..... Arnold F. Petrich

**KDLM—Detroit Lakes—1951**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By..... Detroit Lakes Bcastg. Co.  
 Address..... 1340 Richwood Ed.  
 Tel.: Victor 7-5624..... Independent  
 Sta. Representative..... John E. Pearson  
 President..... Herbert Gross  
 General Manager..... Al G. Leighton  
 Program Director..... K. Lawrence  
 Chief Engineer..... W. Wilson

**KDAL—Duluth—1936**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By..... KDAL, Inc.  
 Business-Studio Address..... 218 Bradley Bldg.  
 Tel.: RA 2-2628..... CBS  
 Representative..... Avery-Knodel  
 Board Chairman..... J. Howard Wood  
 Gen. Mgr..... Odin S. Ramsland  
 Sales Manager..... Rex H. Hudson  
 Program Director..... Carl Casperson  
 Sales Prom. Manager..... Don Le Masurier  
 Chief Engineer..... R. A. Dettman  
 Owners of: KDAL-TV.

**WEBC—Duluth—1924**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Operated By..... WMT, Inc.  
 Business-Studio Address..... WEBC Bldg.  
 Tel.: RA 2-2873..... Independent  
 Station Representative..... Branham  
 Station, Comm. Manager..... Richard Husted  
 Program Dir..... Dave Duluth  
 Chief Engineer..... V. G. Brocks

**WDSM—Duluth—1939**

Frequency: 710 Kc. Power: 5000 W.  
 Owned By..... Northwest Pub. Institute  
 Address..... 200 E. Superior St.  
 Tel.: RA 7-8484..... NBC  
 Station Rep..... Peters, Griffin, Woodward  
 President..... Robert B. Ridder  
 General Mgr..... Robert J. Rich  
 Station Mgr..... Dennis Murphy  
 Commercial Mgr..... Jack Arnold  
 Promotion-Mdsng. Dir..... M. A. Olson  
 Dir. of Eng..... George Carlson

**WELY—Ely—1954**

Freq.: 1450 Kc. Power: 1 Kw. d.: 250 W. n.  
 Owner..... WELY Corp.  
 Address..... Box 540  
 Tel.: 744..... KBS-MES  
 President, Gen. Mgr..... Vincent L. Hallett  
 Chief Engineer..... Larry McAdams

**WEVE—Eveleth—1949**

Freq.: 1340 Kc. Power: 1 Kw. d.: 250 W. n.  
 Owned-Oper. By..... Carl Bloomquist  
 Address..... Mileage Station  
 Tel.: SHERwood 1-5922..... MBS-KBS  
 Station Rep..... Clark  
 President..... Carl Bloomquist  
 General, Sta. Mgr..... Ray E. Kent  
 Chief Engineer, Prog. Dir..... Joseph J. Cerar

**KSUM—Fairmont—1948**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... KSUM Broadcasting Co.  
 Address..... 306 North Park St.  
 Tel.: 1370..... Independent  
 Station Representative..... Masla  
 President..... John E. Hyde, Jr.  
 General Manager..... Warren D. Asher  
 Chief Engineer..... Paul Tarrant

**KDHL—Faribault—1947**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By..... KDHL Bcastg. Co.  
 Business-Studio Address..... 213 Central Ave.  
 Tel.: Edison 4-4345..... Independent  
 General Mgr..... J. E. Hyde, Jr.  
 Commercial Mgr..... Palmer Dragsten

**KOTE—Fergus Falls—1926**

Freq.: 1250 Kc. Power: 1 Kw. d. 500 W. n.  
 Owned By..... Northland Bcastg. Corp.  
 Address..... Box 494  
 Tel.: Regent 6-6996..... Independent  
 Sta. Reps..... Pearson; Wayne-Evans  
 President..... Carroll Crawford  
 General Comm. Mgr..... George Brooks  
 Program Director..... Bill Merrill  
 Publicity Dir..... Shirley Vanderwerff  
 Chief Engineer..... Les Wilson

**KOZY—Grand Rapids—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... Itasca Bcastg. Co.  
 Address..... 213 N. First Ave.  
 Tel.: FA 6-3446..... MBS-KBS  
 General Manager..... Robert D. Kennedy

**WMFG—Hibbing—1935**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... Hibbing Broadcasting Co.  
 Address..... 807 W. 37 St.  
 Tel.:..... AMherst 3-7531  
 Station Reps..... Bolles; Hurley  
 Pres., Gen. Mgr..... Frank P. Befera  
 Program Director..... Ron Marinelli  
 Commercial Mgr..... Les Rutstein  
 Sales Prom. Mgr..... Bob Stehlin  
 Chief Engineer..... Frank Befera

**KDUZ—Hutchinson—1953**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned..... North American Broadcasting Co.  
 Address..... Box 32  
 Tel.: 1555..... KBS

# MINNESOTA

President.....Albert S. Tedesco  
General, Sta. Mgr.....Heinz R. Fruck  
Comm. Program Dir.....Lorraine Lhotka  
Sales Prom. Mgr.....C. R. Splittgerber  
Chief Engineer.....Darrel Gander

## KGHS—International Falls 1959

Frequency: 1230 Kc.....Power: 100 Watts  
Owned By.....KGHS, Inc.  
Address.....P. O. Box 591  
Tel.: Atlas 3-3481.....Independent  
President, Gen. Mgr.....Daniel D. Ganter  
Chief Engineer.....Richard V. Seather

## KLFD—Litchfield—1959

Frequency: 1410 Kc.....Power: 500 Watts  
Owned By.....C. W. Doebler & Assoc., Inc.  
Address.....218 South Sibley  
Tel.: Oxford 3-3212.....Independent  
President, Gen. Mgr.....C. W. Doebler  
Commercial Mgr.....Marlin Schlottman  
Chief Engineer.....Larry Lawson

## KLTF—Little Falls—1950

Frequency: 960 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Little Falls Bcstg. Co.  
Address.....105½ Broadway E.  
Tel.: 367.....KBS  
Pres., Gen. Sta. Mgr.....John H. Lemme  
Commercial Manager.....Richard J. Rudeck  
Chief Engineer.....Gordon Lommen

## KTOE—Mankato—1950

Freq.: 1420 Kc.....Power: 5 Kw.  
Owned-Oper. By.....Minnesota Valley Bcstg. Co.  
Address.....KTOE Building  
Tel.: 4537.....ABC  
Representative.....Pearson  
President.....H. W. Linder  
General, Comm. Mgr.....Don Linder  
Program Director.....Jerry Dolter  
Chief Engineer.....Steve Wolf

## KYSM—Mankato—1938

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....F. B. Clements & Co.  
Address.....101 N. Second St.  
Tel.: 4673.....NBC  
Representative.....Meeker  
Gen., Sta., Comm. Mgr.....Robert E. DeHaven  
Program Director.....Charles Wetherall  
Sales Prom. Mgr.....George Pherson  
Chief Engineer.....James J. Houts

## KMHL—Marshall—1946

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Harry W. Linder  
Business-Studio Address.....KMHL Bldg.  
Tel.: 2282.....ABC  
Representative.....John E. Pearson  
Owner.....Harry W. Linder  
General Manager.....Gilmore F. Frayseth  
Chief Engineer.....George Pouliot

## WCCO—Minneapolis—1924

Frequency: 830 Kc.....Power: 50,000 Watts  
Owned By.....Midwest Radio-Television, Inc.  
Business-Studio Address.....625 Second Ave. S.  
Tel.: FE 2-1202.....CBS  
Newspaper Affil.....Star-Tribune; Press-Dispatch  
Representative.....CBS Radio Spot Sales  
Exec. Vice President.....F. Van Konynenburg  
General Manager.....Larry Haeg  
Sales Manager.....Phil Lewis  
Commercial Manager.....Bob Woodbury  
Program Director.....Val Linder  
Sales Prom. Dir.....C. Kaufman  
Publicity Dir.....Gordon Mikkelson  
Chief Engineer.....Kermit Sueker  
Owners of: WCCO-TV.

## WDGY—Minneapolis—1923

Freq.: 1130 Kc.....Power: 50 Kw. d., 25 Kw. n.  
Owned-Oper. By.....The Storz Bcstg. Co.  
Address.....609 Second Ave., S.  
Tel.: FE 5-2271.....Independent  
Representative.....John Blair  
President.....Todd Storz  
General, Sta. Mgr.....C. B. Clarke, Jr.  
Program Dir.....Don Kelly  
Publicity Director.....Leann Lokken  
Chief Engineer.....Kenneth Olson

## KEVE—Minneapolis—1948

Freq.: 1440 Kc.....Power: 5 Kw. d.; 500 W. n.  
Owned-Operated By.....Western Bcstg.  
Address.....917 N. Lilac Drive  
Tel.: LI 5-5601.....MBS  
President.....R. M. Purcell  
General Mgr.....Robert Rock  
Chief Engineer.....Denvy Doty

## WLOL—Minneapolis—1940

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Operated By.....BFR Bcstg. Co.  
Address.....1021 La Salle Ave.  
Tel.: FE 3-0406.....Independent  
Representative.....AM Radio Sales  
President.....Larry Bentson  
Gen., Comm. Mgr.....Wayne Williams  
Program Director.....Dan Allan  
Sales Prom., Publicity Dir.....Jim Scanlan  
Chief Engineer.....Bryce Ekberg  
Owners of: WLOL-FM.

## WPBC—Minneapolis—1949

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....People's Bcstg. Co.  
Address.....1133 Stinson Blvd.  
Tel.: ST 9-4356.....Independent  
Station Rep.....Broadcast Time Sales  
Pres., Gen., Sta. Mgr.....W. V. Stewart  
Sales Prom. Mgr.....Merle Forland  
Program Director.....Becky Ann Stewart  
Publicity Director.....Elizabeth Gahre  
Chief Engineer.....Joe Coval

**KRSI—Minneapolis—1958**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned By..... Radio Suburbia, Inc.  
 Address..... 4500 Excelsior Blvd.  
 Tel.: WALnut 6-1677..... Independent  
 Station Rep..... Bolling  
 Pres., Gen. Mgr..... William E. Schons

**WTCN—Minneapolis—1931**

Freq.: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned By..... Twin State Bcstg.  
 Address..... 2925 Dean Blvd.  
 Tel.: WA 7-8881..... ABC  
 Station Representative..... Katz  
 President..... Weston C. Pullen, Jr.  
 Station Manager..... Arthur M. Swift  
 Operations Manager..... John N. Baldwin  
 V.P., General Mgr..... T. C. Streibert  
 Nat. Sales Manager..... Wm. M. Humphreys  
 Reg. Sales Manager..... Norm Page  
 Program Director..... Jack Huston  
 Publicity Director..... Howard Coleman  
 Chief Engineer..... Warren Fritze  
 Owners of: WFBI-AM-TV, Indianapolis; WOOD-  
 AM-TV, Grand Rapids; KJZ-AM-TV, Denver.

**KDMA—Montevideo—1951**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Midwest Bcstg. Corp.  
 Address..... Box 471  
 Tel.: AM 9-8815..... ABC  
 Pres..... H. W. Linder  
 Gen. Mgr..... Willard Linder  
 Sta. Mgr..... Byron Zurn  
 Sales Prom. Mgr..... Fred Ehlen  
 Program Dir..... Jim Wood  
 Chief Engineer..... F. T. Peterson

**KVOX—Moorhead—1937**

Frequency: 1280 Kc. Power: 1 Kw.  
 Owned-Operated By..... KVOX Bcstg. Co.  
 Address..... P. O. Box 437  
 Tel.: CEDar 3-1522..... MBS  
 President..... E. J. McKellar  
 General, Comm. Mgr..... R. L. Owens  
 Chief Engineer..... Erwin Liefeld

**KMRS—Morris—1956**

Frequency: 1570 Kc. Power: 1 Kw., d.  
 Owned By..... Clifford L. Hedberg  
 Address..... Morris, Minn.  
 Tel.: 68..... Independent  
 Station Manager..... Clifford L. Hedberg  
 Program Director..... James Bollman

**KNUJ—New Ulm—1949**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... KNUJ, Inc.  
 Address..... 510½ Third North St.  
 Tel.: Elmwood 4-2115..... Independent  
 President..... W. K. Mickelson  
 General, Sta. Mgr..... George E. Korenchen  
 Program Director..... Frank Endersbe  
 Chief Engineer..... Gerald Walston

**KDIO—Ortonville—1956**

Frequency: 1350 Kc. Power: 1 kw., d.  
 Owned By..... Tri-State Bcstg. Co.  
 Address..... Ortonville  
 Tel.: 839—2581..... Independent  
 Station Rep..... Cooke  
 Pres., Chief Eng..... Richard Schultz  
 Gen., Comm. Mgr..... W. F. McCormick

**KRFO—Owatonna—1950**

Frequency: 1390 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... Owatonna Bcstg. Co.  
 Address..... 301 N. Cedar St.  
 Tel.: 5541..... KBS  
 President, Gen. Mgr..... Duane Allen  
 Comm., Prom. Mgr..... Arnold K. Schumann  
 Sta. Mgr., Chief Eng..... Jerald J. Boos

**WCMP—Pine City—1957**

Frequency: 1350 Kc. Power: 1 Kw., d.  
 Owned..... Pine County Bcstg. Co.  
 Address..... Box 578  
 Tel.: 767..... KBS  
 President..... Richard K. Power  
 Station, Comm. Mgr..... Robert P. Schuller  
 Program Director..... Lyle R. Nelson  
 Chief Engineer..... Mitch Dupre

**KLOH—Pipestone—1955**

Frequency: 1050 Kc. Power: 1000 Watts, d.  
 Owned-Operated By..... Pipestone Radio Corp.  
 Address..... 118 W. Main St.  
 Tel.: 1050..... KBS  
 Representative..... Continental  
 President..... C. B. Thomas  
 Gen. Sta. Mgr..... Ron Overlander  
 Chief Engineer..... Clarence Aushan

**KCUE—Red Wing—1955**

Frequency: 1250 Kc. Power: 1000 Watts, d.  
 Owned..... Hiawatha Valley Bcstg. Co., Inc.  
 Address..... Route 4  
 Tel.: DU 8-3511..... Independent  
 General Manager..... R. E. Bowden  
 Chief Engineer..... Lawrence Dodsall

**KLGR—Redwood Falls—1954**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Oper. By..... Harry W. Linder  
 Address..... 209 S. Washington St.  
 Tel.: ME 7-2989..... Independent  
 General Manager..... H. W. Linder

**KROC—Rochester—1935**

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned..... Southern Minnesota Bcstg. Co.  
 Address..... 109 1st Avenue Bldg.  
 Tel.: AT 9-3924..... NBC  
 Station Rep..... Venard, Rintoul, O'Connell  
 President..... Mrs. Gregory P. Gentling  
 General Manager..... G. David Gentling  
 Commercial Manager..... Robert Flick  
 Program Director..... Bernie Lusk  
 Chief Engineer..... Robert Cross

**KWEB—Rochester—1957**

Frequency: 1270 Kc. Power: 500 Watts, d.  
 Owned By.....Olmsted Cty. Bcstg. Co.  
 Address.....Northwestern Nat. Bk. Bldg.  
 Tel.: Atlas 2-9465  
 Station Rep.....ABC  
 President.....Bolles; O'Connell  
 General. Comm. Mgr.....John W. Grandy  
 Program Director.....W. E. McClenahan  
 Chief Engineer.....Jerry Miller  
 Dale Hamilton

**KFAM—St. Cloud—1938**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Times Publ. Co.  
 Address.....Fernwood Addition Hwy. 152  
 Tel.: Blackburn 2-1551  
 NBC  
 Newspaper Affiliation.....Times  
 Representative.....Pearson  
 President.....Frederick C. Schilplin  
 General Sta. Mgr.....John Murphy  
 Comm. Program Mgr.....C. Conrad  
 Chief Engineer.....Robert Witschen

**WJON—St. Cloud—1950**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Granite City Bcstg. Co.  
 Address.....Box 270  
 Tel.: BL 1-4422  
 Independent  
 Pres., Gen., Sta. Mgr.....John Haerle  
 Commercial Mgr.....Van Vander Ark  
 Program Dir.....Andy Hilger  
 Chief Engineer.....Guy LeMont

**KRBI—St. Peter—1956**

Frequency: 1310 Kc. Power: 1 Kw., d.  
 Owned By.....D. W. Seehafer & R. C. Johnson  
 Address.....1031 W. Grace St.  
 Tel.: 1310  
 Independent  
 President, Gen. Mgr.....D. W. Seehafer  
 V.P., Sales Mgr.....R. C. Johnson  
 Program Dir.....La Mar May  
 Sales Promotion.....Al Schubbe  
 Chief Engineer.....John Aasen

**KSTP—St. Paul-Minneapolis  
 1928**

Frequency: 1500 Kc. Power: 50,000 Watts  
 Owned By.....KSTP, Inc  
 Bus. Studio Address.....3415 University Ave  
 Tel.: Midway 5-2724  
 NBC  
 Representative.....Edward Petry  
 President.....Stanley E. Hubbard  
 General Manager.....Stanley S. Hubbard  
 Radio Sales Mgr.....Byron Anderson  
 Sales Prom. Mgr.....William Davey  
 Program Director.....D. Brooks Henderson  
 Chief Engineer.....L. A. Larson  
 Owners of: KSTP-TV; KOB-AM-TV, Albuquerque;  
 WGTO, Cypress Gardens.

**KDWB—St. Paul—1951**

Freq.: 630 Kc. Power: 5 Kw. d.; 500 W. n.  
 Owned By.....Crowell-Collier Bcstg. Co.  
 Address.....Foshay Tower

Tel.: PR 6-1501  
 Independent  
 Station Representative.....McGavren  
 President.....Robert M. Purcell  
 General Manager.....John M. McRae  
 Sales Manager.....Barry A. Tucker  
 Program Director.....Ted Randal  
 Publicity Director.....Joan Honebrink  
 Chief Engineer.....Allan Kennedy  
 Owners of: KFWB, Los Angeles; KEWB, San  
 Francisco; WMGM, N. Y.

**WMIN—St. Paul—1936**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Tedasco, Inc.  
 Address.....611 Frontenac Place  
 Tel.: MI 5-7757  
 Independent  
 Station Representative.....Gill-Perna  
 General Manager.....Merle Edwards  
 Program Director.....Jack Duryea  
 Chief Engineer.....Robert Seibert

**WAVN—Stillwater—1949**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....St. Croix Bcstg. Co.  
 Address.....104 N. Main St.  
 Tel.: Hemlock 9-1220  
 KBS  
 Pres., Gen., Sta. Mgr.....Richard K. Power  
 Chief Engineer.....Elmer L. Christenson

**KTRF—Thief River Falls  
 1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....KTRF Radio Corp.  
 Address.....Box 69  
 Tel.: MURdock 1-1230  
 Independent  
 Station Representative.....Evans  
 Pres., Gen. Mgr.....Don Olsen

**WHLB—Virginia—1936**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Virginia Bcstg. Co.  
 Address.....P. O. Box 1066  
 Tel.: SH 1-2233  
 Independent  
 Sta. Reps.....Bolles; Hurley  
 President, Ch. Eng.....Fran Befera  
 Comm., Sta. Manager.....James Parise  
 Program Director.....Dick Sadar  
 Publicity Director.....Jim Reese

**KWAD—Wadena—1948**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By.....KWAD Broadcasting Co.  
 Address.....Phoenix Bldg.  
 Tel.: MEDford 1-1803  
 MBS  
 President.....Robert E. Ingstad  
 Station Mgr.....E. Weeks  
 Chief Eng.....Harold Allen

**KWLM—Willmar—1940**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Lakeland Bcstg. Co.  
 Address.....Box 777  
 Tel.: BE 5-1340  
 ABC  
 Representative.....John E. Pearson  
 President, Gen. Mgr.....H. W. Linder  
 Sta. Mgr.....Willard Linder  
 Chief Engineer.....Francois Peterson



**KDOM—Windom—1958**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned By.....KDOM, Inc.  
 Address.....P. O. Box 23  
 Tel.: TEmple 1-3908.....Independent  
 President, Gen. Mgr.....Robert D. Thompson  
 Program Dir., Chief Eng.....Paul C. Lund

**KAGE—Winona—1957**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned By.....Winona Bcstg. Co.  
 Business Address.....118 W. 4th St.  
 Tel.: 2867.....KBS  
 President.....Albert S. Tedesco  
 Station Manager.....Frank L. Haas  
 Sales Promotion Mgr.....Jack Ortmann  
 Chief Engineer.....Vern Potvin

**KWNO—Winona—1938**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Winona Radio Service  
 Business-Studio Address.....216 Center St.  
 Tel.: 3313.....ABC  
 Newspaper Affiliation.....Daily News  
 Representative.....John E. Pearson  
 President.....M. H. White  
 Station Manager.....C. E. Williams  
 Commercial Manager.....H. Rod Hurd  
 Chief Engineer.....Gene Gappa

**KWOA—Worthington—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..Worthington Bcstg. Co., Inc.  
 Address.....Hotel Thompson  
 Tel.: 376-4171.....Independent  
 Representative.....Wayne-Evans  
 President, Gen. Mgr.....R. W. Olson  
 Chief Engineer.....Clint Knapp

Pop.: 2,184,000  
 Families: 577,000

**Mississippi**

Radio Homes: 534,500  
 AM Stas. in State: 75

**WMPA—Aberdeen—1952**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Radio Aberdeen  
 Address.....Box 402  
 Tel.: EM 9-4561.....Independent  
 Sta. Representative.....Beaver  
 General Mgr.....Ray Tolar  
 Prog. Dir.....Frances Tolar

**WAMY—Amory—1955**

Frequency: 1580 Kc. Power: 5 Kw., d.  
 Owned.....Charles C. Boren, Jr.  
 Address.....Box 268  
 Tel.: CL 6-5911.....MBS  
 Representative.....Everett-McKinney  
 Commercial Manager.....Jimmy Wells  
 Program Director.....Elsie Sanderson  
 Chief Engineer.....A. D. Wiygul

**WBLE—Batesville—1953**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Panola Bcstg. Co.  
 Address.....Drawer No. 73  
 Tel.: 7286.....KBS  
 President, Gen. Mgr.....Harold B. McCarley  
 Chief Engineer.....Alfred E. Jennings

**WELZ—Belzoni—1959**

Frequency: 1460 Kc. Power: 1 Kw.  
 Owned By...Humphreys County Broadcasting  
 Address.....P. O. Box 216  
 Tel.: Belzoni.....Independent  
 Station Representative.....Bolles & Co.  
 President.....R. E. Hook  
 Manager.....J. Henley  
 Program Dir.....W. Watkins

**WLOX—Biloxi—Gulfport  
 1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....WLOX Bcstg. Co.  
 Address.....Buena Vista Hotel  
 Tel.: ID 6-5581.....MBS  
 Representative.....Holman  
 General Manager.....Ray Butterfield  
 Commercial Manager.....Thomas B. Majure  
 Program Director.....P. Bosarge

**WVMI—Biloxi—1950**

Frequency: 570 Kc. Power: 1000 Watts d.  
 Owned By...New South Communications, Inc.  
 Address.....P. O. Box 122  
 Tel.: ID 2-7001.....Independent  
 Station Representative.....Webb  
 President.....F. E. Holladay  
 General Mgr.....Joseph W. Carson  
 Station Mgr.....Sam Woodall  
 Program Director.....Penn Scott  
 Chief Engineer.....Charles Copper

**WBIP—Booneville—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Booneville Bcstg. Co.  
 Address.....P.O. Box 352  
 Tel.: PA 8-5301.....KBS  
 Gen. Mgr.....E. O. Roden

**WCHJ—Brookhaven—1955**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Rural Broadcasting Co.  
 Address.....P.O. Box 644  
 Tel.: 1076.....Independent  
 Gen., Comm., Prom. Mgr.....W. M. Jones  
 Station Mgr.....Doug Mathis  
 Chief Engineer.....Leo Freeman

**WJMB—Brookhaven—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Brookhaven Bcstg. Co.  
 Address... W. Chickasaw St.  
 Tel.: 1298. KBS  
 General Mgr. A. H. Felder

**WDOB—Canton—1953**

Frequency: 1370 Kc. Power: 1 Kw. d.  
 Owned-Oper. By... Madison County Bcstg. Co.  
 Address... Box 182  
 Tel.: 1370 Independent  
 Station Representative... Bolles  
 President... R. E. Hook  
 General Manager... Roy Harris

**WGLC—Centreville—1951**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Southern Bcstg. Co.  
 Business Address... P.O. Box 205  
 Tel.: MI 5-4401. KBS  
 Pres., Gen. Mgr. Frederick A. W. Davis  
 Chief Engineer... Jim Wilson

**WKDL—Clarksdale—1955**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Coahoma Bcstg. Co.  
 Address... 1 State St.  
 Tel.: MA 4-4908. Independent  
 President... W. T. Salman  
 General. Sta. Mgr. B. G. Wesson  
 Comm., Prom. Manager... R. L. Wells  
 Program Director... Larry Briley  
 Publicity Director... Rose Collins  
 Chief Engineer... Archie Wade

**WROX—Clarksdale—1944**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By... Mrs. E. T. Imes  
 Business Address... Alcazar Hotel Bldg.  
 Tel.: MAin 4-4313. MBS, KBS  
 Station Rep. Everett-McKinney  
 General Manager... Bob Evans  
 Sta., Comm. Mgr. Tom Reardon  
 Chief Engineer... C. D. Graves

**WCLD—Cleveland—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By... Voice of the Delta, Inc.  
 Address... H'way 61 So.  
 Tel.: VI 3-4091. Independent  
 Station Representative... Bolles  
 V.P., Gen. Mgr. George C. Shurden

**WDSK—Cleveland—1958**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned By... L. A. Feduccia  
 Address... Box 869  
 Station Representative... Continental  
 Tel.: Victor 3-5221. Independent  
 Owner, Gen. Mgr. L. A. Feduccia  
 Station Mgr. LeRoy Armstrong  
 Comm. Mgr., Chief Eng. Jeff Smith  
 Program Dir. Billie Wolfe Johnson

**WCJU—Columbia—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... WCJU, Inc.  
 Address... P. O. Box 472  
 Tel.: RE 6-2616. MBS-KBS  
 Newspaper Affiliation... The Progress  
 Pres., Gen. Manager... Lester Williams

**WACR—Columbus—1947**

Frequency: 1050 Kc. Power: 1 Kw. d.  
 Owned... J. W. Eatherton  
 Address... WACR Bldg.  
 Tel.: FA 8-1050. Independent  
 Pres., Gen. Mgr. James Eatherton  
 Comm., Prom. Mgr. Sydney Thweatt  
 Publicity Director... Judith Atkins  
 Chief Engineer... L. J. Aldridge

**WCBI—Columbus—1940**

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned... Columbus Bcstg. Co., Inc.  
 Address... Gilmer Hotel  
 Tel.: FA 8-7271. MBS-KBS  
 Newspaper Affili. Commercial Dispatch  
 Representative... Everett-McKinney  
 President... B. Imes, Jr.  
 General Mgr. Bob Evans  
 Station, Prom. Mgr. Ray Crummy  
 Asst. Manager... Mrs. Ruby J. Latham  
 Chief Engineer... Tom McFerrin

**WCMA—Corinth—1945**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Corinth Bcstg. Co., Inc.  
 Business-Studio Address... Ray Bldg.  
 Tel.: AT 6-5575. KBS  
 Station Rep. Venard, Rintoul & McConnell  
 President... Aaron B. Robinson  
 General, Comm. Mgr. John E. Bell  
 Program Director... Jan A. Wood  
 Chief Engineer... James D. Anderson

**WCRR—Corinth—1956**

Frequency: 1330 Kc. Power: 500 Watts, d.  
 Owned-Oper. By... Rebel Radio, Inc.  
 Business Address... 614½ Waldron  
 Tel.: ATLantic 8-6691. ABC  
 Sta. Representative... Ochs  
 President... Luther C. Moore  
 General, Sta. Mgr. T. Estess  
 Comm., Prom. Mgr. J. O. Jordan  
 Chief Engineer... W. M. Essary

**WMAG—Forest—1955**

Frequency: 860 Kc. Power: 500 Watts d.  
 Owned-Operated By... Scott County Bcstg. Co.  
 Address... P. O. Box 188  
 Tel.: Gibson 3-7001. KBS  
 Gen. Mgr., Ch. Eng. Hugh Hughes  
 Comm. Sta. Mgr. Willie Weems  
 Program Director... Tom Estes  
 Sales Prom. Mgr. Billy Strebeck  
 Publicity Dir. Barbara Goodwin

**WDDT—Greenville—1956**

Frequency: 900 Kc. Power: 1 Kw., d.  
 Owned-Operated By: WDDT Radio Co.  
 Address: 207 Main Street  
 Tel.: Edison 2-0526 Independent  
 Station Representative: Everett-McKinney  
 General Manager: B. Gresham  
 Station Manager: W. H. Deans  
 Chief Engineer: Joe Gunter

**WESY—Greenville—1958**

Frequency: 1580 Kc. Power: 1000 Watts  
 Owned By: Miss. Ark. Broadcasting Co.  
 Address: 110 N. Poplar  
 Tel.: EDison 2-0770 Independent  
 Gen., Prog. Mgr.: Paul Artman  
 Commercial Manager: Miller Abraham  
 Chief Engineer: Ottis W. Rushing

**WGVM—Greenville—1948**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Mid America Bcstg. Co.  
 Bus. Studio Address: 118 So. B'way  
 Tel.: EDison 4-4559 Independent  
 Sta. Reps.: Devney-O'Connell; Melville  
 Pres., General Manager: David M. Segal  
 Station Manager: Edward M. Guss  
 Commercial Manager: Jack R. Stull  
 Program Director: James B. Ashley  
 Chief Engineer: Joseph C. Gunter

**WJPR—Greenville—1939**

Freq.: 1330 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By: Radio Service Co.  
 Business-Studio Address: 107 So. Poplar St.  
 Tel.: EDison 5-1441 MBS-KBS  
 Sta. Representative: Spot Time Sales  
 Gen. Sta. Mgr.: Emmett H. McMurry  
 Commercial Manager: Frank W. Baldwin  
 Chief Engineer: Percy L. Kuhn

**WABG—Greenwood—1949**

Freq.: 960 Kc. Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By: Greenwood Bcstg. Co.  
 Address: P. O. Box 408  
 Tel.: Gladstone 3-7822 ABC-MBS  
 President: Cy N. Bahakel  
 General Manager: Lew Sadler  
 Program Director: Colleen Fulgham  
 Chief Engineer: Tommy Murphy  
 Owners of: WKOZ, Kosciusko; WKIN, Kingsport;  
 WRIS, Roanoke; WWOD, Lynchburg; KNEI,  
 Waterloo; WLBJ, Bowling Green; WABG-TV.

**WGRM—Greenwood—1937**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: P. K. Ewing  
 Address: P. O. Box 553  
 Tel.: Gladstone 3-5441 NBC-KBS  
 General Manager: F. C. Ewing  
 Chief Eng.: Louis Pierce

**WNAG—Grenada—1949**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Grenada Bcstg. Co.  
 Business Address: P. O. Box 920

Tel.: 1400 Independent  
 Newspaper Affiliation: Commercial Dispatch  
 Station Representative: Everett-McKinney  
 President: Birney Ines, Jr.  
 General Manager: Bob Evans, Sr.  
 Comm. Mgr., Program Dir.: Ken Berryhill  
 Sales Mgr.: Harold Penn  
 Chief Engineer: Jimmie Pinnix

**WGCM—Gulfport—1928**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: WGCM Bcstg. Co.  
 Address: 15th Ave and 22nd St.  
 Tel.: UN 3-3522 ABC  
 General, Sta. Mgr.: James E. Reese  
 Commercial Mgr.: Ossie Owens  
 Chief Engineer: Charles A. Rauer

**WROA—Gulfport—1955**

Frequency: 1390 Kc. Power: 1 Kw., d.  
 Owned By: Chas. W. Dowdy  
 Address: 1313 28th Ave.  
 Tel.: UN 3-7133 Independent  
 Station Rep.: Thomas F. Clark  
 President, Gen. Mgr.: Charles W. Dowdy  
 Commercial Manager: Fred R. Beattie  
 Program Director: David Melton  
 Chief Engineer: Wayne Dowdy

**WBKH—Hattiesburg—1954**

Frequency: 950 Kc. Power: 5 Kw. d.  
 Owned: Deep South Radio, Inc.  
 Address: 305 Bay Street  
 Tel.: JU 2-1986 Independent  
 Sta. Representative: Devney-O'Connell  
 President: B. L. Blackledge Jr.  
 General, Sta. Mgr.: Frank Pilgrim  
 Commercial Manager: Joe Buchanan  
 Program Director: Will Hudson  
 Chief Engineer: James N. Watson

**WFOR—Hattiesburg—1925**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Sheridan, Inc.  
 Address: 302 Hemphill St.  
 Tel.: JU 4-5432 NBC  
 President: B. W. Curry, Jr.  
 General Manager: E. M. Jenkins  
 Commercial Manager: Bud Norval  
 Chief Engineer: J. N. Watson

**WHSY—Hattiesburg—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Hub City Bcstg. Co. Inc.  
 Address: P. O. Box 1008  
 Tel.: JU 3-1741 ABC  
 Representative: Clark  
 President, Gen. Mgr.: Charles W. Holt  
 Station Manager: Bob French  
 Program Director: Gene Clay  
 Sales Prom. Manager: Connie I. Holt  
 Chief Engineer: H. C. Sanford

**WXXX—Hattiesburg—1957**

Frequency: 1310 Kc. Power: 1 Kw., d.  
 Owned By: Bcst. Development Co.

## MISSISSIPPI

Address.....1031 Broadway Drive  
 Tel.: JU 2-2591.....KBS  
 Representative.....Indie Sales  
 President.....Dave A. Matison, Jr.  
 Manager.....J. C. Walker  
 Station Mgr.....Jimmy Swan  
 Program Dir.....R. Meyer  
 Publicity Dir.....Pauline Everett  
 Chief Engineer.....C. C. Vogel

### WMDC—Hazlehurst—1953

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned.....Southwestern Bcstg. Co. of Miss.  
 Address.....Highway 51 N.  
 Tel.: 869.....KBS  
 President, Gen. Mgr.....Louis Alford  
 Comm. Prom. Mgr.....Mal Jones  
 Sta. Mgr., Ch. Eng.....A. M. Smith  
 Program, Publicity Dir.....Bob Prather

### WCPC—Houston—1955

Frequency: 1320 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....WCPC Bcstg. Co.  
 Address.....Box 552  
 Tel.: GL 6-3071.....KBS  
 Gen., Sta. Mgr.....Robin H. Mathis  
 Comm. Mgr., Prog., Pub. Dir., Ralph C. Mathis  
 Chief Engineer.....John B. Skelton, Jr.  
 Owners of: WXTN, Lexington; WSJC, Magee.

### WDLT—Indianola—1953

Frequency: 1380 Kc.....Power: 500 watts d.  
 Owned By.....Radio Cleveland, Inc.

## WJQS

Jackson Mississippi

### MUSIC AND NEWS

ALWAYS GOOD MUSIC  
 MOBILE NEWS — SPORTS

More Adult Listeners  
 Than Any Other  
 Mississippi Station

Representative:

GEORGE T. HOPEWELL CO.

LEW HEILBRONER, V.P. & Gen. Mgr.

Address.....134 Baker St.  
 Tel.: 500.....KBS  
 Station Representative.....Beaver  
 President.....J. R. Denton  
 Gen. Mgr., Ch. Eng.....Geo. Shurden

### WJDX—Jackson—1929

Frequency: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Lamar Life Broadcasting Co.  
 Address.....715 S. Jefferson  
 Tel.: Fleetwood 2-2691.....NBC  
 Representative.....Hollingbery  
 President.....P. K. Lutken  
 Gen., Sta. Mgr.....Fred L. Beard  
 Comm. Mgr.....Frank Gentry  
 Sales Prom. Mgr., Pub. Dir.....Chuck Allen  
 Program Director.....Maurice Thompson  
 Chief Engineer.....Floyd Kinard  
 Owners of: WLBT, Jackson.

### WJQS—Jackson—1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dumas Milner Bcstg. Co.  
 Address.....King Edward Hotel  
 Tel.: Fleetwood 4-5653.....MBS-KBS  
 Station Rep.....Hopewell  
 President.....Howard S. Cohoon  
 V. P., Gen. Mgr.....Lewis Heilbronner  
 Program Director.....Bill Slaton  
 Chief Engineer.....Lee Hodges

### WJXN—Jackson—1940

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Jackson Bcstg. Co., Inc.  
 Address.....916 Foley  
 Tel.: FL 2-6673.....Independent  
 Sta. Representative.....Masla  
 President.....James T. Ownby  
 V.P., Gen. Mgr.....Gayle Swofford  
 Chief Engineer.....E. E. Peterson

### WOKJ—Jackson—1954

Frequency: 1590 Kc.....Power: 5 Kw.  
 Owned-Operated By.....Dixieland Bcstg. Co.  
 Business Address.....1017 Lynch St.  
 Tel.: Fleetwood 4-4096.....Independent  
 Station Representative.....Pearson  
 President, Gen. Mgr.....John McLendon

### WRBC—Jackson—1947

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Rebel Bcstg. Co., Inc.  
 Business-Studio Address.....125½ So. Lamar  
 Tel.: Fleetwood 5-1562.....Independent  
 Representative.....Beaver  
 President.....Tom Wright  
 General Mgr.....R. McGregor  
 Chief Engineer.....William K. Phillips

### WSLI—Jackson—1938

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Capitol Bcstg. Co.  
 Address.....P. O. Box 8187  
 Tel.: FI 4-2512.....ABC  
 Newspaper Affil., Daily News, Clarion Ledger

**Representative** ..... Weed  
**President**..... T. M. Heberman Jr.  
**General Manager**..... L. M. Sepaugh  
**Comm., Sta. Manager**..... Dick Voorhis  
**Sales Prom. Manager**..... Dorothy Dewley  
**Program Director**..... Al Simmons  
**Publicity Director**..... Bill Peeler  
**Chief Engineer**..... C. A. Perkins

**WKOZ—Kosciusko—1947**

**Frequency:** 1350 Kc. .... **Power:** 5 Kw., d.  
**Owned-Oper. By**..... Kosciusko Bcstg. Co.  
**Address**..... 109 W. Jefferson  
**Tel.:** 782 ..... ABC-MBS  
**President**..... Cy N. Bahakel  
**General Manager**..... Mims Boswell, Jr.

**WAML—Laurel—1932**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned By**..... New Laurel Radio Station Inc.  
**Address**..... Box 367  
**Tel.:** 5601 ..... NBC-KBS  
**President**..... Harold Matison  
**General Manager**..... Frank Sumrall  
**Station Manager**..... Paul Carlisle  
**Commercial Manager**..... M. M. Caver  
**Program Director**..... Len Maith  
**Sales Prom. Manager**..... Dave Kane  
**Publicity Director**..... Adrian Gibson  
**Chief Engineer**..... Lester Johnson  
**Owners of:** WABO, Waynesboro.

**WLAU—Laurel—1946**

**Frequency:** 1430 Kc. .... **Power:** 5000 Watts d.  
**Owned-Operated By**..... Southland Bcstg. Co.  
**Address**..... 437 N. Magnolia St.  
**Tel.:** 8-7227 ..... ABC  
**Station Representatives**..... Devney-O'Connell  
**President, Gen. Mgr.**..... Gene Tibbett  
**Chief Engineer**..... Dudley Carter

**WNSL—Laurel—1957**

**Frequency:** 1260 Kc. .... **Power:** 1 Kw., d.  
**Owned**..... Voice of the New South, Inc.  
**Address**..... 116 Beacon St.  
**Tel.:** 8-7224 ..... Independent  
**Sta. Representative**..... Grant Webb  
**Gen. Mgr.**..... Granville Walters  
**Comm. Mgr.**..... Teck Jones  
**Chief Engineer**..... Glenn Holland

**WXTN—Lexington—1959**

**Frequency:** 1150 Kc. .... **Power:** 500 Watts  
**Owned By**..... Holmes County Bcstg. Co.  
**Address**..... Box 326  
**Tel.:** 222 ..... KBS  
**Station Rep.**..... Beaver & Assoc.  
**President**..... Robin Mathis  
**Station Manager**..... Herbert Knotts  
**Program Director**..... Fanny Mae Cothran  
**Chief Engineer**..... J. B. Skelton  
**Owners of:** WCPC, Houston; WXJC, Magee, Miss.

**WLSM—Louisville—1953**

**Frequency:** 1270 Kc. .... **Power:** 1000 Watts d.

**Owned-Oper. By**..... Louisville Bcstg. Corp.  
**Address**..... P.O. Box 111  
**Tel.:** 1000 ..... Independent  
**Station Representative**..... Webb  
**Station Manager**..... Herbert Guthrie

**WMBC—Macon—1947**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**... Confederate Bcstg. Co.  
**Business Address**..... Piney Woods Rd.  
**Tel.:** 132 ..... KBS  
**Station Rep.**..... Hopewell  
**President**..... F. A. Davis  
**General Mgr.**..... M. C. Henry  
**Chief Engineer**..... Bill White

**WSJC—Magee—1957**

**Frequency:** 1280 Kc. .... **Power:** 500 W. d.  
**Owned**..... SE Miss. Bcstg. Co.  
**Business Address**..... Box 426  
**Tel.:** 2413 ..... KBS  
**General Manager**..... Marvin L. Mathis  
**Program Director**..... Jimmy Tugwell  
**Chief Engineer**..... Hulon Mathis

**WAPF—McComb—1948**

**Frequency:** 980 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By**.. S. W. Bcstg. Co. of Miss.  
**Address**..... Pike Hotel  
**Tel.:** 1884 ..... KBS  
**Co-Owners**..... Phillip Brady, Louis Alford,  
 Mack Smith

**WHNY—McComb—1939**

**Freq.:** 1250 Kc. .... **Power:** 5 Kw. d., 500 W. n.  
**Owned-Oper. By**..... Bcstus. Service, Inc.  
**Address**..... P. O. Box 111  
**Tel.:** 2080 ..... Independent  
**Representative**..... Thomas F. Clark Co.  
**President**..... Charles W. Holt  
**General Manager**..... Carroll Hines  
**Asst. Sta. Manager**..... Travis W. Myers  
**Comm. Prom. Mgr.**..... Harry Thompson  
**Publicity Director**..... Jack Ryan  
**Program Director**..... Dean Strickland  
**Chief Engineer**..... Earl B. Neal  
**Owners of:** WHHY, Montgomery; WINSY, Hattiesburg.

**WCOC—Meridian—1926**

**Frequency:** 910 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**... Mississipl Bcstg. Co., Inc.  
**Address**..... Box 591  
**Tel.:** 482-7714 ..... CBS  
**President, General Manager**... Withers Gavin

**WDAL—Meridian—1958**

**Frequency:** 1330 Kc. .... **Power:** 1 Kw., d.  
**Owned By**..... Southwestern Bcstg. Co.  
**Address**..... P. O. Box 125  
**Tel.:** 3-4891 ..... Independent  
**Station Reps.**..... R. E. Hook & Assoc., Bolles  
**General Mgr.**..... A. M. Smith  
**Station, Ch. Eng.**..... Dan Hollingsworth  
**Publicity Dir.**..... Claude Gray



**WMOX—Meridian—1945**

Freq.: 1010 Kc. Power: 10 Kw. d.; 1 Kw. n.  
 Owned By.....Erney Imes Jr.  
 Address.....P. O. Box 1511  
 Tel.: 482-0171.....KBS  
 Newspaper Affil.....Commercial Dispatch  
 Station Rep.....Everett-McKinney; Beaver  
 Owner.....Erney Imes, Jr.  
 General Manager.....Bob Evans  
 Comm. Sta. Mgr.....Monroe Looney  
 Program Director.....Jack Cochran  
 Chief Engineer.....Steve Burkes  
 Owners of: WCBT-AM-TV, Columbus; WELO,  
 Tupelo; WRON, Clarksdale; WNAG, Grenada.

**WOKK—Meridian—1947**

Frequency: 1450 Kc. Power: 1 Wt. d; 250 n.  
 Owned-Oper. By.....New South Bcstg. Corp.  
 Address.....Box 528  
 Tel.: 482-6133.....Independent  
 Station Representative.....Webb  
 President, Prog. Dir.....F. E. Holladay  
 General Mgr.....I. Carson  
 Chief Engineer.....R. K. Wall

**WQIC—Meridian—1957**

Frequency: 1390 Kc. Power: 5000 Watts, d.  
 Owned By.....Alexander L. Royal  
 Business Address.....Box 1509  
 Tel.: 23106.....Independent  
 Station Reps.....Howard; Ochs  
 Pres., Gen. Mgr.....A. L. Royal, Jr.  
 Station Manager.....R. Harwell  
 Chief Engineer.....O. Burkes

**WMIS—Natchez—1941**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....Natchez Broadcasting Co.  
 Address.....City Bank Building  
 Tel.: 2-2522.....NBC-KBS  
 Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.

**WNAT—Natchez—1949**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Old South Bcstg. Co.  
 Address.....Eola Hotel  
 Tel.: 4621.....Independent  
 President.....W. S. Perkins  
 General Manager.....Ervin Parks  
 Chief Engineer.....M. C. Tyrone

**WNAU—New Albany—1955**

Frequency: 1470 Kc. Power: 500 Watts, d.  
 Owned-Oper. By.....New Albany Bcstg. Co.  
 Address.....202 Bankhead St.  
 Tel.: 4361.....KBS  
 Gen., Sta. Mgr., Chief Eng....V. Keith Wroten  
 Comm., Sls. Prom. Mgr.....Daniel L. Skilton

**WBKN—Newton—1956**

Frequency: 1410 Kc. Power: 500 Watts d.  
 Owned By.....E. L. Burns  
 Business Address.....110 S. Main

Tel.: 70.....Independent  
 President, Gen. Mgr.....E. L. Burns  
 Station Mgr.....Carter Carlton  
 Prog. Dir., Sales Prom. Mgr.....G. F. Mangum  
 Publicity Dir.....Mrs. Vic Murphy

**WSUH—Oxford—1955**

Frequency: 1420 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By.....Colonel Rebel Radio  
 Address.....University Ave., East  
 Tel.: 1133.....KBS  
 Gen., Comm. Mgr.....C. H. Quick  
 Comm. Sta. Manager.....Hubert P. Mills  
 Chief Engineer.....Glen Wade

**WPMP—Pascagoula—1951**

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Crest Bcstg. Co., Inc.  
 Address.....P. O. Box 391  
 Tel.: SO 2-3113.....ABC  
 President.....William R. Guest, Jr.  
 Gen., Sta. Mgr.....Walter L. Smith  
 Commercial Manager.....Lois Dotson  
 Program Director.....Terry R. Speights  
 Chief Engineer.....Donald Quave

**WHOC—Philadelphia—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....William Howard Cole  
 Address.....Box 26  
 Tel.: 740.....Independent  
 President, Manager.....William Howard Cole  
 Comm. Prom. Manager.....Mrs. Marjorie Williams  
 Program, Publicity Mgr.....Wilburn E. Smith  
 Chief Eng.....Paul M. Miller

**WRJW—Picayune—1949**

Frequency: 1320 Kc. Power: 5000 W. d.  
 Owned-Oper. By.....Tung Bcstg. Co.  
 Business Address.....P.O. Box 358  
 Tel.: 798-4835.....KBS  
 President.....Hugh O. Jones  
 General, Sta. Manager.....James O. Jones II  
 Program Director.....Maxie D. Stephens Jr.  
 Sales Prom. Manager.....Darris O. Moeller  
 Chief Engineer.....Floyd Benard

**WSSO—Starkville—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Starkville Bcstg. Co.  
 Business-Studio Address.....WSSO Bldg.  
 Tel.: 1230.....KBS  
 Pres., Gen., Comm. Mgr.....Joe Phillips  
 Program Director.....Mrs. Clyde McPherson  
 Chief Engineer.....Clyde McPherson

**WELO—Tupelo—1944**

Freq.: 580 Kc. Power: 1 Kw. d.; 500 W. n  
 Owned-Oper. By.....Tupelo Bcstg. Co., Inc.  
 Business Address.....WELO Bldg.  
 Tel.: VI 2-7658.....MBS-KBS  
 Newspaper Affiliation.....Columbus Dispatch  
 Representative.....Everett-McKinney

**President**..... Burney Imes, Jr.  
**General Manager**..... Bob Evans  
**Sta., Comm. Mgr.**..... E. L. Bowen  
**Program Director**..... Jack Cristil  
**Chief Engineer**..... Leroy Green Sr.  
 Owners of: WCBF-AM-TV, Columbus; WMOX,  
 Meridian; WROX, Clarksdale; WNAG, Grenada.

**WTUP—Tupelo—1954**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... Lee Bcstg. Co.  
**Address**..... East Main St.  
**Tel.:** VI 2-3301..... ABC  
**President**..... E. O. Roden  
**General Mgr., Chief Eng**..... Cal Douglas  
**Station Mgr.**..... T. L. Estess

**WQBC—Vicksburg—1931**

**Freq.:** 1420 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By**... Delta Bcstg. Co., Inc.  
**Address**..... Eve Post Bldg.  
**Tel.:** 636—1108..... MBS-KBS  
**Newspaper Affil.**..... Evening Post  
**Representative**..... Bogner & Martin  
**President**..... L. P. Cushman  
**General-Station Mgr.**... Mary-Van Cushman  
**Commercial Manager**..... L. L. Miller  
**Program Director**..... Virginia Estornelle  
**Chief Engineer**..... Waverley Conway

**WVIM—Vicksburg—1948**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**..... Radio Miss., Inc.  
**Business-Studio Address**..... 906 Clay St.  
**Tel.:** 3901..... Independent  
**Representative**..... Hopewell; Dora-Clayton  
**General Mgr.**..... John F. Shea

**WABO—Waynesboro—1954**

**Frequency:** 990 Kc.....**Power:** 250 Watts. d.  
**Owner**..... New Laurel Radio Sta., Inc.  
**Address**..... Box 168  
**Tel.:** Redwood 5-4700..... KBS  
**President**..... Harold Matison  
**General Manager**..... C. Dyer

**WROB—West Point—1947**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**..... Bob McRaney, Sr.  
**Address**..... Henry Clay Hotel  
**Tel.:** 1450..... MBS-KBS  
**Pres., General Mgr.**..... B. McRaney, Sr.  
**Station Manager**..... John E. King, Jr

**WONA—Winona—1958**

**Frequency:** 1570 Kc.....**Power:** 1000 Watts  
**Owned By**..... Southern Electronics, Inc.  
**Address**..... P.O. Box 310  
**Tel.:** 918..... KBS  
**Sta. Representative**..... Everett-McKinney  
**President, Gen. Mgr.**..... Bob Evans  
**Station, Comm. Mgr.**..... Bob Chisholm  
**Program Director**..... John Nelson  
**Sales Prom. Manager**..... Bob Evans III  
**Publicity Director**..... Ed Forsythe  
**Chief Engineer**..... Maurice Gooch

**WAZF—Yazoo City—1947**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned By**..... WAZF, Inc.  
**Business Address**..... 321½ S. Main St.  
**Tel.:** 1300..... KBS  
**Pres., Gen. Mgr.**..... David B. Highbaugh  
**Station, Comm. Mgr.**..... Frank Hollifield

**Nothing  
 Outshouts  
 Quality and  
 Integrity**





Your advertising dollar goes farther (and gives you more sales) when you buy KCMO—Radio, TV, FM.

Blanketing a 200-mile-wide area, KCMO reaches 2,320,499 potential customers. Cash customers who look to, listen to KCMO—the station with the Tall, Tall Tower at Broadcasting House—for the best in news, sports, drama, music, variety and public service programming.

**KCMO** 

**Radio**

- 810 on your dial.
- 50,000 watts by day.
- 10,000 watts by night.

**TV** • channel 5.

- broadcasting at maximum power from the Tall, Tall Tower.

**FM**

- 94.9 megs.
- Kansas City's first fine music station.

Pop.: 4,340,000  
Families: 1,356,000

# Missouri

Radio Homes: 1,314,000  
AM Stas. in State: 77

## KWRT—Boonville—1953

Frequency: 1370 Kc. Power: 1 Kw. d.  
Owner.....Wm. R. Tedrick  
Business Address.....KWRT Bldg.  
Tel.: TUXedo 2-6505.....Independent  
Representative.....Indie  
Owner, Gen. Mgr.....W. R. Tedrick  
Program Director.....Audrey M. Tedrick  
Chief Engineer.....Donald E. Shepard

## KBHM—Branson—1956

Frequency: 1220 Kc. Power: 1 Kw., d.  
Owner.....Shepherd of the Hills Bcstg. Co.  
Business Address.....111 W. Pacific  
Tel.: EDison 4-3133.....Independent  
Station Representative.....Best; Magic Circle  
Co-owners.....L. C. McKenney, Rob. Neathery  
Sta. Mgr., Pub. Dir.....Orville Barton  
Comm., Sales Prom. Mgr.....David Whittaker  
Program Director.....Joann Savage  
Chief Engineer.....Leland Ebert

## KGHM—Brookfield—1955

Frequency: 1470 Kc. Power: 500 Watts d.  
Owned By.....Green Hills Bcstg. Co.  
Address.....308 N. Main  
Tel.: 1800.....Independent  
General Mgr.....G. Williams

## KFVS—Cape Girardeau—1925

Freq.: 960 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Hirsch Bcstg. Co.  
Business-Studio Address.....324 Broadway  
Tel.: ED 5-5511.....Independent  
Station Rep.....Bolling  
President, Gen. Mgr.....Oscar C. Hirsch  
Sta. Mgr.....Ralph L. Hirsch

## KGMO—Cape Girardeau—1952

Frequency: 1220 Kc. Power: 5 Kw. d.  
Owned-Oper. By.....KGMO Radio-TV Inc.  
Business Address.....1025 Broadway  
Tel.: EDgewater 5-8228.....Independent  
Station Representative.....Webb  
Gen., Sta. Mgr.....Jack Kohrumel  
Program Director.....Curt Bradley  
Chief Engineer.....Fred Moore

## KAOL—Carrollton—1959

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned By.....Homeland Enter., Inc.  
Address.....215 S. Main St.  
Tel. 27.....KBS  
President.....Dr. R. Hamilton  
General Manager.....Edward Ewing  
Station Mgrs.....Bob Mitchell, Don Neer  
Program Director.....Bob Mitchell  
Sales Prom. Manager.....John Williams  
Publicity Director.....Doris Harris  
Chief Engineer.....C. Bolinger

## KDMO—Carthage—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Carthage Bcstg. Co.  
Address.....1201 E. Chestnut  
Tel.: Fleetwood 8-2648.....KBS  
Sta. Representative.....Continental  
President, Gen. Mgr.....J. J. Daly  
Comm., Program Mgr.....Leon H. Crocker  
Chief Engineer.....George F. Province

## KCRV—Caruthersville—1950

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Peiscont Broadcasters  
Address.....106½ W. 3rd St.  
Tel.: 965.....KBS  
Station Representative.....Hopewell  
President.....J. Eric Taylor  
General, Comm. Manager.....Cleat Stanfill  
Program Director.....Jo Ann Pierce  
Chief Engineer.....Al Lawrence

## KCHR—Charleston—1953

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....South Mo. Bcstg. Co.  
Address.....South Main St.  
Tel.: Murray 2-4451.....KBS  
Pres., Gen. Mgr., Chief Eng.....Kermit Barker

## KCHI—Chillicothe—1950

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Cecil W. & Jane Roberts, Inc.  
Address.....P.O. Box 719  
Tel.: Mission 6-4173.....Independent  
General Manager.....Cecil W. Roberts  
Station Manager, Ch. Eng.....Howard G. Rion

## KDKD—Clinton—1951

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned.....Osage Broadcasting Corp.  
Address.....Box 113  
Tel.: 233.....Independent  
Representative.....Indie Sales  
Gen. Mgr.....William R. Tedrick  
Chief Engineer.....Stuart W. Underwood

## KBIA—Columbia—1955

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By.....Midwest Bcstg. System  
Business Address.....P.O. Box 412  
Tel.: GI 3-5418.....KBS  
President.....C. W. Roberts  
Gen. Mgr., Ch. Eng.....Charles G. Rapp  
Program Director.....James Huitt  
Sales Prom. Mgr.....Gary Gressen  
Publicity Dir.....Mrs. Barbara Sullivan  
Owners of: KCHI, Chillicothe; KCFI, Cedar Falls.

## KFRU—Columbia—1925

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....KFRU, Inc.



## MISSOURI

Address..... P. O. Box 89  
Tel.: GI 3-4141..... ABC  
Newspaper Affiliation..... Daily Tribune  
Station Rep..... Webb  
President..... H. J. Waters, Jr.  
General Manager..... Mahlon R. Aldridge  
Program, Publicity Dir..... David Ormiston  
Chief Engineer..... Robert Haigh

### KDEX—Dexter—1955

Frequency: 1590 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Stoddard Ct. Bcstg. Co.  
Address..... Box 380  
Tel.: 1400..... Independent  
Representative..... Sears and Ayer  
General Manager..... Jerome B. Zimmer  
Commercial Mgr..... Welcome Stantin  
Program Director..... Duane Williams  
Sales Prom. Mgr..... Don Fenimore  
Sta. Mgr., Chief Eng..... L. D. Speidel

### KREI—Farmington—1947

Frequency: 800 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Midwest Bcstg. System  
Address..... P.O. Box 270  
Tel.: PLateau 6-5125..... KBS  
President, Gen. Mgr..... Cecil W. Roberts  
Comm. Sta. Mgr..... R. D. Rapp  
Chief Engineer..... James Roberts

### KXEN—Festus—1951

Frequency: 1010 Kc..... Power: 50 Kw.  
Owned..... Garrett Bcstg., Inc.  
Address..... Box 28, St. Louis  
Tel.: GL 1-7951..... MBS  
President, Gen. Mgr..... W. F. Garrett

### KFMO—Flat River—1947

Frequency: 1240 Kc..... Power: 250 Watts  
Owned By..... Lead Belt Bcstg. Co.  
Business-Studio Address..... Flat River  
Tel.: GE 1-2000..... Independent  
President..... Oscar C. Hirsch  
Gen., Sta. Mgr..... James F Collins  
Program Director..... Virginia Collins  
Sales Prom. Manager..... James Browne

### KFAL—Fulton—1950

Frequency: 900 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... R. W. Nickles  
Address..... 5th and Market  
Tel.: Midway 2-3341..... Independent  
Station Representative..... Pearson  
Owner, Gen. Mgr..... R. W. Nickles  
Comm. Manager..... L. Reed Holt  
Act. Program Director..... Jo Christian  
Chief Engineer..... R. D. Archibald

### KHMO—Hannibal—1941

Freq.: 1070 Kc..... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Mark Twain Bcstg.  
Address..... 413 Broadway  
Tel.: 3450..... Independent  
Representative..... Hollingbery  
President..... Jerrell Shepherd  
General Manager..... A. E. Dahl

Station Manager..... James F. Jae, Jr  
Comm. Program Director..... William Stephenson  
Sales Prom. Mgr..... Max Heimer  
Publicity Director..... Joe Gross  
Chief Engineer..... Willard Hall

### KANS—Independence—1947

Frequency: 1510 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... KANS, Inc.  
Address..... 43 Blue Ridge Center, K. City, Mo.  
Tel.: Fleming 3-8603..... Independent  
Sta. Representative..... Weed  
President..... Glenn Griswold  
General Manager..... Gerald M. Hauser  
Vice President..... Henry Flynn  
Program Mgr..... Jack Call  
Chief Engineer..... Marvin Bredemier  
Owners of: KSON, San Diego; KGLC, Miami; KITO,  
San Bernardino; KXYZ, Houston; KCOP, Los  
Angeles; KPTV, Portland; KFJZ, Fort Worth.

### KLIK—Jefferson City—1954

Frequency: 950 Kc..... Power: 5 Kw., d.  
Owned..... KLIK Bcstg., Inc.  
Address..... 410 E. Capital  
Tel.: 5-4136..... Independent  
Station Representative..... Bolling  
Exec. Vice Pres..... Ted Nelson  
General Mgr..... Stan Grieve  
Chief Engineer..... Ed Scarr

### KWOS—Jefferson City—1937

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... Capital Bcstg. Co.  
Bus.-Studio Address..... Monroe at Capitol  
Tel.: 6-3137..... KBS-MBS  
President..... William H. Weldon  
General Manager..... R. L. Rose  
Station Manager..... Wm. R. Natsch, Jr.  
Program Director..... Curtis Brown  
Chief Engineer..... Leroy S. Hackmann

### KFSB—Joplin—1948

Freq. 1310 Kc..... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Four States Bcasters, Inc.  
Business Address..... 405 Schifferdecker  
Tel.: Mayfair 4-1310..... Independent  
Newspaper Affiliation..... Southwestern Weekly  
Representative..... Meeker  
President..... Harry Easley  
Gen. Sta., Mgr..... W. H. Clark  
Commercial Manager..... Robert A. Barry  
Program Director..... Ed Johnson  
Chief Engineer..... Lloyd Frazier

### KODE—Joplin—1946

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... WSTV, Inc.  
Address..... 1928 W. 13 St.  
Tel.: MA 3-7260..... CBS  
President..... Jack Berkman  
General Manager..... D. T. Knight  
Commercial Manager..... Merle Dunn  
Program Director..... Jay Corrington  
Chief Engineer..... Jack Langford



**WMBH—Joplin—1928**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Radio Joplin  
 Business Address Box 906  
 Tel.: MA 4-4330 MBS  
 Station Rep. Sears & Ayer  
 President Richard J. Kasten  
 General Mgr. William M. Repplinger Jr.  
 Program Director Bob McBride  
 Chief Engineer Albert Tourtilot Jr.

**KCMO—Kansas City—1936**

Freq.: 810 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By Meredith Pub. Co.  
 Address 125 E. 31st St.  
 Tel.: JE 1-6789 CBS  
 Representative Katz  
 V. P., General Manager E. K. Hartenbower  
 Comm. Sta. Manager R. W. Evans  
 Program Director Kenneth W. Heady  
 Prom., Publicity Dir. F. C. Strawn  
 Chief Engineer Karl Troeglen  
 Owners of: KRMG, Tulsa; WOW-AM-TV, Omaha;  
 WHEN-AM-TV, Syracuse; KPHO, Phoenix;  
 KCMO-TV-FM.

**KMBC—Kansas City—1921**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By Cook Bcstg. Co.  
 Address 11th and Central Sts.  
 Tel.: HARRISON 1-2650 ABC  
 Representative Peters, Griffin, Woodward  
 President Donald D. Davis  
 Exec. V.P., Gen. Mgr. John T. Schilling  
 V. P., Sales Manager George J. Higgins  
 Station Manager, Prog. Dir. Dick Smith  
 Promotion Mgr. Kent Stuart  
 Chief Engineer Henry E. Goldenberg

**KPRS—Kansas City—1949**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Twin City Adv. Agency  
 Address 2814 E. 23rd St.  
 Tel.: HU 3-3100 Independent  
 Station Rep. John E. Pearson  
 General Manager Edward H. Pale

**KUDL—Kansas City—1953**

Frequency: 1380 Kc. Power: 1 Kw. d.  
 Owned Heart of America Bcstrs.  
 Address 1012 Baltimore  
 Tel.: BA 1-0077 Independent  
 Station Representative Adam Young  
 President H. Scott Killgore  
 V. P. Gen. Mgr. Irving Schwartz  
 Owners of: WPOP, Hartford; KALI, Pasadena;  
 KOFY, San Mateo.

**WDAF—Kansas City—1922**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By Transcontinent TV Corp.  
 Business Address Signal Hill  
 Tel.: PL 3-4567 Independent  
 Station Rep. Petry  
 President David C. Moore  
 General Manager William A. Bates  
 Asst. to Gen. Mgr. Jay Barrington

Commercial Manager Donald J. Gibson  
 Promotion Manager John McLean  
 Program Manager George Moore  
 Chief Engineer James Schmidt  
 Owners of: WGR-AM-TV-FM, Buffalo; KFMB-AM-TV-FM, San Diego; WNEP-TV, Scranton; KERO-TV, Bakersfield.

**WHB—Kansas City—1922**

Freq.: 710 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By Storz Bcstg. Co.  
 Address 10th & McGee Sts.  
 Tel.: BA 1-8300 Independent  
 Station Representative John Blair Co.  
 President Todd Storz  
 Executive V.P. George W. Armstrong  
 Sta. Operations Mgr. Donald A. Loughnane  
 Traffic Mgr. Jeanne Greendahl  
 Public Service Dir. Joella Cohen  
 Dir. of Eng. Robert Tilton  
 Owners of: WQAM-AM, Miami; WDGW-AM, Minneapolis; WTXN-AM, New Orleans; KOMA-AM, Oklahoma City; KXOK-AM, St. Louis.

What Kansas Citizens Say About

**KUDL**

Put fun in your days  
 Tune the KUDDLE dee jays!  
 Get the news and the music  
 in LIVELIER ways!

June Landrith  
 1209 E. Gregory, K.C.

In Kudlville  
 The dee jays ratal  
 The tunes they play  
 Are really great!

Tim Gomez  
 551 Lowell, K.C.


For entertainment  
 Modern style  
 Tune 1380  
 On your dial

Judy Gibson  
 Raytown, Mo.

Even commercials  
 On Kuddle are neat  
 The news and music  
 Can't be beat.

Lucille Stancliffe  
 2831 Vista, K.C.

Irv Schwartz Adam Young, Inc  
 V P & Gen'l Mgr Nat'l Rep



**KBOA—Kennett—1947**

Frequency: 830 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Kennett Bcstg. Corp.  
 Business Address: P.O. Box 428  
 Tel.: TUxedo 8-4616 Independent  
 Pres., Gen. Mgr.: Paul C. Jones  
 Station Manager: John T. Reeder  
 Chief Eng.: R. H. Conner

**KIRX—Kirksville—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Community Broadcasters, Inc.  
 Business Address: KIRX Bldg.  
 Tel.: MO 5-3781 ABC  
 Station Representative: Webb  
 Pres., Gen. Mgr.: Samuel A. Burk  
 Commercial Manager: J. J. Dougherty  
 Program Director: Robert Carlson  
 Chief Engineer: Charles P. Porter  
 Owners of: KFTN, Trenton.

**KLWT—Lebanon—1947**

Frequency 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Lebanon Bcstg. Co.  
 Bus.-Studio Address: 221 E. Commercial St.  
 Tel.: Keystone 2-3931 KBS  
 President: O. R. Wright  
 General Mgr.: Jack Sellers

**KLEX—Lexington—1956**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Lexington Bcstg Co.  
 Address: P. O. Box 358  
 Tel.: Alpine 9-3232 Independent  
 Station Representative: Grant Webb  
 Owner, Gen. Mgr., Ch. Eng.: Ralph E. Meador  
 Program Dir.: Ed Luehrman

**KTCB—Malden—1954**

Frequency: 1470 Kc. Power: 1 Kw., d.  
 Owned: Tri-County Bcstg. Co.  
 Address: N. Hwy. 25  
 Tel.: 851 KBS  
 President: J. D. Craft  
 General, Sta. Mgr.: Richard J. Wiethan  
 Chief Engineer: George Longdo

**KMMO—Marshall—1949**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By: KMMO, Inc.  
 Address: Box 513  
 Tel.: 40 Independent  
 President: F. V. Heinke  
 General Manager: J. M. Silvey  
 Station Mgr.: Harold Douglas  
 Chief Engineer: Bill Williams

**KNIM—Maryville—1953**

Frequency: 1580 Kc. Power: 250 W. d.  
 Owned: Clark Bcstg. Co.  
 Business Address: P.O. Box 278  
 Tel.: JU 2-2151 KBS  
 President: Harold Eck  
 General Mgr.: R. Moyer

**KXEO—Mexico—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Audrain Bcstg. Corp.  
 Address: 1705 E. Liberty  
 Tel.: JU 1-2340 MBS  
 V. P. General Mgr.: W. Earl Dougherty  
 Chief Engineer: P. J. Null, Jr.

**KNCM—Moberly—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Moberly Bcstg. Co.  
 Address: Highway 63 South  
 Tel.: AMherst 3-1630 MBS  
 President: Jerrell A. Shepherd  
 General Manager: A. E. Dahl  
 Comm. Ch. Eng.: Jim Lipsey  
 Program Director: Mike Goodrich  
 Owners of: KMMO, Hannibal.

**KRMO—Monett—1950**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Monett Bcstg. Co.  
 Address: N. Central Ave.  
 Tel.: BE 5-5220 KBS  
 Station Representative: Magic Circle  
 General Manager: L. C. McKenney  
 Station Manager: Floyd Stewart  
 Commercial Manager: Marion Pilant  
 Sales Promotion Manager: Maynard Sloan  
 Program Director: Noel Moody  
 Publicity Director: Carolyn Crane  
 Chief Engineer: George Province

**KLRS—Mountain Grove—1954**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owner: KP Bcstg. Co.  
 Business Address: Route 4  
 Tel.: 650 KBS  
 President: Floyd W. Jones  
 Gen. Mgr., Prog. Dir.: John W. Billingsley  
 Chief Engineer: Emory T. Caudill

**KBTN—Neosho—1955**

Frequency: 1420 Kc. Power: 500 Watts d.  
 Owned By: G. O. Gilbert and W. R. Bentley  
 Address: 212½ E. Main St.  
 Tel.: GL 1-1420 KBS  
 General Manager: Galen O. Gilbert  
 Station Manager: William R. Bentley  
 Commercial Manager: Larry Scott  
 Program Director: Jim Pearl  
 Chief Engineer: Fred Hutching

**KNEM—Nevada—1949**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio KNEM, Inc.  
 Address: P. O. Box 15  
 Tel.: NORmand 7-3113 KBS  
 Pres., Ch. Engr.: Kenneth E. White  
 Commercial Manager: Virgil Kache

**KRMS—Osage Beach—1952**

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned.....Central Missouri Bcstg. Co.  
Address.....P. O. Box 125  
Tel.: FI 8-2411.....KBS  
President, Gen. Mgr.....Jim Risner  
Program Dir.....Ella Mae Risner

**KYPO—Potosi—1959**

Frequency: 1280 Kc. Power: 500 Watts, d.  
Owned By.....Franklin Cty. Bcstg. Co.  
Address.....P. O. Box 146  
Tel.: HEmlock 8-1280.....KBS  
Station Rep.....Sears & Ayer  
President.....Les Ware  
General Manager.....Ken McMahan  
Commercial Manager.....Joe Duty  
Program Director.....Bill Perryman  
Chief Engineer.....Andy Becker  
Owners of: KZIX, Ft. Collins; KLPW, Union.

**KWOC—Poplar Bluff—1938**

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Poplar Bluff Bcstg. Corp.  
Address.....428 Vine St.  
Tel.: SU 5-3922.....KBS  
General Manager.....A. L. McCarthy

**KMIS—Portageville—1960**

Frequency: 1050 Kc. Power: 250 Watts  
Owned By.....New Madrid County Bcstg. Co.  
Address.....Box 187  
Tel.: DR 9-5436.....KBS  
President.....Shelby McCallum  
Station Manager.....Jewel P. White  
Program Director.....John M. Mitchell  
Publicity Director.....Smith Dunn  
Chief Engineer.....Cecil Frazier

**KTTR—Rolla—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By....."Show-Me" Bcstg. Co.  
Address.....P. O. Box 567  
Tel.: EM 4-2525.....KBS  
Gen. Mgr., Ch. Engr.....Luther W. Martin  
Comm. Mgr.....Ward C. Rimehart  
Prog. Dir.....Norma Fleming

**KSGM—Ste. Genevieve—1947**

Frequency: 980 Kc. Power: 500 Watts  
Owned-Oper. By.....Donze Enterprises, nc.  
Business Address.....410 Merchant St.  
Tel.: TUxedo 3-2980.....Independent  
Newspaper Afil.....Monitor  
President, General Manager.....Elmer L. Donze  
Program Director.....Mrs. E. L. Donze  
Publicity Director.....Jim Schott  
Chief Engineer.....Murel L. Rose

**KADY—St. Charles—1958**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned By.....KADY, Inc.  
Address.....P. O. Box 6155, St. Louis  
Tel.: RAndolph 4-1460.....Independent  
Pres., Gen. Mgr.....William R. Cady, Jr.  
Sta., Program Mgr.....Don Levitan

Commercial Manager.....Patsy Sue Gibbs  
Sales Prom. Mgr.....Nicholas Pagliara  
Chief Engineer.....Jack A. Chenoweth

**KFEQ—St. Joseph—1923**

Frequency: 680 Kc. Power: 5000 Watts  
Owned-Oper. By.....KFEQ Bcstg. Co.  
Business Address.....40th & Faraon  
Tel.: ADams 3-2528.....Independent  
Sta. Representative.....Bolling  
President.....Jessie D. Fine  
V.P., Gen. Mgr.....Ted Nelson  
Sales Manager.....Ted Griffin  
Program Director.....Gene Milsteen  
Chief Engineer.....Kenneth Lux  
Owners of: KFEQ-TV; KLIK, Jefferson City.

**KRES—St. Joseph—1946**

Frequency: 1550 Kc. Power: 5000 Watts  
Owned-Oper. By.....MacRay Radio & TV Corp.  
Business Address.....404 S. 8th  
Tel.: AD 4-6346.....MBS  
Station Rep.....Grant Webb  
President.....Jock MacGregor  
V.P., General Mgr.....Raymond J. Cheney  
Program Director.....Ted Stader  
Chief Engineer.....Claude Thomas

**KUSN—St. Joseph—1955**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Operated By.....KUSN Corp.  
Address.....8th & Frederick  
Tel.: ADams 3-2577.....Independent  
Station Rep.....Venard, Rintoul & McConnell  
President, Gen. Mgr.....Frederick P. Reynolds  
Vice Pres., Program Dir.....Warren Rhyner

**KATZ—St. Louis—1955**

Freq.: 1600 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Laclede Radio  
Business Address.....273 Arcade Bldg.  
Tel.: CH 1-6000.....Independent  
Station Reps.....Continental, Pearson  
President.....Ralph N. Weil  
General Manager.....Robert Lyons  
Asst. Manager.....Kelley Daniels  
Commercial Manager.....Marty Browne  
Sales Prom. Manager.....Ruth Swan  
Chief Engineer.....G. B. Strauss

**KMOX—St. Louis—1925**

Frequency: 1120 Kc. Power: 50,000 Watts  
Owned By.....Columba Bcstg. System, Inc.  
Address.....1144 Hampton Ave.  
Tel.: MIssion 7-5500.....CBS  
Representative.....CBS Radio Spot Sales  
V. P., General Manager.....Robert Hyland  
Commercial Manager.....Bill Dean  
Program Dir.....Larry Cooper  
Sales Prom. Mgr.....Alice Koch  
Publicity Dir.....Bob Rehg  
Chief Engineer.....Lawrence Burrows

**KSD—St. Louis—1922**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By.....The Pulitzer Publishing Co.  
Business-Studio Address.....1111 Olive St.

**MISSOURI** 

Tel.: MA 1-1111.....NBC  
**Newspaper Affl.**.....St. Louis Post Dispatch  
**Representative**.....NBC Spot Sales  
**President**.....Joseph Pulitzer, Jr.  
**General Manager**.....Harold Grams  
**Comm. Manager**.....E. L. Francisus  
**Station Manager**.....Arthur J. Casey  
**Program Director**.....Sterling Harkins  
**Sales Prom. Publicity Dir.**.....Don Burnes  
**Chief Engineer**.....J. E. Risk

**KSTL—St. Louis—1948**

**Frequency:** 690 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Radio St. Louis, Inc.  
**Address**.....P. O. Box 1440  
**Tel.:** BR 1-6090.....**Independent**  
**Representative**.....ForJee  
**Pres., Gen., Sta. Mgr.**.....Dick J. Kasten  
**Commercial Prom. Mgr.**.....Art Ford  
**Program Director**.....Bill Vietmeier  
**Publicity Director**.....Doris Jennemann  
**Sales Prom. Manager**.....Joe Voss  
**Chief Engineer**.....Ralph Howard  
**Owners of:** WMBH, Joplin.

**KWK—St. Louis—1927**

**Frequency:** 1380 Kc.....**Power:** 5000 Watts  
**Owned By**.....KWD Radio, Inc.  
**Business Address**.....800 N. 12th  
**Tel.:** MAin 1-1380.....**Independent**  
**Station Representative**.....Bolling  
**President**.....A. M. Spheeris  
**V.P., General Mgr.**.....William L. Jones, Jr.  
**Sales Prom., Comm. Mgr.**.....Don Hamel  
**Station Mgr.**.....Gil Newsome  
**Program Dir.**.....Gene Davis  
**Publicity Dir.**.....Mrs. Ester Zuckerman  
**Chief Engineer**.....Rudy Isenberg

**KXLW—St. Louis—1947**

**Frequency:** 1320 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....St. Louis County Bcstg. Co.  
**Address**.....2735 Bompert, Brentwood 17, Mo.  
**Tel.:** WO 1-1320.....**Independent**  
**Station Representative**.....Bernard Howard  
**President, Gen. Mgr.**.....Richard J. Miller  
**Asst. Sta. Mgr.**.....Philip O'Brien  
**Commercial Manager**.....Woody Cummings  
**Program Director**.....Marshall Zwick  
**Chief Engineer**.....James F. Mitchell

**KXOK—St. Louis—1938**

**Frequency:** 830 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Storz Bcstg.  
**Business Address**.....1600 N. Kingshighway Blvd.  
**Tel.:** FO 7-6000.....**Independent**  
**Representative**.....John Blatz  
**President**.....E. M. Roberts, Jr.  
**General, Sta. Manager**.....C. L. Thomas  
**Comm. Mgr.**.....W. C. O'Donnell  
**Program Director**.....Jack Elliott  
**Sales Prom., Publicity**.....John Corrigan  
**Chief Engineer**.....Al Godron

**WIL—St. Louis—1922**

**Frequency:** 1430 Kc.....**Power:** 5 Kw.  
**Owned**.....Radio Station WIL  
**Address**.....3715 Lindell Blvd.  
**Tel.:** OL 2-4500.....**Independent**  
**Representative**.....Eastman  
**Exec. V.P. & Mng. Dir.**.....John F. Box, Jr.  
**Assistant to V.P.**.....William T. McKibben  
**Admin. Asst.**.....Harriet Baker  
**Program Director**.....Robert Whitney  
**Director of Mdse.**.....Victor Williams  
**Promotion Dir.**.....Michael Ruppe, Jr.  
**Sales Manager**.....F. H. Small  
**Chief Engineer**.....Mel Hart  
**Owners of:** WRIT-AM-FM, Milwaukee; KBOX-AM, Dallas; WTCO-TV, Rockford; WCHU-TV, Champaign; WTNB-TV, Hartford; WICS-TV, Springfield; WICD-TV, Danville; WIL-FM, St. Louis.

**WEW—St. Louis—1921**

**Frequency:** 770 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Franklin Bcstg. Co.  
**Address**.....220 N. 4th St.  
**Tel.:** CH 1-1921.....**ABC**  
**President**.....William F. Johns  
**General Manager**.....Charles W. Loufek  
**Sales Prom., Pub. Dir.**.....Genie Collins  
**Chief Engineer**.....Charles Casey

**KSMO—Salem—1953**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Zola Bcstg. Co.  
**Address**.....P. O. Box 71  
**Tel.:** 303.....**KBS**  
**Gen., Comm. Mgr.**.....William B. Smith  
**Program Director**.....Irene Smith

**KDRO—Sedalia—1939**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Sedalia Broadcasting  
**Bus. Studio Address**.....2100 W. Broadway  
**Tel.:** TAylor 6-5005.....**KBS**  
**Representative**.....Pearson  
**Pres., Comm. Mgr.**.....James F. Glenn  
**Gen., Sta. Mgr.**.....Herbert Brandes  
**Chief Engineer**.....Garnett Bryan

**KSIS—Sedalia—1953**

**Frequency:** 1050 Kc.....**Power:** 1 Kw. d.  
**Owner**.....Yates Bcstg. Co.  
**Business Address**.....U. S. Highway 65 N.  
**Tel.:** TA 6-1050.....**Independent**  
**Representative**.....Clark  
**Pres., Gen., Comm. Mgr.**.....Carl W. Yates, Jr.  
**Station Manager**.....Mrs. Carl W. Yates, Jr.  
**Program Director**.....Bettie Baldwin  
**Publicity Director**.....Harlan B. Snow  
**Chief Engineer**.....Marion Pratt

**KSIM—Sikeston—1948**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owner-Oper.**.....Sikeston Community Bcstg. Co.  
**Business Address**.....West Malone Ave.  
**Tel.:** GRanite 1-1400.....**Independent**  
**President**.....Lyman R. Bowman, Jr.

Gen., Sta. Mgr. .... Richard L. Watkins, Jr.  
 Commercial Mgr. .... Maxine Scott  
 Program Director ..... Mike Shain  
 Sales Prom. Mgr. .... W. P. Tedlie  
 Chief Engineer ..... R. L. Hirsch

**KGBX—Springfield—1926**

Frequency: 1260 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... Springfield Bcastg. Co.  
 Bus.-Studio Address ..... 605 Boonville Ave.  
 Tel.: UNiversity 4-2822 ..... NBC  
 Newspaper Affil. Springfield Newspapers, Inc.  
 Rep. .... Venard, Rintoul & McConnell  
 General Manager ..... Don C. Dailey  
 Asst. Commercial Mgr. .... William De Lange  
 Program Director ..... Jerry Higley  
 Chief Engineer ..... Richard Bowman

**KICK—Springfield—1949**

Frequency 1340 Kc. .... Power 250 Watts  
 Owned-Oper. By ... Kickapoo Prairie Bcastg. Co.  
 Address ..... 610 College St.  
 Tel.: UNiversity 4-1561 ..... KBS  
 President ..... Floyd Jones  
 General, Sta. Manager ..... Robert Vinyard  
 Commercial Manager ..... Albert Patterson  
 Program Director ..... John Martin  
 Chief Engineer ..... Jack Jones  
 Owners of: KLSR, Mountain Grove.

**KTTS—Springfield—1941**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Independent Bcastg. Co.  
 Address ..... P. O. Box 1716 S. S. S.  
 Tel.: UNiversity 5-6614 ..... CBS  
 Representative ..... Weed  
 President ..... J H. G. Cooper  
 General Manager ..... G. Pearson Ward  
 Sales Manager ..... Jack Lloyd  
 Station Manager ..... Jerry Sweaney  
 Program Director ..... Terry Moore  
 Chief Engineer ..... William F. Curry  
 Owners of KTTS-TV-FM.

**KWTO—Springfield—1933**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Ozarks Bcastg. Co.  
 Bus.-Studio Address ..... 1121 South Glenstone  
 Tel.: UNiversity 2-4422 ..... ABC  
 Representative ..... John E. Pearson  
 Pres., Gen. Mgr. .... Ralph D. Foster  
 V.P. & Asst. Gen. Mgr. .... Leslie L. Kennon  
 Commercial Manager ..... Charles H. Harrison  
 Program Director ..... Dan Vaughn  
 Publicity Director ..... Bill Bailey  
 Chief Engineer ..... Wallis Fender

**KALM—Thayer—1953**

Frequency: 1290 Kc. .... Power: 1 Kw. d.  
 Owned By .. R. F. Neathery & R. F. Neathery, Jr.

**ST. LOUIS IS GROWING . . .**



*One of the Balaban Stations—in tempo with the times*

sold nationally by  **robert e. eastman & co., inc.**

JOHN F. BOX—MANAGING DIRECTOR



## MISSOURI-MONTANA

Address..... N. Highway 63  
 Tel.: 165.....KBS  
 Pres., Gen. Sta. Comm. Mgr..... R. F. Neathery  
 Sales Prom. Mgr..... Tom Stone  
 Chief Engineer..... Willis S. Beatty, Jr.

### KTNN—Trenton—1955

Frequency: 1600 Kc..... Power: 500 W. d.  
 Owned-Oper. By..... Community Bcstg. Inc.  
 Address..... 112 E. Ninth St.  
 Tel.: 1600.....KBS  
 General Manager..... Sam A. Burk  
 Commercial Manager..... Bob Dennis  
 Chief Engineer..... Lynn Bradley

### KLPW—Union—1954

Frequency: 1220 Kc..... Power: 1000 W. d.  
 Owned..... Franklin County Bcstg. Co.  
 Address..... P. O. Box 72  
 Tel.: LUCerne 3-3355..... Independent  
 Sta. Representative..... Sears & Ayer  
 Gen. Mgr., Ch. Eng..... Frank W. Lohmeyer  
 Comm. Program Director..... Charles Otte  
 Owners of: KYRO, Potosi; KZIN, Ft. Collins.

### KOKO—Warrensburg—1953

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned By..... Johnson County Bcstg. Inc.  
 Address..... Warrensburg  
 Tel.: Warrensburg 1450..... Independent

Sta. Rep..... Sears & Ayer  
 President..... Les Ware  
 Gen. Comm. Mgr..... Gladys Brown  
 Chief Engineer..... Jim Alexander  
 Owners of: KYPO, Potosi; KLPW, Union; KZIN,  
 Ft. Collins.

### KWRE—Warrenton—1949

Frequency: 730 Kc..... Power: 500 Watts  
 Owned By..... KWRE Radio, Inc.  
 Address..... Warrenton  
 Tel.: Gladstone 8-3311..... KBS  
 Station Rep..... Continental  
 President, Gen Mgr..... J. Soulard Johnson

### KWPM—West Plains—1947

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Robert F. Neathery  
 Address..... Abe Taylor Blvd.  
 Tel.: 700..... KBS  
 Pres., Gen. Mgr..... Robert F. Neathery  
 Commercial Manager..... Fritze W. Dixon  
 Chief Eng..... L. Thompson

### KUKU—Willow Springs—1957

Frequency: 1330 Kc..... Power: 500 Watts, d.  
 Owned-Operated By..... Radio Station KUKU  
 Address..... Willow Springs  
 Tel.: 500..... Independent  
 Pres., Gen. Mgr..... Robert F. Neathery  
 Program Director..... Louise Francisco

Pop.: 678,500

Families: 208,000

## Montana

Radio Homes: 193,000

AM Stas. in State: 35

### KANA—Anaconda—1946

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Tri-County Radio  
 Address..... Box 727  
 Tel.: LO 3-3443..... Independent  
 Station Rep..... Grant Webb  
 V.P., Gen., Sta. Mgr..... Mike Donovan  
 Chief Engineer..... Walt Derzay

### KGW—Belgrade—1959

Frequency: 630 Kc..... Power: 1 Watt, d.  
 Owned By..... King's Garden, Inc.  
 Address..... P.O. Box 37  
 Tel.: 144..... Independent  
 President..... Mike Martin  
 General Mgr..... A. Erickson

### KBMY—Billings—1946

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned..... Billings Bcstg. Co.  
 Address..... Box 2544  
 Tel.: ALpine 9-4586..... ABC-MBS  
 Station Rep..... Avery-Knodel  
 General, Sta. Manager..... Ken Nybo  
 Comm. Promo. Manager..... John Brookhart  
 Program, Publicity Director..... Don Jones  
 Chief Engineer..... T. A. Hildebrand

### KGHL—Billings—1928

Frequency: 790 Kc..... Power: 5 Kw.  
 Owned..... Midland Empire Bcstg. Co.  
 Address..... 214 No. 30th St.  
 Tel.: 2-4641..... NBC  
 Station Representative..... Devney-O'Connell  
 President..... P. N. Fortin  
 General Manager..... J. L. Robinson  
 Commercial Manager..... B. McCann

### KOOK—Billings—1951

Frequency: 970 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... The Montana Network  
 Address..... 3203 Third Ave., N  
 Tel.: ALpine 2-5611..... CBS  
 Station Rep..... Walker-Rawalt; Art Moore  
 President..... Joseph S. Sample  
 General Manager..... John F. Graham  
 Commercial Manager..... J. Kenneth Doty  
 Program Director..... Jack C. Dunhaver  
 Publicity Director..... Bill Oglesbee  
 Chief Engineer..... Roy Schmidt  
 Owners of: KOOK-TV.

### KOYN—Billings—1955

Frequency: 910 Kc..... Power: 1000 Watts  
 Owned By..... D. G. Williams Stations  
 Address..... Riverside Drive, Box 956

Tel.: Cherry 5-4177.....Independent  
**Representative** .....Forjoe  
 General Manager.....Darrel W. Holt  
 Commercial Mgr.....Bob Thompson  
 Program Director.....Dave Jaye  
 Chief Engineer.....Dick Rasky  
 Owners of: KQDY, Minot; KUTT, Fargo; KQDI,  
 Bismarck; KUDI, Great Falls.

**KURL—Billings—1959**

Frequency: 730 Kc.....Power: 500 Watts  
 Owned By.....Yellowstone Bcstg. Corp.  
 Address.....607 Midland Savings Bank Bld.  
 Tel.: CH 5-3121.....Independent  
 General Mgrs.....Dale G. Moore, John Lyon  
 Station Mgr.....Hank Henry  
 Production Dir.....Ray Styles  
 Sales Prom. Mgr.....Don Lowry  
 Chief Engineer.....Joseph M. Groves

**KBMN—Bozeman—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Penn Engineering, Inc.  
 Address.....Box 749  
 Tel.: JU 6-2394.....KBS  
 Station Rep.....Holman  
 Pres., Gen. Mgr.....Dale G. Moore  
 Station Manager.....William A. Merrick  
 Program Director.....Harold Phelps  
 Sales Prom. Manager.....Douglas A. Fuhs  
 Chief Engineer.....Thomas T. Weir  
 Owners of: KCAP, Helena; KGVO, Missoula.

**KXXL—Bozeman—1939**

Freq.: 1450 Kc.....Power: 1 Kw. d.; 250 W. n.  
 Owned.....XX Broadcasting Corp.  
 Address.....Box 149  
 Tel.: JUniper 7-3188.....ABC-MBS-NBC  
 Station Reps.....Avery-Knodel  
 Pres., Gen., Sta. Mgr.....Richard D. Smiley  
 Commercial Manager.....Robert Hink  
 Program Dir.....Sell Rapkoch  
 Sales Prom. Manager.....Dave Burgess  
 Publicity Director.....Jon Martin  
 Chief Engineer.....Don Rudberg

**KBOW—Butte—1947**

Freq.: 1490 Kc.....Power: 1 Kw. d.; 250 W. n.  
 Owned-Oper. By.....Copper City Radio Co.  
 Address.....720 Yale Ave.  
 Tel.: 7429.....CBS-KBS  
 Representative.....Cooke  
 President.....Frank Reardon  
 Station Manager.....Leonard Tallon  
 Program Director.....Claude Moore  
 Chief Engineer.....C. Beardslee

**KOPR—Butte—1948**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Copper Bcstg. Co.  
 Business-Studio Address.....Hotel Finlen  
 Tel.: 6548.....ABC  
 Representative.....Avery-Knodell  
 President.....George C. Hatch  
 General, Sta. Mgr.....Thomas A. Sandenaw  
 Program Director.....John Allen

Sales Prom., Comm. Mgr.....Charles Shelton  
 Publicity Director.....Chuck Ennis  
 Chief Engineer.....W. D'Orr Cozzens  
 Owners of: KMON-AM, Great Falls.

**KXLF—Butte—1929**

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KGIR, Inc.  
 Address.....P.O. Box 1956  
 Tel.: 2-9111.....NBC  
 Sta. Reps.....Walker-Rawalt; Art Moore  
 Station Manager.....Arne E. Ansjon  
 Chief Engineer.....V. Totten

**KDBM—Dillon—1956**

Frequency: 800 Kc.....Power: 1000 Watts, d.  
 Owned.....Vigilante Bcstg. Co.  
 Address.....Box 950  
 Tel.: 703.....Independent  
 Station Representative.....Avery-Knodel  
 Pres., Gen. Eng.....Burt H. Oliphant

**KLTZ—Glasgow—1954**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owner.....Glasgow Broadcasting Co.  
 Address.....Bjorklund Bldg.  
 Tel.: ACademy 8-9336.....Independent  
 Representative.....Holman  
 President, Gen. Mgr.....Willard L. Holter  
 Station Manager.....Lloyd W. Melby  
 Chief Engineer.....Les Wilson

**KXGN—Glendive—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Glendive Bcstg. Co.  
 Address.....122 S. Merrill Ave.  
 Tel.: 365-3377.....Independent  
 President.....Lewis W. Moore  
 General Manager.....Daniel C. Paler  
 Chief Eng.....Donald J. Powers

**KARR—Great Falls—1947**

Freq.: 1400 Kc.....Power: 1 Kw. d.; 250 Wt. n.  
 Owned By.....Pat M. Goodover  
 Business Address.....P.O. Box 2072  
 Tel.: GL 2-2453.....NBC  
 Station Reps.....Walker-Rawalt, Art Moore  
 General, Comm. Manager.....Pat M. Goodover  
 Program Manager.....E. R. Kukkola

**KFBB—Great Falls—1921**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KFBB Bcstg. Corp.  
 Address.....Box 1139  
 Tel.: GL 3-4377.....CBS  
 Station Rep.....Hollingsbery  
 President, Gen. Mgr.....Joseph P. Wilkens  
 Program Director.....Pat Lee  
 Station, Comm. Mgr.....W. C. Blanchette  
 Chief Eng.....Anthony Lopuch  
 Owners of: KFBB-TV.

**KMON—Great Falls—1947**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned By.....KMON, Inc.

## MONTANA

Business Address.....P.O. Box 1905  
Tel.: GL 3-0336.....ABC  
Representative.....Avery-Knodel  
President.....George C. Hatch  
General Manager.....Robert H. Warner  
Chief Engineer.....Eugene B. Bunker

### KUDI—Great Falls—1957

Frequency: 1450 Kc.....Power: 1,000 W.  
Owned-Operated By.....Community Broadcasters  
Address.....1405 Smelter Ave.  
Tel.: Glendale 2-9533.....Independent  
Sta. Representative.....ForJoe  
President, Gen. Mgr.....Paul Crain  
Station Mgr.....Bill Arend  
Program Director.....Rick Johnson  
Sales Prom. Manager.....Gary Johnson  
Chief Engineer.....Bill McArthur

### KOJM—Havre—1947

Frequency: 610 Kc.....Power: 1000 Watts  
Owned-Operated By.....No. Montana Bcstg. Co.  
Address.....426½ 1st St.  
Tel.: 265-7842.....NBC, KBS  
Station Rep.....Avery-Knodel  
President.....Richard D. Dubie  
General Manager.....Charlotte H. Brader  
Comm. Mgr.....Carlyle D. Leeds  
Publicity, Program Director.....S. G. Stephens  
Chief Engineer.....Mark E. Anderson

### KCAP—Helena—1949

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....KCAP Broadcasters  
Address.....9 Last Chance Gulch  
Tel.: HI 2-4490.....Independent  
Sta. Representative.....Holman  
President, Gen. Mgr.....Dale G. Moore  
Station Manager.....Joe Spoja  
Program Dir.....Dick Monaco  
Chief Engineer.....Tom Weir

### KXLJ—Helena—1937

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Peoples Forum of the Air  
Address.....Box 797  
Tel.: HI 2-6820.....NBC-KBS  
Representative.....Walker-Rawalt  
President.....E. B. Craney  
Station Manager.....E. A. Neath  
Sales Manager.....W. Walker  
Chief Engineer.....Don Hoffman

### KGEZ—Kalispell—1927

Frequency: 600 Kc.....Power: 1000 Watts  
Owned By.....Skyline Broadcasters, Inc.  
Business-Studio Address.....Box 439  
Tel.: SK 6-4331.....NBC  
Station Rep.....Cooke; Art Moore  
President.....M. A. Himsel  
General, Sta. Mgr.....Allen F. Herriges  
Program Director.....Robert Perry  
Sales Prom. Mgr.....Robert S. Bennett

### KOFI—Kalispell—1955

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Flathead Valley Bcstrs.  
Address.....Buffalo Bldg.  
Tel.: SK 6-6900.....Independent  
Station Representative.....Grant Webb  
Gen. Mgr., Ch. Eng.....W. H. Patterson  
Program Director.....L. L. Sterling

### KXLO—Lewistown—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....KXLO Broadcast, Inc.  
Address.....Box 620  
Tel.: KE 8-3441.....ABC-MBS  
Representative.....Grant Webb  
President, Gen. Mgr.....David L. Sather  
Commercial Mgr.....Lew Boucher  
Program Director.....Cliff Yuill  
Publicity Director.....Bill Yaeger

### KCLB—Libby—1950

Frequency: 1230 Kc.....Power: 250 W.  
Owned By.....Lincoln County Broadcasters  
Address.....P. O. Box 636  
Tel.: Libby.....KBS  
Station Rep.....Art Moore & Assoc.  
President & Station Mgr.....O. G. Colburn  
Program Director.....M. Powell

### KPRK—Livingston—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned.....Yellowstone Amusement Co.  
Address.....Box 691  
Tel.: AC 2-2841.....Independent  
Station Rep.....Avery-Knodel  
Pres., Gen., Sta. Mgr.....Paul B. McAdam  
Comm. Sale Prom. Dir.....Jack Hinman  
Program, Publicity Dir.....Nikki Kolence  
Chief Engineer.....Lloyd Stafford

### KATL—Miles City—1941

Freq.: 1340 Kc.....Power: 1 Kw. d.; 250 Wt. n.  
Owned-Operated By.....Star Printing Co.  
Address.....Box 720  
Tel.: CE 2-2280.....KBS-MBS-ABC  
Newspaper Affiliation.....Miles City Star  
Representative.....Avery-Knodel  
Gen., Sta. Mgr.....Ian A. Elliot  
Commercial Manager.....Fred B. Hunnes  
Program Director.....John Metropolis  
Sales Prom. Manager.....William Peaslee  
Publicity Director.....Clare Hekkel  
Chief Engineer.....B. R. McElwain

### KGVO—Missoula—1931

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....KGVO Bcstrs., Inc.  
Bus.-Studio Address.....132 West Front  
Tel.: Lincoln 3-7151.....CBS  
Sta. Representative.....Holman  
President, Gen. Mgr.....Dale G. Moore  
Commercial Manager.....Richard Vick  
Station Manager.....Robert Churney

Program Director ..... George Solander  
 Sales Prom. Manager ..... Richard Powers  
 Publicity Director ..... Donald Weston  
 Chief Engineer ..... John Stevenson

**KQTE—Missoula—1955**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Montana Bcstg. Co.  
 Address ..... Box 1202  
 Tel.: Lincoln 9-3344 ..... ABC  
 Sta. Representative ..... Avery-Knodel  
 Pres., Gen. Mgr. .... Wm. J. Strothman  
 Commercial Manager ..... Florence Smith  
 Station Manager ..... J. D. Coleman  
 Chief Engineer ..... Vern Nelson

**KYSS—Missoula—1959**

Frequency: 910 Kc. .... Power: 1000 Watts, d.  
 Owned By ..... Garden City Broadcasting  
 Address ..... 112 W. Front St.  
 Tel.: Lincoln 3-3105 ..... Independent  
 Station Rep. .... Pearson  
 General Mgr. .... Chester M. Murphy  
 Program Director ..... James Goodrich  
 Publicity Director ..... John Campbell  
 Sales Prom., Pub. Dir. .... Cris Kay  
 Chief Engineer ..... Jerry Leathers

**KXLL—Missoula—1948**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... June, Inc.  
 Address ..... XL Avenue  
 Tel.: Lincoln 3-7312 ..... NBC-KBS  
 Representative ..... Walker-Rawalt  
 President ..... June Wilson  
 General, Sta. Manager ..... George Wilson  
 Commercial Manager ..... Ralph McNeal

Sales Prom. Manager ..... Frank Driscoll  
 Publicity Director ..... John Honey  
 Program, Ch. Eng. .... Dutch Meyer

**KSEN—Shelby—1947**

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Tri County Radio Corp.  
 Address ..... 131 Main St.  
 Tel.: HE 4-5541 ..... Independent  
 Representative ..... Grant Webb  
 President ..... John Lyon  
 General Manager ..... Jerry Black

**KGCX—Sidney—1926**

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... KGCX, Inc.  
 Address ..... 109 S. Central  
 Tel.: 408 ..... MBS  
 Newspaper Affil. .... Herald  
 Station Representative ..... Gill-Perna  
 President ..... E. E. Krebsbach  
 Commercial Manager ..... Keith Krebsbach  
 Station Manager ..... E. C. Krebsbach  
 Program Director ..... Bob Miller  
 Sales Prom. Manager ..... Don Cole  
 Publicity Manager ..... Gary Torgerson  
 Chief Engineer ..... Dale Wilson

**KVCK—Wolf Point—1957**

Freq.: 1450 Kc. .... Power: 1 Wt. d.: 250 W. n.  
 Owned ..... Hi-Line Bcstg. Co.  
 Address ..... 324 Main St.  
 Tel.: 615 ..... MBS  
 General. Comm. Manager ..... R. E. Coffey  
 Station Manager ..... Dennis M. Johnson  
 Program Director ..... R. L. Behr  
 Sales Prom. Manager ..... K. D. Thompson  
 Chief Engineer ..... Kenneth Karge

Pop.: 1,415,000  
 Families: 436,000

**Nebraska**

Radio Homes: 428,000  
 AM Stas. in State: 35

**KCOW—Alliance—1949**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Sandhills Bcstg. Corp.  
 Address ..... Melody Lane  
 Tel.: 1400 ..... KBS  
 Representative ..... Continental  
 President ..... T. C. Gregory  
 General, Sta. Mgr. .... Jim Ballas  
 Commercial Mgr. .... Darrell Falgar  
 Chief Engineer ..... Stan Delahoyde

**KCNI—Broken Bow—1949**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Custer County Bcstg. Co.  
 Address ..... Box 581  
 Tel.: TR 2-5881 ..... Independent  
 Manager ..... Georgia A. Crawford  
 Chief Engineer ..... M. Hromas

**KWBE—Beatrice—1949**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... MIA Enterprises  
 Address ..... Box 1450  
 Tel.: CA 3-2388 ..... Independent  
 Sta. Reps. .... John E. Pearson, Soderlund Co.  
 President, Gen. Mgr. .... Gordon C. Pentz  
 Asst. Gen. Mgr. .... Arlin Holle  
 Comm. Manager ..... Jeff Stoughton

**KCSR—Chadron—1954**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... Community Ser. Radio Co.  
 Address ..... 212 Bordeaux St.  
 Tel.: HE 2-5545 ..... KBS  
 Newspaper Affiliation ..... Norfolk D. News  
 Sta. Representative ..... Walker-Rawalt  
 President ..... Jerry Huse  
 General Manager ..... Bob Thomas  
 Station Manager ..... John J. Miller  
 Comm. Prom. Manager ..... Don Grant

## NEBRASKA

Program, Publicity Director.....Larry O'Toole  
Chief Engineer.....Frank Allen  
Owners of: WJAG, Norfolk.

### KJSK—Columbus—1948

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KJSK, Inc.  
Business Address.....Box 480  
Tel.: LO 4-5154.....KBS  
Representative.....Biddick, Hopewell  
President, Gen. Mgr., George Basil Anderson  
Sta., Comm. Mgr., Prog. Dir., Milo Kincaid  
Chief Engineer.....Bob Miller

### KTNC—Falls City—1957

Frequency: 1230 Kc.....Power: 100 Watts  
Owned By.....Fall City Bcstg. Co., Inc.  
Address.....Stephenson Hotel  
Tel.: 2745.....KBS  
Station Rep.....Soderlund  
President, Gen. Mgr., William Hardt  
Station Manager.....Ned Arthur  
Commercial Manager.....Wally Wallington  
Sales Prom. Manager.....Halcyon Whitford  
Program Director.....Skip Slagle  
Publicity Director.....Zoe Slagle  
Chief Engineer.....Allan Sweigler

### KHUB—Fremont—1939

Frequency: 1340 Kc.....Power: 100 Watts  
Owned-Oper. By.....Snyder Enterprises  
Business-Studio Address.....118 E. 5 St.  
Tel.: PA 1-5012.....KBS  
President, Ch. Eng., H. C. Snyder  
Comm. Mgr., Donald Mundy  
Publicity Director.....Clancy Croft

### KMMJ—Grand Island—1925

Frequency: 750 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Town & Farm Co., Inc.  
Business-Studio Address.....Division at Cedar  
Tel.: DU 2-2800.....ABC  
Representative.....H-R  
Ch. of Board.....Don Searle  
President, Sta. Manager.....Bill Martin  
Commercial Manager.....Bill Moore  
Sales Prom. Manager.....Mike Albert  
Business Manager.....Willard Morton  
Prog. Dir., Bill Delzell  
Chief Engineer.....U. L. Lynch  
Owners of: KXXX, Colby.

### KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Stuart Investment  
Address.....315 So. Locust St.  
Tel.: DU 2-5420.....Independent  
Sta. Representative.....Gill Perna  
President.....James Stuart  
Exec. Vice Pres., Richard W. Chapin  
Station Manager.....Vern Stedry  
Program Director.....Charlie Howe  
Chief Engineer.....Elmer G. Nelson  
Owners of: KFOR, Lincoln; KODY, N. Platte;  
KMNS, Sioux City; KSAI, Salina.

### KHAS—Hastings—1940

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Nebraska Bcstg. Co.  
Address.....Tribune Bldg.  
Tel. 2-5101.....KBS  
Newspaper Affiliation.....Tribune  
Representative.....Gill-Perna  
President.....Fred A. Seaton  
General Mgr., John W. Powell  
Program, Sales Prom. Mgr., Bob Boe  
Chief Engineer.....Ervin Siemoneit  
Owners of: KMAN, Manhattan; KGGF, Coffeyville;  
KHAN-TV.

### KUVR—Holdrege—1956

Frequency: 1380 Kc.....Power: 500 W., d.  
Owned.....W. W. Bcstg. Co.  
Address.....613 4th Ave.  
Tel.: WY 5-4020.....KBS  
Pres., Gen. Mgr., William Whitlock  
Station, Program Director.....Kenneth Maloney  
Publicity Director.....Betty Rae Whitlock  
Chief Engineer.....H. Erickson

### KGFW—Kearney—1927

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Neb. Bcstg. Corp.  
Business-Studio Address.....Platte Valley Bldg.  
Tel.: Cedar 7-2131.....MBS  
Representative.....Hal Holman  
President.....John Mitchell  
Gen., Comm. Mgr., Edward S. Knight  
Chief Engineer.....William Abbott

### KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.  
Owned.....E. M. Gallemore, Sr.  
Address.....2219 Second Ave.  
Tel.: Cedar 7-3152.....Independent  
Sta. Representative.....John E. Pearson  
President.....E. M. Gallemore  
General, Sta. Mgr., Lloyd Oliver  
Chief Engineer.....Lyle Gunderson

### KIMB—Kimball—1958

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned By.....Kimball Broadcasting Co.  
Address.....550 West Hi-Way 30  
Tel.: BEverly 5-3634.....Independent  
President.....Tom Lutey  
General, Sta. Mgr., N. E. Warner  
Chief Engineer.....Joe Henry

### KRVN—Lexington—1951

Frequency: 1010 Kc.....Power: 25,000 Watts d.  
Owned-Oper. By.....Nebraska Rural Radio  
Address.....104 W. 8th St.  
Tel.: FAirview 4-2371.....Independent  
Representative.....Raymer  
President.....Jay Person  
General Manager.....Max Brown  
Commercial Manager.....Don Shoemaker  
Program Director.....Wendell Smith  
Chief Engineer.....Robert Bitner



**KFOR—Lincoln—1924**

Frequency: 1240 Kc. Power: 280 Watts  
 Owned-Operated By: Cornbelt Bcstg. Corp.  
 Bus-Studio Address: 814 Stuart Bldg.  
 Tel.: HEMlock 2-6606 ABC  
 Representative: Paul Raymer  
 President: James Stuart  
 Exec. Vice Pres.: Richard W. Chapin  
 Comm. Sta. Mgr.: Robert T. Larson  
 Production Manager: Orv Koch  
 Chief Engineer: Al Pugsley  
 Owners of: KODY, No. Platte; KRGL, Grand Island; KSAL, Salina; KMNS, Sioux City.

**KLIN—Lincoln—1947**

Frequency: 1400 Kc. Power: 250 W.  
 Owned-Oper. By: Fletcher-Mitchell Corp.  
 Address: 410 Sharpe Building  
 Tel.: HEMlock 5-4377 Independent  
 Sta. Representative: Everett McKinney  
 President: James I. Mitchell  
 General Sta. Manager: Kenneth C. Delp  
 Commercial Manager: Jack L. Callaway  
 Program Director: Don McKeen  
 Chief Engineer: Jerry Kenaston  
 Owners of: KCBC, Des Moines; WTRL, Bradenton.

**KLMS—Lincoln—1949**

Freq.: 1480 Kc. Power: 1 Kw.  
 Owned: Lincoln Bcstg. Corp.  
 Address: P. O. Box 1804  
 Tel.: IVamhoe 9-3855 Independent  
 Sta. Representative: ForJoe  
 President: Howard A. Shuman  
 General, Comm. Mgr.: Norman Gittleson  
 Program Director: Milton Korgan  
 Sales Prom. Mgr.: Harvey Swenson  
 Chief Engineer: Carl Lewis

**KBRL—McCook—1947**

Frequency: 1300 Kc. Power: 1 Kw. d.  
 Owned: McCook Bcstg. Co.  
 Address: 109½ E. C St.  
 Tel.: 1450 MBS-KBS  
 Representative: Gill-Perna, Inc.  
 Pres., Gen. Mgr., Ch. Eng.: Leroy W. Lenwell  
 Commercial Manager: Don Hayes  
 Station, Program Director: Jack Rogers  
 Publicity Director: John Holm

**KNCY—Nebraska City—1959**

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned By: Otoe Broadcasting Co.  
 Address: 107 North 9th  
 Tel.: 1600 KBS  
 Station Rep.: Soderlund  
 General Manager: Ed Hundley  
 Chief Engineer: Bob Casey

**WJAG—Norfolk—1922**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: WJAG Inc.  
 Address: 309 Braasch

Tel.: FRontier 1-2432 Independent  
 Newspaper Affil.: Huse Publish Co.  
 Sta. Representative: Walker-Rawalt  
 President: E. F. Huse  
 General, Sta. Mgr.: Bob Thomas  
 Commercial, Prom. Mgr.: Evans Meier  
 Program Director: Wayne Larson  
 Chief Engineer: W. Gettman

**KODY—North Platte—1930**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: North Platte Bcstg. Co.  
 Address: P. O. Box 446  
 Tel.: LENnox 2-3344 NBC  
 Sta. Representative: Meecker Co.  
 Exec. Vice Pres.: Richard W. Chapin  
 Station Mgr.: Harry D. Peck  
 Program Dir.: Lynn Smith  
 Sales Prom. Mgr.: Ed Launer  
 Commercial Manager: Joe di Natale  
 Chief Engineer: Don Biskup

**KOGA—Ogallala—1954**

Frequency: 930 Kc. Power: 500 Watts  
 Owner: Ogallala Bcstg. Corp.  
 Address: Box 509  
 Tel.: 284-3633 KBS  
 Representative: Indie Sales  
 Pres., General Manager: Newell Eastman  
 Comm. Mgr., Ch. Eng.: Howard L. Harrington  
 Sales Prom. Mgr.: Harold West

**KBON—Omaha—1942**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Goldenrod Broadcasters, Inc.  
 Business-Studio Address: 676 World Ins. Bldg.  
 Tel.: 342-8282 Independent  
 Station Rep.: ForJoe  
 Pres.: Joe Gratz  
 V.P., General Manager: M. M. Fleischl  
 Sales Prom., Publicity Dir.: Tom Morrow

**KFAB—Omaha—1924**

Frequency: 1110 Kc. Power: 50,000 Watts  
 Owned-Operated By: KFAB Bcstg. Co.  
 Bus-Studio Address: 5010 Underwood Ave.  
 Tel.: 556-8000 NBC  
 Representative: Petry  
 Newspaper Affil.: Journal, Star  
 President: Joe Seacrest  
 V.P., Gen. Mgr.: Lyell Bremser  
 Comm. Mgr.: E. R. Morrison  
 Program Director: Ken Headrick  
 Chief Engineer: Ray Schroeder

**KOIL—Omaha—1925**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By: Central States Bcstg. Co.  
 Business-Studio Address: 511 So. 17th St.  
 Tel.: 342-7626 Independent  
 Representative: Avery-Knodel  
 President: Don W. Burden  
 V.P., General Manager: Steve Shepard  
 Commercial Manager: Bill Bode

## NEBRASKA

Program Dir. . . . . Bob Wilson  
Publicity Director . . . . . Al Kenyon  
Chief Engineer . . . . . Gerald E. Weist

### KOOO—Omaha—1957

Frequency: 1420 Kc. . . . . Power: 1,000 Wts. d.  
Owned-Oper. . . . . Pier-San of Neb., Inc.  
Address . . . . . P. O. Box 715  
Tel.: 344—4191 . . . . . Independent  
President . . . . . Webb Pierce  
General Manager . . . . . Mack Sanders  
Commercial Manager . . . . . James Ross  
Station Manager . . . . . Lee Nichols  
Program Director . . . . . Ray Stevens  
Chief Engineer . . . . . Don Denver

### KMEO—Omaha—1922

Frequency: 660 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . National Weekly, Inc.  
Business Address . . . . . 836 Kilpatrick Bldg.  
Tel.: 341—2228 . . . . . Independent  
Station Representative . . . . . Adam Young  
President . . . . . William F. Buckley  
General Station Mgr. . . . . Jack L. Katz  
Commercial Manager . . . . . Gary Blackman  
Program Director . . . . . Dean Reeter  
Promotion Manager . . . . . Pat Nolan  
Chief Engineer . . . . . Bill Dunbar

### WOW—Omaha—1923

Frequency: 590 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Meredith Pub. Co.  
Address . . . . . 1716 Locust St., Des Moines  
Tel.: 346-3400 . . . . . CBS  
Representative . . . . . John Blair  
Vice Pres., Gen. Mgr. . . . . Frank P. Fogarty  
Comm. Sta. Mgr. . . . . W. O. Wiseman  
Asst Sales Mgr. . . . . Kenneth Quafe  
Program Director . . . . . Ray Olson  
Sales Prom., Publicity . . . . . Heinz Rohde  
Dir. of Engineering . . . . . William J. Kotera  
Chief Engineer . . . . . Glenn Flynn  
Owners of: KCMO-AM-TV-FM, Kansas City; KPHO-AM-TV, Phoenix; WHEN-AM-TV, Syracuse; KRMG, Tulsa; WOW-TV.

### KBRX—O'Neill—1955

Frequency: 1350 Kc. . . . . Power: 1000 Watts d.  
Owned . . . . . Sun Bcstrs., Inc.  
Address . . . . . Box 150  
Tel.: 120 . . . . . Independent  
Gen. Mgr. . . . . Gilbert Poese

### KNEB—Scottsbluff—1948

Freq.: 960 Kc. . . . . Power: 1 Kw. d., 500 Wts. n.  
Owned-Oper. By . . . . . Platte Valley Bcstg. Corp.  
Business-Studio Address . . . . . 2110 Broadway  
Tel.: MELrose 2-7121 . . . . . ABC-MBS  
Representative . . . . . Hal Holman  
President . . . . . Russell M. Stewart  
General-Station Mgr. . . . . George H. Haskell  
Commercial Mgr. . . . . Byron Joachim  
Program Director . . . . . Wayne McIntosh  
Chief Engineer . . . . . Leslie A. Proctor

### KOLT—Scottsbluff—1930

Freq.: 1320 Kc. . . . . Power: 5000 W. d. 1000 W. n.  
Owned-Operated By . . . . . The Hilliard Co.  
Address . . . . . Box 660  
Tel.: Melrose 2-6155 . . . . . CBS  
Representative . . . . . Gill-Perna  
Pres., Gen. Mgr. . . . . L. L. Hilliard  
Publicity Director . . . . . Lee Hall  
Promo., Program Manager . . . . . Virl Davis  
Chief Engineer . . . . . Harland Morrison

### KSID—Sidney—1952

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Wm. C. Grove, Inc.  
Address . . . . . Legion Park, Box 772  
Tel.: 5503 . . . . . ABC-KBS-MBS  
President . . . . . W. C. Grove  
Gen., Comm. Mgr. . . . . David W. Young  
Program Director . . . . . Lois C. Ham  
Chief Engineer . . . . . Rick Miller

### KRFS—Superior—1959

Frequency: 1600 Kc. . . . . Power: 500 Watts. d.  
Owned By . . . . . KRFS Radio  
Address . . . . . P. O. Box 500  
Tel.: 44 . . . . . KBS  
Gen Mgr., Ch. Eng. . . . . David Tucker  
Commercial Manager . . . . . John Meredith  
Program Director . . . . . Ralph D. Makinster  
Sales Prom. Manager . . . . . Jerry Hundley  
Publicity Director . . . . . Crystal Ahrens

### KAWL—York—1954

Frequency: 1370 Kc. . . . . Power: 500 W. d.  
Owned-Operated By . . . . . Prairie States Bcstg.  
Address . . . . . Box 531  
Tel.: 33 . . . . . KBS  
Pres., Chief Eng. . . . . Melville L. Gleason  
Gen. Sta. Manager . . . . . Tommy L. Gleason  
Commercial Manager . . . . . G. Pienning  
Program Director . . . . . Earle W. Dale  
Publicity Director . . . . . Jerry Darner  
Owners of: KGMT, Fairbury.

FOR RADIO  
STATION INDEX  
SEE PAGE 263

Pop.: 290,500  
Families: 94,500

# Nevada

Radio Families: 90,000  
AM Stas. in State: 18

## KPTL—Carson City—1955

Freq.: 1300 Kc. . . . . Power: 5 Kw. d.: 500 W. n.  
Owned-Operated By . . . . . E. L. & A. Bullis  
Address . . . . . P.O. Box 625  
Tel.: Granite 2-3209 . . . . . Independent  
Station Representative . . . . . Webb  
President . . . . . Edwin L. Bullis  
Gen. Mgr., Chief Engr. . . . . Robert R. Rigler  
Commercial Manager . . . . . Ralph V. Nelson  
Program Director . . . . . James V. Stoddard

## KELK—Elko—1948

Frequency: 1240 Kc. . . . . 1 Kw. d.: 250 W. n.  
Owned-Operated By . . . . . Elko Bcstg. Co.  
Address . . . . . P. O. Box 790  
Tel.: 260 . . . . . MBS-ABC  
President . . . . . Chris Sheerin  
General Manager . . . . . John J. Gammick

## KELY—Ely—1950

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . White Pine Bcstg. Co.  
Address . . . . . Box 600  
Tel.: AM 4-2077 . . . . . Independent  
Gen. Mgr., Chief Eng. . . . . David I. Hansen

## KVLV—Fallon—1957

Frequency: 1250 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . Lahontan Valley Bcstg. Co.  
Address . . . . . West Star Route  
Tel.: HA 3-1242 . . . . . Independent  
Gen. Mgr., Ch. Engr. . . . . Lester W. Pearce  
Program Director . . . . . Katherine Pearce  
Sales Promotion Manager . . . . . Jim Shelton

## KTOO—Henderson—1956

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
Owned . . . . . Advertising Dynamics Corp.  
Address . . . . . P. O. Box 1848, Las Vegas  
Tel.: DUdley 2-0277 . . . . . Independent  
Station Representative . . . . . Pearson  
President, Gen. Mgr. . . . . Roland Vaile  
Chief Engineer . . . . . David B. Rogers

## KBMI—Las Vegas—1954

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated . . . . . 1400 Corp.  
Address . . . . . Flamingo Hotel  
Tel.: FR 2-1131 . . . . . Independent  
Sta. Representatives . . . . . Grant Webb, Lucas  
President . . . . . M. Evans Richmond  
Station Manager . . . . . Gene Winters  
Chief Engineer . . . . . Frank Williams

## KENO—Las Vegas—1950

Frequency: 1460 Kc. . . . . Power: 1,000 Watts d.  
Owned-Oper. By . . . . . Nevada Ecstg. Co., Inc.  
Address . . . . . Paradise and Flamingo Road  
Tel.: Overland 7-1771 . . . . . Independent

Sta. Rep. . . . . Masla; Torbet, Allen & Crane  
President, Gen. Mgr. . . . . Gordon B. Sherwood Jr.  
Station Manager . . . . . Robert Duffy  
Commercial, Sales Prom. Mgr. . . . . Ed Hopple  
Program Director . . . . . Dan Gates  
Chief Engineer . . . . . David B. Rogers

## KLAS—Las Vegas—1948

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Frontier Bcstrs.  
Address . . . . . Desert Inn  
Tel.: DU 4-4646 . . . . . CBS  
Station Representative . . . . . McGavren  
President . . . . . Al Kelson  
General, Station Mgr. . . . . Sam Salerno  
Commercial Manager . . . . . Merle Sage  
Sales Promotion Mgr. . . . . Lowell Cannon  
Program, Publicity Director . . . . . Bob Bock  
Chief Engineer . . . . . Jim Leach

## KORK—Las Vegas—1953

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Southwestern Bcstg. Co.  
Address . . . . . Hotel Thunderbird  
Tel.: DU 2-6445 . . . . . MBS  
Newspaper Affiliation . . . . . Review Journal  
Station Rep. . . . . Bolling  
President . . . . . Donald W. Reynolds  
General, Sta. Mgr. . . . . Joseph W. McMurray  
Sales Promotion Mgr. . . . . Corean Smith  
Program Director . . . . . Donald Adams  
Chief Engineer . . . . . C. D. Femelat  
Owners of: KLRB-TV, Las Vegas.

## KRAM—Las Vegas—1947

Freq., 920 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By . . . . . Suna Bcstg. Corp.  
Address . . . . . Hotel Tropicana  
Tel.: Overland 7-1920 . . . . . Independent  
Station Representative . . . . . Raymer  
President . . . . . Leonard Blair  
General Manager . . . . . Ted Oberfielder  
Commercial Manager . . . . . Ken Morris  
Program Director . . . . . Robert Joyce  
Chief Engineer . . . . . Fred Young

## KRBO—Las Vegas—1956

Frequency: 1050 Kc. . . . . Power: 500 W., d.  
Owned . . . . . Rainbow, Inc.  
Address . . . . . Box 1049  
Tel.: DU 4-9210 . . . . . Independent  
Representative . . . . . Moore, Holman  
Pres., Gen. Mgr. . . . . Joe Julian  
Chief Engineer . . . . . Tom Morgan

## KBET—Reno—1946

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Sierra Broadcasting Co.  
Address . . . . . Box 1170

## NEVADA-NEW HAMPSHIRE

Tel.: FA 2-4501.....MBS-KBS-ABC  
 Sta. Reps.....Walker-Rawalt; Moore  
 President, Station Manager.....R. L. Stoddard  
 Comm. Mgr.....Walter States  
 Chief Engineer.....Irvin Carlsen

### KDOT—Reno—1948

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KDOT, Inc.  
 Address.....6 W. Commercial Row  
 Tel.: FA 3-6156.....Independent  
 Station Rep.....Torbet, Allen & Crane  
 President.....Paul C. Schafer  
 General Mgr.....G. Goudron  
 General, Sta. Mgr.....Phillip G. Rose  
 Program, Ch. Eng.....Jerry Kleinknight

### KOH—Reno—1928

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owner.....McClatchy Bcstg. Co.  
 Address.....143 Stevensen St.  
 Tel.: FA 3-5106.....NBC  
 Newspaper Affiliate.....McClatchy Newspapers  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Station Manager.....Hugh Kees  
 Chief Engineer.....Wesley Craig

### KOLO—Reno—1946

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Western Bcstg. Co.  
 Address.....Box 821  
 Tel.: FAirview 2-3441.....CBS  
 Station Rep.....Bolling  
 President.....Donald W. Reynolds  
 General Manager.....Donald W. Reynolds Jr.  
 Commercial Manager.....Glen Cox  
 Program Director.....Jack Angel

Chief Engineer.....W. H. Smith Jr.  
 Owners of: KOLO-TV, KFSA-AM-TV, Ft. Smith;  
 KORK, Las Vegas; KOKL, Okmulgee; KBRB,  
 Springdale; KGNS-TV, Laredo; KLRJ-TV, Las  
 Vegas; KFOY-TV, Hot Springs.

### KONE—Reno—1954

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Magowan & Jones  
 Address.....700 Forest St.  
 Tel.: FA 3-2133.....Independent  
 Sta. Representative.....Webb  
 General Mgr.....Fræderick V. Jones  
 Commercial Mgr.....George W. Rogers  
 Chief Engineer.....Fleet Harrison

### KBUB—Sparks—1960

Frequency: 1270 Kc.....Power: 1 Kw. d.  
 Owned By.....Lakeside Broadcasters  
 Address.....P. O. Box 1270  
 Tel.: EL 5-9403.....Independent  
 Station Rep.....Sandeberg-Gates  
 General Mgr.....Edward J. Jansen  
 Station, Sales Prom. Mgr.....Roger Brander  
 Program Director.....Darwin Jones  
 Publicity Director.....Barbara Jansen  
 Chief Engineer.....Fleet Harrison

### KWNA—Winnemucca—1955

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....N. W. Radio & TV Corp.  
 Address.....Box 591  
 Tel.: MAdison 3-2030.....Independent  
 Station Representative.....W. S. Grant  
 President.....Olivier Curutchet  
 General Mgr., Chief Engr.....Lee Boner  
 Program Director.....Frank Jones  
 Publicity Director.....Esther Boner

Pop.: 609,000  
 Families: 184,000

## New Hampshire

Radio Homes: 179,000  
 AM Stas. in State: 18

### WMOU—Berlin—1946

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Berlin Bcstg. Co.  
 Business Address.....27 Green Square  
 Tel.: 1797.....Independent  
 Sta. Reps.....Kettell-Carter; Devney-O'Connell  
 President, Gen. Mgr.....John Bowman  
 Commercial Manager.....Robert T. Dale  
 Program Dir.....Charles Ross  
 Chief Eng.....Herschel Howe

### WTSV—Claremont—1948

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Claremont, Inc.  
 Address.....221 Washington St.  
 Tel.: 1800.....Independent  
 President.....Norman Knight  
 Mgr. Director.....Harold Segal  
 Chief Engineer.....W. Remick

### WKXL—Concord—1946

Frequency: 1450 Kc.....Power: 250 W.  
 Owned-Operated By.....Capitol Bcstg. Corp.  
 Address.....100 N. Main St.  
 Tel.: CApitol 5-5521.....KBS  
 Sta. Representative.....Walker-Rawalt  
 Pres., Gen. Mgr.....Frank B. Estes  
 Asst. Manager.....Edson I. Gray  
 Program Director.....Roy Hulbert  
 Chief Engineer.....Frank Pingree

### WBNC—Conway—1955

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....North Country Radio, Inc.  
 Address.....E. Main St.  
 Tel.: HI 7-5988.....Independent  
 Station Representative.....Nona Kirby  
 President, Gen. Mgr.....Lawrence H. Sherman  
 Commercial Mgr.....Joan Sherman  
 Program Dir.....William C. Clapp  
 Chief Engineer.....Herschel Howe

**WTSN—Dover—1956**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned ..... WTSN, Inc.  
 Address ..... 155 Front St. (Manchester)  
 Tel.: NA 4-4077 ..... Independent  
 President ..... W. F. Rust, Jr.  
 General Mgr. .... Ralph Gottlieb  
 Station Mgr. .... Edward X. Callahan  
 Commercial Mgr. .... James McCann  
 Chief Engineer. .... Albert J. Davis

**WDCR—Hanover—1958**

Freq.: 1340 Kc. Power: 1 Wt. d.; 250 Wt. n.  
 Owned By ..... Trustees of Dartmouth College  
 Business Address ..... Robinson Hall  
 Tel. Hanover 1070 ..... Independent  
 Sta. Rep. .... Breen-Ward  
 General Manager ..... George R. Whitehead  
 Commercial Manager ..... Henry Goldsmith  
 Program Director ..... William R. Cogswell  
 Sales Prom. Manager ..... G. Frederick Meyer  
 Publicity Director ..... George T. Mascott  
 Chief Engineer ..... Robert F. Hargraves Jr.

**WTSL—Hanover—1950**

Frequency: 1480 Kc. Power: 250 Watts  
 Owned-Oper. .... Radio Hanover, Inc.  
 Address ..... P. O. Box 1031  
 Tel.: HANover 1400 ..... Independent  
 President ..... Norman Knight  
 General Mgr. .... Harold H. Segal  
 Station Mgr. .... Howard L. Chase  
 Program Director ..... R. Dematteo  
 Chief Engineer ..... Henry H. Jones

**WKBK—Keene—1959**

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned By ..... The KBR Stations, Inc.  
 Address ..... 155 Front St., Manchester  
 Tel.: National 4-4075 ..... Independent  
 Sta. Reps. .... Radio TV-Wheeler  
 President ..... W. F. Rust, Jr.  
 General Manager ..... Ralph Gottlieb  
 Commercial Mgr. .... James McCann  
 Station, Prom. Mgr. .... Robert Berry  
 Station Manager ..... Tal Hood  
 Chief Engineer ..... Douglas Grove

**WKNE—Keene—1926**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By ..... WKNE Corp.  
 Address ..... 17 Dunbar St.  
 Tel.: EL 2-9230 ..... CBS  
 Station Rep. .... Meeker  
 President ..... Joseph K. Close  
 General Manager ..... Howard E. Wheelock  
 Program Director ..... Kenneth W. Hallenbeck  
 Chief Engineer ..... Ernest T. Robage  
 Owners of: WKVT, Brattleboro; WBRK, Pittsfield.

**WLNH—Laconia—1922**

Frequency: 1350 Kc. Power: 5000 Watts d.  
 Owned-Oper. By ..... Northern Bcstg. Corp.

Business Address ..... Masonic Temple Bldg.  
 Tel.: LA 4-1323 ..... KBS  
 Station Rep. .... Eckles, Walker-Rawalt  
 President ..... Genevieve Wingate  
 Gen., Sta. Mgr. .... Arthur Rothafel  
 Comm., Sales Prom. Mgr. .... William W. Visser  
 Chief Engineer ..... Henry Gowing

**WFEA—Manchester—1932**

Frequency: 1370 Kc. Power 5 Kw.  
 Owned ..... WFEA Broadcasting  
 Address ..... P. O. Box 149  
 Tel.: NA 5-5491 ..... MBS  
 Sta. Reps. .... Devney-O'Connell; Foster & Creed  
 President, Gen. Mgr. .... William F. Malo, Jr.  
 Commercial Mgr. .... James Keough  
 Sales Prom. Mgr. .... Arthur Hume  
 Chief Engineer ..... R. Schow

**WGIR—Manchester—1941**

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By ..... Knight Radio  
 Address ..... Box 487  
 Tel.: NA 5-6915 ..... NBC  
 Sta. Reps. .... Kettell-Carter; Gill-Perna  
 President ..... Madeline M. Girolimon  
 Gen., Sta., Comm. Mgr. .... Bernie Mack  
 Program Director ..... Don Tibbetts  
 Chief Engineer ..... Harry Handfield

**WKBR—Manchester—1946**

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned ..... Granite State Bcstg. Co.  
 Address ..... 155 Front St.  
 Tel.: NATIONAL 4-4077 ..... Independent  
 Station Rep. .... Eckles  
 President ..... W. F. Rust, Jr.  
 Gen., Sta. Mgr. .... Ralph Gottlieb  
 Comm. Sales Prom. Mgr. .... James McCann  
 Chief Engineer ..... Roy Phillips

**WOTW—Nashua—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Gateway Bcstg. Corp.  
 Address ..... Lund Road  
 Tel.: TU 2-2781 ..... Independent  
 Representative ..... Walker-Rawalt  
 President ..... Theodore Feinstein  
 General Mgr. .... Robert Trow  
 Program Director ..... Richard Corbin  
 Publicity Director ..... Chris Nikitas  
 Chief Engineer ..... Harold Davis

**WSMN—Nashua—1958**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned By ..... 1590 Broadcasting Corp.  
 Business Address ..... 502 W. Hollis St.  
 Tel.: TUx 2-5109 ..... Independent



## NEW HAMPSHIRE-NEW JERSEY

Station Reps. . . . . Breen-Ward; Nona Kirby  
 President . . . . . Gerald Q. Nash  
 General. Comm. Mgr. . . . . David A. Rock  
 Station Manager . . . . . Edward Lecius  
 Program Director . . . . . Frank Teas  
 Publicity Director . . . . . Nancy Taylor  
 Chief Engineer . . . . . Donald Ayers

### WCNL—Newport—1960

Frequency: 1010 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Carlson Enterprises  
 Address . . . . . 120 Belknap St.  
 Tel.: Newport 873. . . . . KBS  
 Sta. Representative . . . . . Donald Cooke  
 General Manager . . . . . W. Richard Carlson  
 Program Director . . . . . Norah B. Carlson  
 Chief Engineer . . . . . Bruce Tutein

### WHEB—Portsmouth—1932

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Knight Bcstg. of N. H.  
 Address . . . . . N. H. National Bank Bldg.  
 Tel.: Geneva 6-7300. . . . . Independent  
 President . . . . . Norman Knight  
 General. Sta. Mgr. . . . . Harold H. Segal  
 Chief Engineer . . . . . Antonio Vaccaro

### WVNH—Rochester—1948

Frequency: 930 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By . . . . . Strafford Bcstg. Corp.  
 Business Address . . . . . Rochester Hill Rd.  
 Tel.: GE 6-0702. . . . . Independent  
 Sta. Rep. . . . . Foster, Creed; Natl. Time Sls.  
 Pres., Gen. Mgr. . . . . Albin Mallin  
 Chief Engineer . . . . . Roger Butterfield

Pop.: 6,140,000  
 Families: 1,802,000

## New Jersey

Radio Homes: 1,762,000  
 AM Stas. in State: 25

### WHTG—Asbury Park—1957

Frequency: 1410 Kc. . . . . Power: 500 W., d.  
 Owned . . . . . Harold M. Gade  
 Address . . . . . Route 1  
 Tel.: KE 1-1410. . . . . Independent  
 Sta. Representative . . . . . Grant Webb  
 Owner, Gen. Mgr. . . . . Harold Gade  
 Commercial Mgr. . . . . Gustave Litch  
 Station, Prom. Manager . . . . . Theo Gade  
 Program Dir. . . . . Leon Contente  
 Publicity Dir. . . . . Phyllis Lang  
 Chief Engineer . . . . . Martin Golfe

Tel.: 4-6573 . . . . . MBS-ABC  
 Pres., Gen. Mgr., Ch. Eng. . . . . Leroy Bremmer  
 Commercial Mgr. . . . . Dorothy Bremmer

### WMID—Atlantic City—1947

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mid-Atlantic Bcstg. Co., Inc.  
 Address . . . . . 1710 Atlantic Ave.  
 Tel.: 4-1340. . . . . ABC  
 Sta. Representative . . . . . Howard  
 Pres., Gen. Mgr. . . . . David H. Freedman

### WJLK—Asbury Park—1926

Frequency: 1310 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Asbury Park Press, Inc.  
 Address . . . . . Press Plaza  
 Tel.: PR 4-7000. . . . . Independent  
 Newspaper Affiliation . . . . . Press  
 Station Manager . . . . . Everett Rudloff  
 Commercial Manager . . . . . Margaret Curtis  
 Prog. Mgr. . . . . Charles F. Hill  
 Chief Engineer . . . . . Frank Huber

### WSNJ—Bridgeton—1937

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Eastern States Bcstg. Corp.  
 Address . . . . . Bridgeton, N. J.  
 Tel.: GL 1-2930. . . . . MBS  
 Station Representative . . . . . Clark  
 President . . . . . Russell S. Henderson  
 Exec. V. P., Gen. Mgr. . . . . Paul Alger  
 Commercial Manager . . . . . Jerry Alden  
 Sales Promotion Mgr. . . . . Paul Hunsberger  
 Program Coordinator . . . . . John Mitchell  
 Publicity Director . . . . . Irv Foster  
 Chief Engineer . . . . . Edward Bold

### WFPG—Atlantic City—1940

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated by . . . . . WFPG, Inc.  
 Address . . . . . Steel Pier  
 Tel.: Atlantic City 5-2188. . . . . CBS  
 Sta. Representative . . . . . Walker-Rawalt  
 President, Gen. Mgr. . . . . Jerome Sill  
 Program Dir. . . . . Ed Davis  
 Chief Engineer . . . . . Blair K. Thron

### WCAM—Camden—1926

Frequency: 1310 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . City of Camden  
 Address . . . . . 6th & Market Sts.  
 Tel.: EM 5-5600. . . . . Independent  
 Rep. . . . . Bcst. Time Sales  
 General Manager . . . . . Nelson D. Hibbs  
 Commercial Manager . . . . . Jack Sillin  
 Sales Prom., Publicity Dir. . . . . Emmett Marra  
 Program Director . . . . . Jack La Mar  
 Chief Engineer . . . . . John Zander

### WLDB—Atlantic City—1955

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Atlantic City Bcstg. Co.  
 Address . . . . . Senator Hotel

**WKDN—Camden—1948**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By... South Jersey Bcstg. Co.  
Address... 2775 Mt. Ephraim Ave.  
Tel.: EM 5-7200... Independent  
President... Ran Compton  
General. Sta. Mgr... Gordon Giffen  
Comm., Prom. Mgr... Dave Moss  
Chief Engineer... Robert Houston

**WMVB—Millville—1953**

Frequency: 1440 Kc. Power: 1,000 Watts d.  
Owner... Union Lake Broadcasters, Inc.  
Address... Lincoln Ave.  
Tel.: TA 5-2600... Independent  
Pres., Gen. Mgr... Fred M. Wood  
Program Director... Dorothy H. Carlson  
Chief Engineer... George Dodds

**WMTR—Morristown—1948**

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By... Morristown Bcstg. Co.  
Address... 10 Park Place  
Tel.: JE 8-1250... Independent  
General Manager... Kenneth A. Croy  
Commercial Mgr... Henry Behre

**WHBI—Newark—1922**

Freq.: 1280 Kc. Power: 2½ Kw. d., 1 Kw. n.  
Owned-Operated By... May Radio Bcst. Corp.  
Business-Studio Address... 35 Warren St.  
Tel.: MI 2-7354... Independent  
Station Representative... Pearson  
Pres., Gen. Mgr... James L. Shearer  
Station Mgr... William Masi  
Program Dir... Marie Masi  
Chief Engineer... Harold Michaels

**WNJR—Newark—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
Owned By... Continental Broadcasting, Inc.  
Business Address... Box 1258  
Tel.: MU 8-3665... Independent  
Station Rep... Continental  
President... O. Wayne Rollins  
General, Comm. Mgr... Leonard Mirelson  
Sales Prom. Mgr... Dave Binder  
Publicity Director... Tim Crow  
Program Director... Lucille Le Roy  
Chief Engineer... Vic Tackach  
Owners of: WBEE-AM, Chicago; WRAP-AM, Nor-  
folk; WAMS-AM, Wilmington; WGEE-AM, In-  
dianapolis; WPTZ-TV, Plattsburgh; WCBS-TV,  
Charleston.

**WNTA—Newark—1922**

Frequency: 970 Kc. Power: 5 Kw., d.; 1 Kw. n.  
Owned By... NTA Broadcasting Co.  
Address... 32 Green St.  
Tel.: MArket 4-5300... Independent  
Station Representative... Forjoe

General Manager... Ted Steele  
Commercial Manager... Paul Kasander  
Program Director... Sid Sirulnick  
Chief Engineer... Gene Sywak

**WVNJ—Newark—1947**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By... Newark Bcstg. Corp.  
Address... 1225 Raymond Blvd.  
Tel.: MI 3-7600... Independent  
Sta. Rep... Broadcast Time Sales  
General Manager... Ivon B. Newman

**WCTC—New Brunswick—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Raritan Valley Bcstg.  
Business-Studio Address... 385 George St.  
Tel.: CH 7-1450... Independent  
Sta. Rep... Lowenstein  
President, Gen. Mgr... J. L. Rosenmiller  
Vice President... Peter A. Bordes  
Asst. Gen. Mgr... A. V. Marano

**WNNJ—Newton—1953**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned... Sussex County Bcstrs.  
Address... Newton, N. J.  
Tel.: DuPont 3-3400... KBS  
Co-Owners... Simpson Wolf, Robert Menzel  
General, Comm. Mgr... Ronald L. Hickman  
Program Director... John Bennett  
Chief Engineer... Robert Menzel

**WPAT—Paterson—1941**

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By... WPAT, Inc.  
Address... 60 East 56th St., N. Y.  
Tel.: MUrray Hill 8-9300... Independent  
President... D. J. Wright  
V.P.'s... William J. Calvert, Charles Parker,  
Read H. Wight, John F. Sloan  
V.P., Program Director... David Gordon  
Publicity Dir... John Burt  
Chief Engineer... Paul Di Savino

**WOND—Pleasantville—1950**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... S. Jersey Radio, Inc.  
Address... Old Turnpike  
Tel.: Milton 1-1400... Independent  
Newspaper Affil... Sentinel Ledger, Gazette  
Station Rep... Everett-McKinney  
President... H. G. Murrelle  
V.P., Gen. Mgr... Howard L. Green  
Sales Pro. Mgr... Larry Carle  
Program Director... Phil Ladd  
Chief Engineer... Milton C. Thurlow  
Owners of: WOND-FM, Pleasantville.

**WTTM—Trenton—1942**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By: Peoples Bcst. Corp.  
 Address: Brunswick Ave., Lake Drive  
 Tel.: OW 5-8515  
 Representative: MBS  
 Hollingbery  
 President: Herbert E. Evans  
 Resident V. P., Gen. Mgr.: Glenn C. Jackson  
 General Sales Manager: Harry W. Barnam  
 Business Manager: Patricia Singer  
 Prog. Dir.: Tom Durand  
 Publicity Dir.: K. M. Weber  
 Chief Engineer: Chester Sunderland  
 Owners of: WNAV, Yankton, S.D.; WGAR, Cleveland; WRFD, Worthington, O.; WMMN, Fairmont, W. Va.; KYTV, Sioux City.

**WAAT—Trenton—1959**

Frequency: 1300 Kc. Power: 250 Watts  
 Owned By: Delaware Valley Bcstg. Co.  
 Address: Hotel Stacy Trent  
 Tel.: Export 2-5125  
 Independent  
 Station Representative: Masla  
 President: Ed Cossman  
 Vice President: Kal Pruslin  
 General, Comm. Mgr.: Ray McFadden  
 Program Director: Frank Fellmer  
 Publicity Director: Phil Roberts  
 Chief Engineer: Nicholas Dalessandro

**WBUD—Trenton—1947**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: WBUD, Inc.  
 Address: Ewingville Road  
 Tel.: TU 2-7191  
 Independent  
 Station Representative: Bob Wittig  
 Pres., Gen. Mgr.: Richard M. Hardin  
 Station Manager: Theresa Rose  
 Comm. Manager: William Garry

**WDVL—Vineland—1958**

Frequency: 1270 Kc. Power: 500 Watts, d.  
 Owned By: Mort and Vivian Hendrickson  
 Address: River Drive, Radio Park  
 Tel.: OXFord 1-7550  
 Independent  
 General, Sta. Manager: Mort Hendrickson  
 V. P.: V. E. Hendrickson  
 Sales Promotion Manager: Jim Osborne  
 Programs: Henri Morey  
 Acting Chief Engineer: Earle Godfrey

**WBWZ—Vineland—1946**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By: Community Bcstg. Serv.  
 Address: S. Delsea Drive  
 Tel.: OX 2-6500  
 Independent  
 Representative: Gill-Perna  
 President: Joseph M. Bullock  
 General Manager: Herbert R. Griffin  
 Commercial Manager: John F. Serra  
 Program Director: Robert Coucill  
 Chief Engineer: Ken Parks

**WCRV—Washington—1956**

Frequency: 1580 Kc. Power: 500 Watts d.  
 Owned: Warren Bcstg.  
 Address: 3 Belvidere Avenue  
 Tel.: MU 9-2060  
 Independent  
 General Manager: George S. Croy  
 Commercial Mgr.: R. Dreascher  
 Program Dir.: F. Henderson  
 Chief Engineer: P. La Chance

**WCMC—Wildwood—1951**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned-Operated By: Francis J. Matrangola  
 Address: 3010 N. J. Ave.  
 Tel.: Wildwood 2-7751  
 Independent  
 General Manager: Francis J. Matrangola  
 Comm. Mgr.: Margaret Murphy  
 Program Director: William Wotring  
 Chief, Engineer: Carlton Owen

A  
 Dedicated  
 Community  
 Station . . .  
 Weather  
 Time  
 Tempo  
 Massive news  
 coverage

**WTTM**

RADIO  
 DIAL 920  
 Trenton, N. J.

"Trenton's Finest"

Pop.: 962,000  
Families: 260,500

# New Mexico

Radio Homes: 239,500  
AM Stas. in State: 44

## KALG—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: William Wayne Phelps  
Address: Box 268  
Tel.: HEmlock 7-1505. Independent  
Station Representative: Webb  
General, Sta. Mgr.: Wayne Phelps  
Chief Engineer: Ed Sullivan

## KRAC—Alamogordo—1957

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned By: Lyman Brown Enter.  
Address: P. O. Box 1161  
Tel.: HEmlock 7-4440. Independent  
Pres., Gen. Mgr.: Lyman C. Brown  
Program Dir.: Dave Shaw  
Chief Engineer: Lynn Rawls

## KABQ—Albuquerque—1947

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Oper. By: Sandia Bcstg. Corp.  
Business Address: 1309 Yale Blvd., S.E.  
Tel.: CHapel 3-1744. Independent  
Reps.: Harlan G. Oakes; Nat'l Time Sales  
President: Oscar I. Dodek  
General Manager: Maxwell Marvin  
Commercial Manager: Milton Ledet  
Program Director: Jose Gallegos  
Chief Engineer: Michael Lucero

## KARA—Albuquerque—1959

Frequency: 1310 Kc. Power: 1,000 Watts d.  
Owned By: KARA, Inc.  
Address: 4011 Menaul Blvd.  
Tel.: AMherst 8-4371. KBS  
Station Rep.: Broadcast Time Sales  
President, General Manager: Walter Stiles  
Commercial Manager: Coleman Scott  
Program Director: Jim Cockrill  
Chief Engineer: Rich Bachand

## KDEF—Albuquerque—1953

Frequency: 1150 Kc. Power: 1 Kw.  
Owned: KDEF Bcstg. Co.  
Address: 506 2nd St. N.W.  
Station Representative: Meeker  
President, Gen. Mgr.: Frank Quinn  
Assistant Manager: Bernard Thomas  
Commercial Manager: Edward O'Boyle  
Program Director: William Smeaton  
Chief Engineer: Louls Gemoets

## KGGM—Albuquerque—1926

Frequency: 810 Kc. Power: 5000 Watts  
Owned-Oper. By: New Mexico Bcstg. Co.  
Business Address: 1414 Coal St., S.W.  
Tel.: CH 3-2285. CBS  
Representative: Branham

President: A. R. Hebenstreit  
Station, Comm. Manager: A. E. Mickel  
Program Director: Robert Van Driel  
Publicity Dir.: James Laramore  
Chief Engineer: Leonard F. Dodds  
Owners of: KVSE, Santa Fe.; KGGM-TV.

## KHAM—Albuquerque—1956

Frequency: 1580 Kc. Power: 1 Kw., d.  
Owned: KHAM, Inc.  
Address: 202 Claremont Street, NE  
Tel.: DI 4-2394. ABC  
President: J. W. Hodges  
General, Sta. Mgr.: J. L. Anderson  
Chief Engineer: H. T. Walton

## KLOS—Albuquerque—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: B & M Bcstrs., Inc.  
Address: 106 Richmond, S. E.  
Tel.: AL 6-9866. Independent  
General Mgr.: G. Oliver

## KMGM—Albuquerque—1959

Frequency: 730 Kc. Power: 1 Kw. d.  
Owned By: Wentronics, Inc. & V. B. Siman  
Address: Merrill Bldg., 131 Adams, N. E.  
Tel.: AMherst 8-4395. Independent  
Station Representative: Gill-Perna  
General, Station Mgr.: V. B. Siman  
Commercial Manager: Frank Sanzo  
Sales Prom. Mgr., Pub. Dir.: Ben Caine  
Program Director: Clyde J. Ling  
Chief Engineer: H. T. Walton

## KOB—Albuquerque—1922

Freq.: 770 Kc. Power: 50 Kw. d., 25 Kw. n.  
Owned-Oper. By: KSTP, Inc.  
Address: 1430 Coal Ave. S.W.  
Tel.: CH 3-4411. NBC  
Station Representative: Petry  
President: Stanley E. Hubbard  
Gen. Mgr., Ch. Engr.: George S. Johnson  
Commercial Manager: Robert C. Pettingell  
Sales Prom., Pub. Dir.: Paul Bain  
Program Director: Michael Dillon  
Owners of: KSTP-AM-TV, St. Paul; WGTO, Cypress  
Gardens, Fla.

## KQEO—Albuquerque—1946

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Dandy Bcstg. Corp.  
Bus. Address: 2000 Indian School Rd., N.W.  
Tel.: CHapel 7-8848. MBS  
Station Representative: Eastman  
President: Merritt Owens  
General Manager: Dino Lanni  
Program Dir.: D. Osborne

## NEW MEXICO

### **KNDE—Aztec—1959**

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: I. E. Shahan  
Address: 2nd & Zia Sts.  
Tel.: FEderal 4-6174 Independent  
Owners: I. E. Shahan, W. W. Barbour

### **KSVP—Artesia—1946**

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.  
Owned-Operated By: Artesia Bcstg. Corp.  
Address: 1450 S. Roselawn  
Tel.: SH 6-2751  
President: Harvey Yates  
Station Manager: Bob Hess  
Chief Engineer: L. O. Wilcox

### **KAVE—Carlsbad—1937**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Voice of the Caverns, Inc.  
Address: 2907 W. Church St.  
Tel.: Carlsbad  
Representative: Branham  
President: Edward Talbott  
Gen., Sta. Mgr.: Tom Wiseheart  
Program Director: J. DeVore  
Chief Engineer: Sanford Brown

### **KPBM—Carlsbad—1950**

Frequency: 740 Kc. Power: 1000 Watts d.  
Owned-Operated By: Coronado Bcstg. Co.  
Address: 313 W. Mermod  
Tel.: TU 5-5373 Independent  
Station Rep.: Devney O'Connell  
President, Station Mgr.: D. A. Swayze  
Chief Engineer: O. C. Grube

### **KLMX—Clayton—1949**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Ariz.-N. Mex. Bcstrs. Corp  
Address: Box 7  
Tel.: 616  
President: Arthur Jernigan  
Gen., Comm., Prom. Mgr., Pub. Dir.: Frank Vale  
Chief Engineer: Robert D. Waters

### **KCLV—Clovis—1952**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: New-Tex Bdcstg.  
Address: 1221 Main  
Tel.: POrter 3-4401 Independent  
Station Representative: Hopewell  
President, Gen. Mgr.: Odie Echols, Sr.  
Sta. Mgr., Prog. Dir.: Odie Echols, Jr.  
Sales Prom., Comm. Mgr.: Al Rinn

### **KVER—Clovis—1933**

Frequency: 980 Kc. Power: 1000 Watts  
Owned By: Tex., New Mex. Bcstg. Co.  
Business Address: 1000 Sycamore  
Tel.: PO 3-5511 Independent  
Station Representative: Branham

President: W. D. Rogers, Jr.  
Gen., Sta. Mgr.: Jim Wilkes  
Commercial Manager: Bob Cyphers  
Chief Engineer: Ken Pepper  
Owners of: KDUB-AM-TV, Lubbock; KEDY, Big Spring.

### **KOTS—Deming—1954**

Frequency: 1230 Kc. Power: 250 Watts, d.  
Owned: Luna County Bcstg. Co.  
Address: 1700 South Radium Ave.  
Tel.: 546-9011  
General Manager: Robert W. Tobey  
Program Dir., Chief Engr.: Larry Chisholm  
Owners of: KOBK, Las Cruces; KWKY, Farmington.

### **KENN—Farmington—1951**

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Kenn-Land Bcstg., Inc.  
Business Address: 212 W. Apache  
Tel.: DA 5-3541 ABC-MBS  
Station Rep.: Devney O'Connell  
Pres., Gen. Mgr.: C.O. "Ken" Kendrick  
Station Manager: Bob Williams  
Sales Prom. Mgr.: John Dorman  
Program Director: J. N. Young  
Chief Engr.: Harold Furstenberg

### **KWKY—Farmington—1957**

Frequency: 960 Kc. Power: 1 Kw., d.  
Owned: Basin Bcstg. Co.  
Address: 418 W. Broadway  
Tel.: DA 5-6932 Independent  
Station Representative: Bolles  
General Manager: Jim Gober  
Station Manager: Cal Adams  
Program Director: Al Lucero  
Chief Engineer: Ed Lyon  
Owners of: KOTS, Deming; KOBK, Las Cruces.

### **KRZE—Farmington—1958**

Frequency: 1280 Kc. Power: 5000 Watts  
Owned By: KRZE Radio  
Address: 1204 Hutton Road  
Tel.: DAvis 5-4141 Independent  
President, Gen. Mgr.: John Burroughs  
Station Mgr.: R. D. Patterson  
Commercial Mgr.: J. H. McNutt  
Program Dir.: Bob Stiles  
Sales Prom. Mgr.: Boyd Whitney  
Publicity Director: Jim Slone  
Chief Engineer: Marvin Bowles  
Owners of: KENM-AM, Peralta; KMUL-AM, Muleshoe.

### **KGAK—Gallup—1946**

Frequency: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Thunderbird Bcstg. Co.  
Address: 401 E. Coal Ave.  
Tel.: UN 3-4444 Independent  
President: Merle H. Tucker  
General Manager: Mrs. Mida Tucker  
Chief Engineer: R. E. Adamson



**KYVA—Gallup—1959**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By.....Kendrick & Landis  
 Address.....306 S. First St.  
 Tel.: UN 3-6222.....Independent  
 Station Representative.....Webb  
 General Manager.....C. O. Kendrick  
 Station Manager.....Richard W. Miner  
 Sales Promotion Manager.....Ned Bishop  
 Program Director.....Bob Barnett  
 Chief Engineer.....Harold Fu:stenberg

**KMIN—Grants—1956**

Frequency: 980 Kc. Power: 1 Kw., d.  
 Owned By.....Grants Bcstg. Co., Inc.  
 Address.....Box 608  
 Tel.: ATwater 7-4491.....KBS  
 General Manager.....Harry W. Kornrumph  
 Commercial Manager.....Lewis J. Fitts  
 Program Director.....Glenn Mills  
 Chief Engineer.....Ray Dammon

**KHOB—Hobbs—1954**

Frequency: 1390 Kc. Power: 5 Kw., d.  
 Owned.....Permian Basin Radio Corp.  
 Address.....Box 247  
 Tel.: EX 3-5148.....Independent  
 Representative.....Clark, Melville  
 Pres., Gen. Mgr.....Charles R. Scott  
 Chief Engineer.....Pat H. Walton

**KWEW—Hobbs—1938**

Frequency: 1480 Kc. Power: 5 Kw., d., 1 Kw., n.  
 Owned-Operated By.....KWEW, Inc.  
 Address.....116 E. Dunnam  
 Tel.: EX 3-3137.....MBS-KBS  
 Station Representative.....Webb  
 President.....Theresa P. Whitmore  
 General Manager.....Harry McAdams  
 Comm., Sales Prom. Mgr.....Phil McGee  
 Program Director.....Jack Parry  
 Chief Engineer.....Robert Martin

**KGRT—Las Cruces—1955**

Frequency: 570 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....Taylor Enterprises, Inc.  
 Address.....Box 968  
 Tel.: JACKson 6-6681.....Independent  
 President.....W. C. Taylor  
 Station Manager.....William Lask  
 Commercial Manager.....R. S. "Dick" Fox

**KOBE—Las Cruces—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.  
 Bus-Studio Address.....940 N. Main St.  
 Tel.: JA 6-2496.....Independent  
 President, Gen. Mgr.....Jim Gober  
 Chief Engineer.....Jack Diehl

**KFUN—Las Vegas—1941**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Southwest Bcsters, Inc.  
 Business Address.....Box 710

Tel.: GARfield 5-6766.....ABC  
 President, Gen. Mgr.....Ernest N. Thwaites  
 Program Director.....Dorothy G. Thwaites  
 Chief Engineer.....Julian H. Lendy

**KRSN—Los Alamos—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Community Bcstg. Co.  
 Address.....Community Center Plaza  
 Tel.: 2-4343.....ABC, KBS  
 Station Reps.....Dore; Torbet, Allen & Crame  
 General Mgr., Chief Eng.....Darrel K. Burns  
 Sales Promotion Manager.....Lynn Miller  
 Publicity Director.....Bill Dunning  
 Program Director.....Priscilla Miller

**KLEA—Lovington—1951**

Frequency: 630 Kc. Power: 500 Watts d.  
 Owned.....Lea County Broadcasting Co.  
 Address.....P.O. Box 877  
 Tel.: Exbrook 6-2244.....Independent  
 President.....David R. Worley  
 General, Comm. Mgr.....Hoyt Caldwell  
 Publicity Director.....Hal Chestnut  
 Chief Engineer.....Wilton Highfall

**KENM—Portales—1950**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Plains Bcstg. Co.  
 Address.....Drawer 540  
 Tel.: RE 6-6681.....Independent  
 Pres., Co-Owner.....John Burroughs  
 Gen., Sta. Mgr.....Bob Hoffman  
 Chief Engineer.....Joe Randolph

**KRTN—Raton—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By.....Raton Bcstg. Co.  
 Address.....Box 350  
 Tel.: 445-3652.....ABC  
 Owners.....Jay W. Howe, Marvin Shute  
 General Manager.....C. Gail Boles  
 Chief Engineer.....Robert Pickett

**KBIM—Roswell—1953**

Frequency: 910 Kc. Power: 5 Kw., d.  
 Owned.....Taylor Bcstg. Co.  
 Address.....P. O. Box 525  
 Tel.: MA 2-2121.....KBS  
 President.....William C. Taylor  
 General Manager.....G. F. "Jud" Roberts  
 Chief Engineer.....J. P. Tucker

**KGFL—Roswell—1927**

Frequency: 1430 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KGFL, Inc.  
 Address.....1621 North Washington  
 Tel.: MA 2-5110.....MBS  
 Station Representatives.....Webb; Gates  
 President.....Theresa P. Whitmore  
 Sta. Mgr.....Stan Gallup  
 Comm. Manager.....Marjorie Krehbiel  
 Chief Engineer.....Bob Henske

# THOMAS PAINE

would have been "in his element" at WPTR

Tom Paine had a dedicated sense of responsibility. So has WPTR. He'd have loved it here.

WPTR takes a more active part in the promotion of Public Service than perhaps any radio station in America. It plays music, of course, but news comes first. It believes radio is primarily a media of communications and that it is more effective in many areas than print could ever hope to be.

WPTR originated "Action---Central News". This concept of instantaneous round the world coverage plus mobile unit local coverage is now being used (title and all) by over 100 major radio stations coast to coast.

But more---WPTR not only covers the news---it says what it thinks about it, too. And it says it in the most

independent language of any independent in the business. This is GRASS ROOTS RADIO AT ITS BEST and perhaps why WPTR is the best listened to station in the market.

Perhaps that's why it has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations put together.

**WPTR** 50,000  
PEOPLE PEOPLE WATTS  
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. For full details -see your EAST/man. Foster & Creed, in New England.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR  
A division of SCHINE ENTERPRISES

**KSWS—Roswell—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....John A. Barnett  
 Address.....Box 670  
 Tel.: MA 2-6450.....NBC  
 Representative.....Meeker, Melville  
 Owner & Gen. Mgr.....John A. Barnett  
 Station Mgr.....R. E. Erickson

**KYAP—Ruidoso—1959**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By.....Ruidoso Bcstg. Co.  
 Address.....Box 637  
 Tel.: Clearwater 7-4940.....Independent  
 President.....V. L. Hutchison  
 Station Manager.....A. K. Hutchison  
 Sales Prom. Mgr.....Red Gable  
 Program Director.....Jean Hutchison  
 Chief Engineer.....Jay Bundy

**KTRC—Santa Fe—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio de Santa Fe  
 Address.....210 E. Marcy St.  
 Tel.: YUcca 2-2666.....ABC  
 Station Rep.....Devney O'Connell  
 President.....Garfield C. Packard  
 Program Director.....Maggy Packard  
 Chief Engineer.....Verne S. Melton Jr.

**KVSF—Santa Fe—1935**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By.....New Mexico Bcstg. Co.  
 Business Address.....811 Cerrillos Rd.  
 Tel.: YUcca 3-7319.....CBS  
 Representative.....Branham  
 President.....A. R. Hebenstreit  
 General, Comm. Mgr.....Ivan R. Head  
 Prog. Dir.....Ada Zamora  
 Sales Prom. Mgr.....Leo Golden  
 Publicity Dir.....Chas. Latimer  
 Chief Engineer.....E. J. Vanderwood  
 Owners of: KGGM-AM-TV, Albuquerque.

**KSIL—Silver City—1946**

Freq.: 1340 Kc. Power: 1 Kw. d.: 250 W. n.

Owned-Oper. By.....James H. Duncan  
 Address.....1640 Cactus St.  
 Tel.: 538—2951.....KBS-MBS  
 General, Station Manager.....James H. Duncan  
 Commercial Manager.....C. Earl Williams  
 Program Director.....Robert E. Fuller  
 Chief Engineer.....Bynum R. Bailey

**KSRC—Socorro—1958**

Frequency: 1290 Kc. Power: 1000 Watts, d.  
 Owned By.....Socorro Broadcasting Co.  
 Address.....P. O. Box 1277  
 Tel.: Socorro 1290.....KBS  
 Station Representative.....Holman  
 President, Gen. Mgr.....C. E. Franklin  
 Station Manager, Ch. Eng.....John J. Tobola  
 Sales Promotion Manager.....Jim Chadwick  
 Program Director.....Eloy Baca  
 Publicity Director.....Mrs. Lois Devlin

**KCHS—Truth or Consequences  
1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....Quality Bcstg. Co.  
 Address.....P. O. Box 351  
 Tel.: TWilight 4-2400.....KBS  
 General, Comm. Manager.....William D. Hafer  
 Program Dir., Chief Eng.....Dean W. Manley

**KTNM—Tucumcari—1941**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Tucumcari Bcstg. Co., Inc.  
 Address.....1420 East Highway 66  
 Tel.: 100.....Independent  
 President.....Hoyt Houch  
 General Mgr.....Robert Houch  
 Station Mgr.....S. Joe Barnes  
 Sales Prom. Mgr., Prog. Dir.....Arthur Ward  
 Program Dir.....Norman Stratton  
 Chief Engineer.....Jerry F. Caddy

Pop.: 16,912,000  
 Families: 5,119,000

**New York**

Radio Homes: 5,006,500  
 AM Stas. in State: 135

**WPTR—Albany—1948**

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Patroon Brcdstg. Co., Inc.  
 Address.....1820 Central Ave.  
 Tel.: UN 9-9271.....Independent  
 Sta. Reps.....Eastman, Foster & Creed

President.....J. Myer Schine  
 General Manager.....Duncan Mounsey  
 Asst. Manager.....Martin Ross  
 Commercial Manager.....Harold Comings  
 Program Mgr.....Don Kelly  
 Publicity Director.....Frank Visk  
 Chief Engineer.....Russell David

*beautiful*  
**WROW** *Music*



A SERVICE  
OF  
CAPITAL CITIES  
BROADCASTING  
CORPORATION

**DIAL 590**

*exclusively good music in*  
**ALBANY • TROY • SCHENECTADY**

REPRESENTATIVE:

Avery-Knodel, Inc.  
720 Fifth Ave.,  
New York, N. Y.  
PL 7-1800

**WABY—Albany—1934**

Freq.: 1400 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned By..... Eastern N. Y. Bcstg. Corp.  
Address..... 80 Braintree St.  
Tel.: IVanhoe 2-3353..... Independent  
Gen. Mgr..... Ed. L. Trudeau  
Station Manager..... Toni Brady

**WOKO—Albany—1924**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By..... WOKO, Inc.  
Address..... P.O. Box 1520  
Tel.: HEmlock 9-9955..... ABC-MBS  
Station Representative..... Branham  
President..... Carl L. Lindberg  
General Manager..... Howard B. Hayes  
Station Manager..... Charles L. Murn  
Chief Engineer..... Art McDougall

**WROW—Albany—1947**

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Capital Cities Bcstg. Corp.  
Address..... Box 10  
Tel.: HObart 3-2225..... CBS  
Station Representative..... Avery-Knodel  
President..... Frank M. Smith  
General Mgr..... Thomas S. Murphy  
Station. Comm. Mgr..... Robert M. Peebles  
Promotion Mgr..... Philip Beuth  
Program Dir..... Don Girard  
Chief Engineer..... Chas. Heisler  
Owners of: WTEN-TV, Albany, N. Y.; WPRO-TV,  
AM, Providence, R. I.; WTVD, Raleigh-Durham,  
N. C.

**WCSS—Amsterdam—1948**

Frequency: 1490 Kc. Power: 250 Watts  
Owned..... Community Service Bcstg. Co.  
Address..... Midline Road  
Tel.: VI 3-2500..... Independent  
Station Representative..... Devney O'Connell  
President..... Alphonse Di Mezza  
General Manager..... Philip Spencer  
Program Director..... Carl Bahn  
Chief Engineer..... Dewey Gardner

**WAUB—Auburn—1959**

Frequency: 1590 Kc. Power: 500 Watts, d.  
Owned By..... Atom Bcstg. Corp.  
Address..... 77 State St.  
Tel.: AL 3-7374..... Independent  
President..... Jack R. Poppele  
General. Station Manager..... Rudy Paolangeli  
Sales Promotion Mgr..... John Bonerba  
Program Director..... Edward Lauckern  
Publicity Director..... Dick Taylor  
Chief Engineer..... Tom McNamera

**WMBO—Auburn—1923**

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned-Operated By..... WMBO, Inc.  
Address..... 141 Genesee St.  
Tel.: AL 2-3511..... KBS-MBS  
Newspaper Affil..... Citizen Advertiser

Representative..... Thomas F. Clark  
President..... William O. Dapping  
General Manager..... Frederick L. Keesee  
Station Mgr., Prog. Dir..... Floyd J. Keesee  
Chief Engineer..... Herbert House

**WBAB—Babylon—1957**

Frequency: 1440 Kc. Power: 1 Kw. d.  
Owned By..... Babylon-Bay Shore Bcstg. Corp.  
Business Address..... Route 109  
Tel.: MO 1-4000..... Independent  
President..... Sol Horenstein  
General Manager..... M. C. Evans  
Station Manager..... Don MacLachlan  
Publicity Dir..... Muriel Mathews  
Program Director..... Ray Adel  
Chief Engineer..... Rudolph Prow

**WGLI—Babylon—1958**

Frequency: 1290 Kc. Power: 1 Kw.  
Owned By..... WGLI, Inc.  
Address..... Falmouth Road  
Tel.: MOhawk 9-1290..... Independent  
Station Representative..... Masla  
President, Gen. Mgr..... David H. Polinger  
Station. Commercial Mgr..... Fred Beck  
Program Director..... Mark Ritter  
Publicity Director..... Mark Smith  
Chief Engineer..... Fred Porter

**WSEN—Baldwinsville—1959**

Frequency: 1050 Kc. Power: 250 Watts, d.  
Owned By..... Century Radio Corp.  
Address..... P. O. Box 1050  
Tel.: NEptune 5-3971..... Independent  
President..... Donald C. Menapace  
General. Sls. Prom. Mgr..... R. L. Stockdale  
Commercial Manager..... Archie S. Fabretti  
Program Dir..... James A. Lowery, Jr.  
Chief Engineer..... Richard H. Pirong

**WBTA—Batavia—1941**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Batavia Bcstg. Corp.  
Address..... 22 Seaver Pl.  
Tel.: Filmore 3-0715..... MBS  
Pres., Gen. Mgr..... Edmund R. Gamble  
Commercial Manager..... James Delbridge  
Program Director..... Miss Winnie Legg  
Sales Promotion Mgr..... Bill Wahl  
Chief Engineer..... Alfred Callander

**WBIC—Bayshore—1959**

Frequency: 540 Kc. Power: 250 Watts, d.  
Owned..... South Shore Broadcasting Corp.  
Address..... 1 East Main St.  
Tel.: MOhawk 5-2300..... Independent  
President, Gen. Mgr..... Maurice S. Weiss  
Commercial Manager..... Roland Brescia  
Sales Prom. Manager..... Conrad Mikorenda  
Program Director..... Lee Murphy  
Chief Engineer..... John Blake



**WBNR—Beacon—1959**

Frequency: 1260 Kc. Power: 1 Kw., d.  
 Owned.....WBNR, Inc.  
 Address.....475 South Ave.  
 Tel.: 2900.....Independent  
 Station Representative.....Pearson  
 President, Ch. Eng.....Robert Gessner  
 General Manager.....Sy Dresner  
 Sales Promotion Mgr.....Irv Meyers  
 Program Director.....Alfred Dresner  
 Publicity Director.....Edward Young

**WINR—Binghamton—1946**

Freq.: 680 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....The Binghamton Press  
 Address.....70 Henry St.  
 Tel.: RAYmond 3-8251.....NBC  
 Station Representative.....Everett-McKinney  
 General Manager.....Edward M. Scala  
 Program Director.....Shirley Ricciardelli  
 Chief Engineer.....Gino Ricciardelli

**WKOP—Binghamton—1947**

Freq.: 1360 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....The Binghamton Bcstrs., Inc.  
 Address.....34 Chenango St.  
 Tel.: RA 2-3437.....MBS  
 Station Representative.....Masla  
 Pres., Gen.-Sta. Mgr.....Andrew Jarema  
 Comm., Prom. Mgr., Prog. Dir.....Wally Buman  
 Publicity Dir.....Bob Richards  
 Chief Engineer.....Charles Hallinan

**WBNF—Binghamton—1928**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By.....Triangle Pubs. Inc.  
 Address.....50 Front St.  
 Tel.: RAYmond 3-7311.....CBS  
 Newspaper Affil. Phila. Inquirer, Phila. D. News  
 Station Representative.....John Blair  
 Vice President.....Roger W. Clipp  
 Gen. Mgr.....George R. Dunham  
 Commercial Manager.....Kenneth Leslie  
 Program Director.....Tom B. Jones  
 Chief Engineer.....Lamar Cox  
 Owners of: WFIL-AM-FM-TV, Philadelphia; WN-  
 BF-FM-TV, Binghamton, N. Y.; WFBG-AM-TV,  
 Altoona, Pa; WNIC-AM-FM-TV, New Haven,  
 Conn; WLYH-TV, Lebanon, Pa; KFRE-AM-FM-  
 TV, Fresno, Calif.

**WBRV—Boonville—1955**

Frequency: 900 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By.....Black River Radio, Inc.  
 Address.....Box 341  
 Tel.: 11.....Independent  
 Pres., Gen. Manager.....Livingston Lansing  
 Station. Commercial Mgr.....Leon Renodin  
 Sales Prom. Mgr.....Robert Meurer  
 Chief Engineer.....John Knollman

**WBN—Buffalo—1930**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By.....WBN, Inc.  
 Address.....2077 Elmwood Ave.  
 Tel.: TR 6-0930.....CBS  
 Newspaper Affiliation.....Buffalo Evening News

Representative.....Henry I. Christal  
 President.....A. H. Kirchofer  
 General Manager.....C. Robert Thompson  
 Commercial Manager.....Chester E. Daly  
 Program Director.....William Peters  
 Promotion Manager.....Joseph A. Haeflner  
 Chief Engineer.....Ralph J. Kingsley  
 Owners of: WBN-TV.

**WBNY—Buffalo—1936**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....Straus Bcstg. Group  
 Address.....Statler-Hilton Hotel  
 Tel.: TF 6-1400.....Independent  
 Representative.....Masla  
 President.....R. Peter Straus  
 General Manager.....Perry S. Samuels  
 Commercial Mgr.....Gene McWhite  
 Program Director.....J. Arnold Schorr  
 Chief Engineer.....Thomas L. Vines  
 Owners of: WMCA, New York.

**WEBR—Buffalo—1924**

Freq.: 970 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By.....WEBR, Inc.  
 Address.....23 North St.  
 Tel.: TT 6-0970.....MBS  
 Newspaper Affiliation.....Courier-Express  
 Station Representative.....H-R Reps.  
 President.....William J. Conners, III  
 General Manager.....David F. Leopold  
 Sales Manager.....George T. Stagg  
 Program Director.....Wm. Schweitzer  
 Chief Engineer.....Frank B. Ridgeway

**WGR—Buffalo—1922**

Frequency: 550 Kc. Power: 5 Kw.  
 Owned By.....Transcontinent TV Corp.  
 Address.....2065 Elmwood Ave.  
 Tel.: TR 3-0550.....NBC  
 Sta. Rep.....Petry  
 President.....David C. Moore  
 General Manager.....Van Beuren W. DeVries  
 Station Manager.....William P. Dix Jr.  
 Publicity Director.....George Sperry  
 Program Director.....Sidney Gaby  
 Acting Chief Eng.....Ray Smith  
 Owners of: WGR-FM-TV; KFMB-AM-FM-TV, San  
 Diego; WDAF-AM-TV, Kansas City; WNEP-TV,  
 Scranton; KERO-TV, Bakersfield.

**WKBW—Buffalo—1926**

Frequency: 1520 Kc. Power 50,000 Watts  
 Owned-Operated By.....WKBW, Inc.  
 Address.....1430 Main St.  
 Tel.: TT 4-5101.....Independent  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Clinton H. Churchill  
 Sales Manager.....James P. Arcara  
 Program Director.....Gene Nelson  
 Assistant Manager.....John R. Barrett  
 Chief Engineer.....Leroy Fiedler  
 Owners of: WKBW-TV.

**WNIA—Buffalo—1956**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned . . . . . Niagara Bcstg.  
 Business Address . . . . . 2900 Genessee St.  
 Tel.: TX 4-1230 . . . . . Independent  
 Station Representative . . . . . Walker-Rowatt  
 Pres., Ch. Engr. . . . . Gordon P. Brown

**WWOL—Buffalo—1947**

Frequency: 1120 Kc. Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio Buffalo, Inc.  
 Address . . . . . 315 Main St.  
 Tel.: TL 6-1200 . . . . . ABC  
 Representative . . . . . Forjoe  
 President . . . . . Melvin C. Green  
 General Mgr. . . . . Arnold C. Johnson  
 Program Director . . . . . Ernie Forrester  
 Chief Engineer . . . . . Walt Williams

**WYSL—Buffalo—1947**

Frequency: 1080 Kc. Power: 1 Kw  
 Owned By . . . . . McLendon Corp.  
 Address . . . . . 13 S. Cayuga Rd.  
 Tel.: NF 2-1080 . . . . . Independent  
 Station Representative . . . . . McGravren  
 President . . . . . Gordon McLendon  
 General, Station Manager . . . . . Art Holt  
 Commercial Manager . . . . . Al Grosby  
 Program Director . . . . . Ron Baxley  
 Chief Engineer . . . . . Logan Edwards  
 Owners of: KLIF, Dallas; KILT, Houston; KTNA,  
 San Antonio; KABL, San Francisco; WAKY,  
 Louisville; KEEL, Shreveport.

**WCBA—Corning—1949**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned . . . Wellsboro Corning Bcstg. Adv. Inc.  
 Address . . . . . Box 117  
 Tel.: 6-7000 . . . . . Independent  
 V.P., Station Manager . . . . . Bob Shaddock  
 Comm. Mgr. . . . . Paul E. Carpenter

**WCLI—Corning—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned . . . . . Radio Corning, Inc.  
 Address . . . . . 99 W. First St.  
 Tel.: 2-2424 . . . . . MBS  
 Station Representative . . . . . Donald Cooke, Inc.  
 Pres., Gen. Mgr. . . . . Gordon M. Jenkins  
 Sta. Mgr., Prog. Dir. . . . . George P. Droelle, Jr.  
 Chief Engineer . . . . . Bernard Hamilton

**WKRT—Cortland—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By . . . . . Radio Cortland, Inc.  
 Address . . . . . 27 N. Main St.  
 Tel.: SK 6-2828 . . . . . Independent  
 Representative . . . . . Gill-Perna  
 President . . . . . Leighton A. Hope  
 Gen., Sta., Comm. Mgr. . . . . W. L. Thompson  
 Chief Engineer . . . . . Walter Chociay

**WFLR—Dundee—1956**

Frequency: 1570 Kc. Power: 1 Kw., d.  
 Owned-Oper. By . . . . . Finger Lakes Bcstg. Co.

Address . . . . . Box 22, Penn Yan, N. Y.  
 Tel.: Pen Yan 2306 . . . . . Independent  
 Station Representative . . . . . Continental Radio  
 President . . . . . Henry Valent  
 General Manager . . . . . Bob Burns  
 Asst. Station Manager . . . . . W. Nenko  
 Commercial Manager . . . . . Lester Anderson  
 Sales Promotion Mgr. . . . . V. Fowler  
 Chief Engineer . . . . . Ron Tomion

**WDOE—Dunkirk—1949**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Operated By . . . . . Lake Shore Bcstg.  
 Address . . . . . Willow Rd.  
 Tel.: EMerson 6-6161 . . . . . KBS-ABC  
 Station Rep. . . . . Venard, Rintoul & McConnell  
 President . . . . . Simon Goldman  
 Station Mgr. . . . . Richard H. Burt  
 Commercial Mgr. . . . . Don Novelli  
 Chief Engineer . . . . . Charles Blohm  
 Owners of: WJTN-TV-AM, Jamestown; WGGO-  
 AM, Salamanca.

**WELM—Elmira—1947**

Freq.: 1410 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owner . . . . . Radio Elmira, Inc.  
 Address . . . . . 1705 Lake Rd.  
 Tel.: REgent 3-6563 . . . . . CBS  
 Station Representative . . . . . Burn-Smith  
 President . . . . . John S. Riggs  
 General, Sta. Manager . . . . . Keith W. Horton  
 Commercial Manager . . . . . Peter A. Parlo  
 Sales Promotion Manager . . . . . John Coughlin  
 Program Director . . . . . Ruth E. Dibble  
 Chief Engineer . . . . . Arthur French

**WENY—Elmira—1939**

Freq.: 1230 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned-Operated By . . . Elmira Star-Gazette, Inc.  
 Bus.-Studio Address . . . . . Mark Twain Hotel  
 Tel.: REgent 4-5181 . . . . . NBC  
 Representative . . . . . Everett-McKinney  
 General Manager . . . . . Dale Taylor  
 Local Sales Manager . . . . . Ira Hewey  
 Program Director . . . . . Ted Hodge  
 Chief Engineer . . . . . Ed. L. Pettengill

**WEHH—Elmira Heights-Horseheads—1956**

Frequency: 1590 Kc. Power: 500 W., d.  
 Owned . . . . . Elmira Heights-Horseheads Bcstg.  
 Business Address . . . . . P.O. Box 2097  
 Tel.: REgent 9-5422 . . . . . MBS  
 Pres., Ch. Engr. . . . . Frank P. Sala

**WENE—Endicott—1947**

Frequency: 1430 Kc. Power: 5 Kw.  
 Owned-Oper. By . . . . . Ottaway Stations, Inc.  
 Address . . . . . 909 E. Main  
 Tel.: Stillwell 5-3351 . . . . . ABC  
 President . . . . . James H. Ottaway  
 General Mgr. . . . . Howard N. Johansen  
 Comm. Mgr. . . . . Morgan M. Brown  
 Chief Engineer . . . . . John Fischler  
 Owners of: WDO8-AM, Oneonta; WYPO-AM,  
 Stroudsburg.

**WBUZ—Fredonia—1957**

Frequency: 1570 Kc. Power: 250 Watts, d.  
 Owned By: Dunkirk-Fredonia Bcstg., Inc.  
 Address: 15 E. Main St.  
 Tel.: OS 2-2157. Independent  
 Newspaper Affil.: Evening Observer  
 President, Gen. Mgr.: W. K. Williams, III  
 Station Mgr., Chief Eng.: Orm Duck  
 Sales Prom. Mgr.: Doug Hosterman  
 Program, Publicity Director: John Dabney

**WGBB—Freeport—1924**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned: Long Island's First Station, Inc.  
 Address: 44 So. Grove St.  
 Tel.: MA 3-1240. Independent  
 V.P., Gen. Manager: Edward J. Fitzgerald  
 Station Manager: Michael Sands  
 Commercial Manager: Harry Hein  
 Prom., Publicity Dir.: Edward J. Fitzgerald Jr.  
 Program Director: Nick Charles  
 Chief Engineer: Harvey Soper  
 Owners of: WGSM, Huntington, N. Y.

**WOSC—Fulton—1949**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Cassill Radio Corp.  
 Address: 1 W. Bridge St., Oswego  
 Tel.: F1 3-7271. KBS  
 Station Rep.: Hopewell  
 President: Richard C. Mitchell  
 V.P., Gen. Mgr.: Jack Burgess  
 Chief Engineer: Don Porter

**WFYI—Garden City—1959**

Frequency: 1520 Kc. Power: 10,000 Watts d.  
 Owned-Operated By: VIP Bcstg. Corp.  
 Address: Roosevelt Field  
 Tel.: Pioneer 2-1520. Independent  
 Newspaper Affil.: N. Y. Herald-Tribune  
 Station Representative: Bolling  
 President: Martin Stone  
 General Manager: Gustave Nathan  
 Station Manager: Wallace Dunlap  
 Commercial Manager: Sumner Pearl  
 Publicity Dir.: Gwendolyn Ellington  
 Program Director: Bob Garrity  
 Chief Engineer: Ed Knapp  
 Owners of: WYON-AM-FM, New Rochelle, WYIP,  
 Mincola: WTHQ, Saugerties, All N. Y.

**WGVA—Geneva—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Star Bcstg. Co., Inc.  
 Address: Geneva Fed. Savings Bldg.  
 Tel.: 6691. Independent  
 Representative: Cooke  
 President: M. R. Forman  
 V.P., Gen. Manager: W. F. Dudley

**WSET—Glens Falls—1959**

Frequency: 1410 Kc. Power: 1 Kw., d.  
 Owned By: Merriman Group  
 Address: Queensbury Hotel  
 Tel.: RX 2-2151. Independent

Station Representative: Cooke  
 President, General Mgr.: Donald W. Merriman  
 Station, Comm. Manager: A. F. DiBello  
 Sales Promotion Manager: Edward Neilson  
 Program Director: Barry Stigers  
 Pub. Dir., Chief Eng.: William Potter  
 Owners of: WRNY, Rome, WMNS, Olean, both  
 N. Y.

**WWSC—Glens Falls—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Normandy Bcstg. Corp.  
 Address: 217 Dix Ave.  
 Tel.: RX 2-6518. ABC  
 Station Rep.: Devney-O'Connell  
 Pres., Gen. Mgr.: John B. Lynch  
 Publicity Director: Robert Middleton  
 Program Dir.: Louis Tinney  
 Chief Engineer: Leroy Fuller, Jr.

**WENT—Gloversville—1944**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: WENT Bcstg. Corp.  
 Business-Studio Address: 8 W. Fulton St.  
 Tel.: 4-7175. CBS  
 Representative: Gill-Perna  
 Pres., Gen. Sta. Mgr.: Joseph H. Tobin  
 Program, Chief Eng.: Richard Stewart

**WHLI—Hempstead—1947**

Frequency: 1100 Kc. Power: 10 Kw., d.  
 Owned-Oper. By: FM Bcstg. Corp.  
 Address: 384 Clinton St.  
 Tel.: IV 1-8000. Independent  
 Representative: Gill-Perna  
 Pres., Gen. Mgr.: Paul Godofsky  
 Comm. Manager: Joseph A. Lenn  
 Sales Promotion Manager: M. N. Godofsky  
 Prog. Dir.: Jerry Carr  
 Pub. Affairs, Pub. Dir.: John T. Clayton  
 Chief Engineer: Frank E. Knaack

**WALY—Herkimer—1956**

Frequency: 1420 Kc. Power: 1 Kw., d.  
 Owned: WALY, Inc.  
 Address: 232 N. Main St.  
 Tel.: Townsend 6-1420. Independent  
 Representative: Webb  
 President, Comm. Mgr.: Richard Thorman  
 General, Station Mgr.: George A. Baker  
 Chief Engineer: Robert V. Leskovar

**WLEA—Hornell—1951**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Hornell Bcstg. Corp.  
 Address: 97 Main St.  
 Tel.: 1420. MBS  
 Representative: Gill-Perna  
 Pres., Gen. Mgr.: Charles D. Henderson  
 Commercial Manager: Emmett Barnes  
 Sales Manager: Portia McManus  
 Program Director: Don Jones  
 Promotion Manager: Ted Baldwin  
 Chief Engineer: Frederick Witter

**WWHG—Hornell—1949**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By Ra-Tel Broadcasters, Inc.  
 Address 85 Canisteo St.  
 Tel.: 2000 ABC  
 Station Representative Pearson  
 President Sy Dresner  
 General, Sales Prom. Mgr. Jerry Wax  
 Commercial Manager Sheff Davis  
 Publicity Director Charles Pease  
 Chief Engineer Al Cox

**WHUC—Hudson—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Colgreene Bcstg. Co. Inc.  
 Address Union Turnpike  
 Tel.: HU 8-3341 Independent  
 President Orin Lehman  
 General Manager J. Gindin  
 Prog. Dir. T. Curtis  
 Chief Engineer Victor J. Schuler

**WGSM—Huntington—1951**

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned. Huntington-Montauk Bcstg. Co., Inc.  
 Address 379 New York Ave.  
 Tel.: HA 3-6740 Independent  
 President Byron T. Sammis  
 General, Comm. Mgr. Edward J. Fitzgerald  
 Asst. Sta. Mgr., Ch. Eng. William Naramore  
 Sales Prom., Pub. Dir. Ed J. Fitzgerald Jr.  
 Program Director Stan Lo Presto  
 Owners of: WGBB, Freeport, N. Y.

**WHCU—Ithaca—1921**

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Operated By Cornell University  
 Address 212 E. State St.  
 Tel.: 4-6301 CBS  
 Station Representative Masla  
 General, Station Mgr. Michael R. Hanna  
 Commercial, Prom. Mgr. H. E. M. Brockway  
 Program Director Joseph A. Short  
 Chief Engineer Robert Stevenson

**WTKO—Ithaca—1956**

Frequency: 1470 Kc. Power: 1 Kw., d.  
 Owned. Radio Ithaca, Inc.  
 Address 113 S. Cayuga St.  
 Tel.: 4-9511 ABC  
 Station Rep. Devney O'Connell  
 President E. E. Erdman  
 Station Manager Robert Newman  
 Sales Promotion Manager Charles Pavey  
 Program Director Christopher Knapton  
 Chief Eng. Gerald Cushing

**WJOC—Jamestown—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Alr Waves, Inc.  
 Address 415 W. Fourth St.  
 Tel.: 6-1555 MBS  
 Representative Burn-Smith  
 President, Gen. Manager Harold P. Kane  
 Commercial, Sls. Prom. Mgr. E. W. Pilkey  
 Program, Publicity Director Hal Martin  
 Chief Eng. B. O. Waterman

**WJTN—Jamestown—1924**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By James Bcstg. Co., Inc.  
 Address Hotel Jamestown  
 Tel.: 71-151 ABC  
 Representative Venard, Rintoul & McConnell  
 Pres., Gen. Sta. Mgr. Simon Goldman  
 Commercial Sales Manager J. Carl Willems  
 Program Director George Pfeeger  
 Publicity Director Almon Hazard  
 Chief Engineer Herbert Niklaus  
 Owners of: WDOE, Dunkirk, WGGO, Salamanca,  
 both N. Y.

**WBAZ—Kingston—1959**

Frequency: 1550 Kc. Power: 500 Watts, d.  
 Owned By Big River Broadcasting Corp.  
 Address 527 Broadway  
 Tel.: FEderal 1-6300 KBS  
 Station Representative Burn-Smith  
 President Olin Tice  
 General Manager W. Frank Short  
 Commercial Manager Robert Beckwith  
 Program Director Dick Nedin  
 Chief Engineer Williard Draper

**WKNY—Kingston—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Kingston Bcstg. Corp.  
 Address 601 Broadway  
 Tel.: FE 1-1490 CBS  
 Station Reps. Meeker; Walker-Rawalt

The Number

**1**

Station

In South Central New York  
 for 20 Years—By Proof of  
 Performance.

**WHCU**

ITHACA, N. Y.

## NEW YORK

President.....Joseph K. Close  
V.P., Gen. Mgr.....Edward A. Whitney, Jr.  
Program Dir.....Tony Bell  
Publicity Director.....Patricia O'Reilly  
Chief Engineer.....John C. Bonse

### WVOS—Liberty—1947

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Sullivan County Bcstg. Co.  
Address.....Liberty  
Tel.: Liberty 1680.....Independent  
President.....S. D. Lubin  
General Manager.....H. G. Borwick  
Station, Commercial Mgr.....William Orr

### WLFH—Little Falls—1952

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Walter Gaines  
Address.....WLFH Radio Bldg.  
Tel.: 654.....Independent  
Station Representative.....George Hopewell  
Owner.....Walter Gaines  
Chief Engrs.....Barry Frank, Arnold Brown

### WUSJ—Lockport—1949

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Union-Sun & Journal, Inc.  
Address.....320 Michigan St.  
Tel.: 3-5944.....Independent  
Newspaper Affil.....Union Sun & Journal  
Representative.....Gill-Perna  
President.....Katherine W. Corson  
General Manager.....William J. Kemble  
Sta., Comm. Mgr.....Joseph A. Pinna  
Sales Prom. Manager.....Jerry Diamond  
Prog. Director.....Tony Allen  
Pub. Dir.....Tom Jolls  
Chief Engineer.....Tom Ceravolo

### WICY—Malone—1946

Freq.: 1490 Kc.....Power: 1 Kw. d.: 250 W. n.  
Owned-Oper By.....North Country Bcstg. Co.  
Address.....WICY Bldg.  
Tel.: 187.....MBS  
Station Representative.....Dore  
Pres., Gen. Mgr.....Mitchell C. Tackley  
Commercial Manager.....Alice T. Pelkey  
Sales Prom., Program Dir.....Don Paye  
Chief Engineer.....Adolf Stromer

### WMSA—Massena—1945

Freq.: 1340 Kc.....Power: 1 Kw. d.: 250 W. n.  
Owned-Operated By.....The Brockway Co.  
Business Address.....Central Building  
Tel.: RO 9-3591.....ABC  
Newspaper Affil.....Watertown Times  
Station Representative.....Bolling  
President.....John B. Johnson  
General Manager.....Louis Saiff, Jr.  
Station Manager.....Thomas R. McHugh  
Program Director.....James H. Nash

Chief Engineer.....A. Samuel Frazier  
Owners of: WWSY, Watertown, WCNY-TV, Carthage.

### WSTS—Massena—1958

Frequency: 1050 Kc.....Power: 1 Kw., d.  
Owned.....Seaway Broadcasting Corp.  
Business Address.....Cor. Main & Water Sts.  
Tel.: RO 4-0554.....Independent  
Station Representative.....Dore  
General Manager.....Jack J. Kessler  
Treasurer.....Harry L. Goldman  
Chief Engineer.....Michael Tartulick

### WALL—Middletown—1942

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Community Bcstg. Corp.  
Address.....62 North St.  
Tel.: DI 3-3119.....Independent  
Station Representative.....Walker-Rawalt  
Pres., Gen. Mgr.....James M. Patt  
Chief Engineer.....Fred Schoelkopf  
Owners of: WSPB, Sarasota.

### WVIP—Mt. Kisco—1957

Frequency: 1310 Kc.....Power: 1 Kw., d.  
Owned By.....Suburban Bcstg. Co.  
Address.....440 Lexington Ave.  
Tel.: Mt. Kisco 6-5177.....Independent  
Newspaper Affil.....N. Y. Herald Tribune  
Station Representative.....Bolling  
President.....Martin Stone  
General Manager.....Gustave Nathan  
Station Manager.....Thomas Paris  
Program Director.....Edward Parker  
Chief Engineer.....Bertram Mensah  
Owners of: WVOX-AM-FM, New Rochelle; WFYI,  
Mincola; WGHQ, Saugerties, All N. Y.

### WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts, d.  
Owned By.....Radio Wayne City, Inc.  
Address.....110 E. Union St.  
Tel.: DEerfield 1-1420.....Independent  
Station Representative.....Walton  
President.....J. J. Kaufman  
General, Station Mgr.....B. Sova  
Program Director.....Bud Paxson  
Chief Engineer.....A. Muller

### WCNY—Newburgh—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.  
Owned By.....Orange County Bcstg. Corp.  
Address.....Box 591  
Tel.: JOHN 1-2131.....Independent  
Station Representative.....Masla  
Pres.....George W. Bingham  
Vice President.....Campbell K. Thompson  
Commercial Manager.....Gordon K. Cameron  
Program Director.....Richard H. Raskin  
Chief Engineer.....Marvin Selmes



**WVOX—New Rochelle—1950**

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Radio Westchester  
 Address.....Pershing Sq. Bldg.  
 Tel.: NE 6-0800.....Independent  
 Newspaper Affil.....N. Y. Herald Tribune  
 Station Representative.....Bolling  
 President.....Martin Stone  
 General Manager.....Gus Nathan  
 Station Manager.....Perry J. Brown  
 Sales Promotion Mgr.....Jean Ensign  
 Program Director.....Bryce Bond  
 Chief Engineer.....Ernie Machanic  
 Owners of: WFYI, Garden City; WVIP, Mt. Kisco;  
 WVOX-FM; WGHQ, Saugerties. All N. Y.

**WADO—New York—1926**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Operated By...Bartell Bcstrs. of N. Y.  
 Address.....444 Madison Ave.  
 Tel.: MU 8-1280.....Independent  
 President, Gen. Mgr.....Melvin M. Bartell  
 Vice President, Sales.....Sydney Kavaleer  
 Program Coordinator.....Alan Fredericks  
 Chief Engineer.....Emil Hill  
 Owners of: KCBQ, San Diego; WOKY, Milwaukee;  
 KYA, San Francisco; Tele Haiti; Tele Curacao;  
 Tel Aruba.

**WBNX—New York—1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned By.....United Bcatg.  
 Address.....560 5th Ave.  
 Tel.: Circle 5-1441.....Independent  
 President.....Richard Eaton  
 General, Sta. Mgr.....Harry Haslett  
 Commercial Mgr.....Robert T. Wittig  
 Program Director.....Fred Baez  
 Publicity Director.....Margaret Clark  
 Chief Engineer.....Marvin Shapiro  
 Owners of: WINX, Rockville; WOOK, Washington,  
 D. C.; WSIB, Baltimore; WJMO, Cleveland.

**WEVD—New York—1927**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Debs Memorial Radio Fund  
 Business-Studio Address.....117 W. 48th St.  
 Tel.: PLaza 7-0880.....Independent  
 President.....Adolph Held  
 General Station Mgr.....Henry Greenfield  
 Prog. Dir.....George Field  
 Commercial Manager.....Norman Furman  
 Chief Engineer.....Charles W. Brown

# 3 CULTURAL GROUPS COMPOSE NEW YORK'S MASS MARKET

*Five and one half million people in metro New York have cultural affinities to the Spanish-speaking, Italian, and Negro communities.*

**WADO** has oriented its programming to reach this mass audience in depth, with the dignity due each group and a recognition of their potential in our economy.

Only **WADO** reaches the seventeen county area which embraces this constantly expanding audience.

**BARTELL BROADCASTING CORPORATION**

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



WADO New York  
 WOKY Milwaukee  
 KYA San Francisco  
 KCBQ San Diego  
 TeleHaiti  
 TeleCuracao  
 TelAruba



*THE SOUND  
OF NEW YORK*

**WABC**

**CHANNEL 77**  
*on your sound dial*

*39 WEST 66 STREET, NEW YORK 23, NEW YORK SU 7-5000*  
**REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY**

**WABC—New York—1921**

Frequency: 770 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . American Bcstg. Co., Inc.  
 Address . . . . . 39 West 66th St.  
 Tel.: SU 7-5000 . . . . . ABC  
 Representative . . . . . John Blair  
 President . . . . . Leonard H. Goldenson  
 V. P., General Manager . . . . . Harold L. Neal Jr.  
 Sales Manager . . . . . Barrett H. Geoghegan  
 Business Manager . . . . . Margaret M. Michaud  
 Adv. Publicity Director . . . . . Rita Garner  
 Chief Engineer . . . . . Frank Marx

**WCBS—New York—1924**

Frequency: 880 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System, Inc.  
 General Studio Address . . . . . 485 Madison Ave.  
 Tel.: PL 1-2345 . . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 President of CBS . . . . . Frank Stanton  
 V.P., General Manager . . . . . Sam J. Slate  
 General Sales Mgr. . . . . Ralph W. Goshen  
 Sales Prom. Mgr. . . . . Jim Mullen  
 Program Director . . . . . Hal Moore  
 Publicity Director . . . . . Lou Frankel  
 Chief Engineer . . . . . Frank Orth

**WHEN YOU CAN  
 HAVE THE BEST,  
 WHY BE SATISFIED  
 WITH LESS?**



**NEW YORK'S  
ONLY  
FULL-TIME  
SPANISH  
STATION**

**WHOM**

NEW YORK, N. Y.

PARA EL PRESTIGIO DE LOS HISPANOS •



**WHOM—New York—1930**

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Progress Bcstg. Corp.  
 Business Address. .... 136 W. 52nd St.  
 Tel.: CI 6-3900. .... Independent  
 Newspaper Affiliation. .... Il Progresso Italo-  
 Americano, La Prensa  
 President, Gen. Manager. .... Fortune Pope  
 V.P., Sales Mgr. .... Charles Baltin  
 Program Director. .... Ralph Costantino  
 Chief Engineer. .... George Stelger

**WMGM—New York—1922**

Frequency: 1050 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... Loew's Theatres Bcstg. Corp.  
 Business-Studio Address. .... 400 Park Ave.  
 Tel.: MU 8-1000. .... Independent  
 Representative. .... Hollingbery  
 Exec. V.P., Director. .... Arthur M. Tolchin  
 Director of Sales. .... Samuel Faust  
 Dir. of Adv., Sls. Prom. & Merch. .... J. P. Newman  
 Business Manager. .... Morris Sher  
 Controller. .... Frank Schwartz  
 Assoc. Prog. Dirs. .... D. Yarnell, G. Edwards

SEE PAGE 100 FOR

**LISTING OF NEW YORK  
 TELEPHONE NUMBERS**



- NETWORKS
- ☆
- PUBLICATIONS
- ☆
- ORGANIZATIONS
- ☆
- TALENT AGENCIES
- ☆
- FM RADIO STATIONS
- ☆
- AM RADIO STATIONS
- ☆
- NEWS ASSOCIATIONS
- ☆
- TELEVISION STATIONS
- ☆
- PROGRAM PRODUCERS
- ☆
- RECORDING COMPANIES
- ☆
- ADVERTISING AGENCIES
- ☆
- TRANSCRIPTION COMPANIES
- ☆
- STATION REPRESENTATIVES



**the  
best  
way  
into  
NEW YORK**



W1-15

**WINS—New York—1924**

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Address.....7 Central Park West  
 Tel.: JU 2-7000.....Independent  
 Reprs. ....Katz  
 President.....J. Elroy McCaw  
 General Manager.....Harold E. Anderson  
 Production Mgr.....Rick Sklar  
 Publicity Director.....Morty Matz  
 Chief Engineer.....P. Von Kunits

**WNEW—New York—1934**

Frequency: 1130 Kc.....Power: 50 Kw.  
 Owned-Oper. By.....Metropolitan Bcstg.  
 Business-Studio Address.....585 Fifth Ave.  
 Tel.: YU 6-7000.....Independent  
 President.....John W. Kluge  
 V.P. Pres. & Gen. Mgr.....John V. B. Sullivan  
 Program Director.....Mark Olds  
 Sales Prom. Mgr.....James Grau  
 Publicity Director.....Frank Young  
 Director of Research.....Mary McKenna  
 Chief Engineer.....Max Weiner  
 Owners of: WNEW-TV; WTTG-TV, Washington,  
 D. C.; WHK-AM-FM, Cleveland, O.; WIP-AM-  
 FM, Philadelphia, Pa.; WTVH-TV, Peoria, Ill.;  
 WTVR-TV, Decatur, Ill.; KOVR-TV, Stockton,  
 Calif.; WRUL, N. Y.

FOR FCC PERSONNEL

SEE PAGE 230



FOR SPOT RADIO & TV TIME SALES

SEE PAGE 53



FOR 1960 LOCAL RADIO DOLLAR

SEE PAGE 67



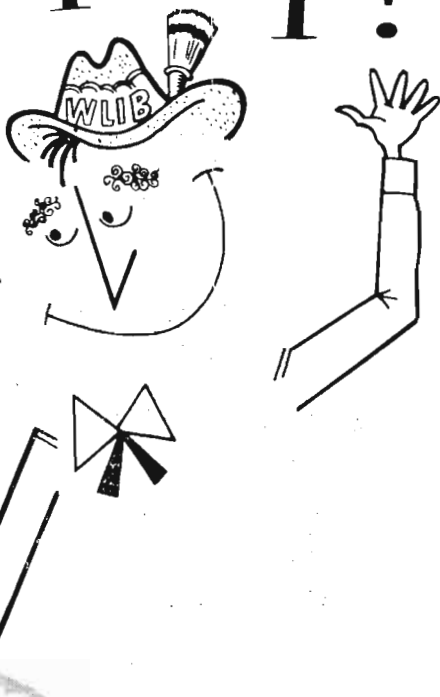
FOR CURRENCY EXCHANGE RATES

SEE PAGE 189

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

“LIB”

it up!



More “Negro Stations” pick up more special service programs from WLIB than from any other station in America. Such is its prestige and integrity! A mark of distinction deeply deserved, for year after year WLIB has striven to be not solely the voice of entertainment but the voice of conscience for its community as well.

This honesty of purpose has consistently given WLIB by far the largest share of the listening Negro Community in greater Metropolitan New York.

Advertisers, too, have seen the results of this distinctive type of programming. That’s why more national advertisers place more business on this station than on any other Negro station in Metropolitan New York.

Call WLIB for the facts today. See why more time-buyers say if you want to increase your sales in this million and a half market all you have to do is “LIB IT UP”



Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

**EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK**

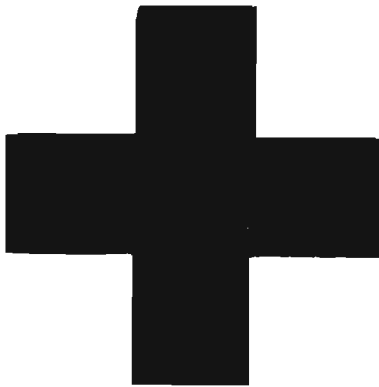
**WLIB—New York—1942**

Frequency: 1190 Kc.....Power: 1000 Watts d  
 Owned-Operated By.....New Bcstg. Co., Inc.  
 Address.....2090 7th Ave.  
 Tel.: MO 6-1800.....Independent  
 Representative .....Forjoe  
 Pres., Gen. Manager.....Harry Novik  
 Program Director.....Nat Rudich  
 Comm. Mgr.....Arthur Harrison  
 Sales Promotion Manager.....Anthony Johnson  
 Publicity Director.....Phil Deane  
 Chief Engineer.....Gordon A. Greenfield

**WOR—New York—1925**

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....RKO General  
 Address .....1440 Broadway  
 Tel.: LO 4-8000.....Independent  
 Station Rep. ....H-R Reps.  
 President .....Thomas O'Neil  
 V.P., General Manager.....Robert J. Leder  
 V.P., General Sales.....Jacques Biraben  
 V.P., Dir. Adv. Pub., Sales....Martin Fliesler  
 V.P., Program Director.....Robert Smith  
 Division Controller.....Herbert J. Mayes  
 Chief Engineer.....Orville Sather  
 Owners of: WOR-FM-TV; WNAC-AM-FM-TV,  
 Boston; WHBQ-AM-FM-TV, Memphis; KHH-AM-  
 FM-TV, Los Angeles; CKLW-AM-FM-TV, Detroit;  
 WGMS-AM-FM, Washington, D. C.; KFRC-AM-  
 FM, San Francisco; WHCT-TV, Hartford.  
 (See Page 262 For Ad.)

**The Red Cross Needs**



**Your Unstinting Assistance**



please post!

# wmca

## 570kc

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Throughout 1960, a consistent leader  
in New York radio ratings\*

Now offering advertisers  
the largest unduplicated audience  

---

of any New York radio station\*\*

\*PULSE, NIELSEN, HOOPER REPORTS,  
JAN. THROUGH DEC. 1960

\*\*NSI, 6 A.M.-9 P.M. SEPT.-OCT. 1960  
FIVE-DAY WEEKLY  
CUMULATIVE AUDIENCE,  
AVERAGE THREE-HOUR DAY PART



**wmca** THE VOICE OF NEW YORK

**wbny** THE VOICE OF BUFFALO

**rpi** THE VOICE OF NEWS

the straus broadcasting group



**WMCA—New York—1925**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WMCA, Inc.  
 Address.....415 Madison Ave.  
 Tel.: MU 8-5700.....Independent  
 Representative.....AM Radio Sales  
 Board Chairman.....Nathan Straus  
 President.....R. Peter Straus  
 V.P., General Manager... Stephen B. Labunski  
 Dir. of Programming.....Ruth Musser  
 Public Relations.....Michael Laurence  
 Sales Manager.....John J. McSweeney  
 Sales Promotion Manager.....Mary E. Fay  
 Chief Engineer.....James McCafferty  
 Owners of: WBNY, Buffalo.

**WNBC—New York—1926**

Frequency: 660 Kc.....Power: 50 Kw.  
 Owned.....National Bcastg. Co.  
 Address.....30 Rockefeller Plaza  
 Tel.: CI 7-8300.....NBC  
 Station Rep.....NBC Spot Sales  
 President.....Robert E. Kintner  
 General Mgr.....Theodore H. Walworth, Jr.  
 Station Manager.....George S. Dietrich  
 Dir. of Oper., Bus. Mgr.....Frederick Acker  
 Mgr. Sales Promotion... Stephen Kirschenbaum  
 Dir. Sales.....Broaddus Johnson  
 Program Dir.....Steve White

**FOR INDUSTRY HIGHLIGHTS  
 SEE PAGE 33**



**FOR TV TIME SALES FIGURES  
 SEE PAGE 98**



**FOR INDUSTRY STOCK MARKET FIGURES  
 SEE PAGE 47**



**FOR PROFIT & LOSS BY AM STATIONS  
 SEE PAGE 59**



Where do New Yorkers turn for the best in music? To WQXR, of course. America's Number One Good Music Station is the favorite of more than 1,250,000 metropolitan area families. And a favorite of many of America's biggest advertisers, too. They use WQXR to make profitable sales to better-income families in the world's biggest market.

In  
New York,  
nothing  
takes the  
place of  
good music  
nothing  
takes the  
place of

**WQXR**

**AM 50,000 watts, and FM**

*Radio station of The New York Times*

**WQXR—New York—1936**

Frequency: 1560 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . Interstate Bcstg. Co.  
Address . . . . . 229 W. 43rd St.  
Tel.: LA 4-1100 . . . . . Independent  
Newspaper Affiliation . . . . . Times  
Representative . . . . . Paul H. Raymer  
Chairman of Board . . . . . Arthur Hays Sulzberger  
President . . . . . Orvil E. Dryfoos  
Commercial Manager . . . . . Norman S. McGee  
Sales Prom. Dir. . . . . Elliott M. Sanger, Jr.  
Program Director . . . . . Walter Neiman  
Pub. Dir. . . . . E. "Pat" Hurley

Sales Manager . . . . . Robert L. Kreiger  
Chief Engineer . . . . . L. J. Kleinklaus

**WPOW—New York—1924**

Frequency: 1330 Kc. . . . . Power: 5 Kw.  
Owned . . . . . WPOW, Inc.  
Address . . . . . Hotel Roosevelt  
Tel.: MU 6-6488 . . . . . Independent  
President, Gen. Mgr. . . . . John M. Camp  
Sales Promotion Manager . . . . . David L. Carlson  
Program Director . . . . . Don Wallower  
Chief Engineer . . . . . Ed Smith

FOR 1960 TV GROSS TIME BILLINGS  
SEE PAGE 39



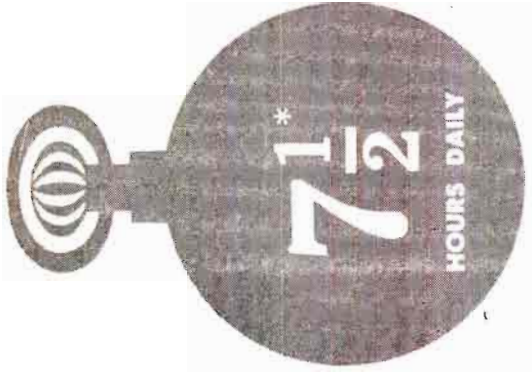
FOR PRODUCTION OF RADIO SETS  
SEE PAGE 51



FOR FCC REPORT ON STATION EXPANSION  
SEE PAGE 41

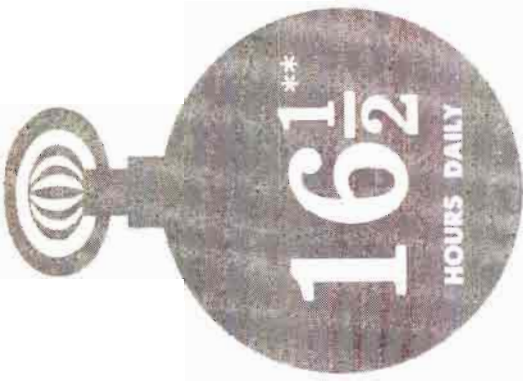


FOR NAB PERSONNEL  
SEE PAGE 94



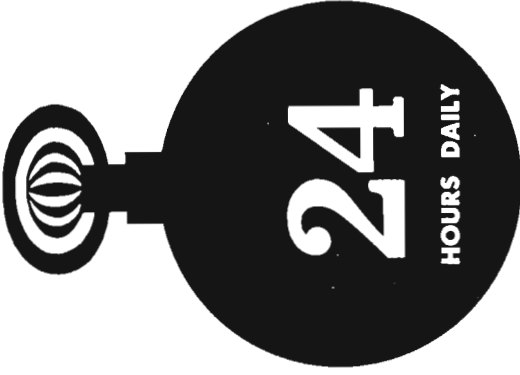
**NEGRO** Community Programming

+



**SPANISH/PUERTO RICAN** Programming

=



of *Whirl-Wind* sales action

# WWRL

NEW YORK DE 5-1600

\*10:00AM-5:30PM  
+\*5:30PM-10:00AM

**WWRL—New York—1926**

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Long Island Bcastg. Corp.  
 Address.....41-30 58th St., Woodside  
 Tel.: DE 5-1600.....Independent  
 President.....W. H. Reuman  
 Gen. Sta. Mgr.....Edith Dick  
 Comm., Sales Prom. Mgr.....Selvin Donneson  
 Program Director.....Fred Barr  
 Publicity Director.....Morty Matz  
 Chief Engineer.....Benton R. Bartlett

**WHL D—Niagara Falls—1940**

Frequency: 1270 Kc....Power: 5000 Watts d.  
 Owned-Oper. By.....Earl C. Hull  
 Address.....Treadway Inn  
 Tel.: BUtler 5-8421.....Independent  
 Station Representative.....Bolling  
 Owner.....Earl C. Hull  
 Station. Comm. Mgr.....Edward F. Joseph  
 Chief Engineer.....Robert Wilson

FOR TOP 100 SPOT TV ADVERTISERS  
 SEE PAGE 61



FOR NAB TV CODE SUBSCRIBERS  
 SEE PAGE 85



FOR CANADIAN AD AGENCIES  
 SEE PAGE 164



FOR SALES OF RECEIVING TUBES  
 SEE PAGE 81



**WJL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper. Niagara Frontier Bcstg. Corp.  
 Address Hotel Niagara  
 Tel.: BU 5-5795  
 Representative MBS  
 Burn-Smith  
 Pres., Gen. Mgr. Tom W. Talbot  
 Sales Prom., Pub. Dir. Walter H. Allen  
 Chief Engineer, Prog. Dir. Gustav Czaplak

**WSOQ—N. Syracuse—1959**

Frequency: 1220 Kc. Power: 1,000 Watts d.  
 Owned By WSOQ, Inc.  
 Address Box 20  
 Tel.: GLenview 8-1220  
 MBS  
 President Barry Winton  
 General Manager Sol Panitz  
 Station, Comm. Mgr. James A. McKechnie  
 Program Director Ross Morton  
 Chief Engineer Earl Williams

**WCNN—Norwich—1953**

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned-Oper. By Radio Norwich, Inc.  
 Address 14 S. Broad St.  
 Tel.: 4-2218  
 Independent  
 Station Representative Devney O'Connell  
 Pres., Gen. Mgr. William J. Hall  
 Chief Engineer Wiley R. Bates

**WSLB—Ogdensburg—1940**

Freq.: 1400 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned-Oper. By Seaway Radio  
 Address 2315 Knox St.  
 Tel.: 500  
 Independent  
 President George Bingham  
 General Mgr. E. M. Costigan  
 Chief Engineer M. S. Seimes

**WHDL—Olean—1929**

Freq.: 1450 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned-Operated By WHDL, Inc.  
 Address 3219 W. State Rd.  
 Tel.: FR 2-0161  
 ABC  
 Newspaper Affiliation Times Herald  
 Representative Everett McKinney  
 Pres., Gen. Mgr. John R. Henzel  
 Station, Sls. Prom. Mgr. James Hastings  
 Comm. Mgr. Joseph K. Eade  
 Prog. Dir. Donald McLean  
 Publicity Director Howard Heck  
 Chief Engineer Wallace D. Taylor

**WMNS—Olean—1957**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned Olean Bcstg. Corp.  
 Address 168½ N. Union St.  
 Tel.: FR 2-6660  
 Independent  
 Station Representative Webb  
 President Donald W. Merriman  
 General, Station Mgr. James C. Gleason  
 Program Director John Casey  
 Chief Engineer Michael Ceci  
 Owners of: WSET, Olean Falls; WRNY, Rome.

**WONG—Oneida—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned-Oper. By Madison County Bcstg. Co.  
 Address 181 Main St.  
 Tel.: 1600  
 Independent  
 President, Gen. Mgr. Richard W. Mills  
 Station Sales, Prom. Mgr. William S. Jaeger  
 Commercial Mgr. Irenitta Mills  
 Program Dir. Morton D. Downey  
 Publicity Dir. Brian B. Madden  
 Chief Engineer George P. Sadlon

**WDOS—Oneonta—1947**

Frequency: 730 Kc. Power: 1 Kw., d.  
 Owned-Oper. By Ottawav Stations, Inc.  
 Bus-Studio Address 104 Chestnut St.  
 Tel.: GEneral 2-1500  
 Independent  
 Newspaper Affiliation Oneonta Star  
 General Manager Harold E. Graves  
 Managing Director Francis H. Brinkley  
 Comm. Mgr. Benjamin M. Turnbull  
 Program Director Dick Mansfield  
 Chief Engineer Arthur Silver  
 Owners of: WENE, Endicott; WYPO, Stroudsburg.

**WEBO—Owego—1956**

Frequency: 1330 Kc. Power: 1 Kw., d.  
 Owned Owego Radio, Inc.  
 Address 6 North Ave.  
 Tel.: MUtual 7-0371  
 Independent  
 President, Gen. Mgr. Amo L. Davis  
 Comm. Mgr., Prog. Mgr. Edward S. Budney  
 Chief Engineer Herb Andrews

**WALK—Patchogue—1952**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By Suffolk Bcstg. Corp.  
 Address P. O. Box 230  
 Tel.: GR 5-5200  
 Independent  
 Newspaper Affiliation Suffolk Cons. Press  
 Representative Grant Webb  
 Pres., Gen. Mgr. W. K. Macy, Jr.  
 Comm. Mgr., Prom. Mgr. John Regan  
 Prog., Pub. Dir. Jack Ellsworth  
 Chief Engineer Ed Becker  
 Owners of: WRIV, Riverhead.

**WPAC—Patchogue—1951**

Frequency: 1580 Kc. Power: 10 Kw. d.  
 Owned-Oper. By Patchogue Bcstg. Co.  
 Business Address P.O. Box 651  
 Tel.: GR 5-4600  
 Independent  
 Station Rep. Spot Time Sales  
 Pres., Gen. Mgr. Lee Morrison

**WLNA—Peekskill—1948**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Highland Bcstg. Corp.  
 Address Radio Terrace  
 Tel.: 7-1124  
 Independent  
 President Irving E. Cottrell  
 Commercial Mgr. Francis V. Lough  
 Program Dir. George Birdsall  
 Chief Engineer Nathaniel B. Johnson

**WEAV—Plattsburgh—1934**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Plattsburgh Bcstg. Corp.  
 Address.....38 Court St.  
 Tel.: JOrdan 1-0960.....CBS  
 Representative.....Jack Masla  
 President.....George F. Bissell  
 Program Director.....Arthur Pierce  
 General, Comm. Mgr.....Chester O. Bosworth  
 Publicity Director.....Dave Dewey  
 Chief Engineer.....Jack Nazak

**WIRY—Plattsburgh—1950**

Freq.: 1340 Kc. Power: 1000 W. d.; 250 W. n.  
 Owned-Oper. By.....WIRY, Inc.  
 Trans. Loca. Address.....301-03 Cornelia St.  
 Tel.: JO 3-1340.....MBS-KBS  
 President.....Charles B. Britt  
 Gen., Comm. Mgr.....Donald L. Pelkey  
 Program Director.....Betty Kraus  
 Chief Engineer.....Kenneth P. Duquette

**WDLC—Port Jervis—1953**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Port Jervis Bcstg. Co.  
 Address.....Box 920  
 Tel.: 3-2293.....Independent  
 President.....S. Sakofsky  
 Exec. V.P., Chief Eng.....Oscar Wein  
 Program Director.....Katherine Skellett

**WPDM—Potsdam—1955**

Frequency: 1470 Kc. Power: 1 Kw., d.  
 Owned-Oper. By.....St. Lawrence Radio, Inc.  
 Address.....Potsdam  
 Tel.: COlony 7-9464.....Independent  
 General Manager.....Frederick G. Hartman

**WEOK—Poughkeepsie—1949**

Frequency: 1390 Kc. Power: 5,000 Watts d.  
 Owned-Operated By.....Hudson Valley Bcstg.  
 Address.....Pendell Road  
 Tel.: GR 1-1500.....Independent  
 Representative.....Everett-McKinney  
 President.....Paul Smallen  
 General Manager.....Frank T. Breslin  
 Program Director.....Karl Scheying  
 Chief Engineer.....John P. Burke

**WKIP—Poughkeepsie—1940**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Dutchess County Bcstg. Corp.  
 Address.....Nelson House  
 Tel.: GR 1-2300.....ABC  
 Station Representative.....Masla  
 Pres.....George W. Bingham  
 V.P., Gen. Mgr.....Richard A. Dwsley  
 Commercial Manager.....Stanley D. Mitchell  
 Pub., Prog. Director.....John Kuhn  
 Chief Engineer.....Marvin S. Selmes

**WREM—Remsen—1957**

Frequency: 1480 Kc. Power: 1 Kw.  
 Owned By...Town & Country Bcstg. Co. Inc.

Address.....1 Pine St.  
 Tel.: 831-3333.....Independent  
 Station Reps.....Bernard; Breen & Ward  
 President.....Edwin L. Slusarczyk  
 Gen. Mgr., Ch. Eng.....Gerald W. Prout  
 Commercial Manager.....G. Clay

**WAPC—Riverhead—1960**

Frequency: 1570 Kc. Power: 1,000 Watts d.  
 Owned By.....Patchogue Bcstg. Co., Inc.  
 Address.....Box 666  
 Tel.: PArk 7-5900.....Independent  
 President, General Manager.....Lee Morrison  
 Station Manager.....Herbert Morrison  
 Commercial Manager.....Stan Allan  
 Sales Promotion Mgr.....Dick Hodkin  
 Program Director.....Allan Waldon  
 Chief Engineer.....Morton Morrison

**WRIV—Riverhead—1955**

Frequency: 1390 Kc. Power: 1,000 Watts d.  
 Owned.....Suffolk Broadcasting Corp.  
 Address.....1 East Main St.  
 Tel.: PA 7-1200.....Independent  
 Newspaper Affil...Suffolk Consolidated Press  
 Representative.....Grant Webb  
 Pres., Gen. Mgr.....William K. Macy, Jr.  
 Comm., Sales Prom. Mgr.....Laurence I. Nicoll  
 Program, Publicity Director.....Frank X. Brown  
 Chief Engineer.....John Broome  
 Owners of: WALK, Patchogue.

**WBBF—Rochester—1947**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned-Oper. By.....WBBF, Inc.  
 Address.....339 East Ave.  
 Tel.: HAmilton 6-8920.....Independent  
 Station Representative.....Blair  
 President.....Maurice R. Forman  
 General Manager.....Robert S. Kieve  
 Chief Engineer.....Vincent Lopopolo

**WHAM—Rochester—1922**

Frequency: 1180 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Genesee Broadcasting Corp.  
 Address.....201 Humboldt St.  
 Tel.: HU 2-1160.....Independent  
 Representative.....Christal  
 General Manager.....Richard C. Shepard  
 Station Manager.....Arthur W. Kelly  
 Program Director.....W. Robert McKinsey  
 Publicity Director.....Dorothy J. Wall  
 Chief Engineer.....Donald W. Parker

**WHEC—Rochester—1925**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned.....WHEC, Inc.  
 Bus.-Studio Address.....191 East Ave.  
 Tel.: BA 5-3050.....CBS  
 Newspaper Affiliation...Gannett Newspapers  
 Representative.....Everett-McKinney  
 President.....Paul Miller  
 V.P., Gen. Sta. Mgr.....Lowell H. MacMillan  
 Commercial Mgr.....Fred Pestorius  
 Program Dir.....Warren Doremus  
 Publicity Dir.....Dorothy Cotton  
 Chief Engineer.....Howard Mouatt

**WRVM—Rochester—1946**

Frequency: 680 Kc. Power: 250 W. d.  
 Owned-Oper. By... State Broadcasting Co.  
 Address... 130 S. Clinton Ave.  
 Tel.: BA 5-2520. Independent  
 Station Reps... Bolling; Kettell-Carter  
 President... Frank W. Miller, Jr.  
 Chief Engineer... Al Rubin

**WSAY—Rochester—1936**

Frequency: 1370 Kc. Power: 5 Kw.  
 Owned-Oper. By... Federal Bcstg. System, Inc.  
 Address... 250 East Ave.  
 Tel.: BA 5-4870. Independent  
 Station Representative... Walker-Rawall  
 Pres., Ch. Eng... Gordon P. Brown  
 Station Director... John Hill  
 Program Director... Louis F. Parker

**WVET—Rochester—1947**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Oper. By... Veterans Bcstg. Co., Inc.  
 Address... 17 Clinton Ave So.  
 Tel.: HA 6-4820. NBC  
 Station Representative... Eastman  
 Pres., Gen. Mgr... Ervin F. Lyke  
 Station Manager... Paul C. Louthier  
 Chief Engineer... Raymond Jobs

**WKAL—Rome—1946**

Freq.: 1150 Kc. Power: 5 Wt. d.; 1 Wt. n.  
 Owned By... Mid-New York Bcstg.  
 Bus.-Studio Address... 218 W. Dominick St.  
 Tel.: FE 6-7700. ABC-MBS  
 General Manager... Gordon Gray  
 Commercial Mgr... Stan Fish  
 Station, Prom. Mgr... Richard Gessner  
 Program Dir... Joseph Graziano  
 Publicity Director... Craig Israel  
 Chief Engineer... DeForest T. Layton Jr.

**WRNY—Rome—1959**

Frequency: 1350 Kc. Power: 500 Watts d.  
 Owned By... Alert Radio, Inc.  
 Address... 202 W. Dominick St.  
 Tel.: Rome 6-5600. Independent  
 Station Rep... Broadcast Time Sales  
 President... Herb Mendelsohn  
 Station, Comm. Mgr... C. James Colston  
 Program Director... Mike Steele  
 Chief Engineer... Fred Moore

**WGGO—Salamanca—1957**

Frequency: 1590 Kc. Power: 1 Kw., d.  
 Owned... James Broadcasting Co., Inc.  
 Address... 91 Main St.  
 Tel.: 1515. ABC-KBS  
 Station Rep... Venard, Rintoul & McConnell  
 President... Simon Goldman  
 General, Station Mgr... M. O. Simundson  
 Program Dir., Chief Eng... David Pavlock  
 Publicity Director... Rosemarie Bierfeldt  
 Owners of: WJTN, Jamestown; WDOE, Dunkirk.

**WNBZ—Saranac Lake—1927**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Upstate Bcstg. Corp.  
 Address... 88 Main St.  
 Tel.: 1320. ABC  
 Pres., Gen. Mgr... Jacques DeMattos  
 Comm. Mgr., Prog. Dir... Jeanne DeMattos  
 Chief Engineer... H. Berwind Williams

**WRSA—Saratoga Springs—1957**

Frequency: 1280 Kc. Power: 1 Kw., d.  
 Owned-Operated By... Radio Station WRSA  
 Address... Box 248  
 Tel.: 4300. KBS  
 Station Representative... Devney O'Connell  
 President, General Mgr... Jack Oranch  
 Station Manager... Martin Karig  
 Chief Engineer... Caswell Miles

**WSPN—Saratoga Springs  
1954**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned By... Spa Broadcasters, Inc.  
 Business Address... 71 West Ave.  
 Tel.: 2180. Independent  
 Station Rep... Spot Time Sales  
 President... Ken Freebern  
 Gen., Sta. Mgr... Robert W. Dingman  
 Comm., Sales Prom. Mgr... J. Bledsoe  
 Chief Engineer... W. P. Spollen

**WGHQ—Saugerties—1956**

Frequency: 920 Kc. Power: 1000 Watts, d.  
 Owned... Skylark Corp.  
 Business Address... P. O. Box 165  
 Tel.: CH 6-2822. Independent  
 Station Representative... Bolling  
 President... Martin Stone  
 Gen. Mgr... Gustave Nathan  
 Station Manager... Harry Thayer  
 Commercial Mgr... Warner Rush  
 Program Dir... Robert Barton  
 Chief Engineer... Leroy F. Fuller  
 Owners of: WYON-AM-FM, New Rochelle; WFLI,  
 Mineola; WYIP, Mt. Kisco, all N. Y.

**WGY—Schenectady—1922**

Frequency: 810 Kc. Power: 50,000 Watts  
 Owned-Oper. By... General Electric Co.  
 Address... 1400 Balltown Rd.  
 Tel.: FR 7-2261. NBC  
 Representative... Henry I. Christal  
 President... Robert Paxton  
 General Manager... J. Milton Lang  
 Promotion Manager... Arthur R. Garland  
 Program Director... Donn M. Chown  
 Sales Manager... John E. Schmulbach  
 Operations Manager... Merl L. Galusha  
 Owners of: WRGB, Schenectady.

**WSNY—Schenectady—1942**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Western Gateway Bcstg.  
 Business-Studio Address... 619 State St.

Tel.: EX 3-3622.....Independent  
 Pres., Gen., Sta. Mgr.....Winslow Leighton  
 Chief Engineer.....I. P. Beck

## WFBL—Syracuse—1922

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned.....Founders Corporation  
 Address.....P.O. Box 1390, E. Syracuse  
 Tel.: HOWard 3-8631.....Independent  
 Representative.....Hollingbery  
 General, Station Mgr.....Henry T. Wilcox  
 Sales Mgr.....Richard F. Polgreen  
 Program Director.....Fay Santello  
 Chief Engineer.....Vincent Marlin  
 Owners of: KORL, Honolulu; WSMB, New Orleans.

## WHEN—Syracuse—1941

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Meredith Syracuse Radio Corp.  
 Address.....511 Loew Bldg.  
 Tel.: HA 2-0277.....CBS  
 Representative.....Katz  
 President.....E. T. Meredith, Jr.  
 V.P. & Gen. Mgr.....Paul Adanti  
 Station Manager.....William H. Bell  
 Sales Manager.....Louis Parmentier  
 Prom. Mgr., Pub. Dir.....Robert Peel  
 Program Director.....John L. Scott  
 Chief Engineer.....Robert Ardner  
 Owners of: WHEN-TV: KCMO-AM-TV, Kansas  
 City; KPHO-AM-TV, Phoenix, Ariz.

## WNDR—Syracuse—1946

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Syracuse Bcstg. Corp.  
 Address.....Box 1212  
 Tel.: GI 6-1515.....Independent  
 Station Representative.....Blair  
 General Manager.....Arthur C. Kyle, Jr.

## WOLF—Syracuse—1939

Freq.: 1490 Kc.....Power: 1 Kw. d.; 250 W. n.  
 Owned-Operated By.....Ivy Bcstg. Co., Inc.  
 Address.....Kirkpatrick & Van Rensselaer Sts.  
 Tel.: HA 2-7211.....ABC  
 Station Representative.....Young  
 President.....Ellis E. Erdman  
 V.P., General Manager.....Joel Fleming  
 Commercial Manager.....Frank Costello  
 Sales Promotion Manager.....Gerald McGuire  
 Program Director.....Keyes Perin  
 Publicity Director.....Howard Greenwald  
 Chief Engineer.....Gerald Cushing

## WSYR—Syracuse—1923

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned Oper. By.....New House Bcstg. Corp.  
 Business Address.....1030 James St.  
 Tel.: GRanite 4-3911.....NBC  
 Representative.....Henry I. Christal  
 President.....E. R. Vadeboncoeur  
 Station Mgr.....William V. Rothrum

# WFBL

RADIO

# DOMINATES!

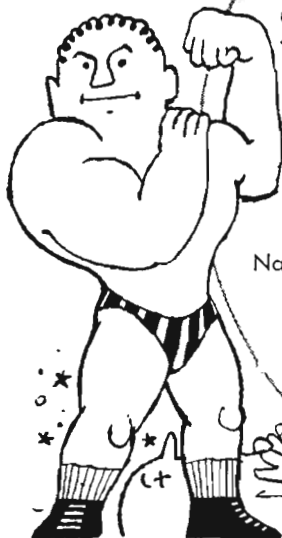
## SYRACUSE, NEW YORK

AUTHENTIC NEWS COVERAGE  
 FAMILY PROGRAMMING  
 OUTSTANDING EXPERIENCED AIR SALESMEN  
 CREATIVE SELLING  
 COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

# FOUNDERS CORP.

One of the Founder's groups of Stations, including KORL, Honolulu; WFBL, Syracuse  
 New York; WSMB New Orleans, Louisiana



## NEW YORK

Program Dir. . . . . Floyd Ottoway  
 Com. Mgr. . . . . William R. Alford  
 Prom. Mgr., Pub. Dir. . . . . Lou Switzer  
 Chief Engineer . . . . . A. J. Eicholzer  
 Owners of: W5AR-FM-TV; W4PE-AM-FM-TV,  
 Elmira; WTPA-TV, Harrisburg; KOIN-TV,  
 Portland.

### WIPS—Ticonderoga—1955

Frequency: 1250 Kc. . . . . Power: 1 Kw., d.  
 Owned By . . . . . Ti Broadcasting, Inc.  
 Address . . . . . Fort Ti Road  
 Tel.: JUn0 5-2688 . . . . . Independent  
 Station Representative . . . . . Walker-Rawalt  
 President . . . . . Bernard H. Pelzer, Jr.  
 General Manager . . . . . William F. Powley  
 Program Director . . . . . John Garwood

### WTRY—Troy—1940

Frequency: 980 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WTRY Bcstg. Corp.  
 Business-Studio Address . . . . . 92 Fourth St.  
 Tel.: AS 4-1100 . . . . . Independent  
 Representative . . . . . John Blair  
 Ch. of Board . . . . . Victor W. Knauth  
 President . . . . . Daniel Kops  
 V.P., General Mgr. . . . . Sam S. Nielsen  
 Exec. V.P. . . . . Richard J. Monahan  
 Station Mgr. . . . . Stan Edwards  
 Program Dir. . . . . George Le Zotte  
 Chief Engineer . . . . . Frank Belaska

## WFAS *is* WESTCHESTER!

In the latest PULSE study made of the Westchester Rockland area (December 1960) WFAS is first—or tied for first—in 56 out of 68 quarter hour strips, Mondays through Fridays, 7 AM to Mid-night!

Rounding out a third of a century of service, WFAS more than ever is the Prestige Station in Westchester and Rockland counties.

**WFAS & WFAS-FM**  
 White Plains, N. Y.

### WIBX—Utica—1925

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WIBX, Inc.  
 Address . . . . . 187 Genesee St.  
 Tel.: SWitt 7-0220 . . . . . CBS  
 Sta. Representative . . . . . Meeker  
 President . . . . . Margaret Bowen Shepard  
 General Manager . . . . . Fredeic C. Bowen  
 Station Manager . . . . . Elliott Stewart  
 Production Manager . . . . . Ralph Allinger  
 Chief Engineer . . . . . John T. Dowdell

### WFAS—White Plains—1932

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Westchester Bcstg. Corp.  
 Address . . . . . Secor Road, Hartsdale, N. Y.  
 Tel.: WH 9-6400 . . . . . Independent  
 President . . . . . Valentine E. Macy, Jr.  
 Gen., Sta. Manager . . . . . Frank A. Seitz  
 Program Director . . . . . Randall Kaler  
 Sls. Prom., Comm. Mgr. . . . . John Hade  
 Chief Engineer . . . . . Jack Pearson

### WRUN—Utica—1947

Freq.: 1150 Kc. . . . . Power: 5 Kw., d., 1 Kw., n.  
 Owned-Oper. By . . . . . The Rome Sentinel Co.  
 Business-Studio Address . . . . . 258 Genesee St.  
 Tel.: SWitt 7-1500 . . . . . Independent  
 Newspaper Affiliation . . . . . Rome Daily Sentinel  
 Representative . . . . . Avery-Knodel  
 President . . . . . Bradley C. Barnard  
 General Manager . . . . . Fritz Updike  
 Sta., Comm. Mgr. . . . . Richard A. Clark  
 Sales Prom., Pub. Dir. . . . . Phil Cameron  
 Program Supervisor . . . . . Alan E. Cole  
 Chief Engineers . . . . . G. S. Woods, C. F. Henry

### WTLB—Utica—1947

Freq: 1310 Kc. . . . . Power: 1 Kw., d., 500 W., n.  
 Owned By . . . . . Star Bcstg. Co.  
 Address . . . . . Washington Mills, N. Y.  
 Tel.: SW 7-1330 . . . . . Independent  
 Station Rep. . . . . Venard, Rintoul & McConnell  
 President . . . . . M. R. Forman  
 V.P., General Manager . . . . . Thomas L. Brown  
 Program Director . . . . . Nick Dardano  
 Publicity Director . . . . . Paul Brand  
 Chief Engineer . . . . . Robert Dufford  
 Owners of: WGVN, Getzva; WBBF, Rochester.

### WDLA—Walton—1951

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Delaware County Bcstg. Corp.  
 Business Address . . . . . Walton  
 Tel.: UNderhill 5-4321 . . . . . Independent  
 President . . . . . E. Ogden Bush  
 V.P., Gen. Mgr. . . . . Michael J. Cuneen  
 Chief Engineer . . . . . Charles Lissner

### WATN—Watertown—1941

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Watertown Bcstg. Corp.



## NEW YORK-NORTH CAROLINA

Address.....199 Wealtha Ave.  
Tel.: SUNset 2-3320.....MBS  
Pres., Gen. Mgr.....G. Harry Righter

### WOTT—Watertown—1959

Frequency: 1410 Kc.....Power: 5,000 Watts d.  
Owned By.....1,000 Isls. Bcstg. Co., Inc.  
Address.....1833 State St.  
Tel.: SUNset 2-6540.....Independent  
Station Representative.....Burn Smith  
President, Sta. Mgr.....James M. Johnston

### WWNY—Watertown—1941

Frequency: 790 Kc.....Power: 1000 Watts  
Owned-Operated By.....The Brockway Co.  
Address.....Box 211  
Tel.: SUNset 8-3800.....CBS  
Newspaper Affil.....Daily Times  
Station Representative.....Bolling  
President.....John B. Johnson

General Manager.....Louis Saiff, Jr.  
Station Manager.....Earl R. Kelly  
Program Director.....Rodney C. Abare  
Commercial Manager.....Harold Gore  
Dir. of Engineering.....Michael Yonkovig  
Owners of: WMSA, Massena; WCNY-TV, Carthage-Watertown; WMSA-FM, Massena.

### WLSV—Wellsville—1955

Frequency: 790 Kc.....Power: 1 Kw., d  
Owned-Oper. By.....Radio Services of Wellsville  
Address.....Hotel Fassett  
Tel.: 727.....Independent  
Gen. Mgr.....Joseph Mumma  
Sales Promotion Mgr.....James Armstrong  
Station Manager.....Robert Elliott  
Chief Engineer.....Larry Shields

### WWRL—Woodside—1926

(See New York, N. Y., Page 485)

Pop.: 4,582,500  
Families: 1,163,000

## North Carolina

Radio Homes: 1,123,000  
AM Stas. in State: 145

### WRCS—Ahoskie—1947

Frequency: 970 Kc.....Power: 1,000 Watts  
Owned-Oper. By.....Roanoke-Chowan Bcstg.  
Address.....Box 232  
Tel.: 3101.....Independent  
President.....J. B. Burden  
Manager.....P. G. Sewell

### WZKY—Ahoskie—1956

Frequency: 1580 Kc.....Power: 250 Watts, d.  
Owned By.....Radio WZKY  
Address.....Box 550, Albemarle, N. C.  
Tel.: YUkon 2-1111.....Independent  
Pres., Gen. Mgr.....T. Prebatte

### WABZ—Albemarle—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Radio Station WABZ, Inc.  
Business-Studio Address.....Hotel Albemarle  
Tel.: YU 2-1020.....KBS  
President.....Staton P. Williams  
General Manager.....Mrs. R. G. Varner  
Chief Engineer.....John D. Brooks

### WGWR—Asheboro—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.  
Bus.-Studio Address.....P.O. Box 309  
Tel.: 2187.....KBS  
Newspaper Affil.....Courier Tribune  
President.....Roy Cox  
Gen., Sta., Comm. Mgr.....J. R. Marlowe  
Chief Engineer.....Howard Miller

### WISE—Asheville—1939

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Operated By.....Arlington-Fairfax Bcstg. Co., Inc.  
Address.....92 Haywood St.  
Tel.: ALpine 3-5381.....Independent

Representative.....Bcst Time Sales; Raymer  
President.....Harold H. Thoms  
Vice President.....M. G. Thoms  
Sta. Mgr.....John Morris  
Program Director.....Ed Rogers  
Chief Engineer.....Matthew Munn  
Owners of: WEAM, Arlington, Va.; WKLM, Wilmington, N. C.

### WLOS—Asheville—1947

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....Skyway Bcstg. Co.  
Business-Studio Address.....288 Macon Ave.  
Tel.: ALpine 4-4321.....NBC  
Station Representatives.....P. G. & W.; Ayers  
V. P., General Manager.....T. A. Eiland  
Station Manager.....Dewey Long  
Program Dir.....Dave Jacobs  
Chief Engineer.....George F. Sprague

### WSKY—Asheville—1946

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Asheville, Inc.  
Business-Studio Address.....12 Church St.  
Tel.: ALpine 3-4451.....Independent  
Pres., Gen., Sta., Comm. Mgr.....Zeb Lee

### WWNC—Asheville—1927

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Asheville Citizen-Times Co.  
Address.....14 O. Henry Ave.  
Tel.: AL 2-5611.....CBS  
Newspaper Affil.....Citizen, Times  
Representative.....H.R.  
President.....Robert Bunnelle  
General, Station Mgr.....Cecil B. Hoskins  
Comm. Mgr.....James A. Haqan  
Program Director.....William F. Melic  
Chief Engineer.....Harvey T. Nations

## NORTH CAROLINA

### WBMA—Beaufort—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Richard Ray Cummins  
Address: Box 156  
Tel.: 2-9401 Independent  
Owner, Gen. Mgr., Ch. Eng.: R. R. Cummins

### WCCG—Belmont-Charlotte 1954

Freq.: 1270 Kc. Power: 1 Kw., d.; 500 W., n.  
Owner: Central Bcstg. Co.  
Address: Box 629, Belmont  
Tel.: TA 5-2812 ABC-MBS-KBS  
Station Representative: Masla  
President, General Mgr.: Robert Hilker  
Commercial Manager: Frank Thomas  
Program Director: Everette Gantt  
Chief Engineer: Roger Hovis  
Owners of: WFGO, Concord; WZKY, Albemarle,  
both N. C.; WPCG, Clinton, S. C.

### WBMT—Black Mountain—1960

Frequency: 1350 Kc. Power: 500 Watts d.  
Owned By: Mountain View Bcstg. Co.  
Address: Box 755  
Tel.: North 9-7812 ABC-KBS  
President: Gordon H. Greenwood  
General, Station Manager: Eugene Slatkin  
Commercial Manager: Arnold Baynard  
Chief Engineer: Pete Savage

### WATA—Boone—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Wilkes Bcstg. Co.  
Address: Depot St.  
Tel.: AM 4-8461 KBS  
President: Doris B. Brown  
Station Mgr.: Roland Potter  
Program Director: Jane Smith  
Chief Engineer: E. Chipman

### WPNF—Brevard—1950

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Pisgah Bcstg. Co., Inc.  
Address: P. O. Box 352  
Tel.: TU 3-2621 Independent  
President: Mrs. Ed. M. Anderson  
General, Station Manager: Bobby Hoyle  
Program Director: Bill Hancock  
Publicity Director: John I. Anderson  
Chief Engineer: Leon Southerland

### WBAG—Burlington—1946

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned: Burlington-Graham Bdcstg. Co.  
Address: Maple at Broad  
Tel.: CA 7-4261 Independent  
Representative: Walker Rawalt  
Gen., Sta. Mgr.: G. C. Starnes  
Commercial Manager: Harold Nall  
Program Director: William Diffe  
Sales Promotion Mgr.: Phil Eakin  
Publicity Director: Ed Brooks  
Chief Engineer: Charles Stafford

### WBBB—Burlington—1941

Frequency: 920 Kc. Power: 5000 Watts d.  
Owned-Operated By: Alamance Bcstg. Co., Inc.  
Address: 318 S. Main St.  
Tel.: CA 6-6376 MBS-KBS  
Rep.: Thomas F. Clark  
President: V. W. Lane  
General Manager: E. Z. Jones  
Operations, Comm. Mgr.: C. Robert Ray  
Program Director: Minnie Canada  
Publicity Director: Lew Carter  
Chief Engineer: Berry Tysor

### WWIT—Canton—1954

Frequency: 970 Kc. Power: 1 Kw., d  
Owned By: Western N. C. Bcsters., Inc.  
Address: Harkins Cove Road  
Tel.: MI 8-3588 Independent  
President: Sidney A. Watts  
General, Station Mgr.: Dalton R. Paxton  
Commercial Manager: Charles H. Stanley  
Sales Promotion Manager: James V. Twiggs  
Program Director: Sam F. Patterson  
Publicity Director: Judyde D. Morgan  
Chief Engineer: Yates F. Burgess

### WCHL—Chapel Hill—1953

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Village Bcstg. Co.  
Address: Durham Road  
Tel.: 968-4484 Independent  
Pres., Gen. Mgr.: Roland McClamroch, Jr.  
Asst. to Gen. Mgr., Prog. Dir.: R. B. Boyd  
Chief Engineer: Jim Botsford

### WAYS—Charlotte—1941

Frequency: 610 Kc. Power: 5 Kw., 1 Kw. n.  
Owned: Inter-City Adv. Co. of Charlotte  
Business-Studio Address: 400 Radio Road  
Tel.: EX 2-4131 MBS  
Representative: Bcst. Time Sales; Raymer  
General Manager: J. Poston  
Station Manager: D. P. Lee  
Chief Engineer: E. R. Deekle

### WBT—Charlotte—1921

Frequency: 1110 Kc. Power: 50,000 Watts  
Owned-Oper. By: Jefferson Standard Bdcstg.  
Address: Box 8301  
Tel.: ED 3-8832 CBS  
Representative: CBS Radio Spot Sales  
President: J. M. Bryan  
Gen. Mgr.: Charles H. Crutchfield  
Station Manager: Paul B. Marion  
Commercial Manager: James G. Babb Jr.  
Program Director: Wade St. Clair  
Pub. Sales Prom. Dir.: Larry Harding  
Chief Engineer: Thomas Howard  
Owners of: WBTW, Charlotte; WBTW, Florence,  
S. C.

### WGIV—Charlotte—1947

Freq.: 1600 Kc. Power: 1 Kw. d.; 500 W. n.  
Owned-Oper. By: Charlotte Radio & TV Corp.

Address ..... Box 10063  
 Tel.: ED 3-2195 ..... Independent  
 Station Representative ..... Howard  
 Pres., Gen., Sta. Mgr. .... Francis M. Fitzgerald  
 Commercial Mgr. .... Ray Ervin  
 Program Director ..... F. P. Toomey  
 Sales Promotion Manager ..... Larry Keith  
 Publicity Director ..... Nelda McManus  
 Chief Engineer ..... S. K. Lineberger

**WIST—Charlotte—1951**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WIST, Inc.  
 Address ..... 204 Liberty Life Bldg.  
 Tel.: FR 6-3511 ..... Independent  
 Station Representative ..... Young  
 President ..... Henderson Belk  
 V. P., General Manager ..... Ray M. Stanfield  
 Commercial Manager ..... Howard Mendel  
 Program Director ..... Douglas G. Bell  
 Chief Engineer ..... Donald Strawn  
 Owners of: WGUS, N. Augusta, S. C.

**WKTC—Charlotte—1958**

Frequency: 1310 Kc. .... Power: 1000 Watts  
 Owned By ..... Queen City Bcstg. Co.  
 Address ..... 2001 Suttle Ave.  
 Tel.: EDison 3-1101 ..... Independent  
 Representative ..... Cooke  
 President ..... J. Olin Tice, Jr.  
 General, Station Mgr. .... J. G. Kenworthy  
 Program Director ..... Johnny Jacobs

**WSOC—Charlotte—1933**

Freq.: 930 Kc. .... Power: 5 Kw. d.; 1 Kw. n.  
 Owned By ..... Carolina Broadcasting Co.  
 Address ..... Box 2536  
 Tel.: FR 6-8401 ..... NBC  
 Station Rep. .... Peters Griffin, Woodward  
 President ..... Leonard Reinsch  
 General Manager ..... Henry Sullivan  
 Program Director ..... James Martinson  
 Sales Prom. Mgr. .... Franc White  
 Chief Engineer ..... L. L. Caudle, Jr.

**WWOK—Charlotte—1955**

Frequency: 1480 Kc. .... Power: 1 Kw., d.  
 Owned-Oper. By ..... Radio Charlotte, Inc.  
 Address ..... 215 Greystone Rd.  
 Tel.: JACKson 3-1041 ..... Independent  
 Station Rep. .... Weed Radio  
 President ..... Sherwood J. Tarlow  
 General Mgr. .... Herb Berg  
 Station Mgr., Asst. Gen. Mgr. .... W. J. Page  
 Operations Mgr. .... Art Lawrence  
 Chief Engineer ..... Paul M. Seally

**WRRZ—Clinton—1946**

Frequency: 880 Kc. .... Power: 1000 Watts d.  
 Owned ..... WRRZ Radio Co.  
 Address ..... S. Highway 701  
 Tel.: YL 2-2165 ..... ABC  
 Station Rep. .... Walker Rawalt  
 General Mgr. .... Geo. S. Walston  
 Sales Prom. Manager ..... E. D. Powell  
 Chief Engineer ..... J. L. Bowles

**WEGO—Concord—1943**

Frequency: 1410 Kc. .... Power: 1 Kw., d.  
 Owned By ..... Concord Kannapolis Bcstg. Co.  
 Address ..... Box 1321  
 Tel.: ST 2-6215 ..... KBS  
 President ..... Robert R. Hilker  
 Gen., Sta. Mgr. .... J. Norman Young  
 Commercial Manager ..... Claude C. Gibson, Jr.  
 Chief Engineer ..... Kenneth R. Kennedy  
 Owners of: WZKY, Albemarle, S. C.

**WCKB—Dunn—1946**

Frequency: 780 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... No. Car. Cent. Bcstrs.  
 Address ..... Box 431  
 Tel.: 3133 ..... KBS  
 President ..... Lofton A. Tart, Sr.  
 Commercial Manager ..... Mrs. E. L. Grantham  
 Program Director ..... Rudy Zurlo  
 Sales Prom., Pub. Dir. .... John G. Thomas  
 Chief Engineer ..... Joseph Kotlas

**WDNC—Durham—1934**

Freq.: 620 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... The Durham Radio Corp.  
 Bus-Studio Address ..... 138½ E. Chapel Hill St.  
 Tel.: 684-03-55 ..... CBS  
 News. Afil. .... Herald Sun  
 Representative ..... Paul H. Raymer  
 President ..... C. C. Council  
 Gen. Mgr. .... J. Frank Jarman  
 Local Commercial Mgr. .... W. R. Kirby  
 Prog. Dir. .... E. R. Higgins, Jr.  
 Publicity Director ..... A. E. Pruitt  
 Chief Engineer ..... Waldo W. Primm

**WSRC—Durham—1954**

Frequency: 1410 Kc. .... Power: 1 Kw.  
 Owned ..... Carolina Radio  
 Address ..... P. O. Box 28  
 Tel.: 2-4681 ..... Independent  
 Station Reps. .... Dore; Ochs  
 President ..... Robert Monroe  
 Gen. Mgr. .... James H. Mayes, Jr.  
 Commercial Manager ..... Buddy King  
 Sales Promotion Mgr. .... Stu Gordon  
 Prog. Dir. .... Norfley Whitted  
 Chief Engineer ..... Arthur Bone

**WSSB—Durham—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... WSSB, Inc.  
 Address ..... Box 8676  
 Tel.: 489-9457 ..... Independent  
 Station Rep. .... Ayers  
 President ..... J. S. Beattie

**WTIK—Durham—1946**

Freq.: 1310 Kc. .... Power: 1 Kw. d.; 500 W. n.  
 Owned-Oper. By ..... W & W Bcstg. Co.  
 Address ..... P. O. Box 1571  
 Tel.: 6101 ..... ABC  
 President ..... C. H. Wentz  
 Gen., Sta. Mgr. .... H. Tom Morris  
 Chief Engineer ..... John Turner

**WCDJ—Edenton—1955**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned-Oper. By Colonial Bcstg. Co.  
 Address P. O. Box 509  
 Tel.: 2178 KBS  
 President E. M. Schuman  
 Gen. Sta. Mgr. R. W. Schuman  
 Program Director T. R. Shields  
 Chief Engineer Anthony Ostopoff

**WCNC—Elizabeth City—1939**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Albemarle Bcstg. Co., Inc.  
 Address Box 535  
 Tel.: 4379 KBS  
 Station Rep. Bogner & Martin  
 President J. L. Lamb, Sr.  
 Gen. Mgr., Chief Eng. J. L. Lamb, Jr.  
 Assistant Mgr. Desmond Barclay  
 Commercial Manager C. E. Ferrell  
 Program Director Jimmy Raper

**WGAI—Elizabeth City—1947**

Freq.: 580 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By WGAI Radio Co.  
 Business-Studio Address Box 649  
 Tel.: 4371 MBS  
 Pres., Gen., Sta. Mgr. C. Alden Baker

**WBLA—Elizabethtown—1956**

Frequency: 1440 Kc. Power: 1 Kw., d.  
 Owned Bladen Bcstg. Corp.  
 Address Box 327  
 Tel.: UNION 2-3184 KBS  
 Sta. Representative Hopewell  
 President E. Clayton Register  
 General Mgr. Chatham C. Clark  
 Chief Engineer G. Wear

**WIFM—Elkin—1951**

Frequency: 1540 Kc. Power: 250 Watts, d.  
 Owned Tri-County Bcstg. Co. Inc.  
 Address P.O. Box 152  
 Tel.: 860 Independent  
 President H. F. Laffoon  
 Sta. Mgr., Chief Eng. J. Prince

**WFMO—Fairmont—1953**

Frequency: 860 Kc. Power: 1000 Watts, d.  
 Owned Carolina's Broadcasting Co., Inc.  
 Address Box 492  
 Tel.: MA 8-4781 Independent  
 Station Representative Pearson; Weed  
 President Cutlar Moore  
 General, Comm. Mgr. James C. Clark  
 Sales Promotion Manager Wesley Unold  
 Program Director Betty R. Clark  
 Publicity Director Laverne Strickland  
 Chief Engineer Joseph F. Milazzo

**WFAG—Farmville—1959**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned By Farmville Bcstg. Co.  
 Address Box 148  
 Tel.: SK 3-4352 Independent  
 Co-owners Carl V. Venters Jr., H. C. Wade  
 Chief Engineer Lawrence Behr

**WFAI—Fayetteville—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By Jackson F. Lee  
 Address Rogers Bldg., Eutaw Shopping Ctr.  
 Tel.: HU 4-6161 CBS-KBS  
 Representative Thomas F. Clark  
 General Manager Jackson F. Lee  
 Publicity Director Jim Kelso  
 Comm. Mgr. Bob Smith  
 Program Director Joyce Wagstaff  
 Chief Engineer Walter Lee Moring

**WFLB—Fayetteville—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Fayetteville Bcstrs., Inc.  
 Address P. O. Box 512  
 Tel.: HEmlock 2-7136 ABC  
 Representative Burn Smith  
 President L. W. Allen  
 Gen., Sta. Mgr. Jimmy Simpson  
 Commercial Manager Charles Cooper  
 Program Director Hersh Barbour  
 Sales Prom. Mgr. Vance McBryde  
 Publicity Director Frank Jetter, Jr.  
 Chief Engineer Kernan Wright

**WFNC—Fayetteville—1939**

Frequency: 940 Kc. Power: 10,000 Watts  
 Owned-Oper. By Cape Fear Bcstg. Co.  
 Address 1009 William Clark Rd.  
 Tel.: HU 4-4181 MBS  
 Representative Walker-Rawall  
 President Victor W. Dawson  
 General Mgr. N. Suttles  
 Station, Commercial Mgr. Johnny Joyce  
 Program Director M. Stamps  
 Chief Engineer David O. Beck

**WAGY—Forest City—1958**

Frequency: 1320 Kc. Power: 500 W., d.  
 Owned Tri City Broadcasting Co.  
 Address Box 280  
 Tel.: CHerry 5-9888 Independent  
 General Manager, Ch. Eng. G. T. Becknell  
 Station Manager, Prog. Dir. Don H. Lovelace  
 Commercial Manager Fred A. Blanton  
 Publicity Director J. David White

**WBBO—Forest City—1947**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Rutherford Co. Radio Co., Inc.  
 Address Forest City  
 Tel.: CHerry 5-4205 KBS  
 Newspaper Affil. Courier, Sun

## NORTH CAROLINA

Pres., Gen., Sta. Mgr. Mrs. Ed. M. Anderson  
 Comm. Manager Carl R. Henson  
 Chief Engineer Merton Iwerks

### WFSC—Franklin—1957

Frequency: 1053 Kc. Power: 1000 Watts  
 Owned By Macon Cty. Broadcasting Co.  
 Business Address P.O. Box 470  
 Tel.: LA 4-2148 KBS  
 President Henry Bartol, Jr.  
 Gen., Sta. Mgr., Ch. Eng. Edwin P. Healy

### WFVG—Fuquay Springs—1949

Frequency: 1460 Kc. Power: 1000 Watts d.  
 Owned-Oper. By WFVG Bcstg.  
 Business-Studio Address Box 588  
 Tel.: 333 KBS-MBS  
 President, Gen. Mgr. James Flanagan  
 Prog., Pub. Dir. Walter M. Pearson  
 Chief Engineer G. Lewis

### WGNC—Gastonia—1939

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Catherine T. McSwain  
 Address Dallas Road  
 Tel.: UNniversity 5-8501 Independent  
 Gen., Sta. Mgr. Pat McSwain  
 Chief Engineer W. C. Groves, Jr.

### WLTC—Gastonia—1947

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Gastonia Bcstg. Serv., Inc.  
 Address Box E. Akers Center Station  
 Tel.: UN 5-1079 KBS  
 Representative Thomas F. Clark  
 Pres., Gen., Sta. Mgr. James B. Petty  
 Commercial Manager Boyce C. Morrow  
 Program Director Alan G. Phillips  
 Chief Engineer Don Voigt

### WFMC—Goldsboro—1951

Frequency: 730 Kc. Power: 1 Kw. d.  
 Owned. Southern Radio & TV Corp.  
 Address P. O. Box 655  
 Tel.: RRepublic 4-4211 KBS  
 President Kenneth T. Marshall  
 Gen. Mgr., Ch. Eng. Henry M. Harrison, Jr.

### WGBR—Goldsboro—1939

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By E. Carolina Bdcstg. Co., Inc.  
 Address P. O. Box 1024  
 Tel.: RRepublic 4-3621 ABC  
 President A. T. Hawkins  
 Comm., Gen. Mgr. V. G. Balkman  
 Sales Promotion Mgr. Robert Y. Wooten  
 Program Dir. Robert E. Hill  
 Chief Engineer Daniel B. Trueblood  
 Owners of: WEQR-FM, Goldsboro.

### WGOL—Goldsboro—1955

Frequency: 1300 Kc. Power: 1000 Watts

Owned Better Advertising Inc.  
 Address 116 W. Mulberry St.  
 Tel.: RE 4-5151 Independent  
 Sta. Representative Bogner & Martin  
 President William S. Page  
 General Mgr. Jack P. Hankins  
 Station Mgr. Lynwood Moseley  
 Commercial Manager Aubrey Aycock  
 Program Director Richard Bowman  
 Chief Engineer Paul Horne

### WBIG—Greensboro—1926

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By North Carolina Bcstg. Co.  
 Address 2838 Battleground Ave.  
 Tel.: BR 2-6125 CBS  
 Representative George P. Hollingbery  
 President Michaux H. Crocker  
 General, Station Mgr. Allen Wannamaker  
 Commercial Mgr. W. H. Henry  
 Sales Promotion Manager Bill Roane  
 Publicity Director Inez C. Coggins  
 Program Director Lloyd Gordon  
 Chief Engineer Ernest C. Pate, Jr.

### WCOG—Greensboro—1948

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned & Oper. By WCOG, Inc.  
 Address 708 W. Market St.  
 Tel.: BR 3-6925 Independent  
 Station Rep. Bcst. Time Sales; Raymer  
 President Harold H. Thoms  
 Sta. Manager Terry Bane  
 Comm. Mgr. Jack Huband  
 Program Director Bill Winters  
 Pub. Dir. Evelyn Jones  
 Chief Engineer Ansel Atkins  
 Owners of: WISE-TV, Asheville, N. C.

### WGBG—Greensboro—1942

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Greensboro Bcstg. Co., Inc.  
 Address South Ashe St.  
 Tel.: BR 3-3631 ABC-MBS  
 Representative Pearson  
 Pres., Gen., Sta. Mgr. Ralph M. Lambeth  
 Commercial Mgr. Jack Rimmer  
 Sales Prom., Pub. Director Earl O. Sullivan  
 Program Director Joe Anderson  
 Chief Engineer Earl Teague

### WPET—Greensboro—1954

Frequency: 950 Kc. Power: 500 Watts  
 Owned Guilford Advertising  
 Address Meadowview Rd.  
 Tel.: BR 5-4464 Independent  
 President James S. Beattie  
 Exec. V.P., Gen. Mgr. William P. Mitchell  
 Asst. Mgr. Robert L. Montgomery  
 Chief Engineer Don Harris

### WGTC—Greenville—1940

Frequency: 1590 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By WGTC Bcstg. Co.



## NORTH CAROLINA

Address ..... Falkland Highway  
Tel.: PL 8-2174 ..... Independent  
Sta. Representative ..... Devney-O'Connell  
President ..... A. W. Lewin  
Manager ..... J. T. Snowden, Jr.  
Chief Engineer ..... Bill Covington

### WOOW—Greenville—1959

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned ..... WOOW, Inc.  
Address ..... 304 S. Evans St.  
Tel.: Plaza 8-1171 ..... KBS  
President ..... John P. Gallagher  
Station Manager ..... M. R. Sullivan  
Sales Prom. Manager ..... Bob Jenkins  
Program Director ..... James B. Newman  
Publicity Director ..... James Ball  
Chief Engineer ..... Eli Harrison

### WKDX—Hamlet—1957

Frequency: 1400 Kc. .... Power: 250 W.  
Owned ..... Richmond Bcstg. Co.  
Address ..... Box 826  
Tel.: 1482 ..... Independent  
President ..... Risdon A. Lyon  
Gen. Mgr. .... W. P. Billingsley  
Operations Manager ..... A. R. Morrison  
Comm. Mgr. .... W. E. Benoist  
Program Director ..... Lettye M. Brown  
Chief Engineer ..... J. Craig Jarman

### WHNC—Henderson—1945

Frequency: 890 Kc. .... Power: 1000 Watts d.  
Owned ..... Henderson Radio Corp.  
Address ..... Norlina Road  
Tel.: GE 8-7136 ..... KBS-MBS  
President, Comm. Mgr. .... Nathan Frank  
General, Sta. Mgr. .... Dr. Claye Frank  
Program Director ..... Mrs. Mozelle Moore  
Chief Engineer ..... Lewis Hiland

### WHVH—Henderson—1955

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Corp.  
Address ..... P. O. Box 1011  
Tel.: GENEVA 8-8135-6 ..... Independent  
Representative ..... Webb  
President ..... Stan Fox  
Station Manager ..... Mike Hight  
Commercial Manager ..... Bill Morgan  
Program Director ..... John Price  
Publicity Director ..... Bud Morgan  
Chief Engineer ..... Ed Brame

### WHKP—Hendersonville—1946

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Hendersonville, Inc.  
Address ..... Box 451  
Tel.: OX 3-9061 ..... KBS  
President, Gen. Mgr. .... Kermit Edney  
Commercial, Sls. Prom. Mgr. .... Arthur V. Cooley  
Publicity, Program Dir. .... Jimmy Northington  
Chief Engineer ..... Charles Renfrow

### WHKY—Hickory—1939

Freq.: 1290 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By ..... Catawba Valley Bcstg. Co.  
Address ..... 415 1st Ave., N.W.  
Tel.: DI 5-2294 ..... ABC-MBS  
News. Affil. .... Daily Record  
Representative ..... Dora Clayton  
President ..... Carl V. Cline  
Gen., Sta. Manager ..... Edmund S. Long  
Program, Publicity Director ..... Kyle S. Jones  
Chief Engineer ..... Thomas E. Long

### WIRC—Hickory—1948

Frequency: 630 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Foothills Bcstg., Inc.  
Address ..... P.O. Box 484-A  
Tel.: DI 5-2124 ..... Independent  
Representative ..... John E. Pearson  
General Mgr. .... E. H. Smith, Jr.  
Asst. Mgr., Chief Engr. .... Elmer Troutman  
Commercial Manager ..... Lee Douglas  
Program Director ..... Mattie I. Padgett

### WHPE—High Point—1947

Frequency: 1070 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... High Point Bcstg. Co.  
Address ..... 504½ N. Main St.  
Tel.: 88-31466 ..... KBS  
Pres., Prog. Dir., Chief Eng. .... Gary C. Davis  
Comm. Mgr. .... Hal W. Hicks  
Publicity Director ..... Albea Chafin

### WMFR—High Point—1935

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Station WMFR, Inc.  
Business Studio Address ..... 164 S. Main  
Tel.: 88-84593 ..... ABC  
Representative ..... Burn-Smith  
Pres., Gen. Station Mgr. .... Frank S. Lambeth  
Commercial Manager ..... Frank Smith  
Sls., Prom., Pub. Dir. .... G. D. Sullivan  
Program Director ..... W. R. Carter  
Chief Engineer ..... Robert P. Boyd

### WNOS—High Point—1953

Frequency: 1590 Kc. .... Power: 1900 Watts d.  
Owned By ..... Doss Broadcasting  
Address ..... Box 1448  
Tel.: 2-6851-2 ..... Independent  
Sta. Representative ..... Devney-O'Connell  
President ..... Charles E. Doss  
General Manager ..... James W. McClain

### WJNC—Jacksonville—1945

Freq.: 1240 Kc. .... Power: 1 Kw. d.; 250 W. n.  
Owned ..... Onslow Bcstg. Corp.  
Address ..... Drawer E  
Tel.: 7707 ..... Independent  
Station Representative ..... Devney-O'Connell  
Pres., Gen. Mgr. .... Robert P. Mendelson  
Commercial Manager ..... Rodric L. Jones  
Program Director ..... James E. Carey  
Chief Engineer ..... James B. Hartline

### WLAS—Jacksonville—1954

Frequency: 910 Kc. Power: 1000 Watts  
 Owned By: Seaboard Bcstg. Corp.  
 Address: P. O. Box 1197  
 Tel.: 3901. Independent  
 Station Representative: Pearson  
 Gen. Comm. Mgr.: Paul Parker  
 Chief Engineer: R. O. Dorsey

### WGTL—Kannapolis—1946

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Fred H. Whitley, Inc.  
 Address: Cannon Blvd.  
 Tel.: WEbster 3-8700. Independent  
 Pres., Gen. Mgr.: Fred H. Whitley

### WKMT—Kings Mountain 1953

Frequency: 1220 Kc. Power: 1 Kw. d.  
 Owned-Oper. By: Radio Sta. WKMT  
 Address: Box 669  
 Tel.: 739-3672. Independent  
 President: R. H. Whitesides  
 Gen., Sta., Comm. Mgr.: Jonas R. Bridges  
 Sales Promotion Manager: Ray Eddy  
 Publicity Director: Ed Whitehead  
 Program Director: Doris Bridges  
 Chief Engineer: W. D. Taylor

### WELS—Kinston—1950

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Farmers Bcstg. Service, Inc.  
 Address: 1312 W. Vernon Ave.  
 Tel.: JAcKson 3-5151. KBS  
 Representative: Bogner & Martin  
 President: William S. Page  
 General, Station Mgr.: Jack P. Hankins  
 Program Director: Patrick C. Howell  
 Chief Engineer: Harvey Mewborn

### WFTC—Kinston—1937

Frequency: 960 Kc. Power: 5000 d.; 1000 n.  
 Owned By: Connie B. Gay Bcstg. Corp.  
 Address: King St.  
 Tel.: JAcKson 3-4111. ABC  
 Station Representative: Hopewell  
 President: Connie B. Gay  
 General Manager: Ed Winton  
 Station Manager: Donnie Gay  
 Commercial Manager: James B. Ham  
 Sales Prom. Mgr.: Dwight L. Moody  
 Program Director: Jasper L. Holmes  
 Publicity Director: William T. Woodard  
 Chief Engineer: Robert P. Carlson  
 Owners of: WQNR, Washington, D. C.; WTCR, Huntington, W. Va.

### WISP—Kinston—1954

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Diehl Bcstg. Co.  
 Address: 525 S. Queen St.  
 Tel.: JAcKson 3-6161. Independent  
 Station Representative: Walston  
 President, General Mgr.: William K. Diehl  
 Commercial Manager: Arvin T. Hansen  
 Production Manager: Berrett Peace Jr.  
 Chief Engineer: Herman Civils

### WEWO—Laurinburg—1954

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Scotland Bcstg. Co.  
 Address: Box 512  
 Tel.: CR 6-2911. KBS  
 Sta. Rep.: Dora-Clayton  
 President: Edwin Pate  
 General Manager: Dick Brown  
 Program Director: Harold Bledsoe  
 Chief Engineer: Truman N. Brock

### WLOE—Leaksville—1946

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: WLOE, Inc.  
 Address: P.O. Box 632  
 Tel.: MA 3-3118. MBS-KBS  
 Pres., Gen., Sta., Comm. Mgr.: D. L. Craddock

### WJRI—Lenoir—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned: John P. Rabb  
 Address: Union Natl. Bank Bldg  
 Tel.: PL 4-5361. MBS-KBS  
 President, Gen. Mgr.: John P. Rabb  
 Chief Engineer: C. N. Whisenand

### WBUY—Lexington—1946

Frequency: 1440 Kc. Power: 5000 W  
 Owned-Oper. By: Davidson County  
 Address: O. G. Hilton-G.  
 Tel.: CH 6-4110. Greeley  
 Station Rep.: Dewey  
 Co-Owners: Dewey  
 Manager: Dewey  
 Commercial Manager: Dewey  
 Chief Engineer: Dewey

### WLON—Lincolnton—

Frequency: 1050 Kc. Power: 10  
 Owned: Lincoln County B  
 Address: Lincoln County B  
 Tel.: RE 5-8071.  
 Pres., Gen. Mgr.:  
 Chief Engineer:

### WYRN—Louisbu

Frequency: 1480 Kc.  
 Owned By: Frankli  
 Business Address: Frankli  
 Tel.: GYps 49-6-3105.  
 President, Comm. Mgr.:  
 Sales Prom. Mgr.:  
 Program Dir.:

### WAGR—LU

Frequency: 580 Kc.  
 Owner:  
 Address: Redfield 9-39  
 Station Representative:  
 Pres., Gen. Mgr.:  
 V.P., Station Mgr.:  
 Sales Prom., Pro:  
 Chief Engineer:

**WLB—Lumberton—1946**

Frequency: 1340 Kc. Owned-Oper. By ..... 1 Kw. d.; 250 W. n.  
Address ..... Robeson Bcstg. Corp. Box 393  
Tel.: RE 9-6056 ..... KBS  
Representative ..... J. A. Sharpe, Jr.  
President ..... A. G. Stanley  
Gen. al. Station Mgr. ..... Edward L. Potter  
Program Director ..... William F. Rogers  
Chief Engineer

**WMYN—Madison—1957**

Frequency: 1420 Kc. Power: 500 Watts  
Owned-Oper. By ..... Box 311  
Address ..... Independent  
Tel.: 9207 ..... J. B. Shelton  
President ..... B. F. Shelton  
Gen. Sta. Mgr. ..... Ed Cortez  
Chief Engineer

**WBRM—Marion—1949**

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By ..... Lake City Bcstg. Corp. Box 229  
Address ..... Independent  
Tel.: 7221 ..... W. P. Erwin  
President ..... J. C. Pleasant  
Gen. Sta. Mgr. ..... J. L. Reynolds  
Chief Engineer ..... Hubert C. Martin

**WMMH—Marshall—1956**

Frequency: 1460 Kc. Power: 500 W.  
Owned-Oper. By ..... Marshall Bcstg. Co. P.O. Box 528  
Address ..... KBS  
Tel.: ..... C. O. Brazzell  
President ..... Dean Shields  
Gen. Sta. Mgr. ..... Jerry Plemmons  
Chief Engineer ..... Charles B. Ingram

**WPM—Monroe—1947**

Frequency: 10 Kc. Power: 250 Watts d.  
Owned-Oper. By ..... Union Bcstg. Corp. Walkup Ave. KBS  
Address ..... KBS  
Tel.: ..... Frank Funderburk  
President ..... J. A. Laney  
Gen. Sta. Mgr. ..... W. D. Benton  
Chief Engineer ..... Robert I. Smith

**WRS—Mooresville—1950**

Frequency: 1000 Watts d.  
Owned-Oper. By ..... Wayne M. Nelson  
Address ..... Mooresville, N. C. KBS  
Tel.: ..... Wayne M. Nelson  
President ..... Mrs. Leoma Nelson  
Gen. Sta. Mgr. ..... Buck Mills  
Chief Engineer ..... E. M. Stanton

**WRC—Raleigh—1947**

Frequency: 1000 Watts d.  
Owned-Oper. By .....  
Address .....  
Tel.: .....  
President .....  
Gen. Sta. Mgr. .....  
Chief Engineer .....

**WRC—Raleigh—1947**

Owned-Oper. By ..... Carteret Bcstg. Co., Inc. Box 432  
Address ..... KBS  
Tel.: PA 6-3188  
Station Representative ..... Devney-O'Connell  
President ..... Richard J. Babcock  
General, Station Manager ..... Grover C. Munden  
Comm. Mgr., Chief Eng. .... Walder Niemi  
Program Director ..... Joyce Niemi

**WMNC—Morganton—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By ..... Nathan J. Cooper  
Address ..... P.O. Box 698  
Tel.: HE 7-0521 ..... KBS  
General Mgr. .... Nathan J. Cooper  
Chief Engineer ..... Frank A. Ballew

**WPAQ—Mt. Airy—1948**

Frequency: 740 Kc. Power: 10,000 Watts d.  
Owned-Oper. By ..... Ralph D. Epperson  
Address ..... Spring Road  
Tel.: STate 6-6111 ..... KBS  
Representative ..... Thomas Clark  
Pres., Gen.-Sta. Mgr. .... Ralph D. Epperson

**WSYD—Mt. Airy—1951**

Freq.: 1300 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By ..... Mount Airy Bcstrs., Inc. P. O. Box 1126  
Address ..... MBS  
Tel.: STate 6-2147 ..... Hopewell  
Station Representative ..... Robert H. Epperson  
Pres., Gen. Mgr., Ch. Eng. .... Erastus F. Poore  
Commercial Manager ..... Elbert Williams  
Program Dir. ....

**WCVP—Murphy—1958**

Frequency: 600 Kc. Power: 1 Kw.  
Owned-Oper. By ..... Cherokes Broadcasting Co. Townsend Bldg.  
Address ..... Independent  
Tel.: VErnon 7-2151 ..... Webb  
Station Representative ..... Max M. Blackmore  
Gen. Mgr., Ch. Eng. .... Glenn Ladd  
Commercial Manager .....

**WRRK—Murphy—1958**

Frequency: 1390 Kc. Power: 1 Kw.  
Owned-Oper. By ..... J. B. Childress  
Address ..... P. O. Box 304  
Tel.: VErnon 7-3210 ..... KBS  
President ..... J. B. Childress  
Gen. Comm. Mgr. .... Paul Ridenhour  
Chief Engineer ..... James Fousi

**WHIT—New Bern—1942**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By ..... Ray D. Williams  
Address ..... Highway 17 South  
Tel.: MElose 7-4450 ..... MBS  
Representative ..... John E. Pearson  
General Manager ..... Ray D. Williams  
Comm. Mgr., Chief Eng. .... Bob Statham  
Program Director ..... Jim Putnam  
Publicity Director ..... Max Pistorio

**WLAS—Jacksonville—1954**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned By: Seaboard Bcstg. Corp.  
 Address: P. O. Box 1197  
 Tel.: 3901  
 Independent  
 Station Representative: Pearson  
 Gen., Comm. Mgr.: Paul Parker  
 Chief Engineer: R. O. Dorsey

**WGTL—Kannapolis—1946**

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Fred H. Whitley, Inc.  
 Address: Cannon Blvd.  
 Tel.: Webster 3-8700  
 Independent  
 Pres., Gen. Mgr.: Fred H. Whitley

**WKMT—Kings Mountain 1953**

Frequency: 1220 Kc. Power: 1 Kw. d.  
 Owned-Oper. By: Radio Sta. WKMT  
 Address: Box 669  
 Tel.: 739-3672  
 Independent  
 President: R. H. Whitesides  
 Gen., Sta., Comm. Mgr.: Jonas R. Bridges  
 Sales Promotion Manager: Ray Eddy  
 Publicity Director: Ed Whitehead  
 Program Director: Doris Bridges  
 Chief Engineer: W. D. Taylor

**WELS—Kinston—1950**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Farmers Bstg. Service, Inc.  
 Address: 1312 W. Vernon Ave.  
 Tel.: Jackson 3-5151  
 KBS  
 Representative: Bogner & Martin  
 President: William S. Page  
 General Station Mgr.: Jack P. Hanks  
 Program Director: Patrick C. Howell  
 Chief Engineer: Harvey Mewborn

**WFTC—Kinston—1937**

Frequency: 960 Kc. Power: 5000 d.; 1000 n.  
 Owned By: Connie B. Gay Bcstg. Corp.  
 Address: 204 East King St.  
 Tel.: Jackson 3-4111  
 ABC  
 Station Representative: Hopewell  
 President: Connie B. Gay  
 General Manager: Ed Winton  
 Station Manager: Donnie Gay  
 Commercial Manager: James B. Ham  
 Sales Prom. Mgr.: Dwight L. Moody  
 Program Director: Jasper L. Holmes  
 Publicity Director: William T. Woodard  
 Chief Engineer: Robert P. Carlson  
 Owners of: WQMR, Washington, D. C.; WTCR, Huntington, W. Va.

**WISP—Kinston—1954**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Diehl Bcstg. Co.  
 Address: 525 S. Queen St.  
 Tel.: Jackson 3-6161  
 Independent  
 Station Representative: Walston  
 President, General Mgr.: William K. Diehl  
 Commercial Manager: Alvin T. Hansen  
 Production Manager: Everett Peace Jr.  
 Chief Engineer: Herman Civils

**WEWO—Laurinburg—1947**

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Scotland Bcstg. Co.  
 Address: Box 512  
 Tel.: CR 6-2911  
 KBS  
 Sta. Rep.: Dora-Clayton  
 President: Edwin Pate  
 General Manager: Dick Brown  
 Program Director: Harold Bledsoe  
 Chief Engineer: Truman N. Brock

**WLOE—Leaksville—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: WLOE, Inc.  
 Address: P.O. Box 632  
 Tel.: MA 3-3118  
 MBS-KBS  
 Pres., Gen., Sta., Comm. Mgr.: D. L. Craddock

**WJRI—Lenoir—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned: John P. Rabb  
 Address: Union Natl. Bank Bldg.  
 Tel.: PL 4-5361  
 MBS-KBS  
 President, Gen. Mgr.: John P. Rabb  
 Chief Engineer: C. N. Whisnant

**WBUY—Lexington—1946**

Frequency: 1440 Kc. Power: 5000 W., d.  
 Owned-Oper. By: Davidson County Bcstg.  
 Address: Box 359  
 Tel.: CH 6-4110  
 KBS  
 Station Rep.: Hopewell  
 Co-Owners: O. G. Hilton-G. M. Hilton  
 Manager: Greeley N. Hilton  
 Commercial Manager: Dewey Hotchkins  
 Chief Engineer: Fred Honeycutt

**WLON—Lincolnton—1953**

Frequency: 1050 Kc. Power: 1000 Watts, d.  
 Owned: Lincoln County Bcstg. Co., Inc.  
 Address: P. O. Box 430  
 Tel.: RE 5-8071  
 Independent  
 Pres., Gen. Mgr.: W. Jack Brown  
 Chief Engineer: Dennis C. Long

**WYRN—Louisburg—1958**

Frequency: 1480 Kc. Power: 500 Watts  
 Owned By: Franklin Broadcasting Co.  
 Business Address: P.O. Box 66  
 Tel.: GYpsy 49-6-3105  
 KBS  
 President, Comm. Mgr.: Joseph T. Lane  
 Sales Prom. Mgr.: H. C. Lane  
 Program Dir.: Clay McBride

**WAGR—Lumberton—1954**

Frequency: 580 Kc. Power: 500 Watts  
 Owner: Southeastern Bcstg. Corp.  
 Address: 2106 N. Cedar St.  
 Tel.: REdfield 9-3394  
 Independent  
 Station Representative: Masla  
 Pres., Gen. Mgr.: Denzel M. Shaver  
 V.P., Station Mgr.: Al Kahn  
 Sales Prom., Prog. Dir.: Len Lovette  
 Chief Engineer: Milton Newsome



## NORTH CAROLINA

### WTSB—Lumberton—1946

Frequency: 1340 Kc. .... 1 Kw. d.; 250 W. n.  
Owned-Operated By.....Robeson Bcstg. Corp.  
Address ..... Box 393  
Tel.: RE 9-6056 ..... KBS  
Representative.....Continental Radio Sales  
President.....J. A. Sharpe, Jr.  
Gen. al. Station Mgr.....A. G. Stanley  
Program Director.....Edward L. Potter  
Chief Engineer.....William F. Rogers

### WMYN—Madison—1957

Frequency: 1420 Kc. .... Power: 500 Watts  
Owned By.....Mayo Broadcasting Corp.  
Address ..... Box 311  
Tel.: 9207 ..... Independent  
President.....J. B. Shelton  
Gen., Sta. Mgr.....B. F. Shelton  
Chief Engineer.....Ed Cortez

### WERM—Marion—1949

Frequency: 1250 Kc. .... Power: 1000 Watts  
Owned-Operated By.....Lake City Bcstg. Corp.  
Address ..... Box 229  
Tel.: 7221 ..... Independent  
President.....W. P. Erwin  
Comm. Mgr.....J. C. Pleasant  
Gen., Sta. Mgr.....J. L. Reynolds  
Chief Engineer.....Hubert C. Martin

### WMMH—Marshall—1956

Frequency: 1460 Kc. .... Power: 500 W.  
Owned.....Marshall Bcstg. Co.  
Address ..... P.O. Box 528  
Tel.: 3521 ..... KBS  
President.....C. O. Brazzell  
General Manager.....Dean Shields  
Commercial Manager.....Eldridge Fox  
Program Director.....Jerry Plemmons  
Chief Engineer.....Charles B. Ingram

### WMAP—Monroe—1947

Frequency: 1060 Kc. .... Power: 250 Watts d.  
Owned-Operated By.....Union Bcstg. Corp.  
Business Address ..... Walkup Ave.  
Tel.: ATLantic 3-8115 ..... KBS  
Pres. & Program Director.....Frank Funderburk  
Gen. Manager.....J. A. Laney  
Business Manager.....W. D. Benton  
Chief Engineer.....Robert I. Smith

### WHIP—Mooresville—1950

Frequency: 1350 Kc. .... Power: 1000 Watts d.  
Owned-Operated By.....Wayne M. Nelson  
Address ..... Mooresville, N. C.  
Tel.: NOrth 3-4301 ..... KBS  
Pres., Gen., Sta. Mgr.....Wayne M. Nelson  
Comm., Sls., Prom. Mgr.....Mrs. Leoma Showmar  
Prog., Pub. Dir.....Buck Mills  
Chief Engineer.....E. M. Stanton

### WMBL—Morehead City—1947

Frequency: 740 Kc. .... Power: 1000 Watts d.

Owned-Oper. By.....Carteret Bcstg. Co., Inc.  
Address ..... Box 432  
Tel.: PA 6-3188 ..... KBS  
Station Representative.....Devney O'Connell  
President.....Grover C. Munden  
General, Station Manager.....Richard J. Babcock  
Comm. Mgr., Chief Eng.....Walder Niemi  
Program Director.....Joyce Lewis

### WMNC—Morganton—1947

Frequency: 1430 Kc. .... Power: 5000 Watts  
Owned-Operated By.....Nathan J. Cooper  
Address ..... P.O. Box 698  
Tel.: HE 7-0521 ..... KBS  
General Mgr.....Nathan J. Cooper  
Chief Engineer.....Frank A. Ballew

### WPAQ—Mt. Airy—1948

Frequency: 740 Kc. .... Power: 10,000 Watts d.  
Owned-Operated By.....Ralph D. Epperson  
Address ..... Spring Road  
Tel.: STate 6-6111 ..... KBS  
Representative.....Thomas Clark  
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson

### WSYD—Mt. Airy—1951

Freq.: 1300 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Mount Airy Bcstrs., Inc.  
Address ..... P. O. Box 1126  
Tel.: STate 6-2147 ..... MBS  
Station Representative.....Hopewell  
Pres., Gen. Mgr., Ch. Eng.....Robert H. Epperson  
Commercial Manager.....Erastus F. Poore  
Program Dir.....Elbert Williams

### WCVP—Murphy—1958

Frequency: 600 Kc. .... Power: 1 Kw.  
Owned By.....Cherokee Broadcasting Co.  
Address ..... Townsend Bldg.  
Tel.: VERNon 7-2151 ..... Independent  
Station Representative.....Webb  
Gen. Mgr., Ch. Eng.....Max M. Blakemore  
Commercial Manager.....Glenn Ladd

### WKRK—Murphy—1958

Frequency: 1390 Kc. .... Power: 1 Kw.  
Owned By.....J. B. Childress  
Address ..... P. O. Box 304  
Tel.: VERNon 7-3210 ..... KBS  
President.....J. B. Childress  
Gen., Comm. Mgr.....Paul Ridenhour  
Chief Engineer.....James Fousi

### WHIT—New Bern—1942

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By.....Ray D. Williams  
Address ..... Highway 17 South  
Tel.: MELrose 7-4450 ..... MBS  
Representative.....John E. Pearson  
General Manager.....Ray D. Williams  
Comm. Mgr., Chief Eng.....Bob Statham  
Program Director.....Jim Putnam  
Publicity Director.....Max Powell



**WRNB—New Bern—1953**

Freq.: 1490 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned By..... Jefferay Bcstg. Corp.  
 Address..... Box 31  
 Tel.: MElose 7-6144..... KBS  
 Representative..... Howard  
 Pres., Gen. Mgr..... William W. Jefferay  
 Commercial Manager..... George B. Nelson  
 Chief Engineer..... Grover Baker

**WNNC—Newton—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By..... Newton-Conover Bcstg. Co.  
 Business Address..... West "A" St.  
 Tel.: IN 4-4041..... KBS  
 Pres., Gen. Sta. Mgr..... Earl Holder  
 Comm., Sls. Prom. Mgr..... Eugene Henry  
 Chief Eng..... Ray Corbitt

**WKBC—North Wilkesboro  
 1947**

Frequency: 810 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Wilkes Bcstg. Co.  
 Address..... Radio Bldg.  
 Tel.: 633..... KBS  
 Pres., Gen. Mgr..... Doris B. Brown

**WOXF—Oxford—1949**

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 W. n.  
 Owned-Operated By..... Oxford Bcstg. Corp.  
 Address..... 111 Littlejohn St.  
 Tel.: 4167..... Independent  
 Newspaper Affiliation..... Public Ledger  
 President, Gen. Mgr..... A. N. Critcher  
 Station Manager..... F. Royster Critcher  
 Chief Engineer..... Gale Lewis

**WPNC—Plymouth—1959**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned By..... Harry A. Epperson, Sr.  
 Address..... Box 67  
 Tel.: SWan 3-4104..... Independent  
 Station Representative..... Walton  
 General Manager..... Lewis R. Kurtz Jr.  
 Commercial Manager..... Lou Tappe  
 Sales Promotion Manager..... Carl Capps  
 Publicity Director..... Jesse B. Carroll  
 Chief Engineer..... Jack Stallings  
 Owners of: WBRG, Lynchburg. WLNS, Lawrenceville, both Va.

**WSHE—Raleigh—1954**

Frequency: 570 Kc. Power: 500 Watts, d.  
 Owned By..... Raleigh Bcstg. Co.  
 Address..... 649 Maywood Avenue  
 Tel.: TE 3-3874..... Independent  
 Station Representative..... Bernard  
 President..... Louis Hayman  
 General, Sta. Mgr..... Thomas O. McCaffrey  
 Commercial Manager..... Jack Hammette  
 Sales Promotion Manager..... Joe Merritt  
 Program Director..... Bob Woodel  
 Publicity Director..... Burke Moras  
 Chief Engineer..... Edward Williams

**WKIX—Raleigh—1947**

Freq.: 850 Kc. Power: 10 Kw. d. 5 Kw. n.  
 Owned By..... WKIX Bcstg. Co.  
 Address..... P. O. Box 868  
 Tel.: TEmple 2-5512..... Independent  
 Representative..... Young  
 President..... Ralph Price  
 General Mgr..... Hugh Holder  
 Sales Prom., Publicity Dir..... Don Williams

**WPTF—Raleigh—1924**

Frequency: 680 Kc. Power: 50,000 Watts  
 Owned-Oper. By..... WPTF Radio Co.  
 Address..... Insurance Bldg.  
 Tel.: TE 2-8311..... NBC  
 Representative, Peters, Griffin, Woodward, Inc.  
 Pres., Gen. Mgr..... Richard H. Mason  
 Sales Manager..... R. W. Yountsteadt  
 Program Manager..... Graham B. Poyner  
 Promotion Manager..... Don Fowler  
 Chief Engineer..... Henry Hulick, Jr.

**WRAL—Raleigh—1939**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..... Capitol Bcstg. Co., Inc.  
 Bus-Studio Address..... 130 S. Salisbury St.  
 Tel.: TE 4-6401..... MBS  
 Representative..... H-R  
 President..... A. J. Fletcher  
 Vice President..... Fred Fletcher  
 General Manager..... Bill Currie  
 Sales, Prom. Mgr..... R. L. Zealy

**WFRC—Reidsville—1947**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Piedmont Carolina Bcstg.  
 Address..... Harrison St. Ext.  
 Tel.: DI 9-4361-2..... ABC-KBS  
 Representative..... Bogner & Martin  
 President..... H. T. Williams  
 Gen., Sta., Comm. Mgr..... Stephen F. Woodson  
 Program Director..... Forrest Bedell  
 Publicity Director..... Junior Griffin  
 Chief Engineer..... Benney G. Grogan

**WREV—Reidsville—1948**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By..... Reidsville Bcstg. Co.  
 Address..... Box 1349  
 Tel.: DI 9-7051..... Independent  
 Pres., Gen. Mgr..... William M. Oliver, Sr.  
 Program Director..... Mrs. Katye P. Oliver  
 Sales, Prom. Mgr..... E. M. Hurd  
 V.P., Ch. Engineer..... Willicam M. Oliver, Jr.

**WCBT—Roanoke Rapids—1940**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By..... WCBT, Inc.  
 Address..... 251 Roanoke Ave.  
 Tel.: JE 7-4184..... MBS  
 Station Representative..... Continental

**NORTH CAROLINA** ~~~~~

President.....J. Winfield Crew Jr.  
General Manager.....Tommy Williams  
Chief Engineer.....Marvin Floyd

**WAYN—Rockingham—1946**

Frequency: 900 Kc....Power: 1000 Watts d.  
Owned-Operated By.....WAYN, Inc.  
Address.....Rockingham  
Tel.: TWining 5-4041.....Independent  
Pres., Gen., Sta. Mgr.....Wayne M. Nelson  
Comm., Sls., Prom. Mgr.....William Futterer  
Program Director.....Jimmy Smith  
Publicity Director.....Henry Boggan  
Chief Engineer.....Carl M. Wilson

**WCEC—Rocky Mount—1947**

Frequency: 810 Kc....Power: 1000 Watts d.  
Owned By.....East Carolina Electronics  
Address.....P. O. Box 1075  
Tel.: 2-3108.....CBS  
Newspaper Affiliation.....Telegram  
Sta. Representative.....Pearson  
President.....Josh Horne  
Comm., Sales Prom. Mgr.....Ray Thompson  
Program Dir.....Ray Wilkerson  
Publicity Dir.....Mel Warner  
Chief Engineer.....Viles Williams

**WEED—Rocky Mount—1933**

Freq.: 1390 Kc....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....W. A. Wynne  
Address.....Box 752  
Tel.: GI 6-6736.....ABC  
Representative.....Burn-Smith  
President.....W. A. Wynne  
General. Station Mgr.....W. A. Wynne Jr.  
Commercial Manager.....George E. Peterson  
Program Director.....John R. Drozd  
Chief Engineer.....Joe R. Morris  
Owners of: WBAR, Bartow, Fla.

**WRMT—Rocky Mount—1958**

Frequency: 1490 Kc....Power: 250 Watts  
Owned By.....Olinda Enterprises, Inc.  
Address.....Box 283  
Tel.: GI 6-9283.....Independent  
Station Representative.....Walker-Rawalt  
President.....George Valentine  
General Manager.....Norman J. Suttles  
Station Manager.....Martin L. Street  
Commercial Manager.....C. B. Harrison  
Chief Engineer.....James Casey

**WRXO—Roxboro—1949**

Frequency: 1430 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Roxboro Bcstg. Co.  
Address.....Box 130  
Tel.: 6013.....Independent  
General Manager, Ch. Eng.....H. S. Taylor

**WSAT—Salisbury—1947**

Frequency: 1280 Kc....Power: 1000 Watts  
Owned-Oper. By.....Mid-Carolina Bcstg. Co.

Business-Address.....Drawer 99  
Tel.: MELrose 3-0621.....ABC  
President.....Charles H. Wentz  
Sta. Mgr.....Harry L. Welch  
Vice President, Ch. Eng.....E. L. Sherman

**WSTP—Salisbury—1938**

Frequency: 1490 Kc....Power: 250 Watts  
Owned-Oper. By.....WSTP, Inc.  
Address.....1105 Statesville Rd.  
Tel.: MELrose 6-3811.....MBS  
Station Representative.....Walker-Rawalt  
President, General Mgr.....Tom Harrell  
Publicity Director.....Richard Norwood  
Chief Engineer.....Gene Tommerdahl

**WEYE—Sanford—1952**

Frequency: 1290 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....WEYE, Inc.  
Address.....137 S. Steele St.  
Tel.: SP 4-5561.....Independent  
President.....Dallas L. Mackey  
General Mgr.....B. E. Peele

**WWGP—Sanford—1946**

Frequency: 1050 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....WWGP Bcstg. Corp.  
Address.....P. O. Box 651  
Tel.: SPring 3-6611.....KBS  
President-Mgr.....Frank Abbott, jr.  
Chief Engineer.....J. C. Patterson

**WYAL—Scotland Neck—1960**

Frequency: 1280 Kc....Power: 5,000 Watts d.  
Owned-Oper. By.....WYAL Radio, Inc.  
Address.....Box 9, Hwy. 125  
Tel.: Valley 6-9321.....Independent  
President.....J. Laurino  
Executive Director.....R. E. Cobbins  
General Manager.....J. T. Reeder

**WADA—Shelby—1958**

Frequency: 1390 Kc....Power: 500 Watts d.  
Owned By.....Cleveland County Bcstg. Co. Inc.  
Business Address.....Highway 226  
Tel.: HUXley 2-1390.....Independent  
Pres., Gen. Mgr.....Boyce J. Hanna  
Commercial Manager.....Harold J. Noles  
Chief Engineer, Prog. Dir.....Kenneth Vassey

**WOHS—Shelby—1946**

Frequency: 730 Kc....Power: 1000 Watts  
Owned-Oper. By.....Western Carolina Radio  
Business Address.....1511 W. Dixon Blvd.  
Tel.: HUXley 7-6313.....MBS-KBS  
Pres., Gen. Manager.....Robert M. Wallace  
Comm. Manager.....Don McLean  
Chief Engineer.....Edwin A. Patterson

**WNCA—Siler City—1952**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Chatam Bdcstg. Co.  
 Address ..... Box 352  
 Tel.: SH 2-2135..... Independent  
 President..... H. E. Stout  
 General, Station Mgr..... Don L. Pierce  
 Program Director..... Charles M. White  
 Chief Engineer..... Roman O. Smith

**WMPM—Smithfield—1950**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Carolina Bcstg. Service  
 Address ..... Buffalo Road  
 Tel.: WEBster 4-2434..... KBS  
 Station Representative..... Bernard  
 President..... Ellis Barbour  
 General Manager, Prog. Dir..... Carl E. Lamm  
 Station, Commercial Mgr..... John Ciccone  
 Sales Promotion Mgr..... Mable Talton  
 Publicity Director..... Erma Williams  
 Chief Engineer..... W. R. Mecom

**WEEB—Southern Pines—1947**

Frequency: 990 Kc. Power: 5000 Watts d.  
 Owned. The Sandhill Community Bcstrs., Inc.  
 Address ..... Highway No. 2  
 Tel.: 5-7001..... ABC-KBS  
 Stations Reps..... Holman; Dora-Clayton  
 Pres., Gen. Mgr..... Jack S. Younts  
 Chief Engineer..... Carl Strohmeyer

**WTOE—Spruce Pine—1955**

Frequency: 1470 Kc. Power: 1 Kw. d.  
 Owned-Oper. By. Toe River Valley Bcstg. Co.  
 Address ..... Box 536  
 Tel.: PO. 5-4296..... KBS  
 Pres., Gen. Mgr..... Tom N. Cooper  
 Commercial Manager..... Rebecca Wilson  
 Sales Prom., Publicity Dir..... Noland Cooper  
 Chief Engineer..... Kyle Best

**WDBM—Statesville—1957**

Frequency: 550 Kc. Power: 500 W. d.  
 Owned..... Iredell Bcstg. Corp.  
 Address ..... New Northwestern Bk. Bldg.  
 Tel.: TR 2-2455..... Independent  
 President..... Walter A. Duke  
 Gen. Mgr..... Clay Cline  
 Comm. Mgr..... Earl Carney  
 Sales Promotion Mgr..... Carl Davis  
 Publicity Director..... Jerry Bayliff  
 Program Director..... Mary Sue Lewis  
 Chief Engineer..... N. B. Mills II

**WSIC—Statesville—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... Statesville Bcstg. Co.  
 Address ..... Box 1189  
 Tel.: TR 3-9078..... Independent  
 Gen., Sta. Mgr..... G. M. Allen  
 Chief Engineer..... T. K. Abernethy

**WMSJ—Sylva—1957**

Frequency: 1483 Kc. Power: 5000 W., d.  
 Owned..... WMSJ, Inc.  
 Address ..... Box 907  
 Tel.: JU 6-2221..... Independent  
 Station Representative..... Keystone  
 President..... Harold H. Thoms  
 Gen., Comm. Mgr..... James B. Childress  
 Program Director..... Danny Barnes  
 Chief Engineer..... Billy Sorrells

**WTAB—Tabor City—1954**

Frequency: 1370 Kc. Power: 5000 Watts, d.  
 Owned-Oper. By..... Tabor City Bcstg. Co.  
 Address ..... Box 528  
 Tel.: 3171..... Independent  
 President..... John E. Ward  
 Station Manager..... Troy McPherson  
 Chief Engineer..... S. J. Hart

**WCPS—Tarboro—1947**

Frequency: 760 Kc. Power: 1000 Watts d.  
 Owned-Oper.... Coastal Plains Bcstg. Co., Inc.  
 Address ..... Box 1112  
 Tel.: TALbot 3-2191..... Independent  
 Station Representative..... Dora-Clayton  
 President..... V. E. Fountain  
 General, Station Mgr..... W. R. Ward  
 Prom., Commercial Manager..... Robert L. Harper  
 Program Director..... Edward Conway  
 Publicity Director..... Pat O'Neal  
 Chief Engineer..... Glen Massengill

**WTNC—Thomasville—1947**

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned By..... The Thomasville Bcstg. Co.  
 Address ..... P. O. Box 750  
 Tel.: 2701..... Independent  
 President..... R. F. Van Lamlingham  
 Gen., Sta. Mgr..... Harold Harrison  
 Chief Engineer..... C. C. Fritts

**WTYN—Tryon—1954**

Freq.: 1550 Kc. Power: 1 Kw. d.  
 Owned..... Polk County Broadcasters  
 Address ..... Box 940  
 Tel.: UL 2-4755..... KBS  
 Gen., Comm. Mgr..... Henry G. Bartol, Jr.  
 Station Mgr., Pub. Dir..... Gertrude S. Taylor  
 Chief Engineer..... Norme D. Frost

**WADE—Wadesboro—1947**

Frequency: 1210 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... R. P. Lyon & Son  
 Address ..... P.O. Box 341  
 Tel.: MY 4-2175..... KBS  
 General Manager..... W. P. Billingsley  
 Station Manager..... Walter V. Mitchell  
 Program Director..... W. T. Bailard Jr.  
 Chief Engineer..... Louis Mercer  
 Owners of: WKDX, Hamlet, N. C.

## NORTH CAROLINA

### **WLSE**—Wallace—1953

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Duplin Bcstg. Co.  
Address Highway 117  
Tel.: 6611 KBS  
General Manager Harry Kramer  
Ch. Eng. Raymond Fields

### **WRRF**—Washington—1942

Frequency: 930 Kc. Power: 5 Kw., 1 Kw. n.  
Owned-Oper. By Tar Heel Bcstg. System, Inc.  
Address Bank of Washington Bldg.  
Tel.: WH 6-2162 ABC  
Station Reps. Bolling;  
President, General Mgr. W. R. Roberson, Jr.  
Station Manager W. W. Moore  
Commercial, Sls. Prom. Mgr. Bob Frowein  
Program Publicity Director Merrill Daniels  
Chief Engineer R. W. Tripp

### **WHCC**—Waynesville—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Radio WHCC  
Address Main St.  
Tel.: GL 6-8861 KBS  
Pres., Gen. Mgr. K. D. Fry  
Treasurer M. F. Fry  
Chief Engineer John Dickerson

### **WCNF**—Weldon—1959

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Twin City Bcstg.  
Address Box 588  
Tel.: Jefferson 6-3115 Independent  
President Nathan Frank  
Exec. V.P. Dr. O. Frank  
Manager Jo Ann Frank  
Program Director D. Williams

### **WETC**—Wendell-Zebulon 1959

Frequency: 540 Kc. Power: 250 Watts, d.  
Owned By Wendell-Zebulon Radio Co.  
Address Route 1, Zebulon  
Tel.: ANdrew 9-9325, Zeb. Independent  
President Lewis V. Parrish  
General Mgr., Ch. Eng. Bill Kirby  
Commercial Mgr. Nathan Lassiter  
Sales Promotion Mgr. Bill Holland  
Program, Pub. Dir. Bruce Creekmore

### **WKSK**—West Jefferson—1959

Frequency: 1600 Kc. Power: 1 Kw., d.  
Owned Childress Bcstg. Corp.  
Address Box 311  
Tel.: 6001 KBS  
Station Representative Hopewell  
President James B. Childress  
General, Station Mgr. J. Ardell Sink  
Sales Prom., Pub. Dir. Carroll B. Hart  
Program Director Coy H. Deal  
Chief Engineer Vernon McCarthy

### **WENC**—Whiteville—1946

Frequency: 1220 Kc. Power: 1000 Watts  
Owned Whiteville Broadcasting Co., Inc.  
Address P. O. Box 700  
Tel.: MI 2-2133 KBS  
Representative Thomas F. Clark  
President J. A. Maultsby, Sr.  
General Mgr. Don Viets

### **WIAM**—Williamston—1951

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By E. Carolina Bcstg. Co.  
Address Manning Bldg.  
Tel.: SW 2-4161 Independent  
Co-owner, Gen. Mgr. Charles M. Gaylord  
Co.-O., Sta. Manager William H. Farrisior  
Chief Engineer Charles Neer

### **WGNI**—Wilmington—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By New Hanover Bcstg. Corp.  
Business Address 211 N. Second St.  
Tel.: ROger 2-2493 MBS  
Representative Walker-Rawalt  
President J. S. Brody  
General Manager Allen B. Jones  
Prog. Dir., Chief Eng. Arthur L. Madeley

### **WKLM**—Wilmington—1956

Frequency: 980 Kc. Power: 5000 Watts  
Owned By Arlington-Fairfax Bcstg. Corp.  
Address Insurance Bldg.  
Tel.: ROger 3-4633 Independent  
Representative Bcst. Time Sales  
President Harold H. Thoms  
Station Mgr. Sam Dodd  
Chief Engr. Gerald Wear  
Owners of: WISE-AM-TV, Asheville; WCOG,  
Greensboro; WAWS, Charlotte; WEAM, Arling-  
ton, Va.

### **WMFD**—Wilmington—1935

Frequency: 630 Kc. Power: 1000 Watts  
Owned By Dunlea Bcstg. Ind., Inc.  
Address Box 1889  
Tel.: ROger 2-4474 ABC  
Representatives Burn-Smith, Ochs  
President R. A. Dunlea, Sr.  
Gen. Mgr., Chief Eng. Richard Dunlea, Jr.  
Commercial Manager Robert J. Hurley  
Program Dir. Eric Bruton

### **WGTM**—Wilson—1937

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By Watson Industries, Inc.  
Address Box 1020  
Tel.: 243-2188 MBS  
Station Reps. Weed; Clarke Brown  
President, Gen. Mgr. Penn T. Watson, Jr.  
Commercial, Prom. Mgr. R. L. Pyles  
Publicity Director Aaron Pitt  
Program Director Bill Bunn  
Chief Engineer Roy Barrow

**WVOT—Wilson—1948**

Freq.: 1420 Kc. Power: 1 Kw. d. 500 W. n.  
 Owned-Oper. By.....Wilson Radio Co., Inc.  
 Address.....Box 170  
 Tel.: 243-5157.....Independent  
 Station Representative.....Devney-O'Connell  
 President.....H. W. Anderson  
 Gen., Sta. Mgr.....Harry Severance  
 Comm., Sales Prom. Mgr.....P. O. Barnes  
 Program Director.....Wistar Moore, Jr.  
 Chief Engineer.....Dan S. Williams

**WAAA—Winston-Salem—1949**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned.....Laury Assoc., Inc.  
 Address.....Box 3119  
 Tel.: PA 2-4121.....Independent  
 Representatives.....Bob Dore; Ochs  
 President.....Robert A. Monroe  
 General Manager.....Ranny Daly  
 Chief Engineer.....Lee Wallenhaupt

**WAIR—Winston-Salem—1937**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Forsyth Bcstg. Co.  
 Address.....P.O. Box 5317  
 Tel.: 2-1133.....Independent  
 President.....J. F. Koons, III

General, Sta. Mgr.....Harold Calvin  
 Chief Engineer.....Lee C. King

**WSJS—Winston-Salem—1930**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Piedmont Publishing Co.  
 Address.....419-21 N. Spruce St.  
 Tel.: PA 5-2311.....NBC  
 Newspaper Affil.....Journal, Twin City Sentinel  
 Station Rep.....Peters, Griffin, Woodward  
 V.P., Gen. Mgr.....Harold Essex  
 Operations Manager.....Phil Hedrick  
 Commercial Manager.....Harry B. Shaw  
 Program Manager.....John Comas  
 Promotion Mgr.....Richard Barron  
 Chief Engineer.....Leon Lasley

**WTOB—Winston-Salem—1947**

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Op. By.....Winston-Salem Bcstg. Co., Inc.  
 Address.....300 S. Stratford Road  
 Tel.: PA 3-4353.....Independent  
 Representative.....Venard, Rintoul, McConnell  
 President.....James W. Coan  
 General Mgr.....Charles W. Brunt  
 Commercial Mgr.....L. G. Jones  
 Publicity Dir.....Margaret Sugg  
 Chief Engineer.....James Hoke

Pop.: 634,500  
 Families: 172,000

**North Dakota**

Radio Homes: 167,500  
 AM Stas. in State: 20

**KBOM—Bismarck-Mandan  
 1925**

Freq.: 1270 Kc. Power: 1 Kw., d. 250 W., n.  
 Owned.....Mandan Radio Assoc.  
 Address.....Box 667, Bismarck  
 Tel.: CA 3-4411.....Independent  
 Rep.....Gill-Perna; Weed; Dean & Slaughter  
 President, Gen. Mgr.....R. C. Johnson  
 Station Mgr., Pub. Dir.....Cal Culver  
 Commercial, Prom. Mgr.....Nils Pearson  
 Program Dir.....Chuck Graves  
 Chief Engineer.....Herb Leupp

**KFYR—Bismarck—1925**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Operated By.....Meyer Bcstg. Co.  
 Address.....200½ North Fourth  
 Tel.: CA 3-0900.....NBC  
 Station Representative.....Blair, Hyett  
 Pres., General Manager.....W. A. Ekberg  
 Station Mgr.....R. W. MacLeod  
 Program Director.....Jim Backlin  
 Sales Prom. Mgr.....Raymond Isaak  
 Chief Engineer.....Ivar Nelson  
 Owners of: KFYR-TV; KMOT, Minot; KUMV,  
 Williston.

**KQDI—Bismarck—1958**

Frequency: 1350 Kc. Power: 500 Watts d.

Owned By.....Dakota Musicasters  
 Address.....117½ N. 5th St.  
 Tel.: CCapital 3-4447.....KBS  
 Station Representative.....ForJoe  
 General Manager.....Robert Eubanks  
 Comm. Mgr., Chief Eng.....Bill Banks  
 Program Director.....Joe Arquette  
 Owners of: KQYN, Billings; KUTT, Fargo; KUDI,  
 Great Falls; KQYN, Minot.

**KDLR—Devils Lake—1925**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....KDLR, Inc.  
 Business-Studio Address.....400 12th Ave.  
 Tel.: 1090.....MBS  
 Representative.....Hal Holman  
 Pres., Gen. Manager.....Bert Wick  
 Comm. Mgr.....Paul R. Lange  
 Chief Engineer.....Richard Moritz

**KDIX—Dickinson—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Dickinson Radio Assn.  
 Bus.-Studio Address.....119 2d Ave. W.  
 Tel.: 5133.....Independent  
 Representative.....Holman; Hurley  
 General Manager.....Stanley Deck  
 Station Manager.....Mel Hallock  
 Commercial Manager.....Bob Weiler  
 Chief Engineer.....Benjamin G. Lochord



**KUTT—Fargo—1960**

Frequency: 1550 Kc. Power: 5 Kw. d.  
 Owned By..... KUTT Music Bcstrs.  
 Address..... Box 109  
 Tel.: ADams 5-7551..... Independent  
 Station Rep..... Bowden  
 Station Mgr..... Jim Uglum  
 Commercial Mgr..... Fred Drewry  
 Sales Prom. Mgr..... Ron Titus  
 Program Dir..... Red Alix  
 Publicity Dir..... Duncan Anderson  
 Chief Engineer..... Ed Kuehnel  
 Owners of: KQDA, Minot; KQDI, Bismarck; KUDI,  
 Great Falls; KOYN, Billings.

**KXGO—Fargo—1948**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By..... N. Dak. Bcstg. Co.  
 Address..... 4000 West Main Ave.  
 Tel.: ADams 5-4461..... ABC  
 Representative..... Gill-Perna  
 President, Gen. Mgr..... John W. Boler  
 Comm. Sales Prom. Mgr..... Clyde Olson  
 Program, Publicity Dir..... Joe Boyle  
 Chief Engineer..... Norris Pederson  
 Owners of: KXGO-TV; KNJB-TV, Valley City;  
 KBMB, Bismarck; KXMC-TV, Minot, all N. D.;  
 KNAB-TV, Aberdeen, S. D.

**WDAY—Fargo—1922**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By..... WDAY, Inc.  
 Business-Studio Address..... 207 North Fifth  
 Tel.: ADams 2-3371..... NBC  
 Newspaper Affil..... Forum  
 Rep..... Peters, Griffin, Woodward, Inc.  
 President..... N. Black, Jr.  
 Station Manager..... Jack Dunn  
 Sales Manager..... Bill Burn

**KGPC—Grafton—1958**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By..... KGPC Co.  
 Address..... P.O. Box 312  
 Tel.: 105..... Independent  
 President..... Elton W. Ringsak  
 General Mgr..... C. G. Matheson  
 Station Mgr..... R. G. Biddick  
 Commercial Mgr..... R. Hunt  
 Chief Engineer..... Rex Rice

**KILO—Grand Forks—1941**

Frequency: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By..... Grand Forks Herald, Inc.  
 Address..... First Natl. Bank Bldg.  
 Tel.: 4-5321..... CBS  
 Newspaper Affiliation..... Herald  
 Reps..... Everett-McKinney; O'Connell; Bowden  
 President..... M. M. Oppgaard  
 Sta., Comm. Mgr..... Herman Livingston  
 Adm. Exec..... Dorothy Ann Kirk  
 Chief Engineer..... A. F. Petrich

**KNOX—Grand Forks—1947**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned By..... Community Radio Corp.  
 Address..... P. O. Box 1110  
 Tel.: 4-4611..... MBS  
 President..... Harry Rice  
 General Mgr..... Robert C. Lukkason  
 Station Mgr..... Justin Hoberg  
 Chief Engineer..... David L. Chumley

**KNDC—Hettinger—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned..... Hettinger Bcstg. Co.  
 Address..... Lambert Bldg.  
 Tel.: 56 7-2421..... KBS  
 President..... P. J. Schulls  
 General Station Mgr..... Allen R. McIntyre  
 Sales Prom. Mgr..... Jonas Johnson  
 Publicity Director..... Bill McIntyre  
 Chief Engineer..... Doyle Ritter

**KEYJ—Jamestown—1954**

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned..... James River Bcstg. Co.  
 Address..... Box 1170  
 Tel.: CLinton 2-2160..... KBS-MBS  
 Station Representative..... Bowden  
 President..... Robert E. Ingstad  
 Station Manager..... A. G. Berry  
 Comm. Manager..... R. L. Richardson  
 Publicity Director..... Dan Brannan  
 Program Director..... Terry D. Soulis  
 Sales Prom. Mgr..... James Myers  
 Chief Engineer..... Kenneth L. Rich

**KSJB—Jamestown—1937**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By..... KSJB, Inc.  
 Address..... Box 1271  
 Tel.: CL 2-3570-1..... CBS  
 Reps..... Weed; Evans; Dean & Slaughter  
 President..... James M. Pryor, Jr.  
 General Sta. Mgr..... Don MacTavish  
 Program Director..... Burton Light  
 Commercial Manager..... S. S. Ingersoll  
 Sales Prom. Mgr..... Vic Donegan  
 Publicity Dir..... Bud Buchanan  
 Chief Engineer..... Harvey Van Erem

**KCJB—Minot—1950**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By..... KCJB, Inc.  
 Address..... Box 1712  
 Tel.: TE 5-1161..... CBS  
 Representative..... Weed  
 Pres., Gen. Mgr..... James M. Pryor, Jr.  
 Comm. Mgr..... J. D. Bohan

**KLPM—Minot—1929**

Frequency: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Minot Bcstg. Co.  
 Business Address..... 320 Third Ave., S.W.

## NORTH DAKOTA-OHIO

Tel.: TEmple 4-1146.....MBS  
 Representative.....Walker-Rowalt  
 President.....Ethel H. Cooley  
 Gen. Mgr., Ch. Eng.....C. W. Baker  
 Comm. Dir., Prog. Dir.....Leslie E. Mauplin

### KQDY—Minot—1957

Frequency: 1320 Kc.....Power: 1 Kw., d.  
 Owned.....Dakota Broadcasters  
 Address.....Box 1388  
 Tel.: TEmple 7-1124.....Independent  
 Representative.....Forjoe  
 General, Station Mgr.....Jack W. Birchill  
 Sales Promotion Mgr.....John Boe  
 Program Director.....Les Sabo  
 Chief Engineer.....Chet Sagaser

### KEYD—Oakes—1959

Frequency: 1220 Kc.....Power: 1 Kw., d.  
 Owned.....Interstate Broadcasting Co.  
 Address.....114 Union Ave.  
 Tel.: Rlverside 2-2376.....MBS  
 Station Representative.....Bowden  
 President.....Robert E. Ingstad  
 General Mgr., Chief Eng.....Glenn Olson

Program Director.....Jerry Regnier  
 Owners of: KBMW, Wahpeton; KOVC, Valley City;  
 KEYJ, Jamestown, all N. D.; KEYL, Long  
 Prairie, KWAD, Wadena, both Minn.

### KOVC—Valley City—1936

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KOVC, Inc.  
 Address.....135 Central Ave. S.  
 Tel.: 1490.....MBS  
 Station Representative.....Bowdon  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Station, Commercial Mgr.....Dale Olson  
 Program Director.....Tom Burgum  
 Chief Engineer.....Charles Sjostrom

### KEYZ—Williston—1948

Frequency: 1360 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Charles L. Scofield  
 Address.....Box 1240  
 Tel.: GRreenfield 3-3911.....Independent  
 Representative.....Holman  
 Gen. Mgr., Ch. Eng.....Chas. L. Scofield  
 Commercial Prom. Manager.....Ray David  
 Sales Prom. Mgr.....Freeman Hover  
 Publicity Director.....Bob Miller  
 Program Director.....Bob Gilbert

Pop.: 9,800,000  
 Families: 2,957,000

# Ohio

Radio Homes: 2,866,000  
 AM Stas. in State: 93

### WADC—Akron—1925

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Allen T. Simmons  
 Business Address.....40 E. Mill St.  
 Tel.: JE 5-6165.....CBS  
 Representative.....Webb  
 Pres., Gen., Sta. Mgr.....Allen T. Simmons  
 Chief Engineer.....Arnold Bock

### WAKR—Akron—1940

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned By.....Summit Radio Corp.  
 Address.....853 Copley Rd.  
 Tel.: PO 2-8811.....ABC  
 Newspaper Affiliation.....Beacon Journal  
 Station Representative.....McGavren  
 President, General Mgr.....S. Bernard Berk  
 Station Manager.....Roger G. Berk  
 Comm. Mgr.....Kenneth M. Keegan  
 Program Publicity Director.....Bob Wylie  
 Sales Promotion Mgr.....Robert I. Bostian  
 Chief Engineer.....Irwin L. Knopp

### WCUE—Akron—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WCUE Radio, Inc.  
 Address.....424 Sackett Ave.  
 Tel.: WA 3-9761.....MBS  
 Representative.....Gill-Perna  
 President, Secretary.....Ted Estabrook  
 V.P., Treas.....Jack Valdes  
 V.P., Gen. Sales Mgr.....George Mamas  
 Sales Promotion Mgr.....Ed Boss  
 Chief Engineer.....Henry Niederkofler

### WHLO—Akron—1944

Frequency: 640 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Akron, Inc.  
 Address.....51 W. State St.  
 Tel.: BL 3-7101.....Independent  
 Station Reps.....Eastman; Ohio Station Reps.  
 President.....Louis J. Appell, Jr.  
 General, Station Mgr.....Arthur W. Carlson  
 Commercial Mgr.....Ted Hepburn  
 Program Dir.....Robert Shipley  
 Sales Prom. Mgr.....Adrian R. Cooper  
 Chief Engineer.....Glenn Winter

### WFAH—Alliance—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....The Review Pub. Co.  
 Address.....2720 S. Union  
 Tel.: TAlbot 1-1111.....Independent  
 Newspaper Affiliation.....Review  
 Representative.....Grant Webb  
 President.....D. A. Peterson  
 General, Comm. Mgr.....Robert A. Gates  
 Program Director.....Edward D. Krahling  
 Chief Engineer.....Charles Dietrich

### WNCO—Ashland—1959

Frequency: 1340 Kc.....Power: 250 W.  
 Owned.....Radio Ashland, Inc.  
 Business Address.....Ashland Mansfield Rd.  
 Tel.: 2-1572.....MBS  
 Station Representative.....Ohio Stations  
 Pres., Ch. Engr.....Charlie Calhoun  
 Station Mgr.....W. E. Waldorf

**WREO—Ashtabula—1937**

Frequency: 970 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: **WICA, Inc.**  
 Address: Box 372  
 Tel.: WYman 3-2136. Independent  
 Newspaper Affil.: Star Beacon  
 Representative: Clark  
 President: D. C. Rowley  
 General Manager: John Colin  
 Station Manager: D. W. Fosssett  
 Commercial Mgr.: I. H. Bleasdale  
 Chief Engineer: Frank Bernato

**WATH—Athens—1950**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned By: Radio Athens, Inc.  
 Address: Box 567  
 Tel.: LYnwood 3-1587. Independent  
 President, Chief Eng.: Andrew Kovlan  
 Comm. Manager: John Kerr  
 Program Director: Doug Sinsel

**WOMP—Bellaire—1947**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned By: WOMP, Inc.  
 Address: Box 567  
 Tel.: ORchard 6-5661. MBS  
 Station Representative: Hollingbery  
 President: Donald J. Horton  
 General Manager: Len Carl  
 Program Director: Bob Chaddock  
 Chief Engineer: Jack Jennings

**WOHP—Bellefontaine—1952**

Frequency: 1390 Kc. Power: 500 Watts  
 Owned: Lake Erie Radio & TV Corp.  
 Address: E. Sandusky St.  
 Tel.: LY 2-5796. Independent  
 President: T. Talbot  
 General Manager: R. K. Wood  
 Chief Engineer: Ken Arnold

**WHRW—Bowling Green—1954**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned By: Howard R. Ward  
 Address: Waldorf Hotel, Toledo  
 Tel.: TR 4-4365. Independent  
 President, Gen. Mgr.: Howard R. Ward  
 Station, Prom. Mgr.: G. Mishler

**WILE—Cambridge—1948**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper.: Land o' The Lakes Bcstg. Corp.  
 Address: 917 Beatty Ave.  
 Tel.: 4-5606. KBS  
 Pres., Gen. Mgr.: Howard A. Donahoe  
 Sales Manager: Geo. Donington  
 Program Director: Lew Wagner  
 Chief Engineer: Robert Kissinger

**WAND—Canton—1947**

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Dover Bcstg. Co., Inc.  
 Address: 106 High Ave., N.W.  
 Tel.: GL 6-8396. MBS  
 Station Representative: Walker-Rawalt  
 President: Mrs. Agnes J. R. Greer  
 General Manager: W. B. Steis  
 Station Manager: Sal Butera  
 Sales Manager: Don Newman  
 Sales Promotion Mgr.: Bill Burton  
 Program Director: Ken Speck  
 Publicity Director: Patti Quillen  
 Chief Engineer: Don Graff  
 Owners of: WJER, Dover, O.

**WCMW—Canton—1946**

Frequency: 1060 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Stark Bcstg. Corp.  
 Business Address: 4601 Hills & Dales Rd., NW  
 Tel.: GL 5-9475. Independent  
 Station Representative: Masla  
 President: Geneva H. Gee  
 General Manager: Clark L. Dozer  
 Asst. Sta. Mgr., Sales Prom. Mgr.: R. Bremkamp  
 Program Dir.: Thom Sherwood  
 Chief Engineer: Al James  
 Owners of: WARD, Fern.

**WHBC—Canton—1925**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By: Ohio Bcstg. Co.  
 Business-Studio Address: 550 S. Market St.  
 Tel.: GL 6-7166. ABC  
 Newspaper Affil.: Brush-Moore  
 Representative: Venard, Rintoul, McConnell  
 President: Eugene Carr  
 Station Manager: Paul E. Gilmer  
 Chief Engineer: John Schen

**WBEX—Chillicothe—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Shawnee Broadcasting Co.  
 Bus. Address: Pohlman Rd., Carlisle Hill  
 Tel.: PRospect 3-2244. MBS, KBS  
 Representative: Thomas F. Clark  
 President, Gen. Mgr.: Truman A. Morris  
 Comm. Prom. Mgr.: Alice Shein  
 Program Director: Mary Morris  
 Chief Engineer: Donald L. Head

**WCHI—Chillicothe—1956**

Frequency: 1350 Kc. Power: 500 Watts, d.  
 Owned By: Courthouse Bcstg. Co.  
 Address: 800 Eastern Avenue  
 Tel.: PR 4-3385. Independent  
 Station Rep.: Devney-O'Connell  
 President, Chief Eng.: W. N. Nungesser  
 Station, Commercial Mgr.: Ray Anderson  
 Program Director: Worley Rodehaver  
 Publicity Director: Edna Pointer  
 Owners of: WCHO, Washington Courthouse;  
 WKOV, Wellston, both O.

**WCIN—Cincinnati—1953**

Frequency: 1400 Kc. Power: 5 Wts. d., 500 n.  
 Owned-Oper. By... Rounsaville Radio Stations  
 Address... 3301 Beekman St.  
 Tel.: MU 1-7600... Independent  
 Representative... Pearson, Dora-Clayton  
 President... R. W. Rounsaville  
 General Manager... Ralph B. Johnson  
 Station Manager... Carl Gucken  
 Program Director... Charles Scruggs  
 Chief Engineer... C. Detmar  
 Owners of: WLOU, Louisville; WMBM, Miami  
 Beach; WTMP, Tampa; WYOL, Nashville;  
 WYLD, New Orleans; KRZY, Dallas.

**WCKY—Cincinnati—1929**

Frequency: 1530 Kc. Power: 50,000 Watts  
 Owned-Operated By... L. B. Wilson, Inc.  
 Address... Hotel Sheraton Gibson  
 Tel.: CH 1-6565... Independent  
 Station Representative... AM Radio Sales  
 President... Charles H. Topmiller  
 General Manager... Jeanette Heinze  
 V.P., Chg. of Sales... Tom Welstead  
 Admin. Asst., Sales... Harold Perry  
 Sales Prom., Pub. Dir... Bruce Handshu  
 Program Director... Paul Miller  
 Owners of: WLBW, Miami.

**WCPO—Cincinnati—1927**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Scripps-Howard Radio, Inc.  
 Address... 2345 Symmes St.  
 Tel.: CA 1-0777... Independent  
 Newspaper Affiliation... Post-Times Star  
 Representative... John Blair  
 General Manager... M. C. Watters  
 Station Director... Patrick H. Crafton  
 Program Director... Bill Dawes  
 Chief Engineer... Paul Adams

**WKRC—Cincinnati—1922**

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Taft Broadcasting Co.  
 Address... 1906 Highland Ave.  
 Tel.: GA 1-1750... CBS  
 Representative... Katz  
 President... Hulbert Taft, Jr.  
 V.P. of Operations... L. H. Rogers II  
 General Station Mgr... Hubbard Hood  
 Commercial Mgr... R. L. Bevington  
 Program Director... Ed Kennedy, Jr.  
 Operations Mgr... Paul Shumate  
 Sales Prom., Pub. Dir... Lila Lambert  
 Chief Engineer... Hugh LaCrosse  
 Owners of: WTVN-AM-TV, Columbus, O.; WBRC-  
 AM-TV, Birmingham, Ala.; WKYT, Lexing-  
 ton, Ky.; WKRC-TV.

**WLW—Cincinnati—1922**

Frequency: 700 Kc. Power: 50 Kw.  
 Owned... Crosley Bcstg., Corp.  
 Address... 140 W. Ninth St.  
 Tel.: CH 1-1822... NBC  
 Station Representatives... Lowrance, Moore

Chm. of Board... James D. Shouse  
 Pres., Gen. Mgr... Robert E. Dunville  
 V.P., Sales... H. P. Lasker  
 V.P. Programs... Al Bland  
 Radio Sales Mgr... Scott McLean  
 Program Director... Gene Dailey  
 Chief Engineer... R. J. Rockwell

**WSAI—Cincinnati—1923**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By... Jupiter Bcstg. Corp.  
 Address... Sinton Hotel  
 Tel.: MAIN 1-1068... Independent  
 Station Representative... Gill-Perna  
 President... Erny Tannen  
 General, Station Mgr... Howard Eicher  
 Sales Prom., Pub. Dir... Marian E. Knight  
 National Sales Mgr... C. L. Doty  
 Program Director... Robert C. Stone  
 Chief Engineer... Joshua Bortz  
 Owners of: WALT, Tampa; WPEN, Philadelphia.

**WZIP—Cincinnati—1947**

Frequency: 1050 Kc. Power: 1 Kw., d.  
 Owned-Operated By... Greater Cinn. Radio, Inc.  
 Address... Vernon Manor Hotel  
 Tel.: UNiversity 1-6067... Independent  
 Reprs... Broadcast Time Sales; Ohio Sta.  
 President... Carl Lindner  
 General, Station Mgr... Robert B. Rietman  
 Commercial Manager... John Jay  
 Sales Service Mgr... Gittie Bortz  
 Program Dir... Chas. Grady  
 Publicity Director... Sylvia Elton  
 Chief Engineer... Frank Wagner

**KYW—Cleveland—1923**

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Westinghouse Bcstg. Co.  
 Address... 815 Superior Ave.  
 Tel.: CH 1-0942... Independent  
 Sta. Representative... AM Radio Sales  
 President... Donald H. McGannon  
 General Manager... Perry B. Bascom  
 Sales Manager... Fred E. Walker  
 Sales Promotion Mgr... Frank Maruca  
 Program Director... Eugene M. Plumstead  
 Publicity Director... Church Guerth  
 Chief Engineer... Sid Stadig  
 Owners of: KYW-TV; WBZ-AM-TV, Boston;  
 KDEA-AM-TV, Pittsburgh; WOWO, Fort Wayne;  
 WIND, Chicago; KEN, Portland, Ore.; WJZ-TV,  
 Baltimore; KPIN, San Francisco.

**WABQ—Cleveland—1948**

Frequency: 1540 Kc. Power: 1 Watt d.  
 Owned By... Tuschman Bcstg. Corp.  
 Address... 2323 Chester Ave.  
 Tel.: CHerry 1-7555... Independent  
 Station Rep... Howard  
 President, Gen. Mgr... P. G. Tuschman  
 Commercial Manager... Bert Noble  
 Program Director... Harrison Dillard  
 Chief Engineer... Rudy Jones

**WERE—Cleveland—1948**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By....Cleveland Bcstg. Inc.  
 Address.....1501 Euclid Ave.  
 Tel.: SU 1-9600.....Independent  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Ray T. Miller, Jr.  
 General, Station Mgr.....Richard M. Klaus  
 Commercial Mgr.....Ed Paul  
 Sales Prom., Pub. Dir.....Peter Roper  
 Program Manager.....Ed Stevens  
 Chief Engineer.....Harry Dennis  
 Owners of: WERC, Erie, Pa.; WLEC, Sandusky, O.

**WDOK—Cleveland—1950**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By....Civic Bcstrs., Inc.  
 Address.....1515 Euclid Ave.  
 Tel.: MA 1-2890.....MBS  
 Station Rep.....H-R  
 President, Gen. Mgr.....Frederick C. Wolf  
 Tech. Dir., Operations Mgr.....Ralph Quay  
 Prog. Dir., Sales Coord.....Norman Wein  
 Asst. Sales Director.....Dave Levine  
 Chief Engineer.....Clifford E. Ormston

**WGAR—Cleveland—1930**

Frequency: 1220 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Peoples Bcstg. Corp.

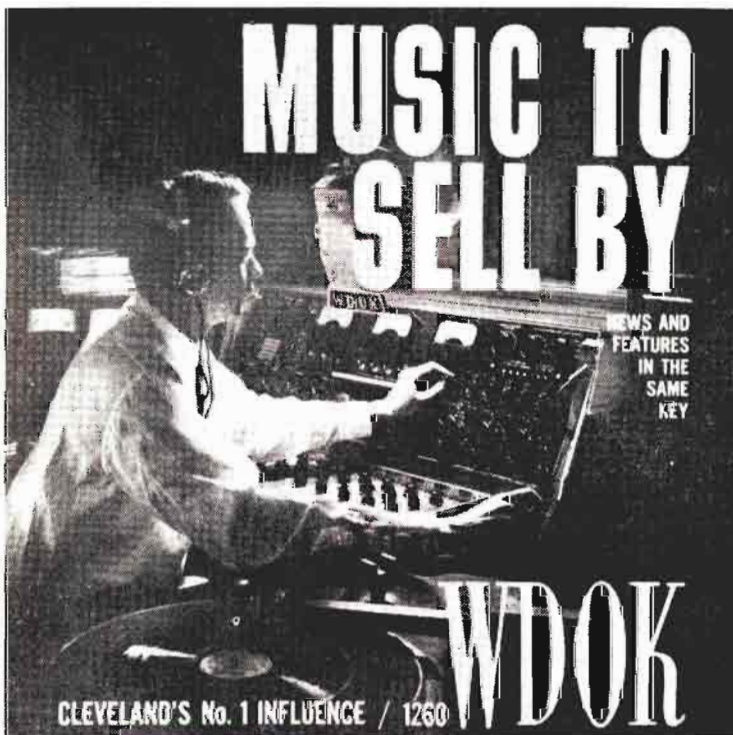
Address.....Stattler-Hilton Hotel  
 Tel.: PR 1-0200.....CBS  
 Representative.....Christal  
 President.....Herbert Evans  
 General, Station Mgr.....Carl E. George  
 Program Director.....Robert K. Smiley  
 Commercial Mgr.....Robert E. Forker  
 Sales, Prom., Pub. Dir.....James Ward  
 Chief Eng's.....L. Wingard, D. McCollister  
 Owners of: WREF, Worthington, O.; WMMN,  
 Fairmont, W. Va.; WTTM, Trenton, N. J.;  
 WNAX, Yankton, S. D.; KFTV, Sioux City.

**WHK—Cleveland—1922**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Metropolitan Bcstg.  
 Address.....5000 Euclid Ave.  
 Tel.: EXpress 1-5000.....Independent  
 Station Representative.....Blair  
 President.....John W. Kluge  
 General, Sta. Mgr.....Jack Thayer  
 Business Mgr.....Charles Masella  
 Sales Prom., Pub. Dir.....Gary Davis  
 Program Director.....Gerald Spinn  
 Chief Engineer.....Ralph H. DeLany  
 Owners of: WNEW AM-TV, N. Y.; WTTG, Wash-  
 ington, D. C.; WIP, Philadelphia; WTVH-TV,  
 Peoria; KOVR-TV, Stockton, Calif.

**WJMO—Cleveland—1947**

Frequency: 1490 Kc.....Power: 250 Watts



THE LATEST NIELSEN RATING FOR THE CLEVELAND AREA SHOWS  
 THAT WDOK'S GOOD MUSIC DOMINATES LOCAL LISTENING!  
 IN 26 QUARTER-HOURS WDOK IS FIRST WITH 26% AVERAGE SHARE

WDOK, 1515 Euclid Ave., Cleveland 15, Ohio • MAin 1-2890 • TWX: CV 158  
 Fred Wolf—President & General Manager  
 National Rep.: H-R Representatives, Inc. — PLaza 9-6800



Owned By.....Friendly Broadcasting Co.  
Address.....11821 Euclid Ave.  
Tel.: Sweetbriar 5-1212.....ABC  
Sta. Rep.....Wittig; Dora-Clayton; Oakes  
President.....Richard Eaton  
General, Station Mgr.....C. C. Courtney  
Commercial, Sls. Prom Mgr.....Don Bruck  
Program Director.....John Slade  
Publicity Director.....Ken Hawkins  
Chief Engineer.....Chuck Owens

### WJW—Cleveland—1960

Frequency: 850 Kc.....Power: 10,000 W.  
Owned By.....Storer Bcstg. Co.  
Address.....1630 Euclid Ave.  
Tel.: TOWER 1-6080.....NBC  
Newspaper Affil.....Miami Sun  
Representative.....Katz  
President.....G. B. Storer, Sr.  
V.P. & Gen. Mgr.....James E. Bailey  
General Sales Mgr.....Jules C. Blum  
Program Director.....Bruce MacDonald  
Chief Engineer.....Furn Anderson  
Owners of: WJW-FM-TV; WGBS-AM-FM, Miami;  
WJBK-AM-TV, Detroit; WSPD-AM-FM-TV, To-  
ledo; WAGA-TV, Atlanta; WWV-A-AM-FM,  
Wheeling, W. Va.; WIGB-AM-FM, Phila., Pa.;  
KGBS, Los Angeles; WTPL-TV, Milwaukee.

### WBNS—Columbus—1924

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....RadiOhio, Inc.  
Business-Studio Address.....33 N. High St.  
Tel.: CA 4-9265.....CBS  
Representative.....John Blair  
General Manager.....Richard A. Borel  
Commercial Manager.....W. I. Orr  
Sales, Prom. Manager.....Jim Yerian  
Program Director.....Parke Blanton  
Chief Engineer.....Lester H. Natzger

### WCOL—Columbus—1922

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Air Trails, Inc.  
Address.....E. Broad & Young St.  
Tel.: CApital 1-7811.....Independent  
Newspaper Affil.....Lancaster Eagle-Gazette,  
Representative.....Eastman  
President.....Charles Sawyer  
V.P. General Mgr.....Collis A. Young  
Exec. V.P.....J. P. Williams  
V. P.....Alexander Buchan  
Production Director.....Robert Way  
Chief Engineer.....T. Carpenter  
Owners of: WING, Dayton, O.; WKLO, Louisville;  
WIZE, Springfield, O.; WEZE, Boston.

### WMNI—Columbus—1957

Frequency: 920 Kc.....Power: 500 Watts  
Owned By.....North American Bcstg. Co.  
Address.....Southern Hotel  
Tel.: CApital 1-1354.....ABC  
Station Representative.....Bcst. Time Sales  
President, General Mgr.....William R. Mnich  
Dir. of Regional Sales.....Lee Ault  
Sales Prom. Mgr.....Jack Maguire  
Program, Pub. Dir.....William F. Robinson  
Chief Engineer.....John D. Brookbank

### WTVN—Columbus—1922

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By.....Taft Bcstg. Co.  
Address.....22 East Gay St.  
Tel.: CA 4-1271.....MBS  
Representative.....Katz  
President.....Hulbert Taft, Jr.  
V.P. of Operations.....L. H. Rogers, II  
General Mgr.....Gene D'Angelio  
Program Director.....Robert Yeager  
Chief Engineer.....Eugene Cafege  
Owners of: WTVN-TV; WKRC-AM-TV, Cincinnati;  
WBRC-AM-TV, Birmingham; WKYT-TV, Lex-  
ington, Ky.

### WVKK—Columbus—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Sky Way Bcstg. Corp.  
Address.....2495 Henderson Rd.  
Tel.: HUDson 6-9595.....Independent  
Rep.....Venard, Rintoul & McConnell; Ohio Stas.  
President.....Milton Staub  
Gen., Sta. Manager.....Bert Charles  
Commercial, Sls. Prom. Mgr.....William Selander  
Production Mgr.....Joe Cox  
Publicity Dir.....Diana Weeter  
Chief Engineer.....William Hammett

### WWOW—Conneaut—1959

Frequency: 1360 Kc.....Power: 500 Watts d.  
Owned By.....Ashtabula County Bcstg. Co.  
Address.....211½ Main St.  
Tel.: 71-001.....Independent  
Station Representative.....Ohio Stas.  
President.....Louis W. Skelly  
Station Mgr., Prog. Dir.....Bob Allen  
Commercial Manager.....Edward C. Stiker  
Sales Prom. Mgr.....Edward Gates  
Publicity Director.....Rebecca Ross  
Chief Engineer.....Ronald Terry

### WTNS—Coshocton—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Coshocton Bcstg. Co.  
Business-Studio Address.....114 N. 8th St.  
Tel.: MAin 2-1567.....Independent  
Station Representative.....Webb  
Pres., Gen. Mgr.....F. Bruce Wallace  
Comm., Sales Prom. Mgr.....D. Bennett  
Chief Engineer.....Hermen L. Philabaum

### WAVI—Dayton—1955

Frequency: 1210 Kc.....Power: 250 Watts d.  
Owned.....WAVI Bcstg. Corp.  
Address.....1428 Cincinnati St.  
Tel.: BAldwin 4-1137.....Independent  
Station Rep.....Bcst. Time Sales  
Pres., Gen. Mgr.....Harry K. Crowl  
Comm. Prom. Mgr.....Guy Wadsworth  
Program Dir.....Paul Murphy  
Publicity Dir.....Robert J. Emery  
Chief Engineer.....William C. Gilmore

### WHIO—Dayton—1935

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Miami Valley Bcstg. Corp.

## OHIO

Address.....1414 Wilmington Ave.  
Tel.: Clearwater 4-5311.....CBS  
News Affiliation...Daily News, Journal Herald  
Representative.....Hollingbery  
President.....James M. Cox, Jr.  
General Manager.....Robert H. Moody  
Nat. Sls. Mgr.....Wade H. Alley  
Retail Manager.....Stan Mouse  
Public Information.....Blanche Barnett  
Chief Engineer.....Ernest Adams

### WING—Dayton—1921

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Great Trails Bcstg. Corp.  
Address.....Talbot Tower  
Tel.: BA 2-3773.....Independent/  
News. Affil.....Lancaster Eagle-Gazette  
Station Representative.....Eastman  
President.....Charles Sawyer  
General Mgr.....Dale Moudy  
Exec. Vice Pres.....J. P. Williams  
Vice President.....Alex Buchan  
Sales Manager.....Don Sailors  
Publicity Director.....Everett Slosman  
Program Director.....Jim Smith  
Chief Engineer.....Howard Ryan

### WONE—Dayton—1949

Frequency: 980 Kc.....Power: 5000 Watts  
Owned By.....Brush-Moore Newspapers  
Address.....380 West First St.  
Tel.: BA 4-6501.....Independent  
Representative.....Bolling  
Pres., Gen. Manager...Ronald B. Woodyard  
Nat'l Sales Manager.....C. J. Thornquest  
Commercial Manager.....Louis G. Froelich  
Program Director.....Guy Harris  
Chief Engineer.....Morse Weimer

### WONW—Defiance—1949

Frequency: 1280 Kc...Power: 1 Kw. d., 500 W. n  
Owned-Oper. By.....Tri-State Bcstg. Co.  
Address.....P. O. Box 278  
Tel.: 3-2776.....Independent/  
Representative.....Devney O'Connell  
V.P., Gen. Manager.....Glenn R. Thayer

### WJER—Dover—1950

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Dover Broadcasting Company, Inc.  
Address.....Box 550  
Tel.: 7-2126.....MBS  
President.....Agnes J. Reeves Greer  
General Manager.....W. B. Stels  
Station Mgr., Prog. Dir.....Bill Humphries  
Commercial, Prom. Mgr.....Kenneth Neff  
Chief Engineer.....Donald Graff  
Owners of: WAND, Canton, O.

### WOHI—East Liverpool—1949

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Constrander Corp.  
Address.....P.O. Box 760  
Tel.: Fulton 5-1490.....ABC  
Representative.....Grant Webb  
President.....Richard V. Beatty

Station Manager.....Paul F. Pugh  
Commercial Manager.....George T. Farrall  
Sales Prom. Mgr.....Jack Craddock  
Chief Engineer.....George Kelly

### WEOL—Elyria-Lorain—1948

Frequency: 930 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.  
Address.....408 E.S.T. Bldg., Elyria  
Tel.: FA 2-3761.....Independent  
Newspaper Affil.....Chronicle-Telegram  
President.....O. B. Schoepfle  
General Mgr.....Paul Nakel  
Program Dir.....Dick Barrett  
Chief Engineer.....Hugh Coburn

### WFIN—Findlay—1941

Frequency: 1330 Kc...Power: 1000 Watts, d.  
Owned.....Findlay Publishing Co.  
Address.....101½ West Sandusky St.  
Tel.: GA 2-4545.....Independent  
Newspaper Affil.....Courier  
Representative.....Clark  
President, General Mgr.....R. L. Heminger  
Station Manager.....Clyde W. Johnson  
Program Dir.....C. Meekins  
Chief Engineer.....Edgar Smith

### WFOB—Fostoria—1952

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Operated By.....Seneca Radio Corp.  
Address.....U. S. Highway 23 S.  
Tel.: HE 5-5666.....Independent  
Station Rep.....Webb; Ohio Stations  
President.....Andrew Emerine  
Gen., Sta. Mgr.....Melvin L. Murray  
Commercial Mgr.....Roger V. Wise  
Chief Engineer.....Carl Barry

### WFRO—Fremont—1949

Frequency: 900 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Wolfe Bcstg. Corp.  
Address.....905 W. State St.  
Tel.: FE 2-3951.....Independent  
President, Gen. Mgr.....Robert F. Wolfe  
Commercial Manager.....J. W. Kerr  
Program Director.....Earl V. Hurst  
Chief Engineer.....Allen C. Kauble

### WJEH—Gallipolis—1950

Frequency: 990 Kc.....Power: 1 Kw., d.  
Owned-Oper. By.....Ohio Valley on the Air, Inc.  
Business Address.....Portsmouth Rd.  
Tel.: Gibson 6-3543.....KBS  
Representative.....Sears & Ayer  
President.....John E. Halliday  
Gen., Comm. Mgr.....Marianne B. Campbell  
Chief Engineer.....Edgar Atkins

### WMOH—Hamilton—1944

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fort Hamilton Bcstg. Co.  
Bus.-Studio Address..Second Natl. Bank Bldg.

Tel.: TWinbrook 4-6543..... Independent  
 President..... R. Briede  
 General Manager..... Robert L. Odson  
 Sta. Mgr., Prog. Director..... Norm Keller  
 Commercial Manager..... Ray Motley  
 Chief Engineer..... R. Bullio

### WSRW—Hillsboro—1956

Frequency: 1590 Kc..... Power: 500 W., d.  
 Owned..... Highland Bcstg. Co.  
 Address..... Box 176  
 Tel.: EXpress 3-1590..... KES  
 General, Program Dir..... Tom Archibald  
 Station Mgr..... Willard Parr, Sr.  
 Chief Engineer..... John Haskett

### WIRO—Ironton—1951

Frequency: 1230 Kc..... Power: 250 Watts  
 Owner..... Iron City Bcstg. Co.  
 Address..... Radio Plaza  
 Tel.: Jefferson 2-1922..... KES-MBS  
 Station Representative..... Best  
 Pres., Ch. Eng..... C. A. Baker  
 General Manager..... C. E. McElroy  
 Program Director..... Don R. Griffin

### WLMJ—Jackson—1953

Frequency: 1280 Kc..... Power: 1 Kw., d.  
 Owned By..... Radio Jackson Inc.  
 Address..... Box 72  
 Tel.: 850..... KBS  
 Station Representative..... Clark  
 Pres., Gen. Mgr..... Dean Miller  
 Station Manager..... John Wilson  
 Commercial Manager..... Lloyd White  
 Chief Engineer..... D. Cowden

### WHOK—Lancaster—1948

Frequency: 1320 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Hocking Valley Bcstg. Corp.  
 Address..... Memorial Dr.  
 Tel.: OL 3-4373..... Independent  
 Station Representative..... Ohio Stas.  
 Pres., Gen. Mgr..... Nelson Embrey  
 Program Dir..... Roy Stingley  
 Chief Engineer..... Charles B. Houston

### WIMA—Lima—1948

Frequency: 1150 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... N.W. Ohio Bcstg. Corp.  
 Business-Studio Address..... 223 N. Main St.  
 Tel.: CA 3-2060..... ABC  
 Station Representative..... McGavren  
 President..... G. E. Hamilton  
 General Manager..... R. W. Mack  
 Sta., Comm. Mgr..... C. B. Heller  
 Chief Engineer..... Bill Harrison

### WWIZ—Lorain—1958

Frequency: 1380 Kc..... Power: 500 Watts, d.  
 Owned..... WWIZ, Inc.

Address..... Palace Theatre Bldg.  
 Tel.: CHerry 4-5253..... ABC-KBS  
 Newspaper Affiliation..... Journal  
 Sta. Reps..... Oakes; Devney-O'Connell  
 President..... Sanford A. Schafitz  
 General Manager..... Arthur H. Simmers  
 Sales Prom., Pub. Dir..... Francine Seda  
 Program Director..... Mike Rollins  
 Chief Engineer..... Jim Powers

### WCLW—Mansfield—1957

Frequency: 1570 Kc..... Power: 250 Watts, d.  
 Owned By..... Mansfield Bcstg. Co.  
 Address..... 791 McPherson St.  
 Tel.: LA 5-2333..... Independent  
 Station Rep..... Devney-O'Connell  
 Pres., Gen. Mgr..... F. Eckhardt  
 Chief Engineer..... William Ball

### WMAN—Mansfield—1939

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Richland, Inc.  
 Address..... 144½ Park Ave. W.  
 Tel.: LA 4-2211..... ABC  
 Representative..... Venard, Rintoul & McConnell  
 Pres., Gen., Sta., Sls., Comm. Mgr. J. M. O'Hara  
 Prog.-Pub. Dir..... Robert James  
 Chief Engineer..... William Morrison

### WMOA—Marietta—1946

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned..... Marietta Broadcasting Co.  
 Address..... First National Bank Bldg.  
 Tel.: FR 3-7527..... NBC  
 Station Representative..... Bolles  
 General Mgr..... R. Sanford Guyer  
 Commercial Mgr..... Lee Kendrick  
 Program Dir..... Richard M. Guyer  
 Chief Engineer..... Charles E. Clark

### WMRN—Marion—1940

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... The Marion Bcstg. Co.  
 Address..... 1490 N. Main St.  
 Tel.: DU 3-1131..... ABC  
 Pres., Gen. Mgr..... Robert T. Mason  
 Commercial Manager..... Arthur L. Martin  
 Prog. Dir..... Madge Cooper  
 Chief Engineer..... F. J. Peters

### WTIG—Massillon—1957

Frequency: 990 Kc..... Power: 250 W., d.  
 Owned..... Massillon Bcstg. Co.  
 Address..... Massillon Drive-in Hotel  
 Tel.: TE 2-5023..... KBS  
 Sta. Rep..... Keystone; National; Ohio Stas.  
 President..... Joel W. Rosenblum  
 Gen. Mgrs..... D. Scholem, N. Barry  
 Sales Prom. Mgr..... Ray Rosenblum  
 Program Director..... Ted Wesley  
 Publicity Director..... Nan Barnhouse  
 Chief Engineer..... Joe Kish  
 Owners of: WISR, Butler; WACB, Kittanning;  
 WAKU, Latrobe, all Pa.

**OHIO****WMPO—Middleport-Pomeroy  
1959**

Frequency: 1390 Kc. Power 1000 Watts d.  
Owned By..... Radio Mid-Pom Inc.  
Address..... Box 71  
Tel.: WYandotte 2-5355..... KBS  
President..... John E. M. Kerr  
General Manager..... Saber Tweel  
Commercial Manager..... Frank Youngworth  
Program Director..... Barbara Fay  
Chief Engineer..... Roger Bennett

**WPFB—Middletown—1947**

Freq.: 910 Kc. Power: 1 Kw. d., 100 W. n.  
Owned-Operated By..... WPFB, Inc.  
Address..... 4503 Central Ave.  
Tel.: GA 2-3625..... Independent  
Sta. Reps.... Devney-O'Connell; Walker-Rawalt  
President, General Mgr..... Paul F. Braden  
Commercial Manager..... Joseph LeMoynes  
Sales Prom. Mgr., Pub Dir.... Charles Reeder  
Program Director..... Ray Inglehart, Jr.  
Chief Engineer..... Carroll Williams  
Owners of: WPAY, Portsmouth, O.

**WMVO—Mt. Vernon—1953**

Frequency: 1300 Kc. Power: 500 Watts d.  
Owned-Oper. By..... Mt. Vernon Bcstg. Co.  
Address..... P.O. Box 348  
Tel.: EX 2-0946..... Independent  
Station Representative..... Ohio Stas.  
President..... Mrs. Charles Zerkowitz  
Station Manager..... Stephen Zerkowitz  
Sales Coordinator..... Bill Victor  
Publicity Director..... Ed Kendrick

**WIOI—New Boston—1959**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned By..... WIOI, Inc.  
Address..... Box 909, Portsmouth, O.  
Tel.: Elmwood 3-8587..... KBS  
President, Gen. Mgr..... James D. Sinyard  
Commercial Manager..... Joseph S. Klarke  
Sales Promotion Mgr..... John G. Greene  
Program Director..... Robert F. Phipps Jr.  
Publicity Director..... Faye Young  
Chief Engineer..... Tommy R. Leslie

**WCLT—Newark—1949**

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned-Operated By..... WCLT Radio Inc.  
Address..... Route 13, Jacksontown Pike  
Tel.: FA 4-0071..... Independent  
Sta. Representative..... Meeker  
Pres., Gen. Mgr..... Thomas A. Rogers  
Commercial Mgr..... Robert Pricor  
Program Director..... Arnauld Fleming  
Chief Engineer..... Benjamin Windle

**WPVL—Painesville—1956**

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned..... WPVL, Inc.  
Address..... 162 S. Park Place  
Tel.: EL 2-3155..... Independent  
Representative..... Ohio Stations

President, General Mgr..... Carl R. Lee  
Sales Promotion Mgr..... Dale Palmer  
Publicity Director..... Sally Platz

**WPTW—Piqua—1947**

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned By..... WPTW Radio, Inc.  
Address-Trans..... 1625 Covington Ave.  
Tel.: PR 3-3513..... Independent  
Sta. Representative..... Bolles; Ohio Station Reps.  
President, Gen. Mgr..... C. Oscar Baker  
Program Dir., Pub. Dir..... Betty Miller  
Commercial Mgr..... Mrs. Eleanor Mills  
Station, Ch. Eng..... Lewis M. Shroyer

**WNXT—Portsmouth—1951**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... WNXT, Inc.  
Address..... Masonic Bldg.  
Tel.: EL 3-1161..... ABC  
Station Rep..... Raymer; Ohio Stas.  
President..... Leonard Feldman  
General, Comm. Mgr..... Marshall Rosene  
Publicity Director..... Mary Ellen Thuma  
Chief Engineer..... Russell Newman

**WPAY—Portsmouth—1935**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By..... Radio Station WPAY  
Address..... 1009 Gallia St.  
Tel.: EL 3-5176..... CBS  
Sta. Representative..... Devney-O'Connell  
President..... Paul F. Braden  
Sta., Sales Prom. Mgr..... O. T. Dresbach  
Commercial Manager..... J. H. LeMoynes  
Program Director..... John T. Baker  
Chief Engineer..... Maurice L. Myers  
Owners of: WPAY-FM.

**WLEC—Sandusky—1947**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Cleveland Bcstg., Inc.  
Address..... Box 441  
Tel.: MA 8-2000..... Independent  
Station Rep..... Venard, Rintoul & McConnell  
President..... Ray T. Miller, Jr.  
General, Station Mgr..... Jay E. Wagner, Jr.  
Commercial, Prom. Mgr..... Louis E. Mahla  
Program Director..... Karl J. Bates  
Chief Engineer..... Jay Leibach  
Owners of: WERE, Cleveland; WERC, Erie, Pa.

**WBLY—Springfield—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Champion City Bcstg. Co.  
Address..... Chamber of Commerce Bldg.  
Tel.: FA 3-4676..... KBS  
Representative..... Thomas F. Clark  
President..... William E. Bailey  
General Manager..... R. L. Yontz  
Commercial Mgr..... Al Meuleman  
Program Director..... James W. Bissey  
Chief Engineer..... Carl Egbert

**WIZE—Springfield—1940**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... Radio Voice of Springfield  
Address..... 117 W. High St.

Tel.: FA 3-4955.....Independent  
 Station Representative.....Devney-O'Connell  
 President.....Charles Sawyer  
 V.P., General Mgr.....Ernest A. Gudridge  
 Executive Vice-President.....J. P. Williams  
 Vice-President.....Alex Buchan  
 Sales Promotion Mgr.....Ray George  
 Program Director.....George Harris  
 Chief Engineer.....Victor L. Bushong

### WSTV—Steubenville—1940

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WSTV, Inc.  
 Bus.-Studio Address.....Exchange Realty Bldg.  
 Tel.: AT 2-6265.....MBS  
 Representative.....Avery-Knodel  
 Exec. Vice Pres.....John J. Laux  
 Station Mgr.....Louis W. Shapiro  
 Publicity Dir.....Geo. H. Wilson  
 Program Director.....Tom Abernethy  
 Chief Engineer.....William Chesnes  
 Owners of: WBOY AM-TV, Steubenville; KODE  
 AM-TV, Joplin; WSTV TV-FM; KMLB FM-AM,  
 Monroe.

### WTTF—Tiffin—1959

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned By.....WTTF, Inc.  
 Address.....112 E. Market St.  
 Tel.: Gibson 7-2212.....MBS  
 Station Representative.....Donald Cooke  
 President, Gen. Mgr.....Robert G. Wright  
 Program Dir.....Alan Gemar  
 Chief Engineer.....Shelby Bristow

### WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owner.....Midwestern Bcstg. Co.  
 Address.....Box 276, Station "A"  
 Tel.: OX 3-6576.....MBS  
 Station Representative.....Webb  
 President.....Ford R. Weber  
 General, Station Mgr.....Sam W. Sloan  
 Comm. Manager.....William C. Wester  
 Program Director.....John Dauro  
 Chief Engineer.....Patrick J. Robinson

### WSPD—Toledo—1921

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Storer Broadcasting Co.  
 Address.....125 South Superior St.  
 Tel.: CH 8-6401.....NBC  
 Newspaper Affil.....Miami Beach Sun  
 Representative.....Katz  
 President.....George B. Storer  
 General, Station Mgr.....Reggie Martin  
 Nat. Sales Manager.....Emerson Kimble  
 Sales Prom., Pub. Dir.....Dorothy Coon  
 Program Director.....Jack Williams  
 Chief Engineer.....George Fulop  
 Owners of: WSPD-TV; WJBK AM-TV, Detroit;  
 WJW AM-TV, Cleveland; WGBS, Miami;  
 WWVA, Wheeling; WIBG, Philadelphia; KGBS,  
 Los Angeles; WAGA-TV, Atlanta; WITI-TV,  
 Milwaukee.

### WTOD—Toledo—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Booth Broadcasting Co.

Business Address.....320 Davis Bldg.  
 Tel.: CH 2-4321.....CBS  
 Representative.....Weed  
 President.....John L. Booth  
 Gen., Comm. Mgr.....Sunne Miller  
 Program Director.....John Lindemulder  
 Publicity Dir.....Elmo Schausten  
 Chief Engineer.....Robert Sowers

### WTOL—Toledo—1938

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Community Bcstg. Co.  
 Address.....Bell Bldg.  
 Tel.: CH 4-7411.....ABC  
 Station Representative.....Gill-Perna  
 President.....Frazier Reams  
 Gen.-Station Mgr.....Thomas S. Bretherton  
 General Sales Mgr.....Douglas Tabner  
 Sales Promotion Mgr.....Orris Tabner  
 Program Director.....Joe Weaver  
 Chief Engineer.....Harold Holmes

### WERT—Van Wert—1958

Frequency: 1220 Kc.....Power: 250 Watts, d.  
 Owned.....Van Wert Broadcasting Co.  
 Address.....Box 306  
 Tel.: BERNARD 2-4075.....Independent  
 Station Rep.....Ohio Stations; Sears & Ayer  
 President, Ch. Eng.....Kenneth E. Kunze  
 Commercial Mgr.....R. Waldron  
 Program Director.....John Ury  
 Sales Prom. Mgr.....Marvin Krystosek

### WHHH—Warren—1941

Frequency: 1440 Kc.....Power: 5000 Watts  
 Owned By...Warren Tribune Radio Sta., Inc.  
 Address.....2nd National Bldg.  
 Tel.: EXPRESS 2-2529.....Independent  
 Newspaper Affiliation...Tribune Chronicle  
 President, Gen. Mgr.....Helen Hart Hurlbert  
 Station Mgr.....R. E. Hardy  
 Program Director.....John Peterson  
 Ch. Eng., Sta. Mgr.....Robert E. Hardy

### WCHO—Washington Court House—1952

Frequency: 1250 Kc.....Power: 500 Watts d.  
 Owned By.....Court House Bcstg. Co.  
 Address.....113½ S. Main St.  
 Tel.: 5-6211.....KBS  
 Pres., Gen. Mgr., Chief Eng.. W. N. Nungesser  
 Station Mgr.....C. L. Mitchell

### WPKO—Waverly—1954

Frequency: 1380 Kc.....Power: 1000 W., d.  
 Owner.....Ohio Quests, Inc.  
 Address.....Box 67  
 Tel.: 363.....Independent  
 President, Gen. Mgr.....James B. Dentow  
 Commercial, Pub. Dir.....C. Joe Bellamy  
 Chief Engineer.....Robert P. Meyer



**WKOV—Wellston—1953**

Frequency: 1330 Kc. Power: 500 Watts d.  
 Owned-Operated By: Family Bcstg. Co.  
 Address: P. O. Box 190  
 Tel.: 4-2000 KBS  
 Pres., Gen. Mgr., Ch. Eng.: W. N. Nungesser

**WWST—Wooster—1947**

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Wooster Republican Ptg. Co.  
 Address: Route 30  
 Tel.: Angelus 3-5075 KBS  
 General Manager: E. B. Evans  
 Chief Engineer: B. L. Bowman

**WRFD—Worthington—1947**

Frequency: 880 Kc. Power: 5000 Watts d.  
 Owned: Peoples Broadcasting Corp.  
 Address: Worthington  
 Tel.: TU 5-5342 Independent  
 Representative: Gill-Perna  
 President: Herbert E. Evans  
 General Station Mgr.: Joseph D. Bradshaw  
 National Sales Mgr.: Andy Edgerton  
 Sales Prom., Pub. Dir.: Bill Pfeiffer  
 Program Director: Phil Sheridan  
 Chief Engineer: Harold Schaaf  
 Owners of: WRFD-FM; WGAR AM-FM, Cleveland; WTTM AM-FM, Trenton; WMMN, Fairmount, W. Va.; WNAN, Vankton, S. D.; KVTY, Sioux City.

**WBBW—Youngstown—1949**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner: Mahoning Valley Bcstg. Corp.  
 Address: 260 W. Federal St.  
 Tel.: RI 4-4421 MBS  
 Representative: Weed  
 President, Ch. Eng.: John Cherpack, Jr.  
 General Station Mgr.: Gene Trace  
 Sales Prom. Mgr.: Phil Wood  
 Program Director: Anthony N. Ross

**WFMJ—Youngstown—1939**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: WFMJ Bcstg. Co.  
 Business-Studio Address: 101 W. Boardman  
 Tel.: RI 4-8611 NBC  
 Station Representative: Bolling  
 President: William F. Maag, Jr.  
 General Comm. Mgr.: Mitchell F. Stanley  
 Program Director: Bob Locke  
 Publicity Director: Ray Lytle  
 Chief Engineer: Frank A. Dieringer

**WHOT—Youngstown—1955**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned By: WHOT, Inc.  
 Address: 401 N. Blaine Ave.  
 Tel.: RI 6-8464 Independent  
 Sta. Representative: Hollingbery  
 President: Myron Jones  
 General Manager: William Fleckenstein  
 Commercial Mgr.: William Aey

Program Dir.: Richard Thompson  
 Publicity Dir.: Tony Sebastian  
 Owners of: WJET, Erie; WKEP, Pittsburgh;  
 WRFD-FM, Youngstown; WINE-TV, Pittsburgh.


**WKBN—Youngstown—1926**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: WKBN Bcstg. Corp.  
 Address: 3939 Sunset Blvd.  
 Tel.: ST 2-1145 CBS  
 Representative: Paul H. Raymer  
 Pres., Gen. Mgr.: Warren P. Williamson, Jr.  
 Station Mgr.: Warren P. Williamson III  
 Sales Prom. Mgr.: J. Harrison Hartley  
 Publicity Director: Richard G. Newcomer  
 Program Director: John Moses  
 Chief Engineer: B. T. Wilkins  
 Owners of: WKBN TV-FM.

**WHIZ—Zanesville—1924**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner: Southeastern Ohio Bcstg. System, Inc.  
 Business-Studio Address: Lind Arcade Bldg.  
 Tel.: GL 2-5431 NBC  
 Newspaper Affiliation: Zanesville Pub Co.  
 Representative: John E. Pearson  
 President: Clay Littick  
 Gen., Station Manager: Allan Land  
 Comm. Mgr.: Nate Milder  
 Publicity Dir., Sls. Prom. Mgr.: Naomi Lorton  
 Program Director: Marty Howard  
 Chief Engineer: William A. Hunt, Sr.

**When You Can  
 Have the Best,  
 Why Be Satisfied  
 With Less?**



Pop.: 2,329,000  
Families: 711,500

# Oklahoma

Radio Homes: 691,500  
AM Stas. In State: 54

## KADA—Ada—1934

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: KADA Bcstg., Inc.  
Business Address: Box 642  
Tel.: FEderal 2-1212. ABC, KBS  
Station Reps.: Weed; Brown  
Pres., General Mgr.: Bill Hoover

## KWHW—Altus—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Altus Bcstg. Co., Inc.  
Address: Radio Bldg.  
Tel.: HU 2-1450. KBS  
Newspaper Affil.: Times-Democrat  
Representative: Pearson  
Pres., Gen. Mgr.: Frank E. Wimberly  
Chief Engineer: Ernest Baucum

## KALV—Alva—1956

Frequency: 1430 Kc. Power: 500 Watts  
Owned By: Alva Communications, Inc.  
Address: Box 328  
Tel.: 1663. Independent  
President: John H. Goss  
General Manager: Robert L. Martin  
Chief Engineer: Ron Kassik

## KVSO—Ardmore—1935

Frequency: 1240 Kc. Power: 250 Watts  
Owned: Ardmoreite Pub. Co.  
Address: Ardmoreite Bldg.  
Tel.: 3030. ABC  
General Manager: Douglas C. Dillard

## KWON—Bartlesville—1942

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Horace C. Boren  
Address: Box 69  
Tel.: FEderal 6-1400. MBS  
Station Rep.: Bowles; Melville  
President: Horace C. Boren  
General, Sta. Mgr.: Tony G. Kountoupis  
Commercial Manager: Maynard Helmuht  
Program Director: William C. Drake  
Publicity Director: Patsy Cooper  
Chief Engineer: Richard Hazlehurst  
Owners of: KMUS, Muskogee, Okla.

## KLTR—Blackwell—1952

Frequency: 1580 Kc. Power: 250 Watts  
Owned-Operated By: Star Bcstg. Co., Inc.  
Address: Masonic Bldg.  
Tel.: 308. KBS  
Pres., General Mgr., Chief Eng.: R. F. Pool  
Publicity Dir.: Carolee Briggs

## KWCO—Chickasha—1946

Freq.: 1560 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Washita Valley Bcstg. Co.

Address: P.O. Box 770  
Tel.: CAstle 4-2890. KBS  
Owner: Bayard C. Auchincloss  
General Manager: William S. Scott  
Chief Engineer: Ben DeKinder

## KWPR—Claremore—1958

Frequency: 1270 Kc. Power: 500 Watts, d.  
Owned By: BRT Bcstg. Co.  
Address: 417 West Second St.  
Tel.: ROgers 3-1281. KBS  
President, Chief Eng.: Wayne Rowley  
Commercial, Sales Prom. Mgr.: Bob Brewer

## KWOE—Clinton—1949

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Operated By: Western Okla. Bcstg. Co.  
Address: Neptune Park  
Tel.: FAirtax 3-0617. Independent  
President, Gen Mgr.: Lonnie J. Preston  
Program Publicity Dir.: Alice Preston  
Commercial Manager: Clyde E. Bruce  
Chief Engineer: Arthur Vogt

## KUSH—Cushing—1953

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Cimarron Broadcasters, Inc.  
Address: P.O. Box 791  
Tel.: CA 5-0922. KBS  
Pres., Gen. Mgr.: Gordon Rockett  
Station Mgr.: G. Thomas  
Comm. Prom. Mgr.: William R. De Wire  
Chief Engineer: Marvin Livingston

## KRHD—Duncan—1949

Freq.: 1350 Kc. Power: 250 W. d. 100 W. n.  
Owned-Operated By: Duncan Bcstg. Co.  
Address: West Pine St.  
Tel.: 1350. KBS  
President: R. H. Drury  
Gen., Sta. Mgr.: W. M. Brubaker  
Chief Engineer: Lee Agee

## KSEO—Durant—1947

Frequency: 750 Kc. Power: 250 Watts d.  
Owned-Operated By: Durant Pub-Bcstg. Corp.  
Address: 215 Democrat Bldg.  
Tel.: 3100. KBS  
President: R. V. Peterson  
Gen. Mgr.: L. W. Coleman

## KBEK—Elk City—1929

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Bob Garrison Ent.  
Address: Box 189  
Tel.: 730. KBS  
Station Representative: Keystone  
President, Gen. Mgr.: Bob Garrison

## OKLAHOMA

Station Rep. .... Lou Garrison  
Commercial Manager ..... Frank Cook  
Program Director ..... Jerry White  
Sales Promotion Mgr. .... Carroll Newberry  
Publicity Director ..... Carolyn Videtto  
Chief Engineer ..... Bob White

### KCRC—Enid—1928

Frequency: 1390 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Enid Radiophone Co.  
Address ..... 318 E. Willow  
Tel.: AD 7-1390 ..... ABC  
News, Affil. .... Morning News, Daily Eagle  
Representative ..... John E. Pearson Co.  
President ..... Milton B. Garber  
General Manager ..... Pat Murphy  
Commercial Manager ..... Jim Hannon

### KGWA—Enid—1950

Frequency: 960 Kc. .... Power: 1000 Watts  
Owned-Oper. By .... Public Bcstg. Service, Inc.  
Address ..... 115½ E. Broadway  
Tel.: AD 4-4230 ..... Independent  
Representative ..... Venard, Rintoul & McConnell  
Pres., Gen., Comm. Mgr. .... Allan Page  
Chief Engineer ..... Milton Wentworth

### KTAT—Frederick—1948

Frequency: 1570 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... Frederick Bcstg. Co.  
Address ..... P.O. Drawer 920  
Tel.: ED 5-2131 ..... KBS  
General Manager ..... Dr. Ron Wheeler  
Program Director ..... Mary Wheeler

### KWRW—Guthrie—1955

Frequency: 1490 Kc. .... Power: 100 Watts  
Owned-Oper. By ..... Howard Smith  
Address ..... 115 North Division  
Tel.: BU 2-2321 ..... KBS  
President ..... Howard D. Smith  
General, Station Mgr. .... Richard M. Carroll  
Commercial Manager ..... Peggy Weems  
Program Director ..... Wallace Seeds  
Chief Engineer ..... R. B. Phillips, Jr.

### KGYN—Guymon—1948

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Plains Bcstg. Co.  
Address ..... Box 130  
Tel.: 338-6533 ..... KBS  
President, Station Mgr. .... T. M. Raburn, Jr.  
Chief Engineer ..... Herb Noyes

### KHEN—Henryetta—1956

Frequency: 1590 Kc. .... Power: 500 W., d.  
Owned ..... Henryetta Radio Co.  
Address ..... Box 930  
Tel.: OLive 2-3298 ..... Independent  
President ..... Leland Gourley  
Gen. Mgr. .... Marvin Hull  
Chief Engineer ..... Ed Hayes

### KTJS—Hobart—1947

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... A. R. Fuchs  
Address ..... P.O. Box 311  
Tel.: GENEVA 6-2420 ..... KBS  
President, Chief Eng. .... A. R. Fuchs  
Commercial, Prom. Mgr. .... Wayne Robison

### KIHN—Hugo—1947

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Little Dixie Bcstg. Co.  
Address ..... 106 West Jackson  
Tel.: 1723 ..... KBS  
Station Representative ..... Lowe-Runkle  
President, General Mgr. .... D. W. Brawner  
Station Mgr., Chief Eng. .... T. L. Brawner  
Program Director ..... Barrett Fellows  
Publicity Director ..... Leeta Brawner

### KBEL—Idabel—1953

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Idabel Bcstg. Co.  
Address ..... P.O. Box 1072  
Tel.: 802 ..... Independent  
General Manager ..... Winston O. Ward  
Sta., Comm. Manager ..... J. P. Stanley

### KCCO—Lawton—1956

Frequency: 1050 Kc. .... Power: 250 W., d.  
Owned ..... Progressive Bcstg. Co.  
Address ..... Box 2187  
Tel.: EL 5-1050 ..... Independent  
Station Representative ..... Pearson  
President ..... Dr. G. G. Downing  
General Manager ..... Ross B. Baker  
Program Dir. .... B. J. Sams  
Sales Prom. Mgr. .... James R. Williams  
Publicity Director ..... Jack Shreve  
Chief Engineer ..... Robert Stabler

### KSWO—Lawton—1941

Frequency: 1380 Kc. .... Power: 1000 W.  
Owned ..... Okla. Quality Bcstg. Co.  
Address ..... 406 D. Avenue  
Tel.: EL 5-1380 ..... ABC  
Rep. .... Venard, Rintoul & McConnell; Brown  
President, General Mgr. .... R. H. Drewry  
Station Manager ..... Tom Reddell  
Commercial Manager ..... C. J. McDonald  
Program Director ..... Don Hodges  
Chief Engineer ..... Harold Kinkead  
Owners of: KRHD, Duncan; KGWA, Enid; KSWO-TV, all Okla.; KMLD-TV, Midland, Tex.

### KNED—McAlester—1950

Freq.: 1150 Kc. .... Power: 1 Kw. d.; 500 n.  
Owned-Operated By ..... Pittsburg Bcstg. Co., Inc.  
Address ..... Box 780  
Tel.: GA 3-1460 ..... Independent  
Representative ..... Pearson  
Pres., Gen. Mgr. .... Ray Van Hooser  
Station, Prog. Mgr. .... Dud Stallings  
Chief Engineer ..... Jerry McCoy

**KTMC—McAlester—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....McAlester Bcstg. Co.  
 Address.....202½ East Choctaw  
 Tel.: GA 3-1400.....KBS  
 Station Representative.....Weed  
 President, General Mgr.....Bob Baggett  
 Commercial Manager.....Phil Reed  
 Program Director.....Shirley Crowson  
 Chief Engineer.....Harold Duncan

**KGLC—Miami—1947**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Miami Bcstg. Co.  
 Business Address.....Miami Hotel Bldg.  
 Tel.: KI 2-3303.....KBS-MBS  
 Owner.....Kenyon Brown  
 Gen., Sta. Mgr.....William A. Searle  
 Chief Engineer.....George Province

**KBIX—Muskogee—1936**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Okla. Pub. Co.  
 Address.....Barnes Bldg.  
 Tel.: MU 2-1331.....ABC  
 Newspaper Affil.....Phoenix-Times Democrat  
 Representative.....Pearson  
 President.....Tams Bixby, Jr.  
 Manager.....D. Johnson  
 Chief Engineer.....Ted Foster

**KMUS—Muskogee—1948**

Frequency: 1380 Kc....Power: 1000 d., 500 n.  
 Owned-Operated By.....Horace C. Boren  
 Address.....P. O. Box 1588  
 Tel.: MU 2-2488.....Independent  
 Stations Rep.....Bolles; Melville  
 Pres., Gen. Mgr.....Horace C. Boren  
 Vice Pres.....Mrs. Martha D. Boren  
 Sta. Mgr., Ch. Engr.....James E. Keitel, Jr.  
 Program Director.....Bud Lanham

**KNOR—Norman—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Cleveland County Bcstg. Co.  
 Address.....P. O. Box 542  
 Tel.: JE 4-8475.....KBS  
 President.....William S. Morgan  
 Commercial Mgr.....Robert G. Barry  
 Chief Engineer.....Edward Renner

**KBYE—Oklahoma City—1947**

Frequency: 890 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Great Empire Bcstg.  
 Business Address.....5508 N. Eastern  
 Tel.: GARfield 7-6524.....ABC  
 President.....Berniece L. Lynch  
 General Station Manager.....F. F. Lynch  
 Program Director.....Glenn Valentine  
 Commercial, Sls. Prom. Mgr.....F. J. Lynch  
 Publicity Director.....J. D. Lynch  
 Chief Engineer.....Wm. R. Gaylor, Jr.

**KJEM—Oklahoma City—1948**

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....KJEM, Inc.  
 Address.....515 N. Robinson  
 Tel.: CE 2-6367.....Independent  
 Station Representative.....Bcst. Time Sales  
 President.....W. D. Schueler  
 Gen., Sta. Mgr.....C. Hewel Jones  
 Program Director.....W. W. Jones  
 Chief Engineer.....Hal Henegar

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Big Chief Bcstg Co. Inc.  
 Address.....79th & Shields  
 Tel.: FOrest 5-6358.....Independent  
 Station Representative.....Pearson  
 Pres., Sales Prom. Mgr.....Jack Peasley  
 Chief Engineer.....Buzzy Brooks

**KOCY—Oklahoma City—1938**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Plaza Court Bcstg. Co.  
 Business-Studio Address.....Plaza Court Bldg.  
 Tel.: CEntral 5-4333.....Independent  
 Pres., Gen. Mgr.....M. H. Bcnebrake  
 Commercial Manager.....Carlton Beck  
 Chief Engineer.....Elmo Black

**KOMA—Oklahoma City—1928**

Frequency: 1520 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Storz Bcstg. Co.  
 Address.....311 West Grand Ave.  
 Tel.: CEntral 5-6653.....Independent  
 Representative.....Blair  
 President.....Todd Storz  
 General, Comm. Mgr.....Jack S. Sampson  
 Program Director.....Phil Nolan  
 Publicity Director.....Ron Thompson  
 Chief Engineer.....Robert Tilton  
 Owners of: WDGX, Minneapolis; WHB, Kansas  
 City; WTTX, New Orleans; WQAM, Miami.

**KTOK—Oklahoma City—1927**

Frequency: 1000 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KTOK, Inc.  
 Business-Studio Address.....1800 W. Main  
 Tel.: CEntral 5-8351.....MBS  
 Station Representative.....Eastman  
 President.....Wendell Mayes  
 General, Station Mgr.....Tom Johnson  
 Local Sales Manager.....George R. Collisson  
 Program Director.....Bill Bryan  
 Chief Engineer.....Clifford Easum

**WKY—Oklahoma City—1921**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WKY TV System, Inc.  
 Address.....500 E. Britton Rd.  
 Tel.: TR 8-2161.....Independent  
 Newspaper Affiliation.....Oklahoman & Times  
 Representative.....Katz



# OKLAHOMA

President.....E. K. Gaylord  
 V.P., General Manager...Norman P. Bagwell  
 Asst. Sta., Comm. Mgr.....Lee Allan Smith  
 Prog. Dir.....Danny Williams  
 Sales Promotion Mgr.....Jim Willis  
 Publicity Director.....Chuck Boyles  
 Chief Engineer.....Bob Hayward  
 Owners of: WKY-TV; WTVT, Tampa.

## KOKL—Okmulgee—1937

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Okmulgee Bcstg. Corp.  
 Address.....114 East Seventh St.  
 Tel.: 3646.....KBS  
 Newspaper Affil.....Don-Rey Pub. Co.  
 Station Reps.....Bolling; Spot Time Sales  
 President.....Donald W. Reynolds, Sr.  
 General Manager.....Robert K. Hamlin  
 Commercial Manager.....Charles Lienhart  
 Program Director.....Tom Loftin  
 Owners of: KFSY AM-TV, Ft. Smith, Ark.; KOLQ  
 AM-TV, Reno; KBRS, Springdale, Ark.; KORK,  
 Las Vegas; KGNS-TV, Laredo; KLRJ-TV, Las  
 Vegas; KFOY-TV, Hot Springs, Ark.

## KVLH—Pauls Valley—1947

Frequency: 1470 Kc.....Power: 250 Watts  
 Owned-Operated By...Pauls Valley Bcstg. Co.  
 Address.....Highway 77 N.  
 Tel.: 1470.....KBS  
 President.....E. J. Ballard  
 Gen. Mgr.....B. Hampton  
 Chief Engineer.....H. Jones

## WBBZ—Ponca City—1928

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ponca City Pub. Co.  
 Address.....P.O. Box 589  
 Tel.: RO 5-6607.....MBS  
 Newspaper Affiliation.....The News  
 Representative.....Pearson  
 General Manager.....Allan W. Muchmore  
 Station Manager.....William C. Mauigans

## KLCO—Poteau—1953

Frequency: 1280 Kc.....Power: 1 Kw. d.  
 Owner.....Leflore Bcstg. Co.  
 Address.....Box 511  
 Tel.: 660.....KBS  
 President, Gen. Manager.....R. E. Bell  
 Sales Prom., Ch. Eng.....Viv Nowlin

## KOLS—Pryor—1950

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Lakes Area Bcstg. Co.  
 Address.....5th & S. Mill Sts.  
 Tel.: Valley 5-2763.....KBS  
 Gen. Mgr., Chief Eng.....L. L. Gaffaney  
 Commercial Manager.....Mrs. L. L. Gaffaney  
 Program Director.....H. Albrecht

## KGFF—Shawnee—1930

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By...KGFF Bcstg. Co., Inc.  
 Address.....P.O. Box 9  
 Tel.: 4390.....MBS  
 Newspaper Affiliation...Stauffer Publ., Inc.  
 Representative.....Avery-Knodel  
 President.....Oscar S. Stauffer  
 Gen., Sta. Manager.....William A. Weaver  
 Commercial Manager.....Jeral C. Ziegler  
 Program Director.....James H. Meyer  
 Chief Engineer.....R. K. Branson

## KSPI—Stillwater—1947

Frequency: 780 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Stillwater Publishing Co.  
 Address.....211 W. 9th St.  
 Tel.: FR 2-7800.....Independent  
 Newspaper Affiliation...Daily News-Press  
 Representative.....Clark  
 General Mgr.....J. R. Bellatti  
 Sta. Mgr., Prog. Dir.....Lewis Pearce  
 Chief Engineer.....Paul A. McCollum

## KTLQ—Tahlequah—1957

Frequency: 1350 Kc.....Power: 1 Kw., d.  
 Owned.....Camelleta Corp.  
 Address.....Box 221  
 Tel.: Glendale 2511.....Independent  
 President.....Jim Egan  
 General Mgr., Ch. Eng.....Galen O. Gilbert  
 Commercial, Sales Prom. Mgr.....Jim Stacey  
 Program Director.....Jim Masters  
 Publicity Director.....Haskell King

## KAKC—Tulsa—1946

Freq.: 970 Kc.....Power: 1000 W. d., 500 W. n.  
 Owned-Oper. By.....Public Radio Corp.  
 Address.....910 S. Boston  
 Tel.: LU 7-2401.....Independent  
 Station Representative.....Young  
 President.....Lester Kamin  
 General Manager.....Robert J. Hoth  
 Station Manager.....Bill Allred  
 Program Director.....Dick Schmitz  
 Publicity Director.....Clifford Michaels  
 Chief Engineer.....Charles Laughton  
 Owners of: KIOA, Des Moines; KBBC, Mission,  
 Kan.

## KFMJ—Tulsa—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned By...Tulsa Great Empire Radio, Inc.  
 Address.....5400 W. Edison  
 Tel.: LU 5-5555.....Independent  
 General Manager.....R. E. Blue  
 Chief Engineer.....N. Wilcox

## KOME—Tulsa—1938

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Franklin Bcstg. Co.  
 Address.....8th & Main  
 Tel.: LU 3-4121.....ABC  
 President.....Wm. F. Johns, Jr.  
 General Manager.....G. Lund  
 Program Director.....A. Collier



**KRMG—Tulsa—1949**

Freq.: 740 Kc. Power: 50 Kw. d., 25 Kw. n.  
 Owned-Operated By... Meredith KRMG, Inc.  
 Address... 311 So. Denver Ave.  
 Tel.: LUther 4-4291... CBS  
 Representative... John Blair  
 President... Fred Bohlen  
 General Manager... Frank S. Lane  
 Local, Comm. Mgr... William E. Minshall  
 Program Director... Keith Bretz  
 Chief Engineer... William H. Bradley  
 Owners of: KPHO AM-TV, Phoenix; WOW AM-TV, Omaha; WHEN AM-TV, Syracuse; KCMO AM-TV, Kansas City.

**KTUL—Tulsa—1934**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Oper. Consol. Radio Enterprises Inc.  
 Address... 2601 E. 56 St. N.  
 Tel.: FI 5-1311... MBS  
 Representative... Avery-Knodel  
 President... James C. Leake  
 Gen., Sta. Mgr... James H. Schoonover  
 Commercial Mgr... Edward T. Neibling  
 Program Dir... Robert Gregory  
 Sales Prom. Mgr... Karl Janssen  
 Publicity Dir... Robert E. Draughon  
 Chief Engineer... Lloyd W. Cowan  
 Owners of: KTUL-TV; KATV, Little Rock.

**KVOO—Tulsa—1925**

Frequency: 1170 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Southwestern Sales Corp.  
 Address... 3701 S. Peoria

Tel.: RI 2-5561... NBC  
 Representative... Edward Petry  
 President... H. C. Stuart  
 V.P., General Mgr... G. K. Brandborg  
 Program Director... J. Ryan  
 Chief Engineer... J. Bushnell  
 Owners of: KVOO-TV.

**KVIN—Vinita—1954**

Frequency: 1470 Kc. Power: 500 Watts, d.  
 Owned-Oper. By... Vinita Broadcasting Co.  
 Address... Box 189  
 Tel.: ALpine 6-3407... KBS  
 General Manager... John Q. Adams  
 Station Mgr., Chief Eng... Paul Gentry  
 Program, Pub. Dir... Merle Weisinger

**KWSH—Wewoka—1948**

Frequency: 1260 Kc. Power: 1,000 Watts  
 Owned-Operated By... Tri Cities Bcstg. Co., Inc.  
 Address... Box 1260  
 Tel.: 1260... ABC  
 President... Bill Hoover  
 General Mgr... Roy Judge  
 Chief Engineer... Dan Hastings

**KSIW—Woodward—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Woodward Bcstg. Co.  
 Address... 22nd & Cedar  
 Tel.: 1450... Independent  
 Representative... Pearson  
 Pres., Gen. Mgr... Edward A. Ryan  
 Program Director... Lenora W. Ryan  
 Chief Engineer... Harry McFarland

Pop.: 1,780,500  
 Families: 581,500

**Oregon**

Radio Homes: 573,000  
 AM Stas. In State: 71

**KABY—Albany—1959**

Frequency: 990 Kc. Power: 250 Watts, d.  
 Owned... Albany Broadcasting Corp.  
 Address... 233 W. Third  
 Tel.: WABash 6-3719... Independent  
 Station Representatives... Art Moore; Grant  
 President, General Mgr... Chet Wheeler  
 Station, Commercial Mgr... Glenn Henshaw, Jr.  
 Sales Promotion Mgr... Hally Burford  
 Program, Publicity Dir... Sandy Rhodes  
 Chief Engineer... Leonard Serder

**KWIL—Albany—1941**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Oper. By... Albany Radio Corp.  
 Address... Box 485  
 Tel.: WA 6-2233... MBS  
 President... Claude Buerge  
 General Manager... Larry Gordon  
 Commercial Manager... Lou Gillespie  
 Chief Engineer... Don Schweitzer

**KWIN—Ashland—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... Rogue Valley Bcstg. Co.  
 Business Address... P.O. Box 227  
 Tel.: MURdock 2-4381... ABC-MBS  
 Station Representative... Webb  
 President... Douglas D. Kahle  
 General Manager... W. Henry Peck  
 Program Director... William Lively

**KAST—Astoria—1925**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned... Astoria Broadcasting Co.  
 Address... 1006 W. Marine Dr.  
 Tel.: FA 5-2911... Independent  
 Newspaper Affil... Astorian Budget  
 Representative... Art Moore  
 President... C. H. Lane  
 General Mgr... R. Chopping

**KVAS—Astoria—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By Lower Columbia Bcstg. Co., Inc.  
 Address 1418 Commercial St.  
 Tel.: FA 5-6221  
 Rep. Moore, Holman, Jacobson  
 President W. T. Moore  
 General Mgr., Ch. Eng. Charles A. Farmer  
 Commercial Mgr. Don K. Van Velzer  
 Publicity Dir. Donald Boyd

**KBKR—Baker—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Oregon Trail Bcstg. Co.  
 Bus. Studio Address 2030 Auburn Ave.  
 Tel.: JA 3-4431  
 Station Rep. Art Moore  
 General Manager Kenneth B. Lockwood

**KBND—Bend—1938**

Freq.: 1110 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Central Oregon Bcstg. Co.  
 Business Address 5000 Studio Road  
 Tel.: EV 2-4821  
 Representative Meeker  
 Pres., Gen. Mgr. Frank H. Loggan  
 Comm. Mgr. Doug Gaines  
 Program Dir. Kessler Cannon  
 Chief Engineer Robert Dickinson

**KGRL—Bend—1959**

Frequency: 940 Kc. Power: 1,000 Watts  
 Owned By KGRL Broadcasters  
 Address Box 590  
 Tel.: Evergreen 2-5611  
 General Station Mgr. J. H. McAlpine

**KURY—Brookings—1958**

Frequency: 910 Kc. Power: 1 Kw., d.  
 Owned By Joseph Sheridan  
 Address P.O. Box 185  
 Tel.: 4911  
 Station Rep. Moore, Torbet, Allen & Crane  
 Owner Joseph F. Sheridan  
 General, Commercial Mgr. Norm Oberst  
 Program Director John Wolfe  
 Chief Engineer Vern Garvin

**KRNS—Burns—1957**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Radio Burns  
 Address 544 N. B'way  
 Tel.: 7300  
 Co-Managers H. McDonald, J. Ward

**KOOS—Coos Bay—1928**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By KOOS, Inc.  
 Address Box 180  
 Tel.: CO 7-2121  
 Station Representative Pearson; Moore  
 President Sheldon F. Sackett  
 Station Manager F. J. McDonough  
 Program Director Lucy Johnson  
 Chief Engineer Bryce H. Johnston

**KYNG—Coos Bay—1956**

Frequency: 1420 Kc. Power: 1 Kw., d.  
 Owned By Pacific Western Bcstrs., Inc.  
 Address P.O. Box 657  
 Tel.: COngress 7-7055  
 Independent  
 Sta. Reps. Torbet, Allen & Crane; Jacobson  
 Pres. Gen. Mgr. Phillip F. Waters  
 Comm. Mgr. Glenn Moore  
 Program Dir., Ch. Eng. Clair Gilnet  
 Owners of: KQEN, Roseburg.

**KWRO—Coquille—1948**

Frequency: 630 Kc. Power: 5000 Watts d.  
 Owned-Operated By KWRO, Inc.  
 Address P. O. Box 396  
 Tel.: 3961  
 Station Representative Moore  
 President William E. Walsh  
 Gen. Sta. Mgr. Leonard F. Epling  
 Program Director Alice Mobley  
 Publicity Director Andrew Walker  
 Sales Promotion Mgr. Lavarre Ramey  
 Chief Engineer Drew Walker

**KFLY—Corvallis—1954**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By Midland Broadcasting Co.  
 Address Box 689  
 Tel.: PL 3-6633  
 Independent  
 Rep. Everett-McKinney; Feltis; Jacobson  
 Pres., Gen. Mgr. Dave Hoss  
 Commercial, Sales Prom. Mgr. Don Heinen  
 Program Director Jim Henderson  
 Chief Engineer Chet Stuart

**KL00—Corvallis—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Willamette Valley Radio Corp.  
 Address Box 731  
 Tel.: PLaza 3-4493  
 Station Representative Moore; Oakes  
 President, General Mgr. Wm. C. Hurley  
 Sta., Comm. Mgr. George Lichtenhaler  
 Prom., Pub. Dir. Marilyn Q. Hurley  
 Program Director Bill Clarke  
 Chief Engineer Robert Lewis

**KNND—Cottage Grove—1960**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By Ryan & Viken  
 Address P. O. Box 7  
 Tel.: WH 2-2468  
 Independent  
 Station Representative Jacobson  
 Station Mgrs. Peter J. Ryan; Milton A. Viken  
 Sales Prom. Mgr. Ivan Hoyer

**KPLK—Dallas—1955**

Frequency: 1450 Kc. Power: 1 Kw., d.  
 Owned-Oper. By Polk County Bcstrs., Inc.  
 Address P. O. Box 396  
 Tel.: MAyfair 3-2342  
 Independent  
 Station Representative Moore  
 Pres., Gen. Mgr. Ray L. Kozak  
 Commercial Manager Tom Radabaugh  
 Program Dir., Chief Eng. Terry Carter

**KWVR—Enterprise—1960**

Frequency: 1340 Kc. Power: 250 Watts d.  
 Owned By: Willowa Valley Radio  
 Address: 307 West Main St.  
 Tel.: 61  
 Station Representative: Moore  
 President, Chief Eng.: Gene W. Wilson  
 Comm., Sales Prom. Mgr.: Howard C. Rhodes  
 Program Director: Virginia M. Wilson

**KASH—Eugene—1947**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owner: Radio Air Ways, Inc.  
 Address: P. O. Box 1600  
 Tel.: DI 5-3357  
 Representative: ABC  
 President, Gen., Sta. Mgr.: E. L. Kincaid  
 Comm., Sales Prom. Mgr.: Paul Plank  
 Program Director: Laura Plank  
 Publicity Director: Claire Kincaid  
 Chief Engineer: Ralph Cook

**KERG—Eugene—1949**

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Guard Pub. Co.  
 Address: 1776 Coburg Rd.  
 Tel.: DI 5-4304  
 Newspaper Affiliation: CBS  
 Station Rep.: Register-Guard  
 President: Weed; Day-Wellington  
 General Manager: Alton F. Baker  
 Commercial Manager: Robert C. LaBonte  
 Program Director: James Magnuson  
 Chief Engineer: Clifton Cole  
 William Green

**KORE—Eugene—1927**

Frequency: 1450 Kc. Power: 1 Kw. d. 250 W. n.  
 Owned-Operated By: Lane Bcstg. Co.  
 Address: P.O. Box 1032  
 Tel.: DI 4-4214  
 Reps.: Everett-McKinney; Torbet, A. & C.  
 Pres., Gen. Mgr.: Lee Bishop  
 Commercial Manager: Virgil Parker  
 Program Director: Bob Anderson  
 Chief Engineer: Floyd Viken

**KUGN—Eugene—1946**

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: KUGN, Inc.  
 Business Address: P. O. Box 112  
 Tel.: DI 4-6216  
 Representative: NBC  
 Pres., Gen. Mgr.: Meeker, Art Moore  
 Chief Engineer: C. O. Fisher  
 George Hathaway

**KWAY—Forest Grove—1959**

Frequency: 1570 Kc. Power: 1 Kw. d.  
 Owned-Oper. By: Triple G. Broadcasting Co.  
 Address: 2740 Pacific Ave.  
 Tel.: ELgin 7-2144  
 President: Independent  
 General Mgr.: P. B. Crawford  
 Station Manager: R. E. Anderson  
 C. W. Wingo

**KAGI—Grants Pass—1939**

Frequency: 930 Kc. Power: 1 Kw.  
 Owned-Oper. By: Southern Oregon Bcstg. Co.  
 Address: P. O. Box 148  
 Tel.: GR 6-4477  
 Station Representative: MBS  
 President: Moore; Young  
 General Manager: A. E. Voorhies  
 Station Manager: Wm. B. Smullin  
 Chief Engineer: J. Edward Arnold  
 Less Cravatt

**KAJO—Grants Pass—1957**

Frequency: 1270 Kc. Power: 5 Kw.  
 Owned By: Grants Pass Bcstg. Co.  
 Address: P.O. Box 230  
 Tel.: GR 6-6608  
 Sta. Rep.: Independent  
 General Comm. Mgr.: Everett-McKinney; Torbet A. & C.  
 Program Director: Jim Wilson  
 Chief Engineer: Elzie Parker  
 Chuck Field

**KGRO—Gresham—1956**

Frequency: 1230 Kc. Power: 250 Wts. d. 1 Wt. n.  
 Owned: Gresham Bcstg. Co.  
 Address: Box 32  
 Tel.: MO 5-4143  
 Station Representative: KBS  
 President, Ch. Eng.: Jacobson  
 Program Director: Daniel M. McPeak  
 Edward Leahy

**KOHU—Hermiston—1956**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned: Carl F. and Sarah Knierim  
 Address: Box 1  
 Tel.: JO 7-6500  
 General Manager, Ch. Eng.: Independent  
 Commercial Manager: Carl F. Knierim  
 Program Director: Sarah Knierim  
 Eleanor Davis

**KUIK—Hillsboro—1953**

Frequency: 1360 Kc. Power: 1000 Watts, d.  
 Owned By: John P. Gillis  
 Address: 155-A South Second Ave.  
 Tel.: MI 8-4181  
 Station Rep.: KBS  
 President, Station Mgr.: Art Moore, Webb  
 Commercial Manager: John P. Gillis  
 Sales Prom. Mgr.: Paul Alexander  
 Program, Pub. Dir.: James Pierson  
 Chief Engineer: Lance M. Mushaw  
 Albert Bishop

**KIHR—Hood River—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Ore. Wash. Bcstrs.  
 Business Address: P.O. Box 207  
 Tel.: 8561  
 Representative: Independent  
 Pres., Gen. Mgr., Ch. Eng.: Art Moore, Webb  
 Program Director: C. J. McCredie  
 Mar Jean Stave

## OREGON

### KAGO—Klamath Falls—1923

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned..... Klamath Bcstg. Co.  
Address..... P. O. Box 1130  
Tel.: TU 2-2551..... KBS  
Representative..... Raymer, Art Moore  
V.P., General Mgr..... J. L. Fern  
Program Director..... E. Carl

### KFLW—Klamath Falls—1946

Freq.: 1450 Kc. Power: 500 W. d.; 250 W. n.  
Owned-Operated By..... David Snow  
Business Address..... 327 Main St.  
Tel.: TUXedo 2-4656..... CBS  
Representative..... Weed  
Manager, Owner..... David F. Snow  
Commercial Manager..... Max Schreiber  
Program Director..... Charlie McFarlen  
Chief Engineer..... Wayne Milburn

### KLAD—Klamath Falls—1955

Frequency: 960 Kc. Power: 5000 Watts. d.  
Owned-Operated By..... Ogden Knapp  
Tel.: TU 4-7794..... Independent  
Address..... Box 979  
Rep..... Jacobson; Grant, Feltis  
General Mgr..... J. E. Oaks  
Chief Engineer..... Doug Walker

### KLBM—La Grande—1938

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Inland Radio, Inc.  
Address..... P.O. Box 907  
Tel.: WOODland 3-4121..... KBS  
Station Representative..... Art Moore  
Gen., Sta., Comm. Manager..... Ken Lillard  
Chief Engineer..... W. Curry

### KQIK—Lakeview—1956

Frequency: 1230 Kc. Power: 250 Watts  
Owned..... Pacific Northwest Radio, Inc.  
Business Address..... 411 N. 1st St.  
Tel.: WH 7-2164..... KBS  
President..... A. E. Freeman  
Gen. Mgr., Ch. Eng..... Harry Kirk  
Commercial Manager..... G. Trippett

### KGAL—Lebanon—1951

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Oper. By..... Linn County Bcstrs., Inc.  
Address..... P. O. Box 387  
Tel.: ALPine 8-2134..... KBS  
Station Reps..... Holman; Pearson; Jacobson  
Pres..... W. Gordon Allen  
V.P., Sta. Mgr..... Don Wellman

### KMCM—McMinnville—1949

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Oper. By..... Yamhill Bcstrs.  
Address..... P. O. Box 207

Tel.: 3811..... KBS  
Sta. Reps..... Torbet; Allen & Crane; Jacobson  
President..... Jerry Carr  
V.P., General Mgr..... John Courcier  
Chief Engineer..... Edwin Nuhring

### KBOY—Medford—1954

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... KBOY Bcstrs.  
Address..... Box 1109  
Tel.: SPring 3-5355..... Independent  
Sta. Rep..... Everett-McKinney; Jacobson  
President..... Kenneth R. Card  
General, Station Mgr..... Winston Marks  
Chief Engineer..... Harold L. Clemens

### KDOV—Medford—1958

Frequency: 1300 Kc. Power: 5000 Watts  
Owned By..... Medford Bcstg., Inc.  
Address..... P. O. Box 869  
Tel.: SP 3-5000..... Independent  
Representative..... Hall; Wagner  
President Ch. Eng..... Jim Silkwood  
General Mgr..... W. H. Hansen  
Publicity Director..... Fred Andrews

### KMED—Medford—1922

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Radio Medford, Inc.  
Address..... P. O. Box 1306  
Tel.: 3-7373..... ABC-NBC  
Representative..... Meeker Assoc., Art Moore  
President..... Les De Armond  
General Manager..... Ray Johnson  
Commercial Manager..... Harry Barker  
Program Mgr..... Russ Jamison  
Chief Engineer..... Ellis Feinstein

### KYJC—Medford—1947

Frequency: 1230 Kc. Power: 1000 Watts  
Owned-Operated By..... Medford Printing Co.  
Address..... Barnett Rd.  
Tel.: SPring 2-6644..... CBS  
Newspaper Affiliation..... Mail Tribune  
Station Reps..... Pearson; Moore  
Gen. Mgr..... Tom MacLeod  
Program Director..... Monte Morris  
Chief Engineer..... V. Califf

### KNPT—Newport—1948

Frequency: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Yaquina Radio, Inc.  
Business Address..... Box 1428  
Tel.: AMherst 5-2266..... KBS  
Sta. Reps..... Moore; Continental; Torbet, A. & C.  
Pres. Gen. Mgr..... Tom Becker  
Commercial Manager..... Buss Jolley  
Station Manager..... Bob Spangler  
Sales Promotion Mgr..... Don Newman  
Program Director..... Liz McKevitt  
Publicity Director..... Whitey Coker  
Chief Engineer..... Del Kruger  
Owners of: KBCH, Ocean Lake.

**KBBR—North Bend—1951**

Frequency: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By..... Big Bay Radio, Inc.  
 Address..... 1956 Meade St.  
 Tel.: SK 9-7351..... Independent  
 Station Rep..... Grant  
 President, Comm. Mgr..... Bill Karl  
 Station, Program Dir..... Rod Walter  
 Chief Engineer..... Arthur Schuldt

**KBCH—Ocean Lake—1955**

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned By..... Yaquina Radio, Inc.  
 Address..... Box 358  
 Tel.: WYman 4-2181..... Independent  
 Station Rep..... Moore; Torbet A. & C.  
 President..... Thomas R. Becker  
 General Station Mgr..... Robert Spangler  
 Commercial Manager..... Buzz Florip  
 Chief Engineer..... Del Kruger  
 Owners of: KNPT, Newport, Ore.

**KSRV—Ontario—1946**

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Inland Radio, Inc.  
 Address..... Box 540  
 Tel.: TUCKER 9-8651..... KBS  
 Station Reps..... Moore; Sandeberg-Gates  
 President, Gen. Mgr..... Gordon L. Capps  
 Comm. Mgr..... John R. Humphreys  
 Program Dir..... Robert M. Dye  
 Sales Prom. Mgr..... Charles E. Harland  
 Chief Engineer..... Stanley E. McNutt  
 Owners of: KLBW, La Grande.

**KGON—Oregon City—1947**

Frequency: 1520 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... Clackamas Bcstrs.  
 Address..... P.O. Box 5865, Portland, Ore.  
 Tel.: OLIVE 6-1441..... MBS  
 Representative..... Broadcast Time Sales; Wagner  
 President..... Robert J. Hartke  
 Gen., Sta., Comm. Mgr..... Irwin S. Adams  
 Program Director..... Sonora B. Hoffman  
 Chief Engineer..... Sidney Roach

**KUBE—Pendleton—1956**

Frequency: 1050 Kc..... Power: 1 Kw., d.  
 Owned..... Amatilla Bcstg. Ent. Inc.  
 Address..... 236 S.E. First St.  
 Tel.: CRestview 6-1961..... Independent  
 President..... John M. Carroll  
 General Mgr., Ch. Eng..... Paul A. Schumacher  
 Sales Promotion Mgr..... E. Vern Green  
 Publicity Director..... Erma H. Schumacher

**KKID—Pendleton—1958**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned By..... WCS Bcstg. of Oregon  
 Address..... P.O. Box 178  
 Tel.: CRestview 6-1311..... Independent  
 Station Reps..... Jacobson; Torbet, Allen & Crane  
 President..... Fred Stevens  
 Station Mgr..... Paul Ward

Sales Prom. Mgr., Pub. Dir..... Kent Simpson  
 Program Director..... Tom Courtwright  
 Chief Engineer..... Ed Walden

**KUMA—Pendleton—1955**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned..... Pendleton Broadcasting Co.  
 Address..... Box 278  
 Tel.: CR 6-1511..... ABC  
 Representative..... Meeker, Art Moore  
 President..... C. O. Fisher  
 Vice Pres., Gen. Mgr..... T. A. Smith  
 Chief Engineer..... Don Morris

**KEX—Portland—1926**

Frequency: 1190 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... Westinghouse Bcstg. Co.  
 Address..... 2130 S.W. Fifth Ave.  
 Tel.: CA 2-1881..... Independent  
 Sta. Representative..... AM Radio Sales  
 President..... D. H. McGannon  
 Gen., Sta. Mgr..... Herbert L. Bachman  
 Commercial Manager..... R. E. Rudolph  
 Publicity Dir., Sls. Prom Mgr..... Dick Newton  
 Program Director..... D. F. Stellges  
 Chief Engineer..... Jack Erwin  
 Owners of: KPIN, San Francisco, Calif.; WOWO,  
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-  
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,  
 Cleveland, O.; KYW-TV, Cleveland, O.; KDKA,  
 Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.;  
 WIND, Chicago, Ill.; WJZ-TV, Baltimore; WBZ-  
 FM, Boston; KDKA-FM, Pittsburgh; KYW-FM,  
 Cleveland; KEX-FM.

**KGW—Portland—1922**

Frequency: 620 Kc..... Power: 5000 Watts  
 Owned-Oper..... King Broadcasting Co.  
 Bus.-Studio Address..... 1139 S.W. 13th Ave.  
 Tel.: CA 3-6364..... NBC  
 Representative..... John Blair  
 President..... Mrs. A. Sco't Bullitt  
 Vice Pres., Bus. Div..... Henry B. Owen  
 Vice Pres., Broadcst. Div..... Otto P. Brandt  
 Local Sales Mgr..... Joe Clifford  
 Program Director..... Don Porter  
 Station Mgr..... Jackson Fleming  
 Promotion Mgr..... Ray Horn  
 Merchandising Mgr..... Walt Hawthorne  
 Chief Engineer..... Clare Hanawalt

**KISN—Portland—1959**

Frequency: 910 Kc..... Power: 1 Kw.  
 Owned..... Star Stations Inc.  
 Address..... 10 N.W. Tenth  
 Tel.: CApital 6-7191..... Independent  
 Station Representative..... Avery-Knodel  
 President..... Don W. Burden  
 General, Station Mgr..... Jerry Flesey  
 Commercial, Prom. Mgr..... Howard McAnulty  
 Program, Publicity Dir..... Hal Raymond  
 Production Mgr..... Les Parsons  
 Chief Engineer..... Ben Dawson  
 Owners of: KICN, Denver; KOIL, Omaha.

**KLIQ—Portland—1957**

Frequency: 1290 Kc..... Power: 1 Kw., d.  
 Owned By..... Malloy Breyer Inc.



## OREGON

Address: ..... Oaks Amusement Park  
Tel.: Belmont 4-8448..... Independent  
Station Representative ..... Hall  
President ..... S. G. Breyer  
General Mgr. .... D. A. Bryer  
Chief Engineer..... Fred Kern

### KOIN—Portland—1926

Frequency: 970 Kc..... Power: 5000 Watts  
Owned..... Mt. Hood Radio-TV Bcstg. Corp.  
Address..... 140 S.W. Columbia  
Tel.: CA 8-3333..... CBS  
Representative ..... CBS Spot Sls.  
President..... C. Howard Lane  
General Station Mgr..... H. H. Buckendahl  
Program Director..... Willard A. Mears  
National Sales Mgr..... Robert R. Whitely  
Chief Engineer..... Louis S. Bookwalter  
Owners of: KOIN-TV.

### KPAM—Portland—1948

Frequency: 1410 Kc.... Power: 5000 Watts d.  
Owned-Operated By..... Chem-Air, Inc.  
Address..... 1411 Fourth Ave.  
Tel.: MU 2-0477..... Independent  
Station Representative ..... Weed  
President..... William E. Boeing, Jr.  
General Manager..... Del Leeson  
Sales Promotion Mgr..... John Williams  
Program Director..... Don Wirtz  
Publicity Director..... Maryetta Devereaux  
Chief Engineer..... R. A. McClanathan  
Owners of: KIDO, Boise; KETO, Seattle.

### KPDQ—Portland—1947

Frequency: 800 Kc.... Power: 1000 Watts d.  
Owned-Operated By..... John W. Davis  
Address..... 4903 N.E. Sandy Blvd.  
Tel.: AT 2-3232..... Independent  
President..... John W. Davis  
Station Manager..... David M. Jack  
Program Director..... F. Woodman  
Chief Engineer..... Arlan Walker

### KPOJ—Portland—1923

Frequency: 1330 Kc..... Power: 5000 Watts  
Owned-Oper. By..... KPOL, Inc.  
Address..... 1019 S.W. 10th Ave.  
Tel.: CA 7-3484..... Independent  
Newspaper Affiliation..... Oregon Journal  
President..... Wm. W. Knight  
General, Station Mgr..... R. M. Brown  
Commercial Manager..... Jack Moys  
Sales Prom., Pub. Dir..... Garry Capps  
Program Director..... Vern Mueller  
Chief Engineer..... Herbert A. Davidson

### KWJJ—Portland—1925

Frequency: 1080 Kc..... Power: 10,000 Watts  
Owned-Oper. By..... Rodney F. Johnson  
Address..... 931 S.W. King Ave.  
Tel.: CA 8-4393..... ABC  
Representative ..... ForJoe  
Pres., Gen. Manager..... Rod F. Johnson

Commercial Manager..... Ben T. Crosby  
Prog. Dir..... Jerry Speerstra  
Ch. Eng..... Les Windes

### KXL—Portland—1926

Frequency: 750 Kc..... Power: 50 Kw.  
Owner..... Seattle, Portland, Spokane Radio  
Address..... Box 5886  
Tel.: Olive 4-3193..... Independent  
Station Representative ..... McGavren  
General Manager..... Lester M. Smith  
Commercial Manager..... Richard L. Levy  
Program Director..... Richard L. Levy  
Chief Engineer..... Ed Olney  
Owners of: KJR, Seattle; KNEW, Spokane.

### KRCO—Prineville—1950

Frequency: 690 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Radio Central Oregon  
Address..... P. O. Box 188  
Tel.: Hilcrest 7-6239..... Independent  
Station Reps..... Jacobson; Feltis  
President, Chief Eng..... C. R. Matheny  
Comm. Sls. Prom. Mgr..... Richard W. Burger

### KPRB—Redmond—1952

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... Don & Rita Anderson  
Address..... P.O. Box 787  
Tel.: Lincoln 8-3100..... Independent  
Station Representative ..... Wagner  
Station Manager Ch. Eng..... Don Anderson

### KQEN—Roseburg—1950

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Kyng Radio  
Address..... P. O. Box 847  
Tel.: OR 3-4464..... ABC  
Representative ..... Oakes; Feltis  
General Mgr..... L. Fenner

### KRRR—Roseburg—1935

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper By..... News-Review Co.  
Address..... Box 910  
Tel.: OR 3-5551..... CBS  
Representative..... Art Moore, Meeker  
President..... Frank Jenkins  
General Mgr..... R. F. Johnson

### KYES—Roseburg—1955

Frequency: 950 Kc..... Power: 1 Kw. d.  
Owned-Oper. By..... Douglas County Bcstrs., Inc.  
Address..... Box 538  
Tel.: OR 3-6678..... Independent  
Station Representative ..... Pearson  
President, Chief Engineer..... LeRoy Hiatt  
General Manager..... Elliott Motschenbacher  
Commercial Mgr..... Pat Zuzpenn  
Program Director..... George Rambo

**KOHI—St. Helens—1959**

Frequency: 1600 Kc. Power: 1,000 Watts  
 Owned By: Columbia Co. Bcstrs.  
 Address: KOHI Bldg.  
 Tel.: 1601 Independent  
 President: L. B. Brownlow  
 V.P., General Manager: J. R. DiMeo  
 Station Manager: W. Anderson  
 Program Manager: D. Wimberly

**KBZY—Salem—1957**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Salem Bcstg. Co.  
 Address Trans. Loca.: 639 High St., N.E.  
 Tel.: EM 4-6748 NBC  
 Representative: Meeker, Art Moore  
 President: Carl O. Fisher  
 General Station Mgr.: Alvin D. Bauer  
 Program Manager: Bob McCarl  
 Chief Engineer: R. E. Harrison

**KGAY—Salem—1950**

Frequency: 1430 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: KGAY, Inc.  
 Address: Box 768  
 Tel.: EM 3-7121 MBS  
 Station Reps.: Wagner; Pearson  
 President: W. Gordon Allen  
 General Manager: P. Brown  
 Program Director: B. Norris  
 Chief Engineer: Keith Samples

**KSLM—Salem—1934**

Freq.: 1390 Kc. Power: 5000 Wts. d., 1000 n.  
 Owned-Operated By: Oregon Radio, Inc.  
 Business Address: P. O. Box 631  
 Tel.: EM 4-8433 ABC  
 Sta. Rep.: Everett-McKinney; Feltis; Jacobson  
 President: L. McCormick  
 General Mgr.: A. de Schweinitz  
 Program Director: Bob Morse  
 Chief Engineer: Clyde Carlton

**KEED—Springfield-Eugene  
 1954**

Frequency: 1050 Kc. Power: 1 Kw., d.  
 Owned: KEED, Inc.  
 Address: Box 1161, Eugene, Ore.  
 Tel.: PA 6-6591 Independent  
 Station Reps.: Pearson; Wagner  
 President: Glen M. Stadler  
 Station Manager: Rodney V. Loudon  
 Program Director: J. Robert Litten  
 Commercial Manager: Charles A. Searl  
 Sales Promotion Mgr.: Fred Behr  
 Chief Engineer: Robert Curtis

**KACI—The Dalles—1955**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned By: Radio Mid-Columbia Inc.  
 Business Address: 119 E. 2nd St.  
 Tel.: CY 6-9661 Independent  
 Station Representatives: Hopewell; Moore  
 President, Gen. Mgr.: M. V. Ling  
 Station Mgr.: R. N. Robinson


**KODL—The Dalles—1940**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owner: Western Radio Corp.  
 Address: Scenic Drive  
 Tel.: CYPress 6-2300 KBS  
 Station Reps.: Feltis; Torbet, A & C  
 President: V. B. Kenworthy  
 General Mgr.: Paul E. Walden

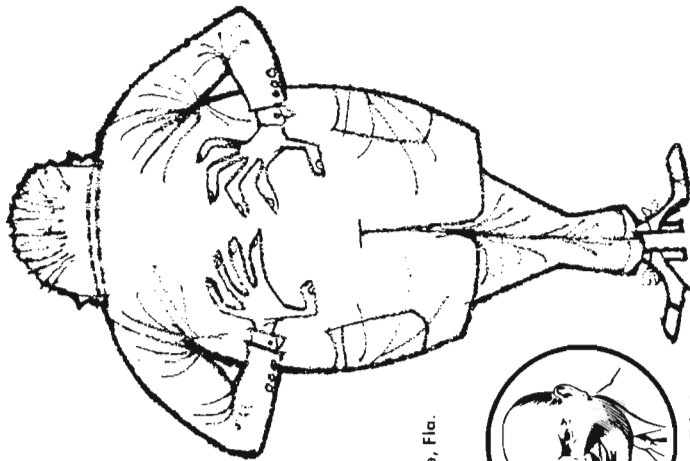
**KTIL—Tillamook—1947**

Frequency: 1590 Kc. Power: 250 Watts  
 Owned-Oper. By: Tillamook Bcstg. Co., Inc.  
 Address: Box 112  
 Tel.: VI 2-4422 Independent  
 Rep.: Continental, Art Moore; Torbet A & C  
 President, General Mgr.: Fred Guyton  
 Commercial, Prom. Mgr.: Jack Holden  
 Program, Pub. Dir.: Creighton Sanders  
 Chief Engineer: Larry Brunen

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But, we thrive on time contracts, so keep that kind of liniment coming and "JET NET" will soothe your sacro-iliac with sales. 'Cause you get . . . **AT A SINGLE RATE CARD PRICE:**

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- 3,000,300 Population
- 853,890 Homes . . . plus car radios



Call Tommy Tito at WAZL or Paul H. Raymer Co., Inc.

Pennsylvania's  **JET NET** Radio Stations

Pop.: 11,383,000  
Families: 3,279,000

# Pennsylvania

Radio Homes: 3,204,000  
AM Stas. in State: 150

## WAEB—Allentown—1948

Freq: 790 Kc. . . . . Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By . . . . . WAEB Bcstrs., Inc.  
Address . . . . . 7th & Hamilton Sts.  
Tel.: HE 4-9364. . . . . Independent  
Station Representative . . . . . Radio-TV Reps.  
President . . . . . William F. Rust, Jr.  
Gen. Mgr. . . . . Ralph Gottlieb  
Sta. Manager . . . . . S. Robert Ackley  
Program Director . . . . . Kerm Gregory  
Chief Engineer . . . . . William Gottshall

## WHOL—Allentown—1948

Frequency: 1600 Kc. . . . . Power: 500 Watts  
Owned . . . . . Allentown Bcstg. Corp.  
Address . . . . . Colorado & Poplar Sts.  
Tel.: HE 4-4801 . . . . . Independent  
Representative . . . . . Raymer  
President . . . . . Charles G. Helwig  
Executive V.P. . . . . Victor C. Diehm  
General Station Mgr. . . . . Tom R. Stillwagon  
National Sales Mgr. . . . . T. A. Tito  
Program Director . . . . . David M. Van Sant  
Chief Engineer . . . . . Gerald B. Werst  
Owners of: WAZL, Hazleton; WHLM, Bloomsburg;  
WTAJ, Tallahassee.

## WKAP—Allentown—1948

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . WKAP, Inc.  
Address . . . . . P. O. Box 689  
Tel.: HE 3-3166. . . . . Independent  
Station Reps. . . . . Adam Young; P. O'Brien  
President . . . . . N. J. Rahall  
Sta. Gen. Mgr. . . . . O. R. Davies  
Prog. Dir. . . . . Alan D. Raber  
Commercial Manager . . . . . Jerry Duckett  
Publicity Director . . . . . Samuel J. Anderson  
Chief Eng. . . . . C. Frank Cordaro

## WSAN—Allentown—1923

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Lehigh Valley Bcstg. Co.  
Address . . . . . R.D. 1  
Tel.: HE 4-9511. . . . . NBC  
Station Representative . . . . . Bolling  
Co-Partners . . . . . R. H. Musselman, Mrs. L. W. Barnes

## WFBG—Altoona—1924

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Triangle Pubs.  
Address . . . . . Commerce Park  
Tel.: Windsor 4-2031. . . . . Independent

*Year In . . . and Year Out—*  
**RADIO RAHALL Stations**  
*are top rated by HOOPER & PULSE!*

**WKAP**

Allentown, Pa.

**WLCY**

St. Petersburg - Tampa,  
Florida

**WWNR**

Beckley, West Virginia

**WNAR**

Norristown, Pa.

For details: Call ADAM YOUNG, Inc., New York

Special Representative for Philadelphia, Baltimore and Washington  
Paul S. O'Brien, 123 South Broad St., Philadelphia, Pa. PE 5-3432

Joe Rahall, President — "Oggie" Davies, Gen. Manager

## PENNSYLVANIA

News. Affil. . . . Phila. Inquirer; Phila. D. News  
 Station Representative . . . . . McGavren  
 President . . . . . Roger Clipp  
 General Manager . . . . . John Stilli  
 Station Manager . . . . . John Snyder  
 Commercial Manager . . . . . William Donohar  
 Sales Promotion Mgr. . . . . Robert Miller  
 Publicity Director . . . . . Joseph Burns  
 Program Director . . . . . James Van deVeld  
 Chief Engineer . . . . . Dick Kline  
 Owners of: WFBG-TV; WFIL AM-TV, Phila.;  
 WNBF AM-TV, Binghamton, N. Y.; WNBC AM-  
 TV, New Haven; KERE-AM-TV, Fresno; WLYH-  
 TV, Lebanon.

### WRTA—Altoona—1947

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Altoona Trans-Audio Corporation  
 Address . . . . . Hotel Penn Alto  
 Tel.: WI 3-6112 . . . . . ABC  
 Station Reprs. . . . . Clark; Phila. Spot Sales  
 President . . . . . Martin F. Malarkey, Jr.  
 V.P., General Manager . . . . . Lou M. Murray  
 Station Manager . . . . . David R. Wolf  
 Program Director . . . . . Larry Weber  
 Chief Engineer . . . . . Al Merritts

### WVAM—Altoona—1948

Frequency: 1430 Kc. Power: 100 W. d., 1 Kw. n.  
 Owned-Oper. By . . . . . General Bcstg. Corp.  
 Address . . . . . 2727 W. Albert Dr.  
 Tel.: WI 4-8127 . . . . . CBS  
 Sta. Rep. . . . . Weed  
 President . . . . . E. S. Leopold  
 General, Station Mgr. . . . . Will Keitner  
 Commercial, Sales Prom. Mgr. . . . . Will Union  
 Publicity Director . . . . . Phyllis Havenstein  
 Chief Engineer . . . . . John Schiele

### WMBA—Ambridge—1958

Frequency: 1460 Kc. . . . . Power: 500 Watts d.  
 Owned By . . . . . Miners Bcstg. Service, Inc.  
 Business Address . . . . . 304 Duss Ave.  
 Tel.: COngress 6-1110 . . . . . Independent  
 General Manager . . . . . John W. Angst  
 Station Manager . . . . . Roy E. Angst, Jr.

### WAVL—Apollo—1947

Frequency: 910 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Oper. By . . . . . Tri-Borough Bcstg. Co.  
 Address . . . . . Box 177  
 Tel.: GR 2-3921 . . . . . KBS  
 Gen., Comm. Manager . . . . . Cecil F. Clifton

### WNCC—Barnesboro—1950

Frequency: 950 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . WNCC, Inc.  
 Address . . . . . 803 Maple Ave.  
 Tel.: Williams 8-9200 . . . . . KBS-MBS  
 President, Chief Eng. . . . . J. Howard Bair  
 General Manager . . . . . William R. Railhall  
 Program Director . . . . . Joanne Tibbott

### WBVP—Beaver Falls—1948

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WBVP, Inc.

Business Address . . . . . 1216 7th Ave.; Box 719  
 Tel.: Tilden 6-4100 . . . . . Independent  
 President . . . . . Frank R. Smith  
 General, Comm. Mgr. . . . . Thomas B. Price  
 Program Director . . . . . Charles H. Wilson  
 Sales Prom. Mgr., Pub. Dir. . . . . E. A. Sekeres  
 Chief Engineer . . . . . Andy Sivak

### WBFD—Bedford—1955

Frequency: 1310 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By . . . . . The Inquirer Printing Co.  
 Address . . . . . American Legion Bldg.  
 Tel.: 863 . . . . . KBS  
 President . . . . . John Biddle  
 General Manager . . . . . Robert S. Harrison, Jr.  
 Chief Engineer . . . . . W. H. Smith

### WBLF—Bellefonte—1958

Frequency: 1330 Kc. . . . . Power: 500 Watts d.  
 Owned By . . . . . Bellefonte Bcstg. Corp.  
 Address . . . . . P.O. Box 88  
 Tel.: ELgin 5-4751 . . . . . ABC-MBS  
 Pres., Gen. Mgr. . . . . Cary H. Simpson  
 Station Manager . . . . . J. W. Eschbach  
 Commercial Manager . . . . . R. Thomas  
 Program Director . . . . . A. Kuhn  
 Chief Engineer . . . . . Robert Cook

### WBRX—Berwick—1957

Frequency: 1280 Kc. . . . . Power: 500 Watts d.  
 Owned . . . . . Columbia County Bcstrs., Inc.  
 Address . . . . . Jackson Bldg.  
 Tel.: PL 2-4546 . . . . . KBS  
 President, Gen. Mgr. . . . . John S. Booth  
 Station Manager . . . . . H. Murphy

### WGPA—Bethlehem—1946

Frequency: 1100 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Bethlehems' Globe Pub. Co.  
 Address . . . . . 426 Brodhead Ave.  
 Tel.: UN 6-8074 . . . . . CBS  
 Newspaper Affil. . . . . Bethlehem Globe Times  
 Station Representative . . . . . Cooke  
 President . . . . . Rolland L. Adams  
 General Manager . . . . . Ellis Service  
 Station Manager . . . . . Charles R. Thon  
 Commercial Manager . . . . . Frank Collie  
 Prog. Dir. . . . . Robert Wolken  
 Chief Engineer . . . . . Edwin Ryback

### WCNR—Bloomsburg—1946

Frequency: 930 Kc. . . . . Power: 500 Watts  
 Owned . . . . . The Columbia Montour Bcstg. Corp.  
 Bus. Studio Address . . . . . 38 W. Main St.  
 Tel.: ST 4-1200 . . . . . Independent  
 Gen., Comm. Manager . . . . . Ed Darlington  
 Chief Engineer . . . . . Robert Fulton

### WHLM—Bloomsburg—1946

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Bloom Radio  
 Address . . . . . Square Bldg.



**Tel.: Sterling 4-5500.....MBS**  
**Representative.....Raymer**  
**President.....Harry L. Magee**  
**Management Consultant.....Victor C. Diehm**  
**General, Sta. Manager.....Robert R. Williams**  
**Publicity Director.....Roy Calabrese**  
**Commercial, Sales Prom. Mgr.....Pat Campbell**  
**Nat. Sales Mgr.....Thomas A. Tito**  
**Program Dir.....Dale Fulmer**  
**Chief Engineer.....Anthony Hogg**  
**Owners of: WHOL, Allentown; WAZL, Hazleton;**  
**WTAL, Tallahassee.**

**WLOA—Braddock—1947**

**Frequency: 1550 Kc.....Power: 1000 Watts d.**  
**Owned-Operated By.....Matta Bcstg. Co.**  
**Address.....1233 Braddock Ave.**  
**Tel.: EL 1-1100.....Independent**  
**Station Representative.....Good Music Bcstrs.**  
**Pres., Gen., Sta. Mgr.....William G. Matta**  
**Commercial Manager.....George Matta**  
**Sls. Prom. Mgr.....William W. Martin**  
**Program Director.....W. Jennings Brown**  
**Chief Engineer.....Frederick Sand**

**WESB—Bradford—1947**

**Frequency: 1490 Kc.....Power: 250 Watts**  
**Owned-Oper. By.....WESB**  
**Address.....43 Main St.**  
**Tel.: FOrEst 8-4141.....Independent**  
**Representative.....Burn-Smith**  
**General Manager.....J. M. Cleary**  
**Comm. Prom. Mgr.....C. W. Callahan**  
**Prog. Dir., Chief Eng.....William Winn**

**WBUT—Butler—1949**

**Frequency: 1050 Kc.....Power: 250 W., d.**  
**Owned-Operated By.....WBUT, Inc.**  
**Address.....Box 1048**  
**Tel.: 7-5778.....Independent**  
**President.....James Beattie**  
**General, Comm. Mgr.....Richard Hanna**  
**Program Director.....G. Earl Sadlon**  
**Sales Prom. Mgr.....Gertrude Baker**  
**Publicity Director.....Jim Locke**  
**Chief Engineer.....Norman Gour**

**WISR—Butler—1941**

**Frequency: 680 Kc.....Power: 250 Watts d.**  
**Owned-Oper. By.....The Butler Bcstg. Co., Inc.**  
**Address.....357 N. Main St.**  
**Tel.: 7-4701.....Independent**  
**President.....Joel W. Rosenblum**  
**General Mgr.....Robert L. Kaufman**  
**Comm. Manager.....J. Victor O'Brien**  
**Program Director.....Warren Ihlenfeld**  
**Sales Prom. Mgr.....Jerald Coleman**  
**Publicity Dir.....Jim Martin**  
**Chief Engineer.....Paul Rex**

**WCNG—Canonsburg—1958**

**Freq.: 540 Kc.....Power: 250 W. d.**  
**Owned By.....WCNG, Inc.**

**Address.....Box 480**  
**Tel.: SH 5-5400.....Independent**  
**President.....Lowell W. Williams**  
**General Mgr.....Richard E. Burg**  
**Commercial Manager.....Jamie Rowley**  
**Program Director.....Joe Terri**  
**Chief Engineer.....Russell Harbaugh**

**WCDL—Carbondale—1950**

**Frequency: 1440 Kc.....Power: 5 Kw., d.**  
**Owned-Oper. By Carbondale Bdcstg., Co., Inc.**  
**Address.....127 Salem Rd.**  
**Tel.: 1230.....KBS**  
**Representative.....Donald Cooke, Inc.**  
**President.....William H. Ware**  
**Gen., Sta. Manager.....Marjorie Zapotosky**  
**Commercial Mgr.....P. J. Oles**  
**Pub. Dir.....Robert Meredith**  
**Program Director.....J. Martin**  
**Chief Engineer.....Walter Rude**

**WHYL—Carlisle—1948**

**Frequency: 960 Kc.....Power: 5000 Watts d.**  
**Owned-Oper.....R. F. Lewis, Jr.**  
**Business Address.....Mt. Holly Pike**  
**Tel.: CH 9-1717.....Independent**  
**Sta. Reps.....Phila. Spot Sales; Spot Time Sales**  
**President.....Marion P. Lewis**  
**Gen., Sta. Mgr.....James B. Holder**  
**Prog. Dir.....Bill Mahoney**  
**Chief Engineer.....William Lace**

**WCBG—Chambersburg—1956**

**Frequency: 1590 Kc.....Power: 5 Kw., d.**  
**Owned By.....WCBG Bcst. Corp.**  
**Address.....Radio Hill**  
**Tel.: COlony 3-4131.....Independent**  
**Representative.....Charles Bernard**  
**President, General Mgr.....Norman Messner**  
**Station Manager.....William Sullivan**  
**Sales Promotion Mgr.....Robert Koch**  
**Program Director.....Robt. Foreman**  
**Chief Engineer.....Harvey Cunningham**

**WCHA—Chambersburg—1946**

**Frequency: 800 Kc.....Power: 1000 Watts d.**  
**Owned.....Chambersburg Bcstg. Co.**  
**Address.....Craft Press Bldg.**  
**Tel.: CO 4-7121.....Independent**  
**Station Rep.....Howard; Phila. Spot Sales**  
**Pres., Gen. Mgr.....John S. Booth**  
**Station Mgr., Prog. Dir.....Earl P. Strine**  
**Commercial, Sales Prom. Mgr.....David Myers**  
**Chief Engineer.....James McCurdy**

**WESA—Charleroi—1947**

**Frequency: 940 Kc.....Power: 250 Watts d.**  
**Owned-Oper. By.....Monongahela Bcstg. Corp.**  
**Address.....Box 584**  
**Tel.: HU 3-6551.....KBS**

**PENNSYLVANIA** .....

Station Representative ..... Bernard  
 President ..... Dr. A. S. Sickman  
 General Manager ..... Carl Stuart  
 Sales Promotion Mgr. .... Val Gearhart  
 Program Director ..... William Richards  
 Publicity Director ..... Alma Crowl  
 Chief Engineer ..... Stanley Crawford

**WEEZ—Chester—1947**

Frequency: 1590 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WDRF, Inc.  
 Address ..... 3500 Edgmont Ave.  
 Tel.: TRemont 4-4321. .... Independent  
 President ..... Ogden Davies  
 General Manager ..... Martin Peltzman  
 Commercial Manager ..... Mark Targe  
 Program Director ..... Jim Termine  
 Chief Engineer ..... William Dawson

**WVCH—Chester—1947**

Frequency: 740 Kc. .... Power: 1 Kw.  
 Owned-Operated By ..... James M. Tisdale  
 Bus-Studio Address ... Wolf Bldg., Market Sq.  
 Tel.: TRemont 2-8861. .... Independent  
 Station Rep. .... Webb  
 General Manager ..... James M. Tisdale  
 Station Mgr. .... Robert A. Hibbert, Jr.  
 Chief Engineer ..... Don Baron

**WWCH—Clarion—1960**

Frequency: 1300 Kc. .... Power: 500 Watts  
 Owned By ..... Clarion Co. Bcstg. Corp.  
 Address ..... Box 171

Tel.: Capital 6-8600 ..... KBS  
 President and Gen. Mgr. .... C. M. Erchard, Jr.  
 Station Mgr. .... B. Hickok

**WCPA—Clearfield—1947**

Frequency: 900 Kc. .... Power: 1000 Watts d  
 Owned-Oper. By .... Clearfield Bdcsters, Inc  
 Address ..... Box 792  
 Tel.: POplar 5-5541. .... ABC  
 Newspaper Affil ..... Progress  
 President ..... W. K. Ulerich  
 General Manager ..... Milton J. Bergstein  
 Station Manager ..... John A. Dame  
 Commercial Manager ..... M. Nemeth  
 Sales Manager ..... Joseph Milsop  
 Program Director ..... Gerald Baum  
 Chief Engineer ..... Llewellyn Duck  
 Owners of: WDAJ, Indiana; WMAJ, State Park,  
 both Pa.; WJCM, Sebring, Fla.

**WCOJ—Coatesville—1949**

Frequency: 1420 Kc. .... Power: 5 Kw.  
 Owned-Oper. By ..... Chester Co. Bcstg. Co.  
 Address ..... 809 E. Lincoln Hgh.  
 Tel.: DUDley 4-2100. .... Independent  
 President, Chief Eng. .... Louis N. Seltzer  
 General Manager ..... William S. Halpern  
 Comm., Sales Prom. Mgr. .... Donald Kimes

**WCOY—Columbia—1957**

Frequency: 1580 Kc. .... Power: 500 W., d.  
 Owned ..... Radio Columbia  
 Address ..... 343 Poplar St.  
 Tel.: MU 4-2591. .... Independent  
 Representative ..... Burn-Smith  
 President ..... Lester P. Etter  
 Gen. Mgr., Ch. Engr. .... M. Leonard Savage  
 Comm., Sales Prom. Mgr. .... John P. Weis  
 Program, Publicity Dir. .... Joseph T. Bortell

**WCVI—Connellsville—1946**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Connellsville Bcstrs., Inc.  
 Business-Studio Address ... 133 E. Crawford Ave.  
 Tel.: MA 8-4600. .... KBS  
 Station Representative ..... Hopewell  
 President ..... Dr. C. T. Troilo  
 Gen., Station Mgr. .... Charles T. Snowden  
 Prog. Director ..... Esther Blasey  
 Chief Engineer ..... Robert Ray

**WOTR—Corry—1955**

Freq.: 1370 Kc. .... Power: 1000 Wts. d., 500 n.  
 Owned-Operated By ..... WOTR Radio  
 Address ..... 25 1/2 N. Center St.  
 Tel.: 3-6611 ..... KBS-NBC  
 President ..... Olivia T. Rennekamp  
 General, Station Mgr. .... J. J. Wellenhoffer  
 Sales Promotion Manager ... Mary Shannon  
 Program Director ..... Howard Bycroft  
 Publicity Director ..... Harry Brown  
 Chief Engineer ..... Harry Coulter

**WFRM—Coudersport—1953**

Frequency: 600 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Farm & Home Bcstg. Co.



**1590 RADIO**

the BRIGHT VOICE  
 of Delaware County

3500 Edgmont Avenue  
 Chester, Pennsylvania  
 TRemont 4-4321

Address.....9 N. Main St.  
Tel.: 611.....MBS  
President.....C. H. Simpson  
General Manager.....John A. Fay  
Commercial Manager.....George Kuratomi  
Chief Engineer.....Kenyon Reed

**WBUX—Doylestown—1948**

Frequency: 1570 Kc.....Power: 1 Kw., d.  
Owned.....WBUX Broadcasting Co.  
Address.....30 E. Oakland Ave.  
Tel.: FI 8-3583.....Independent  
President.....George Seiner  
General Mgr.....James Stolcz  
Station Manager.....George Pleasants  
Sales Manager.....Jim Kirwan

**WCED—DuBois—1941**

Freq.: 1420 Kc.....Power: 5 Kw. d., 500 W. n.  
Owned By.....Tri County Broadcasting Co., Inc.  
Address.....80 N. Park Place  
Tel.: 1700.....CBS  
Station Representative.....Devney O'Connell  
President.....Harold T. Gray  
Gen. Mgr., Pub. Dir.....Jason S. Gray  
Chief Engineer.....George Donahue

**WEEX—Easton—1956**

Frequency: 1210 Kc.....Power: 250 Watts  
Owned.....Easton Publishing Co.  
Address.....Chestnut Hill  
Tel.: Blackburn 8-6155.....Independent  
Newspaper Affiliation.....Express  
Representative.....Bolling  
President.....J. L. Stackhouse  
General Manager.....Fred Hamlen  
Station, Commercial Mgr.....Art Burnham  
Program Director.....Don Ross  
Chief Engineer.....Robert Francett

**WEST—Easton—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Associated Bcstrs., Inc.  
Bus. Studio Address.....516 Northampton St.  
Tel.: Blackburn 8-6131.....NBC  
Representative.....Meeker Co.  
Station Exec.....Clair R. McCollough  
Station Manager.....Theodore W. Pierce  
Gen. Sales Manager.....J. Robert Gulick  
Nat'l Sales Mgr.....Harry J. Shaub, Jr.  
Technical Dir.....J. E. Mathiot  
Owners of: WDEL, Wilmington; WORK, York;  
WKBO, Harrisburg; WGAL-AM-TV, Lancaster;  
WRAC, Williamsport.

**WEZN—Elizabethtown—1958**

Frequency: 1600 Kc.....Power: 500 Watts  
Owned By.....Colonial Bcstg. Co. Inc.  
Address.....Box 192  
Tel.: EMpire 7-1511.....Independent  
President.....Lowell W. Williams  
Gen. Mgr.....Richard E. Burg  
Station Mgr.....Arthur K. Greiner  
Program Director.....George Morgan  
Chief Engineer.....Jack B. Cupper  
Owners of: WCNG, Cannonsburg.

**WLEM—Emporium—1958**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned By.....Emporium Broadcasting Co.  
Address.....1 West Fourth St.  
Tel.: 712.....Independent  
President, General Mgr.....James A. Spots  
Station Mgr., Prog. Dir.....Dean L. Close  
Chief Engineer.....William D. Murphy

**WGSB—Ephrata—1955**

Frequency: 1310 Kc.....Power: 1000 Watts, d.  
Owned.....Garden Spot Broadcasters, Inc.  
Address.....P. O. Box 419  
Tel.: RE 3-2226.....MBS  
Representative.....Broadcast Time Sales  
President.....Lester Grenewalt  
Gen., Sta. Mgr.....Samuel R. Youse  
Prog. Dir.....David A. May  
Comm. Mgr.....George D. Ribble  
Chief Engineer.....Ralph Haneman  
Owners of: WABW, Annapolis; WCBG, Chambersburg.

**WERC—Erie—1941**

Frequency: 1260 Kc.....Power: 5 Kw.  
Owned By.....Cleveland Bcstg. Inc.  
Address.....121 West 10th St.  
Tel.: GLEndale 6-2096.....NBC  
Station Rep.....Venard Rintoul & McConnell  
President.....Ray T. Miller, Jr.  
General Station Mgr.....Art Arkelian  
Program Director.....Cliff Shilling  
Chief Engineer.....Jack Heidecker  
Owners of: WERE, Cleveland; WLEC, Sandusky, O.

**WICU—Erie—1949**

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned.....Dispatch Div. of Airways Inc.  
Bus. Studio Address.....3514 State St.  
Tel.: GI 4-5201.....ABC  
Representative.....Weed  
President.....Edward Lamb  
General, Sta. Mgr.....J. A. Londet  
Program Director.....N. McGrath  
Chief Engineer.....Ken Husband

**WJET—Erie—1951**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Jet Broadcasting Co., Inc.  
Address.....1635 Ash St.  
Tel.: GL 2-6741.....Independent  
Sta. Representative.....Hollingbery  
President, Gen. Mgr.....Myron Jones  
Comm. Mgr.....Peter Coticchia  
Chief Engineer.....Richard Zahniser

**WLEU—Erie—1935**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....WESB Broadcasting  
Address.....212 Commerce Bldg.  
Tel.: GLEndale 6-7078.....Independent  
Station Representative.....Cooke  
Managing Partner.....T. R. Bromley

# PENNSYLVANIA

Station Manager..... R. H. Elliott  
Commercial Manager..... Ronald Smith  
Program Director..... Ted Wygant  
Publicity Director..... Mary Barnhart  
Sales Promotion Mgr..... Rick Meyers  
Chief Engineer..... John Kozak

## WFAR—Farrell—1953

Freq.: 1470 Kc. Power: 1 Kw. d.; 500 W. n.  
Owned By..... Farrell-Sharon Bcstg. Co.  
Address..... RFD #2  
Tel.: Diamond 8-4171..... KBS  
President..... Sanford A. Schafitz  
General Mgr..... A. Zippay  
Chief Engineer..... Milton Wills

## WFRA—Franklin—1958

Frequency: 1430 Kc. Power: 500 Watts, d.  
Owned..... N.W. Penna. Bcstg. Co.  
Address..... P.O. Box 908  
Tel.: ID 2-2188..... MBS  
President, General Mgr..... Robert H. Sauber

## WGCT—Gettysburg—1950

Frequency: 1320 Kc. Power: 250 Watts  
Owned-Oper. By..... Times & News Pub. Co.  
Business Address..... Box 28  
Tel.: EDgewater 4-3101..... Independent  
Gen. Mgr..... P. H. Cunningham

## WHJB—Greensburg—1934

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.  
Owned..... WHJB, Inc.  
Address..... 128 N. Penn Ave.  
Tel.: Temple 4-0600..... Independent  
President, General Mgr..... Hugh J. Brennen  
Commercial, Sales Prom. Mgr..... Russ Graeff  
Program Director..... Ron Asbury  
Publicity Director..... Fran Fisher  
Chief Engineer..... L. L. Allen

## WGRP—Greenville—1959

Frequency: 940 Kc. Power: 1000 Watts  
Owned By..... Greenville Bcstg. Co.  
Address..... 2 North Water St.  
Tel.: JU 8-8900..... Independent  
President, Gen. Mgr..... Kenneth B. Anderson  
Station Mgr..... Merle G. Anderson  
Publicity Director..... Margaret E. Travis

## WHVR—Hanover—1949

Freq.: 1280 Kc. Power: 5 Kw. d., 500 Watts n.  
Owned-Operated By..... Radio Hanover, Inc.  
Address..... Box 268  
Tel.: ME 7-3831..... Independent  
President, Gen. Mgr..... John D. Bare  
Sales Prom. Mgr..... Edward John  
Chief Engineer..... Philip Rohrbaugh

## WCMB—Harrisburg—1948

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By..... Hudson Bcstg. Corp.

Address..... WCMB Bldg.  
Tel.: CE 4-3005..... MBS  
Representative..... Weed  
General Manager..... Ed K. Smith  
Comm. Manager..... Henry Traugh  
Program Director..... Ed. Gonzalez  
Chief Engineer..... Charles Stefanic

## WHGB—Harrisburg—1945

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Kendrick Bcstg. Co., Inc.  
Address..... 112 Market St.  
Tel.: CE 4-4988..... ABC  
Station Representative..... Pearson  
Pres., Gen. Mgr..... H. Kendrick  
Station, Comm. Mgr..... Ralph Hartman  
Program Director..... Bob Lindstrom  
Chief Engineer..... William Kuntz

## WHP—Harrisburg—1924

Frequency: 580 Kc. Power: 5 Kw.  
Owned..... WHP, Inc.  
Address..... 216 Locust St.  
Tel.: Cedar 4-3211..... CBS  
Representative..... Bolling  
President..... E. J. Stackpole  
General, Commercial Mgr..... Cecil M. Sanbury  
Local Sales Manager..... Jack Grove  
Program, Publicity Dir..... Brod Seymour  
Chief Engineer..... E. Dan Leibensperger  
Owners of: WHP-TV.

## WKBO—Harrisburg—1922

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... Keystone Bcstg. Corp.  
Address..... 31 N. Second St.  
Tel.: CE 4-0191..... NBC  
Newspaper Affil..... Lancaster Newspapers, Inc.  
Representative..... Meeker Co.  
Station Executive..... Clair R. McCollough  
Station Manager..... Jack Hooper  
Commercial Manager..... J. Robert Gulick  
Program Director..... Curt Whitcomb  
Chief Engineer..... J. E. Mathiot  
Owners of: WDEL, Wilmington; WORK, York;  
WGAL, Lancaster; WEST, Easton; WRAK,  
Williamsport; WGAL-TV, Lancaster.

## WAZL—Hazleton—1932

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Hazleton Bcstg. Co.  
Address..... 704-11 Hazleton Natl. Bank Bldg.  
Tel.: GL 4-3531..... NBC-MBS  
Representative..... Raymer  
Pres., Gen. Mgr..... Victor C. Diehm  
Commercial Manager..... Robert J. Sacco  
Sales Manager..... Thomas A. Tito  
Program Director..... Don Murray  
Chief Engineer..... Elwood Tito  
Owners of: WTAL, Tallahassee; WHOL, Allen-  
town; WILLM, Bloomsburg, Pa.

## WHUN—Huntingdon—1946

Frequency: 1150 Kc. Power: 1000 Watts  
Owned By..... Huntingdon Bcstrs. Inc.  
Bus.-Studio Address..... 400 Washington St.

Tel.: MI 3-3340.....KBS  
**President**.....John H. Biddle  
**General Manager**.....William E. Germann  
**Chief Engineer**.....E. Craig

**WDAD—Indiana—1945**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WDAD Inc.  
**Address**.....632 Philadelphia St.  
 Tel.: HO 5-5511.....CBS  
**Newspaper Affil.**.....The Progress  
**General Mgr.**.....J. Termin  
**Chief Engineer**.....Dyle Martin

**WARD—Johnstown—1946**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Central Bcastg. Co., Inc.  
**Address**.....235 Franklin St.  
 Tel.: 70761.....CBS  
**Representative**.....Weed  
**President, Gen. Mgr.**.....G. D. Garland  
**Station Mgr.**.....Wm. D. Confer  
**Commercial Mgr.**.....Joe Cavanaugh  
**Program Director**.....Bill Santoro  
**Chief Engineer**.....Cornelius Donatti  
 Owners of: WARD-FM-TV.

**WCRO—Johnstown—1947**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Century Bcastg. Corp.  
**Bus.-Studio Address**.....Fort Stanwix Hotel  
 Tel.: 9-1187.....Independent  
**Station Representatives**.....Radio-TV Reps.  
**President**.....John J. Keel  
**General Manager**.....E. M. Williams  
**Chief Engineer**.....John Kersheskey

**WJAC—Johnstown—1925**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WJAC, Inc.  
**Address**.....329 Main St.  
 Tel.: 7-8711.....NBC  
**Newspaper Affil.**.....Tribune  
**Station Representative**.....Meeker  
**President**.....W. W. Krebs  
**General Manager**.....Edward J. Klym  
**Chief Engineer**.....Theodore E. Campbell  
 Owners of: WJAC-TV.

**WADP—Kane—1954**

**Frequency:** 960 Kc.....**Power:** 1000 Watts, d.  
**Owned By**.....Kane Broadcasting Corp.  
**Address**.....Penn-Kane Hotel  
 Tel.: 1520.....KBS  
**President**.....Gordon Hanks  
**Comm. Sta. Mgr.**.....George A. Larson  
**Program Dir.**.....Patrick Bickel  
**Chief Engineer**.....John Nordine

**WACB—Kittanning—1948**

**Frequency:** 1380 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....Joel Rosenblum Ent.  
**Address**.....325 Market St.  
 Tel.: LI 3-1381.....Independent  
**President**.....Joel R. Rosenblum

**General Mgr.**.....Warren A. Koerbel  
**Program Director**.....Jan Andree  
**Publicity Director**.....Wally Slater  
**Chief Engineer**.....Robert Banner  
 Owners of: WSHH, Latrobe; WISR, Butler, both  
 Pa.; WTIG, Massillon, O.

**WGAL—Lancaster—1922**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WGAL, Inc.  
**Business-Studio Address**.....24 S. Queen St.  
 Tel.: EX 7-0333.....NBC  
**Representative**.....Meeker Co.  
**President, Gen. Mgr.**.....Clair R. McCollough  
**Gen. Sls. Mgr.**.....J. Robert Gulick  
**Nat'l Sales Mgr.**.....Harry J. Shant, Jr.  
**Station Mgr.**.....Kenneth Kreider  
**Program Dir.**.....Brian Kintzer  
**Promotion Dir.**.....Paul I. Woodland  
**Technical Director**.....J. E. Mathiot  
 Owners of: WDEL, Wilmington; WORK, York;  
 WKBO, Harrisburg; WGAL-TV; WRKA, Wil-  
 liamsport; WEST, Easton.

**WLAN—Lancaster—1946**

**Frequency:** 1390 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....The Peoples Bcastg. Co.  
**Bus.-Studio Address**.....252 N. Queen St.  
 Tel.: EX 4-7261.....ABC-MBS  
**Representative**.....Bolling  
**President**.....Frank H. Altdoerffer  
**Sta. Mgr., Prog. Dir.**.....Samuel M. Altdoerffer  
**Commercial Manager**.....J. Stanley Baker  
**Sales Prom. Mgr.**.....William Cifuni  
**Publicity Dir.**.....Sally Harper  
**Chief Engineer**.....James H. Kemman

**WNPV—Lansdale—1960**

**Frequency:** 1440 Kc.....**Power:** 500 Watts d.  
**Owned By**.....Equitable Publishing Co.  
**Address**.....307 Derstine Ave  
 Tel.: Ulysses 5-6821.....Independent  
**Newspaper Affil.**.....Nortg Penn Reporter  
**General Manager**.....John G. Skibbe  
**Sales Prom., Prog. Dir.**.....Richard Heist  
**Chief Engineer**.....W. Leroy Nuss

**WLSH—Lansford—1952**

**Frequency:** 1410 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Miners Bcastg. Service, Inc.  
**Address**.....P. O. Box D  
 Tel.: 1440.....Independent  
**President**.....J. L. Maguire  
**Gen. Manager**.....John W. Angst

**WSHH—Latrobe—1951**

**Frequency:** 1570 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Joel W. Rosenblum  
**Address**.....200 Depot St.  
 Tel.: KEystone 7-7744.....KBS  
**General Manager**.....Joel W. Rosenblum  
**Sta. Mgr., Chief Eng.**.....Manuel J. Alvarez  
**Commercial Manager**.....William Smith  
**Sales Promotion Mgr.**.....Helen Butler  
**Publicity Director**.....Robert Shaw  
 Owners of: WISR, Butler; WACB, Kittanning, both  
 Pa.; WTIG, Massillon, O.



**PENNSYLVANIA**

**WTRA—Latrobe—1956**

Frequency: 1480 Kc. Power: 500 W. d.  
 Owned ..... Latrobe Bcstrs.  
 Address ..... 202 Main St.  
 Tel.: KE 7-3338 ..... Independent  
 Representative ..... Lowenstein  
 President ..... Louis Rosenberg  
 General Manager ..... William Dymond  
 Commercial Manager ..... Mrs. Janet Mahady  
 Chief Engineer ..... Bernard Guidos

**WLBR—Lebanon—1946**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Operated By ..... Lebanon Bcstg. Co.  
 Address ..... Route 20  
 Tel.: CRestview 2-7651 ..... Independent  
 Representative ..... Burn-Smith  
 President ..... H. Raymond Stadiem  
 Managing Director ..... Lester P. Eitter  
 Commercial, Prcm. Mgr. .... Ernest Latessa  
 Program Director ..... Henry Homan  
 Chief Engineer ..... William Zehring

**WBCB—Levittown-Fairless  
 Hills—1957**

Frequency: 1490 Kc. Power: 250 W.  
 Owned ..... O'Keefe Bcstg. Co., Inc.  
 Address ..... Box 1490  
 Tel.: Windsor 9-1490 ..... Independent  
 Pres., Gen. Mgr. .... William F. Waterbury  
 Commercial Mgr. .... Jack Wellington  
 Program Director ..... George Hart  
 Chief Engineer ..... Jack Lavton

**WITT—Lewisburg—1957**

Frequency: 1010 Kc. Power: 250 Watts, d.  
 Owned ..... Wireline Radio, Inc.  
 Address ..... 34 South 8th St.  
 Tel.: JA 3-1222 ..... KBS  
 President ..... Donald Bechtel  
 General Station Mgr. .... Peter E. Farrell  
 Commercial Manager ..... Carl E. Miller  
 Chief Engineer ..... Will R. Nesbit

**WKVA—Lewistown—1949**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Operated By ..... Central Pa. Bcstg. Co.  
 Address ..... 19 South Wayne St.  
 Tel.: 248-6771 ..... ABC  
 Representative ..... Gill-Perna  
 Pres., Sta., Gen. Mgr. .... Robert L. Wilson  
 Commercial Prom. Mgr. .... Robert E. Hyle  
 Program Director ..... Kerby Confer  
 Publicity Director ..... Mary Bolich  
 Chief Engineer ..... Charles Simpson

**WTRF—Lewistown—1941**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By ..... Lewistown Bcstg. Co.  
 Address ..... 5 W. Market St.

Tel.: 248-6757 ..... NBC  
 Representative ..... Burn-Smith  
 President ..... J. S. Woods  
 General Manager ..... T. W. Metzger  
 Commercial Manager ..... Frank Troiani  
 Program Director ..... Thekla Leeper  
 Chief Engineer ..... Kenneth Callahan  
 Owners of: WJUN, Mexico, Pa.

**WBPZ—Lock Haven—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Lock Haven Bcstg. Corp.  
 Address ..... 132½ Main St.  
 Tel.: 4038 ..... MBS  
 Station Representative ..... Devney O'Connell  
 President ..... Donald C. Welch  
 Gen. Sta. Mgr. .... Harris Lipcz  
 Chief Engineer ..... Al Stratmoen

**WEDO—McKeesport—1946**

Frequency: 810 Kc. Power: 1000 Watts  
 Owned-Operated By ..... Tri-City Bcstg. Co.  
 Business-Studio Address ..... 547 5th Ave.  
 Tel.: North 4-7167 ..... CBS  
 Station Representative ..... Weed  
 President ..... Edward J. Hirshberg  
 Station Mgr. .... Jim Rice  
 Sales Promotion Manager ..... L. Rothman  
 Chief Engineer ..... Silvio Garofolo

**WMCK—McKeesport—1946**

Frequency: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Mon-Yough Bcstg. Co.  
 Address ..... 516 Market St.  
 Tel.: OR 8-8888 ..... Independent  
 Station Representative ..... Bcst. Time Sales  
 President ..... Robert M. Cox  
 Station, Commercial Mgr. .... Sam Vidnovic  
 Program Director ..... Bill Lynch  
 Publicity Director ..... Kathy Milton  
 Chief Engineer ..... Wilkes Hurley

**WMGW—Meadville—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Regional Bcstrs.  
 Address ..... 964 Park Ave.  
 Tel.: 6-1111 ..... Independent  
 General Manager ..... James F. McDonald, Jr.  
 Program Director ..... Paul J. Brown  
 Publicity Director ..... Eric Johnson  
 Chief Engineer ..... Maurice Sherman

**WJUN—Mexico—1955**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By ..... Lewistown Bcstg. Co.  
 Business Address ..... Box 97, Miiflinton  
 Tel.: 295 ..... Independent  
 Newspaper Affiliation ..... Sentinel, Lewistown  
 Representative ..... Burn-Smith  
 President ..... J. S. Woods  
 General Manager ..... Thomas W. Metzger  
 Station Manager ..... Ralph S. Parker  
 Program Director ..... Don Lorenz  
 Chief Engineer ..... Kenneth Callahan

**WMLP—Milton—1955**

Frequency: 1570 Kc. Power: 1 Kw. d.  
Owned By.....WMLP, Inc.  
Address.....65-71 Bound Ave.  
Tel.: Milton.....Independent  
General, Comm. Mgr.....J. H. Yingling  
Chief Engineer.....Ronald Stoops

**WPFL—Montrose—1953**

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned By.....Montrose Bcstg Corp.  
Address.....Locust & High Sts.  
Tel.: 397.....Independent  
Pres. Gen. Mgr.....W. Douglas Roe  
Program Director.....Chuck Zulker  
Publicity Director.....Herbert Anderson  
Chief Engineer.....Harold P. Mierop

**WKST—New Castle—1938**

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Operated By.....WKST, Inc.  
Address.....1st Federal Plaza  
Tel.: OL 4-5501.....ABC  
Station Representative.....Weed  
President, General Mgr.....S. W. Townsend  
Station Manager.....Harry Reith  
Commercial Manager.....Byron McConnell  
Program Director.....Bob Grant  
Chief Engineer.....Ernest Rety  
Owners of: WKST-TV, Youngstown, O.

**WKPA—New Kensington  
1940**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.  
Business-Studio Address.....810 Fifth Ave.  
Tel.: ED 7-3588.....Independent  
President.....C. R. Cooper  
Gen., Comm. Mgr.....Melvin A. Goldberg  
Program Director.....Phil Brooks  
Chief Engineer.....W. W. Neely

**WNAR—Norristown—1946**

Frequency: 1110 Kc. Power: 500 Watts d.  
Owned-Operated By...Norristown Bcstg. Co.  
Address.....Old Arch Rd.  
Tel.: BR 2-7600.....Independent  
Station Representative.....A. Young Co.  
President.....N. Joe Rahall  
General, Station Mgr.....John M. Banzhoff  
Local Sales Manager.....Bernard Brode  
Program, Publicity Dir.....Anthony G. Bekas  
Chief Engineer.....A. De Solo  
Technical Director.....C. F. Corado  
Owners of: WKAP, Allentown, Pa.; WLCV, St.  
Petersburg, Fla.; WWNR, Beckley, W. Va.;  
WQTY, Jacksonville, Fla.

**WKRZ—Oil City—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....WKRZ, Inc.  
Address.....Orange St. Ext.

Tel.: 4-1269.....NBC-KBS  
Pres., Gen. Mgr.....Kenneth E. Rennekamp  
Station Manager.....J. T. Finnecy  
Commercial Mgr., Pub. Dir.....Jack Duncan  
Program Director.....Rona Phillips  
Chief Engineer.....Robert Harmon

**WCAU—Philadelphia—1922**

Frequency: 1210 Kc. Power: 50,000 Watts  
Owned-Oper. By.....CBS Radio, Inc.  
Address.....City Line & Monument Ave.  
Tel.: GR 7-8300.....CBS  
Representative.....CBS Radio Spot Sales  
V.P., General Mgr.....Thomas J. Swafford  
Gen. Sales Manager.....Jack Kline  
Sales Promotion Mgr.....Fred Birnbaum  
Program Director.....Mike Grant  
Chief Engineer.....J. G. Leitch

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc. Power: 5 Kw. d., 1 Wt., n.  
Owned-Oper. By.....Max M. Leon, Inc.  
Address.....Belmont Ave. & Edgely Rd.  
Tel.: TR 8-2000.....Independent  
Sta. Representative.....Bernard Howard  
President.....Max M. Leon  
General Sta. Mgr.....Robert A. Klein  
General Sales Mgr.....William H. Vogt  
Program Director.....Robert C. Ardrey  
Chief Engineer.....Frank W. Unterberger

**WFIL—Philadelphia—1922**

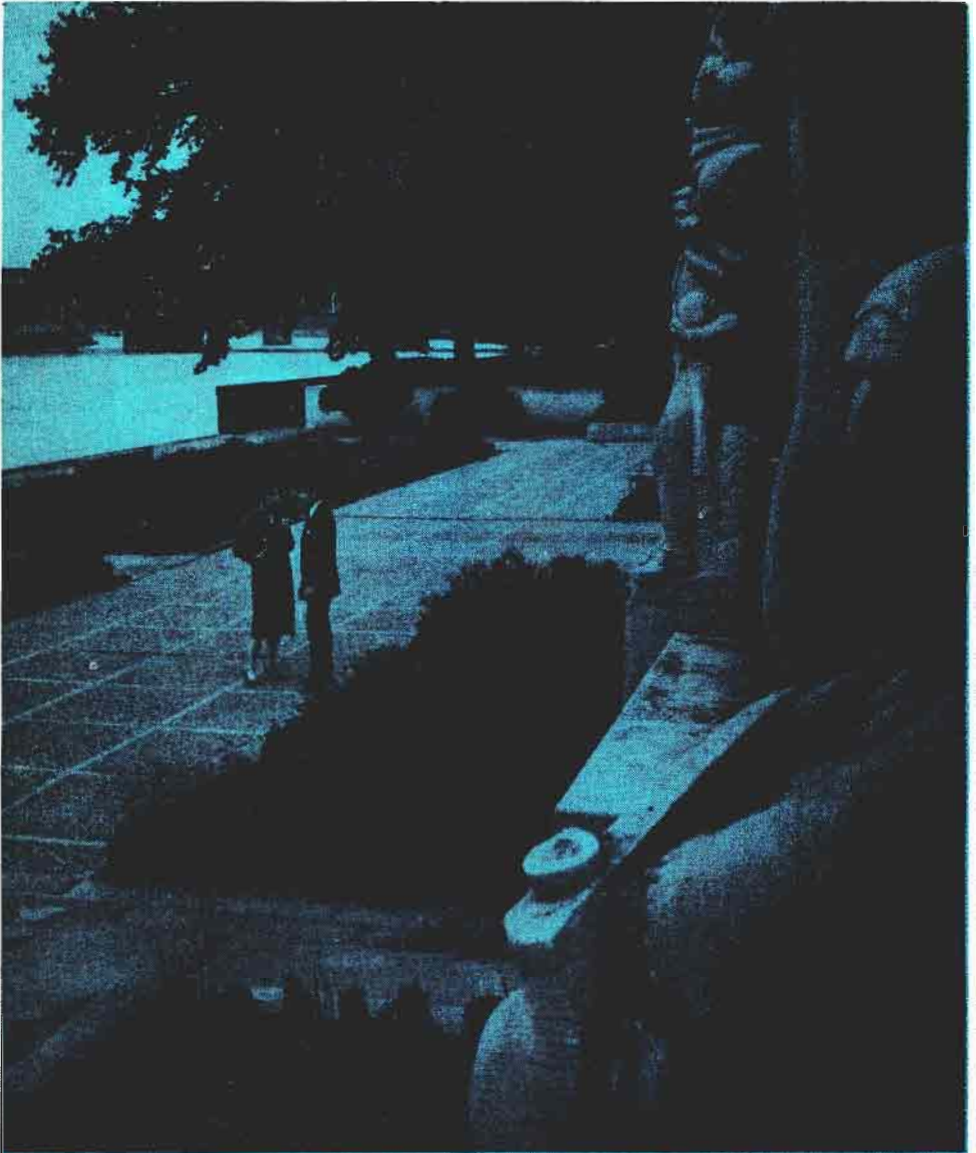
Frequency: 560 Kc. Power: 5000 Watts  
Owned.....Triangle Publications, Inc.  
Address.....46th & Market  
Tel.: EV 2-4700.....ABC  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Representative.....Blair  
General Manager.....Roger W. Clipp  
Station Manager.....George A. Koehler  
Gen. Sales Manager.....Kenneth W. Stowman  
Dir. of Programming & Sls...Clyde R. Spitzner  
Dir. of Operations.....Jack Steck  
Chief Engineer.....Henry E. Rhea  
Owners of: WFIL-TV; WNBE AM-TV, Bingham-  
ton, N. Y.; WFBG AM-TV, Altoona, Pa.; WNHC  
AM-TV, New Haven; KERE AM-TV, Fresno;  
WVIV-TV, Lebanon, Pa.

**WFLN—Philadelphia—1958**

Frequency: 900 Kc. Power: 1 Kw. d.  
Owned By.....Franklin Bcstg. Co.  
Address.....8200 Ridge Ave.  
Tel.: Ivyridge 2-6000.....Independent  
Station Representative.....Good Music Bcsts.  
President.....Lawrence M. C. Smith  
General Manager.....R. S. Green  
Chief Engineer.....F. Chassey

**WHAT—Philadelphia—1925**

Freq.: 1340 Kc. Power: 1 Kw. d.; 250 W. n.  
Owned-Oper. By...Independence Bcstg. Co.  
Address...Conshohocken & Windemere Aves.  
Tel.: TRinity 8-1500.....Independent  
Representative.....Pearson



STATUES ON THE SCHUYLKILL portray early American history for plaza strollers and thousands of motorists who get in and out of town along beautiful East River Drive. Many have their radios on. Many of the many are dialed to 610.

**Mr. & Mrs. Metrodelphia** live with history, both in ancient inheritances, and modern interpretations like the statuary above, in Philadelphia's Ellen Philips Samuel Memorial. For history in the making, Metrodelphians turn to **WIP**, attentive to the area's life and cultural development for 40 years. (Our fm station, already carrying U.N. proceedings, will transmit all presidential news conferences.) Now the added impact of Metropolitan's new concept is rapidly bringing **WIP** to the foremost audience position in Philadelphia. Many advertisers are using **WIP** to make sales history. **WIP, Metrodelphia, Pa.**

Pres., Gen. Mgr. . . . . William A. Banks  
 Station Manager . . . . . Dolly Banks  
 Commercial Manager . . . . . Herbert Schorr  
 Sales Promotion Mgr. . . . . William Macormac  
 Program Director . . . . . Joseph A. Grady  
 Publicity Director . . . . . Marsha Greenbaum  
 Chief Engineer . . . . . Charles Lehmann

**WIBG—Philadelphia—1925**

Freq.: 990 Kc. . . . . Power: 50,000 Wts, d., 10,000 n.  
 Owned By . . . . . Seaboard Radio Bcstg. Corp.  
 Address . . . . . Suburban Sta. Bldg.  
 Tel.: LOcust 3-2300 . . . . . Independent  
 Representative . . . . . Katz  
 President . . . . . George B. Storer Sr.  
 Man. Dir. . . . . John C. Moler  
 National Sales Mgr. . . . . James P. Storer  
 Local Sales Mgr. . . . . David Bolton  
 Operations Mgr. . . . . Roy M. Schwartz  
 Chief Engineer . . . . . John H. Henninger  
 Owners of: WJBK AM-FM-TV, Detroit; WSPD  
 AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW  
 AM-FM-TV, Cleveland; WWVA AM-FM, Wheel-  
 ing, W. Va.; WGBS AM-FM, Miami, Fla.; KGBS,  
 Los Angeles; WITI-TV, Milwaukee.

**WIP—Philadelphia—1922**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Metropolitan Bcstg.  
 Business-Studio Address . . . . . 35 S. 9th St.  
 Tel.: WA 2-6800 . . . . . Independent  
 Representative . . . . . Edward Petry  
 President . . . . . John Kluge  
 General Manager . . . . . Harvey L. Glascock  
 Commercial Mgr. . . . . H. D. Neuwirth  
 Program Director . . . . . Varner Paulsen  
 Sales Prom. Mgr. . . . . Arnold Katinsky  
 Chief Engineer . . . . . Clifford C. Harris  
 Owners of: WHK, Cleveland; WNEW AM-TV,  
 New York; WTTG, Washington, D. C.; WTVH,  
 Peoria; KVOR, Stockton.

**WJMJ—Philadelphia—1948**

Frequency: 1540 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . WJMJ Bcstg. Corp.  
 Address . . . . . 2043 Locust St.  
 Tel.: LO 4-2300 . . . . . Independent  
 Representative . . . . . Broadcast Time Sales  
 Pres., Gen. Sta. Mgr. . . . . Patrick J. Stanton  
 Comm. Sales Prom. Mgr. . . . . James Rubenstone  
 Prog. Dir. . . . . Michael Deegan  
 Chief Engineer . . . . . Christopher McAteer

**WPEN—Philadelphia—1929**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Consolidated Sun Ray, Inc.  
 Business-Studio Address . . . . . 2212 Walnut St.  
 Tel.: LO 4-6000 . . . . . Independent  
 Representative . . . . . Gill-Perna  
 President . . . . . William Sytk  
 Exec. Vice President . . . . . William B. Caskey  
 Station Mgr. . . . . Murray Arnold  
 Comm. Manager . . . . . Erwin Rosner  
 Prom. Mgr., Pub. Director . . . . . Sam Serota  
 Chief Engineer . . . . . Charles W. Burtis

**WRCV—Philadelphia—1921**

Frequency: 1060 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . National Bcstg. Company  
 Address . . . . . 1619 Walnut St.  
 Tel.: LO 4-3700 . . . . . NBC  
 Representative . . . . . NBC Spot Sales  
 President . . . . . Robert E. Kintner  
 V.P., General Mgr. . . . . Raymond W. Welpott  
 Station. Comm. Mgr. . . . . Thomas E. Paisley  
 Program Director . . . . . Bob Benson  
 Sales Prom., Publicity Dir. . . . . Jack Wiley  
 Chief Engineer . . . . . George C. Lenfest

**WTEL—Philadelphia—1925**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned By . . . . . WTEL, Inc.  
 Business-Studio Address . . . . . 4310 N. Broad St.  
 Tel.: GLadstone 5-9200 . . . . . Independent  
 Station Representative . . . . . Dore  
 President . . . . . John Hopkinson  
 V.P.s . . . . . Q. C. Strum, G. Hopkinson

**WPHB—Philipsburg—1956**

Frequency: 1260 Kc. . . . . Power: 1 Kw. d.  
 Owned By . . . . . Moshannon Valley Bcstg.  
 Address . . . . . Radio Park  
 Tel.: Dickens 2-2300 . . . . . Independent  
 Gen. Comm. Mgr. . . . . William Emert  
 Program Director . . . . . Mrs. Wm. Emert  
 Chief Engineer . . . . . Dean Sharpless

**KDKA—Pittsburgh—1920**

Frequency: 1020 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. Westinghouse Bcstg. Co. Inc.  
 Address . . . . . 122 E. 42nd St., N.Y.C.  
 Tel.: MUrray Hill 7-0808 . . . . . Independent  
 Station Representative . . . . . AM Radio Sales  
 President . . . . . Donald H. McGannon  
 General. Station Manager . . . . . L. R. Rawlins  
 Commercial Manager . . . . . Donald Trageser  
 Program Manager . . . . . Dominic Quinn  
 Sales Prom. Mgr. . . . . June L. Buzzelli  
 Publicity Manager . . . . . Owen Simon  
 Chief Engineer . . . . . Theodore C. Kenney  
 Owners of: KPXN, San Francisco, Calif.; WOWO,  
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-  
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,  
 Cleveland, O.; KYW-TV, Cleveland, O.; KEX,  
 Portland, Ore.; KDKA-TV, Pittsburgh, Pa.;  
 WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.;  
 WBZ-FM, Boston; KYW-FM, Cleveland; KEX-  
 FM, Portland; KDKA-FM.

**KQV—Pittsburgh—1919**

Frequency: 1410 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Allegheny Bcstg. Corp.  
 Address . . . . . Chamber of Commerce  
 Tel.: AT 1-9100 . . . . . ABC  
 Station Representative . . . . . Young  
 President . . . . . Leonard H. Goldenson  
 General. Station Mgr. . . . . John D. Gibbs  
 Commercial Manager . . . . . Ted Smith  
 Service, Publicity Dir. . . . . Bill Thieman  
 Program Director . . . . . Dick Drury  
 Chief Engineer . . . . . George Kleeb  
 Owners of: WABC AM-TV, New York; WXYZ  
 AM-TV, Detroit; KGO AM-TV, San Francisco;  
 KABC AM-TV, Los Angeles; WLS, Chicago;  
 WBBK-TV, Chicago.



**PENNSYLVANIA**

**WAMO—Pittsburgh—1948**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Dynamic Bcstg.  
Address.....105 E. 8th Ave.  
Tel.: HO 2-6000.....Independent  
Representative.....Howard  
President, Gen. Mgr.....Leonard Walk  
Commercial Manager.....Joe Bassett, Jr.  
Chief Engineer.....James Herbert

**WCAE—Pittsburgh—1922**

Frequency: 1250 Kc. Power: 5000 Watts  
Owned-Operated By.....WCAE, Inc.  
Address.....530 Carlton House  
Tel.: AT 1-6900.....Independent  
Station Representative.....McGavren  
Pres., General Manager.....Leonard Kapner  
Station, Commercial Mgr.....F. Geer Parkinson  
Program Director.....Paul Ruhle  
Publicity Director.....Gene Werman  
Chief Engineer.....James Greenwood

**WEPP—Pittsburgh—1947**

Frequency: 1080 Kc. Power: 1 Kw.  
Owned By.....Golden Triangle Bcstg. Corp.  
Address.....220 N. Highland Ave.  
Tel.: EM 1-5000.....MBS  
Sales Representative.....Gill-Perna  
President.....Myron Jones  
General Manager.....Philip B. Hirsch  
Exec. Vice Pres.....Pete Coticchia  
Sales Promotion Mgr.....William E. Clark  
Program Dir.....Jack D. Bailey  
Chief Engineer.....Walter McCoy

**WJAS—Pittsburgh—1924**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By.....NBC  
Address.....1459 Crane Ave.  
Tel.: LOcust 3-5238.....NBC  
Representative.....NBC Spot Sales  
Gen. Mgr.....Stephen J. Rooney  
Sales Prom. Mgr.....Richard S. Stafford  
Owners of: WNBC AM-TV, New York; WECV  
AM-TV, Philadelphia; WMAQ, WNBQ-TV, both  
Chicago; WRC AM-TV, Washington, D. C.;  
KNBC, San Francisco; KRCA-TV, Los Angeles.

**WPIT—Pittsburgh—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By.....WPIT, Inc.  
Address.....213 Smithfield St.  
Tel.: AT 1-1900.....Independent  
President.....John J. Laux  
Gen., Comm. Mgr.....Don Ioset  
Sales Mgr., Prog., Pub. Dir.....Clifford Charles  
Chief Engineer.....Michael Komichak  
Owners of: WSOL, Tampa; WRDW-TV, Augusta,  
Ga.

**WWSW—Pittsburgh—1932**

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By.....WWSW Radio, Inc.  
Address.....Hotel Sherwyn  
Tel.: Gr 1-5200.....Independent  
Newspaper Affiliation.....Post Gazette  
Representative.....John Blair

President.....O. M. Schloss  
General Station Mgr.....B. W. Muros  
Publicity Director.....Phillip Davis  
Chief Engineer.....Harry Kaiser

**WPTS—Pittston—1953**

Frequency: 1540 Kc. Power: 1 Kw. d.  
Owned-Oper. By.....Midway Bcstg. Co., Inc.  
Address.....83 Foote Ave., Duryea, Pa.  
Tel.: OL 4-3388.....KBS  
Pres., Gen. Manager.....Angelo W. Fiorani  
Station Manager.....B. Schriver  
Commercial Mgr.....R. E. Florey  
Program Director.....J. Fiore  
Sales Promotion Mgr.....A. Castelli  
Publicity Director.....R. F. Gallagher  
Chief Engineer.....John P. McGoldrick

**WPAZ—Pottstown—1951**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Pottstown Bcstg. Co.  
Address.....247 High St.  
Tel.: Faculty 6-4000.....KBS  
Representative.....Indie Sales  
Pres., Gen. Mgr.....Herbert Scott  
Chief Engineer.....R. Mellon

**WPAM—Pottsville—1947**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Miners Bcstg. Serv., Inc.  
Business-Studio Address.....Box 629  
Tel.: MA 2-1450.....Independent  
President.....Joseph L. McGuire  
Gen. Mgr., Ch. Eng.....John W. Angst  
Station Manager.....James K. Stock

**WPPA—Pottsville—1946**

Freq.: 1360 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Pottsville Bcstg. Co.  
Bus.-Studio Address.....212 S. Centre St.  
Tel.: MArket 2-1360.....MBS  
General Manager.....A. V. Tidmore  
Commercial Manager.....Ralph L. Price, Jr.  
Sales Promotion Manager.....Walter Jones  
Program Director.....Ed Romance  
Chief Engineer.....William Penn Tidmore

**WPME—Punxsutawney—1953**

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Punxsutawney Bcstg. Co.  
Address.....103 N. Gilpin St.  
Tel.: 1221.....KBS  
President.....Sheridan W. Pruett  
General Station Mgr.....C. M. Erhard, Jr.  
Comm. Mgr.....W. Clem Murray  
Program Director, Ch. Eng.....Gilbert Carney  
Owners of: WWCH, Clarion.

**WEUU—Reading—1931**

Frequency: 850 Kc. Power: 1000 Watts  
Owned-Operated By.....WEUU Bcstg. Co.  
Business-Studio Address.....433 Penn St.  
Tel.: FR 6-7335.....ABC



Newspaper Affiliation.....Eagle Times  
 Station Representative.....Bolling  
 President.....William J. Rohn  
 V.P., Gen., Sta. Mgr.....K. Richard Creitz  
 Program Director.....Jack B. Gounder  
 Chief Engineer.....Harold Schearer

**WHUM—Reading—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Eastern Radio Corp.  
 Address.....Berkshire Hotel  
 Tel.: Franklin 6-3987.....CBS  
 Representative.....Weed  
 Pres., Gen. Mgr.....Robert G. Magee  
 Comm., Sales Prom. Mgr.....Warren Ruffner  
 Prog. Dir.....Alan Lane  
 Chief Engineer.....Daniel Donohue  
 Owners of: WHUM-TV.

**WRW—Reading—1922**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper By.....WRW, Inc.  
 Address.....19 N. Fifth St.  
 Tel.: FR 6-7173.....NBC  
 Station Representative.....Webb  
 President, General Mgr.....Robert S. Reider  
 Commercial Manager.....Ben Varishone  
 Program Director.....Frank Roth  
 Chief Engineer.....Ed. Gurtowski

**WGCB—Red Lion—1950**

Frequency: 1440 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Red Lion Bcstg. Co.  
 Address.....P.O. Box 88  
 Tel.: 3-3471.....Independent  
 Pres., Gen. Sta. Mgr.....John H. Norris

**WKMC—Roaring Spring—1955**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned By.....Cove Bcstg. Co., Inc.  
 Address.....Woodbury Pike  
 Tel.: 690.....Independent  
 Station Rep.....Keystone  
 President.....Carl W. Kensinger  
 General Mgr.....Walter O. Krump  
 Program Director.....Merle Ebersole  
 Sales Promotion Mgr.....Ralph Mentzer  
 Chief Engineer.....C. Irvin Metzger

**WKBI—St. Marys—1950**

Freq.: 1400 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....Elk Cameron Bcstg. Co.  
 Address.....41 Erie Ave.  
 Tel.: 4-2821.....MBS  
 General Manager.....C. H. Simpson  
 Station Mgr.....W. A. Herbstritt  
 Sales Mgr.....P. R. Kraus

**WATS—Sayre—1950**

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned By.....Susquehanna Valley Bcstg. Co.  
 Address.....110 N. Elmer Ave.  
 Tel.: TU 2-2401.....Independent  
 Representative.....Indie Sales  
 President.....T. K. Cassel  
 General Manager.....Robert R. Michael

Commercial Manager.....Nicholas A. Soprano  
 Program Director.....Bill Towre  
 Chief Engineer.....Benjamin A. Franklin

**WARM—Scranton—1940**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WARM Bcstg. Co.  
 Business Address.....Bowman Bldg.  
 Tel.: Diamond 6-4646.....Independent  
 Station Representative.....Eastman  
 President.....Louis J. Appell, Jr.  
 General Manager.....Guy Fowler  
 Program Director.....George Gilbert  
 Sales Manager.....Luther Strittmatter  
 Operations Director.....Don Stevens  
 Chief Engineer.....Charles Morgan  
 Owners of: WSBA, York; WILQ, Akron; WSBA-TV, York.

**WEJL—Scranton—1950**

Frequency: 630 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Edward J. Lynett  
 Business Address.....149 Penn Ave.  
 Tel.: DI 6-8555.....Independent  
 Newspaper Affil.....Times  
 Station Rep.....Meeker  
 General, Station Mgr.....Cecil Woodland  
 Sales, Program Manager.....Hugh J. Connor  
 Pub. Dir.....Bill Pierce  
 Chief Eng.....Guy Rauer

**WGBI—Scranton—1925**

Frequency: 910 Kc., Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Scranton Bcstrs. Inc.  
 Address.....1000 Wyoming Ave.  
 Tel.: DI 2-7634.....CBS  
 Representative.....H-R Reps  
 President.....Mrs. M. E. Megargoe  
 Gen. Comm. Mgr.....Mrs. M. A. Halcomb  
 Station Manager.....Robert E. McDowell  
 Prom. Dir., Pub. Dis.....Doug Holcomb  
 Program Director.....Frank Monaghan  
 Chief Engineer.....Kenneth R. Cooke  
 Owners of: WDAU, Scranton.

**WICK—Scranton—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Scranton Radio Corp.  
 Address.....141 Adams Ave.  
 Tel.: DI 6-1202.....MBS  
 Pres., Gen. Mgr.....Joe Dobbs  
 Station Mgr.....Albert Soma  
 Program Dir.....Joseph Silva  
 Chief Engineer.....James D. Pettinato

**WSCR—Scranton—1947**

Freq.: 1320 Kc., Power: 1 Kw. d., 500 Watts n.  
 Owned By.....Lackawanna Valley Bcstg. Co.  
 Address.....116 Adams Ave.  
 Tel.: DI 7-3388.....NBC  
 Station Representative.....Bolling  
 Pres., Gen. Mgr.....David M. Baltimore  
 Station Manager.....Joseph B. Gries  
 Pub. Dir., Sales Prom. Mgr.....Fred Forrester  
 Comm. Mgr.....Joseph P. Klmble  
 Program Dir.....David L. Griffiths  
 Chief Engineer.....Charles Sawkoski, Jr.

**WISL—Shamokin—1948**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Address.....Rock & Sunbury Sts.  
 Tel.: 648-6831.....Independent  
 Representative.....For Joe  
 President.....Henry W. Lark  
 General Manager.....Bernard Friedman  
 Program Director.....Bernard Saks  
 Commercial Mgr.....Wm. C. MacElwee  
 Publicity Director.....James Reilly  
 Chief Engineer.....Al Donovan

**WPIC—Sharon—1938**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned By.....Sharon Bcstg. Co., Inc.  
 Address.....2030 Pine Hollow Blvd.  
 Tel.: Diamond 6-4113.....Independent  
 General Mgr.....Frederick P. Tascone  
 Asst. Gen. Mgr.....Lee D. Morehouse  
 Program Director.....Jack Sandstrom  
 Chief Engineer.....Francis L. O'Dell

**WVSC—Somerset—1950**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....WVSC, Inc.  
 Address.....P. O. Box 231  
 Tel.: 4186.....Independent  
 President, Gen. Mgr.....T. R. Oppgaard  
 Program Dir., Chief Eng.....R. L. French  
 Owners of: WPVL, Painesville, O.; WDLR, Delaware, O.

**WMPT—S. Williamsport—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Will-Mont Bcstg. Co.  
 Business Address.....301 Percy St.  
 Tel.: 3-3609.....ABC  
 Station Representative.....Hopewell  
 Pres., Ch. Eng.....Galen D. Castlebury, Jr.  
 Comm., Sales Prom. Mgr.....H. O. Hallman

**WMAJ—State College—1945**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Centre Bcstrs., Inc.  
 Business Address.....P. O. Box 888  
 Tel.: AD 7-4959.....KBS-MBS  
 President.....W. K. Ulerich  
 Gen. Sta. Mgr.....M. J. Bergstein  
 Chief Engineer.....W. D. Files

**WVPO—Stroudsburg—1947**

Frequency: 840 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Pocono Bcstg., Inc.  
 Business Address.....22 S. Sixth St.  
 Tel.: HAmilton 1-2100.....Independent  
 Newspaper Affiliation.....Record  
 President.....James H. Ottaway  
 General Manager.....Chester S. Miller  
 Managing Director.....Francis Brinkley  
 Chief Engineer.....Ernest Transue

**WKOK—Sunbury—1933**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sunbury Bcstg. Corp.  
 Address.....1150 N. Front St.  
 Tel.: AT 6-5838.....CBS  
 President.....Basse A. Beck  
 General, Station Manager.....Homer R. Smith  
 Comm., Prom. Mgr.....H. Eugene Smith  
 Program Director.....Michael J. Kane  
 Publicity Director.....Malcolm Arter  
 Chief Engineer.....John W. Keller, Jr.

**WTIV—Titusville—1955**

Frequency: 1290 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Crawford Cty. Bcstg. Co.  
 Address.....P. O. Box 184  
 Tel.: 5-3234.....MBS  
 President, Gen. Mgr.....Robert H. Sauber  
 Commercial Mgr.....Paul R. Ruttan  
 Sales Promotion Mgr.....Marlene Burchfield  
 Program Director.....James Dunlap  
 Chief Engineer.....W. A. Lowrie

**WTTC—Towanda—1960**

Frequency: 1550 Kc.....Power: 500 Watts d.  
 Owned By.....Vical Bcstg. Co.  
 Address.....406 Main St.  
 Tel.: ANdrew 5-2165.....Independent  
 General Mgr., Chief Eng.....Victor A. Michael  
 Commercial Mgr.....Leroy Hopkins  
 Program Director.....Charles Snyder

**WTRN—Tyrone—1955**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Tyrone Bcstg. Co.  
 Address.....8 W. 10th St.  
 Tel.: MUtual 4-3200.....MBS  
 President.....C. H. Simpson  
 Station Manager.....Lee C. Ray  
 Sales Manager.....William E. Moses  
 Program Director.....John P. Knorr  
 Chief Engineer.....Robert A. Cook

**WMBS—Uniontown—1937**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fayette Bdcstg. Corp.  
 Address.....82 West Fayette St.  
 Tel.: GE 8-3900.....CBS  
 Representative.....Burn-Smith  
 President.....Mrs. J. C. Burwell  
 General, Station Mgr.....Jacob H. Echard  
 Commercial, Prom. Mgr.....Harry C. Burwell  
 Program Director.....Peggy Thompson  
 Publicity Director.....A. Claire Salvatore  
 Chief Engineer.....William Henzly

**WNAE—Warren—1946**

Frequency: 1310 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....N. Allegheny Bdcstg. Co.  
 Business Address.....310 Second Ave.  
 Tel.: RAndolph 3-1310.....Independent  
 Pres., Gen. Mgr.....David Potter

**WJPA—Washington—1942**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Washington Bcstg. Co.  
 Bus. Address... George Washington Hotel  
 Tel.: BA 2-2110... Independent  
 Managing Director... A. Boyd Siegel  
 Chief Eng... James Berkeheimer

**WANB—Waynesburg—1956**

Frequency: 1580 Kc. Power: 250 W., d.  
 Owned... Commonwealth Bcstrs., Inc.  
 Address... First Federal Bldg.  
 Tel.: 981... Independent  
 President, Gen. Mgr... George E. McGary Jr.  
 Commercial Mgr., Pub. Dir... Duane Lemley  
 Program Director... Wilbur Geho  
 Chief Engineer... Tony Morrell

**WAYZ—Waynesboro—1953**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Waynesboro Bcstg. Co., Inc.  
 Address... 21 W. Main St.  
 Tel. 1900... KBS  
 Station Representative... Lowenstein  
 President... Mrs. Marian P. Lewis  
 General Station Mgr... Jay Hanshaw  
 Program Director... Pete Coolbaugh  
 Publicity Director... Ted Harding  
 Chief Engineer... Ron Stoops  
 Owners of: WIXL, Carlisle, Pa.; WELD, Fisher,  
 W. Va.; WINC, Winchester; WSIG, Mt. Jack-  
 son; WFVA, Fredericksburg, all Va.

**WNBT—Wellsboro—1955**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Farm & Home Bcstg. Co.  
 Address... 89 Main St.  
 Tel.: 2113... MBS  
 President... C. H. Simpson  
 General Mgr... John Fay  
 Prog. Dir... Carol Makin  
 Commercial Manager... John Zellner  
 Chief Engineer... Richard E. Roeder  
 Owners of: WFRM, Coudersport; WKBL, St.  
 Mary's; WBLE, Bellefonte; WFRN, Tyrone,  
 all Pa.

**WBAX—Wilkes-Barre—1922**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... P.A.L. Bcstrs., Inc.  
 Business-Studio Address... 85 W. Union St.  
 Tel.: VA 3-0196... MBS  
 President... Paul Phillips  
 Gen., Comm. Mgr... Ernest G. C. Lewis  
 Program Director... Ed Kuzma  
 Chief Engineer... Milan Krupa

**WBRE—Wilkes-Barre—1924**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... WBRE-Radio, Inc.  
 Bus.-Studio Address... 62 S. Franklin St.  
 Tel.: VA 3-3101... NBC  
 Station Representative... Bolling  
 Pres., Gen. Mgr... David M. Baltimore  
 Operations Director... F. D. Coslett

Program Director... Robert Schumacher  
 Commercial Manager... Jos Gries  
 Sales Prom., Pub. Dir... Fred Foerster  
 Chief Engineer... Charles Sakoski, Sr.

**WILK—Wilkes-Barre—1947**

Frequency: 980 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Wyoming Valley Bcstg. Co.  
 Address... 88 No. Franklin St.  
 Tel.: VA 4-4666... ABC  
 Representative... Avery-Knodel  
 President... Mitchell Jenkins  
 Station Manager... Roy E. Morgan  
 Business Manager... Emerson H. Ramage  
 Sales Manager... Lee Vincent  
 Promotion, Publicity Manager... Jim Ward  
 Program Director... Tom Bigler  
 Chief Engineer... Theodore French

**WNAK—Wilkes-Barre—1947**

Frequency: 730 Kc. Power: 1,000 Watts d.  
 Owned By... Wyoming Radio, Inc.  
 Address... 64 Public Sq.  
 Tel.: Valley 2-6108... Independent  
 Representative... Forjoe  
 President... Martin H. Philip  
 General Mgr... Lee Small  
 Commercial Mgr... Milton Laughlin  
 Program Director... Jack Sterling  
 Chief Engineer... B. Bailey

**WLYC—Williamsport—1951**

Frequency: 1050 Kc. Power: 1 Kw., d.  
 Owned By... Lycoming Bcstg. Co.  
 Address... 331 Pine St.  
 Tel.: 2-4676... KBS  
 Sta. Representative... Donald Cooke  
 President... John T. Keliher  
 Station, Commercial Mgr... Vince Campana  
 Sls. Prom. Manager... Edward Kirchman  
 Program Director... Vernon Hester  
 Chief Engineer... James Stowe

**WRAC—Williamsport—1929**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... WGAL, Inc.  
 Address... 1559 West 4th St.  
 Tel.: 2-6116... NBC  
 Representative... Meeker Co.  
 Pres., Gen. Mgr... Clair R. McCollough  
 Station Manager... J. Wright Mackey  
 Gen. Sls. Mgr... J. Robert Gulick  
 Nat'l Sales Manager... Harry J. Shaub Jr.  
 Technical Director... J. E. Mathiot  
 Owners of: WDEL, Wilmington; WORK, York;  
 WKBO, Harrisburg; WGAL-AM-TV, Lancaster;  
 WEST, Easton.

**WWPA—Williamsport—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned... Williamsport Radio Bcstg. Assoc., Inc.  
 Address... 330 Government Pl.  
 Tel.: 7119... CBS  
 President... Harry J. W. Klessing  
 Gen., Sta. Manager... Woodrow W. Ott

## PENNSYLVANIA-RHODE ISLAND

### WNOW—York—1948

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By WNOW, Inc.  
Address P. O. Box 1747  
Tel.: 47-1049 Independent  
Station Rep. Radio-TV Reps.  
President, General Mgr. W. F. Rust Jr.  
Program Director Mel Burnham  
Chief Engineer A. Dickey

### WORK—York—1932

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. By Associated Bcstrs  
Business-Studio Address 13 S. Beaver St.  
Tel.: 3-5558 NBC  
Representative Meeker Co.  
Station Executive Clair R. McCollough

Pop.: 855,000  
Families: 251,500

## Rhode Island

Radio Homes: 246,500  
AM Stas. in State: 14

### WADK—Newport—1948

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Operated By Key Stations  
Address Box 367  
Tel.: Viking 6-1540 Independent  
Station Representative Pearson  
General Manager Arnold S. Lerner  
Commercial Manager C. K. Bentz  
Program Director Tom Powers  
Publicity Director Gerry Nevins  
Sales Prom. Mgr. George McNamara  
Chief Engineer Allan Bowen

### WPAW—Pawtucket—1950

Frequency: 550 Kc. Power: 1000 Watts d.  
Owned-Oper. By Roger Williams Bcstg.  
Address P.O. Box 55, Cumberland, R. I.  
Tel.: PA 5-9000 ABC  
Pres., Gen. Mgr. Dominick A. Hysko  
Station, Program Dir. Donald R. Hysko  
Commercial Mgr. C. Stevens  
Chief Engineer John T. Costa

### WEAN—Providence—1922

Frequency: 790 Kc. Power: 5000 Watts  
Owned Providence Journal Co.  
Address 75 Fountain St.  
Tel.: DE 1-0600 CBS  
News. Affil. Providence Journal  
Station Rep. Venard, Rintoul & McConnell  
President Henry S. Chafee  
General Manager H. William Koster  
Comm. Manager Hervey C. Carter  
Program Director Thomas M. Robertson  
Chief Engineer George W. Sharpe

Station Manager Elwood C. Anderson  
Gen. Sales Mgr. J. Robert Gulick  
Nat'l Sales Manager Harry J. Shaub Jr.  
Chief Engineer J. E. Mathiot

### WSBA—York—1942

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By Susquehanna Bcstg. Co.  
Address Box 910  
Tel.: YOrk 2-5521 Independent  
Representative Eastman  
President Louis J. Appel, Jr.  
Comm., Sales Prom. Mgr. P. K. Eberly  
Program Director Wayne Trout  
Operations Mgr. Allen Saunders  
Chief Engineer Glenn Winter  
Owners of: WSBA-TV; WARM, Scranton; WHLO,  
Akron, O.

### WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Oper. By Buckley-Jaeger Bcstg. Corp.  
Address 144 Westminster St.  
Tel.: Elmhurst 1-1110 Independent  
Representative Peters, Griffin Woodward  
Pres., Gen. Mgr. Richard Gerken  
Comm. Manager E. James McEnaney Jr.  
Program Director Ken Garland  
Chief Engineer Carroll A. Philbrook

### WICE—Providence—1947

Freq.: 1290 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned Providence Radio, Inc.  
Address Crown Hotel  
Tel.: JA 1-2711 Independent  
Rep. Avery-Knodel  
President Tim Elliot  
V. P., Station Manager John F. Crohan  
Program Director Sherman A. Strickhouser  
Publicity Director Jean Elliot  
Chief Engineer Paul Garver

### WJAR—Providence—1922

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By The Outlet Co.  
Address 176 Weybosset St.  
Tel.: GA 1-8255 NBC  
Representative Petry  
President, General Manager Joseph S. Sinclair  
Station Manager James E. Gleason  
Sales Prom. Manager Alfred J. Brassard  
Program Director Stanley Lipp  
Chief Engineer Thomas C. J. Prior

### WLKW—Providence—1961

Frequency: 990 Kc. Power: 50,000 W.  
Owned By Rhode Island Radio, Inc.

## RHODE ISLAND-SOUTH CAROLINA

Address ..... 228 Weybosset St.  
 Tel.: DE 1-7810..... Independent  
 Sta. Reps..... McGavren; Foster & Creed  
 General Manager..... Mowry Lowe  
 Sales Mgr..... F. H. Elliott  
 Program Mgr..... Peter Barstow  
 Chief Engineer..... T. K. Foster

### WPRO—Providence—1924

Frequency: 630 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Capital Cities Bcstg. Corp.  
 Address..... 24 Mason St.  
 Tel.: PL 1-9776..... Independent  
 Representative..... Blair  
 President..... Frank M. Smith  
 Comm., Gen. Mgr..... Daniel P. Weinig  
 Sales Promotion Mgr..... Tony Visk  
 Program Supervisor..... Joseph Somerset  
 Chief Engineer..... John V. Ferri  
 Owners of: WPRO-TV; WTEN-TV; WROW, Albany;  
 WTVB, Durham, N. C.

### WRIB—Providence—1947

Frequency: 1220 Kc..... Power: 1000 Watts d.  
 Owned By..... Springfield Broadcasting Co.  
 Address..... Water St.  
 Tel.: GE 4-2223..... MBS  
 Gen. Sta. Mgr..... Harold A. Pace  
 Comm., Sales Prom. Mgr..... Earl Castleman  
 Chief Engineer..... Fred Weiss

### WYNG—Warwick—1959

Frequency: 1590 Kc..... Power: 1 Kw., d.  
 Owned..... West Shore Bcstg. Co.  
 Address..... 19 Luther Ave.  
 Tel.: REgent 7-5015..... Independent  
 Station Rep..... John E. Pearson  
 President, General Mgr..... Milton E. Miller  
 Commercial Manager..... Frank Booth  
 Sales Promotion Mgr..... Vivianne Fallon  
 Program Director..... Martin Hasner  
 Chief Engineer..... Charles Briese

### WERI—Westerly—1949

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... R. I. Conn. Radio Corp.  
 Address..... 11 Railroad Ave.  
 Tel.: LYric 6-7729-9..... Independent  
 Representative..... Walker-Rawalt  
 Pres., Gen. Mgr..... Aug. L. Cavallaro  
 Commercial Manager..... Tom Shafer  
 Program Director..... Tom Thomas  
 Chief Engineer..... Charles W. Austin

### WWRI—West Warwick—1956

Freq.: 1450 Kc..... Power: 1 Kw. d.; 250 W. n.  
 Owned..... Grelin Bcstg. Inc.  
 Address..... 1501 Main St.  
 Tel.: VA 1-6200..... KBS  
 Station Reps..... Nona Kirby; United  
 Pres., Gen. Mgr..... Melvin C. Green  
 Commercial Manager..... George A. Rivera  
 Prog. Dir..... Patrick Fallon  
 Chief Engineer..... Joseph M. Mattias, Jr.  
 Owners of: WWOL, Buffalo.

### WNRI—Woonsocket—1954

Frequency: 1380 Kc..... Power: 1000 Watts, d.  
 Owner..... Friendly Bcstg. Co., Inc.  
 Address..... 786 Diamond Hill Rd.  
 Tel.: PO 9-0600..... Independent  
 President, Gen. Mgr., Ch. Eng..... Joseph Britt  
 Comm. Manager..... John Thomas

### WWON—Woonsocket—1946

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Woonsocket Bcstg. Co.  
 Business-Studio Address..... 99 Main St.  
 Tel.: PO 2-1240..... Independent  
 Newspaper Affiliation..... Call  
 Station Representative..... Nona Kirby  
 President..... Andrew P. Palmer  
 Station, Sales Prom. Mgr..... Zel Levin  
 Commercial Manager..... Gene Mailloux  
 Chief Engineer..... Harold M. Belknap

Pop.: 2,390,500  
 Families: 604,500

## South Carolina

Radio Homes: 587,000  
 AM Stas. in State: 73

### WABV—Abbeville—1956

Frequency: 1590 Kc..... Power: 1 Kw., d.  
 Owned By..... Abbeville Bcstg. Co. Inc.  
 Address..... Box 532  
 Tel.: Gladstone 9-3155..... ABC-KBS  
 President, Ch. Eng..... Geo. W. Settles, Jr.  
 Publicity Director..... Polly Newell  
 Program Director..... Bob Latham

### WAKN—Aiken—1952

Frequency: 990 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By Aiken Electronics Adv. Corp.  
 Address..... Box 811

Tel.: Midway 8-5464..... KBS  
 President..... John Mare  
 General, Station Manager..... J. A. Warren  
 Publicity Director..... Gordon Butler  
 Program Director..... Earl Brodie  
 Chief Engineer..... Allen Askins, Jr.

### WAIM—Anderson—1935

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Wilton E. Hall  
 Address..... 321 Kingsley Road  
 Tel.: CA 6-1511..... ABC-CBS  
 Newspaper Affil..... Independent, Daily Mail  
 Station Reps..... Dora-Clayton; Devney-O'Connell



## SOUTH CAROLINA

President ..... Wilton E. Hall  
General Manager ..... Glenn P. Warnock  
Commercial Manager ..... John F. McCallum  
Sales Promotion Mgr. .... G. Paul Browne  
Program Director ..... Al Joseph  
Chief Engineer ..... Earl Cosens  
Owners of: WAIM-TV.

### WANS—Anderson—1949

Frequency: 1280 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Radio Anderson, Inc.  
Address ..... Clemson Highway  
Tel.: CA 4-3424 ..... MBS  
Station Representative ..... Webb  
President ..... Mrs. John C. Amick  
General Manager ..... John C. Amick  
Station Manager ..... George C. Nicholson  
Commercial Manager ..... Al Robinson  
Sales Promotion Mgr. .... Carolyn K. Turner  
Program Director ..... Frances J. McAllister  
Publicity Director ..... Mary Ann H. Lyons  
Chief Engineer ..... George Anderson

### WWBD—Bamberg—1957

Frequency: 790 Kc. .... Power: 1 Kw., d.  
Owned By ..... Bamberg County Ecstg. Corp.  
Address ..... Rt. 601 South  
Tel.: CH 5-2411 ..... KBS  
Station Reps. .... Dore; Dora-Clayton  
President ..... Joe Speidell III  
Chief Engineer ..... H. D. Steedley

### WBAW—Barnwell—1953

Frequency: 740 Kc. .... Power: 1 Kw. d.  
Owned-Oper. By ..... WBAW, Inc.  
Address ..... Jackson St.  
Tel.: 259-3507 ..... KBS  
Station Representative ..... Keystone  
President ..... J. A. Gallimore  
General Mgr. .... Joe Wilder  
Program Director ..... Chuck Edwards  
Chief Engineer ..... Tony Gross

### WBLR—Batesburg—1956

Frequency: 1430 Kc. .... Power: 5 Kw., d.  
Owned ..... Ridge Bcstg. Corp.  
Address ..... Drawer 410  
Tel.: KE 2-4001 ..... KBS  
Station Representative ..... Ochs  
President ..... H. Edward Crapps  
General Manager ..... Redd Reynolds  
Commercial Manager ..... Ray Walters  
Sales Promotion Manager ..... Jack McArthur  
Program Director ..... Paul Brigman  
Chief Engineer ..... N. H. Lewis

### WBEU—Beaufort—1953

Frequency: 960 Kc. .... Power: 1 Kw., d.  
Owned ..... Beaufort Bcstg. Co.  
Address ..... 1015 Bay St.  
Tel.: Jackson 4-3050 ..... KBS  
President ..... John M. Trask

General Mgr., Chief Eng. .... Louis M. Neale  
Commercial Manager ..... Carson Rembert  
Publicity Director ..... Polly Trogden  
Program Director ..... W. Peters

### WHPB—Belton—1955

Frequency: 1390 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Community Bcstg. Co.  
Address ..... P. O. Box 426  
Tel. ED 8-7781 ..... Independent  
President ..... C. O. Brazzell  
General, Sta. Mgr. .... Clyde Laughter  
Comm. Prom. Mgr. .... Jack Moore  
Program Dir. .... David McKee  
Publicity Dir. .... Matthew Phillips  
Chief Engineer ..... Robert Liverance

### WBSC—Bennettsville—1947

Freq.: 1550 Kc. .... Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By ..... Atl. Coast Ins. Co.  
Address ..... Box 639  
Tel.: GR 9-4051 ..... MBS  
Representative ..... Indie Sales  
President ..... Y. W. Scarborough, Jr.  
Station Manager ..... R. L. Brown  
Commercial Manager ..... Bruce Ziebell  
Program Director ..... Tommy Herndon  
Chief Engineer ..... John Gronert

### WAGS—Bishopville—1953

Frequency: 1380 Kc. .... Power: 1 Kw., d.  
Owned ..... Lee County Bcstg. Co.  
Address ..... P. O. Box 168  
Tel.: HU 4-4515 ..... KBS  
General Mgr. .... E. H. Bedenbaugh  
Chief Engineer ..... Dan Mellette

### WACA—Camden—1948

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Camden Bcstg. Corp.  
Address ..... U. S. Highway 1  
Tel.: 80 ..... KBS  
Rep. .... Continental  
President ..... Haygood S. Bowden  
General Manager ..... Tom Richards  
Program Director ..... A. A. Amodio  
Chief Engineer ..... Joe Toher

### WCAY—Cayce—1958

Frequency: 620 Kc. .... Power: 500 Watts  
Owned By ..... Lexington Cty Bcstg., Inc.  
Address ..... 1303 State St.  
Tel.: Alpine 6-2000 ..... CBS  
Station Representative ..... Cooke  
President ..... J. Olin Tice, Jr.  
General Manager ..... J. O. Tice, Sr.  
Chief Engineer ..... Clarence Jackson

### WCSC—Charleston—1930

Frequency: 1390 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... WCSC, Inc.

## SOUTH CAROLINA

**Address**.....485 East Bay St.  
**Tel.:** RAYmond 2-7611.....CBS  
**Rep.**.....Peters, Griffin, Woodward, Inc.  
**President, Gen. Mgr.**.....John M. Rivers  
**National Sales Mgr.**.....James K. Whitaker  
**Station Mgr.**.....John B. Hearne  
**Program Co-ordinator**.....Cecil Keels  
**Sales Prom., Publicity Dir.**.....Mrs. Lois Marshall  
**Chief Engineer**.....Rudy Hughes

### WOKE—Charleston—1946

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Weaver Bcstg. Corp.  
**Address**.....152-B Market St.  
**Tel.:** RA 3-1643.....ABC-MBS-KBS  
**Representative**.....Clark  
**Pres., Gen. Manager**.....H. C. Weaver  
**Station Mgr., Ch. Eng.**.....William P. Birchfield  
**Sales Promotion Mgr.**.....Jeff Warner

### WPAL—Charleston—1948

**Frequency:** 730 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Speidel Bcstg. Corp.  
**Business Address**.....1717 Edgewater Pk. Rd.  
**Tel.:** SO 6-5584.....Independent  
**Representative**.....Dore, Dora-Clayton  
**President**.....Joseph Speidel III  
**Station Manager**.....Bob Chrystie  
**Chief Engineer**.....Joe Sarko

### WTMA—Charleston—1939

**Frequency:** 1250 Kc...**Power:** 5000 d.; 1000 a.  
**Owned-Oper. By**.....Atlantic Coast Bcstg. Co.  
**Business Address**.....133 Church St.  
**Tel.:** RA 2-2961.....NBC  
**Representative**.....Branham  
**President**.....Charles E. Smith  
**General Station Manager**.....Vincent French  
**Sales Prom. Mgr.**.....Joe Blair  
**Program Dir.**.....George Wilson  
**Chief Engineer**.....David W. Jefferies

### WQSN—Charleston—1948

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Low Country Bcstg. Co.  
**Address**.....42 10th Ave.  
**Tel.:** RA 2-2652.....Independent  
**Gen., Sta. Manager**.....E. H. Keown

### WCRE—Cheraw—1953

**Frequency:** 1420 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Radio Cheraw  
**Address**.....Box 631  
**Tel.:** Lenox 7-7887.....KBS  
**President, Gen. Mgr.**.....Ben Akerman  
**Program Dir.**.....Lucille Akerman

### WGCD—Chester—1948

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Dispatch Pub. Co.  
**Address**.....Harris St.

**Tel.:** 335-2171.....KBS  
**Newspaper Affil.**.....Dispatch Publ. Co.  
**Station Representative**.....Cannon  
**President**.....C. V. Sink  
**General Station Mgr.**.....Wayne B. Sawyer  
**Chief Engineer**.....J. Ellis Shockey

### WPCC—Clinton—1957

**Frequency:** 1410 Kc.....**Power:** 500 Watts  
**Owned By**.....WPCC, Inc.  
**Address**.....P. O. Box 565  
**Tel.:** 1410.....ABC-KBS  
**President**.....J. D. Brinkley  
**General, Station Manager**.....Ted Y. Prevatte  
**Commercial Manager**.....Lewis Bagwell, Jr.  
**Sales Promotion Mgr.**.....Jack Bishop  
**Program Director**.....Bettie Hendrix  
**Chief Engineer**.....Thomas E. Wilson

### WCOS—Columbia—1939

**Frequency:** 1400 Kc.....**Power:** 1 Kw. d.  
**Owned-Operated By**.....WCOS, Inc.  
**Address**.....Box 748  
**Tel.:** AL 2-2177.....Independent  
**Representative**.....Meeker  
**Pres., Gen. Mgr.**.....George H. Buck, Jr.  
**Commercial Manager**.....Jess Plummer  
**Sales Promotion Mgr.**.....Ralph Shade  
**Program Director**.....Bob Fulton  
**Publicity Director**.....Mrs. Caroline Judson  
**Chief Engineer**.....Robert D. Lambert, Jr.  
**Owners of:** WJNO, West Palm Beach.

### WIS—Columbia—1930

**Frequency:** 560 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Bcstg. Co. of the South  
**Address**.....1111 Bull St.  
**Tel.:** AL 3-6431.....NBC  
**Representative**.....Peters, Griffin, Woodward, Inc.  
**President**.....B. Calhoun Hipp  
**Exec. Vice Pres.**.....G. Richard Shafto  
**Managing Director**.....W. Frank Harden  
**Director of Sales**.....George Quick  
**Prog. Dir.**.....Howard Hamrick  
**Chief Engineer**.....Paul Welcome  
**Owners of:** WIS-TV; WSEF-TV, Montgomery, Ala.

### WMSC—Columbia—1945

**Frequency:** 1320 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....WMSC Radio, Inc.  
**Address**.....Barringer Bldg.  
**Tel.:** AL 2-8659.....MBS  
**Representative**.....H.R. Ayer  
**President**.....C. W. Martin  
**Program Dir.**.....Andy Scott  
**Chief Engineer**.....L. William Brown, Jr.

### WNOK—Columbia—1947

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Palmetto Radio Corp.  
**Address**.....P.O. Box 5307  
**Tel.:** AL 3-9401.....Independent  
**Representative**.....Raymer  
**Gen. Mgr.**.....H. Moody McElveen, Jr.

## SOUTH CAROLINA

Commercial Manager ..... Frank Stish  
Program Director ..... Jack Cook  
Chief Engineer ..... Charlton Bowers

### WOIC—Columbia—1954

Frequency: 1470 Kc. .... Power: 5 Kw., d.  
Owned ..... Speidel Broadcasting Corp.  
Address ..... 3300½ Main St.  
Tel.: AL 6-1551 ..... Independent  
Representative ..... Dore, Dora-Clayton  
President ..... Joe Speidel III  
Gen., Sta. Mgr. .... Russell George  
Sales Prom. Mgr. .... Frankie Bridges  
Sales Manager ..... Frank Harris  
Chief Engineer, Opera. Mgr. .... William Bridges  
Owners of: WPAL, Charleston; WWBD, Bamberg.  
WYNN, Florence, both S.C.

### WLAT—Conway—1945

Frequency: 1330 Kc. .... Power: 5000 Watts, d.  
Owned ..... Coastal Broadcasting Co.  
Address ..... U. S. Highway 501 North  
Tel.: 340 ..... MBS  
Station Rep. .... Devney-O'Connell  
President, General Mgr. .... L. M. Hawley  
Comm., Sales Prom. Mgr. .... P. W. Smith  
Prog. Dir., Chief Eng. .... Jack E. Hawley

### WDAR—Darlington—1955

Frequency: 1350 Kc. .... Power: 1 Kw., d.  
Owned By ..... Community Bcstrs.  
Address ..... Box 277  
Tel.: Express 3-4081 ..... Independent  
Gen. Mgr., Ch. Eng. .... Ralph W. Hoffman  
Sta. Mgr. .... Emily G. Hoffman

### WDSC—Dillon—1946

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Border Bcstg. Co., Inc.  
Address ..... U. S. Highway 301 South  
Tel.: 774-9031 ..... ABC-KBS  
Station Rep. .... Gill-Perna; Dora-Clayton  
Pres., Gen. Mgr. .... Joseph Martin  
Station Manager ..... John Quick  
Comm. Mgr. Prog. Director. .... Lee Lumpkin  
Sales Prom. Mgr. .... Dick Jones  
Chief Engineer ..... Ray Allen

### WELP—Easley—1951

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
Owned By ..... Pickens County Bcstg. Co.  
Address ..... Box 667  
Tel.: Ulysses 9-9388 ..... Independent  
Representative ..... Indie Sales  
Pres., Gen. Mgr. .... Cleatus Brazzell  
Comm. Mgr. .... Jack Moore  
Program Director ..... Mrs. Betty McDonald  
Chief Engineer ..... Henry McDonald

### WJMX—Florence—1947

Frequency: 970 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By ..... Atlantic Bcstg. Co., Inc.  
Address ..... P. O. Box 1211  
Tel.: MO 9-6351 ..... ABC  
Representative ..... Walker-Rawalt

President ..... Eugene E. Stone  
Gen. Mgr. .... Paul H. Benson, Jr.  
Chief Engineer ..... Frank Jenne

### WOLS—Florence—1937

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Florence Bcstg. Co., Inc.  
Address ..... 151 S. Dargan St.  
Tel.: MOhawk 2-3271 ..... KBS  
President, Gen. Mgr. .... A. P. Skinner  
Program Director ..... Doug Williams  
Chief Engineer ..... Charles Sligh

### WYNN—Florence—1959

Frequency: 540 Kc. .... Power: 250 Watts d.  
Owned By ..... Speidel Broadcasting Corp.  
Address ..... 163 N. Coit St.  
Tel.: MOhawk 2-6354 ..... Independent  
Sales Representative ..... Dore; Dora-Clayton  
President ..... Joe Speidel III  
General Manager ..... Don Ferguson  
Commercial Manager ..... Bruce Stone  
Sales Promotion Mgr. .... Inga Blackman  
Program Director ..... Henry Mance  
Publicity Director ..... Ross Neeley  
Chief Engineer ..... John Fill  
Owners of: WOIC, Columbia; WPAL, Charleston;  
WWBD, Bamberg, all S.C.

### WFIS—Fountain Inn—1956

Frequency: 1600 Kc. .... Power: 1 Kw., d.  
Owned ..... Fountain Inn-Simpsonville Entp.  
Address ..... Box 271  
Tel.: 963-5991 ..... KBS  
Station Rep. .... Hopewell; Cannon  
President, General Mgr. .... L. Wayne Davis  
Sales Prom., Pub. Dir. .... Louise M. Davis  
Program Director ..... D. Jerry Howard  
Chief Engineer ..... J. Dalton Reece

### WFGN—Gaffney—1948

Frequency: 1570 Kc. .... Power: 250 Watts d.  
Owned-Oper. By ..... Cherokee Radio Co., Inc.  
Address ..... P.O. Box 79  
Tel.: IVanhoe 9-4795 ..... KBS  
President ..... A. Ray Godshall  
Gen. Mgr., Ch. Eng. .... M. E. Green  
Program Director ..... Billy Gibbons  
Commercial Manager ..... W. H. Kirby  
Sales Program Manager ..... Mary Hodges  
Publicity Director ..... Jo Hambright

### WGTN—Georgetown—1949

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Georgetown Bcstg. Co.  
Address ..... 216 S. Fraser St.  
Tel.: 3-3421 ..... MBS-KBS  
Station Rep. .... Donald Cooke  
Pres., Gen. Manager. .... J. B. Delzell

### WESC—Greenville—1946

Frequency: 660 Kc. .... Power: 5000 Watts d.  
Owned-Oper. By ..... Bcstg. Co. of Carolinas  
Business-Studio Address ..... 1 College St.  
Tel.: CEDar 2-8241 ..... Independent  
Station Representative ..... Bolling  
President ..... Robert A. Schmid

General Station Mgr. .... J. Davenport  
 Commercial Manager. .... W. A. Mullinax  
 Program Director ..... Buddy Womick  
 Publicity Director. .... Marianne Taylor  
 Chief Engineer ..... Vern Hutchinson

**WFBC—Greenville—1933**

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... WMRC, Inc.  
 Address ..... P.O. Box 1140  
 Tel.: CE 9-1321 ..... NBC  
 Newspaper Affil. .... News-Piedmont  
 Representative ..... Avery-Knodel  
 President. .... R. A. Jolley  
 Gen. Sta. Mgr. .... Bruce Buchanan  
 Chief Engineer. .... Bill Garrison

**WMRB—Greenville—1954**

Freq.: 1490 Kc. .... Power: 100 w.d., 250 w.n.  
 Owned. .... Paramount Bcstg. Co. Inc.  
 Address ..... 415 N. Main St.  
 Tel.: CEdar 3-2751 ..... CBS-MBS  
 Station Representative ..... Burn-Smith  
 Pres., Gen. Mgr. .... C. F. Cope  
 Station Mgr., Chief Eng. .... Wm. T. Arrington  
 Sales Prom. Mgr. .... Sarah S. Thompson  
 Publicity Director. .... Susan B. Cope

**WMUU—Greenville—1949**

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Bob Jones Univ.  
 Address ..... Greenville  
 Tel.: CE 9-9656 ..... Independent  
 President. .... Dr. Bob Jones, Jr.  
 General Manager. .... R. K. Johnson  
 Station Manager. .... Jim Ryerson  
 Comm. Manager. .... David Yearick  
 Program Director. .... Jack Buttram  
 Chief Engineer. .... William Greaves

**WQOK—Greenville—1950**

Frequency: 1440 Kc. .... Power: 5 Kw.  
 Owned-Oper. By ..... Dick Bcstg.  
 Address ..... Box 298  
 Tel.: CEdar 5-7496 ..... Independent  
 Representative ..... Howard; Dora Clayton  
 President. .... James A. Dick  
 General Station Manager. .... T. C. Hooper

**WCRS—Greenwood—1941**

Freq.: 1450 Kc. .... Power: 1 Kw. d.; 250 W. n.  
 Owned. .... Grenco, Inc.  
 Address ..... P. O. Box 868  
 Tel.: ORchard 9-1300 ..... NBC  
 Representative ..... Clark  
 President ..... Douglas Featherstone  
 Gen., Sta. Mgr. .... Dan Crosland  
 Commercial Mgr. .... Ralph Norman  
 Program Director. .... Carroll Sexton  
 Chief Engineer. .... C. M. Sparks

**WGSW—Greenwood—1953**

Frequency: 1350 Kc. .... Power: 1000 Watts d.  
 Owned. .... Radio Greenwood, Inc.  
 Address ..... Edward Arms Bldg.  
 Tel.: Orchard 9-3144 ..... KBS-MBS

Station Representative ..... Indie Sales  
 President ..... W. C. Woodall, Jr.  
 Manager. .... George B. Cook, Jr.  
 Chief Engineer. .... Eddie Rose

**WCKI—Greer—1955**

Frequency: 1300 Kc. .... Power: 1 Kw., d.  
 Owned. .... Greer Bcstg. Co.  
 Address ..... Box 431  
 Tel.: TRinity 7-4451 ..... ABC  
 Gen. Mgr. .... Vernon T. Fox  
 Station Manager. .... James L. Massey  
 Chief Engineer. .... B. Anderson

**WEAB—Greer—1949**

Frequency: 800 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Greer Bcstg. Co.  
 Address ..... Jones Rd.  
 Tel.: TR 7-3141 ..... KBS  
 Pres., Gen. Mgr. .... E. A. Burch  
 Station Manager. .... R. Cook  
 Chief Engineer. .... Leon Southerland

**WBHC—Hampton—1957**

Frequency: 1270 Kc. .... Power: 1 Kw., d.  
 Owned. .... Hampton County Bcstg. Co.  
 Business Address ..... Highway 601  
 Tel.: 2831 ..... KBS  
 President. .... J. A. Gallimore  
 Station Manager, Ch. Eng. .... J. E. Harrelson

**WHSC—Hartsville—1946**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned. .... Hartsville Bcstg. Co., Inc.  
 Address ..... P. O. Box 349  
 Tel.: ED 2-8101 ..... MBS-KBS  
 President ..... J. L. Wiggins  
 General, Sta. Mgr. .... Oby B. Lyles  
 Program Director. .... Eleanor Flowers  
 Commercial Manager. .... Jan R. Caddell  
 Sales Promotion Mgr. .... Walter Copeland  
 Publicity Director. .... Mrs. Janice Holland  
 Chief Engineer. .... J. E. Parker

**WDKD—Kingstree—1949**

Frequency: 1310 Kc. .... Power: 5 Kw. d.  
 Owned By ..... Palmetto Bcstg. Co.  
 Address ..... P. O. Box 450  
 Tel.: 6761 ..... KBS  
 President, General Mgr. .... E. G. Robinson, Jr.  
 Sales Prom., Prog. Dir. .... Clarence Jackson  
 Chief Engineer. .... Tommy Joye

**WJOT—Lake City—1954**

Frequency: 1260 Kc. .... Power: 1 Kw. d.  
 Owned By ..... Lake City Bcstg. Corp.  
 Address ..... Box 656  
 Tel.: 7631 ..... Independent  
 President. .... Russ George  
 General, Station Manager. .... Hub Terry  
 Chief Engineer, Prog. Dir. .... J. O. Roper

**WLCM—Lancaster—1951**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Royal Bcstg. Co. Inc.  
 Address ..... 103 S. Catawba St.  
 Tel.: 2051 ..... KBS  
 Station Representative. .... Cannon

## SOUTH CAROLINA

President.....Charles Connelly, Jr.  
 Gen. Sta. Mgr.....A. Faris Giles, Jr.  
 Commercial Manager.....C. H. Lowder, Jr.  
 Program Director.....Mrs. Joanne McManus  
 Chief Engineer.....Barry Medlin

### WLBG—Laurens—1948

Frequency: 860 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Laurens-Clinton Bcstg. Co.  
 Address.....Hillcrest Drive  
 Tel.: 2-5212.....Independent  
 Representative.....Indie Sales  
 Pres., Gen. Mgr.....C. W. Hogan  
 Commercial Manager.....Paul Wynn, Jr.  
 Chief Engineer.....O. P. Haynes

### WLSC—Loris—1957

Frequency: 1570 Kc.....Power: 1 Kw. d.  
 Owned By.....Pee Dee Bcstg. Co.  
 Address.....P.O. Box 1677  
 Tel.: EL 7-3780.....Independent  
 Station Rep.....Continental Radio Sales  
 President.....James J. Harding  
 General Mgr.....Walter Molic  
 Commercial Mgr.....Roger Earp  
 Publicity Dir.....Ann F. Molic  
 Comm. Mgr. Ch. Eng.....A. D. Nix  
 Owners of: WATP, Marion.

### WYMB—Manning—1957

Frequency: 1410 Kc.....Power: 1 Kw. d.  
 Owned.....Clarendon County Bcstg. Co.  
 Address.....Box 262  
 Tel.: 7880.....KBS  
 Pres.....J. M. Soles, Jr.  
 Gen. Mgr.....Harry Hyman  
 Comm. Mgr.....Phil Rice  
 Chief Engineer.....Donald Bryant

### WATP—Marion—1957

Frequency: 1430 Kc.....Power: 1 Kw. d.  
 Owned By.....Pee Dee Bcstg. Co.  
 Address.....324 N. Main St.  
 Tel.: 1430.....Independent  
 Station Representative.....Continental  
 President.....James J. Harpring  
 General Manager.....Walter Molic  
 Station Manager.....Guy L. Bailey, Jr.  
 Commercial Manager.....Dwight Snyder  
 Program Director.....William J. Elliot  
 Publicity Director.....Jacqueline Finklea  
 Chief Engineer.....Arthur Nix  
 Owners of: WLSC, Loris, S.C.

### WJAY—Mullins—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mullins & Marion Bcstg. Co.  
 Address.....Highway 76, P. O. Box 41  
 Tel.: 3901.....KBS  
 President.....Mrs. W. G. Smith  
 Gen. Mgr.....James F. Ramsey  
 Chief Engineer.....George Magera

### WMYB—Myrtle Beach—1954

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Coastal Carolina Bcstg. Corp.  
 Address.....28th Ave. N.

Tel.: Hillcrest 8-3180.....KBS  
 Representative.....Donald Cooke  
 President.....James Olin Tice, Jr.  
 General Manager.....J. G. Kenworthy  
 Station, Sls. Prom. Mgr.....James L. Baine  
 Chief Engineer.....Paul Epps

### WKDK—Newberry—1960

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.  
 Address.....11 Radio Drive  
 Tel.: 143.....KBS  
 Pres. Gen. Mgr.....James F. Coggins  
 Program Director.....Marcia P. Coggins  
 Sales Prom. Mgr.....Bill Fields  
 Chief Engineer.....Ray Gilliam  
 Owners of: WAGS, Bishopville; WBCU, Union.

### WBPB—Orangeburg—1958

Frequency: 1580 Kc.....Power: 1000 Watts, d.  
 Owned By.....Radio Orangeburg  
 Business Address.....144 Broughton, S.W.  
 Tel.: JE 4-1580.....Independent  
 Gen. Mgr., Pub. Dir.....Clarence Jones

### WDIX—Orangeburg—1946

Freq.: 1150 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....WDIX, Inc.  
 Address.....Whitman St. Ext.  
 Tel.: JE 4-4461.....ABC  
 Station Rep.....Devney O'Connell, Forje  
 President.....Charles S. Heneroy  
 General Station Mgr.....Frank B. Best  
 Comm. Mgr.....Norman M. Matthews  
 Program Director.....Mrs. J. C. Hydrick, Jr.  
 Chief Engineer.....Walter D. Tabler

### WTND—Orangeburg—1948

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WTND, Inc.  
 Address.....1 Memorial Plaza  
 Tel.: JE 4-1301.....KBS  
 Representative.....Thos. F. Clark  
 President.....J. L. Sims  
 Gen. Mgr., Prog. Dir.....L. Richard Rhame

### WRHI—Rock Hill—1944

Freq.: 1340 Kc.....Power: 1000 W. d.; 250 W. n.  
 Owned-Oper. By.....York Cty. Brdgc. Co.  
 Business Address.....Natl Bank Bldg.  
 Tel.: 327-2085.....MBS-KBS  
 Station Representative.....Oakes  
 Gen. Mgr., Chief Eng.....James S. Beaty, Jr.  
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty  
 Sls. Mgr., Pub. Dir.....H. S. Gaul

### WTYC—Rock Hill—1948

Frequency: 1150 Kc.....Power: 1 Kw. d.  
 Owned By.....Tri-County Bcstg Co., Inc.  
 Address.....P. O. Box 1091  
 Tel.: 327-3175.....Independent  
 Station Representative.....Cannon  
 President.....T. Lamar Simmons  
 General Station Manager.....Ted Burwell  
 Comm. Mgr.....W. A. Warner, Sr.  
 Program Publicity Director.....Bill Belk  
 Sales Promotion Mgr.....Fred Newton  
 Chief Engineer.....Ed Roberts



## SOUTH CAROLINA

### WSNW—Seneca—1949

Frequency: 1150 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. Blue Ridge Bcstg. Co., Inc.  
 Address. . . . . P. O. Box 443  
 Tel.: 2388 . . . . . ABC-KBS  
 Station Representative . . . . . Cannon  
 Pres., Gen. Mgr. . . . . J. A. Gallimore  
 Treasurer . . . . . Virginia Gallimore  
 Chief Engineer . . . . . Herb Hosea

### WORD—Spartanburg—1940

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Henderson Belk  
 Address . . . . . White Ave.  
 Tel.: 583-2711 . . . . . NBC  
 Newspaper Affil. . . . . Greenville News-Piedmont  
 Station Representative . . . . . Avery-Knodel  
 President . . . . . Robert Jolley  
 Station Manager . . . . . Tom Thuman  
 Operations Director . . . . . Ray M. Stanfield  
 Chief Engineer . . . . . James L. Tate

### WSPA—Spartanburg—1929

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned. . . . . Spartan Radiocasting Co.  
 Address . . . . . 224 E. Main St.  
 Tel.: 583-3621 . . . . . CBS  
 Representative . . . . . Hollingsbery  
 President, General Mgr. . . . . Walter J. Brown  
 Station Manager . . . . . Ross M. Holmes  
 Program Director . . . . . Charles Newcomb  
 Chief Engineer . . . . . H. R. Beckholt  
 Owners of: WSPA-TV.

### WTHE—Spartanburg—1953

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Spartanburg Bcstg. Co.  
 Business Address. . . . . P.O. Box 486  
 Tel.: 583-2727 . . . . . Independent  
 Station Representatives . . . . . Masla; Ochs  
 Pres., Gen. Mgr. . . . . John K. L. Peterson  
 Program Dir. . . . . R. Evans  
 Publicity Dir. . . . . John H. Smith  
 Chief Engineer . . . . . Kermit W. Hamby

### WDXY—Sumter—1960

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By. . . . . WDXY, Inc.  
 Address . . . . . 814 Boulevard Rd.  
 Tel.: Spruce 5-2321 . . . . . Independent  
 President & Gen. Mgr. . . . . W. C. Bochman  
 Vice President . . . . . C. E. Bell  
 Sales Manager . . . . . H. Hagan

### WFIG—Sumter—1940

Frequency: 1290 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . WFIG, Inc.  
 Address . . . . . 22 N. Main St.  
 Tel.: Spruce 3-7305 . . . . . MBS  
 President . . . . . F. B. Creech, Sr.

General Sta. Mgr. . . . . T. Doug Youngblood  
 Comm. Manager . . . . . Fulton B. Creech, Jr.  
 Sales Promotion Mgr. . . . . John Quackenbush  
 Program Director . . . . . Howard Moore  
 Chief Engineer . . . . . Richard Elam

### WSSC—Sumter—1953

Freq.: 1340 Kc. . . . . Power: 1 Kw. d.; 250 W. n.  
 Owned-Oper. By. . . . . Radio Sumter Inc.  
 Business Address . . . . . Box 1342  
 Tel.: SPruce 3-7369 . . . . . ABC  
 Station Representative . . . . . Clark  
 President . . . . . J. A. Gallimore  
 Gen., Sta. Mgr. . . . . Ed Damron  
 Comm. Manager . . . . . H. W. Fowler  
 Chief Engineer . . . . . Bill Beatty

### WBCU—Union—1949

Frequency: 1460 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Bcstg. Co. of Union, Inc.  
 Address . . . . . 210 East Main St.  
 Tel.: 1200 . . . . . KBS  
 Pres., Gen. Mgr. . . . . Edward C. B. Osborne  
 Chief Engineer . . . . . Walker Carver

### WGOG—Walhalla—1959

Frequency: 1460 Kc. . . . . Power: 500 Watts, d.  
 Owned By. . . . . Oconee Bcstg. Co.  
 Address . . . . . P. O. Box 278  
 Tel.: NEwton 8-3616 . . . . . Independent  
 Pres., General Manager . . . . . Dorothy Friend  
 Sta., Comm. Manager . . . . . Edith Mooneyham  
 Program Director . . . . . Bill Lewis  
 Sales Prom. Mgr. . . . . Marvin Hill  
 Publicity Director . . . . . Jim Mowry  
 Chief Engineer . . . . . Bill Collins

### WALD—Walterboro—1947

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Walterboro Radiocstg. Co.  
 Address . . . . . Box 833  
 Tel.: 3861 . . . . . ABC-KBS  
 Representative . . . . . Don Cooke  
 President . . . . . Robert S. Taylor  
 Sta. Mgr., Ch. Eng. . . . . Klein B. Beach, Jr.  
 Comm. Sales Prom. Mgr. . . . . Hilery Holloman  
 Program Director . . . . . Bob Greer

### WYCL—York—1956

Frequency: 1580 Kc. . . . . Power: 250 Watts  
 Owned. . . . . York-Clover Broadcasting Co.  
 Address . . . . . P.O. Box 398  
 Tel.: MU 4-4241 . . . . . Independent  
 Station Rep. . . . . Beaver; Hopewell  
 President . . . . . C. B. Sigmon  
 General, Sta. Mgr., . . . . . C. Curtis Sigmon  
 Comm. Mgr., Chief Eng. . . . . Archie Warren, Jr.  
 Program Director . . . . . Betty Robinson

Pop.: 648,000  
Families: 197,500

# South Dakota

Radio Homes: 194,500  
AM Stas. in State: 22

## KABR—Aberdeen—1952

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Operated By: Transmedia, Inc.  
Business Address: 117½ S. Main  
Tel.: Baldwin 5-1420 Independent  
Representative: Bob Dore  
President, General Mgr.: F. E. Fitzsimonds  
Program Director: Jeff Solem  
Chief Engineer: Jerry Zastrow

## KSDN—Aberdeen—1948

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By: Aberdeen News Co.  
Business Address: 12 Third Ave., S.E.  
Tel.: Baldwin 5-5930 ABC  
Newspaper Affil.: American-News  
Station Representatives: Weed; Bowden  
President: Henry J. Schmitt  
General Mgr.: Byron J. McElligott  
Commercial Manager: Stan Olson  
Program Director: Paul Rahders  
Chief Engineer: George Crocker

## KBRK—Brookings—1955

Frequency: 1340 Kc. Power: 1 Kw.  
Owned-Oper By: Brookings Bcstg. Co.  
Address: Northwest Bank Bldg.  
Tel.: Myrtle 2-6233 KBS  
Station Representative: Pearson  
Gen., Comm. Mgr.: E. C. Stangland  
Prog. Dir., Chief Eng.: Robert Reimers

## KDSJ—Deadwood—1947

Frequency: 980 Kc. Power: 1000 Watts  
Owned-Oper. By: John, Eli & Harry Daniels  
Address: 745 Main  
Tel.: 186 Independent  
President: John Daniels  
General, Station Manager: Harry Daniels  
Chief Engineer: Roy Hicks

## KOBH—Hot Springs—1958

Frequency: 580 Kc. Power: 500 Watts, d.  
Owned By: Fall River Bcstg. Corp.  
Address: Box 292  
Tel.: 698 ABC  
President: Russell M. Stewart  
Gen. Mgr. Ch. Eng.: Frederick M. Walgren  
Comm. Sales Prom. Mgr.: H. Del Brandt  
Program, Publicity Director: Johnny Rowe

## KIJV—Huron—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: James Valley Bcstg. Co., Inc.  
Address: P.O. Box 1366  
Tel.: Elgin 2-8621 NBC  
Manager: Max F. Staley

## KJAM—Madison—1958

Frequency: 1390 Kc. Power: 500 Watts d.

Owned By: Madison Bcstg. Co., Inc.  
Address: Box 549  
Tel.: Clinton 6-4514 KBS  
President, General Mgr.: Clare De Koster  
Commercial Manager: Jack Vickmark  
Sales Promotion Mgr.: K. Garrison  
Program Director: Henry Holle  
Publicity Director: Robert Dvorak  
Chief Engineer: John Goeman

## KORN—Mitchell—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Albert L. Crain  
Address: 217 Main St.  
Tel.: Wyman 6-5621 Independent  
Pres., Gen., Sta. Mgr., Prog. Dir.: R. V. Eppel  
Chief Engineer: J. R. Doherty

## KOLY—Mobridge—1956

Frequency: 1300 Kc. Power: 1 Kw., d.  
Owned: Mobridge Bcstg. Corp.  
Address: 114 Third St. East  
Tel.: 845-3654 Independent  
Newspaper Affil.: Weekly Tribune  
Pres., Gen. Mgr.: L. L. Coleman  
Station Mgr., Chief Eng.: Q. P. Coleman  
Program Director: Robert Miller

## KCCR—Pierre—1959

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned By: Great Plains Bcstg. Corp.  
Address: Vilas Building  
Tel.: Capital 4-7381 Independent  
Station Rep.: Bolles; Soderlund; Bowden  
President, Station Mgr.: LeRoy Okerlund  
General Manager: Hank Dais  
Commercial Manager: Harold Safgren  
Sales Prom. Mgr.: D. Youngberg  
Program Director: Gary Enright  
Publicity Director: Dorothy Danker  
Chief Engineer: Jerry Erdahl

## KGFX—Pierre—1926

Frequency: 630 Kc. Power: 200 Watts d.  
Owned-Oper. By: Estate of Dana McNeil  
Bus. Studio Address: 203 W. Summit Ave.  
Tel.: Capital 4-2351 KBS  
Pres., Gen. Mgr.: Ida A. McNeil  
Chief Engineer: Hugo Conrath, Jr.

## KEZU—Rapid City—1960

Frequency: 920 Kc. Power: 1 Kw.  
Owned By: Black Hills Radio, Inc.  
Address: 909 Jackson Blvd.  
Tel.: FI 3-6161 Independent  
Station Rep.: Hal Holman Co.  
President: J. E. Taylor  
General Mgr.: A. H. George  
Station Mgr.: A. L. Jones  
Commercial Mgr.: J. A. Crowley

**KOTA—Rapid City—1936**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By: Duhamel Ent., Inc.  
 Address: Duhamel Building  
 Tel.: FI 2-2000. CBS  
 Station Reps.: Bolling; Wayne-Evans  
 President, Gen. Mgr.: Helen S. Duhamel  
 Bus., Comm. Mgr.: William F. Turner  
 Program Director: J. Norman Hellron  
 Chief Engineer: Elmer Nelson  
 Owners of: KOTA-TV; KDUH-TV, Hay Springs, Neb.

**KRSD—Rapid City—1953**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Heart of the Black Hills  
 Address: 1438 Mountain View Rd.  
 Tel.: FI 2-6050. Independent  
 President: Eli Daniels  
 General Station Mgr.: T. H. Walrod  
 Chief Engineer: Lyle Benson

**KELO—Sioux Falls—1937**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By: Midcontinent Bcstg. Co.  
 Bus. Studio Address: Phillips Ave.—13th St.  
 Tel.: ED 8-9631. Independent  
 Station Rep.: H-R  
 President: Joe Floyd  
 Gen., Comm. Manager: Evans Nord

Station Mgr.: Jim Molohon  
 Sales Prom. Mgr.: Jack Townsend  
 Chief Engineer: Lester Froke  
 Owners of: KELO-TV; WKOW AM-TV, Madison;  
 WLOL-AM-FM, Minneapolis; KSO, Des Moines.

**KIHO—Sioux Falls—1948**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned By: Northwestern College  
 Address: 113 No. Main  
 Tel.: ED 4-7736. Independent  
 Representative: Gill-Perna  
 General Manager: J. Printup  
 Program Director: Don Birin  
 Chief Eng.: L. R. Sterkenburg

**KISD—Sioux Falls—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: KISD, Inc.  
 Bus-Studio Address: 3631 W. 12 St.  
 Tel.: EDison 4-5571. KBS  
 Station Representative: Cooke  
 Pres., Gen. Mgr.: Verl Thomson  
 Comm. Manager: V. J. Eschliman  
 Program Director: Bob Henderson  
 Publicity Director: Agnes Tuft  
 Chief Engineer: John Vick

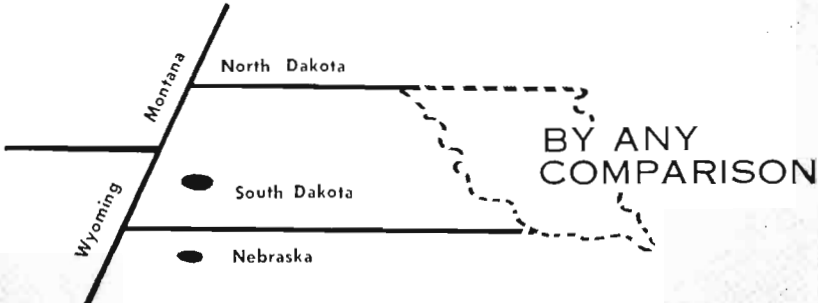
**KSOO—Sioux Falls—1926**

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned By: KSOO TV, Inc.

**DUHAMEL STATIONS**

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 INFINITE VARIETY



Rapid City, South Dakota

CBS RADIO  
 CBS-ABC TV

CBS-ABC TV  
 Satellite



Hay Springs, Nebr.

## SOUTH DAKOTA-TENNESSEE

Address..... 205 N. Phillips Ave.  
 Tel.: Edison 4-5601..... ABC  
**Station Representative..... Avery-Knodel, Inc.**  
 President, Gen. Mgr..... Morton H. Henkin  
 Comm., Station Mgr..... Orrin Melton  
 Prog. Dir..... Ray Loftness  
 Publicity Dir..... John O'Rourke  
 Technical Dir..... Max E. Pierce  
 Chief Engineer..... Roland Marty  
 Owners of: K800-TV.

### KWAT—Watertown—1940

Frequency: 950 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Midland Natl. Life Bcstg. Co.  
 Business Address..... Box 827  
 Tel.: Turner 6-8444..... MBS-KBS  
 Representative..... Gill-Perna  
 Gen., Sta., Comm. Mgr..... Ross E. Case  
 Program Director..... Gene Brantner  
 Chief Engineer..... Francis Alwin

### KWYR—Winner—1957

Frequency: 1260 Kc..... Power: 5 Kw., d.  
 Owned..... Midwest Radio Corp.  
 Business Address..... 333 West 2nd St.  
 Tel.: 727..... Independent  
 Pres., Gen. Mgr..... Al Clark  
 Program Director..... Ben Viedt  
 Chief Engineer..... Dave Dodd

Pop.: 3,573,500

Families: 982,000

# Tennessee

Radio Homes: 950,500

AM Stas. in State: 107

### WEAG—Alcoa—1957

Frequency: 1470 Kc..... Power: 1000 Watts d.  
 Owned By..... Blount County Bcstg. Co.  
 Address..... P.O. Box 127  
 Tel.: YUkon 3-0890..... KBS  
 Pres., Gen. Mgr..... Louis A. Chiles  
 Pres., Gen. Mgr..... Herman Petrie  
 Chief Engineer..... Richard Madison

### WLAR—Athens—1946

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Athens Bcstg. Co.  
 Address..... 148 N. Jackson St.  
 Tel.: SHerwood 5-1314..... MBS  
 Newspaper Affil..... Daily Post-Athenian  
 President..... Dr. Helene Arturburn  
 General, Comm. Mgr..... William P. Atkins  
 Chief Engineer..... Andrew Bates

### WOPI—Bristol—1929

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned By..... Pioneer Broadcasting Corp.  
 Address..... Easley-Wright Bldg., 310 State St.  
 Tel.: South 4-5131..... NBC  
 Representative..... Burn-Smith  
 President, General Mgr..... Donald W. Owen  
 Commercial Sales Prom. Mgr..... Rocky Stone  
 Program Director..... Charles McGuire  
 Chief Engineer..... Cliff Droke

### KYNT—Yankton—1955

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Radio KYNT  
 Address..... Box 654  
 Tel.: NOrth 5-7892..... Independent  
 Representative..... Bob Dore  
 President, Gen. Mgr..... Lloyd G. Reedstrom  
 Commercial Manager..... Bill Johnson  
 Publicity Director..... Marge Hoqan  
 Sales Promotion Manager..... D. Loecker  
 Program Dir., Chief Eng..... John Briggs

### WNAX—Yankton—1922

Frequency: 570 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Peoples Bcstg. Corp.  
 Address..... WNAX Bldg.  
 Tel.: NO 5-7442..... CBS  
 Representative..... Katz  
 President..... Herbert E. Evans  
 General Mgr..... Donald D. Sullivan  
 Station Manager..... Elmer Smith  
 Commercial Manager..... Nick Bolton  
 Program Director..... Jack Bruce  
 Sales Prom., Pub. Dir..... Roland Peterson  
 Chief Engineer..... Clifton M. Todd  
 Owners of: WGAR, Cleveland; WRFD, Worthington, O.; WTTM, Trenton, N. J.; WMMN, Fairmont, W. Va.; KFTV, Sioux City.

### WFWL—Camden—1956

Frequency: 1220 Kc..... Power: 250 Watts, d.  
 Owned By..... Camden Bcstg. Co.  
 Address..... Highway 79 East  
 Tel.: Ludlow 4-7570..... KBS  
 President..... M. R. Freeland  
 General Mgr, Chief Eng..... Charles Banks  
 Program Director..... Jim Freeland  
 Publicity Director..... Clara N. Prince

### WRKM—Carthage—1959

Frequency: 1350 Kc..... Power: 500 Watts, d.  
 Owned By..... Carthage Bcstg. Co.  
 Address..... P.O. Box 179  
 Tel.: 970..... KBS  
 President & Gen. Mgr..... R. L. Honey  
 Commercial Manager..... J. T. Watts

### WHLP—Centerville—1955

Frequency: 1570 Kc..... Power: 1000 Watts, d.  
 Owned By..... Trans-Air Bcstg. Corp.  
 Address..... 309 N. Public Sq.  
 Tel.: 3575..... Independent  
 President, Station Mgr..... Harold C. Flood  
 V.P., Program Dir..... Dorothy Flood  
 Chief Engineer..... Bethel Williamson

**WAPQ—Chattanooga—1936**

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....WAPQ Bcstg. Service  
 Business-Studio Address..... Road House  
 Tel.: AM 6-6141..... ABC  
 Representative..... Gill-Perna  
 Pres., Gen. Mgr..... Gordon Gambill  
 Comm. Mgr..... Walker Stamper  
 Station Mgr..... Frank Hubbs  
 Chief Engineer..... L. Reed

**WDEF—Chattanooga—1941**

Frequency: 1370 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WDEF Bcstg. Co.  
 Business Address..... 3300 Broad St.  
 Tel.: AM 7-3392..... NBC  
 Representative..... Branham  
 President..... Carter M. Parham  
 General Manager..... Ken Flenniken

**WDDO—Chattanooga—1925**

Frequency: 1310 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WDDO Bcstg. Corp.  
 Address..... 428 McCallie Ave.  
 Tel.: AM 6-5117..... CBS  
 Sta. Representative..... Jack Masla  
 President..... H. C. E. Johnson  
 General Mgr..... T. E. Thielke  
 Commercial Mgr..... B. J. Bush  
 Program Dir..... E. Feagans  
 Sales Prom. Mgr..... Chas. H. Quintony  
 Chief Engineer..... C. Stokely

**WDXB—Chattanooga—1948**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... French, Inc.  
 Address..... Dome Bldg.  
 Tel.: AM 6-1114..... Independent  
 Station Rep..... H-R Reps.  
 Pres., Gen. Mgr..... Stephen C. French  
 Commercial Manager..... Luke Wilson  
 Program Director..... Bill Sanders  
 Chief Engineer..... Bill Robison

**WNOO—Chattanooga—1951**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... WMFS, Inc.  
 Address..... 835 McCallie Ave.  
 Tel.: AM 6-4146..... Independent  
 Station Rep..... Howard Dora-Clayton  
 President..... L. S. Walton  
 General Station Mgr..... Fred J. Webb  
 Program Director..... Jerry Tucker  
 Publicity Director..... Lorene Gross  
 Chief Engineer..... Glenn Channells  
 Owners of: KJET, Beaumont, KOPY, Alice, both  
 Tex.

**WOGA—Chattanooga—1946**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Middle South Bcstg.  
 Address..... Hotel Patten  
 Tel.: AM 7-1128..... Independent  
 Station Rep..... Forjoe  
 Vice President..... G. W. Patton  
 Station Mgr..... H. D. Murphy

**WMCH—Church Hill—1954**

Frequency: 1260 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Thales E. Wallace  
 Address..... P. O. Box 148  
 Tel.: EL 7-2601..... KBS  
 President..... Thales E. Wallace  
 Comm. Manager..... James M. Smith  
 Chief Engineer..... R. Heath

**WDXN—Clarksville—1954**

Frequency: 540 Kc..... Power: 1 Kw. d.  
 Owned..... Clarksville Bcstg. Co., Inc.  
 Address..... Bailey Bldg.  
 Tel.: MI 5-2411..... Independent  
 Representative..... Venard, Rintoul & McConnell  
 President..... Aaron B. Robinson  
 Gen. Manager..... J. M. Cecil  
 Station Mgr., Chief Eng..... Donald R. Moore

**WJZM—Clarksville—1941**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Campbell & Sheftall  
 Address..... 411 Madison St.  
 Tel.: MI 5-6414..... KBS-MBS  
 Representative..... Jack Masla  
 Pres., Gen. Manager..... J. Parry Sheftall  
 Sta. Mgr., Chief Eng..... John Bailey  
 Program Director..... Gary Jones  
 Publicity Director..... Neil Walker  
 Commercial Manager..... Charles Malone  
 Sales Promotion Manager..... Tom Dolan

**WBAC—Cleveland—1945**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... WBAC, Inc.  
 Address..... Radio Center, Central Ave.  
 Tel.: GR 6-7593..... MBS  
 Station Representative..... Ayers; Breen & Ward  
 President..... Charles B. Britt  
 V.P., General Manager..... Russell E. Offhaus  
 Program Director..... Paul Kirksey  
 Publicity Director..... Poland China  
 Chief Engineer..... William B. Stuart

**WCLE—Cleveland—1957**

Frequency: 1570 Kc..... Power: 1 Kw., d.  
 Owned..... Southeastern Entp.  
 Address..... 33 Ocoee St.  
 Tel.: GR 2-6511..... KBS  
 President, General Mgr..... Carl Hoskins  
 Station Manager..... William Stamps  
 Chief Engineer..... Robert Carr

**WKRM—Columbia—1942**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned..... Middle Tenn. Bcstg. Co., Inc.  
 Address..... P. O. Box 71  
 Tel.: EV 8-3636..... KBS  
 Station Rep..... Burn-Smith  
 Pres., Gen.-Sta. Mgr..... R. M. McKay, Jr.  
 Chief Engineer..... Cameron McKay



**TENNESSEE**

**WMCP—Columbia—1956**

Frequency: 1280 Kc. Power: 1000 Watts  
Owned By: Maury County Boosters Corp.  
Address: 714 N. Main St.  
Tel.: EV 8-3241 Independent  
President: James Dowling  
Gen. Sta. Mgr.: T. E. Williford  
Comm. Mgr. Ch. Eng.: J. W. Anderson

**WHUB—Cookeville—1940**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: WHUB, Inc.  
Bus. Studio Address: 315½ E. Spring  
Tel.: Jackson 6-2131 CBS-KBS  
Pres., General Manager: M. L. Medley  
Sta. Mgr.: Stacey Mott  
Chief Engineer: Claude Haston

**WKBL—Covington—1954**

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By: Tipton Cty. Bcstrs.  
Business Address: Roper Bldg.  
Tel.: GR 6-9635 KBS  
Station Representative: Beaver  
Pres., Gen. Mgr., Ch. Eng.: Bob Whiteley  
Comm., Sales Prom. Mgr.: Maurice Turnage  
Chief Engineer: O. V. Poindexter

**WZYX—Cowan—1957**

Frequency: 1440 Kc. Power: 1 Kw., d.  
Owned By: Guidon Bcstg. Co., Inc.  
Address: Pearson Bldg.  
Tel.: West 2-7471 Independent  
Pres., Gen. Mgr.: Roy Morris  
Commercial Mgr.: Joe Brewer  
Program Dir.: Bill Lassiter  
Chief Engineer: Frank Spencer

**WAEW—Crossville—1952**

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Oper. By: WAEW, Inc.  
Address: P. O. Box 276  
Tel.: 333 KBS  
President: Z. Lawson  
General Mgr.: J. V. Hamby

**WDNT—Dayton—1957**

Frequency: 1280 Kc. Power: 1 Kw., d.  
Owned By: Dayton Bcstg. Co.  
Address: Box 294  
Tel.: 1540 KBS  
Representative: Raymer  
President: Norman A. Thomas  
General Mgr., Chief Eng.: Jack S. Pullin  
Commercial Manager: Vance A. Travis  
Program Director: Juanita Tetry  
Owners of: WJBO, Jonesboro, Tenn.

**WDKN—Dickson—1955**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Dickson Cty Bcstg. Inc.  
Address: Box 71  
Tel.: HI 6-2852 KBS  
Pres., Gen., Sta. Mgr.: W. Potts  
Chief Engineer: Leslie D. Filson

**WDSG—Dyersburg—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned: State Gazette Bcstg.  
Business Address: 208 N. Mill  
Tel.: AT 5-1294 KBS  
Gen., Sta. Mgr.: Robert W. Ward  
Sales Promotion Manager: Jo Ann Ward

**WTRO—Dyersburg—1957**

Frequency: 1330 Kc. Power: 500 W., d.  
Owned By: McQueen & Co., Inc.  
Address: Cordell Hull Hotel  
Tel.: AT 5-4173 Independent  
Gen. Mgr. Ch. Eng.: R. Hawkins

**WBEJ—Elizabethton—1946**

Frequency: 1240 Kc. Power: 250 Watts  
Owned: WBEJ, Inc.  
Business-Studio Address: Box 829  
Tel.: Lincoln 2-2184 Independent  
Station Rep.: Gill-Perna  
Pres.: R. W. Turrentine, Jr.  
Gen., Sta. Mgr.: William E. Hale  
Chief Engineer: L. R. Williams

**WEMB—Erwin—1956**

Frequency: 1420 Kc. Power: 5 Kw., d.  
Owned: Unicoi Bcstg. Co.  
Address: Box 280  
Tel.: Pioneer 2-2011 Independent  
President, Gen. Mgr.: Max M. Blakemore  
Station, Commercial Mgr.: Glenn Ladd  
Program Director: Bruce Steinbecker  
Chief Engineer: Bill Livesay

**WCPH—Etowah—1955**

Frequency: 1220 Kc. Power: 1 Kw., d.  
Owned-Oper. By: Morgan Bcstg. Co.  
Address: 109 9th St.  
Tel.: 3401 Independent  
Station Rep.: Webb  
President, Gen. Mgr.: H. J. Morgan

**WEKR—Fayetteville—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: James Porter Clark  
Address: P. O. Box 1009  
Tel.: Hemlock 3-3545 MBS-KBS  
Owner, General Mgr.: James Porter Clark  
Program, Publicity Dir.: Edward K. Chapman  
Chief Engineer: Ernest Tucker

**WAGG—Franklin—1953**

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Williamson County Bcstg.  
Business Address: 1000 Mallory Road  
Tel.: SWift 4-1594 KBS  
Pres., Gen. Mgr.: William R. Ormes  
Sta. Mgr., Ch. Eng.: Ellis F. Jones, Jr.

**WHIN—Gallatin—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Sumner County Bcstg. Co.  
 Address ..... Box 811  
 Tel.: 1010 ..... KBS  
 Gen. Mgr. .... Charles W. Brewer  
 Chief Engineer..... Lee Raines

**WGRV—Greenville—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... Radio Greenville, Inc.  
 Address ..... P.O. Box 243  
 Tel.: 4147 ..... KBS  
 President, Gen. Mgr..... Paul Metcalfe

**WHBT—Harriman—1947**

Frequency: 1600 Kc. Power: 5 Kw. d.  
 Owned..... Folkways Bcstg. Co., Inc.  
 Address..... Devonia & Crescent  
 Tel.: 661 ..... KBS  
 President, Gen. Sta. Mgr..... Ken Crosthwait  
 Chief Engineer..... Lonnie Mullins

**WIRJ—Humboldt—1949**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Gibson Co. Bcstg. Co., Inc.  
 Address..... 210 N. 22nd Ave.  
 Tel.: SU 4-1740..... KBS  
 Newspaper Affil..... Courier-Chronicle  
 President ..... J. F. Warmath  
 Gen., Sta. Mgr..... H. C. Wilson  
 Chief Engineer..... Gerald Hicks

**WDXI—Jackson—1947**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Dixie Bcstg. Co.  
 Address ..... Williams Building  
 Tel.: 7-9611 ..... KBS  
 Representative .. Venard, Rintoul & McConnell  
 Pres..... Aaron B. Robinson  
 Gen. Mgr..... Jack Cecil  
 Station Manager..... Buck Byrum  
 Commercial Manager..... Doris Freeman  
 Sales Promotion Mgr..... Larry Blair  
 Chief Engineer..... James Thomas  
 Owners of: WDNF-TV.

**WJAK—Jackson—1954**

Frequency: 1460 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By... Jackson Broadcasting Co.  
 Address ..... 416 Poplar St.  
 Tel.: 7-7436 ..... Independent  
 Representative ..... Pearson  
 Pres..... Dr. Alexander Leech  
 Gen. Mgr..... Robert Blow  
 Comm. Mgr..... Bill Winsett  
 Program Director..... Jim Dandy  
 Chief Engineer..... Henry S. Lesh

**WTJS—Jackson—1931**

Freq.: 1390 Kc. Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By..... The Sun Publishing Co.  
 Business Address..... 255 W. Lafayette St.  
 Tel.: 7-3316 ..... ABC  
 Newspaper Affil..... Jackson Sun

Representative ..... Branham  
 V.P., Gen. Mgr..... A. A. Stone  
 Station Manager..... Frank S. Proctor  
 Asst. Mgr..... L. R. Brooks  
 Sales Promotion Mgr..... Robert W. Emerson  
 Program Director..... Vince Tapler  
 Chief Engineer..... Jones Hale

**WCLC—Jamestown—1957**

Frequency: 1260 Kc. Power: 1 Kw., d.  
 Owned..... Jamestown Bcstg. Co.  
 Address ..... P.O. Box 127  
 Tel.: TR 9-2825 ..... Independent  
 President..... R. Gene Cravens  
 General Mgr..... R. P. Wright  
 Chief Engineer..... Andrew T. Mitchell

**WETB—Johnson City—1947**

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Press, Inc.  
 Business Address..... Press Bldg.  
 Tel.: WALnut 8-2141..... MBS  
 Newspaper Affil..... Press-Chronicle  
 Station Rep..... Devney-O'Connell  
 President..... Carl A. Jones  
 General Mgr..... Arthur Kelsey  
 Program Dir..... Berney Burleson  
 Chief Engineer..... E. B. Jones

**WJCW—Johnson City—1938**

Frequency: 910 Kc. Power: 5 Kw., d., 1 Kw., n.  
 Owned-Operated By ..... Tri-Cities Bcstg. Inc.  
 Address ..... P.O. Box 607  
 Tel.: WALnut 6-6167 ..... CBS  
 Sta. Representative ..... Weed  
 President ..... Jim C. Wilson  
 Gen. Comm. Mgr..... Ken Marsh  
 Chief Engineer ..... Edward Bryant

**WJSO—Johnson City—1958**

Frequency: 1590 Kc. Power: 5 Kw. d.  
 Owned By ..... Mountain View Bcstg. Co.  
 Address ..... Box 148  
 Tel.: WA 6-3121 ..... Independent  
 President ..... Norman A. Thomas, Sr.  
 General Manager ..... Ed Davis  
 Commercial Manager ..... Jimmy H. Lewis  
 Chief Engineer ..... William Livesay  
 Owners of: WDNT, Dayton, Tenn.

**WKIN—Kingsport—1951**

Frequency: 1320 Kc. Power: 5000 Watts d.  
 Owned & Operated..... WKIN, Inc.  
 Address ..... Market & Wexler Sts.  
 Tel.: CI 6-8131 ..... Independent  
 Pres., Gen. Mgr..... Cy N. Bahakel  
 Station Manager..... Les Tackett

**WKPT—Kingsport—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... Kingsport Bcstg. Co., Inc.  
 Address ..... Radio Center  
 Tel.: CI 5-4161 ..... NBC  
 President..... C. P. Edwards, Jr.  
 General Mgr..... Paul L. Overbay  
 Chief Engineer..... Harold Dougherty

**WATE—Knoxville—1927**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper. By: WATE, Inc.  
 Business-Studio Address: 612 Gay St. S.W.  
 Tel.: 4-4651 NBC  
 Representative: Avery-Knodel  
 V.P., Gen. Mgr.: W. H. Linebaugh  
 Commercial Manager: J. T. McCloud  
 Chief Engineer: Fred Andrews

**WBIR—Knoxville—1941**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: WMRC, Inc.  
 Address: 1513 Hutchison Ave.  
 Tel.: 5-8101 ABC  
 Station Representative: Gill-Perna  
 President: Hulbert Taft, Jr.  
 General Manager: John P. Hart  
 Station. Comm. Mgr.: Leon Ridings  
 Program Director: W. R. Johnston  
 Publicity Dir.: Robert Wilson  
 Chief Engineer: J. Rex Horton

**WFCT—Knoxville—1960**

Frequency: 1430 Kc. Power: 1 Kw.  
 Owned By: Radio Fountain City, Inc.  
 Address: P.O. Box 5275  
 Tel.: MU 7-2312 Independent  
 Station Representative: Hollingsbery  
 President, Gen. Mgr.: J. Francke Fox, Jr.  
 General Mgr.: J. M. Welch  
 Station. Comm. Mgr.: E. G. Perrin  
 Program Director: Albert Weaver

**WIVK—Knoxville—1952**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Dick Bcstg. Co., Inc.  
 Address: 6711 Kingston Pike  
 Tel.: 8-6511 Independent  
 Station Representative: Howard; Clayton  
 President, General Mgr.: James A. Dick  
 Commercial Manager: W.P. Poore, Jr.  
 Sales Prom. Mgr., Pub. Dir.: Kenneth Russell  
 Program Director: Claude Tomlinson, Jr.  
 Chief Engineer: Milton Jones  
 Owners of: WQOK, Greenville, S. C.

**WKGN—Knoxville—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: WKGN Inc.  
 Business Address: 2200 W. Cumberland Ave.  
 Tel.: 4-0766 Independent  
 Station Reps.: Bolling; Ayers  
 Pres., Gen. Mgr.: George P. Mooney  
 Chief Engineer: Robert Goodman

**WKXV—Knoxville—1953**

Frequency: 900 Kc. Power: 1000 Watts, d.  
 Owner: Knoxville Ra-Tel  
 Address: P.O. Box 2269  
 Tel.: 4-9866 KBS-MBS  
 President, Gen. Mgr.: B. L. Boring  
 Publicity Dir.: Willie C. Day  
 Comm. Manager: Marvin Thompson

**WNOX—Knoxville—1921**

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Scripps-Howard Radio, Inc.  
 Address: 4400 Whittle Springs Rd. N. E.  
 Tel.: 3-3171 CBS  
 Newspaper Affiliation: News Sentinel  
 Representative: John Blair  
 President: Jack R. Howard  
 Gen., Sta. Manager: R. B. Westergaard  
 Publicity Director: Gene Miller  
 Comm., Sales Prom. Mgr.: O. L. Smith  
 Prog. Director: C. A. McMahon  
 Chief Engineer: Ray Evans  
 Owners of: WCPO-AM-TV, Cincinnati; WEWS,  
 Cleveland.

**WEEN—Lafayette—1958**

Frequency: 1460 Kc. Power: 1 Wt. d.  
 Owned By: Lafayette Bcstg. Co.  
 Address: P. O. Box 79, Livingston, Tenn.  
 President: Marvin Leslie

**WLAF—LaFollette—1953**

Frequency: 1450 Kc. Power: 250 Watts  
 Owner: LaFollette Bcstg. Co., Inc.  
 Address: Fleet Oil Bldg.  
 Tel.: 1060 Independent  
 President: E. F. Wheeler  
 General Manager: Wm. N. Sherman  
 Chief Engineer: E. Cloud

**WDXE—Lawrenceburg—1951**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Lawrenceburg Bcstg. Co.  
 Address: 120½ N. Military Ave.  
 Tel.: SO 2-4411 KBS  
 Station Rep.: Venard, Rintoul, McConnell  
 President: Aaron B. Robinson  
 General, Station Mgr.: Ken Marston  
 Comm. Mgr.: Bud Sawyer  
 Program Director: Milt Griffin  
 Publicity Director: Judy Partain  
 Chief Engineer: Phil Kemper

**WCOR—Lebanon—1949**

Frequency: 900 Kc. Power 500 Watts d.  
 Owned-Operated By: Lebanon Bcstg. Co., Inc.  
 Address: Trousdale Ferry Road  
 Tel.: Hickory 4-0474 Independent  
 Pres., Sta. Mgr.: Theo. F. Ezell, Jr.  
 Commercial Manager: Jack Hendrickson, Jr.  
 Program Director: Walt Dillard  
 Chief Engineer: William Johnston

**WLIL—Lenoir City—1950**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owner: WLIL, Inc.  
 Address: 406 E. Broadway  
 Tel.: YU 6-7536 KBS  
 Pres., Gen., Sta. Mgr.: Arthur Wilkerson  
 Chief Engineer: Allen Breazeale

**WJJM—Lewisburg—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Louis D. Lingner

Address ..... East Hill  
 Tel.: 780 ..... MBS-KBS  
 President, Gen. Mgr. .... Louis D. Lingner  
 Comm. Prom. Mgr. .... R. A. Davidson  
 Chief Engineer. .... R. C. Wiley

**WDXL—Lexington—1954**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By ..... Lexington Bcstg. Service, Inc.  
 Address ..... Broad & Church  
 Tel.: WO 8-3500 ..... KBS  
 President ..... Guy B. Amis  
 General Station Manager ..... Ben L. Enochs  
 Prog. Dir. .... Aubrey Booth  
 Publicity Director ..... Gordon Vestal

**WLIV—Livingston—1956**

Frequency: 920 Kc. .... Power: 1 Kw. d.  
 Owned By ..... Audio Bcsters  
 Address ..... P. O. Box 131  
 Tel.: Talbot 3-4438 ..... MBS  
 Station Comm. Mgr. .... R. H. McCain

**WMSR—Manchester—1957**

Frequency: 1320 Kc. .... Power: 1 Kw., d.  
 Owned ..... Manchester Bcstg. Co.  
 Address ..... 611 McArthur St.  
 Tel.: PA 8-3526 ..... KBS-MBS  
 President, Chief Eng. .... Murray Chumley  
 Station, Commercial Mgr. .... Lee Blane

**WCMT—Martin—1957**

Frequency: 1410 Kc. .... Power: 1 Kw.  
 Owned By ..... J. T. & H. Sudbury  
 Address ..... P. O. Box 483  
 Tel.: 460 ..... Independent  
 President ..... J. T. Sudbury  
 General Managers ..... J. T. & H. Sudbury  
 Sta. Mgr. Ch. Eng. .... D. A. Drumm

**WGAP—Maryville—1947**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By ..... Aluminum Cities Bcstg. Co.  
 Business Address ..... 318 Court St.  
 Tel.: YU 3-4310 ..... Independent  
 General Manager ..... Frank H. Corbett  
 Commercial Manager ..... Horace McGill  
 Chief Engineer ..... Harry McDonald

**WHDM—McKenzie—1954**

Frequency: 1440 Kc. .... Power: 500 Watts, d.  
 Owned ..... Tri-County Bcstg. Co., Inc.  
 Address ..... Hotel McKenzie  
 Tel.: EL 2-3371 ..... Independent  
 Pres., Gen. Mgr. .... Earl S. Nolting  
 Sec'y-Treas. .... Gladys Nolting  
 Commercial Manager ..... Ed Perkins  
 Program Director ..... Gail Burns  
 Chief Engineer ..... Martin Dill

**WBMC—McMinnville—1955**

Frequency: 960 Kc. .... Power: 500 W., d.  
 Owned-Oper. .... Cumberland Valley Bcstg. Co.  
 Address ..... On the Square

Tel.: 2104 ..... Independent  
 President ..... Dr. C. H. Cope  
 Gen., Sta. Mgr. .... Chick Brown  
 Sales Promotion Manager ..... Chuck Mullican  
 Program Director ..... Hal Durham  
 Publicity Director ..... Willene Southard  
 Chief Engineer ..... Alvin Byars

**WMMT—McMinnville—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Regional Broadcasting Corp.  
 Address ..... Box 409  
 Tel.: 2223 ..... KBS  
 President ..... William R. Vogel  
 General, Comm. Mgr. .... D. W. Martin  
 Program Director ..... Ben Vaughn  
 Chief Engineer ..... Hubert Beasley  
 Owners of: KLOV, Loveland; WGNS, Murfreesboro.

**KWAM—Memphis—1946**

Frequency: 990 Kc. .... Power: 1000 Watts, d.  
 Owned-Operated By ..... KWEM, Inc.  
 Address ..... 64 Flicker  
 Tel.: FAirfax 3-2679 ..... KBS-MBS  
 Representative ..... Bernard  
 President ..... E. D. Rivers, Jr.  
 Station Manager ..... E. W. Bie  
 Sales Promotion Mgr. .... Ted Roney  
 Program Director ..... Richard Pinkham  
 Chief Engineer ..... Jerry Scanlon

**WDIA—Memphis—1947**

Freq.: 1070 Kc. .... Power: 50 Kw. d., 5 Kw. n.  
 Owned By ..... WDIA, Inc.  
 Business-Studio Address ..... 2074 Union Ave.  
 Tel.: BR 6-2703 ..... Independent  
 Representative ..... Bolling  
 President ..... Egmont Sonderling  
 V.P., Gen., Sta. Mgr. .... E. R. "Bert" Ferguson  
 Commercial Manager ..... Archie Grinalds  
 Chief Engineer ..... Henry N. Fones

**WHBQ—Memphis—1925**

Freq.: 560 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... RKO General  
 Address ..... Hotel Chisca  
 Tel.: BRoadway 2-3441 ..... Independent  
 Station Representative ..... H. R. Reys  
 President ..... Thomas F. O'Neil  
 General Manager ..... D. A. Noel  
 Sales Manager ..... James A. Bedwell, Jr.  
 National Sales Mgr. .... Gerdon Lawhead  
 Publicity, Program Director ..... Hugh Frizzell  
 Chief Engineer ..... Welton Roy  
 owners of: WHBQ-TV; WNAC-AM-TV, Boston;  
 KHF-AM-TV, Los Angeles; KFKC, San Francisco;  
 WOR-AM-FM-TV, New York; CKLW-AM-TV,  
 Detroit; WGMS, Washington, D. C.; WHCT-TV,  
 Hartford.

**WHER—Memphis—1955**

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Mercury Bcstg., Inc  
 Address ..... 383 Madison Ave.  
 Tel.: JA 5-6831 ..... Independent  
 Station Representative ..... Forjoe  
 President ..... William H. Grumbles

## TENNESSEE

Vice President..... Marie G. Copp  
 Station Manager..... Don Kern  
 Commercial Mgr., Prog. Dir..... William Trotter  
 Sales Promotion Manager..... Larry Breneman  
 Publicity Director..... Jan Cross  
 Chief Engineer..... Douglas Cousar

### WHHM—Memphis—1946

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Mercury Bcstg. Inc.  
 Address..... 383 Madison Ave.  
 Tel.: JA 7-4422..... ABC  
 President..... Don Kern  
 Vice President..... Marie Capp  
 Gen., Sta. Mgr..... George Aubrey Crump  
 Program Director..... John Carr  
 Chief Engineer..... S. Hart

### WLOK—Memphis—1956

Frequency: 1480 Kc..... Power: 5050 Watts d.  
 Owned-Oper. By..... WLOK, Inc.  
 Address..... 363 South Second  
 Tel.: JACKSON 7-9565..... Independent  
 Station Representative..... Howard  
 Pres..... Jules Paglin  
 Exec. V.P..... Stanley W. Ray, Jr.  
 General Manager..... Ed Nyy  
 Chief Engineer..... William Jones  
 Owners of: WBOK, New Orleans; KAOK, Lake  
 Charles; WNOK, Baton Rouge; KYOK, Houston;  
 WGOK, Mobile.

### WMC—Memphis—1923

Frequency: 790 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WMC Bcstg. Co.  
 Business Address..... 1960 Union Ave.  
 Tel.: B'way 4-8515..... NBC  
 News. Affil..... Scripps-Howard  
 Representative..... John Blair  
 President..... Mark Ferree  
 General Manager..... H. W. Slavick  
 Station Manager..... Stan Torgerson  
 Program Dir..... Dean Osmundson  
 Sales Prom. Publicity Dir..... Jack Agnew  
 Chief Engineer..... E. C. Frase, Jr.  
 Owners of: WMC(T), Memphis.

### WMPS—Memphis—1924

Freq.: 680 Kc..... Power: 10 Kw. d.; 5 Kw. n.  
 Owned By..... Plough, Inc.  
 Address..... 112 Union Ave.  
 Tel.: JA 5-2633..... Independent  
 Representative..... Radio-TV Representatives  
 Pres..... Harold R. Krelstein  
 General Manager..... Charles T. DeVois  
 Commercial Manager..... Allan Avery  
 Prom. Mgr., Pub. Dir..... Dick McClary  
 Program Dir..... Hugh Brown  
 Chief Engineer..... J. G. Deaderick  
 Owners of: WJJD, Chicago; WCAO, Baltimore;  
 WCOP, Boston; WPLD, Atlanta.

### WREC—Memphis—1922

Frequency: 600 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WREC Bcstg. Service  
 Business-Studio Address..... Hotel Peabody  
 Tel.: JA 5-1313..... CBS  
 Representative..... Katz

Owner, General Manager..... Hoyt B. Wooten  
 Commercial Manager..... Hollis R. Wooten  
 Program Director..... Jack Michael  
 Chief Engineer..... Wilson Ramey

### WKBJ—Milan—1955

Frequency: 1600 Kc..... Power: 1000 Watts  
 Owned..... West Tennessee Bcstg. Co.  
 Address..... Milan Hotel  
 Tel.: MU 6-2481..... Independent  
 President..... Ben Ivey King  
 Gen., Station Mgr..... Jack Merrill  
 Chief Engineer..... Bill Markham

### WHEY—Millington—1957

Frequency: 1220 Kc..... Power: 250 Watts, d.  
 Owned By..... Millington Bcstg. Co.  
 Address..... 4962 Navy Road  
 Tel.: CAnal 3-3000..... KBS  
 Station Rep..... Continental  
 General, Station Mgr..... V. Bond  
 Program Director..... H. Harral  
 Chief Engineer..... Bill Patrick

### WCRK—Morristown—1947

Frequency: 1150 Kc..... 1 Kw., d.; 500 W., n.  
 Owned-Oper. By..... Cherokee Bcstg. Corp.  
 Address..... Radio Center  
 Tel.: JUniper 6-9101..... MBS-KBS  
 Representative..... Hal Holman  
 General Manager..... Howell Ashford  
 Chief Engineer..... J. A. Redden

### WMTN—Morristown—1957

Frequency: 1300 Kc..... Power: 5 Kw., d.  
 Owned-Operated By..... E. Tenn. Bcstg. Corp.  
 Bus. Address..... Box 2146 Radio Center Sta.  
 Tel.: JU 6-7993..... Independent  
 Sta. Representative..... Spot Time Sales  
 Pres., Ch. Eng..... George Guertin  
 General Manager..... Bill Holland  
 Program Director..... Jimmy Peoples

### WCNS—Murfreesboro—1947

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Regional Bcstg. Corp.  
 Address..... P.O. Box 310  
 Tel.: TW 3-5373..... Independent  
 Station Representative..... Holman  
 President..... William R. Vogel  
 General, Station Mgr..... David W. Martin  
 Program, Publicity Dir..... Richard K. Davis  
 Chief Engineer..... Hubert Beasley  
 Owners of: WMMT, McMinnville, Tenn.; KLOV,  
 Loveland, Colo.

### WMTS—Murfreesboro—1953

Frequency: 860 Kc..... Power: 250 Watts d.  
 Owned..... Arthur D. Smith, Jr.  
 Address..... 112 N. W. Broad St.  
 Tel.: TW 3-6611..... Independent  
 President..... A. D. Smith, Jr.  
 Gen., Sta. Mgr..... Virgil Trimm



Commercial Mgr. .... Neil Lancaster  
 Program Dir. .... David Ralston  
 Sales Prom. Mgr. .... Lewis Penuel  
 Publicity Dir. .... Mabel Brock  
 Chief Engineer. .... Alfred W. Parsons

**WENO—Nashville—1957**

Frequency: 1430 Kc. .... Power: 5 Kw., d.  
 Owned. .... Central Bcstg. Corp.  
 Address .... Box 5236  
 Tel.: TW 5-5401 ..... KBS  
 Station Rep. .... Chas. Bernard  
 President. .... H. C. Young, Jr.  
 General. Sta. Mgr. .... Jerry Glaser  
 Commercial Mgr. .... Harry Sullivan  
 Program Director. .... Wallie Beecham  
 Publicity Dir. .... Don Howser  
 Chief Engineer. .... Walter Duke

**WKDA—Nashville—1947**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By. .... WKDA Broadcasting Co., Inc.  
 Address .... First American Natl. Bank Bldg.  
 Tel.: AL 4-0511 ..... Independent  
 Sta. Representative. .... McGavren; Brown  
 President, Gen. Mgr. .... Jack S. Stapp  
 Prog. Director. .... Charles F. Walker  
 Sales Prom. Mgr. .... Carl A. Babb  
 Publicity Director. .... Roger Schutt  
 Chief Engineer. .... W. M. Highfill

**WLAC—Nashville—1926**

Frequency: 1510 Kc. .... Power: 50,000 Watts  
 Owned. Life & Casualty Insurance Co., Tenn.  
 Bus-Studio Address .... 161 4th Ave. N.  
 Tel.: AL 6-0161 ..... CBS  
 Representative. .... Katz  
 V. P., Gen. Mgr. .... F. C. Sowell  
 Commercial Manager. .... E. G. Blackman  
 Sales Prom. Mgr., Pub. Dir. .... Thrace Warren  
 Program Director. .... Paul Oilphant  
 Chief Engineer. .... F. D. Binns

**WMAK—Nashville—1947**

Frequency: 1300 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... WCMI Radio  
 Address .... Maxwell House Hotel  
 Tel.: AL 4-3411 ..... Independent  
 Station Rep. .... Hollingbery  
 President, Gen. Mgr. .... Frederick Gregg, Jr.  
 Commercial Manager. .... Charles F. King  
 Promotion, Pub. Dir. .... William Pierce  
 Chief Engineer. .... Jack Welch

**WNAH—Nashville—1949**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Hermitage Bcstg. Corp.  
 Address .... James Robertson Hotel  
 Tel.: AL 4-7611 ..... MBS-KBS  
 Pres., Gen. Mgr. .... Van T. Irwin, Jr.  
 Comm. Manager. .... Herman Rippy  
 Program Director. .... Jim Williams  
 Chief Engineer. .... Howard Woodard

**WSIX—Nashville—1927**

Frequency: 980 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... WSIX, Inc.  
 Address .... Nashville Trust Building  
 Tel.: AL 5-5431 ..... ABC  
 Station Representative. .... Woodward  
 President. .... Louis R. Draughon  
 Sta., Gen. Mgr. .... E. S. Tanner  
 Comm Mgr. .... Clarence L. Waggoner  
 Assistant Manager. .... Charles Caldwell  
 Program Dir. .... John A. Mitchell  
 Promotion, Publicity Director. .... Bill Jones  
 Chief Engineer. .... Charles R. Duke  
 Owners of: WSIX-TV.

**WSM—Nashville—1925**

Frequency: 850 Kc. .... Power: 50,000 Watts  
 Owned By. .... Natl. Life & Accident Ins. Co.  
 Business Address. .... 301 7th Ave., N.  
 Tel.: AL 4-5656 ..... NBC  
 Station Representative. .... Christal  
 President. .... John H. DeWitt, Jr.  
 General. Station Manager. .... Bob Cooper  
 Sales Promotion Manager. .... Mrs. Trudy Stamper  
 Program Director. .... Ott Devine  
 Chief Engineer. .... Carl Jenkins

**WVOL—Nashville—1951**

Freq.: 1470 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned By. .... Rounsaville of Nashville  
 Address. .... 1320 Brick Church Pike  
 Tel.: CAnal 8-3424 ..... Independent  
 Representative. .... Pearson  
 President. .... Robert W. Rounsaville  
 General, Comm. Mgr. .... William D. Salmon  
 V.P., Nat. Sales Mgr. .... Harold F. Walker  
 Sta. Mgr., Pub. Dir. .... David P. McLain  
 Program Director. .... Morgan Babb  
 Chief Engineer. .... Wayne B. Robinson

**WLIK—Newport—1954**

Frequency: 1270 Kc. .... Power: 5 Kw., d.  
 Owned. .... WLIK, Inc.  
 Address. .... P. O. Box 270  
 Tel.: 3095 ..... KBS  
 President. .... Arthur Wilkerson  
 General Station Mgr. .... Ira B. Crisp  
 Chief Engineer. .... Don Crisp

**WATO—Oak Ridge—1948**

Frequency: 1290 Kc., Power: 1 Kw. d. 500 W. n.  
 Owned-Operated By. Radio-Active Bcstg., Inc.  
 Address. .... 253 E. Main St.  
 Tel.: 5-3535 ..... KBS  
 Pres. Gen. Mgr. .... Scamuel P. Thrower  
 Comm. Manager. .... Leonard M. McCoig

**WBNT—Oneida—1959**

Frequency: 1310 Kc. .... Power: 1 Kw.  
 Owned By. .... R. H. Troxel Bcstg. Co.  
 Address. .... 42 Huntsville Rd.  
 Tel.: LOgan 9-8595 ..... KBS  
 President. .... R. H. Troxel  
 General Mgr. .... W. Scarbrough  
 Commercial Mgr. .... E. B. Willis, Jr.

**WTPR—Paris—1947**

Frequency: 710 Kc. Power: 250 Watts d.  
 Owned By: Paris Bcstg. Co.  
 Address: No. Poplar St.  
 Tel.: 1700  
 Representative: Venard, Rintoul & McConnell  
 President, Gen. Mgr.: A. B. Robinson  
 Sta. Mgr.: Joe P. Van Dyke  
 Chief Engineer: Don Somerville

**WKSR—Pulaski—1947**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned By: John R. Stephens  
 Address: South Second St.  
 Tel.: 363-2505  
 Sta. Representative: Thomas F. Clark  
 Pres., Gen. Sta. Mgr.: John R. Stephens  
 Commercial Manager: Mrs. Alene Cane  
 Sales Prom. Mgr.: Johnny Prince  
 Program Director: George Martin  
 Publicity Director: Alma Myers  
 Chief Engineer: N. G. Morgan

**WTRB—Ripley—1954**

Frequency: 1570 Kc. Power: 1,000 Watts d.  
 Owned By: Lauderdale Bcstg. Co.  
 Address: Box 110  
 Tel.: 1060  
 Gen. Mgr.: John Stewart  
 Chief Engr.: Don Paris

**WRKH—Rockwood—1957**

Frequency: 580 Kc. Power: 1000 W., d.  
 Owned By: Blue Ridge Bcstg. Co.  
 Address: Peterman Bldg.  
 Tel.: Elmwood 4-0911  
 President: J. A. Gallimore  
 Gen. Sta. Mgr.: F. Harmon  
 Program Dir.: H. Dellinger  
 Chief Engineer: J. R. Blair

**WRGS—Rogersville—1954**

Frequency: 1370 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By: Rogersville Bcstg. Co.  
 Address: Burem Road  
 Tel.: 6491  
 President: John E. Beal  
 Gen. Sta. Mgr.: George B. Beal  
 Sales Prom. Mgr.: Harry M. Beal  
 Chief Engineer: Fred A. Berry

**WORM—Savannah—1956**

Frequency: 1010 Kc. Power: 250 W., d.  
 Owned: Savannah Bcstg. Service, Inc.  
 Business Address: Cravens Landing Rd.  
 Tel.: 4981  
 Station Representative: Beaver  
 V.P., Gen. Mgr.: Neal B. Bunn  
 Sales Promotion Manager: Al Richter  
 Chief Engineer: Wesley Jackson

**WSEV—Sevierville—1955**

Frequency: 930 Kc. Power: 5 Kw., d.  
 Owned-Oper. By: Smoky Mountain Bcstg. Co.

Business Address: Middle Creek Rd.  
 Tel.: 2844  
 Independent  
 President: Norman Burchfiel  
 General Manager: Hugh E. Trotter  
 Chief Engineer: A. T. Henderson

**WHAL—Shelbyville—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Shelbyville Bcstg. Co., Inc.  
 Address: East Side Square  
 Tel.: Murry 4-1400  
 Independent  
 President: G. Freeman Fly  
 General, Station Mgr.: R. A. Davidson  
 Commercial Manager: Charles Christian  
 Program Director: Joe Overton  
 Chief Engineer: Tim Marsh

**WEPG—So. Pittsburgh—1954**

Frequency: 910 Kc. Power: 500 Watts, d.  
 Owned By: Marion Cty. Bcstg. Svc.  
 Address: Railroad Ave.  
 Tel.: TE 7-6185  
 KBS  
 General, Comm. Mgr.: Eaton P. Govan, Jr.  
 Program Dir.: Vinette B. Govan  
 Chief Engineer: William H. Dunn

**WSMT—Sparta—1953**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Sparta Bcstg. Co. Inc.  
 Business Address: Box 390  
 Tel.: 3751  
 Independent  
 President: Sam J. Albritton  
 Gen. Sta. Mgr.: Martha L. Albritton  
 Comm., Sales Prom. Mgr.: Van L. Slack  
 Chief Engineer: Gordon L. Moore

**WDBL—Springfield—1950**

Frequency: 1590 Kc. Power: 1000 Watts, d.  
 Owned-Oper. By: Springfield Bcstg. Co., Inc.  
 Address: P. O. Box 464  
 Tel.: 384-5541  
 KBS  
 President, General Manager: W. N. Locke  
 Commercial, Sales Prom. Mgr.: Bill Gray  
 Program Director: Don Light  
 Chief Engineer: Jim Johnson

**WDEH—Sweetwater—1955**

Frequency: 800 Kc. Power: 1 Kw., d.  
 Owned By: William M. Bryan  
 Address: P.O. Box 182  
 Tel.: 5025  
 Independent  
 Pres., Gen. Mgr., Ch. Eng.: W. M. Bryan

**WJIG—Tullahoma—1947**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Radio Tullahoma  
 Business Address: West End Drive  
 Tel.: GL 5-2607  
 Independent  
 President: M. D. Smith III  
 Station Hgr.: H. Birdsong

**WENK—Union City—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Union City Bcstg. Co.

**Business Address**.....W-E-N-K Bldg.  
**Tel.:** Turner 5-1240.....KBS  
**Station Rep.**.....Venard, Rintoul, McConnell  
**President**.....Aaron B. Robinson  
**Gen., Sta. Mgr.**.....E. B. Fritts  
**Chief Engineer**.....Charles Holland

**WCDT—Winchester—1948**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned**.... Franklin County Radio & Bcstg. Co.  
**Address**.....P. O. Box 1103  
**Tel.:** WO 7-2201.....KBS  
**General Mgr.**.....Len M. Dawson  
**Chief Engineer**.....E. C. Grover

**Pop.:** 9,669,000  
**Families:** 2,845,500

**Texas**

**Radio Homes:** 2,769,000  
**AM Stas. in State:** 243

**KNIT—Abilene—1957**

**Frequency:** 1280 Kc.....**Power:** 500 W.  
**Owned**.....Key City Bcstrs.  
**Address**.....Windsor Hotel  
**Tel.:** OR 4-7211.....Independent  
**Representative**.....Pearson  
**Pres. Gen. Mgr.**.....Howard Barrett  
**Station Manager**.....Bro Mingus  
**Comm. Sales Prom. Mgr.**.....Forest Lane  
**Program Director**.....Virgil Terry  
**Chief Engineer**.....John E. Turner

**KRBC—Abilene—1936**

**Freq.:** 1470 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**.....Abilene Radio & TV Co.  
**Business Address**.....P.O. Box 178  
**Tel.:** OWen 2-4242.....ABC  
**Sta. Representative**.....Bolling  
**President, Gen. Mgr.**.....Dale Ackers  
**Sta., Comm. Mgr.**.....Bill Fox  
**Chief Engineer**.....Herman Ridgway

**KWKC—Abilene—1948**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Citizens Bcstg. Co.  
**Bus. Studio Address**.....2500 Butternut  
**Tel.:** OR 3-2545.....MBS  
**Rep.**.....Venard, Rintoul & McConnell, Melville  
**General Manager**.....A. C. Etter

**KOPY—Alice—1947**

**Frequency:** 1070 Kc.....**Power:** 1000 Watts  
**Owned By**.....Alice Bcstg. Co.  
**Business Address**.....Box 731  
**Tel.:** MO 4-4324.....Independent  
**Station Rep.**.....Howard  
**President**.....Leon S. Walton  
**General Mgr.**.....G. Goodson  
**Chief Engineer**.....W. Hillburn

**KVLF—Alpine—1946**

**Freq.:** 1240 Kc.....**Power:** 1 Kw. d., 250 W. n.  
**Owned-Operated By**.....Big Bend Bcstrs.  
**Address**.....Box 779  
**Tel.:** TE 7-2144.....KBS  
**Pres., Gen., Sta. Mgr.**.....Gene Hendryx  
**Program Director**.....Phil Wayne Ebensberger  
**Commercial Manager**.....Goldie Anderson  
**Chief Engineer**.....Sherman Newsom

**KBUY—Amarillo—1947**

**Frequency:** 1010 Kc..Power: 5 Kw. d., 500 W. n.

**Owned By**.....Radio KBUY, Inc.  
**Address**.....Box 2828  
**Tel.:** DR 26543.....KBS  
**President**.....G. Miller  
**Station Mgr.**.....F. Robertson

**KFDA—Amarillo—1933**

**Frequency:** 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
**Address**.....Box 128  
**Owned-Oper. By**.....Lone Star Bcstg. Co.  
**Tel.:** DR 4-1637.....ABC  
**Representative**.....Raymer  
**President**.....Charlie Jordan  
**Gen. Manager**.....Bob Zellermyer  
**Program Director**.....Jerry Goodwin  
**Chief Engineer**.....Bill Denny

**KGNC—Amarillo—1922**

**Frequency:** 710 Kc.....**Power:** 10,000 Watts  
**Owned-Oper. By**... Plains Radio Bcstg. Co.  
**Address**.....2000 N. Polk St.  
**Tel.:** EVergreen 3-3321.....NBC  
**Newspaper Affil.**.....Globe-News  
**Representative**.....Katz  
**President**.....B. E. Walker  
**General Manager**.....Bab Watson  
**Station Manager**.....Bill Lane  
**Commercial Manager**.....William Dunn  
**Program Director**.....Al Thernes  
**Publicity Dir., Sls. Prom. Mgr.**.....John Banasik  
**Chief Engineer**.....W. H. Torrey  
**Owners of:** KFYO, Lubbock.

**KIXZ—Amarillo—1947**

**Frequency:** 940 Kc.....**Power:** 500 Watts  
**Owned By**.....Radio KIXZ, Inc.  
**Address**.....112 W. 5th Ave.  
**Tel.:** DR 6-5654.....Independent  
**Station Rep.**.....McGavren; Brown  
**President**.....Jay J. G. Schatz  
**Station Mgr.**.....John J. Heetland  
**Commercial Mgr.**.....Joe Ramay  
**Program Dir.**.....Jim Hillard  
**Chief Engineer**.....Jerry B. Hickman

**KRAY—Amarillo—1955**

**Frequency:** 1350 Kc.....**Power:** 500 W.  
**Owned-Operated By**.....R. D. Hollingsworth  
**Address**.....233 Paramount Bldg.  
**Tel.:** DR 4-5235.....Independent  
**President, Gen. Mgr.**.....R. D. Hollingsworth

**KZIP—Amarillo—1955**

Frequency: 1310 Kc. Power: 1 Kw.  
 Owned-Oper. By Panhandle Bcstg. Co.  
 Address 808 Charlotte St.  
 Tel.: DR 4-3796 Independent  
 Representative Pearson  
 President, Gen. Mgr. Ray Winkler  
 Station Manager Ernie Thrasher  
 Commercial Manager Wayne Whitson  
 Program Director Ralph Newton  
 Publicity Director Dolores Nims  
 Chief Engineer Tom Atkins

**KACT—Andrews—1955**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned-Oper. By Clint Formby  
 Address P. O. Box 638  
 Tel.: LA 3-2845 KBS  
 Owner Clint Formby  
 General Mgr. C. Clark

**KBUD—Athens—1948**

Frequency: 1410 Kc. Power: 1 Kw., d.  
 Owned Henderson Cty. Bcstg. Co.  
 Address Box 309  
 Tel.: 2277 KBS  
 Gen. Mgr., Chief Eng. J. B. McNutt, Jr.

**KALT—Atlanta—1950**

Frequency: 900 Kc. Power: 1000 Watts  
 Owned-Oper. By Ark-La-Tex Bcstg. Co.  
 Address Box 289  
 Tel.: SU 6-2817 KBS  
 President Herman H. Wommack, Jr.  
 Gen., Sta. Mgr., Chief Eng. David A. Wommack  
 Commercial Manager A. N. Dowd  
 Program Director George D. Wommack

**KASE—Austin—1959**

Frequency: 970 Kc. Power: 1 Kw., d.  
 Owned-Operated By Austin Radio Co.  
 Address Commodore Perry Hotel  
 Tel.: Greenwood 6-4341 Independent  
 Newspaper Affil. Austin Times Herald  
 Station Representative Forjoe  
 President, General Mgr. J. A. Newborn, Jr.  
 Commercial Manager E. M. Cain  
 Sales Promotion Mgr. Bill Simpson  
 Chief Engineer Wendell E. Hearne

**KNOW—Austin—1927**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Pioneer Bcstg. Co.  
 Address 520 Capital Nat. Bank Bldg.  
 Tel.: GR 2-6213 ABC  
 Station Rep. Pearson  
 President Wendell Mayes  
 Gen., Sta. Mgr. Louis R. Cook  
 Commercial Mgr. M. H. Coleman  
 Program Dir. Bill Noble  
 Chief Engineer Dave Schmidt

**KTBC—Austin—1939**

Freq.: 590 Kc. Power: 5000 W. d., 1000 W. n.  
 Owned-Oper. By The LBJ Company

Address P.O. Box 1155  
 Tel.: GR 2-2424 CBS  
 Representative Raymer  
 Pres., Gen. Mgr. J. C. Kellam  
 Administrative Asst. Elmo Brown  
 Vice President Warren Woodward  
 Commercial Mgr. O. P. Bobbitt  
 Program Mgr. Cactus Pryor  
 Chief Engineer Ben Hearn

**KOKE—Austin—1958**

Frequency 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio KOKE Inc.  
 Address Box 1102  
 Tel.: GR 6-6973 Independent  
 Representative Bolling  
 President Giles E. Miller  
 General Mgr. Lalo Campos  
 Program Director Dick Laine  
 Chief Engineer Mike Fisher  
 Owners of: KBUY, Amarillo; KINT, El Paso.

**KVET—Austin—1946**

Frequency: 1300 Kc. Power: 1 Kw.  
 Owned Austin Bcstg. Corp.  
 Address 113 West 8th St.  
 Tel.: GR 8-8521 MBS  
 Sta. Reps. Venard, Rintoul, McCon'l; Melville  
 Pres., Gen., Sta. Mgr. Willard Deason  
 Commercial Mgr. H. W. Dunlop  
 Sales Prom. Mgr. Dave Smith  
 Chief Engineer Ben Burson

**KRUN—Ballinger—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Central West Bcstg.  
 Address Box 351  
 Tel.: 3151-21131 KBS  
 Sta. Representative Melville  
 President M. M. Rochester  
 General Sta. Mgr. R. F. McGarvey  
 Chief Engineer Frank Jones

**KIOX—Bay City—1947**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Oper. By Bay City Bcstg. Co.  
 Business Address Box 131  
 Tel.: CI 5-4642 MBS  
 Gen., Station Mgr. C. E. Dunn  
 Chief Eng. Robert H. Hemphill

**KWBA—Baytown—1947**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By Bayshore Bcstg. Co.  
 Business Address 4638 Decker Drive  
 Tel.: LOgan 6-5531 KBS  
 President, Gen. Mgr. C. O. Kendrick  
 Program Director F. Katool  
 Publicity Director Thelma Fitzwater  
 Chief Engineer O. J. Cunningham, Jr.

**KFDM—Beaumont—1924**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By Beaumont Bdcstg. Corp.

Address ..... 10 North Eleventh St.  
 Tel.: TErmiNal 8-6191 ..... ABC  
 Representative. Peters, Griffin, Woodward, Inc.  
 President ..... D. A. Cannon  
 General Manager ..... C. B. Locke  
 Station, Comm. Mgr. .... Water Rubens  
 Program Pub. Dir. .... Ross Wilder  
 Sales Prom. Mgr. .... Ed Carroll  
 Chief Engineer ..... Ed Ogden  
 Owners of: KFDL-TV.

**KJET—Beaumont—1947**

Frequency: 1380 Kc. .... Power: 1 Kw., d.  
 Owned ..... Golden Triangle Bcstg. Co.  
 Address ..... 2295 Cedar  
 Tel.: TErmiNal 2-0201 ..... Independent  
 Station Rep. .... Dora-Clayton; Howard; Melville  
 President ..... Leon S. Walton  
 Station, Comm. Mgr. .... Frank Dusenbury  
 Program Director ..... William Brown  
 Chief Engineer ..... W. A. Carr  
 Owners of: KOPY, Alice, Tex.; WN00, Chatta-  
 nooga.

**KRIC—Beaumont—1938**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... The Enterprise Co.  
 Bus. Studio-Trans. Address. .... 3130 Blanche  
 Tel.: TE 3-9421 ..... KBS  
 Newspaper Affiliation. "Enterprise", "Journal"  
 Representative .....  
 President ..... O. E. Davis  
 Station Mgr. .... Ed Dittert  
 Chief Engineer ..... Jack Easterwood  
 Owners of: KRIC-FM.

**KTRM—Beaumont—1947**

Frequency: 990 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KTRM, Inc.  
 Business-Studio Address. .... 4385 Crow Rd.  
 Tel.: TW 2-4990 ..... Independent  
 President ..... Roy D. Shotts  
 Chief Engineer ..... Ben Hughes

**KIBL—Beeville—1949**

Frequency: 1490 Kc. .... Power: 250 Wts.  
 Owned-Oper. By ..... Bee Bdcstg. Co.  
 Address ..... P. O. Box 650  
 Tel.: FL 8-1490 ..... Independent  
 President ..... John D. Rossi  
 Station, Prom. Mgr. .... James M. Goodman  
 Program Director ..... William S. Bennett  
 Sales Promotion Mgr. .... J. Bruce Hathaway  
 Chief Engineer ..... H. E. Bertram

**KBLT—Big Lake—1958**

Frequency: 1290 Kc. .... Power: 1 Kw.  
 Owned By ..... Brown Morris  
 Business Address ..... 1st and Florida Sts.  
 Tel.: 129 ..... KBS  
 Station Representative ..... Continental  
 Gen. Mgr., Ch. Eng. .... Don Renault

**KBST—Big Spring—1936**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... The Snider Corp.  
 Address ..... 702 Johnson St.  
 Tel.: Amherst 4-6931 ..... ABC  
 Representative ..... Pearson  
 President, General Mgr. .... Ted L. Snider  
 Commercial Manager .... B. Winston Wrinkle  
 Program Director ..... Luther Kelley  
 Chief Engineer ..... Ray Weathers

**KBYG—Big Spring—1949**

Frequency: 1400 Kc. .... Power: 100 Watts  
 Owned-Oper. By. Maples-McAlister Bcstg. Co.  
 Address ..... P.O. Box 1366  
 Tel.: AM 4-4326 ..... KBS  
 Partners. .... Grady F. Maples, R. B. McAlister  
 Gen. Comm. Mgr. .... Jim Richardson  
 Chief Engineer ..... Marvin Williams

**KHEM—Big Spring—1956**

Frequency: 1270 Kc. .... Power: 1 Kw., d.  
 Owned By ..... Cobra Bcstg. Co.  
 Address ..... Settles Hotel  
 Tel.: AM 4-2523 ..... Independent  
 General, Sta. Manager. .... Bob Bradbury  
 Chief Engineer ..... Ace Ball

**KFYN—Bonham—1948**

Frequency: 1420 Kc. .... Power: 250 Watts d.  
 Owned-Operated ..... Bon-Tex Radio  
 Manager ..... D. L. Solmonson  
 Bus. Studio Address. .... 903 E. Fourth St.  
 Tel.: JU 3-1511 ..... KBS  
 President, Gen. Mgr. .... Charles Cain  
 Manager ..... D. L. Solmonson

**KBBB—Borger—1957**

Frequency: 1600 Kc. .... Power: 500 Watts, d.  
 Owned By ..... Robert M. & D. D. Watson  
 Address ..... Box 1478  
 Tel.: Broadway 3-7575 ..... KBS  
 Station Representative ..... Hopewell  
 President, Gen. Mgr. .... Robert M. Watson  
 Commercial Mgr. .... Ray Rodgers, Sr.  
 Program Sta. Mgr. .... Weldon Lewis  
 Publicity Dir. .... D. D. Watson  
 Chief Engineer ..... David Hogg

**KHUZ—Borger—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KHUZ, Inc.  
 Address ..... 1431 Clayton St.  
 Tel.: BR 3-3744 ..... MBS  
 President ..... R. G. Hughes  
 General Station Mgr. .... Jack Roberts  
 Commercial, Sales Prom. Mgr. .... Bill Clark  
 Publicity Director ..... Ray Boyd  
 Chief Engineer ..... Bostick Wester

**KBAN—Bowie—1959**

Frequency: 1490 Kc. .... Power: 500 Watts d.  
 Owned By ..... Bowie Nocona Bcstg.  
 Address ..... Box 1080  
 Tel.: TREmont 2-2288 ..... Independent



## TEXAS

**General Manager** ..... Ray Harlow  
**Commercial Manager** ..... Jack F. Sims  
**Program Director** ..... Gene Stanley  
**Chief Engineer** ..... Charlie Brown  
 Roy L. Knight

### KNEL—Brady—1935

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... Brady Broadcasters, Inc.  
 Address ..... 200 E. Commerce St.  
 Tel.: LY 7-2346 ..... KBS  
**General Mgr.** ..... Ed. Williams  
**Program Dir.** ..... Joe McMurry  
**Sales Prom., Ch. Eng.** ..... John Young

### KSTB—Breckenridge—1947

Frequency: 1430 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Hugh M. McBeath  
 Address ..... Miller Bros.  
 Tel.: HI 9-3331 ..... KBS  
**General Mgr., Chief Eng.** ..... Hugh M. McBeath  
**Prog. Dir.** ..... Vern Meroney

### KWHI—Brenham—1947

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Tom S. Whitehead  
 Address ..... Box 730  
 Tel.: GR 6-3655 ..... KBS  
**Newspaper Affiliation** ..... Banner Press  
**General Manager** ..... Tom S. Whitehead  
**Chief Engineer** ..... L. R. Schlottman

### KTFY—Brownfield—1949

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Terry Cty. Bdcstg. Co.  
 Address ..... Drawer 1032  
 Tel.: 2111 ..... Independent  
**Pres., Sta., Gen., Comm. Mgr.** ..... Mike A. Barrett  
**Assistant Manager** ..... E. Crawford Taylor  
**Chief Engineer** ..... C. McAdams

### KBOR—Brownsville—1948

Frequency: 1600 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Brownsville Bcstg. Co.  
 Address ..... Box 472  
 Tel.: LI 2-5677 ..... ABC  
**Station Rep.** ..... Hopewell; Melville  
**Pres., Gen., Sta. Mgr.** ..... M. J. Wilson  
**Commercial Manager** ..... Vance C. Wilson  
**Sales Prom. Mgr., Pub. Dir.** ..... Bobby Reeder  
**Prog. Dir.** ..... Lula Ward  
**Chief Engineer** ..... Willis A. Wilson

### KBWD—Brownwood—1941

Freq.: 1380 Kc. .... Power: 1 Kw., d.; 500 W., n.  
 Owned-Oper. By ..... Brown County Bcstg. Co.  
 Address ..... 800 Hawkins St.  
 Tel.: MI 5-2401 ..... MBS-KBS  
**Sta. Reps.** ..... Holman; Eastman  
**Pres., Gen. Manager** ..... Wendell Mayes  
**Station Manager** ..... Bill Jamar  
**Commercial Manager** ..... J. Fred Perry  
**Publicity Director** ..... Barbara Taylor  
**Chief Engineer** ..... Richard Osborne

### KEAN—Brownwood—1953

Frequency: 1240 Kc. .... Power: 100 Watts  
 Owned By ..... KEAN Radio Corp.  
 Address ..... 2220 Fisk Ave.  
 Tel.: MI 3-4456 ..... Independent  
**President** ..... Pat Homan  
**Manager** ..... Eddye Farren

### KORA—Bryan—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Bryan Bcstg. Co.  
 Bus-Studio Address ..... 310 E. 25th St.  
 Tel.: TA 3-1240 ..... MBS  
**President, Gen. Mgr.** ..... David G. Haines  
**Chief Engineer** ..... David C. Jones, Jr.

### WTAW—Bryan—1922

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... WTAW Bcstg.  
 Bus-Studio Address ..... 3703 S. College Ave.  
 Tel.: VI 6-7788 ..... KBS  
**President** ..... R. E. Lee Glasgow  
**Gen. Mgr., Ch. Eng.** ..... W. Ninemire

### KMIL—Cameron—1955

Frequency: 1330 Kc. .... Power: 500 W., d.  
 Owned By ..... Millam Bcstg. Co.  
 Address ..... Box 832  
 Tel.: 456 ..... Independent  
**Partners** ..... N. L. Caperton, W. E. Smitherman  
**Sta. Mgr.** ..... Esther Belle White

### KBEN—Carrizo Springs—1955

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Walter and Roy Herbert  
 Address ..... 104 S. 4th St.  
 Tel.: TR 6-2210 ..... KBS  
**General Manager** ..... Walter Herbert

### KGAS—Carthage—1955

Frequency: 1590 Kc. .... Power: 1 Kw., d.  
 Owned ..... Carthage B'casting  
 Address ..... Box 955  
 Tel.: OXford 3-6668 ..... KBS  
**General, Station Manager** ..... Bev E. Brown  
**Program Dir., Chief Eng.** ..... Frank D. Battles

### KDET—Center—1949

Frequency: 930 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Center Bcstg. Co., Inc.  
 Address ..... 205 Austin St.  
 Tel.: LY 8-3305 ..... Independent  
**President** ..... Tom E. Foster  
**General Mgr.** ..... Jack Bell  
**Program Dir.** ..... Jack McLendon  
**Chief Engineer** ..... Morris Stagner

### KCTX—Childress—1947

Frequency: 1510 Kc. .... Power: 250 Watts d.  
 Owned By ..... Goldenwest Bcstg. Co., Inc.  
 Address ..... 200 N. Main St.  
 Tel.: WE 7-2563 ..... KBS  
**President** ..... T. E. Foster  
**Gen. Comm. Mgr.** ..... J. Bell

**KCAR—Clarksville—1955**

Frequency: 1350 Kc. Power: 500 Watts d.  
 Owned-Operated by.....KCAR, Inc.  
 Address .....Box 309  
 Tel.: 58 .....KBS  
 Station Rep.....Hopewell; Stuart  
 President.....Maurice Wolley  
 General Mgr., Chief Eng.....Paul H. Daniels  
 Gen., Sta. Mgr.....Paul H. Daniels  
 Prog., Pub. Dir.....Robert Sharp

**KCLE—Cleburne—1947**

Frequency: 1120 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Jim Gordon, Inc.  
 Address.....919 N. Main  
 Tel.: Milton 5-6643.....Independent  
 President, Gen. Mgr.....Jim Gordon

**KVLB—Cleveland—1954**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Oper. By.....Howard Bailes  
 Address .....Box 487  
 Tel.: Lyric 2-3535.....KBS  
 General Manager.....H. C. Bailes

**KSTA—Coleman—1947**

Frequency: 1000 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Coleman County Bcstg. Co.  
 Business Address.....Box 432  
 Tel.: 8406.....KBS  
 Manager.....Floyd Shelton  
 Chief Engineer.....J. D. Larson

**KVMC—Colorado City—1950**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned.....Montgomery County Bcstg. Co.  
 Address .....Box 990  
 Tel.: RAndolph 8-3320.....KBS  
 Station Representative.....Hopewell  
 General Manager.....Eldon Mahon  
 Sta. Mgr., Chief Eng.....P. A. Richardson  
 Commercial Mgr., Proj. Dir.....Drew Ballard

**KMCO—Conroe—1951**

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned.....Montgomery County Bcstg. Co.  
 Address .....Box 165  
 Tel.: PL 6-4466.....KBS  
 President.....Reagan Smith  
 Gen., Sta., Comm., Mgr.....David L. Oglesby  
 Publicity Director.....Mary Stout  
 Chief Engineer.....John W. Neathery, Jr.

**KCCT—Corpus Christi—1954**

Frequency: 1150 Kc. Power: 1,000 Watts d.  
 Owned & Oper. By.....International Radio Corp.  
 Address.....403 South Staples  
 Tel.: TU 4-2321.....Independent  
 Sta. Reps.....NTS; Oakes; Ochs  
 President.....Gabe Lozano  
 General Manager.....Arthur Thomas  
 Program Dir.....Sergio Rodarte  
 Chief Engineer.....Eliseo Reyes

YOUR BIG SPANISH SPEAKING MARKET  
 IN TEXAS IS REACHED THROUGH

**KCCT**

IN CORPUS CHRISTI

258,000 or 62% of population within  
 KCCT's Primary Market is Spanish speaking.

A secondary coverage of listeners gives you  
 a bonus audience of 534,000

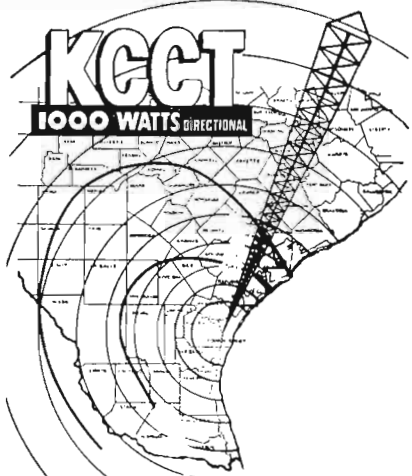
**AREA COVERAGE STATISTICS**

Effective buying income.....\$811,579,000  
 Food Sales.....\$220,944,000  
 Drug Sales.....\$ 14,696,000  
 Retail Sales.....\$529,644,000

PULSE Survey made May 1960 to Spanish  
 Speaking Homes showed KCCT led all  
 other stations in every listening period of the day. Example—from 6:00 to 7:00 a.m.  
 KCCT's rating is 28.6 Average of all other Corpus Christi Stations 14.8.

**KCCT 1150 KC**

403 S. Staples  
 Corpus Christi, Texas



**National Representatives**

Mr. Harlan Oakes  
 Harlan Oakes & Associates  
 Taft Bldg.—Room 304  
 Hollywood and Vine  
 Hollywood 28, Calif.  
 Mr. Don Pickens  
 166 Geary St.  
 San Francisco 8, California

Mr. Arthur Gordon  
 National Time Sales  
 122 East 42nd Street  
 New York 17, N. Y.  
 Mr. Bernard Ochs  
 The Bernard I. Ochs Co.  
 1401 Peachtree Street N. E.  
 Atlanta 9, Georgia

**TEXAS**

**KCTA—Corpus Christi—1944**

Frequency: 1030 Kc. Power: 50 Kw. d.  
 Owned-Oper. By Broadcasters, Inc.  
 Address Box 898  
 Tel: TU 4-5258 MBS  
 Representative Weed  
 President, Gen. Mgr. B. Kent  
 Chief Engineer Paul Waller

**KEYS—Corpus Christi—1941**

Freq.: 1440 Kc. Power: 1 Kw. d. 500 W. n.  
 Owned-Oper. By C. W. J. V., & V. L. Rossi  
 Address P. O. Box 1460  
 Tel: TU 2-7411 Independent  
 General Manager C. W. Rossi  
 Chief Engineer Harold Griffith

**KRYS—Corpus Christi—1927**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By South Texas Broadcasting  
 Address 4102 S. Staples  
 Tel: UL 2-7341 Independent  
 Representative Peters, Griffin, Woodward, Inc.  
 Gen. Mgr. A. C. Lloyd, Jr.  
 Station Mgr. Harry H. Hayes  
 Program Director Gordon Clark  
 Publicity Dir. Mary Ann Handley  
 Chief Engineer Leo Burch

**KSIX—Corpus Christi—1947**

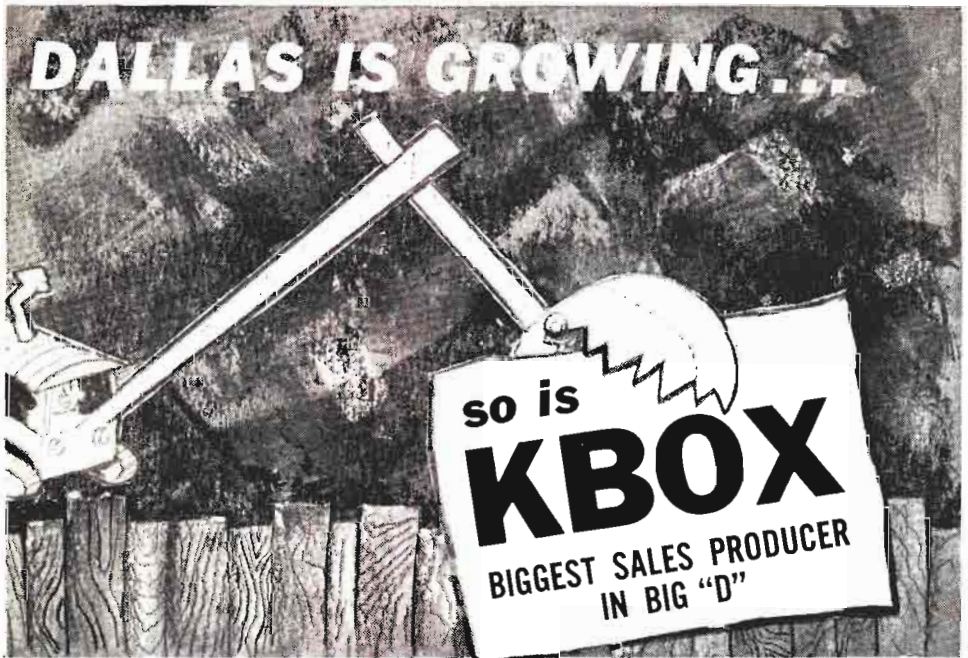
Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.  
 Address Show Room Bldg.  
 Tel: TU 4-1616 ABC-MBS  
 Pres., Gen. Mgr. Vann M. Kennedy  
 Commercial Mgr. Charles R. Manning  
 Program Director Eugene M. Looper  
 Chief Eng. Eric Beals

**KUNO—Corpus Christi—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By KUNO Radio  
 Address P.O. Box 4286  
 Tel: TU 4-5203 Independent  
 Stations Reps. Devney O'Connell, Moore  
 V.P., Gen. Mgr. Sterling Zimmerman  
 Station Mgr. Herb Garrett  
 Chief Engineer J. H. Mayberry

**KAND—Corsicana—1937**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Alto, Inc  
 Bus. Studio Address 609 W. 7th Ave.  
 Tel: TR 4-7421 KBS  
 Representative Branham  
 President R. E. Lee Glasgow  
 General Manager Luther A. Johnson, Jr.



*One of the Balaban Stations-IN THE TEXAS QUADRANGLE*

JOHN F. BOX—MANAGING DIRECTOR  
 PARKER DAGGETT—GENERAL MANAGER

Sold Nationally by the Katz Agency

**KIVY—Crockett—1949**

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned-Oper. By Pioneer Bcstg. Co.  
 Address Box 670  
 Tel.: 222 KBS  
 Pres. Gen., Sta. Mgr., Prog. Dir. J. H. Gibbs

**KCFH—Cuero—1949**

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned-Oper. By DeWitt Cty. Bcstg. Co.  
 Tel.: CU 5-3430 Independent  
 General Mgr., Ch. Eng. V. J. Bodt

**KXIT—Dalhart—1948**

Frequency: 1410 Kc. Power: 500 Watts, d.  
 Owned-Oper. By Dalhart Broadcasters  
 Address Box 1350  
 Tel.: CH 9-4747 KBS  
 Manager, Ch. Eng. R. J. Beller

**KBOX—Dallas—1952**

Frequency: 1480 Kc. Power: 5000 Watts, 500 wts  
 Owned By KBOX, Inc.  
 Address 9900 McCree Road  
 Tel.: Diamond 8-3800 Independent  
 Station Rep. Katz Agency  
 Exec. V.P. & Mgr. Dir. John F. Box, Jr.  
 Sales Manager Stanton Pearson  
 General Manager Parker Daggett  
 Director of Merchandising Irene Runnels  
 Sales Coordinator Joseph Wolfman  
 Program Dir. Chuck Benson  
 Chief Engineer Earl Bodine  
 Owners of: WIL, St. Louis, Mo.; WRIT, Milwaukee;  
 WTVO-TV, Rockford, Ill.; WIGD-TV,  
 Springfield, Ill.

**KIXL—Dallas—1947**

Frequency: 1040 Kc. Power: 1000 Watts d.  
 Owned-Operated By Variety Bcstg. Co., Inc.  
 Address 1401 S. Akard St.  
 Tel.: RI 1-5016 Independent  
 Sta. Rep. Broadcast Time Sales; Brown  
 Pres., Gen. Mgr. Lee Segall  
 Station Manager Dan Hayslett  
 Asst. Manager Don Robinson  
 Program Director Harold Smith  
 Chief Engineer Bob E. Tripp

**KKSN—Dallas—1959**

Frequency: 730 Kc. Power: 500 Watts d.  
 Owned By Rounsaville of Dallas, Inc.  
 Address Cliff Towers Hotel  
 Tel.: Whitehall 3-7331 KBS  
 Sta. Representative John E. Pearson  
 President Robert W. Rounsaville  
 General, Commercial Mgr. Carter S. Jones  
 Station, Sales Prom. Mgr. Roy C. Nichols  
 Program Director Rudy Runnels  
 Chief Engineer Jerry Marr  
 Owners of: WCIN, Cincinnati; WLOU, Louisville;  
 WYOL, Nashville; WYLD, New Orleans; WTMP,  
 Tampa; WMBM, Miami Beach.

**KLIF—Dallas—1947**

Freq.: 1190 Kc. Power: 50 Kw. d., 1 Kw. n.  
 Owned-Oper. By The McLendon Corp.  
 Address 2104 Jackson  
 Tel.: RI 7-9311 Independent  
 Station Representative Blair  
 Ch. of Bd. B. R. McLendon  
 President Gordon B. McLendon  
 General Mgr. W. S. Morgan, Jr.  
 Commercial Mgr. Al Lurie  
 Sales Prom. Mgr. Don Newbury  
 Program Director Jack Sharp  
 Publicity Dir. Cecil Hobbs  
 Chief Engineer Glenn Callison

**KSKY—Dallas—1941**

Frequency: 660 Kc. Power: 1000 Watts d.  
 Owned-Operated By SKY Bcstg. Service  
 Address 2927 Maple  
 Tel.: RI 2-6193 Independent  
 President A. L. Chilton  
 General Comm. Mgr. R. G. Terrill  
 Prog. Dir. Andy Bell  
 Chief Engineer Morris M. Ming

**KVIL—Dallas—1959**

Frequency: 1150 Kc. Power: 500 Watts  
 Owned By University Advertising Co.  
 Address 4152 Mockingbird Lane  
 Tel.: LA 8-8666 Independent  
 Station Rep. Bolling  
 President John I. Coyle  
 General, Station Mgr. Jack R. Howard  
 Commercial Mgr. Jay Larsen  
 Program Director Dillard Carrera  
 Chief Engineer Gordon L. Vaughan, Jr.

**WFAA—Dallas—1922**

Frequency 820 Kc., 570 Kc.  
 Power 50,000 W., 5000 W.  
 Owned-Oper. By A. H. Belo Corp.  
 Address 1122 Jackson St.  
 Tel.: Riverside 8-9631 NBC-ABC  
 Newspaper Affil. Morning News  
 Representative Edward M. Petry  
 President Joseph M. Dealey  
 General Mgr. Mike Shapiro  
 Station Mgr. George K. Utley  
 Commercial Mgr. Norman H. Stewart  
 Sls. Prom., Pub. Dir. Winona Portwood  
 Program Mgr. Pierce Allman  
 Chief Engineer Jim Webb Cooper  
 Owners of: WFAA-TV.

**WRR—Dallas—1920**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By City of Dallas  
 Address Fair Park  
 Tel.: TA 3-6101 MBS  
 Station Representative Gill-Perna  
 General Manager Durward Tucker  
 Commercial Manager Charles Frauman  
 Administration Ass't. Richard Weeks  
 Engr. Spvsr. C. O. Bowles

**TEXAS** ~~~~~

**KRLD—Dallas—1926**

Frequency: 1080 Kc. . . . . Power: 50,000 Watts  
 Owned . . . . . Dallas Times Herald Radio  
 Address . . . . . Herald Square  
 Tel.: RI 2-6811 . . . . . CBS  
 Representative . . . . . Branham  
 President . . . . . Clyde W. Rembert  
 Sta. Mgr., Gen., Comm. Mgr. . . . . W. A. Roberts

**KDLK—Del Rio—1946**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Del Rio Bcstg. Co.  
 Business Address . . . . . P. O. Box 1162  
 Tel.: 5-2431 . . . . . KBS  
 Station Manager . . . . . Don R. Howard, Jr.

**KDSX—Denison-Sherman  
 1948**

Frequency 910 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . KDSX, Inc.  
 Address . . . . . P. O. Box 331, Denison  
 Tel.: HO 5-1600 . . . . . KBS  
 Sta. Rep. . . . . Melville  
 Dir., Denison Opera. . . . . B. V. Hammond, Jr.  
 Dir., Sherman Opera. . . . . L. L. Hendrick  
 Chief Engineer . . . . . Tom John

**KDNT—Denton—1938**

Freq.: 1440 Kc. . . . . Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By . . . . . Station KDNT

Address . . . . . Radio Center Bldg.  
 Tel.: DU 2-4144 . . . . . Independent  
 Owner & Manager . . . . . Harwell V. Shepard

**KSPL—Diboll—1957**

Frequency: 1260 Kc. . . . . Power: 1 Kw., d.  
 Owner . . . . . Arthur Temple, Jr.  
 Address . . . . . Box 336  
 Tel.: MY 8-5533 . . . . . Independent  
 Station Representative . . . . . Stuart  
 General Manager . . . . . Tommy Ward Lanyon  
 Station Manager . . . . . Ruth Ruby  
 Comm. Mgr. . . . . Evelyn Lanyon  
 Program Dir. . . . . Ulman McMullen  
 Chief Engineer . . . . . Charles Cooper

**KDDD—Dumas—1947**

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Dumas Bcstrs., Inc.  
 Address . . . . . Box 555  
 Tel.: WE 5-4141 . . . . . KBS  
 President, Gen. Mgr. . . . . Ken Duke  
 Commercial Mgr. . . . . Al Tremble  
 Program Dir. . . . . Del Maurer  
 Chief Engineer . . . . . Granville Murphey

**KEPS—Eagle Pass—1957**

Frequency: 1270 Kc. . . . . Power: 1 Kw., d.  
 Owned . . . . . Uvalde Broadcasters  
 Address . . . . . Box 198

**Texans Tune To**



CBS for Dallas - Ft. Worth . . . . For BIG TIME RADIO  
 KRLD, the only full-time 50,000 watt station serving the great Dallas - Ft. Worth  
 area, reaches more listeners than any other station in Texas.\*

Clyde W. Rembert, President \*NCS #2

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



Tel.: PR 3-2610 .....KBS  
 President ..... E. J. Harpole  
 General Station Mgr. .... Sidney King  
 Commercial Manager ..... Ronald Cabe  
 Sales Promotion Mgr. .... F. L. Broake  
 Program Director ..... Stanton Taylor  
 Publicity Director ..... Norma King  
 Chief Engineer ..... Dan Ruch  
 Owners of: KVOU, Uvalde, Tex.

**KERC—Eastland—1953**

Frequency: 1590 Kc. ....Power: 500 Watts d.  
 Owned .....Circle-S, Inc.  
 Address ..... P. O. Box 590  
 Tel.: 102 .....KBS  
 Station Rep. .... Weed  
 General Manager ..... R. L. Spalding  
 Commercial Manager ..... Ralph Ross  
 Chief Eng. .... B. J. Perkins

**KURV—Edinburg—1947**

Frequency: 710 Kc. ....Power: 250 Watts  
 Owned-Oper. By ... Magic Valley Radio, Inc.  
 Address ..... Box 480  
 Tel.: DU 3-2777 .....Independent  
 President, General Mgr. .... Lloyd Hawkins  
 Commercial Manager ..... Jimmie Champion  
 Program Director ..... Hal Jefcoat  
 Chief Engineer ..... Calvin Lee

**KULP—El Campo—1948**

Frequency: 1390 Kc. ....Power: 500 Watts d.  
 Owned-Oper. By .. Wharton County Bcstg. Co.  
 Business Address ..... 515 E. Jackson  
 Tel.: LI 3-3303 .....Independent  
 President, Gen. Mgr. .... Senator Culp Krueger  
 Comm. Sales Prom. Mgr. ... Chuck Schwartzkopf  
 Chief Engr., Program Director ... Joe H. Miller

**KELP—El Paso—1957**

Freq.: 920 Kc. ....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By .....KELP Radio Corp.  
 Address ..... 4530 Delta St.  
 Tel.: KE 3-5911 .....Independent  
 Representative ..... Adam Young  
 President ..... Norman Alexander  
 General Mgr. .... Gene Roth  
 Comm. Manager ..... John Siqueros  
 Program Director ..... Mike Hunter  
 Chief Eng. .... Mike Gaglio

**KHEY—El Paso—1947**

Frequency: 690 Kc. ....Power: 10,000 Watts  
 Owned-Operated By ..... KHEY Bcstg., Inc.  
 Address ..... 9480 Dyer St.  
 Tel.: Skyline 5-7681 .....Independent  
 Station Representative ..... Eastman  
 President, Gen. Mgr. .... Edward M. Sleighel  
 Station Manager ..... John C. Lee  
 Commercial Manager ..... John D. Hayden  
 Program Director ..... Michael C. Oatman  
 Chief Engineer ..... Walter Macumber

**KINT—El Paso—1959**

Frequency: 1590 Kc. ....Power: 1 Kw., d.  
 Owned By ..... Radio El Paso

Address ..... Box 5347  
 Tel.: PR 2-1486 .....Independent  
 Station Representative ..... Pearson  
 President ..... G. E. Milles  
 Station Manager ..... J. Buckley  
 Program Director ..... J. Hull  
 Chief Engineer ..... W. Hilbery

**KIZZ—El Paso—1940**

Frequency: 1150 Kc. ....Power: 1000 Watts, d.  
 Owned By ..... Coronado Broadcasters  
 Address ..... 470 S. Glenwood St.  
 Tel.: Prospect 2-5211 .....CBS  
 Gen. Comm. Mgr. .... John S. Chavez  
 Chief Engineer ..... Ed Sullivan

**KROD—El Paso—1940**

Frequency: 600 Kc. ....Power: 5000 Watts  
 Owned ..... Southwest States, Inc.  
 Address ..... 2201 Wyoming St.  
 Tel.: KE 2-6551 .....Independent  
 Sta. Representative ..... Bolling  
 President ..... Cecil Trigg  
 General Mgr. .... Dave Scribner  
 Program Director ..... Paul Allen  
 Chief Engineer ..... Vince Roberts  
 Owners of: KROD-TV; KOSA-AM-TV, Odessa, Tex.;  
 KVII-TV, Amarillo.

**KSET—El Paso—1947**

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Oper. By ..... Rio Grande Bcstg. Co.  
 Address ..... 904 Magoffin  
 Tel.: KE 2-4979 .....MBS  
 Sta. Reps. .... Torbet, Allen & Crane; Dore  
 President ..... Fred Hervey  
 General Station Mgr. .... Sam E. Pendleton  
 Program Dir. .... James A. Kiser  
 Chief Engineer ..... H. N. Rand

**KTSM—El Paso—1929**

Frequency: 1380 Kc. ....Power: 1000 d., 500 n.  
 Owned-Oper. By ..... Tri-State Bcstg. Co., Inc.  
 Address ..... 801 N. Oregon St.  
 Tel.: KE 2-5423 .....NBC  
 Rep. .... George P. Hollingbery  
 President ..... Karl O. Wyler, Sr.  
 V.P., Station Mgr. .... Jack B. Chapman  
 Prog. Dir. .... Rudy Tellez  
 Chief Engineer ..... Racine Watkins  
 Owners of: KTSM-TV.

**KPSO—Falfurrias—1953**

Frequency: 1260 Kc. ....Power: 500 Watts d.  
 Owned & Oper. By ..... Hicks Enterp.  
 Address ..... 104 N. St. Mary's St.  
 Tel.: FA 5-2112 .....KBS  
 Pres., Gen. Mgr. .... Bob Hicks  
 General Mgr. .... Marvin Propes  
 Station Manager ..... Paul Brown  
 Program Director ..... Lawrence Ray Smith  
 Chief Engineer ..... H. Gomez

**KZOL—Farwell—1958**

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper. By: KZOL Bcstg. Co.  
Address: Farwell  
Tel.: 481-3319 KBS  
General, Station Mgr.: Theodore Rossell  
Commercial, Sales Prom. Mgr.: Bill Moore  
Program Director: Marilyn Edwards  
Chief Engineer: Jerry Rasco

**KFLD—Floydada—1951**

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Operated By: West Texas Bcstrs. Inc.  
Address: P. O. Box 1006  
Tel.: YU 3-2841 KBS  
President: B. A. Robertson  
Station Man.: Glen Amburn  
Program Director: Pauline Webb  
Chief Engineer: B. K. Barker, Jr.

**KFST—Ft. Stockton—1954**

Frequency: 860 Kc. Power: 250 Watts d.  
Owned: KFST, Inc.  
Address: Box 651  
Tel.: ED 6-2228 KBS  
Pres.: George Baker  
General Mgr.: James Parr  
Commercial Mgr.: Fran Parr

**KCUL—Fort Worth—1949**

Freq.: 1540 Kc. Power: 50 Kw. d., 1 Kw. n.  
Owned: Dalworth Broadcasting Co.  
Address: Box 2049  
Tel.: ED 6-5641 Independent  
Representative: Charles Bernard  
Pres., Gen. Mgr.: Kurt A. Meer  
Sales Prom., Pub.: Diane Spiegel  
Program Director: Lovton Williams  
Chief Engineer: Adam P. Talmadge

**KFJZ—Fort Worth—1922**

Frequency: 1270 Kc. Power: 5000 Watts  
Owned-Oper. By: Tarrant Bcstg. Co.  
Address: 4801 W. Freeway  
Tel.: PE 7-6631 Independent  
Representative: John Blair  
President: Gene Cagle  
V.P., General Mgr.: Stan Wilson  
Station Mgr.: Wally Blanton  
Program Dir.: Ron Thompson  
National Sales Mgr.: Dale Drake  
Publicity Director: Taylor Branch  
Chief Engineer: Pete Peterson  
Owners of: KRIO, McAllen, Tex.; KFDA-TV, Amarillo.

**KJIM—Fort Worth—1947**

Frequency: 870 Kc. Power: 250 Watts d.  
Owned-Oper. By: Trinity Broadcasting Co.  
Address: P.O. Box 7321  
Tel.: ED 6-7175 Independent  
Station Rep.: Broadcast Time Sales  
President: William D. Schueler  
Station Manager: Dick Osburn  
Commercial Manager: Buddy Powell  
Chief Engineer, Ass't Mgr.: Chester Grubbs  
Owners of: KJEM, Oklahoma City.

**KNOK—Fort Worth—1946**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By: KNOK Broadcasting Co.  
Address: P.O. Box 7116  
Tel.: TE 1-1278 Independent  
Representative: Howard  
President: Stewart J. Hepburn  
Commercial Manager: Dean McClain  
Chief Engineer: James Alford

**KXOL—Fort Worth—1947**

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: KXOL, Inc.  
Address: 3004 W. Lancaster St.  
Tel.: ED 5-9511 Independent  
Station Representative: Katz  
President: Wendell Mayes  
V.P., General Manager: Earle Fletcher  
Commercial Manager: George Faulder  
Sales Prom., Publicity Dir.: Jack Reed  
Program Director: Robert Bruton  
Chief Engineer: John R. Crouse  
Owners of: KBWD, Brownwood, KNEW, Austin, WACO, Waco, KSNY, Snyder, KCRS, Midland, all Tex.; KTOK, Oklahoma City.

**WBAP—Fort Worth—1922**

Frequency: 820 Kc., 570 Kc.  
Power: 50,000 W., 5,000 W.  
Owned-Oper. By: Carter Publications, Inc.  
Business Address: 3900 Earnett St.  
Tel.: JE 6-1981 NBC-ABC  
Newspaper Affiliation: Star Telegram  
Representative: Peters, Griffin, Woodward, Inc.  
President: Amon Carter, Jr.  
V.P. & Director: Harold V. Hough  
Station Manager: Roy Bacus  
Publicity Director: Phil Wygant  
Program, Sls. Dir.: Herman K. Clark  
Chief Engineer: Rupert Bogan  
Owners of: WBAP-TV.

**KNAF—Fredericksburg—1947**

Frequency: 910 Kc. Power: 1 Kw.  
Owned-Oper. By: Gillespie Bcstg. Co., Inc.  
Address: P. O. Box 311  
Tel.: WY 7-2300 KBS  
President: Arthur Stehling  
Gen. Mgr. Ch. Eng.: Norbert Fritz  
Program Director: Harold Carr

**KBRZ—Freeport—1952**

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned-Oper. By: Radio Brazosport, Inc.  
Address: Box 1077  
Tel.: BELmont 3-2655 Independent  
President & Gen. Mgr.: Jim Hairgrove  
Program Director: Sue Hairgrove  
Chief Engineer: Bill Nutter

**KGAF—Gainesville—1947**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By: Gainesville Bcstg. Co.  
Address: State School Road  
Tel.: HO 5-5546 KBS  
Station Representative: Melville

President.....Joe M. Leonard, Sr.  
 General Manager.....Joe M. Leonard, Jr.  
 Comm. Mgr.....Earl Leonard  
 Program Director.....Bob Couch  
 Chief Eng.....J. O. Miller

**KGBC—Galveston—1947**

Frequency: 1540 Kc...Power: 1 Kw. d., 250 n.  
 Owned-Oper. By...The Galveston Bcstg. Co.  
 Business-Studio Address.....P.O. Box 1138  
 Tel.: SHerwood 4-4567.....Independent  
 Station Representative.....John E. Pearson  
 Owner.....James W. Bradner, Jr.  
 General Mgr.....G. D. Cowan  
 Comm. Mgr.....Tom Lewis  
 Program Dir.....Larry Henderson  
 Chief Engineer.....Luke Stripling

**KILE—Galveston—1922**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Island Bcstg. Co.  
 Address.....6002 Broadway  
 Tel.: SH 4-3666.....Independent  
 Station Representative.....Brown  
 P. esident.....David Nathan  
 General Manager.....Geo. C. Breeding, Jr.  
 Program Director.....Bill Atkins  
 Chief Engineer.....Walt Andrus

**KSJ—Gladewater—1949**

Frequency: 1430 Kc. ...Power: 1000 Watts d.  
 Owned By.....Golden Triangle Ent.  
 Address.....T. W. Lee Bldg.  
 Tel.: 2181.....Independent  
 Sta. Representative.....Melville  
 President.....E. E. Tidmore  
 General Mgr.....D. W. Morton  
 Chief Engineer.....Kenneth Swinford

**KCTI—Gonzales—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Business Address.....425 St. George St.  
 Tel.: 672-3631.....KBS  
 Gen. Mgr.....Lawrence M. Walshak  
 Comm. Mgr., Chief Eng.....Frank Wilson, Jr.

**KSWA—Graham—1948**

Frequency: 1330 Kc.....Power: 500 Watts d.  
 Owned By.....Jones & Gilligan  
 Address.....Box 1050  
 Tel.: LI 9-1330.....KBS  
 General Manager.....Burney Jones  
 Commercial Manager.....Neil Gilligan, Jr.  
 Chief Engineer.....James Jones

**KGVL—Greenville—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KGVL, Inc.  
 Address.....1400 Wolfe City Drive  
 Tel.: GL 5-1400.....KBS  
 Representative.....Pearson  
 Pres., Gen. Manager.....Leo Hackney  
 Program Director.....James D. Jones  
 Chief Engineer.....Jim Brashears

**KCLW—Hamilton—1946**

Frequency: 900 Kc.....Power: 250 Watts, d.

Owned.....Coy Perry  
 Address.....Box 592  
 Tel.: 500.....Hamilton  
 Newspaper Affiliation.....Dublin Progress  
 President.....Coy Perry  
 Gen., Station Mgr.....Al Scott  
 Prog. Dir., Chief Eng.....Carl Knelly

**KGBT—Harlingen—1941**

Freq.: 1530 Kc...Power: 50 Kw d., 10 Kw. n.  
 Owned-Oper. By...Harbenito Radio Co., Inc.  
 Tel.: GARfield 3-3910.....CBS  
 President.....McHenry Tichenor  
 Gen. Mgr.....Troy McDaniel  
 Sta. Mgr.....Otis Shumate  
 Commercial Mgr.....Jowel Yowell  
 Program Director.....Jim Williams  
 Chief Engineer.....Al Beck

**KGRI—Henderson—1947**

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Henderson Bcstg. Co.  
 Business-Studio Address.....P. O. Box 311  
 Tel.: 4528.....Independent  
 President.....Jim Reeves  
 Gen. & Sta. Mgr.....Tom Perryman  
 Chief Engineer.....John M. Bolin

**KWRD—Henderson—1956**

Frequency: 1470 Kc.....Power: 500 W., d.  
 Owned.....Wes Dean & Co.  
 Address.....Highway 26  
 Tel.: 2324.....KBS  
 President, Gen. Mgr.....Wes Dean  
 Publicity Dir.....Helen Dean  
 Chief Engineer.....Lynn J. Roy

**KPAN—Hereford—1948**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hereford Broadcasters  
 Address.....Box 472  
 Tel.: EMerson 4-1860.....KBS  
 General Manager.....Clint Formby  
 Program Director.....Steve Thompson  
 Commercial Manager.....Chuck Mizner  
 Chief Engineer.....Clayton Fuchs  
 Owners of: KACT, Andrews: RTUE, Tulsa.

**KHBR—Hillsboro—1948**

Frequency: 1560 Kc.....Power: 250 Watts d.  
 Owned By.....KHBR Radio, Inc.  
 Address.....Delmar Hotel  
 Tel.: JU 2-3431.....KBS  
 Sta. Representative.....Melville  
 President, Gen. Mgr.....Nelson W. Galle  
 Station Mgr., Chief Eng.....J. K. Lone, Jr.  
 Program Director.....Gordon Guest  
 Publicity Dir.....Harmon Hunt

**KCOH—Houston—1948**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Call of Houston Inc.  
 Business-Studio Address.....1 Main St.  
 Tel.: CA 4-1888.....Independent  
 Sta. Representative.....Meeker Co.  
 President, Gen. Mgr.....Robert C. Meeker  
 Chief Engineer.....Brian H. L. Byrne

**TEXAS****KILT—Houston—1948**

Frequency: 610 Kc. Power: 5 Kw.  
 Owned-Oper. By.....McLendon Corp.  
 Address.....500-04 Lovett Blvd.  
 Tel.: Jackson 6-3461.....Independent  
 Representative.....Blair  
 President.....Gordon B. McLendon  
 Gen. Mgr.....Bill Weaver  
 Comm. Mgr.....Bruno Leonard  
 Sales Promotion Manager.....Dorothy Stahl  
 Program Director.....Red Jones  
 Chief Engineer.....Glenn Cook  
 Owners of: KLIJ, Dallas; KTSA, San Antonio;  
 KEEL, Shreveport; WAKY, Louisville; WYSL,  
 Buffalo; KABL, San Francisco.

**KNUZ—Houston—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Veterans Bcastg. Co.  
 Address.....Box 2135  
 Tel.: JA 3-2581.....Independent  
 Representative.....Katz  
 Gen., Sta. Mgr.....David Morris  
 Commercial Manager.....Forrest Patton  
 Program Director.....Ken Grant  
 Chief Engineer.....Ed Martin

**KPRC—Houston—1925**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Houston Post Co.  
 Address.....Box 1234  
 Tel.: MA 3-9271.....NBC  
 Newspaper Affil.....Post  
 Representative.....Edw. Petry & Co.  
 Gen. Mgr.....Jack Harris  
 Station Manager.....Frank Stewart  
 Commercial Manager.....Cleve Griffin  
 Sales Prom. Mgr.....Howard Cannon  
 Program Director.....Glenn Kensinger  
 Chief Engineer.....Harvey Wheeler  
 Owners of: KPRC-TV.

**KTHT—Houston—1944**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Texas Radio Corp.  
 Business Address.....4005 Travis St., Box 3011  
 Tel.: JA 3-5535.....Independent  
 Sta. Representative.....Avery-Knodel  
 V.P., Gen. Mgr.....Sam H. Bennett  
 Asst. Manager.....Grace M. Spanihel  
 Program Director.....Milt Willis  
 Chief Engineer.....O. B. Johnson

**KTRH—Houston—1930**

Frequency: 740 Kc. Power: 50,000 Watts  
 Owned-Operated By.....KTRH Bdcstg. Co.  
 Address.....Rice Hotel Annex  
 Tel.: CA 7-4361.....CBS  
 News, Affil.....The Chronicle  
 Representative.....Peters, Griffin, Woodward  
 General Manager.....W. C. Bryan  
 Bus. Mgr.....Tom Jacobs  
 Program Director.....Lew Lowry  
 Chief Engineer.....Lester Mullan

**KXYZ—Houston—1931**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By.....KXYZ, Inc.  
 Address.....Gulf Bldg.  
 Tel.: CA 2-6151.....MBS  
 Sta. Representative.....H.R.  
 General Manager.....Cal Perley  
 Commercial Manager.....Chris Robinson  
 Program, Pub. Dir.....Ken Collins  
 Chief Engineer.....Gerald R. Chinski  
 Owners of: KCOP, Los Angeles; KPTV, Portland.  
 Orc.: KTVT, Ft. Worth.

**KYOK—Houston—1947**

Frequency: 1590 Kc. Power: 5 Kw.  
 Owned.....The OK Group  
 Address.....613 Preston St.  
 Tel.: CA 7-3108.....Independent  
 Representative.....Howard  
 President.....Jules J. Paglin  
 General Manager.....Joseph R. File  
 Commercial Manager.....Robert E. Mabry  
 Program Director.....Clark Wolser  
 Chief Engineer.....James Hancock  
 Owners of: WBOK, New Orleans; WYOK, Baton  
 Rouge; KAOK, Lake Charles; WLOK, Memphis;  
 WQOK, Mobile.

**KSAM—Huntsville—1938**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By.....Est. of M. B. Cauthen  
 Address.....Box 312  
 Tel.: GA 5-2651.....KBS  
 President.....Verla Cauthen  
 Gen. Mgr., Ch. Eng.....Jack Nichols  
 Comm., Prom. Mgr.....C. C. Springfield

**KEBE—Jacksonville—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....Wells, Waller & Ballard  
 Address.....Box 1071  
 Tel.: 2211.....KBS-MBS  
 President.....Ray Wells  
 General Mgr.....D. Waller

**KTXJ—Jasper—1948**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Jasper Bcastg. Co.  
 Address.....P. O. Box 6090  
 Tel.: Dudley 4-2544.....KBS  
 Station Representative.....Continental  
 Station Mgr.....W. G. Dodson

**KMBL—Junction—1950**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Harry C. Wisehart, Jr.  
 Address.....P.O. Box 206  
 Tel.: Hickman 6-2768.....KBS  
 General, Station Mgr.....Harry C. Wisehart, Jr.  
 Chief Engineer.....Ed Cummings

**KAML—Kenedy—1954**

Frequency: 990 Kc. Power: 250 W. d.  
 Owned.....The Camel Co.

Address .....Box 990  
 Tel.: OL 9-2990.....KBS  
 President ..... Charles W. Balthrope  
 Station Manager.....Ed C. Balthrope  
 Program Director.....Chuck Martin  
 Chief Engineer .....Eddie Schook

**KERB—Kermit—1950**

Frequency: 600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KERB, Inc.  
 Address .....P.O. Box 456  
 Tel.: JUNiper 6-3481.....KBS  
 President.....E. S. Walden

**KERV—Kerrville—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Kerrville Bcstg. Co.  
 Address .....P. O. Box 791  
 Tel.: CL 7-4003.....KBS  
 President, Gen. Mgr.....Albert F. Mason, Jr.  
 Sls. Prom. & Comm. Mgr. ....Bill Shafer, Jr.  
 Chief Eng. & Prog. Dir.....Clyde Jones

**KOCA—Kilgore—1936**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Sta. KOCA, Inc.  
 Address .....Radio Bldg.  
 Tel.: 2001.....KBS  
 President.....Roy G. Terry  
 General., Sta. Mgr.....Bob Brazier  
 Program Dir.....Jakie Street  
 Chief Engineer.....Karem Soule

**KLEN—Killeen—1955**

Frequency: 1050 Kc.....Power: 250 W., d  
 Owned-Operated By.....Highlite Bcstg Co.  
 Address .....703  
 Tel.: ME 4-3181.....MBS  
 Pres., Gen. Mgr.....A. W. Stewart  
 Sales Promotion Mgr. ....Buster Hunter  
 Program Director .....Gaylon Christie  
 Publicity Director .....Rhett Sargent  
 Chief Engineer .....W. Kelley

**KINE—Kingsville—1948**

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KINE, Inc.  
 Business Address.....P.O. Box 846  
 Tel.: LYric 2-2822.....Independent  
 General Manager.....Ben H. Glusing  
 Station Manager.....A. Cook  
 Commercial Manager.....N. Freeman  
 Chief Engineer.....Troy Whitaker

**KVLG—La Grange 1959**

Frequency: 1570 Kc. ....Power: 250 Watts d.  
 Owned By.....Lamesa Bcstg. Co.  
 Address .....Box 569  
 Tel.: 719.....KBS  
 General Mgr., Ch. Eng. ....Mel Ammerman  
 Station Mgr., Prog. Dir. ....Edward Ruffin

**KPET—Lamesa—1946**

Frequency: 690 Kc.....Power: 250 Watts  
 Owned By.....Lamesa Bcstg. Co.  
 Address .....506 N. First  
 Tel.: 2404.....KBS  
 General Comm. Mgr.....R. Bradbury  
 Chief Engineer.....Bill Mathis

**KCYL—Lampasas—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lampasas Bcstg. Co.  
 Address.....P.O. Box 149  
 Tel.: CH 2-3671.....MBS  
 Pres. Sta. Mgr.....V. Dean Turner  
 Chief Engineer.....S. Witcher

**KVOZ—Laredo—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Border Broadcasters, Inc.  
 Address .....Box 1498  
 Tel.: RA 3-4396.....KBS  
 Station Representative .....Joe Harry  
 President .....E. J. Harpole  
 General Manager.....Bill Harrell  
 Comm. Mgr.....John Costello  
 Sales Promotion Manager .....Al Hemenway  
 Program Director.....Joe Pierce  
 Publicity Director .....Bud Little  
 Chief Engineer .....Vivian Harrell

**KLVT—Levelland—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned .....Marshall-Clint Formby  
 Address .....Box 866  
 Tel.: TW 4-3134.....KBS  
 Station. Gen. Mgr.....Gene Stanley  
 Commercial Mgr.....Gil Patschke  
 Program, Pub. Director.....Bob Turpentine  
 Chief Engineer.....G. I. Patschke  
 Owners of: KDAN, Hereford; KACT, Andrews;  
 KTUE, Tulia.

**KZZN—Littlefield—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....McAllister Bcstg.  
 Address .....Box 192  
 Tel.: 385-4474.....KBS  
 President.....R. B. McAlister  
 General Mgr.....Bill McAlister  
 Station, Comm. Mgr.....Don Craig  
 Program Director.....Carl Robison  
 Chief Engineer.....Bill McDonall  
 Owners of: KBYG, Big Springs.

**KETX—Livingston—1957**

Frequency: 1440 Kc.....Power: 1 Kw., d.  
 Owned.....Polk County Bcstg. Co.  
 Address .....Box 111  
 Tel.: FA 7-8916.....Independent  
 Pres., Ch. Eng.....Harold J. Haley  
 Prog. Dir.....Marshall McQueen  
 Comm., Mgr.....Peggy Haley



**KFRO—Longview—1934**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Oper. By. Voice of Longview  
 Address. Curtis Bldg., P. O. Box 792  
 Tel.: PL 3-4461 ABC  
 Representative. Donald Cooke  
 President. James R. Curtis  
 Commercial Mgr. John Allen  
 Program Director. Howard Kuhn  
 Chief Engineer. Leslie Hellum

**KLUE—Longview—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Radio Longview, Inc.  
 Address. Highway 149 South  
 Tel.: PL 8-4498 KBS-MBS  
 Station Rep. Masla; Melville; Beaver  
 President. E. W. Mahone, Jr.  
 V.P., Gen. Mgr. H. A. Bridge, Jr.  
 Commercial Manager. Vernon Hyles  
 Sales Prom., Pub. Dir. Dub Murray  
 Chief Engineer. Tig Williford  
 Owners of: KMHF, Marshall, Tex.

**KCBD—Lubbock—1946**

Frequency: 1550 Kc. Power: 1000 Watts  
 Owned. Bryant Radio & Television, Inc.  
 Address. 5600 Avenue A  
 Tel.: SH 4-1414 NBC  
 Representative. Raymer  
 President, General Mgr. Joe H. Bryant  
 Assistant Manager. Robert L. Snyder  
 Nat. Sales Mgr. Ray Poindexter  
 Program Director. Al Goodnight  
 Chief Engineer. Frank Lee  
 Owners of: KCBF-TV.

**KDAV—Lubbock—1953**

Frequency: 580 Kc. Power: 500 Watts d.  
 Owned. Western Bestg.  
 Address. Box 270  
 Tel.: POter 3-2853 Independent  
 Station Representative. Pearson  
 Gen. Manager. D. P. Pinkston  
 Comm. Mgr. Hal Ragan  
 Chief Engineer. Clem Clements

**KDUB—Lubbock—1955**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned & Oper. By. Texas Telecasting Inc.  
 Address. 7400 College Avenue  
 Tel.: SH 4-2345 MBS  
 Representative. Branham  
 President. W. D. Rogers  
 Vice President. W. H. Shipley  
 Station Manager. John Krieger  
 Gen. Sales Mgr. R. S. Nielsen  
 Nat. Sales Mgr. John Henry  
 Program Director. Bob Sewell  
 Promotion Manager. John L. Cahill, Jr.  
 Chief Engineer. Rudy Starnes  
 Owners of: KDUB-TV; KYER-TV, Clovis,  
 N. M.; KPAB-TV, Abilene-Sweetwater; KEDY-  
 TV, Big Spring, both Tex.

**KFYO—Lubbock—1927**

Frequency: 790 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address. 914 Ave. J  
 Tel.: PO 5-5567 CBS  
 Newspaper Affil. Avalanche Journal  
 Representative. Katz  
 President. B. W. Walker  
 Gen., Sta. Mgr. Gordon Thompson  
 Commercial Manager. Ernie Mark  
 Chief Engineer. W. S. Bledsoe

**KLLL—Lubbock—1953**

Frequency: 1460 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Corbin Broadcasting Co.  
 Address. 2001 Great Plains Life Bldg.  
 Tel.: POter 3-1911 KBS  
 President, General Mgr. Glenn E. Corbin  
 Commercial Manager. Larry Corbin  
 Program Director. Ray Corbin  
 Chief Eng. Bob Purrington

**KSEL—Lubbock—1946**

Freq.: 950 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By. KSEL Radio  
 Address. Box 1524  
 Tel.: PO 3-0484 ABC  
 Representative. Weed  
 President. David R. Worley  
 Gen. Mgr. Gerald H. Sanders  
 Chief Engineer. Roger V. Hively

**KRBA—Lufkin—1938**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. Darrell E. Yates  
 Address. 121 Cotton Square  
 Tel.: NEptune 4-6661 ABC-KBS  
 Representative. Continental Radio Sales  
 Station Manager. Darrell E. Yates  
 Program Director. Mrs. Shirley Yates  
 Chief Engineer. Basil Barbee

**KTRE—Lufkin—1947**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Forest Capital Bcstg. Co.  
 Address. P. O. Box 701  
 Tel.: NE 4-7771 MBS  
 Rep. Venard, Rintoul & McConnell, Melville  
 President. R. W. Wortham, Jr.  
 Gen., Sta. Mgr. Richman G. Lewin  
 Director of Sales. Royce Christenson  
 Program Director. Bill Carter  
 Publicity Director. Pat Matthews  
 Chief Engineer. Fred C. Hill  
 Owners of: KTRE-TV.

**KRIO—McAllen—1947**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By. Valley Bcsting Co.  
 Address. 500 E. Beaumont St.  
 Tel.: MU 6-5454 Independent  
 Station Representative. Bolling  
 President. Gene L. Cagle  
 Station Manager. "Chuck" McKasson  
 Program Director. Ed Lionel  
 Chief Engineer. Frank Manuel  
 Owners of: KFJZ, Ft. Worth; KFDA, Amarillo.

**KCMR—McCamey—1954**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Sapphire Broadcasting Co.  
 Address: 101 East Fifth St.  
 Tel.: OL 2-4693. KBS  
 President, Gen. Mgr.: Joe Martin  
 Comm. Publicity Dir.: Claud Barnett  
 Program Dir.: F. Dickens

**KMAE—McKinney—1946**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned: McKinney Air Enterprises, Inc.  
 Bus. Studio Address: 214 E. Virginia St.  
 Tel.: LI 2-2651. Independent  
 Owner: George W. Smith, Jr.  
 Exec. V.P.: Tom Emerson

**KMLW—Marlin—1953**

Frequency: 1010 Kc. Power: 250 W., d.  
 Owned: M.L. Radio, Inc.  
 Address: P. O. Box 335  
 Tel.: WE 6-2551. Independent  
 Pres. Gen. Mgr.: L. F. Leurig  
 Chief Engineer: Jay Navarro

**KADO—Marshall—1957**

Frequency: 1410 Kc. Power: 500 W., d.  
 Owned-Operated By: Marshall Bcstg. Corp.  
 Address: Box 961  
 Tel.: WE 5-6789. Independent

Station Representative: Weed  
 President: E. B. Germany  
 Station Manager: Karl Keller  
 Program Director: Jim Jeffus  
 Chief Engineer: Joe Granger

**KMHT—Marshall—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Harrison Cty. Bcstg. Co.  
 Address: 408 Marshall National Bank Building  
 Tel.: WE 5-7826. KBS-MBS  
 Station Rep.: Masla; Melville, Beaver  
 President: E. W. Mahone, Jr.  
 V.P., General Mgr.: H. A. Bridge, Jr.  
 Comm. Mgr.: Vinson Stevens  
 Publicity Director: Jo Ann Bridge  
 Prog. Dir.: Sam Stringfellow  
 Sales Promotion Mgr.: Katie McCullough  
 Chief Engineer: L. C. Totten  
 Owners of: KLUK, Longview, Tex.

**KBUS—Mexia—1956**

Frequency: 1590 Kc. Power: 500 Watts, d.  
 Owned By: Mexia Broadcasting, Inc.  
 Business Address: 215-A E. Commerce St.  
 Tel.: GYpsy 6-3874. KBS  
 President, General Mgr.: Tom Elkins  
 Chief Engineer: Kenneth Brown

**KCRS—Midland—1935**

Freq.: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned: Midland Bcstg. Co.

**BLANKET INDUSTRIALIZED EAST TEXAS with the BIG-K STATIONS**

RADIO MARSHALL

**KMHT**

Retail Trading Zone

Population — 106,135\*



RADIO LONGVIEW

**KLUE**

Retail Trading Zone

Population — 453,700\*

In each market you get Greater Coverage, More Listeners  
 and Greater Sales Results with the BIG-K Stations.

\*SRDS

## TEXAS

Address ..... 3701 West Wall  
Tel.: Oxford 4-6603 ..... ABC  
Station Representative ..... Holman; Eastman  
President ..... Wendell Mayes  
General Station Mgr. .... Wendell Mayes, Jr.  
Commercial Manager ..... Jerry Hahn  
Program Director ..... Jim Brown  
Chief Engineer ..... Tom Yates

### **KJBC—Midland—1950**

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Jack Cecil  
Address ..... S. Lamesa Rd.  
Tel.: MU 4-5152 ..... KBS  
President, Ch. Eng. .... Jack Cecil  
General Station Mgr. .... Mildred Thomason  
Commercial, Sales Prom. Mgr. .... Bob Batson  
Program Director ..... Keith Ward  
Publicity Director ..... Bill Lord

### **KWEL—Midland—1957**

Frequency: 1600 Kc. .... Power: 1 Kw., d.  
Owned By ..... George Vaught  
Address ..... 1203 W. Wall  
Tel.: MU 2-4331 ..... Independent  
Station Representative ..... Gill-Perna  
President ..... George Vaught  
Station Manager ..... Paul A. Sanders  
Program Director ..... Jerry Teaff  
Chief Engineer ..... Marvin Williams

### **KORC—Mineral Wells—1946**

Frequency: 1140 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... Action Bcstg.  
Business Address ..... P.O. Box 108  
Tel.: FA 5-3384 ..... KBS  
Gen., Sta. Mgr. .... Bill Stinson  
Chief Engineer ..... Max Floyd

### **KIRT—Mission—1957**

Frequency: 1580 Kc. .... Power: 1 Kw., d.  
Owned ..... KIRT, Inc.  
Address ..... Box 708  
Tel.: JU 5-1629 ..... Independent  
Representative ..... Melville  
President, General Mgr. .... Ray V. Jensen  
Station, Commercial Mgr. .... J. M. McDonald  
Sales Prom. Mgr. .... Rita Crosswhite  
Program Director ..... Edith Jensen  
Chief Engineer ..... Wilfrido Hinojosa

### **KVKM—Monahans—1947**

Frequency: 1340 Kc. .... Power: 5 Kw., d., 1 Kw. n.  
Owned-Oper. By ..... Monahans Bcstrs., Inc.  
Address ..... Drawer K  
Tel.: Wilson 3-3231 ..... MBS-KBS  
Station Rep. .... Melville; Masla  
Pres., Gen. Manager. .... J. R. Rucker  
Sales Prom. Mgr. .... Jay Derrick  
Publicity Dir. .... Pat Cullum  
Chief Engineer ..... Rubin Masters

### **KIMP—Mount Pleasant—1948**

Frequency: 960 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Mt. Pleasant Bcstg. Co.  
Address ..... Box 980

Tel.: PA 4-4726 ..... KBS  
President, Sta. Mgr. .... Winston O. Ward  
Program Director ..... Ruby Stanley  
Chief Engineer ..... Clarence C. Taylor  
Owners of: KBEL, Idabel, Okla.

### **KMUL—Muleshoe—1956**

Frequency: 1380 Kc. .... Power: 500 Watts  
Owned By ..... Radio Station KMUL  
Address ..... P.O. Box 1058  
Tel.: 2730 ..... Independent  
Station Manager ..... Gil Lamb

### **KEEE—Nacogdoches—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned By ..... J. C. Stallings  
Address ..... 300 E. Main St.  
Tel.: LOgan 4-4633 ..... ABC-KBS  
Gen., Sta. Mgr., Pub. Dir. .... J. C. Stallings  
Comm. Mgr., Program Dir. .... R. C. Atherton  
Chief Engineer ..... B. Barbee

### **KSFA—Nacogdoches—1947**

Frequency: 863 Kc. .... Power: 1000 Watts d.  
Owned By ..... Texan Broadcasting Co. Inc.  
Address ..... 2107 North St.  
Tel.: LO 4-3723 ..... Independent  
Station Representative ..... Dore; Stuart  
President ..... B. M. Raborn  
General Station Mgr. .... Bob Dunn  
Commercial Mgr. .... Sarah Jane Mhoon  
Sales Promotion Mgr. .... Doug Hurd  
Publicity Director ..... Jesse Pate  
Chief Engineer ..... Basil Barbee

### **KGNB—New Braunfels—1950**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
Owned By ..... Comal Broadcasting Co.  
Address ..... 184 S. Castell  
Tel.: MA 5-3443 ..... KBS  
Newspaper Affiliation ..... Herald  
President, Gen. Mgr. .... F. T. Wilson  
Program Dir. .... Arlon E. Moeller, Jr.  
Chief Eng. .... Bob Stewart

### **KECK—Odessa—1960**

Freq.: 920 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Operated By ..... Ector County Bcstg. Co.  
Address ..... 120 W. 3d  
Tel.: FE 2-5791 ..... Independent  
Station Rep. .... Webb; Melville  
General Manager ..... Ben Nedow  
Comm. Manager ..... Don Luttrell  
Engineer-in-Chg. .... Albert L. Nedow

### **KOSA—Odessa—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Odessa Bcstg. Co. Inc.  
Address ..... Box 351  
Tel.: FE 2-4301 ..... Independent  
Representative ..... Bolling  
President ..... Cecil L. Trigg  
Station Manager ..... Brunell Harvey  
Program Director ..... Bob Gold  
Chief Engineer ..... J. L. Simpson

**KOYL—Odessa—1957**

Frequency: 1310 Kc. Power: 500 Watts, d.  
Owned By.....Mid-Cities Bcstg. Co.  
Business Address.....4000 Rasco Ave.  
Tel.: Emerson 6-2801.....Independent  
President, Gen. Mgr.....Edward L. Roskelley

**KRIG—Odessa—1946**

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Oper. By.....Radio Odessa, Inc.  
Address.....Box 231  
Tel.: FEderal 2-6971.....NBC-KBS  
Station Representative.....Brown; Clark  
Pres., Gen. Mgr.....Carl S. Goodwin

**KOGT—Orange—1949**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By...Sabine Area Brcstg. Corp.  
Address.....Box 1329  
Tel.: TU 3-4381.....KBS  
Station Rep.....Webb; Melville  
President.....M. L. Jacobs  
Exec. V.P., Gen. Manager.....Ed Lovelace  
Commercial Manager.....John Derrick

**KNET—Palestine—1935**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By...Palestine Bcstg. Corp.  
Business Address.....319 W. Main St.  
Tel.: 6077.....KBS  
Pres., Gen., Sta. Mgr.....Allen E. Vinson  
Comm. Mgr.....Austin Hotchkiss  
Chief Engineer.....Ted Bryan

**KHHH—Pampa—1950**

Frequency: 1230 Kc. Power: 250 Watts  
Owned By.....Huntley Enterprises  
Address.....P. O. Box 1779  
Tel.: MO 4-2551.....Independent  
Station Manager.....H. H. Huntley  
Commercial Manager.....Charles Guidry  
Sales Prom. Manager.....Davis Brown  
Program Director.....Fred Faour  
Publicity Director.....Lee Grimskey  
Chief Engineer.....John King

**KPDN—Pampa—1936**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Top O' Texas Bcstg. Co.  
Address.....Hughes Bldg.  
Tel.: MO 4-7461.....MBS  
General Manager.....Warren L. Hasse  
Station Manager.....Mrs. Lois Still  
Commercial Manager.....Lloyd Brummett  
Program Director.....Jim Terrell  
Chief Engineer.....Dennis Dehn

**KFTV—Paris—1950**

Frequency: 1250 Kc. Power: 500 Watts d.  
Owned-Operated By.....Lamar Bcstg. Corp.  
Address.....210 1st Natl. Bank Bldg.  
Tel.: SU 4-6676.....KBS  
Pres., Gen. Mgr.....James F. Hendrix  
Sales Promotion Mgr.....Thomas D. Seay  
Publicity Director.....Pee Wee Reid  
Chief Engineer.....J. C. Case

**KPLT—Paris—1936**

Frequency: 1490 Kc. Power: 250 Watts  
Owned By.....Ron Litteral  
Address.....Box 235  
Tel.: SU 4-3311.....Independent  
Representative.....John E. Pearson  
President.....R. Litteral

**KLVL—Pasadena—1950**

Freq.: 1480 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Felix H. Morales  
Address.....P.O. Box 432  
Tel.: CApitol 5-3208 Houston.....Independent  
Representative...Oakes, National Time Sales  
General Manager.....Felix H. Morales  
Sales Manager.....Johnny P. Hernandez  
Program Director.....Joe Martinez Morales  
Chief Engineer.....D. Golihur

**KRCT—Pasadena—1948**

Frequency: 650 Kc. Power: 250 Watts d.  
Owned By.....Industrial Bcstg. Co.  
Address.....Box 1152  
Tel.: GR 3-4433.....Independent  
Sta. Representative.....Forjoe  
President, Gen. Mgr.....Leroy J. Gloger  
Station Manager.....Max Cohen  
Program Dir.....Donna Thompson  
Chief Engineer.....H. L. Davis

**KIUN—Pecos—1935**

Frequency: 1400 Kc. Power: 250 Watts d.  
Owned-Operated By.....KIUN, Inc.  
Address.....315 S. Cedar St.  
Tel.: Hickory 5-2497.....KBS-MBS  
President, General, Mgr.....Billy H. Hubbs  
Station Manager.....David Martin  
Commercial Manager.....S. Clifford Sanderford  
Program Director.....Bill Boyd  
Chief Engineer.....Harry Boehnemann  
Owners of: KIUN-TV.

**KEYE—Perryton—1948**

Frequency: 1400 Kc. Power: 250 Watts  
Owned.....Great Plains Bcstg. Co.  
Address.....P. O. Box 917  
Tel.: GE 5-3151.....MBS  
President.....Carl Ellis  
Gen., Sta. Mgr.....Irving R. Buchanan  
Comm. Mgr., Chief Eng.....Bill Day  
Program Director.....Kenneth Roller

**KVOP—Plainview—1944**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....KVOP, Inc.  
Address.....1100 W. 24th St.  
Tel.: CApitol 4-2771.....KBS  
President.....W. J. Harpole  
Gen., Sta. Manager.....Kermit Ashby  
Comm. Manager.....Tut Tawwater  
Sales Promotion Manager.....Girard Fox  
Program Director.....H. W. Carpenter III  
Publicity Director.....B. D. Perkins  
Chief Engineer.....Hugh V. Smith

**TEXAS****KBOP—Pleasanton—1951**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Atascosa Broadcasting Co.  
 Address... P. O. Box 247  
 Tel.: LOcust 9-4871... KBS  
 President, General Mgr.... Ben L. Parker  
 Commercial, Sales Prom. Mgr.... Tom Everitt  
 Program Dir.... Curtis Short  
 Chief Eng.... Mona Parker

**KOLE—Port Arthur—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By... Radio Southwest Inc.  
 Address... Box 1126  
 Tel.: YU 2-9436... Independent  
 Sta. Representative... Bolles  
 President, Gen. Mgr.... John H. Hicks, Jr.  
 Commercial Mgr.... George Crouchet  
 Sales Promotion Mgr.... Bill Watkins  
 Program Director... Walt Andrus  
 Publicity Dir.... Corinne Enos  
 Chief Engineer... Donald Bulliow

**KPAC—Port Arthur—1934**

Freq... 1250 Kc. Power: 5 Kw. d, 1 Kw. n.  
 Owned-Oper. By... Port Arthur College  
 Address... Box 511  
 Tel.: YU 5-7458... MBS  
 Representative... Pearson  
 President... W. M. Monroe  
 Station Manager... Jay Elson  
 Commercial Manager... Glenn Hewitt  
 Program Director... Milton Allen  
 Publicity Director... Lulabelle Davis  
 Chief Engineer... Charles Segrest  
 Owners of: KPAC-TV.

**KPNG—Port Neches—1959**

Frequency: 1150 Kc. Power: 500 Wts. d.  
 Owned By... Midcounty Radio-KPNG  
 Address... 1402 Port Neches Ave.  
 Tel.: RAndolph 2-4323... Independent  
 Owner & President... Joseph S. Trum  
 General, Station Mgr.... Mason A. Lewis  
 Commercial Manager... Luther Woods  
 Program Director... Henry Larcade  
 Chief Engineer... Fred Smith

**KUKO—Post—1955**

Frequency: 1370 Kc. Power: 500 Wts. d.  
 Owned By... Maples-McAlister Bcstg. Co.  
 Address... P. O. Box A  
 Tel.: 550... KBS  
 Gen. Mgr., Chief Engineer... P. Crenshaw  
 Program Director... Stan Skelton

**KOLJ—Quanoh—1952**

Frequency: 1150 Kc. Power: 500 Watts d.  
 Owned-Operated By... Orville L. Jenkins  
 Address... P.O. Box 589  
 Tel.: MO 3-2572... KBS  
 Owner... Orville L. Jenkins

**KSOX—Raymondville—1956**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By... Bob Hicks Ent., Ltd.  
 Address... Box 1240  
 Tel.: MU 9-3333... Independent  
 President, Gen. Mgr.... Bob Hicks  
 Commercial Mgr.... Doc Chasten  
 Station Mgr.... David Kaye  
 Program Dir.... Don Read  
 Chief Engineer... Paul Wagenshein

**KFRD—Rosenberg—1948**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Fort Bend Bcstg. Co.  
 Address... Box 832  
 Tel.: NO 2-3776... Independent  
 Station Rep.... Joe Harry  
 President... Mart Cole, Sr.  
 General Manager... Bill Sloan  
 Commercial Manager... George Thompson  
 Program Director... Paul Collins  
 Chief Engineer... Frank Wood

**KTLU—Rusk—1955**

Frequency: 1580 Kc. Power: 500 W., d.  
 Owned... E. H. Whitehead  
 Business Address... P.O. Box 316  
 Tel.: 533... Independent  
 Newspaper Affiliation... Cherokeean  
 Pres., Gen. Mgr.... E. H. Whitehead

**KGKL—San Angelo—1928**

Freq: 980 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned... Angelo Bcstg. Tcstg. Inc.  
 Address... Box 1878  
 Tel.: 6715... ABC  
 Representative... John E. Pearson  
 President, Station Mgr.... Lewis O. Seibert  
 Commercial Manager... John McGee  
 Program Director... Dot Bowmar  
 Chief Engineer... Bill Poteet

**KPEP—San Angelo—1954**

Frequency: 1420 Kc. Power: 1000 Watts, d.  
 Owned... Western Broadcasting Co.  
 Address... Box 1350  
 Tel.: 8116... Independent  
 Sta. Rep.... Bcst. Time Sales; Melville  
 Gen. Mgr., Chf. Eng.... Walt Lawson  
 Commercial Manager... Tom Mullins  
 Program Director... Bill Nicholson  
 Owners of: KDAY, Lubbock, KPIK, Colorado  
 Springs, Colo.; KZIP, Amarillo.

**KTXL—San Angelo—1927**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By... Burkhart Broadcasting Co-p.  
 Address... 1013 W. Beauregard  
 Tel.: 3131... KBS  
 Representative... Masla; Hobbs  
 President... D. P. Johnson  
 General Manager... Joe Watson, Jr.  
 Chief Engineer... Gene Williams



**KWFR—San Angelo—1954**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.. Solar Broadcasting Co., Inc.  
 Address..... P.O. Box 1269  
 Tel.: 2-5367 Independent  
 Station Representative ..... Webb  
 President..... Arthur Foster  
 General Mgr..... Walton A. Foster  
 Station Mgr..... D. R. Crow  
 Commercial Mgr..... Milton Dove  
 Program Dir..... Gene Lively  
 Asst. Manager..... A. W. Peters  
 Publicity Dir..... Mickey Jowers  
 Chief Engineer..... Don Dickson

**KAPE—San Antonio—1960**

Frequency: 1480 Kc. Power: 500 Watts d.  
 Owned By..... Top Bcstr., Inc.  
 Address..... 608 E. Travis St.  
 Tel.: CApitel 3-3877 Independent  
 Station Rep..... Forjoe; Melville  
 President..... Sam J. Riklin  
 General Manager..... Charles D. Lutz  
 Program Director..... Ted H. Fredericks  
 Chief Engineer..... Michael Peavey

**KCOR—San Antonio—1946**

Frequency: 1350 Kc. Power: 5 Kw. d.  
 Owned By..... Inter-American, Radio, Inc.  
 Address..... 111 Martinez St.  
 Tel.: CA 5-2751 Independent  
 Station Rep..... Devney-O'Connell; Clayton

President..... Ralph N. Weil  
 General Mgr..... Nathan Saffir  
 Program Director..... Emillo Nicolas  
 Commercial Manager..... Ben Tamborello  
 Sales Prom. Mgr..... William Lamar  
 Chief Engineer..... Marvin Fiedler

**KENS—San Antonio—1926**

Freq.: 680 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned-Oper. By..... Express Publishing Co.  
 Business-Studio Address..... Ave. E & 4th St.  
 Tel.: CA 5-7411 CBS  
 Newspaper Affil..... Express, News  
 Representative. Peters, Griffin, Woodward, Inc.  
 President..... Frank Huntress, Jr.  
 General Manager..... Herb Carl Skoog  
 Commercial Mgr..... Chester Maxwell  
 Program Dir..... Charles Keller  
 Publicity Dir..... Helen Ward  
 Chief Engineer..... William J. Jackson

**KITE—San Antonio—1947**

Frequency: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... KITE Bcstg. Co.  
 Address..... 535 S. Main  
 Tel.: CA 6-0335 Independent  
 Representative..... Young; Clarke Brown  
 President..... Morris M. Townsend  
 General, Station Mgr..... Kelly Wofford  
 Commercial Manager..... Bill Peck  
 Program Director..... Bob Sterling  
 Chief Engineer..... Kenneth R. Hyman

**WHEN YOU CAN  
 HAVE THE BEST,  
 WHY BE SATISFIED  
 WITH LESS?**



**KMAC—San Antonio—1926**

Frequency: 630 Kc. Power: 5,000 Watts  
 Owned-Oper. By: Howard W. Davis  
 Address: KMAC Bldg.  
 Tel.: CA 3-6211. ABC-MBS  
 Sta. Representative: Weed  
 President, Gen. Mgr.: Howard W. Davis  
 Program Director: Carol Lay  
 Sales Prom. Mgr.: M. G. McWhorter  
 Publicity Director: Joe Anthony  
 Chief Eng.: Al Knight

**KONO—San Antonio—1927**

Frequency: 860 Kc. Power: 5000 d. 1000 n.  
 Owned-Operated By: Mission Bdcstg. Co.  
 Address: 317 Arden Grove  
 Tel.: CA 6-5171. Independent  
 Representative: Katz  
 Board Chairman: Eugene J. Roth  
 President, General Mgr.: Jack J. Roth  
 Commercial Manager: Bill Miles  
 Promotion Manager: Ed Dunn  
 Program Director: Doug China  
 Merchandising Dir.: Art Pugh  
 Chief Eng.: George Ing, Bill Kiley

**KTSA—San Antonio—1922**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By: McLendon Corp.  
 Address: 4050 Eisenhower Rd.  
 Tel.: Oldfield 5-5500. Independent  
 Representative: Blair  
 Chairman of the Board: B. R. McLendon  
 President: Gordon B. McLendon  
 General, Station Mgr.: Jack Fiedler  
 Sales Promotion Mgr.: Jamie E. Hamby  
 Program Director: J. Patrick Tallman  
 Chief Engineer: Coleman Barber  
 Owners of: KILT, Houston; KLF, Dallas; KEEL,  
 Shreveport; KABL, San Francisco; WYSL, Buf-  
 falo; WAKY, Louisville.

**KUBO—San Antonio—1948**

Frequency: 1310 Kc. Power: 5,000 Watts d.  
 Owned-Oper. By: Radio KIWW, Inc.  
 Address: 518 W. Houston St.  
 Tel.: CA 6-5254. Independent  
 Sta. Rep.: Natl. Times Sales; Oakes; Ochs  
 President: Robert N. Pinkerton  
 General, Comm. Mgr.: Hal Hughes  
 Prog. Dir.: Juan Gattas  
 Publicity Director: Ray Montes  
 Chief Eng.: William Ellis

**KUKA—San Antonio—1953**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Operated By: Mexican Radio Prod.  
 Address: 501 W. Quincy  
 Tel.: CA 5-5757. Independent  
 General Mgr.: M. Davila

**WOAI—San Antonio—1922**

Frequency: 1200 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Southland Industries, Inc.  
 Address: 1031 Navarro St.

Tel.: CA 7-4221. NBC  
 Representative: Edward Petry & Co., Inc.  
 Chairman of the Board: Hugh Halff, Jr.  
 Pres., Gen. Mgr.: James M. Gaines  
 Station, Commercial Mgr.: Rex L. Preis  
 Sales Promotion Mgr.: Gene Crockett  
 Program Director: Barclay Russell  
 Publicity Director: Allan Dale  
 Dir. of Engineering: Chas. Jeffers

**KCNY—San Marcos—1948**

Frequency: 1470 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Central Brcstg. Co.  
 Address: Box 32  
 Tel.: EX 2-3545. Independent  
 President: Dr. Forest L. Whan  
 Gen. Sta. Mgr.: William Veidt  
 Program Director: B. Premont  
 Chief Engineer: Don Whan

**KBAL—San Saba—1956**

Frequency: 1410 Kc. Power: 500 Watts d.  
 Owned By: San Saba City Bdcstg. Co.  
 Address: P. O. Box 209  
 Tel.: 166. KBS  
 Gen. Comm. Mgr.: H. A. Stephens  
 Chief Engineer: J. Morgan

**KWED—Seguin—1948**

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Seguin Bdcstg. Co.  
 Business-Studio Address: 609 E. Court St.  
 Tel.: FR 9-2234. Independent  
 President: Garfield Kiel  
 General Mgr.: Stan McKenzie  
 Prog. Dir.: Henry Lehnhoff  
 Chief Engineer: Louie Sowders

**KSML—Seminole—1955**

Frequency: 1250 Kc. Power: 1000 Watts d  
 Owned-Oper. By: Woodson & Barbee  
 Address: 402 South Main St.  
 Tel.: Plaza 8-3798. KBS  
 Owners: C. C. Woodson & F. Barbee, Jr.  
 General Manager: Mrs. F. Barbee, Jr.

**KSEY—Seymour—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: W. C. Moss, Jr.  
 Address: P.O. Box 1191  
 Tel.: Tuxedo 8-2525. KBS  
 Station Manager: W. C. Moss, Jr.  
 Chief Engineer: R. Dormier

**KBYP—Shamrock—1949**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Shamrock Tex. Bcstg. Co.  
 Address: Box 21  
 Tel.: BI 6-1158. KBS  
 Station Rep.: Clyde Melville  
 President, Gen. Mgr.: Mrs. Merita Bumpers  
 Comm. Program Mgr.: Bob Mascott  
 Station Prom. Mgr.: Andrew Mascott  
 Chief Engineer: Robert G. Pennington

**KRRV—Sherman-Denison  
1936**

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By. Red River Valley Bcstg. Corp.  
Address. Box 94 (Denison), Box 665 (Sherman)  
Tel.: TWinbrook 2-5115 (Sherman).....MBS  
Representative .....Pearson  
President.....A. Boyd Kelley  
Station Mgr.....T. Brenn  
Chief Engineer.....T. John

**KTXO—Sherman—1947**

Frequency: 1500 Kc.....Power: 250 Watts d.  
Owned-Operated By...O'Connor Bcstg. Corp.  
Business Address.....P.O. Box 661  
Tel.: TWinbrook 2-8188.....Independent  
Station Rep.....Clarke Brown  
President.....K. M. Fisher  
Co-Managers.....W. A. Jace, T. E. Spellman  
Station Director.....E. Ellington  
Chief Engineer.....Paul Phillips

**KTOD—Sinton—1954**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
Owned.....Southern Bcstg. Co.  
Business Address.....Box 1366  
Tel.: TU 4-1590.....Independent  
President.....P. Singer  
General Mgr.....Carroll Wakefield  
Prog. Dir., Ch. Engr.....Ernie Wood

**KSNY—Snyder—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Snyder Bdcstg. Co.  
Address.....Box 1468  
Tel.: HI 3-9322.....MBS  
Station Rep.....Melville  
President.....Mrs. Flora Hughes  
Gen. Sta. Mgr.....Mel Z. Gilbert  
Commercial Mgr.....Frank Taylor  
Program Dir.....Julie Sumerlin  
Chief Engineer.....Coy Thompson

**KDWT—Stamford—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....ABKO Bcstg. Co.  
Address.....Box 1275  
Tel.: PR 3-3401.....KBS  
Station Representative.....Stuart  
President.....A. Boyd Kelley  
Station Manager.....Robert A. Prichard  
Program Director.....Bill C. Cole  
Chief Engineer.....James S. Thompson

**KSTV—Stephenville—1947**

Frequency: 1510 Kc.....Power: 250 Watts d.  
Owned.....Dixie Bcstrs.  
Address.....P. O. Box 102  
Tel.: LI 3141.....KBS  
Comm. Mgr.....Mel Bennett  
Chief Engineer.....D. Solmonson

**KSST—Sulphur Springs—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By...Hopkins County Bcstg. Co.  
Address.....Radio Road  
Tel.: TU 5-3111.....KBS  
President, Chief Eng.....William E. Bradford  
Comm. Mgr.....Clovis Pinion  
Sales Prom. Mgr.....Buddy Funderburk  
Program Director.....Linda Wilemon  
Publicity Director.....Margaret Thomas

**KXOX—Sweetwater—1939**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....KXOX  
Business Address.....Box 570  
Tel.: BElmont 4-4655.....Independent  
Station Representative.....Melville  
President.....F. L. Ledbetter  
Gen. Mgr.....Myrl Stein  
Station Manager.....Jack Stein  
Comm. Manager.....Elwood Fritsch  
Program Director.....Maxine Stein  
Chief Engineer.....Earl Ray

**KTAE—Taylor—1948**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....KTAE, Inc.  
Business Address.....121 E. 2nd St.  
Tel.: EL 2-3631.....KBS  
President, Gen. Mgr.....G. Gillis Conoley  
Chief Engineer.....Robert Sitman

**KTEM—Temple—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Bell Broadcasting Co., Inc.  
Address.....17 South Third  
Tel.: PR 3-5252.....Independent  
Newspaper Affiliation.....Daily Telegram  
President.....Frank W. Mayborn  
General Manager.....J. Ralph Burgess  
Program Director.....Phil M. Miller  
Chief Engineer.....James T. Harris  
Owners of: KCEN-TV, Temple.

**KTER—Terrell—1950**

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Terrell Bcstg. Corp.  
Address.....Box 9  
Tel.: JOrdan 3-4437.....KES  
President.....O. Pirtle  
Gen. Mgr.....Bill Pirtle  
Chief Engineer.....Martin Pitts

**KCMC—Texarkana—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....KCMC, Inc.  
Address.....P. O. Box 521  
Tel.: 36151.....ABC  
Station Reps.....Masla; Ayers  
President.....W. Hussman  
Gen. Mgr.....B. L. Wood  
Chief Engineer.....Ed Covington

**KTFS—Texarkana—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Aircrest Radio Sta. Inc.  
 Business-Studio Address: Box 1260  
 Tel.: 3-5123 KBS  
 Sta. Representative: Walker-Rawalt  
 Pres., Gen. Manager: W. R. McDaniel  
 Commercial Manager: Tom Alford  
 Program Director: Jim Waiters  
 Chief Engineer: John Crawford

**KTLW—Texas City—1947**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Texas City Bcstg. Ser.  
 Address: Show Boat Bldg.  
 Tel.: WIlson 5-4418 KBS  
 Station Representative: Hopewell  
 President: J. G. Long  
 General Station Mgr.: Bob Greer  
 Program Director: Mrs. Lois J. Myers  
 Publicity Director: Ed Robinson  
 Chief Engineer: Luke Stripling  
 Owners of: KIOX, Bay City, KVIC, Victoria, both Tex.

**KTUE—Tulia—1954**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned-Operated By: KTUE Radio, Inc.  
 Address: 110 N. Armstrong  
 Tel.: WYdown 5-3531 KBS  
 President: Marshall Formby  
 General Station Mgr.: Ralph G. Beistle  
 Chief Engineer: Clayton Fuchs

**KDOK—Tyler—1956**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Operated By: KDOK Bcstg. Co.  
 Address: 808 Peoples Bank Building  
 Tel.: LYric 3-2519 Independent  
 Station Representative: Pearson  
 President, General Manager: Dana W. Adams  
 Commercial Manager: Hugh Needl  
 Program Director: Bill Young  
 Chief Engineer: Robie Morgan

**KGKB—Tyler—1930**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: KGKB, Inc.  
 Address: Box 733  
 Tel.: LY 2-3873 Independent  
 Station Reps.: Webb; Brown  
 President, General Mgr.: H. O'Connor

**KTBB—Tyler—1947**

Freq.: 600 Kc. Power: 1000 Watts  
 Owned-Operated By: Blackstone Bcstg. Co.  
 Business-Studio Address: 311 N. Broadway  
 Tel.: LYric 4-7278 ABC-KBS  
 Newspaper Affil.: Courier Times; Telegraph  
 Representative: Venard, Melville  
 President: Mrs. C. N. Clyde  
 Gen., Sta. Mgr.: M. Danbom  
 Prog. Dir.: Don Tausch  
 Publicity Director: David Bothwell  
 Chief Engineer: R. A. Willeman

**KZEY—Tyler—1958**

Frequency: 690 Kc. Power: 250 Watts, d  
 Owned By: Tyler Bcstg. Co.  
 Address: Lake Park Drive  
 Tel.: LYric 3-1744 Independent  
 President: R. Thos. Gibson  
 General Manager: R. Nash  
 Chief Engineer: Alice Morgan

**KVOU—Uvalde—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: Uvalde Broadcasters, Inc.  
 Address: 1400 Batesville Rd.  
 Tel.: BR 8-4555 KBS  
 President & Gen. Mgr.: Edward J. Harpole  
 Station, Sales Prom. Mgr.: Bill Woods  
 Commercial Mgr., Ch. Eng.: Tom Priest  
 Program Director: Keith Reynolds  
 Owners of: KEPS, Eagle Pass, Tex.

**KVWC—Vernon—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Johnson-Garrison Co.  
 Address: 1818½ Wilbarger St.  
 Tel.: Linden 2-6221 KBS  
 President: Bobo Johnson  
 General Manager: Joe Garrison

**KNAL—Victoria—1949**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Operated By: Victoria Bcstrs., Inc.  
 Address: 1505 Port Lavaca Drive  
 Tel.: HI 3-9176 Independent  
 Station Rep.: Venard, Rintoul & McConnell  
 President, General Mgr.: M. N. Bostick  
 Station Manager: Robert C. Martin  
 Program Director: Bill Barton  
 Chief Engineer: Douglas E. Smith

**KVIC—Victoria—1939**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: KVIC Bcstg. Co., Inc.  
 Address: P.O. Box 5487  
 Tel.: Hillcrest 3-9171 MBS  
 President: J. G. Long  
 Gen., Station Mgr.: Bob Tharp  
 Comm., Sales Prom. Mgr.: Jim Traber  
 Program Director: Bob Nancee  
 Chief Engineer: Bob McCown  
 Owners of: KIOX, Bay City; KTLW, Texas City.

**KWTX—Waco—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: KWTX Bcstg. Co.  
 Address: P.O. Box 7128  
 Tel.: PL 6-4451 MBS  
 Station Rep.: Venard, Rintoul & McConnell  
 President: M. N. Bostick  
 General Manager: Frank Fallon  
 Commercial Manager: Mac Brinegar  
 Program Director: Walter Vaughan  
 Publicity Director: Marvel Russell  
 Chief Engineer: William Moore  
 Owners of: KWTN-TV; KNAL, Victoria, KBTN-TV, Bryan, KNH, Sherman, all Tex.

**WACO—Waco—1922**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Operated By: Waco Bcstg. Co.  
 Address: 3620 Franklin Ave.  
 Tel.: PL 2-8571. ABC  
 Station Representative: Pearson  
 President: Wendell Mayes  
 V. P., Gen. Mgr.: R. Lee Glasgow  
 Commercial Manager: Richard Parker  
 Chief Engineer: Jack Vinson  
 Owners of: KBWD, Brownwood, KCRS, Midland,  
 KXOL, Ft. Worth, KSYN, Snyder, KNOW, Austin,  
 KAND, Corsicana, WTAW, Bryan, all Tex.;  
 KTOK, Oklahoma.

**KBEC—Waxahachie—1955**

Frequency: 1390 Kc. Power: 500 W., d.  
 Owned-Operated By: Richard Tuck Enterprises  
 Address: Box 731  
 Tel.: WE 7-1390. KBS  
 Pres., Gen. Mgr.: Richard Tuck

**KZEE—Weatherford—1956**

Frequency: 1220 Kc. Power: 250 W., d.  
 Owned: Bartlesville Bcstg. Co.  
 Address: 5346 Drane Dr.  
 Tel.: FL 7-2568. Independent  
 President, General Mgr.: J. Fred Case  
 Station Manager: Carl Singer  
 Program Director: Jean Case

**KRGV—Weslaco—1927**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By: L B J Company  
 Business Address: 309 S. Missouri Ave.  
 Tel.: WO 8-3131. NBC  
 Representative: Raymer  
 Pres., Gen. Mgr.: J. C. Kellam  
 Station Manager: Charles L. Brooks  
 Sales Prom. Mgr., Pub. Dir.: Hank Page

Program Director: Wray Post  
 Sales Manager: Jim Ahlgrimm  
 Chief Engineer: Lewis Hartwig

**KSVD—Wichita Falls—1947**

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Grayson Enterprises  
 Address: P.O. Box 2130  
 Tel.: 723-0791. Independent  
 Station Representative: Eastman  
 President: Sydney A. Grayson  
 General, Station Mgr.: Fred Kincaid  
 Comm. Sales Prom. Mgr.: John Summerfield  
 Program Director: Mike Hoey  
 Publicity Director: John Kunsak  
 Chief Engineer: Herb Wiley

**KTRN—Wichita Falls—1947**

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Texoma Bcstg. Co.  
 Address: 917 1/2 Scott St.  
 Tel.: 322-5214. Independent  
 Representative: Bolling  
 Pres., Gen. Mgr.: Raymond Ruff  
 Commercial Mgr.: Mack Lester  
 Program, Pub. Dir.: Joe Henderson  
 Chief Engineer: Vernon Beck

**KWFT—Wichita Falls—1939**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned: North Texas Radio, Inc.  
 Address: P. O. Box 420  
 Tel.: 72-3-4181. CBS  
 Representative: H-R  
 Pres., Gen. Mgr.: Ben Ludy  
 Assistant Manager: Lewis Dickensheets  
 Commercial Manager: A. L. Pierce  
 Prog. Dir.: Homer Cunningham  
 Publicity Director: Mrs. Owanah Shelton  
 Chief Engineer: Melvin O. Harrison

Pop.: 902,000  
 Families: 255,000

**Utah**

Radio Homes: 250,000  
 AM Stas. in State: 27

**KBUH—Brigham City—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned By: Wade M. Ebeling  
 Business Address: 948 W. Forrest St.  
 Tel.: PA 3-3401. KBS  
 General, Comm. Mgr.: Wade M. Ebeling  
 Program Director: Rick Van  
 Chief Engineer: Bob Jensen

**KSUB—Cedar City—1937**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By: So. Utah Bcstg. Co.  
 Address: P. O. Box 811  
 Tel.: JU 6-8547. CBS  
 Station Rep.: Adam Young  
 President: Howard Johnson  
 Gen. Program Dir.: Donald E. Cartwright  
 Chief Engineer: Vernon Beck

**KBBC—Centerville—1957**

Frequency: 1600 Kc. Power: 1 Kw., d  
 Owned By: H. W. & J. F. Pingree  
 Address: P.O. Box 44, Bountiful, Utah  
 Tel.: AXtell 5-5551. Independent  
 President: J. F. Pingree  
 General Manager: H. W. Pingree  
 Chief Engineer: Ed McCleery

**KLGN—Logan—1954**

Frequency: 1390 Kc. Power: 1.000 Watts d.  
 Owned-Oper. By: KLG N Radio, Inc.  
 Business Address: RFD #1 Box 231  
 Tel.: SK 2-2600. Independent  
 Station Representative: Hopewell  
 President, General Mgr.: F. G. Ziser  
 Chief Engineer: A. Finchom



**KVNU—Logan—1938**

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Cache Valley Bcstg. Co.  
 Address.....1393 N. Main St.  
 Tel.: SK 2-5141.....ABC-KBS-MBS  
 Representative.....Avery-Knodel  
 President.....Herschel Bullen  
 Gen., Sta. Mgr.....Reed Bullen  
 Commercial Manager.....W. W. Kirkland  
 Program Director.....Reid Andreasen  
 Chief Engineer.....W. Arnold Finchum

**KURA—Moab—1957**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....Moab Bcstg. & TV Corp.  
 Address.....P.O. Box 368  
 Tel.: ALpine 3-5001.....MBS  
 Pres. Gen. Mgr.....Forrest L. Simpson  
 Station Mgr.....Miss A. Alger  
 Chief Engineer.....Calvin H. Widows

**KMUR—Murray—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Oral J. Wilkinson  
 Address.....4646 S. State St., Salt Lake City  
 Tel.: AM 6-4419.....Independent  
 Station Rep.....Webb  
 President.....O. J. Wilkinson  
 General Manager.....Robert E. Buie  
 Commercial Manager.....James K. Richey  
 Station, Prom. Mgr.....Bennie L. Williams  
 Chief Engineer.....James McClellan

**KLO—Ogden—1924**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By.....Interstate Corp.  
 Address.....Hotel Ben Lomond, 7th Floor  
 Tel.: EXport 4-5721.....ABC  
 Representative.....Avery-Knodel  
 President.....Mrs. Edris A. Glasmann  
 Station, Commercial Mgr.....Kim Ward  
 Sales Promotion Mgr.....Len Allen  
 Program Director.....Morrie Reichley  
 Chief Eng.....Wayne Moss

**KSVN—Ogden—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned By.....Down Beat Broadcasting Assoc.  
 Address.....P.O. Box 107  
 Tel.: EX 4-3476.....Independent  
 General Mgr.....George Norman  
 Operations Director.....Charles Farmer  
 Production Director.....Hugh Barr  
 Commercial Mgr.....Bill Dalton  
 Prom. Mgr.....R. J. Mulligan  
 Chief Engineer.....D. R. Hale

**KVOG—Ogden—1948**

Frequency: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By.....United Bcstg. Co.  
 Address.....1539 Gibson Ave.  
 Tel.: EX 2-7535.....Independent  
 Representative.....Webb

Pres., Gen. Mgr.....Arch G. Webb  
 Asst. Mgr. Prog. Dir.....Jay Livingood  
 Commercial Manager.....J. D. Jones  
 Chief Engineer.....Dennis Nielsen

**KOAL—Price—1936**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Eastern Utah Bcstg. Co.  
 Address.....P.O. Box 591  
 Tel.: ME 7-0407.....MBS-KBS  
 Representative.....Avery-Knodel  
 President.....Jack Richards

**KEYY—Provo—1949**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Mid Utah Bcstg. Co.  
 Address.....P. O. Box 205  
 Tel.: FR 3-2174.....KBS  
 President.....D. Spencer Grow  
 General, Sta. Mgr.....Dave Weiser  
 Program Dir.....Joe Meier  
 Chief Engineer.....Francis Boyer

**KIXX—Provo—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Central Utah Bcstg. Co. Inc.  
 Address.....P. O. Box 550  
 Tel.: FR 3-3336.....ABC  
 Pres., Comm. Mgr.....F. A. Van Wagenen  
 General Mgr.....H. E. Van Wagenen  
 Chief Engineer.....F. O. Boyer

**KOVO—Provo—1939**

Freq.: 960 Kc. Power: 5 Kw., d.; 1 Kw. n.  
 Owned-Oper. By.....KOVO, Inc.  
 Address.....Box 99  
 Tel.: FRanklin 3-9550.....MBS  
 Station Representative.....Avery-Knodel  
 President.....Ashley L. Robison  
 General, Station Mgr.....Glenn Shaw  
 Comm. Mgr.....L. H. Curtis  
 Program Director.....Art Tucker  
 Publicity Director.....Devern Pery  
 Chief Engineer.....Dale Buchanan

**KSVC—Richfield—1947**

Freq.: 980 Kc. Power: 5000 Wts. d., 1000 n.  
 Owned-Operated By.....Sevier Valley Bcstg. Co.  
 Address.....250 East 4th South  
 Tel.: TW 6-4456.....ABC  
 Representative.....Avery-Knodel  
 President.....Homer Bandlely  
 General Mgr., Ch. Eng.....Bill King  
 Program Director.....Pat Visick

**KDXU—St. George—1957**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....R. C. Winkelmann  
 Business Address.....P.O. Box 488  
 Tel.: ORchard 3-3579.....KBS  
 Gen., Comm. Mgr.....Roy C. Winkelmann  
 Program Director.....Ellen Winkelman

**KALL—Salt Lake City—1945**

Frequency: 910 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. Salt Lake City Bcstg. Co.  
 Address. 146 S. Main St.  
 Tel.: EM 4-3561. ABC  
 Newspaper Affil. Ogden Standard-Examiner  
 Representative Avery-Knodel, Inc.  
 President. George C. Hatch  
 General Station Mgr. Homer K. Peterson  
 Program Director. Florian Wineriter  
 Publicity Director. Donna Norton  
 Chief Engineer W. D'Orr Cozzens  
 Owners of: KMON, Great Falls, KOPR, Butte, both  
 Mont.; KUTV, Salt Lake City.

**KCPX—Salt Lake City—1922**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned By. Columbia Pict. Electronics Corp.  
 Address. 130 Social Hall Ave.  
 Tel.: DA 2-5681. NBC  
 Representative. Katz  
 V.P., General Mgr. Norman Louvan  
 Asst. Mgr., Sales Dir. Jack Adamson  
 Station Mgr. Carson Rennie  
 Commercial Mgr. Kenneth Hanni  
 Program Dir. Ed Kemp  
 Sales Prom. Publicity. Tom Wayman  
 Chief Engineer. A. L. Gunderson  
 Owners of: KCPX-TV.

**KLUB—Salt Lake City—1938**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By. KLUB Bcstg. Co.  
 Address. 165 Social Hall Ave.  
 Tel.: EL 9-7794. MBS  
 Representative. Hollingbery  
 President, General Mgr. Frank C. Carman  
 Commercial Mgr. Allan Thomas  
 Operations Dir. Frank C. McIntyre  
 Chief Eng. Delbert Williams

**KNAK—Salt Lake City—1947**

Freq.: 1280 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned. Granite District Radio Bcstg. Co.  
 Address. 1042 So. 6th W.  
 Tel.: EM 4-3685. Independent  
 Station Representative. Adam Young  
 President, Chief Eng. Howard D. Johnson  
 General Station Mgr. William Wright  
 Program Director. Mildred Baker  
 Commercial Manager. Clyde Anderson

**KSL—Salt Lake City—1922**

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Oper. By. Radio Service Corp. of Utah  
 Bus.-Studio Address. 145 Social Hall Ave.  
 Tel.: EL 5-4641. CBS  
 Representative. CBS Radio Spot Sales  
 President. Jay W. Wright  
 Commercial Manager. Joseph A. Kjar  
 Chief Engineer. Paul Evans

**KSOP—Salt Lake City—1955**

Frequency: 1370 Kc. Power: 1 Kw., d.  
 Owned-Oper. By. Seagull Broadcasting Co.  
 Address. 1300 West 2320 South

Tel.: HU 4-4435. KBS  
 Representative. Oakes & Assoc., Bernard  
 President, Gen. Mgr. M. H. Hilton  
 Station Mgr. Ralph Winn  
 Commercial Mgr. Henry Hilton  
 Program Director. Gart Wheeler  
 Chief Engineer. Lyle Wahlquist

**KSXX—Salt Lake City—1959**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned By. KSXX Corp.  
 Address. 364 S. State  
 Tel.: CR 7-3905. Independent  
 General Mgr. George Norman  
 Merch. Dir. Dick Richardson  
 Sales Prom. Mgr. Don O'Neal  
 Program Dir. Bart Tolleson  
 Chief Engineer. D. R. Hale

**KWHO—Salt Lake City—1955**

Frequency: 860 Kc. Power: 1 Kw., d.  
 Owned-Operated By. Reese C. Anderson  
 Address. 510 E. Second South  
 Tel.: DA 2-5819. Independent  
 Station Representative. Grant  
 Pres., Gen. Mgr. Reese C. Anderson  
 Commercial Manager. Dean G. Seeley  
 Program Director. Craig V. Mollison  
 Publicity Director. Kathleen Jensen  
 Chief Engineer. Marvin C. Zitting

**KWIC—Salt Lake City—1956**

Frequency: 1570 Kc. Power: 500 Watts d.  
 Owned By. Sugarhouse Broadcasting Co.  
 Business Address. 1247 Wilmington Ave.  
 Tel.: HUinter 4-8791. Independent  
 President. Dale R. Curtis  
 General Mgr. Tom Ivory  
 Comm. Sale Prom. Mgr. Starley D. Bush  
 Program, Publicity Dir. Paul Coburn  
 Chief Engineer. Kay D. Turner

**KDYL—Tooele City—1956**

Frequency: 990 Kc. Power: 1 Kw., d.  
 Owned. Tooele County Radio & TV Bcstg.  
 Address. P. O. Box 449  
 Tel.: 990. KBS  
 Sta. Representative. Hopewell  
 General Mgr. Tony Greenhow

**KVEL—Vernal—1947**

Frequency: 1250 Kc. Power: 1 Kw., d.  
 Owned-Oper. By. Uintah Bcstg. Co.  
 Address. 120 E. Main St.  
 Tel.: 494. KBS-MBS  
 General Mgr. J. C. Wallentine  
 Station Mgr. D. Case  
 Chief Engineer. W. Raker

**FOR AM INDEX  
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Pop.: 391,500  
Families: 111,000

# Vermont

Radio Homes: 108,500  
AM Stas. in State: 16

## WSNO—Barre—1959

Frequency: 1450 Kc. Power: 250 Watts d.  
Owned By: R. I. Kimel & B. W. Grad  
Address: 1 Jacques St.  
Tel.: GRanite 6-4168 Independent  
Station Representative: Devney-O'Connell  
General Manager: Robert I. Kimel  
Station Manager: Alan H. Noyes  
Program Director: Charles D. Maginnis  
Chief Engineer: Steve Kandola  
Owners of: WWSR, St. Albans, Vt.

## WBTN—Bennington—1953

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By: Catamount Bcstrs. Inc.  
Address: P.O. Box 560  
Tel.: 6321 Independent  
Station Representative: Kirby  
Pres., Ch. Engr.: J. Gordon Keyworth  
Station Manager: Mrs. Belva C. Keyworth

## WKVT—Brattleboro—1959

Frequency: 1490 Kc. Power: 250 Watts  
Owned: WKVT Corp.  
Address: Williams & Larkin Sts.  
Tel.: ALpine 4-2343 CBS  
Station Reps.: Meecker; Walker-Rawalt  
President: Joseph K. Close  
General & Station Manager: Edward D. Somes  
Program Director: Carl E. Hill  
Chief Engineer: Ernest Robarge

## WTSA—Brattleboro—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Tri-State Area-Bcstg. Corp.  
Address: Box 819  
Tel.: AL 4-4567 Independent  
Station Representative: Walker-Rawalt  
President: Theodore Feinstein  
Gen., Sta. Mgr.: Phillips Terhune  
Program Director: Loren C. Smith  
Chief Engineer: Hugh McKenny

## WCAx—Burlington—1931

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By: WCAx Radio, Inc.  
Business Address: 100 Market Sq., S.  
Tel.: UN 2-5761 NBC  
Station Rep.: Avery-Knodel  
General Mgr.: A. E. Spokes  
Commercial Mgr.: John Miller  
Chief Engineer: James W. Tierney

## WDOT—Burlington—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Dot Broadcasting Corp.  
Address: 205 College St.  
Tel.: UNiversity 2-5776 Independent  
Station Rep.: Masla  
President: Fortune Pope  
Vice President: Charles Balin  
Station, Comm. Mgr.: George Cameron  
Chief Engineer: John Carlini

## WJOY—Burlington—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Vermont Bcstg. Corp.  
Address: 633 Main St.  
Tel.: UN 4-5774 ABC  
Representative: Everett-McKinney; Kettell-Carter  
President: David W. Howe  
Gen., Sta. Mgr.: Frank Balch  
Program Director: Dean Slack  
Publicity Director: Bernie Smyle  
Chief Eng.: Don Wheatley

## WSKI—Montpelier—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Green Mt. Bcstg. Co.  
Bus. Address: 94 Main St.  
Tel.: CAPItol 3-5275 ABC  
Station Rep.: Foster & Creed  
President: Eben Parsons  
Gen., Sta. Mgr.: Daniel B. Ruggles III  
Commercial Manager: Lawrence Shane  
Program Director: John Brunell  
Publicity Director: Robert Bannon  
Chief Eng.: Gerard Marcotte

## WIKE—Newport—1952

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Memphremagog Bcstg. Co.  
Address: Box 711  
Tel.: 832 Independent  
Station Rep.: Masla; Lorrie Potts  
President: E. Dean Finney  
Station Manager: William Diamond  
Chief Engineer: Ralph Dennis

## WHWB—Rutland—1949

Frequency: 1000 Kc. Power: 1000 Watts  
Owned: Central Vermont Broadcasting Corp.  
Address: Box 591  
Tel.: PR 3-3200 Independent  
President: John Carusone  
Station Manager: Francis McCormack

## WSYB—Rutland—1930

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Philip Weiss Music Co.  
Address: Dorr Drive  
Tel.: PR 3-8140 Independent  
Station Rep.: Foster & Creed; Devney-O'Connell  
President, General Mgr.: Phillip Weiss  
Program Director: Richard Benard

## WWSR—St. Albans—1941

Frequency: 1420 Kc. Power: 1 Kw., d.  
Owned By: R. I. Kimel & B. W. Grad  
Address: 75 North Main Street  
Tel.: LAkeview 4-2157 Independent  
Reps.: Webb; Kettell-Carter  
General Mgr.: Robert I. Kimel  
Commercial Mgr.: Cecile Fahl  
Program Dir.: William Hobart  
Sales Prom. Mgr.: Robert Schmidt  
Chief Engineer: Ted Boisvert

**WTWN—St. Johnsbury—1949**

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By...Twin State Bcstrs. Inc.  
 Address .....Concord Ave.  
 Tel.: PI 8-2344.....Independent  
 Station Rep.....Masla; Walker-Rawalt  
 Pres., Gen. Mgr.....E. Dean Finney  
 Program Director.....Douglas N. Drown  
 Ch. Eng.....Ralph Dennis  
 Owners of: WIKL, Newport, Vt.

**WCFR—Springfield—1954**

Frequency: 1480 Kc. Power: 1 Kw., d.  
 Owned-Operated By...Conn. Valley Bcstg. Co.  
 Address .....106 Park St.  
 Tel.: TUrner 5-4555.....Independent  
 President, Gen. Mgr.....Carlo F. Zezza  
 Chief Eng.....Gordon I. Stearns

**WDEV—Waterbury—1931**

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Lloyd E. Squier  
 Address .....9 Stowe St.  
 Tel.: CApital 3-5266.....Independent  
 Station Rep...Everett-McKinney; Kettell-Carter  
 General Manager.....Lloyd E. Squier  
 Program & Comm. Mgr.....Craig S. Parker

**WWRJ—White River Junction  
1959**

Frequency: 910 Kc. Power: 1000 Watts d.  
 Owned By....White River Enterprises, Inc.  
 Address .....Box 190  
 Tel.: 1590.....Independent  
 Station Representative.....Nona Kirby  
 President, General Mgr.....Philip C. Smith  
 Station Manager.....Ralph B. Skinner  
 Program Director.....Donald Mellin  
 Publicity Director.....Shirley Z. Smith  
 Chief Engineer.....Henry Jones

Pop.: 3,956,000  
 Families: 1,045,000

**Virginia**

Radio Homes: 1,004,500  
 AM Stas. in State: 97

**WBBI—Abingdon—1956**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By.....Burley Bcstg. Inc.  
 Address .....P. O. Box 509  
 Tel.: MArkEt 8-2147.....Independent  
 President.....Nelson T. Barker  
 Gen. Comm. Mgr.....L. M. Seamon

**WPIK—Alexandria—1945**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Potomac Bcstg. Corp.  
 Address .....523 First St.  
 Tel.: OV 3-3000.....Independent  
 Station Representative.....Branham  
 President.....Carl L. Lindberg  
 General Mgr.....Howard B. Hayes  
 Program Director.....Robert Dupree  
 Commercial Manager.....John C. Moran  
 Chief Engineer.....Arthur McDougall

**WAVA—Arlington—1946**

Frequency: 780 Kc. Power: 1000 W., d.  
 Owned....Northern Virginia Broadcasters, Inc.  
 Address .....5232 Lee Highway  
 Tel.: KE 6-9000.....Independent  
 Station Representative.....Bernard  
 President.....Arthur W. Arundel  
 General Station Mgr.....George A. Crump  
 Comm. Mgr.....John F. Burgreen  
 Sales Prom. Mgr.....John Edy  
 Program Director.....Warren Miller  
 Publicity Director.....Alexander Cabot  
 Chief Engineer.....Stephen J. Hart

**WEAM—Arlington—1947**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By.....Thoms Radio-TV Ent.  
 Business Address.....1515 N. Courthouse Rd.

Tel.: JA 7-7100.....Independent  
 Rep.....Ecst. Time Sales; Raymer  
 President.....Harold H. Thoms  
 General Manager.....Kenneth L. Wood  
 Chief Engineer.....Richard A. Johnson

**WODY—Bassett—1960**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned By.....WYTI, Inc.  
 Address .....Drawer 231  
 Tel.: NA 9-2509.....Independent  
 President.....S. L. Goodman  
 General Manager.....Lester L. Williams  
 Station, Commercial Mgr.....H. Pete Bluhm  
 Sales Prom. Mgr.....Shirley Prillaman  
 Program Director.....Eddie Wall  
 Chief Engineer.....C. J. Ronk  
 Owners of: WYTI, Rocky Mount, Vt.

**WBLT—Bedford—1950**

Frequency: 1350 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Bedford Bcstg. Corp.  
 Address .....P. O. Box 406  
 Tel.: 8425.....Independent  
 Pres., Gen. Sta. Mgr.....J. E. Synan  
 Chief Engineer.....J. P. Laughlin

**WLSD—Big Stone Gap—1953**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Gap Bcstg. Co.  
 Address .....Intermont Heights  
 Tel.: 960.....Independent  
 Sta., Comm. Mgr.....W. H. Wren

**WKLW—Blackstone—1947**

Frequency: 1440 Kc. Power: 5 Kw., d.  
 Owned-Oper. By.....Blackstone Bcstg. Corp.  
 Address .....Drawer 192  
 Tel.: 478.....MBS-KBS  
 President, Gen. Mgr.....H. L. Umstead

**VIRGINIA****WCYB—Bristol—1946**

Frequency: 690 Kc. Power: 10,000 Watts  
 Owned-Oper. By... Appalachian Bcstg. Corp.  
 Address... P. O. Box 1009  
 Tel.: NOrth 9-4161  
 Station Rep. .... ABC  
 President, Gen. Mgr. .... Robert H. Smith  
 Commercial Sales Prom. Mgr. .... Fey Rogers  
 Chief Engineer. .... R. V. Robinson

**WFHG—Bristol—1947**

Freq.: 980 Kc. Power: 5 Kw., d.; 1 Kw., n.  
 Owned-Oper. By... Bristol Bcstg. Co.  
 Address... Valley Drive  
 Tel.: NOrth 9-8112  
 Station Rep. .... Walker-Rawalt  
 Pres. .... W. C. Nininger  
 General Mgr. .... W. L. Nininger  
 Commercial Manager. .... Jack Martin  
 Program Director. .... Robert M. Fleming  
 Chief Eng. .... John Hughlett, Jr.

**WCHV—Charlottesville—1933**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Eastern Bcstg.  
 Address... Box 631  
 Tel.: 2-5121  
 Representative ... ABC-MBS-KBS  
 President. .... Clark  
 General Station Mgr. .... R. A. Newhoff  
 Sales Manager. .... Robert C. Walker  
 Program & Publicity Director. .... Charles Smith, Jr.  
 Chief Engineer. .... Colin Rosse  
 Owners of: WHAP, Hopewell, Va.

**WELK—Charlottesville—1957**

Frequency: 1010 Kc. Power: 1 Kw., d.  
 Owned By... Virginia Bcstg. Co.  
 Address... Harris Rd.  
 Tel.: 2-8080  
 President. .... KBS  
 Station Mgr. .... J. W. Deter  
 R. G. Sketchley, Jr.

**WINA—Charlottesville—1949**

Freq: 1400 Kc. Power: 1 Kw., d., 250 Watts, n.  
 Owned-Oper. By... Charlottesville Bcstg. Corp.  
 Address... P. O. Box 1230  
 Tel.: 6-6177  
 Station Representative. .... NBC  
 Pres., Gen. Mgr. .... Dora-Clayton  
 Comm. Mgr. .... Donald G. Heyne  
 Prog. Dir. .... Thomas M. Behrendt  
 Chief Engineer. .... Edward Desmond  
 Owners of: WJMA, Orange, Va.

**WMEK—Chase City—1959**

Frequency: 980 Kc. Power: 500 Watts d.  
 Owned By... Mecklenburg Bcstg. Co.  
 Address... Main St.  
 Tel.: DRake 2-3141  
 General Manager. .... ABC  
 Station, Commercial Mgr. .... John L. Cole, Jr.  
 Program Director. .... Arthur A. Moran, Jr.  
 Don Green

**WBCR—Christiansburg—1954**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... WBCR, Inc.  
 Address... P.O. Box 1260  
 Tel.: EVergreen 2-4291  
 Station Rep. .... Independent  
 President, Gen. Mgr. .... Webb  
 Business Mgr. .... A. H. Griffith  
 Station Mgr. .... Lynda M. Pavlik  
 Program Dir. .... Lewis S. Kanode, Jr.  
 Chief Engineer. .... Eva Finch  
 Rebecca H. McCoy  
 C. Ray Mills

**WCFV—Clifton Forge—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... James R. Reese, Jr.  
 Address... Fairview Heights  
 Tel.: 2147  
 President. .... MBS  
 General Manager, Ch. Eng. .... J. R. Reese, Jr.  
 Claude F. Jones

**WKEY—Covington—1941**

Frequency: 1340 Kc. 1 Kw. d., 250 W. n.  
 Owned. .... Earl M. Key  
 Address... Lexington & 3rd St.  
 Tel.: 965-8351  
 General Manager. .... ABC  
 Commercial Manager. .... Earl M. Key  
 Program Director. .... Kenneth L. Bryant  
 Chief Engineer. .... John L. Davis  
 Grover K. Fulk

**WSVS—Crewe—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... So. Virginia Bcstg. Corp.  
 Business Address... 800 Melody Lane  
 Tel.: 7811  
 President. .... Independent  
 Gen. Manager. .... Calvin S. Willis  
 Comm., Sales Prom. Mgr. .... Freeman H. Stewart  
 Chief Engineer. .... Harold F. Payne  
 C. E. Wilson

**WCVA—Culpeper—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Culpeper Bcstg. Corp.  
 Address... Hendricks Ave. & Radio Lane  
 Tel.: Valley 5-8338  
 Representative ... MBS-KBS  
 President. .... Indie  
 Gen., Sta. Mgr. .... Leonard T. Preston  
 Comm., Sales Prom. Mgr. .... John T. Rogers  
 Chief Engineer. .... Tucker Butler  
 Ed Gombos  
 Gil Gildemann

**WBTM—Danville—1930**

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... Piedmont Bcstg. Corp.  
 Bus.-Studio Address... 710 Grove St.  
 Tel.: SW 3-4411  
 Representative ... ABC  
 President. .... Gill-Perna  
 Manager. .... W. E. Gardner, Jr.  
 Comm., Sales Prom. Mgr. .... Milton Adams  
 Program Director. .... J. E. Allgood, Jr.  
 Supervising Engineer. .... Jim Crawford, Jr.  
 Millard F. McKinsey



**WDVA—Danville—1947**

Freq.: 1250 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Va. Carolina Bcstg. Corp.  
 Address 130 Lexington Ave.  
 Tel.: SW 2-9311 MBS-KBS  
 Representative Robert S. Keller  
 Pres., Gen. Mgr. Emerson J. Pryor  
 Commercial Mgr. Ralph Hess, Jr.  
 Sales Prom. Mgr. Jeff Waugh  
 Program Director Richard Campbell  
 Chief Engineer J. T. Burgess

**WILA—Danville—1957**

Frequency: 1580 Kc. Power: 1 Kw.  
 Owned By Baron Broadcasting Corp.  
 Address 560 Patton St.  
 Tel.: SW 2-2133 Independent  
 Station Representative Continental  
 President, General Mgr. Ralph J. Baron  
 Commercial, Sales Prom. Mgr. George Lund  
 Program Director Harvey Jacobs  
 Publicity Director Shirleye Zechman  
 Chief Engineer Roger Lee

**WEVA—Emporia—1952**

Frequency: 860 Kc. Power: 1000 Watts, d.  
 Owned Stone Broadcasting Corp.  
 Address Washington St.  
 Tel.: MEIrose 4-2133 KBS  
 Pres., Gen. Sta. Mgr. Willis L. Stone  
 Commercial, Sales Prom. Mgr. Don Collins  
 Program Dir. Eddie Anderson  
 Publicity Director Dick Phillips  
 Chief Engineer Elton A. Short, Jr.

**WEEL—Fairfax—1955**

Freq.: 1310 Kc. Power: 1000 Wts. d., 500 n.  
 Owned OK Broadcasting Corp.  
 Address 2nd & Oak Sts.  
 Tel.: CR 3-4000 Independent  
 Representative Hopewell  
 President George Oleson  
 General Manager B. Johnscher  
 Chief Engineer Joe Terrien

**WFAX—Falls Church—1948**

Frequency: 1220 Kc. Power: 1 Kw., d.  
 Owned-Operated By Lamar A. Newcomb  
 Address Tower Square  
 Tel.: JE 2-1220 KBS  
 Pres., Gen. Mgr., Ch. Eng. Lamar A. Newcomb

**WFLO—Farmville—1947**

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Operated By Colonial Bcstg. Co.  
 Address Farmville  
 Tel.: EX 2-4195 Independent  
 Owner & President Carla B. Keys  
 Station Manager John D. Wilson  
 Sales Promotion Manager T. J. Fulcher  
 Program Director Al Smith  
 Chief Engineer O. C. Covington

**WYSR—Franklin—1956**

Frequency: 1250 Kc. Power: 1 Kw., d.  
 Owned Franklin Broadcasting Corp.  
 Address 102 E. Fourth Ave.  
 Tel.: LO 2-3135 KBS  
 V.P., Gen. Mgr. Thomas F. Clark  
 Program Director Ted Tater  
 Chief Engineer Richard Harris

**WFLS—Fredericksburg—1960**

Frequency: 1350 Kc. Power: 500 Watts d.  
 Owned By Star Bcstg. Corp.  
 Address 305 William St.  
 Tel.: ESsex 3-1500 KBS  
 Newspaper Affil. Free Lance-Star  
 Station Rep. Hopewell  
 President Charles S. Rowe  
 Gen. Mgr., Pub. Dir. Josiah P. Rowe III  
 Station Mgr., Chief Eng. James W. Poole  
 Commercial Manager Virgil L. Cobia  
 Program Director Frank G. Starling

**WFVA—Fredericksburg—1939**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Fredericksburg Bcstg. Corp.  
 Address Box 263  
 Tel.: 373-7721 ABC  
 Exec. Vice-Pres. Mrs. Marion Park Lewis  
 Gen., Sta., Comm. Mgr., Ch. Eng. J. C. Morgan  
 Program Director Arch Harrison  
 Owners of: WJNC, Winchester; WJIG, Mt. Jackson, both Va.; WBYL, Carlisle; WAYZ, Waynesboro, both Pa.; WELD, Fisher, W. Va.

**WFTR—Front Royal—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Sky—Park Bcstg. Corp.  
 Address P. O. Box 192  
 Tel.: MEIrose 5-4121 KBS-MBS  
 General Manager Kenneth Gordon

**WBOB—Galax—1947**

Frequency: 1360 Kc. Power: 1000 Watts, d.  
 Owned Carroll-Grayson Broadcasting Corp.  
 Address Poplar Knob Road  
 Tel.: BE 6-2921 KBS  
 President Robert V. Morris  
 Gen., Sta. Mgr. Joe P. Crockett  
 Comm., Prom. Mgr. Brice Parks  
 Chief Engineer Edward Boyer

**WGAT—Gate City—1959**

Frequency: 1050 Kc. Power: 250 Watts, d.  
 Owned Gate City Broadcasting Co.  
 Address Box 37  
 Tel.: FULTON 6-7025 KBS  
 Station Reps. Bolles; Beaver  
 President, General Mgr. W. V. Ramsey  
 Station, Commercial Mgr. Charlie Doll  
 Sales Promotion Mgr. Sandy MacDonald  
 Prog. Dir., Chief Eng. Ike Upchurch

**WDDY—Gloucester—1957**

Frequency: 1420 Kc. Power: 1 Kw., d.  
 Owned-Operated By Cape Radio, Inc.  
 Address P. O. Box 673

## VIRGINIA

Tel.: OXford 3-4302.....KBS  
Representative.....Webb  
Pres., Gen. Mgr.....Arthur Lazarow  
Asst. Station Manager.....Joan R. Lazarow

### WMNA—Gretna—1956

Frequency: 730 Kc.....Power: 1 Kw., d.  
Owned.....Central Virginia Bcstg. Co.  
Address.....Box 730  
Tel.: 4730.....KBS  
President.....James E. Parsons  
General Manager.....Lyle C. Motley  
Chief Engineer.....Charles Lingafelt

### WNRG—Grundy—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.  
Owned-Oper. By.....Va.-Ky. Bcstg. Co., Inc.  
Address.....Box V  
Tel.: WEBster 5-2537.....Independent  
President.....H. G. Dobson  
Gen. Mgr., Ch. Eng., Sta. Mgr.....D. B. Jordan  
Asst. Mgr.....Aubry Garber

### WVEC—Hampton—1948

Frequency: 1490 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Peninsula Radio Corp.  
Address.....1930 Pembroke Ave.  
Tel.: PARk 2-6331.....NBC  
Station Rep.....Devney O'Connell  
Pres., Gen. Mgr.....Thomas P. Chisman  
V.P. & Dir. Sls.....Harrol A. Brauer, Jr.  
Program Director.....Jerry Sandford  
Commercial Mgr.....Ernest T. Harris  
Promotion Director.....H. L. Foiles  
Chief Engineer.....William C. King, Jr.

### WHBG—Harrisonburg—1956

Frequency: 1360 Kc.....Power: 5 Kw. d.  
Owned By.....Radio Harrisonburg, Inc.  
Address.....75 East Market St.  
Tel.: 4-9311.....Independent  
President, Gen. Mgr.....W. W. Greer, Jr.  
Comm. Prom. Mgr.....David Frankel  
Station, Program Dir.....Bill Kramer  
Publicity Dir.....Joyce Kelly  
Chief Engineer.....H. Richardson

### WSVA—Harrisonburg—1935

Frequency: 550 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned.....Shenandoah Valley Broadcasting, Inc.  
Address.....Rawley Pike  
Tel.: 4-4431.....NBC  
Newspaper Affil.....Eve Star; Sunday Star  
Sta. Representative.....H-R Reps  
President, Sta. Mgr.....Hamilton Shea  
Asst. Gen. Mgr.....Warren L. B'aun  
Comm. Mgr.....Richard Johnson  
Program Director.....Robert E. Lee  
Publicity Dir., Sales Prom. Mgr.....Tony Winn  
Chief Engineer.....J. MacFoley

### WHAP—Hopewell—1948

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Eastern Bcstg. Corp.  
Address.....Box 621

Tel.: GLenview 8-8518.....KBS  
President.....R. Neuhoff  
Station Manager.....R. Oppenheimer  
Commercial Mgr.....D. Johns  
Chief Engineer.....Norman Cannon, Jr.

### WAGE—Leesburg—1958

Frequency: 1290 Kc.....Power: 1000 Watts  
Owned By.....WAGE, Inc.  
Address.....Box 891  
Tel.: SPring 7-1290.....MBS  
President.....W. T. Stubblefield  
General Manager.....Frank Orrison  
Sales Promotion Mgr.....Gordon Walsh  
Program Director.....Richard Lee  
Chief Engineer.....John Gill

### WREL—Lexington—1948

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Rockbridge Bcstg. Co.  
Address.....Drawer 902  
Tel.: HCBart 3-2161.....NBC-KBS  
Representative.....Indie Sales  
Gen. Manager.....Milton E. Henson  
Program Director.....Joseph E. Lynn, Jr.  
Chief Engineer.....James I. Bray, Jr.

### WBRG—Lynchburg—1956

Frequency: 1050 Kc.....Power: 1 Kw., d.  
Owned.....Harry A. Epperson, Sr.  
Address.....Box 1079  
Representative.....Thomas F. Clark  
Tel.: VICTor 6-6541.....KBS  
Gen., Comm. Mgr.....Tom Buckley  
Chief Engineer.....Frank K. Keller

### WLVA—Lynchburg—1930

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Lynchburg Bcstg. Corp.  
Address.....2320 Langhorne Rd.  
Tel.: VICTor 5-1242.....ABC  
Representative.....George P. Hollingbery  
Pres., Gen. Mgr.....Philip P. Allen  
Comm., Sales Prom. Mgr.....Thomas L. Turner  
Prog., Pub. Dir.....Warren Uttal  
Chief Engineer.....John T. Orth

### WWOD—Lynchburg—1947

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned.....Lynchburg Independent Bcstrs., Inc.  
Address.....P. O. Box 1300  
Tel.: VI 5-3441.....MBS  
Newspaper Affil.....Salem Times Register  
President.....Cy N. Bahakel  
General Manager.....Frank Tirico  
Station Manager.....Henry Hughes  
Commercial Manager.....Carrol Seay  
Sales Promotion Mgr.....Dave Snyder  
Program Director.....William Ostrom  
Chief Engineer.....Samuel Raymond  
Owners of: WRIS, Roanoke, Va.; WKIN, Kings-  
port, Tenn.; WLBJ, Bowling Green, Ky.; WKIN,  
Waterloo, Ia.; WABG-AM-TV, Greenwood,  
WKOZ, Kosziosko, both Miss.

**WPRW—Manassas—1957**

Frequency: 1460 Kc. Power: 500 W., d.  
 Owned By Prince William Bcstg. Corp.  
 Address Box 151  
 Tel.: EMple 8-3108. Independent  
 President Harold H. Hersch  
 General, Sta. Mgr. W. T. Merchant, Jr.  
 Commercial Manager C. A. Sinclair, III  
 Program Director Robert Shipley  
 Chief Engineer Thomas Sullivan

**WMEV—Marion—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Mountain Empire Bcstg. Corp.  
 Address P. O. Box 470  
 Tel.: ST 3-9001. ABC-KBS  
 Representative Indie Sales  
 Pres., Gen., Mgr. Robert C. Wolfenden  
 Station Manager Siella D. Wolfenden  
 Program Dir. Mrs. R. C. Wolfenden  
 Chief Engineer Edward Surface

**WHEE—Martinsville—1954**

Frequency: 1370 Kc. Power: 1000 Watts, d  
 Owned-Oper. By Patrick Henry Bcstg. Corp.  
 Address Setback Bldg., Church & Bridge St.  
 Tel.: ME 2-9811. Independent  
 Pres., Sta., Gen. Mgr. John W. Shultz  
 Comm. Mgr. Charles F. Adams  
 Program Director Mrs. Grace P. Uram  
 Sales Prom. Mgr. Thos. W. Patterson  
 Publicity Dir. R. Lee Gilbert  
 Chief Engineer T. E. Tatum  
 Owners of: WHEO, Stuart, Va.

**WMVA—Martinsville—1941**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Martinsville Bcstg. Co., Inc.  
 Address Chatham Heights  
 Tel.: MErcury 2-2152. NBC-KBS  
 Representative Bob Dore  
 Exec. V.P. & Gen. Mgr. Maynard E. Dillaber  
 Program Director Barbara H. Zimmerman  
 Sales Prom. Mgr. John W. Bouldin  
 Chief Engineer B. Edward Boyer

**WSIG—Mount Jackson—1954**

Frequency: 790 Kc. Power: 1 Kw. d.  
 Owned By R. F. Lewis Jr., Inc.  
 Address WSIG Bldg.  
 Tel.: GRanite 7-3128. MBS  
 President Marion P. Lewis  
 Gen. Comm. Mgr. Philip J. Potter  
 Sales Prom., Publicity Dir. James Bowman  
 Program Director Donald Funkhouser  
 Chief Engineer Philip B. Whitney  
 Owners of: WINC, Winchester, WFVA, Fredericks-  
 burg, both Va.; WHYL, Carlisle, WAYZ,  
 Waynesboro, both Pa.; WELD, Fister, W. Va.

**WNRV—Narrows—1952**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Giles Bcstg. Co.  
 Address Route 100  
 Tel.: PA 6-2211. Independent

President E. D. McWilliams  
 Station Manager R. M. Whitehead  
 Sales Promotion Mgr. Foster Braque  
 Program Director Megan H. McWilliams  
 Chief Engineer Ray Kelly

**WGH—Newport News—1928**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By Hampton Roads Bcstg. Corp.  
 Address P.O. Box 98  
 Tel.: CHestnut 4-7333. Independent  
 News. Affil. Daily Press  
 Station Representative Blair  
 President Capt. W. R. Van Buren  
 General Manager Ambert Dail  
 Program, Publicity Dir. Gene Cresay  
 Chief Engineer George Sokol

**WTID—Newport News—1947**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned By Twelve-Seventy, Inc.  
 Business Address 114 24th St.  
 Tel.: CH 4-1270. Independent  
 President Max Reznick  
 V.P., Station Manager George Henning  
 Commercial Mgr. Bob Rodgers  
 Publicity Director Blair Eubanks  
 Chief Engineer Ed Webb

**WAVY—Norfolk—1941**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By Tidewater Teleradio, Inc.  
 Address 214 W. York St.  
 Tel.: MA 7-2345. Independent  
 Representative H.R. Repls., Inc.  
 President J. Glen Taylor  
 General Mgr. Edward G. Sheridan  
 Commercial Manager Clayton W. Eley  
 Program Director Lee Leonard  
 Sales Promotion Manager Dick Paul  
 Chief Engineer Gilbert Hoffman  
 Owners of: WAVY-TV.

**WCMS—Norfolk—1954**

Frequency: 1050 Kc. Power: 1000 W. d.  
 Owned-Oper. By Cy Blumenthal  
 Address Helena Building  
 Tel.: MA 5-0525. Independent  
 President Cy Blumenthal  
 General Manager Roy La Mere  
 Program Director Joe Huppel  
 Chief Engineer Walter Adams

**WLOW—Norfolk—1946**

Frequency: 1400 Kc. Power: 250 Watts d.  
 Owned By James Bcstg. Corp.  
 Address 731 Boush St.  
 Tel.: MADison 7-5677. MBS-ABC  
 Station Representative Bolling  
 General Manager Michael Henry  
 Commercial Manager Paul Enright  
 Prog. Dir. T. Bradshaw  
 Chief Engineer R. Flagg

## VIRGINIA

### WNOR—Norfolk—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Norfolk Bcstg. Co.  
Address 1019 Boissevain Ave.  
Tel.: MADison 2-7071 Independent  
Representative Eastman  
President Louis H. Peterson  
Gen., Sta. Mgr. Jack H. Harris  
Station Manager Bob Story  
Chief Engineer George Hillier

### WRAP—Norfolk—1952

Freq.: 850 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By Continental Bcstg.  
Address Box 598  
Tel.: EX 9-3051 Independent  
President O. Wayne Rollins  
V.P. Gen. Mgr. Paul von Hagel  
Commercial Mgr. Stu Barondess  
Chief Eng. Glen Frazier

### WTAR—Norfolk—1923

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By WTAR Radio-TV Corp.  
Bus. Studio Address 720 Boush St.  
Tel.: MA 5-6711 CBS  
News Affil. Norfolk Newspapers, Inc.  
Representative Edward Peiry  
Bd. Chairman Campbell Arnoux  
President, Gen. Mgr. Robert M. Lambe  
Commercial Manager Harry W. Moore, Jr.  
Promotion Manager James W. Evans  
Station Mgr. Jack B. Prince  
Chief Eng. R. L. Lindell  
Owners of: WTAR-TV.

### WNVA—Norton—1946

Frequency: 1350 Kc. Power: 5000 Watts  
Owned Radio-Wise, Inc.  
Address Progress Bldg.  
Tel.: 700 KBS  
President & General Mgr. R. B. Helms  
Station Manager Jack Helms  
Chief Engineer John McMullen

### WJMA—Orange—1949

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Charlottesville Bcstg. Co.  
Address Spicer's Mill Road  
Tel.: 7263 KBS-NBC  
President Donald G. Heyne  
General Station Mgr. Claude F. White  
Commercial Mgr. Clarence Little  
Program Director Teresa Verling  
Chief Engineer Eugene Bossieux  
Owners of: WINA, Charlottesville, Va.

### WSWV—Pennington Gap—1959

Frequency: 1570 Kc. Power: 1,000 Watts d.  
Owned By Lee County Bcstg. Co.  
Address Box 338

Tel.: 520 Independent  
President, General Manager Dr. D. Gabriel  
Station Manager L. Dean

### WPVA—Petersburg—1955

Frequency: 1290 Kc. Power: 5000 Watts d.  
Owned-Operated By Harry A. Epperson, Jr.  
Business Address Box 87  
Tel.: RE 2-3478 KBS  
Pres., Sta. Mgr. Harry E. Epperson, Jr.

### WSSV—Petersburg—1946

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned By Petersburg Bcstg Co., Inc.  
Address 112 W. Tabb St.  
Tel.: RE 3-4567 MBS  
Representative Grant Webb  
Pres., Gen. Mgr. Roger A. Beane  
Sta., Commercial Manager J. R. Speciale  
Program Director Bill Chinn  
Sales Promotion Mgr. Robert Bates  
Publicity Director Bill Ranieri  
Chief Engineer Dale Genius

### WPUV—Pulaski—1946

Frequency: 1580 Kc. Power: 5000 Watts, d.  
Owned-Oper. By WPUV, Inc.  
Business Address P.O. Box 251  
Tel.: 3-3931 KBS  
Pres., Ch. Eng. John A. Columbus

### WRAD—Radford—1950

Frequency: 1460 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By WRAD Bcstg.  
Address P.O. Box 1207  
Tel.: NEptune 9-2461 Independent  
General Mgr. E. B. Evans

### WRIC—Richlands—1951

Frequency: 540 Kc. Power: 1000 Watts d.  
Owned-Oper. By Clinch Valley Bcstg. Corp.  
Address P. O. Box 218  
Tel.: WO 1-4066 KBS  
President J. Powell Royall  
Gen., Sta. Mgr. J. H. Lee

### WANT—Richmond—1951

Frequency: 990 Kc. Power: 1000 Watts, d.  
Owned United Broadcasting Co.  
Address 513 N. Main Street  
Tel.: Milton 3-8368 Independent  
President Richard Eaton  
General Manager R. Coty

### WEET—Richmond—1959

Frequency: 1320 Kc. Power: 1000 Watts, d.  
Owned Radio Richmond, Inc.  
Address Broad-Grace Arcade  
Tel.: MI 9-1223 Independent  
Station Representative Masla  
President, Gen. Mgr. Burton L. Levine  
Publicity Director Barbara Felton  
Program Dir. Jess Du Boy  
Chief Engineer Dick Haskie

**WEZL—Richmond—1958**

Frequency: 1590 Kc. Power: 5 Kw. d.  
 Owned By.....WEZL, Inc.  
 Address.....2314 W. Cary St.  
 Tel.: ELgin 3-6656.....Independent  
 Station Rep.....Bernard Howard  
 President.....Ben Strouse  
 General Manager.....Sid Magelof  
 Vice President.....Sam Feldman  
 Commercial Manager.....W. C. Pulley  
 Program Director.....Earl Stogner  
 Chief Engineer.....Byron S. Wine, 3rd

**WLEE—Richmond—1945**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By.....Lee Bcstg. Corp.  
 Business-Studio Address.....6200 W. Broad St. Rd.  
 Tel.: ATLantic 8-2835.....MBS  
 Reps.....Select; Young; Ayers  
 President.....Thomas Tinsley  
 V.P.....I. G. Abeloff  
 V.P., General Mgr.....Harvey L. Hudson  
 Commercial Mgr.....Gerald Blum  
 Program Dir.....Stu Yarbro  
 Regional Sales Mgr.....L. A. Kahn  
 Ch. Eng., Oper. Mgr.....Tom Kita

**WMBG—Richmond—1926**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Havens & Martin, Inc.  
 Bus. Studio Address.....3301 W. Broad St.  
 Tel.: EL 5-8611.....ABC

Station Representative.....Bolling  
 President, Sta. Mgr.....Wilbur M. Havens  
 Assistant & Comm. Mgr.....Walter A. Bowry, Jr.  
 Sales Prom. Mgr., Pub. Dir.....W. J. Filer  
 Prog. Dir.....Frank Wilson  
 Chief Engineer.....James Kyle

**WRNL—Richmond—1937**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Richmond Newspapers, Inc.  
 Business-Studio Address.....111 N. Fourth St.  
 Tel.: MILton 3-3436.....CBS  
 Newspaper Affil. News Leader; Times Dispatch  
 Representative.....Edward Petry  
 President.....D. Tennant Bryan  
 Gen. Station Mgr.....E. S. Whitlock  
 General Sales Manager.....Frank Soden  
 Prog. Dir.....Ray Schreiner  
 Pub., Prom. Director.....Mrs. Jane Cressy  
 Chief Engineer.....E. V. Wolstenholme, Jr.

**WRVA—Richmond—1925**

Frequency: 1140 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.  
 Address.....Box 1516  
 Tel.: MILton 3-5633.....NBC  
 Representative.....Peters, Griffin, Woodward  
 Vice President.....C. T. Lucy  
 General Station Mgr.....John B. Tansey  
 Sales Manager.....Harold Barre  
 Promotion Mgr.....Irby N. Hollans, Jr.  
 Program Manager.....Jack B. Clements  
 Chief Engineer.....Rudolph W. Raabe  
 Owners of: WRVA-TV.

**1<sup>ST</sup>**

**IN RICHMOND!!!**

Local Documentaries and Editorials • Highest Adult Listenership • Separate Program Creation Dept. • Independent Merchandising Dept. • Over 200 Remotes In One Year • Full Schedule of Religious, Educational and

Agricultural Programs • Independent News Staff • Community Club Awards • 11 Top-Flight Personalities • Games, Contests On Every Show • Independent Women's Dept. • Play-by-Play Sports

Pulse Rates WLEE No. 1 in Richmond — Pulse, January Through December, 1960

Tom Tinsley, Pres. Harvey Hudson, V. Pres. & Gen. Mgr.  
 Irvin Abeloff, V. Pres.

**W L E E**  
 RICHMOND, VIRGINIA

NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; Adam Young in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; James S. Ayers in the South and Southwest.



**WXGI—Richmond—1947**

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Operated By: Radio Virginia, Inc.  
Bus.-Studio Address: 300 German School Rd.  
Tel.: BE 3-7666 Independent  
President: Douglas H. Robertson  
Gen. Comm. Mgr.: David M. Wilburn  
Chief Engineer: R. T. Coddington

**WDBJ—Roanoke—1924**

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By: Times-World Corp.  
Address: 201 Campbell Ave., S.W.  
Tel.: DI 3-8031 CBS  
News, Affil.: Times, World News  
Representative, Peters, Griffin, Woodward, Inc.  
President: M. W. Armistead, III  
V.P., Broadcasting Dir.: Ray P. Jordan  
Mgr. & Comm. Mgr.: Frank E. Koehler  
Sales Promotion Mgr.: Melvin L. Mayfield  
Program Director: J. Dexter Mills  
Chief Engineer: J. Robert Crowley  
Owners of: WDBJ-TV.

**WHYE—Roanoke—1957**

Frequency: 910 Kc. Power: 1 Kw., d.  
Owned: Roanoke Broadcasters, Inc.  
Address: 119 Church St., S.W.  
Tel.: Diamond 5-0988 Independent  
Station Representative: Weed  
President: Joseph Mullen  
General & Station Mgr.: Jon A. Holiday  
Sales Promotion Mgr.: J. Richard Brown  
Program Director: Lee Davis, Jr.  
Publicity Director: William Dority  
Chief Engineer: Ray Mills

**WRIS—Roanoke—1953**

Frequency: 1410 Kc. Power: 5000 Watts d.  
Owned: Roanoke Independent Bcstrs, Inc.  
Address: Box 702  
Tel.: 2-3131 MBS-KBS  
General Mgr.: Cy Bahakel

**WROV—Roanoke—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: WROV Bcstrs., Inc.  
Bus.-Studio Address: 15th & Cleveland Ave.  
Tel.: DI 3-4444 ABC  
Representative: Masla  
Pres., Gen. Mgr.: Burton L. Levine  
Chief Engineer: Michael Kavanaugh

**WSLS—Roanoke—1940**

Frequency: 610 Kc. Power: 5 Kw. d, 1 Kw. n.  
Owned: Shenandoah Life Stations, Inc.  
Address: 3rd & Church Ave., S.W.  
Tel.: DI 4-9226 NBC  
Station Rep.: Avery-Knodel  
President: James H. Moore  
Vice President: Horace Fitzpatrick  
Station, Comm. Mgr.: George W. Cherrault, Jr.  
Sls. Prom. Dir.: C. R. Garrison  
Program, Pub. Dir.: John Willett  
Chief Engineer: John Aldhizer  
Owners of: WSLS-TV.

**WKWS—Rocky Mount—1957**

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned By: Radio Franklin, Inc.  
Address: Box 110  
Tel.: HUDson 3-9244 Independent  
President, General Mgr.: Kermit W. Salyer  
Commercial Manager: Don Constable  
Program Director: Richard L. Garst  
Chief Engineer: Ray Mills

**WYTI—Rocky Mount—1956**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned: WYTI, Inc.  
Address: Highway 220 N.  
Tel.: HU 3-9955 KBS  
Station Representative: Webb  
President: S. L. Goodman  
General Mgr.: Lester L. Williams  
Commercial Manager: William E. Jefferson  
Program Director: George M. Hanes  
Sales Promotion Mgr.: Mrs. L. W. Frith  
Chief Engineer: William M. Farley  
Owners of: WODY, Bassett, Va.

**WBLU—Salem—1956**

Frequency: 1480 Kc. Power: 5 Kw., d.  
Owned By: Salem Bcstg. Co.  
Address: P. O. Box 408  
Tel.: DUpont 9-5443 Independent  
President Ch. Eng.: M. C. Bowers, Jr.  
General & Station Manager: R. Bentley

**WHLF—South Boston—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Halifax Bcstg. Co.  
Address: Webster St  
Tel.: 2-9988 ABC  
Gen., Comm. Mgr.: John L. Cole, Jr.  
Station Mgr., Prog. Dir.: H. Preston Young Jr.  
Publicity Director: James D. Enderley  
Chief Engineer: Robert R. Ruffin  
Owners of: WHLF-FM, WMER-AM, Chase City.

**WJWS—South Hill—1953**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By: Old Belt Bcstg. Corp.  
Address: P. O. Box 216  
Tel.: HI 7-4007 Independent  
President, Gen. Mgr.: W. B. Hoiler  
Station, Program Mgr.: A. W. Walthall  
Chief Engineer: Charles E. Brown

**WAFC—Staunton—1954**

Frequency: 900 Kc. Power: 1 Kw. d.  
Owned: Am. Home Bcstg. Corp.  
Address: P. O. Box 1209  
Tel.: TU 6-0100 Independent  
Station Rep.: Clark  
President, Sta. Mgr.: Lloyd Gochenour  
Chief Engineer: Charles Neur

**WTON—Staunton—1945**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Operated By: Charles P. Blackley  
Address: Morrison Bldg.

Tel.: TU 6-6666.....ABC  
 General Manager.....Charles P. Blackley  
 Sta., Comm. Mgr.....Charles E. Seebeck  
 Program Director.....Ray H. Honaker, Jr.  
 Chief Engineer.....Rex C. Houser

**WHEO—Stuart—1959**

Frequency: 1270 Kc.....Power: 1 Kw. d.  
 Owned By.....Patrick-Henry Broadcasting Corp.  
 Address.....Drawer 552, Martinsville, Va.  
 Tel.: MErcury 2-9811.....Independent  
 President, General Mgr.....John W. Shultz  
 Station Manager.....Henry Hill  
 Commercial Manager.....Charlie Adams  
 Sales Promotion Manager.....T. W. Patterson  
 Program. Pub. Dir.....Barbara Rakes  
 Chief Engineer.....Roy Russell  
 Owners of: WHEE, Martinsville, Va.

**WLPM—Suffolk—1940**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Suffolk Bcstg. Corp.  
 Address.....Box 626  
 Tel.: 2394.....KBS  
 President.....Fred L. Hart  
 General & Station Mgr.....L. Earl Hundley  
 Chief Eng.....Veryl W. Rupp

**WESR—Tasley—1958**

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned.....Accomack-Northampton Bcstg. Co.  
 Address.....Box 1330  
 Tel.: SU 7-3200.....KBS  
 President.....Vernon H. Baker  
 General, Station Mgr.....Brooks Russell  
 Engineers.....G. Kellam, P. Mordenti

**WBOF—Virginia Beach—1954**

Frequency: 1550 Kc.....Power: 5 Kw. d.  
 Owned.....Metro-WBOF, Inc.  
 Address.....Box 536  
 Tel.: GArden 8-3434.....Independent  
 Station Representative.....Forjoe  
 President.....Temple W. Seay  
 Station Mgr.....Leo Hoarty  
 Sta. Mgr., Prog. Dir.....Bob Gheza  
 Sales Promotion Manager.....Bill Rhyne  
 Publicity Director.....Roy Marsh  
 Commercial Mgr.....Joe Matthews  
 Chief Engineer.....Jack Garrison

**WNNT—Warsaw—1949**

Frequency: 690 Kc.....Power: 250 Watts d.  
 Owned.....Grayson Headley  
 Address.....Warsaw  
 Tel.: ED 3-6900.....KBS  
 General Mgr.....Grayson Headley  
 Commercial Mgr.....Ruth R. Rouzie  
 Prog. Dir.....Chris Naumann  
 Chief Engineer.....W. Dean Loudy

**WEER—Warrenton—1957**

Frequency: 1570 Kc.....Power: 500 W., d.  
 Owned.....Radio Associates, Inc.  
 Business Address.....Box 817  
 Tel.: 1500.....KBS  
 President, Chief Eng.....L. Hamilton  
 General, Station Mgr.....Francis I. Lambert

**WKCW—Warrenton—1957**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned By.....WKFT, Inc.  
 Address.....P. O. Box 740  
 Tel.: 1420.....Independent  
 President.....Harry Wismer  
 General Mgr.....Robert E. Cobbins  
 Station Mgr.....Bill Montgomery  
 Program Dir.....Jim Clark  
 Sales Prom. Mgr.....Tom Reeder  
 Publicity Dir.....Eddie Matherly  
 Chief Engineer.....Stephen J. Hart

**WAYB—Waynesboro—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Waynesboro Bcstg. Corp.  
 Business Address.....526 W. Main St.  
 Tel.: WH 2-1490.....MBS-KBS  
 Rep.....Donald Cooke  
 Pres., Gen., Sta. Mgr.....N. Wilbur Kidd  
 Comm., Sales Prom. Mgr.....Al Charles  
 Chief Engineer.....William T. Gabbert

**WBCI—Williamsburg—1959**

Frequency: 740 Kc.....Power: 500 Watts  
 Owned By.....Williamsburg Bcstg. Co., Inc.  
 Address.....Box 2376  
 Tel.: CApiitol 9-5544.....Independent  
 President.....Richard S. Cobb  
 Commercial Manager.....Howard H. Keller  
 Program Director.....Wayne Farrar  
 Chief Engineer.....Kenneth S. Bradby

**WINC—Winchester—1941**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Richard F. Lewis, Jr., Inc.  
 Business Address.....Kerr St.  
 Tel.: MOhawk 2-4855.....ABC-KBS  
 Sta. Reps.....Spot Time Sales; Phila. Spot  
 President.....Marion P. Lewis  
 Gen. Mgr., Chief Engineer.....Phil Whitney  
 Publicity Director.....Roy Nester

**WYVE—Wytheville—1949**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wythe County Bcstg. Co.  
 Address.....195 S. 1st St.  
 Tel.: CApiitol 8-3185.....KBS  
 General Manager.....Arthur M. Gates  
 Commercial Manager.....Edward A. Zuber  
 Program Director.....Charles Huddle III  
 Chief Engineer.....W. Jack Fleming

Pop.: 2,877,000  
Families: 919,000

# Washington

Radio Homes: 900,000  
AM Stas. in State: 80

## KBKW—Aberdeen—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By KBKW, Inc.  
Address: 701 E. Heron St.  
Tel.: LEnox 2-1450-1 MBS  
Station Rep. Grant  
President Archie Taft, Jr.  
Gen., Sta. Mgr. Mahlon R. Taft  
Program Director Gordy Dru  
Publicity Director Gene Brookins  
Chief Engineer Bob Smading

## KXRO—Aberdeen—1927

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By KXRO, Inc.  
Address: P.O. Box 1120  
Tel.: LEnox 3-1320 Independent  
Sta. Representative Weed  
President Helen G. Spence  
General Manager Fred G. Goddard  
Chief Engineer Robert Smadino

## KAGT—Anacortes—1956

Frequency: 1340 Kc. Power: 250 Watts  
Owned By KAGT, Inc.  
Address: 2920 Commercial St.  
Tel.: CY 4-2345 KBS  
Sta. Representative Wagner; Webb  
Pres., Gen. Mgr. R. Stacey  
Sales Promotion Mgr., Pro. Dir. J. Bailey  
Chief Engineer Donald Knuteson

## KASY—Auburn—1958

Frequency: 1220 Kc. Power: 250 Watts, d  
Owned By Auburn Broadcasters, Inc.  
Address: P.O. Box 459  
Tel.: TEmple 3-5220 Independent  
Station Representative Felts  
President Edward Garre  
Co-Owner, Prom. Mgr. Johnny Mowbray  
Chief Engineer Frank C. Cook

## KFKF—Bellevue—1958

Frequency: 1330 Kc. Power: 1 Kw., d.  
Owned Bellevue Bcstrs.  
Address: Box 838  
Tel.: GLencourt 4-1330 Independent  
General Sta. Mgr. Kemper Freeman  
Comm. Prom. Mgr. Mick Tacher  
Program Director Dick Stokke  
Publicity Director Jay Ward  
Chief Engineer Jim McGavick  
Owners of: KPEG, Spokane.

## KENY—Bellingham—1958

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned By Whatcom County Bcstg, Inc.  
Business Address: 220-A Unity St.  
Tel.: REgent 3-2410 Independent  
Owner D. T. Haveman  
General Mgr. H. Huckle

## KPUG—Bellingham—1947

Frequency: 1170 Kc. Power: 1000 Watts  
Owned-Operated By KPUG, Inc.  
Address: 2340 E. Sunset Dr.  
Tel.: REgent 4-1170 MBS  
Newspaper Affil. Othell (Wa.) Outlook  
Station Representative Pearson; Day  
President Jessica L. Longston  
General Manager Robert E. Pollock  
Station Manager James Tinker  
Sls. Prom. Mgr. Bernie Veleke  
Commercial Program Dir. Garry L. White  
Publicity Director Fran Titus  
Chief Engineer Donald E. Pinney

## KVOS—Bellingham—1927

Frequency: 790 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By KVOS, Inc.  
Address: 1151 Ellis St.  
Tel.: REgent 3-4567 ABC  
Sta. Reps. Moore; Weed  
President Rogan Jones  
General, Sta. Mgr. Cal Mann  
Sales Prom., Comm. Mgr. Paul Martin  
Publicity Dir. Marian Boylan  
Chief Engineer John Price  
Owners of: KPQ, Wenatchee; KVOS-TV; KGMJ-FM,  
Bellingham; KGMJ-FM, Seattle; KGMG-FM,  
Portland; KFMU-FM, Los Angeles; KFMW-FM,  
San Bernardino.

## KARI—Blaine—1960

Frequency: 550 Kc. Power: 500 Watts, d.  
Owned Birch Bay Bcstg. Co.  
Address: Box 35  
Tel.: EDgewood 2-0751 KBS  
Station Representative Wagner & Assoc.  
President George A. Wilson  
General Manager, Ch. Eng. D. J. Bevilacqua  
Publicity Director Don P. McKinnis

## KBRO—Bremerton—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned Bruce Bartley  
Address: 205 Washington Ave.  
Tel.: ESsex 7-3995 Independent  
Station Reps. Felts; Torbet, Allen & Crane  
General Manager Linc Perry  
Office Manager Shirley Seid  
Sales Prom. Mgr. Bruce Perry  
Chief Engineer, Prog. Dir. Bob Adams

## KVAN—Camas—1956

Frequency: 1480 Kc. Power: 1 Kw., d.  
Owned By Cathryn C. Murphy  
Address: Washington Hotel, Portland, Ore.  
Tel.: CApitol 3-1977 (Portland) Independent  
Station Rep. Moore  
General Manager Cathryn Murphy  
Asst. Mgr. P. D. Snyder

**KELA—Centralia-Chehalis  
1937**

Frequency: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Central Bcstg. Corp.  
Business Address.....P.O. Box 720, Centralia  
Tel.: PE 6-3321.....ABC-KBS  
Gen., Sta. Mgr.....Joe Chytil  
Commercial, Sales Prom. Mgr.....Dick Dawson  
Program Director.....Donald Youngmans  
Publicity Director.....B. Tilton  
Chief Engineer.....Bob De Lapp

**KITI—Chehalis-Centralia—1954**

Frequency: 1420 Kc.....Power: 1 Kw. d.  
Owned-Operated By.....KITI Corp.  
Address.....804 Market St.  
Tel.: SH 8-3379.....Independent  
Station Rep.....Feltis; Torbet, Allen & Crane  
Pres., Gen. Mgr.....Donald F. Whitman  
Station Mgr.....Phil Roewe  
Chief Engineer.....George Patterson

**KOZI—Chelan—1957**

Frequency: 1220 Kc.....Power: 1 Kw., d.  
Owned.....Lake Chelan Bcstg. Corp.  
Address.....P.O. Box 545  
Tel.: 440.....Independent  
Pres., Gen. Mgr.....Stuart S. Maus  
Program Director.....Marjorie Grill  
Chief Engineer.....Dean Rhodes

**KCLX—Colfax—1950**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Adrian De Vries  
Address.....Box 710  
Tel.: EXbrook 7-3441.....KBS  
President, Gen. Mgr.....Adrian DeVries  
Program Director.....Betty DeVries  
Chief Engineer.....E. O. McVay

**KCVL—Colville—1955**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Colville Bcstg. Co.  
Address.....Mantz & Rickey Rd.  
Tel.: MU 4-6481.....KBS  
Station Representative.....Continental; Moore  
Pres., Ch. Eng.....Merle B. Peterson  
Commercial Manager.....Billy L. Hood

**KGDN—Edmonds—1954**

Frequency: 830 Kc.....Power: 5000 Watts  
Owned.....King's Garden, Inc.  
Address.....N. 190th & Fremont Ave.  
Tel.: LI 2-3131.....Independent  
President.....A. B. Martin  
General, Station Mgr.....Robert W. Ball  
Commercial Manager.....Harold Erickson  
Sales Promotion Mgr.....Ralph Hewitt  
Program Director.....Jerry Johnson  
Publicity Director.....Gerald Swanson  
Chief Eng.....Walter Jamison

**KXLE—Ellensburg—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Western Bcstrs. Inc.  
Address.....Box 600  
Tel.: WOODland 2-1488.....ABC  
President.....D. K. McBride

**KULE—Ephrata—1950**

Frequency: 730 Kc.....Power: 1000 Watts  
Owned By.....Coulee Bcstg. Corp.  
Address.....118 B St., N.W.  
Tel.: SK 4-4686.....Independent  
Station Rep.....Feltis; Torbet, Allen & Crane  
President, General Mgr.....Donald R. Berry  
Program Director.....Weymeth Simpson  
Sales Promotion Mgr.....Robert A. Clark  
Publicity Director.....John Holgren  
Chief Engineer.....Gordon Sinclair

**KQTY—Everett—1957**

Freq.: 1230 Kc.....Power: 1 Kw. d., 250 W. n.  
Owned By.....Wally Nelskog  
Address.....Radio Central Bldg.  
Tel.: ALpine 9-6111.....Independent  
Sta. Representative.....Avery-Knodel; Moore  
Pres., Gen. Mgr., Ch. Eng.....Wally Nelskog  
Sales Promotion Manager.....Duke Demiglio  
Prog. Dir.....Ray Coumanche  
Station, Comm. Mgr.....Pete Searle  
Publicity Director.....Nick Lacy  
Owners of: KUDY, Seattle.

**KRKO—Everett—1920**

Frequency: 1380 Kc.....Power: 5 Kw.  
Owned.....Everett Bcstg. Co., Inc.  
Address.....P. O. Box 916  
Tel.: ALpine 9-1144.....Independent  
Station Representatives.....Feltis; H-R Reps  
Pres., Gen. Mgr.....W. R. Taft  
Chief Engineer.....Dale Good

**KFDR—Grand Coulee—1950**

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Ralph A. Nachtmann  
Address.....Box 395  
Tel.: 140.....Independent  
General Manager.....R. A. Nachtmann  
Chief Engineer.....Frank Van Hemert

**KLOG—Kelso—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. by.....K-L Bcstg.  
Address.....P. O. Box 90  
Tel.: EX 3-4900.....Independent  
Station Reps.....Moore; Masia; Allen  
Gen., Sta. Mgr.....Marc De Launay

**KEPR—Kennewick—1949**

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KEPR, Inc.  
Address.....P.O. Box 437  
Tel.: JUSTice 6-6184.....CBS  
Representative.....Moore  
President.....Thomas C. Bostic  
General Manager.....H. Bishop

**KNBX—Kirkland—1948**

Frequency: 1050 Kc. Power: 1 Kw. d.  
 Owned-Oper. By: Eastside Bdcstg. Co.  
 Address: Civic Center  
 Tel.: VAndyke 2-1201  
 KBS  
 General Manager: G. A. Wilson  
 Commercial Manager: George W. Boucher  
 Program Director: R. Anita Busek  
 Chief Engineer: Justin M. Erisman

**KFHA—Lakewood—1959**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned By: KFHA, Inc.  
 Address: Box 3309, Tacoma  
 Tel.: JUniper 8-1811  
 Independent  
 General, Prom. Mgr.: Robert R. Smith  
 Station Mgr.: David Tolle  
 Chief Engineer: Jack Buss

**KBAM—Longview—1955**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Operated By: K-BAM Bcastg. Co.  
 Address: Box 31  
 Tel.: HA 3-1210  
 MBS  
 Station Rep.: Holman; Wagner  
 President: Paul D. Wickre  
 General Mgr.: Arne G. Peterson  
 Commercial Manager: Lowell E. Bryan  
 Program Director: Robert Anson  
 Publicity Director: Brian Bailey  
 Chief Engineer: John Lewis

**KEDO—Longview—1938**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Triad Bcastg. Corp.  
 Address: P. O. Box 779  
 Tel.: HA 5-1500  
 ABC-KBS  
 Representative: Feltis; Pearson  
 Pres., Gen., Sta. Mgr.: Don L. Veith  
 Chief Engineer: Mac Davis

**KSEM—Moses Lake—1947**

Freq.: 1470 Kc. Power: 5 Kw., d.; 1 Kw., n.  
 Owned-Operated By: KSEM, Inc.  
 Address: Box 276  
 Tel.: RO 5-3441  
 MBS  
 Station Representative: Day-Wellington  
 President: Jessica L. Longston  
 Gen. Manager: James L. Hamstreet  
 Station Manager: Gene Wagner  
 Commercial Manager: Norm Staat  
 Program Director: Bill Newland, Jr.  
 Chief Engineer: Walt Bjerke

**KWIQ—Moses Lake—1956**

Frequency: 1260 Kc. Power: 1000 Watts, d.  
 Owned By: Cascade Broadcasting Co.  
 Business Address: 815 W. Broadway  
 Tel.: ROkwell 5-5678  
 Independent  
 Station Reps.: Young; Moore  
 President: Thomas C. Bostic  
 General Mgr.: Joe Kendall  
 Station Mgr.: Larry Roberts  
 Chief Engineer: Jim Bell

**KBRC—Mount Vernon—1946**

Freq.: 1430 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Beckley Radio Co.  
 Address: P. O. Box 240  
 Tel.: GARfield 4-2430  
 Independent  
 Representative: Art Moore  
 Pres., Gen., Sta. Mgr.: Leo H. Beckley  
 Commercial Mgr.: Ted Framling  
 Public. Program Dir.: Chuck Shyman  
 Chief Engineer: Burt McAllister

**KGY—Olympia—1922**

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By: Tom Olsen  
 Address: 1240 N. Washington St.  
 Tel.: WHitehall 3-1240  
 MBS-ABC-KBS  
 Representative: Art Moore, Walker  
 General Manager: Tom Olsen  
 Sta., Comm. Mgr.: Herb Anderson  
 Program, Ch. Eng.: Don Jones  
 Publicity Director: Dick Pust

**KITN—Olympia—1956**

Frequency: 920 Kc. Power: 1 Kw. d.  
 Owned: KITN Corp.  
 Address: 610 S. Columbia Street  
 Tel.: FL 7-7718  
 Independent  
 Representative: Torbet, Allen & Crane; Feltis  
 Pres., Gen. Mgr.: D. Whitman  
 Chief Engineer: George Patterson

**KOMW—Omak—1947**

Frequency: 680 Kc. Power: 1000 Watts d.  
 Owned-Operated By: KOMW, Inc.  
 Address: Box 151  
 Tel.: 20  
 Independent  
 President: R. L. McNett  
 General Manager: Dean Nichols  
 Chief Engineer: W. Miltenberger

**KZUN—Opportunity—1955**

Frequency: 630 Kc. Power: 500 Watts, d.  
 Owned: KZUN, Inc.  
 Address: Box 123  
 Tel.: WA 4-2400  
 Independent  
 Representative: Wagner  
 President, General Mgr.: Robert L. Swartz  
 Program, Pub. Dir.: Art MacKelvie  
 Sales Prom. Mgr.: Dick Wright  
 Chief Engineer: Jack Feldhausen

**KRSC—Othello—1958**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Othello Radio  
 Address: Box 1400  
 Tel.: HU 8-2791  
 KBS  
 Station Representative: Day-Wellington  
 Pres., General Mgr.: R. E. Pollock  
 Publicity Dir.: D. R. Lockwood  
 Chief Engineer: S. Bickley

**KORD—Pasco—1956**

Frequency: 910 Kc. Power: 1 Kw., d.  
 Owned: KORD, Inc.



Address ..... Box 485  
 Tel.: LI 7-9791.....Independent  
 Station Representative ..... Pearson  
 President, Gen. Mgr.....Wally Reid  
 Commercial Manager.....Herb Brindamour  
 Sales Promotion Mgr.....Dick Zerr  
 Program Director.....Rich Osborn  
 Chief Engineer.....Ben Murphy

**KPKW—Pasco—1945**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Century Bcstg. Co.  
 Address.....Chase at "A" St.  
 Tel.: Pasco.....KBS-ABC  
 President.....R. Stacey

**KONP—Port Angeles—1945**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Charles Webster  
 Address.....313 West First Street  
 Tel.: GL 7-4200.....KBS  
 Representative.....Art Moore  
 Gen. Mgr.....George Buck  
 Station Mgr.....R. Gardner  
 Chief Engineer.....Frederick F. Fields

**KARY—Prosser—1956**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
 Owned By.....Prosser-Grandview Bcsts.  
 Address.....P. O. Box 1310  
 Tel.: YUkon 4-7310.....KBS  
 Station Rep.....Wagner  
 President.....Ray Rockstrom  
 General Station Mgr.....J. L. Quinn  
 Commercial, Sales Prom. Mgr....Robert Wilson  
 Program Director.....Verla Argo  
 Chief Engineer.....D. Trostel

**KOFE—Pullman—1950**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned By.....KOFE, Inc.  
 Address.....P.O. Box 318  
 Tel.: LOgan 4-5251.....ABC  
 Sta. Reps., Moore; Masla; Torbet, Allen & Crane  
 President, General Mgr.....William Wippel  
 Station Manager.....Bob Tuenley  
 Commercial Manager.....Bob Morrill  
 Sales Promotion Mgr.....Fred Stephani  
 Program Director.....Mike James  
 Publicity Director.....Joanne Henning  
 Chief Engineer.....Bill Watt

**KAYE—Puyallup—1951**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Henry Perozzo  
 Address.....P. O. Box 271  
 Tel.: THornwall 5-1711.....KBS  
 Station Representative.....Moore  
 Gen. Mgr., Ch. Eng.....Henry Perozzo  
 Commercial Manager.....Marvin A. Young

**KPOR—Quincy—1957**

Frequency: 1370 Kc.....Power: 1 Kw., d.  
 Owned.....Quincy Valley Bcstrs.  
 Address.....806 S. Central Ave.  
 Tel.: SUNset 7-6731.....Independent

Station Rep.....Hopewell; Jacobson  
 Pres., Gen. Mgr.....Donald R. Nelson  
 Commercial, Prog. Dir.....Doyle Nelson  
 Chief Engineer.....Ralph Barclay

**KAPA—Raymond—1950**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Willapa Broadcasting Co.  
 Address.....Willapa Hotel  
 Tel.: 1010.....KBS  
 Station Rep.....Art Moore  
 General Manager.....R. E. Ciaunch

**KUDY—Renton—1947**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper By.....Cutie Radio Inc.  
 Address.....615 Third Ave.  
 Tel.: BALdwin 6-1910.....Independent  
 Station Representative.....Avery-Knodel  
 President.....W. N. Nelskog  
 General Station Mgr.....Hale Bondurant  
 Sales Promotion Mgr.....Verne Williams  
 Program Director.....Bob Carmichael  
 Chief Engineer.....Lee Hurley  
 Owners of: KQTY, Everett, Wash.

**KALE—Richland—1950**

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....D & D Broadcasters, Inc.  
 Address.....P. O. Box 767, Pasco, Wash.  
 Tel.: Liberty 7-3388.....Independent  
 Station Rep.....Weed  
 President, General Mgr.....L. G. Dix  
 Program Director.....Lloyd Aman  
 Chief Engineer.....Merlin Matheny

**KAYO—Seattle—1926**

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By...Wash. Telecasters, Inc.  
 Address.....2939 Fourth Ave. So.  
 Tel.: MAin 3-2480.....MBS  
 Newspaper Affil....Rupert Ida. Minedoka Cty.  
 News, St. Helens Ore. Sentinel-Mist, Burley  
 Ida. Herald-Bulletin, Othello Outlook  
 Station Representative.....Pearson  
 President.....Jessica L. Longston  
 General Mgr.....R. E. Pollock  
 Station Manager.....John R. DiMeo  
 Prog. Dir.....Donald Hedman  
 Chief Engineer.....Verle Jones  
 Owners of: KSEM, Moses Lake, KPUG, Belling-  
 ham, both Wash., KBAR, Burley, Ida.

**KING—Seattle—1927**

Frequency: 1090 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....KING Bcstg. Co.  
 Address.....320 Aurora Ave.  
 Tel.: MUtual 2-3555.....NBC  
 Station Rep.....Blair  
 President.....Dorothy S. Bullitt  
 V.P. Broad. Div.....Otto P. Brandt  
 V.P. Business.....Henry B. Owen  
 Nat. Sales., Sta. Mgr.....Earl F. Reilly  
 Operation Manager.....Pat S. O'Halloran  
 Promotion Mgr.....Ray Edinger  
 Merchandising.....G. W. Parker  
 Chief Engineer.....A. A. Shultz  
 Owners of: KGW-AM-TV, Portland, Ore.; KREM-  
 AM-FM-TV, Spokane, Wash.; KING-AM-FM-TV.

# WASHINGTON

## KIRO—Seattle—1925

Frequency: 710 Kc. Power: 50,000 Watts  
Owned-Oper. By Queen City Bcstg. Co.  
Bus.-Studio Address... 1530 Queen Anne Ave.  
Tel.: AT 3-9800 CBS  
Representative. Peters, Griffin, Woodward, Inc.  
President, General Mgr. Saul Haas  
Station, Commercial Mgr. William F. Tucker  
Promotion, Publicity Mgr. Liz Wier  
Production Mgr. Jim French  
Chief Engineer Jim Upthegrove  
Owners of: KIRO-TV.

## KJR—Seattle—1923

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By Seattle-Portl. Radio  
Address P.O. Box 3726  
Tel.: West 7-5100 Independent  
Representative McGavren  
Pres., Gen Mgr. Lester M. Smith  
Commercial Manager Gaylen S. Blackford  
Chief Engineer George Newton

## KOL—Seattle—1922

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By Seattle Bcstg. Co.  
Bus.-Studio Address... 1100 W. Florida St.  
Tel.: MA 2-2312 Independent  
Station Representative H. R. Reys.  
President Marie S. Taft  
Gen., Sta. Mgr. Archie Taft, Jr.  
Nat. Sls. Mgr. Fred von Hofen  
Commercial Manager W. L. Simpson  
Program Director Charles Van  
Chief Engineer E. R. Pigg

## KOMO—Seattle—1927

Frequency: 1000 Kc. Power: 50,000 Watts  
Owned-Oper. By Fisher's Blend Station, Inc.  
Bus.-Studio Address... 100 4th Ave. No.  
Tel.: MA 4-6000 ABC  
Representative Katz  
President O. W. Fisher  
Exec. V.P., Gen. Mgr. W. W. Warren  
Comm. Manager John Behnke  
Station Manager Maitland Jordan  
Sls. Prom. Mgr. Bob Ryan  
Program Director David Robinson  
Publicity Mgr. Margaret Hagerty  
Chief Engineer C. E. Miller

## KTIX—Seattle—1956

Frequency: 1590 Kc. Power: 5000 Watts d.  
Owned-Operated By KTIX, Inc.  
Business Address... 101 Bellevue Ave. North  
Tel.: EAst 3-1590 Independent  
Station Representative Bcst. Time Sales  
Pres., Gen. Mgr. Hugh Ben LaRue  
Comm. Mgr. C. A. Christianson

## KTW—Seattle—1920

Frequency: 1250 Kc. Power: 5 Kw., d., 1 Kw. n.  
Owned The First Presbyterian Church  
Address 710 Madison  
Tel.: MAin 4-6226 Independent  
Station Representative Pickens  
President Glenn T. Whitney

Gen., Sta. Mgr. James R. Warren  
Program Director John Sherman  
Ch. Eng. James S. Ross

## KVI—Seattle—1929

Frequency: 570 Kc. Power: 5000 Watts  
Owned By Golden West Bcstrs., Inc.  
Address Tower Bldg.  
Tel.: MUtual 2-3100 Independent  
Sta. Representative AM Radio Sales  
President Robert O. Reynolds  
General Manager Bert S. West  
Commercial Manager Steve Crowley  
Program Dir. Bob Cooper  
Publicity Dir. Jack MacDonald  
Chief Engineer Dick Velo  
Owners of: KSFO, San Francisco; KMPC, Los Angeles.

## KXA—Seattle—1926

Frequency: 770 Kc. Power: 1000 Watts d.  
Owned-Operated By KXA, Inc.  
Address 320 Second Ave., W.  
Tel.: ATwater 4-8600 Independent  
Representative Meeker  
President Wesley I. Dumm  
Exec. Vice President R. W. Wassenberg  
Commercial Manager A. J. Stahmer  
Program Director John Sherman  
Chief Engineer John Dubuque

## KCFA—Spokane—1959

Frequency: 1330 Kc. Power: 5 Watt, d.  
Owned By Christian Serv. Inc.  
Address 5408 Freya St.  
Tel.: KEystone 5-3077 Independent  
President R. L. Stensland  
General Mgr. H. J. Chandler  
Program Director Harold Christensen

## KGA—Spokane—1926

Frequency: 1510 Kc. Power: 50,000 Watts  
Owned-Oper. By Gran Bcstg. Co.  
Address 6228 S. Regal  
Tel.: KE 4-0631 ABC  
Representative Hollingbery  
President L. F. Gran  
General Mgr. A. M. Vogel  
Station Manager Len Greensword  
Commercial Manager Bill Rhodes  
Sales Promotion Mgr. Merrick Davis  
Program Director Allen Wolter  
Publicity Director Anita Ramsey  
Chief Engineer Val Strange

## KHQ—Spokane—1922

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By KHQ, Inc.  
Address South 4202 Regal  
Tel.: KEystone 4-0511 NBC  
Newspaper Affil. Chronicle Co.  
Representative Katz  
Pres., Gen. Sta. Mgr. Richard O. Dunning  
Comm. Mgr. William Merrill  
Prog. Dir. John Fahey  
Sales Prom., Pub. Dir. Irving Smith  
Chief Engineer Dee Waymire  
Owners of: KHQ-TV.

**KLYK—Spokane—1921**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: KLYK, Inc.  
 Address: Realty Bldg.  
 Tel.: Riverside 7-8033. Independent  
 Sta. Representative: Bolling  
 President, Gen. Mgr.: Bill Simpson  
 Chief Engineer: Ryder Chronic

**KNEW—Spokane—1947**

Frequency: 790 Kc. Power: 5000 Watts d.  
 Owned-Operated By: Seattle-Portland Radio  
 Address: P.O. Box 8033  
 Tel.: KE 4-9363. Independent  
 Station Representative: McGavren  
 President, Gen. Mgr.: Lester M. Smith  
 Comm. Mgr.: Hugh MacPherson  
 Program Dir.: Bob Adkins  
 Merchand. Dir.: Gene Ray  
 Chief Engineer: Vince Hoffart  
 Owners of: KJR, Seattle; KXL, Portland, Ore.

**KPEG—Spokane—1957**

Frequency: 1380 Kc. Power: 5 Kw. d.  
 Owned: Bellevue Bcstrs.  
 Address: 1527 W. 2nd Ave.  
 Tel.: MADison 4-0454. Independent  
 Station Representative: Grant  
 President: F. Kemper Freeman  
 General, Station Mgr.: W. R. White  
 Sales Promotion Mgr.: J. Shannon Sweatle  
 Program Director: Cliff Carl  
 Chief Engineer: Sig Turnquist  
 Owners of: KRFK, Bellevue, Wash.

**KREM—Spokane—1947**

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: KREM Bcstg. Co.  
 Address: 4103 South Regal  
 Tel.: KE 4-0423. Independent  
 Sta. Representative: Petry  
 President: Mrs. A. Scott Bullitt  
 Station Manager: Robert Temple  
 Commercial Manager: Ted Richardson  
 Program Director: Ron MacDonald  
 Chief Engineer: Ed Antosyn  
 Owners of: KREM-TV.

**KXLY—Spokane—1922**

Frequency: 920 Kc. Power: 5,000 Watts  
 Owned-Oper. By: No. Pacific Radio Corp.  
 Address: W. 315 Sprague Ave.  
 Tel.: MA 4-1218. CBS  
 Station Rep.: H-R: Day-Wellington; Jacobson  
 Pres.: Norman Alexander  
 General Manager: James R. Agostino  
 Commercial Mgr.: Al LaCom  
 Sales Promotion Manager: Jack Lantry  
 Program Director: Terry Mason  
 Chief Engineer: George Langford

**KREW—Sunnyside—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Cole E. Wylie  
 Business Address: Box 209

Tel.: TEmple 7-2277. Independent  
 Representative: Tracy Moore  
 Pres., Gen. Mgr.: Cole E. Wylie  
 Sta., Comm. Mgr.: Don G. Bennett  
 Program Director: Jean Runyan  
 Chief Engineer: H. Spidle

**KMO—Tacoma—1926**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned: Tacoma Radio Corp.  
 Address: P. O. Box 1651  
 Tel.: WAverly 7-1360. Independent  
 Sta. Rep.: H-R; National; Felis  
 Pres., Gen. Sta. Mgr.: J. Archie Morton  
 Program Director: Don Woodland  
 Prom., Pub. Dir.: Win McCracken  
 Chief Engineer: Robert Capstick

**KTAC—Tacoma—1941**

Frequency: 850 Kc. Power: 1000 Watts  
 Owned-Operated By: Tacoma Bcstrs., Inc.  
 Address: Winthrop Hotel  
 Tel.: BR 2-2241. Independent  
 Sta. Reps.: Avery-Knodel; Art Moore  
 President, Gen. Mgr.: Jerry Geehan  
 Assistant Manager: John Condon  
 Program Director: Dick Weeks  
 Chief Engineer: Bill Lockhurst

**KTNT—Tacoma—1952**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Tribune Publ. Co.  
 Address: So. 11th & Grant Sts.  
 Tel.: FU 3-2561. Independent  
 Newspaper Affil.: News Tribune  
 Representative: Weed  
 General Manager: Max H. Bice  
 National Sales Mgr.: John Upham  
 Sales Prom. Mgr.: Ted Knightlinger  
 Program Director: Don St. Thomas  
 Chief Engineer: Dick F. Engh  
 Owners of: KTNT-TV.

**KENE—Toppenish—1954**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: Radio Broadcasters Inc.  
 Address: P. O. Box 350  
 Tel.: TO 5-7272. KBS  
 Station Rep.: Grant Webb  
 President: John R. Woodroffe  
 Gen., Sta. Manager: Robert A. Sumbardo  
 Asst. Manager: Don Downing  
 Publicity Dir.: Fulton H. Travis  
 Program Dir.: Darlene Thalheimer  
 Chief Engineer: M. Ray Wilson

**KKEY—Vancouver—1954**

Frequency: 1150 Kc. Power: 1,000 Watts d.  
 Owned-Oper. By: Western Bcstg. Co.  
 Address: 5500 Fourth Plain Road  
 Tel.: OX 3-2565. Independent  
 Station Representative: Wagner  
 President: Ralph C. Weagant  
 General Mgr.: Ernest Crater  
 Chief Engineer: Bryce Howard

## WASHINGTON

### **KHIT—Walla Walla—1956**

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned By Leader Broadcasting Co.  
Address Denny Bldg.  
Tel.: Jackson 5-3190 Independent  
Station Rep. Grant; Feltis; Jacobson  
Pres., Gen., Sta. Mgr. Arch Le Roux  
Chief Engineer Ed Carter

### **KTEL—Walla Walla—1946**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Walla Walla Bdcstg. Co.  
Address Box 1028  
Tel.: Jackson 5-4103 ABC  
Sta. Rep. Wagner  
Pres., Gen. Mgr. Jack Keating  
Sales Prom. Mgr., Prog. Dir. Al Buttolph  
Chief Engineer Beven Roth

### **KUJ—Walla Walla—1927**

Frequency: 1420 Kc. Power: 5000 Watts  
Owned-Operated By KUJ, Inc.  
Business Address P.O. Box 276  
Tel.: JA 9-1230 Independent  
Representative Forjoe  
President, Gen. Mgr. H. E. Studebaker  
Commercial Mgr. Norval Armes  
Station Mgr. Clair Tribble  
Program, Prom. Mgr. Fred Hepner  
Publicity Dir. Jerry Daggett  
Chief Engineer Doug Whipple

### **KMEL—Wenatchee—1948**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Frontier Broadcasting Co.  
Address 119 N. Wenatchee Ave.  
Tel.: NO 2-7135 Independent  
Sta. Rep. Masla; Day-Wellington; Torbet  
President, Commercial Mgr. Phillip E. Rather  
Program, Publicity Dir. Craig Lawrence, Jr.  
Chief Engineer Bob Gaines

### **KPQ—Wenatchee—1929**

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By Wescoast Bcstg. Co., Inc.  
Bus. Studio Address 32 N. Mission  
Tel.: NO 3-5121 ABC-NBC  
Representative Weed  
Pres., Sta., Gen. Mgr. James W. Wallace  
Chief Engineer Kenneth Hansen

### **KUEN—Wenatchee—1956**

Frequency: 900 Kc. Power: 1 Kw. d.  
Owned KUEN Bcstg.  
Address P.O. Box 79  
Tel.: NOrmandy 3-5186 KBS  
Station Rep. Sandeberg-Gates & Co.  
Gen. Mgr., President M. C. Robertson  
Station Manager Roy Robinson  
Chief Engineer Jerry Daggett

### **KIMA—Yakima—1946**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By Cascade Bdcstg. Co.

Address P. O. Box 702  
Tel.: Glencourt 2-9111 Independent  
Station Rep. Adam Young Co.  
President Tom Bostic  
General Manager Jack Reber  
Station Manager R. H. Dolph  
Publicity, Sales Promotion Mgr. B. Horn  
Program Director P. Hotchkiss  
Chief Engineer Dave Hubert  
Owners of: KEPR-AM-TV, Kennewick, Wash.;  
KUMA-TV.

### **KIT—Yakima—1929**

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By KIT, Inc.  
Address 414½ E. Yakima Ave.  
Tel.: GL 7-8115 Independent  
Station Representative McGavren; Feltis  
President Carl E. Haymond  
Gen., Sta. Mgr. Jack H. Goetz  
Chief Engineer H. B. Murphy

### **KLOQ—Yakima—1947**

Frequency: 1390 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By Yakima Broadcasting Corp.  
Address P. O. Box 172  
Tel.: Chestnut 8-1390 Independent  
President, General Mgr. Warren J. Durham  
Station Manager William E. Shela

### **KUTI—Yakima—1954**

Frequency: 980 Kc. Power: 5000 Watts d.  
Owned-Oper. By Yakima Valley Radio, Inc.  
Address 316 Butterfield Rd.  
Tel.: Chestnut 8-2900 Independent  
Station Representative Weed  
Pres., Gen. Mgr. H. G. Wells, Jr.  
Commercial Manager Bill Bainter  
Program Director Bob Weston  
Chief Engineer Roger Raymond

Nothing  
Outshouts  
Quality and  
Integrity



Pop.: 1,867,500  
Families: 500,000

# West Virginia

Radio Homes: 489,000  
AM Stas. in State: 76

## WJLS—Beckley—1939

Freq.: 560 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By: Joe L. Smith, Jr., Inc.  
Address: P. O. Box 1452  
Tel.: CL 3-7311 CBS  
Representative: Burn-Smith  
President, Gen. Mgr.: Joe L. Smith, Jr.  
Station Manager: Gene Morehouse  
Program Director: Gary Dent  
Chief Engineer: Howard C. Williams

## WWR—Beckley—1947

Freq.: 620 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Rahall Bcstg. Co.  
Address: 1708 Harper Road  
Tel.: CL 3-8309 Independent  
Station Representative: Young  
President: N. Joe Rahall  
Gen., Sta. Mgr.: R. H. Booth  
Sales Prom. Mgr.: Robert Harvit  
Program, Publicity Dir.: Bud Kurtz  
Technical Director: C. F. Cordaro  
Chief Engineer: Jack Slygh  
Owners of: WKAP, Allentown, Pa.; WLGY, St. Petersburg, Fla.; WNAB, Norristown, Pa.

## WCST—Berkeley Springs—1958

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned By: Berkeley Springs Radio St. Corp.  
Address: Box 308  
Tel.: 771 Independent  
President: Vernon Weber  
Gen., Sta. Mgr.: Thomas Butscher  
Commercial Manager: Dale Brooks  
Chief Engineer: Gary Daniels

## WHIS—Bluefield—1929

Freq.: 1440 Kc. Power: 5 Kw., d.; 500 W., n.  
Owned-Oper. By: Daily Telegraph Pritg. Co.  
Address: Daily Telegraph Building  
Tel.: DAvenport 7-7115 Independent  
Newspaper Affil.: Daily Telegraph  
Representative: Weed  
President: Hugh Ike Shott  
Station Mgr.: Melvin Barnett  
Commercial Manager: George Hendrick  
Pub. Director: Janie Marie Lambert  
Chief Engineer: Kenneth Dick  
Owners of: WHIS-TV.

## WKOY—Bluefield—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: WKOY, Inc.  
Address: Box 800  
Tel.: DA 7-6124 Independent  
Pres., Gen. Mgr., Comm. Mgr.: J. Lindsley Allen

## WBUC—Buckhannon—1959

Frequency: 1460 Kc. Power: 1 Kw. d.  
Owned: Upshur County Bcstg. Co.  
Address: Box 71  
Tel.: 444 Independent  
General Manager, Ch. Eng.: Jesse D. Newman  
Commercial Mgr.: Joseph Barker

## WCAW—Charleston—1946

Frequency: 680 Kc. Power: 250 Watts  
Owned-Oper. By: Capitol Bcstg. Corp.  
Address: Kanawha Hotel Bldg.  
Tel.: DI 3-7503 Independent  
President: J. M. Johnson  
General Mgr.: P. N. Miles

## WCHS—Charleston—1927

Frequency: 580 Kc. Power: 5000 Watts  
Owned By: Rollins Broadcasting, Inc.  
Address: 1111 Virginia St.  
Tel.: DI 2-8131 CBS  
Representative: Peters, Griffin, Woodward  
President: O. Wayne Rollins  
General Manager: R. M. Sinclair  
V.P.'s, Sta. Mgrs.: Mrs. M. Copley, H. B. Tippie  
V.P., Dir. of Sales: A. R. Lanphear  
Sales Promotion Manager: H. M. Brawley  
Publicity Director: Tim Crow  
Program Director: Joe Farris  
Chief Engineer: G. R. Chambers  
Owners of: WGEE, Indianapolis, Ind.; WAMS, Wilmington, Del.; WCHS-TV; WEAR-TV, Mobile, Ala.; WPTZ-TV, Plattsburgh, N. Y.; WJWL, Georgetown, Del.

## WHMS—Charleston—1932

Frequency: 1490 Kc. Power: 250 W.  
Owned: Charleston Bcstg. Co.  
Address: 315 Professional Bldg.  
Tel.: DI 3-9544 ABC  
Station Representative: Weed  
President: Joseph L. Brechner  
V.P., Gen., Comm. Mgr.: G. L. Sutherland  
Program Director: Charles Coleman  
Publicity Director: Albert Sahley  
Chief Engineer: Bernard Clark  
Owners of: WLOF-AM-TV, Orlando, Fla.

## WKAZ—Charleston—1946

Frequency: 950 Kc. Power: 5 Kw., d; 1 Kw. n.  
Owned By: Radio WKAZ, Inc.  
Address: 210 Dickinson St.  
Tel.: Dickens 4-3521 NBC  
Station Rep.: Katz  
President: Hartley L. Samuels  
General Mgr.: Don O. Hays  
Operations Manager: Robert D. C. Long  
Sales Promotion Mgr.: Jack Williams  
Commercial Manager: William Penhale  
Chief Engineer: William Ford  
Owners of: WDLB, Marshfield, Wis.; WWIS, Black River Falls, Wis.

## WTIP—Charleston—1946

Freq.: 1240 Kc. Power: 1 Kw. d., 250 W. n.  
Owned-Oper. By: Chemical City Bcstg. Co.  
Bus. Address: 415 Dickinson St.  
Tel.: Dickens 2-3136 MBS  
Station Representative: C. Bernard  
Pres., Ch. Eng.: Gus Zaharais



## WEST VIRGINIA

General Manager.....Mel S. Burka  
Commercial Manager.....Bud A. Burka  
Sales Promotion Mgr.....Bob Bower  
Program Director.....Bob Barron

### WBOY—Clarksburg—1937

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....WSTV, Inc.  
Address.....912 W. Pike St.  
Tel.: MA 4-7571.....NBC-KBS  
Representative.....Walker-Rawalt  
President.....Jack Berkman  
General Mgr.....Roger Garrett  
Managing Director.....Robert O. Rannerstrom  
Commercial Manager.....John Peters  
Program Director.....Jack See  
Publicity Director.....James Valentine  
Chief Engineer.....Harry Brown  
Owners of: WBOY-TV; WSTV-AM-TV, Steubenville, O.; KODE-AM-TV, Joplin, Mo.; KMLB, Monroe, La.; WPTT, Pittsburgh; WSOL, Tampa; WRGT, Chattanooga.

### WHAR—Clarksburg—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Harrison Corp.  
Address.....P.O. Box 1111  
Tel.: MAin 4-5525.....MBS  
President.....Charles Gaylord  
General Sta. Mgr.....Mason C. Deaver  
Program, Publicity Dir.....Jennings Randolph Jr.  
Chief Engineer.....Frank B. Snyder

### WPDX—Clarksburg—1946

Frequency: 750 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Clarksburg Bcstg. Corp.  
Address.....339 W. Main St.  
Tel.: MA 4-6425.....Independent  
Station Representative.....Pearson  
President.....G. B. Hamilton  
Executive V.P.....R. C. Warden  
General Manager.....James T. Fawcett  
Station Manager.....DeWitt H. Wyatt  
Program Director.....James Snyder  
Chief Engineer.....Robert D. Hough

### WDNE—Elkins—1948

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Marja Bcstg. Corp.  
Address.....Davis & Wash. Sts.  
Tel.: 1300.....KBS  
Pres., Gen. Mgr.....John Carr

### WMMN—Fairmont—1928

Frequency: 920 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Peoples Bcstg. Corp.  
Business Address.....208 Adams St.  
Tel.: 3100.....CBS  
Representative.....Hollingbery  
President.....Herbert E. Evans  
General Manager.....A. Garen Ferrise  
Chief Engineer.....Harry W. Jackson

### WTCS—Fairmont—1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Fairmont Broadcasting Co.

Address.....Leonard Ave.  
Tel.: 5000.....ABC-MBS  
Station Rep.....Spot Time Sales; Keystone  
President.....Paul Pitrolo  
V.P., General, Station Mgr.....Nick Fantasia  
Comm. Mgr.....Numa Fabre, Jr.  
Program Director.....Josephine Trotta  
Chief Engineer.....Richard L. McBride

### WELD—Fisher—1956

Frequency: 690 Kc.....Power: 500 W., d.  
Owned-Oper. By.....South Branch Bcstg. Corp.  
Address.....Fisher  
Tel.: LE 8-6062.....MBS  
President.....Marian Park Lewis  
General Manager.....K. Johnson

### WVVW—Grafton-Fairmont 1956

Frequency: 1260 Kc.....Power: 1 Kw. d.  
Owned.....Beacom Bcstg. Enterprises  
Address.....400 Quincy St., Fairmont  
Tel.: FAirmont 8000.....ABC  
Newspaper Affil.....Mannington Times  
Station Representative.....Forjoe  
President, Gen. Mgr.....J. Patrick Beacom  
Sta. Mgr.....Robert Bolyard  
Comm. Prom. Mgr.....Phil Braken  
Program Dir.....Robert Lowe  
Chief Engineer.....William Newbraugh

### WKEE—Huntington—1947

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned By.....Geyer Broadcasting Co.  
Address.....623 4th Ave.  
Tel.: JACKson 5-7788.....Independent  
Sta. Representative.....Raymer  
President, General Mgr.....Wayne W. Geyer  
General Sales Manager.....Cecil Hamilton  
Sales Promotion Mgr.....Tom Tiernan  
Program Director.....James R. Martin  
Sales Mgr.....F. J. Evans  
Chief Engineer.....Fred Chitwood

### WPLH—Huntington—1946

Frequency: 1470 Kc.....Power: 5000 Watts, d.  
Owned-Oper. By.....The Tierney Co.  
Business Address.....1046½ Third Ave.  
Tel.: JA 3-3421.....MBS  
Representative.....Peters, Griffin, Woodward  
President.....Hawthorne D. Battle  
General Manager.....Jack Gelder  
Station Mgr.....R. Osbourne  
Sales Promotion Manager.....Harry Brawley  
Program Director.....Bob Grove  
Chief Engineer.....Bob Nixon

### WSAZ—Huntington—1923

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned By.....WJR, The Goodwill Station  
Address.....201 Ninth St.  
Tel.: JA 3-8401.....NBC

**Representative** .....Katz  
**President** .....Worth Kramer  
**V.P., Gen. Mgr.**.....C. Tom Garten  
**Station Manager**.....George Andrick  
**Mdse. Dir., Prom. Mgr.**.....Jack M. Williams  
**Program Director**.....Jim Thacker  
**Chief Engineer**.....John Clay  
 Owners of: WSAZ-TV.

**WKYR—Keyser—1953**

**Freq.:** 1270 Kc. .... **Power:** 5000 Kw. d.  
**Owned** ..... WKYR Inc.  
**Address:** Ft. Cumberland Hotel, Cumberland, Md.  
**Tel.:** SUNset 8-3211.....MBS  
**President**.....Robert K. Richards  
**Gen., Sta. Mgr.**.....William W. Robinson  
**Program Dir.**.....Jack R. Husson  
**Commercial, Prom. Mgr.**.....DeWitt Mower  
**Publicity Director**.....Jay Smith  
**Chief Engineer**.....Lee Bruner

**WLOG—Logan—1940**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**...E. N. Frey, R. O. Greever  
**Address**.....445 Stratton St.  
**Tel.:** PLaza 2-3939.....MBS  
**Newspaper Affil.**.....Banner  
**Partners**...Mrs. Eloise N. Frey, R. O. Greever  
**Comm. Mgr.**.....Don E. Coleman  
**Program Director**.....Lucille Gallion  
**Chief Engineer**.....Lewis H. Frye

**WVOW—Logan—1952**

**Freq.:** 1290 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**.....Logan Bcstg. Co.  
**Address**.....Trailways Bus Terminal Bldg.  
**Tel.:** PL 2-5080.....Independent  
**President**.....W. C. Browning  
**General Mgr.**.....W. P. Becker

**WEPM—Martinsburg—1946**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**.....Martinsburg Bcstg. Co.  
**Address**.....Peoples Trust Co. Bldg.  
**Tel.:** AM 3-5252.....Independent  
**Station Rep.**.....Devney O'Connell  
**General Mgr.**.....C. Leslie Golliday  
**Station Manager**.....George N. O'Brien  
**Program Director**.....John E. Taylor  
**Chief Engineer**.....William Weller

**WHJC—Matewan—1951**

**Frequency:** 1360 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By**...Three States Bcstg. Co.  
**Address**.....Radio Hill  
**Tel.:** Matewan .....KBS  
**President, Gen. Mgr.**.....Fred Morningstar  
**Sales Promotion Mgr.**.....Roger Turner  
**Program Director**.....E. Watkins  
**Chief Engineer**.....Ken Bickord

**WMON—Montgomery—1946**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned**.....Fayette Associates, Inc.  
**Address**.....1028 First Ave.  
**Tel.:** HI 2-4620.....MBS  
**President**.....Arnold M. Vickers  
**Station Manager**.....Robert L. Marsh  
**Chief Engineer**.....J. C. Craver

**WAJR—Morgantown—1940**

**Freq.:** 1440 Kc. .... **Power:** 5 Kw. d., 500 Watts, n.  
**Owned-Oper. By**...West Virginia Radio Corp.  
**Address**.....446 Spruce St.  
**Tel.:** 2-9488 .....NBC  
**Newspaper Affil.**...W. Va. Newspaper Pub. Co.  
**President**.....Agnes J. Reeves Greer  
**Gen., Sta. Mgr.**.....Malcolm A. Campbell, Jr.  
**Comm., Sales Prom. Mgr.**.....James Redmond  
**Program Director**.....Jack Tennant  
**Chief Engineer**.....Thomas Klotz

**WCLG—Morgantown—1954**

**Frequency:** 1300 Kc. .... **Power:** 1000 Watts, d.  
**Owned**.....Morgantown Broadcasting Co.  
**Address**.....P. O. Box 885  
**Tel.:** LI 2-2222.....KBS  
**Pres., Gen. Mgr.**.....W. S. Freed

**WMOD—Moundsville—1950**

**Frequency:** 1370 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**...Miracle Valley Bcstg. Co.  
**Address**.....505 Seventh St.  
**Tel.:** Tllden 5-1230.....Independent  
**Pres., Gen. Mgr.**.....Joseph M. LaRosa  
**Station Mgr., Prog. Dir.**.....W. G. Broadhurst  
**Commercial Manager**.....Judy Reager  
**Chief Engineer**.....Felice Rigoli

**WETZ—New Martinsville  
1952**

**Frequency:** 1330 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**...Magnolia Broadcasting Co.  
**Address**.....Box 391  
**Tel.:** GLadstone 5-3030.....Independent  
**President, Gen. Mgr.**.....Harry G. Bright  
**Vice President**.....C. R. Bright  
**Comm. Manager**.....George K. Eubanks  
**Program Director**.....Donald Wayne  
**Chief Engineer**.....J. W. Jones

**WOAY—Oak Hill—1947**

**Frequency:** 860 Kc. .... **Power:** 10 Kw. d.  
**Owned-Oper. By**.....Robert R. Thomas, Jr.  
**Business Address**.....Box 251  
**Tel.:** HO 9-3361.....Independent  
**Representative**.....Pearson  
**Pres., Gen. Mgr.**.....Robert R. Thomas, Jr.  
**Commercial Manager**.....A. W. Vickers  
**Chief Engineer**.....Thomas Phillips

**WCEF—Parkersburg—1954**

**Frequency:** 1050 Kc. .... **Power:** 1000 Watts d.  
**Owned**.....Franklin Broadcasting Co.  
**Address**.....219 Eighth St.  
**Tel.:** HU 5-4491-2.....Independent  
**Station Representative**.....Masla  
**President, Chief Eng.**.....C. E. Franklin  
**Station Mgr.**.....Morris Leon  
**Commercial Mgr.**.....Mike Morris  
**Sales Prom. Mgr.**.....Dorothy Leon  
**Program Director**.....Randy Jay

**WEST VIRGINIA** 

**WPAR—Parkersburg—1935**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....WPAR, Inc.  
Address.....211 5th St.  
Tel.: HUDson 5-5475.....CBS  
Sta. Representative.....Walker-Rawalt  
President.....H. Max Good  
General, Sta. Mgr.....Dale Lutz  
Prog. Dir.....Sherman Grimm  
Chief Engineer.....A. J. English

**WTAP—Parkersburg—1947**

Frequency: 1230 Kc. Power: 250 Watts  
Owned By.....Zanesville Publish. Co.  
Address.....123 West Seventh St.  
Tel.: HUDson 5-4588.....ABC-MBS  
Sta. Representative.....Pearson  
President.....Clay Littick  
General, Commercial Mgr.....Gene P. Loffler  
Managing Director.....Alan Land  
Program Director.....Gary Brookhart  
Sales Manager.....D. L. Dever  
Program Manager.....Tom Lawrence  
Chief Engineer.....William Hunt

**WWYO—Pineville—1949**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By..Wyoming Edcstg. Co., Inc.  
Address.....Box 184  
Tel.: 2711.....Independent  
President.....R. D. Bailey  
Gen., Sta., Comm. Mgr.....Edward Hawley  
Chief Engineer.....William D. Stone

**WLOH—Princeton—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Mountain Bcstg. Co.  
Address.....Box 1011  
Tel.: GA 5-2151.....ABC-KBS  
General Manager, Pub. Dir.....Robert L. Harrison  
Prog. Dir.....Bob Woodburn  
Chief Engineer.....Earle Graham

**WMOV—Ravenswood—1957**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned By.....Valley Broadcasters, Inc.  
Address.....Gibbs & Gallatine Sts.  
Tel.: BRowning 3-2544.....Independent  
President.....Joseph M. Handlan  
Station Manager.....W. M. Watterson

**WVAR—Richwood—1957**

Frequency: 1280 Kc. Power: 1000 Watts  
Owned By.....Royal Bcstg. Co.  
Address.....P. O. Box 349  
Tel.: VIKing 6-0411.....Independent  
President.....W. Courtney Evans  
General, Station Mgr.....Bill Abernathy  
Program Director.....Jo Ann Burgess  
Publicity Director.....John F. Adams  
Chief Engineer.....Bill Mullins

**WRON—Ronceverte—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Blake Bcstg. Co.

Address.....Box 69  
Tel.: Midway 5-1327.....KBS  
Pres., Gen. Mgr.....James Venable  
Station Mgr., Prog. Dir.....Garry Ritchie  
Commercial Manager.....Betty Ann Venable  
Chief Engineer.....Frank J. Temalis

**WKLC—St. Albans—1956**

Frequency: 1300 Kc. Power: 1 Kw., d.  
Owned By.....Kandel Corp.  
Business Address.....105 - 6th Ave.  
Tel.: PA 7-1300.....Independent  
General Manager.....Raymond I. Kandel  
Chief Engineer.....Harry Bowen

**WEIR—Weirton—1950**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By.....Tri-State Bcstg. Co.  
Address.....3992 Main St.  
Tel. 2814.....NBC  
Station Representative.....Spot Time Sales  
President.....Thomas E. Millsop  
General Manager.....Edward J. Hlrsberg  
Station Manager.....Robert E. Badger  
Sales Prom. Mgr.....Geraldine Cohen  
Program Dir.....Steve Liadis  
Publicity Dir.....Lou Serca  
Chief Engineer.....James Mark

**WELC—Welch—1950**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Pocahontas Bcstg. Co.  
Address.....Box 1032  
Tel.: HEMlock 6-2131-2.....KBS  
President, General Manager.....Sam Sidote  
Chief Engineer.....Eoward R. King

**WOVE—Welch—1940**

Frequency: 1340 Kc. Power: 250 Watts  
Owned By.....McDowell Cty. Bcstg. Co.  
Address.....McDowell St.  
Tel.: HEMlock 6-3333.....NBC  
Sta. Rep.....Kentucky Radio Sales  
President.....South C. Bevins  
General Mgr., Ch. Eng.....Eddie Lane  
Program Dir.....Ella Gillespie  
Publicity Dir.....Vince Artale  
Owners of: WMLF, Pineville, Ky.; WIRV, Irvine, Ky.

**WHAW—Weston—1948**

Frequency: 980 Kc. Power: 1 Kw., d.  
Owned-Oper. By...Central W. Va. Serv. Corp.  
Address.....P. O. Box 431  
Tel.: 1555.....KBS  
Newspaper Affil. Record, Buckhannon, W. Va.  
President.....R. H. Ralston  
Vice Pres.....Francis Andrew  
Station Manager.....J. Caldo  
Chief Engineer.....Edward Stark

**WHLL—Wheeling—1949**

Frequency: 1600 Kc. Power: 5000 Watts d.  
Owned-Operated By.....Wheeling Bcstg. Co.

## WEST VIRGINIA-WISCONSIN

**Address** ..... Box 989  
**Tel.:** CE 3-1300..... Independent  
**Representative** ..... Gill-Perna  
**President** ..... Kenneth Forney  
**Gen., Sta. Mgr.**..... Fred A. Grewe, Jr.  
**Commercial Mgr.**..... Jim Smith  
**Chief Engineer**..... Fred Baker

### WKWK—Wheeling—1941

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Community Bcstg., Inc.  
**Business Address**..... 1600 Market St.  
**Tel.:** CE 2-2250..... ABC  
**Station Representative** ..... McGavren  
**General Manager**..... L. W. Dickey  
**Chief Engineer**..... F. Baker

### WWVA—Wheeling—1926

**Frequency:** 1170 Kc..... **Power:** 50,000 Watts  
**Owned-Oper. By**..... Storer Broadcasting Co.  
**Address**..... Hawley Bldg.

**Tel.:** CEdar 2-1170..... CBS  
**Newspaper Affiliation**..... Miami Beach Sun  
**Representative** ..... John Blair  
**President**..... George B. Storer  
**Station Manager**..... Paul J. Miller  
**Commercial Manager**..... Andrew F. Hofmann  
**Sales Prom. Mgr.**..... Howard W. Meagle  
**Program Director**..... Paul A. Myers  
**Chief Engineer**..... Edwin L. Kelm  
**Owners of:** WJBK-AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WGBS-AM-FM, Miami, Fla.; WIBG-AM-FM, Philadelphia, Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

### WBTH—Williamson—1939

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Williamson Bcstg. Corp.  
**Business Address**..... 2nd Ave. at Court St.  
**Tel.:** BELmont 5-3600..... MBS  
**President**..... Phil Belnhorn  
**Gen., Comm. Mgr.**..... John Blair  
**Chief Engineer**..... Clifton Brancham

Pop.: 3,943,000  
 Families: 1,164,500

## Wisconsin

Radio Homes: 1,148,000  
 AM Stas. in State: 76

### WATK—Antigo—1948

**Frequency:** 900 Kc..... **Power:** 250 Watts d.  
**Owned-Oper. By**..... Antigo Bcstg. Co.  
**Address**..... Journal Bldg.  
**Tel.:** MArket 3-4124-5..... Independent  
**Newspaper Affil.**..... Daily Journal  
**President, General Mgr.**..... A. F. Berner  
**Comm. Mgr., Prog. Dir.**..... LaVonne Petroskey  
**Chief Engineer**..... Lyle Gunderson

### WAPL—Appleton—1952

**Frequency:** 1570 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... John Dixon  
**Address**..... 124 W. Washington St.  
**Tel.:** RE 4-9226..... KBS  
**Station Representative** ..... Bernard Howard  
**Pres., Gen. Manager**..... John Dixon  
**Program Director**..... Rex Munger  
**Publicity Director**..... Bill Day  
**Chief Engineer**..... Robert Falkner

### WHBY—Appleton—1925

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Norbertine Fathers  
**Bus.-Studio Address**..... 600 So. Lawe St.  
**Tel.:** 3-6639..... MBS  
**Station Representative**..... Burn Smith  
**President**..... Abbot Killean  
**General, Station Mgr.**..... Lewis J. Process  
**Program Director**..... Tom Thompson  
**Publicity Dir., Sls. Prom. Mgr.**..... J. Berryman  
**Chief Engineer**..... George Merkl

### WATW—Ashland—1940

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... WATW, Inc.  
**Address**..... 118 W. 2nd Ave.  
**Tel.:** MURdock 2-2727..... Independent  
**Representative**..... Thomas F. Clark

**President, Gen. Mgr.**..... Gene Halker  
**Station Manager**..... Bud Huber  
**Commercial Manager**..... Ethel Plucinski  
**Program Director**..... Arnold Peterson  
**Chief Engineer**..... Russ Johnston

### WBEV—Beaver Dam—1950

**Frequency:** 1430 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Beaver Dam Bcstg. Co.  
**Address**..... 109½ Front St.  
**Tel.:** TU 5-4442..... Independent  
**Representative**..... Hal Holman  
**President**..... W. E. Walker  
**General Mgr.**..... Thomas H. Faile  
**Business Mgr.**..... Duane R. Wendt  
**Chief Engineer**..... J. Bellman

### WBEL—Beloit—1948

**Frequency:** 1380 Kc..... **Power:** 5000 Watts  
**Owned-Oper. By**..... Beloit Bcstrs., Inc.  
**Business-Studio Address**..... 430 State St.  
**Tel.:** EMerson 5-5525..... Independent  
**Representative**..... Gill-Perna  
**President**..... Russ Salter  
**General Mgr.**..... Robert O. Moran  
**Sta., Comm. Mgr.**..... Joe Moen  
**Chief Engineer**..... Leo Wilson

### WGEZ—Beloit—1948

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned By**..... Howard Miller Ent.  
**Address**..... 416 College  
**Tel.:** EM 5-8865..... MBS  
**Station Rep.**..... Meeker  
**President, Gen. Mgr.**..... Howard Miller  
**Commercial Mgr.**..... Gene Steinhorst  
**Station Mgr.**..... Tom Anderson  
**Program Dir.**..... Bob Gregory  
**Chief Engineer**..... Frank Goodard

**WWIS—Black River Falls  
1958**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned By.....Clarkwood Broadcasting Corp.  
Business Address.....P.O. Box 32  
Tel.: 4645 .....Independent  
President .....Hartley Samuels

**WAXX—Chippewa Falls—1958**

Frequency: 1150 Kc. Power: 5 Kw. d.  
Owned.....Chippewa Bcstg., Inc.  
Address .....Box 41  
Tel.: Park 3-2242.....Independent  
Station Rep.....Jack Masla  
President .....Jack Holden  
Station, Sales Prom. Mgr.....Donald Holden  
Commercial, Prog. Dir.....Andre Le Tendre  
Publicity Director.....Peter Krhin  
Chief Engineer.....Keith Colemann

**WBIZ—Eau Claire—1944**

Freq.: 1400 Kc. Power: 1 Kw. d., 250 Wt. n.  
Owned-Operated By.....WBIZ, Inc.  
Address.....609 Cameron St.  
Tel.: TE 5-5111.....MBS  
Representative .....Pearson  
President, General Mgr.....Howard G. Bill  
Commercial Manager.....Jack Kelly  
Chief Eng., Prog. Dir.....Harold Jahnke

**WEAQ—Eau Claire—1936**

Frequency: 790 Kc. Power: 5000 Watts  
Owned By.....Bcster. Services, Inc.  
Business-Studio Address...2514 Hastings Way  
Tel.: Temple 2-3474.....NBC  
General Mgr.....C. R. Dickoff

**WECL—Eau Claire—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned...Chippewa Valley Radio & TV Corp.  
Address .....Rudolph Road  
Tel.: Temple 2-1629.....KBS  
Station Representative .....Bolles; Hyett  
President .....G. La Verne Flambo  
General Manager.....Robert Nelson  
Program Director.....Steve Henry  
Chief Engineer.....Everett Burrows

**KFIZ—Fond Du Lac—1922**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....KFIZ Bcstg. Co.  
Address.....18 W. First St.  
Tel.: WA 1-3770.....MBS  
Representative .....Holman  
President .....A. H. Lange  
General, Sta. Mgr.....Emery W. Martin  
Commercial, Prog. Dir.....Joe Goeser  
Program, Publicity Dir.....Ron Bothe  
Sales Prom. Mgr.....Robert Carey  
Chief Engineer.....Wendell S. Meyers

**WBAY—Green Bay—1922**

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By.....Norbertine Fathers  
Address .....115 South Jefferson

Tel.: HE 2-3331.....CBS  
Station Representative .....Katz  
General Manager.....Haydn R. Evans  
Commercial Manager.....Joe De Young  
Promotion Manager.....Jim Tomlin  
Program Director.....Rog Mueller  
Chief Engineer.....Wallace Stangel  
Owners of: WBAV-TV.

**WDUZ—Green Bay—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Green Bay Bcstg. Co.  
Business Address.....225 N. Adams St.  
Tel.: HEmlock 5-5331.....ABC  
Station Rep.....Radio-TV Reps., Inc.  
President.....Ben A. Laird  
Station, Comm. Mgr.....A. H. Embury  
Program Director.....Jack Gardiner  
Publicity Director.....B. Beringer  
Sales Prom. Mgr.....Nancy Hacker  
Chief Engineer.....Clifford Graff  
Owners of: WDUZ-FM; WDUX, Waupaca, Wisc.;  
KHAN, Cedar Rapids, Iowa.

**WJPG—Green Bay—1947**

Freq.: 1440 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By...Green Bay Newspaper Co.  
Address.....420 Cherry St.  
Tel.: HE 5-7575.....MBS  
Newspaper Affiliation .....Press-Gazette  
Station Representative.....Weed  
Station Manager.....Glen R. Holznecht  
Sales Prom. Mgr.....William McCarthy  
Program Director.....Clair Stone  
Publicity Director.....Jack Yuenger  
Chief Engineer.....Elmo Reed

**WTKM—Hartford—1954**

Frequency: 1540 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Times Press Radio, Inc.  
Address.....23 N. Main St.  
Tel.: 600 .....KBS  
Newspaper Affiliation.....Times Press  
President.....John J. Shinnors  
General Manager, Chief Eng.....George Dodge

**WHSM—Hayward—1957**

Frequency: 910 Kc. Power: 1000 Watts, d.  
Address.....Route 3  
Tel.: 303 .....MBS-KBS  
Station Rep.....Hollingbery  
President.....W. C. Bridges  
General Mgr.....Russell J. Brown  
Station Mgr.....George Palo  
Chief Engineer.....Robert P. Kolsky

**WCLO—Janesville—1930**

Frequency: 1230 Kc. Power: 250 Watts  
Owned.....Southern Wisconsin Radio, Inc.  
Business-Studio Address...200 E. Milwaukee St.  
Tel.: PL 4-3316.....MBS  
Newspaper Affiliation .....Daily Gazette  
Representative .....Everett-McKinney  
President.....Sidney H. Bliss  
General Manager.....V. W. Williams  
Commercial Manager.....Charles W. Bessire  
Chief Engineer.....Wayne Clay



**WLIP—Kenosha—1947**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By..... Kenosha Bcstg., Inc.  
 Address..... 625 57th St.  
 Tel.: OL 7-6162..... Independent  
 Station Rep..... Everett-McKinney  
 Pres., Gen. Mgr..... William L. Lipman  
 Station Mgr..... Hugh L. Gately

**WKBH—La Crosse—1923**

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Operated By..... WKBH, Inc.  
 Business-Studio Address..... 141 So. 6th St.  
 Tel.: 2-4678..... NBC  
 Newspaper Affiliation..... Tribune  
 Representative..... H-R  
 President, Station Mgr..... Howard Dahl  
 Commercial Manager..... Richard Schueler  
 Program Director..... Berniece Callaway  
 Sales Manager..... Leonard Anderson  
 Chief Engineer..... Al Leeman

**WKTY—La Crosse—1948**

Frequency: 580 Kc. Power: 5 Kw., d., 1 Kw., n.  
 Owned-Oper. By..... Lee & Associates, Inc.  
 Address..... Box 923  
 Tel.: 2-6042..... Independent  
 Station Representative..... Radio-TV Reps.  
 Pres., Gen. Mgr., Chief Eng..... Herbert H. Lee  
 Station Manager..... George G. Sauer  
 Prog. Dir..... Marilyn J. Bahwell  
 Commercial, Sls. Prom. Mgr..... Philip A. Dyer  
 Publicity Dir..... Charlie Kearns

**WL CX—La Crosse—1947**

Freq.: 1490 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned..... La Crosse Radio Inc.  
 Address..... 306 Rivoli Bldg.  
 Tel.: 4-4521..... Independent  
 Pres., Gen. Mgr., Ch. Eng..... Joe Rohrer  
 Program, Publicity Dir..... Jean Gitz

**WLDY—Ladysmith—1948**

Frequency: 1340 Kc. Power: 1000 Watts  
 Owned-Operated By..... Flambeau Bcstg. Co.  
 Address..... Hwy. 8  
 Tel.: 585..... KBS  
 President..... Ruth Nelson  
 Gen. Mgr..... Chas. H. Nelson  
 Chief Engineer..... R. Bohnert

**WIBA—Madison—1925**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Operated By..... Badger Bcstg. Co.  
 Business-Studio Address..... 3800 Regent St.  
 Tel.: CE 3-5311..... NBC  
 News. Affil..... Capital Times, Wis. St. Journ.  
 Representative..... Avery-Knodel  
 General Manager..... Kenneth F. Schmitt  
 Commercial Manager..... Howard A. Johnson  
 Chief Engineer..... Norman Hahn

**WISM—Madison—1948**

Frequency: 1480 Kc. Power: 5 Kw., d., 1 Kw., n.  
 Owned-Oper. By..... Heart O'Wis. Bcstrs. Inc.

Address..... 122 E. Main St.  
 Tel.: Alpine 3-6167..... Independent  
 Representative..... Radio-TV Reps  
 President..... W. E. Walker  
 General Manager..... William R. Walker  
 V.P., Sales..... Philip Fisher  
 Asst. Manager..... Chuck Mefford  
 Chief Engineer..... George Reynolds  
 Owners of: WEAQ, Eau Claire; WBEV, Beaver  
 Dam; WOSH, Oshkosh, all Wisc.; WSJM, St.  
 Joseph, Mich.

**WKOW—Madison—1947**

Freq.: 1070 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned By..... Midcontinent Bcst. Co. of Wisc.  
 Address..... 215 W. Washington Ave.  
 Tel.: AL 7-2261..... CBS  
 Station Rep..... Bolling  
 Vice President..... Tony Moe  
 Commercial Manager..... Ben F. Hovel  
 Program Director..... Frank Bignell  
 Prom. Mgr., Pub. Dir..... James Roy Miller  
 Chief Engineer..... Robert Wickhem  
 Owners of: WKOW-TV

**WCUB—Manitowoc—1950**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned By..... Eastern Wisc. Bdcstg. Corp.  
 Address..... 2500 Mirro Drive  
 Tel.: Murray 2-2481..... Independent  
 President..... Ben Hovel  
 Gen. Mgr., Sta. Mgr..... Jack Severson  
 Program Director..... Bob Irish  
 Chief Engineer..... Oran Bushman

**WOMT—Manitowoc—1926**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..... Francis M. Kadow  
 Address..... Radio Building  
 Tel.: MU 4-6015..... MBS  
 Representative..... Hal Holman  
 General, Commercial Mgr..... Francis M. Kadow  
 Station Manager..... Geo H. Erdman  
 Program Dir..... G. H. Todd  
 Publicity Director..... L. J. Splitt  
 Sales Promotion Mgr..... Wm. Holland  
 Chief Eng..... H. E. Willis

**WMAM—Marinette—1939**

Freq.: 570 Kc. Power: 250 W. d., 100 W. n.  
 Owned-Oper. By..... Marinette Central Bcstg. Co.  
 Address..... 400 Wells St.  
 Tel.: RE 5-6631..... NBC  
 Newspaper Affil..... Escanaba Daily Press,  
 Marquette Mining Journal, Iron Mt. News  
 Station Representative..... Hollingbery  
 President..... Frank J. Russell  
 General Manager..... Howard L. Emich  
 Chief Engineer..... Paul Anick  
 Owners of: WDMJ, Marquette; WLST, Escanaba,  
 WMIQ, Iron Mountain, all Mich.; WROD, Day-  
 tona Beach, Fla.

**WDLB—Marshfield—1946**

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned..... Clarkwood Broadcasting Corp.  
 Address..... 1710 N. Central Ave.

# WISCONSIN

Tel.: FULton 4-2191.....KBS  
Representative.....Grant-Webb  
President, Gen. Mgr.....Hartley L. Samuels  
Comm. Prom. Mgr.....John R. Thornton  
Chief Engineer.....Richard Hanneman

## WIGM—Medford—1941

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....WIGM, Inc.  
Business Address.....Box 59  
Tel.: 255.....KBS  
Representative.....Clark  
Pres., Gen. Mgr.....Paul Allman  
Comm., Sales Prom. Mgr.....Joe Dahlvig  
Chief Engineer.....Ray Bohnert

## WMNE—Menomonie—1951

Frequency: 1360 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Menomonie Bcstg. Co.  
Address.....603½ Broadway  
Tel.: 1156.....KBS  
Station Representative.....Hopewell  
President.....C. A. Whitford  
General, Station Manager.....Don Mortwedt  
Commercial, Sls. Prom. Mgr.....Thor Edgeberg  
Program Director, Ch. Eng.....LaVern Garton  
Publicity Director.....Gary Jacobsen

## WXMT—Merrill—1960

Frequency: 730 Kc.....Power: 1 Kw. d.  
Owned By.....Thunder Bird Broadcasting Co.  
Address.....P.O. Box 72  
Tel.: 1990.....Independent  
Station Rep.....Thomas F. Clark, Inc.  
President.....Gene Halker  
General Manager.....Marty Hogman

## WEMP—Milwaukee—1935

Frequency: 1250 Kc.....Power: 5 Kw.  
Owned-Oper. By.....Milwaukee Bcstg. Co.  
Bus. Address.....1701 W. Wisconsin Ave.  
Tel.: DI 2-4040.....Independent  
Station Rep.....Bolling  
President.....H. M. Sphaeris  
General Mgr.....Hugh K. Boice, Jr.  
Commercial Manager.....John Gagliano  
Station, Program Dir.....Chuck Phillips  
Public Relations, Promotion Dir.....T. Shanahan  
Chief Engineer.....Roland Paske

## WFOX—Milwaukee—1946

Frequency: 860 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Wisconsin Bcstrs. Inc.  
Address.....208 E. Wisconsin Ave.  
Tel.: BRoadway 2-1272.....MBS  
Station Representative.....Meeker  
Pres., Gen. Mgr.....Howard Miller  
Commercial Manager.....Viola E. Wilson  
Program Director.....B. Perrin  
Chief Engineer.....Robert Mayer

## WISN—Milwaukee—1922

Frequency: 1150 Kc.....Power: 5,000 Watts  
Owned-Oper. By.....Hearst Corporation  
Address.....759 N. 19th St.  
Tel.: Division 2-3000.....ABC  
Newspaper Affiliation.....Sentinel  
Representative.....Petry  
V.P. & Station Mgr.....James T. Butler  
Sales Director.....Herman Schneider  
Sales Prom. Mgr.....Arthur H. Barnes  
Program Director.....Tom Lambert  
Publicity Director.....Patt Barnes  
Chief Eng.....Donald Weller  
Owners of: WISN-TV; WBAL-AM-TV, Baltimore.

## WMIL—Milwaukee—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Cream City Bcstg. Co., Inc.  
Address.....2625 W. Wisconsin Ave.  
Tel.: WE 3-1290.....Independent  
Station Representative.....Bcst. Time Sales  
President.....Gene Posner  
General, Station Mgr.....Sol Rodoff  
Commercial Manager.....Oliver West  
Program Director.....Bill Bramhall  
Chief Engineer.....Gino Monaco

## WOKY—Milwaukee—1950

Frequency: 920 Kc.....Power: 1 Kw.  
Owned.....Bartell Bcstg. Corp.  
Address.....3500 N. Sherman Blvd.  
Tel.: Hilltop 2-0150.....Independent  
Station Representative.....Blair  
President.....Gerald A. Bartell  
General Manager.....Leonard A. Schindler  
Station Manager.....John A. Reddy  
Commercial Manager.....Harry H. Averill  
Director of Creative Service.....Lois Rice  
Program Director.....Chris Lane  
Chief Engineer.....Ralph Evans  
Owners of: KCBQ, San Diego; KYA, San Francisco;  
WADO, New York; IVMR, Haiti; PIC-TV,  
Curaçao; PJA-TV, Aruba.

## WRIT—Milwaukee—1955

Frequency: 1430 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Milwaukee, Inc.  
Address.....5407 W. Martin Dr.  
Tel.: GLenview 3-4130.....Independent  
Representative.....Eastman  
Exec. V.P. & Mgr. Dir.....John F. Box, Jr.  
General Manager.....Bernie Strachota  
Asst. to Gen. Mgr.....Lee Rothman  
Director of Merchandising.....J. Mlekush  
Sales Manager.....Don Rupert  
Program Dir.....Don Bruce  
Publicity Dir.....Audrey B. Hansen  
Chief Engineer.....Ralph Ingraham  
Owners of: WLL, St. Louis, Mo.; KRON, Dallas,  
Tex.; WTVO-TV, Rockford, Ill.; WICS-TV,  
Springfield, Ill.; WHCU-TV, Champ, Ill.; WBNB-  
TV, Hartford, Conn.; WICD-TV, Danville, Ill.

**WTMJ—Milwaukee—1927**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Journal Co.  
 Business Address.....333 W. State  
 Tel.: BR 1-6000.....NBC  
 Newspaper Affil.....Journal  
 Representative.....Christal  
 General Manager.....George Comte  
 Station Manager.....R. J. Heiss  
 Sales Mgr.....Joseph Killeen  
 Prog. Mgr.....Don Loose

**WEKZ—Monroe—1951**

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned-Operated By..Green County Bcstg. Co.  
 Address.....Box 460  
 Tel.: 1260.....Independent  
 Station Representative.....Webb  
 President.....Kenneth Stuart  
 General Manager.....Joseph Urban  
 Comm. Mgr., Prog. Dir.....Stanley Neuberger  
 Engineers.....H. Bolliger, D. Martin

**WNAM—Neeah—1947**

Frequency: 1280 Kc.....Power: 1 Kw.  
 Owned.....Neeah-Menasha Bcstg. Co.  
 Address.....Radio Park  
 Tel.: PA 2-6471.....Independent  
 Station Rep.....Everett-McKinney

V.P., Gen. Mgr.....Don C. Wirth  
 Commercial Mgr.....Don Harrington  
 Chief Engineer.....Gordon Daily

**WCCN—Neillsville—1957**

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned.....Central Wisconsin Bcstg.  
 Business Address.....140 W. 5th St.  
 Tel.: SHERWOOD 3-3333.....Independent  
 Station Manager.....Howie Sturtz Jr.  
 Sales Promotion Mgr.....Wayne Grap  
 Chief Engineer.....Charles E. Marvin

**WOSH—Oshkosh—1941**

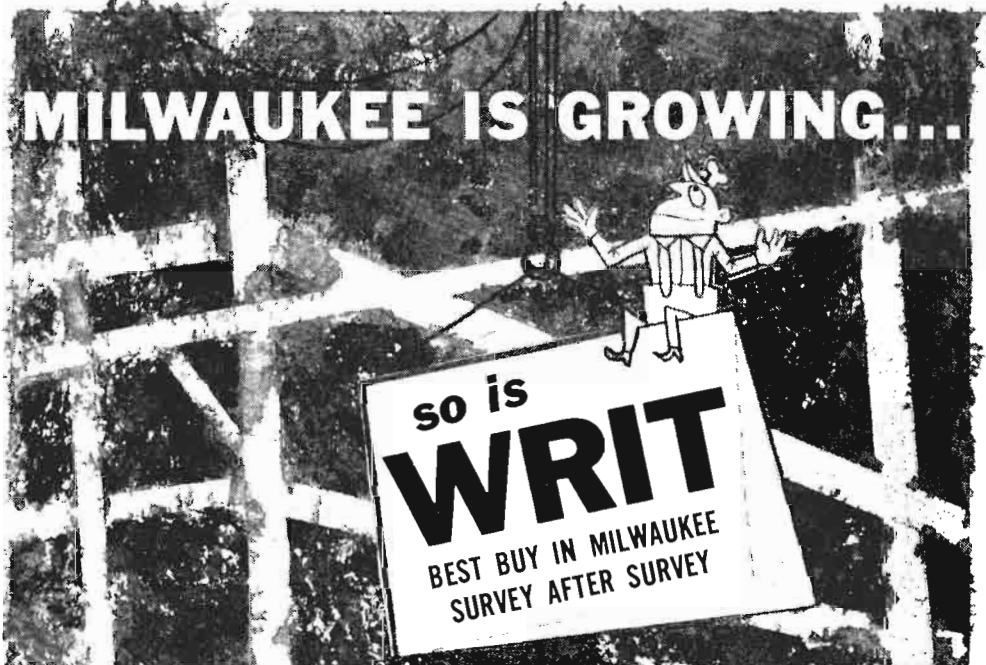
Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Value Radio Corp.  
 Business Address.....2333 Bowen St.  
 Tel.: Beverly 5-3150.....Independent  
 General Manager.....Wm. L. McDonald

**WFPF—Park Falls—1953**

Freq.: 1450 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned.....Northland Bcstg. Co., Inc.  
 Address.....P.O. Box 309  
 Tel.: 2-3959.....KBS  
 Pres., Gen., Comm. Mgr.....Gordon Schluter

**WSWW—Platteville—1955**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
 Owned-Operated By.....Southwest Wisc. Co.



*One of the Balaban Stations—in tempo with the times*

sold nationally by



**robert e. eastman & co., inc.**

JOHN F. BOX—MANAGING DIRECTOR  
 BERNIE STRACHOTA—GENERAL MANAGER

## WISCONSIN

Address ..... P. O. Box 1  
Tel.: 2775 ..... KBS  
General, Comm. Mgr. .... R. J. Bodden  
Chief Engineer ..... Lloyd Nowak

### WPLY—Plymouth—1954

Frequency: 1420 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... WPLY, Inc.  
Address ..... Box 222  
Tel.: TWinbrook 3-2661 ..... Independent  
President ..... R. Bunker Rogoski  
Gen., Comm. Mgr. .... D. C. Hille  
Program Director ..... P. Patrick  
Sales Promotion ..... R. Art  
Chief Engineer ..... C. Markworth

### WPDR—Portage—1952

Frequency: 1350 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Portage Bcstg. Co.  
Address ..... P.O. Box 296  
Tel.: RI 2-2350 ..... Independent  
News, Affil.: Oconto County Reporter; Badger  
Sportsman  
President ..... W. T. Comstock  
General, Sta. Mgr. .... Robert D. Hutchings  
Commercial Mgr. .... R. J. Hoffman  
Program Dir. .... B. Ableman  
Sales Prom. Mgr. .... Carol Mork  
Publicity Dir. .... Nancy Kinney  
Chief Engineer ..... George Wuerch

### WIBU—Poynette—1925

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio Station WIBU  
Address ..... Poynette  
Tel.: 98 ..... MBS-KBS  
Pres., Gen. Mgr. .... William C. Forrest  
Program Director ..... Sarah Forrest  
Chief Engineer ..... Leonard Doese

### WPRE—Prarie Du Chien—1952

Frequency: 980 Kc. .... Power: 500 Watts, d.  
Owned ..... Prarie Bcstg. Co., Inc.  
Address ..... P. O. Box 36  
Tel.: 637 ..... Independent  
Representative ..... Holman  
Gen., Sta. Mgr. .... W. C. Schlaugat, Jr.

### WRAC—Racine—1951

Frequency: 1460 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... WRAC, Inc.  
Business Address ..... 423 Main St.  
Tel.: ME 2-1627 ..... Independent  
Station Rep. .... Devney O'Connell  
Pres., Gen. Mgr. .... William J. Pricaulx  
Comm., Sales Prom. Mgr. .... Raymond J. Pawzun

### WRJN—Racine—1926

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Racine Bcstg. Corp.  
Address ..... 4201 Victory Ave.—Radio Park  
Tel.: ME 4-3311 ..... ABC  
Newspaper Affiliation ..... Journal-Times  
Station Representative ..... Walker-Rawalt

President ..... J. D. McMurray  
General Manager ..... H. R. LePoidevin  
Station Manager ..... Harold J. Newcomb  
Commercial Manager ..... Gerald D. Nelson  
Program Director ..... Lyman Merens  
Prom., Publicity Dir. .... Amelia French  
Chief Engineer ..... Stanley D. Fisher

### WRDB—Reedsburg—1953

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... William C. Forrest  
Address ..... Box 207, Reedsburg  
Tel.: 400 ..... MBS, KBS  
President ..... William C. Forrest  
Gen., Sta. Mgr. .... Michael J. Flaherty  
Commercial Manager ..... Lee Olson  
Chief Engineer ..... Jack Kirner  
Owners of: WIBU, Poynette.

### WOBT—Rhineland—1947

Frequency: 1240 Kc. .... 1 Kw. d., 250 W. n.  
Owned-Operated By ..... Onelda Bcstg. Co.  
Address ..... P. O. Box 498  
Tel.: FO 2-6140 ..... Independent  
Station Representative ..... Devney O'Connell  
President ..... James Cleary  
General Mgr. .... Lee W. Allerton  
Sales Promotion Mgr. .... Robert Sanders  
Program Dir. .... John Wadd  
Chief Engineer ..... William Anderson

### WJMC—Rice Lake—1939

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... WJMC, Inc.  
Address ..... Box 352  
Tel.: 550 ..... KBS-MBS  
President ..... W. C. Bridges  
Station Manager ..... Russell J. Brown

### WRCO—Richland Center—1949

Frequency: 1450 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Richland Bcstg. Co.  
Address ..... P. O. Box 192  
Tel.: MI 7-2111 ..... KBS  
Pres., Gen. Mgr. .... H. D. Pebbles  
Comm. Manager ..... Gerald W. Cook  
Chief Engineer ..... Pete Athanas

### WCWC—Ripon—1957

Frequency: 1600 Kc. .... Power: 5 Kw. d.  
Owned ..... Central Wisconsin Co., Inc.  
Address ..... Radio Road  
Tel.: BL 818 ..... Independent  
Sta. Representative ..... Walker-Rawalt  
President ..... Miriam Monroe  
General Mgr. .... Francis J. Stratman  
Commercial Mgr. .... Roger Westlund  
Prog. Dir. .... Norman Clark  
Chief Engineer ..... Gordon Alsum

### WTCH—Shawano—1948

Frequency: 960 Kc. .... Power: 1,000 Watts d.  
Owner ..... Shawano County Leader Pub. Co.  
Business-Studio Address ..... 107 E. Green Bay St.

Tel.: LA 6-2121.....KBS  
 Representative.....Hopewell  
 General Manager.....J. P. Donald  
 Station Manager.....Ray Gruetzmacher

**WHBL—Sheboygan—1926**

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....WHBL, Inc.  
 Bus.-Studio Address.....Box 27  
 Tel.: GL 8-2107.....ABC  
 Sta. Rep.....Burn-Smith  
 Pres., General Manager.....Paul F. Skinner  
 Comm. Manager.....Ray Witthuhn  
 Comm. Traffic Mgr.....Doris Donnie  
 Chief Engineer.....Christ Bauer

**WKTL—Sheboygan—1955**

Frequency: 950 Kc.....Power 500 Watts, d.  
 Owned By.....Sheboygan Radio, Inc.  
 Address.....505-A N. 8th St.  
 Tel.: GLencourt 7-5561.....MBS  
 Station Rep.....Walker-Rawalt  
 President.....Richard P. McKee  
 General Mgr.....Heinz Denkwart  
 Station Manager.....W. C. Porsow  
 Program Dir.....Jay Wells  
 Chief Engineer.....Warren Schroeder

**WCOW—Sparta—1951**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned.....Sparta-Tomah Broadcasting Co.  
 Address.....209 E. Main St.  
 Tel.: 3307.....KBS-MBS  
 Pres., Gen. Mgr.....John D. Rice  
 Chief Engineer.....Thomas P. Heffernan

**WSPT—Stevens Point—1948**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Stevens Pt. Bcstg. Co.  
 Business Address.....414½ Main St.  
 Tel.: Diamond 4-9778.....KBS  
 Representative.....Hal Holman  
 President.....William F. Johns, Sr.  
 V.P., Gen. Mgr.....Peter A. Barnard

**WDOR—Sturgeon Bay—1951**

Frequency: 910 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Door County Bcstg. Co. Inc.  
 Address.....212 N. Third Ave.  
 Tel.: Pioneer 3-4411.....MBS  
 Pres., Gen. Mgr.....Edward Allen, Jr.  
 Commercial Manager.....Leonad Koskabar  
 Program Director.....William Kary  
 Publicity Director.....Dolores Allen  
 Chief Engineer.....Arthur Altro

**WQMN—Superior—1959**

Frequency: 1320 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Quality Radic, Inc.  
 Address.....1314 Tower Ave.  
 Tel.: EXport 2-2222.....MBS  
 President, Gen. Mgr.....W. H. Whitsitt  
 Station Manager.....R. E. Murphy  
 Program Director.....J. Grinden  
 Sales Prom. Mgr.....D. E. Giersdorf  
 Chief Engineer.....B. Cieslicki

**WTMB—Tomah—1959**

Frequency: 1460 Kc.....Power: 1 Kw. d.  
 Owned By.....Tomah Maustom Bcstg. Co.  
 Address.....P.O. Box 142  
 Tel.: 822.....Independent  
 President, Sta. Mgr.....Hugh Dickie  
 Gen. Mgr., Pub. Dir.....T. Price  
 Chief Engineer.....W. Merritt

**WTRW—Two Rivers—1951**

Frequency: 1590 Kc.....Power: 1000 W. d.  
 Owned By.....WTRW, Inc.  
 Address.....1817 Washington St.  
 Tel.: TR 4-6555.....Independent  
 President.....Kenneth A. Daum  
 Gen., Sta. Mgr.....Ray F. Kessenich  
 Prom. Mgr.....James Harvey  
 Program Dir.....Craig McCoy  
 Publicity.....Eleanore Daum  
 Chief Engineer.....Robert White

**WISV—Viroqua—1958**

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned By.....Parks Robinson  
 Address.....Viroqua  
 Tel.: 7-7200.....KBS  
 Gen. Mgr., Ch. Eng.....Parks Robinson  
 Station Mgr.....Dwain Munyon

**WTTN—Watertown—1950**

Frequency: 1580 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Watertown Radio, Inc.  
 Address.....102 W. Main St.  
 Tel.: 2215.....KBS  
 Station Rep.....Hopewell  
 Pres., Gen. Mgr.....Carl V. Kolata  
 Sta. Mgr.....Willard James  
 Sales Promotion Mgr.....Clifford Scott  
 Chief Engineer.....Sheridan Campbell

**WAUX—Waukesha—1947**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Operated By....Waukesha Bcstg. Co.  
 Business-Studio Address...330 Wisconsin Ave.  
 Tel.: Liberty 2-6636.....Independent  
 Representative.....Holman  
 Gen. Mgr., Prog. Dir.....Mig Figi  
 Commercial Manager...Charles E. Williams  
 Chief Engineer.....Adin Randall

**WDUX—Waupaca—1956**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned.....Laird Broadcasting Co.  
 Address.....204 S. Main St.  
 Tel.: 83.....ABC  
 Representative.....Radio-TV Reps.  
 President.....D. Laird  
 Station Mgr.....Tom Karavakis  
 Program Director.....Cal Cheek  
 Chief Engineer.....Cliff Graff  
 Owners of: WDUZ, Greenbay, Wis.

**WHVF—Wausau—1953**

Freq.: 1230 Kc.....Power: 250 Watts  
 Owned.....Lakeland Bcstg. Corp.



## WISCONSIN-WYOMING

**Address** ..... 1110 Wausau Ave.  
**Representative**..... Grant Webb & Co.  
**Tel.:** Viking 2-1188..... KBS  
**President, Ch. Eng.**..... Hilding V. Foreen  
**General Manager**..... Arthur N. Lynn

### WRIG—Wausau—1958

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned By**..... WRIG, Inc.  
**Address**..... 529 Third St.  
**Tel.:** Viking 2-1921..... CBS  
**Station Rep.**..... Devney-O'Connell  
**President**..... Duey Wright, Sr.  
**Gen., Sta. Mgr.**..... Gerald G. Gertschen  
**Program Dir.**..... Marvin Wright  
**Chief Engineer**..... Duey Wright, Jr.

### WSAU—Wausau—1937

**Frequency:** 550 Kc..... **Power:** 5000 Watts  
**Owned-Oper. By**..... Wisc. Valley TV Corp.  
**Business Address**..... 427 4th St.  
**Tel.:** VI 2-2111..... NBC  
**Newspaper Affil.**..... Record Herald  
**Representative**..... Meeker  
**President**..... George T. Frechette  
**Gen. Mgr.**..... Richard D. Dudley  
**Station Manager**..... George Bundner  
**Commercial Manager**..... James Frey  
**Sales Prom., Pub. Dir.**..... Thomas E. Bolger

**Prog. Dir.**..... Rudy Topinka  
**Chief Engineer**..... Roland W. Richardt

### WBKV—West Bend—1950

**Frequency:** 1470 Kc..... **Power:** 500 Watts d.  
**Owned-Oper. By**..... West Bend Bcstg. Co.  
**Business Address**..... P.O. Box 60  
**Tel.:** FE 4-2344..... KBS  
**Representative**..... Clark  
**Pres., Gen. Mgr.**..... August C. Berkholtz  
**Station Manager**..... Harold H. Berkholtz  
**Comm. Mgr., Chief Eng.**..... Paul J. Mueller  
**Sales Promotion Manager**..... Jack Skidmore  
**Publicity Director**..... John Steinback  
**Program Director**..... Robert Becker

### WFHR—Wisconsin Rapids 1940

**Frequency:** 1320 Kc..... 5 Kw., d., 500 Watts, n.  
**Owned-Oper. By**..... William F. Huffman Radio  
**Business Address**..... 230 First Ave. South  
**Tel.:** H Harrison 3-7200..... MBS  
**Newspaper Affil.**..... Daily Tribune  
**Representative**..... Devney-O'Connell  
**President**..... Louise F. Huffman  
**Gen., Sta. Mgr.**..... George T. Frechette  
**Commercial Manager**..... L. J. Zurawski  
**Program Director**..... Arnie Strobe  
**Chief Engineer**..... Gordon Miller

**Pop.:** 332,000  
**Families:** 99,500

## Wyoming

**Radio Homes:** 96,000  
**AM Stas. in State:** 23

### KBBS—Buffalo—1956

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned**..... Northern Wyoming Bcstg. Corp.  
**Address**..... 98 S. Main Street  
**Tel.:** MU 4-7169..... KBS  
**Gen. Mgr.**..... Jack Rosenthal  
**Chief Engineer**..... R. P. Burger

### KATI—Casper—1956

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned**..... KATI Corp.  
**Address**..... P. O. Box 2006  
**Tel.:** 237-9747..... KBS  
**Station Representative**..... Pearson  
**Pres., Gen. Mgr.**..... Kenneth G. Prather  
**Sales Prom. Mgr.**..... Misha S. Prather

### KTWO—Casper—1930

**Freq.:** 1470 Kc..... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned By**..... Rocky Mt. Tele. Stations  
**Address**..... Box 799  
**Tel.:** 237-3711..... CBS  
**Station Representative**..... Meeker  
**President**..... B. Harris  
**General Manager**..... L. Berger

### KVOC—Casper—1946

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... KVOC Bcstg. Co.  
**Address**..... Box 2090  
**Tel.:** 2-4511..... ABC-MBS  
**Station Representative**..... Devney-O'Connell  
**Sta., Sales Prom. Mgr.**..... William F. Shutts  
**Comm. Mgr., Ch. Eng.**..... Duane W. Simons  
**Program Director**..... Marjorie W. Hileman

### KCHY—Cheyenne—1959

**Frequency:** 1590 Kc..... **Power:** 1 Kw., d.  
**Owned**..... KCHY Broadcasting Corp.  
**Address**..... 309 W. 18 St.  
**Tel.:** 634-7975..... Independent  
**Station Rep.**..... Torbet, Allen & Crane  
**President**..... Robert S. Pommer  
**General Manager**..... David Williams  
**Station Mgr., Prog. Dir.**..... Richard Cable  
**Commercial Manager**..... Richard Kersting  
**Sales Promotion Mgr.**..... Marjorie Metz  
**Publicity Director**..... Helen Williams  
**Chief Engineer**..... Everett Anderson

### KFBC—Cheyenne—1940

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Frontier Bcstg. Co.  
**Address**..... 2923 East Lincolnway

Tel.: 634-4461 ..... ABC  
**News, Affil.**.... Wyoming Eagle, State Tribune  
 President..... Robert S. McCracken  
 General Mgr., Chief Eng.... William C. Grove  
 Station, Commercial Mgr..... Larry Birleffi  
 Program Director..... Linda Preston  
 Owners of: KFBC-TV; KSTF, Scottsbluff, Neb.

**KVWO—Cheyenne—1952**

Frequency: 1370 Kc.... Power: 1000 Watts d.  
 Owned-Operated By..... Great West Co.  
**Address**..... Box 926  
 Tel.: 6433 ..... MBS  
 President..... W. P. Wright  
 General Manager..... Leo R. Morris  
 Program Director..... T. Gilmore  
 Chief Engineer..... David Wood  
 Owners of: KWKC, Abilene, Texas.

**KODI—Cody—1947**

Frequency: 1400 Kc.... Power: 250 Watts  
 Owned-Operated By... Park Broadcasters, Inc.  
**Address**..... P. O. Box 1222  
 Tel.: 587-4227 ..... Independent  
 Station Rep..... Devney-O'Connell  
 President, Station Mgr..... R. B. Beall  
 Chief Engineer..... Phil Barnhart

**KWIV—Douglas—1957**

Frequency: 1050 Kc.... Power: 250 Watts d.  
 Owned By..... Douglas Broadcasting, Inc.  
**Address**..... Box 114  
 Tel.: 800 ..... KBS  
 President, Chief Eng..... Joe C. Henry  
 Commercial Manager.... Edmond D. Wilkens  
 Program Director..... Evelyn Munkres

**KLUK—Evanston—1953**

Frequency: 1240 Kc.... Power: 250 Watts  
 Owned-Oper. By... Evanston-Kemmerer Bcstrs.  
**Address**..... P. O. Box 198  
 Tel.: 700 ..... ABC-KBS  
 President, General Mgr..... Warren Papke  
 Commercial Mgr., Prog. Dir.... Duane A. Shupe  
 Chief Engineer..... Harry Albers

**KIML—Gillette—1957**

Frequency: 1490 Kc.... Power: 250 Watts  
 Owned By..... Gillette Bcstg Co.  
**Address**..... Box 277  
 Tel.: MUtual 2-4747..... KBS  
 President..... W. H. Edelman, Jr.  
 Station Manager, Ch. Eng.... Robert H. Larson  
 Program Dir..... Roy Mapel

**KOVE—Lander—1948**

Frequency: 1330 Kc.... Power: 1000 Watts  
 Owned-Operated By..... Fremont Bcstg.  
**Business Address**..... P. O. Box 436  
 Tel.: 488 ..... KBS-MBS  
 Representative ..... Continental  
 Sta., Gen. Mgr..... Dan Breece  
 Comm. Manager..... Dorothy L. Reed  
 Sales Prom. Mgr..... James Fitzgerald

**KOWB—Laramie—1948**

Freq.: 1290 Kc.... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Kowboy Radio, Inc.  
**Address**..... Box 972  
 Tel.: FRanklin 5-4888..... ABC-MBS-KBS  
 Sta. Representative ..... Avery-Knodel  
 President..... Charles R. Bell  
 General Station Mgr..... W. Britt Davis  
 Commercial, Sales Prom. Mgr.... R. McKendrick  
 Chief Engineer..... R. Strock  
 Owners of: KYCN, Wheatland, Wyo.

**KASL—Newcastle—1953**

Frequency: 1240 Kc.... Power: 250 Watts  
 Owned..... Jack Rosenthal Group  
**Address**..... Box 967  
 Tel.: 6-2721 ..... Independent  
 President..... Stella Sue Parrott  
 General Station Mgr..... H. A. Preston  
 Program Director..... Scotty Marriner  
 Chief Engineer..... Ben Rinehardt

**KPOW—Powell—1941**

Freq... 1260 Kc.... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... KPOW, Inc.  
**Address**..... P. O. Box 864  
 Tel.: Skyline 4-2421..... ABC-MBS  
 Representative ..... Avery-Knodel  
 President, General Mgr..... Merlyn J. Hedin  
 Program, Publicity Dir..... John C. Steele  
 Chief Engineer..... J. S. Kilness

**KRAL—Rawlins—1947**

Frequency: 1240 Kc.... Power: 250 Watts  
 Owned-Operated By..... Rawlins Bcstg. Co.  
**Address**..... Box 385, West Rawlins  
 Tel.: EA 4-2711..... MBS-KBS-ABC  
 Station Rep..... Avery-Knodel  
 President..... William C. Grove  
 General, Station Mgr..... Denny Hawkins  
 Commercial Manager..... Frank Gillespie  
 Chief Engineer..... R. E. Williams  
 Owners of: KSID, Sidney, Neb.

**KWRL—Riverton—1948**

Frequency: 1450 Kc.... Power: 250 Watts  
 Owned..... Joseph P. Ernst  
**Business Address**..... Box 393  
 Tel.: UL 6-2251..... Independent  
 Station Representative..... Devney-O'Connell  
 President..... Joseph P. Ernst  
 General Manager..... William G. Stewart  
 Chief Engineer..... Dave Griesel

**KVRS—Rock Springs—1938**

Freq.: 1360 Kc... Power: 1 Kw. d., 500 Watts n.  
 Owned..... Wyoming Broadcasting Co.  
**Address**..... Box 1067  
 Tel.: Empire 2-3799..... ABC-KBS  
 Representative ..... Avery-Knodel  
 President..... D. G. Richardson  
 Gen., Sta. Mgr..... Dwight A. Fisher  
 Comm., Sales Prom. Mgr.... Laurel H. Mosbey

## WYOMING-GUAM-PUERTO RICO

### **KWYO**—Sheridan—1934

Freq.: 1340 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By... Big Horn Bcstg. Co., Inc.  
Address... 21 N. Main  
Tel.: ORchard 4-4461... ABC-MBS  
Representative... Avery-Knodel  
President, Gen. Mgr.... Donald E. Tannehill  
Commercial, Sales Prom. Mgr.... F. C. Taggart  
Program Director... H. W. Thompson  
Chief Engineer... Bob Crossthwaite

### **KRTR**—Thermopolis—1955

Frequency: 1490 Kc. Power: 250 Watts  
Owned... Mildred V. Ernst  
Address... 500 Broadway  
Tel.: 800... KBS  
Gen., Comm. Mgr.... Mildred V. Ernst  
Sta. Mgr.... Karl V. Kerstan  
Chief Engineer... Joseph P. Ernst

### **KTHE**—Thermopolis—1958

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Big Horn Basin Bcstg. Co.

Address... 520 Railroad Ave.  
Tel.: UNION 4-2119... Independent  
Pres., Gen. Mgr.... Hugh R. Graham  
Commercial Manager... Paul Stadius  
Program Director... Emma R. Graham  
Publicity Director... Earl Myers  
Chief Engineer... Gayle Robinson

### **KGOS**—Torrington—1950

Frequency: 1490 Kc. Power: 250 Watts  
Owned... Kermit G. Kath  
Address... Box 271  
Tel.: JEFFerson 2-2158... Independent  
Gen., Sta. Mgr.... Kerm Kath  
Sales Promotion, Pub. Dir.... Jack Jolly  
Program Director... Charlie Rook  
Chief Engineer... Dave Scherling

### **KWOR**—Worland—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Joseph P. Ernst  
Address... Route 20 West  
Tel.: 303... KBS  
Gen. Ccmm. Mgr.... Mildred V. Ernst

## Territories and Possessions

### *Guam*

### **KUAM**—Agana—1954

Frequency: 610 Kc. Power: 1000 Watts  
Owned By... Radio Guam, Inc.  
Address... P. O. Box 368  
Tel.: 7961... NBC, MBS

Station Rep.... Intercont. Services Ltd.  
Pres., Gen. Mgr.... Harry M. Engel  
Commercial Mgr.... Mary C. Chappelle  
Chief Engineer... E. R. Sibayan  
Owners of: KUAM-TV.

### *Puerto Rico*

### **WABA**—Aguadilla—1951

Frequency: 850 Kc. Power: 500 Watts  
Owned-Operated By... L. Hector Reichard  
Address... Box 188  
Tel.: 241... Independent  
General Manager... F. Bonnet Velez

Commercial Mgr.... Frank L. Oronoz  
Program Dir.... Hector M. Somohano  
Chief Engineer... Jose Soler

### **WMIA**—Arecibo—1957

### **WCMN**—Arecibo—1947

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By... Caribbean Bdcstg Corp.  
Address... 32 Jose de Diego Ave.  
Tel.: 589... Independent  
President... Antonio E. Vidal  
General Manager... Nabal Barreto

Frequency: 1070 Kc. Power: 500 Watts  
Owned... Abacoa Radio Corp.  
Address... Box 126  
Tel.: 463... Independent  
Station Representative... Pan-American  
President... Carlos M. Pirallo-Lopez  
General, Comm. Mgr.... Epifanio Rodriguez-Velez  
Program Director... Gilberto Rodriguez  
Sales Prom. Mgr.... Manuel Pirallo  
Chief Engineer... Jose E. Medina  
Owners of: WWWV, Rio Piedras.

**WNIK—Arecibo—1958**

Freq.: 1230 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By.....Arecibo Radio Corp.  
 Address.....462 Jose de Diego Ave.  
 Tel.: 913.....Independent  
 President.....M. A. Cabrera  
 General Station Mgr.....David Ortiz  
 Chief Engineer.....F. Santiago Andujar

**WENA—Bayamon—1947**

Frequency: 1560 Kc. Power: 250 Watts  
 Owned-Operated By.....Antilles Bcstg.  
 Business Address.....Box 157  
 Tel.: 8-0300.....Independent  
 Station Manager.....M. Placer  
 Chief Engineer.....Fernando Salazar

**WNEL—Caguas—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owner.....Inter-American Radio Corp.  
 Address.....Box 487  
 Tel.: 677.....Independent  
 Pres., Gen. Mgr., C. E. Eduardo Biscoechea  
 Station Mgr.....Emilia P. Biscoechea  
 Program Director.....Charles Miner  
 Comm. Mgr.....Alberto Flores-Blandino

**WVJP—Caguas—1947**

Frequency: 1110 Kc. Power: 250 Watts  
 Owned-Oper. By.....Borinquen Bdcstg. Co.  
 Address.....Ruiz Belvis St.  
 Tel.: 789.....Independent  
 Newspaper Affil. Servicio Insular de Prensa  
 President, General Mgr.....Hector Pereira  
 Station Mgr., Prog. Dir.....Angel L. D. Lebron  
 Commercial Manager.....Jorge L. Arzuaga  
 Chief Engineer.....Jose M. Carriles

**WMDD—Fajardo—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....WMDD, Inc.  
 Address.....Box 387  
 Tel.: 132.....Independent  
 President.....J. Matrazo  
 General Manager.....Agustin B. Camunas

**WXRf—Guayama—1948**

Frequency: 1590 Kc. Power: 1,000 Watts  
 Owned-Oper. By.....Guayama Bcstg. Co. Inc.  
 Business Address.....P.O. Box 615  
 Tel.: 243.....Independent  
 General Mgr.....Gumersindo Cordero, Jr.  
 Chief Engineer.....Johnny Ortiz

**WAEL—Mayaguez—1948**

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By.....Mario Acosta  
 Business Address.....12 Iglesia St.  
 Tel.: 600.....Independent  
 Gen. Manager.....Mario Acosta  
 Comm. Mgr.....Manuel Pirallo

**WKJB—Mayaguez—1946**

Frequency: 710 Kc. Power: 1000 Watts  
 Owned-Operated By.....Jose A. Bechara, Jr.

Address.....Box 1293  
 Tel.: 983.....Independent  
 Pres., Gen. Mgr.....Jose A. Bechara, Jr.  
 Manager.....Arturo Cortes

**WORA—Mayaguez—1947**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Radio Americas Corp.  
 Studio Address.....P. O. Box 43  
 Tel.: 1150.....Independent  
 Station Representative.....Interamerican  
 Pres., Gen. Mgr.....Alfredo R. DeArellano  
 Sta., Comm. Mgr.....Reinaldo M. Dupont  
 Program Director.....Nelson Del Valle  
 Chief Engineer.....Rafael Cruz Rivera

**WPRA—Mayaguez—1937**

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Oper. By.....WPRA, Inc.  
 Address.....Box 869  
 Tel.: 869.....Independent  
 President.....Andres Camara  
 Gen. Mgr.....E. Camara de Ramos

**WTIL—Mayaguez—1950**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By.....Mayaguez Radio Corp.  
 Address.....P. O. Box 1346  
 Tel.: 1290.....Independent  
 Station Representative.....Continental  
 President.....William G. Mamary  
 Gen., Comm. Mgr.....Gilbert Mamary  
 Station Mgr.....P. R. Fernalint  
 Program Dir.....Rafael Colon Diaz  
 Chief Engineer.....Aristides Zapata, Jr.

**WISO—Ponce—1953**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By.....South P. R. Bcstg. Corp.  
 Tel.: 2-1257.....Independent  
 President.....Andres Grillasca  
 Gen. Mgr., Ch. Eng.....Luis E. Freyre  
 Sta. Manager.....Nilda P. Freyre

**WLEO—Ponce—1956**

Frequency: 1170 Kc. Power: 250 Watts  
 Owned By.....Ponce Broadcasting Corp.  
 Business Address.....Torres & Villa Sts.  
 Tel.: 2-3038.....Independent  
 Pres., Gen. Mgr.....Charles Cordero  
 Program Director.....Felix Irizarry  
 Chief Engineer.....J. H. Conesa

**WPAB—Ponce—1939**

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Portorican Am. Bcstg. Co., Inc.  
 Address.....P.O. Box 786  
 Tel.: 2-3260.....Independent  
 Representative.....Intercontinent Svcs.  
 Pres., Gen. Mgr.....A. Gimenez-Aguayo

**WPRP—Ponce—1936**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Operated By.....Voice of Puerto Rico  
 Address.....P. O. Box 430

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GET THE  
BEST!**

**ON**

**WAPA**

**WHY SETTLE  
FOR LESS!**

**WAPA**

680 Kcs

10 Kws

**Puerto Rico**

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U. S. Sales Office:  
**CARIBBEAN NETWORKS, INC.**  
20 West 43rd Street  
New York 36, N. Y.  
LOnagacre 5-7840

**PUERTO RICO** ~~~~~

Tel.: 2-0166 ..... Independent  
Representative ..... Inter-Amer. Pub.  
President, Gen. Mgr. ... Alfredo R. de Arellano  
Station, Comm. Mgr. .... Antonio Miro  
Chief Engineer ..... Pedro M. Conesa

**WRIO—Rio Piedras—1949**

Frequency: 1320 Kc. Power: 5 Kw. d. 1 Kw. n.  
Owned-Oper. By ... The Master Bdcstg. Corp.  
Address ..... Box Q, Hato Rey, P. R.  
Tel.: 6-2491 ..... Independent  
President ..... Isidoro Quinones Vidal

**WWW—Rio Piedras—1949**

Frequency: 1520 Kc. Power: 250 Watts  
Owned-Oper. By ..... Abacoa Radio Corp.  
Address ..... Box 1252, Hato Rey, P. R.  
Tel.: 6-5000 ..... Independent  
President, General Mgr. .... Carlos P. Lopez  
Commercial Manager ..... Hector Ramos  
Program Director ..... Binny Marrero  
Chief Engineer ..... Ramon E. Orta  
Owners of: WMIA, Arecibo.

**WAPA—San Juan—1947**

Frequency: 680 Kc. Power: 10,000 Watts  
Owned-Oper. By ..... José Ramón Quiñones  
Bus. Address ..... 357 Ponce De Leon Ave.  
Tel.: 3-3000 ..... MBS  
Representative ..... Caribbean Network, Inc.  
Owner ..... Jose Ramon Quinones  
General Mgr. .... Segismundo Quinones  
Program Dir. .... Francisco Aranzamendi, Jr.  
Publicity Dir. .... Antonio Velez  
Chief Engineer ..... Jose Arzuaga

**WHOA—San Juan—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owned ..... Continental Broadcasting Corp.  
Address ..... Box 168 Hato Rey  
Tel.: 6-3182 ..... KBS  
Representative ..... Pan-American Broadcasting  
Pres., Gen. Mgr. .... Carmina Mendez

**WIAC—San Juan—1947**

Frequency: 740 Kc. Power: 10 Kw.  
Owned-Oper. By ... Radio Station WIBS, Inc.  
Address ..... Box 4504  
Tel.: San Juan ..... Independent  
General Manager ..... Tomas Muniz  
Asst. Mgr. .... B. P. Rios

**WITA—San Juan—1947**

Frequency: 1140 Kc. Power: 500 Watts  
Owned-Oper. By ... Electronic Enterprises, Inc.  
Address ..... P.O. Box 2792  
Tel.: 3-3594 ..... Independent  
General Mgr. .... Mariano A. Suarez  
Station Mgr. .... Osvaldo T. Velazquez  
Chief Engineer ..... Luis Prado Martorell

**WKVM—San Juan—1945**

Frequency: 810 Kc. Power: 25 Kw.  
Owned-Oper. ... American Colonial Bcstg. Corp.  
Address ..... 1000 Ponce de Leon Ave.



**PUERTO RICO-VIRGIN ISLANDS**

Tel.: 2-1278 ..... Independent  
 Representative.....Pan American Bcstg. Co.  
 Pres., Gen. Mgr.....R. P. Perry  
 Chief Engineer.....Emilio Ramirez  
 Owners of: WSCR-TV, Ponce; WKBM-TV, Caguas.

Owned-Oper. By.....El Mundo Bcstg. Corp.  
 Address .....Box 9007  
 Tel.: 2-2023 .....Independent  
 Newspaper Affiliation.....El Mundo  
 Representatives.....Inter-American Publ., Inc.  
 General Mgr.....V. Lamas, Jr.  
 Program Director...Esther Pales de Rodriguez  
 Chief Eng.....Jose A. Fernandez

**WKAQ—Santurce—1922**

Frequency: 580 Kc.....Power: 5000 Watts



**WIVI—Christiansted—1952**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Oper..Radio American West Indies, Inc.  
 Address.....P. O. Box 931  
 Tel.: 223 .....KBS  
 Station Rep.....Pan American  
 Pres., Gen. Mgr.....Mrs. Hazel M. Higdon  
 Chief Engineer.....Raymond E. Higdon

**WSTA—St. Thomas—1950**

Frequency: 1340 Kc.....Power: 250 Kc.  
 Owned-Oper. By.....W. M. O'Neil  
 Address .....Box 538  
 Tel.: 489.....MBS-NBC  
 Station Representative.....Intercontinental  
 President.....W. M. O'Neil  
 General, Sta. Mgr.....Len Stein  
 Commercial Mgr.....Jay Lloyd  
 Program Dir.....Bob Bell  
 Chief Engineer.....George Beers

**Nothing  
 Outshouts  
 Quality and  
 Integrity**





## 1961 Big Year For Canadian Association of Broadcasters

By T. J. ALLARD  
Executive V.P., CAB

**A** MILESTONE of 1960 was the Board of Broadcast Governors' blessing of the first privately-owned television network to be allowed in Canada. The license was granted to S. W. Caldwell Limited Toronto who was unopposed in his application to the Board.

Perhaps more attention was paid to research this year than in any other year in broadcasting's history. The most ambitious project is the Communications Research project being undertaken for Canadian broadcasting at the University of British Columbia. This project was initiated as a memorial to four broadcasting pioneers—Harold Carson; F. H. Elphicke, A. A. Murphy and Harry Sedgwick.

The C.A.B. has donated \$20,000 to this project, and a total of \$300,000 is expected for the fund in toto so that the Communications project can be financed in perpetuity.

The Communications project will be designed to find out what impact radio and TV programs have on people, and why; to what extent these reactions are predictable because of what the people are, rather than what the programs are; basic audience composition, etc.

Another research project which was launched this year was the special study on the French language market, which was undertaken in co-operation with the French language regional association.

Another research project was the complete survey of the buying and selling methods actually or potentially employed in the broadcasting industry. This survey was undertaken by the firm Woods, Gordon of Toronto for the C.A.B.

The C.A.B. also had a committee under

the Chairmanship of Mr. Reo Thompson investigate talent and personnel training. In addition, there were many liaison committees such as the CAB/CAAA/ACA Liaison Committee consisting of Mr. R. T. Snelgrove, Mr. K. D. Soble, Mr. J. A. Dupont, Mr. D. A. Gourd and Mr. A. Waters.

The C.A.B. presented four important briefs during 1960. One was presented to the Ministers of Finance and National Revenue asking that broadcasting stations be exempt from application of sales tax. Another brief, dealing with political broadcasting, was submitted to the House of Commons Standing Committee on Elections and Privileges. A brief was also submitted to the House of Commons Committee on Broadcasting, and to the Board of Broadcast Governors concerning radio regulations.

The Code of Ethics approved by the C.A.B. has now been printed and copies suitable for framing will be sent out to stations who have applied for adherence.

On the annual meeting front, in addition to regional annual meetings, there was the C.A.B. annual meeting held in Quebec City in March. Another highlight of the year was the meeting of the Radio-Television News Directors Association which met in Canada for the first time in 1960.

Radio week was held again this year to inform the public of the informative and entertaining qualities of radio. Promotion kits were sent out from the C.A.B. Toronto office featuring spots; idea books; fact sheets, etc. The Television Section of C.A.B. held its Fourth Annual Television Seminar in Toronto in April.

The total membership of The Canadian Association of Broadcasters is now 163 radio and 49 television members, plus 66 associates.

**1961**

**CANADA**



**PERSONNEL OF THE CAB & CBC  
INTERNATIONAL RADIO STATIONS  
STATION INDEX**

**AM STATIONS BY PROVINCES  
AND THEIR KEY PERSONNEL**



# Canadian Television Continues Its Growth

By JULES LAROCHELLE  
Radio-TV Daily, Canadian Bureau

**T**ELEVISION has swept Canada by storm. This is more strongly emphasized than ever this year as new privately owned stations have either begun or are getting ready to begin operations in Canada's largest cities heretofore served solely by the Canadian Broadcasting Corporation stations.

Television programs can now be received by over 93 percent of all Canadian homes which are being served by a total of 74 stations, at latest count, not including a number of satellite outlets.

The number of stations has grown from only two, back in September, 1952, to 74 (17 CBC-owned stations and 57 privately owned stations); the number of Canadian homes with TV receivers has increased from 4 percent of all homes in 1952 to 80 percent, according to the last official report. As of January 1 this year, it is estimated that TV homes in Canada have attained 83 percent coverage.

Within a few years, according to some sources connected with the industry, ownership of TV sets should reach close to the 100 percent mark.

In brief, television set ownership in Canada has leaped from 4 percent of total households in 1952, to 84 percent of total households as of March 31, 1960. The number of TV stations in operation in the same period has grown from 2 to 74, and sales of TV receivers have increased from 140,000 to 3,931,000.

The two provinces leading in set ownership are the richest and most heavily populated—Ontario and Quebec, with the former enjoying a slight lead. In Ontario, 88 percent of the total number of households are provided with 1,405,000 sets. In Quebec, 98 percent of the total number of households own 1,000,000 sets.

The smallest number of sets are on Prince

Edward Island (15,000), covering 62 percent of total households. Next is Newfoundland, with a total of 50,000 sets, representing 56 percent of the total number of households.

Meanwhile, radio broadcasting has continued to flourish. According to industry sources, revenues of radio stations continued at a high level during 1960, despite strong competition for the advertisers' dollars from television. Sales of radio sets, compared to sales of TV receivers, have improved, although showing a decline for 1960, compared to the previous year. Sales of transistor radios were high, as well as those of automobile sets.

For 1961, there will be keen competition for the approximately fifty million advertising dollars available for television, and the broadcasters will also be competing for the viewers' time.

The six recently-licensed English language independent stations, as well as the second French-language station in Montreal, will begin operations in the major cities, competing with existing CBC outlets. Formerly, the CBC enjoyed a monopoly in the rich markets of Montreal, Toronto, Vancouver, Winnipeg, Ottawa and Halifax.

In a seventh city, Edmonton (Alberta), the CBC has been granted license to compete with a privately-owned station in operation for several years. And in an eighth center, Calgary, a second private outlet has been approved. These two new stations will also start operations this year.

Also highly possible for 1961, is a second English television network. The CBC at present operates two networks, one French and the other English. Spencer Caldwell of Toronto, has obtained initial permission from the Board of Broadcast Governors to operate such a network, which may be finalized at a second appearance before the BBG.

# Personnel Of The Canadian Association Of Broadcasters

Head Office—108 Sparks St., Ottawa 4, Ont.

Phone: CE 3-4035



## **Officers**

**1961**

President . . . . . Don Jamieson, CJON-TV, St. John's  
Immediate Past President . . . . . M. T. Brown, CFPL AM-TV, London  
Executive Vice-President . . . . . T. J. Allard  
Vice-President Radio . . . . . R. T. Snelgrove, CKBB, CKVR-TV, Barrie  
Vice-President TV . . . . . R. G. Chapman, CHBC-TV, Kelowna



## **Directors**

Atlantic Region—R. F. Large, CFCY, Charlottetown, Radio; J. A. Manning, CKCL, Truro.  
French Language—D. A. Gourd, CKRN, Rouyn, Radio; R. Couture, St. Boniface, Radio; T. Fortier, Quebec, Radio; T. Burham, CKRS-TV, Jonquiere, TV.  
Central Canada—T. D. French, CKLC, Kingston, Radio; A. F. Waters, CHUM, Toronto, Radio; H. C. Caine, CHWO, Oakville, Radio; M. T. Brown, CFPL, London, Radio; R. T. Snelgrove, CKVR-TV, Barrie, TV.  
Prairies—J. O. Blick, CJOB, Winnipeg, Radio; J. Love, CFCN, Calgary, Radio; E. A. Rawlinson, CKBI, Prince Albert, Radio; G. B. Nelson, CFQC-TV, Saskatoon, TV.  
Pacific—K. Hutcheson, CJAV, Port Alberni, Radio; J. L. Sayers, CFUN, Vancouver, Radio; R. G. Chapman, CHBC-TV, Kelowna, TV.



## **Functions**

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organizations of 163 privately owned (independent) radio broadcasting stations, and 49 television stations in Canada.



# Personnel Of The Canadian Broadcasting Corporation

Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

## BOARD OF DIRECTORS

J. A. Ouimet, President, Ottawa  
 Capt. W. E. S. Briggs, Vice Pres., Ottawa  
 R. L. Dunsmore, Chairm., Westmount, P.Q.  
 C. W. Leeson, Vice Ch., Islington, Ont.  
 Mrs. Kate Aitken, Streetsville, Ont.  
 Mrs. Ellen Armstrong, Calgary, Alta.

Mrs. Alixe Carter, Salmon Arm, B.C.  
 R. Dupuis, Montreal, P.Q.  
 R. W. Ganong, St. Stephen, N.B.  
 Dr. C. B. Lumsden, Wolfville, N.S.  
 Dr. W. L. Morton, Winnipeg, Mani.  
 J. A. Halbert, Sect. to board

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 Gen Mgr. French Net. Bcstg. .... Marcel Ouimet  
 Dir. French Net. Que. Reg. .... G. Lamarche  
 Dir. Intern. Serv  
 (Montreal) ..... C. R. Delafield

# International Radio Stations In The United States And Canada

Station Operator and Location	Call Letters	Power
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Bethany, Ohio.....	WLWO-1	110 kw.
	-2	110 kw.
	-3	110 kw.
	-4	110 kw.
	-5	110 kw.
	-6	110 kw.
General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.....	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.....	KNEH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	50 kw.
*Radio Station KGEI, Inc., Belmont, Calif.....	KGEI	50 kw.

\*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used for programs of the Voice of America, Armed Forces Radio & Television Service, & United Nations Radio.

## CANADIAN BROADCASTING CORP. INTERNATIONAL SERVICE

*Headquarters and production studios are in Montreal with two transmitters at Sackville, New Brunswick, of 50 kw. each, operating under the following frequencies:*

Services To:	Frequencies (Mc s)	Band (meters)
Australasia	9.63	31.15
	21.60	13.89
	17.82	16.84
	15.32	19.58
	11.72	25.60
African	17.82	16.84
	15.32	19.58
Northern Canada	11.72	25.60
Caribbean, Latin American	9.585	31.30
	15.19	19.75
	11.76	25.51

Note: There are never more than two frequencies used at once. Call letters are not used on the air.  
Source: CBC.

# Canadian Radio Stations

LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page	Call Letters	City	Page
CBA	Sackville, N. B.	633	CFNB	Fredericton, N. B.	633
CBAF	Moncton, N. B.	633	CFNS	Saskatoon, Sask.	646
CBE	Windsor, Ont.	641	CFOB	Fort Frances, Ont.	636
CBF	Montreal, Que.	642	CFOR	Orillia, Ont.	638
CBG	Gander, Nfld.	633	CFOS	Owen Sound, Ont.	638
CBH	Halifax, N. S.	635	CFPA	Port Arthur, Ont.	639
CBI	Sydney, N. S.	635	CFPL	London, Ont.	637
CBJ	Chicoutimi, Que.	641	CFPR	Prince Rupert, B. C.	630
CBK	Regina, Sask.	645	CFQC	Saskatoon, Sask.	646
CBL	Toronto, Ont.	640	CFRA	Ottawa, Ont.	638
CBM	Montreal, Que.	642	CFRB	Toronto, Ont.	640
CBN	St. John's, Nfld.	633	CFRG	Gravelbourg, Sask.	645
CBO	Ottawa, Ont.	638	CFRN	Edmonton, Alta.	628
CBT	Grand Falls, Nfld.	633	CFRS	Simcoe, Ont.	639
CBU	Vancouver, B. C.	630	CFRY	Portage La Prairie, Man.	632
CBV	Quebec City, Que.	643	CFSL	Weyburn, Sask.	646
CBW	Winnipeg, Man.	632	CFTJ	Galt, Ont.	636
CBX	Edmonton, Alta.	628	CFUN	Vancouver, B. C.	630
CBXF	Fort Nelson, B. C.	629	CFWH	Whitehorse, Yuk.	646
CBXG	Watson Lake, Yuk.	646	CFYK	Yellowknife, N. W. Territories	634
CBXH	Fort Smith, N. W. Territories	634	CFYT	Dawson City, Yuk.	646
CBY	Corner Brook, Nfld.	633	CHAB	Moose Jaw, Sask.	645
CFAB	Windsor, N. S.	635	CHAD	Amos, Que.	641
CFAC	Calgary, Alta.	628	CHAK	Inuvik, N. W. Territories	634
CFAM	Altoona, Man.	631	CHAT	Medicine Hat, Alta.	629
CFAR	Flin Flon, Man.	632	CHED	Edmonton, Alta.	628
CFAX	Victoria, B. C.	631	CHEF	Granby, Que.	642
CFBC	Saint John, N. B.	633	CHEX	Peterborough, Ont.	639
CFBR	Sudbury, Ont.	639	CHFA	Edmonton, Alta.	628
CFCF	Montreal, Que.	642	CHFC	Fort Churchill, Man.	632
CFCH	North Bay, Ont.	638	CHGB	St. Anne De La Pocatiere, Que.	643
CFCL	Timmins, Ont.	640	CHLN	Three Rivers, Que.	644
CFCN	Calgary, Alta.	628	CHLO	St. Thomas, Ont.	639
CFCO	Chatham, Ont.	636	CHLT	Sherbrooke, Que.	644
CFCW	Camrose, Alta.	628	CHML	Hamilton, Ont.	636
CFCY	Charlottetown, P.E.I.	641	CHNC	New Carlisle, Que.	643
CFDA	Victoriaville, Que.	645	CHNO	Sudbury, Ont.	640
CFGB	Goose Bay, Lab.	631	CHNS	Halifax, N. S.	635
CFGP	Grande Prairie, Alta.	628	CHOK	Sarnia, Ont.	639
CFGR	Gravelbourg, Sask.	645	CHOV	Pembroke, Ont.	638
CFGT	Alma, Que.	641	CHOW	Welland, Ont.	641
CFHR	Hay River, N. W. Territories	634	CHRC	Quebec City, Que.	643
CFJB	Brampton, Ont.	636	CHRD	Drummondville, Que.	641
CFJC	Kamloops, B. C.	629	CHRL	Roberval, Que.	643
CFJR	Brockville, Ont.	636	CHRS	St. Jean, Que.	644

## CANADIAN RADIO STATIONS

Call Letters	City	Page	Call Letters	City	Page
CHSJ . . .	Saint John, N. B. . . . .	633	CKDH . . .	Amherst, N. S. . . . .	634
CHUB . . .	Nanaimo, B. C. . . . .	629	CKDM . . .	Dauphin, Man. . . . .	631
CHUC . . .	Cobourg, Ont. . . . .	636	CKEC . . .	New Glasgow, N. S. . . . .	635
CHVC . . .	Niagara Falls, Ont. . . . .	638	CKEK . . .	Cranbrook, B. C. . . . .	629
CHWK . . .	Chilliwack, B. C. . . . .	629	CKEY . . .	Toronto, Ont. . . . .	640
CHWO . . .	Oakville, Ont. . . . .	638	CKFH . . .	Toronto, Ont. . . . .	640
CHUM . . .	Toronto, Ont. . . . .	640	CKGB . . .	Timmins, Ont. . . . .	640
CJAD . . .	Montreal, Que. . . . .	642	CKGM . . .	Montreal, Que. . . . .	643
CJAT . . .	Trail, B. C. . . . .	630	CKJL . . .	St. Jerome, Que. . . . .	644
CJAV . . .	Port Alberni, B. C. . . . .	630	CKKW . . .	Kitchener, Ont. . . . .	637
CJBC . . .	Toronto, Ont. . . . .	640	CKLB . . .	Oshawa, Ont. . . . .	638
CJBQ . . .	Belleville, Ont. . . . .	635	CKLC . . .	Kingston, Ont. . . . .	637
CJBR . . .	Rimouski, Que. . . . .	643	CKLD . . .	Thetford Mines, Que. . . . .	644
CJCA . . .	Edmonton, Alta. . . . .	628	CKLG . . .	No. Vancouver, B. C. . . . .	630
CJCB . . .	Sydney, N. S. . . . .	635	CKLN . . .	Nelson, B. C. . . . .	630
CJCH . . .	Halifax, N. S. . . . .	635	CKLS . . .	La Sarre, Que. . . . .	642
CJCS . . .	Stratford, Ont. . . . .	639	CKLW . . .	Windsor, Ont. . . . .	641
CJDC . . .	Dawson Creek, B. C. . . . .	629	CKLY . . .	Lindsay, Ont. . . . .	637
CJDV . . .	Drumheller, Alta. . . . .	628	CKMR . . .	Newcastle, N. B. . . . .	633
CJEM . . .	Edmundston, N. B. . . . .	632	CKNB . . .	Campbellton, N. B. . . . .	632
CJFP . . .	Riviere-Du-Loup, Que. . . . .	643	CKNW . . .	New Westminster, B. C. . . . .	630
CJET . . .	Smiths Falls, Ont. . . . .	639	CKNX . . .	Wingham, Ont. . . . .	641
CJFX . . .	Antigonish, N. S. . . . .	634	CKOC . . .	Hamilton, Ont. . . . .	637
CJGX . . .	Yorkton, Sask. . . . .	646	CKOK . . .	Penticton, B. C. . . . .	630
CJIB . . .	Vernon, B. C. . . . .	631	CKOM . . .	Saskatoon, Sask. . . . .	646
CJIC . . .	Saulte Ste. Marie, Ont. . . . .	639	CKOT . . .	Tillsonburg, Ont. . . . .	640
CJKL . . .	Kirkland Lake, Ont. . . . .	637	CKOV . . .	Kelowna, B. C. . . . .	629
CJLS . . .	Yarmouth, N. S. . . . .	635	CKOX . . .	Woodstock, Ont. . . . .	641
CJMS . . .	Montreal, Que. . . . .	642	CKOY . . .	Ottawa, Ont. . . . .	638
CJMT . . .	Chicoutimi, Que. . . . .	641	CKPC . . .	Brantford, Ont. . . . .	636
CJNB . . .	North Battleford, Sask. . . . .	645	CKPG . . .	Prince George, B. C. . . . .	630
CJNR . . .	Blind River, Ont. . . . .	636	CKPR . . .	Fort William, Ont. . . . .	636
CJOB . . .	Winnipeg, Man. . . . .	632	CKRB . . .	St. Georges, Que. . . . .	644
CJOC . . .	Lethbridge, Alta. . . . .	628	CKRC . . .	Winnipeg, Man. . . . .	632
CJON . . .	St. John's, Nfld. . . . .	634	CKRD . . .	Red Deer, Alta. . . . .	629
CJOR . . .	Vancouver, B. C. . . . .	630	CKRM . . .	Regina, Sask. . . . .	646
CJOY . . .	Guelph, Ont. . . . .	636	CKRN . . .	Rouyn, Que. . . . .	643
CJQC . . .	Quebec City, Que. . . . .	643	CKRS . . .	Jonquiere, Que. . . . .	642
CJRH . . .	Richmond Hill, Ont. . . . .	639	CKSA . . .	Lloydminster, Alta. . . . .	629
CJRL . . .	Kenora, Ont. . . . .	637	CKSB . . .	St. Boniface, Man. . . . .	632
CJRW . . .	Summerside, P.E.I. . . . .	641	CKSL . . .	London, Ont. . . . .	638
CJSO . . .	Sorel, Que. . . . .	644	CKSM . . .	Shawinigan Falls, Que. . . . .	644
CJSP . . .	Leamington, Ont. . . . .	637	CKSO . . .	Sudbury, Ont. . . . .	640
CJSS . . .	Cornwall, Ont. . . . .	636	CKSW . . .	Swift Current, Sask. . . . .	646
CJVI . . .	Victoria, B. C. . . . .	631	CKTB . . .	St. Catharines, Ont. . . . .	639
CKAC . . .	Montreal, Que. . . . .	642	CKTR . . .	Trois-Rivieres, Que. . . . .	644
CKAR . . .	Huntsville, Ont. . . . .	637	CKTS . . .	Sherbrooke, Que. . . . .	644
CKBB . . .	Barrie, Ont. . . . .	635	CKVD . . .	Val D'Or, Que. . . . .	644
CKBC . . .	Bathurst, Man. . . . .	632	CKVL . . .	Verdun, Que. . . . .	645
CKBI . . .	Prince Albert, Sask. . . . .	645	CKVM . . .	Ville-Marie, Que. . . . .	645
CKBL . . .	Matane, Que. . . . .	642	CKWS . . .	Kingston, Ont. . . . .	637
CKBM . . .	Montmagny, Que. . . . .	642	CKWX . . .	Vancouver, B. C. . . . .	631
CKBW . . .	Bridgewater, N. S. . . . .	634	CKX . . .	Brandon, Man. . . . .	631
CKCH . . .	Hull, Que. . . . .	642	CKXL . . .	Calgary, Alta. . . . .	628
CKCK . . .	Regina, Sask. . . . .	645	CKY . . .	Winnipeg, Man. . . . .	632
CKCL . . .	Truro, N. S. . . . .	635	CKYL . . .	Peace River, Alta. . . . .	629
CKCQ . . .	Quesnel, B. C. . . . .	630	VOAR . . .	St. John's, Nfld. . . . .	634
CKCR . . .	Kitchener, Ont. . . . .	637	VOCM . . .	St. John's, Nfld. . . . .	634
CKCV . . .	Quebec City, Que. . . . .	643			
CKCW . . .	Moncton, N. B. . . . .	633			
CKCY . . .	Sault Ste. Marie, Ont. . . . .	639			
CKDA . . .	Victoria, B. C. . . . .	631			

# Alberta

## CFAC—Calgary—1922

Frequency: 960 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Calgary Bcstg. Co., Ltd.  
 Business Address: Greyhound Bldg.  
 Tel.: AM 6-1036. CBC  
 President: Basil Dean  
 Commercial Manager: D. H. Hartford  
 Sales Promotion Manager: G. B. Mannix  
 Program Director: George Brown  
 Chief Engineer: E. C. Connor

## CFCN—Calgary—1922

Frequency: 1060 Kc. Power: 10,000 Watts  
 Owned-Oper. By: The Voice of the Prairies, Ltd.  
 Address: 712 Twelfth Ave., S.E.  
 Tel.: AM 2-1161. CBC  
 Sta. Reps.: Young Canadian; Radio Reps. Ltd.  
 President, Sta. Mgr.: H. Gordon Love  
 Commercial Mgr.: Gordon L. Carter  
 Program Dir.: Don Thomas  
 Publicity Dir.: James A. Love  
 Chief Engineer: Robert W. Lamb  
 Owners of: CFCN-TV.

## CKXL—Calgary—1950

Frequency: 1140 Kc. Power: 10,000 Watts  
 Owned-Oper. By: CKXL Ltd.  
 Address: 210 9th Ave. S.W.  
 Tel.: AM 6-3026. Independent  
 Representative: H. C. Stovin, Forjoe  
 President, Gen. Mgr.: A. R. Mackenzie  
 Gen. Sales Mgr.: Allan J. Barker  
 Chief Engineer: G. R. Morrison

## CFCW—Camrose—1954

Frequency: 790 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Camrose Bcstg. Co. Ltd.  
 Address: Box 1600  
 Tel.: 672-3151. Independent  
 Pres., Gen. Mgr.: H. J. Yerxa  
 Sales Prom., Comm. Mgr.: W. H. Holte  
 Publicity Dir.: R. H. Wheeler  
 Chief Engineer: L. W. Olson

## CJDV—Drumheller—1958

Frequency: 910 Kc. Power: 1000 Watts  
 Owned By: Dinosaur Bcstg. Corp. Ltd.  
 Address: 327 2nd St. E.  
 Tel.: VA 3-3444. Independent  
 Station Rep.: Trans-Ocean; Messner; Scharf  
 President, Station Mgr.: Tony Mayer  
 Program Dir.: Bill Dowson  
 Chief Engineer: John Jonkman

## CBX—Edmonton—1948

Frequency: 1010 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Canadian Bcstg. Corp.  
 Bus. Studio Address: Rm. 813, MacDonald Hotel  
 Tel.: GArden 4-8221. CBC  
 President: J. A. Ouimet (Ottawa)  
 Director: J. R. Finlay  
 Sta. Mgr.: D. C. Claringbull  
 Director of Radio: L. B. McIlhagga (Wpg.)  
 Sup. of Info. Services: C. E. L'Ami  
 Regional Engineer: R. D. Cahoon (Wpg.)

## CFRN—Edmonton—1934

Frequency: 1260 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Sunwapta Bcstg. Co., Ltd.  
 Address: 102 C.P.R. Bldg.  
 Tel.: GArden 2-2101. CBC  
 Pres., Gen Mgr.: G. R. A. Rice  
 Station Manager: A. J. Hopps  
 Commercial Manager: R. H. Irvine  
 Sales Promotion Mgr.: Glen O'Reilly  
 Production Mgr.: George Duffield  
 Chief Engineer: Ted Wadson

## CHED—Edmonton—1954

Freq.: 1080 Kc. Power: 10,000 Wts. d., 1000 n.  
 Owned-Oper. By: CHED, Ltd.  
 Address: 10006—107th St.  
 Tel.: GArden 4-2111. Independent  
 Representative: Stephens & Towndrow  
 President: H. N. Sibbald  
 General, Sta. Mgr.: M. D. Dyck  
 Prog. Dir.: Jerry Forbes  
 Sales Promotion Mgr.: John Barton  
 Commercial Mgr.: L. R. Roskin  
 Publicity Dir.: John Baldock  
 Chief Engineer: Clint Nichol

## CHFA—Edmonton—1949

Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By: Radio Edmonton, Ltd.  
 Business Address: 10012—109th St.  
 Tel.: GA 4-2157. CBC  
 President: Andre M. Dechene  
 Comm. Sta. Mgr.: B. J. Gagnon  
 Chief Engineer: Larry Leclair

## CJCA—Edmonton—1922

Freq.: 930 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By: Edmonton Bcstg. Co., Ltd.  
 Business Address: 413 Birks Bldg.  
 Tel.: GArden 4-4131. CBC  
 Representative: All-Canada, Weed  
 Station Manager: Rolfe Barnes  
 Program Director: Dalt Elton  
 Chief Engineer: Frank Hollingworth

## CFGP—Grande Prairie—1937

Frequency: 1050 Kc. Power: 10 Kw.  
 Owned By: Northern Bcstg. Corp., Ltd.  
 Address: 9910 99th St.  
 Tel.: 2311. CBC  
 Representative: All-Canada, Weed  
 President: Hugh E. Pearson  
 General, Station Mgr.: Cameron A. Perry  
 Comm. Mgr.: G. Percy  
 Program Director: Colin Fraser  
 Chief Engineer: Jim de Roaldes

## CJOC—Lethbridge—1926

Freq.: 1220 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By: Lethbridge Bcstg., Ltd.  
 Address: 1015 Third Ave. S.  
 Tel.: FA 7-3161. CBC



**Station Representative**.....All-Canada; Weed  
**President**.....Gerry Geatz  
**General Mgr.**.....A. J. Balfour  
**Asst. Mgr.**.....E. P. Ross  
**Commercial Mgr.**.....Don MacFarlane  
**Sales Prom. Mgr.**.....Larry Sherwood  
**Chief Engineer**.....Doug Card

**CKSA—Lloydminster—1957**

**Frequency:** 1150 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Sask-Alta Bcstg. Ltd.  
**Address**.....Lloydminster  
**Station Reps.**.....Scharf; Devney-O'Connell  
**President**.....A. F. Shortell  
**General Mgr.**.....P. J. Edwards  
**Chief Engineer**.....P. Robinson

**CHAT—Medicine Hat—1946**

**Frequency:** 1270 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Monarch Bcstg. Co., Ltd.  
**Address**.....520 First St. S.E.  
**Tel.:** JAcKson 6-2821.....CBC  
**Representative**.....Weed, All-Canada  
**President**.....J. H. Yull  
**Gen., Sta. Mgr.**.....R. J. Buss

**Commercial. Prom. Mgr.**.....Orv Kope  
**Program Director**.....Lorne Havard  
**Chief Engineer**.....Sid Galfney  
**Owners of:** CHAT-TV.

**CKYL—Peace River—1954**

**Frequency:** 630 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Peace River Bcstg. Co.  
**Address**.....Box 220  
**Tel.:** 2535.....Independent  
**Representative**.....Lorrie Potts  
**President, Gen. Mgr.**.....John Skelly  
**Commercial Mgr.**.....W. E. McNabb  
**Program Dir.**.....Jim Gray  
**Chief Engineer**.....Ken Anholt

**CKRD—Red Deer—1949**

**Freq.:** 850 Kc.....**Power:** 1000 Watts  
**Owned By**.....Central Alberta Bcstg. Co. Ltd.  
**Bus. Address**.....Foster Block  
**Tel.:** 2083.....CBC  
**Sta. Reps.**.....Trans-Ocean; Young Can.  
**President**.....Leonard Purnell  
**Comm. Sta. Mgr.**.....W. R. Scott  
**Program Dir.**.....Joe Meyers  
**Chief Engineer**.....Ken Martin

**British Columbia**

**CHWK—Chilliwack—1927**

**Frequency:** 1270 Kc.....**Power:** 10,000 Watts  
**Owned-Oper. By**.....Fraser Valley Bcstrs., Ltd.  
**Address**.....50 Yale Rd., E.  
**Tel.:** SYcamore 3-7226.....CBC  
**Representative**.....All-Canada, Weed  
**President**.....Jack Pilling  
**Managing Director**.....Mudro MacLachlan  
**Sales Prom., Comm. Mgr.**.....Bill Teetzel  
**Program, Publicity Dir.**.....Bill Wolfe  
**Chief Engineer**.....Tony Shepherd

**CKEK—Cranbrook—1957**

**Frequency:** 570 Kc.....**Power:** 1 Watt  
**Owned By**.....East Kootenay Bcstg. Ltd.  
**Address**.....32 South 9th Ave.  
**Tel.:** JUNiper 6-2224.....Independent  
**Sta. Reps.**.....Messner, Radio Reps  
**President**.....R. S. Inglis  
**General, Prog. Dir.**.....J. Paul Haines  
**Commercial Mgr.**.....T. Hogarth  
**Chief Eng., Station Mgr.**.....M. W. Reade  
**Publicity Dir.**.....J. Laker

**CJDC—Dawson Creek—1948**

**Frequency:** 1350 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Radio Station CJDC, Ltd.  
**Business Address**.....902 - 102nd Ave.  
**Tel.:** STerling 2-3838.....Independent  
**President**.....H. Michaud  
**Gen. Mgr., Comm. Mgr.**.....Mike Lavern  
**Chief Engineer**.....Mel Lang

**CBXF—Fort Nelson—1959**

**Frequency:** 860 Kc.....**Power:** 40 Watts  
**Owned by**.....CBC

**Address**.....Fort Nelson, B. C.  
**Tel.:** Fort Nelson.....CBC  
**Director of N. Service**.....A. Cowan  
**Supervisor of Programs**.....J. Craine  
**Information Services**.....H. Shane

**CFJC—Kamloops—1928**

**Freq.:** 910 Kc.....**Power:** 10 Kw. d., 1 Kw. n.  
**Owned**.....Inland Bcstrs., Ltd.  
**Address**.....387 Fourth Ave.  
**Tel.:** 1021.....CBC  
**Sta. Rep.**.....All-Canada, Weed  
**President**.....Ronald White  
**General, Sta. Manager**.....Ian G. Clark  
**Comm., Sales Prom. Mgr.**.....Walter Harwood  
**Publicity Director**.....Jean Ross  
**Program Director**.....Arthur Hall  
**Chief Engineer**.....Kurt Reichennek

**CKOV—Kelowna—1931**

**Frequency:** 630 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Okanagan Bcstrs., Ltd.  
**Address**.....Box 1481  
**Tel.:** 3331.....CBC  
**President**.....Mrs. J. W. B. Browne  
**Gen. Mgr.**.....J. H. Browne

**CHUB—Nanaimo—1949**

**Frequency:** 1570 Kc.....**Power:** 10,000 Watts  
**Owned-Operated By**.....Standard Bcstg. Co. Ltd.  
**Address**.....Malasplac Hotel  
**Tel.:** SKYline 3-4341.....CBC  
**Newspaper Affil.**.....Vancouver Sun  
**Reps.**.....Stephens & Towndrow, Messner, Cooke  
**Station Manager**.....C. J. Rudd  
**Commercial, Sales Prom. Mgr.**.....Sheila Hassell  
**Program Director**.....Vic Fergie  
**Chief Engineers**.....E. R. McIntyre, L. Fox

**CKLN—Nelson—1939**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By: News Publishing Co., Ltd.  
 Address: P. O. Box 250  
 Tel.: 10  
 Newspaper Affiliation: Nelson Daily News  
 Rep.: Stovin & Byles; Young Canadian  
 Station Manager: Alan R. Ramsden

**CKNW—New Westminster  
1944**

Freq.: 980 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned By: Radio NW, Ltd.  
 Address: 227 Columbia St.  
 Tel.: LA 2-2711  
 Independent  
 Sta. Reps.: Adam Young; R-Reps., B'cast. Reps  
 President: Frank A. Griffiths  
 Gen., Station Mgr.: W. J. Hughes  
 Prog. Dir.: Hal Davis  
 Natl. Sales Mgr.: Mel Cooper  
 Chief Engineer: Leo Haydamack

**CKLG—No. Vancouver—1954**

Frequency: 730 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Lions Gate B'casting., Ltd.  
 Address: 143 E. 11th, North Vancouver  
 Tel.: YUKon 8-1101  
 Independent  
 Reps.: Stephens-Towndrow; Donald Cooke  
 President: A. Earson Gibson  
 General, Station Mgr.: Peter Kosick  
 Sales Prom., Publicity Dir.: Terry Bate  
 Program Director: Jim Thom  
 Chief Engineer: Peter Mackintosh

**CKOK—Penticton—1948**

Freq.: 800 Kc. Power: 1 Kw. d., 500 Wts. n.  
 Owned-Operated By: CKOK, Ltd.  
 Business Address: 33 Carmi Ave.  
 Tel.: HYatt 2-2800  
 CBC  
 Represent. All Canada: Weed; Okanagan Radio  
 Pres., Gen., Mgr.: Maurice P. Finnerty  
 Station Manager: Ralph J. Robinson  
 Sales Prom. Mgr., Sales Mgr.: Ken Compton  
 Commercial Mgr.: H. C. Dane  
 Program Director: Leland Faebish  
 Chief Engr.: George Cameron

**CJAV—Port Alberni—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: CJAV, Ltd.  
 Address: 735 Third Ave., N.  
 Tel.: 604  
 Independent  
 Rep.: Messner, Cooke, Stephens & Towndrow  
 Pres., Gen. Mgr.: Kenneth Hutcheson  
 Commercial Mgr.: William Loepky  
 Sales Prom., Publicity Dir.: William Gibson  
 Program Director: Maurice Inwards  
 Chief Engineer: R. McIntyre

**CKPG—Prince George—1954**

Frequency: 550 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Station CKPG, Ltd.  
 Address: 1220 Sixth Ave.  
 Tel.: LO 4-2626  
 CBC  
 Representative: All-Canada, Weed

President, Gen. Mgr.: R. T. Harkins  
 Comm. Prom. Mgr.: J. W. Barlee  
 Asst. Station Mgr.: R. A. East  
 Program Dir.: W. R. James  
 Chief Engineers: S. W. Davis

**CFPR—Prince Rupert—1938**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Canadian Broadcasting Corp.  
 Address: 343 W. 2nd Ave.  
 Tel.: 2161  
 CBC  
 Sta. Mgr.: W. C. Hankinson  
 Program Director: W. J. Must  
 Technical Supervisor: C. H. Insulander

**CKCQ—Quesnel—1957**

Frequency: 570 Kc. Power: 1 Kw.  
 Owned: Cariboo Bcstrs. Ltd.  
 Address: 345 St. Laurent St.  
 Tel.: 485  
 Independent  
 Representative: Radio Rep., Cooke, Bcst. Reps.  
 President: James H. Ritchie  
 General, Sta. Mgr.: Dennis Reid  
 Comm. Prom. Mgr.: John V. Boates  
 Program Director: Gil McCall  
 Chief Engineer: Ted Hopkins

**CJAT—Trail—1932**

Frequency: 610 Kc. Power: 1000 Watts  
 Owned-Oper. By: Kootenay Bcstg. Co., Ltd.  
 Address: 1300 Cedar Ave.  
 Tel.: 3000  
 CBC  
 Rep.: Weed, All-Canada Radio Facilities  
 President: A. S. Mawdsley  
 Gen., Comm., Station Mgr.: J. P. Kobluk  
 Prog. Dir.: Ralph Milton  
 Chief Engineer: Gordon Fairweather

**CBU—Vancouver—1947**

Frequency: 690 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Canadian Bcstg. Corp.  
 Address: 701 Hornby St.  
 Tel.: MU 4-0246  
 CBC  
 Station Reps.: Munro; McGavren  
 Dir. for Brit. Col.: Kenneth Caples  
 Director of Radio: Robert Harlow  
 Technical Supervisor: E. F. McGrath  
 Commercial Rep.: M. L. Munro

**CFUN—Vancouver—1922**

Freq.: 1410 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Radio CFUN Ltd.  
 Address: 1900 W. 4th Ave.  
 Tel.: REgent 1-6511  
 Independent  
 Rep.: Nat. Broadcast Sales; Devney-O'Connell  
 President: R. R. Keay  
 Gen. Mgr.: J. L. Sayers  
 Comm. Manager: Doug Greig  
 Sales Promotion Mgr.: R. Ackland  
 Program Director: Al Jordan  
 Chief Engineer: Stan Davis

**CJOR—Vancouver—1926**

Frequency: 600 Kc. Power: 10,000 Watts  
 Owned-Operated By: CJOR, Ltd.  
 Business-Studio Address: 846 Howe St.

## BRITISH COLUMBIA-LABRADOR-MANITOBA

Tel.: MUtal 5-6464.....CBC  
 Representative.....Stovin & Byles, Ltd.  
 Pres., Sta. Mgr., Gen. Mgr., George C. Chandler  
 Prog. Director.....Vic Waters  
 Chief Engineer.....Art Chandler

### CKWX—Vancouver—1923

Frequency: 1130 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....CKWX Radio, Ltd.  
 Business-Studio Address.....1275 Burrard St.  
 Tel.: MU 4-5131.....MBS  
 Representative.....All-Canada; Weed  
 President.....Arthur Holstead  
 General Manager.....William A. Speers  
 Commercial Mgr.....Clare G. Copeland  
 Program Manager.....John Ansell  
 Chief Engineer.....Charles Smith

### CJIB—Vernon—1947

Frequency: 940 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Interior Bcstrs., Ltd.  
 Business Address.....3315 B. Barnard Ave.  
 Tel.: Linden 2-3900.....CBC  
 Rep.....All Canada; Weed  
 President.....Richard Peters  
 Sta. Manager.....A. G. Seabrook  
 Commercial Mgr.....Ann Gaustin  
 Sales Prom. Mgr.....David Gamble  
 Publicity Dir.....Jack Pollard  
 Chief Engineer.....Laurie Wright

### CFAX—Victoria—1959

Frequency: 810 Kc.....Power: 1000 Watts  
 Owned By.....Saanich Bcstg. Co. Ltd.  
 Address.....700 Central Bldg.  
 Tel.: Evergreen 6-2441.....Independent  
 Station Rep.....Donald Cooke  
 President, Gen. Mgr.....Roy V. Parrett  
 Program Dir.....David Shearer  
 Publicity Dir.....Garth Miller  
 Chief Engineer.....Tom Davidson

### CJVI—Victoria—1941

Frequency: 900 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Island Bcstg. Co.  
 Business-Studio Address.....817 Fort Street  
 Tel.: EV 2-8221.....CBC  
 Sta. Rep.....All-Canada; Weed  
 President, Gen. Mgr.....William M. Guild  
 Prog. Dir.....Walter Cownden  
 Publicity Dir.....William S. Allen  
 Chief Engineer.....Joe Sommers

### CKDA—Victoria—1960

Frequency: 1280 Kc.....Power: 10 Kw.  
 Owned-Oper. By.....Capital Bcstg. System Ltd.  
 Address.....1450 Douglas St.  
 Tel.: Evergreen 4-9311.....Independent  
 Representative.....Radio Reps., Young Canadian  
 President, Gen. Mgr.....David M. Armstrong  
 Station, National Sales Mgr.....John Loader  
 Chief Engineer.....Norman Bergquist

## Labrador

(A Dependency of Newfoundland)

### CFGB—Goose Bay—1959

Frequency: 1340 Kc.....Power: 250 W.  
 Owned By.....CBC  
 Address.....Airport

Tel.: Twilight 6-2971.....CBC  
 Station Manager.....Gordon Frederick  
 Program Sup.....Jack Craine  
 Director.....A. Cowan

## Manitoba

### CFAM—Altona—1957

Freq.: 1290 Kc.....Power: 10 Watts, d., 5 Wts., n.  
 Owned.....Southern Manitoba Bcstg. Co.  
 Address.....P.O. Box 1000  
 Tel.: 285.....Independent  
 Sta. Reps., Cooke; Nat. Bcst. Sls.; Messner & Co.  
 President.....Walter E. Kroeker  
 Station Manager.....Dennis Barkman  
 Production Mgr.....John Simpson  
 Chief Engineer.....John J. Pauls

### CKX—Brandon—1928

Freq.: 1150 Kc.....Power: 10 Kw, d.; 1 Kw, n.  
 Owned-Oper. By.....Western Manitoba Bcstrs.  
 Address.....2940 Victoria Ave.  
 Tel.: Parkway 6-5393.....CBC  
 Sta. Reps.....Radio Reps.; Young Canadian

Pres., Gen. Manager.....J. B. Craig  
 Commercial Manager.....E. D. Holland  
 Prog. Dir.....Frank Bird  
 Publicity Director.....Marvin Freeman  
 Chief Engineer.....E. Humphrey Davies

### CKDM—Dauphin—1950

Freq.: 730 Kc.....Power 10 Watts, d., 5 W., n.  
 Owned.....Dauphin Bcstg. Co., Ltd.  
 Address.....3rd Ave., N. E.  
 Tel.: 3230.....Independent  
 Station Rep.....Radio Reps.; Airtime Sales  
 President.....A. T. Warnock  
 General Mgr.....J. M. Henderson  
 Program Dir.....Alan DeJardin  
 Sales Mgr.....R. Yelloweaga  
 Chief Engineer.....Alan Watson

**CFAR—Flin Flon—1937**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By Arctic Radio Corp., Ltd.  
 Address 75 Callinan St.  
 Tel.: 4422 CBC  
 Sta. Reps. Young Can.; Messner; Lorrie Potts  
 President Grey Mundie  
 Station Mgr. J. E. Smallwood  
 Program Director Alex Cobban  
 Publicity Director Dave Watson  
 Chief Engineer Eric Mason

**CHFC—Fort Churchill—1959**

Frequency: 1230 Kc. Power: 250 W.  
 Owned By CBC  
 Address Fort Churchill  
 Tel.: OS 5-7729 CBC  
 Director of N. Service A. Cowan  
 Sup. of Programs J. Craine  
 Information Services H. Shane  
 Station Manager Ronald Bear

**CFRY—Portage La Prairie  
1956**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned Portage-Delta Bcstg. Co. Ltd.  
 Address 1500 Saskatchewan Ave. W.  
 Tel.: 7-6447 Independent  
 Representative Lorrie Potts; Messner; Hunt  
 Pres., Gen. Mgr. R. D. Hughes  
 Comm. Mgr. Dolores Kustrá  
 Sales Promotion Manager A. Michaels  
 Program Director Jack E. Follett  
 Chief Engineer Ricky Hughes

**CKSB—St. Boniface—1946**

Frequency: 1050 Kc. Power: 10,000 Watts d.  
 Owned Radio-St. Boniface Ltd.  
 Address 607 Langevin St.  
 Tel.: CH 7-4865 CBC  
 Reps. Devney-O'Connell; Interprovincial Sales  
 President Roland Trudeau  
 Gen., Sta. Mgr. Roland Couture  
 Commercial Mgr. Raoul Normandeau  
 Program Co-ord. Flore Toupin  
 Chief Engineer Yves Remillard

**CBW—Winnipeg—1948**

Frequency: 990 Kc. Power: 50,000 Watts  
 Owned-Operated By Canadian Bcstg. Corp.  
 Business Address 541 Portage Ave.  
 Tel.: SP 4-2541 CBC  
 Reg. Director J. R. Finlay  
 Prog. Dir. A. E. Parr  
 Public Relations Officer Jack Lusher  
 Reg. Engineer R. D. Cahoon

**CJOB—Winnipeg—1946**

Frequency: 680 Kc. Power: 10 Kw.  
 Owned By Blick Bcstg. Ltd.  
 Business Address 10th Fl., Lindsay Bldg.  
 Tel.: WH 2-6374 Independent  
 Pres., Gen. Mgr. John O. Blick  
 Commercial Manager R. M. MacLennan  
 Program Dir. George McCloy  
 Chief Engineer R. V. Durlé

**CKRC—Winnipeg—1927**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned Transcanada Communications, Ltd.  
 Bus.-Studio Address 300 Carlton St.  
 Tel.: WH 2-2231 Independent  
 Representative Weed, All-Canada  
 General, Sta. Mgr. J. A. Hammond  
 Commercial Mgr. W. T. Valentine  
 Program Dir. R. T. Bye  
 Chief Engineer A. W. Hooper

**CKY—Winnipeg—1949**

Frequency: 580 Kc. Power: 50 Kw.  
 Owned-Oper. By Station CKY, Ltd.  
 Business Address 432 Main St., N.  
 Tel.: Whitehall 3-1531 Independent  
 Representatives: Stephens & Townsend, Ltd.;  
 C. A. B. Scharf Brcdst. Sales  
 President Lloyd E. Moffat  
 Station Manager Sid Boyling  
 Comm. Manager D. McDermid  
 Program Director Jack Stewart  
 Sales Prom. Mgr. Ken Babb  
 Publicity Director Donn Kirton  
 Chief Engineer Andy Malowanchuk

**New Brunswick**

**CKBC—Bathurst—1955**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Bathurst Broadcasting Co., Ltd.  
 Business Address 455 Golf St.  
 Tel.: LI 6-4461 CBC  
 Sta. Reps. Radio Reps; Young Canadian  
 President J. Leo Hachey  
 Station Manager W. A. Winton  
 Chief Engineer Phil Pacquet

**CKNB—Campbellton—1939**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned by Restigouche Bcstg. Co., Ltd.  
 Business Address 110 Water St.

Tel.: PLaza 3-4415 CBC  
 Station Rep. Weed; Jos. Hardy  
 President John Alexander  
 General Mgr. Dr. Charles Houde  
 Commercial Mgr. Kenneth Coughlan  
 Station Program Dir. M. Douglas Young  
 Chief Engineer William Freeman

**CJEM—Edmundston—1944**

Frequency: 570 Kc. Power: 1000 Watts  
 Owned-Oper. By Edmundston Radio, Ltd.  
 Address 91 Canada Rd.  
 Tel.: RE 5-3351 CBC  
 Station, Comm. Mgr. Georges Guerrette  
 Chief Engineer M. Vallee

**CFNB—Fredericton—1923**

Frequency: 550 Kc. Power: 50 Kw.  
 Owned.....James S. Neill & Son, Ltd.  
 Address.....67 York St.  
 Tel.: GR 5-5501.....CBC  
 Representative.....Mulvihill; Weed  
 President.....J. Stewart Neill  
 General Manager.....D. Malcolm Neill  
 Sales Manager.....G. W. Brown  
 Prog. Director.....H. L. McFee  
 Sta., Comm. Manager.....J. T. H. Fenety  
 Promotion Mgr.....Mrs. Christine Maxwell  
 Chief Engineer.....Glenn D. Love

**CBAF—Moncton—1953**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....232 St. George St.  
 Tel.: EV 4-3366.....CBC  
 President.....A. Ouimet  
 Station Manager.....P. E. Czrrier  
 Program Dir.....Guy Theriault  
 Chief Engineer.....Yvon Roy

**CKCW—Moncton—1934**

Frequency: 1220 Kc. Power: 10,000 Watts  
 Owned-Oper. By.....Moncton Bcstg., Ltd.  
 Address.....K of P Bldg.  
 Tel.: EV 4-9111.....CBC  
 Station Rep.....Young Canadian; Stovin-Byles  
 Pres., Gen. Mgr.....F. A. Lynds  
 Sta., Comm. Mgr.....Tom H. Tonner  
 Sales Prom. Mgr., Prog. Dir.....Bob Reid  
 Chief Engineer.....Keith MacConnell

**CKMR—Newcastle—1949**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned.....Miramichi Bcstg. Co. Ltd.  
 Address.....Newcastle

Tel.: MAdison 2-3311.....CBC  
 Sta. Rep.....Radio Time Sales; Scharf  
 President.....L. W. Fleit  
 Sta. Mgr., Ch. Engr.....R. J. Wallace  
 Publicity Director.....Fred Haining

**CBA—Sackville—1939**

Frequency: 1070 Kc. Power: 10,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....100 Sackville St., Halifax, N. S.  
 Tel.: 152.....CBC  
 Regional Director.....W. E. S. Briggs  
 Regional Prog. Dir.....S. R. Kennedy  
 Comm. Rep.....W. Tracy

**CFBC—Saint John—1946**

Frequency: 930 Kc. Power: 10,000 Watts  
 Owned-Operated By.....Fundy Bcstg. Co., Ltd.  
 Business Address.....68 Carleton St.  
 Tel.: OX 2-3301.....CBC  
 Station Rep.....Radio Reps.; Young Canadian  
 President.....A. M. A. McLean  
 General Manager.....R. T. Bowman  
 Sales Manager.....Vincent Saunders  
 Program Supervisor.....D. H. Armstrong  
 Chief Engineer.....H. M. Stout

**CHSJ—Saint John—1947**

Freq. 1150 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....New Brunswick Bcstg. Co.  
 Address.....85 Germain St.  
 Tel.: OXford 2-0144.....CBC  
 Newspaper Affil. Times Globe, Telegraph Jour.  
 Representative.....All Canada, Weed & Co.  
 Station Manager.....Earl McCarron  
 Commercial Manager.....C. H. Smith  
 Program Director.....C. R. Tabor  
 Chief Engineer.....J. G. Bishop  
 Owners of: CHSJ-TV.

**Newfoundland**

**CBY—Corner Brook—1949**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By.....Canadian Bcstg. Corp.  
 Address.....P. O. Box 610  
 Tel.: NE 4-3431.....CBC  
 Dir. for Prov.....W. F. Galgay  
 Station Mgr.....C. V. Hierlihy  
 Engineer.....J. Parrott

**CBG—Gander—1949**

Frequency: 1450 Kc. Power: 250 W.  
 Owned-Operated By.....Canadian Bcstg. Corp.  
 Address.....98 Sullivan Ave.  
 Tel.: 8-4311.....CBC  
 Station Manager.....Charles Mardel  
 Program Dir.....R. G. O'Brien  
 Chief Engineer.....E. D. Witherstone

**CBT—Grand Falls—1949**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By.....Canadian Bcstg. Corp.  
 Business Address.....Mill Road  
 Tel.: 2102.....CBC  
 President.....J. Alphonse Ouimet  
 Station Manager.....John J. Grace  
 Chief Engineer.....E. D. Witherstone

**CBN—St. John's—1949**

Frequency: 640 Kc. Power: 10,000 Watts  
 Owned-Operated By.....Canadian Bcstg. Corp.  
 Address.....T. A. Building, Duckworth St.  
 Tel.: 7181.....CBC  
 President.....J. A. Ouimet  
 General Manager.....Charles Jennings  
 Area Eng.....E. D. Witherstone



## NEWFOUNDLAND-NORTHWEST TERRITORIES-NOVA SCOTIA

### **CJON**—St. John's—1951

Frequency: 930 Kc. Power: 10,000 Watts  
Owned-Oper. By..... Nfld. Bcstg. Co., Ltd.  
Address..... Prince of Wales St  
Tel.: 7105 ..... Independent  
Station Rep..... Stovin-Byles; Weed  
Pres..... Geoffrey W. Stirling  
General Manager..... Don Jamieson  
Sta. Mgr..... George MacDonald  
Commercial Manager..... C. Pope  
Program Dir..... J. Wiggins  
Sales Promotion Manager..... J. Baird  
Publicity Director..... B. Piercey  
Chief Engineer..... Oscar Hierlthy  
Owners of: CJON-TV; CJON, Argentina; CJCX,  
Grand Falls.

### **VOAR**—St. John's—1928

Frequency: 1230 Kc. Power: 250 W.  
Owned..... Seventh-day Adventists Corp.  
Address..... 106 Freshwater Rd.  
Tel.: 6760 ..... Independent  
Pres., Gen. Mgr..... Desmond E. Tinkler

### **VOCM**—St. John's—1936

Frequency: 590 Kc. Power: 10,000 Watts  
Owned by..... Colonial Bcstg. System  
Address..... P. O. Box 1-590  
Tel.: 3149 ..... Independent  
Rep..... Radio TV Sales; Young Canadian  
Pres., Ch. Eng..... W. B. Williams  
Gen. Mgr..... H. N. Butler  
Station Mgr., Program Dir..... J. Murdoch  
Sales Prom. Mgr..... J. T. Browne

## *Northwest Territories*

### **CBXH**—Fort Smith—1959

Freq.: 860 Kc. Power: 40 W.  
Owned By ..... CBC  
Address ..... Fort Smith  
Tel.: Fort Smith..... CBC  
Station Mgr..... S. O'Connell  
Director ..... A. Cowan  
Information Services..... H. Shane

### **CHAK**—Inuvik—1960

Frequency: 860 Kc. Power: 1 Kw.  
Owned By ..... CBC  
Address ..... Inuvik  
Tel.: Inuvik..... CBC  
Station Mgr..... B. McMillan  
Director ..... A. Cowan  
Information Services..... H. Shane

### **CFHR**—Hay River—1959

Frequency: 1490 Kc. Power: 40 W.  
Owned By ..... CBC  
Address ..... Hay River  
Tel.: Hay River..... CBC  
Station Manager..... S. O'Connell  
Director ..... A. Cowan  
Information Services..... H. Shane

### **CFYK**—Yellowknife—1958

Freq.: 1340 Kc. Power: 150 W.  
Owned By ..... CBC  
Address..... P. O. Box 638  
Tel.: Yellowknife ..... CBC  
Station Mgr..... Sheldon O'Connell  
Director ..... Andrew Cowan  
Information Services..... H. Shane

## *Nova Scotia*

### **CKDH**—Amherst—1957

Frequency: 1400 Kc. Power: 250 Watts  
Owned By..... Amherst Bcstg. Ltd.  
Address..... Casey Block, Amherst  
Tel.: 3875 ..... Independent  
Station Rep..... Hardy  
President..... J. A. Langille  
Station Manager..... J. Hugh Dunlop  
Commercial Mgr..... Eastwood Ives  
Chief Engineer..... Geo. Lewis

### **CJFX**—Antigonish—1943

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Operated By..... Atlantic Bcstrs., Ltd.  
Address..... St. Ninian St.  
Tel.: 580 ..... CBC  
Station Rep..... Young Canadians; Mulvihill

President..... Rev. Dr. F. Ginivan  
Gen., Sta. Mgr..... J. Clyde Nunn  
Chief Eng..... Gordon MacDougall

### **CKBW**—Bridgewater—1947

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By..... Acadia Bcstg. Co., Ltd.  
Address..... 399 King St.  
Tel.: LI 3-2401 ..... CBC  
Sta. Reps. Air Time Sales; Radio Reps; Cooke  
President..... C. J. Morrow  
General Manager..... John F. Hirtle  
Sta. Mgr., Comm. Mgr..... James A. MacLeod  
Program Director..... A. Maxwell Ramey  
Sales Prom. Mgr..... Lester L. Rogers  
Publicity Dir..... Hugh A. Godfrey  
Chief Engineer..... Douglas B. Hirtle

**CBH—Halifax—1947**

Frequency: 1330 Kc. Power: 100 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business-Studio Address... 100 Sackville St.  
 Tel.: Halifax ..... CBC  
 Gen. Mgr. .... Chas. Jennings  
 Reg. Prog. Dir. .... G. F. Brickenden  
 Special Asst. .... D. G. LeBlanc  
 Regional Eng. .... H. M. Smith

**CHNS—Halifax—1926**

Frequency: 960 Kc. Power: 10 Kw.  
 Owned-Oper. By... Maritime Bcstg. Corp., Ltd.  
 Address ..... Box 400  
 Tel.: 3-8318 ..... CBC  
 Representative ..... All-Canada, Weed  
 President. .... Graham W. Dennis  
 General Manager. .... Gerald Redmond  
 Commercial Manager. .... Douglas Grant  
 Program Manager. .... Fred W. Arenburg  
 Promotion Mgr. .... John Holden  
 Chief Engineer. .... Arthur H. Grely

**CJCH—Halifax—1944**

Freq.: 920 Kc. Power: 10,000 Wts. d., 5000 n.  
 Owned-Operated By... CJCH Limited  
 Bus-Studio Address. .... 741 Robie St.  
 Tel.: 455-0481 ..... Independent  
 Representative ..... Mulvihill, Young Can.  
 President, Gen. Mgr. .... Finlay MacDonald  
 Asst. Gen. Mgr. .... D. Hildebrand  
 Program Director. .... Gerry Parsons  
 Comm. Manager. .... Howard E. Gerard  
 Sales Prom., Publicity Mgr. .... Al Grayson  
 Chief Engineer. .... A. Reginald MacWilliams

**CKEC—New Glasgow—1953**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By... Hector Bcstg. Co.  
 Address ..... 130 George St.  
 Tel.: 2-4200 ..... CBC  
 Station Reps. .... Donald Cooke; Potts  
 Pres., Gen. Mgr. .... James M. Cameron  
 Chief Engineer. .... D. Holmes

**CBI—Sydney—1948**

Freq.: 1140 Kc. Power: 5000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Address ..... 247 Charlotte St.

Tel: 4495 ..... CBC  
 President. .... J. A. Oulmet  
 Station Manager. .... K. R. Hill  
 Program Director. .... D. Ross  
 Local Sales Mgr. .... Chris Meisner  
 Technical Supervisor. .... G. R. Culton

**CJCB—Sydney—1929**

Frequency: 1270 Kc. Power: 5 Kw.  
 Owned-Oper. By... Cape Breton Bcstrs., Ltd.  
 Business Address. .... Charlotte St.  
 Tel.: 5596 ..... CBC  
 Station Rep. .... All Canada; Weed  
 President. .... Nathaniel Nathanson  
 Station Manager. .... Norris L. Nathanson  
 Commercial Manager. .... M. Grant  
 Publicity Director. .... Florence MacLeod  
 Chief Engineer. .... A. E. Vernon

**CKCL—Truro—1947**

Frequency: 600 Kc. Power: 1,000 Watts  
 Owned-Operated By... Colchester Bcstg. Co. Ltd.  
 Address ..... 840 Prince St.  
 Tel.: 4491 ..... Independent  
 Sta. Rep. .... Radio Time Sales, Devney-O'Connell  
 President, General Mgr. .... J. Arthur Manning  
 Commercial Manager. .... H. C. Deryk Upton  
 Program Director. .... Jack Armstrong  
 Chief Engineer. .... E. S. Bernasconi

**CFAB—Windsor—1945**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Evangeline Bcstg. Co., Ltd.  
 Address ..... 11 Webster St., Kentville, N. S.  
 Tel.: 2111 ..... Independent  
 Representative ..... Lorrle Potts  
 President. .... F. J. Burns  
 General Station Mgr. .... W. A. Bishop  
 Comm. Mgr. .... Mrs. E. J. MacMillan  
 Sales Promotion Mgr. .... J. F. Crossan  
 Chief Engineer. .... A. M. Bishop

**CJLS—Yarmouth—1934**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Gateway Bcstg. Co., Ltd.  
 Address ..... 222 W. Main St.  
 Tel.: 500 ..... Independent  
 Representative ..... All-Canada, Weed  
 Gen., Comm. Mgr. .... D. L. Smith  
 Chief Engineer. .... W. Singer

**Ontario****CKBB—Barrie—1949**

Freq.: 950 Kc. Power: 10,000 Wts. d., 2500 n.  
 Owned-Oper. By... Canadian Bcstg. Co. Ltd.  
 Address ..... Box 519  
 Tel.: PA 6-6466 ..... Independent  
 Representative ..... Young, Mulvihill  
 Pres. .... Ralph T. Snelgrove  
 Station, Commercial Mgr. .... Robert Hunter  
 Program Director. .... Grant Forsythe  
 Chief Engineer. .... Harold Atkinson

**CJBQ—Belleville—1946**

Frequency: 800 Kc. Power: 1000 Watts  
 Owned-Operated By... Quinte Bcstg. Co., Ltd.  
 Address ..... 11 Victoria Ave.  
 Tel.: Woodland 8-5555 ..... CBC  
 President. .... Dr. G. A. Morton  
 General, Station Mgr. .... Frank C. Murray  
 Commercial Manager. .... J. H. MacDonald  
 Program Director. .... L. Jourard  
 Chief Engineer. .... J. B. Buchanan

**ONTARIO****CJNR—Blind River—1958**

Frequency: 730 Kc. Power: 1000 Watts  
 Owned By: Nash Radio-TV Bcstg. Co.  
 Address: Lawton St.  
 Tel.: ELgin 6-2209  
 Representative: CBC  
 Pres., Gen. Mgr., Ch. Eng.: Thomas C. Nash  
 Sta., Comm. Mgr.: C. McKnight  
 Program Dir.: William L. Smith

**CFJB—Brampton—1953**

Frequency: 1090 Kc. Power: 250 W. d.  
 Owned-Oper. By: CHIC, Ltd.  
 Address: 2 Ellen St.  
 Tel.: GL 1-3110  
 Rep.: Radio Time Sales  
 President: Gordon F. Keeble  
 General, Program Dir.: John Fox  
 Chief Engineer: Robert McBean

**CKPC—Brantford—1924**

Freq.: 1380 Kc. Power: 10 Kw., 5 Kw. n.  
 Owned-Oper. By: Telephone City Bcst., Ltd.  
 Address: 525 Colborne St.  
 Tel.: 3-2664  
 Station Representative: Potts  
 President: Mrs. Florence M. Buchanan  
 General Station Mgr.: R. Buchanan  
 Comm., Prom. Mgr.: Russ Waters  
 Prog. Dir.: Arnold Anderson  
 Chief Engineer: J. Featherston

**CFJR—Brockville—1926**

Freq.: 1450 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned By: Eastern Ontario Bcstg. Co., Ltd.  
 Address: Revere Hotel Bldg.  
 Tel.: Diamond 2-4628  
 Station Rep.: Jcs A. Hardy; Young Canadian  
 Pres., Gen. Mgr.: Jack R. Radford  
 Asst. Sta. Mgr.: Thomas Statham  
 Comm. Mgr.: Keith Pelton  
 Program Director: Jim Chapman  
 Chief Engineer: Peter Paczynski

**CFCO—Chatham—1926**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned-Operated By: John Beardall  
 Business Address: 42 King St. W—Box 550  
 Tel.: EL 2-3000  
 Owner, Gen. Mgr.: John Beardall  
 Comm., Prog. Mgr.: Arch Ferrie  
 Program Director: Bob Anakin  
 Chief Engineer: Gordon Brooks

**CHUC—Cobourg—1957**

Frequency: 1500 Kc. Power: 1 Kw.  
 Owned By: Radio CHUC, Ltd.  
 Address: P. O. Box 520  
 Tel.: FRanklin 2-5401  
 Station Rep.: Independent  
 Radio & TV Sales, Inc.  
 President: D. B. Williamson  
 Commercial Mgr.: G. Earl  
 Program Director: Ken Duke  
 Chief Engineer: G. Skinner

**CJSS—Cornwall—1959**

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned By: Cornwall Broadcasting, Ltd.  
 Address: 237 Water St., E.  
 Tel.: WELLington 2-5180  
 Station Rep.: Trans-Ocean; Weed  
 General Manager: D. W. G. Martz  
 Station Manager: Robert McGuigan  
 Sales Promotion Mgr.: Bill McCadden  
 Program Director: Lee Dunbar  
 Chief Engineer: Bill Still  
 Owners of: CJSS-TV

**CFOB—Fort Frances—1944**

Frequency: 800 Kc. Power: 1000 Watts  
 Owned By: Border Bcstg., Ltd.  
 Address: Border Theatre Bldg.  
 Tel.: ATLAS 3-3311  
 Manager: Don Fawcett  
 Chief Engineer: O. Petsnick

**CKPR—Fort William—1931**

Freq.: 580 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: H. F. Dougall Co., Ltd.  
 Address: Radio Hall, Victoria Ave.  
 Tel.: MAYfair 3-3477  
 Station Rep.: CBC  
 Sta. Reps.: Radio Reps.: All Canada; Young  
 General Station Mgr.: C. M. McKown  
 Comm., Sales Prom. Mgr.: George Jeffrey  
 Chief Engineer: W. T. Ross

**CFTJ—Galt—1954**

Frequency: 1110 Kc. Power: 250 Watts, d.  
 Owned-Oper. By: Galt B'casting Co., Ltd.  
 Address: 3 Ainslie St. N.  
 Tel.: 621-7510  
 Station Rep.: Independent  
 Sta. Reps.: Radio Time Sales; Scharf; Messner  
 Pres., Gen. Mgr.: John V. Evans  
 Commercial Manager: A. C. Bond  
 Chief Engineer: Patrick Stone

**CJOY—Guelph—1948**

Freq.: 1460 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By: CJOY, Ltd.  
 Address: Bond Bldg.  
 Tel.: IA 4-0670  
 Station Rep.: Independent  
 Ontario Radio Sales; Cooke  
 President: Wallace Slatter  
 General Mgr.: Frederick T. Metcalf  
 Station Manager: Jack Jackson  
 Program Director: J. D. LeBlanc  
 Commercial Manager: Clifford Muir  
 Chief Engineer: Bob Nagyobb

**CHML—Hamilton—1926**

Frequency: 900 Kc. Power: 5000 Watts  
 Owned-Oper. By: Maple Leaf Bcstg. Co., Ltd.  
 Business-Studio Address: 848 Main St., E.  
 Tel.: LI 9-2411  
 Rep.: CBC  
 President: Stephens & Towndrow  
 General Manager: Kenneth D. Soble  
 Commercial Manager: Tom Darling  
 Prog. Dir.: W. D. Whitaker  
 Prom., Publicity Dir.: William E. Hall  
 Michael Thompson  
 Chief Engineer: Ed Victor

**CKOC—Hamilton—1922**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned..... Wentworth Radio Bcstg. Co., Ltd.  
 Address..... Box 880  
 Tel.: LI 5-8585..... CBC  
 Representative..... All-Canada, Weed  
 President..... Clifford Sifton  
 V. P., General Manager..... W. T. Cranston  
 Sales Promotion Manager..... Lyn Cooper  
 Program Director..... John M. Hill  
 Chief Engineer..... Leslie Horton

**CKAR—Huntsville—1958**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned By..... Muskoka-Parry Bcstg. Ltd.  
 Address..... P.O. Box 1016  
 Tel.: 934..... Independent  
 Station Rep..... Radio Reps.  
 President..... L. Olan  
 General Mgr..... G. Thomas  
 Chief Engineer..... A. Vandersteeg

**CJRL—Kenora—1938**

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Lake of Woods B'cast. Ltd.  
 Business Address..... Johnson Block  
 Tel.: 7850..... CBC  
 Representative..... Stovin-Byles  
 President..... Stuart King  
 Station Manager..... William Wylie  
 Chief Engineer..... Dick Queen

**CKLC—Kingston—1953**

Frequency: 1380 Kc. Power: 5 Kw.  
 Owned-Oper. By..... St. Lawrence Bcstg. Co., Ltd.  
 Address..... 99 Brock St.  
 Tel.: 2-4927..... Independent  
 Representative..... Stovin, Forjoe  
 Sta., Gen. Manager..... T. D. French  
 Comm. Manager..... J. F. French  
 Chief Engineer..... W. W. Grant

**CKWS—Kingston—1942**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Frontenac Bcstg. Co., Ltd.  
 Address..... 170 Queen St.  
 Tel.: Liberty 2-4977..... CBC  
 Newspaper Affil..... Kingston Whig Standard  
 Rep..... Natl. Bcst. Sales, Weed  
 President..... Senator W. R. Davies  
 Gen. Manager..... Don Lawrie  
 Station Manager..... Wally Rewegan  
 Commercial Manager..... Bill King  
 Prog. Director..... Carl Cogan  
 Sales Prom. Mgr..... Arlene Robertson  
 Pub. Director..... Bryan Olney  
 Chief Engineer..... Gord Backus  
 Owners of: CKWS-TV.

**CJKL—Kirkland Lake—1934**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned..... Kirkland Lake Bcstg., Ltd.  
 Address..... 22 Government Rd. W.  
 Tel.: 27..... CBC  
 Reps..... Natl. Bcst Sales; All Canada; Weed  
 President..... Mrs. Irma Brydson

General Manager..... D. R. Lawrie  
 Station Manager..... H. M. Edgar  
 Commercial Manager..... Clyde Brydle  
 Prog. Dir..... Don O'Neill  
 Chief Engineer..... C. L. Spence

**CKCR—Kitchener—1929**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Opera. By..... K-W. Bcstg. Co., Ltd.  
 Address..... 125 King St. W.  
 Tel.: SH 3-3628..... CBC  
 Sta. Rep..... Potts; Devney-O'Connell; Messner  
 President, Gen. Mgr..... J. Irving Zucker  
 Station Manager..... Gordon J. Schaus  
 Comm. Mgr..... Jack G. Liddle  
 Program Director..... Dick Weber  
 Chief Engineer..... Ion Hartman

**CKKW—Kitchener—1959**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned By..... Twin City Bcstg. Co. Ltd.  
 Address..... 251 King St. W.  
 Tel.: Sherwood 5-6861..... Independent  
 Station Rep..... All-Canada; Young Canadian  
 President..... Albert E. Dunker  
 General Manager..... Alan G. Hodge  
 Sales Promotion Mgr..... Ed Howard  
 Program Director..... Dave Wright  
 Chief Engineer..... R. R. Shantz

**CJSP—Leamington—1955**

Frequency: 710 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Sun Parlor Bcstrs., Ltd.  
 Address..... 23 Erie St., N.  
 Tel.: FA 6-6171..... Independent  
 Representative..... Radio-TV Sales; Best  
 President..... Al A. Bruner  
 General, Sales Prom. Mgr..... Stuart C. Brandy  
 Program Dir..... Lou Tomasi  
 Commercial Manager..... John C. Garton  
 Chief Engineer..... Don O. Thompson

**CKLY—Lindsay—1955**

Frequency: 910 Kc. Power: 1 Kw.  
 Owned-Operated By..... Greg-May Bcstg. Ltd.  
 Address..... 249 Kent St. W.  
 Tel.: FA 4-3585..... Independent  
 Sta. Rep..... Radio Time Sales; Hunt  
 President, Gen. Mgr..... E. N. Gregory  
 Station Mgr., Chief Eng..... C. A. Gregory  
 Commercial Manager..... Max Tyson  
 Program Director..... Doug Whelan

**CFPL—London—1922**

Freq.: 980 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper..... London Free Press Printing Co.  
 Address..... 442 Richmond St.  
 Tel.: GEneral 8-2891..... CBC  
 Newspaper Affil..... London Free Press  
 Representative..... Weed, All-Canada  
 President..... Walter J. Blackburn  
 Gen. Mgr..... Murray T. Brown  
 Station Mgr..... Douglas C. Trowell  
 Prog. Dir..... Ward M. Cornell  
 Sales Manager..... C. N. Knight  
 Prom. Supervisor..... H. M. Clarke  
 Chief Engineer..... Glen A. Robitaille  
 Owners of: CFPL-TV-FM.

**ONTARIO****CKSL—London—1956**

Frequency: 1290 Kc. Power: 5 Kw.  
 Owned-Oper. By... London Bcstrs. Ltd.  
 Address... 343 Richmond St.  
 Tel.: GEneral 2-4181... Independent  
 Station Rep... Devney O'Connell  
 President... F. Vincent Regan  
 General Mgr... Don M. E. Hamilton  
 Commercial Mgr... Alex Snider  
 Sales Prom. Mgr... Pat Dorey  
 Program Director... Vaughn Bjerre  
 Chief Engineer... Ron Turnpenny

**CHVC—Niagara Falls—1947**

Frequency: 1600 Kc. Power: 10,000 Watts  
 Owned-Oper. By... Radio Station CHVC, Ltd.  
 Address... 1745 River Rd.  
 Tel.: EL 8-7151... Independent  
 Station Rep... Potts; Cooke; Ontario Radio Sls.  
 President... B. Howard Bedford  
 Station, Comm. Mgr... Arthur W. Blakely  
 Sales Manager... Michael Mezo, Jr.  
 Production Director... Mrs. Emily Lamb  
 Chief Engineer... Ken Lee

**CFCH—North Bay—1931**

Freq.: 600 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By... Northern Bcstg. Ltd.  
 Address... 581 Fraser St.  
 Tel.: GR 4-2000... CBC  
 Newspaper Affil... Thompson Dailies  
 Sta. Rep... Natl. Bcst. Sls.; Weed; All-Canada  
 President... Mrs. A. P. Campbell  
 Station Manager... Harvey C. Freeman  
 Commercial Manager... Clarence Houston  
 Program Director... Bill O'Halloran  
 Sales Prom., Publicity Dir... Bruce Ruggles  
 Chief Engineer... Gordon Ballantyne  
 Owners of: CKGN-TV, North Bay.

**CHWO—Oakville—1956**

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By... CHWO Radio  
 Address... 34A Colborne St. W.  
 Tel.: VI 5-2821... Independent  
 Station Rep... Airtime Sales  
 Pres., Gen. Mgr... Howard C. Caine  
 Commercial Manager... Victor Tipple  
 Asst. Sales Mgr... Bill Jones  
 Publicity Dir... Ed Watson  
 Chief Engineer... Bill McNaughton

**CFOR—Orillia—1945**

Freq.: 1570 Kc. Power: 10 Kw. d.; 1 Kw. n.  
 Owned-Oper. By... Radio Station CFOR, Ltd.  
 Address... 241 West St., N.  
 Tel.: FA 4-3511... CBC  
 Newspaper Affiliation... Beaverton Express  
 Station Reps... Stephens & Towndrow; Young  
 Pres., Gen. Mgr... Gordon E. Smith  
 Station, Commercial Mgr... Pete McGarvey  
 Sales Promotion Mgr... Don McLeod  
 Program Director... Ken McDonald  
 Chief Engineer... Peter Rowe

**CKLB—Oshawa—1946**

Freq.: 1350 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By... Lakeland Bcstg. Co., Ltd.  
 Address... 360 King St. W.  
 Tel.: RA 3-3415... Independent  
 Station Rep... Potts; Devney O'Connell  
 President... Gordon G. Garrison  
 General Manager... J. A. C. Lewis  
 Chief Engineer... W. C. Marchand

**CBO—Ottawa—1924**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Oper. By... Canadian Bcstg. Corp.  
 Address... P.O. Box 1045  
 Tel.: CE 6-7331... CBC  
 Dir. of Ottawa Area... P. A. Meggs  
 Program Dir... Dennis Townsend  
 Area Engineer... Maxted Gilbert  
 Owners of: CBO-FM.

**CFRA—Ottawa—1947**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By... CFRA, Ltd.  
 Address... 150 Isabella St.  
 Tel.: CE 3-6241... Independent  
 Reprs... Stephens & Towndrow; Week & Co.  
 President... Frank Ryan  
 Comm. Mgr... George M. Gowling  
 Station Manager... T. Kielty  
 Publicity Director... Norman Kerl  
 Chief Engineer... John Sprout

**CKOY—Ottawa—1924**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... CKOY, Ltd.  
 Address... 635 Richmond Rd.  
 Tel.: Parkway 2-6501... CBC  
 Station Rep... Cooke, Natl. Bcst. Sales  
 President... Irving Cameron  
 General Manager... Jack Turrall  
 Station Mgr... Jack Daly  
 Prog. Dir... Keith Sterling  
 Pub. Dir... Ann Hammell  
 Chief Engineer... Ken Puttock

**CFOS—Owen Sound—1940**

Frequency: 560 Kc. Power: 1000 Watts  
 Owned-Oper. By... Grey & Bruce Bcstg. Co., Ltd.  
 Address... 270 9th St. E.  
 Tel.: FR 6-2030... CBC  
 Newspaper Affiliation... Sun-Times  
 Station Rep... Stovin-Byles; Young Canadian  
 President... C. J. McTavish  
 Station Manager... William N. Hawkins  
 Commercial Manager... Russ Tomlinson  
 Program Director... Stan Latham  
 Chief Engineer... W. Vallins

**CHOV—Pembroke—1942**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By... Ottawa Valley Bcstg. Co.  
 Business Address... 319 Pembroke St., W.  
 Tel.: RE 2-3657... CBC  
 Station Representative... Stovin Byles  
 President... E. Gordon Archibald  
 Commercial Manager... Ramsay F. Garrow  
 Chief Engineer... W. Edwin Schmidt



**CHEX—Peterborough—1942**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned..... Kawartha Bcstg. Co.  
 Address..... Box 659  
 Tel.: RI 2-7708..... CBC  
 News. Affil..... The Examiner  
 Representative..... Natl. Bcst. Sales, Weed  
 President..... W. R. Davies  
 General Mgr..... D. R. Lawrie  
 Station Mgr..... N. J. Weatherwax  
 Commercial Mgr..... Reg. Carne  
 Program Dir..... Bill Williamson  
 Publicity Dir..... Jeannine Legault  
 Chief Engineer..... A. Crump

**CFPA—Port Arthur—1944**

Freq.: 1230 Kc. Power: 1 Kw. d., 250 Wts. n.  
 Owned-Operated By... Ralph H. Parker Ltd.  
 Address..... 87 N. Hill St.  
 Tel.: Diamond 4-2404..... CBC  
 Station Rep..... Mulvihill; Weed  
 President, Gen. Mgr..... Ralph H. Parker  
 Commercial Manager..... John Garbutt  
 Program Director..... Don Seath

**CJRH—Richmond Hill—1957**

Freq.: 1310 Kc. Power: 1000 Wts. d., 250 n.  
 Owned..... Radio Richmond Hill Ltd.  
 Address..... 50 Yonge St., N.  
 Tel.: AVenue 5-4915..... Independent  
 Station Rep..... Ontario Radio Sales; Hardy  
 Pres., Gen. Mgr..... John O. Graham  
 Station Manager..... Stewart H. Coxford  
 Commercial Manager..... Andy Mitchell  
 Program Director..... Stanley L. Larke  
 Chief Engineer..... F. Owen

**CKTB—St. Catharines—1930**

Freq.: 610 Kc. Power: 10 Wts. d., 5 Wts. n.  
 Owned..... Niagara District Bcstg. Co., Ltd.  
 Business-Studio Address..... 12 Yates St.  
 Tel.: MU 4-1174..... CBC  
 Station Rep..... Mulvihill; Devney-O'Connell  
 President..... W. B. C. Burgoyne  
 Mgr. Dir., Gen. Mgr..... Miss M. C. Burgoyne  
 Comm. Manager..... V. A. Lococo  
 Sales Prom. Mgr., Pub. Dir..... Roy Bonisteel  
 Prog. Dir..... Jack Dawson  
 Chief Engineer..... W. H. Allen

**CHLO—St. Thomas—1948**

Frequency: 680 Kc. Power: 1000 Watts  
 Owned..... Souwesto Broadcasters Ltd.  
 Address..... 133 Curtis St.  
 Tel.: ME 1-3910..... CBC  
 Representative..... Radio-TV Sales; Cooke  
 President, Gen. Mgr..... John L. Moore  
 Program Director..... Don Lumley  
 Chief Engineer..... W. R. Onn

**CHOK—Sarnia—1946**

Freq.: 1070 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Sarnia Bcstg., Ltd.  
 Address..... 148½ Front St. N.  
 Tel.: DI 4-1121..... CBC

Representative..... Cooke, Mulvihill  
 Pres., Gen. Mgr..... Claude R. Irvine  
 Station Manager..... Karl E. Monk  
 Commercial Manager..... Arthur H. J. O'Hagan  
 Program Director..... George Ludgate  
 Chief Engineer..... Robert F. Cooke

**CJIC—Sault Ste. Marie—1934**

Frequency: 1050 Kc. Power: 10,000 Watts  
 Owned-Oper. By..... Hyland Radio-TV Ltd.  
 Address..... 119 East St.  
 Tel.: ALqoma 3-1121..... CBC  
 Station Representative..... Lorrie Potts  
 President..... Mrs. Eileen Hyland  
 General. Sta. Mgr..... E. G. Vance  
 Comm. Mgr..... Will Belec  
 Program Director..... George Jonecu  
 Publicity Dir..... Mrs. Grace Pitt  
 Chief Engineer..... David Irwin

**CKCY—Sault Ste. Marie—1955**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned..... Algonquin Radio & TV  
 Address..... 254 Queen St., E.  
 Tel.: AL 3-2393..... Independent  
 President..... C. P. Greco  
 Station, Comm. Mgr..... Al Bestall  
 Chief Engineer..... Joseph Marinelli

**CFRS—Simcoe—1956**

Frequency: 1560 Kc. Power: 250 W., d.  
 Owned..... Simcoe Bcstg. Co.  
 Business Address..... John & Grove Sts.  
 Tel.: GA 6-3240..... Independent  
 Representative..... Radio & TV Sales  
 Pres., Gen. Mgr..... Ted M. Fielder  
 Commercial Mgr..... Richard T. Maxwell  
 Sales Prom. Mgr..... Reg. J. Waterous  
 Publicity Dir..... Ron Munro  
 Chief Engineer..... Robert Watmough

**CJET—Smiths Falls—1955**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned..... Rideau Broadcasting Ltd.  
 Address..... 10 Beckwith St. S.  
 Tel.: 283-4630..... Independent  
 Station Rep..... Lorrie Potts; Devney-O'Connell  
 President, Gen. Mgr..... Jack Pollie  
 Commercial Manager..... Bill McKissock  
 Program Director..... Hal Botlam  
 Chief Engineer..... Ron McKay

**CJCS—Stratford—1924**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..... CJCS, Ltd.  
 Address..... 125 Ontario St.  
 Tel.: 271-2450..... CBC  
 Station Rep..... Radio Reps.; Weed  
 Pres., Gen. Manager..... Frank M. Squires  
 Sta., Comm. Mgr..... S. E. Tapley  
 Program Director..... William Inkol  
 Chief Engineer..... John Grigg

**CFBR—Sudbury—1957**

Frequency: 550 Kc. Power: 1000 Watts, d.  
 Owned..... Sudbury Bcstg. Co. Ltd.  
 Address..... 166 Elm St., W.

## ONTARIO

Tel.: OSBorne 4-6401.....CBC  
Station Rep.....Potts; Messner; Scharf; Young  
Pres., Gen. Mgr.....F. Baxter Ricard  
Sta., Comm. Mgr.....Rene Riel  
Sales Promotion Mgr.....Laurent Smith  
Program Director.....Robert Grandmaison  
Chief Engineer.....Arthur Frappier  
Owner of: CHNO, Sudbury.

### CHNO—Sudbury—1947

Frequency: 900 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.  
Business Address.....166 Elm St., W.  
Tel.: OS 4-6401.....CBC  
Station Rep.....Young Canadian  
President, General Mgr.....F. B. Ricard  
Station, Commercial Manager.....Peter Scott  
Sales Prom. Mgr.....Larry Smith  
Publicity Dir.....Peter Allen  
Chief Engineer.....Arthur Frappier

### CKSO—Sudbury—1935

Freq.: 790 Kc. Power: 10 Wts. d., 5 Wts. n.  
Owned-Operated By.....CKSO, Radio, Ltd.  
Address.....336 Ash St.  
Tel.: OS 4-1711.....CBC  
Representative.....All-Canada, Weed  
Chairman of Board.....Geo. M. Miller  
President.....W. J. Woodill  
General, Sta. Mgr.....Ralph Connor  
Commercial Mgr.....Ian Laidlaw  
Program Director.....Buddy Guilfoyle  
Dir. of Engineering.....Wallace Robert  
Chief Engineer.....Henry Albert

### CKOT—Tillsonburg—1955

Frequency: 1510 Kc. Power: 1 Kw., d.  
Owned-Oper. By.....Tillsonburg Bcstg. Co., Ltd.  
Address.....20 Baldwin St.  
Tel.: Victor 2-4281.....Independent  
Representative.....Radio Reps.  
General Manager.....John Lamers  
Prog. Dir., Chief Eng.....A. Ken Orton

### CFCL—Timmins—1951

Freq.: 620 Kc. Power: 10 Wts., d., 2500 Wts., n.  
Owned.....J. Conrad Lavigne Ent. Ltd.  
Address.....Box 620  
Tel.: AMherst 4-4211.....CBC  
Representatives.....Mulvihill; Devney-O'Connell  
President.....J. Conrad Lavigne  
Gen. Mgr.....Rene Barrette  
Comm. Mgr.....Jean Legault  
Program Dir.....Gerald Lefebvre  
Chief Engineer.....Rudy Fauteux

### CKGB—Timmins—1933

Freq.: 680 Kc. Power: 10,000 Watts  
Owned-Oper. By.....Timmins Bcstg. Ltd.  
Bus. Studio Address.....Thomson Bldg.  
Tel.: AM 4-3251.....CBC  
Newspaper Affiliation.....Daily Press  
Rep.....Natl. Bcst. Sales, Weed, All-Canada  
President.....K. R. Thomson  
Station Manager.....W. G. Hall  
Program Director.....B. Nadeau  
Chief Engineer.....E. Mott

### CBL—Toronto—1947

Frequency: 740 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Business-Studio Address.....354 Jarvis St.  
Tel.: WALnut 5-3311.....CBC  
President.....J. A. Ouimet  
Gen. Mgr.....H. G. Walker  
Station Mgr.....J. H. Harvey  
Technical Director.....A. W. Holmes

### CFRB—Toronto—1927

Frequency: 1010 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Rogers Radio Bcstg. Co., Ltd.  
Address.....37 Bloor St. W.  
Tel.: WALnut 4-5711.....CBS  
Sta. Rep.....All Canada; Young Canadian  
President.....W. C. Thornton Cran  
Station Mgr.....Wes McKnight  
Commercial Mgr.....Waldo Holden  
Operations Dir.....Bill Baker  
Promotion Mgr.....Ken Marsden  
Program Dir.....Jack Dawson  
Chief Engineer.....Clive Eastwood

### CHUM—Toronto—1945

Freq.: 1050 Kc. Power: 5000 Wts. d., 2500 n.  
Owned-Oper. By.....Radio CHUM, Ltd.  
Address.....1331 Yonge St.  
Tel.: WALnut 5-6666.....Independent  
Reps.....Stephens & Town; Devney-O'Connell  
President, Gen. Mgr.....Allan F. Waters  
Comm. Mgr.....Wes Armstrong  
Program, Prom. Dir.....Allan Slaight  
Pub. Dir.....Phil Stone  
Chief Engineer.....George Jones

### CJBC—Toronto—1943

Frequency: 860 Kc. Power: 50 Kw.  
Owned.....Canadian Broadcasting Corp.  
Address.....P.O. Box 500  
Tel.: WALnut 5-3311.....CBC  
President.....J. A. Ouimet  
Station Mgr.....J. H. Harvey  
Director of Info. Services.....R. S. Bryden

### CKEY—Toronto—1944

Frequency: 580 Kc. Power: 5 Kw.  
Owned By.....Frybrook Ltd.  
Bus. Address.....1262 Don Mills Rd.  
Tel.: HICKory 4-2580.....Independent  
Representative.....Natl. Bcst. Sales, Cooke  
President.....Jack K. Cooke  
Gen., Sta. Mgr.....Hal Cooke  
Program Director.....Don Insley  
Chief Engineer.....F. Cole

### CKFH—Toronto—1951

Frequency: 1430 Kc. Power: 5000 Watts  
Owned.....Foster Hewitt Bcstg., Ltd.  
Address.....1 Grenville St.  
Tel.: WA 3-0921.....Independent  
Sta. Reps.....Potts; Weed  
President, General Mgr.....Foster Hewitt  
Station Mgr.....Bill Hewitt  
Commercial Mgr.....Keith Davey  
Prog., Pub. Dir.....Barry Nesbitt  
Chief Engineer.....Gerald Wilson

ONTARIO-PRINCE EDWARD ISLAND-QUEBEC

**CHOW—Welland—1958**

Frequency: 1470 Kc. Power: 1 Kw.  
 Owned-Oper. By Wellport Bcstg., Ltd.  
 Address P. O. Box 518  
 Tel.: REgent 2-4433  
 Station Reps. Air Time Sis., Radio Reps., Weed  
 President Gordon W. Burnett  
 Comm. Manager R. E. Redmond  
 Chief Engineer Gary Van Amelsvoort

**CBE—Windsor—1950**

Frequency: 1550 Kc. Power: 10,000 Watts  
 Owned-Oper. By Canadian Bcstg. Corp.  
 Address Security Bldg.  
 Tel.: CL 4-5116  
 Station Manager K. A. Murray  
 Gen. Mgr. (Regional) Charles Jennings  
 Technical Supervisor R. A. Clark

**CKLW—Windsor**

(See U. S. Listing, Detroit, Mich.)

**CKNX—Wingham—1926**

Frequency: 920 Kc. Power: 2500 Watts  
 Owned CKNX, Ltd.  
 Address Carling Terrace  
 Tel.: Wingham 158  
 Station Rep. Potts; Young Canadian  
 General Manager J. J. Cruickshank  
 Program Dir. John Langridge  
 Chief Engineer S. C. Reid

**CKOX—Woodstock—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Oxford Bcstg. Co. Ltd.  
 Address 290 Dundas St.  
 Tel.: LE 7-3414  
 Sta. Rep. Independent  
 President, Gen.-Station Mgr. Monty J. Werry  
 Commercial Manager Verne Hesse  
 Program Director Crawford Douglas  
 Chief Engineer Paul Hunter

**Prince Edward Island**

**CFCY—Charlottetown—1924**

Frequency: 630 Kc. Power: 5 Kw.  
 Owned-Oper. By Island Radio Bcstg. Co.  
 Business-Studio Address 85 Kent St.  
 Tel.: 7347  
 Representative All-Canada, Weed  
 President Mrs. K. S. Rogers  
 Sta. Mgr., Comm. Mgr. R. F. Large  
 Chief Engineer J. G. Gay

**CJRW—Summerside—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Gulf Bcstg. Co., Ltd.  
 Business-Studio Address 218 Water St.  
 Tel.: 2201  
 Representative Independent  
 V.P., General Manager R. C. Schurman  
 Program Director L. E. Huestis  
 Sales Prom., Publicity Dir. P. H. Schurman  
 Chief Engineer Angus MacKie

**Quebec**

**CFGT—Alma—1953**

Frequency: 1270 Kc. Power: 1 Kw.  
 Owned-Oper. By Radio Lac. St. John Ltd.  
 Address 200 DuPont Ave.  
 Tel.: NO 2-3461  
 General Mcnager Jean Jacques Fortin  
 Commercial Mgr. Jacques Cote  
 Program Dir. Rosaire Pelletier  
 Chief Engineer J. R. Maltais

Tel.: Liberty 3-7747  
 Address 121 Racine St., E.  
 Station Manager V. Fortin  
 Chief Engineer J. E. Roberts

**CJMT—Chicoutimi—1954**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned CJMT Ltd.  
 Address 365 Racine St.  
 Tel.: LI 3-1517  
 Station Rep. I.B.S. Ltd.; Devney-O'Connell  
 President J. Omasse  
 General Manager Pierre Tremblay  
 Station Mgr., Pub. Dir. Andre Jean  
 Sales Prom. Mgr. Francois Ranger  
 Program Director Achille Soucy  
 Chief Engineer Lucien Simard

**CHAD—Amos—1942**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Northern Radio Inc.  
 Address P. O. Box 70  
 Tel.: 313  
 Station Rep. Weed; Scharf; L'Anglais  
 Pres., Gen. Mgr. David A. Gourd  
 Chief Engineer Julien Trepanier

**CHRD—Drummondville—1954**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Radio Drummond Ltée.  
 Address 248 Lindsay St.

**CBJ—Chicoutimi—1933**

Frequency: 1580 Kc. Power: 10,000 Watts  
 Owned-Oper. By Canadian Bcstg. Corp.

## QUEBEC

Tel.: 2-5458 ..... Independent  
Manager ..... C. Rene  
Chief Engineer ..... G. Paul

### **CHEF—Granby—1946**

Freq.: 1450 Kc. .... Power: 1 Kw. d., 250 W. n.  
Owned-Operated By ..... La Voix de l'Est Ltee.  
Business Address ..... 13 Rue Center  
Tel.: FFrontenac 2-3301 ..... Independent  
Station Representative ..... Hardy  
Pres., Gen. Mgr. .... Aime Laurion  
Comm. Mgr., Pub. Dir. .... R. M. Dube

### **CKCH—Hull—1933**

Frequency: 970 Kc. .... Power: 5000 Watts  
Owned ..... Radiodiffusion CKCH de Hull Ltee.  
Address ..... 72 Laval St.  
Tel.: PR 7-2771 ..... CBC  
Newspaper Affiliation ..... Ottawa Le Droit  
Station Rep. .... I.B.S. Ltd.; Scharf; Weed  
President ..... Wilfrid Carr  
General Manager ..... Aurele Gratton  
Sta. Manager ..... J. P. Lemire  
Sales Prom., Comm. Mgr. .... Henry Allard  
Program Director ..... Gerard Charbonneau  
Publicity Dir. .... S. Lanctot  
Chief Engineer ..... J. L. Guerette

### **CKRS—Jonquiere—1947**

Frequency: 590 Kc. .... Power: 1000 Watts  
Owned ..... Radio-Saguenay Ltd.  
Address ..... 175 Sir Wilfrid Laurier St.  
Tel.: LI 2-4551 ..... CBC  
Representative ..... Hardy, Young  
President ..... Henri Lepage  
General Mgr. .... Tom Burham  
Commercial Mgr. .... Mrs. Rejeanne Bilodeau  
Program Dir. .... Noel Fillion  
Sta. Mgr. .... Guy Boivin  
Chief Engineer ..... Gerard Lemieux  
Owners of: CKRS-TV.

### **CKLS—La Sarre—1950**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio LaSarre, Inc.  
Business Address ..... P.O. Box 70, Rouyn  
Tel.: ROger 2-7741, Rouyn ..... CBC  
Sta. Rep. .... Weed; Scharf; Allied Bcst.  
Pres., Gen. Mgr. .... David Armand Gourd  
Operations Mgr. .... Franco Capellari  
Chief Engineer ..... Julien Trepanier

### **CKBL—Matane—1948**

Frequency: 1250 Kc. .... Power: 5000 Watts  
Owned By ..... La Co. De Radiodiffusion De Matane  
Address ..... P.O. Box 1090  
Tel.: 1100 ..... CBC  
Representative ..... Hardy  
Pres., Gen. Mgr. .... Rene Lapointe  
Station Mgr. .... Octave Lapointe  
Prog., Pub. Dir. .... Claude Guenette  
Chief Engineer ..... Yvan Fortier

### **CKBM—Montmagny—1954**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Alleghanys, Inc.  
Address ..... 8, Rue St. Thomas

Tel.: 801 ..... Independent  
Representative ..... Radio & TV Sales  
President ..... Henri Deschenes  
Program Director ..... Olivia Poitras  
Publi., Sta., Com., Sls. Prom. Mgr. Andre Mercier  
Chief Engineer ..... Hector Fortin

### **CBF—Montreal—1937**

Frequency: 690 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Canadian Bcstg. Corp.  
Address ..... 1425 Dorchester St., W.  
Tel.: UN 6-2571 ..... CBC  
Dir. of Que. Prov. .... G. Lamarche  
Program Dir. .... Jean-Marie Dugas

### **CBM—Montreal—1936**

Frequency: 940 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Canadian Bcstg. Corp.  
Address ..... 1425 Dorchester St. W.  
Tel.: UNiversity 6-2571 ..... CBC  
President ..... J. A. Ouimet  
Regional Director ..... G. Lamarche  
Station Mgr. .... Kenneth Withers  
Regional Engineer ..... G. Dandois

### **CFCF—Montreal—1919**

Frequency: 600 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Canadian Marconi Co.  
Bus.-Studio Address ..... 600 Dominion Sq. Bldg  
Tel.: UNiversity 1-9471 ..... ABC-CBC  
Representative ..... Weed, All-Canada  
General Manager ..... R. E. Misener  
Chief Engineer ..... H. Maclellan

### **CJAD—Montreal—1945**

Frequency: 800 Kc. .... Power: 10,000 Watts  
Owned-Operated By ..... CJAD, Ltd.  
Business-Studio Address ..... 1407 Mountain St.  
Tel.: VI 2-8931 ..... CBS  
Sta. Rep. .... Radio Time Sales; Young Canadian  
Pres., Gen. Mgr. .... J. Art Dupont  
Production Mgr. .... L. J. Potts  
Comm. Mgr. .... Berthe Poulet  
Sales Prom. Manager ..... C. Waldo  
Chief Engineer ..... Aurele Boisvert

### **CJMS—Montreal—1953**

Freq.: 1280 Kc. .... Power: 10 Kw., d. 5 Kw., n.  
Owned ..... CJMS Radio, Montreal, Ltee.  
Address ..... 1700 Berri St.  
Tel.: VI 9-5373 ..... Independent  
Station Rep. .... Stephens & Towndrow; Forjoe  
President ..... Raymond Crepault  
General, Comm. Mgr. .... J. Nadon  
Sales Prom., Program Dir. .... R. Demers  
Publicity Director ..... Louise de Broin  
Chief Engineer ..... Jean Provost

### **CKAC—Montreal—1922**

Frequency: 730 Kc. .... Power: 50,000 Watts  
Owned ..... Publication La Presse Ltee.  
Address ..... 980 St. Catherine St., W.  
Tel.: UNiversity 6-7301 ..... CBS  
News. Affil. .... La Presse  
Station Rep. .... Devney O'Connell; I.B.S.  
Pres. .... Mrs. A. Du Tremblay

General Station Mgr. .... Phil Lalonde  
 Program Director. .... Ferdinand Biondi  
 Comm. Mgr. .... G. Bourassa  
 Sales Prom. Mgr., Pub. Dir. .... Paul Gelinac  
 Chief Engineer. .... Leonard Spencer

**CKGM—Montreal—1959**

Frequency: 930 Kc. .... Power: 10,000 Watts  
 Owned By. .... Maisonneuve Bcstg. Corp.  
 Address. .... 1455 Drummond St.  
 Tel.: VI 5-3201. .... Independent  
 Newspaper Affil. .... Newfoundland Herald  
 Station Rep. .... Stephens & Towndrow; Forjoe  
 President, General Mgr. .... Geoff Stirling  
 Station Manager. .... Geo. Davies  
 Commercial Manager. .... E. Thorp  
 Sales Promotion Mgr. .... M. Perk  
 Program Director. .... Dan Tyler  
 Publicity Director. .... John Poiser  
 Chief Engineer. .... Jack Cambell  
 Owners of: CJOX-AM-TV, St. John's, Nfld., CJCX-TV, Central, Nfld.; CJOX-TV, Argentina.

**CHNC—New Carlisle—1933**

Frequency: 610 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Gaspesia Radio Bcstg. Co.  
 Tel.: 248 & 249. .... CBC  
 Representative. .... Hardy, Young  
 President. .... Dr. Charles A. Dumont  
 General Mgr. .... Dr. Charles Houde  
 Chief Engineer. .... Bruce MacDonald

**CBV—Quebec City—1934**

Frequency: 980 Kc. .... Power: 10 Kw.  
 Owned. .... Canadian Bcstg. Corp.  
 Eus. Address. .... Palais Montcalm, St. Jean St.  
 Tel.: LA 5-8155. .... CBC  
 Program Dir., Station Manager. .... Rene Dussault  
 Chief Operator. .... Honore Masse

**CHRC—Quebec City—1926**

Frequency: 800 Kc. .... Power: 10,000 Watts  
 Owned-Operated By. .... CHRC, Limitée  
 Address. .... 1143 St. John St.  
 Tel.: LA 2-8177. .... Independent  
 Station Rep. .... Hardy; Young Canadian  
 President. .... Herve Barbeau  
 General Manager. .... Henri Lepage  
 Station Manager. .... Aurele Pelletier  
 Comm., Sls. Prom. Mgr. .... F. Richard Thibodeau  
 Program Director. .... Magella Alain  
 Chief Engineer. .... Arsene Nadeau

**CJQC—Quebec City—1949**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned. .... The Goodwill Bcstrs. of Quebec  
 Address. .... 405 Blvd. Hamel  
 Tel.: MU 3-4931. .... CBC  
 Station Representative. .... Radio & TV Sales  
 President. .... Paul Lepage  
 Gen., Sta. Mgr. .... H. Burnside  
 Chief Engineer. .... C. Roberge

**CKCV—Quebec City—1926**

Frequency: 1280 Kc. .... Power: 5 Kw.  
 Owned-Operated By. .... CKCV, Ltd.  
 Address. .... 978 St. John St.

Tel.: LA 2-1585. .... Independent  
 President. .... Gaston Pratte  
 Gen. Mgr. .... Paul Lepage  
 Sta., Comm. Mgr. .... Marcel Leboeuf  
 Sales Prom., Pub. Dir. .... Jean-Guy Bernier  
 Prog. Dir. .... Michel Garipey  
 Chief Engineer. .... Lucien Gobell

**CJBR—Rimouski—1937**

Frequency: 900 Kc. .... Power: 10,000 Watts  
 Owned. .... La Radio du Bas St. Laurent Inc.  
 Business Address. .... 6 St. Jean St.  
 Tel.: RA 3-2217. .... CBC  
 Newspaper Affil. .... Le Progres Du Golfe  
 Station Representative. .... IBS, Ltd.; Weed  
 President. .... Jacques Brillant  
 Sales Prom., Gen., Sta. Mgr. .... Andre Legonte  
 Prog. Dir. .... S. Burgess  
 Commercial Manager. .... Robert Cote  
 Publicity Director. .... Harry A. Willste  
 Chief Engineer. .... Marcel Vallee  
 Owners of: CJBR-FM-TV.

**CJFP—Riviere-Du-Loup—1947**

Freq.: 1490 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By. .... Radio CJFP, Ltd.  
 Address. .... 1 Christophe Colomb  
 Tel.: UN 2-2727. .... CBC  
 Station Rep. .... Hardy; Young Canadian  
 President. .... Luc Simard  
 General Manager. .... Rene Viel  
 Station Manager. .... Raoul Savard  
 Chief Engineer. .... Raymond Lavoie

**CHRL—Roberval—1949**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Radio Roberval Inc.  
 Address. .... C. P. 930  
 Tel.: 450. .... Independent  
 Representative. .... Jos. A. Hardy  
 President. .... Rodolphe Lefebvre  
 Station Mgr. .... J. C. Bordeleau  
 Commercial Mgr. .... N. Gagnon  
 Program Dir. .... Harvey Paradis  
 Chief Engineer. .... Yvon Souchon

**CKRN—Rouyn—1937**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned. .... Northern Radio Nord, Inc.  
 Address. .... P. O. Box 70  
 Tel.: RO 2-7741. .... CBC  
 Station Reps. .... Weed; Scharf; Allied  
 Pres., Gen. Mgr. .... David A. Gourd  
 Operations Mgr. .... Franco Capellari  
 Chief Engineer. .... Julien Trepanier

**CHGB—Ste Anne De La Pocatiere—1938**

Freq.: 1350 Kc. .... Power: 1 Kw. d., 250 W. n.  
 Owned. .... CHGB, Ltd.  
 Address. .... Main St.  
 Tel.: 535. .... CBC  
 President, Gen. Mgr. .... G. Thomas Desjardins  
 Station Mgr. .... P. E. Hudon  
 Comm., Prom. Mgr. .... R. Plante  
 Program Dir. .... C. Landry  
 Chief Engineer. .... R. Hamel



## QUEBEC

### CKRB—St. Georges—1953

Freq.: 1460 Kc. Power: 10 wts., d., 5 Wts., n.  
Owned-Oper. By.....Radio-Beauce, Inc.  
Address.....St. Georges de Beauce  
Tel.: 751.....CBC  
Station Rep.....IBS  
President.....Yvon Thibaudeau  
General. Sta. Mgr.....C. A. Thibaudeau  
Comm., Prom Mgr.....Jean Barbeau  
Prog.am. Dir.....Gilles Bernier  
Chief Engineer.....Armand Catellier

### CHRS—St. Jean—1956

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned By.....Radio-Iberville Ltd.  
Address.....Box 1090  
Tel.: UN 1-5965 (Montreal).....Independent  
Station Rep.....I.B.S.  
President, General Mgr.....Bernard Turcot  
Commercial Manager.....Jack Turcot  
Program Director.....Fernand Robidoux  
Chief Engineer.....Guy De Valter

### CKJL—St. Jerome—1956

Frequency: 900 Kc. Power: 1 Kw.  
Owned.....Radio Laurentides  
Address.....225 Labelle St.  
Tel.: GE 2-7831.....Independent  
Representative.....National Brdcst. Sales, Ltd.  
Pres., Gen. Mgr.....Jean Lalonde  
Station Mgr.....Roger Lopez  
Commercial Mgr.....Hugo Gravel  
Program. Dir.....Jacques Tremblay  
Sales Prom. Mgr.....Blaise Gouin  
Publicity Dir.....Andre Vezina  
Chief Engineer.....Vincent Gratton

### CKSM—Shawinigan Falls 1951

Frequency: 1220 Kc. Power: 1000 Watts  
Owned.....Shawinigan Falls Bcstg.  
Address.....Box 69  
Tel.: LE 6-4494.....Independent  
Representative.....Hardy  
Gen. Mgr., Pub. Dir.....Allen Rogerson  
Comm. Mgr.....Emilien Beaulieu  
Prog. Dir.....Alain Chartier  
Chief Engineer.....Ernest Brunelle

### CHLT—Sherbrooke—1937

Freq.: 630 Kc. Power: 10 Wts., d., 5 Wts., n.  
Owned By.....La Tribune Ltd.  
Business-Studio Address.....221 Dufferin St.  
Tel.: LO 9-2525.....CBC  
Representative.....Trans. Ocean; Young  
President.....Paul Desruisseaux  
General Manager.....J. Alphe Gauthier  
Station, Program Dir.....V. Bernard  
Comm. Sales Prom. Mgr.....Jean Louis Gauthier  
Chief Engineer.....Leo Gilbeau

### CKTS—Sherbrooke—1946

Frequency: 900 Kc. Power: 1000 Watts  
Owned-Oper.....Telegram Printing & Pub. Co.

Business-Studio Address.....221 Dufferin St.  
Tel.: LO 9-2525.....CBC  
Representative.....Young, Canadian  
President.....C. B. Howard  
General Manager.....A. Gauthier  
Commercial Mgr., Prog. Dir.....Morris C. Austin  
Pub. Dir.....Gordon Beerworth  
Chief Engineer.....L. Gilbeau

### CJSO—Sorel—1945

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Radio Richelleu, Ltee  
Business Studio Address.....72 du Roi St.  
Tel.: RI 3-3318.....Independent  
Station Representative.....Jos A. Hardy  
President.....Henri Olivier  
General Manager.....Maurice Boulianne  
Comm. Manager.....Maurice Berube  
Program Director.....Claude Rochon  
Sls. Prom. Manager.....L. Brouillard  
Chief Engineer.....Joseph Cardin  
Owners of: C.J.M. Joliette, Que.

### CKLD—Thetford Mines—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Radio Megantic Ltee.  
Address.....Ave Labbe  
Tel.: FE 5-7500.....CBC  
Representative.....Hardy  
Newspaper Affil.....Canadian Press  
Pres., Sta. Manager.....F. Labbe  
Contam. Mgr.....Will Dugre  
Chief Engineer.....Paul Cloutier

### CHLN—Three Rivers—1927

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By.....Radio Trois-Rivieres, Inc.  
Bus.-Studio Address.....522 Bonaventure St.  
Tel.: FR 4-3556.....Independent  
Representative.....IBS, Young  
President.....Honore Dansereau  
Station Manager.....Léon Trépanier  
Program Dir.....Maurice Dansereau  
Comm., Prom., Pub. Dir.....Maurice Duval  
Chief Engineer.....Oric Lefebvre

### CKTR—Trois-Rivieres—1954

Freq.: 1150 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By.....CKTR, Ltd.  
Address.....543 Gervais St.  
Tel.: FR 5-4855.....Independent  
Station Reps.....Cooke; Allied Broadcast Serv.  
President.....Paul Aboud  
Station, Comm. Mgr.....C. Couture  
Program Director.....Jean Deny  
Publicity Director.....Jacques Hebert  
Chief Engineer.....Herve Lapointe

### CKVD—Val D'Or—1939

Frequency: 1230 Kc. Power: 250 Watts  
Owned.....Northern Radio-Radio Nord, Inc.  
Address.....P. O. Box 70  
Station Rep.....Weed; Scharf; Allied  
President.....David A. Gourd  
Operations Manager.....Franco Capellari  
Chief Engineer.....Julien Trepanier

**CKVL—Verdun—1946**

Freq.: 850 Kc. Power: 50 Wts., d., 10 Wts. n.  
 Owned By.....CKVL, Ltd.  
 Address.....211 Gordon Ave.  
 Tel.: PO 6-2311.....Independent  
 Newspaper Affil.....Radiomonde Ltd.  
 Rep.....Radio & TV Sls., Inc., Cooke  
 President.....Jack Tietolman  
 Commercial Mgr.....Judah Tietolman  
 Program Dir.....Marcel Provost  
 Station, Prom. Mgr.....Corey Selinger  
 Publicity Director.....Jack Selinger  
 Chief Engineer.....Maurice Rousseau

**CFDA—Victoriaville—1951**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By...Radio Victoriaville Limitee

Address.....Victoriaville  
 Tel.: PL 2-5545.....Independent  
 Representative.....Radio & TV Sales  
 Pres., Ch. Engineer.....P. Brisson  
 General Manager.....Leo Benoit

**CKVM—Ville-Marie—1950**

Frequency: 710 Kc. Power: 1000 Watts  
 Owned-Operated By...Radio Temiscamingue  
 Business Address.....Ville-Marie  
 Tel.: 710-152.....CBC  
 Station Rep.....Jos. Hardy  
 President.....Herve LeBlanc  
 General, Sta. Mgr.....Rene Legault  
 Program Dir.....Yvon Lariviere  
 Publicity Dir.....Marcel Ladouceur  
 Chief Engineer.....Gaston Tasset

**Saskatchewan**

**CFGR—Gravelbourg—1952**

Frequency: 1230 Kc. Power: 250 Watts n.  
 Owned By.....Radio Gravelbourg, Ltd.  
 Address.....Gravelbourg  
 Tel.: 155.....CBC  
 Station Rep.....I.B.S.; Scharf; Devney-O'Connell  
 President.....Dr. Rosario E. Morin  
 General, Station Mgr.....Dumont LePage  
 Sales Promotion Mgr.....Joseph E. DeGagne  
 Publicity Dir.....Miss Jeanne Beaugard  
 Chief Engineer.....Raymond Lizee

**CFRG—Gravelbourg—1952**

Frequency: 710 Kc. Power: 5000 Watts d.  
 Owned-Oper. By...Radio Gravelbourg, Ltd.  
 Address.....Gravelbourg  
 Tel.: 155.....CBC  
 Station Rep.....I.B.S.; Scharf; Devney-O'Connell  
 President.....Dr. Rosario E. Morin  
 Gen., Sta., Comm. Mgr.....Dumont LePage  
 Sales Prom. Mgr.....Joseph E. DeGagne  
 Publicity Dir.....Miss Jeanne Beaugard  
 Chief Engineer.....R. Lizee

**CHAB—Moose Jaw—1922**

Frequency: 800 Kc. Power: 10,000 Watts  
 Owned-Operated By.....CHAB, Ltd.  
 Address.....127 Main N.  
 Tel.: OX 2-6464.....CBC  
 Reps....Stephens & Towndrow; Messner; Weed  
 Pres., Gen. Mgr.....Jack Moffat  
 Commercial Manager.....Nev Skingle  
 Program Director.....Bill Falkner  
 Chief Engineer.....M. Pickford  
 owners of: CHAB-TV.

**CJNB—North Battleford—1947**

Frequency: 1460 Kc. Power: 10,000 Watts  
 Owned Oper. By...Northwestern Bcstg. Co., Ltd.  
 Business Address.....P.O. Box 1460  
 Tel.: 2477.....Independent

Representative.....Stovin  
 President.....Harry S. Hay  
 Gen., Sta. Mgr.....Harry Dekker  
 Commercial Manager.....Alex Johnson  
 Sales Prom. Mgr., Pub. Dir...Mrs. Chris Dekker  
 Program Director.....Lee Sage  
 Chief Engineer.....Al Ruddell

**CKBI—Prince Albert—1934**

Frequency: 900 Kc. Power: 10,000 Watts  
 Owned-Oper. By...Central Bcstg. Co., Ltd.  
 Address.....10th St. West  
 Tel.: ROger 3-7421.....CBC  
 Representative.....All-Canada. Weed  
 General Manager.....E. A. Rawlinson  
 Comm., Sales Prom. Mgr.....G. Prest  
 Program Director.....Ian Barrie  
 Chief Engineer.....T. Van Nes

**CBK—Regina—1939**

Frequency: 540 Kc. Power: 50 Kw.  
 Owned.....Canadian Bcstg. Corp.  
 Business Address.....1840 McIntyre St.  
 Tel.: LKeside 3-6641.....CBC  
 Sta. Manager.....J. R. Finlay  
 Technical Sup.....K. J. Lamb

**CKCK—Regina—1922**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned.....Transcanada Communications Ltd.  
 Address.....1853 Hzmilton St.  
 Tel.: LA 2-8525.....CBC  
 Newspaper Affiliation.....Leader Post  
 Representative.....All-Canada. Weed  
 President.....Michael Sifton  
 General Manager.....Harold A. Crittenden  
 Station Manager.....Donald R. Dawson  
 Commercial Manager.....Jim Grisenthwaite  
 Sales Prom., Pub. Dir.....Audrey-Ann Taylor  
 Program Director.....Bob MacDonald  
 Chief Engineer.....E. A. Strong

## SASKATCHEWAN-YUKON

### CKRM—Regina—1926

Freq.: 980 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By: Western Communications Ltd.  
 Address: 2060 Halifax St.  
 Tel.: LA 3-5661. CBC  
 Sta. Rep.: Radio Reps.: Bcst. Reps.: Young  
 President: Dr. E. A. McCusker  
 General Station Mgr.: W. E. Collier  
 Program Director: A. J. Kennard  
 Sales Promotion Mgr.: Martha Fidler  
 Commercial Mgr.: R. B. Hill  
 Chief Eng.: L. Cozine

### CFNS—Saskatoon—1952

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Oper. By: Radio-Prairies-Nord, Ltd.  
 Address: 1902 Broadway  
 Tel.: Windsor 9-3766. CBC  
 Sta. Rep.: I.B.S.: Scharf; Devney-O'Connell  
 President: Cl. Denis  
 General Manager: Charles Papen  
 Sales Promotion Mgr.: Auguste Bandet  
 Program Director: Roger Gautier  
 Chief Engineer: J. Lacroix

### CFQC—Saskatoon—1923

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By: A. A. Murphy & Sons, Ltd.  
 Address: 216 1st Ave., N.  
 Tel.: CHerry 2-6611. CBC  
 Reps.: Radio Reps.: Bcst. Reps.: Oakes; Young  
 General Manager: Vernon Dallin  
 Station Manager: Roy Currie  
 Comm. Mgr.: E. C. Bourassa  
 Sales Promotion Mgr.: Dennis Fishes  
 Program Director: Laurie Korchin  
 Chief Engineer: Lyn Hoskins  
 Owners of: CFQC-TV.

### CKOM—Saskatoon—1951

Frequency 1420 Kc. Power: 5000 Watts  
 Owned: Saskatoon Community Bcstg. Co., Ltd.  
 Address: Empire Hotel

Tel.: OLiver 2-1420. Independent  
 Representative: Stovin, Weed  
 Pres., Gen. Mgr.: R. A. Hosie  
 Sta., Comm. Mgr.: W. H. Stovin  
 Sales Prom., Pub. Dir.: Patricia Baudru  
 Program Director: G. E. Walburn  
 Chief Engineer: Maynard Greer

### CKSW—Swift Current—1956

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: Frontier City Bcstg. Co. Ltd.  
 Address: 134 Central Ave.  
 Tel.: PR 3-4605. Independent  
 Reps.: Air-Time Sls.: Radio Reps.: Bcst. Reps.  
 Pres., Gen. Mgr.: Douglas Scott  
 Station Manager: Wilf Gilbey  
 Comm., Sales Prom. Mgr.: William H. Friest  
 Production Mgr.: Gordon Ross  
 Chief Engineer: Mac Hanna

### CFSL—Weyburn—1957

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.  
 Owned: Soo Line Bcstg. Co. Ltd.  
 Address: P. O. Box 1330  
 Tel.: VICTor 2-4666. Independent  
 Sta. Rep.: Stovin-Byles; Natl. Bcst. Sls.: Cooke  
 President: T. G. Laing  
 General Comm. Mgr.: Norman A. Hickey  
 Program Director: Ronald W. Durda  
 Chief Engineer: Robert MacDonald

### CJGX—Yorkton—1927

Freq.: 940 Kc. Power: 10,000 Wts. d., 1000 n.  
 Owned-Oper. By: Yorkton Bcstg. Co., Ltd.  
 Address: 2nd Ave.  
 Tel.: 783-2258. CBC  
 Sta. Reps.: Messner; Young Canadian; Scharf  
 President: F. K. Tully  
 Station, Prom. Mgr.: G. G. Gallagher  
 Commercial Manager: M. G. Phillips  
 Publicity Director: D. R. Sherwin  
 Program Director: E. A. Laurence  
 Chief Engineer: H. F. McRae

## Yukon

### CFYT—Dawson City—1958

Frequency: 1230 Kc. Power: 100 W.  
 Owned By: CBC  
 Address: Dawson City  
 Tel.: Dawson City. CBC  
 Sta. Rep.: D. McGavren, Ltd.  
 Director of Service: A. Cowan  
 Information Service: H. Shane  
 Station Manager: Donald Stone  
 Technical Supervisor: Lloyd Moore

### CBXG—Watson Lake—1959

Frequency: 860 Kc. Power: 40 W.  
 Owned By: CBC  
 Address: Watson Lake

Tel.: Watson Lake. CBC  
 Sta. Rep.: D. McGavren, Ltd.  
 Director of Service: A. Cowan  
 Information Service: H. Shane  
 Station Manager: Donald Stone

### CFWH—Whitehorse—1958

Frequency: 1240 Kc. Power: 250 W.  
 Owned By: CBC  
 Address: P. O. Box 730  
 Tel.: Whitehorse. CBC  
 Sta. Rep.: D. McGavren, Ltd.  
 Director of Service: A. Cowan  
 Information Service: H. Shane  
 Station Manager: Donald Stone  
 Technical Supervisor: L. Moore

# National Association Of Educational Broadcasters Personnel

1346 Connecticut Ave., N.W.  
Washington, D.C.  
Phone: North 7-6000

119 Gregory Hall  
Urbana, Ill.  
Phone: Empire 7-6611 Ext. 3394

William G. Harley  
1346 Connecticut Ave.  
Washington, D.C.

## OFFICERS FOR 1961 YEAR

### *President*

William G. Harley, 1346 Connecticut Ave.,  
N.W., Washington, D. C.

### *Administrative Vice President*

Harold E. Hill, 1346 Connecticut Ave.,  
N.W., Washington, D.C.

## DIRECTORS

### Television Board

#### *Region I*

Richard Burdick, Metrop. Phila. Educ.  
Radio-TV Corp., 1622 Chestnut Street,  
Phila., Pa.

#### *Region II*

Raymond D. Hurlbert, Ala. ETV Comm.,  
807 Protective Life Bldg., Birmingham,  
Ala.

#### *Region III*

Richard B. Hull, Radio-TV Broadcasting,  
Ohio State Univ., Columbus, O. Chair-  
man Board of Directors.

#### *Region IV*

Dr. John C. Schwarzwaldner, Twin City  
Area ETV Corp., Station KTCA St.  
Paul, Minn.

#### *Region V*

Howard L. Johnson, Station KRMA-TV,  
Denver Public Schools, 12th & Welton  
Sts., Denver, Colo.

#### *Region VI*

Loren B. Stone, Station KCTS-TV, Univ.  
of Wash., Seattle, Wash. Chairman, TV  
Board.

### Radio Board

#### *Region I*

Albert P. Fredette, WAMC, Albany Med-  
ical College, 47 New Scotland Ave.,  
Albany, N. Y.

#### *Region II*

Roy Flynn, University Bestg. Services,  
Florida State Univ., Tallahassee, Fla.

#### *Region III*

James S. Miles, Station WBAA, Purdue  
University, Lafayette, Ind. Chairman,  
Radio Board.

#### *Region IV*

Carl Menzer, WSUI-KSUI, State Uni-  
versity of Iowa, Iowa City, Ia.

#### *Region V*

R. Edwin Browne, Station KANU and  
KFKU, University of Kansas, Law-  
rence, Kan.

#### *Region VI*

Ken Kager, KUOW, University of Wash-  
ington, Seattle, Wash.

Individual Member Director—Harry J. Skornia, University of Illinois, Urbana, Ill.  
Director At Large—Kenneth A. Christiansen, University of Florida, Gainesville, Fla.  
Leslie P. Greenhill, Pennsylvania State University, University Park, Pa.



# Weapon For Peace

## ... Television Documentaries

By DONALD H. MCGANNON  
President, Westinghouse Broadcasting Company

**T**HE state of the world indicates more urgently each day that our future depends, almost pathetically, upon our ability to communicate with each other as people within the same nation and, more important, to communicate as a nation to people outside of our own country.

The task of communicating our ideals, philosophies, objectives and determinations, our genuine concern for other peoples and our yearning for peace lies at the very root of man's future. How do we tackle this task?

It is strange that while most segments of our society have recognized the need for professionalism in the communication of ideas, implementation of this need does not exist in the various strata of government.

It occurred to us, Westinghouse Broadcasting and our associates at the National Educational Television and Radio Center, that there was something that could be done by television. No matter how small, it would be a definite contribution and perhaps a launching pad for other far-reaching efforts.

It was clear to us that TV undoubtedly represents the most effective means of communicating to masses of the population. How could we use this medium effectively and what would be our potential audience? As a result of working with other broadcasters who had similar thoughts on the same subject, the International Television Federation came into being last fall.

Intertel was founded by the Australian Broadcasting Commission, the Canadian Broadcasting Corporation, Associated Rediffusion of the United Kingdom and, on behalf of the United States, NETRC and WBC. It is obvious that with such a federation, our initial audience is to be the English speaking nations of the world. These are people with whom we should be able to communicate most easily.

The American members of this federation expect to make the series available by syndication to the entire Western Hemisphere.

The plan calls for the production of twelve-one-hour documentaries. The American members will produce four, United Kingdom four, Canada two, and Australia two. The subjects will be of timely importance and international dimension; yet they will not be topical news stories nor duplications of some of the extraordinary work being done by networks in this field.

At a meeting in Vancouver, B.C., the first six subjects were evolved. They are tentatively titled: "Heartbeat of France," an examination of France by Britain; "The Overseas Chinese," a look at the key world areas colonized by expatriate Chinese, by Britain; "Great Britain in Transition," a social and human documentary on England by the U.S.A.; "Where is Cuba Going?," an investigation of Cuba by Canada; "Living With a Giant," a look at U.S.A.-Canada relations by Australia; and "Africa On The Move," some of the new African republics examined by the U.S.A.

The function of each program is an investigation by one nation of another, and a reflection on foreign subject matter that is in some instances of great tradition, in other instances of compelling current importance. Each member has the opportunity to reject the program as being unsuitable, but it's contemplated that this would not be done on any basis of censorship or unwillingness to permit factual criticism.

This is but an initial step. We hope it represents the first of many to follow in the free flow of information and the cultural exchange of material among all nations of the world, a project which has been dormant and ineffective to date.



# Active Members Of The NAEB

City	Call Letters	Licensee	Executive
<b>ALABAMA</b>			
Andalusia	WAIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Munford	WCIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director
<b>ARIZONA</b>			
Arcata	KUSC (FM)	Humboldt State College	George D. Goodrich, Director
Tucson	KUAT (TV)	Univ. of Arizona	Ben C. Markland, Director
<b>CALIFORNIA</b>			
Berkeley	KPFA-KPFB (FM)	Pacific Foundation	Harold Winkler, President
Los Angeles	KPFK (FM)	Pacific Foundation.	Harold Winkler, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Chairman
San Bernardino	KVCR (FM)	San Bernardino Valley College	William D. Britton, Station Mgr.
San Diego	KEBS (FM)	San Diego State College	Frank Norwood, Associate Professor of Speech Arts
San Diego	KSDS (FM)	San Diego Jr. College	Paul Roman, Station Mgr.
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Sacramento	KVIE (TV)	Central Calif. TV, Inc.	John C. Crabbe, Gen. Mgr.
Stockton	KCVN (FM)	College of the Pacific	Richard D. Settle, Director
<b>COLORADO</b>			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Director
Colo. Springs	KSHS (FM)	C. S. Public Schools	Robert L. Card, Station Mgr.
Denver	KRMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
<b>CONNECTICUT</b>			
Hartford	WRTC (FM)	Trinity College	Charles G. Mixer III, Station Manager
<b>FLORIDA</b>			
Miami	WTHS (FM)	Dade County Bd. of Public Instr.	Cliff Mitchell, Director
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Director
Tampa	WFSU (TV)		
Tampa	WTUN (FM)	University of Tampa	John Von Szeliski, Dir.
Winter Park	WEDU (TV)	Fla. West Coast ETV	R. LeRoy Lastinger, Gen. Mgr.
	WPRK (FM)	Rollins College	M. P. Frutchey, Director
<b>GEORGIA</b>			
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir.
Athens	WGTV (TV)	University of Georgia Center for Continuing Education	Gerard L. Appy, Associate Director
<b>ILLINOIS</b>			
Carbondale	WSIU (FM)	Southern Ill. Univ.	B. C. Robbins, Director
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNTC (FM)	Northern Illinois Univ.	Robert H. Moore, Dir.
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoke, Dir.
Evanston	WNUR (FM)	Northwestern Univ.	Robert W. Thomas, Station Mgr.
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Park Ridge	WMTH (FM)	Maine Township H. S.	Kelth A. Honn, Prog. Dir.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir.
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley
<b>INDIANA</b>			
Bloomington	WFUI (FM)	Indiana University	Elmer Sulzer, Dir.
Evansville	WPSR (FM)	School City of Franklin College of Indiana	C. B. Smith, Dir.
Franklin	WFCI (FM)	Evansville School City of Gary	Raymond Cowan, Chairman of Science Division
Gary	WGVE (FM)	Goshen College	Edwin Carmony, Supervisor
Goshen	WGCS (FM)	De Paul University	J. F. Swartzendruber, Sect.-Treas.
Greencastle	WGRE (FM)		Herold Ross, Manager

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Arthur R. Van Allen, Prog. Dir.
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 Sch.	Vernon McKown, Director
South Bend	WETL (FM)	City of So. Bend	John W. Finster, Program Dir.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Director
<b>IOWA</b>			
Ames	WOI (AM)	Iowa State College	Raymond C. Giese, Act. Mgr.
Ames	WOI (FM)	Iowa State College	Raymond C. Giese, Act. Mgr.
Cedar Falls	KTCF (FM)	Iowa State Teachers College	Herbert V. Hake, Director
Decorah	KWLC (AM)	Luther College	Harold C. Svance, Dir.
Des Moines	KDPS (FM) and (TV)	Des Moines Public Schools	Clifton F. Schropp, Manager
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Station Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer, Station Director
Waverly	KWAR (FM)	Wartburg College	Dennis Q. Thurow, Sta. Mgr.
<b>KANSAS</b>			
Emporia	KSTE (FM)	Kansas State Teachers College	Delmar Hilyard, Director
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne, Director
Manhattan	KSAC (AM-TV)	Kansas State College	Jack M. Burke, Acting Dir.
Manhattan	KSDB (FM)	Kansas State College	Jack M. Burke, Acting Dir.
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean
Wichita	KMUW (FM)	Univ. of Wichita	Kenneth Hadwiger, Director
<b>KENTUCKY</b>			
Lexington	WBKY (FM)	Univ. of Kentucky	Leonard Press, Director
Louisville	WFPK (FM-TV)	Louisville Free Public Library	Dorothy L. Day, Manager
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Manager
<b>LOUISIANA</b>			
New Orleans	WYES (TV)	Greater New Orleans ETV Foundation	Duff Browne, Gen. Mgr.
New Orleans	WNPS (AM)	Orleans Parish Sch. Bd.	Jeanne Minge, Station Mgr.
<b>MARYLAND</b>			
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, General Mgr.
<b>MASSACHUSETTS</b>			
Amherst	WAMF (FM)	Amherst College	Jonathan Reiskind, Sta. Mgr.
Amherst	WFCR (FM)	Lowell Institute Cooperative Broadcasting Council	Hartford N. Gunn, Jr., General Manager
Amherst	WMUA (FM)	Univ. of Mass.	Harold Dutton, Station Mgr.
Boston	WBUR (FM)	Boston University	Dr. D. Hugh Gillis, Chairman
Boston	WERS (FM)	Emerson College	Gerald Kroeger, Station Mgr.
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
<b>MICHIGAN</b>			
Ann Arbor	WUOM (FM)	Univ. of Michigan	E. G. Burrows, Manager
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne St. Univ.	Lee Dreyfus, Asst. Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found.	Franklin Bouwsma, Executive Secretary
East Lansing	WKAR (AM)	Michigan State Univ.	Lawrence Frymlire, Manager
East Lansing	WKAR (FM)	Michigan State Univ.	Lawrence Frymlire, Mgr.
East Lansing	WMSB (TV)	Mich. State Univ.	Patrick J. Callahan, Station Mgr.
Flint	WFBE (FM)	Board of Education	Robert C. Boston, Manager
Highland Park	WHPR (FM)	School District of H. P.	Robert A. Stevens, Station Mgr.
Kalamazoo	WMCR (FM)	Western Michigan Univ.	Robert Dye, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
<b>MINNESOTA</b>			
Duluth	KUMD (FM)	Univ. of Minn.	Richard Gottschald
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, Director
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwarzwalder, Dir.
<b>MISSOURI</b>			
Kansas City	KCUR (FM)	Univ. of Kansas City	Sam Scott, Mgr. Dir.
St. Louis	KETC (FM)	St. Louis Ed. TV Commission	Henry F. Chadeayne, Exec. Director
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Manager

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<b>NEBRASKA</b>			
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Director
<b>NEW HAMPSHIRE</b>			
Durham	WENH (TV)	Univ. of N. Hamp.	Keith J. Highbert, Manager
<b>NEW JERSEY</b>			
East Orange	WFMU (FM)	Upsala College	Chas. G. Lundgren, Director
Newark	WBGO (FM)	Board of Education	Marie Scanlon, Supervisor
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Station Manager
<b>NEW MEXICO</b>			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
Albuquerque	KNME (TV)	U. of New Mexico & Albuquerque Bd. of Educ.	C. P. Mitchell, Co-Ord.
<b>NEW YORK</b>			
Albany	WAMC (FM)	Albany Med. College	Albert P. Fredette, Station Mgr.
Bronx	WFUV (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	Dorothy Klock, Acting Dir.
Elmira	WECW (FM)	Elmira College	David M. Crossman, Director
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Hempstead	WVHC (FM)	Hofstra College	Frank Iezzi, Exec. Dir.
Ithaca	WICB (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WBAI (FM)	Pacific Foundation	Eugene Bruck, Program Director
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WRVR (FM)	The Riverside Church	Jack D. Summerfield, General Manager
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Wallace M. Bradley, Sta. Mgr.
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
Troy	WRPI (FM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
<b>NORTH CAROLINA</b>			
Chapel Hill	WUNC (TV)	Consol. Univ. of North Carolina	Roy J. Johnson, Chairman
Chapel Hill	WUNC (FM)	Univ. of North Carolina	Robert L. Hilliard, Director
Greensboro	WGPS (FM)	Greensboro Public Sch.	A. O. Medlin, Director
Greenville	WWWS (FM)	E. Carolina College	Miss Rosalind Roulston, Director
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
<b>NORTH DAKOTA</b>			
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
<b>OHIO</b>			
Akron	WAPS (FM)	Akron Public Schools	Dorothy Kester, Coordinator
Athens	WOUB (AM-FM)	Ohio University	Archie Greer, Station Mgr.
Bowling Green	WBGU (FM)	Bowling Green State U.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cinci. TV Ed. Foundation	Uberto Neely, General Mgr.
Cincinnati	WGUC (FM)	University of Cincinnati	Joseph Sugmaster, Director of Broadcasting
Cleveland	WBOE (FM)	Board of Education	Leo Battin, Director
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Siting, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Roderick Deihl, Director
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Marietta	WCMO (FM)	Marietta College	Bernard Russi, Jr., Director of Broadcasting
Oxford	WMUB (FM-TV)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WGTE (TV)	Greater Toledo ETV Foundation	Harry D. Lamb, General Manager
Toledo	WTDS (FM)	Toledo Public Schools	Harry D. Lamb, Dir.
Yellow Springs	WYSO (FM)	Antioch College	Lee Eitzen, Mgr.
<b>OKLAHOMA</b>			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Director
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KOKH (FM-TV)	Board of Education	Bill Lillard, Station Mgr.
Okla. City	KETA (TV)	Okla. ETV Antho.	John W. Dunn, Director
Stillwater	KOSU (FM)	Okla. State Univ.	L. H. van Landingham, Station Mgr.
Tulsa	KOED (TV)	Okla. ETV Antho.	John W. Dunn, Director
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit
<b>OREGON</b>			
Corvallis	KOAC (AM-TV)	Oregon State System of Higher Education	James M. Morris, Director
Eugene	KBYM (FM)	Eugene Pub. Schools	Roger J. Houglum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John E. Shepherd, Coordinator
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager

# NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
<b>PENNSYLVANIA</b>			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Havertown	WHHS (FM)	School Dist.	Frank Knorr, Director
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerling, Director
Philadelphia	WHYY (FM-TV)	Metro. Phila. Educ. Radio & TV Corp.	Richard S. Burdick, Mgr.-Director
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir.
Philadelphia	WXPX (FM)	Univ. of Pennsylvania	Donald K. Angell, Jr. Director
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Pittsburgh	WQED (TV) & WQEX (TV)	Metropolitan Pittsburgh Educational Television Station	William Dempsey, Manager
Seranton	WUSV (FM)	Univ. of Seranton	Rev. Richard F. Grady, S.J., Manager
Univ. Park	WDFM (FM)	Penn St. Univ.	Harold E. Nelson, Gen. Mgr.
<b>SOUTH CAROLINA</b>			
Columbia	WUSC (FM)	Univ. of S. Carolina	Alice Wyman, Coordinator
<b>SOUTH DAKOTA</b>			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Martin Busch, Mgr.
<b>TENNESSEE</b>			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir.
Memphis	WKNO (TV)	Memphis Comm. TV	Ernest C. Ball, Dir.
<b>TEXAS</b>			
Austin	KUT (FM)	Univ. of Texas	Robert Schenkkan, Dir.
Dallas	KERA (TV)	Area ETV Foundation	M. Campbell, Exec. Dir.
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	Roy E. Barthold, Manager
Houston	KUHT (TV)	Univ. of Houston	Roy E. Barthold, Manager
<b>UTAH</b>			
Logan	KVSC (FM)	Utah State University	Burrel F. Hansen, Chairman
Ogden	KWCS (TV)	Weber County School District	John A. Larsen, Station Director
Provo	KBYU (FM)	Brigham Young University	Owen S. Rich, Chairman
Salt Lake City	KUED (TV)	University of Utah	Dr. Keith Engar, Mgr.
<b>VIRGINIA</b>			
Harrisonburg	WEMC (FM)	Eastern Mennonite College	J. Otis Yoder, Chairman
Norfolk	WMTI (FM)	William-Mary College	Conrad S. Wilson, Program Dir.
Richmond	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
Williamsburg	WCWM (FM)	William & Mary	Charles M. Woodliff, Director
<b>WASHINGTON</b>			
Pullman	KWSC (AM)	Wash. St. Univ.	Burt Harrison, Manager
Seattle	KCTS (TV)	Univ. of Wash.	Loren Stone, Mgr.
Seattle	KIOW (FM)	Univ. of Washington	Ken Kager, Mgr.
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
<b>WISCONSIN</b>			
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Auburndale	WLBL (AM)	Wisconsin State Radio Council	H. B. McCarty, Director
Brule	WHSB (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Chilton	WHKW (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Colfax	WHWC (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Delafield	WHAD (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Highland	WHHI (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, General Mgr.
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	J. C. Wulliman, Station Mgr.
Rib Mountain	WHRM (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Ripon	WRPN (AM) & WRPN (FM)	Ripon College	William Joehimson, Station Manager
West Salem	WHLA (FM)	Wisc. St. Coune.	H. B. McCarty

# The New Sound In Radio Syndication

By PETER FRANK

President, The Peter Frank Organization, Inc.



THE broadcasting industry has long recognized that television has brought about enormous changes in its sister field—radio. Radio which so many feared would become extinct has, on the contrary, rebounded until today it is healthier than ever, even though in a different form, one which finds individual stations the stronger factor, in contrast to the days when the radio networks dominated.

It took longer, however, to recognize another development resulting from the impressive rebirth of radio. This second factor was that as radio changed, so would the all-important tributary services upon which every radio station relies. No single entity, within sound broadcasting, however, has changed as drastically or as dramatically as radio syndication.

Today, the great emphasis in radio syndication is on a new combination of sounds, designed to enhance the stations themselves, as they fight so furiously for recognition of their own particular sound image.

It is worth tracing the underlying reasons why each station is so intent on developing its own sound image. In days past, high powered stations, aided by top name radio network programs, could count on the muscle of their own wattage and the muscles of network shows to give them an audience edge. Then, suddenly, the more important of these two elements disappeared—how many name network shows are still on the air?

It's true that there were many types of station program formats during the heyday of network radio, but these were mostly independent stations. Now their numbers were to be increased by affiliated stations who could no longer count on network revenue. Thus, where there may have been one "good music," or one "rock and roll,"

or one "country and western" station in a market, now there were many. As a result, the fight for listeners became even more fierce, and the need for devices-in-sound to enhance a station's image became greater.

From this need developed the new sound in radio syndication. Such services as "The Big Sound," "IMN Jingles" and "Target Jingles" came into being. In place of 15-minute or longer syndicated features came production aids designed for integration into the great emphasis most stations gave news and disk jockey shows. These production aids are "takes" ranging mostly from 10 to 30 seconds, incorporating the use of famous recording and film stars in what appears, to the listener, to be a personal interplay between d.j. and star, plus dozens of other production aids, music cues and themes, commercial "beds" and the like.

These features, many of them customized for each station, are produced by syndicators in a fashion that enables program directors, production staffers and d.j.'s the widest of ranges in program scope. Not only that, these new production aids are also tailored for every kind of radio station, from good music to "swinging" stations.

Almost simultaneously, to further the station's own sound image, came the development of jingles tailored to each fashion in sound. At first some stations themselves wrote and produced them; now there are many syndicated jingle services meeting the same need.

To paraphrase an historic saying, radio's fight for audiences and sales has only begun. Now that listeners and clients alike are aware of radio's durability and continued sales power, every station is in there to stay; to continue to build its own sound, by its own devices, and with the aid of the new sounds in syndication.





## True 'Image' Emphasis Key To Negro Radio Progress

By HARRY NOVIK  
General Manager, WLIB, New York

**N**EGRO radio everywhere is on the threshold of its greatest popularity. For the first time in years, it is being recognized for the potential it has been building over the years.

It is becoming evident that specialized markets such as the one WLIB serves in New York, are becoming primary targets for top national competitive products.

Constructively, the time has come for operators of Negro Market stations to emphasize their true "Image" in relation to the communities they serve. To disperse the clouds of ignorance that have hovered over the horizon of Negro radio and point out, loud and clear, their community voice status.

Negro radio has an individuality that cannot be superseded by other stations and a degree of audience loyalty that cannot be found anywhere.

To build such an image is not easy. It cannot be done with "convenient" programming. Stations must be geared to create this role in their communities if they have not already done so.

How it is done depends on the willingness of the station operator to make his outlet a true community service. At WLIB, as in many other top Negro stations throughout the country, this has been done via a complete overhaul of programming, with a concentration on public service, news and special events activities.

For example, during 1960, WLIB donated \$268,583 worth of air time to public service spots or programs. This amounted to approximately 643 hours of programming and WLIB is a daytime only station. Our News and Special Events Department has covered every event we felt would be of interest to our

community. We sent reporters to cover both Democratic and Republican conventions. We had special reports direct from Washington covering the Civil Rights Legislation fight. When the African troubles began, we had top officials from the United Nations at our microphones to explain what was going on. We also have a direct line to the United Nations for instantaneous pickup of programs. The sit-in demonstrations in the South, the founding meetings in Detroit of the Negro American Labor Council, and countless other events of interest to the Negro community we serve was covered despite the cost to the station.

Sometime ago, when WLIB climaxed its Eighth Annual Festival of Negro Music and Drama with a classical, folk music, jazz concert at Town Hall, New York, more than 1500 guests of the station filled this huge theatre to listen to a two-hour live program of top Negro talent. This free concert was broadcast without benefit of commercials. As a matter of fact, as on many other public service occasions, we preempted sponsors of commercial programs.

The net result of all of this has been the obvious fact that when anyone wishes to reach the 1,500,000 Negroes in Metropolitan New York, they know that the most effective way of reaching them is through WLIB.

This "Image" factor has brought WLIB more national business than ever before and more respect and prestige for both our station and our audience. Without appearing to be the arbiter of all panaceas, I do humbly submit that if other Negro stations will concentrate on building such an image and many of them have already, the rise of Negro radio in the future could reach unprecedented heights.

# Radio Stations Featuring Negro Programming

## ALABAMA

(100% Programming)

WENN—Birmingham  
WJLD—Birmingham  
WEUP—Huntsville  
WGOK—Mobile  
WMOZ—Mobile  
WRMA—Montgomery  
WTUG—Tuscaloosa

(8 or more hours per week)

WAUD—Auburn  
WPRN—Butler  
WULA—Eufaula  
WBLO—Evergreen  
WTCB—Flomaton  
WJOI—Florence  
WETO—Gadsden  
WGCW—Selma  
WVNA—Tuscumbia

## ARKANSAS

(100% Programming)

KOKY—Little Rock

(8 or more hours per week)

KVRC—Arkadelphia  
KFFA—Helena  
KXAR—Hope  
KBLO—Hot Springs  
KHBM—Monticello

## CALIFORNIA

(100% Programming)

KGFJ—Los Angeles  
KSAN—San Francisco

(8 or more hours per week)

KDIA—Oakland

## DELAWARE

(8 or more hours per week)

WILM—Wilmington

## DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington  
WUST—Washington

## FLORIDA

(100% Programming)

WOBS—Jacksonville  
WFEC—Miami  
WMBM—Miami Beach  
WOKB—Orlando  
WBOP—Pensacola  
WTMP—Tampa

(8 or more hours per week)

WBGC—ChIPLEY  
WROD—Daytona Beach  
WFTL—Fort Lauderdale  
WRHC—Jacksonville  
WNER—Live Oak  
WMAF—Madison  
WEBY—Milton  
WRIM—Pahokee  
WCNH—Quincy  
WTRR—Sanford

## GEORGIA

(100% Programming)

WAOK—Atlanta  
WERD—Atlanta  
WCLS—Columbus  
WOKS—Columbus  
WIBB—Macon  
WSOK—Savannah

(8 or more hours per week)

WJAZ—Albany  
WAUG—Augusta  
WMGR—Bainbridge  
WHAB—Baxley  
WGRA—Cairo  
WDWD—Dawson  
WFPM—Fort Valley  
WHIE—Griffin  
WLAG—LaGrange  
WIBB—Macon  
WMTM—Moultrie  
WGOV—Valdosta  
WAYX—Waycross  
WBRO—Waynesboro

## ILLINOIS

(100% Programming)

WBEE—Chicago

**STATIONS FEATURING NEGRO PROGRAMMING** 

*(8 or more hours per week)*

**WAAF—Chicago**  
**WGES—Chicago**  
**WOPA—Oak Park**

**INDIANA**

*(8 or more hours per week)*

**WWCA—Gary**  
**WGEE—Indianapolis**

**KANSAS**

*(8 or more hours per week)*

**KCKN—Kansas City**  
**KTOP—Topeka**

**KENTUCKY**

*(100% Programming)*

**WLOU—Louisville**  
*(8 or more hours per week)*  
**WMLF—Pineville**

**LOUISIANA**

*(100% Programming)*

**WXOK—Baton Rouge**  
**WBOK—New Orleans**  
**WYLD—New Orleans**  
**KOKA—Shreveport**  
*(8 or more hours per week)*

**KEUH—Eunice**  
**KVOL—Lafayette**  
**KAOK—Lake Charles**  
**KLIC—Monroe**  
**KNOC—Natchitoches**  
**KMAR—Winnsboro**

**MARYLAND**

*(100% Programming)*

**WANN—Annapolis**  
**WEBB—Baltimore**  
**WSID—Baltimore**  
*(8 or more hours per week)*  
**WITH—Baltimore**

**MICHIGAN**

*(100% Programming)*

**WCHB—Inkster**  
*(8 or more hours per week)*  
**WJLB—Detroit**  
**WAMM—Flint**  
**WMRP—Flint**

**MISSISSIPPI**

*(100% Programming)*

**WESY—Greenville**  
**WGVM—Greenville**  
**WOKJ—Jackson**  
**WQIC—Meridian**  
*(8 or more hours per week)*

**WCHJ—Brookhaven**  
**WDOB—Canton**  
**WROX—Clarksdale**  
**WCLD—Cleveland**  
**WCBI—Columbus**  
**WCPC—Houston**  
**WSJC—Magee**  
**WAPF—McComb**  
**WPMP—Pascagoula**  
**WSSO—Starkville**  
**WROB—West Point**

**MISSOURI**

*(100% Programming)*

**KPRS—Kansas City**  
**KATZ—St. Louis**  
**KXLW—St. Louis**

**NEVADA**

*(8 or more hours per week)*

**KENO—Las Vegas**

**NEW JERSEY**

*(100% Programming)*

**WNJR—Newark**  
**WHBI—Newark**  
*(8 or more hours per week)*  
**WDVL—Vineland**

**NEW YORK**

*(8 or more hours per week)*

**WEVD—New York**  
**WADO—New York**  
**WHOM—New York**  
**WLIB—New York**  
**WWRL—New York**

**NORTH CAROLINA**

*(100% Programming)*

**WSRC—Durham**  
**WAAA—Winston-Salem**  
*(8 or more hours per week)*  
**WGIV—Charlotte**  
**WCKB—Dunn**

STATIONS FEATURING NEGRO PROGRAMMING

WCNC—Elizabeth City  
WBLA—Elizabethtown  
WFMO—Fairmont  
WFAI—Fayetteville  
WFNC—Fayetteville  
WAGY—Forest City  
WHPE—High Point  
WELS—Kinston  
WISP—Kinston  
WEWO—Laurinburg  
WLOE—Leaksville  
WSYD—Mt. Airy  
WRAL—Raleigh  
WCEC—Rocky Mount  
WEEB—Southern Pines  
WGTM—Wilson

**OHIO**

(100% Programming)

WCIN—Cincinnati  
WABQ—Cleveland  
(8 or more hours per week)  
WBEX—Chillicothe  
WJMO—Cleveland

**OKLAHOMA**

(8 or more hours per week)

KMUS—Muskogee  
KOKL—Okmulgee

**PENNSYLVANIA**

(100% Programming)

WHAT—Philadelphia  
WDAS—Philadelphia  
WAMO—Pittsburgh

**SOUTH CAROLINA**

(100% Programming)

WPAL—Charleston  
WOIC—Columbia  
WYNN—Florence  
(8 or more hours per week)  
WANS—Anderson  
WCOS—Columbia  
WDSC—Dillon  
WESC—Greenville  
WATP—Marion  
WSSC—Sumter  
WALD—Walterboro

**TENNESSEE**

(100% Programming)

WNOO—Chattanooga  
WJAK—Jackson  
WDIA—Memphis  
WLOK—Memphis  
WVOL—Nashville  
(8 or more hours per week)  
WEAG—Alcoa  
WKXV—Knoxville  
WGNS—Murfreesboro  
WLAC—Nashville

**TEXAS**

(100% Programming)

KJET—Beaumont  
KKSJ—Dallas  
KNOK—Fort Worth  
KCOH—Houston  
KYOK—Houston  
KZEY—Tyler  
(8 or more hours per week)  
KGBC—Galveston  
KLVJ—Houston  
KTXJ—Jasper  
KLUE—Longview  
KHMT—Marshall  
KJMC—Midland  
KCOR—San Antonio  
KMAC—San Antonio  
KTAE—Taylor

**VIRGINIA**

(100% Programming)

WRAP—Norfolk  
WANT—Richmond  
(8 or more hours per week)  
WBCR—Christiansburg  
WFLO—Farmville  
WYSR—Franklin  
WDDY—Gloucester  
WBRG—Lynchburg  
WHEE—Martinsville  
WYOU—Newport News  
WSSV—Petersburg

**WEST VIRGINIA**

(8 or more hours per week)

WELC—Welch



## Influential "Air Age" Set Stage For "Space Age"

By ROBERT I. QUEEN  
Managing Editor, Radio-TV Daily

ONE wonders if the Air Age, inaugurated in 1920, by the opening of Pittsburgh's Station KDKA, has not been even more influential than the Space Age in marking our lives.

The Space Age touches us in important areas. It has broadened our horizons practically to infinity. It has made peace and war questions of survival or total destruction. It has dissolved the barriers of time and distance and made explorers of us all. But it has not, and perhaps never can, come into our lives with the insinuation and insistence of radio and television.

Having become accustomed to the sound and voices of the world, the Air Age advanced to where it showed us the many faces of the world. There is no questioning the fact that at first the pictures on the television screen were a little hazy, and eye-strain was considered as part of the price one paid for the advancement along with the cost of antenna installation, big tube insurance and service contracts. Since that time we have had a ringside seat at the Greatest Show on Earth—to Maurice Evans doing Shakespeare; to Imogene Coca dancing "Swan Lake." Bernstein has taught us music; Katherine Murray has inspired us to dance; Ed Sullivan has taught us to smile; and Nixon and Kennedy have revived the art of political debate. We have seen wars and the signing of peace treaties. We have seen people fight for freedom, and freedom suppressed. We have seen China building Communism and Africa taking great steps into

the Twentieth Century.

We have color television and picture tubes installed in walls, printed circuits and pint sized portables with pictures bigger than those of the old consoles.

Currently, almost 50,000,000 television sets are available for viewing in American homes and even two television sets in a home can no longer be considered a status symbol. Other countries, all over the world, have joined us in this adventure into the Air Age with about 28,000,000 television sets and 1,000 television stations. They are also following us through some of the landmarks of American television as they watch tapes and kinescopes of American programs with dubbed in voices or subtitles. Many an American program is now being seen in a European version and an American in Europe tuning in on a television station is likely to find a panel discussing an off-beat "What's My Line."

Finally, the Air Age and the Space Age have joined and we have heard President Eisenhower's voice from outer space giving us season's greetings and watched our television sets while the rockets at Cape Canaveral heralded the coming of this wonder.

Soon the Space Age will move into our daily Air Age lives and make the present limited national and international networks into interworld networks as sound and sight impulses cross space by way of man-made moons. We can't help but wonder what will be carried into our homes from these new horizons so much closer to infinity.



# State Broadcasters Associations

## **Alabama Broadcasters Association**

P.O. Box 6174, University, Alabama  
Phone: PLaza 2-7441

Meetings: March and October  
Elections: March meeting  
Members: 68 Active, 18 Assoc.  
President.....Jess Jordan, WTBF, Troy  
V.P. Radio.....John J. Slatton, WJBB,  
Haleyville  
V.P. TV.....Carter Hardwick, WSFA-TV,  
Montgomery  
Secy.-Treas.....Beri Moore, WAMI, Opp  
Exec. Secy.....Mrs. Angie M. Youngson

## **Arizona Broadcasters Association**

c/o Exec. Secy.  
631 N. First Ave., Phoenix

Meetings: November  
Elections: November  
Members: 41  
Pres.....Fred L. Vance, KVOA-TV,  
Tucson  
Vice Pres....Sheldon Engel, KXIV, Phoenix  
Secy., Treas.....C. Van Haften, KTUC,  
Tucson  
Exec. Secy.....Lucy Krug, KPHO, Phoenix

## **Arkansas Broadcasters Association**

Box 32, Crossett, Ark.

Meetings: March and August  
Elections: August  
Members: 55  
President.....Julian F. Haas, KAGH,  
Crossett  
Vice Pres.....Kermit Richardson, KBOK,  
Malvern  
Secy., Treas.....J. C. Willis, KVOM,  
Morrilton

## **California Broadcasters Association**

c/o Exec. Secy  
6047 Hollywood Blvd., Hollywood 28, Cal.

Meetings: November (and on special call)  
Elections: November  
Members: 100  
President.....Joseph C. Drilling, KJEO  
(TV), Fresno

Vice Pres. (Radio).....Ernest L. Spencer,  
KWIZ, Santa Ana  
Vice Pres. (TV).....Louis S. Simon,  
KPIX (TV), San Francisco  
Sec.-Treas.....Alan Lissér, KBIG, Avalon  
Exec. Secy.....Claire Hartford,  
6047 Hollywood Blvd., Hollywood 28

## **Colorado Broadcasters Association**

c/o Exec. Secy.

Meetings: June  
Elections: June  
Members: 69  
President....E. E. Koepke, KDEN, Denver  
Vice Pres....Abbott Tessman, KEXO, Grand  
Junction  
Sect.-Treas....Clayton Brace, KLZ, Denver  
Exec. Secy.....Mrs. Isabell Prien,  
RFD No. 3, Box 518, Golden  
Directors...Dennis Behand, KLMR, Lamar;  
Jim Croll, KCSJ, Pueblo; Mason Dixon,  
KFTM, Ft. Morgan; Al Ross, KGEK, Sterl-  
ing; Harry Hoth, KRDO, Colorado Spgs.

## **Connecticut Broadcasters Association**

c/o President, 991 Broad St., Bridgeport

Meetings: Four Per Year  
Elections: May  
Members: 30  
President.....John L. Ellinger, WNAB,  
Bridgeport  
Vice. Pres.....Syd Byrnes, WADS, Ansonia  
Sect.-Treas.....Gus Kruttschnitt, WMMW,  
Meriden

## **Delaware Association of Broadcasters**

c/o President

Meetings: October  
Elections: Annually  
Members: 11  
President.....Harvey C. Smith, WDEL,  
Wilmington  
Vice Pres.....Wayne Rollins, WAMS,  
Wilmington  
Secy., Treas.....Gordon MacIntosh,  
WTUX, Wilmington

## STATE BROADCASTERS ASSOCIATIONS

### **Florida Association of Broadcasters**

c/o Exec. Secy., 221 Center Bldg., Tallahassee  
Phone: 2-3026

Meetings: Annually, plus regional  
Elections: Annual  
Members: 90

Pres.....Lee Ruwitch, WTVJ, Miami  
Vice Pres. Radio...Joseph S. Field, WIRK,  
W. Palm Beach  
Vice Pres. TV.....Fred P. Shawn, WSUN,  
St. Petersburg  
Sect. Treas....Norman O. Protsman, WNER,  
Live Oak  
Exec. Secy., Gen. Counsel.....J. Kenneth  
Ballinger, Center Bldg., Tallahassee

### **Georgia Association of Broadcasters**

c/o President, P.O. Box 1325, Macon  
Phone: SHERwood 3-5454

Meetings: August and January  
Elections: August  
Members: 70

Pres.....George W. Patton, WBML,  
Macon  
1st Vice Pres.....Jim Hicks, WRDW,  
Augusta  
2nd Vice Pres....Randolph Holder, WGAU,  
Athens  
Secy.-Treas.....Roscoe Ledford, WVOP,  
Vidalia

### **Hawaiian Association of Broadcasters**

c/o Secy.-Treasurer

Meetings: First Fri. each month  
Elections: December  
Members: 14

President.....Cornelius Keur, KAIM,  
Honolulu  
Vice Pres.....Bob Sevey, KGMB-TV,  
Honolulu  
Secy.-Treas.....Richard H. Lee, KOOD,  
Honolulu

### **Idaho Broadcasters Association**

c/o President

Meetings: Annual (Sept.)  
Elections: Annual  
Members: 34 Radio; 6 TV

President....."Gub" Mix, KRPL, Moscow  
Vice President.....Duane Wolfe, KCID  
Caldwell  
Secy.-Treas.....Doyle Cain, KFXD, Nampa

### **Illinois Broadcasters Association**

c/o Pres.,

209 E. Washington St., Bloomington  
Phone: 5-2078

Meetings: May & October

Elections: October

Members: 74 Active; 14 Assoc.

President.....Vernon A. Nolte, WJBC,  
Bloomington

Vice Pres.....Gordon Sherman, WMAY,  
Springfield

Secy.-Treas.....M. H. Stuckwisch, WSOY,  
Decatur

### **Indiana Broadcasters Association**

c/o Executive Secretary

307 N. Pennsylvania, Indianapolis

Meetings: Spring and Fall

Elections: October

Members: 62 Radio; 16 TV

President.....Robert B. McConnell, WISH,  
Indianapolis

Vice Pres. (AM)...Merrill Johnson, WGL,  
Ft. Wayne

Vice Pres. (FM)...Joseph Edwards, WFML,  
Washington

Vice Pres. (TV)...Eldon Campbell, WFBM,  
Indianapolis

Secy., Treas.....E. Berry Smith, WFIE-TV,  
Evansville

Exec. Secy.....Mrs. Helen B. Huber,  
WIRE, Indianapolis

### **Iowa Broadcasters Association**

c/o President

Meeting: Annual

Elections: Annual

Members: 46

Pres.....Kenneth L. Hastie, WMT-AM-TV,  
Cedar Rapids

Vice Pres.....Robert Erickson, KOKX,  
Keokuk

Treas.....Paul Elliott, KRNT, Des Moines

Secy.....James Duncan, Drake  
University, Des Moines

Directors...Paul Loyett, WHO-AM-TV, Des  
Moines; George Volger, KWPC, Muscatine;

Don Sullivan, KVTV, Sioux City;  
Gene Claussen, KXIC, Iowa City

### **Kansas Association of Radio Broadcasters**

c/o President

Meetings: May

Elections: May

Members: 45

President.....Thad M. Sandstrom, WIBW,  
Topeka

Vice Pres.....Fred Conger, KWBW,  
Hutchinson

Secy. Treas.....Max Falkenstein, WREN,  
Topeka

Directors.....Ken Greenwood, KLEO,  
Wichita; Jim McKenney, KMDO, Fort  
Scott; Robert Schmidt, KAYS, Hays; Jim  
Platt, KBTO, Eldorado; and above officers.

STATE BROADCASTERS ASSOCIATIONS

**Kentucky Broadcasters Association**

c/o Secy.-Treas., 2549 S. Third St., Louisville  
Phone: ME 7-6531  
Meetings: October and May  
Elections: October  
Members: 55  
President....Don Horton, WVLK, Lexington  
1st Vice Pres.....Jim Caldwell, WAVE,  
Louisville  
2nd Vice Pres.....Bill Whittaker, WMOR,  
Morehead  
Secy. Treas.....E. F. Shadburne, WLOU,  
Louisville  
Directors.....Roy Redmond, WFTM,  
Maysville; Charles Stratton, WNGO, May-  
field; Francke Fox, WHLN, Harlan

**Louisiana Association of Broadcasters**

c/o Exec. Secy.,  
608 Fidelity Bldg., Baton Rouge, La.  
Phone: DI 3-1742  
Meetings: September  
Elections: September  
Members: 75  
President.....Douglas Manship, WBRZ-  
TV, Baton Rouge  
Radio Vice Pres.....John Screen, WDSU,  
New Orleans  
TV Vice Pres....William Cobb, KALB-TV,  
Alexandria  
Treasurer.....John Chauvin, WFPR,  
Hammond  
Exec. Secy....Rolfe McCollister, 608 Fidelity  
Bank Bldg., Baton Rouge.  
Directors.....William J. Bordelon, Bill  
Patton, Winston Linam, Gene Jones, Louis  
Read, Chris Duplechin, Bob Earle, Tom  
Pears, Tom Gibbens

**Maine Assoc. of Broadcasters**

c/o Secy.-Treas., Box 307, Augusta  
Phone: MAYfair 3-3878  
Meetings: Annual (November)  
Elections: November  
Members: 28 Radio; 6 TV  
President.....Walter Dickson, Hildreth  
Stations  
Vice Pres....Paul Huber, WRKD, Rockland  
Secy.-Treas.....Norman G. Gallant, WFAU,  
AM-TV, Augusta

**Maryland-D. C. Broadcasters Association**

c/o Secretary-Treasurer  
Meetings: June and October  
Elections: October  
Members: 34 Active; 44 Assoc.  
President.....Lloyd Dennis, WTOP,  
Washington, D. C.  
Vice Pres.....Robert B. Jones, Jr., WFBR,  
Baltimore  
Sect.-Treas.....Joseph Goodfellow, WRC,  
Washington

**Massachusetts Broadcasters Association, Inc.**

c/o Pres., 182 Tremont St., Boston  
Phone: Hubbard 2-2323  
Meetings: Annual  
Elections: Annual  
Members: 36  
President.....Thomas Y. Gorman, WEEL,  
Boston  
Vice Pres.....Richard Adams, WKOX,  
Framingham  
Sect.....George Steffy, WNEB Worcester  
Treas.....Earle Clement, WBET, Brockton

**Michigan Association of Broadcasters**

c/o Exec. Secy.,  
453 Rosewood, East Lansing, Mich.  
Phone: ED 2-5788  
Meetings: February-September  
Elections: September  
Members: 79 Active, 22 Associate  
President.....Don De Groot, WWJ, Detroit  
Vice Pres.....Gene Ellerman, WWTV,  
Cadillac  
Sect.-Treas.....Robert Greenhoe, WBCH,  
Hastings  
Exec. Secy.....Robt. J. Coleman, 453  
Rosewood, E. Lansing  
Directors.....Edward F. Baughn, WPAG,  
Ann Arbor; Les Biederman, WTCM, Traver-  
se City; Robert Greenhoe, WBCH,  
Hastings; John J. Shepard, WLAV, Grand  
Rapids

**Minnesota Broadcasters Association**

c/o Pres., 50 South Ninth St., Minneapolis  
Meetings: Board, bi-annually; spec. mtgs.  
subj. to call by President  
Elections: Annually  
Members: 53 Active, 4 Associate  
President.....Sherman Headley, WCCO-TV,  
Minneapolis  
Vice Pres.....James Hambacher, KBUN,  
Bemidji  
Vice Pres.....Clifford Hedberg, KMRS,  
Morris  
Secy., Treas.....Thomas Young, KMMT-  
KAUS, Austin

**Mississippi Broadcasters Association**

c/o Secy.-Treas., Univ. of Miss., Oxford, Miss.  
Meetings: April & September  
Elections: Spring meeting  
Members: 59  
President.....Harold B. McCarley, WBLE,  
Batesville  
Vice Pres.....Fred Beard  
Secy. Treas.....C. H. Quick, WSUH, Oxford  
Exec. Secy.....Duncan Whiteside, Box 5,  
University

## STATE BROADCASTERS ASSOCIATIONS

### **Missouri Broadcasters Association**

1144 Hampton Ave., St. Louis 10, Mo.

Meetings: Spring & Fall

Elections: Fall

Members: 76

President.....Robert Hyland, KMOX,  
St. Louis

Secy.-Treas.....Harold Douglas, KMMO,  
Marshall

Exec. Secy.....Eugenia Collins, WEW,  
St. Louis

Directors.....Clarence Breazeal, KCMO,  
Kansas City, Don Daily, F. L. Donze, Bob  
Hyland, Les Ware

### **Montana Broadcasters Association**

c/o President

P.O. Box 1405, Great Falls, Mont.

Meetings: May

Elections: Annual

Members: 25

President.....Robert Warner, KMON,  
Great Falls

Vice Pres....Dale Moore, KGVO, Missoula

Secy. Treas...Paul Crain, KUDI, Great Falls

### **Nebraska Broadcasters Association**

c/o Secy. Treas.

KFOR, Lincoln, Nebraska

Mtgs., Election: May 14-15

Members: 34

President.....Harry Peck, KODY, North  
Platte

Vice Pres....Jim Ebel, KOLN-TV, Lincoln

Secy.-Treas...Dick Chapin, KFOR, Lincoln

### **New Hampshire Association of Broadcasters, Inc.**

c/o President

Meetings: October

Elections: October

Members: 10

President.....Bernie Mack, WGIB,  
Manchester

Secy.-Treas.....Roland Hale, WKBR,  
Manchester

### **New Jersey Broadcasters Association**

c/o President

Meetings: Semi-annually

Elections: October

Members: 28

President.....Howard Green, WOND,  
Pleasantville

Vice Pres...Glenn Jackson, WTTM, Trenton

Exec. Committee.....Frank Matrangola,

WCMC, Wildwood; Jerry McCarthy,  
WTOA, Trenton; Gordon Giffen, WKON,  
Camden

### **New Mexico Broadcasters Association**

c/o President

Meetings: April & August

Elections: April

Members: 28 Active; 4 Assoc.

Pres.....A. E. Mickel, KGGM, Albuquerque

Vice Pres.....Ernest N. Thwaites, KFUN,  
Las Vegas

Secy. Treas.....Mrs. Leola Randolph,  
KENM, Portales

Exec. Secy.....L. Thomas Christison, Box  
696, Albuquerque

### **New York State Broadcasters Association**

Address: c/o President or Secretary

Meetings: March

Elections: March

Members: 100

President.....Paul Adanti, WHEN-AM-TV,  
Syracuse

1st Vice-Pres.....Merle Galusha, WRGB,  
Schenectady

2nd Vice Pres.....Sam Slate, WCBS,  
New York

Secretary.....Elliott Stewart, WIBX, Utica

Treasurer.....Joseph A. Pinna, WUSJ

Directors.....Tom Murphy, WTEN,  
Albany; W. Davidson, WNBC-TV, New  
York; H. MacMillan, WHEC, Rochester;

Harry Novik

### **North Carolina Association of Broadcasters Inc.**

c/o Secretary-Treasurer

Meetings: Spring & Fall

Elections: October

Members: 117

Pres.....Floyd Fletcher, WTVD, Durham

V.P. Radio...Richard H. Dunlea, Jr., WMFD,  
Wilmington

V.P.-TV....Earle Gluck, WSOC, Charlotte

Secy., Treas.....Cecil B. Hoskins, WWNC,  
Asheville

### **North Dakota Broadcasters Association**

c/o Secretary-Treasurer, Box 232, Minot

Meetings: September

Elections: September

Members: 19 Radio, 10 TV, 5 Associate

Pres.....Dick Johnson, KBOM, Bismarck

Vice Pres.....Charles Scofield, KEYZ,  
Williston

Secy.-Treas.....Les Maupin, KPLM, Minot

**Ohio Association of Broadcasters**

c/o Secy. Treas.

Meetings: Spring & Fall  
Elections: Fall meeting  
Members: 86  
Pres.....Gene Trace, WBBW, Youngstown  
Vice Pres. (Radio).....Joe Bradshaw, WRFD, Worthington  
Vice Pres. (TV).....James C. Hanrahan, WEWS, Cleveland  
Secy., Treas.....Carlton Dargusch, Jr. 218 E. State St., Columbus

**Oklahoma Broadcasters' Association**

c/o President

Meetings: January and August  
Elections: January  
Members: 49  
President.....Ray Van Hoser, KNED, McAlester  
Vice Pres.....Wm. S. Morgan, KNOR, Norman  
Secy. Treas.....C. Hewel Jones, KJEM, Oklahoma City

**Oregon Association of Broadcasters**

c/o Robert Monaghan, Box 5025, Eugene  
Phone: DI 2-1411

Meetings: November & April  
Elections: April  
Members: 50 Radio; 7 TV; 9 Assoc.  
President.....Gordon L. Capps, KSRV, Ontario  
Vice Pres.....Frank Coffin, KOIN-TV, Portland  
Secy.-Treas....Bob Franklin, KGW, Portland  
General Mgr.....Robert Monaghan

**Pennsylvania Association of Broadcasters**

c/o Exec. Sec., Box 606, Harrisburg, Pa.  
Phone: CEdar 6-5607

Meetings: May  
Elections: May  
Members: 110 Active; 30 Assoc.  
Pres.....M. J. Bergstein, WMAJ, State College  
1st Vice Pres.....Thomas Metzger, WMRF, Lewistown  
2nd Vice Pres.....J. Robert Gulick, WGAL, Lancaster  
Secretary.....Robert Williams, WHLM, Bloomsburg  
Treas.....Herbert Kendrick, WHBG, Harrisburg  
Exec. Secy.....Miss Kaye Witmer, Box 606, Harrisburg

**Puerto Rican Association of Broadcasters**

c/o Exec. Secy.

Meetings: July & as called  
Elections: July  
Members: 20  
President.....Ventura Lamas, Jr., WKAQ, San Juan  
Vice Pres.....Nabal Barreto, WCMN, Arecibo  
Secretary....Charlie Cordero, WLEO, Ponce  
Treasurer.....Julio Morales, WKYN, Rio Piedras  
Exec. Secy.....Roberto Bocanegra, P. O. Box 10144, Santruce

**Rhode Island Broadcasters Association**

c/o Pres., 176 Weybosset St., Providence  
Phone: GA 1-8255

Meetings: Quarterly  
Elections: June  
Members: 15  
Pres.....Joseph S. Sinclair, WJAR-TV, Providence  
Vice-Pres.....James E. McEneney, WHIM, Providence  
Sect....John F. Crohan, WICE, Providence  
Treas.....Joseph P. Dougherty, WPRO-TV, Providence

**South Carolina Broadcasters Association**

Box 30, Sumter, S. C.

Meetings: January & Summer  
Elections: January  
Members: 59 Radio; 6 TV  
President.....Louis M. Neale, WBEU, Beaufort  
V.P. (Radio)..W. F. Harden, WIS, Columbia  
V.P. (TV)....Wilson C. Wearn, WFBC-TV, Greenville  
Secy.-Treas....T. Doug Youngblood, WFIG, Sumter  
Directors.....Harry Weaver, WOKE, Charleston; F. F. Creech, Jr., WFIG, Sumter; Faris Giles, WLCM, Lancaster; J. F. Ramsey, WJAY, Mullins.

**South Dakota Broadcasters Association**

c/o President

Meetings: Annual  
Elections: Annual  
Members: 15  
President...Bill Johnson, KYNT, Yankton  
Vice Pres.....Helen Duhamel, KOTA, Rapid City



# STATE BROADCASTERS ASSOCIATIONS

## **Tennessee Association of Broadcasters**

c/o Exec. Secy.  
Univ. Tennessee, Knoxville, Tenn.  
Meetings: November  
Elections: November  
Members: 68 Active; 3 Assoc.  
President.....Arthur D. Smith, Jr.,  
WMTS, Murfreesboro  
Vice Pres.....William A. Potts, WDKN,  
Dickson  
Secy., Treas.....Carter Parham, WDEF-  
AM-TV, Chattanooga  
Exec. Secy.....Kenneth Wright, 14 Ayres  
Hall, University of Tenn., Knoxville

## **Texas Association of Broadcasters**

c/o Exec. Secy.  
1004 International Life Bldg., Austin, Tex.  
Meetings: Semi-annual  
Elections: Fall  
Members: 173  
President.....James M. Hairgrove, KBRZ,  
Freeport  
Vice Pres.....Gene Hendryx, KVLV, Alpine  
Secy. Treas.....Leo Hackney, KGVL,  
Greenville  
Exec. Secy.....Bonner McLane  
Directors..Joe M. Leonard; Wendell Mays;  
Jack Roth; Marshall Formby; Ed Love-  
lace.

## **Utah Broadcasters Association**

c/o President  
130 Social Hall Ave., Salt Lake City  
Phone: DA 2-5681  
Meetings: Annual  
Elections: Annual  
Members: 15  
President.....Kenneth J. Hanni, KCPX,  
Salt Lake City  
Vice Pres.....Arch G. Webb, KVOG, Ogden  
Secy-Treas.....J. Allen Jensen, KSL,  
Salt Lake City

## **Vermont Association of Broadcasters**

c/o President  
Meetings: June  
Elections: June  
Members: 14  
President.....Carlo F. Zezza, WCFR,  
Springfield  
Vice Pres.....Craig S. Parker, WDEV,  
Waterbury  
Treas.....Daniel B. Ruggles, WSKI,  
Montpelier  
Sect.....Andrew S. Ball, WCAX, Burlington

## **Virginia Association of Broadcasters**

c/o Secretary-Treasurer  
Meetings: June  
Elections: June

Members: 71 Active; 11 Assoc.  
President.....Robert C. Walker, WCHV,  
Charlottesville  
Vice Pres.....N. Wilbur Kidd, WAYB,  
Waynesboro  
Secy. Treas.....Hamilton Shea, WSWA,  
Harrisonburg  
Leg. Chairman.....C. T. Lucy, WRVA,  
Richmond

## **Washington State Association of Broadcasters**

c/o Pres. & Counsel  
3314 White-Henry-Stuart Bldg., Seattle  
Phone: MAin 4-3242  
Meetings: April and October  
Elections: April  
Members: 53 Radio; 11 TV; 6 Assoc.  
Ch. of Bd...W. W. Warren, KOMO AM-TV,  
Seattle  
Pres. & Counsel.....Ronald A. Murphy  
Vice-Pres.....Thomas C. Bostic, Cascade  
Bestg Co.  
Secy-Treas...Allen Miller, KWSC, Pullman

## **West Virginia Broadcasters Association**

c/o Exec. Secy.  
Meetings: Spring and Fall  
Elections: Fall  
Members: 47  
Pres.....John Shott, WHIS-TV, Bluefield  
Vice Pres....Paul Myers, WWVA, Wheeling  
Secy. Treas.....Mel Burka, WTIP,  
Charleston  
Exec. Secy.....Mrs. Mary Sonis, P.O. Box  
3032, Charleston, W. Va.

## **Wisconsin Broadcasters Association**

c/o Exec. Secy.  
Meetings: Jan-June  
Elections: January  
Members: 48  
President.....Mig Figi, WAUX, Waukesha  
Vice-Pres....Donald Wirth, WNAM, Neenah  
Sect.....Carl Kolata, WTTN,  
Watertown  
Treas...Richard Dudley, WSAU-TV, Wausau  
Exec. Secy.....Henry Buslee, 202 Monona  
Ave., Madison

## **Wyoming Association of Broadcasters**

c/o President  
Meetings: Annually  
Elections: Annually  
Members: 18  
President.....Lawrence Berger, KTWO-  
AM-TV, Casper  
Vice Pres.....William Schutts, KVOC,  
Casper  
Serv. Treas.....Hugh Graham, KTHE,  
Thermopolis

**1961**

**REGIONAL  
NETWORKS  
GROUP OWNED  
STATIONS**



**EXECUTIVE PERSONNEL  
BRANCH OFFICES  
STATIONS IN GROUP**



**AGENTS, MANAGERS & TALENT  
ATTORNEYS, RADIO & TELEVISION**



## New Concept For Radio: The "Specialized Mass Market"

By RALPH N. WEIL  
President, Key Broadcast Management, Inc.

"SPECIALIZED MASS MARKET" is a new concept in specialized radio. We developed the basic idea of this new promotional approach over the years of our operation of WOV (now WADO) as a quality Italian language and Negro outlet.

Although the terms "specialized" and "mass" seem to be contradictory, the facts of American urban life today make them perfectly compatible. When a specialized market constitutes more than 52 per cent of the total overall population, such as the Spanish speaking market in San Antonio, or the 31 per cent Negro market in St. Louis, you are dealing with a market that is specialized in quality but mass in quantity. It is, therefore, by our definition, a "Specialized Mass Market."

Specialized markets represent tremendous buying power that is attracting more and more advertisers. Both audience and advertiser acceptance for specialized broadcasting is at an unprecedented level and a number of energetic and well-informed reps are now doing business in this field. The purpose of the "Specialized Mass Market" concept is to lift the level of specialized broadcasting steadily higher, to a plane comparable with that of the finest standards in the industry.

Toward this end we are applying merchandising and promotional techniques altogether new in specialized radio to our operation of KATZ in St. Louis and KCOR in San Antonio. We are in the process of working out, for future application, a new rep arrangement and have completed and incorporated our consultation-advisory organization under the name, Key Broadcast Management, Inc.

We have been directly interested in this field of radio for many years. Experience has confirmed our faith in it and given us a set of guiding principles to work with.

We believe that specialized audiences deserve the quality service of a well-conducted station operation that does a professional and craftsman-like job. We see specialized radio as having a two-fold obligation in its service to the audience. It must be sensitive to the specific needs, desires and preferences of its audience, relating directly to their day-to-day lives. It must also help the specialized community attune itself harmoniously with the community at large in the interest of the civic welfare of all concerned.

The results of our efforts along this line have been rewarding. KATZ (a 100 per cent Negro station and overwhelmingly first with the St. Louis Negro audience) according to the General St. Louis Pulse Report issued last July was first over all radio stations in urban St. Louis in the evening, tied for second place in the morning and close to third in the afternoon.

KCOR's position in the Spanish market of San Antonio shows absolute dominance as well.

We believe that these achievements are vindication of our policy of quality service for specialized audiences, and through the consultative service offered by Key Broadcast Management, Arnold Hartley and I are prepared to share our experience and ideas with all other broadcasters seeking the same ends and desiring the same result.

# Regional Networks and Group Owned Stations

## ABC Radio Network Western Division

3321 S. La Cienega Blvd., Los Angeles 16, Calif.  
Phone: NORmandy 3-3311

Western Sales Mgr. . . . . Harry Woodworth  
Sales Service Mgr. . . . . Sheila Manes  
Station Clearance . . . . . William Cochran  
Chief Engineer . . . . . Ralph Denechaud

### STATIONS

KPMC, Bakersfield; KMYC, Marysville; KIBS, Bishop; KARM, Fresno; KABC (C&O), Los Angeles; KFIV, Modesto; KORA, Sacramento; RSYC, Yreka; KCKC, San Bernardino; KGB, San Diego; KGO (Q&O), San Francisco; KTMS, Santa Barbara; KICO, El Centro; KZIF, Fresno; KRDG, Redding; KRKS, Ridgecrest; KCOK, Tulane; all California: KVOS, Bellingham, KOMO, Seattle; KGA, Spokane; KIMA, Yakima; KAGT, Anacortes; KXLE, Eilensburg; KPKW, Pasco; KOFE, Pullman; KREW, Sunnyside; KTEL, Walla Walla; KPQ, Wenatchee, KEDO, Longview, all Wash.; KASH, Eugene; KWJL, Portland; KBND, Bend; KSLM, Salem; KUMA, Pendleton, KOOS, Coos Bay; KMED, Medford; KQEN, Roseburg, all Oregon; KBAR, Burley; KOZE, Lewiston, both Idaho; KORK, Las Vegas, Nev.; KFUN, Las Vegas; KRSN, Las Alamos; KTRC, Santa Fe; KTTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KALL, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.; KOY, Phoenix; KTUC, Tucson, KSUN, Bisbee; KNOT, Prescott, KAAA, Kingman; KVOY, Yuma; KVNA, Flagstaff; KNOG, Nogales; KHFH, Sierra Vista, all Ariz.

### SUPPLEMENTARY GROUP

KYOS, Merced; KPRL, Paso Robles; KWG, Stockton; KSBW, Salinas; KVEC, San Luis Obispo; all Calif.; KAST, Astoria; KAJO, Grants Pass; KAGO, Klamath Falls, all Ore.; KELA, Centralia; KGY, Olympia, both Wash.; KBET, Reno, Nev.

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.  
Phone: NORmandy 3-3311

V. P. West Div. . . . . James G. Riddell  
Sales Mgr., Western Div. . . . . Vince Francis  
Sta. Rel., West Div. . . . . Court McLeod

### STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KLYD-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KPTV, Portland, Ore.; KNDO-TV, Yakima, Wash.; KOMO-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KCPX, Salt Lake City, Utah; KBTV,

Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KEZI-TV, Eugene, Ore.; KSHO-TV, Las Vegas, Nev.; KRDO, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KTVB-TV, Boise, Idaho; KXLF-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Montana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWO, Casper, Wyo.; KVIP, Redding, Calif.; KVIQ-TV, Eureka, Calif.; KOTI-TV, Klamath Falls, Ore.; KLIK-TV, Twin Falls, Id.; KWRB-TV, Riverton, Wyo.; KHVH-TV, Honolulu; KENI-TV, Anchorage, KFAR-TV, Fairbanks, KINA-TV, Juneau, Alaska; KIVA-TV, Yuma; KNTV, San Jose, Calif.; KNBS-TV, Walla Walla, Wash.

## A-Buy in California Group

2171 Ralph Ave., Stockton, Calif.  
STATIONS

KIEM, Eureka; KITO, San Bernardino; KLVD, Bakersfield; KPAY, Chico; KVIP, Redding; KARM, Fresno; KEEN, San Jose; KFIV, Modesto; KIST, Santa Barbara; KIDD, Monterey; KROY, Sacramento; KSTN, Stockton; KSRO, Santa Rosa.

## Air Trails Network

128 W. First St., Dayton 2, Ohio  
Phone: BALdwin 2-3773

President . . . . . Charles Sawyer  
Exec. V.P. . . . . J. P. Williams  
Vice President . . . . . Alex Buchan

### STATIONS

WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.; WEZI, Louisville, Ky.

## Alaska Broadcasting System

1001 Tower Bldg., 7th & Olive, Seattle, Wash.  
Phone: MAIn 4-6333

President, Gen. Mgr. . . . . Wm. J. Wagner  
Sales Manager . . . . . Jack Hauser  
Traffic Manager . . . . . Alma Wilson

### STATIONS

KFQD, Anchorage, Alaska; KINY, Juneau, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska; KLAM, Cordova, Alaska.

## Allegheny Mountain Network

41 Erie Ave., St. Marys, Pa.  
Phone: TE 4-2772

President . . . . . Cary H. Simpson  
General Manager . . . . . John A. Fay  
Sales Manager . . . . . W. A. Herbstritt  
National Sales Mgr. . . . . William E. Moses  
Sales Promotion Mgr. . . . . John W. Eschbach  
Development of Sales . . . . . Philip R. Kraus  
Program Director . . . . . John Zellner  
Publicity Director . . . . . Harold Q. Green

### STATIONS

WKBI, St. Marys; WNBZ, Wellsboro; WTRN, Tyrone; WFRM, Coudersport; WBLF, Bellefonte.



## REGIONAL NETWORKS

### W. Gordon Allen Stations

c/o KGAY, P. O. Box 768, Salem, Ore.

#### STATIONS

KGAY, Salem; KGAL, Lebanon, both Ore.;  
KMAR, Winnsboro, La.

### All Islands Radio Network

c/o Advertisers Bldg.

Station KGU, Honolulu, Hawaii

Manager.....William O. Paine

#### STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui;  
KHBC, Hilo.

### American Colonial Broadcasting Stations

c/o WSUR-TV, 1000 Ponce de Leon Ave.,  
Santurce, P.R.

President.....Ralph P. Perry

#### STATIONS

WSUR-TV, Ponce; WKBM-TV, Caguas;  
all Puerto Rico.

### George Basil Anderson Stations

c/o KLIR, 6535 W. Jewell, Denver, Colo.

President.....G. B. Anderson

#### STATIONS

KLIR, Denver, Colo.; KJSK, Columbus, Neb.;  
KCLO, Leavenworth; KJRG, Newton, both Kan.

### Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.

Phone: Hlghland 3779

Gen., Comm. Mgr.....Elmo Mills

Sales Promotion Mgr.....Harry McTigue

Program Director.....Art Grunewald

Publicity Director.....Jack Mills

Chief Engineer.....Dave Jordan

#### BRANCH OFFICE

P. O. Box 333, London, Ky., Elmo Mills, Gen.

Mgr., Phone: VOlunteer 4-2148; Representative,  
Harry McTigue.

#### STATIONS

WFTG, London, Ky.; WCPM, Cumberland,  
Ky.; WNRG, Grundy, Va.; WMNF, Richwood,  
W. Va.

### Arizona Network

840 N. Central Ave., Phoenix, Ariz.

Phone: ALpine 8-8181

Pres., Gen. Mgr.....John L. Hogg

Comm., Sales Prom. Mgr.....James W. Ross

Pro. Dir.....Jack Williams

Chief. Eng.....Edward R. Janney

#### STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flag-  
staff; KVOY, Yuma; KNOT, Prescott; KNOG,  
No.gales; KHFH, Sierra Vista; KAAA, King-  
man; KAWT, Douglas.

### Arkansas Network

1001 Spring St., Little Rock, Ark.

General Manager.....T. K. Barton

Commercial Mgr.....Lee Bryant

#### STATIONS

Comprising KARK, Little Rock, and all other  
stations in Arkansas.

### Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Manager.....Walter C. Bridges

#### STATIONS

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

### James D. Asher Stations

c/o WESX, Box 710, Salem, Mass.

resident.....J. D. Asher

#### STATIONS

WESX, Salem; WGAW, Gardner, WJDA,  
Quincy.

### Gene Autry Stations

c/o KOOL, 511 W. Adams, Phoenix, Ariz.

President.....Tom Chauncey

#### STATIONS

KOOL, Phoenix; KOLD, Tucson, both Ariz.;  
KVL, Seattle, Wash.; KMPC, Los Angeles;  
KSFO, San Francisco.

### Cy N. Bahakel Stations

c/o KXEL, P. O. Box 2395, Waterloo, Iowa

President.....Cy N. Bahakel

#### STATIONS

KXEL, Waterloo, Iowa; WABG-AM-TV, Green-  
wood, Miss.; WKOZ, Kosciusko, Miss.; WKIN,  
Kingsport, Tenn.; WRIS, Roanoke, Va.; WLBJ,  
Bowling Green, Ky.; WWOD, Lynchburg, Va.

### The Balaban Stations

Broadcast House, 3715 Lindell Blvd.,

St. Louis 8, Mo.

Phone: OLive 2-4500

Exec. V.P. & Mgr. Dir.....John F. Box, Jr.

Asst. to V.P.; Admin.....William T. McKibben

Regional Sales Manager.....Hal Fredricks

Admin. Asst.....Harriet Baker

Program Director.....Robert Whitney

Publicity Director.....Michael Ruppe, Jr.

Chief Engineer.....David Sandine

#### BRANCH OFFICES

Radio Park, Dallas 18, Tex., Phone: DI 8-3800,

Parker Daggett, Mgr.; Radio Park, Milwaukee

8, Wisc., Phone: GL 3-4130, Bernie Strachota,

Broadcast House, St. Louis 8, Mo., Phone: OL

2-4500, Harriet Baker; 190 N. State St., Chicago,

Ill., Phone: FR 2-2262, Richard Balaban; 580

Fifth Ave., New York 36, N. Y.; Phone: JU 2-

7945, John Box, Jr., Leland Office Bldg., Spring-

field, Ill., Phone: LA 8-0465, Milton Friedland;

Inman Hotel, Champaign, Ill., Phone: FL 2-7673,

Milton Friedland; N. Meridan Rd., Rockford,

Ill., Phone: 3-5413, Harold Froelich; 1500 N.

Washington Ave., Danville, Ill., Phone: HI 2-

1701, Max Shaffer; 1422 New Britain Ave.,

Hartford, Conn., Phone: AD 3-8551, Robert

Bray.

#### STATIONS

WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.;

KBOX, Dallas, Tex.; WTVG-TV, Rockford, Ill.;

WICS-TV, Springfield, Ill.; WCHU-TV, Cham-

paign, Ill.; WICD-TV, Danville, Ill.; WHNB-TV,

Hartford, Conn.

### W. W. Bankhead Stations

(See Tri-W Network)



**The Bartell Broadcasting Corp.**

444 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-1280

President.....Gerald A. Bartell  
Managing Dir.....Lee Bartell  
Chief Engineer.....Ralph Evans

**BRANCH OFFICES**

Number One Nob Hill Circle, San Francisco  
2, Calif., (KYA), Lee Bartell, General Mgr.,  
Phone: DOuglas 2-2536; Seventh Ave. at  
Ash, San Diego 1, Cal. (KCBQ) Lee Bartell,  
Pres., Gen. Mgr., Phone: BELmont 2-7161; 3500  
N. Sherman Blvd., Milwaukee 16, Wis. (WOKY)  
Len Schindler, Mgr., Phone: Hilltop 2-0150;  
444 Madison Ave., New York, N. Y. (WADO)  
Mel Bartell, Pres., Gen. Mgr., Phone: MUrray  
Hill 8-1280.

**STATIONS**

KCBQ, San Diego, Calif.; WOKY, Milwau-  
kee, Wis.; KYA, San Francisco, California;  
WADO, New York, N. Y.

**Bellinger-Townsend-Kemper Stations**

c/o WVMC, P. O. Box 450, Mt. Carmel, Ill.  
President.....S. P. Bellinger

**STATIONS**

WVMC, Mt. Carmel; WRAM, Monmouth;  
WIZZ, Streator, all Ill.; WAXX, Chippewa Falls,  
Wisc.

**Better Music Broadcasters**

c/o Broadcast Time Sales  
509 Madison Ave., New York, N. Y.  
Phone: MU 8-1910

President.....Carl L. Schuele  
General Manager.....Norman F. Flynn  
Comm. Manager.....Paul Linsley  
Sales Prom., Pub. Dir.....Donald G. Softness  
Program Director.....Peter Theg

**STATIONS**

WAYE, Baltimore; WVNJ, Newark; WJMJ,  
Philadelphia; WCRB, Boston; KIXL, Dallas;  
KGON, Portland, Ore.; KXEN, St. Louis. WZIP,  
Cincinnati; WVCG, Miami; WKYW, Louisville;  
WMCK, Pittsburgh; KJEM, Okla. City; WPBC,  
Minneapolis; WAVI, Dayton; KWKY, Des  
Moines; KJIM, Ft. Worth, KTIK, Seattle.

**George W. Bingham Stations**

c/o WGNV, Newburgh, N. Y.  
Phone: JOhn 1-2131

President.....George W. Bingham  
General Manager.....Campbell K. Thompson  
Commercial Mgr.....Gordon K. Cameron  
Program Dir.....Richard H. Raskin  
Chief Engineer.....Marvin Seimes

**STATIONS**

WGNV, Newburgh; WSLB, Ogdensburg;  
WKIP, Poughkeepsie, all N. Y.

**Black Hawk Broadcasting Stations**

c/o KWWL, Insurance Bldg., Waterloo, Ia.  
President.....Ralph McElroy

**STATIONS**

KWWL-AM-TV, Waterloo, Ia.; KAUS-KMMT,  
Austin, Minn.

**Blue Ridge Network**

c/o WBAW, Jackson St., Barnwell, S. C.  
Representative ..... Cannon  
**STATIONS**

WBAW, Barnwell; WSNW, Seneca; WABU,  
Abbeville; WSSC, Sumter; WBHC, Hampton,  
all South Carolina; WLFA, Lafayette, Ga.

**Booth Broadcasting Co.**

700 Buhl Bldg., Detroit 26, Mich.  
Phone: WOodward 2-0220

President, Gen. Mgr.....John L. Booth  
V. P's.....Thomas J. Warner,  
Robert W. Phillips, Mrs. John L. Booth,  
Edward H. Clark, Robert B. Lees

**STATIONS**

WJLB, Detroit; WSGW, Saginaw; WTRX,  
Flint; WIBM, Jackson, all Michigan; WIOU,  
Kokomo, Ind.; WJVA, South Bend, Ind.; WTOD,  
Toledo, O.; WMZK-FM, Detroit, Mich.; WBBC-  
FM, Jackson, Mich.; WTRT-FM, Toledo, O.

**Charles B. Britt Stations**

c/o WIRY, 301-03 Cornelia St., Plattsburgh, N. Y.  
**STATIONS**

WIRY, Plattsburgh; WBAC, Cleveland, Tenn.;  
WJBS, Deland; WDSR, Lake City, both Fla.

**Broadcast Advertising, Inc.**

8 Newbury Street, Boston 16, Mass.  
Phone: Kenmore 6-0854

President.....James Murley  
Program Director.....E. P. Gieringer  
Merchandising Director.....F. P. Russell  
Representative .....Weed

**STATIONS**

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

**Broadcasting Co. of the South Stations**

c/o WSFA-TV, 10 E. Delano, Montgomery, Ala.  
President.....B. C. Hipp

**STATIONS**

WSFA-TV, Montgomery; WIST, Charlotte,  
N. C.; WIS-AM-TV, Columbia, S. C.

**Kenyon Brown Stations**

Miami Hotel Bldg., Miami, Okla.  
Phone: KI 2-3303  
KGLC, Miami, Okla.

**Paul Bunyan Network**

Paul Bunyon Bldg., Traverse City, Mich.  
Phone: Windsor 7-7675

Pres., Gen. Mgr. ....Les Biederman  
Comm. Mgr.....Robert Detwiler  
Chief Engineer.....William H. Kiker

**STATIONS**

WATT, Cadillac; WATZ, Alpena; WMBN,  
Petoskey; WATC, Gaylord; WTCM, Traverse  
City; WPBN-TV, Traverse City; WTOM-TV,  
Cheboygan, all Mich.

## REGIONAL NETWORKS

### Burroughs-Randolph Stations

c/o KMUL, P. O. Box 1058, Muleshoe, Tex.  
 President.....J. Burroughs  
 STATIONS

KMUL, Muleshoe; KZUM, Farmington; KENM,  
 Portales, both N. M.

### Cactus State Network

305 S. Cedar, Pecos, Tex.  
 Phone: HI 5-2497

President.....Barney Hubbs  
 Gen. Mgr., Pub. Dir.....Bill Hubbs  
 Commercial Mgr.....Cliff Sanderford  
 Sales Prom. Mgr.....Dave Martin  
 Program Dir.....Bill Boyd  
 Chief Engr.....Harry Boehnemann

#### BRANCH OFFICES

Alpine, Tex., Phone: TE 7-2144; Gene Hendrix; Ft. Stockton, Tex., Phone: ED 6-2228, James Parr; Cortez, Colo., Jack Hawkins.

#### STATIONS

KIUN, Pecos; KFST, Ft. Stockton; KVLF, Alpine, all Tex.; KVFC, Cortez, Colo.

### California Farm Network

2223 Fulton St., Berkeley 4, Cal.  
 Phone: TH 3-9600

General Manager.....Milton L. Levy  
 Radio Director.....Robert E. Thomlinson  
 STATIONS

KFI, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley, KBEE, Modesto; KAFP, Petaluma; KLOK, San Jose, all Calif.

### California Northern Group

c/o Station KSYC, Yreka, Calif.  
 Phone: Victor 2-4158

President.....D. M. Comstock  
 STATIONS

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

### California-Oregon TV Trio

Box 1021, Eureka, Calif.  
 Phone: Hillside 3-3123

Pres., Gen. Mgr.....William B. Smullin  
 V.P., Sales.....Donald H. Telford  
 V.P., Engr.....Edward A. Malone

#### BRANCH OFFICES

Box 1021, Eureka, Cal. (KIEM-TV) Ed Smith, Mgr., Phone: HI 3-3123; Box 1189, Medford, Ore. (KBES-TV) Jerry Poulos, Mgr., Phone: SP 3-4581; Box 732, Klamath Falls, Ore. (KOTI-TV) Walter Richartz, Mgr., Phone: TU 4-8131.

#### STATIONS

KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.

### Capital Cities Broadcasting Corp.

65 East 55th St., New York 22, N. Y.  
 Phone: Plaza 2-1750

President.....Frank M. Smith  
 Treasurer.....Donald A. Pels  
 BRANCH OFFICES

Box 10, Albany 1, N. Y., Phone: Albany 3-2225, Thomas S. Murphy, V.P., Robert Peebles, Gen. Mgr.; 24 Mason St., Providence,

R. I., Phone: PLantations 1-9776, Daniel Weinig, Gen. Mgr.; Box 2009, Durham, N. C.; Phone: 2-2111, Harmon L. Duncan, Floyd Fletcher, V.P.'s.

#### STATIONS

WTEN-TV, WROW, both Albany, N. Y.; WPRO-TV, AM, Providence, R. I.; WTVD Raleigh-Durham, N. C.

### Carolina Radio Group

Box 609, Durham, North Carolina  
 Phone: Durham 8-6129

General Manager.....H. Tom Morris  
 Representative.....Pearson

#### STATIONS

WTKI, Durham; WFLB, Fayetteville, N. C.; WKIX, Raleigh; WCEC, Rocky Mt.; WGBG, Greensboro; WRRF, Washington; WGNL, Wilmington; WBBB, Burlington; WFLB, Fayetteville; WSOC, Charlotte; WIRC, Hickory; WSAT, Salisbury; WTOB, Winston-Salem, all N.C.

### Carolina Radio Network

c/o WVOT, Wilson, N. C.  
 Phone: 243-5157

General, Comm. Mgr.....Harry W. Severance  
 Program Director.....Wistar Moore, Jr.  
 Chief Eng.....Dan S. Williams  
 Sta. Rep.....Devney O'Connell

#### STATIONS

WVOT, Wilson; WIAM, Williamston; WCPS, Tarboro; WEED, Rocky Mount; WRCS, Ahoskie; WELS, Kinston; WRRZ, Clinton; WGOL, Goldsboro; WGTC, Greenville; WRRF, Washington; WHNC, Henderson; WMPM, Smithfield; WCNF, Weldon-Roanoke Rapids.

### Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington  
 Phone: GLencourt 2-9111

Board Chmn.....A. W. Talbot  
 President.....Thomas C. Bostic  
 V.P. & Gen. Mgr.....Jack Reber  
 V.P. in Chg. of TV Prog.....Jim Nolan  
 V.P., TV Sales.....Bill Grogan  
 V.P. Radio.....Joe Kendall  
 Promotion Mgr.....Ed Morrissey  
 Engineering Director.....M. E. Burrill

#### STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR-AM-TV, Pasco; KIMA, KIMA-TV, Yakima; KWIQ, Moses Lake, all Wash.

### Cassel Stations

c/o WBRX, Jackson Bldg., Berwick, Pa.  
 STATIONS

WBRX, Berwick; WCHA, Chambersburg; WATS, Sayre, all Pa.; WBIL, Leesburg; WCOA, Pensacola, both Fla.

### CBS Radio Pacific Network

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

V.P. & Gen. Manager.....Fred Ruegg  
 Sales Mgr.....Gordon Mason  
 Sales Promotion Mgr.....Arthur Wittum  
 Program Director.....Robert P. Sutton  
 Publicity Dir.....Lloyd Brownfield  
 Chief Engineer.....Ted Denton

**BRANCH OFFICES**

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Milton Allison, V.P.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Jos. Marshall, Sales Mgr.; 932 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000. Thomas H. Peterson, Sales Mgr.; 805 Peachtree St., N.E., Atlanta 8, Ga., IR 4-4407. George Crumbley, Jr., Sales Mgr.; 1144 Hampton Ave., St. Louis 10, Mo., MI 7-5500. Eugene R. Myers, Sales Mgr.; 6121 Sunset Blvd., Los Angeles 28, Cal., HO 9-1212. Roland McClure, Sales Mgr.

**STATIONS**

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KBFK, Sacramento, Calif.; KERN, Bakersfield, Calif.; KINS, Eureka, Calif.; KOIN, Portland, Ore.; KBEA, Modesto, Calif.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KEPR, Kennewick, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

**CBS Television Pacific Network**

1313 North Vine St., Los Angeles 28, Calif.  
Phone: HO 9-1212

General Manager.....Robert D. Wood  
General Sales Mgr.....Ray L. Beindorf  
Sls. Prom., Info. Serv. Dir.....Austin Heywood  
Program Director.....Leon Drew  
Engineer in Charge.....Edwin Miller

**STATIONS**

KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KIVA, Yuma, Ariz.; KBAK-TV, Bakersfield, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KXTV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KGMB-TV, Honolulu, Hawaii; KLEW-TV, Lewiston, Idaho; KMSO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KOOL-TV, Phoenix; KOLD-TV, Tucson; KBAS-TV, Ephrata, Wash.

**Central South Carolina Radio Network**

Cornell Arms Bldg., Columbia, S. C.  
Phone: ALpine 2-2177

Pres., Gen. Mgr.....George H. Buck, Jr.  
Commercial Mgr.....Jess Plummer  
Sales Prom. Mgr.....Jack Grant  
Program Dir.....Robert D. Lambert, Jr.  
Station Rep.....Meeker

**STATIONS**

WCOS, Columbia; WKDK, Newberry; WDIX, Orangeburg; WFIG, Sumter.

**Colorado Network**

P. O. Box 279, Montrose, Colo.  
Phone: 599

Representative .....Cory

**STATIONS**

KRAI, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.

**Columbia New England Radio Network**

c/o WEEL, 182 Tremont St., Boston 11, Mass.  
Phone: HUBbard 2-2323

Gen. Mgr.....Thomas Y. Gorman  
Comm. Mgr.....Robert Sinnott  
National Rep.....CBS Radio Spot Sales

**STATIONS**

WEEL, Boston, Mass.; WHYN, Springfield-Holyoke, Mass.; WKNE, Keene, N. H.; WBRY, Waterbury, Conn.; WEAN, Providence, R. I.; WGAN, Portland, Maine; WKUT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.

**Community Broadcasting Service Stations**

c/o WAGM, 489 Main St., Presque Isle, Me.  
President.....H. H. Hildreth

**STATIONS**

WAGM-AM-TV, Presque Isle; WABL, Bangor; WPOR, Portland, all Me.

**Concert Network, Inc.**

171 Newbury St., Boston 18, Mass.  
Phone: COpley 7-8020

President.....T. Mitchell Hastings  
General Manager.....John R. Thornton  
Program Director.....John Q. Adams  
Chief Engineer.....David Passell

**BRANCH OFFICES**

11 E. 47th St., New York, N. Y.  
Phone: PL 2-0870

Manager, C. Miller; P. O. Box 1062, Hartford, Conn.; Phone: BEverly 5-8622, Chief Engineer, Wm. Meola; P. O. Box 1015, Providence, R. I., Phone: NI 7-4827, Ch. Engr., Wm. Flavas.

**STATIONS**

WNCN, N.Y.C.; WBCN, Boston, Mass.; WHCN, Hartford, Conn.; WXCN, Providence, R.I.;

**The Connecticut State Network**

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

President.....Samuel R. Elman  
Vice President.....Edward Obrist  
Secretary.....Paul Baumgartel  
Directors.....Ed Waller,  
Julian Schwartz, John Ellinger, Donald Lasser, R. L. Chalmers.

**STATIONS**

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

## REGIONAL NETWORKS

### Consolidated Sun Ray Stations

c/o WPEN, 2212 Walnut St., Philadelphia, Pa.  
Phone: LOcust 4-6000

President ..... Wm. Sylk  
General Mgr. .... Wm. B. Caskey  
Development Mgr. .... John E. Surrick

#### STATIONS

WPEN, Phila.; WALT, Tampa, Fla.; WSAI, Cincinnati, O.

### Continental Broadcasting, Inc.

Box 2167, Wilmington, Del.  
Phone: OLYmpia 4-8881

Pres. .... O. Wayne Rollins  
V.P.'s ..... Mrs. M. P. Copley, H. B. Tippie  
V.P., Dir. of Sales ..... Albert R. Lanphear  
Dir. of Pub. Rel. .... Tim Crow  
Eng. Dir. .... G. Russell Chambers

#### BRANCH OFFICES

565 Fifth Ave., New York, N. Y., Phone  
OXford 7-7040, Graeme Zimmer, Nat'l. Sales  
Mgr.; 75 E. Wacker Dr., Chicago 1, Ill., Phone:  
FI 6-8611, John Wilson, Midwest Sales Mgr.

#### STATIONS

WNJR, Newark, N. J.; WBEE, Chicago, Ill.;  
WRAP, Norfolk, Va.

### Corinthian Broadcasting Corporation

Time & Life Bldg., Rockefeller Center,  
New York 20, N. Y.

President ..... C. Wrede Petersmeyer  
Admin. V.P. Treas. .... Johnston F. Northrop  
Secretary ..... Charles H. G. Rees  
Dir. Sales ..... Don L. Kearney  
Dir. Programming ..... Robert H. Salk  
Dir. Research ..... Charles H. Smith  
Dir. Engineering ..... George G. Jacobs  
Dir. Pub. Rel. & Sp. Events ..... Herman W. Land

#### BRANCH OFFICES

302 S. Frankfort, Tulsa 20, Okla., Phone:  
Luther 2-9233, George Stevens, V.P., Gen. Mgr.;  
1945 Buffalo Drive, Houston, Tex., Phone:  
JACKson 9-4811, James C. Richdale, Jr., V.P.,  
Gen. Mgr.; 601 Seventh Ave., Sacramento 18,  
Calif., Phone: GILbert 1-4041, Robert S. Wilson,  
V.P., Gen. Mgr.; West State Blvd. at Broadcast,  
Ft. Wayne 15, Ind., Phone: Anthony 9411,  
Reid G. Chapman, V.P., Gen. Mgr.; 1440 N.  
Meridan St., Indianapolis 2, Ind., Phone: MEL-  
rose 4-6411, Robert G. McConnell, V.P., Gen.  
Mgr.

#### STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-  
AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.;  
KHOU-TV, Houston, Tex.; KXTV, Sacramento,  
Calif.

### Country Music Network

730 Fifth Ave., New York 19, N. Y.  
Phone: Circle 6-7242

Pres., Gen. Mgr. .... Charles "Chuck" Bernard  
Commercial Manager ..... H. Mal Stuart  
Promotion Director ..... Leonard Kessler  
Publicity Director ..... Rita Scarfone

#### BRANCH OFFICES

401 William-Oliver Bldg., Atlanta 3, Ga.

Phone: JACKson 4-0454

Manager ..... Harry Cannon  
New Howard Hotel, 8 N. Howard St.  
Baltimore 1, Md.  
Phone: LE 9-1680

Manager ..... Miss L. Wentworth  
6533 N. Sheridan Rd., Chicago 26, Ill.  
Phone: ROgers Park 1-4340

Manager ..... Julian Portman  
672 S. Lafayette Park, Los Angeles 57, Calif.  
Phone: DUNKirk 2-3200

Manager ..... Harlan Oakes  
260 Kearny St., San Francisco 8, Calif.  
Phone: EXbrook 7-4827

Manager ..... Ed Gamrin

#### STATIONS

WYAM, Birmingham; KHAT, Phoenix,  
KMOP, Tucson; KDXE, Little Rock, KADL, Pine  
Bluff; KUZZ, Bakersfield, KFOX, Los Angeles,  
KITO, San Bernardino; KPIK, Colorado Springs,  
KLAK, Denver; WARL, Wash., D. C.; WOOO,  
DeLand-Daytona Beach, WQIK, Jacksonville,  
WMIE, Miami, WMOP, Ocala, WHIY, Orlando,  
WPFA, Pensacola, WRFB, Tallahassee, WHBO,  
Tampa; WTJH, Atlanta, WGUS, Augusta,  
WPNX, Columbus, WJIV, Savannah; WTAQ,  
Chicago; WAXU, Lexington, WTMT, Louisville;  
KCII, Shreveport; WABW, Annapolis, WBMD,  
Baltimore; WEXL, Detroit-Royal Oak; KEVE,  
Minneapolis-St. Paul; KCKN, Kansas City,  
Kan.; WEW, St. Louis; KOOO, Omaha; WLDB,  
Atlantic City; WREM, Utica-Rome-Rensselaer;  
WKTC, Charlotte, WFSC, Franklin, WSHE,  
Raleigh. WMPM, Smithfield; KLPR, Oklahoma  
City; WAVL, Apollo-Pittsburgh, WCBG, Cham-  
bersburg; WKXV, Knoxville, KWAM, Memphis,  
WENO, Nashville; KZIP, Amarillo, KCUL,  
Dallas-Ft. Worth, KRCT, Houston, KDAV, Lub-  
bock; KSOP, Salt Lake City; WCMS, Norfolk;  
WJWS, South Hill, WKCW, Warrenton; KPEG,  
Spokane; WTIP, Charleston.

### Cowles Stations

c/o KRNT, 9th & Pleasant Sts.,  
Des Moines, Iowa

#### STATIONS

KRNT-AM-TV, Des Moines; WHTN-TV, Hunt-  
ington, W. Va.; KTVH, Hutchinson, Kan.;  
WCCO-AM-TV, Minneapolis, Minn.

### James M. Cox Stations

c/o WSB, 1601 W. Peachtree N.E. Atlanta, Ga.  
President ..... J. M. Cox, Jr.

#### STATIONS

WSB-AM-TV, Atlanta; WCKR-WCKT, Miami;  
WHIO-AM-TV, Dayton, O.; WSOC-AM-TV,  
Charlotte, N. C.

### Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio  
Phone: CHerry 1-1822

Chrmn. of Board ..... James D. Shouse  
Pres., Gen. Mgr. .... Robert E. Dunville  
V.P., Television ..... John T. Murphy  
V.P., Sales ..... H. P. Lasker

#### BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone  
PLaza 1-5353, H. P. Lasker, V.P. Sales; 360  
N. Michigan Ave., Chicago 1, Ill., STate 2-6693,  
H. Albrecht, V.P. Central Div.

**STATIONS**

WLW-A (TV), Atlanta, Ga.; WLW-I (TV), Indianapolis, Ind.; WLW-T (TV), WLW (Radio), Cincinnati; WLW-D (TV), Dayton; WLW-C (TV), Columbus, all Ohio.

**Crowell-Collier  
Broadcasting Corp.**

6419 Hollywood Blvd., Los Angeles, Cal.  
Phone: HOLlywood 3-5151

Pres., Gen. Mgr. . . . . Robert M. Purcell  
Commercial Mgr. . . . . James F. Simons  
Program Dir. . . . . Chuck Blore  
Advertising Dir. . . . . Janet Byers  
Chief Engineer. . . . . Leonard Hayden

**BRANCH OFFICES**

2150 Franklin, Oakland 12, Calif.; Milton H. Klein, Gen. Mgr.; 228 Foshay Towers, Minneapolis, Minn.; John McRae, Gen. Mgr.

**STATIONS**

KFWB, Los Angeles; KEWB, San Francisco; KDWB, Minneapolis; WMGM, New York.

**Denver Metropolitan  
Markets Group**

146 S. Main St., Salt Lake City, Utah  
Sales Mgr. . . . . L. L. Meyer

**STATIONS**

KYSN, Colorado Springs; KIMN, Denver; KGHF, Pueblo.

**Vic Diehm Radio Group, Inc.  
(Jet Network)**

Hazleton Nat'l. Bank Bldg., Hazleton, Pa.  
Phone: GL 4-3531

President, Gen. Mgr. . . . . Victor C. Diehm  
Commercial Mgr. . . . . Robert J. Sacco  
National Sales Manager . . . . . Thomas A. Tito  
Program Director . . . . . Robert Williams  
Publicity Director . . . . . Paul Cerula  
Chief Engineer . . . . . Elwood Tito  
Sales Prom. Manager . . . . . Tom Stillwagon

**BRANCH OFFICES**

Colorado & Poplar Sts., Allentown, Pa. (WHOL) T. Stillwagon, Phone: HEMlock 4-4801; Bloomsburg, Pa. (WHLM) Bob Williams, Phone: STerling 4-5500; Drawer "A," Tallahassee, Fla. (WTAL) Art Deters, Phone: 2-1270.

**STATIONS**

WAZL, Hazleton; WHOL, Allentown; WHLM, Bloomsburg, all Pa.; WTAL, Tallahassee, Fla.

**Dixie Broadcasting System**

P. O. Box 1008, Hattiesburg, Miss.  
Phone: JUNiper 3-1743

Pres., Gen. Mgr. . . . . Charles W. Holt  
Commercial Mgr. . . . . Stan Hagan  
Secretary . . . . . Connie I. Holt  
Business Manager . . . . . Stanley Lightsey, Jr.

**STATIONS**

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WBOX, Bogalusa, La.; WARB, Covington, La.; WHY,

Montgomery, Ala.; WQBC, Vicksburg, WGVM, Greenville; WABG, Greenwood; WJDX, Jackson; WABO, Waynesboro; WNAT, Natchez; all Miss.

**Dixie Network**

Headquarters: Williams Bldg., Jackson, Tenn.  
Phone: 7-9611

President . . . . . A. B. Robinson  
V. P., Gen. Mgr. . . . . Jack Cecil  
Representative . . . . . Venard, Rintoul, McConnell

**STATIONS**

WDXI, Jackson; WENK, Union City; WPTR, Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.

**Dixie Radio Stations**

c/o WDLF, 323 W. Beach Dr., Panama City, Fla.  
President. . . . . D. Brannen

**STATIONS**

WDLF, Panama City, WCOA, Pensacola; KCIL, Houma, La.

**Donrey Media Group**

Southwestern House, Fort Smith, Ark.  
Phone: SU 2-2011

President . . . . . Donald W. Reynolds  
Vice President . . . . . William D. Stiles

**BRANCH OFFICE**

Box 550, Las Vegas, Nev., Phone: DU 2-1760,  
William D. Stiles, V.P.

**STATIONS**

KFSA-AM-TV, Ft. Smith, Ark.; KLRJ-TV, Las Vegas; KOLO-AM-TV, Reno, both Nev.; KOKI Okmulgee, Okla.; KGNS-TV, Laredo, Tex. KORK, Las Vegas, Nev.; KBRS, Springdale Ark.; KFOY-TV, Hot Springs, Ark.

**R. H. Drewry Stations**

c/o KGWA, 115½ E. Broadway, Enid, Okla.

**STATIONS**

KGWA, Enid; KSWO-AM-TV, Lawton; KRHD Duncan, all Okla.; KMID-TV, Midland, Tex.

**Duhamel Enterprises Station:**

Duhamel Bldg., Rapid City, S. D.  
Phone: Fillmore 2-2000

Pres., Gen. Mgr. . . . . Helen S. Duhamel  
Bus. & Comm. Mgr. . . . . William F. Turne  
Chief Engineer . . . . . Elmer Nelso

**BRANCH OFFICE**

Box 1067, Chardon, Neb., Phone: MELros 8-2741, John Ludwig, Resident Mgr.

**STATIONS**

KOTA-AM-TV, Rapid City; KDUH-TV, Har Springs, Neb.

**East Texas Network**

205 Austin St., Center, Tex.  
Phone: LYric 8-3304

President . . . . . Tom E. Foste  
General Mgr. . . . . Dave Taylo  
Chief Eng. . . . . Harlan Riley



# REGIONAL NETWORKS

## STATIONS

KRBA, Lufkin; KDET, Center; KEEE, Nacogdoches; KTXJ, Jasper; KIVY, Crockett; KNET, Palestine; KEBE, Jacksonville; KWRD, Henderson; all Texas.

## Epperson Stations

c/o WPVA, Box 87, Petersburg, Va.  
President.....H. E. Epperson, Jr.

## STATIONS

WPVA, Petersburg; WBRG, Lynchburg, both Va.; WPAQ, Mt. Airy; WPNC, Plymouth; WLSN, Wilson, all N. C.; WLES, Lawrenceville.

## Ernst Stations

c/o KRTR, 500 B'way., Thermopolis, Wyo  
Gen. Manager.....Mildred V. Ernst

## STATIONS

KRTR, Thermopolis; KWOR, Worland; KWRB-TV & KWRL, Riverton, all Wyo.

## Evening Star Stations

c/o WWSA, Rawley Pike, Harrisonburg, Va.  
President.....J. W. Thompson, Jr.

## STATIONS

WWSA-AM-TV, Harrisonburg; WMAL-AM-TV, Washington, D. C.

## Farm & Home Radio

Cedar & Division, Grand Island, Nebr.  
Phone: DU 2-2800

Bd. Chairman.....Don Searle  
President.....Bill Martin  
Exec. V.P.....Ed Mason  
V.P., Commercial Mgr.....Bill Moore  
Business Mgr.....Willard Morton  
Program Dir.....Bill Delzell  
Publicity Dir.....Mike Alberts  
Chief Engineer.....U. L. Lynch

## STATIONS

KMMJ, Grand Island, Neb.; KXXX, Colby, Kans.; KFNH, Shenandoah.

## Theodore Feinstein Stations

c/o WNBW, Traffic Circle, Newburyport, Mass.  
STATIONS

WNBW, Newburyport; WLYN, Lynn, both Mass.; WTSA, Brattleboro, Vt.; WOTW, Nashua, N. H.

## Fetzer Stations

590 W. Maple St., Kalamazoo, Mich.  
Phone: FI 5-2101

President.....John E. Fetzer  
Executive V.P. & Gen. Mgr.....Carl E. Lee  
Treasurer.....E. L. Tait  
Secretary.....Robt. C. Van Horn

## STATIONS

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM, Grand Rapids; WWTV, Cadillac, Mich.

## Fisher Stations

Box 112, Eugene, Ore.  
Phone: DI 4-6216

President.....C. O. Fisher  
General Manager.....Alvin D. Bauer  
Program Director.....Bob McCarl  
Chief Engineer.....Gene Harrison

## STATIONS

KBZY, Salem; KUMA, Pendleton; KUGN, Eugene, all Ore.

## Formby Stations

c/o KACT, P. O. Box 638, Andrews, Tex.

## STATIONS

KACT, Andrews; KPAN, Hereford; KFLD, Floydada; KSML, Seminole; KTUE, Tulia, all Tex.

## The Forward Group

c/o KGLO, Mason City, Iowa  
Phone: GARDEN 3-2540

President.....Herbert R. Oht  
Natl. Sales Mgr.....Walter J. Rothschild

## BRANCH OFFICES

WCU Bldg., Quincy, Ill., Phone: Baldwin 2-6200, General Manager, Walter Rothschild; West Belt Line, Madison, Wisc., Phone: Cedar 3-5381, General Manager, Merritt Milligan; Highway 14 and Lee Blvd., Mankato, Minn., Phone: 7905, General Manager, Bob Gardner.

## STATIONS

KGLO-AM-FM-TV, Mason City; WTAD, Quincy, Ill.; KHQA-TV, Hannibal, Mo.; KEYC, Bldg., New Orleans, La., Phone: MAgnolia 5921, McLaws Kieffer, Gen. Mgr.

## Founders Corp. Stations

420 Lexington Ave., New York 17, N. Y.  
Phone: MURRAY Hill 6-4686

President.....Robert G. Munro

## BRANCH OFFICES

Box 1390, Syracuse, N. Y., Phone: HOWARD 3-8631, Henry T. Wilcox, Gen. Mgr.; Box 5428, Honolulu, Hawaii, Phone: Honolulu 9-5236, Harold J. Davis, Gen. Mgr.; Maison Blanche Bldg., New Orleans, La., Phone: MAgnolia 5921, McLaws Kieffer, Gen. Mgr.

## STATIONS

WFBL, Syracuse; KORL, Honolulu; WSMB, New Orleans.

## Franklin Broadcasting Co.

2700 E. Oakland Park Blvd.  
Ft. Lauderdale, Fla.  
Phone: LOgan 6-8316

President.....William F. Johns, Jr.  
Natl. Prog. & Prom. Dir.....James W. Ramsburg  
General Counsel.....William H. Kilby

## BRANCH OFFICES

614 N. Rampart St., New Orleans, La. Phone: EX 7516, D. W. Wagenvoord, V. P.; 8th and Main, Tulsa, Okla., Phone: LU 3-4121, G. H. Lund, Gen. Mgr.; 611 Frontenac Pl., Minneapolis, Minn., Phone: MI 5-7757, J. R. Duryea, V. P.; Box 108, Ft. Lauderdale, Fla., Phone: WE 3-3511, R. J. Flynn, V. P.; Mason City, Iowa, Phone: GA 4-1276, S. M. Ott, Gen. Mgr.; Rialto Bldg., St. Louis, Mo., C. W. Loufek, V. P.

## STATIONS

WWOM, New Orleans; WMIN, Minneapolis; WEW, St. Louis; WLOD, Ft. Lauderdale; KOME, Tulsa; KRIB, Mason City.

## French Program Group of New England

10 Center St., Chicopee, Mass.  
Phone: LY 2-1669

President.....Leon Alarie  
Commercial Manager.....Gertrude Alarie

**STATIONS**

WPAW, Pawtucket; WNRI, Woonsocket, both R. I.; WREB, Holyoke; WNBH, New Bedford; WALE & WSAR, Fall River; WORC, Worcester; WESO, Southbridge-Webster, all Mass.; WICH, Norwich, Conn.; WIDE, Biddeford; WLAM, Lewiston, both Me.; WKCB, Berlin; WFEA, WGIR, & WKBR, Manchester, all N. H.

**Friendly Group**

Exchange Realty Bldg., Steubenville, O.  
Phone: Atlantic 2-6265

President.....Jack N. Berkman  
Exec. Vice Pres.....John J. Laux  
Vice Pres.....Fred Weber  
Assistant Mgr.....Joseph M. Troesch  
Merchandising & Pub. Dir...George H. Wilson  
National Sales.....Lee Gaynor  
Technical Dir.....Charles Shepherd

**BRANCH OFFICES**

60 E. 47th St., New York 17, N. Y., Phone: OX 7-0306, Lee Gaynor, Nat'l. Sales Mgr.; 211 Smithfield St., Pittsburgh 22, Pa., Phone: ATLantic 1-5999, C. H. McFarland.

**STATIONS**

KMLB, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WRDW-TV, Augusta, Ga.; WRGP-TV, Chattanooga, Tenn.; WSOL, Tampa, Fla.

**Frontier Broadcasting Stations**

c/o KFBC, 2923 E. Lincolnway, Cheyenne, Wyo.  
President.....R. S. McCracken

**STATIONS**

KFBC-AM-TV, Cheyenne; KQRS, Rock Springs, both Wyo.; KSTF, Scottsbluff, Neb.

**J. A. Gallimore Stations**

c/o WABV, Highway 28, Abbeville, S. C.  
President.....J. A. Gallimore

**STATIONS**

WABV, Abbeville; WBAW, Barnwell; WHBC, Hampton; WSNW, Seneca; WSSC, Sumpter, all S. C.; WLFA, Lafayette; WGHC, Clayton; both Ga.; WLOM, Chattanooga; WRKH, Rockwood, both Tenn.

**Gamble-Lane Stations**

140 S.W. Columbia, Portland, Ore.  
Phone: CA 8-3333

President.....C. Howard Lane

**STATIONS**

KOIN TV-AM-FM, Portland, Ore.; KAST, Astoria, Ore.

**Gannett Stations**

191 East Ave., Rochester, N. Y.  
Phone: BAker 5-3050

Boord Chmn.....Frank E. Tripp  
President.....Paul Miller  
General Manager.....L. N. Bitner

**STATIONS**

WHEC AM TV, Rochester, N. Y.; WDAN AM, Danville, Ill.; WINR AM-TV, Binghamton, N. Y.; WENY, Elmira, N. Y.

**Connie B. Gay Stations**

4000 Albemarle St., N.W., Washington, D. C.  
Phone: EMerson 3-8110

President.....Connie B. Gay  
Exec. Vice Pres.....Jane E. Trimmer  
V.P., General Manager.....Ed Winton  
Sec.-Treas.....Thomas R. Sawyers

**STATIONS**

WQMR, WGAY-FM, Washington, D. C.; WTCR, Ashland, Ky.; WFTC, Kinston, N. C.

**Gibraltar Enterprises, Inc.**

500 Edward Lamb Bldg., Toledo, O.

President.....Edward Lamb  
General Manager.....Benjamin McLaughlin

**STATIONS**

WICU, AM-TV, Erie, Pa.

**A. L. Glassmann Stations**

c/o KGEM, Box 4158, Boise, Idaho

President.....C. Heftel

**STATIONS**

KGEM, Boise; KLIX-AM-TV, Twin Falls, both Idaho; KLO, Ogden; KUTV, Salt Lake City, both Utah.

**Gold Seal Stations**

c/o WGTO, Box 123, Cypress Gardens, Fla.

President.....S. E. Hubbard

**STATIONS**

WGTO, Cypress Gardens; KOB-AM-TV, Albuquerque, N. M.; KSTP-AM-TV, St. Paul-Minn., Minn.

**Good Neighbor Stations, Inc.**

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

President.....W. F. Rust, Jr.  
Gen. Sls, Prom. Mgr.....Ralph Gottlieb  
Comm. Mgr.....James McCann  
Pgm. Director.....Wm. Morrissey  
Chief Engineer.....Albert Davis

**BRANCH OFFICES**

Box 1747, York, Pa. (WNOW) W. F. Rust, Jr., Pres., Gen. Mgr., Phone: 2-7821; Seventh & Hamilton Sts., Allentown, Pa. (WAEB) Bob Ackley, Sta. Mgr., Phone: HEMlock 4-9364; Dover, N. H. (WTSN) Ed Callahan, Sta. Mgr., Phone: SHERwood 2-5951; 39 Mt. Vernon St., Keene, N. H. (WKBK) Robert Berry, Sta. Mgr., Phone: ELmwood 2-6113; 7 East 47th St., NYC, Peggy Stone, V.P. Radio-TV Reps, Inc., Phone: MU 8-4340.

**STATIONS**

WKBR, Manchester; WKBK, Keene; WTSN, Dover, all in New Hampshire; WNOW, York, Pa.; WAEB, Allentown, Pa.; WRAW, Reading, Pa.

**Gotham Bestg. Corp.**

7 Central Park W., New York 23, N. Y.  
Phone: JUdson 2-7000

President.....J. Elroy McCaw  
General Manager.....Harold E. Anderson  
Sales Mgr.....Lee Gorman  
Program Dir.....Rick Sklar  
Publicity Dir.....Marty Matz  
Chief Engineer.....Paul von Kunitz

**STATIONS**

WINS, New York. KTVR-TV, Denver.

## REGIONAL NETWORKS

### Cary L. Graham Stations

c/o WANA, Box 509, Anniston, Ala.  
STATIONS

WANA, Anniston; WETO, Gadsden; WPID, Piedmont, all Ala.

### Great Northern Bestg. System

P. O. Box 1226, Fargo, N. Dak.  
Phone: 3584

President.....E. J. McKellar  
Sec.-Treas.....R. L. Owens

#### STATIONS

KVOX, Fargo-Moorehead, Minn.; KLP, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KEYJ, Jamestown, N. D.; KBOM, Mandan-Bismarck, N. D.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. D.; KGCK, Sidney, Mont.

### Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah  
Phone: DA 2-5681

General Mgr.....Norman Louvau  
Comm. Mgr.....Carson Rennie  
Sales Prom. Mgr.....Joe Cooke  
Chief Engineer.....A. L. Gunderson

#### STATIONS

KCPX, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

### Green Valley Group

Box 605, Winchester, Va.  
Phone: MO 2-4855

President.....Mrs. Marion P. Lewis

#### STATIONS

WINC, Winchester; WFVA, Fredericksburg; WSIG, Mt. Jackson, all Va.; WELD, Fisher, W. Va.; WHYL, Carlisle; WAYZ, Waynesboro, both Pa.

### Agnes Jane Reeves Greer Stations

c/o WAND, 106 High Ave., N.W., Canton, O.  
STATIONS

WAND, Canton; WJER, Dover; both O.; WAJR, Morgantown, W. Va.; WJF-TV, Pittsburgh, Pa.

### The Griffin Best. Group

Box 1618, Muskogee, Oklahoma  
Phone: MU 7-6311

President.....James C. Leake  
National Sales Mgr.....Jim Black  
Sales Promotion Mgr.....Robert E. Draughon  
Engineering Dir.....Bob Snider

#### BRANCH OFFICES

P.O. Box 9697, Tulsa, Okla. (KTUL-TV) Bill Swanson, V.P., Phone: Hickory 6-6184; 310 W. 3rd, Little Rock, Ark. (KATV) Bob Doubleday, V.P., Phone: Franklin 4-1691; P.O. Box 8557, Tulsa, Okla. (KTUL) Jim Schoonover, Gen. Mgr., Phone: Fillmore 5-1311; P.O. Box 8788, Okla. City, Okla. (KWTV) Edgar T. Bell, Mgr. Phone: Victor 3-6541.

#### STATIONS

KATV, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla.; KWTV, Oklahoma City.

### D. Spencer Grow Stations

c/o KEEP, P. O. Box 511, Twin Falls, Idaho  
STATIONS

KEEP, Twin Falls; KEYY, Provo, Utah; KEXO, Grand Junction, Colo.

### Harris-Alexander Stations

c/o KELP, 4530 Delta St., El Paso, Tex.

President.....N. Alexander

#### STATIONS

KELP-AM-TV, El Paso; KXLY-AM-TV, Spokane, Wash.

### Hawaiian Broadcasting System, Ltd.

1534 Kapiolani Blvd., Honolulu 14, Hawaii  
Phone: 92-011

President.....Elizabeth P. Farrington  
V.P., Gen. Manager.....M. Franklyn Warren  
Station Mgr. TV.....Robert Sevey  
Sales Mgr. Radio.....Edward B. Mundy, Jr.  
Sales Prom. Mgr., Pub. Dir.....Colleen L. Ng  
Chief Eng.....Ronald Miyahira

#### STATIONS

KGMB, AM-TV, Honolulu; KMAU-TV, Wailuku; KHBC AM-TV, Hilo, all Hawaii.

### Hearst Stations

959 Eighth Ave., New York 19, N. Y.  
Phone: Circle 5-7667

V.P., Exec. Dir.....Charles McCabe  
V.P., Gen. Mgr.....D. L. Provost  
V.P. Engineering.....John T. Wilner

#### STATIONS

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE, Pittsburgh; WTAE (TV), Pittsburgh, Pa. (50% ownership).

### Heart of the Black Hills Stations

c/o KRSD, 1438 Mountain View Rd., Rapid City, S. D.

President.....J. Daniels

#### STATIONS

KRSD-AM-TV, Rapid City; KDSJ-AM-TV, Deadwood, both S. D.

### Herald Tribune Radio Network

595 Madison Ave., New York, N. Y.  
Phone: Plaza 5-0416

President.....Martin Stone  
Gen. Mgr.....Gustave Nathan  
Program Director.....Richard Doan  
Chief Engineer.....Ernest Machanic

#### STATIONS

WVOX, New Rochelle; WFYI, Mineola; WVIP, Mt. Kisco; WGHQ, Saugerties, all N. Y.

### Highland Stations

Box 460, Keene, N. H.  
Phone: Elmwood 2-9230

President.....Joseph K. Close

#### STATIONS

WKNE, Keene, N. H.; WKNY, Kingston, N. Y.; WKVT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.

**The Hildreth Network**

57 State St., Bangor, Maine  
Phone: Bangor 6446

President.....Horace A. Hildreth  
V.P., Gen. Mgr.....Walter L. Dickson  
Nat'l. Sales Mgr. Radio.....William J. Mullen  
Nat'l. Sales Mgr. TV.....Robert J. Gold

**BRANCH OFFICES**

57 State St., Bangor, Me., Phone: 6446, WABI,  
John MacRae, Mgr., WABI-TV, Richard B. Bron-  
son, Mgr.; 489 Main St., Presque Isle, Me.,  
Phone: POrter 9-2461, Stanley A. Lyons, Mgr.;  
477 Congress St., Portland, Me., Phone: SPRuce  
38111, Raymond Mercier, Mgr.

**STATIONS**

WABI-AM-TV, Bangor; WAGM-AM-TV, Pres-  
que Isle; WPOR, Portland, all Maine.

**Oscar C. Hirsch Stations**

c/o KFVS, 324 Broadway, Cape Girardeau, Mo.  
General Manager.....O. C. Hirsch

**STATIONS**

KFVS-AM-TV, Cape Girardeau; KFMO, Flat  
River, both Mo.; WHCO, Sparta, Ill.

**Holt Stations**

c/o WHHY, P. O. Box 1841, Montgomery, Ala.  
President.....C. W. Holt

**STATIONS**

WHHY, Montgomery; KOME, Tulsa, Okla.;  
WHNY, McComb; WHSY, Hattiesburg, both  
Miss.

**Hook Stations**

c/o WKIZ, P. O. Box 1487, Key West, Fla.  
STATIONS

WKIZ, Key West; WELZ, Belzoni; WDOD,  
Canton; WMAG, Forest, all Miss.; WRUS,  
Russelville, Ky.; WDAL, Meridian.

**Horton-Kincaid Stations**

c/o WHOO, 311 N. Rosalind Ave., Orlando, Fla.  
Owner.....G. D. Kincaid

**STATIONS**

WHOO, Orlando; WVLK, Lexington; WFKY,  
Frankfort; WCMI, Ashland; all Ky.; WMOP,  
Bellaire, Ohio.

**Rex G. Howell Stations**

c/o KREX, P. O. Box 30, Grand Junction, Colo.  
President.....Rex G. Howell

**STATIONS**

KREX-AM-TV, Grand Junction; KGLN, Glen-  
wood Springs; KREY-TV, Montrose, all Colo.

**Illinois Broadcasting Co.**

(See Lindsay-Shaub News Stations)

**Birney Imes Jr. Stations**

c/o WCBI, P. O. Box 271, Columbus, Miss.  
President.....B. Imes, Jr.

**STATIONS**

WCBI-AM-TV, Columbus; WROX, Clarksdale;  
WNAG, Granada; WMOX, Meridian; WELO,  
Tupelo.

**Robert E. Ingsted**

c/o KBMW, 519 Dakota Ave., W  
President.....

**STATIONS**

KBMW, Breckenridge; KEYL, .....  
KWAD, Wadena, all Minn.; KEYD, .....  
Jamestown; KOVC, Valley City; all N. D.

**Intermountain Network, Inc.**

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

Chairman of Board.....George C. Hatch  
President.....Lynn L. Meyer  
Exec. Vice-Pres.....Jack S. Paige

**BRANCH OFFICE**

53 W. 20th Ave., Denver, Colo., Phone: BEL-  
mont 7-9595, V.P. in Chg., Charlie Vais.

**STATIONS**

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.;  
KYSN, Colo. Springs, Colo.; KCRF, Trinidad,  
Colo.; KBZZ, La Junta, Colo.; KLMR, Lamar,  
Colo.; KGIW, Alamosa, Colo.; KYOU, Greeley,  
Colo.; KCOL, Ft. Collins, Colo.; KWIK, Pocatello,  
Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin  
Falls, Idaho; KRAL, Rawlins, Wyo.; KGEM,  
Boise, Idaho; KBMY, Billings, Mont.; KATL,  
Miles City, Mont.; KPRK, Livingston, Mont.;  
KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO,  
Lewistown, Mont.; KOAL, Price, Utah; KMON,  
Great Falls, Mont.; KQTE, Missoula, Mont.;  
KOVO, Provo, Utah; KVNU, Logan, Utah;  
KSVK, Richfield, Utah; KVEL, Vernal, Utah;  
KVFC, Cortez, Colo.; KNEB, Scottsbluff, Neb.;  
KORK, Las Vegas, Nev.; KOLR, Sterling, Colo.;  
KALL, Salt Lake City, Utah; KLO, Ogden, Utah;  
KURA, Moab, Utah; KVRK, Rock Springs, Wyo.;  
KOVE, Lander, Wyo.; KVOC, Casper, Wyo.;  
KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.;  
KFBC, Cheyenne, Wyo.; KBAR, Burley, Ida.;  
KLUK, Evanston, Wyo.; KOWB, Laramie, Wyo.;  
KELK, Elko, Nev.; KXXL, Bozeman, Mont.; KGEZ,  
Kalispell, Mont.; KDBM, Dillon, Mont.; KOJM,  
Havre, Mont.; KVRH, Salida, Colo.; KRLN,  
Canon City, Colo.; KEXO, Grand Junction,  
Colo.; KENN, Farmington, N. M.; KRTN, Raton,  
N. M.

**Ivy Network of College  
Stations**

242-A Yale Station, New Haven, Conn.  
General Manager.....Richard A. Smith

**STATIONS**

WBRU (Brown), Providence; WVBR (Cornell),  
Ithaca; WKCR (Columbia), New York; WHRB  
(Harvard), Cambridge; WXPB (Penn), Phila.;  
WPRB (Princeton), Princeton; WYBC (Yale),  
New Haven.

**James Broadcasting Stations**

c/o WDOE, Willow Rd., Dunkirk, N. Y.  
President.....S. Goldman

**STATIONS**

WDOE, Dunkirk; WITN, Jamestown; WGGO,  
Salamanca, all N. Y.

**REGIONAL NETWORKS**

**Jefferson Standard  
Broadcasting Company**

1 Julien Price Pl., Charlotte, N. C.  
Phone: EDison 3-8833

President.....Joseph M. Bryan  
Exec. V.P., Gen. Mgr.....Charles Crutchfield  
STATIONS

WBT, WBTV Charlotte, N. C.; WBTW (TV)  
Florence, S. C.

**Jet Network**

(See Vic Diehm Radio Group, Inc.)

**Key Broadcast  
Management, Inc.**

565 Fifth Ave., New York 17, N. Y.  
Phone: YUkon 6-2750

President.....Ralph N. Weil  
GROUP MANAGED STATIONS  
WMMW, Meriden, Conn.; KATZ, St. Louis,  
Mo.; KCOR, San Antonio, Tex.

**King Broadcasting Co.**

c/o KING, 320 Aurora Ave., Seattle, Wash.  
President.....Mrs. A. S. Bullitt  
STATIONS

KING-AM-TV, Seattle; KREM-AM-TV, Spokane,  
both Wash.; KGW-AM-TV, Portland.

**Norman Knight Stations**

c/o WTSL, P. O. Box 1031, Hanover, N. H.  
President.....N. Knight  
STATIONS

WTSL, Hanover; WHEB, Portsmouth; WTSV,  
Claremont, all N. H.; WEIM, Fitchburg, Mass.

**Knorr Bestg. Corp.**

15001 Michigan Ave., Dearborn, Mich.  
Phone: Tiffany 6-8500

President.....Fred A. Knorr  
Exec. Vice Pres.....Walter Patterson  
Managing Dir.....John J. Carroll  
Sales Manager.....John E. Davidson  
Program Dir.....Larry Fischer  
Chief Engineer.....Jerold L. Martin

**BRANCH OFFICES**

Mich. Nat'l. Bank Bldg., Battle Creek, Mich.,  
Paul J. Haller, Managing Dir., Phone: WO 4-  
7174; 15001 Michigan Ave., Dearborn, Mich.,  
John J. Carroll, Managing Dir., Phone: TI 6-  
8500; 112 W. Water St., Flint 3, Mich., Al P.  
Berg, Managing Dir., Phone: CE 9-7608; 441  
Wildwood Ave., Jackson, Mich., Edwin R.  
Huse, Managing Dir., Phone: ST 4-7181; 2435  
Holland Ave., Saginaw, Mich., Jerry Breen,  
Managing Dir., Phone: PL 2-8161.

**STATIONS**

WKMH, Dearborn-Detroit; WSAM, Saginaw;  
WKHM, Jackson; WKMF, Detroit-Flint; WELL,  
Battle Creek, all Mich.

**KTAR Broadcasting Co.**

1101 No. Central Ave., Phoenix, Ariz.  
Phone: Alpine 4-4161

Pres., Gen. Mgr.....Richard O. Lewis  
V.P. Chg. of Sales.....Ray C. Smucker

V.P. Chg. of Prog.....Paul Hughes  
Commercial Mgr.....Robert Nelson  
Sls. Prom. Mgr., Pub. Dir.....Ray Thompson

**BRANCH OFFICES**

P. O. Box 2348, Tucson, Ariz., Harry B.  
Chambers, Mgr., Phone MA 2-4664; P. O. Box  
1677, Flagstaff, Ariz., Chas. Saunders, Pres.,  
Mgr., Phone: PR 4-2581; P. O. Box 1631, Pres-  
cott, Ariz., Harold Ritter, Pres., Mgr., Phone:  
HI 5-2710; P. O. Box 352, Yuma, Ariz., Len  
Burkland, Mgr., Phone: SU 3-3305; P. O. Box  
1543, Globe-Miami, Ariz., Willard Shoecraft,  
Mgr., Phone: GR 3-5571; Box 1118, Douglas,  
Ariz., Herb Newcomb, Owner, Mgr., Phone:  
EM 4-3484.

**STATIONS**

KYUM, Yuma; KYCA, Prescott; KCLS, Flag-  
staff; KTAN, Tucson; KIKO, Globe; KAWT,  
Douglas, all Arizona.

**KWTX Stations**

4520 Bosque Blvd., Waco, Tex.  
Phone: PLaza 6-4451

President, Gen. Mgr.....M. N. Bostick  
Commercial, Sales Prom. Mgr.....Pete McNee  
Program Director.....Curtis Matties  
Publicity Director.....Mrs. Oma Owens  
Chief Engineer.....Jesse Dove

**STATIONS**

KWTX, Waco, KNAL, Victoria, KBTX-TV,  
Bryan; KXII-TV, Sherman, all Tex.

**Lackey Stations**

c/o WRAJ, Anna Hotel, Anna, Ill.  
President.....P. E. Lackey  
STATIONS

WRAJ, Anna; WSON, Henderson; WHOP,  
Hopkinsville; WPAD, Paducah, all Ky.

**Laird Group Stations**

225 N. Adams St., Green Bay, Wisc.  
Phone: HEmlock 5-5331

President.....Ben A. Laird  
General, Commercial Mgr.....Allen H. Embury  
Program Director.....Jack Gardiner  
Chief Engineer.....Clifford Graff

**BRANCH OFFICE**

204½ N. Main St., Waupaca, Wisc.  
Phone: 83

Chief Executive.....Tom Karavakis  
STATIONS

WDUZ, Green Bay WDUX, Waupaca; both  
Wisc.; KHAK, Cedar Rapids, Ia.

**T. B. Lanford Stations**

c/o KRMD, Jefferson Hotel Bldg., Shreveport, La.  
President.....T. B. Lanford  
STATIONS

KRMD, Shreveport; KPLC-AM-TV, Lake  
Charles; KALB-AM-TV, Alexandria; all La.;  
KRRV, Sherman, Tex.; WSLI, WJTV, Jackson,  
Miss.

**Laurel Radio Network**

312 Church St., Clearfield, Pa.  
Phone: POplar 5-5541

President.....W. K. Ulerich  
General Manager.....Milton J. Bergstein  
Asst. Gen. Mgr., Sales Prom. Mgr.....A. Dame  
Sales Prom. Mgr.....Herbert Levin



## REGIONAL NETWORKS

Program Director.....Allen Day  
Publicity Director.....Steve Fishbein  
Chief Engineer.....Wilber Files

### STATIONS

WCPA, Clearfield, WMAJ, State College,  
WDAD, Indiana, all Pa.; WJCM, Sebring, Fla.

### LBJ Stations

c/o KWTX-TV, P. O. Box 7128, Triangle Sta.,  
Waco, Tex.

President.....J. C. Kellam

### STATIONS

KWTX-AM-TV, Waco; KRGV-AM-TV, Weslaco;  
KTBC-AM-TV, Austin, all Tex.

### Richard Field Lewis Jr. Stations

c/o WSIG, Mt. Jackson, Va.

President.....M. P. Lewis

### STATIONS

WSIG, Mt. Jackson; WFVA, Fredericksburg;  
WINC, Winchester, all Va.; WHYL, Carlisle;  
WAYZ, Waynesboro, both Pa.

### The Linder Group

Box 393, Willmar, Minn.

Phone: BELmont 5-1340

Representative.....Pearson

### STATIONS

KLGR Redwood Falls, KMHL Marshall,  
KWLM Willmar, KDMA Montevideo, KTOE  
Mankato, all Minnesota.

### Lindsay-Shaub Newspapers Stations (Illinois Bestg. Co.)

c/o WVLN, 302½ Main St., Olney, Ill.

President.....F. W. Schaub

General, Comm. Mgr.....Charles R. Griggs

Program Director.....Joe Kosack

Chief Engineer.....Donald Schnell

### STATIONS

WVLN, Olney; WCIA-TV, Champaign;  
WSOY, Decatur, all Ill.

### Lobster Network of Maine

645 Congress St., Portland, Maine

SPruce 5-2336

President.....Faust Couture

Gen. Mgr.....Melvin L. Stone

Commercial Manager.....David L. Royte

Sales Promotion Manager.....John Libby

Program Director.....Howard Leonard

Publicity Director.....Walter Thomes

Chief Engineer.....T. Richard Dunn

### BRANCH OFFICES

225 Lisbon St., Lewiston, Me., Faust Couture,  
Pres., Phone: 2-7650; 160 Bangor St., Augusta,  
Me., Norman Gallant, Mgr., Phone: MAyfair  
3-3878; 26 Central St., Bangor, Me., Louis Bor-  
gattii, Mgr., Phone: 7354; 89 Congress St., Rum-  
ford, Me., Kenneth Ellis, Mgr., Phone: 1057;  
61 Water St., Skowhegan, Me., Pat Larkin,  
Mgr., Phone: GReenwood 4-2727; School St.,  
Sanford, Me., John Carlson, Mgr., Phone: 1574;  
P. O. Box 65, Caribou, Me., Elby Stevens, Mgr.,

Phone: 3731; Elmwood Hotel, Waterville, Me..

Phone: TRinity 2-6345, Donald Phair.

### STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU,  
Augusta; WRUM, Rumford; WGHM, Water-  
ville; WGUY, Bangor; WFST, Caribou; WSME,  
Sanford, all Maine.

### Long Radio Enterprises

P. O. Box 1391, Bay City, Tex.

Phone: CI 5-4642

Managing Director.....Harry L. Becker

### STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW,  
Texas City, Tex.

### J. G. Long Stations

c/o KVIC, Victoria Bank & Trust Bldg.,

Victoria, Tex.

President.....J. G. Long

### STATIONS

KVIC, Victoria; KTLW, Texas City; KIOX,  
Bay City, all Tex.

### Jessica L. Longston Stations

c/o KAYO, 2939 Fourth Ave., S. Seattle, Wash.

President.....J. L. Longston

### STATIONS

KAYO, Seattle; KSEM, Moses Lake; KPUG,  
Bellingham, all Wash.; KBAR, Burley, Idaho.

### John J. Louis, Jr. Stations

1101 N. Central Ave., Phoenix, Ariz.

Phone: AL 4-4161

President, Gen. Mgr.....Richard O. Lewis

V.P., Sales.....Ray C. Smucker

Program Director.....Bob Vache

Chief Engineer.....John Beck

### STATIONS

KTAR, Phoenix; KYCA, Prescott, KYUM,  
Yuma, KVAR-TV, Phoenix-Mesa, all Ariz.

### Magie Circle Network

1718 Meadowmere, Springfield, Mo.

Phone: TU 1-4114

Gen., Comm. & Sales Prom. Mgr...M. R. Bradley

Pub. Director.....Janie Swanson

Chief Engineer.....Jack Jones

### BRANCH OFFICES

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

LE 2-3783, Joe Cannon; Box 503, Carthage, Mo.,

Phone: FL 8-4496, L. C. McKenney; Station

KWPM, West Plains, Mo., Phone: 400, Bob

Neathery.

### STATIONS

Missouri: KBHM, Branson; KGHM, Brookfield;  
KGMO, Cape Girardeau; KDMO, Carthage;  
KDKD, Clinton; KBIA, Columbia; KODE, Joplin;  
KWOS, Jefferson City; KLWT, Lebanon; KTCB,  
Malden; KNIM, Maryville; KRMO, Monett;  
KLRS, Mt. Grove; KBTN, Neosho; KNEM,  
Nevada; KRMS, Osage Beach; KTTR, Rolla;  
KSGM, St. Genevieve; KRES, St. Joseph; KSMO,  
Salem; KICK, Springfield; KDRO, Sedalia; KALM,  
Thayer; KLPW, Union; KWRE, Warrenton;  
KWPM, West Plains; KUKU, Willow Springs.  
Arkansas: KBTA, Batesville; KTCN, Berryville;  
KCCB, Corning; KHOG, Fayetteville; KHOZ,

## REGIONAL NETWORKS

Harrison; KNEA, Jonesboro; KTCA, Marked Tree; KENA, Mena; KTLO, Mt. Home; KBRB, Paragould; KPOC, Pochontas; KAMO, Rogers; KWCB, Searcy; KUOA, Siloam Springs; KBRB, Springdale; KWAK, Stuttgart; KRLW, Walnut Ridge, Kansas; KCRB, Chanute; KMDO, Ft. Scott; KIND, Independence; KLKC, Parsons; KSEK, Pittsburg, Oklahoma; KGLC, Miami; KOLS, Pryor; KVIN, Vinita.

### Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: SPruce 2-0181

President.....William H. Rines  
General Manager.....Jack Atwood  
Sales Promotion Mgr.....Linwood T. Pitman  
Chief Engineer.....Charles R. Brown

#### STATIONS

WCSH-AM-TV, Portland; WLBZ-AM-TV, Bangor; WRDO, Augusta; all Maine.

### Market Maker Stations

4000 W. Main Ave., Fargo, N. D.

Phone: AD 5-4461

President, Gen. Mgr.....John W. Boler  
V.P., Natl. Sales.....William L. Hurley  
Sales Promotion Mgr.....William Brouse  
Program. Pub. Dir.....Constance Blackstead  
V.P., Engineering.....Lloyd Amoo

#### BRANCH OFFICES

Grainger Hill, Valley City, N. D., Phone: 1500, Lloyd Amoo, V.P.; 4000 W. Main, Fargo, N. D., Phone: AD 5-4461, John W. Boler, Pres.

#### STATIONS

KBMB-TV, Bismarck; KXMC-TV, Minot; KXJB-TV, Valley City; KXGO-TV, Fargo, all N. D.; KXAB-TV, Aberdeen, S. D.

### Matison Stations

Box 367, Laurel, Miss.

Phone: 5601

President.....Harold Matison  
General Manager.....Frank Sumrall  
Manager.....Paul Carlisle  
Commercial Manager.....M. M. Caver  
Sales Prom., Prog. Dir.....Dave Kane  
Publicity Dir.....Len Maith  
Chief Engineer.....Lester Johnson

#### STATIONS

WAML, Laurel; WXXX, Hattiesburg; WABO, Waynesboro, all Miss.

### Wendell Mayes Stations

c/o KNOW, 520 Capital Nat. Bank Bldg., Austin, Tex.

President.....W. Mayes

#### STATIONS

KNOW, Austin; KBWD, Brownwood; KXOL, Ft. Worth; KCRS, Midland; KSNY, Snyder; WACO, Waco, all Tex.; KTOK, Oklahoma City, Okla.

### McClatchy Beeline Stations

21st & Q, Sacramento 4, Calif.

Phone: Gilbert 2-5011

President.....Eleanor McClatchy  
Dir. of Sales.....Keith Collins

#### STATIONS

KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

### C. A. McClure Stations

c/o WGBA, 1415 Wynnton Rd., Columbus, Ga.  
President.....C. A. McClure

#### STATIONS

WGBA, Columbus; WCHK, Canton, both Ga.; WULA, Eufaula, Ala.

### Lloyd C. McKenney Stations

c/o KBHM, 111 W. Pacific, Branson, Mo.  
General Manager.....L. C. McKenney

#### STATIONS

KBHM, Branson; KRMO, Monett, both Mo.; KMDO, Ft. Scott, Kan.

### McLendon Ebony Group

509 Lamar Life Bldg., Jackson, Miss.

Phone: FL eetwood 4-1617

Pres., Gen. Manager.....John McLendon

#### BRANCH OFFICES

5th Ave. at 15th St., Birmingham, Ala., Phone: FA 4-1026, Carrol Jackson, Mgr.; 1315 Milam St., Shreveport, La., Phone: 422-3122, Al Evans, Mgr.; 1604 W. 14th St., Little Rock, Ark., Phone: FR 2-0391, O. M. Teate, Mgr.; 1017 Lynch St., Jackson, Miss., Phone: FL 4-4096, J. McLendon, Mgr.

#### STATIONS

WENN, Birmingham, Ala.; KOKY, Little Rock, Ark.; KOKA, Shreveport, La.; WOKJ, Jackson, Miss.

### McLendon Stations

c/o KLIF, 2104 Jackson, Dallas, Tex.

President.....G. B. McLendon  
General Manager.....W. S. Morgan, Jr.

#### STATIONS

KILT, Houston; KLIF, Dallas; KTSA, San Antonio; all Tex.; KEEL, Shreveport, La.; WAKY, Louisville, Ky.; KABL, Oakland, Calif.; WYSL, Buffalo, N. Y.

### Bob McRaney Enterprises, Inc.

c/o WROB, Box 318, West Point, Miss.  
Phone: 1450

President.....B. McRaney  
General Mgr., Chief Eng.....Jack King

#### STATIONS

WROB, West Point; WAMY, Amory, both Miss.

### Meredith Station Group

17th & Locust Sts., Des Moines, Iowa

Phone: ATLantic 8-8511

Treas., Radio-TV Dir.....Payson Hall  
Asst. Dir. Radio-TV.....C. A. Larson

#### STATIONS

KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV, Syracuse; KRMG Tulsa, Okla.

**Merriman-Gober-Tobey Stations**

c/o KOBE, 940 N. Main St., Las Cruces, N. M.  
 President.....J. Gober

**STATIONS**

KOBE, Las Cruces; KWYK, Farmington;  
 KOTS, Deming, all N. M.

**Metropolitan Broadcasting**

205 E. 67th St., New York 21, N. Y.  
 Phone: LE 5-1000

Board Chairman & Pres.....John W. Kluge  
 V.P., Chg. of Television.....Bennet H. Korn  
 V.P., Dir. of Radio Sales.....H. D. Neuwirth  
 Treasurer.....Richard L. Geismar  
 Adv. & Prom. Manager.....Warren Boorum  
 Comptroller.....Joseph J. Madden  
 Gen. Counsel, Sec'y.....Robert Dreyer  
 Dir. of News & Sp. Events.....Martin Weldon  
 Research Dir.....Mary L. McKenna  
 Dir. of Trade & Bus. News.....H. J. Algas  
 Dir. of Pub., Sp. Events.....Phil Cowan

**BRANCH OFFICES**

565 Fifth Ave., New York 17, N. Y., Phone:  
 YU 6-7000 (WNEW), John V. B. Sullivan, V.P.  
 & Gen. Mgr.; 5000 Euclid Ave., Cleveland 3,  
 O., Phone: EX 1-5000 (WHK), Jack Thayer, V.P.  
 & Gen. Mgr.; 35 S. 9th St., Philadelphia 7, Pa.,  
 Phone: WA 2-6800 (WIP), Harvey L. Glascock,  
 V.P. & Gen. Mgr.; Hotel Raleigh, Washington  
 4, D. C., Phone: ST 3-5300 (WTTG), John E.  
 McArdle, V.P. & Gen. Mgr.; 621 Main St.,  
 Peoria, Ill., Phone: 699-7211 (WTVH), Donn R.  
 Colee, V.P. & Gen. Mgr.; 225 E. Miner Ave.,  
 Stockton, Calif., Phone: HO 6-6981 (KQVR),  
 C. G. DeLaney, V.P. & Gen. Mgr.; S. Side Dr.,  
 Decatur, Ill., Phone: DE 8-4304 (WTVP), Bob  
 King, VP. & Gen. Mgr.; 1 E. 57th St., New  
 York 22, N. Y., Phone: PL 3-0484 (WRUL), Ralf  
 Brent, President.

**STATIONS**

WNEW-AM-FM-TV, WRUL, New York; WHK-  
 AM-FM, Cleveland; WTTG-TV, Washington,  
 D. C.; WTVH-TV, Peoria; KQVR-TV, Stockton;  
 WTVP-TV, Decatur; WIP-AM-FM, Philadelphia.

**Metzger-Ax-Metzloff Stations**

c/o WITY, P. O. Box 142, Danville, Ill.  
 President.....G. E. Metzger

**STATIONS**

WITY, Danville; WITE, Brazil, WITZ, Jasper,  
 both Ind.

**Midcontinent B'casting Co.**

Northwestern Bank Bldg., Minneapolis, Minn.  
 Phone: FEderal 3-0406

President.....N. L. Bentson  
 General Manager.....Frank McGivern  
 Asst. General Mgr.....Bill Bengtson  
 Program Director.....Dick Vance  
 Chief Engineer.....Homer Child

**STATIONS**

WLOL, Minneapolis; WKOW, Madison;  
 KELO, Sioux Falls.

**Midnight Sun Broadcasting Co.**

Box 910  
 c/o KFAR, Fairbanks, Alaska

**STATIONS**

KFAR-AM-TV, Fairbanks; KENI-AM-TV, An-  
 chorage; KTKN, Ketchikan, all Alaska.

**The Mid-South Network**

WELO Bldg., Tupelo, Miss.  
 Phone: VI 2-7658

President.....Birney Imes  
 General Manager.....Bob Evans  
 Chief Engineer.....Tom McFerrin

**STATIONS**

WCBI, Columbus; WELO, Tupelo; WMOX,  
 Meridian; WROX, Clarksdale; WNAG, Gren-  
 ada; WONA, Winona, all Miss.

**Miners Bestg. Stations**

c/o WMBA, 304 Merchant St., Ambridge, Pa.  
 President.....J. T. Maguire  
 WMBA, Ambridge; WLSH, Lansford; WPAM,  
 Pottsville, all Pa.

**Mining Journal Stations**

c/o WMIQ, 211 E. Ludington St.,  
 Iron Mountain, Mich.

President.....F. J. Russell

**STATIONS**

WMIQ, Iron Mountain; WIRN, Wakefield;  
 WLST, Escanaba; WDMJ, Marquette, all Mich.;  
 WROD, Daytona Beach, Fla.; WMAM, Mari-  
 nette, Wisc.

**Miracle Valley Radio Network**

3rd & N. St. N.

Station WETZ, New Martinsville, W. Va.  
 Executive.....John T. Taylor  
 Representative.....Clark

**STATIONS**

WMOD, Moundsville; WETZ, New Martins-  
 ville; WCEF, Parkersburg, all W. Va.

**Montana Metropolitan Markets Group**

148 S. Main St., Salt Lake City, Utah  
 Sales Manager.....Lynn L. Meyer

**STATIONS**

KBMY, Billings; KMON, Great Falls; KOPR,  
 Butte, Mont.

**Carleton W. Morris Stations**

c/o KHFH, Box 472, Sierra Vista, Ariz.  
 President.....C. W. Morris

**STATIONS**

KHFH, Sierra Vista; KNOG, Nogales; KSUN,  
 Bisbee, all Ariz.

**Mt. Vernon Bestg. Co.**

Box 231, Mt. Vernon, Ind.  
 Phone: PO 3-4484

President.....H. C. Sanders  
 General, Comm. Mgr.....F. Courtney Smith  
 Program Director.....Ken Kessler  
 Chief Engineer.....Stan Wilson

**STATIONS**

WPCO, Mt. Vernon; WBNI, Boonville;  
 WBTO, Linton, all Ind.

**REGIONAL NETWORKS** ~~~~~

**National Spanish Language Network**

122 E. 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-4500

General Manager.....Arthur Gordon  
Sales Prom., Pub. Dir.....Al Alpert  
**BRANCH OFFICE**

672 S. Lafayette Pk. Pl., Los Angeles, Calif.  
Phone: DUNkirk 2-3200, Ch. Exec., Harlan Oakes; 260 Kearney St., San Francisco, Calif.,  
Phone: EXbrook 7-4827, Ch. Exec., Ed Gamrin;  
1401 Peachtree St. N.E., Atlanta, Ga., Phone:  
Trinity 5-9403, Ch. Exec., Barney Ochs.

**STATIONS**

KWKW, Los Angeles; XEXX, Tijuana-San Diego; KGST, Fresno, all Calif.; KABQ, Albuquerque, N. M.; KIFN, Phoenix; KEVT, Tucson; both Ariz.; K-UBO, San Antonio; KCCT, Corpus Christi; XEJ, El Paso; XEO, Brownsville; XEOR, McAllen; KLVL, Houston; all Texas. WSOL, Tampa, Fla.

**Robert R. Neathery Stations**

c/o KBHM, 111 W. Pacific, Branson, Mo.

Co-owner.....R. R. Neathery

**STATIONS**

KBHM, Branson; KALM, Thayer; KWPM, West Plains; KUKU, Willow Springs, all Mo.

**Nevada Network**

c/o KOLO, El Cortez Hotel, Reno, Nev.

Manager.....B. Sanders

**STATIONS**

KOLO, Reno; KELY, Ely; KORK, Las Vegas; KWNA, Winnemucca.

**New England Merchandising Network**

c/o WFEA, Box 149, Manchester, N. H.  
Phone: NA 2-1661

Managing Director.....James F. Keough  
**STATIONS**

WFEA, Manchester; WWNH, Rochester, both N. H.; WHAV, Haverhill; WFGM, Fitchburg; WCCM, Lawrence, all Mass.; WGAN, Portland, Me.

**Newhouse Newspaper Stations**

1030 James St., Syracuse, N. Y.  
Phone: 3-7111

**STATIONS**

WSYR-AM-TV, Syracuse; WTPA-TV, Harrisburg; KOIN-AM-TV, Portland, Ore.; WAPI-AM-TV, Birmingham, Ala.; KTVI-TV, St. Louis.

**New South Broadcasting Stations**

c/o WNSL, 116 Beacon St., Laurel, Miss.

President.....F. E. Holladay  
**STATIONS**

WNSL, Laurel; WLSM, Louisville; WOKK, Meridian; all Miss.; WACT, Tuscaloosa, Ala.

**New South Radio Network**

c/o WOKK, P. O. Box 528, Meridian, Miss.  
Phone: 482-6133

Co-owner, Sales Prom. Mgr.... Joseph Carson  
Co-owner.....F. E. Holladay

Program Director..... Gary Smith  
Chief Engineer..... Robert K. Wall

**STATIONS**

WOKK, Meridian; WNSL, Laurel; WLSM, Louisville; WVMI, Biloxi, all Miss.; WACT, Tuscaloosa, Ala.

**Norbentine Fathers Stations**

c/o WHBY, 600 S. Lawe St., Appleton, Wisc.  
**STATIONS**

WHBY, Appleton; WBAY-AM-TV, Green Bay, Wisc.

**North Country Stations of Vermont**

Concord Ave., St. Johnsbury, Vt.

Phone: Pioneer 8-2344

Pres., Gen. Mgr..... E. Dean Finney  
Program Director..... Douglas N. Drown  
Chief Engineer..... Ralph M. Dennis

**BRANCH OFFICES**

Concord Ave., St. Johnsbury, Vt., Phone: PI 8-2344, E. Dean Finney, Gen. Mgr.; Farrant St., Newport, Vt., Phone: Newport 832, William Diamond.

**STATIONS**

WTWN, St. Johnsbury; WIKE, Newport; both Vt.

**North Dakota Bestg. Co. Stations**

c/o KXMC-TV, Highway 83, S. Minot, N. D.

President.....J. W. Boler

**STATIONS**

KXMC-TV, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck; KXGO, Fargo; all N. D.; KXAB-TV, Aberdeen, S. D.

**Northeast Radio Network**

127 West State St., Ithaca, N. Y.

Phone: 2-3098

President.....Ellis E. Erdman  
General Manager..... Joel Fleming  
Program Director..... Christopher Knapton  
Publicity Director..... Patricia Bell  
Chief Engineer..... Gerald Cushing

**STATIONS**

WKOP-AM-FM, Binghamton; WJTN-AM-FM, Jamestown; WHLD-AM-FM, Niagara Falls; WEAV-AM-FM, Plattsburg; WKIP-AM-FM, Poughkeepsie; WMBO, Auburn; WBRV, Boonville; WDOE, Dunkirk; WENY, Elmira; WHHG, Hornell; WTKO, Ithaca; WMSA, Massena; WACK, Newark; WHDL, Olean; WHEC, Rochester; WGGO, Salamanca; WGY, Schenectady; WHEN, Syracuse; WOLF, Syracuse; WKAL, Utica-Rome; WDLA, Walton; WWNY, Watertown; WRRR-AM, Ithaca; WRRR-AM, Cherry Valley; WRRD-FM, DeRuyter; WRRE-FM, Bristol Center; WRRL-FM, Wethersfield; WNB-FM, Binghamton; WFLY-FM, Troy; WRUN-FM, Utica, all N. Y.; WATS, Sayre; WEJL, Scranton, both Pa.

**George W. Norton Stations**

c/o WFIE-TV, 1115 Mt. Auburn Rd.,

Evansville, Ind.

**STATIONS**

WFIE-TV, Evansville; WAVE-AM-TV, Louisville, Ky.

**The OK Group**

505 Baronne St., New Orleans, La.  
Phone: TU 5363

President.....Jules J. Paglin  
Exec. V.P., Gen. Mgr.....Stanley Ray Jr.  
Commercial Mgr.....Edward J. Prendergast  
Sales Promotion Mgr.....Fred Schwarz  
Program, Publicity Dir.....Rene Duffour  
Chief Engineer.....Lloyd Spates

**BRANCH OFFICES**

243 Convention, Baton Rouge, La., Phone:  
DI 4-7604, Tom McGuire, Gen. Mgr.; 1 Mill St.,  
Lake Charles, La., Phone: HE 6-7541, Roy  
Rhodes, Gen. Mgr.; 800 Gum St., Mobile, Ala.,  
Phone: HE 2-8661, Bob Grimes, Gen. Mgr.; 613  
Preston, Houston, Tex., Phone: CA 7-3108, Joe  
Fife, Gen. Mgr.; 361 S. 2nd, Memphis, Tenn.,  
Phone: 7-9565, Ed Nyy, Gen. Mgr.

**STATIONS**

WBOK New Orleans; KYOK Houston;  
KAOK Lake Charles; WXOK Baton Rouge;  
WLOK, Memphis; WGOK, Mobile, Ala.

**Olean Bestg. Corp. Stations**

c/o WSET, Queensbury Hotel,  
Glens Falls, N. Y.

President.....D. W. Merriman

**STATIONS**

WSET, Glens Falls; WMNS, Olean; WIPS,  
Ticonderoga, all N. Y.

**The Oregon Trail Network**

2030 Auburn Ave.,

c/o Sta. KBKR, Baker, Oregon

General Manager.....Gordon Capps

**STATIONS**

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

**James H. Ottaway Stations**

c/o WDOS, 104 Chestnut St., Oneonta, N. Y.

President.....J. H. Ottaway

**STATIONS**

WDOS, Oneonta; WENE, Endicott; both N. Y.;  
WVPO, Stroudsburg, Pa.

**Ozark Network**

(A Div. of Magic Circle Network)

1718 Meadowmere, Springfield, Mo.

General Manager.....Richard Bradley

Representative.....Magic Circle

**STATIONS**

KICK, Springfield; KBTN, Neosho; KRMO,  
Monett; KWPM, West Plains; KALM, Thayer;  
KLRS, Mountain Grove, KBHM, Branson, Mo.;  
KMDO, Fort Scott, Kans.; KUKU, Willow Springs.

**B. J. Palmer Stations**

c/o WHO, 1100 Walnut St., Des Moines, Iowa

President.....Col. B. J. Palmer

**STATIONS**

WHO-AM-TV, Des Moines; WOC-AM-TV,  
Davenport; KMA, Shenandoah, all Iowa; KMTV,  
KFAB, Omaha, Neb.

**Peoples Bestg. Corp.**

246 N. High St., Columbus 16, O.  
Phone: CAPITAL 8-4711

President.....H. E. Evans

**STATIONS**

WGAR, Cleveland; WRFD, Worthington, both  
O.; WNAX, Yankton, S. D.; WTTM, Trenton,  
N. J.; WMMM, Fairmont, W. Va.; KVTV (TV),  
Sioux City, Iowa.

**Perry Stations**

c/o WNDB, 128 Orange Ave.,  
Daytona Beach, Fla.

**STATIONS**

WNDB, Daytona Beach; WESH-TV, Daytona  
Beach; WJHP-TV, Jacksonville, all Fla.

**David P. Pinkston Stations**

c/o KZIP, 808 Charlotte St., Amarillo, Tex.  
**STATIONS**

KZIP, Amarillo; KDAV, Lubbock; KPEP, San  
Angelo; KPIK, Colorado Springs, Colo.

**The Plough Stations**

112 Union Ave., Memphis, Tenn.  
Phone: JAckson 5-2663

President.....Harold R. Krelstein

V.P., Chg. of Sales.....Rodger May

V.P., Programming.....E. M. Plumstead

V.P., Engineering.....Joseph G. Deaderick

Asst. Sec.-Treas.....V. E. Edwards

**STATIONS**

WPLO-AM-FM, Atlanta, Ga.; WCAO-AM-FM,  
Baltimore, Md.; WCOP-AM-FM, Boston, Mass.;  
WJJD-AM-FM, Chicago, Ill.; WMPS-AM-FM,  
Memphis, Tenn.

**John Poole Stations**

6540 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 3-3205

President & Gen. Mgr.....John H. Poole

**STATIONS**

KBIG, Avalon; KBIQ-FM, Los Angeles.

**Norman O. Protsman  
Stations**

c/o WMAF, Box 621, Madison, Fla.

General Manager.....N. O. Protsman

**STATIONS**

WMAF, Madison; WNER, Live Oak, both Fla.;  
WVLD, Valdosta, Ga.

**Puritan Network**

158 Broad St., Lynn, Mass.

President.....Theodore Feinstein

**STATIONS**

WOTW, Nashua, N. H.; WTSA, Brattleboro,  
Vt.; WLYN, Lynn; WNBP, Newburyport, both  
Mass.

**QXR Network**

229 West 43rd St., New York 36, N. Y.

Phone: LACKawanna 4-1100

Board Chairman.....Arthur Hays Sulzberger

President.....Orvil E. Dryfoos



## REGIONAL NETWORKS

Exec. V.P. .... Elliott M. Sanger  
 V.P. Sales .... Norman S. McGee  
 General Manager .... James Sondheim  
 Promotion Dir. .... Elliott M. Sanger, Jr.  
 Engineering Dir. .... Louis J. Kleinklaus

### STATIONS

**WFLY-FM**, Albany, Troy, Schenectady;  
**WKOP-FM**, Binghamton; **WGR-FM**, Buffalo;  
**WRRF-FM**, Ithaca; **WJTN-FM**, Jamestown;  
**WHDL-FM**, Olean; **WROC-FM**, Rochester;  
**WSYR-FM**, Syracuse; **WRUN-FM**, Utica-Rome;  
**WKOP-FM**, Poughkeepsie, all N. Y.; **WXHR**,  
 Boston; **WTAG-FM**, Worcester, both Mass.;  
**WCCC-FM**, Hartford, Conn.; **WPFM**, Providence,  
 R. I.; **WFMZ**, Allentown; **WDAS-FM**, Phila.,  
 both Pa.; **WITH-FM**, Baltimore, Md.; **WASH-**  
**FM**, Washington, D. C.; **WSNJ-FM**, Bridgeton,  
 N. J.

Non-interconnected Major Market Group af-  
 filiates: **KCBH-FM**, Los Angeles, **KFSD-FM**, San  
 Diego, **KAFE**, San Francisco, all Calif.; **KCMO-**  
**FM**, Kansas City, **KCFM-FM**, St. Louis, both  
 Mo.; **WFMF-FM**, Chicago; **WDOK-FM**, Cleve-  
 land; **WLDM-FM**, Detroit; **WFBM-FM**, Indian-  
 apolis; **WWPB-FM**, Miami, Fla.; **WFMR-FM**,  
 Milwaukee; **KWFM-FM**, Minneapolis; **WRVC-**  
**FM**, Norfolk **WLOA-FM**, Pittsburgh, Pa.

### Radio Montana West

c/o **KXLF**, 1003 S. Mont St., Butte, Mont.  
 General Manager ..... E. B. Craney

### STATIONS

**KXLF**, Butte; **KXLK**, Great Falls; **KXLJ**,  
 Helena; **KXLL**, Missoula; **KARR**, Great Falls.

### Henry Rau Stations

2000 P St., N.W., Washington, D. C.  
 Phone: HObart 2-3900

President, General Mgr. .... Henry Rau  
 Commercial Mgr. .... Stanley Barclay  
 Dir. of Engineering .... Lloyd S. Smith  
 Chief Engineer .... Joseph Volsmid

### STATIONS

**WARK**, Hagerstown, Md.; **WNAV**, Annapo-  
 lis, Md.; **WDOV**, Dover, Del.

### Cyril W. Reddoch Stations

c/o **KSTV**, Box 102, Stephenville, Tex.  
 President ..... C. W. Reddoch

### STATIONS

**KSTV**, Stephenville; **KREH**, Oakdale; **KDLA**,  
 DeRidder, both La.

### Rennekamp Stations

513-515 Berger Bldg., Pittsburgh 19, Pa.  
 Phone: AT 1-1365

President ..... Kenneth E. Rennekamp  
 General Manager ..... John Wellenhoffer  
 Commercial Mgr. .... H. Jack Duncan  
 Sales Promotion Mgr. .... Ted Finney  
 Program Director ..... Ruth Siembida  
 Publicity Director ..... Steve Peters  
 Chief Engineer ..... Harry Coulter

### BRANCH OFFICES

Broadcast Hill, Oil City, Pa. Phone: 4-1269.  
 Ted Finney, 25½ N. Center St., Corry, Pa.  
 Phone: 3-6611. John Wellenhoffer.

### STATIONS

**WTRA**, Latrobe; **WKRZ**, **WDJR**, Oil City;  
**WKBL**, St. Mary's; **WOTH**, Corry, all Pa.

### Donald W. Reynolds Stations

c/o **KNAC-TV**, 101 N. 4th St., Fort Smith, Ark.  
 Owner ..... D. W. Reynolds

### STATIONS

**KNAC-TV**, **KFSA**, Ft. Smith; **KBRS**, Spring-  
 dale, all Ark.; **KLRJ-TV**, Henderson; **KOLO-**  
**AM-TV**, Reno; **KORK**, Las Vegas, all Nev.;  
**KGNS-TV**, Laredo, Tex.; **KHBG**, Okmulgee, Okla.

### Maxwell E. Richmond Stations

c/o **WMEX**, 70 Brookline Ave., Boston, Mass.  
 President ..... M. E. Richmond

### STATIONS

**WMEX**, Boston; **KBMI**, Henderson, Nev.;  
**WGPC**, Morningside, Md.

### Ridder Publications

c/o **WCCO**, 625 Second Ave., S.  
 Minneapolis, Minn.

Owner ..... V. F. Ridder

### STATIONS

**WCCO-AM-TV**, Minneapolis; **KSDN**, Aberdeen.  
 S. D.; **WDSM-AM-TV**, Superior, Wisc.; **KILO**,  
 Grand Forks, N. D.

### Dee Rivers Stations

c/o **WSWN**, P. O. Box 8, Belle Glade, Fla.  
 Board Chairman ..... E. D. Rivers, Jr.

### STATIONS

**WSWN**, Belle Glade, Fla.; **KWAM**, Memphis,  
 Tenn.; **WEAS**, Decatur; **WJIV**, Savannah, both  
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### James Rivers Stations

c/o **WDOL**, Box 429, Athens, Ga.  
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### STATIONS

**WDOL**, Athens; **WJAZ**, Albany; **WMJM**, Cor-  
 dele; **WTJH**, East Point; **WKTG**, Thomasville;  
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### RKO General, Inc.

1440 Broadway, New York 18, N. Y.  
 Phone: LONgacre 4-8000

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 V.P., Chg. Bcstg. .... Hathaway Watson  
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 Ass't to V.P. in charge of Bcstg. Operations ..  
 A. L. Anfield, Jr.

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**WNAC-AM-FM-TV**, Boston; **KHJ-AM-FV-TV**,  
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**FM-TV**, New York; **WHBQ-AM-TV**, Memphis;  
**CKLW-AM-TV**, Detroit-Windsor; **WGMS**, Wash-  
 ington D. C.; **WHCT**, Hartford; Also owns and  
 operates the Yankee Network.

**Cecil W. Roberts Stations**

c/o KCHI, Farmington, Mo.

President.....C. W. Roberts

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KCHI, Chillicothe; KBIA, Columbia; KREL, Farmington, all Mo.; KCRB, Chanute, Kan.

**Aaron B. Robinson Stations**

c/o WDXN, Bailey Bldg., Clarksville, Tenn.

President.....A. B. Robinson

**STATIONS**

WDXN, Clarksville; WDXI-AM-TV, Jackson; WDXE, Lawrenceburg; WTPR, Paris; WENK, Union City, all Tenn.; WCMA, Corinth, Miss.

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c/o WBOP, 431 W. Belmont, Pensacola, Fla.

President.....E. O. Roden

**STATIONS**

WBOP, Pensacola; WGGM, Gulfport; WBIP, Booneville; WTUP, Tupelo, all Miss.; WTUG, Tuscaloosa, Ala.

**Rollins Broadcasting, Inc.**

Box 2167, Wilmington 1, Del.

Phone: OLYMPIA 4-8881

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Vice President.....Albert R. Lanphear

Dir. Public Rel.....Tim Crow

Engineering Dir.....G. Russell Chambers

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c/o WISR, Box 151, Butler, Pa.

President.....J. W. Rosenblum

**STATIONS**

WISR, Butler; WACB, Kittanning; WSHH, Latrobe, all Pa.; WTIG, Massillon, O.

**Rounsaville Radio Stations**

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Phone: CEDAR 1-3000

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Program Director.....Joyce Monroe

Chief Engineer.....Paul Cram

**STATIONS**

KRZY, Dallas, Tex.; WLOU, Louisville, Ky.; WCIN, Cincinnati, Ohio; WMBM, Miami, Fla.; WVOL, Nashville, Tenn.; WYLD, New Orleans, La.; WTMP, Tampa, Fla.

**Salt Lake Metropolitan Markets Group**

146 S. Main St., Salt Lake City, Utah

Phone: EMPIRE 4-3561

Sales Manager.....L. L. Meyer

**STATIONS**

KLO, Ogden; KOVO, Provo; KALL, Salt Lake City.

**Samuels Stations**

c/o WWIS, P. O. Box 32, Black River Falls, Wisc.

President.....H. Samuels

**STATIONS**

WKAZ, Charleston, W. Va.; WWIS, Black River Falls; WDLB, Marshfield, all Wisc.; KODY, N. Platte, Neb.

**Scripps Howard Group**

1121 Union Central Bldg., Cincinnati, Ohio

Phone: MAIN 1-1811

President.....Jack R. Howard

**STATIONS**

WCPO AM-FM-TV Cincinnati, WNOX Knoxville, WMC, WMCT-TV Memphis.

**Seaton Stations**

114 North 4th St., Manhattan, Kan.

Phone: PRSCOTT 8-4451

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General Manager.....Lowell Jack

Commercial Mgr.....Dave Jackson

Sales Promotion Mgr.....James Brown

Program. Pub. Dir.....Howard Hill

Chief Engineer.....Charles Pultz

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KMAN, Manhattan; KGGF, Coffeyville, both Kan.; KHAS-AM-TV, Hastings, Neb.

**Seattle, Portland & Spokane Radio Grp.**

c/o KJR, 2600 26th Ave., S.W., Seattle, Wash.

President.....L. M. Smith

**STATIONS**

KJR, Seattle; KNEW, Spokane, both Wash.; KXL, Portland, Ore.

**Cary H. Simpson Stations**

c/o WTRN, 8 W. 10th St., Tyrone, Pa.

President.....C. H. Simpson

**STATIONS**

WTRN, Tyrone; WNBT, Wellsboro; WKBI, St. Mary's; WFRM, Coudersport; WBLF, Bellefonte, all Pa.

**Skyline TV Network**

Box 2091, Idaho Falls, Idaho

Phone: JA 3-4567

President.....A. W. Schwieder

Exec. V.P., Gen. Mgr.....Melvin B. Wright

Office Mgr.....Melva Searle

**STATIONS**

KOOK-TV, Billings; KXLF-TV, Butte; KFBB-TV, Great Falls, all Mont.; KID-TV, Idaho Falls; KLIX-TV, Twin Falls, both Idaho.

**Smith Broadcasting Stations**

c/o WJIG, West Side Dr., Tullahoma, Tenn.

President.....M. D. Smith, III

**REGIONAL NETWORKS** ~~~~~

**STATIONS**

WJIG, Tallahoma; WBYE, Calera; WAAY, Huntsville, both Ala.; WFBS, Ft. Walton Beach, Fla.

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President.....C. A. Smithgall

**STATIONS**

WRGA, Rome; WGGG, Gainesville, both Ga.; WCAS, Gadsden, Ala.

**Sombrero Stations**

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Director.....R. O'Connell

**STATIONS**

KUNO, Corpus Christi; KGBT, Harlingen; KCOR, San Antonio; XEK, Nuevo Laredo-Laredo; XEMJ, Piedras Negras-Eagle Pass.

**Sonderling Stations**

c/o WDIA, 2074 Union Ave., Memphis, Tenn.  
President.....E. Sonderling

**STATIONS**

WDIA, Memphis; WOPA, Oak Park; WOPT, Chicago, both Ill.; KDIA, Oakland, Calif.

**Southeastern Key Market Network**

P. O. Box 600, Florence, Ala.  
Phone: AT 2-7714

President.....Richard B. Biddle  
General Manager.....Bill Mapes  
Traffic Manager.....Janet McLeary

**STATIONS**

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WBLO, Evergreen; WHMA, Anniston; WJMW, Athens; WATM, Atmore; WAVZ, Boaz; WEZB, Birmingham; WPRN, Butler; WRAG, Carrollton; WRLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWF, Fayette; WTCB, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WTHG, Jackson; WWWB, Jasper; WRLD, Lanett; WBTF, Troy; WABB, Mobile; WMFC, Monroeville; WETU, Wetumpka; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZK, Ozark; WFHK, Pell City; WBCA, Bay Minette; WPID, Piedmont; WELR, Roanoke; WWWR, Russellville; WCRI, Scottsboro; WHBB, Selma; WMLS, Sylacauga; WNUZ, Talladega; WACT, Tuscaloosa; WABT, Tuskegee.

ARKANSAS: KBBA, Benton; KAGH, Crossett; KNLR, N. Little Rk.; KFFA, Helena; KBLO, Hot Springs; KVSA, McGhee; KVMA, Magnolia; KENA, Mena; KIBM, Monticello; KVOM, Morrilton; KBJT, Fordyce; KAMO, Rogers; KWAK, Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRF, Warren.

FLORIDA: WBAR, Bartow; WTRL, Bradenton; WCNU, Crestview; WDCF, Dade City; WELE, Daytona; WZEP, De Funiak Springs; WDCL, Clearwater; WLCO, Eustis; WFBF, Fernandina Beach; WORZ, Orlando; WPLA, Plant City; WKIZ, Key West; WGGG,

Gainesville; WQIK, Jacksonville; WZRO, Jacksonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WRIM, Pahokee; WSBB, New Smyrna Beach; WMOP, Ocala; WDLF, Panama City; WWPFF, Palatka; WPPA, Pensacola; WPRY, Perry; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WSTN, St. Augustine; WRGR, Starks; WMEN, Tallahassee; WSRA, Milton; WIRK, West Palm Beach; WSIR, Winter Haven; WGMA, Hollywood.

GEORGIA: WAAG, Adel; WWCC, Bremen; WDEC, Americus; WRFC, Athens; WYZE, Atlanta; WBLA, Augusta; WMGR, Bainbridge; WCLB, Camilla; WLBB, Carrollton; WFDR, Manchester; WCON, Cornelia; WGFS, Covington; WRCD, Dalton; WEAS, Decatur; WMLT, Dublin; WTJH, East Point; WBHB, Fitzgerald; WGML, Hinesville; WKEU, Griffin; WCEH, Hawkinsville; WBGR, Jesup; WLFA, Lafayette; WTRP, LaGrange; WIBB, Macon; WYTM, Madison; WBIE, Marietta; WMVG, Milledgeville; WMRE, Monroe; WMTM, Moultrie; WBBN, Perry; WLAQ, Rome; WSNT, Sandersville; WSOK, Savannah; WWNS, Statesboro; WSYL, Sylvania; WKTG, Thomasville; WTWA, Thomson; WLET, Toccoa; WJEM, Valdosta; WRPB, Warner Robins; WACL, Waycross; WBRO, Waynesboro; WRLD, West Point; WMOG, Brunswick; WDMF, Buford; WCGA, Calhoun; WCHK, Canton; WGAA, Cedartown; WGBA, Columbus; WJJC, Commerce; WJMJ, Cordele; WSIZ, Douglas; WSGC, Elberton; WKLY, Hartwell; WTIF, Tifton; WKLE, Washington; WIMO, Winder.

KENTUCKY: WFLW, Monticello.

LOUISIANA: KTRY, Bastrop; WCLS, Baton Rouge; WBOX, Bogalusa; WARB, Covington; KSIG, Crowley; KDLA, De Ridder; KEUN, Eunice; KFNV, Ferriday; KLFT, Golden Meadow; KDBS, Alexandria; KNOC, Natchitoches; KREH, Oakdale; KRUS, Ruston; KVPI, Ville Platte; KVCL, Winfield; WFPF, Hammond; KANV, Jonesville; KVIM, New Iberia; KLIC, Monroe; KCII, Houma; KASO, Minden; KENT, Shreveport; KTIB, Thibodaux.

MISSISSIPPI: WMPA, Aberdeen; WVMI,

Biloxi; WBIP, Booneville; WJMB, Brookhaven; WDOB, Canton; WGLC, Centreville; WKDL, Clarksdale; WCLD, Cleveland; WACR, Columbus; WCRR, Corinth; WMAG, Forest; WJPR, Greenville; WGRM, Greenwood; WNAG, Grenada; WBKH, Hattiesburg; WRBC, Jackson; WDLT, Indianola; WAML, Laurel; WNAT, Natchez; WLSM, Louisville; WMBC, Macon; WHOC, Phila.; WHNY, McComb; WNAU, New Albany; WBKN, Newton; WSUH, Oxford; WSSO, Starkville; WTUP, Tupelo; WQBC, Vicksburg; WABO, Waynesboro; WGCM, Gulfport; WKOZ, Kosciusko; WOKK, Meridian; WRJW, Picayune; WAZF, Yazoo City.

NORTH CAROLINA: WFSC, Franklin;

WGWR, Asheboro; WCGC, Belmont; WPNF, Brevard; WBBB, Burlington; WWIT, Canton; WEGO, Concord; WCKB, Dunn; WTIK, Durham; WCDJ, Edenton; WIFM, Elkin; WBBO, Forest City; WFBG, Fuquay Springs; WLTC,

Gastonia; WKDX, Hamlet; WLAS, Jacksonville; WKMT, Kings Mountain; WAGR, Lumberton; WMBL, Morehead; WMAP, Monroe; WSHE, Raleigh; WREV, Reidsville; WAYN, Rockingham; WSAT, Salisbury; WEYE, Sanford; WTAB, Tabor City; WADE, Wadesboro; WLSE, Wallace; WHCC, Waynesville; WENC, Whitesville; WFMC, Goldsboro; WPET, Greensboro; WCEC, Rocky Mount; WOHS, Shelby; WCHL, Chapel Hill; WRRZ, Clinton; WHKY, Hickory; WISP, Kinston; WEWO, Laurinburg; WBUY, Lexington; WSYD, Mt. Airy; WAIR, Winston-Salem.

**SOUTH CAROLINA:** WABV, Abbeville; WAKN, Aiken; WANS, Anderson; WBAW, Barnwell; WBEU, Beaufort; WHPB, Belton; WAGS, Bishopville; WOKE, Charleston; WGCD, Chester; WDAR, Darlington; WLAT, Conway; WELP, Easley; WFIS, Fountain Inn; WGTN, Georgetown; WBLR, Batesburg; WDKD, Kingstree; WGUS, N. Augusta; WJAY, Mullins; WMYB, Myrtle Beach; WTND, Orangeburg; WTYC, Rock Hill; WBCU, Union; WALD, Walterboro; WYCL, York; WCKI, Greer; WSSC, Sumter.

**TENNESSEE:** WLAR, Athens; WSEV, Sevierville; WKRM, Columbia; WKBL, Covington; WDKN, Dickson; WMSR, Manchester; WCPH, Etowah; WAGG, Franklin; WIRJ, Humboldt; WKGN, Knoxville; WLAF, LaFollette; WHDM, McKenzie; WDXL, Lexington; WJAK, Jackson; WKBJ, Milan; WJIG, Tullahoma; WGNS, Murfreesboro; WTUC, Union City; WKSU, Pulaski; WRGS, Rogersville; WORM, Savannah; WHAL, Shelbyville; WEPG, S. Pittsburg; WHIN, Galatin; W BMC, McMinnville.

**TEXAS:** KREL, Baytown; KEAN, Brownwood; KORA, Bryan; KVLB, Cleveland; KFLD, Floydada; KFST, Ft. Stockton; KSEY, Seymour.

**Southern Michigan Network**  
(Twin Valley Bcstrs., Inc.)  
Box 32, Coldwater, Mich.  
Phone: BRoadway 9-9119

President.....E. Harold Munn, Sr.  
General Manager.....E. Harold Munn, Jr.  
Commercial Manager...Normand H. Moore  
Chief Engineer.....Virgil Royer

**STATIONS**

WJBL, Holland, Mich.; WCMR, Elkhart, Ind.; WTVB, Coldwater, Mich.

**Southern Minnesota Network**  
101 N. Second St.  
c/o KYSM, Mankato, Minn.

Gen. Mgr.....Robert E. DeHaven

**STATIONS**

KYSM, Mankato; KROC, Rochester; KATE, Albert Lea, Minn.

**Southwest States, Inc.**

2201 Wyoming St., El Paso, Tex.  
Phone: KE 2-6551

Bd. Chairman.....Jack C. Vaughn  
President.....Cecil L. Trigg  
Commercial Manager.....George Collie

**STATIONS**

KROD-AM-TV, El Paso, KOSA-TV, Odessa,

KVII, Amarillo, all Tex.; KRNO, San Bernardino, Calif.

**Southwestern Bestg. Co. of Mississippi**

c/o WMDC, Highway 51 N.  
Hazelhurst, Miss.  
Phone: 869

President, Gen. Mgr.....Louis Alford  
Chief Engineer.....A. M. Smith

**STATIONS**

WMDC, Hazelhurst; WAPP, McComb; both Miss.; KADL, Pine Bluff, Ark.

**Speidel Broadcasting Corp.**

3300 Main St., Columbia, S. C.  
Phone: AL 6-1551

President.....Joe Speidel, III  
General Manager.....Russell George  
Chief Engineer.....W. W. Bridges

**STATIONS**

WOIC, Columbia; WPAL, Charleston; WYNN, Florence; WWBD, Bamberg, all S. C.

**Springfield Television Bestg. Corp.**

c/o WWLP, P. O. Box 2210  
Springfield, Mass.  
Phone: STate 5-5311

President.....W. L. Putnam

**STATIONS**

WWLP, Springfield; WWOR, Worcester; WRLP, Greenfield, all Mass.

**Star Broadcasting Company**

c/o WBBF, 339 East Ave., Rochester, N. Y.  
Phone: HA 6-8920

President.....Maurice R. Forman

**STATIONS**

WBBF, WCBF-TV, Rochester; WTLB, Utica; WGVA, Geneva, all N. Y.

**Stauffer Publications Stations**

c/o WIBW, P. O. Box 109, Topeka, Kan.  
President.....O. S. Stauffer

**STATIONS**

WIBW-AM-TV, Topeka; KSEK, Pittsburg; KSOK, Arkansas City, all Kan.; KGFF, Shawnee, Okla.

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8 W. King St., Lancaster, Pa.  
Phone: EXpress 7-5251

Gen. Mgr.....Clair R. McCollough

**STATIONS**

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WLEV-TV, Bethlehem, Pa.; WRAK, Williamsport.

**Stevens-Wisner Bestg., Inc.**

Waters Bldg., Grand Rapids 1, Mich.  
Phone: GLendale 6-5461

President.....J. Wisner

**STATIONS**

WLAV, Grand Rapids; WLEW, Bad Axe; WHLS-AM-TV, Port Huron; WOWE, Allegan, all Mich.



## REGIONAL NETWORKS

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c/o WLOB, 645 Congress St., Portland, Me.  
General Manager.....M. L. Stone  
STATIONS

WLOB, Portland; WGHM, Skowhegan; WFAU, Augusta; WSME, Sanford; WGUY, Bangor; WRUM, Rumford; WCOU, Lewiston, all Me.

### Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.  
Phone: UNION 6-0211

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Senior Vice Pres.....J. Harold Ryan  
Exec. V.P., Plan. & Finance.....Lee B. Wailes  
Exec. V.P. Oper.....Stanton P. Kettler  
Treasurer.....Harry A. Steensen  
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V.P. Radio Ops.....William E. Rine  
V.P. TV Ops.....George B. Storer, Jr.  
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V.P., Nat. Radio Dir.....Lionel F. Baxter  
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Dir. of Radio Pgm.....Grady Edney  
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Asst. Secretary.....A. A. Church  
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#### STATIONS

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### Storz Broadcasting Co.

Dupont Bldg., Miami, Fla.  
Phone: FR 4-6121

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Exec. Vice Pres.....G. W. Armstrong  
V.P., General Counsel.....Herbert S. Dolgoff  
V.P., Nat. Prog. Dir.....Grahme Richards  
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MA 3562, Fred Berthelson; Dupont Bldg., Miami, Fla., Phone: FR 4-6121, Jack Sandler.

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WDGY, Minneapolis, Minn.; WHB, Kansas City, Mo.; WITX, New Orleans, La.; WQAM, Miami, Fla.; KOMA, Oklahoma City, Okla.

### Stuart Stations

814 Stuart Bldg., Lincoln, Neb.  
Phone: HEMlock 2-6606

President.....J. Stuart  
Exec. V.P.....Richard W. Chapin

#### BRANCH OFFICES

Box 391, Salina, Kan., Phone: TA 3-3701, Robert McKune, Manager; 925 Pierce St., Sioux City, Iowa; Phone: 8-0628, Jan Dellinger, Manager; 315 S. Locust St., Grand Island, Neb., Phone: DU 2-5420, Vernon Stedry, Manager; 1521 W. 12th St., North Platte, Neb., Phone: LE 2-3344, Harry Peck, Manager.

#### STATIONS

KFOR, Lincoln; KRGI, Grand Island, KODY, North Platte, all Neb.; KSAL, Salina, Kans.; KMNS, Sioux City, Iowa.

### Taft Broadcasting Stations

c/o WKRC, 1906 Highland Ave.  
Cincinnati, O.

President.....H. Taft, Jr.  
Executive V.P.....D. G. Taft  
Senior V.P.....K. W. Church  
V.P., Oper.....L. H. Rogers II  
V.P., Sales.....D. L. Chapin  
V.P., Admin. & Plan.....R. B. Read  
V.P., Eng.....W. H. Hansher  
Treas.....D. S. Murphy

#### STATIONS

WKRC-AM-TV, Cincinnati; WTVN-AM-TV, Columbus, both O.; WBRC-AM-TV, Birmingham, Ala.; WKYT, Lexington, Ky.

### Taft Family Stations

c/o KLYK, Realty Bldg., Spokane, Wash.  
Owner.....A. G. Taft, Jr.

#### STATIONS

KLYK, Spokane; KRKO, Everett; KOL, Seattle; KBKW, Aberdeen, all Wash.

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Suite 432, Des Moines Bldg., Des Moines, Iowa  
President.....Glen Stanley  
Vice President.....Bernie Jacobsen  
V.P., Comm. Mgr.....Dutch Horning  
National Rep.....John E. Pearson Co.

#### STATIONS

KROS, Clinton; KSIB, Creston; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KCIM, Carroll; KOEL, Oelwein; KBOE, Oskaloosa; KOKX, Keokuk; KXIC, Iowa City.

### Tarlow Associates Stations

c/o WLOB, 645 Congress St., Portland, Me.  
President.....S. J. Tarlow

#### STATIONS

WLOB, Portland; WWOK, Charlotte, N. C.; WHIL, Medford-Boston, Mass.; WJBW, New Orleans; WARE, Ware, Mass.



**Sarkes Tarzian Inc. Stations**

E. Hillside Dr., Bloomington, Ind.  
Phone: ED 2-7251

President.....S. Tarzian  
**STATIONS**

WTTT, Bloomington; WFAM-TV, Lafayette;  
WTTV, Indianapolis; WPTA, WPTH, Ft.  
Wayne, all Ind.

**Tele-Broadcasters, Inc.**

41 E. 42nd St., New York, N. Y.  
Phone: MU 7-8436

President, Chief Eng.....H. Scott Killgore  
Publicity Director.....Marie J. Demott

**STATIONS**

KALL, Pasadena, Calif.; KUDL, Kansas City,  
Mo.; WPOP, Hartford, Conn.; KOFY, San Fran-  
cisco, Calif.

**Texas Spanish Language  
Network**

c/o National Time Sales  
122 E. 42nd St., N. Y. C. 17  
Phone: MU 2-4500

General Manager.....Arthur Gordon  
Sales Promotion Mgr.....Al Alperton

**BRANCH OFFICES**

672 S. Lafayette Park Pl., Los Angeles, Calif.,  
Phone: DUnkirk 2-3200, Harlan G. Oakes, Ch.  
Exec.; 260 Kearney St., San Francisco, Calif.,  
Phone EXbrook 7-4827, Ed Gamrin, Ch. Exec.;  
1401 Peachtree St. N.E., Atlanta, Ga., Phone:  
TRinity 5-9403, Barney Ochs, Ch. Exec.

**STATIONS**

KUBD, San Antonio; XEO, Brownsville; XEOR,  
McAllen; KLVV, Houston; XEJ, El Paso; KCCT,  
Corpus Christi, all Tex.

**Texas State Network, Inc.**

4801 W. Freeway, Fort Worth 1, Tex.  
Phone: PERshing 7-6631

President.....Gene L. Cagle  
V.P., General Manager.....Stan Wilson  
Sales Manager.....Dale Drake  
Chief Engineer.....Pete Peterson

**STATIONS**

KFJZ, Fort Worth; KRBC, Abilene; KGKL,  
San Angelo; KBST, Big Spring; KCRS,  
Midland; WRR, Dallas; KCMC, Texarkana;  
KFRO, Longview; KTBB, Tyler, all Texas.

**Thoms Radio-TV Enterprises  
(Harold H. Thoms Stations)**

75 Scenic Highway, Asheville, N. C.  
Phone: ALpine 4-4448

President.....Harold H. Thoms  
Vice President.....James P. Poston  
Natl. Sls. Mgr.....George Roesler  
Advertising Mgr.....M. S. Thoms  
Administrative Asst.....Hugh McMillan  
Secretary.....M. G. Thoms  
Chief Engineer.....John Randolph

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Wilmington, N. C.; WMSJ, Sylva, N. C.;  
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**J. Olin Tice Stations**

c/o WKTC, 2001 Suttle Ave., Charlotte, N. C..  
President.....J. O. Tice, Jr.

**STATIONS**

WKTC, Charlotte; WKEN, Dover, Del.; WMYB,  
Myrtle Beach; WCAY, Cayce, both S. C.

**Time Inc.**

Time & Life Bldg., New York 20, N. Y.  
Phone: JU 6-1212

V.P. (Time Inc.),

Bcst. Ops.....Weston C Pullen, Jr.  
Gen. Mgr., Bcst. Ops.....Frederick S. Gilbert  
Coordinator, Bcst. Ops.....Ole G. Morby  
Bus. Mgr., Bcst. Op.....Andrew J. Murtha

**STATIONS**

KLZ-AM-TV, Denver, Colo.; WOOD-AM-TV,  
Grand Rapids, Mich.; WFBM-AM-TV, Indian-  
apolis, Ind.; WTCN-AM-TV, Minneapolis, Minn.

**B. F. J. Timm Stations**

c/o WMFS, 835 McCallie Ave.  
Chattanooga, Tenn.

President.....B. F. J. Timm

**STATIONS**

WMEN, Tallahassee, Fla.; WDMG, Douglas,  
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**Tobacco Radio Network, Inc.**

516 S. Salisbury St., Raleigh, N. C.  
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President.....Vassie G. Balkcum  
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WHIT, New Bern; WDNC, Durham; WGN1,  
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**Transcontinent Television  
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15 E. 47th Street, New York City  
Phone: PLaza 1-3030

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## REGIONAL NETWORKS

### Triangle Publications, Inc.

Radio & TV Division

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Dir. of Natl. Sales. .... Edward H. Benedict  
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Business Mgr. .... John C. Harlan  
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46 & Market, Phila. 39 Pa., Phone EV 2-4700.  
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Pa., Phone: WI 4-2031, John Stilli, Gen. Mgr.;  
135 College St., New Haven, Conn., Phone:  
SP 7-3611, Howard Maschmeier, Gen. Mgr.;  
R. D. No. 5, Lebanon, Pa., Phone: CR 3-4551,  
J. Zimmerman, Gen. Mgr.; 733 "L" St., Fresno,  
Calif., Phone: AM 8-6444, Leslie H. Peard, Jr.,  
Gen. Mgr.; 320 Park Av., New York 22, N. Y.,  
Phone: PLaza 9-7115; Rm. 512, 400 N. Michi-  
gan Ave., Chicago 11, Ill., Phone: DEarborn  
7-0390, Frank Palmer, Mgr.

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WFIL-AM-FM-TV, Philadelphia; WNBC-AM-  
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Conn.; WLYH-TV, Lebanon, Pa.; KFRE-AM-FM-  
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P. O. Box 689, Corvallis, Ore.

Phone: PLaza 3-6633

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#### STATIONS

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### Tri-W Network

Box 622, Jasper, Ala.

Phone: FUlton 4-3461

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General Manager. .... William C. Edgemon  
Commercial Director. .... J. L. Sartain, Jr.  
Program Director. .... Marion B. Grant  
Publicity Director. .... Fred H. Norris  
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WSJV, South Bend-Elkhart, all Ind.

### Tullis & Hearne Bestg. Co.

3911 Pacific Highway, San Diego, Cal.

Phone: CYpress 8-8371

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General Manager. .... John H. Pace  
Commercial Manager. .... Joe Cahill  
Sales Prom., Pub. Dir. .... Bill Brown  
Program Director. .... Mell Hall  
Chief Engineer. .... Edgar Murphree

#### STATIONS

KAFY, Bakersfield, KFXM, San Bernardino,  
both Calif.

### Twin Valley Bcstrs., Inc.

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### United Broadcasting Network

Shoreham Hotel, Washington, D. C.

Phone: CO 5-2958

President. .... Richard Eaton

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

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### Upper Midwest Broadcasting System

512 Nicolett Bldg., Minneapolis, Minn.

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414 State St., St. Joseph, Mo., Phone: YU  
3-3992, Joseph D. Mackin, General Mgr.; 2333  
Bowen St. Rd., Phone: BE 5-3150, William L.  
McDonald, General Mgr.; 109½ Front St.,  
Beaver Dam, Wisc., Phone: TU 5-4442, Tom  
Faile, General Mgr.

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Ft. Collins, Colo.

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WTOP-AM-TV, Washington, D. C.; WJXT,  
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Promotion Mgr.....Bill Adams  
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Production Mgr.....Jim Kontoleon  
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7400 College Ave., Lubbock, Texas  
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land, Ohio; KYW-TV, Cleveland, Ohio; KEX,  
Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-  
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WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,  
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**Whitman Stations**

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**STATIONS**

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President.....Lew J. Process  
Gen., Comm. Mgr.....George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU,  
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gan; WPG, Green Bay; WFHR, Wisconsin  
Rapids; WWCF, Baraboo; WSAU, Wausau;  
WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ,  
Beloit; WWCF, Baraboo, all Wisc.

## REGIONAL NETWORKS

### WKAP, Inc.

Box 689, Allentown, Pa.  
Phone: HEMlock 3-3166

President.....N. Joe Rahall  
General Manager.....Ogden R. Davies  
Commercial Manager.....Jerry Duckett  
Program Director.....Alan D. Raber  
Publicity Director.....Samuel J. Anderson  
Chief Engineer.....C. Frank Cordaro

#### STATIONS

WKAP, Allentown, WNAR, Norristown, both Pa.; WLCY, St. Petersburg, WQTY, Jacksonville, both Fla.; WWNR, Beckley, W. Va.

### WKY Television System

c/o WKY, 500 E. Britton Rd.  
Oklahoma City, Okla.

President.....E. K. Gaylord

#### STATIONS

WKY-AM-TV, Oklahoma City; WTVT, Tampa, Fla.

### Wometco Enterprises Stations

c/o WLOS, 288 Macon Ave., Asheville, N. C.  
Phone: Alpine 4-4321

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V.P., General Mgr.....Theodore A. Eiland  
V.P., Gen. Sales Mgr.....Saul Rosenzweig  
Sales Prom., Pub. Dir.....Don Shepherd  
Program Dir.....Mort Cohn  
Chief Engineer.....George F. Sprague

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President.....A. M. Woodall

#### STATIONS

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### W. C. Woodall Jr. Stations

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President.....W. C. Woodall

#### STATIONS

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### J. W. Woodruff Jr. Stations

Box 270, Columbus, Ga.  
President.....J. W. Woodruff, Jr.

#### STATIONS

WGPC, Albany; WAZA, Bainbridge; WRBL-AM-TV, Columbus, all Ga.

### The Yankee Network

21 Brookline Ave., Boston 15, Mass.  
Phone: Commonwealth 6-0800

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Vice President.....Thomas Bateson

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Sales Promotion Mgr.....George Hallberg  
Program Director.....John D. Maloy  
Publicity Director.....Phyllis Doherty  
Chief Engineer.....Irving B. Robinson

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250 W. 57th St. (19).....JU 2-1958

Adams Agency, Bret  
24 W. 45th St. (36).....YU 6-3360

Adams-Leigh Associates Agency  
7 W. 46th St. (36).....JU 2-3223

Adler, Harry  
165 W. 46th St. (36).....PL 7-2535

Alexander Agency, Inc., Willard  
660 Madison Ave.....PL 1-7070

Althoff, Hattie  
30 Rockefeller Plaza (20).....CO 5-3583

Amerling Agency, Joel  
119 W. 57th St. (19).....PL 7-4595

Appell, James S.  
400 Madison Ave. ....PL 3-7840

Arnold Agency, Laura  
545 Fifth Ave.....MU 2-2795

Arnold Agency, Lillian  
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Arthur Associates Agency, Irvin  
853 Seventh Ave.....JU 6-2660

Artist Management Associates  
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Ashley-Steiner Inc. Agency  
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Associated Booking Corp. Agency  
745 Fifth Ave. (22).....PL 9-4600

Astor Agency, Richard  
119 W. 57th St. (19).....JU 6-4616

Barry Agency, The  
110 W. 55th St.....CI 6-5740

Basch, Buddy  
17 E. 45th St.....MU 7-8351

Beaudet, Ray  
15 E. 48th St. (17).....PL 5-1732

Becker Advertising Service, V. S.  
561 Fifth Ave.....MU 2-0777

Beers Agency, Nathan T., Jr.  
55 W. 42nd St. (36).....LO 5-1383

Bel Canto Theatrical Agency  
55 W. 42nd St. (36).....PE 6-0787

Bishop Agency, Lola  
220 W. 42nd St. (36).....LO 3-1260

Bonnie Kid Agency  
1674 Broadway (19).....CI 6-0223

Brandt & Brandt Dramatic Dept. Inc.  
101 Park Ave.....MU 3-5890

Briscoe & Arthur, Inc.  
234 W. 44th St.....PL 9-1344

Broder Agency, Jane  
40 E. 49th St. (17).....MU 8-0960

Brooks Inc. Agency, Emily  
515 Madison Ave. (22).....PL 8-0842

Brooks, Ted  
134 E. 57th St.....PL 9-1344

Brown Agency, Henry C.  
75 E. 55th St. (22).....PL 9-7474

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48 W. 48th St. (36).....PL 7-4540

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527 Madison Ave. (22).....PL 1-5750

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119 W. 57th St. (19).....CI 5-0690

Castle Artists Co. Agency  
502 Fifth Ave.....JU 2-5720

Central Casting Corp.  
200 W. 57th St.....CO 5-0756

Central Park South Associates  
36 Central Pk. S. (19).....PL 1-2180

Circle Artists Corp.  
48 W. 48th St. (36).....PL 7-7100

Claire, Billy  
1564 Broadway (36).....CI 6-7048

Cogan Agency, Inc., David J.  
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Cohan, Louis W.  
1225 Broadway.....MU 6-4595

Cohn, Theatrical Agency, Dave  
165 W. 46th St. (36).....PL 7-7536

Coleman Agency, Deborah  
200 W. 57th St. (19).....PL 7-6272

Coleman Agency, Raymond  
30 W. 60th St. (23).....JU 2-7697

Collins Agency, Leroy  
1697 Broadway.  
Collins Corp. Agency, Ted  
500 Fifth Ave.....CH 4-5036

Columbia Artists Management, Inc.  
113 W. 57th St.....CI 7-6900

Conaway Agency, Charles  
157 W. 57th St.....CI 7-4490

Concert Associates, Inc. Agency  
36 W. 57th St. (19).....PL 7-2045

Couran-Republic Agency  
510 Madison Ave.....MU 8-0136

Consolidated Concerts  
30 Rockefeller Plaza (20).....CO 5-3580

Conway Agency, Julie  
160 W. 46th St.....CO 5-8717

Cooper Associates Agency, Frank  
17 E. 54th St. (22).....PL 1-0725

Curtis, Mort  
221 W. 57th St. (19).....CI 7-4915

Deacy Agency, Jane  
60 E. 42nd St. (17).....YU 6-2570

Degroot Consultants, Inc., Roy  
545 Fifth Ave.....MU 7-6865

Dell, William  
1560 Broadway (36).....PL 7-2231

Deutsch Agency, Inc., Milton  
200 W. 57th St. (19).....CI 7-1627

Dobritsch Agency, Alexander  
250 W. 57th St. (19).....CO 5-4682

Doelling Agency, Mary G.  
730 Fifth Ave. (19).....JU 6-8915

Eastman Agency, Carl  
141 E. 55th St. (22).....PL 1-5566

Entertainment Bureau of America  
127 W. 43rd St. (36).....JU 2-3267

Etkin Agency, Irene  
527 Madison Ave. (22).....PL 5-5547

Evans Agency, Ray  
119 W. 57th St. (19).....CI 6-2230

Fadiman Associates, Ltd.  
1501 Broadway (36).....LA 4-3544

Famous Artists Corp.  
610 Fifth Ave.....CI 7-0200

Flaum, Joe  
1697 Broadway (19).....CI 7-7276

Ford Model Agency, Inc.  
949 Second Ave. (22).....PL 5-1587

Foster-Ferguson Agency  
141 E. 44th St. (17).....YU 6-4330

Foy Model Agency, Inc.  
35 W. 53rd St. (19).....CI 7-0380

Gabbe, Lutz, Heller & Loeb  
119 W. 57th St.....CI 5-7998

Garber Agency, Maggie  
400 E. 57th St.....PL 9-8672

Garrick Associates Agency, Dale  
117 W. 48th St. (36).....CI 6-8985

General Artists Corp.  
640 Fifth Ave. (19).....CI 7-7643

Gewald Agency, Robert  
1 W. 58th St. (19).....PL 3-0450

Gibbs Agency, Inc.  
12 W. 55th St. (19).....PL 7-5959

Giesen Management Inc. Agency  
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Goodman, Martin 36 Central Pk. S.	PL 1-3555	Marks Talent Agency Inc., Herbert 113 W. 57th St. (19)	JU 6-0334
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Grayson, Ken 1560 Broadway (36)	CI 6-1974	McCaffrey Agency, William 501 Madison Ave. (22)	EL 5-1076
Grossman, Mim 1561 Broadway (36)	PL 7-3985	McClelland-Libby Agency, Inc. 8 W. 56th St. (19)	CI 5-3555
Grund Enterprises, Leo 15 E. 48th St. (17)	PL 5-8620	McDermott Enterprises Agency, Marge 60 E. 42nd St. (17)	MU 7-4363
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Hofmann Agency, Hans J. 200 W. 58th St. (19)	CI 6-1557	Muldane Agency, Clarence 1270 Ave. of the Americas (20)	CI 5-3562
Howell Agency, Miriam 17 E. 49th St. (17)	PL 3-4327	Music Corp. of America (MCA) Artists 598 Madison Ave. (22)	PL 9-7500
Hunt Agency, Diana 246 W. 44th St.	BR 9-0009	National Artists Corp. 711 Fifth Ave. (19)	PL 9-6000
Hunter Agency, Jeff 10 E. 53rd St. (22)	PL 5-9611	National Casting Agency 220 W. 42nd St. (36)	LO 3-4260
Harok Attractions, Inc. 730 Fifth Ave. (19)	CI 5-0500	National Television & Radio Artists 1650 Broadway (19)	CI 7-6646
Ingalls, Miles 160 W. 46th St. (36)	CI 6-6425	Newman Agency, Leon 48 W. 48th St. (36)	JU 6-2760
International Talent Assoc. Inc. Agency 527 Madison Ave. (22)	PL 1-3344	Nielas Agency, Emmy Hotel Wellington (19)	CI 7-3900
Irwin, Inc., Agency, Lou 48 W. 48th St. (19)	PL 7-1880	North, Meyer B. 1564 Broadway (36)	PL 7-3445
Jacobson Enterprises, Inc., Leonard 853 Seventh Ave. (19)	PL 7-0037	Oakes, Percy 1564 Broadway (36)	JU 6-9152
Joyce, Jolly, Agency 234 W. 48th St.	PL 7-1787	O'Connell, Tom 1564 Broadway (36)	JU 6-0917
Kaplan Agency, Inc., Eddie 1564 Broadway (36)	PL 7-7247	O'Connor Agency, John 200 W. 58th St. (19)	CI 7-4179
Kaplan-Veidt, Inc. 527 Madison Ave. (22)	PL 5-2214	O'Neill Theatrical Agency, The 1650 Broadway (19)	JU 6-2289
Killeen Agency, Madelyn 200 W. 54th St.	CI 7-3648	Offin, Phil 165 W. 46th St. (36)	PL 7-0242
King Agency, Archer 119 E. 57th St. (22)	EL 5-6313	Oscard Agency, Phil 1674 Broadway (19)	CI 7-3263
Kohler Agency, Bob 119 W. 57th St. (19)	JU 6-2888	Ostertag Agency, Barna 507 Fifth Ave. (17)	OX 7-6339
Kroll Agency, Lucy 119 W. 57th St. (19)	PL 7-4250	People & Production, Inc. Agency 750 Third Ave. (17)	MU 7-0440
Kuehuk Agency, Ben 160 W. 46th St. (36)	JU 2-1783	Perkins Agency, Cye 139 E. 52nd St. (22)	PL 2-4488
Lafontaine, Leo 1776 Broadway	CI 6-5439	Perle Agency, Sally 200 W. 57th St. (19)	CO 5-0756
Lang, Lou 507 Fifth Ave. (17)	MU 2-7147	Peters Agency, Dell 521 Fifth Ave. (17)	MU 7-1750
Later Agency, Kenneth 144 W. 54th St. (19)	PL 7-4940	Pinkard Enterprises, Marco 1697 Broadway (19)	CI 6-4120
Leddy Agency, Mark J. 225 W. 57th St.	JU 6-2760	Plaza Five, Inc. Model Agency 65 E. 55th St.	PL 5-5893
Lee-Draper Agency 113 W. 57th St. (19)	JU 6-4180	Powers Agency, John Robert 681 Fifth Ave. (22)	PL 5-1070
Leigh Associates Agency, Sanford 246 E. 53rd St. (22)	PL 2-4450	Preminger-Stuart Agency, Inc. 141 E. 55th St. (22)	PL 8-1888
Lenny-Debin Agency 140 W. 58th St. (19)	JU 2-0270	Professional Artists Agency 211 E. 62nd St. (21)	CI 6-5542
Leonard Agency, Julie 11 W. 42nd St. (17)	UN 5-1821	R.F.P. Associates Inc. Agency 200 W. 57th St. (19)	JU 2-4933
Lewis Associates Agency, Lester 11 E. 48th St. (17)	PL 3-5082	Rice-McHugh Agency, Inc. 59 E. 54th St. (17)	OX 7-2760
Lloyd's Theatrical Enterprises 1564 Broadway (36)	PL 7-0625	Richard, Inc. Agency, Max 1776 Broadway (19)	PL 7-6414
Lohman Agency, Dorothy 250 W. 57th St. (19)	PL 7-1900	Rivers Associates, Inc. Agency, Tony 154 W. 54th St. (19)	PL 7-1185

## AGENTS, MANAGERS & TALENT

Robbins, Sam  
67 W. 44th St. (36).....MU 7-2038

Robinson, Frances  
220 W. 42nd St. (36).....WI 7-2308

Rocco, Vic  
250 W. 57th St. (19).....CO 5-5730

Rogers Theatrical Agency, Trixie  
1874 Broadway (19).....CI 6-0986

Rosen Agency, Lewis Maxwell  
14 E. 58th St. (22).....PL 5-3957

Ross, Kal  
15 E. 48th St. ....PL 1-2156

Rudder, Harry  
160 W. 46th St. ....CI 6-3940

Russel-Stewart, Inc. Agency  
405 Park Ave. (22).....PL 3-4610

Ryan Agency, Charles V.  
35 W. 53rd St. (19).....CI 5-2325

Safler Agency, Gloria  
667 Madison Ave. (21).....TE 8-4868

Sanford Agency, Robert  
25 W. 45th St. (36).....PL 7-0100

Savan-Levinson, Inc.  
20 E. 53rd St. (22).....PL 2-1360

Schubert Agency, Inc., Bernard L.  
505 Park Ave. (22).....MU 8-0940

Sebuller Agency, William  
200 W. 57th St. (19).....JU 2-3434

Schwartz-Luskin Agency  
15 E. 48th St. (17).....PL 3-1529

Segal Agency, Jack  
1660 Broadway (19).....CO 5-7489

Sharp, Ltd. Agency, Doris  
38 W. 53rd St. ....JU 2-6464

Shaw Artists Corp.  
565 Fifth Ave. (17).....OX 7-7744

Shilling, D. M. & Gladys  
1560 Broadway (36).....CO 5-0879

Shurr Agency, Louis  
1501 Broadway (36).....CH 4-8240

Silver Agency, Monty  
105 W. 55th St. (19).....PL 7-1166

Sixties East Agency, Inc., The  
18 E. 60th St. (22).....PL 2-1855

Smith Agency, Inc., Edward E.  
250 W. 57th St. ....JU 6-3345

Soglio Agency, Anthony  
423 Madison Ave. (17).....PL 9-3316

Spectrum Enterprises Corp. Agency  
2 W. 45th St. (36).....YU 6-2366

Stark-Layton Agency, Inc.  
6 E. 45th St. ....OX 7-6860

Stix & Gude Agency  
30 Rockefeller Plaza (20).....CI 7-2690

Storer, Douglas F.  
1270 Ave. of Amer's.....CI 7-6325

Stuart, Charles  
160 W. 46th St. (36).....JU 2-0408

Sullivan Agency, Pat  
248 E. 50th St. (22).....PL 5-6220

Taft Agency, Inc.  
139 E. 52nd St. (22).....PL 3-0161

Talad Corp.  
730 Fifth Ave. (19).....CO 5-3530

Thomas Agency, Jean  
119 W. 57th St. (19).....CI 6-4880

Tranum, Inc. Agency, Charles B.  
603 Madison .....PL 1-3880

Troughton Agency, Olga  
1270 Ave. of Amer's.....CI 6-3860

United Entertainment Producers, Inc.  
1874 Broadway (19).....CI 5-4771

United Talent Agency  
119 W. 57th St. (19).....CI 6-0464

Universal Attractions  
200 W. 57th St. (19).....JU 2-7575

Wagner Agency Inc., Paul  
1674 Broadway (19).....PL 7-4675

Ward-Kemp Agency Ltd.  
1227 Ave. of Amer's.....PL 7-0280

Weissman Agency, Dora  
135 W. 56th St. (19).....CI 6-1299

Werfel, George  
1733 Broadway (19).....PL 7-6989

White Agency, Mary Ellen  
40 E. 49th St. (17).....PL 3-3344

Wiese, Henry William  
1647 Broadway (19).....CO 5-1930

Wigginton Agency, Marjorie  
250 W. 57th St. ....CI 7-5562

Williams, Joe  
1650 Broadway (19).....CI 5-9310

Witt Associates, Inc. Agency, Peter  
37 E. 57th St. (19).....PL 9-7966

Wortman Agency, Don A.  
60 W. 46th St. (36).....JU 6-0115

Ziegler Agency, Jules  
545 Fifth Ave. (17).....MU 2-2080

Ziegler-Hellman & Ross, Inc.  
65 E. 55th St. (22).....PL 3-6300

## LOS ANGELES

Alexander Agency, Alec  
208 S. Beverly Dr., B.H.....CR 1-6101

Alvarado Agency, Carlos  
8820 Sunset Blvd. (46).....OL 5-6840

Armstrong-Deuser McHugh, Jr.  
425 S. Beverly Dr., B.H.....CR 4-0881

Artigue Agency, Louis B.  
247 S. Beverly Dr., B.H.....CR 6-2488

Ashley-Steiner Corp. Agency  
449 S. Beverly Dr., B.H.....CR 4-8511

Associated Booking Corp.  
8619 Sunset Blvd. (46).....OL 2-9940

Auer Agency, Miles Bohm  
8344 Hollywood Blvd. (46).....HO 2-6416

Barnes Agency, William  
247 S. Beverly Dr., B.H.....BR 2-8221

Barr Agency, Rickey  
1019 N. Orange Grove, Hlywd. (28).....OL 4-0738

Barry Personnel Agency, Vy  
1717 N. Vine St., Hlywd.....HO 9-2127

Barskin Agency  
8743 Sunset Blvd. (46).....OL 2-5470

Bell Agency, Marcella  
9172 Sunset Blvd. (46).....CR 6-0012

Bender Agency, David  
971 N. La Cienega Blvd. (46).....OL 2-1465

Bernie Agency, Herman  
260 S. Beverly Dr., B.H.....CR 5-0117

Bonham Agency, Hershel C.  
1570 N. Gower St. ....HO 4-3060

Brandies Agency, Bob  
11559 Ventura Blvd., Studio City.....PO 2-4872

Cinema Artists Agency  
8923 Sunset Blvd. (46).....OL 2-7074

Cloutman-Palmer-Stewart & Short  
9046 Sunset Blvd. (46).....CR 4-6833

Cochran Agency, Eddie  
5323 Zelah Ave., Encino.....HO 4-0493

Cole Agency, J. S. Rex  
519-525 Equitable Bldg., Hlwd. (28).....HO 9-2975

Comora-Bernbrock Agency  
9100 Sunset Blvd. (46).....OR 6-6285

Connor Agency, Allen  
820 N. La Brea (38).....HO 5-0834

Cooper Agency, Ray  
139 S. Beverly Dr., B.H.....CR 6-9769

Cooper Associates, Frank  
9145 Sunset Blvd. (46).....CR 4-5971

Cumher Agency, Lil  
4183 S. Western Ave (62).....AX 3-6159

Darrin Agency, Bob  
8506 Sunset Blvd. (46).....OL 2-0761

Darrow Agency  
9884 Santa Monica Blvd., B.H.....CR 4-7253

Davis, Mary Webb  
8532 Sunset Blvd. (46).....OL 5-6747

Dawn Agency, Wilma  
6605 Hollywood Blvd.(28).....HO 5-7438

Deutsch Agency, Inc., Milton  
9034 Sunset Blvd. (46).....CR 4-7321

Diamond Artists Agency  
8400 Sunset Blvd. (46).....OL 4-5960

Donaldson Agency, Jack  
951 N. La Cienega Blvd. (46).....OL 2-0355

Draesemer Agency, Isabelle  
232 N. Canon Dr., B.H.....CR 6-1768

Faber Agency, The  
515 S. Olive St. ....MA 5-1861

# AGENTS, MANAGERS & TALENT

<b>Famous Artists Corp.</b> 9441 Wilshire Blvd., B.H.....CR 1-5222	<b>Leonard Agency, Fred J.</b> 7441 Sunset Blvd. (46).....HO 4-7546
<b>Finger Agency, Jay</b> 624 S. Beverly Dr., B.H.....CR 4-5559	<b>Leonetti Ltd., Caroline</b> 6607 Sunset Blvd. (28).....HO 2-2345
<b>Flaire Agency, The</b> 8165 Sunset Blvd. (46).....OL 6-3060	<b>Lesser Agency, Ted</b> 900 Wilshire Blvd. (17).....MA 8-7356
<b>French Agency, Hugh</b> 9405 Brighton Way, B.H.....CR 6-7766	<b>Levee Agency, M. C. &amp; Sid</b> 9000 Sunset Blvd. (46).....CR 4-8631
<b>Frings Agency, Inc., Kurt</b> 242 N. Canon Dr., B.H.....CR 4-8884	<b>Linsk Agency, Lester</b> 195 S. Beverly Dr., B.H.....CR 5-4396
<b>Garfield Agency, Milton</b> 9000 Sunset Blvd. (46).....CR 1-7227	<b>Longenecker Agency, Robert</b> 8428 Melrose Pl. (46).....OL 3-3770
<b>Garrick International, Dale</b> 8820 Sunset Blvd. (46).....OL 7-2661	<b>MacQuarrie Agency, Earl</b> 9157 Sunset Blvd. (46).....CR 4-8919
<b>Gefsky Agency, Harold L.</b> 9121 Sunset Blvd. (46).....CR 4-7801	<b>Marion Agency, Paul</b> 8746 Sunset Blvd. (46).....OL 2-9540
<b>General Artists Corp.</b> 9025 Wilshire Blvd., B.H.....CR 1-8104	<b>Marx Agency, Bert</b> 915½ Westbourne Dr. (46).....CR 4-8555
<b>Gertz Agency, Mitchell</b> 338 N. Rodeo Dr., B.H.....CR 4-5494	<b>Medford Agency, Ben</b> 300 S. Beverly Dr., B.H.....CR 1-7021
<b>Gold Agency, Herman</b> 9034 Sunset Blvd. (46).....CR 4-8174	<b>Meyers Agency, Walter</b> 9167 Sunset Blvd. (46).....CR 1-8181
<b>Gold Agency, Rebecca</b> 8255 Sunset Blvd. (46).....OL 4-0565	<b>McConkey Artists Corp., Gail</b> 1822 N. Wilcox, Hlywd. (28).....HO 3-7141
<b>Gold Agency, Sid</b> 8961 Sunset Blvd (46).....CR 4-7247	<b>McMillan Agency, Hazel</b> 8923 Sunset Blvd. (46).....CR 6-3603
<b>Goldstone-Tobias Agency</b> 404 N. Roxbury Dr., B.H.....CR 6-1071	<b>Middleton-Chiles Agency</b> 8272 Sunset Blvd. (46).....OL 6-4460
<b>Gould Agency, Billy</b> 8278 Sunset Blvd. (46).....OL 6-1122	<b>Miley-Ritche Agency</b> 9100 Sunset Blvd. (46).....CR 5-4591
<b>Grady-Towers Agency</b> 8732 Sunset Blvd. (46).....OL 2-6810	<b>Mishkin Agency, The</b> 292 S. La Cienega Blvd., B.H.....OL 2-0944
<b>Green Agency, Ivan</b> 292 S. La Cienega Blvd. (46).....OL 2-4010	<b>Mitchell Corp., Dane</b> 1155 Hacienda Pl. (46).....CR 6-0850
<b>Griffith Agency, Byron</b> 7509½ Sunset Blvd. (46).....HO 7-2600	<b>Moore Agency, Lola D.</b> 9172 Sunset Blvd. (46).....CR 6-5401
<b>Grossman Agency, Milton M.</b> 9000 Sunset Blvd. (46).....CR 4-8631	<b>Morris Agency, Inc., William</b> 151 El Camino, B.H.....CR 4-7451
<b>Halliburton Agency, Jeanne</b> 12407 Ventura Blvd., Studio City...PO 9-2947	<b>Music Corp. of America (MCA) Artists</b> 9370 Santa Monica Blvd., B.H.....CR 4-7711
<b>Halsey Agency, Reece</b> 8723 Sunset Blvd. (46).....OL 2-7595	<b>Nayar Agency, Joe</b> 8820 Sunset Blvd. (46).....OL 2-7912
<b>Hamilburg Agency, Mitchell</b> 1104 S. Robertson La. (35).....CR 4-9314	<b>Ochs Agency, Al</b> 1651 Cosmo St., Hlywd. (28).....HO 9-6470
<b>Harris Agency, Mickey</b> 5908 Sunset Blvd. (28).....HO 4-1317	<b>Oliver Agency, Maurine</b> 8746 Sunset Blvd. (46).....OL 7-1250
<b>Heineman Agency, Marion Garner</b> 9163 Sunset Blvd. (46).....CR 4-0293	<b>Omega Artists Agency</b> 8721 Sunset Blvd. (46).....OL 5-7212
<b>Herdan-Sherrell Agency</b> 8961 Sunset Blvd. (46).....CR 1-5236	<b>Orsatti &amp; Co., Inc.</b> 300 S. Beverly Dr., B.H.....CR 6-6241
<b>Hershon Agency, Red</b> 9952 Santa Monica Blvd., B.H.....CR 4-1079	<b>Payton Agency, Bob</b> 8272 Sunset Blvd. (46).....OL 6-1880
<b>Herzbrun Agency, Walter</b> 8820 Sunset Blvd. (46).....OL 2-7210	<b>Pearson Agency, Ben</b> 1046 N. Carol Dr. (46).....CR 4-5488
<b>Herzom-Kendall</b> 9121 Sunset Blvd. (46).....CR 4-8107	<b>Performers Management Corp. Agency</b> 9012 Sunset Blvd. (46).....CR 6-8552
<b>Hinton Agency, Ray</b> 6760 Franklin Pl., Hlywd. (28).....HO 4-0655	<b>Pomeroy Agency, Jack</b> 7616 Sunset Blvd. (46).....HO 9-6366
<b>Hite-Fain Agency</b> 4477 W. Adams Blvd. (16).....RE 4-3569	<b>Premiere Artists &amp; Productions Agency</b> 1046 N. Carol Dr. (46).....CR 4-5488
<b>Hollywood Theatrical Agency</b> 8746 Sunset Blvd. (46).....OL 2-5989	<b>Preminger-Stuart Agency, Inc.</b> 8462 Sunset Blvd. (46).....OL 6-2360
<b>Hornor Agency, Lottie</b> 1049 S. La Cienega Blvd.....OL 2-7970	<b>Raison Agency, The</b> 9000 Sunset Blvd. (46).....CR 4-8631
<b>Hunt &amp; Associates, George B.</b> 8350 Santa Monica Blvd. (46).....OL 4-6600	<b>Rogers &amp; Rush</b> 357 N. Canon Dr., B.H.....CR 4-6841
<b>Ingersoll Agency, George</b> 7107½ Sunset Blvd. (46).....HO 7-0862	<b>Rose Agency, Arnold</b> 9110 Sunset Blvd. (46).....CR 4-5469
<b>Irwin Agency, Lou</b> 9165 Sunset Blvd. (46).....CR 1-7131	<b>Rose Agency, Harold</b> 9441 Wilshire Blvd., B.H.....CR 1-9440
<b>Jackson Agency, Inc., Edith</b> 1717 N. Highland Ave., Hlywd. (28).....HO 7-0155	<b>Rosen Agency, Jerry</b> 468 N. Bedford Dr., B.H.....BR 2-2345
<b>Jaffe Agency, The</b> 8555 Sunset Blvd. (46).....OL 7-2714	<b>Rosenberg-Coryell Agency</b> 404 N. Roxbury Dr., B.H.....CR 4-7381
<b>Kingston Enterprises Agency, Inc., Al</b> 9046 Sunset Blvd. (46).....CR 6-8538	<b>Rosner Agency, Milt</b> 9110 Sunset Blvd. (46).....CR 6-7023
<b>Kohner Agency, Paul</b> 9169 Sunset Blvd. (46).....CR 1-5165	<b>Ryan Agency, Frank</b> 8949 Sunset Blvd. (46).....CR 1-4627
<b>Kumin-Olenick Agency</b> 400 S. Beverly Dr., B.H.....CR 4-7281	<b>Salkow Agency, Lester</b> 8741 Sunset Blvd. (46).....OL 2-6750
<b>Lance Agency, Leon B.</b> 8820 Sunset Blvd. (46).....OL 7-1060	<b>Saphier Agency, Inc., James L.</b> 9538 Brighton Way, B.H.....CR 1-7231
<b>Lauren Agency, J. W.</b> 8272 Sunset Blvd. (46).....OL 6-4070	<b>Schuller Agency, William</b> 9121 Sunset Blvd. (46).....CR 4-6949
<b>Lazer Agency, Irving Paul</b> 211 S. Beverly Dr., B.H.....CR 5-6153	<b>Seaman Agency, George</b> 8272 Sunset Blvd. (46).....OL 6-1161

# AGENTS, MANAGERS & TALENT

**Sebby Associates**  
 9172 Sunset Blvd. (46).....CR 1-6366  
**Sharpe Agency, Don W.**  
 1048 Carol Dr. (46).....CR 6-2044  
**Shauer Agency, Melville**  
 9110 Sunset Blvd. (46).....CR 1-1103  
**Shaw Agency, Glenn**  
 8746 Sunset Blvd. (46).....OL 5-6956  
**Shiffrin Agency, William**  
 449 S. Beverly Dr., B.H.....CR 4-7643  
**Shipley Agency, Howard**  
 9163 Sunset Blvd. (46).....CR 6-6251  
**Shurr Agency, Louis**  
 327 N. Rodeo Dr., B.H.....CR 4-8116  
**Small Asso. Ltd., Lillian Schary**  
 190 N. Canon Dr., B.H.....CR 4-5877  
**Smyth, Philomena**  
 8201 Santa Monica Blvd. (46).....HO 5-6796  
**Snltzer-Fritschi, Inc.**  
 6404 Hollywood Blvd. (28).....HO 9-6271  
**Somlyo Agency, E. T.**  
 407 N. Maple Dr., B.H.....CR 6-2041  
**Stempel Agency, Frank**  
 9034 Sunset Blvd. (46).....CR 4-8343  
**Stewart Agency, Rosalie**  
 9048 Sunset Blvd. (46).....CR 4-6123  
**Swoverland Agency, Harold**  
 1032 N. Fairfax Ave. (46).....OL 6-0900  
**Talent, Inc.**  
 1421 N. McCadden Pl. (28).....HO 2-0913  
**Thompson Agency, Lionel**  
 8979 Sunset Blvd. (46).....CR 1-2188  
**Top Artists Agency, Inc.**  
 8833 Sunset Blvd. (46).....OL 7-2920  
**Ullman Agency, George**  
 8979 Sunset Blvd. (46).....CR 4-5238  
**Universal Attractions**  
 3849 S. Western Ave.....AX 2-0517  
**Vitt Agency, Angela**  
 9172 Sunset Blvd. (46).....CR 6-4484  
**Von-Young Agency**  
 1610 N. Argyle Ave., Hlywd. (28).....HO 5-2551  
**Wadsworth Agency, Jessie B.**  
 9172 Sunset Blvd. (46).....CR 6-0698  
**Ward Agency, Harry**  
 509 S. Beverly Dr., B.H.....CR 6-2327  
**Weiner Agency, Jack**  
 8721 Sunset Blvd. (46).....OL 2-1140  
**Weintraub Agency, Murray**  
 724 N. La Cienega Blvd. (46).....OL 2-3971  
**White Agency, Thelma**  
 9121 Sunset Blvd. (46).....HO 2-2507  
**Wilkins Agency, Paul**  
 9008 Sunset Blvd. (46).....CR 1-6188  
**Wilson Agency, Henry**  
 8611 Sunset Blvd. (46).....OL 2-7452  
**World Artists Management Agency**  
 9033 Wilshire Blvd., B.H.....CR 1-7294  
**Wormser Agency, Jack**  
 7417 Sunset Blvd. (46).....HO 4-8138  
**Young Way Agency, The Loretta**  
 609 S. Westmoreland (5).....DU 7-2114  
**Ziegler Hellman & Ross Agency**  
 321 S. Beverly Dr., B.H.....CR 4-5963  
**Zimmerman Agency, Herman**  
 9172 Sunset Blvd. (46).....CR 6-0266

## CHICAGO

**Abbott, Merriel**  
 Palmer House.....RA 6-2677  
**Ace Attractions**  
 203 N. Wabash Ave. (1).....DE 2-4768  
**Alexander, Inc., Willard**  
 30 1/2 Highland Pk. Village.....CE 6-2395  
**A-Plus, Inc. Agency**  
 115 E. Oak St. (1).....MI 2-8151  
**Associated Booking Corp.**  
 203 N. Wabash Ave. (1).....CE 6-9451  
**Associated Music & Entertainment Svc.**  
 6960 N. Sheridan Rd. (26).....HO 5-1860  
**Attractions, Inc.**  
 1230 N. Washington.....MO 6-6271  
**Barnes-Carruthers Theatrical Enterprises**  
 159 N. Dearborn St. (1).....FR 2-1561

**Benn Theatrical Enterprises**  
 64 W. Randolph St. ....DE 2-6850  
**Breyer, Harry**  
 203 N. Wabash Ave. (1).....DE 2-7016  
**Cohan & Associates, Goldie**  
 203 N. Wabash Ave. (1).....CE 6-9094  
**Consolidated Radio Artists of Illinois**  
 32 W. Randolph St. (1).....FR 2-8300  
**Elco Enterprises**  
 109 N. Dearborn St. (1).....ST 2-5505  
**Ferguson Agency, George R.**  
 1230 W. Washington Blvd. (7).....MO 6-9700  
**General Artists Corp.**  
 8 S. Michigan Ave. (1).....ST 2-6288  
**Graham, Danny**  
 203 N. Wabash Ave. (1).....CE 8-8453  
**Greben, Harry, Enterprises**  
 203 N. Wabash Ave. (1).....DE 2-0996  
**Gumbiner Management Co.**  
 500 S. Clinton.....HA 7-6363  
**Hogan, Charles E.**  
 203 N. Wabash (1).....CE 6-2032  
**Hogan, Frank J.**  
 203 N. Wabash Ave. (1).....AN 3-6910  
**Hurtig & Associates, Doris**  
 307 N. Michigan Blvd.....DE 2-2503  
**Jack & Jill Players**  
 218 S. Wabash Ave.....WA 2-0317  
**King, John**  
 203 N. Wabash Ave. (1).....ST 2-6682  
**Marr Theatrical Agency, Paul**  
 162 N. State.....DE 2-7415  
**Models Bureau Agency, The**  
 75 E. Wacker Dr. (1).....DE 2-7330  
**Morris Agency, Inc., William**  
 435 N. Michigan Ave.....WH 3-1744  
**Music Corp of America (MCA) Artists**  
 430 N. Michigan Ave. (1).....DE 7-1100  
**Mutual Entertainment Agency, Inc.**  
 203 N. Wabash Ave. (1).....RA 6-6990  
**Nadel Orchestras & Amusements**  
 203 N. Wabash Ave. (1).....CE 6-6822  
**O'Malley, Inc., David P.**  
 203 N. Wabash Ave. (1).....FR 2-6070  
**Puge, Sidney J.**  
 203 N. Wabash Ave. (1).....ST 2-7344  
**Paramount Attractions**  
 505 N. Michigan Ave. (1).....WH 4-2650  
**Prager Theatrical Agency, Estelle**  
 616 Rush St.....DE 7-6700  
**Roberts Agency, James A.**  
 307 N. Michigan Ave. (1).....FR 2-9454  
**Russell & Associates, Jack**  
 203 N. Wabash Ave. (1).....ST 2-2818  
**Sabie, Inc. Agency**  
 203 N. Wabash Ave. (1).....ST 2-6389  
**Salkin Agency, Leo B.**  
 203 N. Wabash Ave. (1).....FR 2-4246  
**Schultz Theatrical Agency, Howard W.**  
 203 N. Wabash Ave. (1).....ST 2-7418  
**Schuster, Milton**  
 127 N. Dearborn St.....DE 2-2708  
**Shapiro Agency, Scynour**  
 32 W. Randolph St. (1).....DE 2-6022  
**Shaw Artists Corp.**  
 203 N. Wabash Ave. (1).....RA 6-0130  
**Shaw, Floyd F.**  
 203 N. Wabash Ave. (1).....ST 2-6249  
**Simpson Agency, Nancy**  
 29 E. Madison St. (2).....AN 3-1855  
**Standard Entertainment Svc. Corp.**  
 203 N. Wabash Ave. (1).....FI 6-0438  
**Stevens, Inc. Agency, Patricia**  
 22 W. Madison St. (2).....ST 2-9100  
**Talent, Inc. Agency**  
 35 E. Wacker Dr. (1).....FR 2-4351  
**Vance Model & Talent Agency**  
 131 S. Wabash Ave. (3).....FI 6-5430  
**Voorhees & Co., Inc., Reginald**  
 32 W. Randolph St. (1).....RA 6-1172  
**Wee-Mae Productions**  
 159 N. Dearborn St. (1).....AN 3-7140  
**Whyte Theatrical Agency, Marty**  
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 1230 W. Washington Blvd.....MO 6-9700

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- Bunn, George**  
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- Burt, William C.**  
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- Cohen, Stanley R.**  
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- Cohn, Marcus**  
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**Lovett, Lee G.**  
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- Oppenheimer, Monroe  
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- Pogue, L. Welch  
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- Rhyme, S. White  
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63 Wall St., N. Y. 5, N. Y. WH 4-7400
- Southmayd, John P.  
Perpetual Bldg., Wash. 4, D. C. RE 7-1450
- Spillane, Lester W.  
Hollywood office: 15215 Sunset Blvd.,  
Pacific Palisades, Cal. GL 4-7505
- Stambler, Arthur  
National Press Bldg., Wash. 4, D. C. ST 3-4115
- Stanley, Earl R.  
Munsey Bldg., Wash. 4, D. C. ST 3-1000
- Stegemann, Edward J.  
710 14th St. NW, Wash. 5, D. C. EX 3-4600
- Stein, A. J.  
Warner Bldg., Wash. 4, D. C. RE 7-7944
- Stern, Samuel A.  
Cafritz Bldg., Wash. 6, D. C. EX 3-6900

## ATTORNEYS IN RADIO & TV

**Stevens, David S.**  
1735 DeSales St. NW, Wash. 6, D. C. NA 8-2931

**Stirling, E. Tillman**  
710 14th St. NW, Wash. 5, D. C. EX 3-4600

**Stollenwerck, Frank**  
National Press Bldg., Wash. 4, D. C. NA 8-7846

**Stout, Clair L.**  
Munsey Bldg., Wash. 4, D. C. ST 3-1000

**Stuart, Harold C.**  
412 Cafritz Bldg., Wash., D. C. ME 8-6989

**Sutton, George O.**  
National Press Bldg., Wash. 4, D. C. NA 8-7949

**Taylor, Telford**  
400 Madison Ave., N. Y., N. Y. MU 8-8990

**Thomson, William**  
National Press Bldg., Wash. 4, D. C. NA 8-0055

**Timberg, Sigmund**  
815 15th St. NW, Wash. 5, D. C. EX 3-1074

**Vieth, Duane**  
1229 19th St. NW, Wash. 6, D. C. EX 3-7300

**Wagner, W. Dean**  
400 Hill Bldg., Wash. 6, D. C. DI 7-1380

**Walker, Paul A.**  
1513 Franklin Dr., Norman, Okla. JE 4-4824

**Walker, Ralph L.**  
Ring Bldg., Wash. 6, D. C. RE 7-2566

**Wall, Thomas H.**  
Munsey Bldg., Wash. 4, D. C. ST 3-1000

**Walton, Frederick H., Jr.**  
Bowen Bldg., Wash. 5, D. C. RE 7-6363

**Wayland, Charles V.**  
Perpetual Bldg., Wash. 4, D. C. RE 7-1450

**Weaver, Henry B., Jr.**  
1225 19th St. NW, Wash. 6, D. C. EX 3-8476

**Weinbach, Mortimer**  
7 W. 66th St., N. Y. 23, N. Y. SU 7-5000

**Welch, Vincent B.**  
710 14th St. NW, Wash. 5, D. C. EX 3-4600

**Werner, Jack**  
Wyatt Bldg., Wash. 5, D. C. RE 7-5102

**Werner, Robert L.**  
30 Rockefeller Plaza, N. Y. 20, N. Y. CO 5-5900

**Wheeler, Burton K.**  
Southern Bldg., Wash. 5, D. C. DI 7-7117

**Wheeler, Edward K.**  
Southern Bldg., Wash. 5, D. C. DI 7-7117

**Wilkinson, Ernest L.**  
744 Jackson Pl. NW, Wash. 6, D. C. NA 8-1114

**Wilkinson, Glen A.**  
744 Jackson Pl. NW, Wash. 6, D. C. NA 8-1114

**Wilkinson, Vernon L.**  
1735 DeSales St. NW, Wash. 6, D. C. NA 8-2931

**Willis, John W.**  
1735 DeSales St. NW, Wash. 6, D. C. NA 8-2931

**Wilner, Morton H.**  
Wyatt Bldg., Wash. 5, D. C. ME 8-6900

**Zwicky, Warren C.**  
Perpetual Bldg., Wash. 4, D. C. ME 8-6632

**Wilson, Thomas W.**  
Munsey Bldg., Wash. 4, D. C. ST 3-1000

**Wollenberg, J. Roger**  
1735 DeSales St. NW, Wash. 6, D. C. DI 7-2724

**Woods, Warren**  
Perpetual Bldg., 1111 E St. NW,  
Wash. 4, D. C. NA 8-2530

**Wozencraft, Frank W.**  
Southern Bldg., Wash. 5, D. C. EX 3-5363

**Zias, Joseph E.**  
1317 F St. NW, Wash. 4, D. C. ST 3-4004

**Zorbaugh, Geraldine B.**  
485 Madison Ave., N. Y. 22, N. Y. PL 1-2345

## Motion Picture Theatres With Television Equipment

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>	
CALIFORNIA	Fresno	2,169	Fresno	
	Huntington Park	1,468	Huntington Park	
	Los Angeles		1,757	Downtown
			2,213	Orpheum
			1,363	Ritz
	San Francisco		2,646	Paramount
			399	Telenews
			2,096	Paramount
	COLORADO	Denver	2,096	Paramount
	DIST. OF COL.	Washington	3,452	Capitol
FLORIDA	Miami	1,838	Keith's	
		2,000	Carib	
		1,234	Capitol	
ILLINOIS	Chicago	1,299	Crown	
		3,931	Marbro	
		2,649	State Lake	
		606	Loop	
		3,414	Tivoli	
		4,320	Uptown	

*(Continued on Page 702)*

## THEATRES WITH TV EQUIPMENT

(Continued from Preceding Page)

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>	
INDIANA	Indianapolis	3,313	Indiana	
LOUISIANA	New Orleans	3,400	Saenger	
MARYLAND	Baltimore	2,048	Century	
		1,320	Metropolitan	
		2,843	Stanley	
		1,860	State	
MASS.	Boston	1,500	Pilgrim	
		3,583	State	
MICHIGAN	Detroit	2,500	Eastown	
MINNESOTA	St. Paul	2,362	Paramount	
MISSOURI	St. Louis	3,166	State	
NEBRASKA	Omaha	2,978	Orpheum	
NEW JERSEY	Asbury Park	1,558	St. James	
	Camden	2,213	Stanley	
NEW YORK	Albany	1,550	Palace	
	Binghamton	2,284	Capitol	
	Buffalo	2,091	Centre	
	N.Y.C.—Bronx	2,353	Fordham	
	N.Y.C.—Brooklyn	4,060	Fox	
			2,146	Marine
		N.Y.C.—Manhattan	450	Guild Newsreel
		2,282	Victoria	
N.Y.C.	Flushing	2,146	Prospect	
NO. CAROLINA	Charlotte	1,405	Carolina	
OHIO	Cincinnati	3,037	Albee	
			Allen	
			Hippodrome	
	Cleveland	3,009	State	
			3,446	Keith's
			2,665	Keith's
PENNSYLVANIA	Dayton	2,455	Rivoli	
	Toledo	2,455	Rivoli	
	Chester	2,272	Stanley	
	Erie	2,584	Warner	
	Philadelphia	2,947	Stanley	
	Pittsburgh	2,016	J. P. Harris	
		3,486	Penn	
		3,719	Stanley	
UTAH	Salt Lake City	1,759	Utah	
VIRGINIA	Richmond	1,396	Byrd	
		1,393	National	
WASHINGTON	Seattle	2,559	Orpheum	
WISCONSIN	Milwaukee	2,436	Riverside	
		2,431	Warner	

# Revenues, Expenses And Income For Radio Networks And Other Stations

Item	1958-1959 (\$ millions)		Percent Increase or (decrease)
	1959	1958	1959
<i>Total Broadcast Revenues</i>			
4 Nationwide Networks, including owned and operated stations*	\$ 60.4	\$ 64.5	(6.4)
Other Radio Stations†	499.6	457.2	9.3
<b>Total</b>	<b>\$560.9</b>	<b>\$521.7</b>	<b>7.3</b>
<i>Total Broadcast Expenses</i>			
4 Nationwide Networks, including owned and operated stations*	\$ 64.9	\$ 69.4	(6.5)
Other Radio Stations†	452.7	415.3	9.0
<b>Total</b>	<b>\$517.6</b>	<b>\$484.7</b>	<b>6.8</b>
<i>Broadcast Income (before Federal income tax)</i>			
4 Nationwide Networks, including owned and operated stations*	(\$ 4.5)	(\$ 4.9)	—
Other Radio Stations†	46.9	41.9	11.9
<b>Total</b>	<b>\$ 42.4</b>	<b>\$ 37.0</b>	<b>14.6</b>

(\*) 1958 and 1959 data cover the operations of the four nationwide networks and their 19 owned and operated stations.  
 (†) Includes 3,271 AM, AM-FM and independent FM stations in 1958 and 3,509 in 1959.

# Broadcast Expenses Of Four AM Networks And 3,361 Other Radio Stations

Type of Expense	— 1959 — (\$ thousands)			Total
	4 Nationwide Networks	19 Networks owned and operated stations	3,361 other AM stations	
Technical	\$3,612	\$4,913	\$60,661	\$69,186
Program	24,235	11,015	133,662	168,912
Selling	5,434	4,397	84,428	94,259
General and Administrative...	6,650	4,627	168,109	179,386
<b>Total Broadcast Expense...</b>	<b>\$39,931</b>	<b>\$24,952</b>	<b>\$446,860</b>	<b>\$511,743</b>

—Source: FCC





# The Many Worlds Of Music

**F**rom the composers of today flow the music that reflects our life and our time. Many of the composers who make significant contributions to *the music of our time* license their performing rights through BMI. In many different ways, BMI fosters and supports the many worlds of contemporary music.

**Musical America**, in its issue of August, 1960, wrote:

“Broadcast Music...is a business with a conscience, fully aware of the pressing need to make dollars work for contemporary composers and music...In a scant 20 years since its founding, BMI has taken a mature and responsible stand on the side of contemporary and, most important, American musical thought. It has realized that only through realistic support of our writers, through money, performances, and recordings, can the composer of today find an opportunity to flourish and work for America's culture and stature in the world of art.”

**BROADCAST  
MUSIC·INC**

589 FIFTH AVENUE  
NEW YORK 17, NEW YORK



# Volume Reports Heighten Spot Television's Future

By NORMAN CASH  
President, Television Bureau of Advertising



IN AN ERA of unprecedented expansion for the television advertising medium, no story is more dramatic than the one of spot TV. In 1960, four of every ten dollars spent by national advertisers went into the medium.

Recognition of spot TV's full extent and impact has come about only in recent years. In the early years of telecasting, its role was little-known or defined, except by the many advertisers who used it. Then, even as today (though not to as great an extent), the glamor of network TV overshadowed this medium.

Although network TV advertising expenditures have always been well-defined, no comparable spot television figures were available until 1955, when the N. C. Rorabaugh Company began compiling similar information through the efforts of TvB.

Five years have passed since the first annual spot report was published. A look at the reports over the years clearly shows the exciting growth of spot TV.

Gross time dollars, for example, have soared from \$397.6-million to \$616.7-million, an increase of 55.1%. The number one advertiser in spot for 1956, spent \$17.5-million; in 1960, the same company spent \$55.1-million. In 1956, 81 advertisers spent more than a million; the figure in 1960 was 125.

Whereas 267 stations were involved in the first N. C. Rorabaugh report, more than 330 provided the information to make the 1960 reports possible. Without this valued support by stations, the reports could never have come into being.

In category after category, we see the ever-increasing use of spot TV. Auto advertising more than doubled in the five years; packaged soaps and detergents rose from \$13.3-million to nearly \$34-million; toys jumped from \$1.2-million in 1956, to \$5.2-

million in 1960.

Major companies, of course, used the medium with great success. But so did lesser-known companies, names which soon became established in the consumer's mind, through spot TV. Lestoil, for one, launched a whole new product line. Alberto-Culver, Duncan Hines cake mixes, Cocoa Marsh, Lanvin, Chevron gasoline, are but a few which moved ahead through spot TV. Anheuser Busch started a whole new marketing concept because of the medium.

With the inherent advantages of sight, sound and motion available in all TV, spot delivers infinitely varying kinds and varying amounts of advertising pressure anywhere, as the advertiser needs.

Because its advantages remain unchanged, spot TV will unquestionably move from a successful past to an even greater future. Its power—selective selling, seasonal pushes, saturation campaigns, pre-testing, offsetting competition, bolstering weak markets, launching new products, localizing appeals, stimulating dealer support and complementing network TV—make it a needed force for the aggressive advertiser.

In themselves, the spot reports have become a valuable tool for the advertising salesman. Established to provide information on individual advertisers so that companies could assess the activities of competitors and to make analyses and trends, the reports have contributed to many other sales.

In effect, the added knowledge available through bringing to light the activities of many companies, has been another force in the growth of spot TV. Each and every station which has provided necessary information for the reports has made possible the growth of the medium. With the needed information at hand and the power of the medium itself, the future will be secure.

*The Standard of Quality  
Wherever Films Are Used*

## **EASTMAN PROFESSIONAL MOTION PICTURE FILMS**

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

**EASTMAN KODAK COMPANY**

Rochester 4, N. Y.

*Agents for the Sale and Distribution of  
Eastman Professional Motion Picture Films*

**W. J. GERMAN, INC.**

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

# 348 Network TV Advertisers

— EST. GROSS TIME EXPEND. FOR 1960 —

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
243.	Academy of Mot. Pict. A & S.	\$ 143,517	134.	Congoleum Nairn, Inc.	613,929
*226.	Adams Corp.	180,265	92.	Consolidated Cigar Corp.	1,290,070
138.	Adolph's, Ltd.	606,506	194.	Consolidated Foods Corp.	270,943
*246.	Airequipt Mfg. Co., Inc.	138,991	141.	Continental Baking Co., Inc.	593,837
22.	Alberto-Culver Co.	8,822,038	*274.	Continental Oil Co.	111,430
284.	Aluminum, Ltd.	82,175	*211.	Continental Wax Corp.	219,147
50.	Aluminum Co. of America	3,492,926	279.	Coopers, Inc.	96,336
285.	Amer. Character Doll Corp.	80,104	52.	Corn Products Co.	3,312,356
39.	American Chic Co.	4,612,913	143.	Coty, Inc.	981,650
190.	American Cyanamid Co.	280,976	99.	Cowles Magazines, Inc.	1,188,633
128.	American Dairy Ass'n.	689,839	174.	Cracker Jack Co.	391,135
389.	American Express Co.	77,638	253.	Curtis Publishing Co.	132,976
81.	American Gas Ass'n.	1,178,363	275.	Democratic Nat'l. Committee	109,074
2.	Amer. Home Prods. Corp.	33,376,057	295.	Democratic Ply.-Cook County	72,950
256.	American Luggage Works, Inc.	129,565	81.	Dow Chemical Co.	1,613,613
202.	Amer. Mach. & Foundry Co.	219,105	296.	Dow Corning Corp.	72,430
177.	American Marietta Co.	380,884	48.	Drackett Co.	3,577,524
165.	American Motors Corp.	426,297	225.	Drug Research Corp.	185,910
*280.	Amer. Photo. Equip. Co.	94,351	28.	DuPont, deNemours, E. I., and Co., Inc.	7,558,622
*332.	American Red Ball Trans. Co.	36,570	*100.	Dumas Milner Corp.	1,174,728
73.	American Tel. & Tel. Co.	1,904,364	255.	Dusharme Products, Inc.	131,780
19.	American Tobacco Co.	9,701,965	*346.	Eagle Pencil Co.	26,481
248.	Amity Leather Prods. Co.	137,595	35.	Eastman Kodak Co.	5,271,794
131.	Anheuser-Busch, Inc.	646,573	261.	Eleanor Roosevelt Institute for Cancer Research	118,265
45.	Armour and Co.	3,988,370	129.	Electric Antilite Co.	675,878
43.	Armstrong Cork Co.	4,181,031	*297.	Electric Storage Bat. Co.	70,240
229.	Arnold Schwinn & Co.	174,000	153.	Elgin National Watch Co.	536,419
257.	Atlantic Refining Co.	128,448	118.	Equitable Life Assurance Society of the U. S.	835,763
156.	Atlantis Sales Corp.	500,447	163.	Eversharp, Inc.	432,891
167.	Avco Corp.	422,380	181.	Ex-Lax, Inc.	321,760
373.	Ballantine, P. & Sons	111,732	180.	F and F Laboratories, Inc.	363,347
132.	Bayuk Cigars, Inc.	5,705,471	199.	Factor, Max & Co.	258,128
38.	Beech Nut Life Savers, Inc.	1,819,117	95.	Falstaff Brewing Corp.	1,236,529
61.	Beecham Products, Inc.	2,796,388	*142.	Field Enterprises Educational Corp.	587,898
111.	Bell & Howell Co.	1,009,017	*316.	Filbert, J. H., Inc.	45,740
196.	Benrus Watch Co., Inc.	264,875	77.	Firestone Tire & Rubber	1,789,210
223.	Berkshire Knitting Mills	192,205	205.	Florida Citrus Commission	239,331
*271.	Better Vision Inst., Inc.	113,971	213.	F.T.D. Ass'n., Inc.	221,581
*249.	Binney & Smith Co.	137,458	14.	Ford Motor Co.	11,159,933
90.	Bishop, Hazel, Inc.	1,305,408	69.	General Cigar Co., Inc.	2,307,464
233.	Bissell, Inc.	160,816	31.	General Electric Co.	5,745,718
36.	Block Drug Co., Inc.	5,212,390	6.	General Foods Corp.	18,623,648
*313.	Blue Bell, Inc.	47,820	9.	General Mills, Inc.	14,651,707
130.	Bon Ami Co.	655,388	4.	General Motors Corp.	22,985,033
135.	Borden Co.	613,920	147.	General Nutrition Corp.	566,401
258.	Botany Industries, Inc.	121,299	267.	General Tel. & Electronics	115,296
291.	Boyer Internat'l. Labs., Inc.	75,960	119.	General Time Corp.	832,269
88.	Breck, John H., Inc.	1,322,555	303.	Genesee Brewing Co., Inc.	58,170
240.	Bridgeport Brass Co.	152,204	308.	Gerber Products Co.	759,149
110.	Brillo Mfg. Co., Inc.	1,025,496	122.	Gibson Greeting Cards, Inc.	51,783
16.	Bristol Myers Co.	10,747,288	294.	Gilbert, A. C., Co.	73,610
10.	Brown & Williamson Tob.	12,533,149	12.	Gillette Co.	12,075,302
182.	Brunswick Corp.	322,104	211.	Glidden Co.	117,323
310.	Burgermeister Brewing Corp.	50,791	101.	Gold Seal Co.	1,151,020
206.	Burlington Industries Inc.	236,835	83.	Goodrich, B. F., Co.	1,598,158
157.	Caiff, Packing Corp.	488,169	76.	Goodyear Tire & Rubber	1,819,908
34.	Campbell Soup Co.	5,501,706	136.	Greyhound Corp.	613,536
89.	Canada Dry Corp.	1,311,430	288.	Grocery Store Prods. Co.	77,780
145.	Canadian Breweries, Ltd.	570,799	317.	Gulf Guaranty Land & Title	45,565
36.	Carnation Co.	3,009,147	87.	Gulf Oil Corp.	1,331,609
29.	Carter Products, Inc.	6,471,175	200.	Hagan Chemicals & Controls	255,317
*311.	Chanel, Inc.	48,592	*238.	Haggar Co.	153,280
97.	Chemstrand Corp.	1,190,550	103.	Hallmark Cards, Inc.	1,115,218
*236.	Chemway Corp.	158,930	*311.	Hambro Automotive Corp.	28,811
78.	Chesebrough-Ponds, Inc.	1,786,119	169.	Hamm, Theodore, Brewing Co.	412,908
337.	Chicago Printed String Co.	32,454	333.	Hanes, P. H., Knitting Co.	36,000
311.	Chicago Show Printing Co.	30,420	139.	Hartz Mountain Products	605,576
23.	Chrysler Corp.	8,638,204	57.	Heinz, H. J., Co.	2,910,051
328.	Chun King Assoc. Enterprise	37,874	51.	Helene Curtis Indus., Inc.	3,350,042
306.	Citizens for Kennedy	55,475	112.	Hills Brothers Coffee, Inc.	979,556
125.	Citizens for Kennedy & Johnson	708,829	151.	Hollywood Brads, Inc.	512,610
299.	Clark, J. R., Co.	66,290	137.	Hoover Co.	-612,005
132.	Cluett, Peabody & Co., Inc.	615,229	319.	Hygrade Food Prods. Corp.	45,119
148.	Coca Cola Co.	561,080	329.	Ideal Toy Corp.	37,790
*322.	Coleman Co., Inc., The	12,790			
5.	Colgate-Palmolive Co.	22,511,280			
209.	Coliforms, Inc.	232,000			
251.	Columbus Coated Fabrics	133,735			
*302.	Commonwealth Products, Inc.	60,000			

(Continued on Next Page)



# 348 NETWORK TV ADVERTISERS

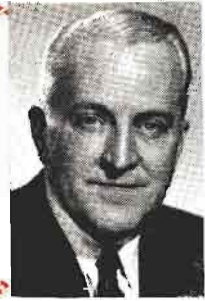
Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
338.	Independent Citizens for Nixon & Lodge.....	32,297	191.	Philis & Reading Corp.....	280,318
186.	Independent Televisian Com.....	315,130	218.	Phileo Corp.....	201,586
217.	Insurance Co. of N. Amer.....	138,391	13.	Philip Morris, Inc.....	11,215,118
119.	International Parts Corp.....	552,183	201.	Phillips Petroleum Co.....	211,056
211.	International Shoe Co.....	228,377	166.	Phillips-Van Heusen Corp.....	125,521
335.	Jantzen, Inc.....	35,920	37.	Pillsbury Co.....	1,927,310
318.	Jaymar-Ruby, Inc.....	25,179	85.	Pittsburgh Plate Glass.....	1,371,266
171.	Jergens Andrew Co.....	397,221	*101.	Plogah, Inc.....	1,121,788
278.	Johns-Manville Corp.....	100,497	63.	Polaroid Corp.....	2,755,186
305.	Johnson, Howard D., Co.....	55,496	152.	Polk Miller Prods. Corp.....	511,151
41.	Johnson & Johnson.....	1,297,630	212.	Pond, A. H., Co., Inc.....	116,170
25.	Johnson, S. C., & Son, Inc.....	8,103,717	1.	Procter & Gamble Co.....	16,106,679
10.	Kaiser Industries Corp.....	1,118,010	*113.	Procter-Silex Corp.....	950,698
173.	Kayser Roth Corp.....	391,705	16.	Prudential Insur. Co. of Amer.....	3,766,861
18.	Kellogg Co.....	9,900,196	70.	Purex Corp., Ltd.....	2,279,952
150.	Kemper Insurance Group.....	551,526	55.	Quaker Oats Co.....	3,022,571
159.	Kendall Co.....	476,111	17.	Radio Corp. of America.....	3,755,367
19.	Kimberly-Clark Corp.....	3,521,286	307.	Rainbow Crafts, Inc.....	51,000
331.	Kiwi Polish Co., Pty., Ltd.....	37,768	30.	Ralston Purina Co.....	6,067,010
311.	Knapp-Monarch Co.....	47,160	252.	Reader's Digest Ass'n, Inc.....	133,599
266.	Knox, Charles B., Gelatine Co.....	116,325	168.	Realemon-Puritan Co.....	121,303
339.	Kurlash Co., Inc., The.....	31,960	315.	Reardon Co.....	26,910
269.	Lanolin Plus, Inc.....	111,270	318.	Reddi-Wip Inc.....	15,186
198.	Lanvin Parfums, Inc.....	260,563	315.	Remco Industries, Inc.....	16,000
320.	Lavry's Foods, Inc.....	45,000	71.	Renault, Inc.....	1,898,117
98.	Leeming, Thos., & Co., Inc.....	1,188,960	292.	Renuzit Home Prods. Co.....	75,700
181.	Lehn & Fink Prods. Corp.....	358,316	195.	Republican Nat'l Comm.....	265,178
*276.	Lenox Inc.....	106,810	*286.	Restonic Corp.....	80,087
3.	Lever Brothers Co.....	28,613,110	183.	Retail Clerks Internat'l Ass'n.....	325,935
260.	Lewis Howe Co.....	119,770	12.	Revlon, Inc.....	1,219,880
161.	Libbey-Owens-Ford Glass.....	429,160	106.	Rexall Drug & Chem. Co.....	1,111,560
15.	Liggett & Myers Tobacco.....	10,991,621	60.	Reynolds Metals Co.....	2,818,160
293.	Lincoln Nat'l. Life Ins. Co.....	73,815	7.	Reynolds, R. J., Tob. Co.....	15,891,116
330.	Lionel Corp.....	37,790	67.	Richardson Merrell, Inc.....	2,371,527
*321.	Little Crow Milling Co.....	42,000	301.	Rock of Ages Corp.....	56,781
96.	Longines-Wittnauer Watch.....	1,192,020	176.	Sandura Co.....	386,729
26.	Lorillard, P., Co.....	7,755,281	216.	Savings & Loan Found, Inc.....	212,129
110.	Ludens, Inc.....	601,020	*326.	Schaper Mfg. Co., Inc.....	10,000
121.	M & R Dietetic Labs., Inc.....	727,151	61.	Schlitz, Jos., Brewing Co.....	2,625,530
*327.	M&O-Meal Co.....	39,705	11.	Scott Paper Co.....	1,020,918
228.	Manhattan Shirt Co.....	177,853	235.	Seavill Mfg. Co., Inc.....	160,191
105.	Mars, Inc.....	1,120,670	212.	Scripto, Inc.....	226,120
79.	Massey-Ferguson, Ltd.....	1,667,179	*277.	Sealright Oswego Falls Cor.....	100,501
93.	Mattel, Inc.....	1,272,690	268.	Sealy, Inc.....	111,716
*232.	McCall Corp.....	162,165	59.	Sears, Roebuck & Co.....	2,827,765
80.	Mennen Co.....	1,621,120	107.	Seven-Up Co.....	1,090,850
102.	Mentholatum Co.....	1,118,771	221.	Shattuck, Frank G., Co.....	1,899,785
20.	Miles Laboratories, Inc.....	6,839,116	193.	Shell Oil Co.....	27,1028
170.	Miller Brewing Co.....	108,910	211.	Shulton, Inc.....	139,578
*312.	Miller Brothers Hat Co., Inc.....	48,018	222.	Shuyder Bros., Inc.....	192,580
298.	Minn. Mining & Mfg. Co.....	70,176	68.	Simoniz Co.....	2,331,275
162.	Minute Mail Corp.....	113,309	197.	Sinclair Oil Corp.....	262,690
116.	Mogen David Wine Corp.....	938,889	91.	Singer Mfg. Co.....	1,215,351
270.	Mohaseo Industries, Inc.....	114,075	*331.	Smith-Corona Marchant, Inc.....	35,956
250.	Monsanto Chemical Co.....	135,720	261.	Smith, Kline & French Labs.....	116,675
51.	Mutual Benefit Health and Accident Ass'n.....	3,036,136	*325.	South & North, Cal. Renault Dealers.....	41,710
17.	National Biscuit Co.....	10,317,922	310.	Spalding, A. G., & Bros.....	31,000
188.	National Brewing Co.....	300,682	120.	Spidel Corp.....	830,108
21.	Nat'l. Dairy Prods. Corp.....	8,529,811	62.	Sperry Rand Corp.....	2,783,181
155.	Nat'l. Grape Co-Op. Ass'n.....	511,220	178.	Staley, A. E., Mfg. Co.....	373,180
265.	Nat'l. Nixon-Lodge Clubs.....	116,550	58.	Standard Brands, Inc.....	2,887,410
219.	Nat'l. Presto Industries.....	201,361	281.	Standard Oil Co. of Calif.....	91,007
116.	Nat'l. Repub. Congress. Comm.....	568,150	161.	Standard Oil Co. of Ind.....	418,079
290.	Nat'l. Repub. Senatorial Comm.....	77,205	121.	Standard Oil Co. of N. J.....	786,155
82.	Nestle Co., Inc.....	1,611,156	*172.	Standard Triumph Motor Co.....	395,582
*312.	N. E. Mutual Life Inc. Co.....	30,223	*287.	Stanley-Warner Corp.....	77,850
126.	N. Amer. Philips Co., Inc.....	707,302	111.	State Farm Mutual Automobile Insurance Co.....	918,953
179.	N. Amer. Van Lines, Inc.....	367,170	300.	Steel Co.'s Coordinating Comm.....	65,010
*313.	North Woods Coffee Co.....	30,000	8.	Sterling Drug Co.....	15,358,919
262.	Northam Warren Corp.....	117,870	*230.	Stewart-Warner Corp.....	167,476
189.	Norwich Pharmaceutical Co.....	298,788	123.	Stokely-Van Camp, Inc.....	728,127
72.	Noxema Chemical Co.....	1,906,269	301.	Stroh Brewery Co.....	63,228
272.	Ocean Spray Cranberries.....	113,510	108.	Studebaker-Packard Corp.....	1,064,219
393.	Ohio Oil Co.....	42,686	75.	Sunbeam Corp.....	1,825,112
227.	Old London Foods, Inc.....	179,850	111.	Sunshine Biscuits, Inc.....	573,701
71.	Old Matheson Chem.....	2,190,183	66.	Sweets Co. of Amer., Inc.....	2,181,559
221.	Onboard Marine Corp.....	191,033	86.	Swift and Co.....	1,366,220
192.	Palbst Brewing Co.....	276,799	207.	Technical Tape Corp.....	236,818
185.	Palm Beach Co.....	316,130	11.	Texaco, Inc.....	12,161,822
187.	Pan Amer. Coffee Bureau.....	314,731	*220.	Top Value Enterprises Inc.....	200,275
65.	Pet Milk Co.....	2,529,401			
*282.	Peter Pan Foundations, Inc.....	90,630			
117.	Peter Paul, Inc.....	879,219			

Source: TVB-ENA-BAR.® New to network Television.



# Television's Boom Abroad Aided By U. S. Know-How

By MERLE S. JONES  
President, CBS Television Stations Division



AS television reached maturity in America during the past 12 years, informing, educating and entertaining the populace and even influencing the nation's political mood, so it is now developing around the world with much the same force. Absorbed as we are in American broadcasting, events make it imperative that we look more closely at international television.

Television began to hit its stride in many countries outside the United States several years ago, finding enthusiastic audiences among all levels of society, whether in crude villages of Africa and Asia or in the cosmopolitan centers of Western Europe. In the past two years the number of television sets and stations abroad has soared at a fantastic rate to the point where it is now estimated that by 1962 there will be more off-shore sets in use than in the U. S.

Mutual cooperation between American broadcasters and those of countries who are in the process of developing television systems can only result in maximum benefits to both. For this reason the Columbia Broadcasting System takes pride in its contribution to the growth of international TV.

For many years international television representatives have come to CBS seeking help in technical, administrative and production problems as well as in a host of other areas. During 1960 more than 150 representatives from 45 different countries visited the CBS Television Stations Division offices in New York. During January 1961 alone we met with 30 representatives from such countries as Lebanon, Japan and England.

Because of the growing number of inquiries from abroad during the past few years, the CBS Television Stations Division has established formal procedures for giving help to broadcasters abroad. Over the past ten months, for example, CBS negotiated

agreements with organizations in four countries — West Germany, Italy, Argentina and Peru — by which CBS experience is being used to help establish television systems and to provide consultation and facilities for existing TV networks and stations.

The West German agreement provides help for the group which is planning that country's all-UHF commercial television network which, when it is completed and authorized, will compete with the existing state-operated television network.

The CBS-RAI agreement in Italy calls for a mutual exchange of technical information, equipment, personnel and eventually programs and talent. The agreement anticipates growing exchange of programming material by both Italy and America. An example of such exchange took place in 1960 when RAI provided the CBS Television Network with exclusive coverage of the Olympics.

In Argentina, CBS and Latin American interests formed PROARTEL (Producciones Argentinas de Television) last June to create and produce programming for telecasts in Buenos Aires. A similar facility was established in Peru by CBS last year.

Not only are American broadcasters providing consultation and technical information abroad, but sales of American television programs overseas have also experienced a phenomenal rise. During 1960, CBS Films Inc., the subsidiary responsible for distributing CBS program product abroad, increased its international sales by 30 per cent over 1959 and by 250 per cent over 1957. Sales were made in such widely separated places as Brazil, Hong Kong, Haiti and the United Arab Republic. Each week CBS Films provides more than 1,100 half-hour programs, dubbed into more than a dozen languages, to 40 countries outside the United States.

# Radio Time Sales — National, Regional And Local Sales Figures In Key Areas

— 1959 —

<i>Areas</i>	<i>Number reporting \$25,000 or more time sales*</i>	<i>National regional advertisers and sponsors†</i>	<i>Local advertisers and sponsors‡</i>
Akron, O. ....	4	\$ 417,766	\$1,507,190
Albany-Schenectady .....	7	1,345,431	1,126,874
Albuquerque .....	8	286,171	1,005,886
Allentown-Bethlehem .....	8	311,448	1,143,463
Amarillo, Tex. ....	6	249,398	596,277
Atlanta, Ga. ....	15	1,849,545	2,587,726
Austin, Tex. ....	4	218,624	571,247
Bakersfield, Cal. ....	8	196,019	541,108
Baltimore .....	14	1,952,264	3,620,307
Birmingham .....	11	817,660	1,358,490
Boston .....	17	4,687,096	5,119,990
Bridgeport, Conn. ....	3	390,829	692,509
Buffalo .....	10	2,209,204	2,260,300
Canton, O. ....	5	397,161	535,007
Cedar Rapids, Ia. ....	3	811,240	482,163
Charleston, W. Va. ....	6	215,039	667,005
Charlotte .....	7	872,689	737,785
Chattanooga .....	8	184,931	1,101,728
Chicago .....	23	11,976,097	10,169,291
Cincinnati .....	8	2,874,872	2,028,357
Cleveland .....	9	3,124,807	3,027,130
Columbia, S. C. ....	7	238,887	683,085
Columbus, O. ....	6	1,533,700	1,868,667
Dallas .....	11	1,709,803	2,920,503
Davenport, Rock Island. ....	5	365,764	652,879
Dayton .....	5	755,813	1,733,998
Denver .....	17	1,269,711	2,871,816
Des Moines, Ia. ....	6	1,500,390	1,009,511
Detroit .....	10	6,196,002	5,380,676
Duluth-Superior .....	8	269,052	648,279
El Paso .....	7	212,803	687,869
Erie, Pa. ....	5	197,279	473,092

<i>Areas</i>	<i>Number reporting \$25,000 or more time sales*</i>	<i>National regional advertisers and sponsors†</i>	<i>Local advertisers and sponsors†</i>
Evansville, Ind. ....	5	215,349	519,206
Flint, Mich. ....	6	316,883	861,666
Fort Wayne, Ind. ....	4	587,143	973,615
Fort Worth ....	7	755,833	1,541,374
Fresno, Cal. ....	8	647,931	1,105,717
Grand Rapids, Mich. ....	6	593,993	898,796
Greensboro, High Pt. ....	7	205,347	719,420
Greenville, S. C. ....	7	210,297	712,746
Harrisburg, Pa. ....	5	359,202	560,008
Hartford, Conn. ....	5	1,754,084	579,087
Honolulu ....	8	571,341	1,380,750
Houston, Tex. ....	11	1,932,679	2,634,605
Huntington, Ashland ....	5	190,077	452,886
Indianapolis ....	6	1,595,457	2,175,611
Jackson, Miss. ....	6	391,742	485,719
Jacksonville, Fla. ....	10	666,225	1,001,194
Kalamazoo ....	3	337,897	545,617
Kansas City, Mo. ....	9	2,044,554	2,737,754
Knoxville, Tenn. ....	9	417,313	999,818
Lancaster, Pa. ....	6	254,642	512,285
Little Rock ....	8	416,117	600,002
Los Angeles-Long Beach. ....	29	8,174,782	12,519,338
Louisville, Ky. ....	9	1,523,325	1,706,976
Macon, Ga. ....	7	211,879	523,939
Madison, Wisc. ....	3	253,145	624,779
Memphis, Tenn. ....	10	1,050,310	1,707,573
Miami, Fla. ....	13	1,745,521	2,764,881
Milwaukee ....	8	1,998,781	2,439,083
Minneapolis-St. Paul ....	11	2,625,052	3,174,000
Montgomery, Ala. ....	6	304,143	412,546
Nashville, Tenn. ....	8	969,749	1,646,958
New Haven, Conn. ....	3	479,331	747,336
New Orleans, La. ....	10	1,230,172	1,630,866
New York ....	29	26,597,178	11,510,626
Newport News-Hampton ....	3	249,318	391,815
Norfolk, Portsmouth ....	7	480,592	1,363,102
Oklahoma City ....	8	706,497	1,385,828
Omaha, Neb. ....	7	1,021,452	1,532,202
Orlando, Fla. ....	8	205,227	871,070

*(Continued on Next Page)*

# RADIO TIME SALES

<i>Areas</i>	<i>Number reporting \$25,000 or more time sales*</i>	<i>National regional advertisers and sponsors†</i>	<i>Local advertisers and sponsors‡</i>
Peoria, Ill. ....	5	406,388	812,883
Philadelphia ....	20	5,240,245	6,365,432
Phoenix, Ariz. ....	12	446,373	1,764,389
Pittsburgh, Pa. ....	20	2,700,424	4,118,707
Portland, Me. ....	4	242,338	418,234
Portland, Oreg. ....	16	1,349,015	1,805,374
Providence, R. I. ....	11	1,076,868	1,376,030
Raleigh, N. C. ....	5	616,858	432,330
Richmond, Va. ....	8	813,419	1,031,040
Rochester, N. Y. ....	6	1,092,912	977,154
Sacramento, Cal. ....	5	788,940	1,155,140
St. Louis, Mo. ....	13	3,791,141	3,825,150
Salt Lake City, Utah. ....	9	416,308	1,309,742
San Antonio, Tex. ....	8	1,130,893	1,531,641
Ontario, Cali. ....	20	420,354	1,429,390
San Diego, Cal. ....	9	983,959	1,547,173
San Francisco-Oakland ....	18	4,834,062	4,907,539
San Jose, Cal. ....	6	182,605	956,270
Scranton, Pa. ....	6	276,095	659,513
Seattle, Wash. ....	17	1,364,457	2,587,738
Shreveport, La. ....	8	590,304	625,419
South Bend, Ind. ....	3	259,003	418,541
Spokane, Wash. ....	8	618,970	1,048,136
Springfield-Holyoke ....	9	224,394	864,136
Springfield, Mo. ....	4	193,868	520,636
Stockton, Cal. ....	5	270,381	681,157
Syracuse, N. Y. ....	7	926,532	1,334,295
Tampa-St. Petersburg, Fla. ....	13	884,636	1,600,484
Toledo, O. ....	4	813,612	966,783
Topeka, Kan. ....	4	421,693	608,732
Tulsa, Okla. ....	6	614,715	1,064,001
Utica-Rome, N. Y. ....	7	205,961	592,837
Washington, D. C. ....	17	3,322,733	4,481,831
Wheeling, W. Va. ....	4	459,561	516,536
Wichita Falls, Tex. ....	3	259,068	365,942
Wichita, Kan. ....	6	519,180	1,046,013
Wilmington, Del. ....	4	189,097	778,608
Worcester, Mass. ....	4	543,099	631,533
Youngstown, O. ....	5	518,846	817,021

(\*) Stations with less than \$25,000 time sales report only total revenues and total expenses, and account for over 99% of the broadcast revenues of the 3,350 reporting stations.  
 (†) Before commissions to agencies, representatives and others.  
 Source: FCC.



**1961**

**TELEVISION  
NETWORKS**



**EXECUTIVE PERSONNEL  
BIOGRAPHIES  
U. S. MAP OF NETWORK  
OWNED & OPERATED  
& AFFILIATED STATIONS**





## The Public Is Boss ... In Our Programming Efforts

By OLIVER TREYZ  
President, ABC Television Network

**N**EVER has it been a secret that we at ABC-TV have always considered the public's desires first in our programming efforts. The rapid and solid growth of ABC-TV has proved the soundness of this philosophy.

Ratings are, of course, a vital indication of public acceptance. But there are many more personal indices.

For instance, not too long ago KAKE-TV, our primary affiliate in Wichita, Kansas, celebrated its fifth anniversary with a cake baking contest. Viewers were invited to submit cakes decorated with pictures of ABC-TV personalities. Out of 5,000 entries, half were decorated with likenesses of Lawrence Welk—very appetizing proof, which I personally sampled, that Mr. Welk is well-liked in Wichita.

One major way we "feel the public pulse" is through the managers of our more than 200 affiliates. These men are leaders in their communities, in close touch with the people who control the TV dials.

We hold regular meetings with our affiliates and communicate constantly with them throughout the year. They are quick to tell us how their viewers—who of course also are ABC-TV viewers—react to our programs.

Letters and phone calls direct to the network from the public are other important "pulse feelers." Most letters come from viewers who feel moved to express thanks or give us constructive criticism.

A recent letter from New Britain, Conn. said "Wednesday evening on ABC to me is the best of the week. You can set the dial and forget it for the entire evening."

From letters I have seen, many viewers

all over the country feel the same way about every evening on ABC-TV. A letter that made both the network and the sponsor happy came from Cincinnati. After calling "Leave It to Beaver" "one of the best family situations on TV today," the viewer said, "We even enjoy the commercials."

Sometimes we receive a stack of letters, all mailed within a few days of each other. Then we know that someone has started either a "for" or an "against" campaign. We do not believe that these letters are truly indicative of a program's appeal. Other things are: Tourists ferreting out "Dino's" in Hollywood and the "Boom Boom Room" in Miami Beach reflect the popularity of "77 Sunset Strip" and "SurfSide 6".

The influence of "SurfSide 6" on Florida viewers has, I understand, been so effective that boat builders in that area are experiencing a minor boom in constructing \$15,000 houseboats similar to the one used in the show.

Travel—whether it be across town in New York City or anywhere in the country—provides word of mouth reaction to programming.

A Manhattan taxi driver talks about John Russell in "Lawman". A man in the next chair laughs with the Chicago barber about last night's "Flintstones." Your seat-mate on a cross-country flight mentions "Winston Churchill—The Valiant Years".

These personal experiences turn rating points into people; individuals who laugh, thrill, enjoy and are stimulated by television. They are not cold cyphers, impersonal digits. They are people, the people for whom we at ABC-TV work.

# ABC Television Network

## **JAMES C. HAGERTY**

***Vice President in Charge of News, Special Events and Public Affairs***

News Secretary to former President Eisenhower during his administration, James Hagerty took over the top ABC news job on January 23 of this year; three days after leaving the White House. A top news reporter for the New York Times from 1934 to 1943, Mr. Hagerty became former New York Governor Thomas Dewey's Press Secretary in 1943. In 1952 he took leave from his New York State position to work with General Eisenhower, then became his News Secretary when Eisenhower was elected President.



## **ALFRED R. SCHNEIDER**

***ABC-TV Vice President in Charge of Administration***



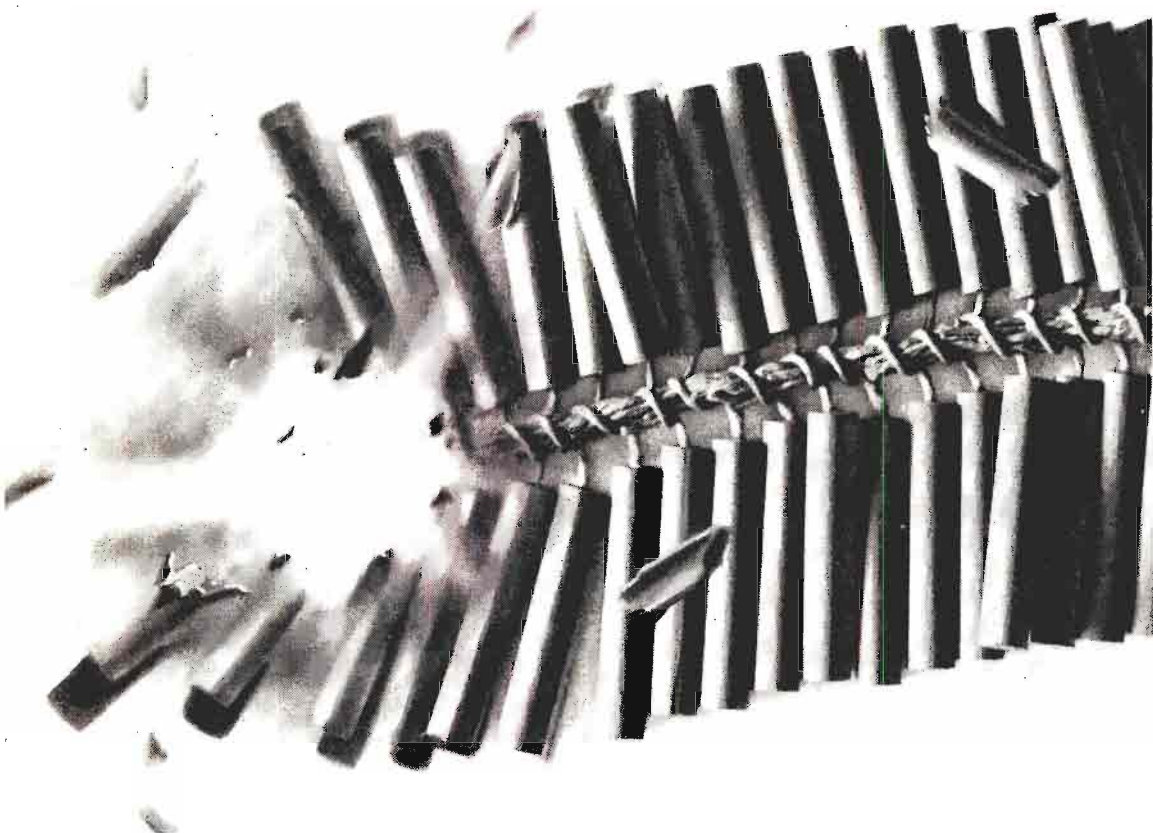
Former Assistant to the President of the CBS Television Network, Mr. Schneider joined ABC-TV in his current position on January 18, 1960. From 1952 to 1954, Mr. Schneider was a member of the American Broadcasting-Paramount Theatres, Inc. legal department and Assistant Director, Business Affairs for the ABC Television Network. In 1955 he went to CBS as Assistant to the Director of Business Affairs and was promoted to Executive Assistant to the CBS-TV President in 1958. Mr. Schneider was graduated from Hamilton College and from the Harvard Law School.

## **JULIUS BARNATHAN**

***Vice President for Affiliated Stations***

Appointed Vice President for Affiliated Stations July 15, 1959. Mr. Barnathan has been with ABC-TV since 1954 when he was Supervisor of Ratings. In 1956 he was named Manager of TV Research and in 1957, Director of Research. In March of 1959 he was promoted to Vice President in Charge of Media Research and Statistical Analysis for Kenyon & Eckhardt. He is a graduate of Brooklyn College and holds a Master's Degree in mathematical statistics from Columbia University. During World War II, he served with the U.S. Naval Air Corps.





## There is nothing harder to stop than a trend.

Any computer, no matter how marathon the range of its "intellect," subsists on the facts fed into it by human choice. Many computers strut their electronic stuff in what is familiarly known as "Video Land." But only one computer really counts—that's the one that starts the count rolling. The one who starts the Trend trending.

Who?

You.

The Dial Twister. Recently known as The Trend Maker.

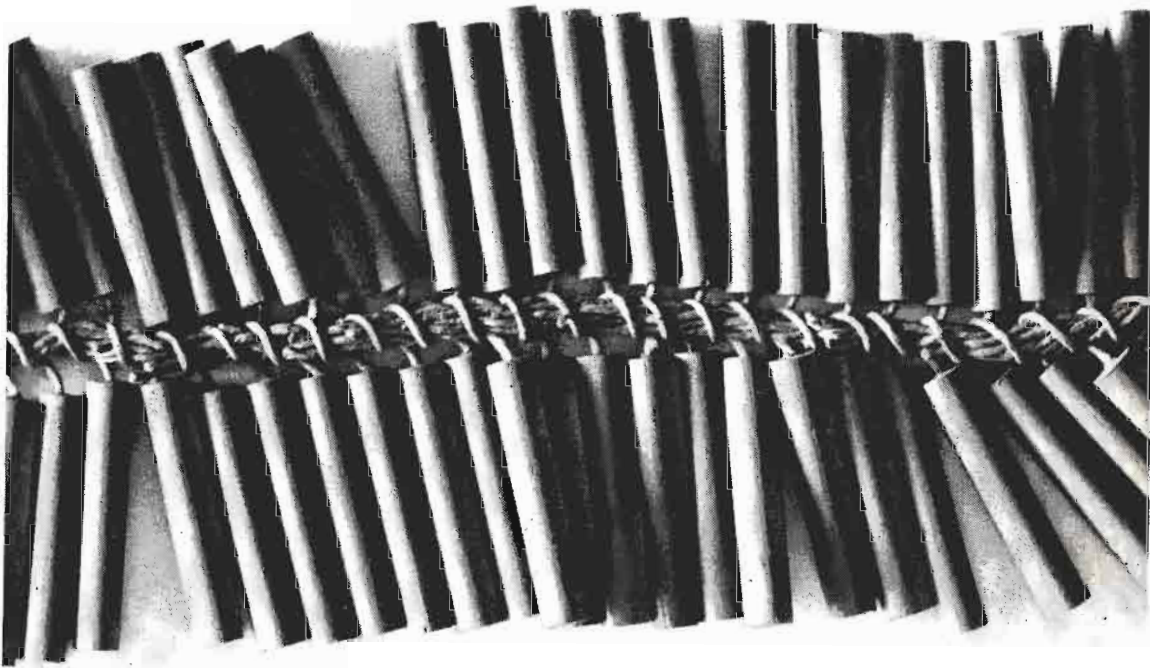
You are the only computer that ever really created anything. You created another network (see our signature below). You created a network second to none (see the chart to the right). You kept twisting and twisting that little dial on your living-room set and you twisted us right up there . . . where we now have 5 of the 10 most popular shows. Not since 1958 has Net Y, and not since 1955 has Net Z, had so high a Share of Audience as ABC-TV has today.

You (along with millions of other Dial Twisters) have made ABC the network most homes watch most of the time. You, all of you, are part of The Trend.

This pleasing result came from your computing of certain facts fed into you. Take such bold facts as *The Untouchables*, *77 Sunset Strip*, *The Real McCoys*, *The Flintstones*, *My 3 Sons*, *SurfSide 6*, *The Roaring 20's*. You digested them, computed them and reported those so highly pleasing (to us) Top Ratings.

When you are in a mood (other computers are incapable of being in or out of moods) for even more substantial fare, ABC feeds you such responsible Public Interest documentaries as the Bell & Howell *Close-Up!* series, *Expedition* and the exciting 26-part series, *Winston Churchill: The Valiant Years*. (Music background by Richard Rodgers.)

When you are in a mood to compute Sports facts, we feed you the most Sports hours of any network: NCAA Football, American League Football, Fight



*(except The Dial Twister responsible for that trend.)*

of the Week. All Star Golf. Championship College Basketball. (No end to The Trend!)

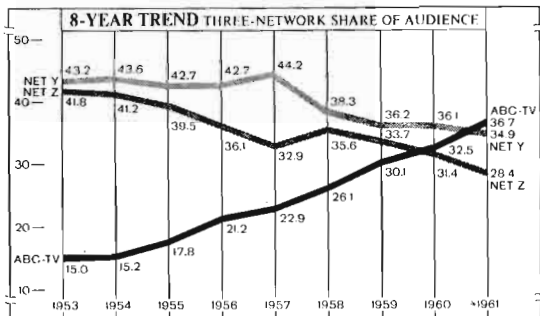
And in Specials: How quickly you will compute such extra-special Specials as *David the Outlaw*, two-part Biblical epic starring Jeff Chandler and Israel and other forthcoming ABC Specials.

Obviously, no human computer can be told what to watch and compute in this land of many million human computers. There is no arm-twisting in this land.

There is, however, dial-twisting a-plenty.

We owe our existence as a network to it. We owe our phenomenal growth (The Trend) in Client Acceptance to it. ABC's billings in 1960 were up 30% and give every evidence of continuing to out-pace the growth of any other element in the TV industry.

So, whether you are an advertiser dialing-in the public . . . or whether you are a Dial Twister dialing-in for Television's best . . . the trend to ABC-TV now makes it your first choice.



\*Source: Nielsen 24-Market Reports, 4 weeks ending Jan. 22, 1961 vs. Multi-Network Area Reports for similar periods previous years. Average Audience. Mon-Sat. 7:30-11 PM. Sunday 6:30-11 PM.

**ABC TELEVISION**



# American Broadcasting Company, Inc.

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

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

Telephone Number: *SUSquehanna* 7-5000

## OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company  
 Simon B. Siegel... Financial V.P. of AB-PT and V.P. & Treasurer of ABC  
 Martin Brown... Treas. of AB-PT & V.P. Asst. Treas. of ABC  
 Oliver Treyz... Pres. TV Network  
 Robert R. Pauley... Vice-President in Charge. AM Network  
 Charles Ayres... Vice-President  
 Julius Barnathan... Vice President  
 James W. Beach... Vice-President  
 Alfred Beckman... Vice-President  
 Bert Briller... Vice President  
 Slocum Chapin... Vice-President  
 Girard Chester... Vice-President  
 Robert Coe... Vice President  
 Donald Coyle... Vice-President  
 Sanford Cummings... Vice-President  
 Omar Elder... Vice-President  
 Theodore Fetter... Vice-President  
 Michael J. Foster... Vice-President  
 Richard Freund... Vice President  
 Henry T. Hede... Vice President  
 Ben Hoberman... Vice President  
 Frank Marx... Vice-President  
 Daniel Melnick... Vice-President  
 Thomas Moore... Vice-President  
 William P. Mullen... Vice-President  
 Sterling C. Quinlan... Vice-President  
 James G. Riddell... Vice President  
 Stephen Riddleberger... Vice President  
 Elton Rule... Vice President  
 David Sacks... Vice President  
 Edgar J. Scherick... Vice-President  
 Selig Seligman... Vice-President  
 Joseph Stamler... Vice-President  
 Thomas Velotta... Vice-President  
 Mortimer Weinbach... Vice-President & General Counsel  
 Michael P. Boland... V.P. & Asst. Treasurer

## TELEVISION

Oliver Treyz... President of ABC-TV Network

### Engineering

Frank Marx... Vice-President in Charge  
 C. Edward Hamilton... Dir. of Eng. Oprs.  
 Richard Hamilton... Supervisor of Communications  
 George Milne... Dir. of Traffic & Comm.  
 Clure Owen... Administrative Assistant  
 John Preston... Director of Engineering Facilities  
 Lawrence A. Ruddell... Recording Director  
 Reginald Willcocks... Traffic Manager  
 Merle Worster... Eastern Engineering Ops. Mgr.

### Production Services

John Kneeshaw... Oprs. Mgr.  
 Ruth K. Blainey... Bus. Mgr.  
 David Eschilbacher... Studio Svcs. Mgr.  
 Frederick J. Schuhman... Dir. of Prod. Serv.  
 Arthur Segal... Scenic Svcs. Mgr.

### Finance, Personnel & General Services

Simon B. Siegel... Finan. V.P. of AB-PT & V.P. & Treasurer of ABC  
 Martin Brown... Treas. of ABC-PT & Asst. Treas. of ABC  
 George Ast... Purchasing Agent  
 Michael P. Boland... V.P. & Asst. Treas.  
 Joseph Fitzpatrick... Internal Auditor  
 Edward Graessle... Manager of Treasury Affairs  
 Marie McWilliams... Director of Personnel  
 Joseph Spagnola... Dir. of Office & Studio Services  
 Charles Smith... Chief Accountant  
 Sam Barr... Mgr. of Data Processing  
 Grace Johnson... Dir. of Continuity Accept.

### Legal

Mortimer Weinbach... Vice-President & General Counsel  
 Richard L. Freund... V.P. in charge of Labor Relations



**TV Network Legal**

Omar Elder.....V.P. & General Counsel  
Robert Kaufman.....Asst. General Counsel

**Programming**

Thomas W. Moore.....Vice-President  
in Charge of Programming  
Theodore H. Fetter.....V.P. & Program Director  
Giraud Chester.....V.P. in Charge of  
Daytime Programs  
Daniel Melnick.....V.P. in chg. Pgs. Deve.  
Theodore Lyman.....Mgr. Anncg. Div.  
Armund Grant.....Dir. Daytime Progms.  
Charles H. Barris.....Mgr. TV Daytime Prog.  
John B. Green.....Ntwk. Exec. Producer  
Frederick P. Laffey...Bus. Mgr. & Budget Off.  
Leonard Maskin.....Admin. Mgr.  
William Seaman.....Dir. of Program Service  
William Whitehouse.....Dir. of Sports  
Julian Bercovici.....Exec. Producer  
Robert Rafelson.....Mgr. Prog. Devel.  
George Patrick.....Mgr. Daytime Prog. Serv.

**News, Special Events & Public Affairs**

James C. Hagerty.....V.P. in Chg.  
Thomas Velotta.....V.P. for Special Projects  
Donald G. Coe...Dir. of Special Events and Ops.  
Wiley Hance.....Mgr. of Public Affairs  
John Madigan.....Dir. of News & Pub. Aff.  
Lewis W. Schollenberger...Dir. Sp. Ev. & News  
Frank Latourette.....Nat'l News Editor  
Jules Bergman.....Science Editor

**Press Information**

Michael J. Foster.....Vice-President in Charge  
Stephen Strassberg...Director of Press Information  
Sidney R. Mesibov...Dir. of Spec. Exploitation  
Projects  
Catharine Lynch.....Librarian  
Philip Bernstein.....Asst. Dir.  
Ellen Heagerty.....Superv. Audience Info.  
George Hoover.....Trade News Editor  
Richard Sarno.....Photo Editor  
Mark Yanofsky.....Magazine Editor

**Continuity Acceptance**

Grace Johnsen.....Director

**Advertising**

Dean Linger.....Dir. of Advertising

**Sales**

Edgar J. Scherick.....V.P. in Charge  
Slocum Chapin.....V.P. in charge of Western  
Division TV Net-sales  
Henry T. Hede.....V.P. Admin. Sls. Mgr.  
Charles Ayres.....V.P. in Chg. Eastern Sls.  
Edward Bleier.....V.P. in Chg. Daytime Sales

**Owned & Operated Stations**

Stephen Riddleberger.....V.P. in Chg.

**Affiliated Stations, Station Relations,  
Station Clearance**

Julius Barnathan.....V.P. for Affili. Stations  
Robert Coe.....V.P. in Chg. TV Sta. Rel.  
Ralph S. Hatcher.....Mgr., Station Rel.  
Donald S. Shaw Jr., Director of Station Clearance  
Joseph Giaquinto...Manager Station Clearance

**Research and Sales Development**

Frederick Pierce.....Mgr., Research  
Bert Briller.....V.P. in Chg. TV Sales Develop.  
Henry Levinson.....Mgr. of Sales Development

**International Division**

Donald W. Coyle.....V.P. in Chg.  
James T. Larkin.....Mgr., Sta. Devel.  
Wally McGough.....Dir. Sta. Rel.  
Stephen Mann.....Sales Mgr.  
Irwin Klein.....Business Mgr.

**ABC Film Syndication, Inc.**

1501 Broadway

Henry G. Plitt.....President  
Howard Anderson...V.P. Superv. Sales, Chicago  
William L. Clark.....Vice-President &  
Director of Western Sales Division  
Harold Klein.....V.P., Business Affairs  
Gilbert Cohen.....Film Supervisor  
Raymond Fox.....Comptroller  
Irving Paley.....Advertising & Prom. Manager

**CHICAGO (WBKB)**

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

Sterling C. Quinlan.....Vice-President in  
Charge of WBKB  
William C. Gillogy.....Vice-President in Chg.  
TV Net Sales Dev.  
James Asher.....Dir. Pub. & Prom.  
Ralph Andrews.....Film Director  
Manuel Fingerhut.....Comptroller, WBKB  
William Gillogy.....Dir. of Sales, TV Net.  
John Grace.....Mgr. Sls. Serv. TV Networks  
William P. Kusack...Manager of Engineering  
Dept.  
Rex Maupin.....Dir. of Music for WBKB &  
ABC C. D.  
Con O'Dea.....Superv. WBKB News &  
Special Events  
Daniel Schuffman...Program Manager, WBKB  
Matthew Vieracker...General Manager, WBKB

(Continued on Page 722)





(Continued from Page 719)

**DETROIT (WXYZ)**  
 20777 West Ten Mile Rd.  
 Detroit 41, Mich.

John Pival..... President, Gen. Mgr.  
 Elizabeth Ashton..... Traffic Manager  
 Harold Christian..... V. P., in Charge of  
 Merchandising & Research  
 Ralph Dawson..... Mgr. Tape Comm. Dept.  
 Kent Fredericks..... Local Sales Mgr.  
 James Conroy..... Mgr. of Prod. Svcs.  
 James Galvin..... Promotion Mgr.  
 Jan Coil..... Sales Service Mgr.  
 Kenneth Sims..... Film Director  
 Richard Femmel..... News Director  
 Charles Kocher..... Chief Engineer  
 John Reynolds..... Controller  
 Peter Strand..... Program Mgr.

**HOLLYWOOD (KABC-TV)**  
 ABC Television Center  
 Hollywood 27, Calif.

James G. Riddell..... Vice-President, Western Div.  
 J. Clifford Anderson..... Director of Special Svcs.  
 Jack Brembeck..... Mgr., Adv., Pub., Promo.  
 Dorothy L. Brown..... Continuity Acceptance Editor,  
 Western Division  
 Milt Fishman..... Dir. Radio-TV News  
 Rowe S. Giesen..... Mgr. TV Net Prgs.  
 Theodore Grenier..... Chief Eng., West Div.  
 Vincent Francis..... Regional & TV Network  
 Sales Mgr., W. D.  
 Arthur Harvey..... Dir. Labor Relations  
 and Bus. Affairs  
 Courtney McLeod..... Regional Mgr., TV Sta. Rel.  
 Norma T. Olsen..... Director TV Program  
 Operations  
 Hugh Hole..... ABC Co-Ord TV Network  
 Donald Kraatz..... Co-Ord TV Network  
 Richard Loeb..... Mgr. Program Serv.  
 TV Network  
 Richard O'Leary..... Sales Mgr. KABC-TV  
 Louis Sanman..... Mgr. Program Prod. Services  
 Robert Trachinger..... Mgr. TV Eng. Opera.  
 James Washburn..... TV Net Prog. Prod. Co-Ord.  
 James Patterson..... Program Dir. KABC-TV  
 John Mills..... Production Mgr. KABC-TV  
 Frank G. Ralston, Jr..... Network Film Dept. Dir.  
 Elton Rule..... V.P. Gen.-Mgr. KABC-TV  
 Florence T. Schiro..... Personnel Director  
 John C. Wagner..... Controller, Western Division  
 Elliott Henry..... Dir. of TV Net. Press Info.  
 Western Division  
 Elliott F. Alexander..... Mgr. of Adv. & Prom., W. D.  
 Sanford Cummings..... V.P. Net. Prog. Dept.

Mitchell L. Gamson..... ABC Coordinator-  
 Warner Bros. TV  
 Gene Gordon..... ABC-Disney Coord.  
 Howard H. Lipstone..... Mgr. Film Dept.  
 KABC-TV  
 Norman Sloan..... Business Mgr. KABC-TV

**SAN FRANCISCO (KGO)**  
 277 Golden Gate Ave.  
 San Francisco, Calif.

George Rice..... Program Manager  
 George Rodman..... Dir. Publicity, Adv. Promo.  
 Harry Jacobs..... Chief Engineer & Building  
 Maintenance Manager  
 Edith Kirby..... Traffic Manager  
 Robert Mitchell..... Mgr., Film Dept.  
 Noel Pazdral..... Mgr., KGO TV Sales Serv.  
 Lorraine Pedersen..... Continuity Acceptance Editor  
 David Sacks..... V.P. Gen. Mgr. KGO-TV  
 Henry Saroyan..... Comptroller & Purchasing Agent  
 Russ Coughlan..... Sales Mgr. KGO-TV  
 Calvin Thomas..... Prod. Mgr. KGO-TV

**WASHINGTON (WMAL-TV)**  
 4461 Connecticut Ave., N.W.  
 Washington, D. C.

Alfred Beckman..... V.P. in Chg.  
 Edgar Shelton..... Vice-President

**WABC-TV, NEW YORK**

**7 West 66th St., New York 22, N. Y.**

Joseph Stamler..... V.P. & Gen. Mgr. of WABC-TV  
 Arthur Dorfner..... Business Mgr.  
 James Szabo..... Sales Mgr.  
 A. L. Hollander, Jr..... Program Director  
 Takashi Kako..... Film Director  
 Gordon Kunz..... Production Manager of WABC-TV  
 Lester Dinoff..... Publicity Director  
 Libby Calamia..... Art Director

**ABC-TV Station Affiliates Association**  
**BOARD OF GOVERNORS**

Chairman—Joseph Hladky..... KCRG-TV, Cedar  
 Rapids, Ia.  
 Vice-Chmn.—Brent Kirk..... KUTV, Salt Lake  
 City, Utah  
 Secty.—Donald Davis..... KMBC-TV, Kansas  
 City, Mo.  
 Treas.—Howard Maschmeier..... WNHC, New  
 Haven, Conn.  
 Joseph Bernard..... KTVI-TV, St. Louis, Mo.  
 John Dille..... WSJV, Elkhart, Indiana  
 Joseph Drilling..... KJEC-TV, Fresno, Calif.  
 John Gelder..... WCHS-TV, Charleston, W. Va.  
 D. A. Noel..... WHBQ-TV, Memphis, Tenn.

# TV Must Aim To Cover Broadest Possible Spectrum Of Themes

By JAMES T. AUBREY, JR.  
President, CBS Television Network



THE things for which the current President of the United States will be remembered are many. My colleagues of the CBS Television Network and I will always be reminded of two particular events in which he figured so largely. The first of these events came prior to his election, when CBS News cameras and microphones brought to the nation and the world, over the combined lines of all the radio and television networks, the first of the series of Presidential campaign debates. Dr. Frank Stanton, joined by the broadcasting industry and the press, had sought for many years to secure Congressional sanction for these face-to-face confrontations.

The second Presidential event of particular interest in our memory was the first live telecast of a Presidential press conference, where once again the cameras of the CBS Television Network provided the pictorial coverage for the entire U. S. television industry on a pool basis.

To have these two events in the space of a single television season is a magnificent commentary on the importance and vitality of our medium, particularly when combined with our greatest entertainment year, a time when the audience for sponsored entertainment, as well as informational programs, was reaching a new high, and when the number of sponsors was also greater than ever.

Television is a public medium. It provides

information and entertainment, not necessarily in separate shows. Coverage of the Olympic Games, for example, was informational programming with tremendous entertainment appeal; entertainment such as "Leonard Bernstein and the New York Philharmonic" or the Armstrong Circle Theatre's presentation of "Eichmann: Engineer of Death" or Red Skelton's United Nations program certainly offered informational or public service rewards as well. As a public medium, the aim must always be to cover the broadest possible spectrum of themes and interests.

One of the things which we must recognize, as a public medium, is that the public is dynamic. Its tastes are not fossilized into hard, rigid, unchanging matrices. Nor, by the same token, are its tastes committed to any doctrine of constant change. It is many different publics and many overlapping publics.

It is interested neither in standing still nor in shifting too fast. It is always a challenge to those who program for it. And as the pace and vigor of our national growth continue in a healthy society, the pace and vigor of the television industry must also increase. This promises for us a future which will be very largely what we make it.

What with the use of transmitting and relay stations airborne all the way up to the stratosphere, it is certainly proper to say that for television the sky's the limit.





**IN**

television there's only  
one place to be —  
if you really want to be IN.  
For the last 135 national  
Nielsen reports  
one network has been first  
in evening audiences\*  
133 times  
— and OUT only twice.  
(Each of the other  
networks has been IN once  
and OUT 134 times!)  
Obviously any advertiser  
who is not on the  
CBS Television Network  
is way

**OUT**



# CBS Television Network

**JAMES T. AUBREY, JR.**

**PRESIDENT, CBS TELEVISION NETWORK**

James T. Aubrey, Jr. was named President of the CBS Television Network on December 8, 1959. He had been Executive Vice President of the CBS Television Network since June 1, 1959. Mr. Aubrey, 42 years old, rejoined CBS as Vice President—Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958. He had been with the ABC Television Network as Vice President in Charge of Programming and Talent since December, 1956. Previously, he had been with the CBS Television Network as Manager of Network Programs, Hollywood, since June, 1956. Mr. Aubrey was General Manager of KNXT, CBS-owned television station in Los Angeles, and the Columbia Pacific Network from October, 1952, until June, 1956. Prior to that he was Sales Manager of KNXT and account executive for KNXT and KNXT-Radio. He was also associated with Street & Smith Publications and Conde Nast Publications following World War II. During the war he served with the U. S. Air Force, being separated with the rank of Major. A graduate of Princeton University, cum laude, Mr. Aubrey is married to motion picture and television actress Phyllis Thaxter. They have two children, Susan 14 and James 7. Their home is in New York City.



**OSCAR KATZ**

**VICE PRESIDENT, NETWORK PROGRAMS, CBS TELEVISION NETWORK**



Oscar Katz was named Vice President, Network Programs, for the CBS Television Network on August 10, 1959. Mr. Katz had been Vice President in Charge of Daytime Programs for the CBS Television Network since August 31, 1956. Mr. Katz joined CBS in the Research Department in 1938. In November, 1942, he was named Assistant Director of the department. Subsequently, he became Associate Director, and in 1948 was named head of the department. In July, 1951, Mr. Katz was named Director of Research for the CBS TV Network in Charge of Daytime Programs. Over the last four years, Mr. Katz has been responsible for many important program developments and program experimentation. He is a member of the Market Research Council and the Friars and The Players Clubs. During World War II, Mr. Katz was on loan from CBS on a special assignment for the Office of War Information. Mr. Katz was born in New York City, and received his B.S. degree from the College of the City of New York.

**WILLIAM H. HYLAN**

**CBS TELEVISION NETWORK VICE PRESIDENT, SALES ADMINISTRATION**

William H. Hylan has been CBS Television Network Vice President of Sales Administration since February, 1957. In this capacity, he directs all phases of network sales and services. Mr. Hylan previously had been Vice President in Charge of Network Sales since December, 1952. He joined CBS in 1937 and served as account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army, remaining in the service until November, 1945, when he returned to CBS as Assistant to the Director of Station Administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951, Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named Assistant Sales Manager and, in January, 1952, he was appointed Eastern Sales Manager. He was elevated to a Vice Presidency in December, 1952. Mr. Hylan was born in New York City in 1915, and is a graduate of Yale University. He saw service with the Counter-Intelligence Corps OSS. He is married and has three children, a boy and two girls. His home is in Green Farms, Connecticut.



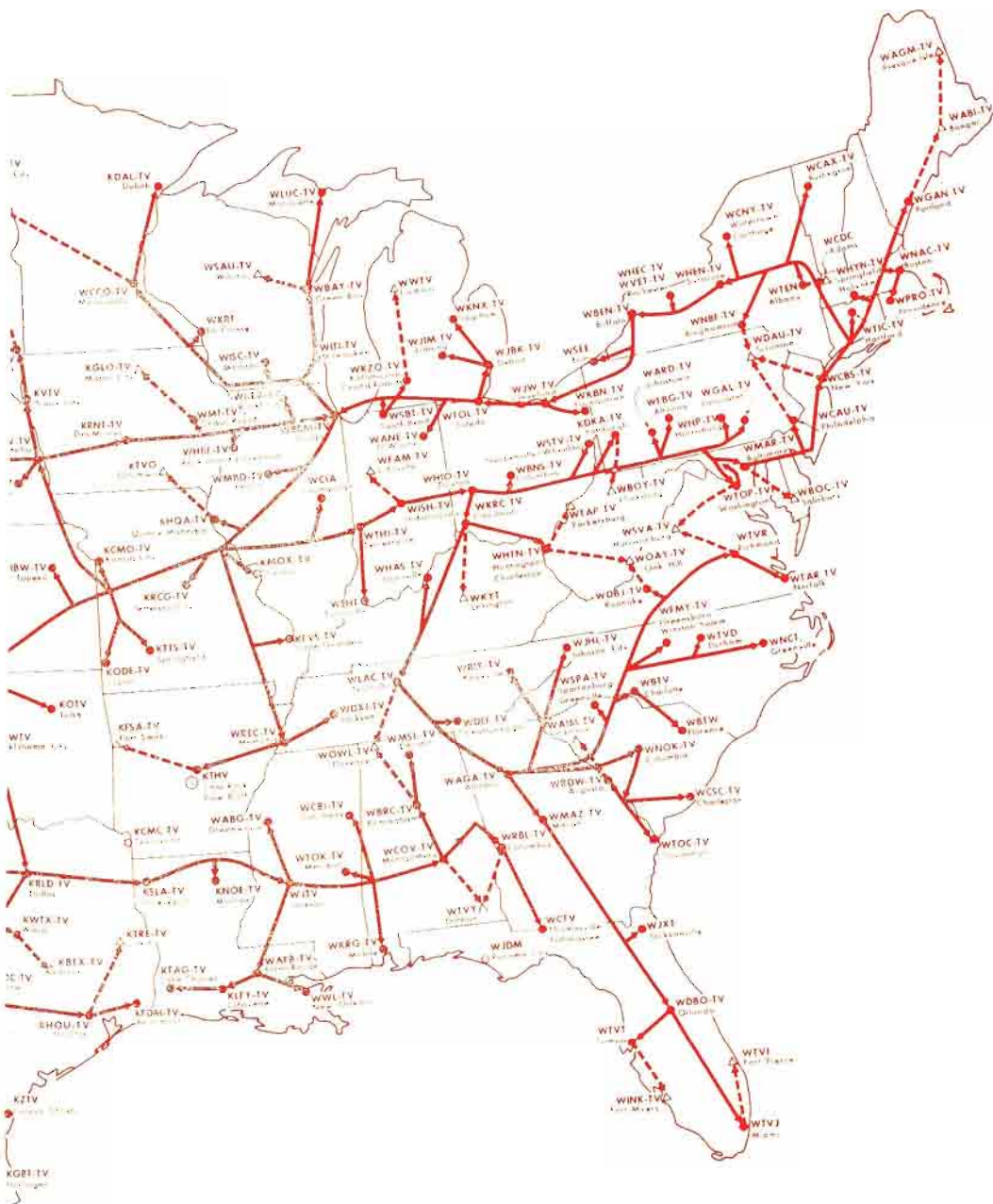








# Network



(Continued from Page 727)

**Information Services**

John Cowden ..... Vice President  
Richard Heffner ..... Director, Special Projects

**Advertising & Sales Promotion**

Louis Dorfsman ..... Creative Director  
George Bristol ..... Operations Director  
Robert Strunsky ..... Copy Chief  
Alex Kennedy ..... Director of Audience Promotion  
Richard Golden ..... Director of Sales Presentations  
and Market Planning  
David Fuchs ..... Director, Sales Presentations  
Leonard Broom ..... Promotion Mgr., N. Y.  
Edward Side ..... Production Manager

**Press Information**

Charles Steinberg ..... V.P., Public Information  
Leonard Spinrad ..... Exec. Editor  
Hank Warner ..... Director, Press Information  
Ernest Stern ..... Director, Hollywood  
Harry Feeny ..... Manager of Trade &  
Business News

Dorothy Leffler ..... Manager of Magazine Division  
James Kane ..... Mgr., Affiliate Press Relations  
**Research**

Jay Eliasberg ..... Director  
Philip Luttinger ..... Asst. Director  
Rose Marie O'Reilly ..... Manager of Ratings  
Tore Hallonquist ..... Manager of Program Analysis  
Arnold Becker ..... Mgr., Coverage Div.

**Engineering**

William B. Lodge ..... V.P., Engineering  
and Affiliate Relations  
A. B. Chamberlain ..... Dir. of Engineering  
H. A. Chinn ..... Chief Engineer  
Richard O'Brien ..... Director, Audio-Video  
Engineering

**Business Affairs**

W. Spencer Harrison ..... Vice-President and Business  
Mgr. of Talent & Contract Properties  
Merritt Coleman ..... V.P. & Bus. Mgr., Talent  
& Contracts, Hollywood  
Sal Iannucci ..... Director of Business Affairs  
David Klinger ..... Budget Control Manager

**Accounting**

James Geer ..... Comptroller

**CBS News**

Richard Salant ..... President  
Blair Clark ..... Vice Pres. & Gen. Mgr.  
Jack Bush ..... Manager of News Film Production  
Pamela Hott ..... Director, Religious Programs  
Robert Wussler ..... Special Projects Coord.  
James Burke ..... Assignment Editor, CBS News  
David Zellmer ..... Executive Producer of TV News  
Robert Skedgell ..... Exec. Producer of Radio News  
Howard K. Smith ..... Gen. Mgr., Wash. Bureau  
Theodore F. Koop ..... Director of News and  
Public Affairs, Washington

**CBS Sports**

William MacPhail ..... Vice President  
Jack Dolph ..... Asst. Director

**CBS TELEVISION  
STATIONS DIVISION**

Merle S. Jones ..... President  
Craig Lawrence ..... Vice President in Charge of  
CBS Television-Owned Stations

**WCBS-TV, 488 Madison Ave.  
New York 22, N. Y.**

Frank Shakespeare, Jr. .... General Manager  
Norman E. Walt ..... Sales Manager  
Clarence Worden ..... Assistant to General Manager  
Dan Gallagher ..... Program Director  
Leonard Traube ..... Dir., Info., Service & Adv.  
William C. Lacey ..... Film Manager

**WBBM-TV, 410 N. Michigan Ave.  
Chicago, Ill.**

Clark George ..... Vice President & Gen'l Mgr  
**KNXT, 1313 North Vine St.  
Los Angeles 28, Calif.**

Robert Wood ..... Vice President, Gen'l Mgr  
**WCAU-TV, City Line &  
Monument Aves.; Phila., Pa**

John Schneider ..... Vice President, Gen'l Mgr.  
**KMOX-TV, 12th & Cole Streets  
St. Louis 4, Mo.**

Gene Wilkey ..... Vice President, Gen'l Mgr.  
**CBS Television Spot Sales**

Bruce Bryant ..... Vice President, Gen'l Mgr.  
Gerald E. Marehoff ..... Business Manager  
Ted O'Connell ..... Eastern Sales Manager  
William Hohmann ..... Director Sales Promotion

**Branch Offices**

Richard Loftus ..... Midwestern Sales Manager  
630 N. McClurg Ct., Chicago  
H. H. Holtshouser ..... Atlanta Manager  
805 Peachtree St., N.E., Atlanta, Ga.  
John Logan ..... Detroit Manager  
932 Fisher Bldg., Detroit 2, Mich.  
Robert Perel ..... San Francisco Manager  
Palace Hotel, San Francisco  
Sam Hill ..... Los Angeles Manager  
1313 N. Vine St., Los Angeles

**CBS Films, Inc.**

Sam Cook Digges ..... Adm. Vice-President  
Robert Lewine ..... Vice-President, Production  
Fred Mahlstedt ..... Dir. Oper. & Prod.  
Eugene Moss ..... Sales Promotion Manager  
Walter Scanlon ..... Merchandising Manager  
Murray Benson ..... Dir. of Licensing  
Robert Fuller ..... Dir. of Publicity  
David Sontag ..... Mgr., Programs  
Howard Kany ..... Dir. of Intern. Bus. Rel.

**Terrytoons**

William Weiss ..... Vice President  
Tom Judge ..... General Sales Mgr.

**Advertising & Sales Promotion**

Tom Means ..... Director

**Information Services**

Howard Berk ..... Director

**Legal**

Thomas K. Fisher ..... V.P. & Gen. Attorney

**Programming**

Hal Hough ..... Director

**Station Services**

Harvey Struthers ..... Vice President

**Research**

Robert Davis ..... Director

# Diversity Is Key To NBC's Programming Philosophy

By WALTER D. SCOTT  
Exec. Vice President, NBC Television Network



**T**HE key to NBC's programming philosophy and, in fact, the key to the continued success of this country's free system of broadcasting is found in one word.

The word is diversity.

To us, diversity means avoiding the easy temptation of concentrating on a single narrow segment of mass-appeal material by cultivating and expanding the unique advantages of NBC: Our role as the only full-coverage network (from 6 a.m. to 1 a.m.); our leadership in the presentation of news and public affairs programs; our pre-eminence in technical innovations, such as transoceanic cable film; our unique programming forms, such as "The Dave Garroway Today Show" and "The Jack Paar Show"; our standard as the color network; our number one position in daytime program popularity; our primacy in sports coverage; our presentation of network television's only courses for college credit; and our unmatched roster of Specials.

In an address to our affiliates, Robert W. Sarnoff, Chairman of the Board, stated NBC's position:

"In my view, a network's function is to provide a full range of programming in keeping with its undertaking to serve a national audience made up of many different publics. Only by doing so can it attract — over the course of its schedule — audiences from all segments of the public, to develop an audience as big as the total public itself.

"The largest part of a network's schedule must be devoted to entertainment, and primarily entertainment of broad appeal. Within this field, it should provide not only different types of programs by such categories as adventure, variety, comedy, drama, mystery, and the like — but programs that appeal variously to the whole family, to different age groups and sexes, and to different levels of sophistication.

"A network worthy of the name must also rise to television's opportunities and obligations as the swiftest, most vivid medium of information ever devised—whether in transmitting news events as they happen, or reporting them quickly, or analyzing them in depth and perspective; whether in cultivating discussion and debate of public issues, spreading knowledge of science, or opening the arts and humanities to millions.

"Finally, a network owes it to the public, its affiliates and its advertisers to keep moving ahead, not only in the quality and range of its programming, but in the technical development of television."

The following chart, which breaks down a typical week's programming on NBC-TV into 15 different categories, shows how NBC meets its obligations to its audience:

TYPE PROGRAM	HOURS PER WEEK	SHARE OF TOTAL
Sports	7¼	7.7%
News - Information	9¾	10.4%
Educational	5	5.3%
Children's	3½	3.8%
Suspense Drama	1½	1.6%
General Drama	10½	11.3%
Western	6½	6.9%
Musical Variety	3	3.3%
Situation Comedy	4	4.3%
Specials	2	2.1%
Action - Adventure	4½	4.9%
Discussion	13¾	14.8%
Audience Participation	11	11.7%
General Variety	3	3.3%
Panel	8	8.6%
	93¼	100.0%

It is through this diversity that NBC seeks to come even closer to the ideal we have always tried to serve — the presentation of a balanced schedule which meets the widely ranging interests of the American people and which utilizes to the fullest the vast potential of television itself.







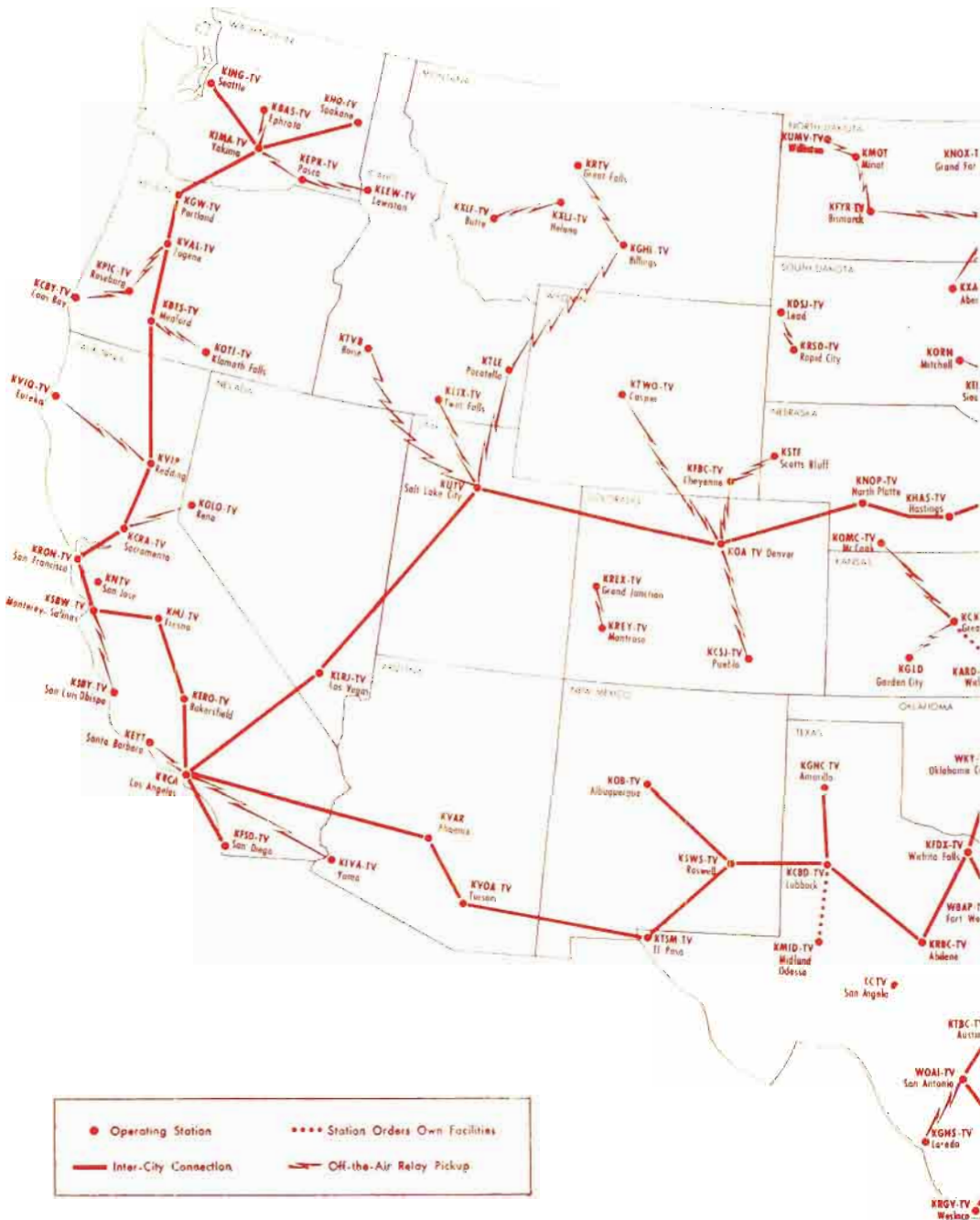
*A network worthy of the name must rise to television's opportunities and obligations as the swiftest, most vivid medium of information ever devised—whether in transmitting news events as they happen, or reporting them quickly, or analyzing them in depth or perspective; whether in cultivating discussion and debate of public issues, spreading knowledge of science, or opening the world of the arts and humanities to millions.*



*Within the entertainment field, it should provide a broad range of programs that appeal variously to the whole family, to different age groups and sexes, and to different levels of sophistication. For the National Broadcasting Company, I pledge to you there will be no turning aside from the course we have always followed: the course of trading the medium up, and enlarging its scope and stature as a full service to the total audience.*

From an Address by Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company, 1960 Television Affiliates Meeting.





# Network



# NBC Television Network

**WALTER D. SCOTT**

**EXECUTIVE VICE PRESIDENT, TELEVISION NETWORK**

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 20 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.



**DON DURGIN**

**VICE PRESIDENT, NETWORK SALES**



Don Durgin, who was appointed vice president, television network sales, in February, 1959, first joined NBC in 1949 as assistant to the manager of advertising and promotion for NBC Spot Sales. In 1951, he joined the ABC Television Network as a sales presentation writer, subsequently holding several positions there until he was elected vice president in charge of the ABC Radio Network in November, 1955. Returning to NBC in March, 1957, he became vice president in charge of sales planning for the television network. He was appointed vice president, national sales manager, television network sales, in January, 1958, holding that position until he was named to his present post. He is a summa cum laude graduate of Princeton University and a graduate of New York University Law School.

**DAVID LEVY**

**VICE PRESIDENT, PROGRAMS AND TALENT**

David Levy, vice president, programs and talent, television network, was vice president and associate director of the radio and television department of Young & Rubicam, Inc., before he joined NBC in April, 1959. With more than 20 years of experience in creative programming, Mr. Levy is spearheading the network's expansion in the areas of talent and creativity. At Young & Rubicam, he wrote, directed and supervised many of the agency's radio shows, and in 1947 entered television, becoming the agency's first television supervisor. He became vice president in charge of talent and new programs in August, 1950, and in April, 1958, was named associate director of the radio and television department. He also served on the agency's plans board for several years. Mr. Levy is also a successful author of television plays and short stories. He was graduated from the University of Pennsylvania's Wharton School of Finance and Commerce.



# National Broadcasting Company, Inc.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: *NATBROADCAST NEW YORK*

*NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 223.*

## DEPARTMENTS

### EXECUTIVE

Robert W. Sarnoff.....Chairman of the Board  
Robert E. Kintner.....President

### NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations  
& NBC Spot Sales  
Hugh F. Del Regno.....Dir., Business Affairs

### NBC Spot Sales

Richard H. Close.....Vice Pres., NBC Spot Sales  
Edwin T. Jameson.....Dir., TV Spot Sales  
Walter B. Davison...Mgr., Western TV Spot Sales  
Byron E. Goodell....Mgr., Eastern TV Spot Sales  
John C. Treacy.....Mgr. TV Spot Sales, Detroit  
Francis Mangan....Mgr., Central TV Spot Sales  
Wilbur Fromm.....Dir., New Bus. & Prom.  
Frederick Lyons, Jr.....Dir., Radio Spot Sales  
Frank De Rosa.....Mgr., Cent. Radio Spt. Sls.  
William B. Buschgen...Mgr., Detroit Off. Radio  
Spot Sales  
Lewis P. Johnson.....Mgr., Eastern  
Radio Spot Sales  
Edward H. Macaulay.....Mgr., Western  
Radio Spot Sales  
Dave Scott...Mgr., New England, Radio Spot Sls.

### NBC Owned Stations

#### WNBC-TV, New York

Theodore H. Walworth, Jr.....General Mgr.

#### WRC-TV, Washington

Joseph Goodfellow.....V.P. & General Manager

#### WNBQ, Chicago

Lloyd Yoder.....V.P. & General Manager

#### WRCV-TV, Philadelphia

Ray Welpott.....V.P. & General Manager

#### KRCA, Los Angeles

Thomas C. McCray.....V.P. & General Manager

#### KNBC—AM-FM, San Francisco

William B. Decker.....General Mgr.

#### WJAS - AM-FM, Pittsburgh

Stephen Rooney.....General Mgr.

## NEWS

William McAndrew.....Exec. Vice Pres., News  
Julian Goodman.....V.P., News & Public Affairs  
Stanley G. Rotkewicz...Mgr., Budgets & Pricing  
Eugene E. Juster.....Manager, News Film  
Samuel M. Sharkey, Jr.....Editor, News  
Edward Stanley.....Director, Public Affairs  
Leslie C. Vaughan.....Manager, Administration  
Irving Gitlin.....Exec. Prod. Creat. Proj.  
Arthur Hepner.....Co-ord. NBC Info. Serv.

## TELEVISION NETWORK

### TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network  
Robert L. Stone.....V.P., General Mgr.,  
TV Network

(Continued on next page)



David Levy.....VP., Programs & Talent  
 Don Durgin.....Vice President, Sales  
 James A. Stabile.....Vice Pres., Staff  
 Thomas W. Sarnoff.....Vice Pres. Admin.,  
 West Coast

**TV NETWORK BUSINESS AFFAIRS**

Nicholas C. Gilles.....Director, Business Affairs

**SPORTS**

Thomas S. Gallery.....Director, Sports

**TELEVISION NETWORK PROGRAMS**

David Levy.....V.P., Pgms. & Talent  
 Robert Aaron.....Dir., Daytime Pgms.  
 Edwin S. Friendly, Jr.....V.P., Pgm. Admin.  
 Lester Gottlieb.....V.P., Special Pgms.  
 Eugene Burr.....Vice Pres., Program Deve.  
 Joseph P. Cunneff.....Dir. Nighttime Programs  
 Ross Donaldson.....Dir. Creative Services  
 Donald B. Hyatt.....Director, Special Projects  
 David Tebet.....V.P., Talent Relations  
 Ernest V. Theiss.....Mgr., Admins.

**Music**

Samuel Chotzinoff.....Gen. Music Director

**NBC-TV NETWORK SALES**

Don Durgin.....V.P. in Chg. of Sales  
 Thomas B. McFadden.....V.P., National Sales  
 Joseph Iaricci.....Dir., Sales Admin.  
 Stephen Flynn.....Dir. Sta. Clear. & Traffic  
 Max Buck.....V.P., Eastern Sales  
 Charles R. Abry.....General Sales Exec.  
 John H. Dodge.....General Sales Exec.  
 Fred Horton.....General Sales Exec.  
 James Hergen.....Dir., Daytime Pgm. Sales  
 William Storke.....Dir., Partic. Pgm. Sales  
 John M. Otter.....Dir., Sp. Pgm. Sales  
 Dean Shaffner.....Dir., Sales Planning  
 Nicholas Gordon.....Dir., Sales Devel.  
 Arthur Johnson.....Mgr., Sta. Line-up Sales  
 Angus Robinson.....Dir., Central Sales  
 Walter W. Gross.....Mgr., TV Sales, Detroit  
 Harry T. Floyd.....Mgr., TV Sales, L. A.  
 Walter Tolleson.....Mgr., TV Sales, San Francisco

**OPERATIONS and ENGINEERING**

Wm. Trevarthen.....Vice Pres. Opera. & Eng.  
 Neil J. Murphy.....Mgr., Bus. Admin.

**PARTICIPATING PROGRAMS**

George M. Rogers, Jr.....Mgr., Admin. Part. Pgms.  
 William Storke.....Dir., Sales Partic. Pgms.

**PRODUCTION SERVICES**

Bernard Paulson.....Dir. Prod. Services  
 Robert MacKichan.....Mgr., Design & Art  
 Curtis Blank.....Mgr., Scenic Services  
 Anthony Block.....Sched. Superv., Studio-Thea.  
 Facilities  
 Howard Eitelbach.....Mgr., Studio-Thea. Facil.

**Telesales and Unit Mgrs.**

Jerry Madden.....Director, TeleSales  
 and Unit Mgrs.

**Color Coordination**

Norman H. Grant.....Director, Color Coord.

**Television Network Operations**

Charles Corcoran.....Dir. TV Net. Opera.  
 John P. Weir.....Mgr. Facil. Plan & Opera.  
 Robert J. Galvin.....Manager, Video Tape,  
 Film and Kinescope Operations  
 John A. Hilton.....Manager, Traffic and Lines  
 Thomas H. Phelan.....Manager, Tech. Facilities and  
 Maintenance  
 John B. Rogers.....Manager, Studio-Field Technical  
 Operations

**STATION RELATIONS**

Harry Bannister.....Vice Pres. Station Rel.  
 Thomas E. Knodel.....Vice Pres. Station Rel.  
 Donald Mercer.....Dir. Station Rel.  
 Sheldon Hickox, Jr.....Dir. Sta. Rel. West Coast  
 Joseph Berhalter.....Sta. Rel. Regional Mgr.  
 Anthony Cervini.....Sta. Rel. Regional Mgr.  
 Paul M. Hancock.....Sta. Rel. Regional Mgr.  
 Wm. M. Kelley.....Sta. Rel. Regional Mgr.  
 Raymond O'Connell.....Sta. Rel. Regional Mgr.  
 Paul Rittenhouse.....Sta. Rel. Regional Mgr.



## Expenses For Broadcasting By Three TV Networks And 519 Other Stations

————— 1959 —————

<i>Type of Expense</i>	<i>Networks</i>	<i>17 Networks and owned and operated stations*</i>	<i>502 other TV stations</i>	<i>Total 3 nets and 519 TV stations</i>
		<i>(\$ Thousands)</i>		
Technical .....	\$ 39,977	\$14,104	\$73,762	\$127,843
Program .....	316,097	40,835	188,975	545,907
Selling .....	20,589	8,598	53,726	82,913
General and administrative....	29,872	18,171	136,963	185,006
<b>Total Broadcast Expenses...</b>	<b>\$406,535</b>	<b>\$81,708</b>	<b>\$453,426</b>	<b>\$941,669</b>

(\* Includes data for two network owned and operated UHF stations that were sold prior to Dec. 31, 1959.

## Profit Or Loss Reported By TV Nets For Full And Part Year Operation

————— 1959 —————

	<i>Pre-Freeze All VHF</i>	<i>Post Freeze VHF UHF</i>		<i>Total</i>
<b>A. Stations in operation on December 31, 1959:</b>				
Full year operation:				
Profit .....	98	237	35	370
Loss .....	9	83	34	126
*Data not available.....	—	5	1	6
Subtotal .....	107	325	70	502
Part year operation:				
Profit .....	—	—	1	1
Loss .....	—	8	5	13
*Data not available.....	—	1	1	2
Subtotal .....	—	9	7	16
<b>B. Stations in operation during 1959 but ceasing operations prior to December 31, 1959 .....</b>	<b>—</b>	<b>3</b>	<b>4</b>	<b>7</b>
<b>C. Total stations operating all or part of 1959 .....</b>	<b>107</b>	<b>337</b>	<b>81</b>	<b>525</b>

(\* These are satellite stations whose financial data are included with their parent station. Source: FCC

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**1961**

**TELEVISION  
STATIONS**



STATION INDEX  
ALPHABETICAL LISTING  
BY STATES AND CITIES  
EXECUTIVE PERSONNEL

# Television Homes By State Population, Families And Stations

January 1, 1961 \*

State	Population	Families	T <sub>V</sub> Homes	T <sub>V</sub> Stations
ALABAMA	3,282,000	875,000	663,000	11
ALASKA	230,500	60,500	40,000	5
ARIZONA	1,318,000	384,500	323,500	9
ARKANSAS	1,791,500	505,500	338,500	5
CALIFORNIA	15,895,500	5,186,000	4,737,000	30
COLORADO	1,924,000	540,000	446,000	9
CONNECTICUT	2,566,000	754,500	718,000	6
DELAWARE	452,000	133,000	120,000	—
DISTRICT OF COLUMBIA	754,000	219,000	207,000	4
FLORIDA	5,034,000	1,537,500	1,258,000	18
GEORGIA	4,070,000	1,064,500	840,000	11
HAWAII	630,000	193,000	130,000	4
IDAHO	671,500	199,500	154,000	6
ILLINOIS	10,151,000	3,120,000	2,950,000	16
INDIANA	4,704,500	1,448,000	1,360,000	16
IOWA	2,770,000	853,500	792,000	11
KANSAS	2,192,000	695,500	583,500	9
KENTUCKY	3,043,000	837,000	624,000	5
LOUISIANA	3,280,500	927,500	740,500	12
MAINE	975,000	281,500	259,000	6
MARYLAND	3,128,000	896,000	819,000	4
MASSACHUSETTS	5,187,000	1,501,000	1,435,000	7
MICHIGAN	7,897,000	2,302,000	2,179,000	15
MINNESOTA	3,439,000	1,012,000	893,000	9
MISSISSIPPI	2,184,000	577,000	398,500	7
MISSOURI	4,340,500	1,356,000	1,217,000	16
MONTANA	678,500	208,000	142,000	8
NEBRASKA	1,415,000	436,000	369,500	9
NEVADA	290,500	94,500	77,000	4
NEW HAMPSHIRE	609,000	184,000	172,500	1
NEW JERSEY	6,140,000	1,802,000	1,705,500	1
NEW MEXICO	962,000	260,500	195,000	6
NEW YORK	16,912,000	5,119,000	4,835,500	21
NORTH CAROLINA	4,582,500	1,163,000	916,000	11
NORTH DAKOTA	634,500	172,000	132,000	8
OHIO	9,800,000	2,957,000	2,820,000	21
OKLAHOMA	2,329,000	711,500	587,000	9
OREGON	1,780,500	581,500	466,000	8
PENNSYLVANIA	11,383,000	3,279,000	3,058,000	19
RHODE ISLAND	855,000	251,500	240,000	2
SOUTH CAROLINA	2,390,500	604,500	464,500	8
SOUTH DAKOTA	684,000	197,500	142,000	6
TENNESSEE	3,573,500	982,000	762,500	14
TEXAS	9,669,000	2,845,500	2,325,000	43
UTAH	902,000	255,000	232,000	5
VERMONT	391,500	111,000	100,000	1
VIRGINIA	3,956,000	1,045,000	864,000	11
WASHINGTON	2,877,000	919,000	789,500	12
WEST VIRGINIA	1,867,500	500,000	393,000	9
WISCONSIN	3,943,000	1,164,500	1,068,000	13
WYOMING	332,000	99,500	77,500	4
Total	180,768,000	53,402,500	47,159,500	505

\* From Census Bureau and other sources.

# Television Stations

## COMMERCIAL STATIONS OF U. S. TERRITORIES AND POSSESSIONS

Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich.	780	KGBT-TV	— Harlingen, Tex.	815
KABC-TV	— Los Angeles, Calif.	753	KGGM-TV	— Albuquerque, N. M.	788
KAKE-TV	— Wichita, Kan.	774	KGHL-TV	— Billings, Mont.	785
KALB-TV	— Alexandria, La.	775	KGLO-TV	— Mason City, Iowa	773
KARD-TV	— Wichita, Kan.	774	KGMB-TV	— Honolulu, Hawaii	765
KARK-TV	— Little Rock, Ark.	751	KGNC-TV	— Amarillo, Tex.	811
KATV-TV	— Little Rock, Ark.	751	KGNS-TV	— Laredo, Tex.	817
KAVE-TV	— Carlsbad, N. M.	789	KGO-TV	— San Francisco, Calif.	754
KAYS-TV	— Hays, Kan.	774	KGUN-TV	— Tucson, Ariz.	750
KBAK-TV	— Bakersfield, Calif.	751	KGW-TV	— Portland, Oreg.	799
KBAS-TV	— Ephrata, Wash.	822	KHAS-TV	— Hastings, Neb.	786
KBES-TV	— Medford, Oreg.	799	KHJ-TV	— Los Angeles, Calif.	753
KBLR-TV	— Goodland, Kan.	773	KHOL-TV	— Kearney, Neb.	786
KBOI-TV	— Boise, Ida.	765	KHOU-TV	— Houston, Tex.	815
KBTW-TV	— Denver, Colo.	756	KHQ-TV	— Spokane, Wash.	822
KBTX-TV	— Bryan, Tex.	813	KHQA-TV	— Hannibal, Mo.	784
KCBD-TV	— Lubbock, Tex.	817	KHSL-TV	— Chico, Calif.	751
KCBY-TV	— Coos Bay, Oreg.	799	KHVH-TV	— Honolulu, Hawaii	765
KCDA-TV	— Douglas, Ariz.	749	KID-TV	— Idaho Falls, Ida.	765
KCEN-TV	— Temple-Waco, Tex.	819	KIEM-TV	— Eureka, Calif.	751
KCIX-TV	— Nampa, Ida.	767	KIFI-TV	— Idaho Falls, Ida.	765
KCKT-TV	— Great Bend, Kan.	773	KIMA-TV	— Yakima, Wash.	823
KCMC-TV	— Texarkana, Tex.	819	KING-TV	— Seattle, Wash.	822
KCMO-TV	— Kansas City, Mo.	784	KINY-TV	— Juneau, Alaska	749
KCMT-TV	— Alexandria, Minn.	782	KIRO-TV	— Seattle, Wash.	822
KCOP-TV	— Hollywood, Calif.	753	KIVA	— Yuma, Ariz.	750
KCPX-TV	— Salt Lake City, Utah	820	KJEO	— Fresno, Calif.	753
KCRA-TV	— Sacramento, Calif.	754	KKTV	— Colorado Springs, Colo.	755
KCRG-TV	— Cedar Rapids, Iowa	772	KLAS-TV	— Las Vegas, Nev.	787
KCSJ-TV	— Pueblo, Colo.	757	KLFY-TV	— Lafayette, La.	775
KCTV-TV	— San Angelo, Tex.	818	KLIX-TV	— Twin Falls, Ida.	767
KDAL-TV	— Duluth-Superior, Minn.	782	KLOR-TV	— Provo, Utah	819
KDIX-TV	— Dickinson, N. D.	794	KLRJ-TV	— Las Vegas, Nev.	787
KDKA-TV	— Pittsburgh, Pa.	805	KLTV	— Tyler, Tex.	819
KDUB-TV	— Lubbock, Tex.	817	KLZ-TV	— Denver, Colo.	756
KDUH-TV	— Hay Springs, Neb.	786	KMBC-TV	— Kansas City, Mo.	784
KEDY-TV	— Big Spring, Tex.	811	KMID-TV	— Midland, Tex.	818
KELO-TV	— Sioux Falls, S. D.	808	KMJ-TV	— Fresno, Calif.	753
KELP-TV	— El Paso, Tex.	815	KMMT	— Austin, Minn.	782
KENI-TV	— Anchorage, Alaska	749	KMOS-TV	— Sedalia, Mo.	785
KENS-TV	— San Antonio, Tex.	818	KMOX-TV	— St. Louis, Mo.	785
KERO-TV	— Bakersfield, Calif.	751	KMSO-TV	— Missoula, Mont.	786
KETV	— Omaha, Neb.	787	KMSP-TV	— Minneapolis, Minn.	782
KEYT-TV	— Santa Barbara, Calif.	755	KMTV	— Omaha, Neb.	787
KFAR-TV	— Fairbanks, Alaska	749	KMVI	— Wailuku, Hawaii	765
KFBB-TV	— Great Falls, Mont.	786	KNDO	— Yakima, Wash.	823
KFBC-TV	— Cheyenne, Wyo.	826	KNOE-TV	— Monroe, La.	775
KFDA-TV	— Amarillo, Tex.	811	KNOP-TV	— North Platte, Neb.	787
KFDM-TV	— Beaumont, Tex.	811	KNOX-TV	— Grand Forks, N. D.	794
KFDX-TV	— Wichita Falls, Tex.	819	KNTV	— San Jose, Calif.	755
KFEQ-TV	— St. Joseph, Mo.	785	KNXT	— Los Angeles, Calif.	753
KFMB-TV	— San Diego, Calif.	754	KOA-TV	— Denver, Colo.	756
KFRE-TV	— Fresno, Calif.	753	KOAM-TV	— Pittsburg, Kan.	774
KFSA-TV	— Fort Smith, Ark.	751	KOAT-TV	— Albuquerque, N. M.	788
KFSD-TV	— San Diego, Calif.	754	KOB-TV	— Albuquerque, N. M.	788
KFVS-TV	— Cape Girardeau, Mo.	784	KOCO-TV	— Enid, Okla.	798
KFYR-TV	— Bismarck, N. D.	794	KODE-TV	— Joplin, Mo.	784



Station	City—State	Page
KOIN-TV	— Portland, Oreg.	799
KOLD-TV	— Tucson, Ariz.	750
KOLN-TV	— Lincoln, Neb.	787
KOLO-TV	— Reno, Nev.	788
KOMO-TV	— Seattle, Wash.	822
KOMU-TV	— Columbia, Mo.	784
KONA-TV	— Honolulu, Hawaii	765
KONO-TV	— San Antonio, Tex.	818
KOOK-TV	— Billings, Mont.	786
KOOL-TV	— Phoenix, Ariz.	750
KORN-TV	— Mitchell, S. D.	807
KOSA-TV	— Odessa, Tex.	818
KOTA-TV	— Rapid City, S. D.	808
KOTI-TV	— Klamath Falls, Oreg.	799
KOTV	— Tulsa, Okla.	798
KOVR-TV	— Stockton, Calif.	755
KPAC-TV	— Port Arthur, Tex.	818
KPAR-TV	— Abilene-Sweetwater, Tex.	811
KPHO-TV	— Phoenix, Ariz.	750
KPIC-TV	— Roseburg, Oreg.	799
KPIX	— San Francisco, Calif.	754
KPLC-TV	— Lake Charles, La.	775
KPLR-TV	— St. Louis, Mo.	785
KPRC-TV	— Houston, Tex.	815
KPTV	— Portland, Oreg.	799
KQTV	— Fort Dodge, Iowa	773
KRBC-TV	— Abilene, Tex.	811
KRCA	— Los Angeles, Calif.	753
KRCG-TV	— Jefferson City, Mo.	784
KRDO-TV	— Colorado Springs, Colo.	756
KREM-TV	— Spokane, Wash.	822
KREX-TV	— Grand Junction, Colo.	757
KREY-TV	— Montrose, Colo.	757

Station	City—State	Page
KRGV-TV	— Weslaco, Tex.	819
KRIS-TV	— Corpus Christi, Tex.	813
KRLD-TV	— Dallas, Tex.	813
KRNT-TV	— Des Moines, Iowa	772
KROC-TV	— Rochester, Minn.	782
KROD-TV	— El Paso, Tex.	815
KRON-TV	— San Francisco, Calif.	755
KRSD-TV	— Rapid City, S. D.	808
KRTV	— Great Falls, Mont.	786
KSBW-TV	— Salinas, Calif.	754
KSBY-TV	— San Luis Obispo, Calif.	755
KSD-TV	— St. Louis, Mo.	785
KSHO-TV	— Las Vegas, Nev.	787
KSL-TV	— Salt Lake City, Utah	820
KSLA-TV	— Shreveport, La.	776
KSOO-TV	— Sioux Falls, S. D.	808
KSTP-TV	— St. Paul-Minneapolis, Minn.	782
KSWO-TV	— Lawton, Okla.	798
KSWB-TV	— Rosewell, N. M.	789
KSYD-TV	— Wichita Falls, Tex.	819
KTAG-TV	— Lake Charles, La.	775
KTBC-TV	— Austin, Tex.	811
KTBS-TV	— Shreveport, La.	776
KTEN	— Ada, Okla.	798
KTES	— Nacogdoches, Tex.	818
KTHV	— Little Rock, Ark.	751
KTIV	— Sioux City, Iowa	773
KTLA	— Los Angeles, Calif.	753
KTNT-TV	— Tacoma-Seattle, Wash.	823
KTRE-TV	— Lufkin, Tex.	817
KTRK-TV	— Houston, Tex.	817
KTSM-TV	— El Paso, Tex.	815
KTTS-TV	— Springfield, Mo.	785

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Station	City—State	Page	Station	City—State	Page
KTTV	— Los Angeles, Calif.	754	KWRB-TV	— Riverton, Wyo.	826
KTUL-TV	— Tulsa, Okla.	738	KWTV	— Oklahoma City, Okla.	798
KTVA	— Anchorage, Alaska	749	KWTX-TV	— Waco, Tex.	819
KTVB	— Boise, Idaho	765	KWWL-TV	— Waterloo, Iowa	773
KTVC-TV	— Ensign, Kan.	773	KXAB-TV	— Aberdeen, S. D.	807
KTVE	— El Dorado, Ark.	750	KXGN-TV	— Glendive, Mont.	736
KTVF	— Fairbanks, Alaska	749	KXGO-TV	— Fargo, N. D.	794
KTVH	— Hutchinson, Kan.	774	KXII	— Ardmore, Okla.	798
KTVI	— St. Louis, Mo.	785	KXJB-TV	— Valley City, N. D.	795
KTVK	— Phoenix, Ariz.	750	KXLF-TV	— Butte, Mont.	786
KTVO	— Ottumwa, Iowa	773	KXLJ	— Helena, Mont.	786
KTVR-TV	— Denver, Colo.	757	KXLY-TV	— Spokane, Wash.	822
KTVT-TV	— Fort Worth, Tex.	815	KXMB-TV	— Bismarck, N. D.	794
KTVU	— San Francisco-Oakland, Calif.	755	KXMC-TV	— Minot, N. D.	755
KTVW	— Seattle, Wash.	822	KXTV	— Sacramento, Calif.	754
KTWO-TV	— Casper, Wyo.	826	KYTV	— Springfield, Mo.	785
KTWX-TV	— Sheridan, Wyo.	826	KYW-TV	— Cleveland, Ohio	755
KUAL-TV	— San Antonio, Tex.	818	KZTV	— Corpus Christi, Tex.	813
KUAM-TV	— Agana, Guam	827	WABC-TV	— New York, N. Y.	790
KUTV	— Salt Lake City, Utah	820	WABG-TV	— Greenwood, Miss.	733
KVAL-TV	— Eugene, Oreg.	799	WABI-TV	— Bangor, Me.	776
KVAR	— Phoenix, Ariz.	750	WAFB-TV	— Baton Rouge, La.	775
KVER-TV	— Clovis, N. M.	739	WAFG-TV	— Huntsville, Ala.	748
KVII-TV	— Amarillo, Tex.	811	WAGA-TV	— Atlanta, Ga.	761
KVIP	— Redding, Calif.	754	WAGM-TV	— Presque Isle, Me.	777
KVIQ-TV	— Eureka, Calif.	751	WAIM-TV	— Anderson, S. C.	806
KVKM-TV	— Monahans, Tex.	818	WAKR-TV	— Akron, Ohio	795
KVOA-TV	— Tucson, Ariz.	750	WALA-TV	— Mobile, Ala.	748
KVOG-TV	— Ogden, Utah	819	WALB-TV	— Albany, Ga.	763
KVOO-TV	— Tulsa, Okla.	798	WANE-TV	— Fort Wayne, Ind.	769
KVOS-TV	— Bellingham, Wash.	822	WAPA-TV	— San Juan, P. R.	827
KVTV	— Sioux City, Iowa	773	WAPI-TV	— Birmingham, Ala.	748

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Station	City—State	Page	Station	City—State	Page
WARD-TV	— Johnstown, Pa.	801	WGAL-TV	— Lancaster, Pa.	803
WAST	— Albany, N. Y.	789	WGAN-TV	— Portland, Me.	777
WATE-TV	— Knoxville, Tenn.	809	WGEM-TV	— Quincy, Ill.	768
WATR-TV	— New Haven, Conn.	759	WGN-TV	— Chicago, Ill.	767
WAVE-TV	— Louisville, Ky.	774	WGR-TV	— Buffalo, N. Y.	790
WAVY-TV	— Norfolk, Va.	820	WHAS-TV	— Louisville, Ky.	775
WBAL-TV	— Baltimore, Md.	778	WHBF-TV	— Rock Island, Ill.	769
WBAP-TV	— Fort Worth, Tex.	815	WHBQ-TV	— Memphis, Tenn.	809
WBAY-TV	— Green Bay, Wisc.	824	WHCT	— Hartford, Conn.	759
WBBM-TV	— Chicago, Ill.	767	WHDH-TV	— Boston, Mass.	779
WBEN-TV	— Buffalo, N. Y.	789	WHEC-TV	— Rochester, N. Y.	791
WBIR-TV	— Knoxville, Tenn.	809	WHEN-TV	— Syracuse, N. Y.	791
WBKB	— Chicago, Ill.	767	WHIO-TV	— Dayton, Ohio	796
WBNS-TV	— Columbus, Ohio	796	WHIS-TV	— Bluefield, W. Va.	823
WBOC-TV	— Salisbury, Md.	779	WHIZ-TV	— Zanesville, Ohio	797
WBOY-TV	— Clarksburg, W. Va.	823	WHNB-TV	— New Britain, Conn.	759
WBRC-TV	— Birmingham, Ala.	748	WHO-TV	— Des Moines, Iowa	772
WBRE-TV	— Wilkes-Barre, Pa.	806	WHP-TV	— Harrisburg, Pa.	801
WBRZ	— Baton Rouge, La.	775	WHTN-TV	— Huntington, W. Va.	824
WBTW	— Charlotte, N. C.	793	WHYN	— Springfield, Mass.	779
WBTW	— Florence, S. C.	807	WIBW-TV	— Topeka, Kan.	774
WBZ-TV	— Boston, Mass.	779	WICC-TV	— Bridgeport, Conn.	759
WCAU-TV	— Philadelphia, Pa.	803	WICD	— Danville, Ill.	767
WCAX-TV	— Burlington, Vt.	820	WICS	— Springfield, Ill.	769
WCBI-TV	— Columbus, Miss.	783	WICU-TV	— Erie, Pa.	801
WCBS-TV	— New York, N. Y.	790	WIIC	— Pittsburgh, Pa.	805
WCCO-TV	— Minneapolis, Minn.	782	WILX-TV	— Onondaga-Laasing, Mich.	781
WCHS-TV	— Charleston, W. Va.	823	WIMA-TV	— Lima, Ohio	796
WCIA	— Champaign, Ill.	767	WINK-TV	— Fort Myers, Fla.	760
WCKT	— Miami, Fla.	761	WINR-TV	— Binghamton, N. Y.	789
WCNY-TV	— Carthage, N. Y.	790	WIS-TV	— Columbia, S. C.	807
WCOV-TV	— Montgomery, Ala.	748	WISC-TV	— Madison, Wisc.	825
WCPO-TV	— Cincinnati, Ohio	795	WISE-TV	— Asheville, N. C.	793
WCSC-TV	— Charleston, S. C.	807	WISH-TV	— Indianapolis, Ind.	771
WCSS-TV	— Portland, Me.	776	WISN-TV	— Milwaukee, Wisc.	825
WCTV	— Tallahassee, Fla.	763	WITI-TV	— Milwaukee, Wisc.	825
WCYB-TV	— Bristol, Va.	820	WITN	— Washington, N. C.	794
WDAF-TV	— Kansas City, Mo.	784	WJAC-TV	— Johnstown, Pa.	801
WDAM-TV	— Hattiesburg, Miss.	783	WJAR-TV	— Providence, R. I.	806
WDAU-TV	— Scranton, Pa.	805	WJBF-TV	— Augusta, Ga.	764
WDAY-TV	— Fargo, N. D.	794	WJBK-TV	— Detroit, Mich.	780
WDBJ-TV	— Roanoke, Va.	821	WJHG-TV	— Panama City, Fla.	761
WDBO-TV	— Orlando, Fla.	761	WJHL-TV	— Johnson City-Kingsport, Tenn.	809
WDEF-TV	— Chattanooga, Tenn.	808	WJIM-TV	— Lansing, Mich.	781
WDSM-TV	— Duluth-Superior, Minn.	782	WJPB-TV	— Fairmont, W. Va.	823
WDSU-TV	— New Orleans, La.	776	WJRT	— Flint, Mich.	781
WDXI-TV	— Jackson, Tenn.	808	WJTV	— Jackson, Miss.	783
WEAR-TV	— Pensacola, Fla.	763	WJW-TV	— Cleveland, Ohio	796
WEAT-TV	— West Palm Beach, Fla.	763	WJXT	— Jacksonville, Fla.	761
WEAU-TV	— Eau Claire, Wisc.	824	WJZ-TV	— Baltimore, Md.	778
WECT	— Wilmington, N. C.	794	WKAQ-TV	— San Juan, P. R.	827
WEEK-TV	— Peoria, Ill.	768	WKBM-TV	— Caguas, P. R.	827
WEHT	— Evansville, Ind.	769	WKBN-TV	— Youngstown, Ohio	797
WESH-TV	— Daytona Beach, Fla.	760	WKBT	— La Crosse, Wisc.	825
WEWS	— Cleveland, Ohio	796	WKBW-TV	— Buffalo, N. Y.	790
WFAA-TV	— Dallas, Tex.	813	WKJG-TV	— Fort Wayne, Ind.	771
WFAM-TV	— Lafayette, Ind.	771	WKNX-TV	— Saginaw, Mich.	781
WFBC-TV	— Greenville, S. C.	807	WKOW-TV	— Madison, Wisc.	825
WFBG-TV	— Altoona, Pa.	801	WKRC-TV	— Cincinnati, Ohio	795
WFBM-TV	— Indianapolis, Ind.	771	WKRQ-TV	— Mobile, Ala.	748
WFGA-TV	— Jacksonville, Fla.	761	WKST-TV	— Youngstown, Ohio	797
WFIE-TV	— Evansville, Ind.	769	WKTV	— Utica, N. Y.	791
WFIL-TV	— Philadelphia, Pa.	803	WKY-TV	— Oklahoma City, Okla.	798
WFLA-TV	— Tampa, Fla.	763	WKYT	— Lexington, Ky.	774
WFMJ-TV	— Youngstown, Ohio	797	WKZO-TV	— Kalamazoo, Mich.	781
WFMV-TV	— Greensboro, N. C.	793	WLAC-TV	— Nashville, Tenn.	809
WFRV-TV	— Green Bay, Wisc.	824	WLBC-TV	— Munice, Ind.	771

Station	City—State	Page	Station	City—State	Page
WLBT	— Jackson, Miss.	783	WSAZ-TV	— Huntington, W. Va.	824
WLBZ-TV	— Bangor, Me.	776	WSB-TV	— Atlanta, Ga.	763
WLEX-TV	— Lexington, Ky.	774	WSBA-TV	— York, Pa.	806
WLOF-TV	— Orlando, Fla.	761	WSBT-TV	— South Bend, Ind.	771
WLOS-TV	— Asheville, N. C.	793	WSEE	— Erie, Pa.	801
WLUC-TV	— Marquette, Mich.	781	WSFA-TV	— Montgomery, Ala.	749
WLUK-TV	— Green Bay, Wisc.	824	WSIL-TV	— Harrisburg, Ill.	768
WLVA-TV	— Lynchburg, Va.	820	WSIX-TV	— Nashville, Tenn.	809
WLW-A	— Atlanta, Ga.	764	WSJS-TV	— Winston-Salem, N. C.	794
WLW-C	— Columbus, Ohio	796	WSJV	— South Bend-Elkhart, Ind.	772
WLWD	— Dayton, Ohio	796	WSLA-TV	— Selma, Ala.	749
WLW-I	— Indianapolis, Ind.	771	WSLS-TV	— Roanoke, Va.	821
WLW-T	— Cincinnati, Ohio	795	WSM-TV	— Nashville, Tenn.	809
WLYH-TV	— Lebanon, Pa.	801	WSOC-TV	— Charlotte, N. C.	793
WMAL-TV	— Washington, D. C.	760	WSPA-TV	— Spartanburg, S. C.	807
WMAR-TV	— Baltimore, Md.	778	WSPD-TV	— Toledo, Ohio	797
WMAZ-TV	— Macon, Ga.	764	WSTV-TV	— Steubenville, Ohio	797
WMBD-TV	— Peoria, Ill.	768	WSUN-TV	— St. Petersburg, Fla.	763
WMCT	— Memphis, Tenn.	809	WSUR-TV	— Ponce, P. R.	827
WMSL-TV	— Decatur, Ala.	748	WSVA-TV	— Harrisonburg, Va.	820
WMT-TV	— Cedar Rapids, Iowa	772	WSYR-TV	— Syracuse, N. Y.	791
WMTV	— Madison, Wisc.	825	WTAE	— Pittsburgh, Pa.	805
WMTW-TV	— Portland, Me.	777	WTAP-TV	— Parkersburg, W. Va.	824
WMUR-TV	— Manchester, N. H.	788	WTAR-TV	— Norfolk, Va.	821
WNAC-TV	— Boston, Mass.	779	WTCN-TV	— Minneapolis, Minn.	782
WNBC-TV	— New York, N. Y.	790	WTEN	— Albany, N. Y.	789
WNBF-TV	— Binghamton, N. Y.	789	WTHI-TV	— Terre Haute, Ind.	772
WNBQ	— Chicago, Ill.	767	WTIC-TV	— Hartford, Conn.	759
WNCT	— Greenville, N. C.	793	WTMJ-TV	— Milwaukee, Wisc.	825
WNDU-TV	— South Bend, Ind.	771	WTOC-TV	— Savannah, Ga.	764
WNEM-TV	— Bay City-Saginaw, Mich.	780	WTOK-TV	— Meridian, Miss.	783
WNEP-TV	— Scranton, Pa.	806	WTOL-TV	— Toledo, Ohio	797
WNEW-TV	— New York, N. Y.	790	WTOM-TV	— Sheboygan, Mich.	780
WNHC-TV	— New Haven, Conn.	759	WTOP-TV	— Washington, D. C.	760
WNOK-TV	— Columbia, S. C.	807	WTPA	— Harrisburg, Pa.	801
WNTA-TV	— Newark, N. J.	788	WTRF-TV	— Wheeling, W. Va.	824
WOAI-TV	— San Antonio, Tex.	818	WTTG	— Washington, D. C.	760
WOAY-TV	— Oak Hill, W. Va.	824	WTTV	— Bloomington, Ind.	769
WOC-TV	— Davenport, Iowa	772	WTVC	— Chattanooga, Tenn.	808
WOI-TV	— Ames, Iowa	772	WTVD	— Durham, N. C.	793
WOOD-TV	— Grand Rapids, Mich.	781	WTVH	— Peoria, Ill.	763
WOR-TV	— New York, N. Y.	790	WTVI	— Fort Pierce, Fla.	760
WORA-TV	— Mayaguez, P. R.	827	WTVJ	— Miami, Fla.	761
WOW-TV	— Omaha, Neb.	787	WTVK	— Knoxville, Tenn.	809
WOWL-TV	— Florence, Ala.	748	WTVM	— Columbus, Ga.	764
WPBN-TV	— Travers <sup>3</sup> City, Mich.	781	WTVN-TV	— Columbus, Ohio	796
WPIX	— New York, N. Y.	790	WTVQ	— Rockford, Ill.	769
WPRO-TV	— Providence, R. I.	806	WTVP	— Decatur, Ill.	768
WPSD-TV	— Paducah, Ky.	775	WTVR	— Richmond, Va.	821
WPST-TV	— Miami, Fla.	761	WTVT	— Tampa, Fla.	763
WPTA	— Fort Wayn <sup>3</sup> , Ind.	771	WTVW	— Evansville, Ind.	769
WPTV	— Palm Beach, Fla.	761	WTVY	— Dothan, Ala.	748
WPTZ-TV	— Plattsburgh, N. Y.	791	WTVV	— Tupelo, Miss.	783
WRAL-TV	— Raleigh, N. C.	793	WUSN-TV	— Charleston, S. C.	807
WRBL-TV	— Columbus, Ga.	764	WVEC-TV	— Norfolk-Hampton, Va.	821
WRC-TV	— Washington, D. C.	760	WVET-TV	— Rochester, N. Y.	791
WRCV-TV	— Philadelphia, Pa.	803	WVUE-TV	— New Orleans, La.	776
WRDW-TV	— Augusta, Ga.	764	WWJ-TV	— Detroit, Mich.	780
WREC-TV	— Memphis, Tenn.	809	WWL-TV	— New Orleans, La.	776
WREX-TV	— Rockford, Ill.	768	WWLP	— Springfield, Mass.	779
WRGB	— Schenectady, N. Y.	791	WWOR	— Worcester, Mass.	779
WRGP-TV	— Chattanooga, Tenn.	808	WWTW	— Cadillac, Mich.	780
WRIK-TV	— Ponce, P. R.	827	WXEX-TV	— Petersburg, Va.	821
WRLP	— Greenfield, Mass.	779	WXIX-TV	— Milwaukee, Wisc.	825
WRVA-TV	— Richmond, Va.	821	WXTV	— Youngstown, Ohio	797
WSAU-TV	— Wausau, Wisc.	825	WXYZ-TV	— Detroit, Mich.	780
WSAV-TV	— Savannah, Ga.	764	XETV	— San Diego, Calif.	754

Pop.: 3,282,000  
Families: 875,000

# Alabama

Television Homes: 663,000  
TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Birmingham

## WAPI-TV—Birmingham—1949

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned By... Newhouse Bcstg. Corp.  
Address... P. O. Box 1310  
Tel.: FA 3-6141... ABC-NBC  
Newspaper Affiliation... Birmingham News  
Representative... Harrington, Righter & Parsons  
President, Gen. Mgr.... Charles F. Grisham  
Sales Dir.... Albert J. Gillen  
Pub., Prom. Dir.... James Chenoweth  
Program Dir.... Johnny Johnson  
Chief Engineer... J. V. Sanderson

## WBRC-TV—Birmingham—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Taft Bcstg. Co.  
Address... P.O. Box 6007  
Tel.: FA 2-4701... CBS  
Representative... Katz  
President... Hulbert Taft, Jr.  
Gen. Sta. Mgr.... R. T. Schlinkert  
Commercial Manager... Oliver V. Naylor  
Program Mgr.... Keith E. Barze  
Promotion Dir.... Eric N. Harris, Jr.  
Chief Engineer... Hardy D. Carl  
Owners of: WKRC, AM-TV-FM, Cincinnati; WTVN,  
AM-TV-FM, Columbus; WBIR, AM-TV-FM,  
Knoxville; WBRC, AM-FM; WKYT, Lexington.

## WMSL-TV—Decatur—1954

Channel: 23 UHF... AP: 102 Kw... VP: 189 W.  
Owned By... Tenn. Valley Radio & TV Corp.  
Address... 701 Banks St.  
Tel.: EL 3-0361... ABC-CBS-NBC  
Station Reps.... Masla; Clarke, Brown  
Pres., Program Dir.... Frank Whisenant  
Commercial Manager... Bob Gleason  
Program, Prom. Mgr.... Alice A. Whisenant  
Film Manager... Mort Hargrove  
Chief Engineer... Kenneth Casey  
Owners of: WMSL-AM.

## WTVY—Dothan—1955

Channel: 4 VHF... A.P.: 70 Kw... V.P.: 100 Kw.  
Owned-Operated By... WTVY, Inc.  
Address... Box 798  
Tel.: SY 2-3195... ABC-CBS  
Sta. Reps.... Clarke Brown; McGavren  
General Mgr.... F. E. Busby  
Commercial Manager... Arthur Creamer  
Film Manager... Richard Girdner  
Chief Engineer... Ellis N. Anderson

## WOWL-TV—Florence—1957

Channel: 15 UHF... AP: 11.7 Kw... VP: 20.8 Kw.  
Owned... TV Muscle Shoals, Inc.  
Business Address... P. O. Box 600  
Tel.: AT 2-7711... CBS-NBC-ABC  
President... Richard B. Biddle

V.P.... W. A. Maples  
Gen. Mgr.... Jack Worley  
Comm. Mgr., Local Adv.... M. Davis  
Program Director... E. Foote  
Prom., Publicity Director... Lola Fell  
Film Manager... Henry Jones  
Nat. Adv. Mgr.... Dick Biddle  
Chief Engineer... Larry Rohling

## WAFG-TV—Huntsville—1959

Channel: 31 UHF... AP: 17.2 Kw... 9.64 Kw.  
Owned By... Rocket City TV Inc.  
Address... 1000 Monte Sano Bldg.  
Tel.: JE 9-1783... ABC  
Station Reps.... Howard; Ochs  
President... James Cleary  
General Manager... John A. Higdon  
Prom. Dir.... Mrs. Thomas Baar  
Film Mgr.... Robert E. Smith  
Chief Engineer... Victor Bankowski

## WALA-TV—Mobile—1953

Channel: 10 VHF... AP: 190 Kw... VP: 316 Kw.  
Owned-Oper. By... Pape TV Co., Inc.  
Address... 210 Government St.  
Tel.: HE 2-2756... NBC  
Sta. Reps.... Bolling; Clarke Brown  
President... W. O. Pape  
General Mgr.... W. B. Pape  
Chief Engineer... R. Hurley

## WKRQ-TV—Mobile—1955

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... WKRQ-TV Inc.  
Address... 162 St. Louis St.  
Tel.: HE 2-5505... CBS  
Newspaper Affiliation... Press-Register  
Representative... Avery Knodel  
President... Kenneth R. Giddens  
General, Comm. Mgr.... C. P. Persons, Jr.  
Program Dir.... Bob Peary  
Publicity Dir.... Mrs. Mary Herring  
Film Manager... James Ellis  
Chief Engineer... Donald B. Patton  
Owners of: WKRB, AM-FM.

## WCOV-TV—Montgomery—1953

Channel: 20 UHF... AP: 200 Kw... VP: 100 Kw.  
Owned-Oper. By... Capitol Bcstg. Co.  
Business Address... P. O. Box 2505  
Tel.: AM 5-3561... ABC-CBS  
Sta. Representative... Venard, Rintoul, McConnell  
President... O. P. Covington  
General Manager... Hugh M. Smith  
Commercial Manager... Morris South  
Prom., Publicity Director... Martha Hall  
Film Manager... Bob House  
Chief Engineer... W. D. Weatherly



**WSFA-TV—Montgomery—1954**

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned By.....Broadcasting Co. of South  
 Business Address.....10 East Delano  
 Tel.: AM 5-1251.....NBC-ABC  
 Sta. Rep.....Peters, Griffith, Woodward  
 President.....B. Calhoun Hipp  
 Exec. V.P.....G. Richard Shafto  
 Manag. Dir.....Carter C. Hardwick  
 Admin. Asst.....Frank Ridolphi  
 Nat. Sales Mgr.....Jack Long  
 Production Mgr.....Sam Spivey  
 Program Director.....Gene Jacobsen  
 Commercial Mgr.....Bob Villar  
 Prom. Mgr.....Charlotte Chilton

Film Mgrs.....Alice Mayfield, Gene Jacobsen  
 Chief Engineer.....Richard Payne  
 Owners of: WIS, AM-TV, Columbia.

**WSLA-TV—Selma—1960**

Channels: 8 VHF. AP: 1.5 Kw. Vp: 3 Kw.  
 Owned By.....Selma Television, Inc.  
 Address.....Box 305  
 Tel.: TR 2-0455.....Independent  
 Sta. Representative.....Radio Reps. Inc.  
 President.....W. J. Brennan  
 General Mgr.....C. C. Brennan  
 Commercial Mgr.....F. Robinson, Jr.  
 Program, Prom. Director.....B. Wills  
 Advertising Mgr.....John Frasier  
 Film Mgr., Engineer.....J. Williams

Pop.: 230,500  
 Families: 60,500

**Alaska**

Television Homes: 40,000  
 TV Stas. in State: 5

**KENI-TV—Anchorage—1953**

Channel: 2 VHF. AP: 2.63 Kw. VP: 5.37 Kw.  
 Owned-Oper. By.....All-Alaska Bcstg., Inc.  
 Business Address.....Box 1160  
 Tel.: 5-2201.....NBC-ABC  
 Station Reps.....Fletcher; Wellington  
 President, Gen. Mgr.....Alvin O. Bramstedt  
 Comm. Adv. Mgr.....William Stewart  
 Program Dir.....Gerry Hinchee  
 Prom., Publicity Dir.....Marcia Hiber  
 Film Mgr.....Bob Fegues  
 Chief Engineer.....Charles Gray  
 Owners of: KENI, KFAR, AM-TV, Fairbanks;  
 KTKN, Ketchikan.

Business Address.....516 Second Ave.  
 Tel.: 2125.....ABC-NBC  
 Pres., General Manager.....Alvin C. Bramstedt  
 Station Manager.....D. Andon  
 Chief Engineer.....D. Portor

**KTVF—Fairbanks—1955**

Channel: 11 VHF. AP: 5.5 Kw. VP: 11 Kw.  
 Owned-Oper. By.....Northern TV, Inc.  
 Business Address.....3rd & Lacey St.  
 Tel.: GL 2-3636.....CBS  
 Station Reps.....Weed; Alaska Radio-TV  
 President.....A. G. Hiebert  
 Station, Comm. Mgr.....John Griffin  
 Program Dir.....Ann Adam  
 Promotion Mgr.....Martha Kent  
 Film Mgr.....Sue Yoder  
 Chief Engineer.....Garth Anderson  
 Owners of: KTVA, TV-FM, Anchorage.

**KTVA—Anchorage—1953**

Channel: 11 VHF. AP: 1.61 Kw. VP: 3.22 Kw.  
 Owned-Oper. By.....Northern Television, Inc.  
 Business Address.....P.O. Box 2200  
 Tel.: 5-4321.....CBS  
 Representative.....Weed; Alaska Radio-TV  
 Pres., Gen., Sta. Mgr.....A. G. Hiebert  
 V.P., Tech. Dir.....Jack Walden

**KINY-TV—Juneau—1956**

Channel: 8 VHF. AP: .13 Kw. VP: .26 Kw.  
 Owned-Oper. By.....Juneau Broadcasters, Inc.  
 Address.....231 So. Franklin St.  
 Tel.: JU 6-1830.....CBS  
 Sta. Representative.....Weed; Wagner  
 Pres., Gen. Mgr.....J. W. McKinley  
 Program Director.....Richard Peter

**KFAR-TV—Fairbanks—1955**

Channel: 2 VHF. AP: 2.76 Kw. VP: 5.6 Kw.  
 Owned-Oper. By.....All-Alaska Bcstg., Inc.

Pop.: 1,318,000  
 Families: 384,500

**Arizona**

Television Homes: 323,500  
 TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Phoenix

**KCDA—Douglas—1960**

Channel: 3 VHF. AP: 410 Kw. VP: 691 Kw.  
 Owned By.....Electron Corp.  
 Address.....Gadson Hotel  
 Tel.: AD 5-3424.....Independent

President.....Mort Zimmerman  
 General Manager.....William B. Miller  
 Commercial Manager.....Daniel C. Park  
 Program, Prod. Mgr.....David B. Miller  
 Chief Engineer.....Norman Robb

## ARIZONA-ARKANSAS

### KOOL-TV—Phoenix—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... KOOL Radio-TV, Inc.  
 Business Address..... 511 West Adams St.  
 Tel.: ALpine 3-3121..... CBS  
 Representative..... Hollingbery  
 Ch. of Bd..... Gene Autry  
 Pres., Gen. Mgr..... Tom Chauncey  
 V.P., Asst. Gen. Mgr..... Homer Lane  
 V.P., Station Mgr..... Kenneth Morton  
 Program Director..... Robert Davies  
 Promotion Dir..... Tom Calhoun  
 Film Manager..... William Hancharik  
 Chief Engineer..... Albin Hillstrom  
 Owners of: KOOL, AM-FM.

### KPHO-TV—Phoenix—1949

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Meredith Broadcasting Co.  
 Business Address..... 631 N. 1st Ave.  
 Tel.: ALpine 8-4511..... Independent  
 Representative..... Katz  
 V.P., General Manager..... Dick Rawls  
 Sta., Comm. Mgr..... Howard Stalnaker  
 Program Director..... Robert Martin  
 Promotion Manager..... Betty Latty  
 Publicity Dir..... Stephen Q. Shannon  
 Film Manager..... Thomas Sherlock  
 Dir. of Engineering..... George McClanathan  
 Owners of: KPHO-AM.

### KTVK—Phoenix—1955

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By..... Arizona TV Co.  
 Address..... 3435 No. 16th St.  
 Tel.: AM 6-5691..... ABC  
 Station Representative..... Blair TV  
 President..... Ernest W. McFarland  
 General Manager..... Leon Nowell  
 Sta., Comm. Manager..... Burton B. LaDow  
 Program Director..... Don Tuckwood  
 Chief Engineer..... George McLouth

### KVAR—Phoenix—1953

Channel: 12 VHF.. AP: 15.8 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... KTAR Broadcasting Co.  
 Address..... 1101 No. Central Ave.  
 Tel.: AL 4-4161..... NBC  
 Representative..... Avery-Knodel  
 Pres., Gen. Mgr..... Richard O. Lewis  
 Commercial Mgr..... Ray C. Smucker  
 Program Director..... Robert Vache

Promotion Director..... Ray Thompson  
 Film Director..... Betty Campbell  
 Chief Engineer..... John Beck  
 Owners of: KYCA, Prescott; KYUM, Yuma; KTAR,  
 FM, Phoenix.

### KGUN—Tucson—1956

Channel: 9 VHF.. AP: 31.6 Kw.. VP: 63.1 Kw.  
 Owned-Oper. By..... WEHT, Inc.  
 Address..... P. O. Box 5147  
 Tel.: MA 3-3633..... ABC  
 Station Reps..... Young; Clarke Brown  
 Pres., Gen. Mgr..... Ed. Richter  
 Sta. Mgr., Prog. Mgr..... James Hays  
 Comm. Mgr..... Ben L. Slack  
 Chief Engineer..... Jack Tudor

### KOLD-TV—Tucson—1953

Channel: 13 VHF.. AP: 15 Kw.. VP: 30 Kw.  
 Owned-Oper. By..... Old Pueblo Bcstg. Co.  
 Business Address..... 115 W. Drachman St.  
 Tel.: MA 4-2511..... CBS  
 Representative..... Hollingbery  
 President..... Tom Chauncey  
 V.P., General Manager..... E. S. Mittendorf  
 Asst. Gen. Mgr..... Paul Plunkett  
 Commercial Manager..... Bernie Perlin  
 Program Dir..... William Spies  
 Prom., Publicity Dir..... Pat Reed  
 Chief Engineer..... Howard Smith

### KVOA-TV—Tucson—1953

Channel: 4 VHF.. AP: 36 Kw.. VP: 18 Kw.  
 Owned-Oper. By..... Alvarado TV Co. Inc.  
 Business Address..... 209 West Elm St.  
 Tel.: MAin 3-2555..... NBC  
 Station Rep..... Avery-Knodel  
 President..... Clinton D. McKinnon  
 Station Manager..... Fred L. Vance  
 Operations Manager..... Gordon E. Hamilton  
 Prom., Public. Dir..... Jim Owen  
 Film Manager..... E. D. Wood  
 Chief Engineer..... Raymond H. Holsclaw

### KIVA—Yuma—1953

Channel: 11 VHF.. AP: 15.8 Kw.. VP: 31.6 Kw.  
 Owned-Oper. By..... Valey Telecasting Inc.  
 Business Address..... P. O. Bin 1671  
 Tel.: ST 6-8311..... NBC-CBS-ABC  
 President..... Harry C. Butcher  
 Gen. Mgr., Film Dir..... R. O. Van Duzer  
 Commercial Manager..... Patrick Carrick  
 Chief Engineer..... Leavenworth Wheeler

Pop.: 1,791,500  
 Families: 505,500

## Arkansas

Television Homes: 338,500  
 TV Stas. in State: 5

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Little Rock

### KTVE—El Dorado—1955

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned By..... KTVE, Inc.  
 Address..... P. O. Box 791  
 Tel.: UN 2-3488..... ABC-NBC  
 Station Representative..... Bolling

President..... Ervin F. Lyke  
 V.P., Gen. Mgr..... John B. Soell  
 Operations Mgr..... John Turner  
 Promotion Dir..... Jim Iverson  
 Film Mgr..... Herschel C. Mays  
 Chief Engineer..... John Long

**KFSA-TV—Fort Smith—1956**

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.  
 Owned By..... American TV Co.  
 Business Address..... 101 N. 4th St.  
 Tel.: SU 3-3131..... ABC-CBS-NBC  
 Newspaper Affil..... American-Times Record  
 Station Rep..... Bolling  
 President..... D. W. Reynolds  
 V.P., General Mgr..... J. W. Slates  
 Comm., Adv. Mgr..... John Whitt  
 Program, Publicity Dir..... Pat Porta  
 Promotion Dir..... Charles Putnam  
 Film Manager..... Gordon Brown, Jr.  
 Chief Engineer..... W. Matten  
 Owners of: KFSA; KOLD, AM-TV, Reno; KBRN,  
 Springdale; KOKL, Okmulgee; KORK, Las Vegas;  
 KLRN-TV, Las Vegas; KGNS-TV, Laredo; KFOY-  
 TV, Hot Springs.

**KARK-TV—Little Rock—1954**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Arkansas Radio & Equip. Co.  
 Business Address..... 10th & Spring Streets  
 Tel.: FRanklin 6-2481..... NBC  
 Representative..... Petry  
 President..... T. K. Barton  
 Exec. Vice Pres..... Douglas J. Romine  
 Commercial Mgr..... H. Lee Bryant  
 Program Dir..... Fred Schmutz

Promo. Director..... Shirley R. Kennedy  
 Chief Engineer..... Champ Smith

**KATV—Little Rock—1953**

Channel: 7 VHF... AP: 86.3 Kw... VP: 170 Kw.  
 Owned-Oper. By..... Central South Sales Co.  
 Address..... 310½ W. 3rd St.  
 Tel.: FR 4-1691..... ABC  
 Representative..... Avery-Knodel, Inc.  
 President..... James C. Leake  
 General Manager..... R. Doubleday  
 Sales Prom. Mgr..... R. E. Draughon  
 Chief Engineer..... A. R. Garrett

**KTHV—Little Rock—1955**

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Operated By..... Arkansas TV Co.  
 Address..... Box 269  
 Tel.: FR 4-3764..... CBS  
 Newspaper Affil..... Arkansas Democrat  
 Station Representative..... Branham  
 President..... K. A. Enael  
 Gen., Sta. Manager..... B. G. Robertson  
 Comm. Manager..... W. V. Hutt  
 Program Dir..... Tom Walker  
 Film Manager..... Curtis Threlkeld  
 Promotion Dir..... John Pounders  
 Chief Engineer..... Cecil Suilt

Pop.: 15,895,500  
 Families: 5,186,000

**California**

Television Homes: 4,737,000  
 TV Stas. in State: 30

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Fresno, Los Angeles, Sacramento, San Diego,  
 San Francisco, Stockton

**KBAK-TV—Bakersfield—1953**

Channel: 29 UHF... AP: 10.5 Kw... VP: 19 Kw.  
 Owned-Oper. By..... Reeves Bcstg. Corp.  
 Address..... P. O. Box 1448  
 Tel.: EX 9-1761..... CBS  
 Representative..... Weed  
 President..... J. Drayton Hastie  
 V.P., General Mgr..... Edward R. Tabor  
 Asst. Gen. Mgr., Natl. Sales Mgr..... J. Barrett  
 Sales Manager..... Charles F. Malloy  
 Film Manager..... Dick Koch  
 Chief Engineer..... James Garner

**KHSL-TV—Chico—1953**

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... Golden Empire Bcstg. Co.  
 Address..... 180 East 4th St.  
 Tel.: FI 2-0141..... CBS  
 Sta. Rep..... Bolling  
 President..... Mrs. H. McClung  
 General Mgr..... M. F. Woodling  
 Sales Manager..... G. Ross  
 Dir. of Engineering..... Russell Pope

**KERO-TV—Bakersfield—1953**

Channel: 10 VHF... AP: 55 Kw... VP: 110 Kw.  
 Owned-Oper. By..... Transcontinent TV Corp.  
 Business Address..... 1420 Truxtun Ave.  
 Tel.: FA 7-1441..... ABC-NBC  
 Representative..... Petry  
 President..... David C. Moore  
 General Mgr..... George Whitney  
 Station Mgr..... Arthur M. Mortensen  
 Commercial Mgr..... Roland T. Kay  
 Program Mgr., Film Dir..... Kenneth R. Croes  
 Chief Engineer..... Ray Martin  
 Owners of: WBR, Buffalo; WNEP, Scranton;  
 KFMB, San Diego; WDAF, Kansas City.

**KIEM-TV—Eureka—1953**

Channel: 3 VHF... AP: 100 Kw... VP: 50 Kw.  
 Owned-Oper. By..... California-Oregon TV, Inc.  
 Business Address..... P. O. Box 1021  
 Tel.: HI 3-3123..... ABC-CBS  
 Station Reps..... Young; Art Moore  
 President..... William B. Smullin  
 VP-Manager..... Donald H. Telford  
 Comm. Mgr..... Robert Miller  
 Chief Engineer..... Donald King

**KVIQ-TV—Eureka—1958**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned..... Calif. Northwest Bcstg. Co.  
 Address..... Box 1019  
 Tel.: HI 3-3061..... ABC-NBC

# Why We SWITCHED from VHF to UHF

To give *you* the best possible coverage of the rich San Joaquin Valley.

FCC-sponsored engineering study proves UHF signal is stronger and clearer than VHF in the Fresno area. New RCA custom-designed transmitter and antenna provide the clearest, strongest picture ever seen in the Valley.

Now, KFRE-TV delivers the most effective coverage of the San Joaquin Valley's more than 800,000 people — earning in excess of \$1.5 billion yearly.

Blanket America's Richest Agricultural Market.  
Buy KFRE-TV.

Sources: Television Allocations Study Organization,  
"Engineering Aspects of Television Allocations,"  
March 16, 1959 / Sales Management 1960



**KFRE-TV**  
FRESNO, CALIFORNIA  
CBS-TV Channel 30 BLAIR-TV

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBZ-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.  
**WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLYH-TV**, Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM**, Fresno, Cal.  
Triangle National Sales Offices: New York / Chicago / Los Angeles / Baltimore

Station Rep. . . . . Hollingbery  
 President. . . . . Carl R. McConnell  
 General Mgr. . . . . Geo. C. Fleharty  
 Station Mgr. . . . . Ted Dooley  
 Commercial Mgr. . . . . Sam Horel  
 Promotion Mgr. . . . . Edmund Bennett  
 Film Manager. . . . . John Perry  
 Chief Engineer. . . . . Amos Hargrave

**KFRE-TV—Fresno—1956**

Channel: 30 UHF . . . . . AP: 696 Kw. . . . . VP: 1392 Kw.  
 Owned By. . . . . Triangle Publications  
 Business Address. . . . . 733 L St.  
 Tel.: AM 8-6444. . . . . CBS  
 Newspaper Affil. Phila. Inquirer, Phila. D. News  
 Representative . . . . . Blair-TV  
 General Mgr. . . . . Leslie H. Peard, Jr.  
 Station Manager. . . . . George Carroll  
 Director of Sales. . . . . Robert F. Klein  
 General Sales Mgr. . . . . Jay Sondheim  
 Merchandising, Promotion Dir. . . . . Harry White  
 Film Manager. . . . . Fred Carbine  
 Chief Engineer. . . . . Keith L. Meeley  
 Owners of: WFIL, AM-TV-FM, Philadelphia;  
 WNEF, AM-TV-FM, Binghamton; WFBG, AM-  
 TV, Altoona; WNHC, AM-TV-FM, New Haven;  
 KFRE, AM-TV-FM, Fresno; WLYH-TV, Lebanon.

**KJEO—Fresno—1953**

Channel 47 UHF . . . . . AP: 222 Kw. . . . . VP: 444 Kw.  
 Owned: . . . . . O'Neill Broadcasting Co.  
 Address . . . . . Shaw at Cedar Sts.  
 Tel.: BA 2-2411. . . . . ABC  
 Representative . . . . . H-R TV  
 President. . . . . J. E. O'Neill  
 V.P., General Manager. . . . . Joseph C. Drilling  
 Comm. Manager. . . . . W. O. Edholm  
 Chief Engineer. . . . . Jack McElwain

**KMJ-TV—Fresno—1953**

Channel: 24 UHF . . . . . AP: 240 Kw. . . . . VP: 447 Kw.  
 Owned-Oper. By. . . . . McClatchy Newspapers  
 Address. . . . . 1544 Van Ness Ave.  
 Tel.: AM 8-6666. . . . . NBC  
 Representative . . . . . Katz  
 President . . . . . Eleanor McClatchy  
 Station Mgr. . . . . John Edwards  
 Comm. Prom. Mgr. . . . . Wilson Lefler  
 Chief Engineer. . . . . J. B. Hancock

**KCOP—Hollywood—1948**

Channel: 13 VHF . . . . . AP: 83.2 Kw. . . . . VP: 170 Kw.  
 Owned-Oper. By. . . . . KCOP Television, Inc.  
 Address. . . . . 915 N. La Brea Ave.  
 Tel.: OLdfield 6 3050. . . . . Independent  
 Representative . . . . . Petry  
 V.P. & Gen. Mgr. . . . . Alvin G. Flanagan  
 General Sales Mgr. . . . . Amos T. Baron  
 Sales Prom Dir. . . . . Hal Biard  
 Program. Film Mgr. . . . . Mary Warren  
 Publicity Dir. . . . . Jerry Ross  
 Chief Engineer . . . . . Al Browdy

**KABC-TV—Los Angeles—1949**

Channel: 7 VHF . . . . . AP: 82 Kw. . . . . VP: 165 kw.  
 Owned-Oper. By . . . . . ABC  
 Business Address. . . . . TV Center  
 Tel.: NO 3-3311. . . . . ABC  
 Representative . . . . . Katz  
 V.P., General, Sta. Mgr. . . . . Elton H. Rule  
 Gen., Sales Mgr. . . . . Richard A. O'Leary  
 Prom., Pub. Dir. . . . . Jack Brembeck  
 Film Manager. . . . . Howard Lipstone  
 Chief Engineer . . . . . Theodore Grenier

**KHJ-TV—Los Angeles—1948**

Channel: 9 VHF . . . . . AP: 81 Kw. . . . . VP: 162 Kw.  
 Owned-Oper. By . . . . . RKO General Inc.  
 Business-Studio Address. . . . . 1313 N. Vine St.  
 Tel.: HO 2-2133. . . . . Independent  
 Representative . . . . . H-R  
 President. . . . . Thomas F. O'Neil  
 V.P., Div. Dir. . . . . Robert J. Leder  
 V.P., Gen. Mgr. . . . . Malcolm Klein  
 Nat. Sales Mgr. . . . . Dick Jack  
 Promotion Director. . . . . Richard L. Sinclair  
 Program Dir. . . . . Hal Phillips  
 Film Manager. . . . . Bill White  
 Publicity Director. . . . . Tony Arnone  
 Chief Engineer. . . . . Bob Bullock  
 Owners of: WOR, AM-TV, New York; WNAC-AM-  
 TV, Boston; KFRC, San Francisco; WHBQ,  
 AM-TV, Memphis; CELW, AM-TV, Detroit;  
 Windsor; WGMS, Washington, D. C.; WHCT,  
 Hartford; KIL, AM-TV.

**KNXT—Los Angeles—1951**

Channel: 2 VHF . . . . . AP: 23.4 Kw. . . . . VP: 46.8 kw.  
 Owned-Oper. By. . . . . CBS Inc.  
 Business-Studio Address. . . . . 6121 Sunset Blvd.  
 Tel.: HO 9-1212. . . . . CBS  
 Representative . . . . . CBS TV Spot Sales  
 General Manager. . . . . Robt. D. Wood  
 Gen. Sales Mgr. . . . . Ray L. Beindorf  
 Program Director. . . . . Leon Drew  
 Prom., Publicity Director. . . . . Austin Heywood  
 Film Manager. . . . . Bill Alcine  
 Engineer in Chg. . . . . Edwin Miller

**KRCA—Los Angeles—1949**

Channel: 4 VHF . . . . . AP: 23.5 Kw. . . . . VP: 47 Kw.  
 Owned . . . . . NBC  
 Bus.-Studio Address. . . . . Sunset & Vine St.  
 Tel.: TH 5-7000. . . . . NBC  
 Representative . . . . . NBC Spot Sales  
 V.P., General Manager. . . . . Thomas McCray  
 Commercial Manager. . . . . James Parks  
 Operations Mgr. . . . . Bob Henry  
 Adv., Prom. Mgr. . . . . Frank Hovore  
 Prog. Dir. . . . . Jack Kenaston  
 Publicity Super. . . . . Dolores Finlay  
 Chief Engineer. . . . . John Knight

**KTLA—Los Angeles—1947**

Channel: 5 VHF . . . . . AP: 25.1 Kw. . . . . VP: 50.1 Kw.  
 Owned-Oper. . . . . Paramount TV Production, Inc.  
 Studio Address. . . . . 5800 Sunset Blvd., H'wywood  
 Tel.: HO 9-3181. . . . . Independent  
 Representative . . . . . PGW  
 President. . . . . Paul Raiboutn  
 Director of Bus. Affairs. . . . . Joe Cramer



## CALIFORNIA

General Sls. Manager..... Richard Jolliffe  
Film Mgr., Program Dir..... Robert Quinlan  
Adv., Promotion Dir..... Robert Nashick  
Publicity Dir..... Robert Reagan  
Chief Engineer..... John Silva

### KTTV—Los Angeles—1949

Channel: 11 VHF.. AP: 83 Kw.. VP: 165 Kw.  
Owned-Oper. By..... Times-Mirror Bcstg. Co.  
Business Address..... 5746 Sunset Blvd.  
Tel.: HO 2-7111..... Independent  
Newspaper Affil..... L.A. Times, Mirror  
Representative..... Blair TV  
Pres., Gen. Mgr..... Richard A. Moore  
V.P.-Sales..... John R. Vrba  
V.P., Gen. Mgr..... Robert Breckner  
V.P., Merch. & Prom..... Jack O'Mara  
V.P., Program Dir..... Richard Woollen

### KVIP—Redding—1956

Channel: 7 VHF.. AP: 57.5 Kw.. VP: 115 Kw.  
Owned By..... Shasta Telecasting Corp.  
Business Address..... 2770 Pioneer Drive  
Tel.: CH 1-1414..... ABC-NBC  
Representative..... Hollingbery  
Pres., Gen. Mgr..... George C. Fleharty  
Commercial Manager..... Ray Grant  
Chief Eng., Ass't Mgr..... Russell K. Olsen

### KCRA-TV—Sacramento—1955

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By..... KCRA, Inc.  
Address..... 310 10th St.  
Tel.: Hickory 4-7300..... NBC  
Representative..... Petry  
President, Sta. Mgr..... Robert E. Kelly  
General Mgr..... Jon S. Kelly  
Asst. Gen. Mgr..... Howard J. Smiley  
Program Mgr..... David B. Hume  
Chief Engineer..... W. Herbert Hartman  
Owners of: KCRA, AM-FM.

### KXTV—Sacramento—1955

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned By..... Great Western Bcstg Corp.  
Address..... 601 7th Ave.  
Tel.: GI 1-4041..... CBS  
Rep..... H-R  
President..... C. Wrede Petersmeyer  
V.P., General Mgr..... Robert Wilson  
General Sales Mgr..... James Osborn  
Program Director..... Dean Borba  
Promotion Mgr..... M. S. Bachman  
Chief Engineer..... Don Ferguson  
Owners of: WISH-AM-TV, Indianapolis, Ind.;  
WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa,  
Okla.; KHOU-TV, Houston, Tex.

### KSBW-TV—Salinas—1953

Channel: 8 VHF.. AP: 120 Kw.. VP: 240 Kw.  
Owned By..... Salinas Valley Bcstg. Corp.  
Address..... 238 John St.  
Tel.: HA 2-6422..... CBS-NBC  
Representative..... H-R Television

Pres., Gen. Mgr..... John C. Cohan  
Comm. Mgr..... Graham H. Moore  
Prom., Adv. Public Mgr..... Clarke Bradley  
Chief Engineer..... B. Hargan

### KFMB-TV—San Diego—1949

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned..... Transcontinent TV Corp.  
Business Address..... 1405 Fifth Ave.  
Tel.: BE 2-2114..... CBS  
Representative..... Petry  
President..... David C. Moore  
V.P., Gen. Mgr..... George Whitney  
Station, Comm. Mgr..... Bill Fox  
Prog. Mgr..... George Stantis  
Prom., Adv. Public, Dir..... Irving Stevens  
Film Manager..... Del Gay  
Chief Engineer..... Charles Abel  
Owners of: KFMB, AM; WGR-AM-TV, Buffalo,  
N. Y.; WDAF-AM-TV, Kansas City, Mo.; WNEP-  
TV, Scranton; KERO-TV, Bakersfield, Calif.

### KFSD-TV—San Diego—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... KFSD, Inc.  
Address..... Highway 94 at 47th St.  
Tel.: CO 2-2421..... NBC  
Representative..... Katz  
President..... James G. Rogers  
V.P., General Manager..... William E. Goetze  
Commercial Mgr..... Jay Grill  
Program, Film Mgr..... Burke Ormsby  
Prom., Adv. Pub. Dir..... Kenneth N. McClure  
Prod. Dir..... W. H. Stevens  
Chief Engineer..... LeRoy A. Bellwood  
Owners of: KFSD-FM-TV.

### XETV—San Diego—1953

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned By..... Radio Television S.A.  
Address..... 7th & Ash, TV Hghts.  
Tel.: Belmont 4-8431..... ABC  
Station Representative..... Blair  
President..... Frank Fouce  
V.P., Gen. Mgr..... Julian M. Kaufman  
Business Mgr..... Lou Meiers  
Chief Engineer..... Phil Fernandez

### KGO-TV—San Francisco—1949

Channel: 7 VHF.. AP: 168 Kw.. VP: 316 Kw.  
Owned-Oper..... Amer. Bcstg. Co.  
Address..... 277 Golden Gate Ave.  
Tel.: UN 3-0077..... ABC  
Representative..... Blair  
President..... Leonard Goldenson  
V.P., Gen., Station Mgr..... D. M. Sacks  
Commercial Mgr..... R. Coughlan  
Sales Mgr..... David Sacks  
Adv., Pub., Prom. Dir..... George T. Rodman  
Program Director..... George Rice  
Film Manager..... Bob Mitchell  
Chief Engineer..... Richard Parks

### KPIX—San Francisco—1948

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Westinghouse Bcstg., Inc.  
Address..... 2655 Van Ness Ave.

## CALIFORNIA-COLORADO

Tel.: PR 6-5100  
 Sta. Representative ..... CBS  
 President ..... Donald H. McGannon  
 Vice President ..... Philip G. Lasky  
 General Manager ..... Louis S. Simon  
 Commercial Mgr. .... William H. Hunsfeld, Jr.  
 Film Mgr. .... Ray A. Hubbard  
 Sales Prom., Adv. Mgr. .... A. H. Christensen  
 Publicity Mgr. .... A. M. Baccari, Jr.  
 Chief Engineer ..... Thomas T. Ely  
 Owners of: WOWO, Fort Wayne, Ind.; WBZ-WBZA,  
 Boston-Springfield, Mass.; WBZ-TV, Boston,  
 Mass.; KYW, Cleveland, O.; KYW-TV, Cleveland,  
 O.; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.;  
 KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.;  
 WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,  
 Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM,  
 Cleveland, O.; KEX-FM, Portland, Ore.

### KRON-TV—San Francisco—1949

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By ..... The Chronicle Pub. Co.  
 Business Studio Address ..... 929 Mission St.  
 Tel.: GA 1-1100 ..... NBC  
 Newspaper Affiliation ..... Chronicle  
 Representative ..... Peters, Griffin, Woodward Inc.  
 President ..... Charles de Young Thieriot  
 Gen. Manager ..... Harold P. See  
 Station Manager ..... A. H. Constant  
 Commercial Mgr. .... William A. Morrison  
 Program Dir. .... Douglas Elleson  
 Promotion Dir. .... A. Richard Robertson  
 Film Buyer ..... Jim Bentley  
 Publicity Dir. .... Roland Irving  
 Chief Engineer ..... J. L. Berryhill

### KTVU—San Francisco-Oakland 1958

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned ..... S. F.-Oakland TV, Inc.  
 Address ..... 1 Jack London Sq., Oakland  
 Tel.: TE 4-2000 ..... Independent  
 Representative ..... H-R Television  
 President ..... Ward D. Ingram  
 Gen. Mgr. .... William D. Pabst  
 Nat. Sales Mgr. .... Frank King  
 Prom. Director ..... Joseph P. Costantino, Jr.  
 Publicity Director ..... Don Arlett  
 Production Mgr. .... Walt Harris  
 Chief Engineer ..... Robert Arne

### KNTV—San Jose—1955

Channel: 11VHF... AP: 123 Kw... VP: 60 Kw.

Owned-Oper. By .... Standard Radio & TV Co.  
 Address ..... 645 Park Avenue  
 Tel.: CY 7-5577 ..... ABC  
 Sta. Representative ..... Young TV  
 President ..... A. T. Gilliland  
 Operations Mgr. .... Frederic A. Naglestad  
 Sales Manager ..... Fran Conrad  
 Program Director ..... Jack Launer  
 Promotion Dir. .... Margaret Norton  
 Chief Engineer ..... Robert A. Latham

### KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF... AP: 8.9 Kw... VP: 16 Kw.  
 Owned-Oper. By ... Salinas Valley Bcstg. Corp.  
 Business Address ..... Box 286  
 Tel.: LI 3-0920 ..... ABC-CBS-NEC  
 Representative ..... H-R  
 President ..... John C. Cohan  
 Prom. Dir. .... Don Theobald  
 Station Manager ..... Arthur V. Hapgood  
 Film Manager ..... Caryl Coleman  
 Dir. Tech. Oper. .... Bill Hargan  
 Owners of: KSBW, AM-TV-FM, Salinas.

### KEYT—Santa Barbara—1953

Channel: 3 VHF... AP: 25 Kw... VP: 50 Kw.  
 Owned ..... Key TV, Inc.  
 Business Address ..... 730 Miramonte Dr.  
 Tel.: WO 5-8533 ..... ABC-CBS-NBC  
 Station Rep. .... Young  
 Program. Film Mgr. .... Mary Ann Casey  
 President ..... William F. Luton  
 V.P., Station Mgr. .... Robert C. Burris  
 Adv., Publicity Dir. .... Ruth S. Nace  
 Chief Engineer ..... Paul Williams

### KOVR-TV—Stockton—1954

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... Metropolitan Bcstg.  
 Address ..... 908 15th St.  
 Tel.: HI 6-6124 ..... ABC  
 Representative ..... Blair  
 President ..... John W. Kluge  
 Gen. Mgr. .... Glover DeLaney  
 Program Film Mgr. .... Bel Lange  
 Prom., Publicity Dir. .... Robert Linskey  
 Chief Engineer ..... Richard J. Anderson  
 Owners of: WNEW, AM-TV, New York; WHK,  
 Cleveland; WIP, Philadelphia; WRUL, New  
 York; WTTG-TV, Washington, D. C.; WTVH-  
 TV, Peoria.

Pop.: 1,924,000  
 Families: 540,000

## Colorado

Television Homes: 4,737,000  
 TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Denver

### KKTV—Colorado Springs—1952

Channel: 11 VHF... AP: 117 Kw... VP: 234 Kw.  
 Owned-Operated By ..... TV Colorado, Inc.  
 Address ..... 512 S. Tejon St.  
 Tel.: ME 4-2844 ..... CBS

Representative ..... Bolling  
 President, Gen. Mgr. .... James D. Russell  
 V.P. Commercial Manager ..... Robert D. Ellis  
 Program Dir. .... Carl Pehlman  
 Prom., Pub. Director ..... Hal Kennedy  
 Chief Engineer ..... Chet Wallack

**COLORADO**

**KRDO-TV—Colorado Springs  
1953**

Channel: 13 VHF AP: 112.5 Kw. VP: 225 Kw.  
 Owned-Oper. By.....Pikes Peak Bcstg. Co.  
 Business Address.....399 South Eighth St.  
 Tel.: ME 2-1515.....ABC  
 Sta. Representative.....Branham  
 President, Gen. Mgr.....Harry W. Hoth, Jr.  
 Station Manager.....Jay E. Gardner  
 Business Mgr.....Darold A. Wilkinson  
 Chief Engineer.....Herb Schubarth  
 Owners of: KRDO.

**KBTB—Denver—1952**

Channel: 9 VHF AP: 141 Kw. VP: 282Kw.  
 Owned-Operated By.....TV Denver, Inc.  
 Address.....1089 Bannock St.  
 Tel.: AM 6-3601.....ABC  
 Representative. Peters, Griffin, Woodward, Inc.  
 President.....John C. Mullins  
 Gen. Station Manager.....Joseph Herold  
 Commercial Mgr.....Gil Lee  
 Prog. Mgr.....Mann Reed  
 Adv., Pub., Prom. Dir.....W. Kowalski  
 Film Mgr.....Don Mumford  
 Chief Engineer.....Jim Butts

**KLZ-TV—Denver—1953**

Channel: 7 VHF AP: 158 Kw. VP: 316 Kw.  
 Owned By.....Aladdin Bcstg. Corp.  
 Business Address.....131 Speer Blvd.  
 Tel.: MA 3-4271.....CBS  
 Representative.....Katz  
 Pres., Gen. Mgr.....Hugh B. Terry  
 Asst. to Pres.....Clayton H. Brace  
 Comm. Sta. Mgr.....Jack Tipton  
 Program Director.....Paul Blue  
 Prom., Publicity Dir.....Jimm Seaney  
 Film Manager.....William Witt  
 Chief Engineer.....Eugene Jenkins  
 Owners of: WFBM, AM-TV-FM, Indianapolis;  
 WOOD, AM-TV, Grand Rapids; WTCN, AM-TV,  
 Minneapolis.

**KOA-TV—Denver—1953**

Channel: 4 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned-Operated By.....Metropolitan TV Co.  
 Business Address.....1044 Lincoln  
 Tel.: Cherry 4-4141.....NBC  
 Representative.....NBC Spot Sales  
 Pres., Gen. Manager.....William Grant  
 Station Mgr.....Ralph Radetsky  
 Commercial Manager.....Dick Harris  
 Program Director.....Si Palmer  
 Prom., Pub. Dir.....Dean Faulkner  
 Chief Engineer.....Sid Davidson

**KBTB**  
CHANNEL  
**9**

When You Go West (young time buyer)  
 Go The Best  
**KBTB Channel 9 Denver, Colorado**

John C. Mullins, President  
 Joe Herold, Station Manager

1089 Bannock Street  
 Represented By Peters, Griffin, Woodward, Inc.

**KTVR-TV—Denver—1952**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Business Address .....550 Lincoln St.  
 Tel.: KE 4-8281.....Independent  
 Sta. Representative.....Adam Young  
 President.....J. Elroy McCaw  
 General Manager.....James T. Brennan  
 Commercial Mgr.....Harold N. Michaels  
 Program Dir.....Warren Huskie  
 Publicity Dir.....Len Bermon  
 Film Manager.....Thomas J. Donnegan  
 Chief Engineer.....Lester J. Dunn  
 Owners of: WINS, New York; KTVW, Tacoma.

**KREY-TV—Montrose—1956**

Channel: 10 VHF... AP: 154 Kw... VP: 309 Kw.  
 Owned-Oper. By.....Black Canon Bcstg Co.  
 Address.....P. O. Box 120  
 Tel.: CH 9-3011.....ABC-NBC-CBS  
 President, Gen. Mgr.....Rex Howell  
 Chief Eng., Sta. Mgr.....C. Q. Anderson  
 Promotion Director.....Frank Bell

**KREX-TV—Grand Junction  
 1954**

Channel 5 VHF... AP: 6.46 Kw... VP: 12.9 Kw.  
 Owned By.....Western Slope Bcstg Co., Inc.  
 Business Address .....Box 30  
 Tel.: CH 2-5000.....CBS-NBC  
 Station Representative.....Holman  
 President, General Mgr.....Rex Howell  
 Station Comm. Mgr.....Bob McMahan  
 Production Dir.....Joe Cope  
 Advertising Mgr.....Roy Adamson  
 Chief Engineer.....James Meyer

**KCSJ-TV—Pueblo—1952**

Channel: 5 VHF... AP: 150 Kw... VP: 100 Kw.  
 Owned-Oper. By.....Star Broadcasting Co.  
 Business Address .....2226 Television Lane  
 Tel.: LI 4-5782.....NBC  
 Station Representative.....Meeker Co.  
 Station Manager.....J. G. Croll  
 Film Manager.....Jackson Cravens  
 Commercial Mgr.....Ken King  
 Program Dir.....Elva Lee Gilmer  
 Publicity Dir.....Jack Hughes  
 Advertising Mgr.....Al Griffith  
 Chief Engineer.....Ken Renfrow

**K T V R**

**Channel 2 Denver, Colorado**

*Station Representative*  
**ADAM YOUNG, INC.**

**JAMES T. BRENNAN**  
*General Manager*



**QUALITY TELEVISION\***  
**SELLS**  
**RICH, RICH**  
**SOUTHERN NEW ENGLAND**



QUALITY IN THE SILVERSMITH'S CRAFT IS REPRESENTED BY THIS RECREATION OF A RICHLY ORNAMENTED, LATE NINETEENTH CENTURY VINTAGE PUNCH SET, MANUFACTURED BY THE INTERNATIONAL SILVER COMPANY OF MERIDEN, CONNECTICUT.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH, YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

**WTIC**  **TV 3** HARTFORD, CONNECTICUT  
**\*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN**



Pop.: 2,566,000  
Families: 754,500

# Connecticut

Television Homes: 718,000  
TV Stas. in State: 6

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Hartford

## WICC-TV—Bridgeport—1952

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.  
Owned By.....Bridgeport Bcstg. Co.  
Business Address.....Box 9140  
Tel.: AM 8-1601.....ABC  
Representative.....Adam Young  
President, Gen. Mgr.....K. M. Cooper  
Comm. Mgr.....Ray Colonari  
Pgm. Dir.....Harry Downie  
Chief Engineer.....Russell Adams

## WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw..VP: 186 Kw.  
Owned-Oper. By.....Hartford Phovision Co.  
Business Address.....555 Asylum St.  
Tel.: JACKSON 5-2611.....Independent  
Station Representatives.....Young; Nona Kirby  
Program Director.....Ralph Kanna

## WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.  
Owned..Travelers Broadcasting Service Corp.  
Business Address.....26 Grove Street  
Tel.: JACKSON 5-0801.....CBS  
Representative..Harrington, Righter & Parsons  
President.....Paul W. Morency  
VP & Gen. Mgr.....Walter C. Johnson  
V.P., Sales.....Irwin C. Cowper  
VP, Prog.....Leonard J. Patricelli  
Prom. Dir.....Eugene J. Muriaty  
Publicity Director.....Paul E. Lucas  
Dir. of Engineering.....Harold Dorschug  
Film Editor.....Ernest Olivieri  
Chief Engineer.....Herman D. Taylor  
Owners of: WTIC, AM-FM.

## WHNB-TV—New Britain— 1953

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.  
Owned By.....Connecticut TV, Inc.  
Address.....1422 New Britain Ave.  
Tel.: ADAMS 3-8551.....NBC  
Representative.....NBC Spot Sales  
President.....Herbert Scheffel  
General, Sta. Mgr.....Robert W. Bray  
Commercial Mgr.....Jack Fox  
Program Dir.....Philip Corvo  
Prom., Publicity Dir.....Howard Wry  
Film Manager.....Phillip B. Hale  
Chief Engineer.....Thomas Doody  
Owners of: WICS, AM-TV, Springfield; WHGU,  
Champaign.

## WNHC-TV—New Haven—1948

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By ..Triangle Publications, Inc.  
Business Address.....135 College St.

Tel.: SPRUCE 7-3611.....ABC  
News, Affil.....Phila. Inquirer & Daily News  
Station Representative.....Blair TV  
President.....Walter H. Annenberg  
V.P., General Mgr.....Roger W. Clipp  
Sta. Mgr., Gen. Sales.....John F. Cundiff  
Prom., Adv., Publicity.....Peter F. Gallagher  
Film Mgr.....Leonard S. Sanna  
Program Dir.....James E. Kovach  
Chief Engineer.....Howard W. Wessenberg  
Owners of: WFIL, AM-TV-FM, Philadelphia;  
WNEF, AM-TV-FM, Binghamton; WFRG, AM-  
TV-FM, Altoona; KFRE, AM-TV; KRFM,  
Fresno; WLYH, Lebanon; WNHC, AM-FM.

## WATR-TV—New Haven—1953

Channel: 53 UHF..AP: 125 Kw..VP: 245 Kw.  
Owned-Operated By.....WATR, Inc.  
Business Address.....440 Meadow St.  
Tel.: PL 5-1121.....ABC  
Stations Reps.....Masla, New Eng. Spot Sales  
President.....Harold Thomas  
Gen., Sta., Commercial Mgr.....Samuel Elman  
Prog. Dir., Film Manager.....Astrid Curtis  
Chief Engineer.....Andrew Torros

When You Can  
Have the Best,  
Why Be Satisfied  
With Less?



Pop.: 754,000  
Families: 219,000

# Dist. of Columbia

Television Homes: 207,000  
TV Stas. in D. C.: 4

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Washington

## WMAL-TV—Washington—1947

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By The Evening Star Bcstg. Co.  
Address.....4461 Connecticut Ave., N.W.  
Tel.: KE 7-1100..... ABC  
Newspaper Affiliation..... The Evening Star  
Representative..... H-R Television  
President..... John W. Thompson, Jr.  
General Manager..... F. S. Houwink  
Commercial Manager..... Neal J. Edwards  
Program Director..... Theodore N. McDowell  
Prom. & Pub. Director..... E. Haywood Meeks  
Film Manager..... Robert B. Morgan  
Chief Engineer..... Allan Powley  
Owners of: WMAL, AM-FM; WSVA, AM-TV-FM.  
Harrisonburg.

## WRC-TV—Washington—1947

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... National Bcstg. Co., Inc.  
Bus. Address.....4001 Nebraska Avenue, N.W.  
Tel.: EM 2-4000..... NBC  
Representative..... NBC Television Spot Sales  
President (NBC)..... Robert E. Kintner  
V.P., General Mgr..... Joseph Goodfellow  
Station Mgr..... Peter B. Kenney  
Director of Sales..... Thomas Paro  
Program Dir..... Wes Harris  
Production Mgr..... F. S. Buschmeyer  
Adv. Prom. Mgr..... Ralph R. McCawley  
Co-ordinator, Press..... Robert C. Diefenbach  
Dir. of Oper..... Lefferts A. McClelland  
Owners of: WNBC, AM-TV-FM, New York; WRC,  
AM-TV-FM, Washington; WMAQ, Chicago;

WNBQ, Chicago; WRCV, AM-TV, Philadelphia;  
KNBC, AM-FM, San Francisco; WAMP, Pitts-  
burgh; KRCA, Los Angeles; WFMP, FM, Pitts-  
burgh.

## WTOP-TV—Washington—1949

Channel: 9 VHF... AP: 174 Kw... VP: 316 Kw.  
Owned By..... Wash. Post Bcstg Div.  
Business Address..... 40th & Brandywine Sts.  
Tel.: EM 2-9300..... CBS  
Newspaper Affiliation..... Wash. Post  
Representative..... CBS TV Spot Sales  
President..... John S. Hayes  
Vice-Pres., Gen. Mgr..... George F. Hartford  
Comm. Mgr..... Robert A. J. Bordley  
Pub. & Prom. Director..... Robert M. Adams  
Program Director..... Jim Silman  
Film Manager..... William Hedgpeth  
Vice President for Engineering..... Clyde Hunt  
Chief Engineer..... Donald Cooper

## WTTC—Washington—1947

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... Metropolitan Bcstg.  
Business-Studio Address..... Hotel Raleigh  
Tel.: Sterling 3-5300..... Independent  
Representative..... P. G. & W.  
President..... John W. Kluge  
V.P., Gen. Mgr..... John E. McArdle  
Adv., Promotion Dir..... S. Pappas  
Business Manager..... Harold Christiansen  
Owners of: WNEW, AM-FM-TV, New York; WTK,  
AM-FM, Cleveland, O.; WTP, AM-FM, Philadel-  
phia, Pa.; WBU, AM, New York; WTVH, TV,  
Peoria, Ill.; KOVR, TV, Stockton, Calif.; WTVP  
TV, Decatur, Ill.

Pop.: 5,034,000  
Families: 1,537,500

# Florida

Television Homes: 1,258,000  
TV Stas. in State: 18

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Jacksonville, Miami, St. Petersburg, Tampa

## WESH-TV—Daytona Beach 1956

Channel: 2 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned-Oper. By..... Telrad, Inc.  
Business Address..... P.O. Box 1712  
Tel.: CL 3-6591..... NBC  
Rep..... Avery Knodel  
President..... John H. Perry, Jr.  
V.P., Gen. Mgr..... Thomas S. Gilchrist, Jr.  
Station Mgr..... Walter Strouse  
Program Dir..... Dan Joiner  
Comm. Mgr..... Thomas B. Newsom  
Film Mgr..... Hank Johnson  
Chief Engineer..... B. Hayford

## WTVI—Fort Pierce—1960

Channel 19 UHF... AP: 237 Kw... VP: 474 Kw.  
Owned By..... Gene T. Dyer  
Address..... Signal Hill  
Tel.: HO 4-1500..... CBS  
Station Rep..... Forjoe  
Owner..... Gene T. Dyer  
General Manager..... Herbert E. Buck, Jr.  
Station Manager..... Lester Combs  
Chief Engineer..... Joseph C. Strelauski

## WINK-TV—Fort Myers—1954

Channel: 11 VHF... AP: 35 Kw... VP: 65 Kw.  
Owned By..... Ft. Myers Bcstg Co.  
Business Address..... Palm Beach Blvd.

Tel.: ED 4-1131.....ABC-CBS  
 Station Rep.....ForJoe  
 Gen., Sales Mgr.....A. J. Bauer  
 Program Dir.....Frank Nodine  
 Chief Engineer.....Bob Bachman

**WFGA-TV—Jacksonville—1957**

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned.....Florida-Georgia TV Co., Inc.  
 Address.....1070 E. Adams St.  
 Tel.: EL 6-3381.....ABC-NBC  
 Representative.....Peters, Griffin, Woodward  
 President.....Alexander Brest  
 Gen. Sta. Film Mgr.....Jesse H. Cripe  
 Commercial Mgr.....Ralph W. Himmons  
 Program Dir.....Rusty Bruton  
 Publicity Promo. Dir.....Andy Amyx  
 Chief Engineer.....Harry Wingfield

**WJXT—Jacksonville—1949**

Channel: 4 VHF.. AP: 69.2 Kw.. VP: 100 Kw.  
 Owned-Oper. By.....Washington Post  
 Business Address.....1851 Southampton Road  
 Tel.: EX 8-0501.....CBS  
 Newspaper Affil... Wash. Post & Times Herald  
 Representative.....CBS TV Spot Sales  
 President.....Glenn Marshall, Jr.  
 Commercial Manager.....David Booher  
 Prog. Dir., Film Mgr... Leonard L. Mosby, Jr.  
 Prom., Pub. Dir.....Tom Mahaffey  
 Chief Engineer.....Ernest Vordermark

**WCKT—Miami—1956**

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned By.....Biscayne Television Corp.  
 Business Address.....P. O. Box M, Miami 33  
 Tel.: PL 1-6692.....NBC  
 Representative.....NBC Spot Sales  
 President, Gen. Mgr.....Niles Trammell  
 Station Manager.....Charles Kelly  
 Commercial Manager.....Robert L. Fidler  
 Production Mgr.....Gene Walz  
 Publicity, Promotion Mgr.....Donald Fischer  
 Film Manager.....Frank Struzziari  
 Chief Engineer.....Robert H. Paasch  
 Owners of: WCKR, AM-FM, Miami.

**WTVJ—Miami—1949**

Channel: 4 VHF.. AP: 70 Kw.. VP: 100 Kw.  
 Owned-Oper. By.....Wometco Enterprises, Inc.  
 Address.....306 N. Miami Ave.  
 Tel.: FR 4-6262.....CBS  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....Mitchell Wolfson  
 General Manager.....Lee Ruwitch  
 Vice-Pres., Operations Mgr.....John A. Shay  
 V.P. Sales.....William Brazzil  
 National Sales Mgr.....Joseph A. Flahive  
 Program Director.....Lee Waller  
 Promotion Director.....Burt Toppan  
 Film Manager.....Robert J. Ross  
 Chief Engineer.....Earl W. Lewis  
 Owners of: WLOS, AM-TV-FM, Asheville.

**WPST-TV—Miami—1957**

Channel: 10 VHF.. AP: 195 Kw.. VP: 316 Kw.  
 Owned.....Public Service TV, Inc.

Business Address.....2075 Biscayne Blvd.  
 Tel.: FR 1-6501.....ABC  
 Representative.....Petry  
 President.....G. T. Baker  
 General, Sta. Mgr.....Walter Koessler  
 Nat. Sales Mgr.....Bob Hanna  
 Program Dir.....Eleanor Larsen  
 Film Mgr.....John Murphy  
 Chief Engineer.....William R. Needs

**WDBO-TV—Orlando—1954**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By.....Cherry Bcstg.  
 Business Address.....30 S. Ivanhoe Blvd.  
 Tel.: CH 1-1491.....CBS  
 Representative.....Blair-TV  
 Chairman of Board.....William S. Cherry, Jr.  
 Exec. V.P. Gen. Mgr.....Arnold F. Schoen, Jr.  
 Sales Co-ordinator.....A. V. Carlson  
 Prog. Dir.....Walter E. Sickles  
 Dir. Sales Deve.....Leonard S. Davey, Jr.  
 Chief Engineer.....J. E. Yarbrough  
 Owners of: WDBO, AM-FM.

**WLOF-TV—Orlando—1958**

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned.....Mid Florida TV Corp.  
 Address.....639 W. Central Ave.  
 Tel.: Garden 4-8537.....ABC  
 Rep.....Bolling  
 President, Gen. Mgr.....Joseph L. Brechner  
 Nat. Sales Mgr.....William T. Latham  
 Program Dir.....Harold F. Stone  
 Promotion Dir.....Paul Knepper  
 Film Mgr.....Dennis Gregory  
 Chief Engineer.....Dodd Daniel

**WPTV—Palm Beach—1954**

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 100 Kw.  
 Owned-Oper.....John H. Phipps Bcstg.  
 Business Address.....5 Cocoonut Row  
 Tel.: TE 3-2471.....NBC  
 Representative.....Blair TV Assoc.  
 Owner.....John H. Phipps  
 Managing Dir.....L. Herschel Graves  
 General Mgr.....Chesler E. Pike, Jr.  
 Sales Mgrs.....R. L. Ray; Ken Kampion  
 Operations Dir.....Clark W. Davis  
 Film Mgr.....George P. Romilly  
 Chief Engineer.....Lewis Evenden  
 Owners of: WCTV, Tallahassee.

**WJHG-TV—Panama City—  
1953**

Channel: 7 VHF.. AP: 5.36 Kw.. VP: 10.7 Kw.  
 Owned-Operated By.....Gray TV Network  
 Address.....Box 2349  
 Tel.: AD 4-2251.....NBC-ABC-CBS  
 Station Rep.....Ayers  
 General Mgr.....Raymond E. Corow  
 Station Mgr.....Jack Sholar  
 Production Mgr.....Roger Mansfield  
 Program, Prom., Publicity.....James Tighe  
 Film Mgr.....Earl Hadaway  
 Chief Engineer.....Pearly Eppley

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to sell Atlanta's million...  
put your faith in WSB



*White Columns is more than a building, it is the efficient home of both WSB Radio and TV!*

In Atlanta and Georgia, WSB Radio and Television lead the way in programming, in coverage and facilities. Through the years both stations have maintained a tradition of leadership through sound programming and by backing up top men with every facility available to help them do a top job. Dominance in ratings and many notable awards attest to their success. To sell Atlanta's million, plus other Georgians too... put your schedules on



**WSB radio/WSB-TV**

Affiliated with The Atlanta Journal and Constitution. NBC affiliate.

**WEAR-TV—Pensacola—1953**

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By... Rollins Telecasting Inc.  
 Business Address... P.O. Box 431  
 Tel.: GL 5-7311... ABC  
 Station Rep... Blair TV  
 General Manager... Milt de Reyna, Jr.  
 Chief Engineer... H. Babb

**WSUN-TV—St. Petersburg  
1953**

Channel: 38 UHF... AP: 107 Kw... VP: 200 Kw.  
 Owned-Operated By... City of St. Petersburg  
 Business Address... Municipal Pier  
 Tel.: 5-4121... ABC  
 Representative... Venard, Rintoul & McConnell  
 Station Mgr... Fred P. Shawn  
 Commercial Manager... Earl W. Welde  
 Program. Film Mgr... Harry Wagner  
 Promotion Director... Chad Mason  
 Chief Engineer... William J. Coddling  
 Owners of: WSUN, AM.

**WCTV—Tallahassee—1955**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper... John H. Phipps Bcstg. Stations  
 Address... P. O. Box 3547  
 Tel.: Tall 3-3666... CBS  
 Sta. Representative... Blair; Cummings  
 Owner... John H. Phipps  
 Managing Director... L. Herschel Graves  
 Nat. Sales Mgr... William L. Wood  
 Program, Film Mgr... Jerry L. Williams  
 Dir. of Engineering... William A. Snowden  
 Owners of: WPTV, W. Palm Beach.

**WFLA-TV—Tampa—1955**

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By... Tribune Company  
 Address... Box 1410

Tel.: 2-0131... NBC  
 Newspaper Affiliation... Tribune-Times  
**Representative**... Blair-TV  
 President... J. C. Council  
 V.P., General Manager... George W. Harvey  
 Sales Mgr... William B. Faber  
 Prog. Dir., Film Mgr... J. E. Faraghan  
 Promotion Director... Doug Duperrault  
 Prog. Oper. Mgr... Carl Bergquist  
 Production Manager... L. George Gelger  
 Chief Engineer... J. H. Mitchell

**WTVT—Tampa—1955**

Channel: 13 VHF... AP: 316 Kw... VP: 158 Kw.  
 Owned By... WKY Television System, Inc.  
 Business Address... 3213 Grand Central Ave.  
 Tel.: RE 6-1313... CBS  
 Station Representative... Katz  
 President... E. K. Gaylord  
 Station Manager... Eugene B. Dodson  
 Admin. Asst... Robert M. Olson  
 Comm. Asst. Mgr... John M. Haberlon  
 Program Dir... Crawford P. Rice  
 Promotion Dir... Walter K. Rhodes  
 Film Mgr... Jayne Boyd  
 Production Mgr... Ken Smith  
 Chief Engineer... William Witt  
 Owners of: WKY, AM-TV, Oklahoma City.

**WEAT-TV—West Palm Beach  
1955**

Channel: 12 VHF... AP: 125 Kw... VP: 250 Kw.  
 Owned-Oper. By... Rand Bcstg. Co.  
 Business Address... Palm Beach Towers  
 Tel.: TE 3-9668... ABC  
 Sta. Representative... Weed  
 President... Rex Rand  
 Gen. Mgr... Bertram Lebhear, Jr.  
 Station Mgr... Jack Poole  
 Chief Engineer... J. Ross McPherson

Pop.: 4,070,000  
 Families: 1,064,500

**Georgia**

Television Homes: 840,000  
 TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Atlanta

**WALB-TV—Albany—1954**

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By... Herald Publishing Co.  
 Business Address... Stuart Ave.  
 Tel.: HE 5-8386... ABC-NBC  
 Newspaper Affiliation... Albany Herald  
 Representative... Venard, Rintoul & McConnell  
 President... James H. Gray  
 Sta., Gen., Comm. Mgr... Raymond E. Carrow  
 Program Director... Reba Hill  
 Prom., Pub. Dir... Pat Bethune  
 Film Mgr... Olin Pollock  
 Chief Engineer... Bruce Singleton  
 Owners of: WJHG-TV, Panama City, Florida.

**WSB-TV—Atlanta—1948**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... The Atlanta Newspapers  
 Business Address... 1601 W. Peachtree St., N.E.  
 Tel.: TR 5-7221... NBC  
 Newspaper Affiliations... Journal-Constitution  
**Representative**... Petry  
 Exec. Dir... J. Leonard Reinsch  
 General Manager... Marcus Bartlett  
 Comm. Mgr... Don E. Heald  
 Promotion Dir... Holt Gewinner, Jr.  
 Film Director... Jean Hendrix  
 Chief Engineer... R. A. Holbrook  
 Owners of: WSOC AM-TV, Charlotte; WHIO AM-TV, Dayton; WSB AM.



# GEORGIA

## WAGA-TV—Atlanta—1949

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... Storer Bcstg. Co., Inc.  
Business Address... 1018 W. Peachtree St.  
Tel.: TRinity 5-5551... CBS  
Station Rep... Storer Television Sales, Inc.  
President... George B. Storer  
General Manager... Ken Bagwell  
Commercial Manager... Emmett A. Hassett  
Program Dir., Opera. Dir... Horace W. Ray  
Promotion Director... Ned Jay  
Production Mgr... Stuart Armstrong  
Chief Engineer... Hugo Bondv  
Owners of: WJBK-AM-FM-TV, Detroit; WSPD-AM-  
FM-TV, Toledo; WJW-AM-FM-TV, Cleveland;  
WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-  
FM, Miami, Fla.; WGTB-AM-FM, Philadelphia,  
Pa.; KGBS, Los Angeles; WTTT-TV, Milwaukee.

## WLW-A—Atlanta—1951

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Crosley Bcstg. Corp.  
Bus. Address... 1611 W. Peachtree St. N.E.  
Tel.: TR 2-1141... ABC  
Representative... Bomar-Lowrance; Moore  
President... R. E. Dunville  
General Manager... James H. Burgess  
Commercial Mgr... J. P. Dwyer  
Program Dir... Bob Hendrickson  
Prom. Dir... Howard Rowe  
Production Manager... Jim Sharp  
Publicity Dir... John Bent  
Chief Engineer... Harvey Aderhold  
Owners of: WLW-T, Cincinnati; WLW-C, Colum-  
bus; WLW-D, Dayton; WLW-I, Indianapolis.

## WJBF-TV—Augusta—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Georgia-Carolina Bcstg. Co.  
Business Address... Television Park  
Tel.: PA 2-6666... ABC-NBC  
Representative... Hollingbery  
President, Gen. Mgr... J. B. Fuqua  
Station Manager... Thomas J. Hennesy  
Program Dir... Carroll Word  
Promotion Mgr... H. R. Lapham  
Publicity Dir... John Radeck  
Nat. Adv. Mgr... Asa Stallworth  
Film Manager... Gray Mayson  
Chief Engineer... John Jopling

## WRDW-TV—Augusta—1954

Channel: 12 VHF... AP: 51.3 Kw... VP: 316 Kw.  
Owned-Oper. By... WPIT, Inc.  
Business Address... Ga. & Observatory Ave.  
Tel.: TA 4-5432... CBS  
Station Rep... Avery-Knodel  
President... John J. Laux  
Managing Dir... Robert E. Metcalfe  
Station Mgr... James W. Hicks  
Commercial Mgr... Lou Stratton  
Operations Mgr... Richard A. Fennel  
Promotion Dir... James E. Davis  
Production Mgr... Jeff Evans  
Film Editor... Frank Allen  
Merchandising Dir... Felicia Samuels  
Chief Engineer... Joseph P. Gill, Jr.  
Owners of: WPIT, Pittsburgh; WSOL, Tampa.

## WRBL-TV—Columbus—1953

Channel: 3 VHF... AP: 70 Kw... VP: 100 Kw.  
Owned-Oper. By... Columbus Bcstg. Co.  
Business Address... 1350 13th Ave.  
Tel.: FA 2-0602... NBC-CBS  
Newspaper Affil... Ledger Enquirer  
Representative... Hollingbery  
President, Gen. Mgr... J. W. Woodruff, Jr.  
Station Mgr... Ridley Bell  
Commercial Manager... George "Red" Jenkins  
Operations Dir... John Gibney  
Promotion Dir... Carrie Brooks  
Production Dir... Charles Autry  
Film Mgr... Carl Long  
Chief Engineer... Joe A. Gamble  
Owners of: WRBL-AM-FM.

## WTVM—Columbus—1953

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned... Martin Thea. of Georgia, Inc.  
Business Address... 1307 1st Ave.  
Tel.: FA 2-8828... NBC-ABC  
Station Representative... Young  
President... E. D. Martin  
General Manager... Frank Ragsdale  
Commercial Mgr... Ben Purvis  
Operations Dir... Ted Short  
Chief Engineer... Charley Parrott  
Owners of: WTVC, Chathamoga.

## WMAZ-TV—Macon—1953

Channel: 13 VHF... AP: 125 Kw... VP: 250 Kw.  
Owned-Oper. By... Southeastern Bcstg. Co.  
Business Address... Bankers Insurance Bldg.  
Tel.: SHERwood 2-7373... CBS-ABC-NBC  
Representative... Avery-Knodel  
President, Ch. Eng... George Rankin, Jr.  
General Manager... Wilton E. Cobb  
Comm. Manager... Frank Crowther

## WSAV-TV—Savannah—1956

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... WSAV, Inc.  
Address... 1430 East Victory Drive  
Tel.: AD 6-0303... ABC-NBC  
Representative... Blair TV  
President, Gen. Mgr... Harben Daniel  
Operations Manager... M. E. Thompson  
Comm. Adv. Mgr... Mack Humpidge  
Program Director... William E. Lucas  
Production Dir... Steve Thomas  
Prom., Publicity Dir... Laura Peebles  
Film Manager... Alyce Miller  
Chief Engineer... Byron Strong  
Owners of: WSAV, AM.

## WTOC-TV—Savannah—1954

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Savannah Bcstg. Co.  
Business Address... 516 Abercorn St.  
Tel.: AD 2-0127... CBS-ABC  
Station Representative... Avery-Knodel  
President & Gen. Mgr... William T. Knight, Jr.  
Comm., Sta., Adv. Mgr... Ben B. Williams  
Program Dir... Dwight J. Bruce  
Prom., Publicity Dir... Frank S. Bryson  
Film Mgr... Thomas Wells  
Chief Engineer... Kyle Goodman  
Owners of: WTOC-AM-FM.

Pop.: 630,000  
Families: 193,000

## Hawaii

Television Homes: 130,000  
TV Stas. in State: 4

### KGMB-TV—Honolulu—1952

Channel: 9 VHF... AP: 79 Kw... VP: 132 Kw.  
Owned-Oper. Hawaiian Broadcasting Sys. Ltd.  
Business Address... 1534 Kapiolani Boulevard  
Tel.: 9-2011... CBS  
Newspaper Affil. Star Bulletin  
Representative Peters, Griffin, Woodward  
President Elizabeth P. Farrington  
V.P., General Mgr. M. Franklyn Warren  
Station Mgr. Robert W. Sevey  
Prom., Publicity Dir. Colleen L. Ng  
Operations Mgr. Jack Annon  
Film Mgr. Bettie Werner  
Chief Engineer Ronald Miyahira  
Owners of: KGMB AM, Honolulu; KHBC AM-TV,  
Hilo; KMAC-TV, Wailuku.

### KHVH-TV—Honolulu—1954

Channel: 4 VHF... AP: 25 Kw... VP: 12.5 Kw.  
Owned-Oper. By Kaiser Hawaiian TV, Inc.  
Address... 1290 Ala Moana Blvd.  
Tel.: 5-3991... ABC  
Representative Young-TV  
V.P., Gen. Mgr. Richard Block  
Station Mgr. J. A. Serrao  
Publicity Dir. Robert Kendall  
Program Director Dan Kawakami  
Production Mgr. George Hooper

Chief Engineer Dan O. Hunter  
Owners of: KHJK-TV, Hilo; K7IBC-TV, Lihue;  
K7GBB-TV, Hanalei.

### KONA-TV—Honolulu—1952

Channel: 2 VHF... AP: 30.2 Kw... VP: 60.3 Kw.  
Owned-Oper. By Radio Honolulu, Ltd.  
Business Address... 1170 Auahi St.  
Tel.: 6-2366... NBC  
Newspaper Affil. Honolulu Advertiser  
Representative NBC Spot Sales  
Pres., Gen. Mgr. John D. Keating  
Sta., Gen. Sales Mgr. Art Sprinkle  
Nat'l Sales Mgr. Jim Spencer  
Program Director Cecil Seavey  
Film Mgr., Pub. Dir. Paul Yamamoto  
Promotion Dir. J. B. Turner  
Chief Engineer Alvin Chang

### KMVI—Wailuku—1955

Channel: 12 VHF... AP: 15 Kw... VP: 30 Kw.  
Owned-Oper. Maui Publishing Co., Ltd.  
Business Address... Box 374  
Tel.: 33-981... ABC  
Newspaper Affiliation Maui News  
Sta. Reps. Clark; Oakes, Dickens  
President J. Walter Cameron  
General Manager Ezra J. Crane  
Station Manager Richard E. Mawson  
Chief Engineer Spencer Shirachi

Pop.: 671,500  
Families: 199,500

## Idaho

Television Homes: 154,000  
TV Stas. in State: 6

### KBOI-TV—Boise—1953

Channel: 2 VHF... AP: 33 Kw... VP: 65 Kw.  
Owned-Oper. By Boise Valley Bcstrs. Inc.  
Business Address... 1007 Jefferson St.  
Tel.: 3-2511... ABC-CBS  
Representative Peters, Griffin, Woodward, Inc.  
Pres., Gen. Mgr. Westerman Whillock  
Station, Comm. Mgr. Earl Glade, Jr.  
Film Manager Robert Howell  
Program Dir. Dena Howell  
Promotion Dir. Sharon Henry  
Publicity Dir. Louise Davis  
Chief Eng. J. A. Johtnz, Jr.  
Owners of: KBOI AM-FM.

### KTVB—Boise—1953

Channel: 7 VHF... AP: 100 Kw... VP: 200 Kw.  
Owned-Oper. By KTVB, Inc.  
Address... 709 Idaho St.  
Tel.: 2-4611... ABC-NBC  
Station Rep. Bolling  
Pres. and Gen. Mgr. Georgia M. Davidson  
Nat. Sales Mgr. Robert Krueger  
Commercial Mgr. George Ganz, Jr.  
Prog. Director Del Lundbom

Prom. Mgr. Evelyn Winters  
Film Manager William Harvey  
Chief Engineer Harold Toedtemeier

### KID-TV—Idaho Falls—1953

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By Idaho Radio Corp.  
Address... Ammon Road  
Tel.: JA 2-5100... CBS-NBC-ABC  
Sta. Reps. Hollingbery; Art Moore  
President A. W. Schwieder  
General. Sta. Mgr. C. N. Layne  
Comm., Adv. Mgr. Claude Cain  
Chief Engineer Carroll Secrist

### KIFI-TV—Idaho Falls—1961

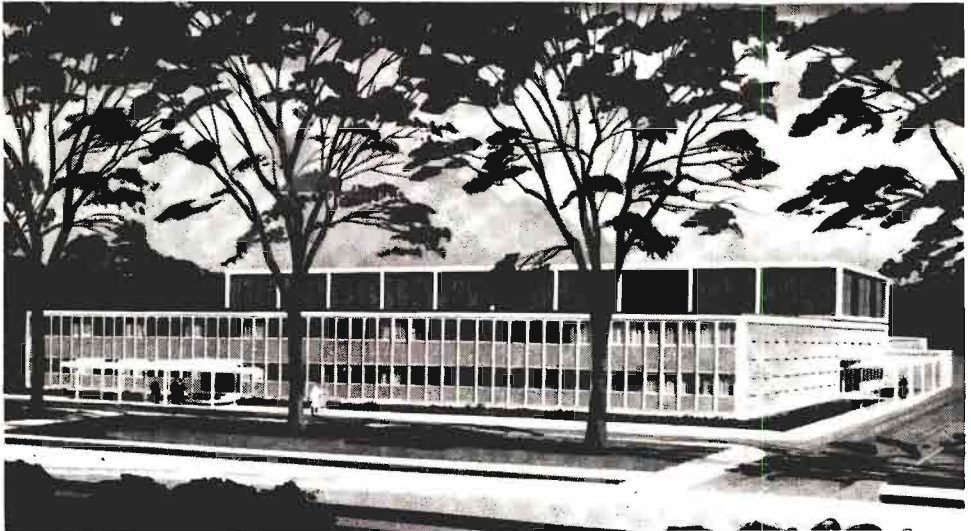
Channel: 8 VHF... AP: 316 Kw... VP: 158 Kw.  
Owned By E. Idaho Bcstg. & TV Co.  
Address... P. O. Box 2148  
Tel.: JA 3-1171... NBC  
Sta. Reps. Meeker; Wellington, Jacobson  
President, Gen. Mgr. J. Brady  
Program Dir., Oper. Mgr. A. Wiener  
Promotion Dir. L. Hocking  
Film Mgr. L. Paoli  
Chief Eng. B. Nelson

# The WGN Mid-America Broadcast Center

Home of WGN Radio/720 WGN Television/9  
and WGN Syndication Sales.

Modern, functional, efficient broadcast plant  
dedicated to greater service to all Chicagoland and to adver-  
tisers and their agencies!

Also serving the great Upper Midwest via KDAL Radio and Television/3 in Duluth-Superior.



**QUALITY  
INTEGRITY  
RESPONSIBILITY  
PERFORMANCE**



2501 Bradley Place—Chicago 18, Illinois (LAkeview 8-2311)

**KCIX-TV—Nampa—1958**

Channel: 6 VHF..AP: 41.7 Kw..VP: 83.2 Kw.  
 Owned-Oper. By.....Hagadone Bcstg Co.  
 Address .....315 N. 8th St.  
 Tel.: 4-8311.....Independent  
 Representative .....Weed  
 President.....Roger L. Hagadone  
 Chief Engineer.....G. Rose

**KLIX-TV—Twin Falls—1955**

Channel: 11 VHF..AP: 14.5 Kw..VP: 29.5 Kw.  
 Owned-Oper. By.....Klix Corp.  
 Address .....Eastland Dr. & Elizabeth St.  
 Tel.: RE 3-5840.....ABC-CBS-NBC  
 Sta. Representative.....Hollingbery  
 President.....G. Hatch  
 General Mgr.....Gordon Glasmann  
 Chief Engineer.....Dennis Lowe

Pop.: 10,151,000  
 Families: 3,120,000

**Illinois**

Television Homes: 2,950,000  
 TV Stas. in State: 16

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Chicago, Peoria

**WCIA—Champaign—1953**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Midwest Television, Inc.  
 Business Address.....509 S. Neil St.  
 Tel.: FL 6-8333.....CBS  
 Station Rep.....Peters, Griffin, Woodward  
 President.....August C. Meyer  
 V.P., Sales Manager.....Guy Main  
 National Sales Dir.....Leonard Davis  
 Film Mgr.....John Ketterer  
 Production Manager.....B. Helms  
 Chief Engineer.....Bob Myers

**WBKB—Chicago—1948**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By.....American Bcstg. Co.  
 Business Address.....190 N. State St.  
 Tel.: AN 3-0800.....ABC  
 Representative.....Blair-TV  
 Vice President.....Sterling C. Quinlan  
 General Manager.....Mathew Vieracker  
 Nat'l Spot Sales Mgr.....Clarence Heider  
 Film Dir.....Ralph Andrews  
 Prog. Dir.....Dan Schuffman  
 Prom. Adv. Public Dir.....James Ascher  
 Chief Engineer.....William P. Kusack

**WGN-TV—Chicago—1948**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....WGN, Inc.  
 Business Address.....2501 Bradley Place  
 Tel.: LAkeview 8-2311.....Independent  
 Newspaper Affiliation.....Chicago Tribune  
 Representative.....Petry  
 President.....J. Howard Wood  
 V.P., Gen. Mgr.....Ward L. Quaal  
 Sales Manager.....Ben Berenston  
 Program Mgr.....Edward Warren  
 Sales Prom., Adv. Mgr.....James Hanlon  
 Publicity Mgr.....Dan Calibraro  
 Film Director.....Patty Nealin  
 Chief Engineer.....Carl J. Meyers

**WNBQ—Chicago—1948**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....National Bcstg. Co.  
 Business-Studio Address.....Merchandise Mart  
 Tel.: SU 7-8300.....NBC  
 Representative.....NBC Spot Sales  
 President.....Robert E. Kintner  
 V.P., General Manager.....Lloyd E. Yoder  
 Nat. Sales Mgr.....George Diefenderfer  
 Local Sales Mgr.....Norman Cissna  
 Station Mgr.....Robert Lemon  
 Operations Dir.....Alfred Lewis  
 Program Dir.....Harry D. Trigg  
 Adv. & Prom. Mgr.....John M. Keys  
 Film Manager.....Stanley Brightwell  
 Publicity Director.....Chet Campbell  
 Chief Engineer.....W. C. Prather

**WBBM-TV—Chicago—1953**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Bus. Studio Address.....630 N. McClurg Ct.  
 Tel.: WH 4-6000.....CBS  
 Representative.....CBS TV Spot Sales  
 V.P., General Mgr.....Clark B. George  
 General Sls. Mgr.....Edward Kenefick  
 Program Dir.....Charles Hinds  
 Prom., Adv. Dir.....Virgil Mitchell  
 Film Mgr.....Paula Schwarz  
 Chief Engineer.....L. A. Pierce  
 Owners of: WCBS-TV, New York; KNXT, Los Angeles; WEAU-TV, Philadelphia; KMOX-TV, St. Louis.

**WICD—Danville—1953**

Channel: 24 UHF..AP: 9.5 Kw..VP: 19 Kw.  
 Owned By.....Plains Television Corp.  
 Business Address.....1500 N. Washington Ave.  
 Tel.: Hickory 2-1700.....NBC  
 Station Representative.....Young TV  
 General Manager.....Milton Friedland  
 Station Manager.....J. Beque  
 Program Director.....R. O'Neill  
 Chief Engineer.....H. Eskew

**WTVP—Decatur—1953**

Channel: 17 UHF.. AP: 93.3 Kw.. VP: 174 Kw.  
 Owned-Oper. By..... Prairie Television Co.  
 Business Address..... Southside Dr.  
 Tel.: 428-4304..... ABC  
 Station Rep..... Blair TV  
 President..... John Kluge  
 V.P. & Gen. Mgr..... Bob King  
 Operations Mgr..... Peter Kouris  
 Commercial Mgr..... Donald Lindsey  
 Program, Prom. Dir..... Jack Kussart  
 Chief Engineer..... Hubert F. Abfalter  
 Owners of: WNEW AM-TV, New York; WJH,  
 Cleveland; WIP, Philadelphia; WTTG-TV, Wash-  
 ington, D. C.; KOVR-TV, Sacramento; WTVH,  
 Peoria.

**WSIL-TV—Harrisburg—1953**

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Turner-Farrar Assn.  
 Address..... 21½ W. Poplar St.  
 Tel.: Clearbrook 3-7922..... ABC  
 Representative..... Meeker  
 President, Gen. Mgr..... O. L. Turner  
 Comm., Program Mgr..... Fred Cline  
 Prom., Publicity Dir..... Bill Platter  
 Film Mgr..... John Van Hoy  
 Adv. Mgr..... C. O. Farrar  
 Chief Engineer..... Charles Gilliam

**WEEK-TV—Peoria—1953**

Channel: 43 UHF.. AP: 186 Kw.. VP: 371 Kw.  
 Owned-Operated By..... West Central Bcstg. Co.  
 Address..... 2907 Springfield Rd., E. Peoria

Tel.: 699-3961..... NBC  
 Station Rep..... Bolling  
 V.P., Gen. Mgr..... Fred C. Mueller  
 Comm. Manager..... John Leslie  
 Program, Film Mgr..... Victor Fletcher  
 Promotion Dir..... William Adams  
 Chief Engineer..... Wayne Lovely

**WMBD-TV—Peoria—1957**

Channel: 31 UHF.. AP: 581 Kw.. VP: 1000 Kw.  
 Owned By..... Midwest Television Inc.  
 Business Address..... 212 SW Jefferson Ave.  
 Tel.: 676-0711..... CBS  
 Representative, Peters, Griffin, Woodward, Inc.  
 President..... August C. Meyer  
 General Mgr..... Harold C. Sundberg  
 Commercial Mr..... George Mathews  
 Station Mgr..... Mark Wodlinger  
 Program Dir..... John Mason  
 Film Mgr..... John Ketterer  
 Promotion Mgr..... Betty Wright  
 Chief Engineer..... George Pyle  
 Owners of: WMBD AM-FM; WCLM, Champaign.

**WTVH—Peoria—1953**

Channel: 19 UHF.. AP: 186 Kw.. VP: 479 Kw.  
 Owned By..... Metropolitan Bcstg.  
 Business Address..... 621 Main St.  
 Tel.: 9-7211..... ABC  
 Sta. Representative..... Blair TV  
 President..... John W. Kluge  
 V.P., Gen. Mgr..... Donn Colee  
 Sales Mgr..... Lee Colee  
 Prom., Publicity Dir..... Gary Gresham  
 Chief Engineer..... Wallace Wurz

**WGEM-TV—Quincy—1953**

Channel: 10 VHF.. AP 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... Quincy Bcstg. Co.  
 Business Address..... Hotel Quincy  
 Tel.: BA 2-6840..... ABC-NBC  
 Newspaper Affiliation..... Quincy Herald Whig  
 Representative..... Young TV Corp.  
 President..... T. C. Oakley  
 General Manager..... J. S. Bonansinga  
 Commercial Mgr..... J. Ben Stewart  
 Program Director..... Fred Colgan  
 Publicity Director..... Hal Heidebreder  
 Chief Engineer..... Frank E. Laughlin  
 Owners of: WGEM AM.

**WREX-TV—Rockford—1953**

Channel: 13 VHF.. AP: 115 Kw.. VP: 229 Kw.  
 Owned-Oper. By..... Greater Rockford TV, Inc.  
 Business Address..... Auburn & Winnebago Rds.  
 Tel.: Woodland 8-1813..... ABC-CBS  
 Newspaper Affil..... Rockford Newspapers, Inc.  
 Station Representative..... H-R TV, Inc.  
 President..... Swan Hillman  
 V.P., General Mgr..... Joe M. Baisch  
 Production Mgr..... Rod MacDonald  
 Program Director..... John Mazzie  
 Promotion Dir..... Jack Lightner  
 Film Mgr..... Gene Hines  
 Adv. Mgr..... A. J. Bilardello  
 Chief Engineer..... Dick Peck

In Decatur-Springfield

**WTVP** 

delivers the big Central  
 Illinois market with full  
**METROPOLITAN**  
**EFFECTIVENESS**

**WTVP** 

A METROPOLITAN BROADCASTING STATION  
 Sold nationally by Blair Television Assoc.



**WTVO—Rockford—1953**

Channel: 39 UHF.. AP: 98 Kw.. VP: 195 Kw.  
 Owned-Oper. By.. Winnebago Television Corp.  
 Business Address.. Meridian Rd.  
 Tel.: Woodland 3-5413.....NBC  
 Station Representative .. Bolling  
 President .. Harry Balaban  
 Manager .. Harold Froelich  
 Sales Manager..... Gene Denari  
 Program Dir..... R. J. Smith  
 Chief Engineer..... H. H. Eckstein  
 Owners of: WLL, St. Louis, Mo.; WRIT, Milwaukee;  
 KBOX, Dallas, Tex.; WICS-TV, Springfield,  
 Ill.

**WHBF-TV—Rock Island—1950**

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Rock Island Bcstg. Co.  
 Business Address.. Telco Bldg., 231 18th St.  
 Tel.: 786-5441 .. ABC-CBS  
 Newspaper Afil..... "The Argus"  
 Representative .. Avery-Knodel, Hyett  
 President..... Ben. H. Potter  
 V.P., Sta., Gen. Manager... Leslie C. Johnson

Director of Sales..... Maurice Corken  
 Program Director..... Forest W. Cooke  
 Prom., Adv. Mgr..... Heber E. Darton  
 Publicity Dir..... Fern Hawks  
 Film Manager..... Joseph Grear  
 Chief Engineer..... Robert J. Sinnott  
 Owners of: WHBF AM-FM.

**WICS—Springfield—1953**

Channel: 20 UHF.. AP: 155 Kw.. VP: 309 Kw.  
 Owned-Oper. By..... Plains Television Corp.  
 Address .. 523 E. Capitol Ave.  
 Tel.: Lakeside 8-0465..... NBC  
 Representative .. Adam Young  
 President .. Elmer Balaban  
 General Manager..... Milton D. Friedland  
 Nat. Sales Co-ord..... Gene F. Meyers  
 Comm. Manager..... Warren King  
 Program, Film Mgr..... H. J. Hoskins  
 Prom., Publicity Mgr..... James Henneberry  
 Dir. of Engineering..... Jerrold Merritt  
 Owners of: WLL, St. Louis, Mo.; WRIT, Milwaukee;  
 KBOX, Dallas, Tex.; WTVO-TV, Rockford,  
 Ill.; WICD, Danville; WCHU, Champaign.

Pop.: 4,704,500  
 Families: 1,448,000

**Indiana**

Television Homes: 1,360,000  
 TV Stas. in State: 16

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Elkhart, Evansville, Fort Wayne, Indianapolis,  
 South Bend

**WTTV—Bloomington—1949**

Channel: 4 VHF.. AP: 26.7 Kw.. VP: 47.9 Kw.  
 Owned-Oper. By..... Sarkes Tarzian, Inc.  
 Business Address .. 3490 Bluff Rd.  
 Tel.: ST 7-2211..... Independent  
 Sta. Representative .. Young TV  
 President .. Sarkes Tarzian  
 General Comm. Mgr..... Robert G. Holben  
 Program, Prom., Adv. Mgr..... Arthur R. Hook  
 Chief Engineer..... Fred J. Molchin

General Sta. Mgr..... Berry Smith  
 Comm. Manager..... Lee Browning  
 Program, Film Mgr..... Chester T. Behrman  
 Chief Engineer .. Paul Kelley

**WTVW—Evansville—1956**

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By .. Evansville TV, Inc.  
 Business Address .. 405 Carpenter St.  
 Tel.: H. 2-1121..... ABC  
 Representative .. Hollingbery  
 President..... Ferris E. Traylor  
 Gen. Sta. Mgr..... Dick Shively  
 Commercial Mgr..... James L. Ritter  
 Nat. Sales Mgr..... Bob Ossenberg  
 Program Dir..... Ulysses Carlini  
 Prom., Publicity Dir..... John A. MacGregor  
 Film Manager..... S. J. Rusche  
 Chief Engineer..... John Schuta

**WEHT—Evansville—1953**

Channel: 50 UHF.. AP: 107 Kw.. VP: 200 Kw.  
 Owned-Oper. By .. WEHT, Inc.  
 Business Address .. Box 395  
 Tel.: HA 4-9215..... CBS  
 Representative .. Young  
 President..... Edwin G. Richter, Jr.  
 General Mgr..... Howard D. Duncan, Jr.  
 Commercial Mgr..... William R. High  
 Program Dir..... Roger Forster  
 Chief Engineer .. Robert M. Cleveland  
 Owners of: WEOA, Evansville.

**WANE-TV—Fort Wayne—1954**

Channel: 15 UHF.. AP: 222 Kw.. VP: 445 Kw.  
 Owned-Oper. By .. Indiana Broadcasting Corp.  
 Business Address .. 2915 W. State Blvd.  
 Tel.: AN 9411..... CBS  
 Sta. Representative .. H-R  
 President .. C. Wrede Petersmeyer  
 General Manager..... Reid G. Chapman  
 Sales Dir..... John Keenan  
 Program Director..... J. Larry Beauchamp  
 Film Manager .. James Goheen  
 Chief Engineer..... Charles E. Wallace

**WFIE-TV—Evansville—1953**

Channel: 14 UHF.. AP: 104.8 Kw.. VP: 200 Kw.  
 Owned-Oper. By .. WFIE, Inc.  
 Business Address .. 1115 Mount Auburn Rd.  
 Tel.: HA 5-1432 .. NBC  
 Representative .. Raymer  
 President .. Nathan Lord

# WFBM-TV

*First in Mid-Indiana . . . first in news . . . first in special events*



## Manpower • Mobility • Equipment!

Wherever news and special events call for broadcast action, you'll find WFBM-TV on the air first with "eye-witness" film reports. No other stations in Indiana can match the manpower of our 17-man News-Information Center . . . the mobility of our fleet of news cruisers and remote transmitter . . . our photo developing equipment for putting film on the air within minutes after it hits the lab . . . our two television tape machines (color equipped) that can record any remote transmission for an "exclusive" drop-in at any point in our day's programming.



*The Nation's* **15<sup>th</sup> TV Market**

... with the only basic NBC coverage of 760,000 TV set owning families



Represented Nationally by The KATZ Agency

11TH YEAR  
OF LEADERSHIP

**WKJG-TV—Fort Wayne—1953**

Channel: 33 UHF.. AP: 144 Kw.. VP: 263 Kw.  
 Owned.....WKJG, Inc.  
 Address.....2633 W. State Blvd.  
 Tel.: AN 2295.....NBC  
 Newspaper Affiliation.....Elkhart Truth  
 Station Rep.....Branham  
 President.....John F. Dille, Jr.  
 Vice President.....Paul Brynes  
 Gen., Sta. Mgr.....Edward G. Thoms  
 Commercial Mgr.....Carleton B. Evans  
 Program Director.....Calo Mahlock  
 Chief Engineer.....Eugene A. Chase

**WPTA—Fort Wayne—1957**

Channel: 21 UHF.. AP: 110 Kw.. VP: 55 Kw.  
 Owned.....Sarkes Tarzian, Inc.  
 Business Address.....Butler Road  
 Tel.: ANTHONY 7125.....ABC  
 Station Representative.....Young  
 President.....Sarkes Tarzian  
 Acting Gen. Mgr.....Richard Morgan  
 Commercial Mgr.....Ralph Latham  
 Program Dir.....Robert Reed  
 Prom., Adv. Publicity Dir.....Larry Frerk  
 Film Manager.....Charles Smith  
 Chief Engineer.....Jerry Bower  
 Owners of: WPTS, Bloomington; WTTY TV-FM,  
 Indianapolis; WFAM, Lafayette; WPTH-FM,  
 Ft. Wayne.

**WFBM-TV—Indianapolis—1949**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned By.....Twin State Bcstg. Inc.  
 Bus. Studio Address.....1330 N. Meridian St.  
 Tel.: MELROSE 4-8521.....NBC  
 Representative.....Katz  
 President.....W. C. Pullen, Jr.  
 V.P., Gen. Mgr.....Eldon Campbell  
 Station Manager.....Don Menke  
 Nat. Sales Mgr.....Hugh L. Kibbey  
 Prog. Dir.....Warren Wright  
 Publicity Dir.....Phil Smith  
 Film Mgr.....William E. Fagan  
 Chief Engineer.....Robert Flanders  
 Owners of: WOOD AM-TV, Grand Rapids; WTCN  
 AM-TV, Minneapolis; KLZ AM-TV, Denver;  
 WFBM AM-FM.

**WISH-TV—Indianapolis—1954**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned.....Indiana Bcstg. Corp.  
 Business Address.....1440 North Meridian  
 Tel.: MELROSE 4-6411.....CBS  
 Sta. Representative.....H-R  
 President.....C. Wrede Petersmeyer  
 Gen., Sta. Manager.....Robert B. McConnell  
 Commercial Manager.....Joseph E. Lake  
 Program Dir.....Dave Smith  
 Prom., Pub. Director.....Ray Reisinger  
 Chief Engineer.....Stokes Gresham, Jr.  
 Owners of: WISH-FM-TV; WANE-AM-TV, Fort  
 Wayne, Ind.

**WLW-I—Indianapolis—1957**

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned.....Crosley Bcstg. Corp.  
 Business Address.....1401 N. Meridian St.

Tel.: MELROSE 9-2311.....ABC  
 Station Rep.....Crosley; Lowrance; Moore  
 President.....Robert E. Dunville  
 General Manager.....John B. Babcock  
 Spec. Bcst. Serv. Dir.....Bruce B. Cox  
 Sales Manager.....Bob Lamb  
 Sales Service Dir.....Scott Cedar Holm  
 Program Mgr.....Chuck Brodhead  
 Prom., Merch. Dir.....Terry Simpson  
 Film Director.....Patty O'Neill Mennel  
 Chief Engineer.....Norman Nixon  
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;  
 WLW-D, Dayton; WLW-C, Columbus; WLW-A,  
 Atlanta.

**WFAM-TV—Lafayette—1953**

Channel: 18 UHF.. AP: 107 Kw.. VP: 218 Kw.  
 Owned.....Sarkes Tarzian, Inc.  
 Business Address.....McCarty Lane  
 Tel.: GIBSON 7-2113.....CBS  
 Station Rep.....Young TV  
 President.....Sarkes Tarzian  
 General Mgr.....Robert G. Holben  
 Operations Mgr.....Richard W. Stewart  
 Commercial Mgr.....Bill Thomas  
 Eng. Supervisor.....Fred Molchin  
 Chief Engineer.....William B. Martin  
 Owners of: WTTN, Bloomington; WTTV, Indian-  
 apolis; WPTA, Ft. Wayne; WPTH FM, Ft.  
 Wayne.

**WLBC-TV—Muncie—1953**

Channel: 49 UHF.. AP: 8.5 Kw.. VP: 17 Kw.  
 Owned-Oper. By.....Tri-City Radio Corp.  
 Business Address.....Box 271  
 Tel.: ATLAS 8-4403.....ABC-CBS-NBC  
 Representative.....Holman  
 Pres., Gen., Sta. Mgr.....Don Burton  
 Comm., Film Mgr.....Bill Craig  
 Program Director.....William F. Craig  
 Chief Engineer.....Pat Finnegan

**WNDU-TV—South Bend—1955**

Channel: 16 UHF.. AP: 141 Kw.. VP: 282 Kw.  
 Owned-Oper. By.....Michiana Telecasting  
 Address.....Box 989  
 Tel.: CE 3-7111.....NBC  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Rev. Theodore M. Hesburgh  
 Gen., Comm. Mgr.....Wm. Thomas Hamilton  
 Program Film Mgr.....E. L. Doyle  
 Prom., Adv. Mgr.....Walter Purcell  
 Operations Mgr.....P. E. Walton  
 Chief Engineer.....Bazil O'Hagen

**WSBT-TV—South Bend—1952**

Channel: 22 UHF.. AP: 137 Kw.. VP: 265 Kw.  
 Owned-Operated By.....South Bend Tribune  
 Address.....300 W. Jefferson St.  
 Tel.: CE 3-3141.....CBS  
 Newspaper Affil.....Tribune  
 Representative.....Raymer  
 President.....Franklin D. Schurz  
 Sta. Gen. Mgr.....Neal B. Welch  
 National Sales Mgr.....Wilbur R. Darch  
 Prom., Adv. Public. Dir.....N. J. Gassensmith  
 Film Manager.....Walter A. Sweitzer  
 Chief Engineer.....Arthur R. O'Neill  
 Owners of: WSBT AM.

**INDIANA-IOWA**

**WSJV—South Bend-Elkhart  
1954**

Channel: 28 UHF... AP: 102 Kw... VP: 204 Kw.  
Owned-Oper. By... Truth Publishing Co.  
Business Address... Box 28, South Bend  
Tel.: Central 2-2828... ABC  
Newspaper Affiliation... Elkhart Truth  
Station Rep... Branham  
President... John F. Dille Jr.  
V.P., Gen. Mgr... Paul C. Brines  
Program, Film Buyer... Edwin J. Lasko  
Nat. Sales Mgr... Vince Doyle  
Prom. Dir... Marilyn Lee  
Production Mgr... W. Forest Morrow

Chief Engineer... Woodrow Hawkins  
Owners of: WKJG AM-TV, Fort Wayne.

**WTHI-TV—Terre Haute—1954**

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Wabash Valley Bcstg. Corp.  
Business Address... 918 Ohio Street  
Tel.: CRawford 9481... CBS-ABC  
Representative... Bolling  
President... Anton Hulman, Jr.  
V.P., Gen. Mgr... J. M. Higgins  
Commercial Mgr... George Foulkes  
Program, Film Mgr... Ben Falber, Jr.  
Prom. Director... Mary Claire Langlois  
Chief Engineer... Russ Arnold  
Owners of: WTHI AM-TV.

Pop.: 2,770,000  
Families: 853,500

**Iowa**

Television Homes: 792,000  
TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Cedar Rapids, Des Moines, Waterloo

**WOI-TV—Ames—1950**

Channel: 5 VHF... AP: 50.1 Kw... VP: 100 Kw.  
Owned-Oper. By... Iowa State Univ.  
Address... Service Bldg.  
Tel.: CE 2-3400... ABC  
Representative... H.R.  
President... Dr. James Hilton  
Gen. Manager... Robert C. Mulhall  
Assoc. Gen. Manager... James H. Davis  
Prom., Publicity Dir... Ron Scott  
Merchandising Mgr... Janis Marvin  
Commercial Mgr... Ted Tostlebe  
Chief Engineer... Keith Ketcham

**WOC-TV—Davenport—1949**

Channel: 6 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By... Tri-City Broadcasting Co.  
Business Address... 805 Brady St.  
Tel.: 3-3661... NBC  
Representative... Peters, Griffin, Woodward, Inc.  
President... Col. B. J. Palmer  
Resident Manager... Ernest Sanders  
V.P., Treas... D. D. Palmer  
Exec. V.P... Ralph Evans  
Comm. Mgr... F. Paxon Shaffer  
Film Editor... Ken Wagner  
Program Director... Raymond Guth  
Promotion Director... Richard W. Upp  
Chief Engineer... Paul Arvidson  
Owners of: WOC-AM-FM.

**KCRG-TV—Cedar Rapids—1953**

Channel: 9 VHF... AP: 156 Kw... VP: 316 Kw.  
Owned-Oper. By... Cedar Rapids TV Co.  
Business Address... 104½ First St., S.W.  
Tel.: EM 4-4194... ABC  
Newspaper Affiliation... Cedar Rapids Gazette  
Representative... Branham  
President... Joseph F. Hladky, Jr.  
General Manager... Redd Gardner  
Commercial Manager... Geo. C. Carpenter, III  
Prom., Pub. Dir... Edna A. Herbst  
Operation Mgr... Ralph D. Willey  
Film Director... Gerald McEowen  
Owners of: KCRG-AM.

**KRNT-TV—Des Moines—1955**

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... Cowles Mag. & Bcstg.  
Address... Ninth & Pleasant St.  
Tel.: CH 3-4141... CBS  
Representative... Katz  
General Manager... Robert W. Dillon  
Commercial Manager... Paul M. Elliott  
Program Dir... Joe G. Hudgens  
Sls. Mgr... Bill Hippee  
Chief Engineer... Charles F. Quentin

**WMT-TV—Cedar Rapids—1953**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... WMT-TV, Inc.  
Bus. Address... Paramount Theatre Bldg.  
Tel.: EM 4-6171... CBS  
Representative... Katz  
President, Gen. Mgr... William B. Quarton  
V.P. Opera., Film Mgr... Douglas B. Grant  
V.P., Sales... Lew Van Nostrand  
Prom., Publicity Dir... Richard Pinney  
Chief Engineer... George Hixenbaugh

**WHO-TV—Des Moines—1954**

Channel: 13 VHF... AP: 191 Kw... VP: 316 Kw.  
Owned-Oper. By... Central Broadcasting Co.  
Business Address... 1100 Walnut St.  
Tel.: AT 8-6511... NBC  
Representative... Peters, Griffin, Woodward, Inc.  
President... Col. B. J. Palmer  
Exec. V.P... Ralph Evans  
V.P., Resident Manager... Paul A. Loye  
Sales Manager... Robert H. Harter  
Film Buyer, Prog. Director... Jack Kerrigan

Prom. Manager..... Donald Pearson  
 Film Editor..... Robert P. Kress  
 Chief Engineer..... Roy W. Pratt  
 Owners of: WHO AM-TV; WOC AM-TV, Davenport; KMA, Shenandoah; KMTV, Omaha.

**KQTV—Fort Dodge—1953**

Channel: 21 UHF... AP: 160 Kw... VP: 330 Kw.  
 Owned-Oper. By... Northwest Television Co.  
 Business Address..... Television Square  
 Tel.: 4-0311..... NBC-ABC-CBS  
 Sta. Representative..... Pearson  
 Pres., Gen. Mgr..... Edward Breen  
 Exec. Vice Pres..... William Brown  
 Reg. Sales Mgr..... Rollie Camp  
 Program Director..... Richard Johnson  
 Film Manager..... Stanley McCurdy  
 Chief Engineer..... David Sinclair

**KGLO-TV—Mason City—1954**

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Lee Radio, Inc.  
 Business Address..... Second & Pennsylvania  
 Tel.: GArden 3-2540..... CBS  
 Representative..... Branham  
 President..... Lee P. Loomis  
 Exec. V.P., Gen. Manager... Herbert R. Ohrt  
 Nat'l Sales Mgr..... Walter Rothschild  
 Film, Comm. Manager..... Lloyd Loers  
 Program Dir..... Douglas Sherwin  
 Production Mgr..... Bart Curran  
 Chief Engineer..... Roger Sawyer

**KTVO—Ottumwa—1955**

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Operated By... KTVO Television, Inc.  
 Address..... 211 East 2nd St.  
 Tel.: MUrray 2-4535..... ABC-CBS-NBC  
 Representative..... Hollingbery  
 Pres., Gen. Mgr..... James J. Conroy  
 Commercial Mgr..... L. William King  
 Promotion Dir..... Al Cunningham  
 Program Director..... James Frost

Film Manager..... Glen Proeschold  
 Chief Engineer..... Antonius Mulder

**KTIV—Sioux City—1954**

Channel: 4 VHF... AP: 100 Kw... VP: 50 Kw.  
 Owned-Oper. By... KTIV Television Corp.  
 Address..... Tenth & Grandview  
 Tel.: 8-0545..... NBC-ABC  
 Newspaper Affil..... Journal-Tribune  
 Representative..... Hollingbery  
 Pres., Gen. Mgr..... Dietrich Dirks  
 V.P. Comm. Mgr..... Eugene T. Flaherty  
 Program, Film Mgr..... Don Stone  
 Prom., Pub. Dir..... Bill Mote  
 Chief Engineer..... Alvin Smith

**KVTV—Sioux City—1953**

Channel: 9 VHF... AP: 144 Kw... VP: 288 Kw.  
 Owned-Oper. By... Peoples Bcstg. Corp.  
 Business Address..... 7th & Douglas  
 Tel.: 2-2711..... CBS-ABC  
 Representative..... Katz  
 President..... Herbert E. Evans  
 General Manager..... Donald D. Sullivan  
 Comm. Manager..... Robert B. Donovan  
 Prog. Director..... Clark Pollock  
 Promotion Director..... Gordon Fountain  
 Sales Serv. Dir..... Gene Cuddebach  
 Film Manager..... Carl Morris  
 Chief Eng..... Robert G. Engelhardt  
 Owners of: WRFD, Worthington; WMMN, Fairmont; WGAR, Cleveland; WNAX, Yankton; WTTM FM, Trenton.

**KWWL-TV—Waterloo—1953**

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By... Black Hawk Bcstg. Co.  
 Business Address..... Insurance Bldg.  
 Tel.: AD 4-4404..... NBC  
 Representative..... Avery-Knodel  
 President..... Ralph J. McElroy  
 General Mgr..... L. O. Rau, Jr.  
 Chief Engineer..... Edward M. Tink

Pop.: 2,192,000  
 Families: 695,500

**Kansas**

Television Homes: 583,500  
 TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Wichita

**KTVC-TV—Ensign—1957**

Channel: 6 VHF... AP: 14.1 Kw... VP: 28.2 Kw.  
 Owned..... S.W. Kansas TV Co., Inc.  
 Bus. Address... 705½ Second St., Dodge City  
 Tel.: HU 3-6666, Dodge City..... ABC  
 Representative..... Katz  
 President..... Leigh Warner  
 Gen., Sta. Mgr..... Wendell Elliott  
 Chief Engineer..... Kenneth Karr

**KBLR-TV—Goodland—1958**

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By... Tri-State TV, Inc.

Business Address..... 17th St. & B'way Ave.  
 Tel.: TW 9-2331..... CBS  
 Sta. Representative..... John E. Pearson  
 Station Manager..... Jack Walkmeyer  
 Program Dir..... Herb Stegman  
 Chief Engineer..... Darel Graves

**KCKT-TV—Great Bend—1954**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Central Kansas TV Co., Inc.  
 Business Address..... Box 182  
 Tel.: GL 3-7868..... NBC  
 Representative..... Bolling



# KANSAS-KENTUCKY

President . . . . . Chet Roberts  
 Gen., Sta. Mgr. . . . . E. L. Kuhlman  
 Program Director . . . . . Bonnie Perry  
 Prom., Pub. Dir. . . . . A. Becker  
 Film Manager . . . . . Wayne Davis  
 Chief Engineer . . . . . H. G. Haelele

General Manager . . . . . R. E. Wade  
 Program Director . . . . . Louis R. Martin

## WIBW-TV—Topeka—1953

Channel: 13 VHF . AP: 158 Kw. . VP: 316 Kw.  
 Owned . . . . . Stauffer Publications, Inc.  
 Business Address . . . . . Box 119  
 Tel.: CR 2-3456 . . . . . ABC-CBS-NBC  
 Newspaper Affiliation . D. Capital: State Journal  
 Representative . . . . . Avery-Knodel  
 President . . . . . O. S. Stauffer  
 Gen. Mgr. . . . . Thad M. Sandstrom  
 Sales Manager . . . . . Bob Kearns  
 Sales Coordinator . . . . . Ray C. Senate  
 Prog. Dir., Film Mgr. . . . . Rush Evans  
 Technical Dir. . . . . Paul Winders

## KAYS-TV—Hays—1958

Channel: 7 VHF . AP: 67.2 Kw. . VP: 112 Kw.  
 Owned-Oper. By . . . . . Kays, Inc.  
 Business Address . . . . . 2300 Hall St.  
 Tel.: Market 4-2578 . . . . . ABC  
 Representative . . . . . Holman, Katz  
 President . . . . . Ross Beach, Sr.  
 General Mgr. . . . . Robert E. Schmidt  
 Chief Engineer . . . . . L. Legleiter

## KAKE-TV—Wichita—1954

Channel: 10 VHF . AP: 219 Kw. . VP: 316 Kw.  
 Owned-Oper. By . . . . . KAKE-TV, Inc.  
 Business Address . . . . . 1500 N. West St.  
 Tel.: WH 3-4221 . . . . . ABC  
 Representative . . . . . Katz  
 President . . . . . Mark Adams  
 Gen. Sta. Mgr. . . . . Martin Umansky  
 Commercial Mgr. . . . . Donivan D. Waldron  
 Program Dir. . . . . John Froome  
 Prom., Pub. Dir. . . . . Robert C. Payne  
 Chief Engineer . . . . . Harold Newby

## KTVH—Hutchinson—1953

Channel: 12 VHF . AP: 158 Kw. . VP: 316 Kw.  
 Owned-Oper. By . . . . . Wichita-Hutchinson Co., Inc.  
 Business Address . . . . . 1800 North Plum  
 Tel.: MO 5-5503 . . . . . CBS  
 News. Affil. . . . . Minneapolis Star & Tribune  
 Station Representative . . . . . Blair  
 President . . . . . Joyce A. Swan  
 General, Sta. Mgr. . . . . M. Dale Larsen  
 Comm., Adv. Mgr. . . . . R. V. Fairbanks  
 Promotion, Pub. Dir. . . . . John S. Mileham  
 Prog. Dir., Film Mgr. . . . . Robert D. Snyder  
 Chief Engineer . . . . . Ken H. Cook

## KARD-TV—Wichita—1955

Channel: 3 VHF . AP: 50 Kw. . VP: 100 Kw.  
 Owned-Operated By . . . . . Wichita TV Corp.  
 Address . . . . . 833 N. Main St.  
 Tel.: AM 5-5633 . . . . . NBC  
 Station Rep. . . . . Peters, Griffin, Woodward  
 President . . . . . G. M. Brown  
 V.P., Gen., Sta. Mgr. . . . . W. Moyer  
 Comm. Manager . . . . . Donald Sborra  
 Chief Engineer . . . . . Russell V. Goyette

## KOAM-TV—Pittsburg—1953

Channel: 7 VHF . AP: 138 Kw. . VP: 245 Kw.  
 Owned-Oper. . . . . Mid-Continent Telecasting, Inc.  
 Business Address . . . . . Box 659  
 Tel.: 4-0233 . . . . . NBC-ABC  
 Representative . . . . . Katz

Pop.: 3,043,000 Families: 837,000	Kentucky	Television Homes: 805,000 TV Stas. in State: 5
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## WKYT—Lexington—1957

Channel: 27 UHF . AP: 8.7 Kw. . VP: 17.3 Kw.  
 Owned . . . . . Taft Bcstg. Co.  
 Business Address . . . . . 1087 New Circle Road  
 Tel.: 2-2533 . . . . . CBS-ABC  
 Representative . . . . . Young  
 President . . . . . Hulbert Taft, Jr.  
 Vice President of Operations . . . . . L. H. Rogers II  
 General Manager . . . . . Fred von Stade  
 Sales Manager . . . . . Ray Balsom  
 Program Director . . . . . Gary Brown  
 Film Director . . . . . Dave Fleischer  
 Chief Engineer . . . . . Robert Austin

Tel.: 4-8747 . . . . . ABC-NBC  
 Station Rep. . . . . Raymer  
 Exec. V.P., Gen. Mgr. . . . . Earl Boyles  
 Station Manager . . . . . Harry C. Barfield  
 Program Mgr. . . . . Alex B. Macaulay  
 Chief Engineer . . . . . Jim Robertson

## WAVE-TV—Louisville—1948

Channel: 3 VHF . AP: 50 Kw. . VP: 100 Kw.  
 Owned-Operated By . . . . . WAVE, Inc.  
 Address . . . . . 725 S. Floyd  
 Tel.: JU 5-2201 . . . . . NBC  
 Representative . . . . . NBC Spot Sales  
 President . . . . . George W. Norton, Jr.  
 General Manager . . . . . Nathan Lord  
 Commercial Manager . . . . . Ralph Jackson  
 Prog., Film Dir. . . . . George Patterson  
 Prom., Pub. Dir. . . . . W. Rudd  
 Chief Engineer . . . . . Wilbur Hudson

## WLEX-TV—Lexington—1955

Channel: 18 UHF . AP: 160 Kw. . VP: 300 Kw.  
 Owned-Oper. By . . . . . WLEX-TV, Inc.  
 Business Address . . . . . P.O. Box 1457

**WHAS-TV—Louisville—1950**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....**WHAS, Inc.**  
 Address.....525 W. Broadway  
 Tel.: JU 5-2211.....CBS  
 Representative...Harrington, Righter, Parsons  
 President.....Barry Bingham  
 Director.....Victor A. Sholis  
 Sales Director.....George Johnson  
 Program Director.....Sam Gifford  
 Prom., Publicity Dir.....William Loader  
 Film Manager.....Charles McDaniel  
 Dir. Engineering.....O. W. Towner

**WPSD-TV—Paducah—1957**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned.....Paducah Newspapers, Inc.  
 Business Address.....100 Television Lane  
 Tel.: 442-8214.....NBC  
 Newspaper Affili.....Sun Democrat  
 Representative.....Pearson  
 President.....Edwin J. Paxton, Sr.  
 V.P., Mgr., Dir.....E. J. Paxton, Jr.  
 General Mgr.....Sam Livingston  
 Sales Mgr., Prom. Dir.....Charles M. Neel  
 Prog. Dir.....J. E. English III  
 Film Mgr.....Bill Watson  
 Technical Dir.....Ernest J. Pell  
 Chief Engineer.....John Adams

Pop.: 3,280,500  
 Families: 927,500

**Louisiana**

Television Homes: 740,500  
 TV Stas. in State: 12

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: New Orleans

**KALB-TV—Alexandria—1954**

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned.....Lanford Telecast. Co., Inc.  
 Business Address.....605-11 Washington  
 Tel.: HI 5-2456.....ABC-CBS-NBC  
 Representative.....Weed  
 President.....T. B. Lanford  
 General Manager.....Willard L. Cobb  
 Sales Manager.....Jesse R. Sexton  
 Oper., Prog. Mgr.....Larry McHale  
 Sales Serv. Mgr.....Franklin Whitehead  
 Merchandising Mgr.....Edward Wooten  
 Chief Engineer.....Robert E. Miller

**KLFY-TV—Lafayette—1955**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned.....Camellia Bcstg. Co. Inc.  
 Address.....P. O. Box 3687  
 Tel.: CE 5-9494.....CBS-ABC-NBC  
 Station Rep.....Bolling  
 President.....Paul H. DeClouet  
 General Manager.....Guy Corley  
 Prom. Dir.....Toni Coons  
 Chief Engineer.....J. P. Robillard

**WAFB-TV—Baton Rouge—1953**

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned.....Modern Bcstg. Co., Inc.  
 Business Address.....P.O. Box 2671  
 Tel.: DI 4-8571.....CBS-ABC  
 Station Representative.....Blair  
 Board Chairman.....Dwight W. Martin  
 Pres., Gen. Mgr.....Tom E. Gibbens  
 Comm. Mgr.....Mervyn E. Rhys  
 Program Director.....Don G. Hallmann  
 Prom., Pub. Dir.....Grace McElveen  
 Chief Engineer.....Donald K. Allan

**KPLC-TV—Lake Charles—1954**

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Calcasieu Bcstg. Co.  
 Business Address.....320 Division St.  
 Tel.: HE 6-3631.....ABC-NBC  
 Representative.....Weed  
 President.....T. B. Lanford  
 Gen., Sta. Manager.....P. E. Mills, Jr.  
 Comm. Manager.....Art Reuben  
 Prom. Dir.....B. LaPorte  
 Program Director.....S. Hyde  
 Chief Engineer.....Ed Barton

**WBRZ—Baton Rouge—1955**

Channel: 2 VHF...AP: 56.2 Kw...VP: 100 Kw.  
 Owned-Operated By.....La. TV Bcstg. Co.  
 Bus. Address.....1650 Highland Rd.  
 Tel.: DI 8-1491.....ABC-NBC  
 News. Affil...State-Times Morning Advocate  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Douglas L. Manship  
 Sales Manager.....Jules L. Mayeux  
 Program Mgr.....John Ferguson  
 Film, Production Mgr.....Aubrey L. Moore  
 Promotion Dir.....Wesley C. Brummett  
 Chief Engineer.....Pat Weathersby

**KTAG-TV—Lake Charles—1953**

Channel: 25 UHF...AP: 11 Kw...VP: 21 Kw.  
 Owned-Oper. By.....KTAG-TV Associates  
 Business Address.....645 15th St.  
 Tel.: HE 9-9413.....CBS  
 Representative.....Pearson  
 President.....Warren Berwick  
 Vice Pres.....Kevin Reilly  
 Station Mgr.....Harper Clark  
 Chief Engineer.....Lawrence Vicknair

**KNOE-TV—Monroe—1953**

Channel: 8 VHF...AP: 115 Kw...VP: 230 Kw.  
 Owned-Oper. By.....Noe Enterprises, Inc.  
 Business Address.....KNOE Drive  
 Tel.: FA 2-8155.....ABC-CBS  
 Station Representative...H.R. Representatives

## LOUISIANA-MAINE

Board Chair. & Owner.....James A. Noe, Sr.  
 President.....James A. Noe, Jr.  
 Exec. Vice-Pres., Gen. Mgr.....Paul H. Goldman  
 V.P. Sales Mgr.....Bob Powell  
 V.P., Sales Serv.....Allen Jones  
 V.P. Operations Mgr.....Ansel Smith  
 V.P. Dir. Engineering.....Ray Boyd  
 V.P. Program Dir.....Harry Arthur  
 Promotion Dir.....Guy Popham  
 Film Manager.....Buford Craft

### WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WDSU Bcstg. Corp.  
 Business-Studio Address.....520 Royal St.  
 Tel.: 524-4371.....NBC  
 Representative.....Blair  
 President.....Edgar B. Stern, Jr.  
 Exec. V.P., Gen. Mgr.....A. Louis Read  
 Sales Manager.....Robert S. Schultis  
 Dir. Program Prom.....Stan Cohen  
 Chief Engineer.....Lindsey Riddle  
 Owners of: WDSU AM-FM; WAEB-TV, Baton Rouge.

### WVUE-TV—New Orleans—1959

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....New Orleans TV Corp.  
 Business Address.....1418 Cleveland Ave.  
 Tel.: Jackson 5-9011.....ABC-NBC  
 Representative.....Weed  
 Pres., Gen. Mgr.....Joseph A. Parette  
 Comm. Mgr.....John H. Bone  
 Program Dir.....De Alton G. Neher  
 Chief Engineer.....George A. Mayoral

### WWL-TV—New Orleans—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.

Owned.....Loyola University  
 Address.....1024 N. Rampart St.  
 Tel.: EX 4444.....CBS  
 Representative.....Katz  
 President.....Very Rev. W. Patrick Donnelly  
 General Manager.....Lawrence M. Carino  
 Sales Manager.....Maurice A. Guillerman  
 Program Director.....Robert I. Guy  
 Promotion Mgr.....Phil Johnson  
 Chief Engineer.....J. D. Bloom  
 Owners of: WWL AM.

### KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KSLA-TV, Inc.  
 Business Address.....Box 92  
 Tel.: 424-8101.....CBS  
 Newspaper Affil.....Journal  
 Representative.....Harrington, Richter, Parsons  
 President.....Douglas F. Attaway  
 General Mgr.....Winston B. Linam  
 Comm. Mgr.....Deane R. Flett  
 Program Dir.....John Renshaw  
 Promotion Dir.....Bob Weimar  
 Chief Engineer.....Morris C. Barton

### KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KTBS, Inc.  
 Address.....312 E. Kings Hwy.  
 Tel.: 868-3644.....ABC-NBC  
 Station Rep.....Katz  
 Pres., Gen. Mgr.....E. Newton Wray  
 Station Manager.....Patrick J. White  
 Commercial Manager.....Joe B. Foster  
 Promotion Director.....Dick Unterborn  
 Film Manager.....Marvin Perry  
 Chief Engineer.....Claude R. Scott

Pop.: 975,000  
 Families: 281,500

## Maine

Television Homes: 259,000  
 TV Stas. in State: 6

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Portland

### WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.  
 Owned-Oper.....Community Telecasting Serv.  
 Business Address.....55-57 State St.  
 Tel.: 6446.....ABC-CBS  
 Reps.....Hollingbery, Kettell-Carter  
 President.....Horace Hildreth  
 Exec. V.P., Gen. Mgr.....Walter L. Dickson  
 Commercial Mgr.....Paul Quigg  
 Station Manager.....Richard B. Bronson  
 Program, Prom. Dir.....George Gonyar  
 Studio Dir.....John Thibodeau  
 Film Manager.....Ralph Libby  
 Chief Engineer.....Edward Winchester  
 Owners of: WABI AM; WAGM AM-TV, Presque Isle; WFOR, Portland.

### WLBZ-TV—Bangor—1954

Channel: 2 VHF..AP: 25.7..VP: 51.3 Kw.

Owned-Operated By.....WLBZ Television Inc.  
 Business Address.....7 Main St.  
 Tel.: 2-4822.....ABC-NBC  
 Sta. Rep.....Weed  
 President.....William H. Rines  
 General Mgr.....Jack Atwood  
 Station, Comm. Mgr.....Rudolph O. Marcoux  
 Program Dir.....James A. Robinson, Jr.  
 Prom., Publicity Dir.....Dave Hart  
 Film Mgr.....James Irvine  
 Chief Engineer.....John Wilby  
 Owners of: WCSH AM-TV, Portland; WLBZ-AM; WRDO, Augusta.

### WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Maine Radio & TV Co.  
 Address.....157 High Street  
 Tel.: SP 2-0181.....NBC

**Representative** ..... **Weed**  
**President**..... William H. Rines  
**General Mgr.**..... Jack S. Atwood  
**Station Manager**..... Donald R. Powers  
**Nat. Sales Mgr.**..... Bruce C. McGorrill  
**Program Director**..... Burnell Poole, Jr.  
**Promotion Director**..... Linwood T. Pitman  
**Sales Manager**..... Bruce G. McGorrill  
**Film Manager**..... George Bowler  
**Chief Engineer**..... Chas. Brown

**WGAN-TV—Portland—1954**

Channel: 13 VHF...AP: 146 Kw...VP: 292 Kw.  
 Owned-Oper. By...Guy Gannett Bcstg. Services  
 Business Address.....390 Congress St.  
 Tel.: SP 2-4661.....**CBS**  
 Newspaper Affil.....Gannett Publ. Co.  
 Station Rep....Avery-Knodel; Foster & Creed  
 President.....Jean Gannett Williams  
 V.P., General Manager...Creighton E. Gatchell  
 Comm. Manager.....Richard E. Bates  
 V.P., Sta. Mgr.....Samuel G. Henderson, Jr.  
 Promotion, Publicity Mgr.....John M. Havey  
 Film Mgr., Program Dir...William G. Wadman  
 V.P., Chief Engineer.....Roger W. Hodgkins  
 Owners of: WGAN AM.

**WMTW-TV—Portland**  
**1954**

Channel: 8 VHF...AP: 52.5 Kw...VP: 105 Kw.  
 Owned-Oper. By....Mt. Washington TV Inc.  
 Business Address.....477 Congress St.  
 Tel.: SP 3-5665.....**ABC**  
 Rep.....Harrington, Righter & Parsons  
 Pres. & Gen. Mgr.....John W. Guider  
 Station Mgr.....Robert M. Joyce  
 Commercial Mgr.....Clinton S. Mason  
 Program Dir.....Lee Nelson  
 Promotion Mgr.....Richard Gove  
 Film Dir.....Brian Higgins  
 Chief Engineer.....Parker H. Vincent

**WAGM-TV—Presque Isle—1956**

Channel: 8 VHF...AP: 30 Kw...VP: 60 Kw.  
 Owned-Oper. By....Aroostook Bcstg. Corp.  
 Business Address.....489 Main St.  
 Tel.: PO 9-2461.....**ABC-CBS-NBC**  
 Station Rep.....Hollingbery; Kettell-Carter  
 President.....Horace A. Hildreth  
 Exec. V.P.....Walter Dickson  
 Station Manager.....Stanley A. Lyons  
 Commercial Manager.....Robert Gold  
 Program Director.....Keith Fowles  
 Chief Engineer.....J. Richards

**Nothing**  
**Outshouts**  
**Quality and**  
**Integrity**





Pop.: 3,128,000  
Families: 869,000

# Maryland

Television Homes: 819,000  
TV Stas. in State: 4

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Baltimore

## WBAL-TV—Baltimore—1948

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By.....Hearst Corporation  
Business-Studio Address.....2610 N. Charles  
Tel.: HO 7-3000.....NBC  
Representative.....Edward Petry  
President.....Richard Berlin  
Station Mgr.....Brent O. Gunts  
Commercial Mgr.....Willis K. Freiert  
Program Dir.....John Frankenfield  
Chief Engineer.....John Wilner

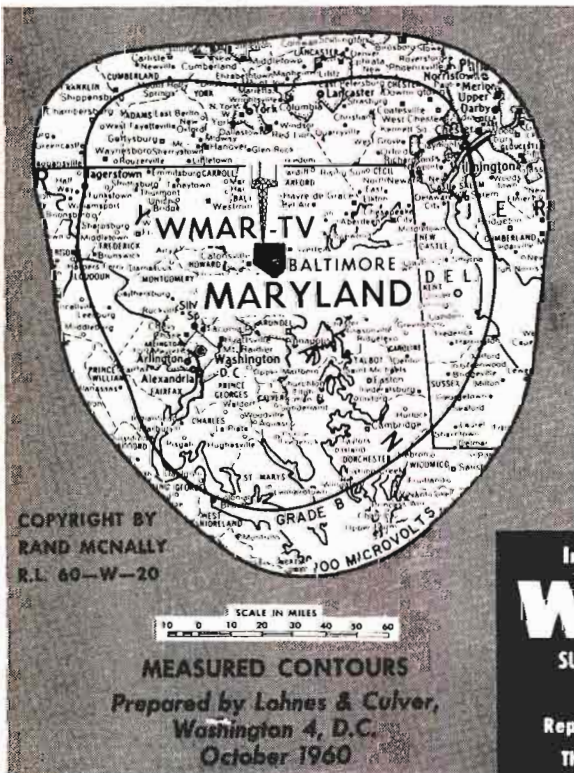
## WJZ-TV—Baltimore—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Westinghouse Bcstg. Co.  
Business Address.....3725 Malden Ave.  
Tel.: MO 4-7600.....ABC  
Sta. Representative.....TvAR  
President.....Donald H. McGannon  
Business Mgr.....R. Earl Higgins  
Station Mgr.....John L. McClay  
Sales Manager.....Bob Newsham  
Prom. Mgr.....H. Taylor Vaden  
Pub. Dir.....Tommy Dukehart

Prog. Mgr.....William T. Wagner  
Chief Engineer.....B. Wolle  
Owners of: KPIN, San Francisco, Calif.; WOWO,  
Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-  
field, Mass.; WBZ-TV, Boston, Mass.; KYW,  
Cleveland, O.; KYW-TV, Cleveland, O.; KYW-AM,  
Cleveland, O.; KEX, Portland, Ore.; KDKA, Pitts-  
burgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND,  
Chicago, Ill.; WBZ-FM, Boston, Mass.; KDKA-  
FM, Pittsburgh, Pa.; KYW-FM, Cleveland, O.;  
KEX-FM, Portland, Ore.

## WMAR-TV—Baltimore—1947

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....The A. S. Abell Co.  
Business Address.....2 W. Redwood St.  
Tel.: MU 5-5670.....CBS  
Newspaper Affiliation...Baltimore Sunpapers  
Representative.....Katz  
President.....William F. Schmick, Jr.  
General Manager.....E. K. Jett  
Asst. Mgr.....Donald P. Campbell  
Commercial Manager.....E. A. Lang  
Program Dir.....Robert Cochran  
Film Mgr.....David Stickle  
Promotion Director.....Anthony Picha  
Chief Engineer.....Carlton G. Nopper



## WMAR-TV

CHANNEL 2

Blankets the  
Nation's  
12th Market!

MEASURED  
COVERAGE

100 KW—1049 FT.\*

THE SUNPAPERS TELEVISION

WMAR-TV • CHANNEL 2

BALTIMORE, MARYLAND

\*HEIGHT ABOVE MEAN SEA LEVEL

In Maryland Most People Watch

## WMAR-TV

SUNPAPERS TELEVISION

BALTIMORE 3, MD.

Represented Nationally by

THE KATZ AGENCY, INC.





## MARYLAND-MASSACHUSETTS

### WBOC-TV—Salisbury—1954

Channel: 16 UHF.. AP: 8.4 Kw.. VP: 15.8 Kw.  
Owned & Oper... Peninsula Broadcasting Co.  
Address ..... Radio-Tv. Park  
Tel.: PI 9-6131..... ABC-CBS

Station Representative ..... Bolling  
President..... John W. Downing, Sr.  
Gen., Comm. Prom. Mgr..... Charles J. Truitt  
Program, Film Mgr..... John W. Downing, Jr.  
Chief Engineer..... Jack Ward

Pop.: 5,187,000  
Families: 1,501,000

## Massachusetts

Television Homes: 1,435,000  
TV Stas. in State: 7

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Boston

### WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw. VP: 56.24 Kw.  
Owned-Oper By... Westinghouse B'casting Co.  
Address... 122 East 42nd St., New York, N. Y.  
Tel.: MU 7-0808..... NBC  
Sta. Representative..... TVAR  
President ..... Donald H. McGannon  
Station V.P..... W. C. Swartley  
General Mgr..... J. E. Allen  
Sales Manager..... K. T. MacDonald  
Program Director..... H. B. Cahan  
Prom. Adv. Mgr..... D. E. Winther  
Publicity Director..... Joe Ryan  
Film Manager..... R. G. Duffield  
Chief Engineer ..... W. H. Hauser  
Owners of: WBZ-WBZA-FM; KDKA AM-TV, Pitts-  
burgh; WJZ-TV, Baltimore, Md.; KVV AM-FM-  
TV, Cleveland, O.; KEX AM-FM, Portland, Ore.;  
WOWO, Fort Wayne, Ind.; WIND, Chicago;  
KPXN-TV, San Francisco, Calif.

### WHDH-TV—Boston—1957

Channel: 5 VHF.. AP: 32.4 Kw.. VP: 64.6 Kw.  
Owned By..... Herald Traveler Corp.  
Address..... 50 Morrissey Blvd.  
Tel.: AV 8-5000..... CBS  
Newspaper Affil..... Herald, Traveler  
Representative ..... Blair-TV  
President..... Robert B. Choate  
V.P., Man. Dir..... William B. McGrath  
V.P., Sales Dir..... Alexander M. Tanager  
Dir of TV..... Leslie G. Arries, Jr.  
Dir. Sales Prom..... Robert B. Cheyne  
Film Manager..... Joseph Levine  
Chief Engineer..... Philip K. Baldwin  
Owners of: WHDH AM-FM.

### WNAC-TV—Boston—1948

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... RKO General  
Business-Studio Address... 21 Brookline Ave.  
Tel.: CO 6-0800..... ABC  
Representative ..... H-R  
President..... William M. McCormick  
Vice Pres..... Thomas Bateson  
Nat. Sales Mgr..... James Gates  
Program Dir..... John D. Maloy  
Adv. Publicity Dir..... Phyllis Doherty  
Chief Engineer..... Irving Robinson  
Owners of: WNAC-AM-FM; KHJ-AM-FM-TV, Los  
Angeles; KFRC, San Francisco; WOR-AM-FM-  
TV, New York; WHBQ-AM-TV, Memphis;  
CKLW-AM-TV, Detroit; WGNS, Washington,  
D. C.; WHCT, Hartford.

### WRLP—Greenfield—1957

Channel: 32 UHF.. AP: 100 Kw.. VP: 200 Kw.  
Owned By..... Springfield TV Bcstg. Corp.  
Address..... P. O. Box 32  
Tel.: Northfield 336..... NBC  
Station Rep..... Hollingbery  
President, Gen. Mgr..... William L. Putnam  
V.P., Program Dir..... Jerry Barnes  
V.P., Station Mgr..... John Fergie  
Film Manager..... Wallace Sawyer  
Chief Engineer..... Ralph Jay

### WWLP—Springfield—1953

Channel: 22 UHF.. AP: 107 Kw.. VP: 219 Kw.  
Owned By..... Springfield TV Bcstg. Corp.  
Business Address..... P.O. Box 2210  
Tel.: State 5-5311..... NBC  
Sta. Rep..... Hollingbery; Kettell-Carter  
Pres., Gen. Mgr..... William L. Putnam  
V.P., Program Dir..... Jerry Barnes  
Promotion Mgr..... Frank J. Doherty, Jr.  
Film Mgr..... Wallace Sawyer  
Chief Engineer..... Don Shaw

### WHYN—Springfield—1953

Channel: 40 UHF.. AP: 125 Kw.. VP: 250 Kw.  
Owned-Oper. By..... Hampden-Hampshire Corp.  
Business Address..... 1300 Liberty St.  
Tel.: RE 4-1126..... ABC-CBS  
Station Rep..... Branham  
President..... William Dwight  
Gen., Sta. Manager..... Charles N. DeRose  
Commercial, Adv. Mgr..... Zack Land  
Asst. to Mgr., Program Mgr..... Murray Tesser  
Film Manager..... Gerald Loughman  
Chief Engineer..... Harold Schumacker

### WWOR—Worcester—1953

Channel: 14 UHF.. AP: 9.5 Kw.. VP: 18.5 Kw.  
Owned By..... Springfield TV Bcstg Co.  
Business Address... P. O. Box 2210, Springfield  
Tel.: SWift 9-4800..... NBC  
Representative ..... Hollingbery, Kettell-Carter  
Pres. & Gen. Mgr..... William L. Putnam  
Station Mgr..... Francis J. Doherty, Jr.  
Program Dir..... Jerry Barnes

Pop.: 7,897,000  
Families: 2,302,000

# Michigan

Television Homes: 2,179,000  
TV Stas. in State: 15

## BROADCAST ADVERTISERS REPORTS, INC.

Audited Markets: Bay City, Detroit, Flint, Grand Rapids, Jackson,  
Kalamazoo, Lansing

### WNEM-TV—Bay City— Saginaw—1954

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....Gerity Bcstg. Co.  
Business Address...5700 Becker Rd., Saginaw  
Tel.: PL 5-8191; Saginaw.....NBC  
Newspaper Affiliation...Bay City Valley Farmer  
Representative.....Petry  
President, Gen. Mgr.....James Gerity, Jr.  
Station Mgr.....Thomas Matthews  
Commercial Mgr.....Jack Berry  
Program, Film Mgr.....Vince Collins  
Promotion Dir.....Virginia Hagerman  
Production Dir.....Cecil Ruffin  
Chief Engineer.....Leo Heisel  
Owners of: WABJ, Adrian.

### WWTW—Cadillac—1953

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Fetzer TV, Inc.  
Business Address.....417 N. Mitchell St.  
Tel.: PR 5-3478.....ABC-CBS  
Sta. Representative.....Avery-Knodel  
President.....John E. Fetzer  
Gen. Mgr.....Gene Ellerman  
Asst. Gen. Mgr.....Daryl Sebastian  
Program Dir.....John Wheat  
Commercial Mgr.....L. A. Swanson  
Chief Engineer.....Ronald Baker

### WTOM-TV—Cheboygan—1959

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned By.....Midwestern Bcstg. Co.  
Address.....P. O. Box 366  
Tel.: MA 7-5683.....ABC-NBC  
Station Rep.....Venard, Rintoul & McConnell  
President, Gen. Mgr.....Les Biederman  
Station Mgr.....Jerry Ferris  
Commercial Manager.....Robert E. Detwiler  
Program Director.....James Peyton  
Film Manager.....Ed Coddington  
Chief Engineer.....William Kiker  
Owners of: WTCM, Traverse City; WATT, Cadillac;  
WATZ, Alpena; WMBN, Petoskey; WATC, Gay-  
lord; WBBN-TV, Traverse City.

### CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.  
Owned By.....RKO General Inc.  
Business Address.....3300 Guardian Bldg.  
Tel.: WO 1-7200.....CBC  
Station Rep.....Eastman  
Pres., Gen. Manager.....J. E. Campeau  
General Sales Mgr.....Norman Hawkins  
National Sales Mgr.....Sidney Allen  
Operations Mgr.....S. C. Ritchie  
Prom., Pub. Dir.....Arthur Gloster

Program Manager.....Thomas J. Sutton  
Dir. of Engineering.....Stewart Clark  
Owners of: CKLW-AM-FM; WNAC-AM-FM-TV,  
Boston; KID-AM-FM-TV, Los Angeles; KERC,  
San Francisco; WOR-AM-FM-TV, New York;  
WHBQ-AM-TV, Memphis; WEMS, Washington,  
D. C.; WNCT, Hartford.

### WJBK-TV—Detroit—1948

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg Co.  
Business Address.....7441 Second Blvd.  
Tel.: TR 3-7400.....CBS  
Station Rep.....Storer Television Sales  
President.....George B. Storer  
V.P., Managing Dir.....Bill Michaels  
General Sales Mgr.....K. T. McKenney  
Program Mgr.....John Grubbs  
Promotion Mgr.....Bill Smith  
Merchandising Mgr.....Ray Vanderslice  
Commercial Mgr.....B. S. Buchanan  
Chief Engineer.....Don Hein  
Owners of: WJBK-FM-TV, Detroit; WSPD-AM-FM-  
TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-  
TV, Cleveland; WWA-AM-FM, Wheeling, W.  
Va.; WGBS-AM-FM, Miami, Fla.; WJBG-AM-FM,  
Philadelphia, Pa.; KGBS, Los Angeles; WTTT-TV,  
Milwaukee.

### WWJ-TV—Detroit—1947

Channel: 4 VHF..AP: 50.1 Kw...VP: 97.7 Kw.  
Owned-Operated By....Evening News Assoc.  
Business Address.....622 W. Lafayette  
Tel.: WO 2-2000.....NBC  
Newspaper Affiliation.....Detroit News  
Representative, Peters, Griffin, Woodward, Inc.  
President.....Warren S. Booth  
General Manager.....Edwin K. Wheeler  
Asst. General Manager.....Don DeGroot  
Station Mgr., Film Byr.....James Schiavone  
Business Manager.....Henry C. Rogers  
Local Sales Mgr.....Ray W. Colle  
National Sales Mgr.....John A. Wales  
Prog. & Prod. Manager.....Ian Harrower  
Sales Prom. Manager.....Glenn Kyker  
Sls. Development Mgr....Frank Steltenkamp  
Gen. Eng. Manager.....E. J. Love

### WXYZ-TV—Detroit—1948

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...American Broadcasting Co.  
Business Address.....20777 W. Ten Mile Rd.  
Tel.: KENwood 4-7000.....ABC  
Representative.....Blair-TV  
President, Sta. Mgr.....John F. Pival  
V.P., Merch. Dir.....Harold S. Christian  
Business Mgr.....H. Earl Moore  
National Sales Mgr.....Thomas J. O'Dea  
Program Director.....Peter Strand  
Mgr. Commercial Taping Dept...Ralph Dawson  
Promotion Mgr.....James Galvin  
Film Mgr.....Ken Sims

**Chief Engineer**..... Charles Kocher  
 Owners of: WABC AM-TV-FM, New York; KGO  
 AM-TV-FM, San Francisco; WXYZ AM-FM;  
 KABC AM-TV-FM, Los Angeles; WLS, Chicago;  
 KQV, Pittsburgh; WBKB-TV, Chicago.

**WJRT—Flint—1958**

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned By..... WJR, Goodwill Station, Inc.  
 Business Address..... 2302 Lapeer Road  
 Tel.: CE 9-6611..... ABC  
 Station Rep..... Harrington, Righter & Parsons  
 President..... Worth Kramer  
 General Mgr..... A. Donovan Faust  
 Sales Mgr..... Robert I. Mart  
 Program Director..... Franklin C. Mitchell  
 Promotion Mgr..... Devere E. Logan  
 Film Mgr..... Francis Edwards  
 Chief Engineer..... C. Jones  
 Owners of: WJR AM-FM, Detroit.

**WOOD-TV—Grand Rapids—1949**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned By..... Wood Bcstg., Inc.  
 Address..... 120 College S E  
 Tel.: GLEndale 9-4125..... ABC-NBC  
 Representative..... Katz  
 Pres., Gen. Mgr..... Willard Schroeder  
 Sales Manager..... John S. Markward  
 Prom., Publicity Dir..... Clark Grant  
 Program Dir..... Peter Kizer  
 Film Mgr..... Bob Smith  
 Chief Engineer..... Charles Robison

**WKZO-TV—Kalamazoo—1950**

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By..... Fetzer Bcstg. Co.  
 Address..... 590 West Maple  
 Tel.: FI 5-2101..... ABC-CBS  
 Representative..... Avery-Knodel, Inc.  
 President..... John E. Fetzer  
 V.P., Managing Director..... Carl E. Lee  
 Sales Manager..... Donald DeSmit  
 Program Director..... Charles Lynch  
 Chief Engineer..... Arthur Covell

**WJIM-TV—Lansing—1950**

Channel: 6 VHF.. AP: 100 Kw.. VP: 50 Kw.  
 Owned-Oper. By..... Gross Telecasting, Inc.  
 Address..... 2820 E. Saginaw  
 Tel.: IV 2-1333..... CBS  
 Station Rep..... Blair TV  
 President, Gen. Mgr..... Harold F. Gross  
 Commercial Mgr..... Keith R. Oliver  
 Program Dir..... Jack Klein  
 Film, Traffic Mgr..... Phillip E. Sherck  
 Chief Engineer..... Carl Onken  
 Owners of: WJIM AM-FM.

**WLUC-TV—Marquette—1956**

Channel: 6 VHF.. AP: 60 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... North Central Bcstg. Co.  
 Address..... P.O. Box 546  
 Tel.: GRanite 5-4161..... ABC-CBS-NBC  
 Sta. Representative..... Hollingbery  
 General Mgr..... John H. Borgen  
 Program Dir..... Dan Giovannini  
 Promotion Dir..... Gloria Smith  
 Film Dir..... Barbara Lahde  
 Chief Engineer..... John Truitt  
 Owners of: WLUC, Green Bay; WEAU, Eau Claire;  
 WLAC, Marquette; WISC, Madison.

**WILX-TV—Onondaga-Lansing  
 1959**

Channel: 10 VHF.. AP: 174 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... TV Corp. of Mich.  
 Business Address..... Hotel Hayes, Jackson  
 Tel.: STate 3-2621..... NBC  
 Sta. Rep..... Venard, Rintoul, McConnell  
 President..... Edward E. Wilson  
 General Mgr..... William J. Hart  
 Commercial Mgr..... Roy Brown  
 Program Dir..... Stuart Hazard  
 Promotion Dir..... Joan Thallman  
 Chief Engineer..... Donald Wright

**WKNX-TV—Saginaw—1953**

Channel: 57 UHF.. AP: 103 Kw.. VP: 207 Kw.  
 Owned-Operated By..... Lake Huron Bcstg. Co.  
 Address..... 221 S. Wash. Ave.  
 Tel.: PL 3-4471..... CBS  
 Representative..... Gill-Perna, Inc.  
 President, Gen. Mgr..... William J. Edwards  
 Vice Pres..... Alvin M. Bentley  
 Station Manager..... Howard H. Wolfe  
 Commercial Manager..... Robert M. Chandler  
 Program Director..... Frank Coopersmith  
 Production Director..... Jack Newman  
 Chief Engineer..... Max W. Thomas  
 Owners of: WKNX AM.

**WPBN-TV—Traverse City  
 1954**

Channel: 7 VHF.. AP: 32.4 Kw.. VP: 53.7 Kw.  
 Owned-Oper. By..... Midwestern Bcstg. Co.  
 Business Address..... Paul Bunyan Bldg.  
 Tel.: WI 7-7675..... ABC-NBC  
 Station Rep..... Venard, Rintoul & McConnell  
 President, Gen. Mgr..... Les Biederman  
 Station Mgr..... Harry Travis  
 Film Mgr..... Robert Modjeska  
 Commercial Mgr..... R. E. Detwiler  
 Chief Engineer..... William H. Kiker  
 Owners of: WTCM, Traverse City; WATT, Cadillac;  
 WATZ, Alpena; WMBN, Petoskey; WATC, Gay-  
 lord; WTOM-TV, Cheboygan.

Pop.: 3,439,000  
Families: 1,012,000

# Minnesota

Television Homes: 893,500  
TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Duluth, Minneapolis, St. Paul

## KCMT—Alexandria—1958

Channel: 7 VHF.. AP: 13.2 Kw.. VP: 26.6 Kw.  
Owned By..... Central Minn. TV Co.  
Business Address..... 7th & Fillmore  
Tel.: RO 3-5166..... ABC-NBC  
Sta. Rep..... Avery-Knodel, Inc.  
President..... Joseph O. Perino  
Gen., Sta. Mgr..... Glenn W. Flint  
Commercial Mgr..... Kenneth Schneider  
Prog. Dir..... Ken Bechtel  
Promotion Dir..... Russell Cox  
Film Manager..... Douglas Floemming  
Chief Engineer..... Nile Hunt

## KMMT—Austin—1953

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned By..... Minn.-la. TV Co.  
Business Address..... Hiway No. 105 S.  
Tel.: HE 3-8836..... ABC  
Representative..... Avery-Knodel, Inc.  
President..... R. J. McElroy  
V.P., General Mgr..... Thomas L. Young  
Commercial Manager..... Don Jones  
Program Dir..... Stan Stydnicki  
Promotion Director..... Marilyn Daly  
Film Manager..... Dick Lane  
Chief Engineer..... Leo Chenier

## KDAL-TV—Duluth-Superior 1954

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... KDAL, Inc.  
Business Address..... Bradley Building  
Tel.: RA 2-2628..... CBS  
Representative..... Avery-Knodel  
General Manager..... Odin S. Ramsland  
Sales Manager..... John Grandy  
Chief Engineer..... Robert Dettman

## WDSM-TV—Duluth-Superior 1954

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Northwest Publications, Inc.  
Bus. Address..... 230 E. Superior St., Duluth  
Tel.: RA 7-8484..... ABC-NBC  
News, Affil..... Duluth Herald & News-Tribune  
Station Rep..... Peters, Griffin, Woodward  
President..... Robert H. Ridder  
General Manager..... Robert J. Rich  
Station Manager..... Tom Gavin  
Commercial Manager..... R. W. Pearson  
Program Dir..... Ed Conrad  
Merch., Prom. Dir..... Martin Olson  
Chief Engineer..... George Carlson

## WCCO-TV—Minneapolis—1949

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Midwest Radio-TV Inc.  
Bus.-Studio Address..... Radio City—50 S. 9th St.  
Tel.: FE 8-0552..... CBS

Newspaper Affiliation..... Star & Tribune Co.  
Sta. Rep..... Peters, Griffin & Woodward  
President..... Robert B. Ridder  
Exec. V.P..... F. Van Konynenburg  
Chief Engineer..... John M. Sherman

## KMSP-TV—Minneapolis—1953

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... United Television, Inc.  
Business Address..... 180 Foshay Tower  
Tel.: FE 9-8811..... Independent  
Sta. Rep..... Young TV  
Pres., Gen. Mgr..... Donald Swartz  
Commercial Manager..... Richard Butterfield  
Program Dir..... Joseph Carney  
Prom., Publicity Dir..... R. W. Favro  
Film Manager..... Jack Garrick  
Chief Engineer..... Gordon Benson

## WTCN-TV—Minneapolis—1953

Channel: 11 VHF.. AP: 191 Kw.. VP: 316 Kw.  
Owned-Operated By..... Twin State Bcstg., Inc.  
Business Address..... 2925 Dean Blvd.  
Tel.: Walnut 7-8881..... ABC  
Representative..... Katz  
President..... Weston C. Pullen, Jr.  
V.P., General Mgr..... T. Streibert  
Station Mgr..... Arthur M. Swift  
Sales Mgr..... Robert Fransen  
Prom., Adv. Dir..... Howard W. Coleman  
Program Dir., Film Mgr..... S. M. Rosenman  
Chief Engineer..... W. Fritze  
Owners of: WFBM-AM-TV-FM, Indianapolis;  
WOOD-AM-TV, Grand Rapids; KJZ-AM-TV,  
Denver.

## KROC-TV—Rochester—1953

Channel: 10 VHF.. AP: 108 Kw.. VP: 316 Kw.  
Owned-Oper. By..... So. Minn. Bcstg. Co.  
Business Address..... 100 - 1st Ave. Bldg.  
Tel.: AT 9-3924..... NBC  
Reps..... Venard, Rintoul, McConnell; Beckjorden  
President..... Mrs. Gregory P. Gentling  
General Manager..... G. David Gentling  
Station, Comm. Mgr..... Willard Lampman  
Prom., Pub. Director..... Carol Geerdes  
Prog. Dir., Film Manager..... Don Perry  
Chief Engineer..... Robert W. Cross

## KSTP-TV—St. Paul- Minneapolis—1948

Channel: 5 VHF.. AP: 60 Kw.. VP: 100 Kw.  
Owned-Operated By..... KSTP, Inc.  
Bus., Trans. Lo., 3415 University Ave., St. Paul  
Tel.: MI 5-2724..... NBC  
Representative..... Edward Petry  
President, Gen. Mgr..... Stanley E. Hubbard  
Exec. V.P. & Treas..... K. M. Hance  
National Sales Dir..... James E. Blake  
V.P. Chge. Sales..... Marvin L. Rosene  
Prom., Pub. Director..... William Davey

Pop.: 2,184,000  
Families: 577,000

# Mississippi

Television Homes: 398,500  
TV Stas. in State: 7

## WCBI-TV—Columbus—1956

Channel: 4 VHF...AP: 18 Kw...VP: 20 Kw.  
Owned-Oper. By.....Bernie Imes, Jr.  
Business Address.....Highway 12 North  
Tel.: FAirfax 8-5631.....ABC-CBS-NBC  
Newspaper Affiliation...Commercial Dispatch  
Representative.....Everett-McKinney  
President.....Birney Imes, Jr.  
Gen., Prom. Mgr.....P. B. Hinman  
Commercial Mgr.....Bill Whitfield  
Program Director.....Jack Huffman  
Operations, Film Mgr.....Edward Prescott  
Chief Engineer.....Tom McFerrin

## WABG-TV—Greenwood—1959

Channel: 6 VHF...AP: 14.2 Kw...VP: 28.3 Kw.  
Owned By.....Miss. Telecasting Co. Inc.  
Address.....P. O. Box 414  
Tel.: GL 3-4001.....CBS  
Station Rep.....Everett McKinney  
President, Gen. Mgr.....Cy N. Bahakel  
Comm., Sta. Manager.....Don Neil  
Program Dir.....Mrs. Erlene Leach  
Film Manager.....Kenneth Woodard  
Chief Engineer.....Floyd Coulter

## WDAM-TV—Hattiesburg 1956

Channel: 7 VHF...AP: 30.2 Kw...VP: 51.3 Kw.  
Owned-Oper. By.....So. Miss. TV Co.  
Business Address.....Box 1649  
Tel.: JU 4-8441.....ABC-NBC  
Sta. Representative.....Weed  
President.....William S. Smylie  
General Mgr.....Marvin Reuben  
Comm. Mgr.....Jerry P. Keith  
Operations Mgr.....David L. Waite  
Production Mgr.....Charles I. Shade  
Promotion Mgr.....Terry Emmons  
Film Manager.....Wayne Milling  
Publicity Dir.....Ray Curtis  
Chief Engineer.....Clarence Vogel

## WJTV—Jackson—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Capitol Broadcasting Co.  
Business Address.....P. O. Box 8187  
Tel.: FI 4-2512.....CBS  
Newspaper Affil...Clarion Ledger; Daily News  
Station Representative.....Katz  
President.....T. M. Hederman, Jr.  
General Manager.....L. M. Sepaugh, Sr.  
Station Manager.....Owens F. Alexander  
Comm. Manager.....Bill Carlier  
Program Director.....Ken Parks  
Prom., Adv. Dir.....Sandy McMillan  
Film Manager.....L. M. Sepaugh, Jr.  
Chief Engineer.....C. A. Perkins

## WLBT—Jackson—1953

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Lamar Life Bcstg. Co.  
Business Address.....715 S. Jefferson  
Tel.: FI 2-2691.....ABC-NBC  
Representative.....Hollingbery  
President.....P. K. Lutken  
Gen., Station Mgr.....Fred L. Beard  
Comm. Manager.....Frank Gentry  
Program Director.....Maurice Thompson  
Prom., Pub. Director.....Charles H. Allen  
Film Manager.....Bruce Nicholson  
Chief Engineer.....Floyd Kinard  
Owners of: WJDX AM-FM, Jackson.

## WTOK-TV—Meridian—1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Southern Television Corp.  
Business Address.....Southern Bldg.  
Tel.: 3-1441.....ABC-CBS-NBC  
Station Representative.....Bolling  
President, Gen. Mgr.....Robert F. Wright  
Sales Manager.....W. B. Crooks  
Prog., Prom. Dir.....Cecil Germany  
Film, Prod. Dir.....George Shannon  
Operations Dir.....Bob Holland  
Chief Engineer.....Joe Saxon

## WTWV—Tupelo—1957

Channel: 9 VHF...AP: 14 Kw...VP: 27.2 Kw.  
Owned-Oper. By.....WTWV, Inc.  
Bus. Address.....Beech Springs Rd.; Box 163  
Tel.: VI 2-7620.....NBC  
Representative.....Jack Masla  
Pres., Gen. Mgr., Ch. Eng.....Frank K. Spain  
Comm., Adv. Mgr.....Charles H. Hicks, Jr.  
Program Director.....William B. Landers  
Prom., Pub. Dir.....Perrin Purvis  
Opera. Superv.....Jimmie Steinberg  
Chief Engineer.....J. D. Green

FOR  
TV STATION  
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Pop.: 4,340,500  
Families: 1,356,000

# Missouri

Television Homes: 1,217,000  
TV Stas. in State: 16

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Kansas City, St. Louis

## KFVS-TV—Cape Girardeau 1954

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Hirsch Broadcasting Co.  
Business Address..... 324 Broadway  
Tel.: ED 5-5511..... CBS  
Station Representative..... Bolling  
President..... Oscar C. Hirsch  
Station Mgr..... Robert O. Hirsch  
Program Dir..... Donald T. McNeely

## KOMU-TV—Columbia—1953

Channel: 8 VHF.. AP: 126 Kw.. VP: 251 Kw.  
Owned-Oper. By..... Curators of Univ. of Mo.  
Business Address..... Highway 63, South  
Tel.: Gibson 2-1122..... ABC-NBC  
Station Rep..... Avery-Knodel  
President..... Elmer Ellis  
Director of TV..... Edward C. Lambert  
Station Manager..... Glenn G. Griswold  
Commercial Manager..... John O. Conwell  
Program Director..... Monte Gurwit  
Promotion Director..... Lois Todd  
Film Manager..... Ron C. Hunt  
Chief Engineer..... William J. Reagan

## KHQA-TV—Hannibal—1953

Channel: 7 VHF.. AP: 158.. Kw.. VP: 316 Kw.  
Owned-Oper. By..... Lee Broadcasting, Inc.  
Business Address..... WCU Bldg., Quincy, Ill.  
Tel.: BA 2-6200..... ABC-CBS  
Newspaper Affiliate..... Courier-Post  
Sta. Representative..... Branham  
President..... Lee P. Loomis  
General Mgr..... Walter J. Rothschild  
Asst. Mgr..... Wayne W. Cribb  
Local Sales Mgr..... Ralph Drescher  
Program Dir..... Tom Robey  
Prom. Publicity Dir..... Richard Moore  
Film Manager..... Jean Eager  
Chief Engineer..... J. E. Gray  
Owners of: KGLO AM-FM-TV, Mason City; WTAD  
AM-FM, Quincy; WMTV, Madison; KEYC-TV,  
Mankato.

## KRCG-TV—Jefferson City—1955

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Jefferson TV Co.  
Business Address..... Hills Farm  
Tel.: 6-6188..... ABC-CBS  
Newspaper Affiliation..... News Tribune  
Representative..... Blair TV Assoc.  
President..... William H. Weldon  
Gen. Film Mgr..... Robert Blosser  
Sales Mgr..... R. E. Maxwell  
Chief Engineer..... Edward Schuelehn

## KODE-TV—Joplin—1954

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... WSTV, Inc.  
Business Address..... 1928 W 13th St.  
Tel.: MA 3-7260..... ABC-CBS  
President..... Jack N. Berkman  
Gen. Film Mgr..... D. T. Knight  
Commercial Mgr..... Bill Hirshey  
Program Dir..... Ron Robson  
Prom., Pub. Dir..... William Harned  
Chief Engineer..... Jack Langford  
Owners of: WSTV AM-TV-FM, Steubenville; KODE  
AM: WBOY, Clarksburg; WPTT, Pittsburgh;  
WSOL, Tampa; KMLB, Monroe; WRDW-TV,  
Augusta; WRGT-TV, Chattanooga; WBOY-TV,  
Clarksburg.

## KCMO-TV—Kansas City—1953

Channel: 5 VHF.. AP: 60 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Meredith Publishing Co.  
Business Address..... 125 East 31st St.  
Tel.: JE 1-6789..... CBS  
Representative..... Katz  
V.P., General Mgr..... E. K. Hartenbower  
Station, Comm. Mgr..... S. B. Tremble  
Program Dir..... Kenneth W. Heady  
Prom., Pub. Director..... F. C. Strawn  
Chief Engineer..... Karl Troeglen  
Owners of: KRMG, Tulsa; WOW AM-TV-FM,  
Omaha; WHEN AM-TV, Syracuse; KCMO AM-  
FM: KPNO AM-TV, Phoenix.

## KMBC-TV—Kansas City—1953

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... KMBC Bcstg. Co.  
Business Address..... 11th & Central Streets  
Tel.: HA 1-2650..... ABC  
Representative..... Peters, Griffin, Woodward, Inc.  
President..... Donald Dwight Davis  
Exec. V.P., Gen. Mgr..... John T. Schilling  
V.P. & Sales Man..... George J. Higgins  
Station Mgr..... Mori Greiner  
Film Manager..... Mildred Harris  
Promotion Director..... Kent Stuart  
Chief Engineer..... Henry Goldenberg

## WDAF-TV—Kansas City—1949

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Transcontinent TV Corp.  
Business Address..... Signal Hill  
Tel.: PL 3-4567..... NBC  
Station Rep..... Petry  
President..... David C. Moore  
General Mgr..... William A. Bates  
Comm. Manager..... E. Manne Russo  
Asst. to Mgr..... Bob Wormington  
Promotion Director..... Jud Woods  
Chief Engineer..... James Schmidt  
Owners of: WGR AM-TV-FM, Buffalo; KFMB,  
AM-TV-FM, San Diego; WDAF AM; WNEP-TV,  
Scranton; KERD-TV, Bakersfield.

**KMOS-TV—Sedalia—1954**

Channel: 6 VHF. AP: 8.7 Kw. VP: 16.4 Kw.  
 Owned-Oper. By....Cook Paint & Varnish Co.  
 Business Address.....2100 W. Broadway  
 Tel.: TAYlor 6-1651.....ABC  
 Representative.....Pearson  
 Gen., Sta. Mgr.....John Garner  
 Chief Engineer.....Bob Klein

**KTTS-TV—Springfield—1953**

Channel: 10 VHF. AP: 190.55 Kw. VP: 316 Kw.  
 Owned-Oper. By.....Independent Bcstg. Co.  
 Business Address.....P.O. Box 1716 SSS  
 Tel.: UNiversity 2-7474.....CBS  
 Representative.....Weed  
 President.....J. H. G. Cooper  
 General Mgr.....G. Pearson Ward  
 Sales Manager.....Jack Lloyd  
 Program Director.....Kevin McAndrews  
 Promotion Dir.....E. P. Thomas  
 Film Manager.....Ted Tucker  
 Chief Engineer.....William F. Curry  
 Owners of: KTTS AM-FM.

**KYTV—Springfield—1953**

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By....Springfield Television Inc.  
 Business Address.....999 W. Sunshine  
 Tel.: University 6-2766.....NBC-ABC  
 Representative.....Hollingsbery  
 Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam  
 Co-Mgr., Prog. Dir.....Carl Fox

**KFEQ-TV—St. Joseph—1953**

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By.....KFEQ Bcstg. Co.  
 Business Address.....40th & Faraon  
 Tel.: ADams 3-2528.....ABC-CBS  
 Station Rep.....Bolling  
 President.....Jesse D. Fine  
 V.P., Gen. Mgr.....Ted Nelson  
 Sales Manager.....Carlton Schirmer  
 Prog. Dir., Film Mgr.....Gene Milsteen  
 Chief Engineer.....Kenneth Lux  
 Owners of: KFEQ AM; KLIK. Jefferson City.

**KMOX-TV—St. Louis—1958**

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Business Address.....12th & Cole Sts.  
 Tel.: MAin 1-9100.....CBS  
 Representative.....CBS-TV Spot Sales  
 V.P., Gen. Mgr.....Gene Wilkey  
 Sales Manager.....Charles McAbee

Program Dir.....Don Markley  
 Sales Prom. Mgr.....Judd Choler  
 Dir. Info. Services.....Fred S. Heywood  
 Film Mgr.....G. West  
 Chief Engineer.....Harry Harvey  
 Owners of: WBBM AM-TV, Chicago; KNX AM-TV,  
 Los Angeles; KMON AM-TV, St. Louis; WCAU  
 AM-TV, Philadelphia; KCBS AM, San Francisco;  
 WEEI AM, Boston.

**KPLR-TV—St. Louis—1959**

Channel: 11 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned By.....220 TV, Inc.  
 Address.....4935 Lindell Blvd.  
 Tel.: Forest 7-7211.....Independent  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....Harold Koplak  
 Station Mgr.....Russ Raycroft  
 Commercial Mgr.....James Goldsmith  
 Program Dir.....Fran W. Hunt  
 Prom., Adv., Publicity Dir.....M. L. Plessner  
 Film Manager.....Jim Anians  
 Production Mgr.....Mrs. Eleonor Werner  
 Chief Engineer.....Kenneth Hildenbrand

**KSD-TV—St. Louis—1947**

Channel: 5 VHF. AP: 60.3 Kw. VP: 100 Kw.  
 Owned-Oper. By....The Pulitzer Publishing Co.  
 Address.....1111 Olive St.  
 Tel.: MAin 1-1111.....NBC  
 Newspaper Affiliation..St. Louis Post-Dispatch  
 Representative.....NBC Spot Sales  
 President.....Joseph Pulitzer, Jr.  
 Gen., Sta. Mgr.....Harold Grams  
 Commercial Mgr.....Guy E. Yeldell  
 Program, Film Mgr.....Keith Gunther  
 Promotion Director.....Fred J. Mueller  
 Publicity Dir.....Robert Hannon  
 Chief Engineer.....J. E. Risk  
 Owners of: KSD AM.

**KTVI—St. Louis—1957**

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned.....Signal Hill Telecasting Corp.  
 Business Address.....5915 Berthold  
 Tel.: MI 7-3600.....ABC  
 Newspaper Affiliation.....Globe Democrat  
 President.....Harry Tenenbaum  
 V.P., Gen. Mgr.....Joseph Bernard  
 Nat. Sales Mgr.....Shaun Murphy  
 Operations Mgr.....Ralph Hodges  
 Production Dir.....Bill Leonard  
 Program Dir.....Larry Cooper  
 Promotion Director.....Don B. Curran  
 Film Manager.....William T. Cook  
 Chief Engineer.....Richard Trompeter

Pop.: 678,500  
 Families: 208,000

**Montana**

Television Homes: 142,000  
 TV Stas. in State: 8

**KGHL-TV—Billings—1958**

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned.....Midland Empire Bcstg. Co.  
 Address.....214 N. 30th St.  
 Tel.: AL 2-4676.....NBC

Station Representative.....Devney O'Connell  
 President.....P. N. Fortin  
 General Manager.....J. L. Robinson  
 Commercial Mgr.....Robert McCann  
 Prog. Prom. Dir.....Gertrude C. Kiichli  
 Chief Engineer.....D. Jansma

# MONTANA-NEBRASKA

## KOOK-TV—Billings—1953

Channel: 2 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By Montana Network  
 Business Address P. O. Box 2557  
 Tel.: Alpine 2-5611 Independent  
 Station Representative Hollingbery; Moore  
 President, Gen. Mgr. Joseph S. Sample  
 Station Manager E. Peiss  
 Comm. Manager John Conner  
 Chief Engineer Grant French

## KXLF-TV—Butte—1953

Channel: 4 VHF AP: 29.5 Kw. VP: 60 Kw.  
 Owned-Oper. By J. S. Sample  
 Business Address Box 1956  
 Tel.: 2-9111 Independent  
 Sta. Rep. Hollingbery  
 President, Film Mgr. L. W. Moore  
 Pres., Gen. Mgr. E. B. Craney  
 Station Manager Jim Manning  
 Chief Engineer Tom Jenkins

## KXGN-TV—Glendive—1957

Channel: 5 VHF AP: 2.5 Kw. VP: 5 Kw.  
 Owned by Glendive Bcstg. Corp.  
 Address 122 S. Merrill Ave.  
 Tel.: Empire 5-3377 CBS  
 President, Film Mgr. Lewis W. Moore  
 Station, Gen. Mgr. Daniel C. Palen  
 Commercial Director Bart Rockwell  
 Program Director Adeline Schmidt  
 Chief Engineer Donald J. Powers  
 Owners of: KXGN-AM

## KFBB-TV—Great Falls—1954

Channel: 5 VHF AP: 12.7 Kw. VP: 25.4 Kw.  
 Owned-Oper. By KFBB Bcstg.

Business Address Box 1139  
 Tel.: GL 3-4377 ABC-CBS  
 Station Representative Hollingbery; Moore  
 Pres., Gen. Mgr. J. P. Wilkins  
 Comm., Sta. Manager W. C. Blanchette  
 Program Director Joe Wilkins, Jr.  
 Chief Engineer Anthony Lopuch  
 Owners of: KFBB-AM

## KRTV—Great Falls—1958

Channel: 3 VHF AP: 0.3 Kw. VP: 0.6 Kw.  
 Owned By Snyder & Assoc.  
 Business Address Box 1453  
 Tel.: GL 2-2433 NBC  
 Sta. Rep. For Joe  
 Pres., Gen., Sta. Mgr. Dan Snyder  
 Program, Prom. Dir. Don Bradley  
 Chief Engineer Jesse Waymire

## KXLJ—Helena—1959

Channel: 12 VHF AP: 486 Kw. VP: 973 Kw.  
 Owned By Helena TV Inc.  
 Address Cherry St.  
 Tel.: HI 2-6621 ABC-CBS-NBC  
 Station Reps. Hollingbery; Moore  
 President, Gen. Mgr. E. B. Craney  
 Chief Engineer Donald H. Hoffman

## KMSO-TV—Missoula—1954

Channel: 13 VHF AP: 95.5 Kw. VP: 191 Kw.  
 Owned-Oper. By Mosby's Inc.  
 Address 340 W. Main St.  
 Tel.: 9-4169 ABC-CBS-NBC  
 Station Rep. Bolling  
 Pres., Sta. Mgr. A. J. Mosby  
 Program, Adv. Prom. Mgr. V. Thomson  
 Chief Engineer T. DeCouteau

Pop.: 1,415,000  
 Families: 436,000

# Nebraska

Television Homes: 369,500  
 TV Stas. in State: 8

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Omaha

## KHAS-TV—Hastings—1956

Channel: 5 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By Nebraska TV Corp.  
 Business Address Box 476  
 Tel.: 3-1321 NBC  
 Newspaper Affilia. Daily Tribune  
 Representative Weed  
 President Fred A. Seaton  
 General, Sta. Mgr. Duane L. Watts  
 Chief Engineer Duane Allison

## KDUH-TV—Hay Springs 1958

Channel: 4 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned By Black Hills Bcstg. Co.  
 Address Highway 86 South  
 Tel.: ME 8-2741 ABC-CBS

President Helen Duhamel  
 Comm., Sta. Mgr. John Ludwig  
 Business Manager William Turner  
 Program, Prom. Mgr. Owen Lyon  
 Film Mgr. Tom Bauman  
 Publicity Dir. Art Christ  
 Chief Engineer Ed Davenport

## KHOL-TV—Kearney—1953

Channel: 13 VHF AP: 102 Kw. VP: 204 Kw.  
 Owned-Oper. By Bi-States Co.  
 Bus. Address 414 East Ave., Holdrege, Nebr.  
 Tel.: WY 5-5952 ABC-CBS  
 Representative Meeker  
 President Wayne Brewster  
 Station Manager Jack Gilbert  
 General Sales Mgr. Jack Yeager  
 Pub. Director Tom Nuss  
 Dir. of Eng. D. Greely

**KOLN-TV—Lincoln—1953**

Channel: 10 VHF.. AP: 158 Kw... VP: 316 Kw.  
 Owned By.....Cornhusker TV Corp.  
 Address.....40th and W Sts.  
 Tel.: INgersoll 6-2367.....CBS  
 Representative.....Avery Knodel  
 President.....John E. Fetzer  
 V.P., General Mgr.....A. James Ebel  
 Comm., Adv. Mgr.....Duane Holman  
 Program Dir.....Paul Jensen  
 Promotion Mgr.....Mary Dee Patterson  
 Publicity Dir.....Ramona Deitemeyer  
 Film Manager.....Ell Modenstein  
 Chief Engineer.....D. R. Taylor

**KNOP-TV—North Platte—1958**

Channel: 2 VHF... AP: 15 Kw... VP: 25.9 Kw.  
 Owned By.....North Platte TV Inc.  
 Business Address.....Box 756  
 Tel.: LENnox 2-2222.....NBC  
 Sta. Representative.....Gill-Perna  
 President.....York Hinman  
 General, Sta. Mgr.....Bill Wood  
 Commercial Mgr.....Wally Gunderson  
 Program Dir.....Bob Van Neste  
 Publicity Dir.....Diane Manley  
 Advertising Mgr.....Bill Young  
 Chief Engineer.....John Seide

**KETV—Omaha—1957**

Channel: 7 VHF.. AP: 158 Kw... VP: 316 Kw.  
 Owned.....Herald Corp.  
 Address.....27th & Douglas Sts.  
 Tel.: HARney 7777.....ABC  
 Newspaper Affil.....World-Herald  
 Station Representative....H-R Representatives

President.....Ben H. Cowdery  
 V.P., Gen. Mgr.....Eugene S. Thomas  
 Program Director.....Ken James  
 Prom., Pub. Dir.....Robert F. Coats  
 Chief Engineer.....J. S. Petrik

**KMTV—Omaha—1949**

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By.....May Bcastg. Co.  
 Bus. Trans. Address.....2615 Farnam St.  
 Tel.: 345-3333.....NBC  
 Station Rep.....Petry  
 President.....Edward W. May  
 V.P., Gen. Sta. Mgr.....Owen Saddler  
 Director of Operations.....Leon Benschoter  
 Sales Manager.....Arden E. Swisher  
 Program Director.....Lew Jeffrey  
 Promotion Director.....Galen Lillethorup  
 Film Manager.....Ken Michelsen  
 Merchandising Mgr.....Amos Eastridge  
 Chief Engineer.....W. E. Schwentser  
 Owners of: KMA, Shenandoah.

**WOW-TV—Omaha—1949**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By.....Meredith Pub. Co.  
 Address.....1716 Locust St.  
 Tel.: 346-3400.....CBS  
 Representative.....Blair TV  
 V.P., Gen. Manager.....Frank P. Fogarty  
 Station Mgr.....C. Alfred Larson  
 Sales Mgr.....Fred Ebener  
 Prog. Dir., Film Mgr.....Bill McBride  
 Prom., Pub. Dir.....Robert Seitzer  
 Dir. of Engineering.....Wm. J. Kotera  
 Chief Engineer.....Glenn Flynn  
 Owners of: KCMO AM-TV-FM, Kansas City; KPHO  
 AM-TV, Phoenix; KRMG, Tulsa; WHEN AM-TV,  
 Syracuse.

Pop: 290,500  
 Families: 94,500

**Nevada**

Television Homes: 77,000  
 TV Stas. in State: 4

**KLAS-TV—Las Vegas—1953**

Channel: 8 VHF.. AP: 27 Kw... VP: 55 Kw.  
 Owned-Oper. By.....Las Vegas Television Inc.  
 Address.....P. O. Box 1230  
 Tel.: DU 2-6138.....CBS  
 Newspaper Affiliation.....Sun  
 President.....Herman M. Greenspun  
 General Manager.....Howard A. Kalmenson  
 Program Director.....Andre Beggerly  
 Film Director.....Eric A. Bock  
 Chief Engineer.....Hurschel C. McKenzie

Station Rep.....Bolling  
 President.....Donald W. Reynolds  
 Vice President.....William D. Stiles  
 Station Manager.....Mark Smith  
 Nat'l Sls. Mgr.....Allen W. Dunn  
 Managing Director.....A. E. Cahlan  
 Chief Engineer.....C. D. Femelat

**KSHO-TV—Las Vegas—1956**

Channel: 13 VHF.. AP: 5.5 Kw... VP: 11 Kw.  
 Owned-Oper.....TV Co. of Amer., Inc.  
 Business Address.....El Rancho Vegas Hotel  
 Tel.: DU 2-8010.....ABC  
 Representative.....Forjoe  
 President, Gen. Mgr.....Alex Gold  
 Comm., Prom., Adv. Mgr.....Walter Shull  
 Program, Publicity Dir.....Ted McKinstry  
 Chief Engineer.....Jim Leach

**KLRJ-TV—Las Vegas—1955**

Channel: 2 VHF.. AP: 6.3 Kw... VP: 12.2 Kw.  
 Owned-Oper. By.....So. Nevada Radio-TV Co.  
 Bus. Address.....4850 Henderson Hwy.; Box 550  
 Tel.: DU 2-1760.....NBC  
 Newspaper Affiliation.....Review-Journal

**KOLO-TV—Reno—1953**

Channel: 8 VHF...AP: 83 Kw...VP: 166 Kw.  
 Owned-Oper...Nevada Radio-Television Inc.  
 Business Address...770 East 5th St.  
 Tel.: FA 3-0721...ABC-CBS-NBC  
 Station Rep...Bolling

President...Donald W. Reynolds  
 General Sta. Mgr...Lee D. Hirshland  
 Commercial Mgr...Frank P. Wood  
 Program Dir...Jere Laird  
 Prom. Mgr...Helen Busscher  
 Film Mgr...Hugh Sangster  
 Chief Engineer...H. Smith

Pop.: 609,000  
 Families: 184,000

**New Hampshire**

Television Homes: 172,500  
 TV Stas. in State: 1

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Mt. Washington

**WMUR-TV—Manchester—1954**

Channel: 9 VHF...AP: 155 Kw...VP: 282 Kw.  
 Owned-Oper. By...United TV Co. of N. H.  
 Business Address...1819 Elm St.  
 Tel.: NAtional 3-8061...ABC  
 Sation Rep...Weed TV Corp.

President...Richard Eaton  
 General Sta. Mgr...David O'Shea  
 Commercial Mgr...Jack Conway  
 Prog. Dir...Ray Harris  
 Owners of: WINX, Rockville; WOOK, Washington,  
 D. C.; WSDI, Baltimore; WARK, Hagerstown;  
 WJRS, Cleveland; WANT, Richmond.

Pop.: 6,140,000  
 Families: 1,802,000

**New Jersey**

Television Homes: 1,705,500  
 TV Stas. in State: 1

**WNTA-TV—Newark—1948**

Channel: 13 VHF...AP: 89 Kw...VP: 178 Kw.  
 Owned-Oper. By...National Telefilm Assoc.  
 Business Address...1020 Broad Street  
 Tel.: Mitchell 2-6400...NTA  
 Sta. Representative...Young TV

V.P. & General Mgr...Henry White  
 General Sales Mgr...D. J. Quinn  
 Director of Admin...J. Morris  
 Director of Operations...L. Christenson  
 Chief Engineer...Henry L. Dabrowski  
 Owners of: WNTA AM-FM.

Pop.: 962,000  
 Families: 260,500

**New Mexico**

Television Homes: 195,000  
 TV Stas. in State: 6

**KGGM-TV—Albuquerque—1953**

Channel: 13 VHF...AP: 44.6 Kw...VP: 89.1 Kw.  
 Owned-Oper. By...New Mexico Bcstg. Co.  
 Bus. Address...1414 Coal Ave. S. W.  
 Tel.: TR 3-2285...CBS  
 Representative...Bramham  
 Pres., Gen., Sta. Mgr...A. R. Hebenstreit  
 Commercial Mgr...Ralph C. Rhoads  
 Prom., Publicity Dir...James Laramore  
 Program, Publicity Dir...Robert Van Driel  
 Film Manager...Ed Sanchez  
 Chief Engineer...Leonard F. Dodds  
 Owners of: KGGM AM; KUSE, Santa Fe.

President, Gen. Mgr...Clinton D. McKinnon  
 Adv., Comm. Sta. Mgr...Max A. Sklower  
 Prog., Prom., Publicity Dir...Frank C. Idaspe  
 Film Manager...Mrs. Evelene Wills  
 Chief Engineer...James Sharman

**KOB-TV—Albuquerque—1948**

Channel: 4 VHF...AP: 13.5 Kw...VP: 27 Kw.  
 Owned-Oper. By...KSTP, Inc.  
 Bus.-Studio Address...1430 Coal Ave., S. W.  
 Tel.: CH 3-4411...NBC  
 Representative...Petry  
 Pres...Stanley Hubbard  
 General Manager...George S. Johnson  
 Commercial Manager...Robert D. Williams  
 Program Dir...Jerry Danziger  
 Prom., Publicity Dir...Paul Bain  
 Film Mgr...Bill Williams  
 Chief Engineer...Fern Bibeau  
 Owners of: KSTP, AM-TV, St. Paul; WGTO, Cy-  
 press Gardens.

**KOAT-TV—Albuquerque—1953**

Channel: 7 VHF...AP: 43.5 Kw...VP: 87.1 Kw.  
 Owned-Oper. By...Alvarado TV Co.  
 Business Address...122 S.E. Tulane Dr.  
 Tel.: ALpine 5-8716...ABC  
 Station Rep...Avery-Knodel, Inc.



**KAVE-TV—Carlsbad—1956**

Channel: 6 VHF AP: 5.8 Kw. VP: 11.7 Kw.  
 Owned-Oper. By . . . Voice of the Caverns, Inc.  
 Address . . . . . Box 631  
 Tel.: TUXedo 5-4101 . . . . . CBS-ABC  
 Station Rep. . . . . Bolling  
 Gen., Comm. Mgr. . . . . Tom Wiseheart  
 Prog., Prom. Director . . . . . Glenda Hargis  
 Publicity Director . . . . . Marjorie Winfield  
 Chief Engineer . . . . . Sanford Brown

**KVER-TV—Clovis—1956**

Channel: 12 VHF AP: 16.2 Kw. VP: 30.2 Kw.  
 Owned-Oper. By . . . . . KICA, Inc.  
 Business Address . . . . . 1000 Sycamore St.  
 Tel.: PO 3-5511 . . . . . CBS  
 Station Representative . . . . . Branham

President . . . . . W. D. Rogers  
 General Sta. Mgr. . . . . Jim Wilkes  
 Commercial Mgr. . . . . Bob Cyphers  
 Program Dir. . . . . Ken Pepper  
 Promotion Mgr. . . . . James Cahill  
 Chief Engineer . . . . . M. S. O'Dell

**KSWS-TV—Roswell—1953**

Channel: 8 VHF AP: 160 Kw. VP: 316 Kw.  
 Owned-Oper. By . . . . . John A. Barnett  
 Business Address . . . . . 1717 W. Second St.  
 Tel.: MA 2-6450 . . . . . ABC-CBS-NBC  
 Representative . . . . . Meeker, Melville  
 Owner & Gen. Mgr. . . . . John A. Barnett  
 Asst. Gen. Manager . . . . . W. L. Shackelford  
 Director of Sales . . . . . Paul B. McEvoy  
 Ch. Eng. . . . . J. L. Reilly

Pop.: 16,912,000  
 Families: 5,119,000

**New York**

Television Homes: 4,835,500  
 TV Stas. in State: 21

BROADCAST ADVERTISERS REPORTS, INC.

Audited Markets: Albany, Buffalo, New York, Schenectady, Syracuse, Troy

**WAST—Albany—1953**

Channel: 13 VHF AP: 76.5 Kw. VP: 152 Kw.  
 Owned-Operated By . . . Van Curler Bcstg. Corp.  
 Business Address . . . . . 15 N. Pearl St.  
 Tel.: HO 5-5291 . . . . . ABC  
 Sta. Rep. . . . . H-R  
 President . . . . . S. H. Fabian  
 General Mgr. . . . . William A. Riple  
 Asst. to Gen. Mgr. . . . . E. David Rosen  
 Commercial Mgr. . . . . Dom Tovino  
 Program Dir. . . . . Fred Shavor  
 Prom. Mgr. . . . . Michael S. Artist  
 Film Mgr. . . . . Joel Levy  
 Chief Engineer . . . . . Elmer C. Snow

General Manager . . . . . Edward M. Scala  
 Program Director . . . . . Shirley Ricciardelli  
 Chief Engineer . . . . . G. Ricciardelli

**WNBK-TV—Binghamton—1949**

Channel: 12 VHF AP: 83 Kw. VP: 166 Kw.  
 Owned Oper. By . . . Triangle Publications, Inc.  
 Business Address . . . . . 50 Front St.  
 Tel.: RAYmond 3-7311 . . . . . ABC-CBS  
 Newspaper Affil. Phila. Inquirer: Phila. D. News  
 Representative . . . . . Blair TV, Inc.  
 Vice President . . . . . Roger W. Clipp  
 General Manager . . . . . George R. Dunham  
 Commercial Mgr. . . . . Keith Dare  
 Program Dir. . . . . Thomas B. Jones  
 Prom. Supervisor . . . . . Ed Gimzek  
 Chief Engineer . . . . . Lamar Cox  
 Owners of: WFIL AM-TV-FM, Philadelphia;  
 WNHC AM-TV-FM, New Haven; WFBG AM-TV-  
 FM, Altoona; KFRE AM-FM-TV, Fresno; WNBK  
 AM-FM; WLYH-TV, Lebanon.

**WTEN—Albany—1953**

Channel: 10 VHF AP: 72.5 Kw. VP: 145 Kw.  
 Owned-Oper. By . . . Capital Cities Bcstg. Corp.  
 Business Address . . . . . Box 10  
 Tel.: 3-2225 . . . . . CBS  
 Station Representative . . . . . Blair  
 President . . . . . Frank M. Smith  
 General Sta. Mgr. . . . . Thomas S. Murphy  
 Comm. Adv. Mgr. . . . . William J. Lewis  
 Program Dir. . . . . Charles Pogan  
 Prom., Publicity Dir. . . . . Phil Beuth  
 Chief Engineer . . . . . Len Lavendol  
 Owners of: WROW, Albany, N. Y.; WPRO-TV,  
 AM, Providence, R. I.; WTVD, Raleigh-Durham,  
 N. C.

**WBEN-TV—Buffalo—1948**

Channel: 4 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By . . . . . WBEN, Inc.  
 Address . . . . . 2077 Elmwood Ave.  
 Tel.: TR 6-0930 . . . . . CBS  
 Newspaper Affiliation . . . . . Evening News  
 Sta. Rep. . . . . Harrington, Righter, Parsons  
 President . . . . . Alfred H. Kirchhofer  
 General Manager . . . . . C. Robert Thompson  
 Comm. Manager . . . . . Nicholas J. Malter  
 Station Mgr. . . . . George R. Torge  
 Prom. Director . . . . . Joseph A. Haeflner  
 Film Director . . . . . Quintin P. Renner  
 Program Director . . . . . Frederick W. Keller  
 Chief Engineer . . . . . Ralph J. Kingsley  
 Owners of: WBEN AM-FM.

**WINR-TV—Binghamton—1957**

Channel: 40 UHF AP: 535 Kw. VP: 1070 Kw.  
 Owned . . . . . Binghamton Press Co.  
 Business Address . . . . . 70 Henry St.  
 Tel.: RAYmond 3-8251 . . . . . ABC-CBS-NBC  
 Station Representative . . . . . Everett-McKinney

**NEW YORK** ~~~~~

**WGR-TV—Buffalo—1954**

Channel: 2 VHF... AP: 66 Kw... VP: 100 Kw.  
 Owned..... Transcontinent TV Corp.  
 Business Address..... 184 Barton St.  
 Tel.: Su 7115..... NBC  
 Representative..... Edward Petry  
 President..... David C. Moore  
 V.P., Gen. Mgr..... VanBeuren W. De Vries  
 Comm., Sta. Mgr..... Edwin W. Pfeiffer  
 Program Dir..... Paul Sciandra  
 Promotion Mgr..... George Sperry  
 Chief Engineer..... Ray Smith  
 Owners of: WGR-AM; KFMB-AM-TV, San Diego,  
 Calif.; WDAF-AM-TV, Kansas City, Mo.; WNEP-  
 TV, Scranton, Pa.; KERO-TV, Bakersfield, Calif.

**WKBW-TV—Buffalo—1958**

Channel: 7 VHF... AP: 53.7 Kw... VP: 100 Kw.  
 Owned-Operated By..... WKBW-TV, Inc.  
 Business Address..... 1420 Main St.  
 Tel.: TT 3-0770..... ABC  
 Sta. Rep..... Avery-Knodel  
 Pres., Gen. Mgr..... Dr. Clinton H. Churchill  
 Station Manager..... John H. Norton, Jr.  
 Chief Engineer..... Floyd A. Timberlake

**WCNY-TV—Carthage—1954**

Channel: 7 VHF... AP: 95.5 Kw... VP: 178 Kw.  
 Owned-Oper. By... The Brockway Company  
 Bus. Address... P. O. Box 211, Watertown, N. Y.  
 Tel.: SU 2-1800..... ABC-CBS  
 Newspaper Affil..... Watertown Daily Times  
 Station Rep..... Bolling  
 President..... John B. Johnson  
 General Manager..... James W. Higgins  
 Commercial Manager..... Alfred M. Tauroney  
 Prog., Director..... David M. Graves  
 Film Mgr..... David N. Cummings  
 Dir. of Eng..... Michael Yonkovig  
 Chief Engineer..... Donald Morehouse  
 Owners of: WWCNY, Watertown; WMSA, Massena;  
 WMSH FM, Massena.

**WABC-TV—New York—1948**

Channel: 7 VHF... AP: 55 Kw... VP: 110 Kw.  
 Owned By... American Bcstg.-Para. Theas Inc.  
 Business Address..... 7 W. 66th St.  
 Tel.: SU 7-5000..... ABC  
 Representative..... Blair TV  
 V.P., General Mgr..... Joseph Stampler  
 General Sales Mgr..... James E. Szabo  
 Nat. Sales Mgr..... Bill Scharton  
 Adv. Prom. Dir..... Murry Salberg  
 Program Dir..... Al Hollander  
 Dir., Res. & Sls. Dev..... Lawrence Pollock  
 Publicity Director..... Lester Dinoff  
 Film Dir..... T. Kako  
 Chief Engineer..... H. H. Mellion

**WCBS-TV—New York—1941**

Channel: 2 VHF... AP: 21 Kw... VP: 42 Kw.  
 Owned-Oper..... Columbia Bcstg. System Inc.  
 Business Address..... 485 Madison Ave.

Tel.: PL 1-2345..... CBS  
 Representative..... CBS TV Spot Sales  
 President (CBS Inc.)..... Frank Stanton  
 Pres. (CBS TV Stations Div.)..... Merle S. Jones  
 V. P. Station Div..... Craig Lawrence  
 V. P. in Chg. Station..... Frank Shakespeare  
 V.P., Gen. Mgr..... Theodore H. Walworth, Jr.  
 General Sales Mgr..... Norman Walt Jr.  
 Program Director..... Dan Gallagher  
 Adv. & Publicity Dir..... Leonard Traube  
 Film Dept. Manager..... William C. Lacey  
 Operations Mgr..... Marion Lonsberry  
 Chief Engineer..... Philip Goetz

**WNBC-TV—New York—1941**

Channel: 4 VHF... AP: 15 Kw... VP: 30 Kw.  
 Owned-Oper. By..... National Bcstg. Co.  
 Business Address..... 30 Rockefeller Plaza  
 Tel.: CI 7-8300..... NBC  
 Representative..... NBC Spot Sales Dept.  
 V.P., General Mgr..... William Davidson  
 Commercial Manager..... Jay Heitin  
 Program Mgr..... Alvin H. Perlmutter  
 Prom., Adv. Mgr..... Robert G. Patt  
 Publicity Dir..... Al Slep  
 Chief Engineer..... Thomas J. Buzalski

**WNEW-TV—New York—1944**

Channel: 5 VHF... AP: 18.6 Kw... VP: 37.1 Kw.  
 Owned By..... Metropolitan Bcstg.  
 Business Address..... 205 E. 67th St.  
 Tel.: LE 5-1000..... Independent  
 Representative..... Petry  
 President..... John W. Kluge  
 V.P., General Mgr..... Bennet H. Korn  
 Program Dir..... Jack Lynn  
 Adv., Prom. Dir..... Symon B. Cowles  
 Chief Engineer..... William Kelly  
 Owners of: WNEW AM-FM; WTTG AM-TV, Wash-  
 ington, D. C.; WHB AM-FM, Cleveland; WIP  
 AM-FM, Philadelphia; WTVH-TV, Peoria;  
 WTVT-TV, Decatur; KOVR-TV, Stockton;  
 WHUL, New York.

**WOR-TV—New York—1949**

Channel: 9 VHF... AP: 65 Kw... VP: 130 Kw.  
 Owned-Oper. By..... RKO General  
 Business Address..... 1440 Broadway  
 Tel.: LO 4-8000..... Independent  
 Station Representative..... H.R.  
 President..... Thomas F. O'Neil  
 V.P., General Manager..... Robert J. Leder  
 V.P., Gen. Sales Mgr..... Bert Lambert  
 V.P., Dir. Adv. & Pub..... Martin Fliesler  
 VP., Program Dir..... Robert Smith  
 Chief Engineer..... Orville Sather  
 Owners of: WNAC AM-TV-FM, Boston; WGMS  
 AM-FM, Washington, D. C.; WHBQ AM-TV-FM,  
 Memphis; CKLW AM-TV-FM, Detroit; KFRC  
 AM-FM, San Francisco; WOR AM-FM; KIJ AM-  
 FM-TV, Los Angeles; WOR AM-FM; WHCT,  
 Hartford.

**WPIX—New York—1948**

Channel: 11 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Operated By..... WPIX, Inc.  
 Address..... 220 E. 42nd St.  
 Tel.: MU 2-6500..... Independent  
 News. Affil... N. Y. Dly. News; Chicago Trib.

**Representative. Peters, Griffin, Woodward, Inc.**  
 V.P., Gen. Mgr. . . . . Fred M. Thrower  
 V.P. in Chg. Operations . . . . . L. J. Pope  
 V.P., Sales Mgr. . . . . J. A. Patterson  
 V.P. & Chg. Engineer . . . . . Otis Freeman  
 V.P. & Controller . . . . . T. E. Mitchell  
 Prog. Sls. Mgr. . . . . Blaney Harris  
 Promotion Manager . . . . . F. X. Tuoti  
 Live Program Manager . . . . . W. D. Engels  
 Film Manager . . . . . W. Cooper  
 Sales, Bus. Mgr. . . . . T. P. Robinson  
 Public Rel. Dir. . . . . A. McCaffery

### WPTZ-TV—Plattsburgh—1954

Channel: 5 VHF . . . AP: 12 Kw. . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Rollins Telecasting Inc.  
 Business Address . . . . . 357 Cornelia St.  
 Tel.: JO. 1-5555 . . . . . ABC-NBC  
 Station Representative . . . . . Blair; McDermott  
 President . . . . . O. Wayne Rollins  
 V.P., Gen. Mgr. . . . . David F. Milligan  
 Commercial Manager . . . . . Lincoln A. Mayo  
 Prog. Dir. . . . . Al. Cahill  
 Film Manager . . . . . Ray Werlinger  
 Advertising Mgr. . . . . Tim Crow  
 Publicity Dir. . . . . Bill Hunter  
 Chief Engineer . . . . . Joseph Missick

### WHEC-TV—Rochester—1953

Channel: 10 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . WHEC, Inc.  
 Business Address . . . . . 191 East Ave.  
 Tel.: BA 5-3050 . . . . . ABC-CBS  
 Newspaper Affili. . . . . Gannett Co.  
 Station Rep. . . . . Bolling  
 President . . . . . Paul Miller  
 V.P., General Mgr. . . . . Lowell MacMillan  
 Comm. Manager . . . . . John Cody  
 Program, Film Mgr. . . . . William J. Adams  
 Publicity Dir. . . . . Dorothy Cotton  
 Chief Engineer . . . . . Howard B. Movatt

### WVET-TV—Rochester—1953

Channel: 10 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Veterans Bcstg. Co., Inc.  
 Address . . . . . 17 Clinton Ave. S.  
 Tel.: HAmilton 6-4820 . . . . . ABC-CBS  
 Representative . . . . . Bolling  
 Pres., Gen. Mgr. . . . . Ervin F. Lyke  
 Comm. Manager . . . . . Arthur Murrellwright  
 Program Director . . . . . F. Chase Taylor  
 Publicity Director . . . . . Bill Schubert  
 Chief Engineer . . . . . Raymond Jobes

### WRGB—Schenectady—1939

Channel: 6 VHF . . . AP: 47 Kw. . . VP: 93 Kw.  
 Owned-Oper. By . . . . . General Electric Co.  
 Business-Studio Address . . . . . 1400 Balltown Rd.  
 Tel.: FR 7-2261 . . . . . NBC  
 Representative . . . . . NBC Spot Sales  
 President . . . . . Robert Paxton  
 Gen. Mgr. . . . . J. Milton Lang  
 Operations Mgr. . . . . Merl L. Galusha  
 Marketing Mgr. . . . . Robert F. Reid  
 Sales Manager . . . . . George F. Spring  
 Program Dir. . . . . A. G. Zink  
 Promotion Mgr. . . . . Arthur R. Garland

### WHEN-TV—Syracuse—1954

Channel: 8 VHF . . . AP: 190 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Meredith Syracuse TV Corp  
 Address . . . . . 101 Court S  
 Tel.: GR 4-8511 . . . . . CB  
 Representative . . . . . Kat  
 President . . . . . E. T. Meredith, Jr  
 V.P., General Mgr. . . . . Paul Adan  
 Comm. Manager . . . . . Frederick R. Menzie  
 Prog. Dir., Film Mgr. . . . . Gordon Aldermcf  
 Prom., Adv., Publicity Dir. . . . . Robert Pee  
 Chief Engineer . . . . . Albert Chismar  
 Owners of: WOW, AM-TV, Omaha; KCMO, AM  
 TV, Kansas City; KPHO, AM-TV, Phoenix  
 KRMG, Tulsa.

### WSYR-TV—Syracuse—1950

Channel: 3 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Newhouse Bcstg. Co.  
 Business Address . . . . . 1030 James St.  
 Tel.: GRanite 4-3911 . . . . . NBC-ABC  
 News, Affili. . . . . Post & Standard, Herald-Journal  
 Representative . . . . . ~~Harvey H. Highten~~  
 Pres., Gen. Mgr. . . . . E. H. Vadenonco  
 Comm. Manager . . . . . William R. Alford, Jr.  
 Prom., Pub. Director . . . . . Louis Switzer  
 Chief Engineer . . . . . Albert Eicholzer

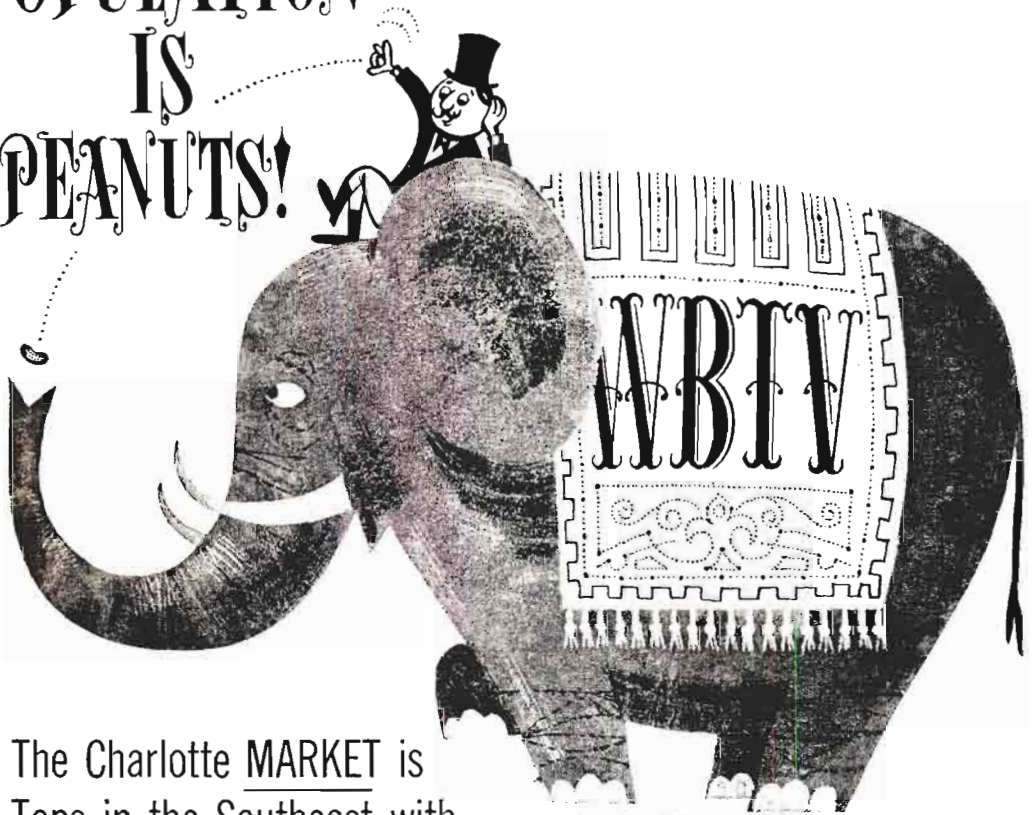
### WKTV—Utica—1949

Channel: 2 VHF . . . AP: 17.35 Kw. . . VP: 34.7 Kw.  
 Owned-Oper. By . . . . . Mid-N.Y. Bcstg. Corp.  
 Business Address . . . . . P.O. Box 386  
 Tel.: RE 3-0404 . . . . . ABC-NBC  
 Sta. Representative . . . . . H.R.  
 President, Gen. Mgr. . . . . Gordon Gray  
 Program Dir. . . . . Daniel German  
 Comm. Mgrs. . . . . R. Gessner, S. Storrier  
 Prom., Publicity Dir. . . . . Craig Israel  
 Merchandising Dir. . . . . Stephen Purcell  
 Film Manager . . . . . Frank Guzzetti  
 Chief Engineer . . . . . De Forest T. Layton, Jr.  
 Owners of: WKAL, AM, Rome.

When You Can  
 Have the Best,  
 Why Be Satisfied  
 With Less?



# THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is  
Tops in the Southeast with  
642,500 TV Homes\*

Two-hundred thousand peanuts is  
a fair size city patch, but it's *still* pe-  
anuts compared to the TV Homes in the  
elephantine Charlotte Television Market.

*Don't forget!* WBTV Delivers 55.3% more TV  
Homes than Charlotte Station "B"! \*\*

Compare these SE Markets!

\* Television Magazine—1961 \*\* ARB 1960 Coverage Study—  
Average Daily Total Homes Delivered



Pop.: 4,582,500  
Families: 1,163,000

# North Carolina

Television Homes: 916,000  
TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Asheville, Charlotte

## WISE-TV—Asheville—1953

Channel: 62 UHF... AP: 14.2 Kw... VP: 26.2 Kw.  
Owned-Operated By... WISE-TV, Inc.  
Address... 92 Haywood St.  
Tel.: AL 3-5381... NBC-CBS  
Station Representative... Broadcast Time Sales  
President, Gen. Mgr... Harold H. Thoms  
Program Dir... Hugh McMillan  
Chief Engineer... John Randolph

## WLOS-TV—Asheville—1954

Channel: 13 VHF... AP: 85 Kw... VP: 170 Kw.  
Owned-Oper. By... Skyway Broadcasting Co.  
Business Address... 288 Macon Avenue  
Tel.: AL 4-4321... ABC  
Station Representative... PGW; Ayers  
President... Col. Mitchell Wolfson  
V. P. Gen. Sta. Mgr... Theodore A. Eiland  
V. P. Sales Mgr... Saul Rosenzweig  
Program, Film Mgr... Mort Cohn  
Prom., Publicity Dir... Don Shepherd  
Chief Engineer... George Sprague  
Owners of: WLOS, AM-FM.

## WBTV—Charlotte—1949

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned-Oper. By... Jefferson Standard Bcstg. Co.  
Business Address... 1 Julian Price Place  
Tel.: ED 3-8833... CBS-ABC  
Representative... CBS TV Spot Sales  
President... Joseph M. Bryan  
V.P., Gen. Mgr... Charles H. Crutchfield  
V.P., Managing Dir... Wallace J. Jorgenson  
V.P.; Prom. Research... J. Robert Covington  
Nat. Sales Mgr... Thomas Cookerly  
Promotion Mgr... John Dillon  
Program Operations Mgr... Robert L. Rierson  
Asst. Program, Film Mgr... J. Nathan Tucker  
Publicity Dir... Robert Page  
Chief Engineer... Thomas E. Howard  
Owners of: WBT; WBTW. Florence.

## WSOC-TV—Charlotte—1957

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned... Carolina Bcstg. Co.  
Business Address... Box 2536  
Tel.: FR 8-8401... ABC-NBC  
Newspaper Affiliation... Cox Newspapers  
Station Representative... H-R Reprs.  
President... J. Leonard Roinsch  
General, Sta. Mgr... Larry Walker  
Commercial Mgr... C. George Henderson  
Program Dir... Sterling W. Wright  
Prom., Adv., Publicity Dir... Jon T. Caudle  
Film Manager... Hall Houpe  
Chief Engineer... L. L. Caudle, Jr.

## WTVD—Durham—1954

Channel: 11 VHF... AP: 170 Kw... VP: 316 Kw.  
Owned-Oper... Capital Cities Bcstg. Corp.  
Address... 1750 Newton Rd.  
Tel.: 682-2111... ABC-CBS  
Representative... Petry  
President... F. M. Smith  
Co. Gen. Mgr... H. L. Duncan  
Comm. Manager... Mike Thompson  
Program Mgr... Ernie Greup  
Prom., Publicity Dir... C. Seabolt  
Chief Engineer... Roy Fullen  
Owners of: WTEN-TV, WROW, both Albany,  
N. Y.; WPRO-TV, AM-FM, Providence, R. I.

## WFMY-TV—Greensboro—1949

Channel: 2 VHF... AP: 100 Kw... VP: 50 Kw.  
Owned-Operated By... Greensboro News Co.  
Business Address... Phillips Ave. at White St.  
Tel.: BR 4-0114... ABC-CBS  
News Affil... News, Record  
Representative... Harrington, Righter & Parsons  
President... E. B. Jeffress  
General Manager... Gaines Kelley  
Commercial Mgr... Richard W. Holloway  
Station Mgr... Gaines Kelley  
Program Dir... T. J. Markham  
Film Manager... Donald M. Causey  
Chief Engineer... Doyle D. Thompson

## WNCT—Greenville—1953

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Carolina Bcstg. System Inc.  
Business Address... S. Evans St. Ext.; Box 898  
Tel.: PL 2-6181... ABC-CBS  
Representative... Hollingbery  
President... Earl McD. Westbrook  
General Manager... A. Hartwell Campbell  
Station, Program Dir... Hank Tribley  
Comm. Manager... John G. Clark, Jr.  
Prom., Pub. Manager... Dave Mosier  
Film Mgr... Bill Carroll  
Chief Engineer... Heber Adams

## WRAL-TV—Raleigh—1956

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Capitol Bcstg. Co., Inc.  
Business Address... 2619 Western Blvd.  
Tel.: VANCE 8-2511... ABC-NBC  
Representative... H-R  
President... A. J. Fletcher  
General, St. Mgr... Fred Fletcher  
Commercial Manager... Fletcher Turner  
Program Dir... Jesse Helms  
Film Mgr... James Riddle  
Prom., Pub. Dir... David Witherspoon  
Chief Engineer... Virgil Duncan  
Owners of: WRAL, AM-FM.



**NORTH CAROLINA-NORTH DAKOTA**

**WITN—Washington—1955**

Channel: 7 VHF... AP: 160 Kw... VP: 316 Kw.  
 Owned-Oper. By... North Carolina TV, Inc.  
 Business Address... P.O. Box 468  
 Tel.: WH 6-3131... NBC  
 Station Reps... Bolling; Ayers  
 Pres., Gen. Sta. Mgr... W. R. Roberson, Jr.  
 Exec. V.P... T. H. Patterson  
 Commercial Mgr... G. Earle Broome  
 Program, Film Mgr... Hal Wilson  
 Sales, Prom. Mgr... Verla K. Clark  
 Production Mgr... Bob McCoy  
 Chief Engineer... Harvey Mason

**WECT—Wilmington—1954**

Channel: 6 VHF... AP: 62.5 Kw... VP: 100 Kw.  
 Owned-Oper. By... Atlantic Telecasting Corp.  
 Address... 205 W. Shipyard Blvd.  
 Tel.: RO 3-4666... ABC-CBS-NBC  
 Station Representative... Weed; Ayers  
 President... Dan. D. Cameron

General Station Mgr... Claud O'Shields  
 Program Dir... Wayne Jackson  
 Film Manager... Daniel G. Brinsom  
 Publicity Dir... Ben McDonald  
 Chief Engineer... Ed Herring

**WSJS-TV—Winston-Salem  
1953**

Channel: 12 VHF... AP: 195 Kw... VP: 316 Kw.  
 Owned-Oper. By... Triangle Bcstg. Corp.  
 Business Address... 419-21 N. Spruce St.  
 Tel.: PA 5-2311... NBC  
 Newspaper Aff... Journal & Twin City Sentinel  
 Station Reps... Peters, Griffin, Woodward  
 President, Gen. Mgr... Harold Essex  
 V. President, Sales... Harry Shaw  
 V.P., Operations Mgr... Phil Hedrick  
 Program Manager... John A. Comas  
 Promotion Dir... Richard Barron  
 Film Manager... Carl Wiegold

Pop.: 634,500  
 Families: 172,000

**North Dakota**

Television Homes: 132,000  
 TV Stas. in State: 8

**KFYR-TV—Bismarck—1953**

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Meyer Bcstg. Co.  
 Business Address... Broadway at Fourth  
 Tel.: CA 3-0900... NBC  
 Representative... Blair-TV Assoc.  
 President, Gen. Mgr... William Ekberg  
 Production Mgr... C. Wayne Turner  
 Comm. Manager... A. L. Anderson  
 Chief Engineer... Ivar Nelson  
 Owners of: KFYR, AM; KMOT-TV, Minot; KUMY-TV, Williston.

**KXGO-TV— Fargo—1959**

Channel: 11 VHF... AP: 15 Kw... VP: 30 Kw.  
 Owned By... No. Dakota Bcstg. Co.  
 Address... 4000 West Main  
 Tel.: AD 5-4461... ABC  
 Sta. Representative... Weed  
 President, Gen. Mgr... John W. Boler  
 Commercial Mgr... Jim McGuire  
 Program, Publicity Dir... Connie Blackstead  
 Film Mgr... Bill Gerlach  
 Prom. Adv. Mgr... William Brouse  
 Chief Engineer... Robert Ridgeway  
 Owners of: KXGO, AM; KNAB-TV, Valley City;  
 KBMS-TV, Bismarck; KNAB-TV, Aberdeen.

**KXMB-TV—Bismarck—1955**

Channel: 12 VHF... AP: 45 Kw... VP: 90 Kw.  
 Owned-Oper. By... North Dakota Bcstg. Co.  
 Business Address... 1811 - 15th St.  
 Tel.: CA 3-9197... CBS-ABC  
 Representative... Weed  
 President... John W. Boler  
 General Sta. Mgr... D. J. Blackstead  
 Chief Engineer... Tomas Ahner

**WDAY-TV—Fargo—1953**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... WDAY, Inc.  
 Business Address... 207 N. 5th St.  
 Tel.: AD 2-3371... NBC  
 Newspaper Affiliation... Forum  
 Representative... Peters, Griffin, Woodward, Inc.  
 President... N. D. Black, Jr.  
 Exec. V.P. & Gen. Mgr... Tom Barnes  
 Asst. Gen. Mgr... Jack Dunn  
 Sales... Jack Lester  
 Program Manager... Ken Kennedy  
 Promotion Mgr... Roy Pedersen  
 Technical Dir... Julius Hetland

**KDIX-TV—Dickinson—1956**

Channel: 2 VHF... AP: 13 Kw... VP: 26 Kw.  
 Owned-Oper. By... Dickinson Radio Ass'n  
 Business Address... 119 2nd Ave. West  
 Tel.: 224-5133... ABC-CBS  
 Station Reps... Forjoe; Hurley  
 President... Dr. P. J. Weir  
 General Manager... Stanley T. Deck  
 Commercial Manager... Mel Hallock  
 Program Director... Lauren Haacke  
 Film Manager... Donald Pearson  
 Chief Engineer... Benjamin Lockerd

**KNOX-TV—Grand Forks  
1955**

Channel: 10 VHF... AP: 14.1 Kw... VP: 28.2 Kw.  
 Owned-Oper. By... Community TV Corp.  
 Business Address... State Mill Road

Tel.: 4-4611 ..... NBC  
 Station Rep. .... Meeker  
 President ..... H. F. Rice  
 General Mgr. .... R. C. Lukkason  
 Commercial Mgr. .... Diane Ensrud  
 Promotion Dir. .... Ara Burwell  
 Film Mgr. .... Johnny Ralston  
 Advertising Mgr. .... Jack French  
 Chief Engineer .... David L. Chumley  
 Owners of: KNOX-AM.

**KXMC-TV—Minot—1953**

Channel: 13 VHF.. AP: 245 Kw.. VP: 120 Kw.  
 Owned-Oper. By ..... KXMC-TV, Inc.  
 Address ..... KXMC-TV Bldg.  
 Tel.: TE 8-2104 ..... ABC-CBS  
 Station Reps. .... Weed, Hurley  
 President, Gen. Mgr. .... Chester Reiten  
 Commercial Mgr. .... Henry Bewchler

Program Dir. .... Rod Romine  
 Promotion Dir. .... Lois Sibbey  
 Film Mgr. .... Jerome Romine  
 Chief Engineer .... Henry Haensler

**KXJB-TV—Valley City—1954**

Channel: 4 VHF.. AP: 57 Kw.. VP: 100 Kw.  
 Owned-Oper. By .... North Dakota Bcstg. Co.  
 Bus. Ad. .... 400 W. Main, Fargo, N. D.  
 Tel.: ADams 5-4461 ..... ABC-CBS  
 Representative ..... Weed  
 Pres., Gen. Mgr. .... John W. Boler  
 Commercial Mgr. .... Jim McGuire  
 Program, Publicity Dir. .... Constance Blackstead  
 Prom., Adv. Mgr. .... William Brouse  
 Film Mgr. .... Bill Gerlach  
 Chief Engineer .... Robert Ridgeway  
 Owners of: KXGO, AM-TV, Fargo; KBMB-TV, Bis-  
 marck; KNAB-TV, Aberdeen.

Pop.: 9,800,000  
 Families: 2,957,000

**Ohio**

Television Homes: 2,820,000  
 TV Stas. in State: 21

**BROADCAST ADVERTISERS REPORTS, INC.**

Audited Markets: Cincinnati, Cleveland, Columbus, Dayton, Steubenville,  
 Toledo, Youngstown

**WAKR-TV—Akron—1953**

Channel: 49 UHF.. AP: 107 Kw.. VP: 213 Kw.  
 Owned-Oper. By ..... Summit Radio Corp.  
 Business Address ..... 853 Copley Road  
 Tel.: PO 2-8811 ..... ABC  
 Newspaper Affiliation ..... Beacon Journal  
 Sta. Representative ..... McGavren TV  
 President ..... S. Bernard Berk  
 V.P. Gen., Sta. Mgr. .... Roger G. Berk  
 Commercial Manager ..... Kenneth M. Keegan  
 Prog., Prom. Dir. .... Robert I. Bostian  
 Chief Engineer ..... Irwin L. Knopp

V.P. of Operations ..... L. H. Rogers II  
 General Mgr. .... Samuel T. Johnston  
 Commercial Mgr. .... Charles Dwyer  
 Program Operations Mgr. .... Harry Mohr  
 Promotion Mgr. .... Don Hardin  
 Film Mgr. .... John Hill  
 Chief Engineer ..... Hugh D. LaCrosse  
 Owners of: WTVN, AM-TV-FM, Columbus; WKRC,  
 AM-FM; WBRC, AM-TV-FM, Birmingham;  
 WKYT, Lexington.

**WLW-T—Cincinnati—1948**

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By .... Crosley Bcstg. Corp.  
 Address ..... 140 W. Ninth St.  
 Tel.: CH 1-1822 ..... NBC  
 Rep. .... WLW Sales, NBC Spot Sales  
 Chairman of the Board ..... James D. Shouse  
 General Mgr. .... Sam T. Johnston  
 V.P.-Television ..... John T. Murphy  
 V.P.-Programming ..... Al Bland  
 V.P.-Pub. Relations ..... Gil Kingsbury  
 V.P.-Sales ..... H. P. Lasker  
 V.P.-Engineering ..... R. J. Rockwell  
 Sales Mgr. .... Steve Crane  
 Sales Promotion Dir. .... Jack Frazier  
 Program Dir. .... Abe Cowan  
 Film Dir. .... Tom Storey  
 Publicity, Adv. Dir. .... Marge Kemme  
 Tech. Adm. Ass't. .... Howard Lepple  
 Owners of: WLW-AM; WLW-C, Columbus, O.;  
 WLW-A, Atlanta, Ga.; WLW-D, Dayton, O.;  
 WLW-I, Indianapolis, Ind.

**WCPO-TV—Cincinnati—1949**

Channel: 9 VHF.. AP: 158 Kw.. VP: 309 Kw.  
 Owned-Oper. By .... Scripps-Howard Radio, Inc.  
 Business Address ..... 2345 Symmes St.  
 Tel.: University 1-9000 ..... ABC  
 Newspaper Affil. .... Cincinnati Post Times Star  
 Representative ..... Blair  
 President ..... Jack R. Howard  
 V.P., General Mgr. .... M. C. Watters  
 Nat. Sales Mgr. .... Marian Finney  
 Operations Mgr. .... Earl Corbett  
 Program Dir. .... John Clark  
 Prom. Dir. .... Vera Schulte  
 Film Manager ..... Bernie Borden  
 Chief Engineer ..... Paul Adams

**WKRC-TV—Cincinnati—1949**

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By ..... Taft Broadcasting Co.  
 Address ..... 1906 Highland Ave.  
 Tel.: GA 1-1750 ..... CBS  
 Representative ..... Kalz  
 President ..... Hulbert Taft, Jr.

**KYW-TV—Cleveland—1948**

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By .... Westinghouse Bcstg. Co.  
 Business-Studio Address ..... 1403 E. Sixth St.

**OHIO**

Tel.: CH 1-0942. NBC  
 Sta. Representative. TVAR  
 President. Donald H. McGannon  
 General Mgr. George H. Mathiesen  
 Sales Manager. Albert Krivin  
 Program Manager. Chet Collier  
 Adv't Prom. Gene Godt  
 Film Manager. Dick McKinney  
 Publicity Dir. Charles Getz  
 Chief Engineer. Sidney V. Stadig  
 Owners of: KPIN, San Francisco, Calif.; WOWO,  
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-  
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,  
 Cleveland, O.; KEN, Portland, Ore.; KDKA, Pitts-  
 burgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND,  
 Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-FM,  
 Boston, Mass.; KDKA-FM, Pittsburgh, Pa.;  
 KYW-FM, Cleveland, O.; KEN-FM, Portland, Ore.

**WJW-TV—Cleveland—1954**

Channel: 8 VHF. AP: 191 Kw. VP: 302 Kw.  
 Owned-Oper. By. Storer Bcstg. Co.  
 Address. 1630 Euclid Ave.  
 Tel.: TO 1-6080. CBS  
 Station Rep. Storer TV Sales Inc.  
 President. George B. Storer  
 V. P. & Managing Director. Ben Wickham  
 Prog. Dir., Film Mgr. Ralph Hansen  
 Chief Engineer. Joseph B. Haigh  
 Owners of: WJBE, AM-FM-TV, Detroit; WSPD-  
 AM-FM-TV, Toledo; WAGA-TV, Atlanta;  
 WVVV-AM-FM, Wheeling, W. Va.; WGBS-AM-  
 FM, Miami, Fla.; WBIG-AM-FM, Philadelphia,  
 Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

**WEWS—Cleveland—1947**

Channel: 5 VHF. AP: 60.3 Kw. VP: 93.3 Kw.  
 Owned-Oper. By. Scripps-Howard Radio, Inc.  
 Address. 3001 Euclid Ave.  
 Tel.: HE 2-1500. ABC  
 Newspaper Affiliation. E. W. Scripps Co.  
 Representative. Blair TV  
 President. Jack R. Howard  
 V.P., General Mgr. James C. Hanrahan  
 Ass't Gen. Mgr. Donald L. Perris  
 Eng. V.P. J. B. Epperson  
 Pub. Dir. Robert K. Doerr  
 Pub. Service Dir. John J. Moffitt  
 Nat'l Adv. Mgr. Jay S. Kerekes  
 Film Director. John J. Richards  
 Ohio Sales Mgr. Peter Hlinka  
 Operations Dir. Ernest E. Sindelar  
 Prod. Supervisor. James E. Kirkey  
 Prog. Supervisor. Earl W. Keyes  
 Chief Engineer. James E. Bloyd

**WBNS-TV—Columbus—1949**

Channel: 10 VHF. AP: 191 Kw. VP: 316 Kw.  
 Owned By. Dispatch Printing Co.  
 Business Address. 33 N. High St.  
 Tel.: CA 8-4501. CBS  
 Newspaper Affiliation. Dispatch  
 Station Representative. Blair TV  
 President. H. Preston Wolfe  
 General, Sta. Mgr. Richard A. Borel  
 Program Director. John A. Haldi  
 Sales Director. Robert D. Thomas  
 Prom., Publicity Dir. Jack Dorr  
 Merchandising Dir. Mel Grossman  
 Film Buyer. Betty Dixon  
 Chief Engineer. Lester H. Nafzger

**WLW-C—Columbus—1949**

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Operated By. Crosley Bcstg. Corp.  
 Business Address. 3165 Olentangy River Rd.  
 Tel.: AM 3-5441. NBC  
 Station Rep. Crosley; NBC Spot Sls.  
 President. Robert E. Dunville  
 General, Sta. Mgr. Walter E. Bartlett  
 Sales Mgr. Richard E. Reed  
 Program Director. Bud Gillis  
 Comm. Operations Dir. Larry Reinhart  
 Promotion Dir. Mervin A. Durea  
 Chief Engineer. Charles Sloan  
 Owners of: WLW-FM, Cincinnati, O.; WLW-A,  
 Atlanta, Ga.; WLW-D, Dayton, O.; WLW-I, In-  
 dianapolis, Ind.

**WTVN-TV—Columbus—1949**

Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By. Taft Broadcasting Co.  
 Business Address. 753 Harmon Ave.  
 Tel.: CA 8-5801. ABC  
 Representative. Katz  
 President. Hulbert Taft, Jr.  
 V.P. of Operations. L. H. Rogers, II  
 General Mgr. Robert C. Wiegand  
 Commercial Mgr. R. W. Ostrander  
 Prog. Dir. Joseph A. Jenkins  
 Prom., Pub. Dir. Shirley A. Dunham  
 Film Manager. Paul Lloyd  
 Chief Engineer. Ray Owen  
 Owners of: WTVN, AM-FM; WKRC, AM-FM-TV,  
 Cincinnati, O.; WBRC, AM-TV-FM, Birmingham;  
 WKYT, Lexington.

**WHIO-TV—Dayton—1949**

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned-Oper. By. Miami Valley Bcstg. Corp.  
 Business Address. 1414 Wilmington Ave.  
 Tel.: CL 4-5311. CBS  
 Newsp. Affili. News, Journal Herald  
 Representative. Hollingsbery  
 President. James M. Cox Jr.  
 General Manager. Robert H. Moody  
 Retail Manager. Stanley G. Mouse  
 Prog., Prom. Director. Charles Gay  
 Chief Engineer. Ernest L. Adams

**WLW-D—Dayton—1949**

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By. Crosley Bcstg. Corp.  
 Business-Studio Address. 4595 S. Dixie Hwy.  
 Tel.: AX 3-2101. ABC-NBC  
 Station Reps. Crosley; NBC Spot Sales  
 President. R. E. Dunville  
 Station Mgr. George J. Gray  
 Comm. Manager. Dale A. Smith  
 Program Dir. Paul Law  
 Prom., Pub. Director. Dorothy A. Sanders  
 Chief Engineer. Robert Wehrmann  
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;  
 WLW-C, Columbus; WLW-I, Indianapolis; WLW-  
 A, Atlanta.

**WIMA-TV—Lima—1953**

Channel: 35 UHF. AP: 117 Kw. VP: 219 Kw.  
 Owned-Operated By. WLOK, Inc.  
 Business Address. 1424 Rice Ave.

Tel.: CA 5-3010.....ABC-CBS-NBC  
 Station Rep.....Darren McGavren Co.  
 President.....G. E. Hamilton  
 General Manager.....Robert W. Mack  
 Sta., Comm. Mgr.....J. L. Spring  
 Program Director.....Sam Fitzsimmons  
 Chief Engineer.....M. J. Lamb  
 Owners of: WIMA AM-FM.

### WSTV-TV—Steubenville—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WSTV, Inc.  
 Business Address.....Exchange Realty Bldg.  
 Tel.: Atlantic 2-6265.....ABC-CBS  
 Representative.....Avery-Knodel  
 Exec. Vice Pres., Gen. Mgr.....John J. Laux  
 Vice President.....Fred Weber  
 Asst. Gen. Film Mgr.....Joseph M. Troesch  
 Prom., Publicity Dir.....George H. Wilson  
 Prod. Superv.....Clyde Higgins, Tom Arim  
 Film Mgr.....Joseph M. Troesch  
 Technical Dir.....Charles Shepherd  
 Chief Engineer.....William Chesnes  
 Owners of: WSTV, AM-FM; WBOY, AM-TV,  
 Clarksburg; KODE, AM-TV, Joplin; KMLB, AM-  
 FM, Monroe.

### WSPD-TV—Toledo—1948

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Storer Bdcstg. Co.  
 Business-Studio Address.....136 Huron St.  
 Tel.: CH 8-6201.....ABC-NBC  
 Station Rep.....Storer Television Sales  
 President.....George B. Storer, Sr.  
 Managing Director.....Joseph Evans  
 Commercial Mgr.....Floyde E. Beaton  
 Program, Film Mgr.....Ralph R. Rust  
 Prom., Publicity Dir.....Patrick Kenney  
 Chief Engineer.....George Fulop  
 Owners of: WJBK, AM-FM-TV, Detroit; WJW,  
 AM-FM-TV, Cleveland; WAGA-TV, Atlanta;  
 WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-  
 FM, Miami, Fla.; WIGB-AM-FM, Phila., Pa.;  
 KGBS, Los Angeles, WITI-TV, Milwaukee.

### WTOL-TV—Toledo—1958

Channel: 11 VHF...AP: 191 Kw...VP: 316 Kw.  
 Owned By.....Community Bcstg. Co.  
 Business Address.....604 Jackson St.  
 Tel.: Cherry 4-7411.....CBS  
 Station Representative.....H-R  
 President.....Frazier Reams  
 General Mgr.....Thomas S. Bretherton  
 Gen. Sales Mgr.....George J. Kapel  
 Program Dir.....Robert Kriegoif  
 Production Mgr.....James Lynch  
 Prom. Dir.....Steve Fayer  
 Film Mgr.....Arthur Michaud  
 Chief Engineer.....Harold Holmes

### WFMJ-TV—Youngstown 1953

Channel: 21 UHF...AP: 47 Kw...VP: 94 Kw.  
 Owned-Operated By.....Vindicator Printing Co.  
 Address.....101 W. Boardman Street

Tel.: RI 4-8611.....NBC  
 Newspaper Affil.....The Youngstown Vindicator  
 Station Rep.....Bolling  
 President.....William F. Maag Jr.  
 Gen., Sta., Comm.....Mitchell F. Stanley  
 Program Director.....Jay A. Grier  
 Film Manager.....Eugene L. Donahay  
 Chief Engineer.....Frank A. Dieringer

### WKBN-TV—Youngstown—1953

Channel: 27 UHF...AP: 218 Kw...VP: 430 Kw.  
 Owned-Operated By.....WKBN Bcstg. Corp.  
 Address.....3930 Sunset Blvd.  
 Tel.: ST 2-1145.....CBS  
 Representative.....Raymer  
 President, Gen. Mgr.....W. P. Williamson, Jr.  
 Station Mgr.....Warren P. Williamson III  
 Program Dir.....Norman Berger  
 Promotion Dir.....J. Harrison Hartley  
 Publicity Dir.....Richard G. Newcomer  
 Advertising Mgr.....David Stewart  
 Film Manager.....Jack Beatty  
 Chief Engineer.....B. T. Wilkens  
 Owners of: WKBN, AM-FM.

### WKST-TV—Youngstown—1957

Channel: 33 UHF...AP: 105 Kw...VP: 209 Kw.  
 Owned By.....WKST, Inc.  
 Address.....3800 Shady Run Road  
 Tel.: STerling 8-2424.....ABC  
 Sta. Representative.....Weed  
 President, Gen. Mgr.....Sam W. Townsend  
 Commercial Mgr.....Robert C. Harnack  
 Chief Engineer.....Ernest Rety

### WXTV—Youngstown—1960

Channel: 45 UHF...AP: 12 Kw...VP: 20 Kw.  
 Owned By.....WXTV  
 Address.....803 East Indianola Ave.  
 Tel.: ST 8-8766.....Independent  
 Station Rep.....Pearson  
 President.....Sanford A. Schafitz  
 Commercial Mgr.....Joel Leonard  
 Promotion Dir.....Florence Bush  
 Advertising Mgr.....Albert DeJulio  
 Chief Engineer.....Edward Lazor

### WHIZ-TV—Zanesville—1953

Channel: 18 UHF...AP: 8.13 Kw...VP: 14.8 Kw.  
 Owned-Oper. By.....Southeastern Ohio TV Sys.  
 Bus. Address.....Lind Arcade Bldg.  
 Tel.: GL 2-5431.....NBC-ABC-CBS  
 Representative.....Pearson  
 President.....Clay Littick  
 Gen., Station Mgr.....Allan Land  
 Comm. Manager.....Nate Milder  
 Program Director.....Reed Mellon  
 Prom., Pub. Director.....Naomi Lorton  
 Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,329,000  
Families: 711,500

# Oklahoma

Television Homes: 587,000  
TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Oklahoma City, Tulsa

## KTEN—Ada—1954

Channel: 10 VHF.. AP: 141 Kw... VP: 252 Kw.  
Owned-Oper. By... Eastern Okla. TV Co., Inc.  
Business Address..... P. O. Box 10  
Tel.: FE 2-4841..... ABC-CBS-NBC  
Pres., Gen. Mgr..... Bill Hoover  
Co-Ordinator..... Jack Hoover  
Chief Engineer..... Fred Smith

## KXII—Ardmore—1956

Channel: 12 VHF.. AP: 107 Kw... VP: 214 Kw.  
Owned-Oper. By..... Texoma Bcstrs., Inc.  
Business Address..... 114 N. Washington  
Tel.: 946..... NBC-ABC-CBS  
Station Rep..... Venard, Rintoul & McConnell  
General Mgr..... C. L. Hinkle  
Chief Engineer..... R. Trebillian

## KOCO-TV—Enid—1954

Channel: 5 VHF.. AP: 50 Kw... VP: 100 Kw.  
Owned By..... Cimarron TV Corp.  
Address..... Box 7641 Lakeside Sta., Okla. City  
Tel.: VI 2-6633, Okla. City..... ABC  
Representative..... Blair TV Assoc.  
President..... P. R. Banta  
General, Sta. Mgr..... Ben K. West  
Program Dir..... J. B. Chase  
Operations Mgr..... Earl Hickerson  
Sales Mgr..... Alex Kolensky  
Chief Engineer..... Glenn Danley

## KSWO-TV—Lawton—1953

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned By..... Oklahoma Quality Bcstg. Co.  
Address..... 4 Mile East Hi Way 7  
Tel.: ELgin 5-7000..... ABC  
Reps..... Venard, Rintoul, McConnell; Brown  
President, Gen. Mgr..... R. H. Drewry  
Station Mgr..... Paul N. Goode  
Commercial Mgr..... Al Hazelwood  
Program Dir..... Ches McRee  
Prom., Publicity Dir..... Ronnie Stone  
Film Mgr..... Lou Schilling  
Chief Engineer..... Jim Lockard  
Owners of: KSWO, AM; KRHD, Duncan; KGWA,  
Enid; KMD-TV, Midland.

## KWTV—Oklahoma City—1953

Channel: 9 VHF.. AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Oklahoma Television Corp.  
Address..... 7401 N. Kelley  
Tel.: VI 3-6641..... CBS  
Representative..... Pety  
President..... John T. Griffin  
Ex. V.P., General Manager..... Edgar T. Bell  
Commercial Mgr..... Jack De Lier  
Promotion, Pub. Dir..... Montez Tjaden  
Program, Film Dir..... John Arville  
Chief Engineer..... Morris W. Thomas

## WKY-TV—Oklahoma City—1949

Channel: 4 VHF.. AP: 60 Kw... VP: 100 Kw.  
Owned-Oper. By..... WKY TV System, Inc.  
Studio Address..... 500 E. Britton Rd.  
Tel.: TR 8-2161..... NBC  
Newspaper Affil... Daily Oklahoman and Times  
Representative..... Katz  
President..... E. K. Gaylord  
V.P. General Mgr..... Norman P. Bagwell  
Asst. Station Mgr..... James R. Terrell  
Commercial Mgr..... Tom Parrington  
Program Director..... Joe Jerkins  
Sale Prom., Adv. Mgr..... W. J. Willis  
Publicity Dir..... Jack Sherry  
Film Mgr..... Keith Mathers  
Chief Engineer..... Bob Hayward  
Owners of: WKY, AM; WTFT, Tampa.

## KOTV—Tulsa—1949

Channel: 6 VHF.. AP: 60 Kw... VP: 100 Kw.  
Owned-Oper. By..... KOTV, Inc.  
Business Address..... 302 S. Frankfort St.  
Tel.: LU 2-9233..... CBS  
President..... C. Wrede Petersmeyer  
Gen., Sta. Mgr..... George Stevens  
Prom., Pub. Dir..... Robert Freeland  
Commercial Mgr..... Dale E. Hart  
Prog. Dir., Film Mgr..... Sid Lasher  
Chief Engineer..... George Jacobs  
Owners of: WISH, AM-TV, Indianapolis; WANE  
AM-FM, Fort Wayne, Ind.; KHOU-TV, Houston,  
Tex.; KNTV, Sacramento, Calif.

## KTUL-TV—Tulsa—1954

Channel: 8 VHF.. AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By..... Tulsa Broadcasting Co.  
Business Address..... Box 9697  
Tel.: HI 6-6184..... ABC  
Representative..... Avery-Knodel  
President..... James C. Leake  
V.P. General Manager..... Bill Swanson  
Commercial Manager..... Jim Black  
Program Director..... Ben Hevel  
Chief Engineer..... R. Snider

## KVOO-TV—Tulsa—1954

Channel: 2 VHF.. AP: 60 Kw... VP: 100 Kw.  
Owned By..... Central Plains Enterprises, Inc.  
Business Address..... 3701 S. Peoria  
Tel.: RI 2-5561..... NBC  
Representative..... Blair TV  
President..... Harold C. Stuart  
General Manager..... C. B. Akers  
Comm., Sta. Mgr..... John Devine  
Program Dir..... Ray Klinge  
Film Mgr..... Allen Cox  
Promotion Director..... Gordon Gerhardt  
Publicity Dir..... Ann Fellows  
Chief Engineer..... John Barth



Pop.: 1,780,500  
Families: 581,500

# Oregon

Television Homes: 466,000  
TV Stas. in State: 8

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Portland

## KCBY-TV—Coos Bay—1960

Channel: 11 VHF... AP: 6.9 Kw... VP: 11.4 Kw.  
Owned By... Pacific Television Inc.  
Address... P. O. Box 67  
Tel.: 7-4209... NBC  
Stations Reps... Hollingbery; Art Moore  
President... Robert P. Booth  
General Manager... S. W. McCreedy  
Station Mgr... Milton Lindley  
Chief Engineer... Glynn McCreedy

## KVAL-TV—Eugene—1954

Channel: 13 VHF... AP: 33 Kw... VP: 56 Kw.  
Owned-Oper. By... Eugene Television, Inc.  
Business Address... P. O. Box 548  
Tel.: DI 3-2551... NBC  
Rep... Hollingbery, Art Moore  
President... Bob Booth  
Gen., Sta. Manager... S. W. McCreedy  
Comm. Adv. Mgr... Glenn E. Nickell  
Prog. Dir... Martin Jacobsen  
Promotion Dir... Eleanor Ruedemann  
Film Manager... Walt Young  
Chief Engineer... T. C. Marchner  
Owners of: KCBY-TV, Coos Bay; KPIC-TV, Roseburg.

## KOTI-TV—Klamath Falls—1956

Channel: 2 VHF... AP: 6.76 Kw... VP: 14.6 Kw.  
Owned-Oper. By... Calif.-Oreg. TV, Inc.  
Business Address... Box 732  
Tel.: TU 4-8131... ABC-CBS  
Station Reps... Young TV; Art Moore  
President... William B. Smullin  
Station Mgr... Richard Green  
Program Dir... James Bosley  
Chief Engineer... William Smith  
Owners of: KREM-TV, Medford; KIEM-TV, Eureka.

## KBES-TV—Medford—1953

Channel: 5 VHF... AP: 5 Kw... VP: 29 Kw.  
Owned-Oper. By... Calif.-Ore. TV Inc.  
Business Address... Box 1189  
Tel.: SP 3-4581... ABC-CBS-NBC  
Sta. Representatives... Young TV; Moore  
President... William B. Smullin  
Commercial Mgr... Bob Lindstrom  
Station Mgr... Jerold R. Poulos  
Publicity Dir... Tony Townley  
Chief Engineer... Del Cottrell  
Owners of: KIEM-TV, Eureka; KOTI-TV, Klamath Falls.

## KGW-TV—Portland—1956

Channel: 8 VHF... AP: 191 Kw... VP: 316 Kw.  
Owned-Oper. By... King Bcstg. Co.

Business Address... 1139 S. W. 13th Ave.  
Tel.: CA 3-6364... NBC  
Representative... Blair TV  
President... D. S. Bullitt  
V.P. Broadcast Div... Otto P. Brandt  
V.P. Business Div... Henry B. Owen  
Nat. Sls. Mgr... Fred Eichhorn  
Merchand. Mgr... Walt Hawthorne  
Station Manager... Walter E. Wagstaff  
Gen. Sales Mgr... John Pindell  
Sales Serv. Mgr... Dean Woodring  
Film Mgr., Program Dir... Tom Dargan  
Prom., Pub. Dir... Robert Franklin  
Director of Public Service... G. Chandler  
Chief Engineer... Clare Hanawalt  
Owners of: KING-AM, Seattle.

## KOIN-TV—Portland—1953

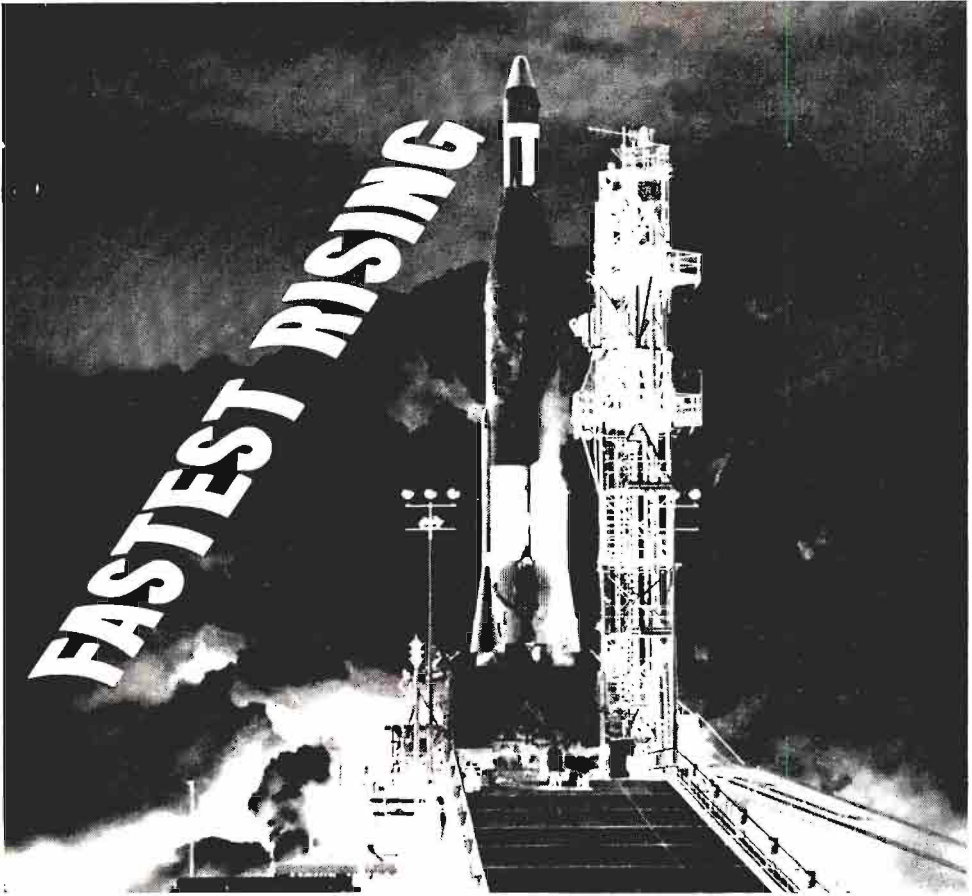
Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned By... Mt. Hood Radio & TV Bcstg. Corp.  
Business Address... 140 S.W. Columbia St.  
Tel.: CA 8-3333... CBS  
Newspaper Affil... Oregonian  
Rep... CBS Spot Sales  
President, Mang. Dir... C. Howard Lane  
National Sales Mgr... John L. Palmer  
Program, Film Mgr... Ted W. Cooke  
Promotion Director... Robert McGill  
Chief Engineer... Louis S. Bookwalter  
Owners of: KOIN, AM-FM.

## KPTV—Portland—1952

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Oregon TV Inc.  
Address... 735 S.W. 20th Pl.  
Tel.: CA 2-9921... ABC  
Sta Representative... Edward Petry  
President... Alvin G. Flanagan  
General Mgr... John Hansen  
Commercial Mgr... Don Tykeson  
Program Dir... George Sanders  
Publicity Dir... Albert R. McLaughlin  
Chief Engineer... Eugene Phelps

## KPIC-TV—Roseburg—1956

Channel: 4 VHF... AP: 2.69 Kw... VP: 5.3 Kw.  
Owned By... Southwest Oreg. TV Bcstg. Corp.  
Address... P. O. Box 670  
Tel.: ORChard 2-1721... NBC  
Station Reps... Hollingbery; Art Moore  
President... C. H. Fisher  
General Manager... S. W. McCreedy  
Station Manager... Aaron Boe  
Chief Engineer... Dan Bridges



From August to November 1960, WFBG-TV's average homes reached per quarter hour<sup>†</sup> shot up an astounding 47.6%! That's nearly six times the rate of increase of the area's other station. With the cream of ABC-TV and CBS-TV programs, WFBG-TV is climbing to new highs in audience and SELL-ABILITY. Blast off your sales campaign on WFBG-TV. Call Blair-TV.

<sup>†</sup>9 AM-12 Midnight, Sunday-Saturday

Source: ARB, Johnstown-Altoona, August & November 1960



**WFBG-TV**  
ALTOONA-JOHNSTOWN, PA.  
Channel 10  
**ABC-TV • CBS-TV • BLAIR-TV**

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.  
**WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLYH-TV**, Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM**, Fresno, Cal.  
 Triangle National Sales Offices: New York / Chicago / Los Angeles / Baltimore

Pop.: 11,383,000  
Families: 3,279,000

# Pennsylvania

Television Homes: 3,058,000  
TV Stas. in State: 19

## BROADCAST ADVERTISERS REPORTS, INC.

Audited Markets: Altoona, Harrisburg, Johnstown, Lancaster, Lebanon, Philadelphia, Pittsburgh, Scranton, Wilkes-Barre

### WFBG-TV—Altoona—1953

Channel: 10 VHF... AP: 112 Kw... VP: 224 Kw.  
Owned-Oper. By... Triangle Publications, Inc.  
Address... Commerce Park  
Tel.: Windsor 4-2031... ABC-CBS  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Representative... Blair TV  
President... Roger Clipp  
General Mgr... Frank Palmer  
Commercial Mgr... William Donoher  
Station Mgr... Jack Snyder  
Program Director... Edward Andre  
Prom., Publicity Dir... Joseph Burns  
Film Mgr... Ernest Larson  
Adv. Mgr... Robert Miller  
Chief Engineer... Dick Kline  
Owners of: WFIL-AM-FM-TV, Philadelphia;  
WNBF-AM-FM-TV, Binghamton, N. Y.; WNHC-  
AM-FM-TV, New Haven, Conn.; WLYH-TV,  
Lebanon, Pa.; KFRE-AM-FM-TV, Fresno, Calif.;  
WFBG-AM-TV-FM, Altoona.

### WICU-TV—Erie—1949

Channel: 12 VHF... AP: 185 Kw... VP: 316 Kw.  
Owned-Oper. By... Gibraltar Ent. Inc.  
Bus.-Trans. Address... 3514 State St.  
Tel.: GL 4-5201... ABC-NBC  
Sta. Representative... Blair TV  
President... Edward Lamb  
General Manager... Ben McLaughlin  
Comm. Manager... Bob Lunquist  
Film Dir... John Cook  
Sales Dev. Mgr... Paul Whittingham  
Chief Engineer... Mike Csop

### WSEE—Erie—1954

Channel: 35 UHF... AP: 68.7 Kw... VP: 137.5 Kw.  
Owned-Oper. By... Great Lakes Television Co.  
Address... 1220 Peach Street  
Tel.: Glendale 5-7575... CBS-NBC  
Newspaper Affiliation... Times-News  
Station Reps... Devney O'Connell  
President... George J. Mead  
Gen. Manager... Donald M. Boyce  
Film Manager... Frank Herrick  
Chief Engineer... Edward Zellefrow

### WHP-TV—Harrisburg—1953

Channel: 55 UHF... AP: 502 Kw... VP: 1,000 Kw.  
Owned-Oper. By... WHP, Inc.  
Business Address... 216 Locust St.  
Tel.: CE 4-3211... CBS-NBC  
Representative... Blair TV  
President... E. J. Stackpole  
Gen., Comm., Sta. Mgr... Cecil M. Sansbury  
Prom., Pub., Prog. Dir... Brod Seymour

Local Sales Mgr... G. Gottschalk  
Film Manager... Charles Baddorf  
Chief Engineer... E. Daniel Leibensperger  
Owners of: WHP-AM.

### WTPA—Harrisburg—1953

Channel: 27 UHF... AP: 648 Kw... VP: 1030 Kw.  
Owned-Oper. By... Newhouse Bcstg. Corp.  
Business Address... 3235 Hoffman St.  
Tel.: CE 8-7171... ABC  
Newspaper Affiliation... Patriot-News  
Representative... Harrington, Righter, Parsons  
President... E. R. Vadeboncoeur  
V.P., Gen. Mgr... Donald D. Wear  
Program Dir... Mac McCauley  
Sales Mgr... Allen Solada  
Promotion Dir... Joe Bolton, Jr.  
Film Mgr... Glenn Hoerner  
Chief Engineer... Paul Gross

### WARD-TV—Johnstown—1953

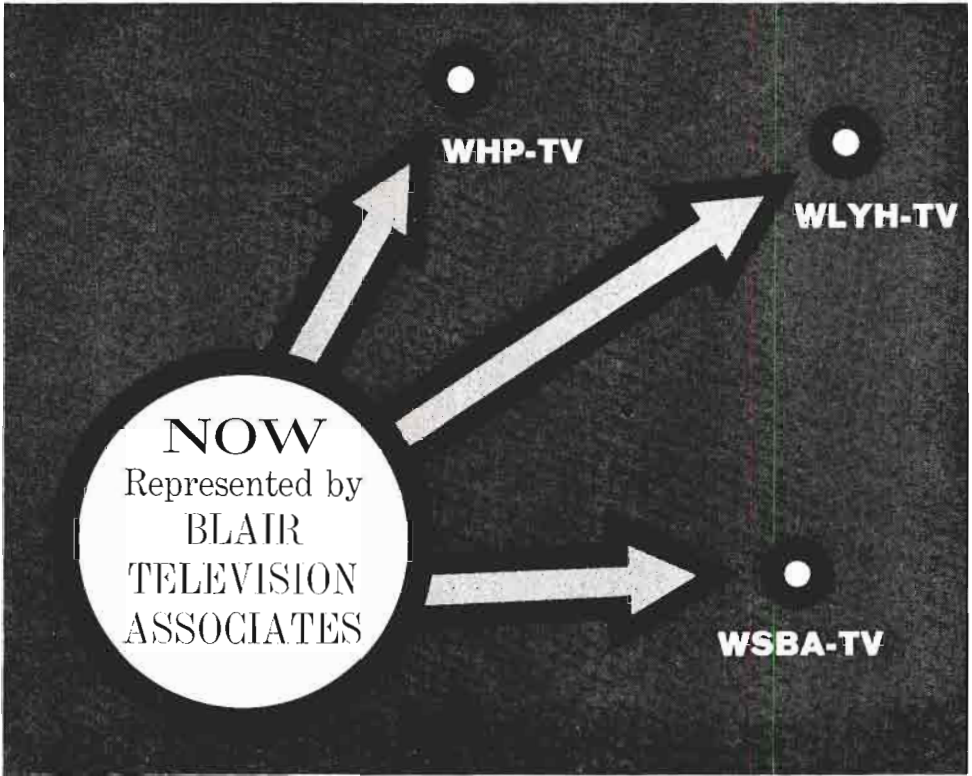
Channel: 56 UHF... AP: 79 Kw... VP: 189 Kw.  
Owned-Oper. By... Rivoli Realty Co.  
Business Address... 235 Franklin St.  
Tel.: 7-0761... CBS-ABC  
Representative... Weed  
President... W. M. Thomas  
Station Mgr... William D. Confer  
Program Director... C. Akers

### WJAC-TV—Johnstown—1949

Channel: 6 VHF... AP: 35.4 Kw... VP: 70.8 Kw.  
Owned-Operated By... WJAC, Inc.  
Business Address... 329 Main St.  
Tel.: 7-8711... NBC  
Newspaper Affil... Tribune Publishing  
Sta. Rep... Harrington Righter Parsons  
President... Walter W. Krebs  
Exec. V.P., Gen. Mgr... Alvin D. Schrott  
Comm. Manager... John H. Hepburn  
Prog., Film Director... Frank P. Cummins  
Chief Engineer... Theodore Campbell  
Owners of: WJAC, AM-FM.

### WLYH-TV—Lebanon—1957

Channel: 15 UHF... AP: 69.2 Kw... VP: 130 Kw.  
Owned... Triangle Publications, Inc.  
Bus. Address... R. D. #5, Television Hill  
Tel.: CRestview 3-4551... ABC  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Sta. Representative... Blair TV  
Gen. Mgr... Joe Zimmermann  
Sales Mgr... Robert Rice  
Chief Engineer... Ross Kauffman  
Owners of: WFIL-AM-FM-TV, Philadelphia;  
WNBF-AM-FM-TV, Binghamton, N. Y.; WFBG-  
AM-FM-TV, Altoona, Pa.; WNHC-AM-FM-TV,  
New Haven, Conn.; KFRE-AM-FM-TV, Fresno,  
Calif.



Check these facts for yourself. Send for fully documented brochure, "Keystone Market in the Keystone State."

With the March 1 appointment of Blair Television Associates as their exclusive representative, it is now easier than ever to buy the three Keystone Stations. For up-to-the-minute information on the Keystone Stations' superiority in the Harrisburg-Lebanon-Lancaster-York market, contact your Blair Television Associates man.



Represented by  
BLAIR TELEVISION ASSOCIATES

**WGAL-TV—Lancaster—1949**

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By.....WGAL, Inc.  
 Address.....Lincoln Highway W.  
 Tel.: EX 3-5851.....CBS-NBC  
 Representative.....Meeker  
 President, Gen. Mgr.....Clair R. McCollough  
 Asst. Gen. Mgr. Sales.....J. Robert Gulick  
 Station Manager.....Harold E. Miller  
 Program Director.....Paul Rodenhauer  
 National Sales Mgr.....Robert Dreher  
 Business Manager.....Harry J. Shaub, Jr.  
 Promotion Director.....Paul I. Woodland  
 Technical Director.....J. E. Mathlot

**WCAU-TV—Philadelphia—1948**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Address.....City Line & Monument Aves.  
 Tel.: GR 7-8300.....CBS  
 Representative.....CBS TV Spot Sales  
 General Mgr.....John A. Schneider  
 Gen. Sales Mgr.....James Conley  
 Reg. Sales Mgr.....E. Gordon Walls  
 Program Dir.....John O. Downey  
 Dir. Prom. & Info.....Robert N. Pryor  
 V.P. in chg. Engineering.....John G. Leitch

**WFIL-TV—Philadelphia—1947**

Channel: 6 VHF...AP: 37 Kw...VP: 74 Kw.  
 Owned-Oper. By...Triangle Publications Inc.  
 Business Address.....46th & Market Sts.  
 Tel.: EV 2-4700.....ABC  
 Newspaper Affil. Phila. Inquirer, Phila. D. News  
 Representative.....Blair TV  
 General Manager.....Roger W. Clipp  
 Dir. Natl. Sales.....Edward H. Benedict  
 Station Mgr.....George A. Koehler  
 Gen. Sales Manager...Kenneth W. Stowman  
 Chief Engineer.....Henry Rhea  
 T.V. Sales Mgr.....Kenneth Curto  
 Program Director.....Lew Klein  
 Business Mgr.....John C. Harlan  
 Owners of: WNEB-AM-FM-TV, Binghamton, N. Y.;  
 WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-  
 TV, New Haven, Conn.; WLYH-TV, Lebanon,  
 Pa.; KPFE-AM-FM-TV, Fresno, Calif.

**WRCV-TV—Philadelphia—1941**

Channel: 3 VHF...AP: 50.1 Kw...VP: 100 Kw.  
 Owned-Oper. By.....National Bcstg. Co.  
 Address.....1619 Walnut St.  
 Tel.: LO 4-3700.....NBC  
 Representative.....NBC Spot Sales  
 V.P., Gen. Mgr.....Raymond Welpott  
 Program Dir.....Frank Harms  
 Prom., Adv. Mgr.....John P. Wiley  
 Publicity Dir.....William M. Smith  
 Film Co-ord.....Frank Hall  
 Chief Engineer.....George Lenfest  
 Owners of: WNBQ, Chicago; WNBC-TV, New York;  
 WRC-TV, Washington, D. C.; KRCA, Los  
 Angeles.

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Have the Best,

Why Be Satisfied

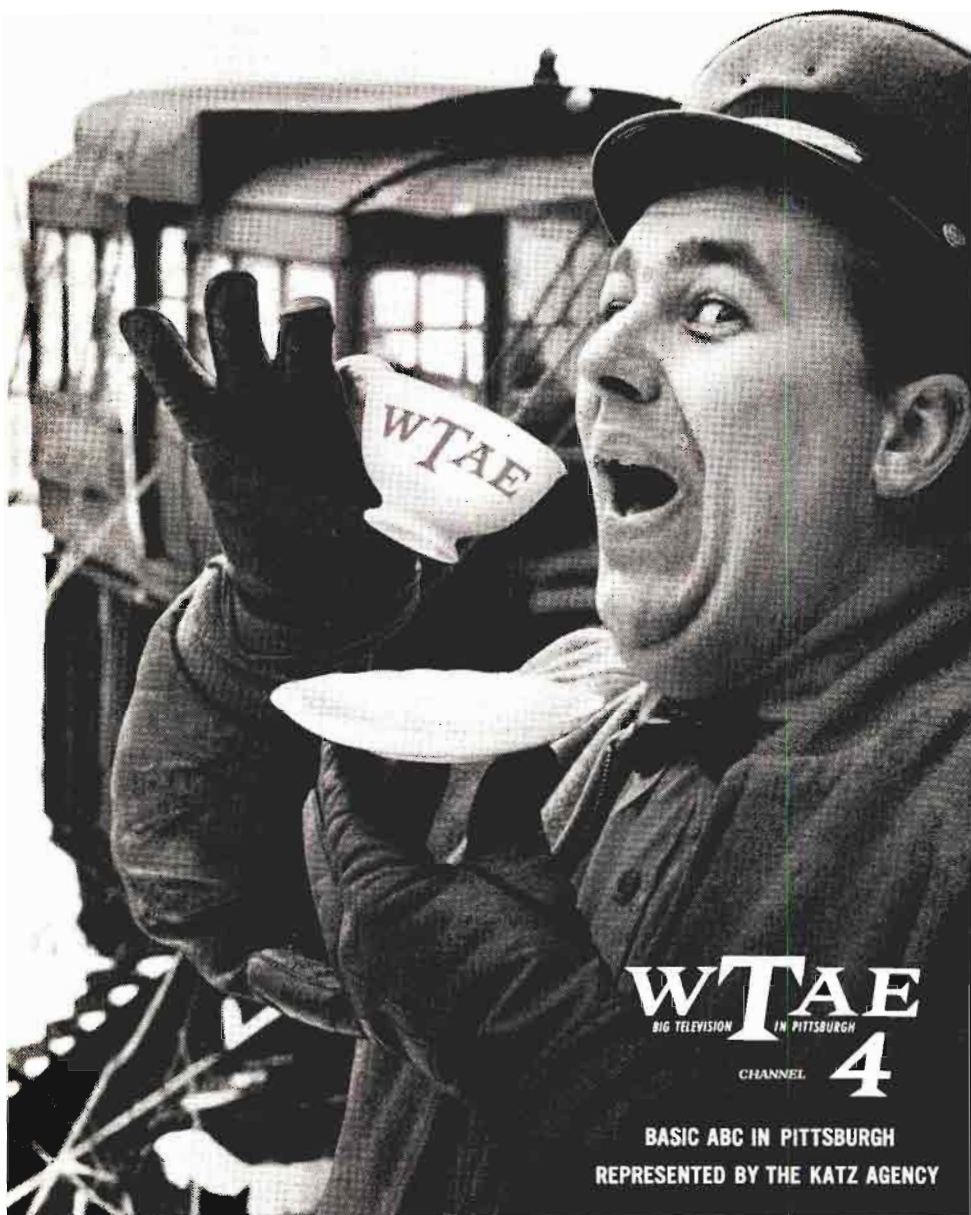
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**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL **4**

**BASIC ABC IN PITTSBURGH**  
**REPRESENTED BY THE KATZ AGENCY**

The Duquesne Incline, a unique holdover from the turn of the century. As you ride to the top, you get a dramatic view of downtown Pittsburgh's renaissance.

**KDKA-TV—Pittsburgh—1949**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Westinghouse Brdcasting Co.  
 Business Address.....1 Gateway Center  
 Tel.: EX 1-3000.....CBS  
 Sta. Representative.....TvAR  
 President.....Donald H. McGannon  
 Vice President.....Harold C. Lund  
 General Manager.....Jerome R. Reeves  
 Comm. Manager.....Henry V. Greene, Jr.  
 Promotion Director.....David N. Lewis  
 Publicity Director.....Peter Thornton  
 Chief Engineer.....Raymond Rodgers  
 Owners of: KPXN, San Francisco, Calif.; WOWO,  
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-  
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,  
 Cleveland, O.; KYW-TV, Cleveland, O.; KEX,  
 Portland, Ore.; KDKA, Pittsburgh, Pa.; WIND,  
 Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-  
 FM, Boston, Mass.; KDKA-FM, Pittsburgh, Pa.;  
 KYW-FM, Cleveland, O.; KEX-FM, Portland,  
 Ore.

**WIIC—Pittsburgh—1957**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned.....WIIC, Inc.  
 Address.....341 Rising Main Ave.  
 Tel.: FAirtax 1-8700.....NBC  
 Newspaper Affil.....Post Gazette  
 Representative.....Blair TV  
 President.....H. K. Brennen  
 V.P. Gen. Mgr.....Robert A. Mortensen  
 Commercial Mgr.....Roger D. Rice  
 Chief Engineer.....Henry Kaiser

**WTAE—Pittsburgh—1958**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By.....Television City, Inc.  
 Business Address.....400 Ardmore Blvd.  
 Tel.: CHurchill 2-4300.....ABC  
 Station Representative.....Katz  
 President.....Earl F. Reed  
 V.P. Gen. Mgr.....Franklin C. Snyder  
 Exec. Vice Pres.....Leonard Kapner  
 Commercial Mgr.....Alan Trench  
 Operations Mgr.....Preston Stover  
 Prom. Dir.....David Crantz  
 Film Mgr.....Howard Reser  
 Chief Engineer.....Louis P. Wagner, Jr.

**WDAU-TV—Scranton—1953**

Channel: 22 UHF...AP: 544 Kw...VP: 1000 Kw.  
 Owned-Oper. By.....Scranton Bcstrs., Inc.  
 Business Address.....1000 Wyoming Ave.  
 Tel.: DI 2-7634.....CBS  
 Representative.....HR  
 President.....Mrs. M. E. Megargee  
 General Mgr.....Mrs. Madge Holcomb  
 General Sales Mgr.....Francis H. Conway  
 Station Mgr.....Robert E. McDowell  
 Program, Film Mgr.....Mort Rosenthal  
 Prom., Publicity, Adv.....Doug Holcomb  
 Chief Engineer.....K. R. Cooke

**NEVER  
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 FIRST  
 PLACE IN  
 PITTSBURGH**

**KDKA  
 RADIO**  
 ESTABLISHED 1920  
 Represented by AM Radio Sales

**KDKA-TV**  
 ESTABLISHED 1949  
 Represented by TvAR

**PENNSYLVANIA-RHODE ISLAND-SOUTH CAROLINA**

**WNEP-TV—Scranton—1958**

Channel: 16 UHF... AP 170 Kw... VP: 850 Kw.  
 Owned-Oper. By... Transcontinent TV Corp.  
 Business Address... 333 Madison Ave.  
 Tel.: DI 3-1245... ABC  
 Sta. Representative... Edward Petry  
 President... David C. Moore  
 Exec. V.P. Gen. Mgr... Thomas P. Shelburne  
 Gen. Sales Mgr... Malcolm W. Dale  
 Prom. Mgr... Mrs. Dorothy Mugford  
 Owners of: WGR, AM-TV-FM, Buffalo; WDAF,  
 AM-TV, Kansas City; KFMB, TV-FM-AM, San  
 Diego; KERO-TV, Bakersfield.

**WBRE-TV—Wilkes-Barre—1953**

Channel: 28 UHF... AP: 500 Kw... VP: 1000 Kw.  
 Owned-Oper. By... WBRE TV Inc.  
 Address... 62 S. Franklin St.  
 Tel.: VA 3-3101... NBC  
 Station Rep... Bolling  
 President... Louis G. Baltimore

V.P., General Manager... David M. Baltimore  
 Commercial Mgr... Franklin Coslett  
 Program Dir... Adrian Riso  
 Promotion, Pub. Dir... Fred Foerster  
 Film Mgr... Bob Gibson  
 Chief Engineer... Charles Sakowski, Sr.

**WSBA-TV—York—1952**

Channel: 43 UHF... AP: 66 Kw... VP: 132 Kw.  
 Owned-Oper. By... Susquehanna Bcstg. Co.  
 Address... P. O. Box 1868  
 Tel.: YOrk 2-5531... ABC  
 Representative... Blair TV  
 President... Louis J. Appell, Jr.  
 Station Mgr... Robert M. Slough  
 Commercial Mgr... H. David Berlin  
 Program Dir... John D. Eisenhower  
 Promotion Dir... Bill Von Schlichten  
 Chief Engineer... Glenn W. Winter  
 Owners of: WSBA, AM; WARM, Scranton; WHIO,  
 Akron.

Pop.: 855,000  
 Families: 251,500

**Rhode Island**

Television Homes: 240,000  
 TV Stas. in State: 2

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Providence

**WJAR-TV—Providence—1949**

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Operated By... The Outlet Co.  
 Business-Studio Address... 176 Weybosset St.  
 Tel.: GA 1-8255... ABC-NBC  
 Representative... Petry  
 President, Gen. Mgr... Joseph S. Sinclair  
 Station Mgr... David J. Shurtleff  
 Program Dir... Frederick R. Griffiths  
 Sales Manager... Edward Boghosian  
 Film Mgr... Chester Dowling  
 Chief Engineer... Thomas Prior

**WPRO-TV—Providence—1955**

Channel: 12 VHF... AP: 182 Kw... VP: 316 Kw.  
 Owned By... Capital Cities Bcstg. Corp.  
 Address... 24 Mason St.  
 Tel.: PL 1-9776... CBS  
 Representative... Blair-TV  
 President... Frank M. Smith  
 General Manager... Joseph P. Dougherty  
 Comm. Mgr... Eugene W. Wilkin  
 Prog. Dir... Raymond A. Gilvard  
 Sales Prom. Mgr... James S. Wiley  
 Sales Manager... Donald S. Moeller  
 Prom., Publicity Dir... Jack Kavanagh  
 Chief Engineer... John V. Ferri  
 Owners of: WTEN-TV, WROW, both Albany,  
 N. Y.; WTVD, Raleigh-Durham, N. C.; WPRO-  
 AM.

Pop.: 2,390,500  
 Families: 604,500

**South Carolina**

Television Homes: 240,000  
 TV Stas. in State: 8

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Greenville, Spartanburg

**WAIM-TV—Anderson—1953**

Channel: 40 UHF... AP: 153.7 Kw... VP: 207.5 Kw.  
 Owned-Oper. By... Wilton E. Hall  
 Business Address... 321 Kingsley Rd.  
 Tel.: CA 6-1511... ABC-CBS

Newspaper Affil... Independent & Daily Mail  
 Station Reps... Devney-O'Connell; Dora-Clayton  
 Owner... Wilton E. Hall  
 General Mgr... Glenn P. Warnock  
 Chief Engineer... Earl Cosend

## SOUTH CAROLINA-SOUTH DAKOTA

### WCSC-TV—Charleston—1953

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WCSC, Inc.  
 Business Address.....485 East Bay St.  
 Tel.: RAYmond 3-8371.....CBS  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....John M. Rivers  
 Nat. Sales, Adv. Mgr.....Virgil V. Evans  
 Station Manager.....Roland Weeks  
 Commercial Manager.....Ralph Thornley  
 Program Director.....Charles Hall  
 Prom., Pub. Director.....Mrs. Lois Marshall  
 Film Manager.....Annie Laurie Quarterman  
 Chief Engineer.....Rudy Hughes

### WUSN-TV—Charleston—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned By.....Reeves Bcstg. & Develop. Co.  
 Address.....P. O. Box 879  
 Tel.: TU 4-4141.....NBC-ABC  
 Representative.....Bolling  
 Pres., Gen. Mgr.....J. Drayton Hastie  
 Sec'y, Ass't Gen. Mgr.....Doug M. Bradham  
 Comm. Mgr.....A. Cohen  
 Chief Engineer.....Walter M. Nelson

### WIS-TV—Columbia—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Bcstg. Co. of the South  
 Business Address.....1111 Bull St.  
 Tel.: ALpine 3-6431.....ABC-NBC  
 Representative..Peters, Griffin, Woodward, Inc.  
 President.....B. Calhoun Hipp  
 Exec. Vice President.....G. Richard Shafto  
 Manag. Dir.....Charles A. Batson  
 Comm. Manager.....Law Epps  
 Program Director.....Dixon Lovvorn  
 Prom. Dir.....Thomas Cureton  
 Publicity Dir.....Martee Harden  
 Film Manager.....Bob Humphries  
 Chief Engineer.....Paul Welcome  
 Owners of: WIS, AM; WSEA-TV, Montgomery.

### WNOK-TV—Columbia—1953

Channel: 67 UHF..AP: 47 Kw..VP: 74.1 Kw.  
 Owned-Oper. By.....Palmetto Radio Corp.  
 Business Address.....1881 Main St.  
 Tel.: AL 2-7737.....CBS-ABC  
 Representative.....Raymer

V.P., Gen. Mgr.....H. Moody McElveen, Jr.  
 Comm. Mgr.....Dick Laughridge  
 Prog. Dir., Film Mgr.....Graham M. Thomas  
 Promotion Director.....Pat Conder  
 Chief Engineer.....Charlton W. Bowers

### WBTW—Florence—1954

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By..Jefferson Standard Bcstg. Co.  
 Address.....Box 630  
 Tel.: MO 2-1655.....ABC-CBS-NBC  
 Representative....CBS Television Spot Sales  
 President.....Joseph M. Bryan  
 General Manager.....Charles H. Crutchfield  
 Managing Director.....J. William Quinn  
 Nat'l Sales Mgr.....John H. Brock  
 Program Director.....George B. Burnette  
 Prom., Pub. Director.....Whiteford Smith  
 Chief Engineer.....E. A. Sellars

### WFBC-TV—Greenville—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WMRC, Inc.  
 Business Address.....505 Rutherford St.  
 Tel.: CE 9-1321.....NBC  
 Newspaper Affiliation.....News-Piedmont  
 Station Rep.....Avery-Knodel  
 President.....R. A. Jolley  
 Asst. to Pres.....Wilson Wearn  
 Station Mgr.....Kenneth Beachboard  
 Commercial Mgr.....R. Q. Glass, Jr.  
 Program Director.....Norvin C. Duncan  
 Prom., Pub. Dir.....Edna Seaman  
 Film Director.....Charles Howard  
 Chief Engineer.....W. E. Garrison  
 Owners of: WFBC, AM-FM; WORD, Spartanburg.

### WSPA-TV—Spartanburg—1956

Channel: 7 VHF..AP: 144 Kw..VP: 257 Kw.  
 Owned-Oper. By.....Spartan Radiocasting Co.  
 Business Address.....123 N. Converse St.  
 Tel.: 583-3621.....CBS  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Walter J. Brown  
 Nat. Sales Mgr.....Roger Shaffer  
 Film Mgr.....Larry Wilson  
 Prom. Adv. Public Dir.....Bill Adams  
 Program Dir.....Jim Hobbs  
 Chief Engineer.....Bob Leach  
 Owners of: WSPA, AM-FM.

Pop.: 684,000  
 Families: 197,500

## South Dakota

Television Homes: 142,000  
 TV Stas. in State: 6

### KXAB-TV—Aberdeen—1958

Channel: 9 VHF...AP: 30 Kw...VP: 60 Kw.  
 Owned-Operated By..N. Dak. Bcstg. Co. Inc.  
 Address.....Country Club Road  
 Tel.: BA 5-4350.....ABC-NBC-CBS  
 Station Rep.....Masla  
 President.....John W. Boler  
 Station, Comm. Mgr.....Neal Edwards  
 Program Dir.....Dick Dunne

### KORN-TV—Mitchell—1960

Channel: 5 VHF..AP: 23.4 Kw..VP: 11.7 Kw.  
 Owned By.....Mitchell Bcstg. Assoc. Inc.  
 Address.....P. O. Box 735  
 Tel.: WYman 6-5621.....NBC  
 President, Gen. Mgr.....R. V. Eppel  
 Commercial Mgr.....M. A. Johnson



**SOUTH DAKOTA-TENNESSEE**

Promotion Dir. . . . . G. Ayers  
 Film Manager . . . . . D. Arshem  
 Chief Engineer . . . . . J. Doherty

**KOTA-TV—Rapid City—1955**

Channel: 3 VHF . . . AP: 37.5 Kw. . . VP: 72.4 Kw.  
 Owned-Oper. By . . . Duhamel Enterprises, Inc.  
 Address . . . . . Duhamel Bldg.  
 Tel.: Fillmore 2-2000 . . . . . ABC-CBS  
 Station Rep. . . . . Bolling  
 Pres., Gen. Mgr. . . . . Helen S. Duhamel  
 Commercial Mgr. . . . . William F. Turner  
 Program, Film Mgr. . . . . William Goodhope  
 Operations Dir. . . . . Dan Lesmeister  
 Chief Engineer . . . . . Elmer Nelson  
 Owners of: KOTA-AM; KDUH-TV, Hay Springs.

**KRSD-TV—Rapid City—1958**

Channel: 7 VHF . . . AP: 12.9 Kw. . . VP: 25.7 Kw.  
 Owned . . . . . Heart of Black Hills Stations  
 Address . . . . . 1438 Mt. View Drive  
 Tel.: Fl 2-6050 . . . . . NBC  
 Station Rep. . . . . Masla  
 Gen. Mgr., Ch. Eng. . . . . Eli Daniels  
 Comm. Mgr. . . . . P. Freygang  
 Station, Program Mgr. . . . . Truman Walrod

**KELO-TV—Sioux Falls—1953**

Channel: 11 VHF . . . AP: 123 Kw. . . VP: 220 Kw.  
 Owned-Oper. By . . . . . Midcontinent Bcstg. Co.  
 Business Address . . . . . Phillips Ave. & 13th St.  
 Tel.: EDison 8-9631 . . . . . ABC-CBS  
 Station Representative . . . . . H.R.: Evans  
 President . . . . . Joseph L. Floyd  
 Gen., Comm. Mgr. . . . . Evans A. Nord  
 Operations Mgr., Prog. Dir. . . . . Tom Sheeley  
 Prom., Pub. Director . . . . . Jack Townsend  
 Technical Dir. . . . . Russ Artus  
 Chief Engineer . . . . . Les Froke  
 Owners of: KELO-AM; Sioux Falls; WLOL-AM-  
 FM, Minneapolis; WKOW-AM-TV, Madison;  
 KSO, Des Moines.

**KSOO-TV—Sioux Falls—1960**

Channel: 13 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned By . . . . . KSOO-TV, Inc.  
 Address . . . . . 8th St. & Phillips Ave.  
 Tel.: EDison 4-5601 . . . . . ABC-NBC  
 Station Reps. . . . . Avery-Knodel; H. S. Hyett  
 Pres., Gen. Mgr. . . . . Morton Henkins  
 Vice President . . . . . T. Barnes  
 Commercial Mgr. . . . . W. Patterson  
 Local Sales Mgr. . . . . Edward Starr  
 Production Mgr. . . . . Al Fleming  
 Technical Director . . . . . M. Pierce

Pop.: 3,573,500  
 Families: 982,000

**Tennessee**

Television Homes: 762,500  
 TV Stas. in State: 14

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Chattanooga, Knoxville, Memphis, Nashville

**WDEF-TV—Chattanooga—1954**

Channel: 12 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . WDEF Broadcasting Co.  
 Address . . . . . 3300 Broad St.  
 Tel.: AM 7-3392 . . . . . CBS  
 Representative . . . . . Bramham  
 President . . . . . Carter M. Parham  
 Station Mgr. . . . . Otis H. Segler  
 Nat. Sales Mgr. . . . . Mrs. Marqo Bonney  
 Program Dir. . . . . Morris Quave  
 Promotion Dir. . . . . Joan Hamill  
 Film Mgr. . . . . J. L. Smith  
 Chief Engineer . . . . . Robert Briscoe  
 Owners of: WDEF, AM.

**WRGP-TV—Chattanooga—1956**

Channel: 3 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Mountain City TV, Inc.  
 Business Address . . . . . 1214 McCallie Ave.  
 Tel.: OX 8-1505 . . . . . NBC  
 Representative . . . . . H.R.  
 President . . . . . Jack Berkman  
 General Manager . . . . . Harry D. Burke  
 Commercial Mgr. . . . . George P. Moore  
 Film Manager . . . . . Art Betchel  
 Promotion Dir. . . . . Reg Stagmaier  
 Chief Engineer . . . . . B. B. Barnes  
 Owners of: WBOY, AM-TV, Clarksburg; KODE,  
 AM-TV, Joplin; WSTV, AM-TV, Steubenville;  
 WSOL, Tampa; WPTT, Pittsburgh; KMLB, Mon-  
 roe; WRDW, Augusta.

**WTVC—Chattanooga—1958**

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned . . . . . Martin Theatres of Georgia, Inc.  
 Business Address . . . . . Hotel Patten  
 Tel.: AM 6-4151 . . . . . ABC  
 Sta. Representative . . . . . Young TV  
 President . . . . . E. D. Martin  
 General Mgr. . . . . R. R. Owen  
 Commercial Manager . . . . . Joe Windsor  
 Prog. Dir. . . . . Jack Sausman  
 Promotion Director . . . . . Conrad Alexander  
 Ch. Eng. . . . . Leon Webb

**WDXI-TV—Jackson—1955**

Channel: 7 VHF . . . AP: 44 Kw. . . VP: 86.7 Kw.  
 Owned-Oper. By . . . . . Dixie Bcstg. Co.  
 Business Address . . . . . Williams Bldg.  
 Tel.: 7-9611 . . . . . ABC-CBS  
 Representative . . . . . Venard, Rintoul, McConnell  
 President . . . . . Aaron B. Robinson  
 General Manager . . . . . John E. North  
 Prog. Dir., Film Mgr. . . . . James W. Hoppers  
 Publicity Dir. . . . . Marqe Borg  
 Chief Engineer . . . . . James Thomas



**WJHL-TV—Johnson City—Kingsport—1953**

Channel: 11 VHF...AP: 156 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WJHL, Inc.  
 Business Address.....137-145 W. Main St.  
 Tel.: Walnut 6-2151.....ABC-CES  
 Representative.....Pearson  
 Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.  
 Sales Mgr.....J. Will Hall  
 Program Director.....Alfred Gregory  
 Prom., Pub. Director.....Terry Sams  
 Film Manager.....Vernita Wright  
 Chief Engineer.....William C. Hunter

**WATE-TV—Knoxville—1953**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. ....WATE, Inc.  
 Business Address.....612 S. Gay St.  
 Tel.: 4-4651.....NBC  
 Representative.....Avery-Knodel  
 V.P., Gen. Mgr.....W. Henry Linebrough  
 Comm. Manager.....J. T. McCloud  
 Film Buyer.....J. H. Reese  
 Chief Engineer.....Fred M. Andrews

**WBIR-TV—Knoxville—1955**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WMRC, Inc.  
 Business Address.....1513 Hutchison Ave.  
 Tel.: 5-8101.....CBS  
 Representative.....Katz  
 General, Sta. Mgr.....John P. Hart  
 Prom., Pub. Dir.....Robert Wilson  
 Prog. Dir., Film Mgr.....Neal Branch  
 Chief Engineer.....J. Rex Horton

**WTVK—Knoxville—1953**

Channel: 26 UHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....So. Central Bcstg. Co.  
 Business Address.....P. O. Box 1388  
 Tel.: Mutual 7-2313.....ABC  
 Representative.....Pearson  
 President, Gen. Mgr.....J. Engelbrecht  
 Comm. Program Dir.....W. E. Eckstein  
 Sales Promotion.....Florence Woodford  
 Chief Engineer.....Carl Lawson

**WHBQ-TV—Memphis—1953**

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.  
 Owned-Oper. By.....RKO General, Inc.  
 Address.....Hotel Chisca  
 Tel.: BR 2-3441.....ABC  
 Representative.....H-R  
 President.....Thomas F. O'Neil  
 Gen. Mgr.....D. A. Noel  
 Local Sales Mgr.....Alex Bonner  
 Nat. Sales Mgr.....Gordon Lawhead  
 Program, Prom. Mgr.....Gene Roper  
 Chief Engineer.....Roy Welton  
 Owners of: WHBQ-AM; WNAC-AM-FM-TV, Boston; KHJ-AM-FM-TV, Los Angeles; KFRC, San Francisco; WOR-AM-FM-TV, New York; CKLW-AM-TV, Detroit-Windsor; WGMS, Washington, D. C.; WHCT, Hartford.

**WMCT—Memphis—1948**

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw  
 Owned-Operated.....WMC Bcstg. Co.  
 Address.....1960 Union Ave.  
 Tel.: Broadway 4-8515.....NBC  
 Newspaper Affil.....Commercial Appeal  
 Representative.....Blair TV  
 President.....Mark Ferree  
 General Manager.....H. W. Slavick  
 Station, Comm. Mgr.....Earl Moreland  
 Program, Film Mgr.....James Ferguson  
 Prom., Publicity Dir.....Jack Agnew  
 Chief Engineer.....E. C. Frase, Jr.  
 Owners of: WMC, AM-FM.

**WREC-TV—Memphis—1956**

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By.....WREC Bcstg. Service  
 Business Address.....Hotel Peabody Bldg.  
 Tel.: JA 5-1313.....CBS  
 Representative.....Katz  
 President, Gen. Mgr.....Hoyt B. Wooten  
 Commercial Mgr.....Charles B. Brakelield  
 Program, Prom. Mgr.....Jack Michael  
 Chief Engineer.....Wilson Raney

**WLAC-TV—Nashville—1954**

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. ....WLAC-TV Inc.  
 Address.....159 Fourth Avenue North  
 Tel.: CH 2-4331.....CBS  
 Representative.....Katz  
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.  
 Ass't to Mgr.....Ruth C. Talley  
 Gen. Sls. Manager.....R. M. Reuschle  
 Operations Mgr.....Roy A. Smith  
 Chief Engineer.....Ralph L. Hucaby

**WSIX-TV—Nashville—1953**

Channel: 8 VHF...AP: 109 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WSIX Inc.  
 Business Address.....Nashville Trust Bldg.  
 Tel.: AL 5-5431.....ABC  
 Station Rep.....Peters, Griffin, Woodward  
 President.....Louis R. Draughton  
 Sta., Gen. Mgr.....E. S. Tanner  
 Commercial Manager.....J. McMurry  
 Operations Director.....Robert L. Chaudoin  
 Prom., Pub. Dir.....W. A. Jones  
 Chief Engineer.....C. R. Duke  
 Owners of: WSIX, AM-FM.

**WSM-TV—Nashville—1950**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By.....WSM, Inc.  
 Address.....7th & Union  
 Tel.: AL 4-5656.....NBC  
 Representative.....Petry  
 President.....John H. DeWitt, Jr.  
 V.P., Gen. Mgr.....Irving Waugh  
 Comm. Manager.....Hi Bramham  
 Operations Mgr., Film Mgr.....Brad Crandall  
 Prom. Dir.....Charlie Cash  
 Chief Engineer.....Aaron Shelton

**FORT WORTH - DALLAS**



**6th U. S. MARKET**

Sales Management, July 10, 1960 . . .

**WBAP-TV**

NBC — 5

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**WBAP-820**

50,000 WATTS — NBC

the sociable station —  
gay & interesting talk features

**WBAP-570**

5,000 WATTS — ABC

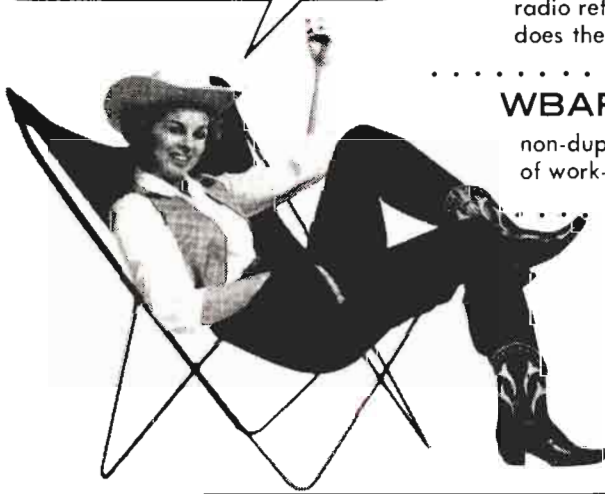
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does the talking

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FORT WORTH - DALLAS**



**WBAP • AM • FM • TV**

FORT WORTH — 3900 BARNETT . . . DALLAS — 1900 NORTH AKARD

Ask any Colonel: Peters - Griffin - Woodward, Inc.

Pop.: 9,669,000  
Families: 2,845,500

# Texas

Television Homes: 2,325,000  
TV Stas. in State: 43

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Amarillo, Dallas, Fort Worth, Houston, San Antonio

## KPAR-TV—Abilene— Sweetwater—1956

Channel: 12 VHF.. AP: 72.5 Kw.. VP: 145 Kw.  
Owned-Oper. By..... Texas Telecasting, Inc.  
Bus. Address. 7400 College Ave., Lubbock, Tex.  
Tel.: SH 4-2345..... CBS  
Representative..... Branham  
President..... W. D. Rogers  
Vice President..... W. H. Shipley  
V.P., Sta. Mgr..... Jimmie Isaacs  
General Sales Manager. R. S. "Bud" Nielsen  
National Sales Manager..... John Henry  
Program Dir..... Ray Trent  
Promotion Mgr..... John L. Cahill, Jr.  
Film Dir..... Dick Knerr  
Chief Engineer..... Rudy Starnes  
Owners of: KDUB, AM-TV, Lubbock; EVER, AM-TV, CLOVIS, KEDY, TV, BIG SPRING.

## KRBC-TV—Abilene—1953

Channel: 9 VHF.. AP: 72.5 Kw.. VP: 14.5 Kw.  
Owned-Oper. By..... Abilene Radio & TV Co.  
Business Address..... 4510 So. 14th St.  
Tel.: OW 2-4242..... NBC  
Station Rep..... Bolling  
President..... Dale Ackers  
Station Mgr..... William C. Terry  
Commercial Manager..... George Dixon  
Program Director..... Normand Mann  
Chief Engineer..... Troy Mallon

## KFDA-TV—Amarillo—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned & Oper. By..... Amarillo Bcstg. Co., Inc.  
Address..... P. O. Box 1400  
Tel.: EV 3-2226..... CBS  
President..... Gene L. Cagle  
Gen., Sta. Mgr..... John Tyler  
Production Mgr..... Dick Hall  
Film Mgr..... Edmund G. Belter  
Publicity Dir..... Bill E. Cook  
Chief Engineer..... Bill Smith

## KGNC-TV—Amarillo—1953

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Globe News Publishing Co.  
Business Address..... 2000 N. Polk St.  
Tel.: EVergreen 3-3321..... NBC  
Newspaper Affiliation..... News, Times, Globe  
Representative..... Katz  
President..... Parker Prouty  
General Manager..... Bob Watson  
Station, Comm. Mgr..... Bill Clarke  
Prom. Dir..... John Banasik  
Prod. Mgr..... Bud Pursley  
Chief Engineer..... W. H. Torrey

## KVII-TV—Amarillo—1957

Channel: 7 VHF.. AP: 100 Kw.. VP: 316 Kw.  
Owned..... Southwest States, Inc.  
Business Address..... P.O. Box 925  
Tel.: FL 6-5241..... ABC  
Station Representative..... Bolling  
President..... Cecil Trigg  
Gen. Mgr..... C. W. Keys  
Asst. Manager..... Bill Bailey  
Commercial Mgr..... Gene Lewis  
Promotion Mgr..... Bill Harkins  
Chief Engineer..... C. L. Sweet  
Owners of: KOSA-TV, Odessa; KR0D-TV, El Paso.

## KTBC-TV—Austin—1952

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... The L-B-J Co.  
Address..... Box 1155  
Tel.: GR 2-2424..... ABC-CBS-NBC  
Representative..... Raymer  
Pres., Gen. Mgr..... J. C. Kellam  
V.P., Station Relations..... Warren Woodward  
Gen. Sales Manager..... O. P. (Bob) Bobbitt  
Program Director..... Dan Love  
Program Dir..... Cactus Pryor  
Promotion Mgr..... Larry Carothers  
Chief Engineer..... Ben Hearn  
Owners of: KTBC, AM-FM; KRGV, AM-TV, Westlaco.

## KFDM-TV—Beaumont—1955

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Beaumont Bcstg. Corp.  
Address..... 2955 Freeway W., T.V. Center  
Tel.: TW 2-6622..... ABC-CBS  
Representative..... Peters, Griffin, Woodward  
President..... D. A. Cannan  
General Manager..... C. B. Locke  
Station Comm. Mgr..... Mott M. Johnson  
Program Dir..... Bob McManus  
Adv., Film Mgr..... M. M. Johnson  
Publicity Dir..... J. DeBartolo  
Chief Engineer..... Harold W. Bartlett  
Owners of: KFDM-AM.

## KEDY-TV—Big Spring—1956

Channel: 4 VHF.. AP: 6.3 Kw.. VP: 12.9 Kw.  
Owned-Oper. By..... Texas Telecasting  
Address..... 7400 College Ave., Lubbock, Tex.  
Tel.: SH 4-2345 (Lubbock)..... CBS  
Representative..... Branham  
President..... W. D. Rogers  
Vice President..... W. H. Shipley  
Station Mgr..... Jack Wallace  
Gen. Sales Mgr..... R. S. Nielsen  
Nat'l. Sales Mgr..... John Henry  
Promotion Dir..... John L. Cahill, Jr.  
Chief Engineer..... Rudy Starnes  
Owners of: KDUB, AM-TV, Lubbock; KVER, AM-TV, Clovis; KPAR, Abilene.

# "OUR NEW HOME"



## **WFAA** RADIO

Your "Neighbor Of The Air" with the finest in variety programming.

820 NBC

570 ABC

**DALLAS**



## **WFAA** TELEVISION

Serving over 2,000,000 Texans with quality television entertainment.

Channel 8

**DALLAS**



BROADCAST SERVICES OF  
**The Dallas Morning News**

**KBTX-TV—Bryan—1957**

Channel: 3 VHF..AP: 30.2 Kw..VP: 60.3 Kw.  
 Owned.....Brazos Bcstg. Co.  
 Business Address.....Box 3237  
 Tel.: VI 6-7777.....ABC-CBS  
 Station Rep.....Venard, Rintoul, McConnell  
 President, Gen. Mgr.....M. N. Bostick  
 Sta. Mgr.....Harry Lee Gillam  
 Prog. Dir.....Rod Whisenant  
 Promotion Mgr.....Earl Greathouse  
 Chief Engineer.....W. B. Cox

**KRIS-TV—Corpus Christi—1956**

Channel: 6 VHF..AP: 50 Kw., VP: 100 Kw.  
 Owned-Oper. By.....Gulf Coast Bcstg. Co.  
 Business Address.....409 S. Staples St.  
 Tel.: TU 3-6511.....ABC-NBC  
 Representative.....Peters, Griffin, Woodward  
 Pres., Gen. Mgr.....T. Frank Smith  
 Commercial Mgr.....W. M. Eikner  
 Film Mgr.....Miss Van Johnson  
 Chief Engineer.....Jerry E. Smith

**KZTV—Corpus Christi—1956**

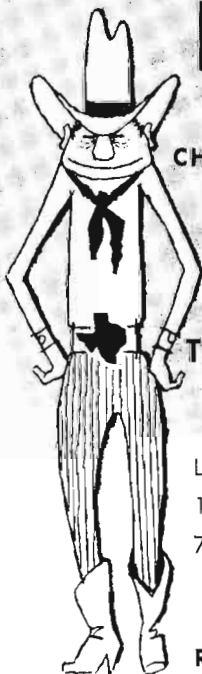
Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KSIX-Television, Inc.  
 Business Address.....Show Room Bldg.  
 Tel.: Tulip 3-5415.....ABC-CBS  
 Station Representative.....Branham  
 Pres., Sta., Gen. Mgr.....Vann M. Kennedy  
 Prom., Pub. Dir.....M. L. Kennedy  
 National Sales Mgr.....Bob Payne  
 Chief Engineer.....D. Taylor

**KRLD-TV—Dallas—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned.....Times Herald Printing Co.  
 Business Address.....Herald Square  
 Tel.: RI 2-6811.....CBS  
 Newspaper Affiliation...Dallas Times Herald  
 Representative.....Branham  
 President.....Clyde Rembert  
 V.P., Gen. Mgr.....Roy M. Flynn  
 Comm. Manager.....Gene Cuny  
 Asst. Gen. Mgr.....Ves Box  
 Prom., Pub. Director.....J. W. Axtell  
 Program Dir.....Fritz Kuler  
 Film Manager.....Nick Mueller  
 Chief Engineer.....B. B. Honeycutt  
 Owners of: KRLD, AM-FM.

**WFAA-TV—Dallas—1949**

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By.....A. H. Belo Corp.  
 Business Address...3000 Harry Hines Blvd.  
 Tel.: RI 1-3315.....ABC  
 Newspaper Affiliation.....Morning News  
 Station Rep.....Petry  
 President.....Joseph M. Dealey  
 Station Manager.....Mike Shapiro  
 Asst. Mgr., Comm. Mgr.....Dick Drummy  
 Program Director.....Tommy Thompson  
 Prom., Pub. Dir.....Casey Cohlma  
 Film Manager.....Mary Gay Blackburn  
 Chief Engineer.....George Krutilek



**KRLD-TV**

CHANNEL

**4**

**TEXAS' BIG PICTURE**

Reaching an area comprising 30% of Texas retail sales.\*

\*SRDS Consumer Market Data, July, 1960

Low-band channel, with maximum power, tower stands 1,685 feet above average terrain . . . reaches more than 700,000 TV Homes.

Clyde W. Rembert, President

Represented Nationally By The Branham Company





## C'MON UNDER

Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations—every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment—that's the *one* modern way to buy Houston television.

**P.S.** A friendly KPRC-TV representative is waiting for your call.

# KPRC-TV

HOUSTON, TEXAS CHANNEL 2

**"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"**

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut

**KELP-TV—El Paso—1956**

Channel: 13 VHF...AP: 15.8 Kw...VP: 26.6 Kw.  
 Owned-Oper. By.....KELP TV Corp.  
 Business Address.....4530 Delta St.; Box 105  
 Tel.: KE 3-5911.....ABC  
 Representative.....Young TV  
 President.....Norman Alexander  
 General Manager.....Gene Roth  
 Commercial Mgr.....Ira Hartsfield  
 Prom Dir.....Jack MacElrath  
 Program Dir.....Jerry Baker  
 Film Mgr.....Dub Harlline  
 Publicity Dir.....Otto Goessi  
 Ch. Eng.....Michael Gaglio

**KROD-TV—El Paso—1952**

Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.  
 Owned-Oper. By.....Southwest States, Inc.  
 Address.....2201 Wyoming St.  
 Tel.: KE 2-6551.....CBS  
 Sta. Rep.....Bolling  
 Chairman of Board.....Jack C. Vaughn  
 President.....Cecil L. Trigg  
 Nat. Sales Mgr.....George Collie  
 Program Dir.....Bernie Bracher  
 Promotion Dir.....Jim Gorman  
 Film Manager.....Frank Jordan  
 Chief Engineer.....Edward P. Talbott  
 Owners of: KROD, AM; KRNO, San Bernardino;  
 KOSA-TV, Odessa; KVH-TV, Amarillo.

**KTSM-TV—El Paso—1953**

Channel: 9 VHF...AP: 90 Kw...VP: 45 Kw.  
 Owned-Operated By.....Tri-State Bcstg. Co.  
 Address.....801 N. Oregon St.  
 Tel.: KE 2-5423.....NBC  
 Representative.....Hollingbery  
 President, Gen. Mgr.....Karl O. Wyler, Sr.  
 Exec. V.P., Comm. Mgr.....Karl O. Wyler, Jr.  
 Asst. V.P., Program Dir.....Jack Rye  
 Prom., Publicity Dir.....Virginia Crippen  
 Chief Engineer.....Kenneth J. Walton  
 Owners of: KTSM, AM.

**KTVT-TV—Fort Worth—1955**

Channel: 11 VHF...AP: 107 Kw...VP: 210 Kw.  
 Owned-Oper. By.....NAFI Telecasting, Inc.  
 Address.....4801 West Freeway  
 Tel.: PE 8-1951.....Independent  
 Station Rep.....Blair  
 President.....A. G. Flanagan  
 General Mgr.....John Hopkins  
 Gen. Sales Mgr.....Bill Andrews  
 Program Mgr.....Arno W. Mueller  
 Promotion Director.....M. Brush  
 Business Mgr.....H. C. Hornburg  
 Chief Engineer.....W. E. Kessel

**WBAP-TV—Fort Worth—1948**

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Carter Publications, Inc.  
 Business Address.....3900 Barnett St.  
 Tel.: JE 6-1981.....NBC  
 Newspaper Affiliation.....Star-Telegram

Representative.....Peters, Griffin, Woodward  
 President.....Amon Carter, Jr.  
 V.P. & Director.....Harold V. Hough  
 Gen., Sta. Mgr.....Roy Bacus  
 Commercial Manager.....Jack Rogers  
 Program Director.....Robert Gould  
 Prom., Pub. Dir.....Phil W. Wygant  
 Film Manager.....Lynn Trammell  
 Chief Engineer.....Rupert Bogan  
 Owners of: WBAP, AM-FM.

**KGBT-TV—Harlingen—1953**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Harbenito Bcstg. Co.  
 Address.....P. O. Box 711  
 Tel.: GA 3-4880.....ABC-CBS  
 Representative.....Venard, Rintoul, McConnell  
 President.....McHenry Tichenor  
 General Manager.....Troy McDaniel  
 Commercial Mgr.....Joe Yowell  
 Program Dir.....Mal Kasanoff  
 Chief Engineer.....Al Beck

**KHOU-TV—Houston—1953**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Gulf Television Corp.  
 Address.....P. O. Box 11  
 Tel.: JA 9-4811.....CBS  
 Representative.....H. R. Television  
 President.....C. Wrede Petersmeyer  
 General, Sta. Mgr.....James C. Richdale, Jr.  
 Comm. Manager.....Robert O. Paxson  
 Film Mgr., Prog. Dir.....B. Calvin Jones  
 Prom. Dir.....Roland Brazier  
 Publicity Dir.....James Everhart  
 Advertising Mgr.....Roland Brazier  
 Chief Engineer.....Art Biggs  
 Owners of: WISH-AM-TV, Indianapolis, Ind.;  
 WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa,  
 Okla.; KNTV, Sacramento, Calif.

**KPRC-TV—Houston—1950**

Channel: 2 VHF...AP: 100 Kw...VP: 50 Kw.  
 Owned-Oper. By.....Houston Post Co.  
 Address.....Box 1234  
 Tel.: MA 3-9271.....NBC  
 Newspaper Affiliation.....Post  
 Representative.....Petry  
 President.....Mrs. Oveta Culp Hobby  
 V.P., Gen. Mgr.....Jack Harris  
 Sta., Comm. Mgr.....Jack McGrew  
 Production Mgr.....Ridge Radney  
 Prom., Adv. Mgr.....Kirt Harriss  
 Film Mgr.....Earl Corridon  
 Publicity Dir.....Ednah Forester  
 Chief Engineer.....Paul Huhndorfi

# VITAL

## BUY IN HOUSTON

**a**  
14 of the TOP 20\*

**b**  
41.1 PRIME TIME SHARE\*

**c**  
HOMES DELIVERED\*  
9 a. m. to midnight - Sunday thru Saturday

A  
41,300

B  
38,100

  
44,400

# KTRK-TV

abc basic

\* ARB - Nov. 1960

**KTRK-TV—Houston—1954**

Channel: 13 VHF..AP: 170 Kw..VP: 316 Kw.  
 Owned-Oper..Houston Consolidated TV Co.  
 Address.....P. O. Box 12  
 Tel.: JA 6-1313.....ABC  
 Newspaper Affiliation.....Chronicle  
 Representative.....Hollingbery  
 President.....John T. Jones, Jr.  
 Exec. V.P., Gen. Mgr.....W. E. Walbridge  
 Program Director.....John E. Hill  
 Comm. Manager.....William F. Bennett  
 Program Mgr.....Howard Finch  
 Film Mgr.....M. B. Johnson  
 Publicity Dir.....Lila Gordon  
 Advertising Dir.....Paul Montague  
 Chief Engineer.....Tom Hiner

**KGNS-TV—Laredo—1956**

Channel: 8 VHF...AP: 3 Kw...VP: 6 Kw.  
 Owned By.....Southwestern Operating Co.  
 Business Address.....820 Convent Ave.  
 Tel.: RAndolph 3-3674.....ABC-CBS-NBC  
 Station Rep.....Bolling  
 President.....Donald W. Reynolds  
 Comm., Station Mgr.....Roy Bowman  
 Prom. Dir.....Frisco Aguillar  
 Program Director.....Dave Leyen  
 Film Manager.....Ernie Ramirez  
 Chief Engineer.....Irven Simpson  
 Owners of: KPSA-TV, Ft. Smith; KOLQ-TV, Reno;  
 KLMF-TV, Las Vegas.

**KCBD-TV—Lubbock—1952**

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Bryant Radio & TV Inc.  
 Business Address.....5600 Ave. A.

Tel.: SH 4-1414.....ABC-NBC  
 Representative.....Raymer  
 Pres., Gen. Manager.....Joe H. Bryant  
 Asst. Gen. Manager.....Robert L. Snyder  
 National Sales Mgr.....Ray Poindexter  
 Comm. Manager.....George L. Tarter  
 Program Director.....Bill Taylor  
 Production Mgr.....Everett George  
 Film Mgr.....Leon Feazell  
 Publicity Mgr.....Joan Prigmore  
 Chief Engineer.....Frank Lee  
 Owners of: KCBD, AM.

**KDUB-TV—Lubbock—1952**

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Texas Telecasting, Inc.  
 Bus. Address.....7400 College Ave.  
 Tel.: SH 4-2345.....CBS  
 Representative.....Branham  
 Pres., Gen. Mgr.....W. D. (Dub) Rogers  
 Vice President.....W. H. Shipley  
 Gen. Sales Mgr.....R. S. "Bud" Nielsen  
 National Sales Manager.....John Henry  
 Program Dir.....Ray Trent  
 Film Director.....Dick Knerr  
 Promotion Mgr.....John L. Cahill, Jr.  
 Chief Engineer.....Rudy Starnes  
 Owners of: KDUB, AM; KVER, AM-TV, Clovis;  
 KPAR, Abilene; KEDX, Big Spring.

**KTRE-TV—Lufkin—1955**

Channel: 9 VHF..AP: 12.5 Kw..VP: 26 Kw.  
 Owned-Oper. By...Forest Capital Bcstg. Co.  
 Business Address.....P. O. Box 701  
 Tel.: NE 4-7771.....NBC-CBS-ABC  
 Sta. Rep. Venard, Rintoul, McConnell; Milville  
 President.....R. W. Wortham, Jr.

1 BUY....

4 STATIONS

The West Texas Television Network serves the CBS signal to a 70 county area (62 of which are unduplicated by any W.T.T.N. stations),

"Sales Management," July 10, 1960

PEOPLE  
1,140,500

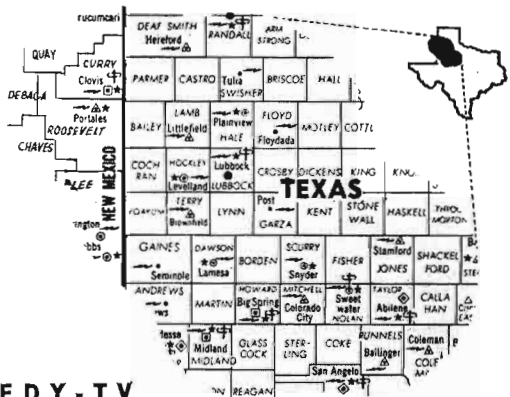
RETAIL SALES  
\$1,429,728,000

BUYING INCOME  
\$2,043,234,000



**KDUB-TV**  
LUBBOCK, TEXAS  
**KPAR-TV**  
ABILENE - SWEETWATER

**KEDY-TV**  
BIG SPRING, TEXAS  
**KVER-TV**  
CLOVIS, NEW MEXICO



west texas television network

## TEXAS

Gen., Sta. Mgr. .... Richman Lewin  
 Director of Sales ..... Royce Christenson  
 Film Mgr. .... David Allen  
 Program Dir. .... Bill Carter  
 Prom., Publicity Dir. .... Pat Mathews  
 Chief Engineer ..... Fred Clinton Hill  
 Owners of: KTRE, AM.

### KMID-TV—Midland—1953

Channel: 2 VHF .. AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Midessa Television Co., Inc.  
 Business Address ..... P.O. Box 2758  
 Tel.: MU 2-7321 ..... NBC  
 Rep. .... Venard, Rintoul & McConnell, Brown  
 President. .... J. C. Dunagan  
 General Manager ..... Roy Herndon  
 Chief Engineer ..... Bill Buford

### KVKK-TV—Monahans—1958

Channel: 9 VHF .. AP: 10 Kw... VP: 5 Kw.  
 Owned By ..... Tri-Cities Bcstg. Co.  
 Address ..... Drawer K  
 Tel.: WI 3-3231 ..... ABC  
 Sta. Rep. .... Melville; Masla  
 General, Comm. Mgr. .... J. Ross Rucker  
 Promotion Mgr. .... Pat Cullum  
 Film Mgr. .... Glenn White  
 Chief Engineer ..... Rubin L. Masters

### KTES—Nacogdoches—1958

Channel: 19 UHF .. AP: 9.12 Kw... VP: 16.6 Kw.  
 Owned-Oper. By ..... G. P. Scoggins  
 Business Address ..... Box 248  
 Tel.: LOgam 4-4181 ..... ABC  
 Pres., Gen. Mgr. .... Lee Scarborough

### KOSA-TV—Odessa—1956

Channel: 7 VHF .. AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... Southwest States, Inc.  
 Bus. Address ..... 1211 N. Whitaker  
 Tel.: FE 7-8301 ..... CBS  
 Representative ..... Bolling  
 Pres., Gen. Mgr. .... Cecil L. Trigg  
 Station Manager ..... John Vacca  
 Sales Manager ..... Ed Costello  
 Promotion Mgr. .... George Gallivan  
 Film Dir. .... George Duesler  
 National Sales Manager ..... George Collie  
 Chief Engineer ..... Bill Schock  
 Owners of: KROD, AM-TV, El Paso; KRNO, San  
 Bernardino; KVII-TV, Amarillo.

### KPAC-TV—Port Arthur—1957

Channel: 4 VHF .. AP: 50 Kw... VP: 100 Kw.  
 Owned ..... Texas Goldcoast TV Inc.  
 Address ..... Box 1059  
 Tel.: YUkon 5-5557 ..... NBC-ABC  
 Station Rep. .... Bolling  
 Pres., Gen. Mgr. .... Julius Gordon  
 Sls. Mgr. .... Mack Newberry  
 Operations Mgr. .... John Stegall  
 Publicity Dir. .... Adeline Salter  
 Chief Engineer ..... D. Daniels

### KCTV—San Angelo—1953

Channel: 8 VHF .. AP: 13.5 Kw... VP: 27.5 Kw.  
 Owned-Oper. By... Westex Television Co., Inc.  
 Business Address ..... Box 1941  
 Tel.: 7183 ..... CBS  
 Rep. .... Melville, Venard, Rintoul & McConnell  
 President. .... B. P. Bludworth  
 Gen., Sta. Mgr. .... J. Harley Hubbard  
 Prog. Dir. .... A. Cobb  
 Advertising Mgr. .... Jerry Burns  
 Film Manager ..... Charles Cathey  
 Chief Engineer ..... Larry Charlesworth

### KENS-TV—San Antonio—1950

Channel: 5 VHF .. AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By ..... Express Publ. Co.  
 Business Address ..... Ave. E & 4th St.  
 Tel.: CA 5-7411 ..... CBS  
 Representative ..... Peters, Griffin, Woodward  
 Newspaper Affil. .... Express & News  
 President ..... Frank G. Huntress, Jr.  
 General Mgr. .... Wayne Kearl  
 Chief Engineer ..... William J. Jackson

### KONO-TV—San Antonio—1957

Channel: 12 VHF .. AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... Mission Tcstg. Corp.  
 Business Address ..... 1408 N. St. Mary's St.  
 Tel.: CA 6-7611 ..... ABC  
 Station Representative ..... Katz  
 President ..... Bob A. Roth  
 Gen., Sta. Mgr. .... James M. Brown  
 Program Director ..... Perry Dickey  
 Prom., Pub. Dir. .... Katie Ferguson  
 Film Manager ..... Sam Rocco  
 Dir. of Engineering ..... George Ing  
 Chief Engineer ..... Larry Beckmann

### KUAL-TV—San Antonio—1955

Channel: 41 UHF .. AP: 8.2 Kw... VP: 16.4 Kw.  
 Owned By ..... Cortez Industries, Inc.  
 Business Address ..... 111 Martinez St.  
 Tel.: Capital 7-4141 ..... Independent  
 President ..... Raoul A. Cortez, Sr.  
 General Mgr. .... Nathan Safir  
 Dir. Engineering ..... Marvin Fiedler

### WOAI-TV—San Antonio—1949

Channel: 4 VHF .. AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Southland Industries, Inc.  
 Address ..... 1031 Navarro St.  
 Tel.: CA 7-4221 ..... NBC  
 Representative ..... Petry  
 Board Chairman ..... Hugh Halff, Jr.  
 Pres., Gen. Mgr. .... James M. Gaines  
 Manager ..... Edward V. Chevot  
 Prog. Director ..... Robert Reed  
 Promotion Dir. .... Charles Larkins  
 Film Manager ..... Faye Leavitt  
 Chief Engineer ..... Charles Jeffers



**KCEN-TV—Temple-Waco**  
1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw  
**Owned-Oper. By**... The Bell Publishing Co  
**Business Address**... 17 S. 3rd St  
 Tel.: PR 3-6868... NBC  
**Newspaper Affiliation**... Telegram  
**Representative**... Blair TV Assoc.  
**President**... Frank W. Mayborn  
**General Manager**... Burton Bishop  
**Asst. Manager**... Doug Thompson  
**Film Mgr.**... John Schreiber  
**Promotion Mgr.**... Bob Gates  
**Publicity Dir.**... Drew Flora  
**Chief Engineer**... Curtis M. Casey

**KCMC-TV—Texarkana—1953**

Channel: 6 VHF...AP: 100 Kw...VP: 50 Kw.  
**Owned-Oper. By**... KCMC, Inc.  
**Address**... Summerhill Road  
 Tel.: 33-1133... ABC-CBS  
**Newspaper Affil.**... Gazette & Daily News  
**Rep.**... V. R. McC; Ayers, Melville  
**President**... Walter E. Hussman  
**General Manager**... Walter M. Windsor  
**Local Sales Mgr.**... Mack S. Walker  
**Program Dir.**... Les Eugene  
**Promotion Director**... Herb Hester  
**Film Manager**... George McDonell  
**Chief Engineer**... Edward Covington

**KLTV—Tyler—1954**

Channel: 7 VHF...AP: 217 Kw...VP: 316 Kw.  
**Owned-Oper. By**... Channel 7 Co.  
**Business Address**... Box 957  
 Tel.: LY 2-3873... NBC-ABC-CBS  
**Station Rep**... Bolling  
**General Manager**... Marshall H. Pengra  
**Sales Mgr.**... John Lenox  
**Program Director**... Bonnie Lenox  
**Chief Engineer**... Hudson Collins

**KWTX-TV—Waco—1955**

Channel 10 VHF...AP: 53.6 Kw...VP: 107.2 Kw.  
**Owned-Operated By**... KWTX Broadcasting Co.  
**Address**... P.O. Box 7128 Triangle Station  
 Tel.: PL 6-4451... ABC-CBS  
**Station Rep.**... Venard, Rintoul & McConnell  
**President, Gen. Mgr.**... M. N. Bostick  
**Commercial Manager**... Pete McNeie  
**Prom. Dir.**... Ralph G. Webb  
**Chief Engineer**... Jesse H. Dove

**KRGV-TV—Weslaco—1954**

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
**Owned-Operated By**... The LBJ Co.  
**Business Address**... 309 S. Missouri Ave.  
 Tel.: WO 8-3131... ABC-NBC  
**Representative**... Paul H. Raymer  
**Pres., Gen. Mgr.**... J. C. Kellam  
**Station, Adv. Mgr.**... Charles L. Brooks  
**Sales Manager**... T. Marshall Weaver  
**Prom., Pub. Dir.**... Hank Page  
**Operations Director**... Fred Noble  
**Chief Engineer**... Lewis Hartwig

**KFDX-TV—Wichita Falls—1953**

Channel: 3 VHF...AP: 70 Kw...VP: 100 Kw.  
**Owned**... Wichtex Radio & TV Corp.  
**Address**... Box 2040  
 Tel.: 692-4530... NBC  
**Representative**... Raymer  
**President**... Darrold A. Cannan  
**V.P., Comm. Film Mgr.**... Howard H. Fry  
**V.P., Prom., Pub. Dir.**... D. A. Cannan, Jr.  
**Chief Engineer**... John Adams

**KSVD-TV—Wichita Falls—1953**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
**Owned-Oper. By**... KSVD-TV Co., Inc.  
**Bus. Address**... Seymour Hwy. & 9th; Box 2130  
 Tel.: 322-6957... CBS  
**Representative**... Blair TV  
**Pres., Gen. Mgr.**... Syd Grayson  
**Commercial Mgr.**... Lambert Cain  
**Film, Prog. Dir.**... Stuart W. Klein  
**Prom., Pub. Dir.**... Mrs. Mary K. Norwood  
**Chief Engineer**... Herb Wiley  
**Owners of: KSVD-AM**

Pop.: 902,000  
 Families: 255,000

**Utah**

Television Homes: 232,000  
 TV Stas. in State: 5

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Salt Lake City

**KVOG-TV—Ogden—1959**

Channel: 9 VHF...AP: 12.5 Kw...VP: 25 Kw.  
**Owned By**... United Telecast R & TV Co.  
**Address**... P.O. Box 325  
 Tel.: EXport 2-7535... Independent  
**Station Rep.**... Grant Webb  
**President, Gen. Mgr.**... A. G. Webb  
**Program Dir.**... G. Rowan  
**Chief Engineer**... D. O. Nielsen

**KLOR-TV—Provo—1958**

Channel: 11 VHF...AP: 88 Kw...VP: 176 Kw.  
**Owned By**... Beehive Telecasting Corp.  
**Address**... P.O. Box 44  
 Tel.: FRanklin 3-2951... Independent  
**Sta. Rep.**... Forjoe  
**Pres., Gen. Mgr.**... S. B. Nissley  
**Film Mgr.**... Wallace E. Broberg  
**Chief Engineer**... Kenneth J. Hacking

**UTAH-VERMONT-VIRGINIA**

**KCPX-TV—Salt Lake City  
1946**

Channel: 4 VHF.. AP: 14.5 Kw.. VP: 27.1 Kw.  
Owned By..... Columbia Pict. Electronics Corp.  
Business Address..... 130 Social Hall Ave.  
Tel.: DA 2-5681..... ABC  
Representative..... Katz  
V.P., General. Sta. Mgr..... Norman Louvan  
Commercial Mgr..... Harold Woolley  
Film, Program Dir..... Dan Rainger  
Publicity, Adv. Dir..... Ted Anderson  
Chief Engineer..... Allan Gunderson  
Owners of: KCPX, AM-FM.

**KSL-TV—Salt Lake City—1949**

Channel: 5 VHF... 18.2 Kw... VP: 33.1 Kw.  
Owned-Oper. By... Radio Service Corp. of Utah  
Business Address..... 145 Social Hall Ave.  
Tel.: EL 5-4641..... CBS  
Newspaper Affil..... Desert News-Telegram

Station Rep..... Blair TV  
President..... Arch L. Madsen  
V.P. Gen. Mgr..... D. Lennox Murdock  
Gen. Sales Mgr..... Lloyd E. Cooney  
Prom. & Pub. Dir..... Emanuel A. Floor  
Program Film Mgr..... Duane C. Hill  
Chief Engineer..... Vincent E. Clayton  
Owners of: KSL, AM-FM.

**KUTV—Salt Lake City—1954**

Channel: 2 VHF.. AP: 25.1 Kw.. VP: 45.7 Kw.  
Owned-Operated By..... KUTV, Inc.  
Business Address..... 179 Social Hall Ave.  
Tel.: DA 2-2550..... NBC  
News Affil... Trib: Ogden Standard-Examiner  
Representative..... Avery-Knodel  
General, Sta. Mgr..... Brent H. Kirk  
Nat. Sales Mgr..... Robert Smith  
Program Superv..... Kay Dimas  
Prom., Pub. Dir..... Keith Nicholson  
Film Manager..... Jack Ivers  
Chief Engineer..... B. R. Carpenter

Pop.: 391,500  
Families: 111,000

**Vermont**

Television Homes: 100,000  
TV Stas. in State: 1

**WCAX-TV—Burlington—1954**

Channel: 3 VHF.. AP: 9.5 Kw.. VP: 18.3 Kw.  
Owned-Oper. By..... Mt. Mansfield TV, Inc.  
Address..... 100 Market Sq  
Tel.: UN 2-5671..... CBS

Representative..... Weed  
Pres., Gen. Mgr..... S. T. Martin  
Comm. Manager..... J. A. Dobson  
Publicity Dir..... Charles S. Lewis  
Film Manager..... A. Sherman Rutter  
Chief Engineer..... J. W. Tierney

Pop.: 3,956,000  
Families: 1,045,000

**Virginia**

Television Homes: 864,000  
TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Lynchburg, Norfolk, Portsmouth, Richmond, Roanoke

**WCYB-TV—Bristol—1956**

Channel: 5 VHF.. AP: 42.7 Kw.. VP: 85.4 Kw.  
Owned-Oper. By... Appalachian Bcstg. Corp.  
Business Address..... P.O. Box No. 1009  
Tel.: NOrth 9-4161..... ABC-NBC  
Station Rep..... Bolling  
Pres., Gen. Mgr..... Robert H. Smith  
Comm., Adv. Mgr..... J. Fey Rogers  
Program Dir..... Art Countiss  
Production Mgr..... James G. Evans  
Chief Engineer..... Russell V. Robinson

Prog. Director..... Robert E. Lee  
Promotion Mgr..... Tony Winn  
Production Mgr..... Jim MacNeil  
Chief Engineer..... Tom Jones

**WLVA-TV—Lynchburg—1953**

Channel: 13 VHF.. AP: 138 Kw.. VP: 316 Kw.  
Owned-Operated By... Lynchburg Bcstg. Corp.  
Address..... 2320 Langhorne Rd.  
Tel.: Victor 5-1242..... ABC  
Representative..... Hollingbery  
Pres., Gen. Mgr..... Philip P. Allen  
Comm. Adv. Mgr..... Thomas L. Turner  
Prog., Film Mgr..... Warren Uttal  
Chief Engineer..... John T. Orth

**WSVA-TV—Harrisonburg—1953**

Channel: 3 VHF.. AP: 4.17 Kw.. VP: 8.32 Kw.  
Owned-Oper. By... Shenandoah Valley Bcstg.  
Address..... Rawley Pike  
Tel.: 4-4431..... ABC-CBS-NBC  
Newspaper Affil..... Wash. Eve. Star  
Sta. Representative..... H-R  
Pres., Sta. Mgr..... Hamilton Shea  
Asst. Gen. Mgr..... Warren L. Braun  
Commercial Mgr..... Richard H. Johnson

**WAVY-TV—Norfolk—1957**

Channel: 10 VHF.. AP: 192 Kw.. VP: 316 Kw.  
Owned..... Tidewater Teleradio, Inc.  
Address..... 214 W. York St.  
Tel.: MA 7-2345..... NBC  
Representative..... H-R

Pres., Gen. Mgr. . . . . J. Glen Taylor  
 V.P., Comm. Mgr. . . . . Edward J. Hennessy  
 Prom., Pub. Dir. . . . . Richard Paul  
 Program Mgr. . . . . Van Cantfort  
 Chief Engineer. . . . . Andrew Jackson  
 Owners of: WAVY, AM.

**WTAR-TV—Norfolk—1950**

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Operated By. . . . . WTAR Radio-TV Corp.  
 Business Address. . . . . 720 Boush St.  
 Tel.: MA 5-6711. . . . . CBS  
 Newspaper Affil. . . . . Norfolk Newspapers, Inc.  
 Representative . . . . . Petr 7  
 Bd. Chairman . . . . . Campbell Arnoux  
 President, Gen. Mgr. . . . . Robert M. Lambe  
 V.P., Operations . . . . . John C. Peffer  
 Program Director. . . . . Harold Soldinger  
 Prom., Pub. Dir. . . . . James W. Evans  
 Film Manager . . . . . Harry Nicholas  
 Chief Engineer. . . . . Richard Lindell

**WVEC-TV—Norfolk-Hampton  
 1953**

Channel: 13 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned-Oper. By. . . . . Peninsula Bcsig. Corp.  
 Address. . . . . 110 Third St., Norfolk  
 Tel.: MA 7-7605. . . . . ABC  
 Station Rep. . . . . Katz  
 Pres., Gen. Manager. . . . . Thomas P. Chisman  
 V.P., Sales Director . . . . . Harrol A. Brauer, Jr.  
 V.P., Operations Mgr. . . . . L. W. Kliewer  
 V.P., Chief Engineer. . . . . William C. King, Jr.  
 Commercial Mgr. . . . . C. L. Coker  
 Promotion Dir. . . . . H. L. Foiles

**WXEX-TV—Petersburg—1955**

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned-Oper. By. . . . . Petersburg Television Corp.  
 Address . . . . . 124 W. Tabb Street  
 Tel.: RE 3-7876. . . . . NBC  
 Station Reps. . . . . Select: Young TV; Ayers  
 President. . . . . Thomas G. Tinsley, Jr.  
 Gen., Sta. Mgr. . . . . Irvin G. Abeloff  
 Comm. Mgr. . . . . Lawrence Slon  
 Program Dir. . . . . Robert I. Grossman  
 Film Mgr. . . . . Vernon Winn  
 Promotion Mgr. . . . . Robert J. Heller  
 Chief Engineer. . . . . George W. McGuigan

**WRVA-TV—Richmond—1956**

Channel: 12 VHF. AP: 156 Kw. VP: 316 Kw.  
 Owned-Oper. By. . . . . Richmond TV Corp.  
 Business Address. . . . . 5710 Midlothian Pike  
 Tel.: BE 3-5461. . . . . ABC  
 Reps. . . . . Harrington, Righter, Parsons  
 President. . . . . C. T. Lucy  
 General Manager. . . . . Barron Howard  
 Commercial Mgr. . . . . James D. Clark, Jr.  
 Program Director. . . . . Samuel S. Carey  
 Prom., Pub. Dir. . . . . John L. Stone, Jr.  
 Chief Engineer. . . . . S. T. Terry, Jr.

**WTVR—Richmond—1947**

Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By. . . . . Havens & Martin, Inc.  
 Address. . . . . 3301 W. Broad St.  
 Tel.: ELgin 5-8611. . . . . CBS  
 Representative . . . . . Blair TV  
 Pres., Gen. Mgr. . . . . Wilbur M. Havens  
 Commercial Mgr. . . . . William Kemple  
 Advertising Mgr. . . . . Walter A. Bowry, Jr.  
 Prog. Director. . . . . John Shand  
 Prom., Pub. Dir. . . . . W. J. Filer  
 Film Manager. . . . . Conrad G. Rianhard  
 Chief Engineer. . . . . James Kyle  
 Owners of: WMBG, AM, Richmond; WCOD, FM,  
 Richmond.

**WDBJ-TV—Roanoke—1955**

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned-Operated By. . . . . Times-World Corp.  
 Address . . . . . 201 Campbell Ave.  
 Tel.: DI 3-8031. . . . . CBS  
 Newspaper Affiliation. . . . . Times; World-News  
 Representative. . . . . Peters, Griffin, Woodward, Inc.  
 President. . . . . M. W. Armistead, III  
 V.P., Broadcasting. . . . . Ray P. Jordan  
 V.P. TV. . . . . John Harkrader  
 Commercial Mgr. . . . . Blake Brown  
 Asst. Mgr., Program. . . . . Paul E. Reynolds  
 Program Mgr. . . . . Charles A. Ballou  
 Promotion Mgr. . . . . Boone Boggs  
 Sales Prom. Mgr. . . . . Frank C. Martin, Jr.  
 Film Editor . . . . . Jack Gee  
 Operations Mgr. . . . . Wendell H. Siler  
 Chief Engineer. . . . . J. E. Newman  
 Owners of: WDBJ, AM-FM.

**WSLS-TV—Roanoke—1952**

Channel: 10 VHF. AP: 158 Kw. VP: 316 Kw.  
 Owned-Oper. By. . . . . Shenandoah Life Stations  
 Address. . . . . Church Ave., at 3rd St.  
 Tel.: DI 4-9226. . . . . ABC-NBC  
 Station Rep. . . . . Avery-Knodel  
 President. . . . . James H. Moore  
 V.P., Manager. . . . . Horace S. Fitzpatrick  
 Program Dir. . . . . Melvin Linkous  
 Commercial Manager. . . . . A. S. Trevilian, Jr.  
 Promotion Director. . . . . C. R. Garrison  
 Asst. Mgr. for Eng. . . . . J. P. Briggs  
 Owners of: WSLS-AM.

**FOR STATION  
 REPRESENTATIVES  
 SEE PAGE 237**

Pop.: 2,877,000  
Families: 919,000

# Washington

Television Homes: 789,500  
TV Stas. in State: 12

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Seattle, Spokane, Tacoma

## KVOS-TV—Bellingham—1953

Channel: 12 VHF... AP: 112 Kw... VP: 224 Kw.  
Owned-Oper. By..... Wometco Enterprises  
Business Address..... 1151 Ellis St.  
Tel.: RE 3-4567..... CBS  
Station Reps..... Forjoe; Stovin-Byles  
President..... Rogan Jones  
Executive Vice President..... David Mintz  
Commercial Manager..... Fred Elsethegan  
Chief Engineer..... John Price

## KBAS-TV—Ephrata—1957

Channel: 16 UHF... AP: 12 Kw... VP: 20 Kw.  
Owned & Operated By..... Cascade Bstg. Co.  
Address..... Radio and TV Center  
Tel.: GLEncoufrt 2-9111..... CBS-NBC  
Station Rep..... Young  
President..... T. C. Bostic  
General Manager..... Jack Reber  
Station Manager..... James Schroeder  
Chief Engineer..... Howard Hammond

## KING-TV—Seattle—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By..... King Bcstg. Co.  
Business Address..... 320 Aurora  
Tel.: MUtual 2-3555..... NBC  
Representative..... Blair-TV  
President..... Dorothy S. Bullitt  
V.P., Business Div..... Henry B. Owen  
Station Mgr., V.P. Broad Div..... Otto P. Brandt  
Sales Manager..... James D. Neidigh  
Program, Film Mgr..... Lee Schulman  
Prom., Pub. Director..... Eric Bremner  
Merchandising Mgr..... D. W. Parker  
Sales Service Mgr..... Del Loder  
Chief Engineer..... Robert A. Ferguson  
Owners of: KGW AM-TV, Portland, Ore.; KING-  
FM; KREM AM-FM-TV, Spokane, Wash.

## KIRO-TV—Seattle—1958

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned..... Queen City Bcstg. Co.  
Address..... 1530 Queen Anne Ave.  
Tel.: AT 3-9800..... CBS  
Representative..... Peters, Griffin, Woodward  
Pres., Gen. Mgr..... Saul Haas  
Exec. V.P..... Lincoln W. Miller  
Commercial Manager..... William A. Exline  
Prom., Pub. Dir..... Frances Pierce  
Film Manager..... Eugene Wecker  
Chief Engineer..... C. R. Morris

## KOMO-TV—Seattle—1953

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... Fisher's Television Co.  
Business Address..... 100 4th Ave. N.  
Tel.: MA 4-6000..... ABC

Sta. Representative..... Katz  
President..... O. D. Fisher  
Exec. V.P. & Gen. Mgr..... W. W. Warren  
Nat. Sls. Mgr..... Reg Miller  
Mgr. Programming..... Dave Crockett  
Program Manager..... Tom Rogstad  
Film Editor..... Arden Skoog  
Sales Promotion Manager..... Eddi Hanna  
Auditor, Prom. Mgr..... Margaret Hagerly  
Sales Manager..... Bill Hubbach  
Pub. Rel. Mgr..... Arthur Gerbel  
Merchandising Manager..... F. W. Hagerly  
Chief Engineer..... C. E. Miller

## KTVW—Seattle—1953

Channel: 13 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned..... J. C. McCaw  
Business Address..... 5534 N. 35 St., Tacoma  
Tel.: SKYline 2-3544, Tacoma..... Independent  
Station Rep..... Clarke Brown  
President..... J. Elroy McCaw  
General Manager..... James Hawkins  
Program Director..... John Jarstad  
Chief Engineer..... Ken Williams

## KHQ-TV—Spokane—1952

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By..... KHQ, Inc.  
Address..... S. 4202 Regal St.  
Tel.: KEystone 4-0511..... NBC  
Representative..... Katz  
Pres., Gen. Mgr..... R. O. Dunning  
Commercial Mgr..... J. Birney Blair  
Program, Film Mgr..... John Fahey  
Promotion, Publicity Dir..... Irving Smith  
Chief Engineer..... Dee Waymlre

## KREM-TV—Spokane—1955

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned..... KREM Bcstg. Co.  
Address..... 4103 S. Regal  
Tel.: KE 4-0423..... ABC  
Representative..... Petry  
President..... Mrs. Scott Bullitt  
Station Mgr..... Robert Temple  
Commercial Mgr..... Ted Richeson  
Program Dir..... Walt Schaar  
Chief Engineer..... Edward P. Antosyn  
Owners of: KREM, AM-FM.

## KXLY-TV—Spokane—1953

Channel: 4 VHF... AP: 27 Kw... VP: 48 Kw.  
Owned-Oper. By..... KELP TV Corp.  
Address..... 315 W. Sprague Ave.  
Tel.: MAdison 4-4291..... CBS  
Representative..... H-R  
President..... Norman Alexander  
General Manager..... James Agostino  
Commercial Mgr..... Robert V. Weitze

## WASHINGTON-WEST VIRGINIA

Program Dir. .... Terry Mason  
 Promotion Dir. .... Jack Lantry  
**Chief Engineer** .... Dave Green  
 Owners of: KELP-TV, El Paso.

### KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Operated By... Tribune Publishing Co.  
 Business Address... S. 11th & Grant Sts.  
 Tel.: FP 3-2561  
 CBS  
 Newspaper Affil. .... Tacoma News Tribune  
**Representative** .... Weed  
 Station Mgr. .... Max H. Bice  
 Commercial Mgr. .... Herchel Cary  
 Program, Film Mgr. .... Dell Spencer  
 Chief Engineer .... Dick F. Engh

### KIMA-TV—Yakima—1953

Channel: 29 UHF... AP: 115 Kw... VP: 191 Kw.  
 Owned-Oper. By... Cascade Bestg. Co., Inc.  
 Business Address... Box 702

Tel.: GL 2-9111... CBS-NBC  
 Station Rep. .... Young TV: Art Moore  
 President. .... Thomas C. Bostic  
 General Mgr. .... Jack Reber  
 Commercial Mgr. .... William F. Grogan  
 Program Director. .... James W. Nolan, Jr.  
 Promotion Director. .... Robert H. Horn  
 Film Manager. .... June Neel  
 Chief Engineer. .... M. E. Burrill  
 Owners of: KIMA, AM: KEPR, AM-TV, Pasco:  
 KWIQ, Moses Lake; KLEW-TV, Lewiston:  
 KBAS-TV, Ephrata.

### KNDO—Yakima—1959

Channel: 23 UHF... AP: 19.9 Kw... VP: 11.6 Kw.  
 Owned By... Yakima Valley TV Co.  
 Address... 23 S. First St.  
 Tel.: CH 8-2300... ABC  
 President... Ralph Tronsrud  
 General, Sta. Mgr. .... Hugh Davis  
 Comm. Film Mgr. .... Leo Lyon  
 Program, Publicity Mgr. .... Ed Morrissey  
 Chief Engineer... Warren Brown

Pop.: 1,867,500  
 Families: 500,000

## West Virginia

Television Homes: 393,000  
 TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.  
 Audited Markets: Charleston, Huntington, Wheeling

### WHIS-TV—Bluefield—1955

Channel: 6 VHF... AP: 28.8 Kw... VP: 50 Kw.  
 Owned-Oper. By... Daily Telegraph Ptg. Co.  
 Business Address... Municipal Bldg.  
 Tel.: DA 7-7115... NBC  
 News. Affil. .... Daily Telegraph, Sunset News  
 Representative .... Weed  
 President, Gen. Mgr. .... H. I. Shott  
 Station Manager. .... John C. Shott  
 Prog. Dir. .... Orland C. Young  
 Prom., Pub. Dir. .... Janie M. Lambert  
 Film Manager. .... Cecil Surratt  
 Chief Engineer. .... Kenneth Dick  
 Owners of: WHIS, AM.

### WCHS-TV—Charleston—1954

Channel: 8 VHF... AP: 94 Kw... VP: 158 Kw.  
 Owned & Oper. By... WCHS-TV Inc.  
 Address... 1111 Virginia Street East  
 Tel.: DI 6-5358... ABC  
 Representative... P, G & W  
 President... O. Wayne Rollins  
 Gen. Mgr. .... John T. Gelder, Jr.  
 V.P.'s... Mrs. M. Copley, H. B. Tippie  
 V.P., Dir. of Sales... G Barenbregge  
 Program Director... D. Martin  
 Promotion Director... H. M. Brawley  
 Publicity Dir... Tim Crow  
 Engineering Dir... G. Russell Chambers  
 Chief Eng... G. Brick  
 Owners of: WCHS-AM; WGEE-AM, Indian, Ind.;  
 WEAR-TV, Mobile, Ala.; WPTZ-TV, Platts-  
 burgh, N. Y.; WAMS-AM, Wilmington, Del.;  
 WJWL-AM, Georgetown, Del.

### WBOY-TV—Clarksburg—1957

Channel: 12 VHF... AP: 275 Kw... VP: 137 Kw.  
 Owned... WSTV, Inc.  
 Business Address... 912 W. Pike St.  
 Tel.: MA 4-7573... CBS-NBC  
 Station Rep. .... Avery-Knodel  
 President... Jack N. Berkman  
 General Mgr. .... Roger Garrett  
 Managing Dir. .... Robert O. Runnerstrom  
 Commercial Mgr. .... Gene Kline  
 Program Director... Robert Toothman  
 Publicity, Promotion Dir... James Valentine  
 Film Mgr. .... Carl Floyd  
 Chief Engineer... Harry Brown  
 Owners of: WSTV, AM-TV-FM, Steubenville;  
 KODE, AM-TV, Joplin; WSOL, Tampa; WPTT,  
 AM-TV, Pittsburgh; KMLB, AM-FM, Monroe;  
 WRGW, Augusta; WRGP, Chattanooga.

### WJPB-TV—Fairmont—1954

Channel: 5 VHF... AP: 100 Kw... VP: 50 Kw.  
 Owned By... WJPB-TV, Inc.  
 Address... 400 Quincy St.  
 Tel.: Fairmont 8000... ABC-CBS  
 Newspaper Affiliation... Mannington Times  
 Station Rep... Gill Perna  
 President, Gen. Mgr. .... J. Patrick Beacom  
 Station, Prom. Dir... Robert C. Connelly  
 Comm., Adv. Mgr. .... Eugene Adam  
 Program Dir... N. C. Pelligrin  
 Film Mgr... B. Ralph Snyder  
 Publicity Dir... Ray Herst  
 Chief Engineer... Edward Yerky



**WEST VIRGINIA-WISCONSIN**

**WHTN-TV—Huntington—1955**

Channel: 13 VHF..AP: 200 Kw..VP: 316 Kw.  
Owned-Oper. By.....Reeves Broadcasting  
Address.....625 Fourth Avenue  
Tel.: JA 5-7661.....CBS  
V.P., Gen. Mgr.....O W. Meyers  
Comm. Manager.....George Miller  
Chief Engineer.....Chas. Prohaska

**WSAZ-TV—Huntington—1949**

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned By.....WJR, The Goodwill Station  
Address.....201 Ninth St.  
Tel.: JA 9-4127.....NBC  
Newspaper Affil. Huntington Publishing Co.  
Station Representative.....Katz  
President.....Worth Kramer  
V.P., Gen. Mgr.....C. Tom Garten  
Sta. Mgrs.....Garten & J. L. Sinclair  
Program Dir.....Richard C. Dreyfuss  
Prom., Publicity Dir.....Jack M. Williams  
Film Manager.....David S. Bond  
Chief Engineer.....John P. Clay  
Owners of: WSAZ, AM.

**WOAY-TV—Oak Hill—1954**

Channel: 4 VHF..AP: 68 Kw..VP: 100 Kw.  
Owned-Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Tel.: HO 9-3361.....CBS  
Representative.....Pearson

Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Comm Sta. Mgr.....Robert R. Brown  
Program, Prom. Mgr.....A. Mechesnow  
Chief Engineer.....Thomas Phillips

**WTAP-TV—Parkersburg—1953**

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.  
Owned-Oper. By.....Zanesville Publishing Co.  
Business Address.....121 W. Seventh St.  
Tel.: HU 5-4589.....ABC-CBS-NBC  
Representative.....Pearson  
President.....Clay Littick  
Managing Dir.....Allan Land  
General Mgr.....Gene P. Loffler  
Commercial Mgr.....William Vianes, Jr.  
Prog. Dir., Film Mgr.....Ronald W. Maines  
Chief Engineer.....William A. Hunt, Sr.

**WTRF-TV—Wheeling—1953**

Channel: 7 VHF..AP: 156 Kw..VP: 316 Kw.  
Owned-Oper. By.....WTRF-TV, Inc.  
Business Address.....Ogden Bldg.  
Tel.: CE 2-7777.....NBC  
Newspaper Affil.....Dix Newspapers  
Representative.....Hollingbery  
Exec. V.P., Gen. Mgr.....Robert W. Ferguson  
Comm. Mgr.....H. Needham Smith  
Prog. Director.....Garry Vorhees  
Promotion Director.....James Knight  
Publicity Director.....Mary Neal  
Film Manager.....William Ney  
Chief Engineer.....Howard Daubenmeyer

Pop.: 3,943,000  
Families: 1,164,500

**Wisconsin**

Television Homes: 1,068,000  
TV Stas. in State: 13

BROADCAST ADVERTISERS REPORTS, INC.  
Audited Markets: Green Bay, Madison, Milwaukee, Superior

**WEAU-TV—Eau Claire—1953**

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.  
Owned-Oper. By.....Central Bestg. Co.  
Business Address.....2415 So. Hastings Way  
Tel.: TE 2-3745.....ABC-CBS-NBC  
President.....W. C. Bridges  
Gen. Sta. Manager.....Leo Howard  
Comm. Program Mgr.....Wayne McNulty  
Chief Engineer.....T. O. Jorgenson

**WBAY-TV—Green Bay—1953**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Norbertine Fathers  
Business Address.....115 South Jefferson St.  
Tel.: HE 2-3331.....CBS  
Station Rep.....Katz  
General Manager.....Haydn R. Evans  
Nat. Sales Mgr.....Earl H. Huth  
Program Dir.....Greg McElrone  
Promotion Dir.....Jim Tomlin  
Film Mgr.....Don Bergner  
Chief Engineer.....Wallace E. Stangel  
Owners of: WBAY, AM-FM.

**WFRV-TV—Green Bay—1955**

Channel: 5 VHF..AP: 100 Kw..VP: 50 Kw.  
Owned-Oper. By.....WAVE, Inc.  
Bus. Address.....Mason & Roosevelt Streets  
Tel.: HE 7-5411.....NBC  
Station Rep.....Bolling  
President.....George W. Norton, Jr.  
General Manager.....Jack Gennaro  
Film, Program Director.....Eldon Anspach  
Commercial Mgr.....Roger Michlen  
Adv., Prom. Dir.....Bill Vickery  
Chief Engineer.....Harry Hill

**WLUK-TV—Green Bay—1954**

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper By.....M & M Broadcasting Co., Inc.  
Address.....306 Cherry St.  
Representative.....Hollingbery  
President.....Morgan Murphy  
General Mgr.....Raymond W. Grandle  
Program Dir.....Pat Kehoe  
Publicity Dir.....Gladys Nashland  
Chief Engineer.....Al S. Alexander

**WKBT—La Crosse—1954**

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.  
 Owned & Oper. By...WKBH Television Inc.  
 Address.....141 South 6th St.  
 Tel.: 2-4678 .....ABC-CBS-NBC  
 Newspaper Affiliation.....Tribune  
 Representative.....H-R  
 Pres., Gen. Mgr.....Howard Dahl  
 Comm. Mgr.....Robert Z. Morrison, Jr.  
 Program Director.....Ray Scaron  
 Promotional Director.....Leonard Anderson  
 Chief Engineer.....Al Leeman

**WISC-TV—Madison—1956**

Channel: 3 VHF..AP: 28.8 Kw..VP: 56.2 Kw.  
 Owned-Oper. By.....TV Wisconsin, Inc.  
 Bus. Address.....4801 W. Bellline Hwy.  
 Tel.: CE 3-9791.....CBS  
 News. Affiliation..Superior Evening Telegram  
 Representative ..Peters, Griffin, Woodward  
 General Manager.....Ralph O'Connor  
 Commercial Manager.....Richard Nickeson  
 Program Director.....Daniel Imhoff  
 Chief Engineer.....Walter Hariu

**WKOW-TV—Madison—1953**

Channel: 27 UHF..AP: 87 Kw..VP: 162 Kw.  
 Owned-Oper. Midcontinent Bcstg. Co. of Wisc.  
 Business Address..215 West Washington Ave.  
 Tel.: AL 7-2261.....ABC  
 Station Rep.....Bolling  
 Vice President.....Tony Moe  
 Commercial Mgr.....Ben F. Hovel  
 Program Dir.....Frank Bignell  
 Film Mgr.....Bill Harman  
 Prom., Pub. Dir.....James Roy Miller  
 Chief Engineer.....Cloren Smith  
 Owners of: WKOW, AM.

**WMTV—Madison—1953**

Channel: 33 UHF..AP: 156 Kw..VP: 209 Kw.  
 Owned-Oper. By.....Forward TV, Inc.  
 Business Address..West Bellline Highway  
 Tel.: CE 3-5381.....NBC  
 Representative.....Branham  
 President.....Herbert R. Ohrt  
 General Mgr.....Merritt Mulligan  
 Asst. Mgr.....Donald Harrer  
 Film Mgr.....George Plenderleith  
 Program Dir.....Jack Crowlet  
 Promotion Mgr.....Wanda Montz  
 Chief Engineer.....Stan Sadler

**WISN-TV—Milwaukee—1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned By.....Hearst Corp.  
 Business Address.....759 N. 19th St.  
 Tel.: DI 2-3000.....ABC  
 Newspaper Affiliation.....Sentinel  
 Representative.....Petry  
 V.P., General Mgr.....Richard C. Goodnow  
 Sales Mgr.....Richard D. Foerster  
 Film Dir.....Ann Fitzsimmons  
 Program Director.....Baylen Smith  
 Prom., Pub. Dir.....Arthur H. Barnes  
 Chief Engineer.....Lionel Wittenberg

**WTMJ-TV—Milwaukee—1947**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Journal Co.  
 Business-Trans. Address.....333 W. State St.  
 Tel.: BR 1-6000.....NBC  
 Newspaper Affiliation.....Journal  
 Sta. Rep.....Harrington, Righter & Parsons  
 General Manager.....George Comte  
 Station Manager.....Robert J. Helss  
 Adm. Asst.....L. W. Herzog  
 Program Manager.....Sprague Vonier  
 Promotion Mgr.....Bruce Wallace  
 Film Manager.....James Fitzgerald  
 Sales Mgr.....W. L. Snyder  
 Mgr. AM & TV Engineer.....Phillip B. Laeser

**WITI-TV—Milwaukee—1956**

Channel: 6 VHF..AP: 64 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....5445 N. 27th St.  
 Tel.: UP 3-1919.....ABC  
 Station Rep.....Storer T.V. Sales  
 Managing Director.....Roger W. LeGrand  
 General Sales Mgr.....William J. Flynn  
 Mgr. of Operations.....Dean McCarthy  
 Promotion Mgr.....R. H. Van Roo  
 Film Superv.....Dan Kunz  
 Chief Engineer.....Robert Truscott  
 Owners of: WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-FM, Miami, Fla.; WIGB-AM-FM, Phila., Pa.; KGBS, Los Angeles.

**WXIX-TV—Milwaukee—1959**

Channel: 18 UHF..AP: 141 Kw..VP: 263 Kw.  
 Owned-Oper. By.....WXIX-TV, Inc.  
 Address.....509 W. Wisconsin Ave.  
 Tel.: BR 2-1818.....Independent  
 Sta. Representative.....Young TV  
 President, Gen. Mgr.....Gene Posner  
 Station Mgr.....Lawrence Turet  
 Promotion Mgr.....Connie Kaye  
 Film Mgr.....Thom Pigneguy  
 Chief Engineer.....Gino Monaco

**WSAU-TV—Wausau—1954**

Channel: 7 VHF..AP: 177 Kw..VP: 316 Kw.  
 Owned-Oper. By..Wisconsin Valley TV Corp.  
 Address.....Box 29  
 Tel.: VI 2-1021.....ABC-CBS-NBC  
 Newspaper Affil.....Record-Herald  
 Representative.....Mecker Co.  
 President.....George T. Frechette  
 Gen. Comm. Mgr.....Richard D. Dudley  
 Prom., Pub. Dir.....Tom Bolger  
 Program Director.....Norbert Kellnhauser  
 Film Manager.....Dan Ziebell  
 Chief Engineer.....Roland W. Richard

Pop.: 332,000  
Families: 99,500

# Wyoming

Television Homes 77,500  
TV Stas. in State: 4

## KTWO-TV—Casper—1957

Channel: 2 VHF... AP: 35 Kw... VP: 71 Kw.  
Owned-Operated By... Rocky Mt. TeleStations  
Business Address... 3900 E. Second St.  
Tel.: 3-3771... ABC-NBC-CBS  
Station Representative... Meeker  
President... Burt Harris  
Gen., Sta. Mgr... Lawrence Berger  
Program, Prom. Dir... Paul Wickre  
Film Manager... Chuck Beach  
Chief Engineer... Marion L. Cunningham

Program, Prom. Mgr... William D. McCracken  
Film Mgr... Don Wich  
Owners of: KFBC-AM, KSAF, Scottsbluff.

## KWRB-TV—Riverton—1957

Channel: 10 VHF... AP: 24.2 Kw... VP: 57.5 Kw.  
Owned... M. & J. Ernst  
Address... 500 B'way, Thermopolis, Wyo.  
Tel.: FI 7-2675... CBS-NBC-ABC  
Representative... Gill-Perna  
Gen. Mgr., Ch. Eng... Joseph P. Ernst

## KFBC-TV—Cheyenne—1954

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Frontier Bcstg. Co.  
Business Address... 2923 East Lincolnway  
Tel.: 634-4461... ABC-CBS-NBC  
Newspaper Affiliation... Eagle, Tribune  
Representative... Hollingbery  
President... Robert S. McCracken  
Gen., Sta. Mgr... William C. Grove  
Commercial Mgr... Doug Reeves

## KTWX-TV—Sheridan—1960

Channel: 9 VHF... AP: 1.54 Kw... VP: 3.08 Kw.  
Owned By... Rocky Mt. Tele Stations  
Ad... 1122 S. La Cienega Blvd., Los Angeles  
Tel.: OL 2-4171... ABC-CBS-NBC  
Station Rep... Meeker  
President... Burt I. Harris  
General, Sta. Mgr... Lawrence S. Berger  
Chief Engineer... Marion Cunningham  
Owners of: KTWO AM-TV, Casper; KKAR,  
Pomona; KLFM, Long Beach.

**WHEN YOU CAN  
HAVE THE BEST,  
WHY BE SATISFIED  
WITH LESS?**



# Television Stations In Territories And Possessions

## Guam

### KUAM-TV—Agana—1956

Channel: 8 VHF. AP: 250 Kw. VP: 500 Kw.  
Owned-Oper. By..... Radio Guam, Inc.  
Address..... P. O. Box 368

Tel.: 7961..... ABC-CBS-NBC  
Representative..... Intercontinental Services  
Pres., Gen. Mgr..... Harry M. Engel  
Chief Engineer..... E. R. Sibayan  
Owners of: KUAM, AM.

## Puerto Rico

### WKBM-TV—Caguas—1960

Channel: 11 VHF. AP: 1.34 Kw. VP: 2.67 Kw.  
Owned By..... American Colonial Brcstg.  
Address..... P. O. Box 4189  
Tel.: 3-0580..... Independent  
Owner & Gen. Mgr..... R. P. Perry  
Comm. Manager..... Felix Munoz  
Program Dir..... Nilsa Gonzales  
Chief Engineer..... E. Rivera

Sales Mgr..... Helena Martinez  
Program Director..... F. R. Baez  
Chief Engineer..... James Sims

### WKAQ-TV—San Juan—1954

### WORA-TV—Mayaguez—1955

Channel: 5 VHF. AP: 17.8 Kw. VP: 29.5 Kw.  
Owned-Oper By..... Supreme Bcstg. Co., Inc.  
Address..... Box 43  
Tel.: 1151..... ABC-CBS  
Station Rep..... Inter. American Public.  
Pres., Gen. Mgr..... Alfredo R. de Arellano, Jr.  
Comm., Station Mgr..... R. M. Dupont  
Program Dir..... Israel A. Capiro  
Film Mgr..... Rafael Lopez Sosa  
Chief Engineer..... Rafael Cruz Rivera  
Owners of: WKYN, Rio Piedras.

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By..... El Mundo Inc.  
Bus. Address... Box 5096, Puerto de Tierra Sta.  
Tel.: 3-3800..... CBS  
Newspaper Affiliation..... El Mundo  
Rep..... Inter-American Publications Inc.  
Gen., Sta. Mgr..... H. McFadden  
Promotion Mgr..... E. Tamayo  
Chief Engineer..... Robert Beurket

### WRIK-TV—Ponce—1958

Channel: 7 VHF. AP: .71 Kw. VP: 1.4 Kw.  
Owned-Operated By... Ponce Television Corp.  
Address..... Darlington Bldg.  
Tel.: 2-0280..... ABC-CBS  
Sta. Rep..... Inter-American Publ.  
President..... George A. Mayoral  
Gen., Sls. Mgr..... William Cortada  
Chief Engineer..... J. A. Prather

### WAPA-TV—San Juan—1954

Channel: 4 VHF. AP: 33.9 Kw. VP: 56.2 Kw.  
Owned-Oper. By... Ponce de Leon Bcstg. Corp.  
Business Address..... 357 Ponce de Leon  
Tel.: 3-3006..... ABC-NBC  
Representative..... Caribbean Networks Inc.  
President..... John G. Johnson  
Gen. Manager..... H. Modesti

### WSUR-TV—Ponce—1958

Channel: 9 VHF. AP: 1.3 Kw. VP: 2.7 Kw.  
Owned..... American Colonial Bcstg. Corp.  
Bus. Ad... 1000 Ponce de Leon Ave., Santurce  
Tel.: 2-1278..... Independent  
President, Gen. Mgr..... Ralph P. Perry  
Chief Engineer..... E. Nunez

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FOR PUERTO RICO ASSN. OF BROADCASTERS

# Canadian Television Stations

LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page	Call Letters	City	Page
CBAFT-TV	Moncton, N. B.	830	CHEK-TV	Victoria, B. C.	829
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CBHT	Halifax, N. S.	831	CHLT-TV	Sherbrooke, Que.	834
CBLT	Toronto, Ont.	832	CHSJ-TV	Saint John, N. B.	830
CBMT	Montreal, Que.	833	CJBR-TV	Rimouski, Que.	833
CBOFT	Ottawa, Ont.	832	CJCB-TV	Sydney, N. S.	831
CBOT	Ottawa, Ont.	832	CJDC-TV	Dawson Creek, B. C.	829
CBUT	Vancouver, B. C.	829	CJFB-TV	Swift Current, Sask.	834
CBWAT	Kenora, Ont.	831	CJIC-TV	Sault Ste. Marie, Ont.	832
CBWFT	Winnipeg, Manit.	830	CJLH-TV	Lethbridge, Albita.	829
CBWT	Winnipeg, Manit.	830	CJON-TV	St. John's, Nfld.	830
CBYT	Corner Brook, Nfld.	830	CJSS-TV	Cornwall, Ont.	831
CF CJ-TV	Port Arthur, Ont.	832	CKBI-TV	Prince Albert, Sask.	834
CFCL-TV	Timmins, Ont.	832	CKBL-TV	Matane, Que.	833
CFCM-TV	Quebec City, Que.	833	CKCK-TV	Regina, Sask.	834
CFCR-TV	Kamloops, B. C.	829	CKCO-TV	Kitchener, Ont.	831
CFCY-TV	Charlottetown, P.E.I.	833	CKCW-TV	Moncton, N. B.	830
CFLA-TV	Goose Bay, Lab.	829	CKGN-TV	North Bay, Ont.	832
CFPL-TV	London, Ont.	831	CKMI-TV	Quebec City, Que.	833
CFQC-TV	Saskatoon, Sask.	834	CKNX-TV	Wingham, Ont.	832
CFRN-TV	Edmonton, Albita.	829	CKOS-TV	Yorkton, Sask.	834
CFSN-TV	Stephenville, Nfld.	830	CKRN-TV	Rouyn-Noranda, Que.	834
CHAB-TV	Moose Jaw, Sask.	834	CKRS-TV	Jonquiere, Que.	833
CHAT-TV	Medicine Hat, Albita.	829	CKSO-TV	Sudbury, Ont.	832
CHAU-TV	Carleton, Que.	833	CKTM-TV	Three Rivers, Que.	834
CHBC-TV	Kelowna, B. C.	829	CKVR-TV	Barrie, Ont.	831
CHCA-TV	Red Deer, Albita.	829	CKWS-TV	Kingston, Ont.	831
CHCH-TV	Hamilton, Ont.	831	CKX-TV	Brandon, Manit.	830
CHCT-TV	Calgary, Albita.	828			

## Television Stations Of Canada

### Alberta

#### CHCT-TV—Calgary—1954

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By..... Calgary Television, Ltd.  
 Address..... 955 Rideau Road  
 Tel.: CH 3-3491..... CBC  
 Sales Rep..... All-Canada TV, Weed

President..... F. R. Shaw  
 General Mgr..... A. M. Cairns  
 Commercial Mgr..... J. Norman Inkster  
 Operations Mgr..... Ron Chase  
 Prom., Publicity Mgr..... Ian Grant  
 Film Manager..... Gordon Warner  
 Chief Engineer..... Lee Crawley



**CFRN-TV—Edmonton—1954**

Channel: 3 VHF... AP: 90 Kw... VP: 180 Kw.  
 Owned-Oper. By... Sunwapta Bcstg. Co., Ltd.  
 Business Address... 102 C.P.R. Bldg.  
 Tel.: HU 9-2572... CBC  
 Sta. Reps., TV Reps.: Young Canadian; Oakes  
 Pres., Gen. Mgr.... G. R. A. Rice  
 Station Mgr.... S. S. Lancaster  
 Commercial Mgr.... Dan Kauffman  
 Program Director.... George Kidd  
 Film Manager.... Keith Neale  
 Prom. Director.... Ross Langmaid  
 Production Mgr.... Don C. Brinton  
 Chief Engineer.... Ted Wadson

**CFCR-TV—Kamloops—1957**

Channel: 4 VHF... AP: 3.5 Kw... VP: .7 Kw  
 Owned... Twin Cities TV Ltd.  
 Business Address... 387 4th Ave.  
 Tel.: 1021... CBC  
 Pres., Gen. Mgr.... Ian G. Clark  
 Comm. Mgr., Prom. Dir.... Walter Harwood  
 Program Dir.... Frank Harris  
 Film, Publicity Mgr.... Jean C. Ross  
 Adv. Mgr.... Willie Schmidt  
 Chief Engineer.... Kurt Reichenner

**CJLH-TV—Lethbridge—1955**

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.  
 Owned-Oper. By... Lethbridge TV, Ltd.  
 Address... P. O. Box 1120  
 Tel.: FA 7-1521... CBC  
 Representatives... All-Canada TV; Weed  
 President, Mgr. Dir.... N. Botterill  
 Commercial Mgr.... L. Crittenden  
 Promotion Director.... Gladys Palmer  
 Technical Dir.... V. Reed

**CHBC-TV—Kelowna—1957**

Channel: 2 VHF... AP: 1.65 Kw... VP: 3.7 Kw.  
 Owned... Okanagan Valley TV Co.  
 Business Address... 342 Leon Ave.  
 Tel.: PO 2-4535... CBC  
 Representative... All-Canada TV, Weed  
 President, Gen. Mgr.... Roy G. Chapman  
 Adv., Comm. Mgr.... Dick Sharp  
 Program, Film Mgr.... Russ Richardson  
 Prom., Pub. Dir.... Norm Williams  
 Chief Engineer.... Tom Wyatt

**CHAT-TV—Medicine Hat—1957**

Channel: 6 VHF... AP: 3 Kw... VP: 6 Kw.  
 Owned... Monarch Bcstg. Co. Ltd.  
 Address... 520 First Ave., S. E.  
 Tel.: LI 8-3533... CBC  
 Sta. Rep... Weed; All-Canada  
 Gen., Sta. Mgr.... R. J. Buss  
 Film Manager.... Cliff Dacre  
 Chief Engineer.... Sid Gaffney

**CBUT—Vancouver—1953**

Channel: 2 VHF... AP: 25 Kw... VP: 47 Kw.  
 Owned By... Canadian Bcstg. Corp.  
 Address... 701 Hornby St.  
 Tel.: MUTual 4-0246... CBC  
 Program Dir.... W. Inglis  
 Film Dir.... Stanley Fox  
 Design Director.... D. J. S. Williams  
 Technical Supervisor.... R. C. McDonald

**CHCA-TV—Red Deer—1957**

Channel: 6 VHF... AP: 6.5 Kw... VP: 13 Kw.  
 Owned... CHCA TV Limited  
 Business Address... Box 668  
 Tel.: 5525... CBC  
 President, Gen. Mgr.... G. A. Bartley  
 Asst. Mgr.... Mrs. A. Sole  
 Commercial Mgr.... Doug Clarke  
 Chief Engineer.... John Jonkman

**CHEK-TV—Victoria—1956**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Operated By... CHEK-TV, Ltd.  
 Address... 3693 Epsom Drive  
 Tel.: GRanite 7-1821... CBC  
 President, Gen. Mgr.... David M. Armstrong  
 Station Mgr.... Richard L. McDaniel  
 Commercial, Film Mgr.... Douglas Taylor  
 Prom., Publicity Dir.... Ken Hughes  
 Chief Engineer.... Norman Bergquist



**CJDC-TV—Dawson Creek—1959**

Channel: 5 VHF... AP: 106 Kw... VP: 212 Kw.  
 Owned-Oper. By... Radio Sta. CJDC Ltd.  
 Bus. Address... Second Ave. & 9th St.  
 Tel.: STerling 2-3341... CBC  
 Station Representative... Cooke  
 Pres., Gen. Mgr.... H. L. Michaud  
 Chief Engineer.... R. Messner

**CFLA-TV—Goose Bay—1956**

Channel: 8 VHF... AP: 174 Kw... VP: 438 Kw.  
 Owned-Operated By... U. S. Armed Forces  
 Address... U.S.A.A.F. Side, Goose Airport  
 Tel.: Goose Bay... CBC  
 C.B.C. Management Rep.... J. C. Puddester  
 Technical Rep.... J. Tanton  
 Chief Engineer.... M/Sgt. Nels Hallin

## TV STATIONS OF CANADA

### Manitoba

#### CKX-TV—Brandon—1955

Channel: 5 VHF... AP: 9.65 Kw... VP: 19.3 Kw.  
Owned By... Western Manitoba Bcstrs. Ltd.  
Address... 2940 Victoria Ave.  
Tel.: PArkway 6-5393... CBC  
Station Representative... All-Canada; Weed  
Pres., Gen. Mgr... John B. Craig  
Exec. Ass't, Sta. Mgr... Eric Davies  
Comm. Manager... Archie Olson  
Program Director... Stuart Craig  
Promotion Director... Marvin Freeman  
Chief Engineer... A. M. Gomez

#### CBWFT—Winnipeg—1960

Channel: 6 VHF... AP: 1.72 Kw... VP: 2.87 Kw.  
Address... 541 Portage Ave.  
Tel.: SPruce 4-2541... CBC  
President... J. A. Ouimet  
Director, Prairie Provinces... J. Finlay  
Program Director... Dan Cameron  
Public Relations Officer... J. Lusher  
Regional Engineer... R. D. Calhoon

#### CBWT—Winnipeg—1954

Channel: 3 VHF... AP: 34.7 Kw... VP: 57.8 Kw.  
Owned By... Canadian Bcstg. Corp.  
Business Address... 541 Portage Ave.; Box 160  
President... J. A. Ouimet (Ottawa)  
Tel.: SP 4-2571... CBC  
Dir. of Prairie Region... J. Finlay  
Prairie Regional Prog Dir... D. Cameron  
Director of TV... W. G. Carpentier  
Sup. Info. Services... C. E. L'Ami  
Public Rel. Officer... J. D. Lusher  
Regional Engineer... R. D. Cahoon

### New Brunswick

#### CBAFT-TV—Moncton—1959

Channel: 11 VHF... AP: 582 Kw... VP: 1.75 Kw.  
Owned-Oper. By... CBC  
Address... 232 St. George St.  
Tel.: EV 4-3366... CBC  
President... J. A. Ouimet  
Station Mgr... Paul E. Carrier  
Commercial Manager... Lavtie Redden  
Sup. of Technical Operations... Nil D'EntreMont

#### CKCW-TV—Moncton—1954

Channel: 2 VHF... AP: 15 Kw... VP: 25 Kw.  
Owned-Oper. By... Moncton Bcstg., Ltd.  
Address... Halifax St.  
Tel.: EV 4-9601... CBC  
Sta. Rep... Stovin-Byles; Young Canadian  
Pres., Mgr. Dir... F. A. Lynds  
General Mgr... Murray Goldsborough  
Prog. Dir... J. S. Irvine  
Prom., Publicity Dir... Murray Turner  
Film Manager... Gwen MacDonald  
Chief Engineer... Keith MacConnell

#### CHSJ-TV—Saint John—1954

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned By... New Brunswick Bcstg. Co., Ltd.  
Address... 14 Church St.  
Tel.: 3-3304... CBC  
Gen. Mgr... George A. Cromwell  
Chief Engineer... Jack Bishop

### Newfoundland

#### CBYT—Corner Brook—1959

Channel: 5 VHF... AP: 0.32 Kw... VP: 0.64 Kw.  
Owned-Oper. By... CBC  
Address... Corner Brook  
Tel.: Corner Brook... CBC  
Station Rep... McGavren  
Station Manager... C. V. Hierlihy  
Sales Manager... C. Brown  
Engineer... J. Parrott

#### CFSN-TV—Stephenville—1957

Channel: 8 VHF... AP: 174 Kw... VP: 490 Kw.  
Owned-Oper... U. S. Armed Forces  
Address... Stephenville  
Tel.: Stephenville... CBC  
President... J. A. Ouimet  
G. M. Regional Broadcasting... C. Jennings  
Dir. Newfoundland Regions... W. F. Galgay

#### CJON-TV—St. John's—1955

Channel: 6 VHF... AP: 11 Kw... VP: 21 Kw.  
Owned-Oper... Newfoundland Bcstg. Co., Ltd.  
Business Address... Prince of Wales Street  
Tel.: 7105... CBC  
Newspaper Affiliation... Nfld. Sunday Herald  
Station Rep... Stovin-Byles; Weed  
President... Geoff Stirling  
V.P., General Mgr... Don Jamieson  
Sta. Mgr., Prog. Dir... Colin Jamieson  
Commercial Mgr... Jack Baird  
Promotion Dir... Miss Betty Piercey  
Film Mgr... Nels Squires  
Adv. Mgr... Charlie Pope  
Chief Engineer... Oscar Herlihey

## Nova Scotia

### CBHT—Halifax—1954

Channel: 3 VHF AP: 33.8 Kw. VP: 56 Kw.  
 Owned By..... Canadian Bcstg. Corp.  
 Address..... 70 Bell Road  
 Tel.: 2-8311..... CBC  
 Director..... J. Simonsen  
 Program Director..... Carl MacCaul  
 Film Dir..... G. W. Hames  
 Technical Dir..... C. G. Pottie

### CJCB-TV—Sydney—1954

Channel: 4 VHF AP: 108 Kw. VP: 180 Kw.  
 Owned By..... Cape Breton Bcstrs., Ltd.  
 Business Address..... Mira Rd.  
 Tel.: 2-5511..... CBC  
 Station Representative..... All Canada; Weed  
 Pres., Gen. Mgr..... J. Marven Nathanson  
 Promotion Director..... J. C. McVicar  
 Publicity Director..... C. M. Quinton  
 Program Mgr..... Mrs. M. C. MacQuarrie  
 Comm. Mgr..... Effie Williams  
 Advertising Mgr..... J. A. MacDonald  
 Film Mgr..... R. H. Demers  
 Chief Engineer..... M. E. Bowles

## Ontario

### CKVR-TV—Barrie—1955

Channel: 3 VHF AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By..... Ralph Snelgrove TV Ltd.  
 Address..... P. O. Box 519  
 Tel.: Parkway 6-6466..... CBC  
 Station Rep..... Mulvihill; Young Canadian  
 Pres., Gen. Manager..... Ralph T. Snelgrove  
 Operations Manager..... Jack Mattenley  
 Comm. Mgr..... Charles Tierney  
 Production Director..... Joe Clark  
 Program, Prom. Mgr..... Ev Smith  
 Chief Engineer..... Harold Atkinson

### CJSS-TV—Cornwall—1959

Channel: 8 VHF AP: 130 Kw. VP: 260 Kw.  
 Owned By..... Cornwall Bcstg. Ltd.  
 Address..... 237 Water St.  
 Tel.: Wellington 2-5180..... CBC  
 Station Reps..... Stovin-Byles; Weed  
 General Mgr..... D. W. G. Martz  
 Program, Film Mgr..... W. Ellison  
 Promotion Dir..... B. McCadden  
 Chief Engineer..... W. Still

### CHCH-TV—Hamilton—1954

Channel: 11 VHF AP: 90 Kw. VP: 150 Kw.  
 Owned By..... Niagara Television Ltd.  
 Address..... 163 Jackson St. W.

Tel.: JA 2-1101..... ABC-CBS-NBC-CBC  
 Sta. Rep..... All Canada; Adam Young  
 President, Gen. Mgr..... Kenneth D. Soble  
 Asst. Mgr..... S. J. Bibby  
 Commercial Mgr..... Harold G. Burley  
 Sales Manager..... R. M. Vansickle  
 Prog. Manager..... J. S. Purvis  
 Promotion Dir..... Hugh T. Trueman  
 Production Mgr..... Jack O. Burghardt  
 Film Manager..... D. Gale  
 Chief Engineer..... W. E. Jaynes

### CBWAT—Kenora—1959

Channel: 8 VHF AP: 247 Kw. VP: 493 Kw.  
 Owned By..... CBC  
 Address..... CBC, Ottawa  
 Tel.: Kenora..... CBC  
 Dir., TV Opera. Ont..... J. R. W. Graham

### CKWS-TV—Kingston—1954

Channel: 11 VHF AP: 154 Kw. VP: 250 Kw.  
 Owned By..... Frontenac Bcstg. Co. Ltd.  
 Address..... 170 Queen St.  
 Tel.: LI 2-4977..... CBC  
 Sta. Representative..... Weed; All Canada TV  
 President..... W. R. Davies  
 Gen. Mgr..... Don Lawrie  
 Station Mgr..... R. W. Hofstetter  
 Commercial Mgr..... Tom Tomkow  
 Program Dir..... Gord Shale  
 Promotion Dir..... Mrs. Joy Villeneuve  
 Chief Engineer..... Gord Backus

### CKCO-TV—Kitchener—1954

Channel: 13 VHF AP: 160 Kw. VP: 325 Kw.  
 Owned By..... Central Ontario TV, Ltd.  
 Address..... 864 King St. W.  
 Tel.: SH 2-4335..... CBC  
 Station Representative..... Hardy; Hunt; Weed  
 President..... Carl Pollock  
 Exec. Director..... Eugene E. Fitzgibbons  
 General Manager..... W. D. McGregor  
 Program Dir..... Bruce Lawson  
 Film Supervisor..... Lorne Cole  
 Prom., Publicity Dir..... William Whiting  
 Chief Engineer..... Paul Turchan

### CFPL-TV—London—1953

Channel: 10 VHF AP: 195 Kw. VP: 325 Kw.  
 Owned By..... London Free Press Printing Co.  
 Address..... Commissioners Rd.  
 Tel.: GE 4-2115..... CBC  
 Newspaper Affil..... London Free Press  
 Station Reps..... All-Canada; Weed  
 President..... W. J. Blackburn  
 General Mgr..... M. T. Brown  
 Commercial Mgr..... W. Cliff Wingrove  
 Station, Program Dir..... R. A. Reinhart  
 Film Mgr..... Patricia Walker  
 Prom., Market Dir..... W. T. Daley  
 Chief Engineer..... G. Robitaille  
 Owners of: CFPL, AM-FM.

## TV STATIONS OF CANADA

### CKGN-TV—North Bay—1955

Channel: 10 VHF... AP: 25.75 Kw... VP: 51.5 Kw.  
Owned-Oper. By... Northern Bcstg. Co. Ltd.  
Address... P. O. Box 1000  
Tel.: GR 2-9000... CBC  
Sta. Rep... Young Canadian; Mulvihill; Hunt  
President... Mrs. P. A. Campbell  
Station Mgr... Harvey Freeman  
Commercial Mgr... Jim Gibson  
Program Dir... Dave Mee  
Promotion Dir... Al Fogel  
Film Mgr... Eleanor Barry  
Chief Engineer... Gord Ballantyne  
Owners of: CHEX, AM-TV, Peterborough; CKWS,  
AM-TV, Kingston; CFCH, AM, CKGN-TV, North  
Bay; CKGB, Timmins; CKRL, Kirkland Lake.

### CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 55 Kw... VP: 31 Kw.  
Owned-Oper. By... Canadian Bcstg. Corp.  
Address... Box 1045  
Tel.: CE 6-7331... CBC  
Station Mgr... Georges Huard  
Technical Dir... J. H. Book

### CBOT—Ottawa—1953

Channel: 4 VHF... AP: 26.7 Kw... VP: 50 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... Box 1045  
Tel.: CE 6-7331... CBC  
Operations Mgr... Georges Huard  
Program Director... Pierre Notmandin  
Supervisor Info. Services... R. G. Gordon  
Technical Director... J. H. Book

### CHEX-TV—Peterborough—1955

Channel: 12 VHF... AP: 60 Kw... VP: 102 Kw.  
Owned-Oper. By... Kawartha Bcstg. Co., Ltd.  
Business Address... R.R. No. 10  
Tel.: RI 2-0451... CBC  
Newspaper Affil... Examiner  
Reps... All-Canada TV; Weed  
President... Sen. Rupert Davies  
General Mgr... Donald Lawrie  
Station Mgr... Keith Parker  
Commercial Mgr... Robert Kinsman  
Prom. Mgr... Donald Alexander  
Publicity Dir... Eleanor McBrien  
Advertising Mgr... Marnie McTeague  
Film Mgr... Paul Devlin  
Chief Engineer... Bert Crump

### CF CJ-TV—Port Arthur—1954

Channel: 2 VHF... AP: 35 Kw... VP: 55 Kw.  
Owned By... Thunder Bay Electronics Ltd.  
Business Address... 87 N. Hill St.  
Tel.: 4-9685... CBC  
Station Representative... Weed; All-Canada  
President... H. F. Dougall  
Station Mgr... G. N. Conger  
Commercial Mgr... Jack Masters  
Chief Engineer... G. Buetow

### CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF... AP: 15 Kw... VP: 28 Kw.  
Owned-Oper. By... Hyland Radio-TV, Ltd.  
Business Address... 119 East Street  
Tel.: AL 6-7494... CBC-CBS-NBC  
Representatives... All-Canada TV; Weed  
President... Mrs. J. G. Hyland  
Gen., Sta. Mgr... R. H. Ramsay  
Commercial Mgr... E. W. Plouffe  
Program Director... P. Fockler  
Film Mgr... Beverly Kovacs  
Chief Engineer... Dave Irwin

### CKSO-TV—Sudbury—1953

Channel: 5 VHF... AP: 15 Kw... VP: 30 Kw.  
Owned By... CKSO Radio, Ltd.  
Business Address... 336 Ash St.  
Tel.: OS 4-0711... CBC  
Representatives... Weed; All Canada TV  
Chairman of Board... George M. Miller  
President... W. J. Woodill  
General, Sta. Mgr... Ralph Connor  
Commercial Mgr... Ian Laidlaw  
Program, Prom. Mgr... Wayne Cullum  
Chief Engineer... Wally Robert

### CFCL-TV—Timmins—1956

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned By... J. Conrad Lavigne Enterprises  
Business Address... Box 620, Mont Sacre Coeur  
Tel.: AM 4-4211... CBC  
Station Representative... Mulvihill  
President... J. Conrad Lavigne  
General Mgr... Rene Barrette  
Commercial Manager... Harry Charbonneau  
Program Director... Jean DeVilliers  
Promotion Director... Isabella Appleby  
Film Manager... Mrs. Hazel Claremont  
Chief Engineer... Rudy Fauteux  
Owners of: CFCL, AM.

### CBLT—Toronto—1952

Channel: 6 VHF... AP: 53.5 Kw... VP: 99.5 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 354 Jarvis St.  
Tel.: WA 5-3311... CBC  
Station Rep... McGavren  
Station Manager... M. Hind Smith  
Dir. Info. Services... R. S. Bryden  
Technical Director... L. Horton

### CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

### CKNX-TV—Wingham—1955

Channel: 8 VHF... AP: 100 Kw... VP: 180 Kw.  
Owned-Oper. By... CKNX Ltd.  
Address... Carling Terrace  
Tel.: 158... CBC  
Station Rep... All-Canada; Young Canadian  
Pres., Gen. Mgr... W. T. Cruickshank  
Comm. Mgr... C. R. Hamilton  
Chief Engineer... Scott Reid

## Prince Edward Island

### CFCY-TV—Charlottetown—1956

Channel: 13 VHF... AP: 38.5 Kw... VP: 79 Kw.  
 Owned-Oper. By... Island Radio Bcstg. Co., Ltd.  
 Business Address... 85 Kent St.  
 President... Mrs. K. Rogers  
 Tel.: 7347  
 Representatives... All-Canada TV; Weed  
 General, Comm., Film Mgr... R. F. Large  
 Promotion Mgr... M. E. Large  
 Chief Engineer... J. G. Jay

## Quebec

### CHAU-TV—Carleton—1959

Channel: 5 VHF... AP: 100 Kw... VP: 52 Kw.  
 Owned By... T. V. De La Baie Des Chaleurs Inc.  
 Address... New Carlisle  
 Tel.: 248 & 249  
 Station Rep... CBC  
 President... Hardy; Young  
 General Mgr... J. Leo Hachey  
 Commercial Mgr... Dr. C. H. Houde  
 Chief Engineer... Pierre Stein  
 Marcel Chabot

### CKRS-TV—Jonquiere—1955

Channel: 12 VHF... AP: 21 Kw... VP: 42 Kw.  
 Owned-Oper. By... Radio Saguenay Limited  
 Address... 175 Sir Wilfrid Laurier St.  
 Tel.: LI 2-4551  
 Station Reps... CBC  
 President... Hardy; Young Canadian  
 Gen. Mgr., Prom. Dir... Henri Lepage  
 Sta., Comm. Mgr... Tom Burham  
 Film Manager... Paul J. Audette  
 Eugene Michaud  
 Program Dir... Claude Colbert  
 Publicity Director... Maurice Petit  
 Chief Engineer... Gerard Lemieux  
 Owners of: CKRS, AM.

### CKBL-TV—Matane—1958

Channel: 9 VHF... AP: 170 Kw... VP: 280 Kw.  
 Owned By... Radiodiffusion de Matane Ltd.  
 Business Address... 4 Rue St. Sacrament  
 Tel.: 1100-1-2  
 Station Rep... CBC  
 Sta. Rep... Young Canadian Ltd.  
 Pres., Gen. Mgr... Rene Lapointe  
 Comm. Mgr... Octave Lapointe  
 Station Mgr... Yvan Fortier  
 Program Dir... Roger Bergeron  
 Film Mgr... Jules Choulnard  
 Promotion Dir... G. Lavole  
 Chief Engineer... J. O. Thibeau  
 Owners of: CKBL, AM.

### CBFT—Montreal—1952

Channel: 2 VHF... AP: 55 Kw... VP: 31 Kw.  
 Owned By... Canadian Bcstg. Corp.  
 Business Address... P.O. Box 6000  
 Tel.: UN 6-2571  
 President... Alphonse Ouimet  
 Program Director... Fernand Guerard  
 Director of TV... Yves Vien  
 Information Services... C. Thurber  
 Film Mgr... J. Beaudoin  
 Technical Dir... G. Fontaine  
 Owners of: CBAFT, Moncton; CBOFT, Ottawa;  
 CBWFT, Winnipeg.

### CBMT—Montreal—1954

Channel: 6 VHF... AP: 26.2 Kw... VP: 43.8 Kw.  
 Owned By... Canadian Bcstg. Corp.  
 Address... Box 6000  
 Tel.: UN 6-2571  
 Station Rep... CBC  
 CBC Comm. Services  
 President... Alphonse Ouimet  
 General Mgr... Gerald Lamarche  
 Comm. Manager... Maurice Valiquette  
 Program Dir... Kenneth Davey  
 Film Mgr... Yvon Jean  
 Publicity Dir... W. M. Davies  
 Chief Engineer... Guy Fontaine

### CFCM-TV—Quebec City—1954

Channel: 4 VHF... AP: 6.35 Kw... VP: 12.7 Kw.  
 Owned By... Television De Quebec  
 Address... 200 St-Jean Bosco, Ste. Foy, Que.  
 Tel.: MURRAY 3-4985  
 Station Rep... CBC  
 Sales Rep... Weed; Hardy; Hunt  
 President... Gaston Pratte  
 Gen., Sta. Mgr... J. A. Pouliot  
 Oper. Dir., Sales Mgr... Arthur P. Fitzgibbons  
 Program Manager... Jacques Filteau  
 Prom., Pub. Dir... J. P. Riopel  
 Film Manager... Gerald Ross  
 Chief Engineer... Gerard Fortin  
 Owners of: CFCM, AM; CKMI-TV, Quebec.

### CKMI-TV—Quebec City—1957

Channel: 5 VHF... AP: 2.8 Kw... VP: 5.6 Kw.  
 Owned... TV de Quebec (Canada) Ltd.  
 Add... 200 St-Jean Bosco, Ste. Foy, Que.  
 Tel.: MU 3-4985  
 Station Rep... CBC  
 Sales Rep... Weed; Hardy; Hunt  
 President... Gaston Pratte  
 General, Sta. Mgr... Jean A. Pouliot  
 Oper. Dir., Sales Mgr... Arthur P. Fitzgibbons  
 Program Director... George Lovett  
 Prom., Pub. Dir... J. R. Riopel  
 Film Manager... Gerald Ross  
 Chief Engineer... Gerard Fortin  
 Owners of: CFCM-TV, Quebec.

### CJBR-TV—Rimouski—1954

Channel: 3 VHF... AP: 56.9 Kw... VP: 100 Kw.  
 Owned By... Lower St. Lawrence Radio Inc.  
 Address... 6 St. Jean St.  
 Tel.: RA 3-2217  
 Station Rep... CBC  
 Sta. Rep... Stovin-Byles; Weed  
 President... Jacques Brillant  
 Gen. Sta. Manager... Andre Lecomte



# TV STATIONS OF CANADA

P.R. Officer..... Harry A. Willsie  
 Commercial Mgr..... L. P. Cliche  
 Program Mgr..... Francois Raymond  
 Promotion Dir..... Jean Chabot  
 Film Mgr..... Denis Malenfant  
 Chief Engineer..... Marcel Vallee

## CKRN-TV—Rouyn-Noranda 1958

Channel: 4 VHF... AP: 25 Kw... VP: 50 Kw.  
 Owned..... Northern Radio-Radio Nord, Inc.  
 Business Address..... Box 70, Rouyn  
 Tel.: RO 2-7741..... CBC  
 Station Reps..... Weed; Scharf  
 Pres., Gen. Mgr..... David A. Gourd  
 Operations Mgr..... Franco Capellari  
 Film Manager..... Bob Montemurro  
 Chief Engineer..... Jean-Guy Langevin

## CHLT-TV—Sherbrooke—1956

Channel: 7 VHF... AP: 186 Kw... VP: 316 Kw.  
 Owned-Oper. By..... La Tribune, Ltd.  
 Business Address..... 221 Dufferin St.  
 Tel.: LO 9-2525..... CBC  
 Newspaper Affil..... La Tribune  
 Station Reps..... Allied Bcst.; Young TV  
 President..... Paul Desruisseaux  
 General Manager..... Alphee Gauthier  
 Sta., Comm. Mgr..... Jean-Louis Gauthier  
 Program Director..... Pierre Bruneau  
 Promotion Director..... Georges L'Ecuyer  
 Chief Engineer..... Leo Guilbeau

## CKTM-TV—Three Rivers—1958

Channel: 13 VHF... AP: 42 Kw... VP: 84 Kw.  
 Owned By..... TV St. Maurice, Inc.  
 Address..... P.O. Box 277  
 Tel.: FR 5-7311..... CBC  
 Station Reps..... Stovin-Byles; Weed  
 President, Gen. Mgr..... Henki Audet  
 Commercial Mgr..... Louis Beliveau  
 Program. Dir..... Claude Blain  
 Film Mgr..... Albert Aubichon  
 Chief Engineer..... Robert Bonneau

# Saskatchewan

## CHAB-TV—Moose Jaw—1959

Channel: 4 VHF... AP: 100 Kw... VP: 53 Kw.  
 Owned By..... Radio Station CHAB, Ltd.  
 Address..... 127 Main St., N.  
 Tel.: OX 2-6464..... CBC  
 Sta. Rep..... TV Rep.; Young Canadian  
 President, Gen Mgr..... Jack Moffat  
 Commercial Mgr..... Joe Lawlor  
 Program Director..... Terry McBurney  
 Chief Engineer..... Merv Pickford  
 Owners of: CHAB, AM.

## CKBI-TV—Prince Albert—1958

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By..... Central Bcstg. Co., Ltd.  
 Address..... 10th St. West  
 Tel.: RO 3-7421..... CBC  
 Representatives..... All Canada; Weed  
 Pres., Gen. Mgr..... E. A. Rawlinson  
 Commercial Mgr..... Ian Robertson  
 Prog. Dir., Film Mgr..... J. J. Cennon  
 Chief Engineer..... Tom Van Nes

## CKCK-TV—Regina—1954

Channel: 2. VHF... AP: 53.5 Kw. VP: 100 Kw.  
 Owned By..... Transcanada  
 Address..... Box 2000  
 Tel.: LA 3-6671..... CBC  
 Newspaper Affil..... Leader Post  
 Sales Rep..... Weed, All-Canada TV  
 President..... Michael Sifton  
 General Mgr..... H. A. Crittenden  
 Asst. Mgr., Film Dir..... Lloyd Westmoreland  
 Commercial Mgr..... Don Tunncliffe  
 Program Dir..... H. Van Wiebe  
 Technical Dir..... Lorne McBride  
 Chief Engineer..... E. A. Strong

## CFQC-TV—Saskatoon—1954

Channel: 8 VHF... AP: 154 Kw... VP: 325 Kw.  
 Owned By..... A. A. Murphy & Sons Ltd.  
 Address..... 216 1st Ave. N.  
 Tel.: CH 2-6611..... CBC  
 Station Reps..... Young Canadian; Oakes  
 President..... W. A. Murphy  
 V.P., General Mgr..... G. Blair Nelson  
 Sales Manager..... Will Klein  
 Station Mgr..... Walter Romakow  
 Program Dir..... Greg Barnsley  
 Promotion Mgr..... Mrs. Jean Korchin  
 Film Mgr..... Jim Salkin  
 Chief Engineer..... Lyn Hoskin  
 Owners of: CFQC, AM.

## CJFB-TV—Swift Current—1957

Channel: 5 VHF... AP: 6.6 Kw... VP: 13.3 Kw.  
 Owned..... Swift Current Telecasting Co. Ltd.  
 Address..... Swift Current  
 Tel.: PR 3-7266..... CBC  
 Representative..... Forjoe-TV  
 Pres., Gen. Mgr..... William D. Forst  
 Comm. Adv. Mgr..... Walter S. Buffam  
 Program. Prom. Mgr..... Julie Forst  
 Chief Engineer..... J. Coulter

## CKOS-TV—Yorkton—1958

Channel: 3 VHF... AP: 2.5 Kw... VP: 5 Kw.  
 Owned By..... Yorkton TV Co., Ltd.  
 Address..... 95 E. Broadway  
 Tel.: 33-688..... CBC  
 Reps..... Stovin-Byles Ltd.; Devney-O'Connell  
 Pres., Prom. Mgr..... Norman Roebuck  
 General Mgr..... Ronald Leigh Skinner  
 Commercial Mgr..... Harold Olson  
 Program Dir..... Kristin Olson  
 Chief Engineer..... G. S. Skinner

# The Use Of Economee Means Vitality And Economy

By PIERRE WEIS  
V.P. & General Manager, Economee Television



**M**ORE and more top stations are turning to Economee, the re-run division of Ziv-United Artists. That is the lesson of the past year in syndication.

As part of the new economics of success in local programming, a "pattern of use" has grown up among the majors, and the smaller stations, that makes Economee a flexible and almost unbeatable ally in the battle for audience and efficiency of operation.

The new use-pattern discovered by the top outlets calls for a solid run by an Economee series in Class A time, followed by an eventual "stripping" of the episodes.

Typical of the first phase of the pattern is the current programming by KABC-TV, Los Angeles, which is running Economee's "Men Into Space" on Saturday, 8-8:30 P.M. and "Man And The Challenge" on Wednesday, 7-7:30 P.M.

Among other top stations recently using Economee's productions are WCBS-TV and WABC-TV New York, WCAU-TV Philadelphia, KRON-TV San Francisco, KSD-TV St. Louis, WHDH-TV Boston, KNXT Los Angeles, WJBK-TV Detroit.

The history of Economee series such as these, is that they frequently succeed in topping their original syndication and network exposures, thus providing still fresh and quality shows to an expanded public at Economee cost to the station.

The second phase of the Economee use pattern is illustrated by a look at WGR, Buffalo. Programming Economee's "Highway Patrol" as a strip, 6-6:30 P.M., the station is regularly leading all competition in the time period with a Nielsen average of over 20 for the series.

The bases for the success of Economee

programming is clear. If a show in its first-run on a particular time period has enjoyed, say, a 25 rating, there still is 75 per cent of the audience which has not seen it. On another time slot, it will be a brand-new and pre-publicized show to this group.

Viewing only the major markets for the purposes of this limited review — but with the assurance that the pattern holds for smaller stations — here are more instances, in separate parts of the country, of the Economee impact in syndication:

At WJBK-TV, Detroit, "Highway Patrol," Saturday, 6-6:30 P.M. registers a 23.5 rating with a 43 per cent share of audience.

On WMAL-TV in Washington, D. C., "Science Fiction Theatre" for five years, in the Sunday, 6-6:30 P.M. time spot, has dominated the half-hour with a consistent rating pattern of between 18 and 20.

At KSTP-TV, St. Paul, Minnesota, Economee's "Mr. D.A." — 10:30-11:00 P.M., Wednesdays — has averaged a 20.6 rating over the years it has been shown there. "Harbor Command" on the same station at 10:30-11:00 P.M., Tuesdays, with a 50 per cent share of audience, is another example of a series which is faring better as an Economee re-run than it did in its first viewing on the station.

In Nashville, on WSIX-TV, Monday—Friday, 6-6:30 P.M., "Mr. D.A." records an average of 29.2 in the Nielsen tabulation.

The only true measure of a show is its vitality — not only in winning audience but in influencing sales. Economee shows, properly programmed, provide that vitality at lower cost.

In a phrase: there is now greater economy in vitality programming . . . because of the greater vitality of Economee programs.



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Adv. & Public Rel. Dir... Richard N. Robbins  
Prom., Pub. & Merchand... Charles C. Adams  
Coordinator of Club Activities.. Gay C. Allen

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Phone: TR 4-7290

Sales, Southeast..... Marty White

39 Peachtree Circle, Columbia, S. C.

Phone: SU 7-4174

Sales, Southeast ..... Dave Campbell  
1605 Francis Pl., Monroe, La.  
Phone: FA 5-5510

Sales, Southwest ..... Ray Baker  
10651 Mississippi Blvd., Coon Rapids, Minn.  
Phone: HA 1-7387

Sales, Midwest..... John Kelly, John Mark  
R.R. No. 1, Columbia, Mo.  
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Talent Consult..... Sybul Trubin  
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Phone: YUkon 6-9484

Director ..... Frederic Damrau, M. D.  
AFTRA Associate ..... Adeleine Maneery  
Business Manager ..... Mary L. Davis  
*Services Offered:* Educational and dramatized programs relating to health, for both radio and TV.

**MAC DAVIS FEATURES**

1 Montgomery Place, Brooklyn (15), N. Y.  
Phone: Nevins 8-4374

Director ..... Mac Davis  
*Services Offered:* Sport shows created, written and produced for television and radio. Also special features, ideas & assistance furnished for all types of sport programs for local, regional or network presentation.

*Productions:* Heartbeats in Sport Headlines, They Made Sports History, Sport Laughs, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

**PHIL DAVIS**

**MUSICAL ENTERPRISES, INC.**

59 East 54 St., N.Y. 22  
Phone: MU 8-3950

President ..... Phil Davis  
V.P. Mus. Dir. .... Earl Paul  
Secy-Treas. .... Loretta H. Davis  
Prod. Mgr. .... Joe Rhodes  
Copy Dir. .... E. C. Redding  
Exec. Sect. .... Renee Strum

*Services Offered:* Musical consultants to advertising agencies & film producers; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete package.

**GORDON M. DAY PRODUCTIONS**

15 W. 44th St., New York 36, N. Y.  
(See *Commercial Producers*)

**ALEX DAYBREAK PRODUCTIONS**

C.P.O. Box 1300, Brooklyn 1, N. Y.  
Phone: ES 3-5236

President ..... Alex Daybreak  
*Services Offered:* Producers of radio & TV programs, specializing in childrens TV shows, variety shows.

**DEMBY PRODUCTIONS, INC.**

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.  
Phone: PLaza 9-2495

President ..... Emanuel H. Demby  
Client Relation ..... Mimi Reichert  
Dramatic Programs ..... Betty Jeffries  
Creative Supervisor ..... Allen Swift

*Services Offered:* Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pre-testing commercials and other films for potential audience effectiveness.



## PROGRAM PRODUCERS

*Productions:* The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, World in Space, Cavalcade of Music, etc.

### ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.

Phone: MUrray Hill 5-6415

Contact ..... Alfred Dixon  
*Services Offered:* Radio, stage, film, TV productions.

### HARRY S. DUBE

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

Phone: COlumbus 5-7035

Manager ..... J. Knight  
*Services Offered:* Live Talent, package shows and transcriptions, Video tapes.

### DURGOM-KATZ ASSOCIATES

40 W. 55th St., N. Y. C. 19

Phone: JU 2-4900

Partner ..... Raymond Katz  
 Partner ..... George Durgom  
 Vice President ..... Tino Barzie  
 Office Manager ..... Livia Cersosimo

#### Branch Office

8782 Sunset Blvd., Los Angeles 46, Cal.

Phone: OLYmpia 7-2430

Partner ..... George Durgom  
*Services Offered:* Production & packaging of live & transcribed 1 & 5 minute syndicated radio programs, and live and filmed TV programs.

### DYNAMIC FILMS INC.

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

Phone: PLaza 1-7447

President ..... Nathan Zucker  
 Executive V.P. .... Walter Lowendahl  
 Pres., Medical

Dynamics, Inc. .... Sol S. Feuerman  
 Sec., Contoller. .... Gerald Carrus  
 Sound Supervisor. .... James Townsend, Jr.  
 Ed. Supvr. .... Donald Finamore  
 Program Director. .... Eileen Hunneston

#### Branch Office

573 N. Melrose, Elgin, Ill.

Phone: SH 2-0866

Executive-in-Charge ..... Mal Middlesworth  
*Services Offered:* Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies—Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

*Productions:* The Later Years, Silent Witness, Indianapolis 500, Fast 50's, Auto USA, Hypoxia, Victory Circles 1960, Corticosteroid Therapy, Performance Evaluation, Nurse Corps, USN, The Only Good Customer, For Homemakers Only, Family Centered Maternity Care.

### EADE ENTERPRISES, INC.

1742 Church St., N.W., Washington 6, D.C.

Phone: ADams 2-5548

President ..... Edith Cockrill  
 Secretary ..... Dorothy Looker  
 Treasurer ..... Evelyn Davis

*Services Offered:* Live TV programs, video tape, films, special consultants.

### EAST-WEST TV, INC.

2221 Fern Dell Place, Hollywood 28, Calif.

Phone: HOLlywood 7-2371

President ..... John S. Daggett

Vice President ..... Frank Fox

*Services Offered:* Program producers, scripts, films for television & movies.

### ECONOMEET TELEVISION PROGRAMS

(Div. of Ziv-United Artists Inc.)

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

Phone: MU 8-4700

V.P., General Manager ..... Pierre Weis

Div. Mgrs. .... Dick Lawrence Ken Joseph

*Services Offered:* Distribution of TV Films.

*Productions:* Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor, Comedy Theatre, Meet Corliis Archer, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Science Fiction Theater, Doctor Christian, West Point, Men of Annapolis, Harbor Command, New Adventures of Martin Kane, Man Called X, The Man & The Challenge, Men Into Space.

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## New Merritt Enterprises Inc.

500 5th Ave BR 9-4288

### TV PRODUCERS

E. ROGER MUIR — NICK NICHOLSON

Producing

THE

## FUNNY MANN'S

### STARRING CLIFF NORTON

e writers willie gilbert and jack weinstock.  
 . . studio supervisor pete welsh . . . the product  
 on supervisor art rosenblum . . . senior editor  
 ken collins . . . editors joanne mcgarrity red  
 montier yoshi kishi dan indjian yogi cohen . .  
 lso production assistants barbara horn paul  
 picard scott brinker . . . bernie bennett our pu  
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 awthorne edna picard . . . musicians allen hanlo  
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**PROGRAM PRODUCERS** 

**EDUCATIONAL FILM ENTERPRISES, INC.**

500 N. Wilcox Ave., Los Angeles 4, Cal.  
 Phone: HO 7-2806  
 President, General Mgr. .... George Rony  
*Services Offered:* Television programs; all phases of prod. of films of any kind; film library of historical films; producers & distributors of "Background to Battle."

**ROBERT J. ENDERS, INC.**

M-G-M Studios, Culver City, Calif.  
 Phone: UPTon 0-3311  
 President ..... Robert J. Enders  
 Vice President ..... Stanley S. Bass  
 Vice President ..... James W. Bellah  
 Secretary ..... Melvin A. Bank  
*Services Offered:* Television producers & packagers, features for theatrical release, industrials, documentaries.

**ENDORSEMENTS, INC.**

65 East 55th St., New York 22, N. Y.  
 Phone: PLaza 1-0320  
 President ..... Jules Alberti  
*Services Offered:* Endorsements & testimonials, live & TV.

**ESTES NEWSFEATURES**

530 E. 23rd St., New York 10, N.Y.  
 Phone: SPring 7-5766  
 Pres., Exec. Prod. .... Bernard Estes  
 Secretary-Treasurer ..... Hazel Estes  
 Associate Producer ..... Jack Sheldon  
 Photography Director ..... Jack Estes  
*Services Offered:* Live, Spot & transcribed & filmed packaged shows produced for AM and Video. Specializing in news & feature programs. Spot or contract assignments. News & camera correspondents throughout U. S., Latin America, Europe & Far East.

**FADIMAN ASSOCIATES, LTD.**

1501 Broadway, New York 36, N. Y.  
 Phone: LAckawanna 4-3544  
 Manager ..... Edwin Fadiman  
*Services Offered:* Production, Package Shows.

**FAMOUS ARTISTS CORP.**

9441 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: CR 4-7433  
 610 Fifth Ave., New York, N. Y.  
 TV Dept. .... Thomas D. Tannenbaum  
 David Geaber, Martin Sperger  
 Syndication Sales ..... Harold Goldman

**FELIX THE CAT CREATIONS, INC.**

355 Lexington Ave., New York 17, N. Y.  
 Phone: YU 6-5161  
 President ..... Pat Sullivan  
 Vice President ..... Joe Oriolo  
 Sec.-Treas. .... E. W. Poindexter  
*Services Offered:* Producers of animation films for television.

*Productions:* Felix The Cat (260), Albert (39).

**FREDDIE FIELDS ASSOCIATES, LTD.**

410 Park Ave., New York 22, N. Y.  
 Phone: MU 8-2020

President ..... Freddie Fields  
 Vice President ..... Robert S. Groban  
 Production Asst. .... Jeff Hand  
 Secretary ..... Robert Chuck  
*Service Offered:* Management & production consultants to performing & creative artists & independent production companies.

**THE FIRTH CORPORATION**

69 Newbury St., Boston 16, Mass.  
 Phone: COmmonwealth 6-4310  
 President, Treas. .... Julian J. Smith  
 Production Dir. .... Robert F. Friedmann  
 TV Station Liaison ..... Leslie Arries  
*Services Offered:* Producers of Fashion Firsts, live tape or kinescope, color or B&W TV program.

**FKB ENTERPRISES**

9134 Sunset Blvd., Los Angeles 46, Cal.  
 Phone: BR 2-0837  
 President ..... Robert Young  
 Vice Pres. .... Eugene B. Rodney  
*Services Offered:* Producers of TV films.

**FORRELL, THOMAS & POLACK ASSOCIATES, INC.**

157 W. 57th St., New York 19, N. Y.  
 Phone: ClRcle 6-9131  
 Pres., Treas. .... Gene Forrell  
 Vice President ..... Edward Thomas  
 V.P., Secy. .... Jim Polack  
 Dir. of Sales & Prod. .... R. M. Bradshaw

**PUBLIC SERVICE WITH PROFIT**



**Fifteen World-Famed Newsmen at Your Service With**

- SIGNED OPINION COLUMNS
- SPECIAL COMMUNITY SERVICE
- PUBLIC SERVICE SHOWS

**BROADCAST EDITORIAL REPORTS, INC.**

A. Maxwell Hage, President  
 WORLD PRESS CENTER BUILDING  
 54 WEST 40th STREET  
 NEW YORK 18, N. Y.

## PROGRAM PRODUCERS

Business Manager ..... Eleanor Fogelson  
*Services Offered:* Creation and production of radio and TV commercials. Jingles, film scores & humorous spots. Original scoring for TV, industrial and institutional films.

### FOUR i PRODUCTIONS

510 Madison Ave., New York 22, N. Y.  
Phone: El 5-5633

Partners.....Donald Kurz, Jay Weitzner  
*Services Offered:* All types of TV production.

### WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas  
New York 36, New York  
Oxford 7-3322

Executive Producer.....Walt Framer  
Promotion & Publicity.....Alan Framer  
*Service Offered:* Package producers of live, tape, film TV shows & radio shows.

*Productions:* The Big Payoff, On the Square, How To.....Whose Is It, Fun On the Street, Futures Unlimited.

### FREMANTLE INTERNATIONAL INC.

366 Madison Ave., New York 17, N. Y.  
(See TV Prod.-Dist.)

### GENERAL ARTISTS CORP.

640 Fifth Ave., New York 19, N. Y.  
Phone: CIRCLE 7-7543

9025 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 1-8101

8 S. Michigan Ave., Chicago, Ill.  
Phone: STate 2-6288

President .....L. W. Kanaga  
Executive V.P.....M. W. Krasny  
Vice Pres., Gen Mgr.....Buddy Howc  
V.P., Sales Mgr.....Herman Rush  
V.P., West Coast.....Bill Weems

*Services Offered:* Program Production, development & sales rep. (film & live), Artists representatives.

*Productions:* The Perry Como Show, The Pat Boone Show, The National Guard Show, The Patti Page Show, Dave King Show, Captain Kangaroo Show, Father Knows Best Show, Ginger Rogers Show, My Friend Flicka, Many Loves of Dobie Gillis, Tate, Innocent Jones, Now Is Tomorrow, Nat King Cole Show, Ringling Bros. Circus Spec., The Chase, Happy, The Weapon Offbeat.

### GBA PRODUCTIONS

(Gallucci Bros. & Assoc.)

Lake Rd., East Hampton, Conn.  
Phone: ANDrew 7-9092

President .....Joe Gallucci  
General Manager.....N. T. Gallucci  
Sales Manager.....Lou Gallucci  
Assoc. Producer.....C. G. Harries  
Assoc. Producer.....Jack Sheehan  
Assoc. Director.....Lloyd Hurd  
Assoc. Director.....Dick Felker

*Services Offered:* Special feature program.

### HAROLD R. GINGRICH PRODUCTIONS

111 N. Marion St., Oak Park 1, Ill.

Phone: VI 8-9444

Owner-Manager.....Harold R. Gingrich  
Music Director.....Vicki Stevens  
Talent Director.....Lee Raleigh  
Script Director.....Bill Browne  
*Services Offered:* Radio-Television advertising, counseling and ideas.

### GIRARD-LEWIS PRODUCTIONS, INC.

5451 Marathon St., Hollywood 38, Calif.  
Phone: HO 9-2411

President .....Bernard Girard  
Vice President.....Robert Lewis  
Sec.-Treas. ....Paul P. Schreiberman  
*Services Offered:* Producers of television films.

### GOLD MEDAL ENTERPRISES, INC.

550 Fifth Ave., New York, N. Y.  
Phone: PLaza 7-4636

President.....Martin H. Poll  
Vice-President.....C. Edwin Knill  
Secretary-Treasurer .....Selma Tamber  
Asst. Secy.-Treas. ....Martin Leichter  
Board of Directors.....Martin H. Poll,  
Alfred W. Schwalberg, Selma Tamber, C.  
Edwin Knill.

*Services Offered:* Producers of TV programs.

### GOMALCO ENTERPRISES

404 N. Roxbury, Beverly Hills, Calif.  
Phone: CR 5-6131

President.....David P. O'Malley  
Vice-President .....George Gobel  
*Services Offered:* Television production (live and film).

*Productions:* The George Gobel Show, Leave It To Beaver.

### HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53rd St., New York 22, N. Y.  
Phone: PLaza 5-6131

President & Gen. Mgr.....Harry S. Goodman  
Vice Pres., Sales Mgr...Everett F. Goodman  
Asst. to Pres.....Ralph Arlin  
Traffic Manager .....M. Middleton  
Radio-TV Director.....Stuart Wilson

*Services Offered:* 1 & 5 minute radio programming features, station jingles, dramatic shows, open-end spots & kid shows for TV.

*Productions:* (short featurettes) Boating Tips, Cal Tinney Time, Dear Shirley, Guide to Good Health, Home Handyman, How Come, Miracle Gardening Tips, Pardon My Bloopers, Simple Science, Sport Shorts, Woman's World, Young Hollywood, Your Child & You, Your Money & You; Allen Funt's Candid Mike.

### MARTIN GOODMAN PROD., INC.

36 Central Pk., South, N.Y.C. 19  
Phone: PLaza 1-3555

Executives.....Geo. Spota, Arthur Willi,  
Billie Biederman

*Services Offered:* Personal management of TV personalities and packaging.

## PROGRAM PRODUCERS

### GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-0600

Partner ..... Mark Goodson  
Partner ..... William S. Todman  
Executive V.P., N.Y. .... Bud Austin  
Exec. V.P., Calif. .... Harris Katleman  
V.P., Bus. Affairs. .... Howard F. Todman  
Exec. Prod's. .... Gil Fates, Bob Stewart,  
Frank Heller, Ira Skutch, Jean Kopelman,  
Bob Rowe

#### Branch Office

9460 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 4-7357

**Services Offered:** Producing and packaging live and filmed TV programs for national, regional and spot sales.

**Productions:** Beat the Clock, What's My Line, The Price Is Right, To Tell The Truth, Play Your Hunch, The Rebel.

### GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.  
Phone: JUDson 6-5577

President ..... Herbert M. Moss  
Exec. Vice Pres. .... Robert M. Volkell  
Vice Pres., Prod. .... Fred Hertz  
Vice Pres., Sales. .... Leonard Lawson  
**Services Offered:** Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc Lathes. Writing and production staff available. Recording, editing, mastering, pressing facilities.

### GOTHAM RECORDING PRODS., INC.

2 W. 46th St., New York 36, N. Y.  
Phone: JU 6-5577

Producer ..... Herbert M. Moss  
**Services Offered:** Live and transcribed shows for Radio and TV.

### ABNER J. GRESHLER

Sunset Towers W., 8400 Sunset, Hollywood 46  
Phone: OL 4-5960

**Services Offered:** Program producers; industrial films; commercials.

### PAUL HANCE PRODUCTIONS, INC.

1776 Broadway, New York 19, N. Y.  
(See AM-TV Comm. Prod.)

### HANNA-BARBERA PRODUCTIONS

3501 Cahuenga Blvd., Hollywood 28, Calif.  
(See Commercial Producers)

### BYRON HARRIOTT TV SOUND FILMS PRODS.

5075—37th St. N., St. Petersburg 14, Fla.  
Phone: HE 6-8411

Producer ..... Byron Harriott  
Assoc., Dramatics & Audio. .... Jim Harriott  
Assoc., Script Spvsr. .... Jack Harriott  
**Services Offered:** S.O.F. & taped radio programs; documentaries; films produced from still fotos.

### HARVEY CARTOON STUDIOS, INC.

1860 Broadway, New York 23, N. Y.  
(See Producer-Distributors)

### ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,  
New York 17, N. Y.  
Phone: PLaza 5-7145

Producer, Writer ..... Arthur Henley  
**Services Offered:** Packages, for TV live & film, and for radio; production and writing services. Program consultants.

### HERTS-LION INTERNATIONAL CORP.

845 N. Seward St., Hollywood, Calif.  
Phone: HO 4-6121

President ..... Kenneth Herts  
Exec. Vice President ..... Leo Guild  
Treasurer ..... Sid Felson  
**Services Offered:** Producers of TV & motion picture films.

**Productions:** Unsolved, La Femme, Tales of the Unexplained, Beverly Hills Is My Beat, Never Marry A Ranger, Road Block.

### SANDY HOWARD PRODUCTIONS

8782 Sunset Blvd., Hollywood 46, Calif.  
Phone: OLYmpia 7-2430

President ..... Sandy Howard  
**Services Offered:** Producers of live & filmed TV programs, motion pictures.

### HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.  
Phone: MICHigan 2-5877

Owner ..... Bernard Howard  
**Services Offered:** Producers of programs & commercials.

### H-R PRODUCTIONS, INC.

17 E. 45th St., N. Y. C. 17  
Phone: OXFord 7-0725

President ..... Herbert Rosen  
**Services Offered:** Producers of complete films to order, package shows, full-length feature films, mood & bridge music library svc. for TV & 16mm productions, sound effect records.

### IDEES GRANDES, INC.

524 West 57th St., New York, N. Y.  
Phone: ClRele 5-1612

Owners ..... Jackie Gleason, Jack Philbin  
**Services Offered:** Producers of TV packages and ideas.

### IMPA PRODUCTIONS, LTD.

660 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 2-9200

Producers, Owners ..... Irving Mansfield,  
Peter Arnell  
**Services Offered:** TV & Radio Programs;  
Production, Package.  
**Productions:** Celebrity Talent Scouts, Take A Good Look.



**INTERNATIONAL GOOD MUSIC, INC.**

1151 Ellis St., Bellingham, Wash.  
Phone: REgent 3-5466

President ..... Rogan Jones  
Vice President ..... John D. Tuttle  
Sec.-Treas. .... Catherine W. Jones

*Branch Office*

28 W. 44th St., New York 36, N.Y.  
Phone: LO 3-2942

Manager ..... Igor Kipnis  
*Services Offered:* Programming & production of syndicated taped programs for FM broadcasting.

**THE JAFFE AGENCY, INC.**

8555 Sunset Blvd., Los Angeles 46, Calif.  
Phone: OLYmpia 7-2711

New York Phone: CIRCLE 6-5740

President ..... Philip Gersh  
*Services Offered:* Representation of Artists, Actors, Actresses, Directors, Producers and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

**HENRY JAFFE ENTERPRISES, INC.**

200 W. 57th St., New York 19, N. Y.  
Phone: CIRCLE 5-2400

President ..... Henry Jaffe  
Vice President ..... Norman Lessing  
Secretary-Treasurer ..... Marvin B. Meyer  
*Services Offered:* Creation & production of live & film TV Shows.

*Productions:* The Chevy Show, Dinah Shore Chevy Show, Bell Telephone Hour.

**JEWELL RADIO AND TELEVISION PRODUCTIONS**

612 N. Michigan, Chicago 11, Ill.  
Phone: MOhawk 4-5757

President ..... James E. Jewell  
Vice-President ..... W. Ralph Jewell  
Secretary ..... M. P. Casey  
Editor ..... James Lawrence

*Branch Offices*

Landmark Productions, 1040 N. Las Palmas  
Hollywood, California  
Phone: HOLlywood 7-3111

Manager ..... Michael Baird  
Director ..... Lewis Foster  
3062 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 3-0617

Exec.-in-Charge ..... W. Ralph Jewell  
*Services Offered:* Produce industrial, educational & TV films; radio & TV programs, commercial spots & jingles. Consultants to agencies & sponsors; package-production services; writing, editing, directing, musical arrangements, supervision, casting, etc.

*Productions:* The Silver Eagle-Mounty, Pressure, Carnival of Youth, Starmaker Theater.

**J & L PRODUCTIONS, INC.**

122 Edgewood Dr., Florham Pk., N. J.  
Phone: WYman 2-3939

President ..... Ted Johnson

Vice President ..... Gary Lesters  
Commercial Manager ..... Martin Greene  
*Services Offered:* Production & packaging of Radio & TV spot commercials & full programs; consultants for agencies, independent packagers, Radio & TV stations & private industry.

**STACY KEACH PRODUCTIONS**

12240 Ventura Blvd., Studio City, Calif.  
Phone: POplar 2-0966

President ..... Stacy Keach  
Associate ..... Ernest Newton  
Exec. Sec. .... Miss Frankie Newton  
*Services Offered:* Write direct & produce shows for TV, radio, motion pictures & stage; commercials & industrial shows; sales & training films, slide films.

**ROBERT KEESHAN ASSOC. INC**

680 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-8618

President ..... Bob Keeshan  
Vice President ..... Marvin Josephson  
*Services Offered:* Radio-TV packagers and producers.

*Productions:* Captain Kangaroo.

**MAXINE KEITH AGENCY**

234 W. 44th St., New York, N. Y.  
Phone: LA 4-4228

Director ..... Maxine Keith  
Office Manager ..... Eric L. Stone  
*Services Offered:* Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.

*Productions:* From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

**SONNY KENDIS, INC.**

509 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-0890

Pres., Exec. Prod. .... James Sonny Kendis  
*Services Offered:* TV-Radio programming; musical advisors to the industry.

**LANG-WORTH FEATURE PROGRAMS, INC.**

1755 Broadway, New York 19, N. Y.  
Phone: JUDson 6-5700

President ..... John D. Langlois  
Vice-Pres. .... C. O. Langlois, Jr.  
Vice Pres., Sales. .... Hugh S. Allen, Jr.  
*Services Offered:* Producers of Radio Hucksters and Airlifts—Musical Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials and special local station promotion. Transcribed Music Service for radio and TV stations. Program syndication.

**JERRY LAYTON ASSOCIATES**

1040 Park Ave., New York, N. Y.  
*Services Offered:* Live & film production. TV.

*Productions:* "?", ABC Films; "True Story," NBC-TV Live; "Colonel Flack,"—CBS Films; "Brothers Brannigan," CBS Films.

## PROGRAM PRODUCERS

### LEONARDO TELEVISION PROD. INC.

500 Fifth Ave., New York 36, N. Y.  
Phone: OXford 5-0335

President.....Peter M. Piech  
Vice President.....Robert A. Travis  
Secretary.....Charles Haydon  
*Services Offered:* Producers of King Leonardo & His Short Subjects Theatre, color cartoon series.

### LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.  
Phone: PLaza 3-5083

Partners.....Lester & Juliet Lewis  
*Services Offered:* TV package shows, personal management.

### MAX LIEBMAN PRODUCTIONS

130 West 56th St., New York, N.Y.  
Phone: PLaza 7-6533

President.....Max Liebman  
*Services Offered:* TV packages.

### JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.  
Phone: OLdfield 6-4607

Exec. Director.....Jack Lloyd  
*Services Offered:* Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

### ARTHUR LODGE PRODUCTIONS, INC.

21 West 46th St., New York 36, N. Y.  
Phone: JUDson 2-5477

President.....Arthur J. Lodge, Jr.  
*Services Offered:* Producers of motion pictures; chiefly industrial, documentary & public relations, also filmed news releases. Stock footage library.

### JACK LONDON PRODUCTIONS, INC.

245 W. 55th St., New York 19, N. Y.  
Phone: JUDson 6-8920

President.....Barnett Glassman  
Secretary.....Herbert Friedman  
*Services Offered:* Producers of live and filmed TV packages.  
*Productions:* Smokey Below, owners of Jack London library-TV series Captain David Grief.

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.  
Phone: DUNkirk 4-4191

President.....C. P. MacGregor  
Gen. Mgr.....E. H. Lowry  
*Services Offered:* Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

*Productions:* C. P. MacGregor Show, Heartbeat Theatre.

### MADISON PRODUCTIONS, INC.

60 E. 56th St., New York 22, N. Y.  
Phone: PLaza 8-2780

President.....Gerry Gross  
Vice-President, Treasurer...Frank B. Sawdon  
Vice-Pres., Secy.....Rita Fillet  
*Services Offered:* Package & produce Radio & TV Shows, live & film commercials.  
*Productions:* The Will to Win, Baseball Central, Football Scoreboard, The Bill Stern Show, Frontier Judge.

### MAGIC CIRCLE PRODUCTIONS (MAGIC CIRCLE THEATRE)

7027 Pacific View Dr., Hollywood 28, Calif.  
Phone: HOLlywood 4-0818

Producers...Sam R. Sebby, Frances Price  
*Services Offered:* Live public svc. & commercial TV productions.

### MAGNA FILM PRODUCTIONS, INC.

55 Berkeley St., Boston, Mass.  
Phone: HUBbard 2-5580

President.....Robert Berman  
Vice President.....A. J. Schneider  
*Services Offered:* Producer of TV features, business & educational films, film & live commercials, monochrome & color TV slides.

### MARK VII, LTD.

4024 Radford Ave., N. Hollywood, Calif.  
(See TV Prod.-Dist.)

### THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.  
Phone: MURray Hill 7-2722

President.....A. W. Marshall  
General Manager.....Evelyn K. Zuckerman  
*Services Offered:* Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

### MCA-TV

598 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-7500

*Film Syndication Div.*  
V.P. in Charge.....David V. Sutton  
V.P. Sta. Prog. Sls. Div.....Louis Friedland  
VP. Chg. of N. Y. office.....Wynn Nathan  
V.P. Chg. of Chicago office.....Frank Brill  
V.P. Chg. of Cleveland office...DeArv Barton  
V.P. Chg. of L. A. office....Bob Greenberg  
V.P. Intl. Sls. Div.....T. J. McManus  
V.P., Director of Sales.....Hal Golden  
*Branch Offices*

258 Park Sq. Bldg., Boston 16, Mass.  
9370 Santa Monica Blvd., Beverly Hills, Calif.  
1371 Peachtree St., N.E., Atlanta, Georgia  
430 N. Michigan Ave., Chicago, Ill.  
1172 Union Commerce Bldg., Cleveland, Ohio  
504 Delta Bldg., New Orleans, La.  
426 Transportation Bldg., Cincinnati, Ohio  
2311 Cedar Springs, Dallas, Texas  
15037 W. Eight Mile Rd., Detroit, Michigan

105 Montgomery St., San Francisco, Calif.  
 1415 Northwestern Bank Bldg., Minn., Minn.  
 530 Sixth Ave., Pittsburgh, Pa.  
 721 Olive St., St. Louis 22, Mo.  
 101 Jones Bldg., Seattle, Wash.  
 519 East Trade St., Charlotte, N. C.  
 139 Piccadilly, London, W1, England  
 49 bis Ave Hoche Paris, France  
 180 University Ave., Toronto 1, Ontario, Can.  
 Offices also in Rome, Munich, Mexico City,  
 Sydney, Tokyo.

*Services Offered* — Distribution of syndicated TV film programs and feature films.

*Productions*—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, Mickey Spillane's Mike Hammer, Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9.

**CHARLES MICHELSON, INC.**

45 West 45th St., New York 36, N. Y.  
 Phone: PLaza 7-0695

President ..... Charles Michelson  
 Treasurer ..... Aaron Michelson  
 Manager ..... Marcia Dick  
*Services Offered*; U. S. representatives for foreign TV stations; distributors of TV film programs & transcribed radio programs, Speedy-Q, E.M.I. mood music & Standard sound effect libraries.

*Productions*: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

**WILLIAM MORRIS AGENCY, INC.**

1740 Broadway, New York 19, N. Y.  
 Phone: JUdson 6-5100

Exec-in-Chg. of TV-Radio, Wallace S. Jordan  
*Services Offered*: Packaged shows for radio and TV, also talent reps. for all fields.

**MORTON PRODUCTIONS**

64 East Lake St., Chicago 1, Ill.  
 Phone: CEntal 6-4144

President ..... Morton Jacobson  
*Services Offered*: Syndicated radio shows.  
*Productions*: This Is The Story, So the Story Goes, Joe Emerson's Hymntime, Curt Massey & the Westerners.

**MUNDELL PRODUCTIONS, CORP.**

417-1416 Commerce, Dallas 1, Tex.  
 Phone: RIVerside 8-3021

President ..... Jinnie Mundell  
 Vice President ..... Elizabeth J. Erwin  
 Secretary ..... Jeff Mundell  
*Services Offered*: TV news service and sports films for television.

**MUSIC PRODUCTIONS OF AMERICA, INC. (M.P.A.)**

25 West 56th St., New York 19, N. Y.  
 Phone: PLaza 7-8589

President, Creat. Dir. .... Joe Feagins  
 Musical Dir. .... Elliot Lawrence  
 Technical Dir. .... Harold Dreeben  
*Services Offered*: Creators and producers of radio-TV live-taped programs, documentary & transcribed features; commercials, background music, copy; complete recording and production facilities & creative staff; special music for radio & TV. Producers of Sesac "Drummers" albums.

**MUZAK CORPORATION**

229 Park Ave. S., New York 3, N. Y.  
 (See Transcription-Recording)

**NTA PRODUCTIONS, INC.**

10 Columbus Circle, New York, N. Y.  
 (See TV Prod.-Dist.)

**NATIONAL TELEFILM ASSOC., INC.**

1481 Broadway, New York 36, N. Y.  
 Phone: LO 3-1122

President ..... George K. Gould  
 Vice-President ..... Alfred Markim  
*Services Offered*: Complete videotape & kinescope facilities & services for commercial & program production.

*Productions*: Kelloggs, Noxema, Newport, Reynolds Aluminum, Thom McAn, Sealtest, Westelox.

**NATIONAL FILM STUDIOS, INC.**

105 Eleventh St., SE, Washington 3, D.C.  
 Phone: LIncoln 6-8822

President ..... Harold A. Keats  
 Vice President ..... Stanley Allen  
 Vice President ..... Edward W. Alfriend, IV  
 Sec.-Treas. .... F. William Hart  
 Director ..... Fred N. Maloof  
 Director ..... Jay Clark, IV  
*Services Offered*: Completely equipped studio, sound stage, equipment & personnel for studio or location prod., 35 & 16mm motion picture prod., sound recording.

**THE NATIONAL RESEARCH BUREAU, INC.**

415 N. Dearborn St., Chicago 10, Ill.  
 Phone: SUPerior 7-5080

President ..... Wm. H. Wood  
 Vice President ..... Robert Stone  
 Editorial Dir. .... Milton Paule  
 Copy Dir. .... Genevieve Smith

*Branch Office*

424 North 3rd St., Burlington, Iowa  
 Phone: PLaza 2-5415

*Services Offered*: Broadcast Editorial Idea Library—a monthly exchange of broadcast editorials used by leading stations throughout the country. Radio Campaigns—a monthly service of sales, program & continuity ideas and suggestions.

**NATIONAL TIME SALES**

(Subsidiary of Pan American Bestg. Co.)  
 122 E. 42nd St., New York, N. Y.  
 Phone: MU 2-4500

## PROGRAM PRODUCERS

### NATIONAL VIDEO TAPE PROD. INC.

36 West 44th St., New York 36, N. Y.  
(See Transcription-Recording Cos.)

### NEW MERRITT ENTERPRISES INC.

500 Fifth Ave., New York, 36, N. Y.  
Phone: BR 9-4288

President.....E. Roger Muir  
V.P. & Treasurer.....Robert Nicholson  
*Services Offered:* TV producers.  
*Production:* The Funny Manns.

### OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.  
Phone: JUdson 2-5130

Cable Address: ARREFFAY New York  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
*Services Offered:* Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent.

### NORTHWESTERN INC., MOTION PICTURES & RECORDING

411 Southwest 13th Ave., Portland, Ore.  
Phone: CApitol 3-4107

President .....Robert M. Lindahl  
Vice President.....Sheldon Goldstein  
*Services Offered:* Producers of TV programs & commercials, industrial & business films, sound slide films, radio transcriptions; sound stage, 16 & 35mm cameras, mono & stereo recording, recording synchronous motion picture, music & sound effects libraries, editing facilities, art, animation & storyboards.

### PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-4500

Exec. V.P.....Eugene Bernald  
Program Director.....Leo Shore  
*Services Offered:* Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

### PATHE NEWS

(See Jack London Prod., Inc.)

### PATRICIAN PRODUCTIONS, INC.

14 E. 60th St., New York 22, N. Y.  
Phone: PLaza 2-4477

President.....Patricia B. Kurland  
Exec. Dir.....John F. Struthers, Jr.  
*Services Offered:* Package producers of live & transcribed radio shows and live & film TV shows.

### PHILIP J. PERLMAN ASSOCIATES

141 E 55th St., New York 22, N. Y.  
Phone: MU 8-4831

Owner .....Philip J. Perlman  
Radio-TV Dept. ....Roy Baxter  
*Services Offered:* Producers & packagers of radio & TV live & film programs.

### PIONEER PRODUCTIONS

619 W. 54th St., New York, N. Y.  
Phone: JU 6-7633

President .....David Cooper  
Vice President.....Lillian Jones  
*Services Offered:* A creative, editorial, and production service for TV, theatrical and commercial motion pictures.  
*Productions:* The Lonely Years, High Adventure, Arthur Godfrey Special.

### PIPER TELEVISION, INC.

500 Fifth Ave., New York 36, N. Y.  
Phone: OXford 5-0335

President .....Peter M. Piech  
Vice President.....Robert A. Travis  
Secretary .....Charles Haydon  
*Services Offered:* Producers of Pip The Piper.

### JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill  
Phone: ANdover 3-1422  
New York Address: 9 East 75th St.  
Phone: LE 5-8580

President .....Jules Power  
General Manager.....Daniel Wilson  
*Services Offered:* Production of live local and network television programs and commercials.  
*Production:* Time For Fun.

### PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.  
Phone: CR 4-5488

Owner .....Harold Jovien  
*Services Offered:* Representation of artist and programs for TV, radios, records. Also writers, directors, producers for TV.

### PRODUCERS ASSOCIATES OF TELEVISION, INC.

500 Fifth Ave., New York 36, N. Y.  
Phone: OXford 5-0335

President.....Peter M. Piech  
Vice President.....Robert A. Travis  
Secretary .....Charles Haydon  
*Services Offered:* Producers of Rocky And His Friends cartoon series.

### PROJECT-O-FEX, INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1881

President.....Paul F. Adler  
*Services Offered:* Semi-animated film, spot and institutional films.

## PROGRAM PRODUCERS

### PUBLIC AFFAIRS RADIO, INC.

150 Broadway, N. Y. C. 38  
Phone: BArcley 7-6563

President.....Guthrie E. Janssen  
Vice President.....Justin J. Bayer  
Secretary-Treasurer.....Philip R. Leeds  
*Services Offered:* Voiced program service of news & public affairs.

### PUNCH FILMS, INC.

155 Fifth Ave., New York, N. Y.  
(See Commercial Producers)

### PYRAMID PRODUCTIONS, INC.

445 Park Ave., New York, N. Y.  
Phone: PL 2-4100

President.....S. F. Rubin  
*Services Offered:* Producers of live and film programs.  
*Productions:* Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Seven Against Crime, Decoy, Deadline.

### QM PRODUCTIONS

1041 N. Formosa, Hollywood, Calif.  
Phone: HO 7-5111

President, Treas.....Quinn Martin  
Exec. Vice Pres.....Arthur Fellows  
Vice Pres., Sec.....Eli Parker  
*Services Offered:* Television & motion picture production.

### PETER RACHTMAN PRODUCTIONS

149 West 48th St., New York 36, N. Y.  
Phone: Circle 6-3184

President.....Peter Rachtman  
Sec.-Treas.....Sheila Schwartz  
*Services Offered:* Producers and packagers of syndicated radio programs.  
*Productions:* The Oscar Brand Show, Sound of Jazz.

### RADIO & TV PACKAGERS, INC.

11 E. 40th St., New York 16, N. Y.  
Phone: LExington 2-1717

President.....William Cayton  
Vice President.....Fred Ladd  
Secretary.....D. R. Roberts  
*Services Offered:* Packaging & production of TV film series, industrials, TV cartoons & commercials.  
*Productions:* Jungle, Cartoon Classics Serial.

### RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.  
Phone: SOrange 3-1044  
New York Phone: YUkon 6-5700

Executive Producer.....W. H. Bertenshaw  
Secy., Bus. Mgr.....Betty Janeway  
TV Director.....David Holm  
*Services Offered:* Producers of local and syndicated radio and TV programs & packagers of bus., med., indust., agric., science, educational & musical program drops & features.

*Productions:* Report From U. S. Rubber, Focus On Fashion, It's a Funny World, Radio USA, Music USA, Prod. of all sports, music & special events for WHBI radio, Farm & Home Show, Fun With Pop.

### RADIOZARK ENTERPRISES, INC.

1121 S. Glenstone, Springfield, Mo.  
Phone: UNiversity 2-4422

Managing V.P.'s.....E.E. Siman, Jr.,  
John B. Mahaffey  
*Services Offered:* Production-syndication of quarter-hour program features, network, programs, jingles, transcribed commercials.  
*Productions:* Tennessee Ernie Ford Show, Smiley Burnette Show, Red Foley Show.

### RCA VICTOR CUSTOM RECORD SALES DIVISION

155 East 24th St., New York 10, N. Y.  
(See Transcription Companies.)

### THE REBEL CO.

Fen-Ker-Ada

(Goodson-Todman Enter.)

9460 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CO 4-7357

President.....Mark Goodson  
V.P.'s.....William S. Todman, Harris  
Katlman, Bud Austin  
Treas.....Howard Todman  
Producer.....Andrew J. Fenady  
Director.....Irving Kershner  
*Services Offered:* TV production.  
*Production:* The Rebel.

### REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 2402 New York 20, N. Y.  
Phone: CI 6-7300

President.....Lloyd Marx  
Vice-President.....Ted Mack  
*Services Offered:* Producers of "The Original Amateur Hour."

### RICHARD S. ROBBINS CO., LTD.

163 Bleecker St., New York 12, N. Y.  
Phone: SP 7-2568

President.....R. S. Robbins  
Vice President.....Edward E. Finch  
*Services Offered:* Radio and Television merchandise prizes.

### ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.  
Phone: PLaza 9-7979

President.....Janet Taylor  
*Services Offered:* Complete packages, radio, TV and film.

### RODNEY YOUNG ENTERPRISES

9134 Sunset Blvd., Hollywood 28, Calif.  
CRestview 7-4174

President.....Robert Young  
V.P., Chg. of Prod.....Eugene B. Rodney  
Secretary.....Ben Bisgeier  
*Services Offered:* Producers of television series.



## PROGRAM PRODUCERS

### RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.  
Phone: Rlverside 9-3647

Bd. Chairman.....Maurice Roffman  
President.....Richard H. Roffman  
Vice Pres.....Sophie S. Roffman  
*Services Offered:* Radio and TV production, public relations, publicity, promotion.

### ROSS-DANZIG TV, INC.

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLywood 2-6464

President.....Bart Ross  
Vice Pres., Sec.....Frank K. Danzig  
Producers.....Al Burton,  
Margaret Coffey, Bud Widom  
*Services Offered:* Package production of live & filmed television programs.  
*Productions:* Danger Zone, Beat The Genius, Wink Martindale Show, Regulars at Large, Chopsticks.

### R-TV ENTERPRISES

225 W. 96th St., New York City 24  
Phone: SUsquehanna 7-2161

President.....Amy W. Muentz  
Executive Producer.....Jules Evan Baker  
Prom. Consultant.....Alan J. Levine  
*Services Offered:* Broadcast promotions & productions; live & filmed commercial & public service programs & spots, Shop-A-Thon; Billboard TV (BBTV).

### SANDE & GREENE, INC.

8400 Sunset Blvd., Los Angeles 46, Calif.  
(See Commercial Producers)

### ALAN SANDS PRODUCTIONS

565 Fifth Ave., New York 17, N. Y.  
Phone: OXford 7-6135

Manager.....Alan Sands  
Producer-Writer.....Cecile Diamond  
*Services Offered:* Producer & packager of syndicated radio-TV series.

*Productions:* Your Child & You, Top 10 Dance Party, Amy Vanderbilt.

### JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.  
Phone: CRestview 1-7231

President.....James L. Saphier  
*Services Offered:* Radio and TV productions, sale of package programs and talent.  
*Productions:* The Bob Hope Show, Celebrity Golf.

### ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.  
Phone: EL 5-1434

Owner.....Allen Savage  
Manager.....James Burke  
*Services Offered:* Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packagers & producers of radio programs.  
*Productions:* Adequate Wiring in the Home, Home Selector Guide.

### BERNARD L. SCHUBERT, INC.

505 Park Ave., New York 22, N. Y.  
Phone: Murray Hill 8-0940

Treasurer.....Leonard Bogdanoff  
*Services Offered:* TV film distribution talent, production, radio and TV package management.  
*Productions:* White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest, Parole, Diver Dan.

### WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.  
Phone: FRanklin 2-4392  
New York Address: 527 Madison Ave.  
New York 22, N. Y.  
Phone: ELdorado 5-4616

President.....Walter Schwimmer  
Vice-Pres. in Chg. of Sales.....Bernie Crost  
V.P. in Chg. of Prog.....Arthur Pickens, Jr.  
N.Y. Manager.....Jack Arden  
*Services Offered:* TV and radio package productions.

*Productions:* Championship Bowling, Championship Bridge, Tello-Test, Tune-Test, Top Fro Golf, Championship Tennis.

### SCREEN GEMS, INC.

711 Fifth Ave., New York 22, N. Y.  
(See TV Film Prod.-Dist.)

### SELMUR PRODUCTIONS, INC.

4451 Prospect Ave., Hollywood 27, Calif.  
Phone: NO 3-3311

President.....Selig J. Seligman  
V.P., Admin. & Bus. Affairs.....Leon I. Mirell  
V.P., Chg. Pgmng.....Peter G. Robinson  
*Services Offered:* Production of TV programs & series, film, tape & live.

### SESAC, INC.

10 Columbus Circle, New York 19, N. Y.  
Phone: JUDson 6-3450

President.....Paul Heinecke  
Secretary-Treasurer.....R. C. Heinecke  
Asst. to Pres.....E. S. Prager  
Production Manager.....George Jellinek  
Station Relations Dir.....W. F. Myers  
Pub. & Prom.....Alice J. Heinecke

*Services Offered:* Licensing the use of copyrighted music; LP Service including catalog of over 8500 bridges, moods and themes and "Drummers"; syndicated transcribed tailor-made programs for advertisers.

### FLETCHER SMITH STUDIOS, INC.

1000 S. Federal, Ft. Lauderdale, Fla.  
Phone: JA 2-6774

319 E. 44th St., New York 17, N. Y.  
Phone: MURray Hill 5-9010

President.....Fletcher Smith  
Vice President.....Arthur J. Davis  
Secretary-Treasurer.....Mrs. Frances Burns  
*Services Offered:* Complete motion picture production; TV shows, spots, industrial films; large animation staff.

## PROGRAM PRODUCERS

### SOUTHILL PRODUCTIONS, INC.

313 East 51st St., New York 22, N. Y.

Phone: PLaza 3-1228

President.....Richard L. Linkroum  
Vice President.....Henry Denker  
V.P., Sec.-Treas.....Verna Linkroum  
*Services Offered:* Production & packaging of TV programs.

*Productions:* Divine Adventures, New York, New York.

### THE SOUVAINE ASSOCIATES INC.

135 Central Park West, New York 23, N. Y.

Phone: TR 3-1158

Producer.....Geraldine Souvaine

*Services Offered:* Producers of radio and TV programs.

### SPENCER PRODUCTIONS, INC.

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

Phone: OX 7-5895

President.....Jeanne Allgeier  
Office Manager.....Alan Abel

*Services Offered:* Producer of TV series, pilot films for television.

### SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.

Phone: MUrray Hill 2-0117

President.....Richard E. Bailey  
Vice-President.....Roylance H. Sharp  
Vice-President.....Clifford Evans  
Secretary-Treasurer.....Thomas J. Schilling  
V.P., Video Tape Op.....Anthony M. Hennig  
Vice Pres., Sales.....Jack D. Bozarth  
V.P., Engineering.....Charles A. Voso

Comptroller.....William Hyland  
*Services Offered:* Technical facilities include studio, Mobile Camera units & Mobile video tape units available for commercials, programs & closed circuits.

### SPORTS PROGRAMS, INC.

Time & Life Bldg., Rockefeller Center,  
New York, N. Y.

Phone: CI 6-3730

President.....Edgar J. Scherick

*Services Offered:* Producers of sports programming for TV.

### STARS INTERNATIONAL, INC.

5420 Melrose Ave., Hollywood 38, Cal.

Phone: HOLlywood 2-6027

1271 Ave. of the Americas,

New York 20, N.Y.

Phone: PLaza 7-2197

President.....Peter Frank  
Exec. Vice Pres.....Will Scott  
Vice President.....Mann Scharf  
Program Director.....Mel Ryan

*Services Offered:* Big Sound radio production package.

### WILBUR STARK

10202 W. Washington, Culver City, Calif.

Phone: UPTon 0-3311

527 Lexington Ave., N.Y.C.

Phone: PL 2-3940

President.....Wilbur Stark

*Services Offered:* Live and filmed TV.

### MIKE STOKEY ENTERPRISES

4202 Benedict Canyon Drive, Sherman Oaks,  
Calif.

Phone: STate 4-0458

President.....Mike Stokey

New York Office

515 Madison Ave.

Phone: PLaza 8-2072

Manager.....Frank Barone

*Services Offered:* Package producers of live and filmed TV shows.

*Productions:* Pantomine Quiz, Author!-Author!

### TALENT ASSOCIATES LTD.

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

Phone: PLaza 3-1030

President.....Alfred Levy

Exec. Vice Pres.....David Susskind

V.P.....Robert Costello

### TELTON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.

Phone: COlumbus 5-4111

President.....Stephen F. Temmer

*Services Offered:* Packaged radio shows; foreign language radio shows.

*Production:* Rendezvous in Vienna.

### TELEVENTURE, INC.

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

Phone: MU 5-5357

President.....Soren Christensen

Exec. V.P.....Graham Young

V.P., Prod.....Thomas Orchard

V.P., Sales Prom.....Art Foley

*Branch Office*

Arno Studios, 497 Vesterport—

1 Meldahlsgada, Copenhagen, Denmark

Chief Executive.....Graham Young

*Services Offered:* Factual adventure, documentary and special purpose films.

### TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.

Phone: JUdson 2-5130

Cable Address: ARREFFAY, New York

Executive Director.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

Managing Dir.....J. H. Macdonnell

*Services Offered:* Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

## PROGRAM PRODUCERS

### TELEVISION BROADCASTING SERVICE, INC.

91 Central Pk. W. New York 23  
Phone: TRafalgar 7-2372

President.....William R. Riddle  
Vice Pres., Sec.....Edith L. Riddle  
Treasurer.....William K. Riddle

#### Branch Offices

1444 Bewick Ave., Detroit 14, Mich.  
Phone: VALley 2-0092

Dist. Sales Mgr.....Rodney B. Hersey  
12 Maple St., Hensonville 1, N.Y.  
Phone: Windham 241-251

Dist. Sales Mgr.....Jack Averill  
39 Academy Rd., Caldwell 1, N.J.  
Phone: CALdwell 6-4272

Regional Sales Mgr.....Orwyn L. Werfel  
100 N. Irving Blvd., Los Angeles 4, Calif.  
West Coast Rep.....Mrs. L. H. Lincoln  
*Services Offered:* Live TV & film programs, package producer of features, commercials & training films, scripts, videotape & kinescope facilities.

### TRAND ASSOCIATES, INC.

13 E. 53rd St., New York, N. Y.  
Phone: PL 9-5250

President.....Dudley C. Andrews, Jr.  
Dir. of Sta. Opera.....Lucio Sorre  
Dir. of Prog. Sla.....Morton Catok  
Dir. of Pub. & Prom.....Larry Penzell  
Prod. Dir.....John Savage  
*Services Offered:* Packagers of radio & TV programs.

*Productions:* Ladies First, At Home with Virginia Graham, Teen Talk.

### TRANS ARTISTS PROD., INC.

731 N. La Brea, Los Angeles, Calif.  
(See Producer-Distributors)

### TRANSCRIPTION SALES, INC.

128 West First St., Dayton 2, Ohio  
Phone: BALdwin 2-3773

President.....J. P. Williams  
Vice President.....Alexander Buchan  
General Manager.....Gerhard Joseph  
*Services Offered:* Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

### RICHARD H. ULLMAN, INC.

1271 Ave. of the Americas,  
New York 20, N. Y.  
Phone: PLaza 7-2197

President.....Peter Frank  
Exec. Vice Pres.....Marvin A. Kempner  
*Branch Office*

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HOLlywood 2-6027

*Services Offered:* Distributors of the Big Sound radio program & production service; IMN jingles & target jingles.

### VAVIN, INC.

236 East 46th St., New York 17, N. Y.  
(See TV Prod.-Dist.)

### THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.  
Phone: CIRCLE 6-4675-6

President.....Thomas J. Valentino  
Vice-President.....Michael T. Valentino  
Secretary.....Elsie F. Valentino  
*Services Offered:* Sound effects records, transcriptions, background music for TV and radio.

### VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.  
Phone: OXFord 7-6960

President & Sales Mgr.....Vic Lindeman, Jr.  
Producer-writer.....Alan Sands  
Station Relations.....Peggy Seager  
*Services Offered:* Syndicate live TV programs to local stations and servicing stations with prizes for giveaways.

*Productions:* Top Ten Dance Party.

### VIDEOCRAFT PRODUCTIONS, INC.

116 East 30th St., New York 16, N. Y.  
Phone: OREGon 9-6030

President.....Arthur Rankin, Jr.  
V.P., Treas.....Jules Bass  
V.P., Sales.....Jerry Liddiard  
Exec. Art Dir.....Antony Peters  
*Services Offered:* Production & distribution of animated film programs.

*Productions:* New Adventures of Pinocchio, Wizard of Oz, Wonderland, Willy McBean & His Magic Machine.

### VIKING FILMS INC.

45 West 45th St., New York 19, N. Y.  
Phone: CIRCLE 5-8858

President.....Israel M. Berman  
Exec. Producer.....Richard A. Weaver  
*Services Offered:* Producer of TV features, public relations & educational films.

### V. I. P.

720 5th Ave., New York 19, N. Y.  
Phone: PLaza 7-0130

President.....Bill Murphy  
Vice-President.....Charlotte Morgan  
Radio-TV Dir.....Helen McCausland  
*Services Offered:* Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

*Productions:* Cinderella Weekend, Gulliver's Travels, Bermuda Holiday.

### CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.  
Phone: EL 5-0734

Director Producer.....Chick Vincent  
Casting Director.....Eleanor Monroe  
*Services Offered:* Package producers, program production, TV programs, live and film.

### WBC PRODUCTIONS

205 East 67th St., New York, N. Y.  
Phone: UN 1-3000

President.....D. H. McGannon  
Exec. Prod.....Ben Park  
*Services Offered:* Radio & TV programs.

**PROGRAM PRODUCERS**

**WOLF PRODUCTIONS**

420 Madison Ave., New York 17, N. Y.  
Phone: PLaza 5-2050

Partner .....Edward Wolf  
Partner .....Herbert Wolf  
Producers.....Jack Rubin, Alan Gilbert  
Dir. of Sales.....Paul Ross

*Services Offered:* Radio-TV, live program productions.

*Productions:* Masquerade Party, Keep Talking.

**THE WORLD OF FASHION**

8 W. 56th St., N. Y. C.  
Phone: MU 2-2444

President.....Murray E. Stern  
Executive Producer...Alfred Davidson, Jr.

*Services Offered:* Interviews, reviews, pre-views, & news about fashion.

*Production:* The World of Fashion.

**ZIV UNITED ARTISTS, INC.**

488 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-4700

President .....John L. Sinn  
Exec. V.P. Chg. of Sales..Maurice J. Rifkin  
Exec. V.P. Chg. of Prod....Maurice Unger  
V.P., Chg. Chicago Office..Edward Broman  
V.P., Synd. Sales.....Len Firestone  
V.P., Nat. & Reg. Sales.....James Shaw  
Sales Mgr. Reg. Div.....Ray McGuire  
Sales Mgr. Synd. Div.....Don Brogdon  
Sales Mgr. No. East. Div.....Jerry Kirby  
Sales Mgr. N.Y. Div.....Joe Kotler

*Branch Offices*

7324 Santa Monica Blvd.,  
Los Angeles 46, Calif.

Sales Mgr. West. Div.....Allen Martini  
520 N. Michigan Ave., Chicago 11, Ill.

Sales Mgr. No. Central Div.....Bob Reis  
Sales Mgr. Chicago Div.....Jim Packer

Southland Center Bldg., Dallas 1, Tex.  
Sales Mgr. So. Central Div.....Jack Puter

1529 Madison Rd., Cincinnati 6, O.  
Sales Mgr. Mid Central Div...Mike Kievinan

805 Peachtree St., E., Atlanta, Ga.  
Sales Mgr. So. East. Div.....John Davidson

*Services Offered:* Custom-built films for national & regional release, & syndicated shows; studio facilities, TV commercials.

*Productions:* The Aquanauts, Klondike, Bat Materson, The Case of the Dangerous Robin, Miami Undercover, Sea Hunt, Lock Up, Tombstone Territory, This Man Dawson, Bold Venture, Mackenzies Raiders, Rough Riders, Dial 999, Target.

**MAURICE H. ZOUARY  
TV-FILM PROD.**

333 W. 52nd St., New York 19, N. Y.  
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary  
*Services Offered:* Live package radio & TV programs.

*Production:* Poem for A Day.

**IMPA**

**PRODUCTIONS LTD.**  
660 MADISON AVE., NEW YORK 21, N. Y.

**IRVING MANSFIELD — PETER ARNELL**

TEmpleton 2-9200

# 400

## *Sound Recording Studios, Inc.*

(FORMERLY RCA FILM RECORDING STUDIOS)

**Narration**

**Music Scoring**

**Rerecording Mixing**

**Dubbing**

**Complete Transfer Facilities**

411 FIFTH AVENUE • NEW YORK 16, N. Y. • MURRAY HILL 3-7611

THE ONLY COMPLETELY RCA EQUIPPED STUDIOS IN NEW YORK





**1961**

**TRANSCRIPTION  
AND RECORDING  
COMPANIES**



**KEY PERSONNEL  
BRANCH OFFICES  
SERVICES OFFERED**

# Transcription And Recording Companies

**ABC-PARAMOUNT**  
(See AM-PAR Record Corp.)

**ALL-CANADA RADIO  
& TELEVISION LIMITED**

80 Richmond St. W., Toronto 1, Ont., Can.  
Phone: EMpire 6-7691

President.....J. Stuart MacKay  
General Manager.....Reo. C. Thompson  
Mgr., Radio Sls. Time Div.....Robert A. Tait  
Mgr, TV Time Sls. Div.....Ross A. McCreath  
Mgr., Best. Svc. Div.....Peter N. Harricks  
*Services Offered:* Canadian representatives  
and distributors for transcription companies.

**ALLIED RECORD MFG. CO.**

1041 N. Las Palmas, Hollywood 38, Calif.  
Phone: HOLlywood 9-5811

President.....D. K. Broadhead  
Vice Pres. of Mfg.....Sam Salzman  
V.P., Gen. Admin.....John F. Wegner  
V.P., Sales.....Ned R. Herzstam  
Vice Pres.....C. Dean Olson  
Sec.-Treas.....H. Glenn Olson  
227 Main St., Belleville 9, N. J.  
Phone: PLYmouth 9-0700

General Manager.....Peter M. Rogers  
*Services Offered* — Phonograph records,  
radio transcriptions, tape duplication.

**AM-PAR RECORD CORP.**

1501 Broadway, New York 36, N. Y.  
Phone: LONgacre 3-4222

President.....Samuel H. Clark  
Vice President.....Harry Levine  
Treasurer.....Simon B. Siegel  
*Services Offered:* Recording and distribut-  
ing of phonograph records.

**ARIZONA RECORDING  
PRODUCTIONS**

834 N. Seventh Ave., Phoenix, Ariz.  
Phone: ALpine 2-1718

Owner-Manager.....Raymond Boley  
*Services Offered:* Facilities for commercial  
& personal sound recordings. Radio & TV  
jingles, master & pressing service, dubbing,  
multiple recording, sound for motion pic-  
tures & slide films.

**ARTISTS RECORDING STUDIOS**

8718 E. 77th Terr., Kansas City 33, Mo.  
Phone: FL 3-6767

Owner.....Bill L. Godden  
*Services Offered:* TV and radio air checks,  
TV sound production, tape recorder rentals,  
phonograph masters and pressings.

**ASSOCIATED PROGRAM SERVICE  
(Div. of Muzak Corp.)**

229 Park Ave. S., New York 3, N. Y.  
Phone: OREGon 4-7400

Sales Mgr.....Edward Hochhauser, Jr.

*Services Offered:* A transcription library  
exclusively comprising radio music, jingles  
for advertisers, time, weather, dollar-day spots  
and shopping-days-til-Christmas jingles. Also  
TV production music library and special  
transcription library for industrial slide film  
producers.

**AUDIO-MASTER CORP.**

17 East 45th St., New York 17, N. Y.  
Phone: OXFord 7-0725

President.....Herbert Rosen  
*Service Offered:* Transcriptions; mood and  
bridge music library; three speed record and  
transcription players.

**AUDIO TECHNIQUES, INC.**

247 West 46th St., New York 36, N. Y.  
Phone: JUDson 6-2619

President.....Lawrence J. Kreeger  
Vice President.....Howard M. Lawrence  
Sec.-Treas.....John H. Beaumont  
*Services Offered:* Sound recording services  
for film & video tape prod.; sound transfer  
to magnetic & optical media; studio record-  
ing; tape editing; playback discs; slide film  
sound recording, disc mastering & pressing.

**AURA RECORDING, INC.**

136 W. 52nd St., N. Y. C. 19  
Phone: JU 2-8105

President.....Herbert Kaplan  
Vice President.....Benjamin Stern  
*Services Offered:* Recording facilities for  
advertising agencies and record companies;  
studios, mixing rooms, cutting and mastering  
channels.

**BASS FILMS INC.**

200 Park Ave., S., New York 3, N. Y.  
Phone: GRamercy 5-0648

President.....Roger Bass  
Vice President.....Robert Bass  
Vice President, Sales.....Harry Landon  
*Services Offered:* Off the air TV record-  
ings (kinescope) on 16mm motion picture  
film, sound & video.

**BELL SOUND STUDIOS, INC.**

237 W. 54th St., New York 19, N. Y.  
Phone: JU 2-4812

President.....Allen Weintraub  
Vice-Pres.....Daniel Cronin  
*Services Offered:* Complete services for  
tape, disc and film recording with studio pro-  
duction facilities. Masters (standard and  
microgroove). Westrex stereo discs, & 2- &  
3-channel stereo tape recordings.

**BRITISH BROADCASTING CORP.**

630 Fifth Ave., New York 20, N. Y.  
Phone: CI 7-0656

Representative in U. S.....Derek Russell  
Transcription Asst.....Marion Moss  
*Services Offered:* Topical taped programs;  
long-playing disc transcriptions of BBC pro-  
grams.

**BROADCAST SERVICES, INC.**

206 San Francisco St., El Paso, Tex.  
*Phone: KEystone 2-6978*

President.....Jack R. McVeigh  
 Exec. V.P.....Mrs. Billie McVeigh  
 Vice President.....William E. Branch  
 Dirs.....Angel H. Rojas, Robert F. Cummins, Jack R. McVeigh, Jr.

*Services Offered:* Complete recording facilities.

**CADENCE RECORDS INC.**

119 West 57th St., New York 19, N.Y.  
*Phone: CIrcle 5-1550*

President.....Archie Bleyer  
 Sales Manager.....Don Sanders  
 Promotion Manager.....Budd Dolinger  
 Production Manager.....Bob Mack  
 Treasurer.....William Lazarow  
*Services Offered:* Phonograph record producers.

**CAEDMAN RECORDS, INC.**

277 Fifth Ave., New York 16 N.Y.  
*Phone: MU 6-3722*

President.....Barbara Holdridge  
 Vice President.....Marianne Mantell  
*Services Offered:* Literary phonograph records.

**S. W. CALDWELL, LTD.**

447 Jarvis St., Toronto 5, Ontario, Canada  
*Phone: WALnut 2-2103*

President.....S. W. Caldwell  
 Vice President.....G. F. Keeble

Radio Sales.....Paul S. MacDonald  
 Recording Engineer.....Mel Lovell  
 Promotion Director.....Walter Shean  
*Services Offered:* Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; music and sound effects libraries; produce commercials (live, tape, film).

**CAPITOL RECORDS, INC.**

**Custom Services Department**

1750 North Vine Street, Hollywood 28, Calif.  
*Phone: HOLlywood 2-6252*  
 151 West 46th St., New York 36, N. Y.  
*N. Y. Phone: JUdson 2-8040*

President.....Glenn Wallichs  
 V.P., Mfg. & Eng.....James Bayless  
 V.P., Adm., Finance.....D. C. Bonbright  
 Director.....George R. Jones  
 Nat'l Sales Manager..William B. Tallant, Jr.

*Services Offered:* Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

**CAPITOL TRANSCRIPTIONS, INC.**

620 Eleventh St., N.W., Washington 1, D. C.  
*Phone: EXecutive 3-1246*

President.....H. Edward Behre  
 V.P.....C. Edward Behre  
 Secy.-Treas.....Doris Erickson  
 Music Dir. & Prod.....Maury B. Allen

*Services Offered:* Complete recording services, Commercial & Industrial Accounts;

**THE BEST  
 IN RECORDED ENTERTAINMENT  
 MONAURAL & STEREO**



**HIT SINGLES**

**HIT ALBUMS**

**CREATE  
THE RIGHT MOOD  
EVERY TIME**

*with the*

**MAJOR MOOD  
MUSIC LIBRARY**

Major offers you a full thirty hours of mood music for titles, bridges, background — for scoring, editing, recording and dubbing music for your video-tape productions, documentaries, TV films, slide films, animation, sales presentations, industrial films and radio commercials.

Major specializes in sound — you get exceptional technical know-how and beautifully-recorded original music.

**IMPORTANT:** Major owns its own copyrights on *all* mood music in its library; world rights available to you on a completely sound legal basis. Records available on a “per selection” or “unlimited use” arrangement.

**WRITE FOR FREE  
CATALOGUE  
to THOMAS J. VALENTINO, INC.**

*Established 1932*

150 West 46th Street  
New York 36, N. Y.

*Also available Free catalogue of complete  
sound effects library*

RD-1

**TRANSCRIPTION-RECORDING**

Tape, Disc, Pressings; Slide-Film sound tracks, subsonic control tones; live music sessions; remotes; Conference & Convention reporting; message repeater cartridge specialists; jingle production & arrangements.

**CARLTON RECORD CORP.**

345 West 58th St., New York 19, N. Y.

Phone: CIrcle 5-1240

President & Sec. .... Joseph R. Carlton  
Vice Pres. & Treas. .... Norman J. Walter  
Vice President .... Don Genson  
Adv. & Prod. Mgr. .... Cyrus M. Carlton  
Sales Manager .... George Gayles  
Promotion Manager .... George Furness

*Services Offered:* Manufacturer & distributor of phonograph records.

**COAST SOUND SERVICE, INC.**

*(Subsidiary of Trans Artists  
Productions, Inc.)*

1223 N. Highland Ave., Hollywood, Calif.

Phone: WEbster 1-1639

President .... Gerald J. Rappoport  
Secretary-Treas. .... Samuel Singer  
V.P., Chief Eng. .... Charles Knight  
V.P. .... Louis Himmelstein

*Branch Offices*

1776 Broadway, New York, N. Y.

Phone: PLaza 1-4352

731 N. La Brea, Los Angeles, Calif.

Phone: WE 1-1639

*Services Offered:* Fully equipped sound studio, magnetic & optical film recording, editing, dubbing, cutting rooms, music & sound effect library; 35 & 16mm projectors, portable field equipment, equipment including generators.

**COED RECORDS, INC.**

1619 Broadway, New York 19, N. Y.

Phone: JUDson 2-3050

President .... George Paxton

Vice President .... Marvin Cane

*Services Offered:* Record producers.

**COLUMBIA RECORDS**

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

Phone: CIrcle 5-7300

President .... Goddard Lieberson

Exec. V.P. .... Notman Adler

V.P., Gen. Mgr. Columbia LP

Record Club .... Neal Keating

V.P. Research & Devel. .... William Bachman

V.P. Chg. of Admin. .... Albert B. Earl

V.P., Business Affairs .... Alfred Lorber

V.P. Sales Mgr. .... Wm. P. Gallagher

*Services Offered:* Records and record accessories, tape recordings, electrical transcriptions.

**COLUMBIA RECORD  
PRODUCTIONS**

**(A Custom Service of Columbia  
Records)**

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

Phone: CIrcle 5-7300

Director .... Calvin Roberts

Director, Sp. Prod. .... Albert E. Shulman

National Sales Mgr. .... Floyd Glinert



**TRANSCRIPTION-RECORDING**

*Branch Offices*

630 N. McClurg Court, Chicago, Ill.

Phone: WH 4-6000

Manager .....Richard Hutter

8723 Alden Dr., Los Angeles 48, Calif.

Phone: OL 2-6029

Manager .....Michael Coolidge

*Services Offered:* Custom record pressing, recording, tapes, premiums.

**COMMUNITY CLUB AWARDS, INC.**

431 East State St., Westport, Conn.

(See Program Producers)

**CORELLI-JACOBS FILM MUSIC, INC.**

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

Phone: JUdson 6-6673

President .....Fred Jacobs

Vice President .....Alfonso Corelli

*Services Offered:* Complete editing of music & sound effects scores for films, slide-films & radio programs from music library on disc, tape & film.

**CUE RECORDINGS, INC.**

117 W. 46th St., N. Y. C. 36

Phone: PLaza 7-3641

President .....Sholom Rubinstein

Vice President .....Mel Kaiser

Secretary-Treasurer .....Bernard Rubinstein

*Services Offered:* Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high speed tape duplication.

**PHIL DAVIS MUSICAL**

**ENTERPRISES, INC.**

59 East 54th St., N. Y. 22

Phone: MU 8-3950

President .....Phil Davis

V.P., Mus. Dir.....Earl Paul

Secy.-Treas.....Loretta H. Davis

Prod. Mgr.....Joe Rhodes

Copy Dir.....E. C. Redding

Exec. Secy.....Renee Strum

*Services Offered:* Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

**GORDON M. DAY PRODUCTIONS**

15 W. 44th St., New York 36, N. Y.

(See Commercial Producers)

**DECCA RECORDS, INC.**

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

Phone: PLaza 2-1600

National Sales Mgr.....Claude Brennan

Sales Prom. Mgr.....Louis J. Sebok

*Services Offered:* Custom pressing, premium records.

**DERYCK WARING RECORDINGS**

37 E. 49 St., New York 17, N. Y.

Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring

Sales & Promotion.....Marion I. Waring

*Services Offered:* Steinway piano, Ampex

*For the Best In  
Motion Picture Sound  
— it's Magno Sound*

Mixing  
Transfers  
Dubbing



To and From Any  
Film or Tape Medium

**MAGNO SOUND, INC.**

723 Seventh Avenue

New York 19, N. Y.

CI 7-2320-1-2





## A complete station record service



Developed with the cooperation of every major label!

Record and album selections made by the Record & Music Staff of "The Billboard."

### "Spotlight" Singles

"Hot 100" — 10 new records each week

"Easy Listening" — 6 new records each week

"Country" — 5 new records every two weeks

### "Spotlight" Albums

"Popular" — 10 new albums each month

"Jazz" — 5 new albums each month

"Classical" — 10 new albums each month

Already, over 600 stations subscribe to one or more RSI services. Write for the full story.

## Record Source, Inc.

833 East 46th Street, New York 17, N. Y.  
Hal B. Cook, Executive Director

## TRANSCRIPTION-RECORDING

tape machines, Scully lathe, synchronous motor, Fairchild pic-syne generator.

### DISNEYLAND RECORDS

(Also Buena Vista Records)

500 S. Buena Vista St., Burbank, Calif.

Phone: VICTORIA 9-3411

Exec. V.P. .... James A. Johnson  
477 Madison Ave., New York, N. Y.

Phone: PLAZA 9-3880

National Sales Manager... Philip Sammeth  
Services Offered: Custom recordings both classical & popular; producer, distributor.

### DOT RECORDS, INC.

1507 North Vine, Hollywood 28, Calif.

Phone: HO 2-3141

N. Y. Phone: CIRCLE 6-8220

President ..... Randy Wood  
V.P. Sales..... Christine Hamilton

V.P. Album Repertoire..... Tom Mack

Dir. Adv. & Sls. Prom..... Norman Greer

Dir. International Div..... J. N. Bailey

Services Offered: Production, manufacturing & distributing of phonograph records.

### EMPIRE BROADCASTING CORPORATION

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

Phone: YUKON 6-5700

President & Treasurer... Helen D. Kelleher

Vice-President ..... Arthur Lubo

Secretary..... John Hughes Dwyer

Services Offered: Tape—Disc recording Studios—Remote work, Production—Talent.

### 411 SOUND RECORDING STUDIOS, INC.

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

Phone: MU 3-7611

President ..... Pat Sullivan

Vice President ..... Joseph Oriolo

Sec. Treas..... Emmett W. Poindexter

Asst. to Pres..... Anthony Oriolo

Services Offered: Complete facilities for motion picture recording & re-recording;

music stage; automatic voice cueing; 35 & 16mm RCA opt. V.A. recording; RCA 35-

32mm opt. recording; 35, 16 & 17½mm & ¼

inch magnetic recording; portable equip-

ment for location recording.

### FIDELITY SOUND INC.

1427 Landon Ave., Jacksonville 7, Fla.

Phone: FL 9-6084

President ..... Robert E. Woolf

Vice President..... Wallace A. Ybanez

Treasurer ..... Fransis Woolf

Services Offered: High speed tape duplicating, pressings, instantaneous discs, packing & mailing, studio facilities.

### GLOBE RECORDING STUDIO, INC.

420 Broad St., Nashville 3, Tenn.

Phone: ALPINE 5-7645

President, Gen. Mgr..... Jim Maxwell

Vice Pres., Prod. Mgr..... Bill Connor

Services Offered: Transcription-recording; jingle producer; disc recording, duplicating, E. T.'s, air checks.

## TRANSCRIPTION-RECORDING

### HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53 St., New York 22, N. Y.  
Phone: PLaza 5-6131

President.....Harry S. Goodman  
Vice President.....Everett F. Goodman  
Asst. to President.....Ralph Arlin  
Radio Director.....M. Middleton  
TV Director.....Stuart Wilson  
Secretary.....H. D. Knuth  
*Services Offered:* Jingle library for stations; 1 & 5 minute library shows. Taped or transcribed radio programs.

### GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.  
Phone: JU 6-5577

President.....Herbert M. Moss  
Exec. V.P.....Robert M. Volkell  
V.P. Chg. Engineering....Jason B. Windwer  
V.P., Prod.....Fred Hertz  
V.P., Sales.....Leonard Lawson  
*Services Offered:* Recording studio, 3 tract stereo; Radio & TV creative facilities: scripts to pressings. Programs, filmed commercials, etc. Writing & production staff available. Three editing areas, mastering, pressing, dubbing, etc. 24-hour radio & TV aircheck service.

### GRAYHILL RECORDING STUDIO

1223 S. Harvard, Tulsa 12, Okla.  
Phone: WE 2-1224

Manager .....Claude H. Hill  
Production Director .....Larry Lehr  
Music Director .....Robert Thomas  
Secretary .....Diane Hill  
*Services Offered:* Complete facilities for studio and remote recording, including stereo. Tape recorder rentals, duplicating, etc.

### GREY ADV. COMMERCIALS

(Lanny & Ginger Grey)  
108 E. 96th St., N. Y. C. 28  
Phone: ENright 9-7777

President .....Lanny Grey  
Vice-Pres. ....Ginger Grey  
*Services Offered:* Producers and packagers of programs, singing commercials & phonograph recordings; vocalists.

### IMPERIAL RECORDS, INC.

6425 Hollywood Blvd., Los Angeles, Cal.  
Phone: HO 9-2135

President.....Louis R. Chudd

### JAY-GEE RECORD CO., INC.

318 W. 48th St., New York 19, N. Y.  
Phone: PLaza 7-8570

President .....Steve Blaine  
Sales, Prom. Manager.....Noel Wallis  
*Services Offered:* Manufacturers and distributors of Jubilee, Josie, Fame, Jane, Port, and Dana records.

### KAPP RECORDS, INC.

136 East 57th St., New York 22, N. Y.  
Phone: PLaza 9-8500

President .....David Kapp

Asst. to Pres.....Michael Kapp  
Sales Manager .....Jay Lasker  
Secretary .....Morton Miller  
Controller .....Nathaniel March

#### Branch Office

14-31 Astoria Blvd., L.I.C. 2, N. Y.  
Phone: YE 2-1515

President .....David Kapp  
*Services Offered:* Producers of Kapp, Medallion & Leader records.

### KAY-TEE PRODUCTIONS INC.

5035 Brookfield Lane, Clarence, N. Y.  
Phone: NF 3-5132

President.....Preston L. Taplin  
Vice President.....Edith M. Taplin  
*Services Offered:* Radio continuity service, transcribed weather service, specialty cards & forms for radio.

### LANG ELECTRONICS, INC.

507 Fifth Ave., N.Y.C.  
Phone: MUrray Hill 2-7147

President .....Louis Lang  
Sec.-Treas. ....Thelma Lang  
*Services Offered*—Dealers in master recording equipment; servicing.

### LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.  
Phone: JUdson 6-5700

President.....John D. Langlois

FOR  
THE  
RECORD-  
THE  
FINEST  
IN  
SOUND...



## TRANSCRIPTION-RECORDING

Vice President.....C. O. Langlois, Jr.  
 Vice Pres. Sales.....Hugh S. Allen, Jr.  
*Services Offered:* Producers of Radio  
 Hucksters and Airlifts—Musical commercials  
 plus "Airlifts" for station sound and indi-  
 viduality. Tailor-made commercials and spe-  
 cial local station promotion. Transcribed  
 Music Service for radio and television sta-  
 tions. Program syndication.

### LIBERTY RECORDS, INC.

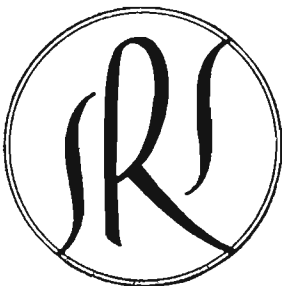
6920 Sunset Blvd., Los Angeles, Cal.  
*Phone:* HOLlywood 4-8101  
 N. Y. *Phone:* Circle 6-3010  
 Board Chmn.....Si Waronker  
 President.....Al Bennett

### JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.  
*Phone:* OLdfield 6-4607  
 Executive Director.....Jack Lloyd  
*Services Offered:* Creation and production  
 of unusual commercials and musical jingles  
 for advertising agencies and stations. Pack-  
 aging of transcribed radio programs (dra-  
 matic, comedy, musical, audience participa-  
 tion); from the idea to finished recording.

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.  
 N. Y. *Phone:* Dunkirk 4-4191  
 President.....C. P. MacGregor  
 General Manager.....E. H. Lowry  
 Studio Manager.....Robert W. McKenzie



*Reeves Sound Studios*

DIVISION OF REEVES BROADCASTING  
 & DEVELOPMENT CORPORATION

304 EAST 44th STREET  
 NEW YORK 17, N. Y.  
 ORegon 9-3550

*The Largest Sound  
 Service Organization in the World.*

RCA Licensee Western Electric Licensee

*Services Offered:* Transcription library  
 productions; music library service, dramatic  
 and musical programs; recording studios.  
 Complete packaging.

### MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.  
*Phone:* CI 7-0210

President.....Thomas L. Clarke, Jr.  
 V.P., Prog. Dir.....Joseph F. Hards  
 Sales Manager.....A. J. Kendrick  
*Services Offered:* Magne-Tronics motiva-  
 tional music: tape-recorded background  
 music program service transmitted via FM  
 Multiplex and leased lines by exclusive,  
 authorized franchises. Program service on  
 magnetic tape for main channel use.

### MAGNO SOUND, INC.

723 Seventh Ave., New York 19, N. Y.  
*Phone:* CI 7-2320

*Services Offered:*—Motion picture sound  
 recording, transfers from and to tape &  
 film medium; miking; dubbing; post sync  
 recording; tracks supplied; 35mm negative;  
 16mm neg. or positive; 35 & 16mm magnetic;  
 17½ magnetic; ¼" tape pic sync rangertone;  
 ¼" sprocket tape.

### MASTERTONE RECORDING STUDIOS, INC.

130 West 42nd St., New York 36, N.Y.  
*Phone:* WI 7-2940

Recording Spvrs.....Gene Sayet  
 Chief Engineer.....Sid Feldman  
*Services Offered:* Professional recording  
 services: editing, studio, mono & stereo;  
 acetate mastering, mono & stereo.

### METROPOLITAN SOUND SERVICE, INC.

120 West 42nd St., New York 36, N. Y.  
*Phone:* Wisconsin 7-9907

President.....C. Langlois, Jr.  
 Secretary.....Ted Rosen  
*Services Offered:* Transfer, dubbing, edit-  
 ing mixing & recording.

### M G M RECORDS

1540 Broadway, New York 36, N. Y.  
*Phone:* JUDson 2-2000

President.....Arnold Maxin  
 Nat'l Sls. Mgr.....Leon Schachere  
 V.P., Chg. of Oper.....Sid Brandt  
 Advertising Manager.....Sol Handwerger  
 Dir. of Creative Services....Harry Anger, Jr.  
*Services Offered:* MGM popular and classi-  
 cal records, custom recording. Metro, Metro  
 Jazz, Cub, Lion records.

### CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.  
*Phone:* PLaza 7-0695

President.....Charles Michelson  
 Treasurer.....Aaron Michelson  
*Services Offered:* Distributors of tran-  
 scribed radio program series; syndicated TV  
 film series; EMI, Gennet-Speedy-Q; Stand-  
 ard Sound effect record libraries.

**M-J PRODUCTIONS**

2899 Templeton Road, Columbus 9, O.  
Phone: BElmont 5-8043

Co-owner .....Bob Geis  
Co-owner .....Mary-Jo Cobbs  
*Services Offered:* Producers of taped radio programs & recorded radio spots.

**MUZAK CORPORATION**

229 Park Ave. S., New York 3, N. Y.  
Phone: ORegon 4-7400

Board Chairman.....Jack D. Wrather, Jr.  
President.....Charles C. Cowley  
Sr. V.P., Treas.....John R. Andrus  
V.P. & House Counsel.....Leonard Scholl  
V.P. & Dir. of Marketing..Joseph W. Roberts  
*Services Offered:* Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, airplanes, trains, buses, ships, and other public business areas.

**NATIONAL MUSITIME CORP.**

770 Lexington Ave., New York 21, N. Y.  
Phone: TE 8-8483

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Vice President.....Jerome K. Levy  
*Services Offered:* National background music service through radio station franchise network. Music tape programming and duplicating services.

**NATIONAL VIDEO TAPE  
PROD., INC.**

36 West 44th St., New York 36, N. Y.  
Phone: MU 2-3627

President.....Richard E. Bailey  
V. P.'s.....Jack D. Bozarth, Clifford Evans,  
Anthony Hennig, Roylance Sharp, Thomas  
Schilling, Charles Voso  
9-11 Sta. Sq., Rutherford, N. J.

Ch. Exec. ....R. E. Bailey  
*Services Offered:* All phases of video tape production.

**NBC RADIO RECORDING DIVISION**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 7-8300

Manager.....Charles L. Bennis  
Merchandise Mart, Chicago 54, Ill.  
Phone: SUperior 7-8300  
Sheraton Park Hotel, Washington, D. C.  
Phone: Adams 4-5400  
3000 W. Alameda Ave., Burbank, Calif.  
Phone: TH 5-7000

*Services Offered:* Recording, service, tape & disc.

**NOLA PENTHOUSE SOUND  
STUDIOS**

111 W. 57th St., New York 19, N. Y.  
Phone: JUdson 2-1417

Owner.....V. Thomas Nola  
Chief Engineer.....Stanley Bumbly  
*Services Offered:* Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters processing and pressings—stereo recording—magnetic & optical film recording.

**OLMSTED SOUND STUDIOS, INC.**

1 East 54th Street, New York, N. Y.  
Phone: PL 1-0890

President.....Richard B. Olmsted  
Vice President.....Arthur Shaer  
*Services Offered:* Transcription, film sound, stereo recording & mastering.

**PLAZA SOUND STUDIOS**

55 West 50th St., New York, N. Y.  
Phone: PLaza 7-6111

President.....Warren E. Jenkins  
V.P., Sales.....Gregory W. Raffa  
V.P., Admin.....John H. Jackson  
*Services Offered* — Recording studios, screening room, full mastering facilities, film services.

**GEORGE LOGAN PRICE, INC.**

20828 Pacific Coast Highway, Malibu, Calif.  
Phone: Globe 6-2135

Secy.-Treas.....S. M. Lauch Price  
*Services Offered:* Immediately available (E.T.) 52 one-half hour Biblical dramas—Old and New Testament.

**PROGRAMATIC BROADCASTING  
SERVICE**

(Division of Muzak Corp.)

229 Park Ave. S., N. Y. C. 3  
Phone: ORegon 4-7400

General Manager.....John Esau  
*Branch Offices*  
Anderson Lane, Madison, Tenn.  
Eastern Sales Rep.....Robert Prater  
9714 Champa Drive, Dallas, Tex.  
Mid-States Sales Rep.....Robert E. Fender

**Big Bands**

**Foreign Language**

**Instrumentals**

**Background**

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MUSICAL PROGRAMMING**

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New York 19

CI 7-3632

## TRANSCRIPTION-RECORDING

5149 Castle Road, La Canada, Calif.  
 Western States Sales Rep. . . . . B. H. Mitchell  
*Services Offered:* Complete integrated package of automatic programming consisting of equipment and tape recordings.

### QUE RECORDING CO.

6233 Hollywood Blvd., Hollywood 28, Cal.  
 Phone: HO 4-8351

President . . . . . Normand Houle  
 Sales Manager . . . . . Dick Romaine  
*Services Offered:* Sound studios for radio & TV commercials; sound services for film. 16mm-17½ & 35mm dubbing & transfers; acetates, masters & pressings.

### RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.  
 Phone: JUdson 2-5130

Cable Address: ARREFFAY, New York  
 Executive Director . . . . . Oliver W. Nicoll  
 Assoc. Dir. of Svcs. . . . . Sandra Munsell  
 Mng. Dir. of Prod. . . . . J. H. MacDonell  
*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

### RCA VICTOR CUSTOM RECORD SALES DEPARTMENT

155 East 24th St., New York 10, N. Y.  
 Phone: MUrray Hill 9-7200

Mgr., Custom Records . . . . . Ralph C. Williams  
 Sales Mgr. . . . . Carl Reinschild

Mgr., Custom, Artist and  
 Repertoire . . . . . Ben Selvin  
*Custom Record Sales Section*

Chicago Mgr. . . . . William F. Reilly  
 Hollywood Mgr. . . . . A. E. Hindle

*Services Offered:* Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

### RCA Recorded Program Services

Manager . . . . . A. B. Sambrook  
 Western Sales Rep. . . . . William C. Gartland  
 Northeastern Sales Rep. . . . . George Field  
 Southwestern Sales Rep. . . . . John Alves  
 Southeastern Sales Rep. . . . . Wallace D. Cochran  
 Central Northeast Sales

Rep. (Chicago) . . . . . Warren Peterson  
 Central Northwest Sales Rep. . . . . Jack Nadeau

*Services Offered:* Thesaurus (musical program service); RCA Syndicated Programs (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

### Studios and Regional Offices

155 E. 24th St., New York 10, N. Y.  
 Phone: MUrray Hill 9-7200

445 North Lake Shore Drive, Chicago 11, Ill.  
 Phone: WHitehall 4-3215

1510 N. Vine St., Hollywood 88, Calif.  
 Phone: OLdfield 4-1660

1121 Rhodes Haverly Bldg., Atlanta 3, Ga.  
 Phone: JACkson 4-7703

7901 Empire Freeway, Dallas, Texas  
 Phone: FL 2-3911

300 17th Ave. South, Nashville, Tenn.  
 Phone: ALPine 5-6691

### RECORD SOURCE, INC.

333 East 46th St., New York 17, N.Y.  
 Phone: YUkon 6-0155

President . . . . . Hal B. Cook  
*Service Offered:* Provide phonograph records and albums purchased from manufacturers to radio stations for broadcast purposes, on a subscription basis.

### REEVES SOUND STUDIOS

(Div. of Reeves Bstg. & Dev. Corp.)  
 304 East 44th St., New York 17, N. Y.  
 Phone: OREgon 9-3550

President . . . . . Chester L. Stewart  
 Mgr.—Film Div. . . . . Richard Vorisek  
 Asst. Gen. Mgr. . . . . John Vorisek  
 Manager, Video Dept. . . . . R. Byloff  
 Chief Engineer . . . . . Lyman J. Wiggan

*Services Offered:* Video & sound recording for motion pictures and television, transcriptions.

### REQUEST RECORDS, INC.

43 West 49th St., New York 19, N. Y.  
 Phone: CI 7-3632

President . . . . . C. H. Lowenstein  
 Vice President . . . . . M. Linz  
 General Mgr. . . . . H. J. Lengsfelder  
*Services Offered:*—Recording Transcriptions, specializing in foreign language and instrumentals. Background music for TV productions.

## OLMSTED SOUND STUDIOS, INC.

One East Fifty Fourth Street  
 New York, 22, N. Y.  
 Plaza 1-0890





**RKO SOUND STUDIOS**

(Div. of RKO General, Inc.)

1440 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8000

President ..... Thomas F. O'Neil  
 Vice Pres., Treas. .... John B. Poor  
 General Manager ..... John B. Hayes  
*Services Offered:* Recording, duplicating, processing, pressing & shipping all types of records & tapes for best., phonograph, slide-film & promotion. Studio facilities for recording 35mm projection & 35mm MAG with interlock.

**ROCKHILL RECORDINGS**

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President ..... Janet Taylor  
 Manager ..... Leo J. Launer  
 Sales Manager (Recording) .. Fred Freeman  
 Chief Engineer ..... Gilbert R. Arion  
*Services Offered:* Studio recordings; masters & pressings; air checks (radio & TV audio); tape duplication. Location recording, distribution to radio stations.

**ROULETTE RECORDS**

659 Tenth Ave., New York 36, N. Y.

Phone: Circle 6-4490

President ..... Morris Levy  
 Exec. V.P. .... Joe Kolsky  
*Services Offered:* Manufacture Tico, Gee, Roma, Forum & Roost phonograph records.

**SANDE & GREENE, INC.**

8400 Sunset Blvd., Los Angeles 46, Calif.

(See Commercial Producers)

**JOHN SEELY ASSOCIATES**

Suite 613, 1st Federal Bldg., Hollywood &

Highland, Hollywood 28, Calif.

Phone: HOLlywood 6-6141

President ..... John Seely  
 Sales Manager ..... Don Teeter  
 Repertoire Dir. .... Bill Loose  
 Recording Mgr. .... Doug Nelson  
 Secretary ..... Pat Seely

*Services Offered:* Client or JSA supervised; voice recording, dubbing, tape transfer, mixing, re-recording, editing and assembly.

**SESAC, INC.**

10 Columbus Circle, New York 19, N. Y.

Phone: JUdson 6-3450

President ..... Paul Heinecke  
 Secretary-Treasurer ..... R. C. Heinecke  
 Asst. to President ..... E. S. Prager  
 Prod. Manager ..... George Jellinek  
 Station Relations Dir. .... W. F. Myers  
 Publicity & Prom. .... Alice Heinecke

*Services Offered:* LP Service including: jazz, American folk, barbershop, concert, Latin, country and western, novelties, hand, religious, and "Drummers." Script service including special continuities for holidays, 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

**SONOCRAFT CORP.**

115 W. 45th St., N.Y.C.

Phone: JUdson 2-1750

President ..... Herbert H. Borchardt  
 V.P. & Treas. .... Harold H. Oppenheimer  
 V.P. & Sec. .... Gerhard M. Behrendt  
*Services Offered:* Distributors of sound & recording equipment.

**SPECIALTY RECORDS, INC.**

8508 Sunset Blvd., Hollywood 46, Calif.

Phone: OLeander 5-6980

President ..... Arthur N. Rupe  
*Services Offered:* Phonograph record manufacturer.

**SPENCER PRODUCTIONS, INC.**

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

Phone: OX 7-5895

President ..... Jeanne Allgeier  
 Office Manager ..... Alan Abel  
*Services Offered:* Production of LP albums and single records as independent free-lance producers for various major record companies; pilot films for TV, producer of TV series.

**STARS INTERNATIONAL, INC.**

5420 Melrose Ave., Hollywood 38, Calif.

Phone: HOLlywood 2-6027

1271 Ave. of the Americas

New York 20, N. Y.

Phone: PLaza 7-2197

President ..... Peter Frank  
 Exec. Vice Pres. .... Will Scott



*United  
 Recording  
 Laboratories  
 Inc.*

681 Fifth Ave. PL 1-4660  
 New York 22, N. Y.

"When You Want  
 Service You Need **United**"

## TRANSCRIPTION-RECORDING

Vice President ..... Mann Scharf  
Program Director ..... Mel Ryan  
*Services Offered:* Producers of The Big Sound.

### ROBERT SWANSON PRODUCTIONS

689 Fifth Ave., New York City  
Phone: MUrray Hill 8-4355

President ..... Robert Swanson  
Sales Manager ..... Rolf Johnson  
*Services Offered:* Producers & creators of musical comm's for radio & TV.

### THUNDERBIRD FILM SOUND CENTER, INC.

1833 Bay Road, Miami Beach 39, Fla.  
Phone: JE 1-0355

President ..... Aaron Courshon  
Exec. V.P. .... Howard Warren  
Vice President ..... Buddy Courshon  
*Services Offered:* Complete studio facilities for recording, equipment rentals, stages, editing facilities; producers of TV & theatrical films.

### TRANS ARTISTS PROD., INC.

731 N. La Brea, Los Angeles, Calif.  
(See Producer-Distributors)

### TRANSCRIPTION SALES, INC.

128 West First St., Dayton 2, O.  
Phone: BALdwin 2-3773

President ..... J. P. Williams  
Vice Pres. .... Alexander Buchan  
General Manager ..... Gerhard Joseph  
*Services Offered:* Open end transcriptions -- quarter hour and five minute programs.

### 20th-FOX RECORD CORP.

1721 Broadway, New York 19, N. Y.  
Phone: JU 2-2790

President ..... Henry V. Onorati  
Vice President ..... Lucius Del Guercio  
National Sales Mgr. .... Irv Stimler  
National Promotion Mgr. .... Basil Bova  
*Service Offered:* Record manufacturer.

### RICHARD H. ULLMAN, INC.

1271 Ave. of Americas, New York 20, N. Y.  
Phone: PLaza 7-2197

President ..... Peter Frank  
Exec. V.P. .... Marvin A. Kempner  
*Branch Office*  
5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HO 2-6027

President ..... Peter Frank  
*Services Offered:* Big sound, complete radio aids for radio stations; IMN jingles.

### UNITED ARTISTS RECORDS

729 Seventh Ave., New York 19, N. Y.  
Phone: CIrcle 5-6000

Exec. V.P. .... David V. Picker  
V.P., Gen. Mgr. .... Arthur Talmadge  
*Services Offered:* Produce all types of phonograph records; L.P.'s & single records. Classical, jazz, popular.

### UNITED RECORDING LABORATORIES, INC.

681 Fifth Ave., New York 22, N. Y.  
Phone: PL 1-4600

President ..... George Adams  
*Services Offered:* Sound & scoring facilities, transcriptions.

### UNITED STATES RECORDING CO.

1121 Vermont Ave., N.W., Washington 5, D.C.  
Phone: LIncoln 3-2705

President ..... Joseph Tait  
Plant Manager ..... Ansel Kleiman  
Sales Manager ..... Frank Wilkens  
Dir. Recording ..... Thomas Tait  
Chief Engineer ..... John Madaris  
*Services Offered:* Studios, air/line checks (AM-FM-TV), remotes, tape, disc, sync 1/4" tape, 16mm tape, custom built audio equip.

### UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 11, Ill.  
Phone: MI 2-6465

President ..... A. B. Clapper  
*Services Offered:* Recording (monaural & stereophonic), record sessions, spots, radio programs, TV-motion picture sound tracks.

### THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.  
Phone: CIrcle 6-4675

President ..... Thomas J. Valentino  
Vice-President ..... Michael T. Valentino  
Secretary ..... Elsie F. Valentino  
*Services Offered:* Mood music for TV, sound effects of all types, miscellaneous recordings.

### WARNER BROS. RECORDS, INC.

4000 Warner Blvd., Burbank, Calif.  
Phone: HOLlywood 9-1251

N. Y. Phone: CIrcle 6-1400  
President ..... James B. Conkling  
International Dir. .... Robert B. Weiss  
Rec., Engr. Dir. .... Lowell Frank  
*Services Offered:* Producers of phonograph records, all categories of music.

### WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 3-6811

Partners ..... Donald D. Blake, Wm. M. Kirkpatrick, Theo E. Robinson  
*Services Offered:* Stereo & Monaural Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals.

### WORLD B'CASTING SYSTEM INC.

Suburban Station Bldg., Philadelphia 3, Pa.  
Phone: LOcust 8-4100

President ..... Paul F. Harron  
Sect.-Treasurer ..... Lawrence D. Biele  
General Manager ..... Robert A. Monroe  
Vice President ..... Frank Knight  
National Sales Dir. .... Richard Crane  
*Services Offered:* Complete sales & sales promotional service for radio stations, including commercial jingles, i.d.'s, production aids, news, time, weather intros, themes, backgrounds, interludes, sounds, etc.

# 'Nowness' Quality Of Television Programming Meets Public Need

By BILL TODMAN  
Goodson-Todman Production



TOO many members of the broadcasting fraternity have an inferiority complex. They cringe whenever critics of the industry bark. Instead of standing up and defending what is good and original in television, they assume a defensive pose and merely mutter that they will try to do better.

What these defensive broadcasters fail to realize is that attackers of TV themselves are frequently illogical. Their criticism condemns shows as a type rather than on individual merit. Certain critics invariably prefer poor documentaries to good westerns, or bad public service programs to well-executed audience participation shows.

This attitude represents a prejudicial judgement which is harmful to the industry and the public. You would never hear a Broadway reviewer claim that the trouble with the theatre is that there are too many musicals; his brief would be that there are not enough good musicals.

I believe the same criteria should be applied to TV. When we produce a bad program, please let us know about it. But don't condemn an important type of programming because it is not to your taste.

Critics to the contrary notwithstanding, I feel that a type of programming most frequently under fire — the audience participation, game and panel show — makes a valuable contribution. In a sense, these programs represent TV at its live best.

TV's finest hours come in presentations of reality, when the quality of "nowness" is present. Reality may be imparted through both information and entertainment programs. The information area covers such live programming as sports events, political conventions, press conferences, newscasts, etc.

In the entertainment area featuring "nowness," audience participation, game and panel shows are outstanding. Here, people

are presented as they really are. A genuine human drama is played out while viewers are given an opportunity to participate vicariously in their homes. These shows are the only original contributions of broadcasting.

I know it's fashionable to rap game shows as intellectually unstimulating. But the mail we receive at Goodson-Todman reflects the public feeling and seems to refute that argument. We consistently hear from a variety of obviously intelligent men and women — ranging from supreme court justices to leaders of industry — telling us that the only programs they watch are game shows, sporting events and/or news interviews.

What these people are telling us is that they appreciate the quality of immediacy, the "nowness" of TV. That's why I maintain that this kind of programming satisfies a genuine need.

Even the lesson of the quiz show scandals has been twisted. After they broke, some critics tried to equate all audience participation shows with overtones of corruption. The canard was simply not true.

Because there is a public need for game shows, they outlasted their critics. As we predicted, they are now making a comeback on daytime video, and I believe they will have a resurgence on nighttime TV as well.

Big money for prizes probably will not be a factor. Money alone will not make a show if the game itself is not interesting and intriguing. In any event, there will be no question of "rigging" because the public is so skeptical that the slightest hint of control would make the show a failure.

We in the industry needn't be apologetic about this phenomenon of the game show. We should defend it for what it is . . . a bastion of reality on television and a unique entertainment form native to the medium.

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**DESI ARNAZ, *President***

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**HOLLYWOOD 38, CALIFORNIA**

*780 N. Green Street*

1961

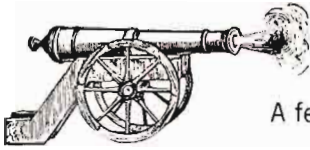
**TV FILM  
PRODUCERS  
AND  
DISTRIBUTORS**



KEY PERSONNEL  
BRANCH OFFICES  
CURRENT PRODUCTIONS  
THE WHO'S WHO OF TOP  
LEVEL EXECUTIVES

(SEE PAGE 968)





## **CHARGE!**

A few years ago, Flamingo challenged the stale concepts of tv film distribution. We rejected Hollywood's pot-boilers and called for the programming of distinguished international features. With confidence in the growing demand for quality, we introduced the exciting Critics' Award and Festival Packages. Our courage and foresight were rewarded with success. Today, in the same fine tradition, we offer the regal Imperial Package. Our days of pioneering are over. Flamingo is the established leader of an expanding field.

We are a dynamic organization dedicated to superior programming. Not content with past victories, Flamingo hurls the challenge anew.

The imaginative Nutty Squirrels Tales is the most attractive property in the cartoon market. And let competition beware... Flamingo distributes the top-rating favorite Superman, which reaffirms our standard: the very best entertainment for every age and taste.



**FLAMINGO FILMS, INC.**

**445 Park Avenue, New York 22 | PL 2-4100**

# TV Film Producers and Distributors

## ABC Films, Inc.

1501 Broadway, New York 36, N. Y.  
Phone: LA 4-5050

President.....Henry G. Plitt  
V.P., Charge of Sales...Howard B. Anderson  
Dir., West Oper.....John Tobin  
Eastern Div. Sls. Mgr....Albert G. Hartigan  
Central Div. Sls. Mgr....Michael G. Gould  
Southeastern Sales Dir.....J. Delaney  
Canadian Sales Dir.....Wm. Hannah  
Western Sales Mgr.....Donald Jones  
Mgr., Film Op.....Gilbert Cohen  
Ad. & Promotion Dir.....Irving Paley  
Controller.....Raymond C. Fox  
*Services Offered*—Production & distribution of network & syndicated TV film series for domestic & foreign TV outlets.

*Productions*—One Step Beyond; Man With A Camera; Counterthrust; 26 Men (78); Adventures of Jim Bowie (76); Sheena, Queen of the Jungle (26); The People's Choice (104); Douglas Fairbanks, Jr. Presents (117); The Playhouse (52); Herald Playhouse (52); Kieran's Kaleidoscope (104); The Three Musketeers 26; Meet McGraw (42); Court of Last Resort.

## Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-7471

President.....Samuel Sawelson  
Sec'y, Office Manager....David Christopher  
V.P. Superv. Opera.....Melvin G. Sawelson

*Services Offered*—16, 35 mm. black & white and color, lab facilities; editing and sound services; video tape transfer facilities.

## Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President.....Patrick Shanahan  
*Services Offered*: 16, 35 mm. films for television rental.

## M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.

Phones: HOLlywood 4-7571, 4-3414

141 E. 55th St., N. Y. 22

Phone: PLaza 5-5266

President.....Arthur Alexander  
Vice Pres.....Max Alexander  
East. Rep.....Larry Stern

*Services Offered*: National distributors of feature films, westerns and half-hour filmed TV shows, cartoons and comedies.

## All-Canada Radio & TV Ltd.

1000 Yonge St., Toronto, Ont., Can.

Phone: WALnut 5-9361

President.....J. Stuart MacKay  
General Manager.....Reo Thompson  
Mgr. Radio Sales Time Div...Robert F. Tait  
Mgr. Program Div.....Dana S. Murray  
Mgr. TV Time Sales Div...Ross A. McCreath

Mgr. Best. Svcs.....Peter N. Harricks  
Sec.-Treas.....Eric M. Williams

### Branch Offices

Taylor, Pearson & Carson Bldg.,  
Calgary, Alberta.

Phone: AM 2-7691

Manager.....Jack Cavanaugh  
922 Dominion Sq. Bldg., Montreal, Que.

Phone: UN 1-5656

Manager.....Ken Baker  
706 Electric Railway Bldg., Winnipeg, Man.

Phone: WH 2-6861

Manager.....Bruce Pirie  
1161 Melville St., Vancouver, B.C.

Phone: MU 4-7461

Manager.....J. E. Baldwin

*Services Offered*—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

*Distributors of*—Aquanauts, Bold Venture, Boston Blackie, Harbor Command, Harbor Master, Highway Patrol, 1 Led 3 Lives, Lock-Up, Man Called X, Martin Kane, Mr. D. A., Peter Gunn, Sailor of Fortune, Sea Hunt, Dr. Christian, The Unexpected, Favorite Story, Target, Man & the Challenge, Men Into Space, Science Fiction Theatre, Aggie, Dayton Allen Show, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Cisco Kid, Rough Riders, Mackenzie's Raiders, Tombstone Territory, Col. Bleep, Jeff's Collie, also sports, news, special & feature films.

## All-Scope Pictures, Inc.

(Commercial Film Division,  
20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.  
(See Commercial Producers)

## Leonard Anderson Associates Inc.

200 W. 57th St., New York 19

Phone: PLaza 7-4162

President.....Leonard Anderson  
Vice-Pres.....Barbara Anderson  
Prod. Mgr.....Marc Anderson  
Secy., Off. Mgr.....Lillian Ortner

*Services Offered*—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film production consultants.

*Productions*—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters — CBS TV; Coty Cosmetics; Schenley Distillers; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes; Little Julius; The Eagles Strength; USIA; Indiana Motor Truck Assoc.

(Continued on Page 878)





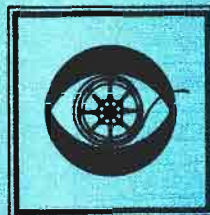
**104**  
**CARTOONS**  
 also featuring  
 The Terry Bears  
 Dinky Duck  
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**FIRST**  
 TIME IN SYNDICATION

**FUN**  
**FOR**  
**ALL**

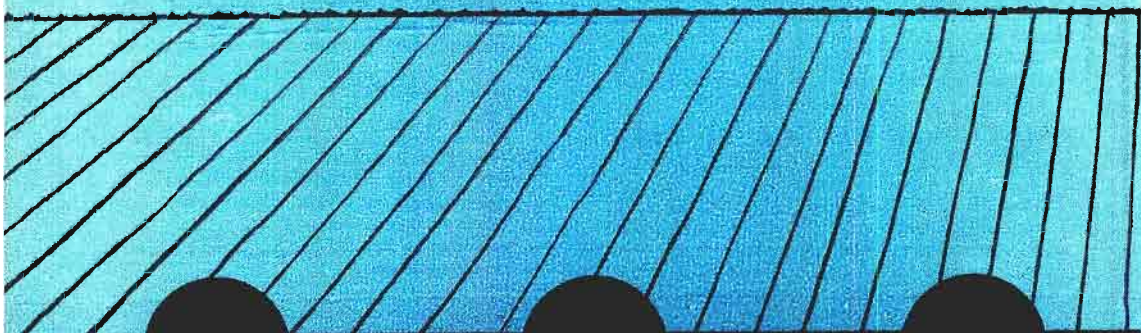
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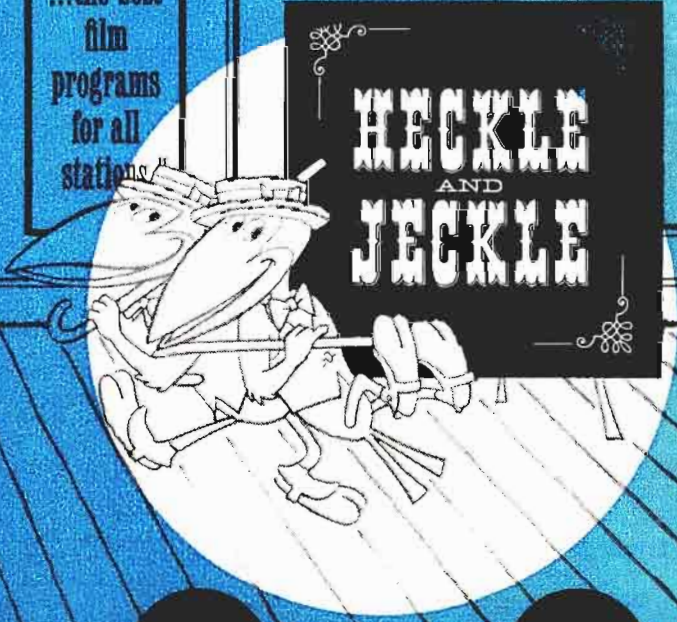
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**TV FILM PROD.-DIST.**

(Continued from Page 875)

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President.....J. R. Bingham  
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V.P., Adv. & Prom. Dir.....R. W. Bucher  
V.P., Opera.....R. D. Mitchell  
Vice Pres.....R. S. Evans  
Vice Pres.....R. M. Finehout

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Phone: FLcetwood 4-0576

Manager.....M. G. Weiland  
Broad at Elm, Ridgefield, N. J.

Phone: WHitney 3-8200

Manager.....E. H. Johnson  
799 Stevenson St., San Francisco, Calif.

Phone: UNderhill 1-5305

Manager.....W. O. Siler  
1108 Jackson St., Dallas, Tex.

Phone: RIverside 8-8759

Manager.....C. Stahl  
*Services Offered*—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films; physical handling service.

**Astor Pictures, Inc.**

130 W. 46th St., New York 36, N. Y.

Phone: JUdson 2-1287

Chairman of Board.....F. F. Bruder  
Secretary.....George Foley  
Treasurer.....Anthony Tarell

*Services Offered*—Producers and distributors of feature films.

**Atlantic Television, Inc.**

130 W. 46th St., New York 36, N. Y.

Phone: JUdson 2-1287

Chairman of Board.....F. F. Bruder  
President.....Alfred H. Morton  
Secretary.....George F. Foley  
Treasurer.....Anthony Tarell  
General Sales Mgr.....Harry Goldstone

*Services Offered*—Producer and distributor of 200 features and 36 westerns.

**Atlas Television Corp.**

209 E. 56th St., N. Y. 22

Phone: ELdorado 5-7943

President.....Henry Brown  
*Services Offered*—American features; half and full hour westerns.

*Productions*—Captain Z-RO, Hollywood to B'way, Grantland Rice Sportlights, Holiday Series, Is This Magic?

**Audio Master Corp.**

17 East 45th St., New York 17, N. Y.

Phone: OXFord 7-0725

President.....Herbert Rosen  
*Services Offered*—Library of mood and bridge music, sound effects.

**George Bagnall & Associates Inc.**

8827 Olympic Blvd., Beverly Hills, Cal.

Phone: OL 2-8050

President.....George L. Bagnall  
V.P., Gen. Sales Mgr.....J. J. O'Loughlin  
Vice President.....W. L. Anthony  
Secretary.....Fred C. Lindquist

*Branch Office*

452 Hoodridge Dr., Pittsburgh, Pa.

Phone: LOcust 1-4661

Vice President.....W. L. Anthony

*Services Offered*—Distribution of the following films for television: Features—Forbidden Jungle, New Orleans, Timber Fury, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The Return of Rin Tin Tin, The Fighting Stallion, Montana Mike, On Our Merry Way, Buffalo Bill Rides Again, Carnegie Hall, Hollywood Barn Dance, Lured, Buffalo Bill in Tomahawk Territory, The Hoodlum, Voice in the Wind. Half-hour Shows — 26 episodes, A Scene with a Star, 5-Minute Show — 5-Minute Comic Strip, Clutch Cargo.

**Bil Baird's Marionettes**

59 Barrow St., N.Y.C. 24

(See Commercial Producers)

**Jerome Balsam Films, Inc.**

33 W. 42nd St., N. Y. 36

Phone: PE 6-1432

Pres., Gen. Sales.....Jerome Balsam  
Vice President.....Alexander Beck

*Services Offered*—Producers and distributors to TV of syndicated shows, features and cartoons.

**Banner Films, Inc.**

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

Phone: PLaza 5-4811

President.....Charles McGregor  
*Services Offered*—Production and distribution of films for TV.

*Productions*—Night Court U.S.A., 78 one-half hour episodes.

*Distributing*—Bold Journey, Speedway International, I Search For Adventure, Judge Roy Bean, Jungle, Big Game Hunt, Tarzan Features, Pine Thomas Features, Debbie Drake.

**Banner Productions, Inc.**

5420 Melrose Ave., Hollywood 38, Calif.

Phone: HO 9-8366

President.....Sy Weintraub  
Sect.-Treas.....Ben Hecht  
Exec. Sect.....Louise Griswold

*Services Offered*—TV and motion picture producers.

*Productions*—Tarzan TV Series, Our Town Series.

**Thomas J. Barbre Productions**

2130 S. Bellaire St., Denver 22, Colo.

Phone: SKYline 6-8383

Producer.....Thos. J. Barbre  
Assistant Manager.....Anita T. Barbre  
Dir. of Photography.....H. J. Anderson  
Dir. of Sound.....Paul F. Emrich

(Continued on Page 880)



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## A Family Is A Lot Of People And MGM-TV Meets Their Tastes

By JOHN BURNS  
V. P. in Charge of TV Sales, M-G-M-TV

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CALL it what you will, a cycle or a trend, it's in the air and on the airwaves that the great American family is coming into its own again. The great American family is multi-millioned, the school-goers, the church-goers, the solid workers, the substantial business people, and they've got the biggest pocketbook, population-wise, of all of our citizens.

Metro-Goldwyn-Mayer Television, in its new streamlined 1960-61 programming, covers all possible tastes. It's apparent that Leo the M-G-M Lion has sensed the ever-growing hunger for TV subjects with whole-family appeal and has made available for America's greatest cross-section of TV-users a rich entertainment menu to satisfy their insistent wishes. Three of its current offerings are entertainments ideally suited for whole-family viewing, and two are straight action and excitement.

The showmanship instinct which has ever been the heritage of the world's greatest Studio is evident in its approach to its TV series. True to its reputation of "star builder," M-G-M seeks to present and develop new personalities in each of its entertainments.

One of the offerings tailor-made for the vast family trade, "National Velvet," has already made its mark, with 32 episodes already completed. As we go to press its ratings are far out-stripping a long-time famed competitor. This is the first TV series to win a citation from Parents Magazine Publications' "Calling All Girls." It also garnered the Los Angeles Critics' Award for the "outstanding family television show." Its leading lady, Lori Martin, is building into a top-flight popular favorite. In early April she achieved the cover and an article in TV Guide about her series. "National Velvet"

will be with us for a long time over NBC-TV on Sunday nights.

A second series that's perfect for the entire family is "Dr. Kildare," now headed for renewed fame when it premieres next September over NBC-TV on Thursday nights. The prediction is already being made that the young actor who plays the role of "Dr. Kildare" will capture the hearts of practically every female. The role of Dr. Gillespie is played by Raymond Massey.

In "Father of The Bride", MGM-TV presents another new-star candidate in the person of Myrna Fahey. This series is a natural to fill the current yearning for entertainment designed to win whole-family popularity. The cast includes Leon Ames, Ruth Warrick and others. "Father of The Bride" will have its premiere on September 29, over CBS-TV on Fridays.

In the field of straight drama and suspenseful staccato action series, MGM-TV is already in full stride with "The Asphalt Jungle." Waiting for its fall premiere is "Cain's Hundred."

"The Asphalt Jungle" is seen over ABC-TV on Sunday nights. At press-time, although a new series in a new time slot, it has come up to expectations in audience response and in trade paper appraisal. It stars Jack Warden, Arch Johnson and Bill Smith.

September will also see the inaugural of a new MGM-TV dramatic series, "Cain's Hundred," from which great things are anticipated. This series in which ex-gangland lawyer Nicholas Cain has as his quarry the 100 leaders of organized crime in America today, will be shown over NBC-TV on Tuesdays. MGM-TV has cast Mark Richman in the principal role. The first episode confirms the advance forecasts that he will be one of next season's talked about TV favorites.

## TV FILM PROD.-DIST.

(Continued from Page 878)

**Services Offered**—Complete motion picture production services: scripts, photography, editing, sound recording, stage, mobile units, theater. Producing business films and TV commercials for national accounts.

**Productions**—TV film commercials: Bold Action Furniture Sales, Inc.; Adolph Coors Company; Gates Rubber Company.

### **BBC TV Promotions**

630 Fifth Ave., New York 20, N. Y.  
Phone: CI 7-0656

TV Representative.....Dennis Seuse  
**Services Offered**—Producers and distributors of TV programs and series.

**Productions**—An Age of Kings, Inspector Maigret.

### **B. C. G. Films, Inc.**

405 Lexington Ave., New York 17, N.Y.  
Phone: MU 7-0870

President.....Nat Gassman  
Vice President.....Charles C. Carson  
Treasurer.....Peter D. Murray  
**Services Offered**— Television & theatrical film distribution.

### **Biograph Studios, Inc.**

807 East 175th St., Bronx 60, N. Y.  
Phones CYprus 9-5500

President.....Ben Gertner  
Treasurer.....Nathan Stolper  
**Services Offered**—Rental of stages for TV & motion picture studios.

### **Fritz Blocki Productions**

1343 N. Fuller Ave., Hollywood 46, Calif.  
Phone: HOLlywood 2-8971

Producer.....Fritz Blocki  
**Services Offered**—Live TV show formats for local and/or network use.

### **Bonded TV Film Service**

630 Ninth Ave., New York 36, N. Y.  
Phone: JUDson 6-1030

President.....Chester M. Ross  
Exec. Vice Pres.....Emanuel Kandel  
Vice Pres., Treas.....Ira S. Stevens  
Vice Pres. Agency Sales.....Wade Barnes  
General Sales Mgr.....Alex Leslie

#### **Branch Offices**

8290 Santa Monica Blvd., Hollywood, Calif.  
V.P., chg. of Operations....Stanley Halperin  
1301 S. Wabash Ave., Chicago, Ill.  
Manager.....John Krutzler  
443 Jarris St., Toronto, Ont., Can.  
V.P., General Mgr.....Alan Mills  
**Services Offered**—Shipping, expediting and servicing of TV film, print procurement.

### **Brandon Films Inc.**

200 West 57th St., New York 19, N. Y.  
Phone: CI 6-4868

President.....Thomas J. Brandon  
Secretary.....Lillian W. Brandon  
**Services Offered**— Source of International feature films in French, Italian, German, Japanese, also ballet, folk dance, art, music.

### **Bray Studios Inc.**

729 Seventh Ave., New York 19, N. Y.  
(See Commercial Producers)

### **Bernard S. Brody & Associates**

9034 Sunset Blvd., Los Angeles 46, Calif.  
Phone: CR 6-1334

Owner.....Bernard S. Brody  
**Services Offered**—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

**Productions**—Danny Thomas Show, My Three Sons.

### **S. W. Caldwell, Ltd.**

447 Jarvis St., Toronto 5, Ont., Canada  
Phone: WALnut 2-2103

President.....S. W. Caldwell  
Exec. Vice President.....G. F. Keeble  
V.P., Production.....Sydney Banks  
V.P. Sales.....Kenneth Page  
Lab. Manager.....Russ Smith  
Recording Supervisor.....Murray Marshal  
Montreal Br. Mgr.....J. E. DeBow  
Vancouver Br. Mgr.....Florence Ward

**Services Offered**— Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad. Kinescope air checks and allied services.

### **Calhoun M. P. Producers**

264 E. 78th St., N. Y. 21  
Phone: LEhigh 5-2120

President.....Brian Calhoun  
Vice President.....Paul Goldschmidt  
Secretary-Treas.....Dietlinde Ruber  
Prod. Mgr.....Fred Carley  
Sales Mgr.....C. P. Gennell

**Services Offered**—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales

### **California National Productions, Inc.**

(Subsidiary of NBC)

663 Fifth Avenue, New York 22, N. Y.  
Phone: CIRCLE 7-8300

Chairman of the Bd.....Alfred R. Stern  
V.P., Gen. Mgr.....Herbert S. Schlosser  
V.P., Programs.....Carl E. Lindemann, Jr.  
V.P., Treasurer.....Aaron Rubin  
Secretary.....Thomas E. Ervin  
Assistant Secretaries.....T. W. Sarnoff,  
John B. Shute

Ass't Treas.....Joseph L. Kubin  
Dir. of Bus. Affairs.....James A. Jurist  
Dir. of Sales.....Daniel M. Curtis  
Dir. of Prom., Adv., Press....Arthur Perles  
**Services Offered**—TV film program sales and syndication.

#### **Sales Offices**

NBC Television Films:  
663 Fifth Ave., New York 22, N. Y.

(Continued on Page 885)

# When They Know You By Your Shows — Watch Out

By JEROME HYAMS  
V.P. & General Manager, Screen Gems, Inc.



**I**N THIS AGE of specialization, television has found that specialization is the most dangerous habit into which it can fall.

I know there are production houses whose current success gives the lie to this assertion. But I don't envy any company whose reputation has been built by its knack for any one kind of format. Times change, especially in television, and unless you're in a diversified position you'll have difficulty changing with them.

Screen Gems is lucky in this respect. Our first full-scale series was a dramatic anthology, "Ford Theater." This gave us experience in almost every possible format, and identified us with no single one. Almost everything we've done since then has tended to diversify our experience even further.

That was a good time to get started, eight to ten years ago. In those days the dramatic anthology was considered a basic of the business. Three of the four largest production companies currently represented on the nighttime network schedule were deeply involved with anthologies at that time.

But not everyone was that lucky, or smart. In the scramble to get a toe hold on the business, certain companies felt impelled to follow up on their strongest effort and make a specialty of it.

In those days, if you'd been around the business for awhile, you didn't have to read the credits to find out which studio produced certain shows. All you had to do was to listen to the sound track for five minutes.

But, sad to say, those producers who'd become so specialized that they left their hallmark on their every production were actually drafting their epitaphs, whether they knew it or not. One producer who'd struck pay dirt with happy shows unhappily went bankrupt. The leader of the swash-buckling trend quickly rode it into the

ground, and had to retreat to another line of specialization.

That could happen again.

To maintain a diversified position you have to keep coming up with new, original, different shows and methods. That's not easy. Perhaps only the professionally creative people know how difficult it is to be truly original. Usually, the trend is against it.

It's the responsibility of the top management of the production and distribution companies, and of the networks to see to it that new fires are constantly being lighted. A help in this cause is to keep the door always open to independent creative talent. If Screen Gems had not been so disposed in 1957, Bill Hanna and Joe Barbera, for instance, might still not be in television. Aside from the fact that their success is profitable, it also gives us the satisfaction of knowing we'd been right when there was no trend to confirm it.

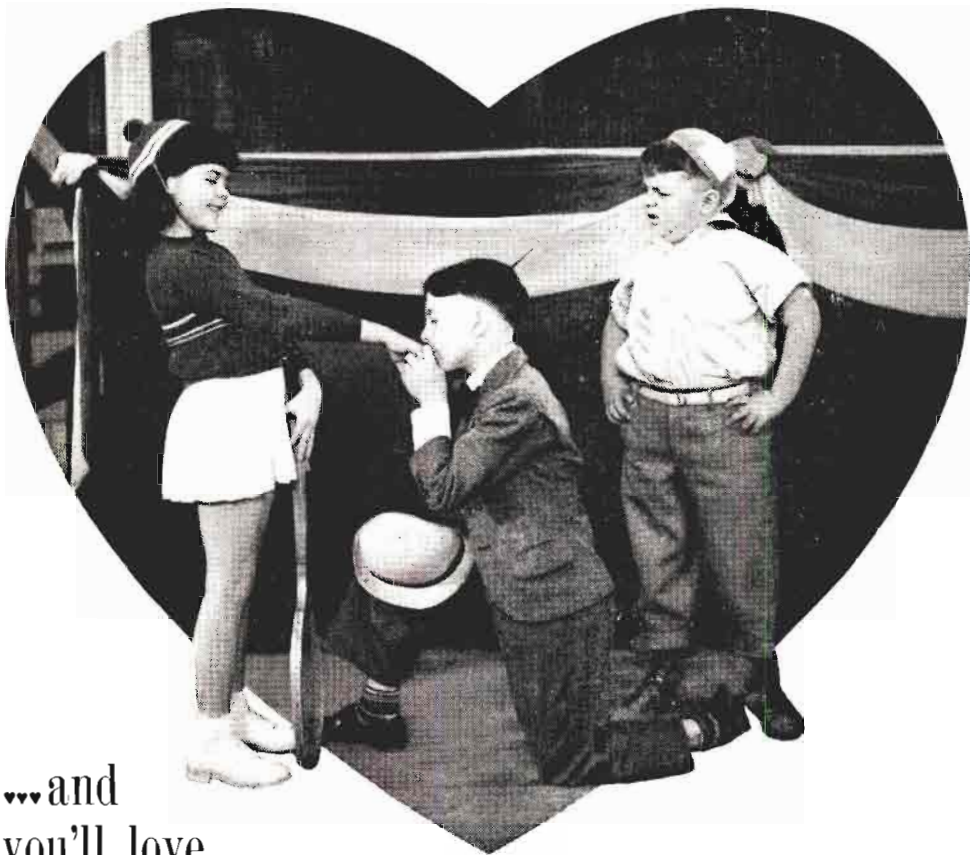
Screen Gems' most recent move by way of diversification was to associate with independent producers for the development of live programs.

Coming after our 10 years of making film shows, and when the film tide is running high, this surprised many. But there's hardly a better time to start something than when the tide is against it, because that means that tide is about to turn. When Screen Gems first entered the TV market 10 years ago, TV was basically a live medium, but that tide turned.

We think we will have something fresh to offer in live programming, both specials and series, dramatic and musical, game and panel shows. Of course, nobody can tell when we'll be able to get our live properties on the air. But the opportunity will arise sooner or later. And when it does, we'll be ready.



# Youngsters Love..... OUR GANG COMEDIES

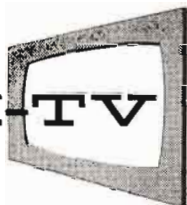


and  
you'll love  
those high, heart-warming OUR GANG ratings!

Fellas, it's been love at first sight... in each and every one of the 75 markets now showing those hearty, hilarious OUR GANG COMEDIES. Stations are happy. We're happy. All in all, a howling success. But take heart—perhaps your market is one of the rapidly dwindling number still available. Check us now. And if not—check us, anyhow! We still may be able to have a heart-to-heart chat about all those memorable M-G-M CARTOONS. Or those rib-tickling, viewer-snatching PETE SMITH SPECIALTIES. Let's talk . . . .

**MGM-TV**

*Division of Metro-Goldwyn-Mayer, Inc.*

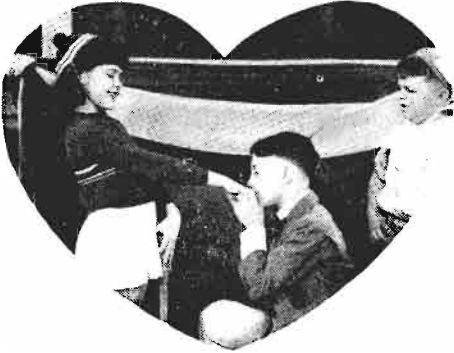


# GET THE FACTS

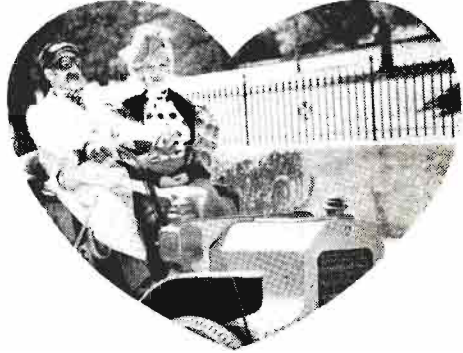
*Straight from the heart!*

Maybe all of these outstanding M-G-M Shorts Series are still available in your market.

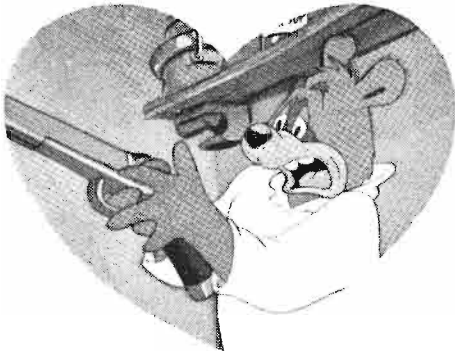
To get more info in a hurry, check  the shows in which you are interested—then tear out this ad and mail it to M-G-M TV.



**OUR GANG COMEDIES**—rich in laughter and ripe in memories—Incomparable!



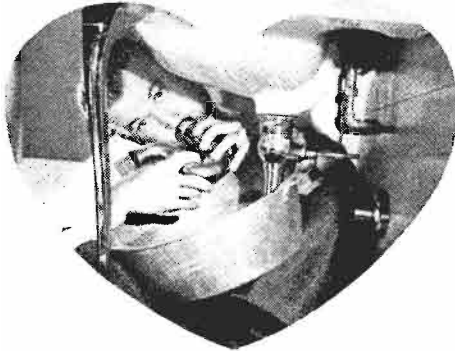
**JOHN NESBITT'S PASSING PARADE**—Provocative, stranger-than-fiction—human interest gems.



**M-G-M CARTOONS**—M-G-Masterpieces all—unforgettable! A laugh-a-second guaranteed.



**CRIME DOES NOT PAY**—Except when you program these suspenseful documentaries.



**PETE SMITH SPECIALTIES**—The happy choice in short comedy material—family favorite!



M-G-M TV Division of Metro-Goldwyn-Mayer, Inc.  
1540 Broadway, New York 36, N. Y.

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ROAD  
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MCGRAW

For complete information see your ABC Films Sales Rep or call:

**ABC FILMS INC.**  
1501 Broadway • New York 36, N. Y.  
Telephone LA 4-5050

(Continued from Page 880)

Phone: Circle 7-8300

Dir. of Nat. & Reg. Sls...Jacques Liebhenguth  
 Eastern Sls. Mgr. ....Bill Breen  
 Merchandise Mart, Chicago 54, Ill.

Phone: MOhawk 4-6565

Central Sls. Mgr.....Edward A. Montanus  
 Sunset and Vine, Hollywood 28, Cal.

Phone: THornwall 5-7000

Western Sls. Mgr.....Clifford Ogden  
 Victory Program Sales  
 663 5th Ave., New York 22, N. Y.

Phone: CI 7-8300

Manager .....Jack Arbil  
 Canadian Distributor:

Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont.

Phone: WALnut 4-9635

Manager .....Ralph Ellis  
 NBC Television Films — The Blue Angels,  
 Jim Backus Show, Pony Express, R.C.M.P.,  
 The Silent Service, Danger Is My Business,  
 The Life of Riley, Flight, Not For Hire, Law-  
 less Years, Philip Marlowe.

Victory Program Sales—Adventure of the  
 Falcon, Captured, Crunch and Des, Danger-  
 ous Assignment, Frontier, The Great Gilder-  
 sleeve, Gumby, His Honor Homer Bell, Hopa-  
 long Cassidy, Inner Sanctum, It's A Great  
 Life, The Lilli Palmer Show, Medic, Para-  
 gon Playhouse, Steve Donovan Western Mar-  
 shall, Victory at Sea, The Visitor, Watch The  
 World, Cameo Visitor, Panic!, The Adventu-  
 res of Hiram Holiday, The Californians,  
 Boots and Saddles, Cameo Theatre, Union  
 Pacific, My Favorite Brunette, Road to Rio,  
 Crazylegs.

**Lars Colonius Prod.  
 Inc.**

45 West 45th St., New York 36, N. Y.  
 (See Commercial Producers)

**Carousel Films, Inc.**

1501 Broadway, New York 36, N. Y.  
 Phone: BRyant 9-6734

President.....David B. Dash  
 Services Offered—Distribution and produc-  
 tion of TV films.

**Carson-Stempel Enterprises**

9034 Sunset Blvd.

Los Angeles 46, Calif.

Phone: CRestview 4-8343

Partners.....Jack Carson & Frank Stempel

**Carthay Sound Stage**

5907 W. Pico Blvd., Los Angeles 35, Calif.  
 Phone: WEBster 8-2101

Pres., Gen. Mgr.....Jack Miles  
 Services Offered—Sound stage facilities for  
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 ture and TV film production.

**Cavalcade Television  
 Programs**

7904 Santa Monica Blvd., Hollywood 46, Calif.  
 Phone: OLdfield 4-4144

President .....Harvey Pergament  
 Vice Pres. ....Earl M. Robins  
 Sec.-Treas. ....Esther Pergament

Services Offered — Producers representa-  
 tive, distribution of motion picture films, ex-  
 porter of TV programs. Distributing 36 Span-  
 ish dialogue features; Famous Guests, Unk  
 & Andy Art Adventures, Huespedes Famosos  
 (Spanish).

**Cavalier Productions, Inc.**

9134 Sunset Blvd., Los Angeles 46, Calif.  
 (See Program Producer)

**Campus Film Productions,  
 Inc.**

20 E. 46th St., N. Y. 17, N. Y.  
 (See Commercial Producers)

**CBS Films**

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

President.....Merle S. Jones  
 Administrative V.P.....Sam Cook Digges  
 V.P., Programming.....Robert F. Lewine  
 V.P., Terrytoons.....William M. Weiss  
 Dir., Synd. Sales.....James T. Victory  
 Eastern Sales Mgr.....James McCormick  
 Dir., Oper.....Fred J. Mahlstedt  
 Merchandising Mgr.....Walter Scanlon  
 Sales Prom. Mgr.....Eugene Moss  
 Contracts Manager.....Gloria Lesser  
 Publicity Director.....Robert Fuller  
 Inter. Bus. Rel. Dir.....Howard L. Kany  
 Inter. Sls. Dir.....Ralph M. Baruch  
 Int. Sls. Mgr.....Willard Block  
 Licensing Dir.....Murray Benson  
 Bus. Affairs Dir.....Joseph B. Irwin  
 Mgr., Domestic Sls. Svc. ....E. K. Cooper  
 Mgr., Intl. Sales Svc.....Stanley Moldow  
 Dir. CBS Europe.....Michael Burke  
 Mgr. Chicago Sales.....Henry Gillespie  
 Mgr. San Francisco Sales.....Edward Hewitt  
 Mgr. Los Angeles Sales...William Perkinson  
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 Mgr. St. Louis Sales.....George Diederich  
 Mgr. Boston Sales.....H. Roy Marks  
 Mgr. Detroit Sales.....Barr Sheets  
 Pres., Canada (Caldwell TV Film Sls.)

S. W. Caldwell

Sales Mgr., Terrytoons.....John Heffernan  
 Prod. Mgr., Terrytoons.....Frank Schudde  
 Bus. Mgr., Terrytoons.....William Boyd

Services Offered—Worldwide distribution  
 & production facilities. Finances, produces &  
 distributes films & video tapes for TV.

Productions—Annie Oakley (81), Amos 'n'  
 Andy (77), Mama (26), Rendezvous (39),  
 Our Miss Brooks (120), Eve Arden Show  
 (26), Colonel Flack (39), The Gray Ghost  
 (39), San Francisco Beat (183), Terrytoons  
 (200), Phil Silvers (138), Buffalo Bill Jr.  
 (42), The Brothers (26), Files of Jeffrey  
 Jones (39), Cases of Eddie Drake (13), The  
 Whistler (39), Navy Log (104), Brave  
 Eagle (26), You Are There (39), The Honey-  
 mooners (39), Gene Autry Show (91), Ad-

## TV FILM PROD.-DIST.

ventures of *Champion* (26), *U. S. Border Patrol* (39), *Sunrise Semester* (75), *Mr. Adams & Eve* (39), *Whirlybirds* (111), *Air Power* (26), *My Favorite Husband* (13), *Robert Herridge Theater* (26), *The Brothers Brannagan* (39), *Trackdown* (71), *Life With Father* (26), *Assignment Foreign Legion* (26), *Deputy Dawg* (26 ½-hours, 104 cartoons).

### **Champion Enterprises, Inc.**

10000 Riverside Dr., N. Hollywood, Calif.  
Phone: POplar 9-1451

President ..... Armand Schaefer  
Vice Pres., Treasurer ..... M. J. Hamilburg  
Secretary ..... Ina Autry  
Assistant Treasurer ..... Philip S. Cobey  
*Services Offered*—Production of TV films and commercials.

*Productions*—See *Flying A Prodn.*

### **Bruce Chapman Co.**

125 W. 41st St., New York 36, N. Y.  
Phone: Wlsc. 7-9244

#### *Branch Office*

30 Rue Chalgrin, Paris, France  
President ..... Bruce Chapman  
V.P. & Treas. .... Edna Chapman  
Dir. of Research ..... Mary Hurcheson  
*Services Offered*—Production of TV and industrial films.

*Productions*—The Answer Man.

### **Charter Oak Tele-Pictures**

423 E. 90th St., New York, N. Y.  
(See Commercial Producers)

### **Cheryl TV Corp.**

3084 Motor Ave., Los Angeles 64, Cal.  
Phone: UPton 0-6136

*Services Offered*—Producers, distributors of films.

### **Christensen-Kennedy Productions**

2824 Harney St., Omaha 31, Nebr.  
(See Commercial Producers)

### **Cinema Research Corp.**

716 N. LaBrea Ave., Hollywood 38, Cal.  
Phone: WEbster 3-9301

President ..... Harold Scheib  
Vice President ..... Ernest Arcella, Jr.  
*Services Offered*—Service organization to film producers in 35mm or 16mm optical printing, art titles, animation, registration contact printing, stage inserts & Matte shots. 70mm reductions, 16 to 35mm blowups.

### **Cinema Service Corp.**

106 West End Ave., New York 23, N. Y.  
Phone: TRafalgar 3-1411

President ..... Joseph Seiden  
Cameraman ..... Harold H. Seiden  
Sound Department ..... Herbert C. Bloom

*Services Offered* — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

### **Cinema-Vue Corporation**

245 W. 55th St., New York 19, N. Y.  
Phone: JUdson 6-1336

President ..... Joseph P. Smith  
Exec. Vice Pres. .... Arthur J. Steel  
Sect. Gen. Counsel ..... Harry M. Pimstein  
Mgr. Corp. Opera. .... Bernard J. O'Rourke

#### *Branch Office*

11693 Laurelwood Dr., Los Angeles, Calif.  
Phone: POplar 6-8734

V.P. Sls. Mgr. .... Francis D. Smith  
*Services Offered*—Producers and distributors of filmed and taped TV programs.

*Productions*—Adventures of Danny Dee, Jingle Dingle Christmas Party, The Mickey Rooney Show, Secret Files U. S. A., Washington at Valley Forge, 104 Tom Puss, Animated Color Cartoons, Milestones of the Century, Adventure Theatre Features, Musical Parade of Stars.

### **Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood  
(See Commercial Producers)

### **Clairmont Films**

2136 Nichols Canyon Blvd.,  
Hollywood 46, Calif.  
Phone: OL 4-2170

Owner ..... Leonard Clairmont  
*Services Offered*: Motion picture production and photography.  
*Productions*: Tiare Tahiti.

### **Cluster Enterprises, Inc.**

2229 N. Charles St., Baltimore 18, Md.  
Phone: CHesapeake 3-3630

President ..... Bertram H. Cluster  
Sales Manager ..... Lee N. Baker  
Production Manager ..... Ken Calfee  
*Services Offered*—Producers and distributors of "Strikes 'n Spares," "Pin Busters," "It's in the Name," and "Duckpins & Dollars."

### **Coast Sound Service, Inc.**

1223 N. Highland Ave., Hollywood, Calif.  
(See *Transcription-Recording Cos.*)

### **Color Telefilms of America**

521 Fifth Ave., New York 17, N.Y.  
Phone: YUkon 6-1960

President ..... David A. Bader  
Vice Pres., Treas. .... Thomas W. London  
*Services Offered* — Producers & distributors of TV films.

### **Colorama Features Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: LOngacre 4-5992

President ..... Jules B. Weil  
Vice President ..... Carroll L. Puciato  
(Continued on Page 889)

# ZIV-UA Means Business With 'Quality In Quantity'

By LEN FIRESTONE  
V.P., Syndication Sales, Ziv-United Artists, Inc.



**T**HE business of television is more than business at Ziv-UA. Here we believe that it is our obligation to put more into our present production in order to increase our yield to the public in the future.

In reverse, we believe that quality is not only good TV, it is also good business. In fact, we have discovered that quality is actually the parent of quantity. Good shows that won't die are the difference between a warehouse and a library. We have the greatest library of its kind in the world.

Between this catalog and its steady output of at least a half dozen first-run series a year, we have become the largest and only consistent source of continuing supply of syndicated programs in TV today.

In short, Ziv-UA means business in the best sense of the word, in a chain that includes the station, advertiser and consuming public, whose buying power is the vital link that completes the circle.

Ziv-UA's complete and expertly researched sales plans are the product of time and people and rich experience that make them unrivalled in their field. They include built-in merchandising and promotion opportunities that have been tested in action, as have the men who are sent to put the plans into practice for our clients.

"Your Ziv-UA man" is more than a designation. It describes a carefully picked executive whose grasp and personality measure up to a standard of service that has been built up over the years through contact with the needs of advertisers and stations. His "theatre of operations" takes in national spot and regional advertisers, as well as local sponsors and stations; and his arsenal consists of some of the top-caliber productions in syndication, headed by some of the brightest stars in the theatre.

Included in Ziv-UA's 12 year cavalcade of hits are what are recorded in the industry as the three crowning successes of the syndication business: "Highway Patrol," "Sea Hunt" and "I Led Three Lives."

"Highway Patrol" anticipated by several seasons the popularity of the law-enforcement program in TV; out-living still, almost all its imitators. It is currently among the top-rated and best product-selling shows in syndication.

Companions to "Highway Patrol" in the field of "quality that sells" are, "Men of Annapolis," "Science Fiction Theatre," "Mr. District Attorney," "Mackenzie's Raiders" and "Favorite Story."

"Sea Hunt," starring Lloyd Bridges and produced by Ivan Tors, represents in some ways, the peak of American syndication. The freshest idea in TV at its inception, it bucked every trend and prophecy to become the longest-running and most distinguished top-rated series in the market-by-market arena today.

New Ziv-UA successes are "Case of the Dangerous Robin," "Tombstone Territory" and "Lock Up." Other best-sellers include "Harbor Command," "Dr. Christian," "Bold Venture" and "This Man Dawson."

And yet the listing here only begins to scratch the depth of Ziv-UA "quality in quantity;" just as the names of some of its stars are only part of the sound of success at Ziv-UA: Lloyd Bridges, Brod Crawford, Macdonald Carey, Lee Bowman, Richard Carlson, Keith Andes, Dane Clark, Adolphe Menjou, Rick Jason, Pat Conway, among many more.

The sum of all of this is that there is business in quality . . . and quality in business. And by those terms, Ziv-UA means business —more and more business for its clients.



**NTA**



(Continued from Page 886)

*Productions* — Producer and Distributor, "Uncle Tom's Cabin", "Forbidden Paradise", "Song of Sister Maria", "I Was A Parish Priest", and 22 Pine-Thomas-Paramount features.

**Commodore Productions and Artists, Inc.**

6636 Hollywood Blvd., Hollywood 28, Cal.  
(See Commercial Producers)

**Commonwealth Film & Television, Inc.**

723 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-6456

President.....Mortimer D. Sackett  
Sec., Treas.....S. Sackett  
Sales Mgr. ....Leo Gottlieb  
*Services Offered*—TV producers and distributors.

**Confession, Inc.**

1501 Broadway, N. Y.  
Phone: LOngacre 4-5592

Exec. Prod.....Jules B. Weill  
Prod. Moderator.....Jack Wyatt  
*Services Offered*—Product for regional and national sponsorship.

**Co-ordinated Marketing Agency, Inc.**

575 Lexington Ave., New York 22, N. Y.  
(See Program Producers)

**Frank Cooper Associates**

9145 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CRestview 4-5971  
N. Y. Phone: PLaza 1-0725

President .....Frank Cooper  
V.P. Chg. L. A. Office...Dick Irving Hyland  
V.P. Chge. of N. Y. Office.....Sy Fischer  
Executives.....Joel Cohen, Robt. Goldfarb,  
Wm. Cooper, Robert Eisenbach, Michael  
Gruskoff, Robert Mayberry, Martin Rosen,  
B. D. Shamberg, John B. Genung, Perry  
Leff, Edward Rosen.  
*Services Offered*: TV packages; literary  
& actors' agent.

**Coronet Films**

(Div. of Esquire, Inc.)  
65 E. South Water St., Chicago 1, Ill.  
Phone: DEarborn 2-7676

President .....John Smart  
Exec. Vice Pres. ....A. L. Blinder  
V.P.'s.....J. M. Abraham, E. C. Dent  
Secretary.....A. D. Elden  
Treasurer .....Lester Patchaft  
*Services Offered*—Short, 16mm sound sub-  
jects in B&W or color, individually or in  
series.

**Tom J. Corradine & Associates**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 2-4448

President .....Tom Corradine  
Vice President.....Kyle C. Thomas  
Sales Manager.....Eugene B. Duncker  
Secretary.....Robert J. Meeker

*Services Offered*—National and regional  
representatives for sale of half-hour syndi-  
cated and television packages, 425 feature  
films, and 135 westerns, 4 cartoon series.

*Currently Distributing*—The Ruggles,  
Holiday U.S.A., Rendezvous With Adventure,  
I Married Joan, Public Defender, Little Ras-  
cals, Divorce Hearing.

**Criterion Film Laboratories, Inc.**

33 W. 60th St., New York 23, N. Y.  
Phone: COLUMbus 5-2180

President.....Fred G. Todaro  
Production Manager.....Ernest Todaro  
Sales Manager.....Irving Schecter  
*Services Offered*—Developing and printing  
of B & W and color film.

**Crosby-Brown Productions**

8721 Sunset Blvd., Hollywood, Calif.  
Phone: Oldfield 2-7106

Chairman of Broad.....Victor Muscat  
President .....Marcus Lipsky  
V.P., Gen. Mgr.....Burton Rosen  
*Branch Office*

612 N. Michigan Ave., Chicago, Ill.  
Phone: WH 4-5438

Manager .....Karl Von Schallern  
*Services Offered*—National distribution of  
film and tape TV shows for national, regional  
and syndicated release.

*Productions*—Adventure Tomorrow, Danger  
Zone, Global Zobel, Hollywood Legion  
Wrestling, Michael's of Africa, People's  
Court, The Pioneers, Post '48 features, Squad  
Car, Treasure, Vagabond, Wanderlust, Won-  
ders of the World, You Asked For It, 105  
features, 130 5-minute Dayton Allen Shows.

**Cummings Productions, Inc.**

4 West 56th St., New York 19, N. Y.  
(See Commercial Producers)

**Phil Davis Musical Enterprises, Inc.**

59 E. 54th St., N. Y. 22, N. Y.  
(See Commercial Producers)

**Daystar Productions, Inc.**

Box 900, Beverly Hills, Calif.  
Phone: CR 6-2211

Chief Exec.....Leslie Stevens  
*Services Offered*—Complete creative ser-  
vices in connection with films for TV.

**D.P.M. Productions, Inc.**

62 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Demby Productions, Inc.**

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.  
(See Commercial Producers)

(Continued on Page 891)

**57**



LATE RELEASE  
**FEATURES**  
for immediate release

# LOCK USTERS



**FIRST  
TIME  
ON  
TV**

A truly great package  
of late release—full  
length features  
assembled by Jayark,  
produced by major  
studios and featuring  
the biggest stars  
in the business



# OZO

**THE**  
Capitol  
**CLOWN**

Sold in 163  
markets. One of the most popular  
cartoon features of the day.

Available in black & white or color

Write or phone for availabilities.

**JAYARK FILMS CORPORATION**

*Reub Kaulman, President*

15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636



(Continued from Page 889)

**Peter DeMet Productions**

1317 W. Belmont Ave., Chicago 13, Ill.  
Phone: WELLington 5-3737

Executive Producer.....Peter DeMet  
Associate Producer.....Milton T. Raynor  
Prod.-Dir.....Sidney C. Goltz  
Services Offered—Producers of "Sportaculars" for TV Productions—All Star Golf, Championship Bowling, Come Out Fighting.

**Jack Denove Productions, Inc.**

6611 Santa Monica Blvd., Hollywood 38, Calif.  
Phone: HO 4-8331

President.....Jack Denove  
Vice-President.....Dick Denove  
Services Offered — Produce film commercials, dramatic half-hour TV shows and industrial films. Also tape commercials.  
Productions — Christopher films, Lucky Strike commercials, It's Golf Time, Gallo Wine, Pacific Telephone, Goodrich.

**Dephoure Studios, Inc.**

782 Commonwealth Ave., Boston 15, Mass.  
(See Commercial Producers)

**Depicto Films, Inc.**

254 W. 54th St., New York 19, N. Y.  
(See Commercial Producers)

**Derel Producing Associates, Inc.**

68 William Street, New York 5, N. Y.  
Phone: BOwling Green 9-1550

President.....Jerry Feldman  
Exec. Producer.....Gene Feldman  
Services Offered—Packagers of filmed TV shows.  
Productions — Crime Club, Bellvue Is My Home, Exclusive (Overseas Press Club).

**Louis deRochemont Associates, Inc.**

380 Madison Ave., New York 9, N. Y.  
Phone: OXford 7-0350

President.....Louis deRochemont  
Associates.....F. Borden Mace, Lothar Wolff, Martin J. Maloney, Louis deRochemont III  
Services Offered—All producing services for films in any medium from super-wide-screen (Cinerama, Cinemiracle) to 16 mm. Also distributing services for selected theatrical films.  
Productions: Man on a String, The March of Todd-AO.

**Desilu Productions, Inc.**

780 N. Gower, Hollywood 38, Calif.  
Phone: HO 9-5911  
N. Y. Phone: PL 2-1393

Pres. & Director.....Desi Arnaz  
V.P. & Director.....Lucille Ball Arnaz  
Vice Pres., Admin. & Finance. Edwin E. Holly

V.P. & Director.....W. A. Nelson  
Vice President.....Jerry Thorpe  
George Murphy, Bernard Weitzman  
Resident Counsel.....Dixon Q. Dern  
Publicity Director.....Ken Morgan

Services Offered—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 35 sound stages and extensive back lot.

Productions — Own productions—Untouchables, Desilu Play House, Lucille Ball-Desi Arnaz Show, Whirlybirds, U. S. Marshall, Grand Jury, Rory Calhoun Show, The Texan, Harrigan & Son, Guestward Ho, Ann Sothern Show, Filming for others—Andy Griffith Show, Angel, Danny Thomas Show, The Millionaire; Lassie; One Happy Family; Miami Undercover; Wyatt Earp, Real McCoy, Jack Benny Show, Barbara Stanwyck Show, My Three Sons.

**Walt Disney Studio**

500 So. Buena Vista, Burbank, Calif.  
Phone: TH 5-3141

Executive Producer.....Walt Disney  
President.....Roy Disney  
V.P.-Adv. & Sales.....E. Cardon Walker  
Vice-President.....Donn B. Tatum  
Treasurer.....Lawrence E. Tryon  
V.P., Studio Prod. Mgr....W. H. Anderson  
Publicity Head.....Dick McKay  
Public Relations.....Joe Reddy

Productions — Walt Disney's Wonderful World of Color—NBC.

**Dougfair Corporation**

6772 Hollywood Blvd., Los Angeles 28  
Phone: HOllwood 5-6164

President.....H. Alexander MacDonald  
V.P., Treas. ....Fred W. Hoar  
Services Offered — Producer filmed TV series.

**Sherman H. Dryer Productions**

667 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-5690

President.....Sherman H. Dryer  
Services Offered—Custom productions & general packages in TV, films, radio & for the stage.  
Productions—World of Medicine, The Balance, Project: Security.

**W. C. Duennhaupt Film Prod.**

1908 Florida Ave., Wash., D. C.  
(See Commercial Prod.)

(Continued on Page 893)

*Distributors of the  
World's Finest TV Programs  
in International Markets*

# **FREMANTLE** *International* **INC.**

**366 Madison Avenue, New York**

**THE PIONEER "OVERSEAS"  
PROGRAM DISTRIBUTOR**

*Serving International Markets for 14 Years*

FREMANTLE OF CANADA, LTD.  
TORONTO, MONTREAL

FREMANTLE DE MEXICO, S.A.  
MEXICO, D. F.

TALBOT TV, LTD.  
LONDON

FREMANTLE ITALIANA, S.R.L.  
ROME

FREMANTLE INTERNATIONAL, INC.  
SYDNEY

(Continued from Page 891)

**Durham Telefilms, Inc.**

521 Fifth Ave., New York 17, N. Y.  
Phone: YUkon 6-1960

President.....David A. Bader  
Chairman.....William C. Durham  
V.P., Sec.-Treas. ....Norman Carnegie

Services Offered: International sales organization in films for TV.

**Dynamic Films, Inc.**

405 Park Ave., New York City 22  
(See Commercial Producers)

**Economee Television Programs**

(A Div. of Ziv-United Artists TV Co.)  
488 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-4700

V.P., General Manager.....Pierre Weiss  
Div. Spot Sales Mgrs.....Dick Lawrence,  
Ken Joseph

Services Offered—Distribution of the following films for television: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Men of Annapolis, West Point, Harbor Command, The New Adventures of Martin Kane, Science Fiction Theatre, Man Called X, Dr. Christian, Adventure at Scott Island.

**Educational Films Corp. Of America**

1501 Broadway, New York 36, N. Y.  
Phone: PENnsylvania 6-1780

President.....Earl W. Hammons  
Vice President.....V. H. Hammons  
Treasurer .....Everett Rosenthal  
Asst. Treas.....L. Loweninthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film.

**Peter Elgar Productions, Inc.**

75 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Empire Production Corp.**

480 Lexington Ave., New York, N. Y.  
(See Commercial Producers)

**Endorsements, Inc.**

65 East 55th St., New York 22, N. Y.  
(See Commercial Producers)

**Espana Mexico Argentina, S.A. de C.V.**

Cordoba #48, Mexico, D.F. (7)  
Phone: 25-01-53

President.....M. B. Ponce  
Manager.....C. G. Villamil  
Secretary.....B. M. Ortega  
Sales Manager.....James B. Stanton

Services Offered—Production, distribution of short films.

Productions—Mexican Newsreel, Camara.

**Excelsior Pictures Corp.**

1564 Broadway, New York 36, N. Y.  
Phone: Circle 5-6157

President .....Walter Bibo  
Services Offered—Distributes various features and shorts for TV.

**Explorers Pictures Corp.**

1501 Broadway, New York, N. Y.  
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill  
Asst. Sales Mgr.....Monty Raphaelson  
Services Offered—Motion picture films for TV, feature and half hour length.

**Faillace Productions, Inc.**

59 E. 54th St., New York 22, N. Y.  
(See Commercial Producers)

**Jerry Fairbanks Productions of California**

1330 N. Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks  
Administration.....William M. Sterling  
Production Manager.....John McKennon  
Studio Manager.....Robert Scrivner  
Film Director.....Robert Larsen  
Head, Creative Dept.....Leo S. Rosencrans

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Productions—Commercials for Max Factor, Union Oil, Bell & Howell, Carnation, Mattel Toys, Oldsmobile, Cool Beer, Wilson Meat, Helene Curtis, Gallo Wine, Armstrong Cork Co., National Car Rental, Mayheline, Strohs Beer, Marx Toys.

**Family Theater, Inc.**

7201 Sunset Blvd., Hollywood 46, Cal.  
Phone: HO 2-1317

Pres., Prod. ....Rev. Patrick Peyton, C.S.C.  
Assoc. Prod....Rev. Albert J. Heinzer, C.S.C.  
Prod. Super.....Rev. Philip Higgins, C.S.C.

Services Offered—Production and presentation of two weekly dramatic broadcasts over Mutual Network. Production and distribution, free of charge, of religious films for public-service TV presentation.

(Continued on Page 895)



**TOP-RATED!**



**WRESTLING  
CHAMPIONS**

... featuring the current  
WORLDS and UNITED STATES  
Heavyweight Champions as  
recognized by the National  
Wrestling Alliance.

**...NOW!  
THE BEST  
WRESTLING  
SHOWS ON  
FILM or TAPE**

*Produced and Distributed by*

**SPORTS PUBLICITY INSTITUTE, Inc.**

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Bob Luce, Sales Rep. • WELLINGTON 5-2218

★ TV Wrestling  
Now Getting  
Top Ratings!

★ Chicago	12.8	★ Omaha	19.4
★ Milwaukee	26.	★ Detroit	24.
★ Indianapolis	20.6		
★ Cincinnati	18.8	★ Ft. Wayne	23.8

(Continued from Page 893)

**Don Fedderson Productions**

780 N. Gower St., Hollywood 38, Cal.  
Phone: HOLlywood 9-5911

New York Phone: YUkon 6-3535

President .....Don Fedderson  
Vice President.....Fred Henry  
Assoc. Prod. Story Ed.....Milton Merlin  
Dir. Publ.-Prom.....Les Kaufman  
N. Y. Manager.....Art Stark

Productions — The Millionaire, Who Do You Trust? My Three Sons.

**Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48, Cal.  
119 W. 57th St., N. Y. 19, N. Y.  
(See Commercial Producers)

**Filmack Corp.**

1327 S. Wabash Ave., Chicago 5, Ill.  
(See Commercial Producers)

**Film Classic Exchange**

1977 S. Vermont Ave., Los Angeles 7  
Phone: REpublic 1-3854

Manager.....Charles H. Tarbox  
Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

Productions—The Living Past, Tales of Mt. Idy.

**Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46, Calif.  
Phone: OLive 3-2430

Pres. & Owner.....Regina Lindenbaum  
Production Manager.....Jack C. Lacey  
Supervising Ed.....Norman Colbert  
Services Offered—Create, film and produce television programs, commercials. Studio Facilities.

Productions — Groucho Marx "The Groucho Show", and commercials for agencies.

**Film Effects of Hollywood, Inc.**

1153 N. Highland Ave., Hollywood 38, Calif.  
Phone: HOLlywood 9-5808

President .....Linwood Dunn  
General Manager .....Don W. Weed  
Services Offered — Specialized laboratory services in 16 mm. and 35 mm., color and B & W, including 16 mm. color duplicating, blow-up release prints and negatives, titles, inserts, animation, matte paintings, anamorphic conversions and all special effects.

**Filmercial Productions**

4150 Radford, N. Hollywood, Calif.  
(See Commercial Producers)

**Film Graphics, Inc.**

369 Lexington Ave., New York, N. Y.  
(See Commercial Producers)

**Film Images, Inc.**

1860 Broadway, New York, N. Y.  
Phone: Circle 7-1877

President .....Rosalind Kossoff  
Services Offered—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

**Film Originals**

6536 Roberston Drive, Boise, Idaho  
Phone: 4-3602

Owners.....G. O. Smith, Helen S. Smith  
Services Offered—Film subject production & distribution.  
Productions—Lost Hunter, Winter World; other information & educational films.

**The Filmmaker Group, International, Inc.**

4024 Radford Ave. (Republic Studios),  
No. Hollywood, Calif.  
Phone: TRiangle 7-9689

Pres., Exec.-Prod.....Charles E. Skinner  
V.P., Exec. Creat. Dir.....Martin Seifert  
Services Offered — Business & industrial films, TV commercials, dramatic TV & feature productions.

Productions — The North Country.

**Filmaster, Inc.**

650 N. Bronson, Hollywood 4, Calif.  
Phone: HO 6-1681

Bd. Chmn., Pres.....Robert W. Stabler  
V.P. Dir. ....Glenn N. Cook  
V.P., Programming.....Nat Perrin  
V.P., Sales.....H. Weller Keever  
V.P., Comm. Film..William H. FitzSimmons  
Exec. Prod.....John W. Murphy  
Dir.'s.....E. Baumgarten, James Fallon  
N.E. Sales Dir.....Andrew Jaeger  
Middle East Sales Dir.....J. Lievenguth  
West. Region Dir.....James Strain  
Sec.-Treas.....Clifford E. Enger

*Branch Offices*

9 Rockefeller Plaza, New York, N. Y.  
Phone: JU 6-1404

707 Nicolet Ave., Winter Park, Fla.

Services Offered—Production of all types of TV and industrial films.

Productions — The Beachcomber, Death Valley Days, Our Town, The Big E, Touch-down.

**Films of the Nations Distributors, Inc.**

62 W. 45th Street, New York 36, N. Y.  
Phone: MUrray Hill 2-0040

President .....Maurice T. Groen  
Exec. Director.....Ronald T. Groen  
Asst. TV Manager.....Bert H. Cohen  
Services Offered—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

(Continued on Page 898)

**OUR MAGIC CORNER TV series  
starring DOUG ANDERSON is  
being released to TV stations.**

**OUR MEET THE CIRCUS series  
starring KOKOMO THE CLOWN  
promises to be a hit.**

**OUR THIS IS AMERICA series  
with HARRY STANTON will be a  
must.**

**Three solid programs from peo-  
ple who came to us with ideas —  
won't you forward yours?**

**P. R. and Ad Agencies — don't  
forget to ask for our newsreel  
service —**

**FREDRIC STOESSEL, INC.**

119 West 57th, N. Y. C., N. Y.

JU 2-6978

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# Syndication Upbeat In Non-Network Markets

By HERBERT S. SCHLOSSER  
V.P. & General Manager, California National Productions

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**P**RIMARY emphasis in programming for television is on network schedules. The entire spectrum of the broadcast industry is absorbed in the constant shifting and alterations in the program agendas. Shop talk fills the air with program grosses and nets, above and below-the-line costs, and the innumerable problems involved in getting a show airborne. As an invaluable vehicle for advertising the goods and services of their national clientele, no one questions the continuing prosperity of network operations.

Yet, all too often, the importance of non-network program distribution in the nation's economy is ignored. Here, for example, is some arithmetic derived from CNP's own impressive contributions in TV: Currently, CNP has 35 program series, averaging 39 half-hours each, over 374 stations in the U. S. alone. These provide for some 175,000 sponsor messages per annum — millions upon millions of commercial impressions.

Here, obviously, is an important medium of the communications arts that has taken its rightful place in TV, and must continue to grow within it.

Despite this, the past year has witnessed a tendency to over-emphasize the difficulties faced by syndicators, rather than to examine their growth potentials. The trade press often has carried statements of industry spokesmen predicting the imminent demise of the industry. They have cited lack of sufficient station time periods for new product, an excess of program series, increases in production costs without counterbalancing advances in sales prices, etc.

Close examination reveals these dire comments make sense only when applied to a segment of syndication that, for all practical purposes, has already stopped breathing. I refer to program distribution on a market-

by-market basis in advance of obtaining regional or sizeable multi-market sales. That way lies disaster — and every syndicator worth his salt knows it. The day has long passed when a distributor would invest large sums in hopes of putting together enough single market sales to emerge with a profit.

However, the story is different if a program's distribution is initiated with a sale to one of the major regional advertisers. The market areas of these advertisers are carved out of large, populous sections of the country. They require TV quality worthy of their high acceptance by the consumers. The key to success in program distribution lies with these large regional buyers.

Advantages of the regional sale are obvious. For the distributor, they are strong proof of his program's acceptance; the momentum thus generated sparks added sales in other cities; station time periods become more easily available; even before the general sales effort is launched, the program takes on the look of a hit.

For the regional advertiser, it brings sponsor identification, contrasted with the shortcomings of spot purchases; he can avail himself of inherent merchandising possibilities; he may utilize the star's popularity for traffic-building personal appearances and original commercials; there's no waste coverage — he buys only those cities that fit his marketing pattern.

At CNP, we are firmly convinced that, as part of the expanding national economy and of TV in particular, non-network program distribution will continue to play an important part in TV advertising. We recognize viewers' tastes have matured and that the public demands quality programming—good scripts, performed by talented actors under the supervision of experts. This is precisely what we intend to deliver in 1961.

(Continued from Page 895)

**Filmvideo Releasing Corporation**

333 West 52nd St., New York 19, N. Y.  
Phone: JUDson 2-6185

President.....Maurice H. Zouary  
Services Offered—Stock Footage of 35 mm motion picture film, servicing major film companies. Producer of features. Art and Title Dept.

**Film Vision Corp.**

M. C. Pictures, Inc.  
1501 Broadway, N. Y., N. Y.  
Phone: PE 6-1432

Executive V.P.....Jerome Balsam  
Services Offered—Distributors of features and westerns.

**Filmways, Inc.**

18 E. 50th St., N. Y. 22, N. Y.  
(See Commercial Producers)

**Filmways, TV Productions Inc.**

1040 N. Las Palmas Ave., Hollywood 38, Cal.  
Phone: Hollywood 9-9011

President.....Al Simon  
Vice President.....Martin Ransohoff  
Treasurer.....L. D. Nolan  
Secretary.....John H. Nicolaides  
Services Offered—Filmed TV programs.  
Productions—Mr. Ed, Warbirds.

**F. K. B. Enterprises**

9134 Sunset Blvd., Hollywood, Calif.  
Phone: CO 4-6174

Partners.....Robert Young,  
Eugene B. Rodney  
Services Offered—Produce & distribute TV films.  
Production—Father Knows Best.

**Flamingo Films, Inc.**

445 Park Ave., New York, N.Y.  
Phone: PLaza 2-4100

President.....Ira Gottlieb  
Exec. V.P.....C. P. Jaeger  
Asst. to President.....Walter Kaufman  
Dir. Adv. & Publicity.....Marilyn Gold  
Services Offered—Distribution of TV film programs.

Productions — Citizen Soldier, Deadline, Beulah, Country Show, Cowboy G-Men, O.S.S., Feature Films: Critics Award Package (60), Festival Package (30), Imperial Package (52); Nutty Squirrels Tales Cartoons.

**Flying A Productions & Flying A Pictures, Inc.**

10000 Riverside Dr., N. Hollywood, Calif.  
Phone: POplar 9-1451

President.....M. J. Hamilburg  
Exec. V.P.....Armand Schaefer  
Secretary.....Ina Autry  
Assistant Treasurer.....Philip S. Cobey

Services Offered—Production of TV films & filmed commercials.

Productions—Annie Oakley, Buffalo Bill, Jr., Range Rider, Adventures of Champion, Gene Autry.

**Fortune Features, Inc.**

1501 Broadway, New York, New York  
Phone: LOngacre 4-5592

President.....Jules B. Weill  
Sales Manager.....Monty Raphaelson  
Services Offered—Distribution of 70 features for TV.

**Foundation Films Corporation**

303 Citizens Bank Bldg., Pasadena, Cal.  
Phone: SYcamore 6-2649

New York Associate: Lakeside TV Co.  
1465 Broadway, New York 36, N. Y.  
Phone: LOngacre 5-4582

Chairman of the Board.....John I. Bolen  
President.....Richard D. Pearsall  
Sec'y-Treas.....Eldon L. Eby  
Services Offered—Production and distribution of non-denominational religious films.

**Four Star Films, Inc.**

**Four Star Television**

4030 Radford Ave., N. Hollywood, Calif.  
Phone: POplar 6-4151

President.....Dick Powell  
Exec. V.P.....Tom McDermott  
V.P. & Treas.....Charles Boyer  
V.P. & Sec.....David Niven  
Production.....Jack Sonntag  
Asst. Treas.....S. A. MacSween  
Asst. Sec.....A. Morgan Maree III  
Business Affairs.....Charles Bole  
Producers.....Arthur Gardner, Jules Levy, Arnold Laven, Mike Meshekoff, Sy Gomberg, Aaron Spelling, Peter Kortner, Vincent Fennelly, Hy Averbach, Sam Peckinpah, Anthony Ellis, William Friedberg.

Services Offered—Creation & production of filmed television for network.

Productions — Zane Grey Theatre, The Rifleman, Wanted Dead or Alive; Dante; June Allyson Show; Tom Ewell Show; Law & Mr. Jones; Peter Loves Mary; Stagecoach West; The Westerner; Michael Shayne.

**Peter Frank Organization**

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HO 2-6027

President.....Peter Frank  
New York Office  
1271 Ave. of Americas, N.Y. 20  
Phone: PL 7-2197

**Frazen Productions, Inc.**

1040 No. Las Palmas, Hollywood 38, Calif.  
(See Commercial Producers)

**Fremantle de Mexico S. A.**

Niza 6-205, Mexico 6, D.F., Mexico  
Phone: 11-55-00

(Continued on Page 900)



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# ITC's 'New Frontiers' In '61 Aimed At Growth Markets

By ABE MANDELL

V.P., Sales and Administration, Independent Television Corp.

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**T**HE rising costs of production make it impossible for the average producer to introduce new product with the hope of recovering his costs the first time around. The high residual costs plus competition for available syndication time slots, make the prospect of cost recovery on subsequent runs or off-network telecasts even less appealing. Indeed, series which only receive one year of network exposure are becoming drugs on the syndication market, because of the stigma attached by buyers to series which do not receive network renewal. Add to this the pressure of networks for one hour programming, half-hour programs cable-fed but locally sold, network campaigns for one-minute spot sales on national programs, the long-standing competition of feature length movies for available time slots and sponsor's money, and you have a situation that can literally spell disaster for the standard television film distributor.

Through its access to world markets and world distribution, ITC can bring top quality product to the U. S. markets with a needed return from domestic sales that can withstand the market conditions prevailing today. Based on this situation, ITC can count on a minimum of four new series a year, (half-hour or one hour), to meet the needs of the U. S. market.

Under the guidance of Leslie Harris, who is in charge of our international production, ITC will be taking advantage of talent and facilities everywhere in the world. We intend to bring more producers and creativity to our production setup. We will, before long, have established a production alliance here in the States, so that we will have production for network, syndication, etc., both here and abroad. Our mobile tape facilities have already been used by such network programs as Jack Paar, Person To Person, Leon

ard Bernstein, NBC News, CBS News, etc.

ITC recently sold the Danger Man series to the CBS network. Similarly, full production in the Whiplash series has just been concluded in Australia, and will bring the same high values to U. S. television screens.

We have sold a one-hour spectacular—A Night at the London Palladium — to NBC, to be aired this Fall as the first in a projected series of one-hour musical variety spectacles, using the format of the London Palladium. A series of 13 one-hour specials starring Jo Stafford, and featuring guest stars, will be produced this summer.

We have added a sports division which is offering exciting and informative series like Magic Moments in Sports starring Leo Durocher; Golf Tips of the Day starring Dow Finsterwald; and the 30-minute series, Campy's Corner with Roy Campanella.

We have just concluded a successful sales campaign on the Best of the Post series, bringing top quality product produced in color to the syndication markets. The sales figures indicate that quality production will bring results.

Diver Dan, a series of 104 puppet cartoon episodes, filmed in color, has been introduced by ITC for world-wide sale. A new concept based upon an electronic puppet device will form the basis of a half-hour children's show — "Mike Mercury and Supercar," which will shortly be introduced.

The substantial increase in world markets has caused us to expand our activities more firmly than ever in this area. This is all part of our pattern of immediate adaptability which we intend to keep fresh and vital on a current basis.

This adds up to one conclusion—1961 will find ITC stronger than ever as it pushes forward its new frontiers in the television industry.

## TV FILM PROD.-DIST.

President ..... Rene Anselmo  
 Sales Manager ..... Isaias Medina  
*Services Offered* — Distribution of U. S. Filmed shows in Mexico and Central America.

*Productions*—Spanish-dubbed versions of: Silents Please, Steve Canyon, R.C.M.P., Felix The Cat, Cartoons Classics, EBF, Hopalong Cassidy, etc.

### **Fremantle International, Inc.**

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

Phone: MUrray Hill 7-4343

President ..... Paul Talbot  
 Vice President..... Miss Freda Rothe  
 London Office: Axtell House, Warwick St.  
 Phone: GErrard 2673

Manager ..... Angela Cuthbertson  
 Rome Office: Piazza Di Spagna 20  
 Phone: 68-10-34

Manager ..... Lionello Torossi  
 Sydney, Australia Office:  
 95 Whale Beach Rd., No. Avalon,  
 Sydney, N.S.W.

Manager ..... Robert Laphorne  
*Services Offered* — Distributors in world markets outside the U. S.

### **Fremantle of Canada, Ltd.**

17 Dundonald St., Toronto, Ont., Canada

Phone: WA 4-9635

1396 Ste. Catherine St., Montreal, Que., Can.  
 Phone: UN 1-0279

Board Chairman..... Paul Talbot  
 President ..... Ralph Ellis  
 Manager (Montreal)..... Henri Tremblay  
*Services Offered*—Canadian distributors for Calif. Nat'l. Productions (NBC Films) etc.

*Productions*—Silent Service, Medic, Flight, Gumby, Panic, Frontier, Hopalong Cassidy, It's a Great Life, etc.

### **Galaxy Management Corp.**

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

Phone: PL 1-0330

President..... Milton A. Gordon  
*Services Offered*—TV & feature film production; independent productions financed for network TV & feature films.

### **William J. Ganz Co., Inc.**

(Div. of Inst. of Visual Comm. Inc.)

40 East 49th St., New York 17, N. Y.

Phone: EL 5-1443

President ..... William J. Ganz  
 Production Mgr. .... Martin Andrews  
 Distribution Mgr. .... Vincent J. Capuzzi

*Services Offered*—Producer and distributor of 16 & 35mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

### **Gateway Productions, Inc.**

1859 Powell St., San Francisco, Cal.

Phone: SUtter 1-8464

President..... Alvin J. Gordon  
*Services Offered*—Distributor of 16mm.

educational films.

### **General Film Laboratories**

1546 North Argyle Ave., Hollywood 28, Calif.

Phone: HOLlywood 2-6171

President..... G. Carleton Hunt  
 Vice President..... W. E. Gephart  
 V.P. Central Div..... Neal Keehn

#### *Branch Office*

Power & Light Bldg., Kansas City, Mo.

Phone: GRand 1-0044

*Services Offered*—Complete film laboratory services for TV; in black & white or color in 35 mm. & 16 mm. video tape to film transfer; magnetic striping.

### **W. J. German, Inc.**

Jane St., Fort Lee, N. J.

Phone: N. J. WIndsor 4-5100

N. Y. Phone: LOnacre 5-5978

President..... William J. German  
 Executive Vice-Pres. .... M. B. Reilly  
 Vice-Pres..... Louis A. Bonn  
 Treas. & Secy..... M. B. Reilly  
 Ass't Treas. .... T. F. Ross  
 Ass't Secy..... A. C. Nugent

#### *Chicago Office*

6040 North Pulaski Rd., Chicago 30, Ill.

Phone: Irving 8-4064

Vice Pres..... John H. Maynard  
*Services Offered*—Agent for the sale and distribution of Eastman professional motion picture and TV films.

### **W. J. German, Inc., of California**

6677 Santa Monica Blvd., Hollywood, Calif.

Phone: HOLlywood 4-6131

President..... William J. German  
 V.P. & Gen. Mgr..... J. L. Courcier  
 V.P. & Sales Mgr..... John A. Pistor  
 Vice Presidents... E. O. Blackburn, G. H. Gibson, J. L. Courcier, H. E. Pratt, John A. Pistor.

Treas., Asst. Secy..... Ronald Olney  
 Secretary..... M. B. Reilly

*Services Offered*—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

### **Jack Goetz**

1148 San Ysidro, Beverly Hills, Calif.

Phone: CRestview 4-4049

Owner ..... Jack Goetz  
*Services Offered*—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

### **Harry S. Goodman Productions, Inc.**

19 E. 53rd St., New York 22, N. Y.

Phone: PLaza 5-6131

General Manager..... Harry S. Goodman  
 Sales Mgr..... Everett F. Goodman  
 Asst. Gen. Mgr..... Ralph Arlin  
 Secretary ..... H. D. Knuth  
 TV Director..... S. M. Wilson  
 Radio Dir..... M. Middleton  
*Services Offered*—15 and 30 minute filmed shows for TV.

**Gotham Releasing Corp.**

630 Ninth Ave., New York 36, N. Y.  
Phone: JUDson 6-2187

President ..... Sam Lake  
Services Offered—Producing, distributing motion pictures and other subjects for TV.

**Goulding-Elliott-Graham Productions, Inc.**

420 Lexington Ave., New York 17, N. Y.  
(See Commercial Producers)

**Governor Television Attractions, Inc.**

375 Park Ave., N. Y. 22, N. Y.  
Phone: PLaza 3-6216

President ..... Arthur Kerman  
Services Offered—Distribution of films for TV—national and international. Distributors of "King Midas," "Bucky & Pepito," Laurel & Hardy Comedies.

**John Guedel Productions**

8321 Beverly Blvd., Los Angeles 48, Calif.  
Phone: OLdfield 3-8000

V.P. & Exec. Producer ..... John Guedel  
Services Offered — Radio and television packaging and producing.

Productions—Art Linkletter's Houseparty, You Bet Your Life.

**Herman Hack Productions & Scripture Films**

2441 N. Beachwood Dr., Hollywood 28, Calif.  
(See Commercial Producers)

**Harriscope, Inc.**

1122 S. La Cienega Blvd., Los Angeles 35, Cal.  
Phone: OLYmpia 2-4171

President ..... Burt I. Harris  
Producer ..... Geoffrey Nathanson  
Traffic Director ..... Connie Coleman  
Services Offered—Producer and distributor of TV films, closed circuit TV systems, radio & TV broadcasters.

**Harris-Tuchman Productions**

751 N. Highland, Hollywood 38, Calif.  
( See Commercial Producers)

**Hartley Productions, Inc.**

339 East 48th St., New York 17, N. Y.  
Phone: EL 5-7762

President ..... Irving Hartley  
Sec.-Treas. .... Elda Hartley  
Services Offered—Production and distribution of films for TV, industrial, commercials, public service and travelogue.

**Harvey Cartoon Studios, Inc.**

1860 Broadway, New York 23, N. Y.  
Phone: JUDson 2-2244

President ..... Alfred Harvey  
Vice President & Sec. .... Leon Harvey  
Vice President & Treas. .... R. B. Harvey  
Services Offered—Producers and distributors of animated cartoons.  
Productions—Harvey Famous Cartoons.

*Script Development - Consultants  
Producers*

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*Martin Seifert* — Executive Creative Director

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**Hoffberg Productions Inc.**

362 W. 44th St., New York 36, N. Y.  
Phone: Circle 6-9031

President ..... Jack Hoffberg  
Vice President..... M. Hoffberg  
*Services Offered*—Distributor of independently made productions.

**Hollywood Television Service, Inc.**

(Div. of Republic Corp.)  
4024 Radford Ave., N. Hollywood, Calif.  
Phone: POplar 3-8411

General Sales Mgr..... Earl R. Collins  
Secretary ..... Anita Klauss  
Treasurer ..... R. A. Warshaw  
*Services Offered*—Distribution of motion pictures for TV.

**Sandy Howard Productions Inc.**

8544 Sunset Blvd., Los Angeles 46, Calif.  
Phone: Olympia 2-4290

President ..... Sandy Howard  
V.P. in Chg. Production.... Harvey Bernhard  
*Services Offered*—Production of live and filmed television programs for network and syndication arrangements.  
*Productions* — Police Station; Congressional Investigation.

**Ideal Pictures, Inc.**

58 E. So. Water St., Chicago 1, Ill.  
Phone: Financial 6-5480

President..... Paul R. Focht  
*Services Offered*—Rental of 16mm entertainment features, educational, religious, short subjects, and free-loan films.

**IMPA Productions, Ltd.**

660 Madison Ave., New York 21, N. Y.  
(See Program Producers)

**Independent Television Corp.**

(Subsidiary of Associated TV)  
488 Madison Ave., New York 22, N. Y.  
Phone: Plaza 5-2100

President ..... M. Michaelnidorf  
V.P.'s..... Abe Mendell, Wm. Andrews  
V.P., Treas..... William Wolfson  
V.P., Sec..... Milton Kayle  
Board of Dirs..... M. Vid, Lou Grade, Val Parnell, Jamie Drummond, Prince Littlers, Leslie Harris, Morris Wright.

*Services Offered*—Production and distribution TV film series for international, national, regional and local sponsorship.  
*Productions*—N. Y. Confidential Cannonball, Four Just Men, Interpol Calling, Ding Dong School, Sweet Success, Danger Man, Whip Lash, Gale Storm.

**Institute of Visual Communication, Inc.**

40 East 49th St., New York 17, N. Y.  
Phone: ELdorado 5-1443

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HOLLYWOOD 46, CALIF.

CRestview 1-5771

President.....William J. Ganz  
 Production Manager.....Martin Andrews  
 General Manager.....Vincent J. Capuzzi  
*Services Offered*—Producers and distributors of motion pictures and films for TV.

**Intercontinental Television,  
 S. A.**

U. S. Sales Office:

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

Phone: MURray Hill 2-3405

Exec. V.P.....Hugo Seiler

Dir. of Sales, U.S.A.....Malcolm Scott

Production Headquarters:

Hotel Pont Royal, Rue du Bac, Paris 7,  
 France

Phone: Littre 42-50

Dir. of Foreign Opera....Kenneth Campbell

*Services Offered*—Two American equipped and staffed mobile video-tape recording units; complete facilities for taping and producing TV productions throughout Europe, closed circuit telecasting; sports coverage telecasting; taped commercials throughout Europe.

**International Film  
 Distributors, Inc.**

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

Phone: PL 3-8256

President .....Joseph Wohl

Vice Pres.....Charles H. Rosenblatt

Treasurer.....Theodore W. Kheel

*Services Offered* — Distribute theatrically

and also direct sales to TV stations internationally.

**International Film  
 Foundation, Inc.**

1 E. 42nd St., New York 36, N. Y.

Phone: OX 7-6820

Executive Dir.....Julien H. Bryan

*Services Offered*—Production of documentary films, 16 and 35mm color and b & w; stock footage available to other producers; distribution of documentary films for non-theatrical and TV dealing with peoples of other lands.

**International 16mm Corp.**

165 West 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President, Treasurer....Patrick E. Shanahan

Secretary .....George Blake

**International TV Programs,  
 Inc.**

530 Maxwell Ave., Cincinnati 19, Ohio

Phone: UN 1-5000

New York Phone: MU 8-4700

President.....Edward J. Stern

Exec. Vice Pres.....Millard Segal

V.P. European Sales.....Joseph M. Brandel

V.P. Latin Amer. Sales.....Ralph Franklin

V.P. Canadian Sales.....Mike Burns

V.P., Administration.....Louis J. Ullman

*Services Offered*—Foreign language distribution and production of Ziv-UA film shows.

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*President*

HARRY GOLDSTONE  
*General Sales Manager*

## TV FILM PROD.-DIST.~~~~~

### **Interstate TV Corporation**

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V.P. & Gen. Sls. Mgr. . . . . Lloyd Lind  
Eastern Sls. Mgr. . . . . Alan Roberts

#### *Sales Representatives*

28 East Jackson Blvd., Chicago, Ill.  
Phone: HARRISON 7-1877

5746 Sunset Blvd., Los Angeles, Cal.  
Phone: HOLLYWOOD 2-4448

Sterling Films Ltd., King Edward Hotel,  
Toronto, Canada  
Phone: EMPIRE 6-6221

*Services Offered*—Production and distribution of 30 minute package shows. Distribution of feature motion pictures.

### **Inter-TV Films, Ltd.**

1410 Stanley St., Montreal 2, Canada  
Phone: PLateau 4868

President . . . . . Marcel Leduc

### **J & M Productions, Inc.**

366 N. Camden Dr., Beverly Hills, Cal.  
Phone: CRestview 5-4595

President. . . . . Irving A. Fein  
*Services Offered*—Production of live and filmed TV shows.

*Productions*—Jack Benny Program, Checkmate.

### **Jamieson Film Company**

3825 Bryan St., Dallas 4, Texas  
(See Commercial Producers)

### **Jayark Films Corp.**

15 East 48th St., New York 17, N. Y.  
Phone: MU 8-2636

President. . . . . Reuben R. Kaufman  
V.P. General Sales Mgr. . . . . Harvey L. Victor

#### *Branch Offices*

649 N. Bronson Ave., Hollywood 4, Calif.  
Phone: HOLLYWOOD 3-2331

*Services Offered*—Producers and distributors of filmed TV programs, distributors of live program materials in connection with formats for Bozo The Clown.

*Productions*—Bozo The Clown, Jayark's "Post Fifties" & "Block Busters" feature packages.

### **Jennifer Productions, Inc.**

9134 Sunset Blvd., Los Angeles 46, Cal.  
Phone: BR 2-0837

President . . . . . Blake Edwards  
Vice Pres. . . . . Patricia Edwards  
Secy. Treas. . . . . Ben Bisgeier

*Services Offered*—Producers and packagers of TV programs and feature films.

*Productions*—Peter Gunn, Mr. Lucky.

**Jewell Radio & Television Productions**

612 N. Michigan, Chicago 11, Ill.  
(See Commercial Producers)

**K & W Film Service Corp.**

1657 Broadway, New York 19, N. Y.  
(See Commercial Producers)

**Victor Kayfetz Productions**

1780 Broadway, New York 19, N. Y.  
(See Commercial Producers)

**L. W. Kellman Prod.**

1733 Samson St., Phila. 13, Pa.  
President.....Louis W. Kellman

**King Features TV Production**

235 E. 45th St., New York 17, N. Y.  
Phone: MU 2-5600

Director .....Al Brodax  
Sales Director.....Ted Rosenberg  
*Services Offered:* Produce & distribute TV programs based on King Features properties.  
*Productions*—Popeye, Krazy Kat, Barney Google, Sampson Scrap and Deliah.

**Knickerbocker Productions, Inc.**

630 Ninth Ave., New York 3, N. Y.  
Phone: Circle 5-6710

Pres., Treas.....Howard A. Lesser  
Vice Presidents.....Renzo Olivieri,  
Thomas S. Dignan  
Secretary .....Agnes Grant  
*Services Offered*—Producers of all types of motion pictures.

**La Brea Productions, Inc.**

7417 Sunset Blvd., Hollywood, Calif.  
(See Commercial Producers)

**Lance Productions, Inc.**

353 West 57th St., New York 19, N. Y.  
(See Commercial Producers)

**Lakeside TV Co., Inc.**

1465 Broadway, New York, N. Y.  
Phone: LO 5-4582

President .....Richard Stevers  
Exec. Vice-Pres.....Bernard Schulman  
Vice President.....Hal Lawrence  
*Services Offered*—Distribution of film series world-wide & producer of network shows.  
*Productions*—Wild Life in Action, Where in the World, On the Spot, Opera and Ballet, Reading the Bible, Night Editor, The Magic Vault, Out of the Past, Wanted, 75 Animal Shorts, Cartoons, Tomahawk, Perspective, Hobbies in Action.

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**Robert Lawrence Productions, Inc.**

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418 W. 54th St., New York 19, N. Y.  
(See Commercial Producers)

**Jerry Layton Associates**

6 E. 45th St., New York 17, N. Y.  
Phone: OXford 7-6860

President ..... Jerry Layton  
Services Offered: Complete production for live & film TV.

Productions: Cpl. Humphrey Flack, True Story, Brothers Brannagan.

**Mitchell Leichter**

1412 N. Gordon, Hollywood 28, Calif.  
Phone: HO 7-6520

Pres., Head of Prod. .... Mitchell Leichter  
General Manager ..... Jean Rich

Services Offered—Producer, distributor of films for television, 2,286 Features and Shorts, consisting of 367 Features, Dramatic Musicals, Comedies and Westerns, 30 Serials, 90 ½ hour Westerns, 138 Travelogues, 203 Documentaries, 165 Cartoons for Theatrical & TV, for the world rights.

**Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 4-7287

Producer-Director ..... Gene Lester  
Comptroller ..... Albert J. Silverman  
Assoc. Producer ..... Martin Sperber  
Services Offered—TV film packages and commercials.

**Lewis & Martin Films, Inc.**

40 West Kinzie, Chicago 10, Ill.  
(See Commercial Producers)

**Library Films Inc.**

25 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0100

President ..... Paul N. Robins  
Secretary ..... H. Jerome Harris  
Services Offered—Films for TV—Westerns, Serials, Shorts.

**Lou Lilly Productions**

5746 Sunset Blvd., Hollywood 28, Calif.  
(See Commercial Producers)

**Lion Television Pictures Corp.**

1501 Broadway, New York 36, N. Y.  
Phone: PENnsylvania 6-1780

President ..... E. W. Hammons  
Secretary-Treasurer ..... T. Newman Lawler  
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

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ORESTES CALPINI—SECRETARY  
GEORGE RICHFIELD—TREASURER

49 W. 45th ST., N.Y. C.  
JUdson 6-1650

**Jack London Productions, Inc.**

245 West 55th St., New York 19  
(See Program Producers)

**Lone Star TV Productions, Inc.**

3020 Fairmont, Dallas 4, Tex.  
President ..... Robert Montgomery  
*Services Offered:* Producers & distributors of TV series, half hour shows, & feature movies.

**Lopert Pictures Corp.**

50 W. 57th St., New York 19, N. Y.  
*Phone:* PLaza 7-3330  
General Mgr., TV Distrib... Robert B. Morin  
President ..... Ilya Lopert  
Vice President..... Clement Perry  
*Services Offered:* Distribution of feature films to TV.

**James Love Productions, Inc.**

115 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Lux-Brill Productions, Inc.**

319-21 E. 44th St., New York 17, N. Y.  
(See Commercial Producers)

**Major Programs, Inc.**

136 East 57th St., New York 22, N. Y.  
*Phone:* PLaza 2-4242

President ..... Hardie Frieberg  
*Services Offered*—Distributors of Ripley's Believe It Or Not (104), Crossroads (78).

**Major Television Productions, Inc.**

527 Madison Ave., New York 22, N. Y.  
*Phone:* PL 2-1122

President ..... Irving Lesser

**Glenn Mann Productions, Inc.**

55 W. 54th St., New York City  
*Phone:* JU 2-6157

President..... Mrs. Glenn Mann  
*Productions* — Teen Town, Wonderful World.

**Mapleton Enterprises**

120 S. Mapleton Dr., Los Angeles 24, Calif.  
*Phone:* CRestview 1-2141

President..... Charles Z. Wick  
*Services Offered*—Financing & production of TV series, commercial, filmed in Europe.  
*Productions*—Fabian of Scotland Yard, Adventures of the Big Man.



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**TV FILM PROD.-DIST.**

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10 East 49th St., New York 17, N. Y.  
Phone: MUrray Hill 8-1130

Pres., Exec. Prod.....Konstantin Kaiser  
V.P., Super. of Prod.....Ken Baldwin  
Mgr., Newfilm Opera.....Ken Brighton  
Sec.-Treas.....Jean M. Hauck

*Branch Office*

73 Delamere Rd., London W5, Eng.  
Phone: Ealing 4347

Managing Director.....Maurice Ford  
*Services Offered*—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library, commercials.

**Mark VII, Ltd.**

4024 Radford Ave., N. Hollywood, Calif.  
Phone: TRiangle 7-0621

President .....Jack Webb  
Vice-Pres. & Treas.....J. R. Rodgers  
Secretary .....Jacob Shearer  
*Productions*—Features—Dragnet, Pete Kelly's Blues, The D.I. TV series—Dragnet, Noah's Ark, The D. A.'s Man, Pete Kelly's Blues, The Black Cat.

**Master Films Distributors, Inc.**

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

Phone: MU 8-8227

President .....George Caputo  
*Services Offered*: Distributors of Spanish language feature films (250).

**Masterpiece Productions, Inc.**

1472 Broadway, New York 36, N. Y.  
Phone: BRyant 9-1647

Manager .....Frances Kaplan  
*Services Offered* — Distributors of 25 re-issue features.

**M.C. Pictures, Inc.**

33 W. 42nd St., N. Y. 36  
Phone: PE 6-1432

President .....Armand Schneck  
V.P., Gen. Sales.....Jerome Balsam  
*Services Offered*—Distributors to TV of feature films.

**MCA-TV Ltd.**

598 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-7500  
*Film Syndication Div.*

V.P. in Charge.....David V. Sutton  
V.P. Sta. Prog. Sls. Div.....Louis Friedland  
V.P. Chg. of N. Y. office.....Frank Brill  
V.P., Director of Sales.....Hal Golden  
V.P. Chg. of Chicago office.....Jim Stirton  
V.P. Chg. of Cleveland office...DeArv Barton  
V.P. Chg. of L. A. office.....Bob Greenberg  
Vice President.....James E. Denning  
Vice President.....T. J. McManus  
Director of Adv. & Pub.....Ed Aaronoff

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- 1371 Peachtree St., N.E. Atlanta, Ga.
- 435 N. Michigan Ave., Chicago, Ill.
- 1172 Union Commerce Bldg., Cleveland, Ohio
- 504 Delta Bldg., New Orleans, La.
- 426 Transportation Bldg., Cincinnati, Ohio
- 2311 Cedar Springs, Dallas, Texas
- 15037 W. Eight Mile Rd., Detroit, Michigan
- 105 Montgomery St., San Francisco, Calif.
- 1415 Northwestern Bank Bldg., Minn., Minn.
- 721 Olive St., St. Louis, Mo.
- 101 Jones Bldg., Seattle, Wash.
- 519 E. Trade St., Box 1503, Charlotte, N. C.
- 139 Piccadilly, W1, London, England
- 49 bis Ave. Hoche, Paris, France
- 180 University Ave., Toronto 1, Ontario, Can.
- Room 940, Nikkatsu Hotel, Tokyo, Japan
- Offices also in Rome, Munich, Mexico City.

*Services Offered* — Distribution of syndicated TV film programs and feature films.

*Productions*—The Adventures of Kit Carson, Biff Baker — USA, City Detective, Crusader, M-Squad, Federal Men, Follow That Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Dr. Hudson's

Secret Journal, Mickey Spillane's Mike Hammer, "SA 7," Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9, Hollywood Star Playhouse. 700 Paramount feature films.

**McGowan Productions, Inc.**

1310 N. Doheny Dr., Los Angeles 46, Calif.  
*Phone:* CRestwiew 1-8307

Producer.....Dorrell McGowan  
 Sec'y-Treas. ....Stuart E. McGowan  
*Services Offered* — Commercials, shorts, features.

*Productions*—Death Valley Days, Snowfire, Sky King.

**Medallion TV Enterprises, Inc.**

6000 Sunset Blvd., Hollywood 28, Cal.  
*Phone:* HOLLYwood 2-6635

President.....John A. Ettlinger  
 Vice-Pres., Secy.....Marlyn M. Ettlinger  
 National Sales Mgr.....Dalton Danon  
 Station Service Mgr.....Cathy Gouse  
 Midwest Sales Mgr.....Ben Barry  
 Eastern Sales Mgr.....Alfred Ettlinger  
 Exec. Prod.....Tholen E. Gladden

*Services Offered*—Production and distribution of TV series feature programs, cartoons, quiz programs, Kinescope recording facilities, commercial production for TV and industrial films. Sales offices in leading cities.

*Productions*—High Road to Danger, Medallion Cartoons, Sew Easy, View The Clue.

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Phone: Upton 0-3311

V.P. in Chg. TV Prod... Robert M. Weitman  
1540 Broadway, New York 36, N. Y.

Phone: JUDson 2-2000

V.P., Sales.....John B. Burns  
Dir. Finan. & Bus. Affairs...Jason Rabinovitz  
Syndication Sales Mgr....Richard A. Harper  
East. Synd. Sls. Mgr.....Paul Mowrey  
West. Synd. Sls. Mgr.....Charles Alsop  
South. Synd. Sls. Mgr.....Richard Yates  
Dir. Promotion.....Monroe Mendelsohn  
Bus. Mgr. Comm. Prod.....Bud Brown  
West Coast Dir. Bus. Affairs...Harris Clayton  
W. Coast Dir. Pgm. Devlpmt..Norman Felton  
Canadian Sales Dir.... William L. Robinson  
Dir. Comm. & Ind. Films...Tom R. Curtis  
*Services Offered* — Library of 715 pre-'49 feature films, cartoons and short subjects offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

**Charles Michelson, Inc.**

45 West 45th St., New York 36, N. Y.

Phone: Plaza 7-0695

President .....Charles Michelson  
Treasurer .....Aaron Michelson  
Manager .....Marcia Dick  
*Services Offered*—Distributors of TV film program series, transcribed radio program

series, Gennett, Speedy-Q and E.M.I. sound effect record libraries. Representatives for foreign broadcasting.

**Milroy Productions, Inc.**

2508-B Franklin Rd., Nashville 4, Tenn.

Phone: CL 7-5366

General Manager.....W. D. Kilpatrick  
*Services Offered*—Telefilm productions.  
*Production*—Roy Acuff's Open House.

**Milton Productions, Inc.**

1475 Broadway, New York 36, N. Y.

Phone: OXFord 5-5919

President .....Edward Milton  
Sales Manager.....Lew Ginsburg  
*Services Offered*—Films for television.  
*Productions*—Feature films and cartoons.

**Modern Teleservice, Inc.**

219 E. 44th St., New York 17, N. Y.

Phone: OXFord 7-2753

President.....J. R. Ritenour  
Act. Executive.....Richard Bliss  
Office Mgr.....Charlotte Shoaff  
Branch Offices

201 E. Erie St., Chicago, Ill.

Phone: DELaware 7-3761

Sales Mgr.....Peter Markovich  
7031 Melrose Ave., Hollywood  
Phone: WEBster 3-5674

V.P. & Manager.....J. J. Lipsky  
*Services Offered*—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV props and ETs for radio.

**Morton Productions**

64 East Lake St., Chicago 1, Ill.

Phone: CENTral 6-4144

President .....Morton Jacobson  
Secretary-Treasurer .....Cecilia Jacobson  
*Services Offered*—Syndicated TV & radio shows.

*Productions*—Joe Emerson Show, Hymns.

**Motion Picture Advertising Service Co., Inc.**

245 W. 55th St., New York 19, N. Y.

Phone: JU 2-5485

Office Manager.....L. Barry Bernard  
Nat. Act. Execs.....A. E. Smith,  
Mrs. Constance Mowbray  
Home Office & Studio

1032 Carondelet St., New Orleans, La.

President.....C. J. Mabry  
*Services Offered*—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

*Productions*—New Orleans Police Dept., The Tracer.

**Motion Picture Creators, Inc.**

1697 Broadway, New York 19, N. Y.

Phone: JU 2-8100

Bd. Chairman.....George C. Moskov  
President .....Dick Randell  
*Services Offered*: Production & distribution of TV & feature films.

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**Motion Picture Stages, Inc.**

3 East 57th St., New York, N. Y.  
Phone: PL 3-4840

President.....C. F. Vetter, Jr.  
Studio Manager.....Gerald Margolis

Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

**Motion Pictures for Television, Inc.**

400 Park Ave., New York 22, N. Y.  
Phone: PL 3-5600

Pres., Chrm. of Board.....Mathew M. Fox  
V.P., Gen. Sales Mgr.....Basil Estreich

**Movielab Color Corp.**

619 W. 54th St., New York 19  
Phone: JUDson 6-0360

Pres. & Gen. Mgr.....Saul Jeffee  
Production Manager.....Frank S. Berman  
Sales Manager.....Ben Bloom  
Administration.....Daniel S. Eisenberg  
V.P. & Color Consult.....John J. Kowalak  
Laboratory Supt.....William G. Eggers

Services Offered — Complete first print laboratory for Eastman Color processing.

**Movietonews, Inc.**

460 W. 54th St., New York 19, N. Y.  
Phone: COLUMbus 5-7200

President.....Edmund Reek, Sr.

Services Offered—Theatrical and TV news films; short subjects.

**MPO Videotronics**

15 E. 53rd St., New York 22, N. Y.  
(See Commercial Producers)

**Owen Murphy Productions, Inc.**

723 Seventh Ave., New York 19, N. Y.  
(See Commercial Producers)

**Music Makers, Inc.**

6 West 57th St., New York 19, N. Y.  
(See Commercial Producers)

**National Screen Service Corp.**

Television & Industrial Films Division  
509 Madison Ave., New York, N. Y.

Home Office  
1600 Broadway, New York, N. Y.  
(See Commercial Producers)

**National Telefilm Associates, Inc.**

10 Columbus Circle, New York 19, N. Y.  
Phone: JUDson 2-7300

9570 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OL 5-7701

Chrmn. of Bd.....Martin Leeds  
President.....Oliver A. Unger  
Vice President.....Ted Steele  
V.P., Station Op.....Ted Cott  
V.P., TV Facilities.....George K. Gould  
V.P., Sales Director.....Berne Tabakin  
V.P. Sales, East.....E. Jonny Graff  
V.P. Sales, West Coast.....Peter Rodgers  
Gen. Manager.....Vernon Burns  
Gen. Mgr. Spot Sales.....John Fernandez  
Sect. Gen. Counsel.....Justin M. Goldenbock  
Asst. Sect.....Robert A. Goldstone  
V.P. Tech. Oper.....Henry Grossman  
V.P. Foreign Sales.....Sidney Kramer  
Comptroller.....Leon Peck

**Branch Offices**

612 N. Michigan Ave., Chicago, Ill.  
Phone: MI 2-5561

Exec. in Chg.....Allen Ash  
Statler Hotel Bldg., Boston, Mass.

Phone: LI 2-9633

Exec. in Charge.....Nicholas Russo  
2605 Sterick Bldg., Memphis, Tenn.

Phone: JA 6-1565

Exec. in Charge.....Charles Britt  
527 Marguette Ave., Minneapolis, Minn.

Phone: WA 2-7829

Exec. in Charge.....Gerald Corwin  
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**True Story**

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### International Office

109 Jermyon St., London, England  
 V.P. in Chg. .... Vernon Burns

*Services Offered*—Television programs and features for national, regional and local sponsorship. Also TV and radio station operation, production distribution.

### National Telepix, Inc.

1270 Sixth Ave., New York 20, N. Y.  
 Phone: CO 5-2125 & 4311

Bd. Chairman.....Edward N. White  
 President .....David Dietz  
 V.P., Prod.....Jack Saunders  
 Secretary.....Milton E. Mermelstein  
 Treas. ....Abe Gershen  
 Bd. of Dirs....Jerry Werger, Gordon Hutton

*Services Offered*—Producers & distributors of TV films.

### NBC Film Division

(See California National Productions)

### Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.  
 Phone: Circle 5-5147-8

Production Director.....Ted Nemeth  
 Art Director.....M. E. Bute

*Services Offered*—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

## BANNER FILMS INC.

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 BOLD JOURNEY  
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 NIGHT COURT, U.S.A.  
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and others

527 MADISON AVE.  
 NEW YORK 22, N. Y.  
 PLAZA 5-4811

CHARLES McGREGOR, President

### Network Film Industries

1697 Broadway, New York 19, N. Y.  
 Phone: JU 2-8100

President .....Dick Randell  
 Sales Mgr. ....Richard Manney  
 Producer .....Albert Kapit  
 Prog. Spvsr.....Norman Brokenshire  
*Services Offered*: Producers of documentaries & commercials for TV; theatrical film production.

*Production*: Sports Thrills of the Century.

### News-Screen, Inc.

(Div. of Sterling Movies, U.S.A.)  
 375 Park Ave., New York 22, N. Y.  
 Phone: JUdson 6-1717

General Manager.....Morton J. Fink

*Services Offered*—Distribution of spot news and news-related items for TV programs. National and regional distribution.

### Fred Niles Productions, Inc.

1058 W. Washington Blvd., Chicago  
 (See Commercial Producers)

### Nola Penthouse Sound Studios

111 W. 57th St., New York 19, N. Y.  
 (See Commercial Producers)

### Odyssey Productions

24 East 51st St., New York 22, N. Y.  
 Phone: PLaza 2-1750

President.....Lowell Thomas  
 V.P. Chg. Production & Exec.

Director.....Milton A. Fruchtmann  
 Corporation Secretary.....Gerald Dickler

*Services Offered*—Film and idea package producers.

### Official Films, Inc.

721 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-0100

Chairman of Board.....Louis C. Lerner  
 President .....Seymour Reed  
 Vice-President.....Robert Sanford  
 V.P., Gen. Counsel.....L. I. Schreiber  
 Vice-President .....Sherlee Barish  
 Station Relations.....Joseph Fusco, Jr.  
 Secretary.....Grace V. Sullivan  
 Asst. Secretary.....Aaron Perlow

*Services Offered*—Distribution of filmed TV programs for national and syndicated release. Also cartoons.

*Productions*—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Trouble with Father, My Hero, Spunky & Tadpole, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard, Invisible Man, Police Station, Decoy, Rocky Jones, Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline Europe, Sword of Freedom, International Detective, What Are the Odds, Almanac, Greatest Headlines of the Century, Playboy's Penthouse, Sportfolio.

**Paramount Television Productions, Inc.**

5800 Sunset Blvd., Los Angeles 28, Cal.  
Phone: HO 9-3181

President .....Paul Raibourn  
Director, Facilities.....Robert Quinlan  
N. Y. Office

1501 Broadway, New York 36, N. Y.  
Phone: BRyant 9-8700

Dir., Network Sls.....S. L. Adler  
Video Tape Sales Dir.....Hal Marienthal  
*Services Offered:* Producers & distributors of tape & film TV programs.

*Productions:* The Wrangler, Polka Parade, Youth Court, Municipal Court, Wrestling.

**Paul Parry Productions Inc.**

7417 Sunset Blvd., Hollywood 46, Calif.  
(See Commercial Producers)

**Pathe News, Inc.**

245 West 55th St., N. Y. 19  
Phone: JUDson 6-8920

President.....Barnett Glassman  
Exec. Vice Pres.....Samuel A. Costello  
Vice President.....Seymour Mintz  
Executive Producer.....Walter I. Gould  
Special Producer.....S. Traub  
Dir., Records Div.....Barney Young  
Dir., Special Projects.....Ray Diaz  
Chief Editor.....Dan Heiss  
Educational Dir.....Robert A. Craig

*Services Offered*—Owners of TV musical telescriptions, educational film library, cartoons, comedies, sport shorts.

*Productions*—Milestones of the Century, Men of Destiny, Cock-A-Doodle Rooster.

**Ray Patin Productions**

3425 Cahuenga Blvd., Hollywood 28, Calif.  
(See Commercial Producers)

**Lloyd Pearson Associates**

509 Madison Ave., New York 22, N. Y.  
(See Commercial Producers)

**Peerless Film Processing Corp.**

165 West 46th St., New York 36, N. Y.  
Phone: PLaza 7-3630

President .....Kern Moyse  
Vice-President.....R. S. Moyse  
Treasurer .....Barbara Holz  
Sales Mgr.....Raoul J. Menendez  
N. Y. Oper. Mgr.....Stanley Cohen  
*West Coast Branch*

959 Seward St., Hollywood 38, Calif.  
Phone: HOLlywood 7-9223

Vice President.....Victor C. Krupa  
Secy., Branch Mgr.....Suzon Steinle Krupa  
*Services Offered*—Complete distribution servicing of syndicated TV shows on film, Peerless treatment to safeguard films against

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**Play of the Week Prod. Co.**

(Div. of NTA)

10 Columbus Circle, New York 19, N. Y.  
Phone: JUDson 2-7300

Exec. Prod.....Worthington Miner  
*Services Offered:* Production of TV programs on video tape.

**Playhouse Pictures**

1401 N. La Brea Ave., Hollywood 28, Calif.  
(See Commercial Producers)

**Post Pictures Corp.**

171 East Post Road, White Plains, N. Y.  
Phone: WH 6-8161

President.....Harry A. Post  
*Services Offered*—Distributors of TV films.

**Premiere Artists & Productions Agency**

1046 N. Carol Dr., Los Angeles 46, Cal.  
Phone: CRestview 4-5488

President .....Harold Jovien  
*Services Offered*—Producers and packagers of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

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*Filmed and Live Television*

New York                      W. Los Angeles  
PLaza 2-3940                      UPTon 0-3311



**Premier Pictures Co.**

630 Ninth Ave., N. Y.  
Phone: JU 6-2187

President .....Sam Lake  
*Services Offered*—Distribution of theatrical & non-theatrical TV features & series producer of features & shorts.

**Princess Production Corp.**

165 E. 72nd St., 19-J, New York 21, N. Y.  
Phone: RH 4-7970

President, Exec. Prod.....Burt Balaban  
Vice President.....Bernard Donnenfeld  
Asst. Producer.....Roy Rich  
Script Editor.....Irve Tunick  
*Services Offered* — Full length and short subject motion picture production for TV.

**Producers Studio, Inc.**

650 N. Bronson Ave., Los Angeles 4, Cal.  
Phone: HOLLYWOOD 6-3111

President .....Fred Jordan  
Vice President & Sec.....Gerald L. King  
Vice President & Treas.....John Young  
Vice President.....Arthur Gaunt  
*Services Offered*—Rental of stage space & equipment.

**Programs for Television, Inc.**

(Subsidiary of Shelco, Inc.)  
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Phone: YU 6-3650

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President .....Leonard Loewinthal  
V.P., Chg. of Pgm.s.....Everett Rosenthal  
V.P., Chg. of Sales.....Michael M. Sillerman  
Eastern Sales Mgr.....Ben Colman  
Central Sales Mgr.....John Leo

*Branch Offices*

13223 Bloomfield St., Sherman Oaks, Calif.  
Phone: STate 4-6701

Western Sales Mgr.....Wade Crosby  
900 Lake Shore Dr., Chicago, Ill.  
Phone: WH 4-5427

Midwest. Sales Mgr.....Walt Plant  
4801 B Bradford Dr., Dallas, Tex.  
Phone: LAkeside 6-5073

S. West Sales Mgr.....E. L. Colbourn  
7008 Saragossa Ave., Jacksonville, Fla.  
Phone: EX 8-5498

S. East. Sales Mgr.....Alton Whitehouse  
*Services Offered*: Producers & distributors of TV programs & films.

**Public Affairs Radio Inc.**

150 Broadway, New York 38, N. Y.  
Phone: BA 7-6563

President.....Guthrie E. Janssen  
Vice Pres.....Justin J. Bayer  
Sec.-Treas.....Philip R. Leeds  
*Services Offered*: Package, produce & distribute business & financial news, taped, to radio, direct wire to radio & TV.

*Production*: Dateline: Wall St., This Is Wall St.

**Pyramid Productions, Inc.**

445 Park Ave., New York, N. Y.  
Phone: PL 2-4100

President.....S. F. Rubin  
*Services Offered*—Creators & Producers of live and film television shows.

*Productions* — Big Story, Decoy, Man Behind The Badge, Treasury Men In Action, Playhouse 15, Federal Men, China Smith, Orient Express, Deadline.

**Reid H. Ray Film Industries, Inc.**

2269 Ford Parkway, St. Paul 16, Minn.  
(See Commercial Producers)

**Reeves Sound Studios**

A Division of Reeves Bcstg. & Dev. Co.  
304 East 44th St., New York 17, N. Y.  
Phone: OR 9-3550

President.....Chester L. Stewart  
*Services Offered*—Sound recording studios. Also videotape facilities

**RD-DR Corp.  
(Reader's Digest—  
deRochemont)**

380 Madison Ave., New York 9, N. Y.  
Phone: OX 7-0350

Chairman of Board....Louis de Rochemont  
President .....Borden Mace  
Secretary.....Ambrose Doskow  
Treasurer.....Martin J. Maloney  
V.P. ....Lothar Wolf

*Services Offered*—Feature, commercial and educational film producers.

*Productions*—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal), Windjammer (in the Cinemiracle process), Man on a String, March of Todd A-O.

**Roland Reed Productions, Inc.**

650 N. Bronson, Los Angeles 4, Cal.  
(See Commercial Producers)

**Reela Films, Inc.**

17 N.W. 3rd St., Miami, Fla.  
Phone: Franklin 4-2108

Manager.....J. van Hearn  
*Services Offered*—16 & 35mm B&W processing & printing, Sound recording. Kinescope. Studio, equipment rental. 16mm titling.

**Regal Television Pictures Corp.**

375 Park Ave., New York 22, N. Y.  
Phone: PL 3-6216

President.....Arthur Kerman  
*Services Offered*—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

**Regis Films**

1037 N. Cole Ave., Los Angeles 38, Calif.  
Phone: HOLlywood 5-5171

V.P. Chg. of Sls.....Lee Orgel

*Branch Offices*

360 N. Michigan Ave., Chicago, Ill.  
Phone: STate 3-3220  
8 E. 52nd St., New York 22, N. Y.  
Phone: PLaza 5-4807

*Services Offered*—TV film distributors and producers

*Productions*: The new color Crusader Rabbit Series of 260 episodes. Front Page Detective, Hollywood Half Hour, Ringside With The Rasslers, Old Crusader Rabbit Series.

**Bob Reichenbach**

5528 Proctor Ave., Oakland 18, Calif.  
Phone: OL 3-0703

General Manager.....Bob Reichenbach  
*Services Offered*—Radio program producer & distributor, special background music for dubbing to tape, disc or film.

*Productions*—On tape: Along the Trail with Pappy Cheshire, The M.J.B. Show; on disc: Stand By . . . for Crime, Pappy Cheshire's Ranch Round-up.

**Republic Television Features**

64 East Lake St., Chicago 1, Ill.  
(See Commercial Producers)

**Revue Studios**

Universal City, Calif  
Phone: TR 7-1211

President.....Taft B. Schreiber Sr. V.P.....Alan J. Miller  
V.P.'s.....Albert Dorskind, Paul Donnelley, Richard Irving, Patrick Kelley, Richard Lewis, Louis Lindsay, Manning O'Connor, Geo. Stern, Howard Christie.

*Services Offered*—Studio facilities.

*Productions*—The Tall Man, The Deputy, General Electric Theatre, Checkmate, Shotgun Slade, Thriller, Whispering Smith, Wells Fargo, Wagon Train, Laramie, Bachelor Father, Leave It To Beaver, M-Squad, Alfred Hitchcock Presents, Bringing Up Buddy, Icabod, Westinghouse Playhouse.

**Stuart Reynolds Productions**

195 S. Beverly Dr., Beverly Hills, Cal.  
Phone: CRestview 4-7863

Owner.....Stuart Reynolds  
*Services Offered*—Prod. of TV films.

*Productions*—G.E. Theatre, Cavalcade of America.

**Dolora Ripple**

18 E. 48th St., New York, N. Y.  
Phone: PL 3-5758

*Services offered*: Distributors of one hour, one-half hour and five minute features, cartoons and sports events.

**TELEVISION INDUSTRIES  
INC.**

445 PARK AVENUE  
NEW YORK 22, N. Y.  
PLAZA 1-6800

- FEATURES
- WESTERNS
- SHORT SUBJECTS

**TV FILM PROD.-DIST.**

**Hal Roach Studios**

8822 Washington Blvd., Culver City, Calif.  
729 Seventh Ave., New York 19, N. Y.  
Phone: CI 5-4135

V.P., Sales.....H. R. Gelspan  
*Services Offered*—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.

**Peter M. Robeck & Co., Inc.**

230 Park Ave., New York 17, N. Y.  
Phone: MU 9-2687

President.....Peter M. Robeck  
*Branch Office*  
612 N. Michigan, Chicago 12, Ill.  
Phone: WH 4-5438

Manager.....Karl von Schallern  
*Services Offered*—Distribution & production for TV.  
*Distributing*—The Pioneers.

**Rocket Pictures, Inc.**

6108 Santa Monica Blvd., Hollywood 38, Calif.  
(See Commercial Producers)

**Frederick K. Rockett Co.**

6063 Sunset Blvd., Hollywood 28, Calif.  
(See Commercial Producers)

**Roy Rogers Syndication, Inc.**

357 North Canon Drive, Beverly Hills, Calif.  
Phone: CRestview 4-5954

President.....Edward L. Koenig, Jr.  
*Services Offered*: World-wide distribution of Roy Rogers half-hour television shows.

**Rodney-Young Enterprises**

9134 Sunset Blvd., Los Angeles 46, Calif.  
(See Program Producers)

**Romper Room, Inc.**

2229 N. Charles St., Baltimore 18, Md.  
Phone: CHesapeake 3-3630

President.....Bertram H. Claster  
Sales Manager.....Lee N. Baker  
Promotion Manager...Seymour C. Freedman  
Production Manager.....John Bowman  
*Services Offered*—Producers and distributors of The Romper Room.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.  
(See Commercial Producers)

**R-TV Enterprises**

225 W. 96th St., New York 24, N. Y.  
(See Program Prod.)

**Sande & Greene, Inc.**

8400 Sunset Blvd., Los Angeles 46, Calif.  
(See Commercial Producers)

**Sarra, Inc.**

200 E. 56th St., New York, N. Y.  
(See Commercial Producers)

**Bernard L. Schubert, Inc.**

505 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-0940

Treasurer.....Leonard Bogdanoff  
Vice Pres., Sales.....Marvin M. Grieve  
Promotion, Pub. Dir.....Saul Marcus

*Services Offered*—Producer & distributors of TV programs & series—live & film.

*Productions*—Crossroads, Mr. & Mrs. North, Movie Quick Quiz, Topper, Parole, TV Reader's Digest, White Hunter, Your Musical Jamboree, Diver Dan.

**Walter Schwimmer, Inc.**

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: FRanklin 2-4392

President.....Walter Schwimmer  
V.P., Chg. of Sales.....Bernard Crost  
V.P., Chg. Pgmg.....Arthur E. Pickens, Jr.  
527 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-4616

Manager.....Jack Arden  
*Services Offered*—TV and radio package programs.

*Productions*—TV: Championship Bowling, Championship Bridge with Charles Goren, Championship Tennis; Radio: Tune Test, Tello-Test.

**Scott-Textor Productions**

333 East 46th St., New York 17, N. Y.  
(See Commercial Producers)

**Screen Gems, Inc.**

711 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 1-4432

*Management*

Vice Pres., Gen. Mgr.....Jerome Hyams  
V.P. Chg. Sales.....John H. Mitchell  
V.P. Chg. Synd.....Robert Seidelman  
V.P., International Oper.....Lloyd Burns  
Comptroller.....Milton Klein  
Dir., Bus. Affairs.....Berton Schneider  
Dir., Contract Negotiations, Sec.....R. Karp  
Dir., Merchandising.....Edward Justin  
National Sales Mgr.....Jack Sobel  
Director, Publicity.....Gene Plotnik  
Technical Director.....M. Peter Keane  
Dir., Adv.-Sls. Planning.....Pierre Marquis

*Syndicated Sales*

Syndication Sales Mgr....Stanley Dudelson  
Eastern Manager.....Daniel Goodman  
Western Mgr.....Richard Dinsmore  
Mid-West Mgr.....Robert Newgard  
North-Central Mgr.....Arthur Greenfield  
Southern Mgr.....Don Bryan  
South West. Mgr.....Frank Parton

*International*

Coordinator.....James Dodd  
102 Peter St., Toronto, Ont., Canada  
Vice President.....Steve Krantz

Film House, 142-150 Wardour St.,  
London, W1, England

Sales Rep.....George Blaug  
MLC Bldg., 105-153 Miller St., No. Sydney,  
N.S.W., Australia

Managing Director.....Joe Joel  
Avenue Cuauhtemoc #60, 50 Piso,  
Mexico 7, D.F., Mexico

Kanesaka Bldg., 15, 2-Chome, Shiba Tamura-  
cho, Minato-Ku, Tokyo, Japan

Asian Sales Mgr.....Alwin D. L. Zecha

**Hollywood**

1334 N. Beachwood, Hollywood, Cal.

Phone: Hollywood 2-3111

V.P., West Coast Activities.....W. Dozier  
V.P.'s & Exec. Producers...Harry Ackerman,  
William Sackheim

V.P., Exec. Prod. Mgr.....Charles Fries  
Exec. Prod., Synd., Prog.....R. Sparks  
Gen. Asst. to W. Dozier.....Selmer Chalif  
Asst. Secretary.....Arthur M. Frankel  
Casting Dir.....Mildred Gusse  
Producers .....James Fonda,  
Tony Wilson, Matthew Rapf, Jerry Briskin,  
Dick Wesson, Lewis Reed

Publicity Director.....James Hardiman  
Story Editor.....Peggy Phillips  
Editorial.....Larry Werner

**ELLIOT, UNGER & ELLIOT  
COMMERCIAL PROD. DIV.**

414 W. 54th St., N. Y. C.

Phone: JUDson 6-5582

New York...Steve Elliot; William Unger;  
Mike Elliot; Al Mendelsohn, Sls. Mgr.

Hollywood .....Joe Swavely

*Services Offered*—Production, distribution  
TV film programs, commercials.

*Productions*—Father Knows Best, Donna  
Reed Show, Dennis the Menace, Medicine  
1960, Rescue 8, Manhunt, Two Faces West,  
Naked City, Huckleberry Hound, Quick  
Draw McGraw, Yogi Bear, The Flintstones,  
My Sister Eileen, Route 66, Churchill  
Memoirs.

**TELESCREEN ADVERTISING DIV.**

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

Phone: PL 2-0040

General Manager.....W. Barrett Mayer  
*Services Offered*: Film distribution, pro-  
gramming to stations, media functions for  
clients.

**Seven Arts Associated Corp.**

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

Phone: YUKon 6-1717

President.....Eliot Hyman

Vice President.....David Stillman

V.P., Gen. Sales Mgr.....W. Robert Rich

V.P., Natl. Sales Mgr.....Donald Klauber

V.P., Literary Prop.....William Fadiman

Dir. of Services.....Herbert Richek

Treasurer.....Samuel Haims

Eastern Sales Mgr.....Lloyd Krause

West Coast Div. Mgr.....George Mitchell

Dirs., Sp. Feature Sales.....Lester Tobias,

Jack Heim

**Branch Offices**

8922D N. La Crosse, Skokie, Ill.

Phone: OR 4-5105

Midwest Sales Mgr.....Robert Hoffman  
11358 Elderwood St., Los Angeles, Calif.

Phone: GR 6-1564

West Coast Sales Mgr.....Norman C. Long  
6710 Bradbury Lane, Dallas, Tex.

Phone: AD 9-2855

Southwest Sales Mgr.....George Mitchell

*Services Offered*—TV distributor of War-  
ner Bros. post '50 feature movies & 35 spe-  
cial features, all post '50.

**Show Corp. of America**

120 East 56th St., New York 22, N. Y.

Phone: PL 9-6840

President.....Robert Manby

Vice Pres.....Fred Schneier

Sales Service, Traffic.....Phil Parisi

*Services Offered*—Distribution and produc-  
tion of feature films, library films, 15-minute  
and half-hour film subjects.

**Signal Productions, Inc.**

6223 Selma Ave., Hollywood 28, Calif.

(See Commercial Producers)

**Al Simon Productions, Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.

(See Commercial Producers)

**Skelton Studios**

1416 N. LaBrea Ave., Hollywood, 28, Cal.

Phone: HO 9-2731

President.....Red Skelton

General Mgr.....Ed Hillie

*Services Offered*—Motion picture and TV  
production, complete mobile tape unit and  
3 stages for color or black and white video  
tape production, tape or film commercials.

*Productions* — Red Skelton Show, Bell  
Telephone Hour.

**Skibo Productions, Inc.**

165 W. 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan

Secretary.....George Blake

*Services Offered*—16mm. and 35mm. sound  
films for TV rental. Educational, comedies,  
novelties, musicals, features and short sub-  
jects.

**Stephen Slesinger, Inc.**

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

Phone: YUKon 6-8166

President.....Shirley A. Slesinger

*Services Offered*—TV films, based on the  
following properties: "Red Ryder," "King of  
the Royal Mounted," "Ozark Ike," and  
"Winnie-the-Pooh."

**Fletcher Smith Studios, Inc.**

319 E. 44th St., New York 17, N. Y.

(See Commercial Producers)

**TV FILM PROD.-DIST.** ~~~~~

**Walter Harrison Smith Productions, Inc.**

40 E. 40th St., New York 16, N. Y.  
(See Commercial Producers)

**Sound Masters, Inc.**

165 W. 46th St., New York 36, N. Y.  
(See Commercial Producers)

**Specialty Television Films, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: LO 4-5592

Pres., Gen. Sales Mgr. .... Jules B. Weill  
Services Offered—Motion picture film, features for television broadcasting.

**Sports Publicity Institute Inc.**

817 W. Grace St., Chicago 13, Ill.  
Phone: WE 5-2218

President ..... Vince McMahon  
Vice President ..... Fred Kohler  
Vice President ..... Bob Luce

*Branch Offices*

1650 Broadway, New York, N. Y.

Rep. .... Arnold Skoaland  
1332 Eye St. N.W. Washington, D.C.  
Phone: DI 7-2432

President ..... Vince McMahon  
Services Offered—Producers and distributors of wrestling shows on tape and film.

**Square Deal Pictures Co.**

1460 San Roy Dr., Dunedin, Fla.  
Phone: Dunedin 824178

General Manager ..... Donn Marvir  
Production Mgr. .... K. M. Hyde  
Dir. of Photography .... W. A. Detwiler, Jr.  
Services Offered—Produce & distribute films for TV and other uses.

Productions—Religion in the Family, Pastorale, Psalmody, Sons of God, The Miracle of Christmas.

**Stage 5 Productions, Inc.**

1040 N. Las Palmas, Hollywood, Calif.  
Phone: HOLLYWOOD 9-9011

Producer, Dir. .... Ozzie Nelson  
Associate Producer ..... Leo Pepin  
Cameraman ..... Harold Lipstein  
Music Director ..... Buzz Adlam  
Services Offered—Producing the television series, "Adventures of Ozzie and Harriet."

**Al Stahl Productions**

1600 Broadway, New York, N. Y.  
(See Animated Productions, Inc.  
Under Commercial Producers)

**Star Entertainment Corp.**

211 West 53rd St., New York 19, N. Y.  
Phone: JUDSON 2-0770-1

President ..... Max Wolf  
Services Offered—Talent representatives, casting, production, and packaging of films.

**Wilbur Stark**

10202 W. Washington, Culver City, Calif.  
Phones UPTON 0-3311

N. Y. Phone: PLaza 2-3940  
President ..... Wilbur Stark  
Services Offered: Filmed & live TV.

**Sterling-Movies U. S. A., Inc.**

375 Park Ave., New York 22, N. Y.  
Phone: JUDSON 6-1717

President ..... Chas. F. Dolan  
Vice-President ..... Sophie C. Hohne  
Vice-President ..... Robert Kirsten  
General Manager ..... G. Roger Cahaney  
Mgr., TV Dept. .... Ophelia Brussaly  
Services Offered—Distributors of sponsored "free" films to television stations and to general 16 mm. audiences.

**Sterling Television Co., Inc.**

6 East 39th St., New York 16, N. Y.  
Phone: MU 3-6300

President ..... Saul J. Turell  
General Manager ..... Nat Liebeskind  
Sales Manager ..... Elliott Abrams  
Services Offered—Producer and distributor of TV, shorts and film series. Distributor for independent producers.

Productions—Silence Please, Sailor Bird Cartoons, Circus Time, Adventure Today.

**Stockdale & Company, Inc.**

200 E. 1st St., Salt Lake City 4, Utah  
(See Commercial Producers)

**Fredric Stoessel, Inc.**

119 West 57th St., New York, N. Y.  
Phone: RA 1-9754

President ..... Frederic Stoessel  
Services Offered—Produce & distribute TV film shows, stock commercials; public relations TV.

**Stone Film Library**

310 West 73rd St., New York 23, N. Y.  
Phone: ENdicott 2-6494

Owner ..... Dorothy T. Stone  
Services Offered—Producer and packager of motion picture films and films for television.

Production—Danny The Boy Knight, Flicker Frolics, Foodini The Great, Trip to the Moon, Battle in the Clouds.

**Wilbur Streech Prod., Inc.**

135 West 52nd St., New York 19, N. Y.  
(See Commercial Producers)

**Bill Sturm Studios, Inc.**

49 W. 45th St., New York 36, N. Y.  
(See Commercial Producers)

**Superman, Inc.**

7324 Santa Monica Blvd., Los Angeles, Calif.  
Phone: OLdfield 4-2800

Vice Pres. .... Whitney Ellsworth  
Services Offered—Production of the "Superman" television series.



**Swift-Chaplin Productions, Inc.**

1136 North Highland Ave.  
Hollywood 38, Calif.  
(See Commercial Producers)

**Talbot Television Ltd.**

Axtell Hs., 4th Fl., Warwick St.,  
London W.1., England  
Phone: GERrard 2673

Manager .....Angela Cuthbertson  
*Services Offered*—Distributing American TV programs throughout Europe.  
*Productions*—Cartoon Classics, Big Fights, Hopalong Cassidy, Encyclopaedia Britannica Films, Crusade in the Pacific, Silents Please, RCMP, Horizons of Science.

**The TeeVee Company**

11950 San Vicente Blvd., Los Angeles 49, Cal.  
Phone: GRanite 7-6761

President .....Gifford Phillips  
Vice-Pres.....Ludlow Flower Jr.  
*Services Offered*—Producers, distributors.  
*Productions*—Little Theatre, Invitation Playhouse, Camera's Eye, Tales of Tomorrow.

**Tel National Inc.**

5880 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 2-1133

President.....Donald H. Estey  
Vice Presidents.....M. Low, Ted Tabah  
*Service Offered*—Distributor of films.

**Telecine Film Studios, Inc.**

100 S. Northwest Highway, Park Ridge, Ill.  
(See Commercial Producers)

**Tele Features, Inc.**

15 West 44 St., N. Y. C.  
Phone: YUKon 6-4979

President .....Al Odeal  
Exec. Vice Pres.....Harry Pertka  
*Services Offered*—Syndication of feature films and half-hour series.

**Telemated Motion Pictures**

415 Lexington Ave., New York 17, N. Y.  
(See Commercial Producers)

**Telepix Corporation**

1515 N. Western Ave., Hollywood 27, Calif.  
(See Commercial Producers)

**Teleprogramas De Mexico S.A.**

Televicentro, Chapultec 18, Mexico 1, D. F., Mexico  
Phone: 12-83-82

Manager .....Rene Anselmo  
*Services Offered*—Production & distribution of Spanish language video tapes from Mexico City.  
*Productions*—Boxing from Mexico, Soap Operas, Musicals, Dramatic Shows & Bull-fights.

**Telescene Film Productions Co.**

287 10th Ave., New York, N. Y.  
Phone: CH 4-0122  
Owner & Sales Manager...Robert D. Tobias  
*Services Offered*—Produce and distribute TV series.  
*Production*—Animaland.

**Telescreen Advertising Co.**

711 Fifth Ave., New York 22, N. Y.  
(See Screen Gems, Inc.)

**Television Broadcasting Service, Inc.**

91 Central Park W., N. Y. 23  
Phone: TR 7-2372

President.....William R. Riddle  
Vice Pres., Sec.....Edith L. Riddle  
Treasurer.....William K. Riddle  
*Branch Offices*

100 N. Irving Blvd., Los Angeles 4, Calif.  
West Coast Rep.....Mrs. L. H. Lincoln  
1444 Bewick Ave., Detroit 14, Mich.

Phone: VALley 2-0092  
Dist. Sales Mgr.....Rodney B. Hersey  
12 Maple St., Hensonville 1, N. Y.

Phone: Windham 241  
Dist. Sales Mgr.....Jack Averill  
39 Academy Rd., Caldwell 1, N. J.

Phone: CALdwell 6-4272  
Reg. Sales Mgr.....Orwyn L. Werfel  
*Services Offered*—Distributor of feature films, video tapes, scripts; producer of TV programming productions, live, film package shows, features, video tapes, commercials, training films, news programs, sports events, etc.

**Television Graphics, Inc.**

369 Lexington Ave., New York, N. Y.  
(See Commercial Producers)

**Television Industries, Inc.**

445 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-6800

President .....Basil Estreich  
Vice President.....Martin J. Robinson  
V.P., Gen. Counsel.....Arnold C. Stream  
V.P., Foreign Opera.....Norman Katz  
Treasurer .....Martin Schildkraut  
Asst. Treas.....Norman Z. Solomon  
Secretary .....M. Morton Siegel  
Asst. Secys.....Francis Levin, Virdell Mills  
*Subsidiaries*

C & C Films, Inc., C & C Internat'l. Film Corp. Personnel same as above.

**Television International Co.**

25 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0100

General Manager.....Paul N. Robins  
*Services Offered*—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

**TV FILM PROD.-DIST.** 

**Television Library, Inc.**

3 East 57th St., New York, New York  
Phone: PL 3-4840

President.....C. F. Vetter, Jr.

*Services Offered*—Producers and distributors of TV film.

**Television Screen Productions, Inc.**

17 East 45th St., New York 17, N. Y.  
(See Commercial Producers)

**TV Spots, Inc.**

1037 N. Cole Ave., Los Angeles 38, Calif.  
(See Commercial Producers)

**Temopic Enterprise, S.A.**

9134 Sunset Blvd., Los Angeles 46, Cal.  
Phone: BR 2-0837

Managing Directors....R. Young, E. Rodney

*Services Offered*—Producers and packagers of film-TV programs.

**Texas Rasslin' Films, Inc.**

Cadiz & Industrial Blvd., Dallas, Texas  
Phone: RIVERSIDE 8-2083

President.....Ed McLentore  
Sales Mgr.....Ed. Watt

*Services Offered*—Production, distribution of hour and half-hour films of regular wrestling matches before paid audience.

**Toddy Pictures Company**

148 Walton St., N.W., Atlanta 1, Ga.  
Phone: MU 8-3117

President.....T. Toddy  
General Manager.....James L. Roberts

*Services Offered*—Commercials; industrial.

**Toreto Films, Inc.**

1041 N. Formosa Ave., Hollywood 46, Calif.  
Phone: HOLLYWOOD 7-5111

Producer.....John London  
Assoc. Producer.....Ruth Roberts  
Directors.....Everett Sloane, Richard Carlson, Norman Foster, Richard Donner  
Art Director.....Frank Sylos  
Chief Cameraman.....Norbert Brodine  
Music.....Herschel Burke Gilbert

*Services Offered*—Producing films for television.

*Production*—The Loretta Young Show.

**Trans Artists Prods., Inc.**

731 N. La Brea, Los Angeles, Calif.  
Phone: WEBSTER 1-1639

1776 Broadway, New York, N. Y.  
N. Y. Phone: PLaza 1-4352

Chairman of Board.....Gerald Rappoport  
President.....Samuel Singer  
Secretary-Treasurer.....Louis Himelstein  
Directors.....Theodore Propp  
Reuben Timmins

*Services Offered*—Animation service, package film shows; animation studio, sound studio, music & effect library; 35 & 16 mm cameras, inking & painting staff.

*Productions* — Courageous Cat & Minute Mouse, Magician Mutt, Stories of The Bible in Animation.

**Transfilm-Caravel, Inc.**

445 Park Ave., New York 22, N. Y.  
(See Commercial Producers)

**Trans-Lux Television Corp.**

625 Madison Ave., New York 22, N. Y.  
Film Service Dept.: 47 W. 56th St.,  
New York 19, N. Y.  
Phone: PLaza 1-3110

Board Chairman.....Percival E. Furber  
President.....Richard Brandt  
V.P. in Chg. Sls.....Richard Carlton  
East. Div. Mgr.....Murray Oken  
Asst. V.P., Chg. Prod.....Sidney Ginsberg  
Asst. to V.P.....Robert L. Miller

*Branch Offices*

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-6903

Western Div. Manager...A. L. Manheimer  
520 N. Michigan Ave., Chicago, Ill.

Phone: SUPERIOR 7-3995

Midwest Div. Manager.....M. E. Ormond  
*Services Offered*—Distribution of filmed television programs; short subjects, series and features.

*Productions*—Profile; Encyclopaedia Britannica Film Library; Feature Films (drama-comedy-sports); Animal Parade; The American Civil War; Felix The Cat; It's A Wonderful World.

**Tribune Films, Inc.**

141 East 44th St., New York 17, N. Y.  
Phone: MURRAY HILL 7-2590

President.....Miss Roma Sfredo  
Secretary.....Mrs. Rita Hicks

*Services Offered*—Distributor of free-loan films.

**TV Marketeers, Inc.**

Suite 1120, 41 East 42nd St., New York 17, N. Y.

Phone: YUKON 6-2553

President.....Wynn Nathan  
*Branch Office*

612 N. Michigan Ave., Chicago 11, Ill.  
Phone: MICHIGAN 2-7727

Exec-in-Chg.....John Rohrs  
*Services Offered*—Producers representative, for TV series, spectaculars, film & live, feature films & commercial films for TV, industrial films.

**TV-Unlimited Inc.**

17 East 45th St., New York 17, N. Y.  
Phone: OXFORD 7-0725

President.....Herbert Rosen  
*Services Offered*—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library.

**Twentieth Century-Fox  
Television, Inc.**

Box 900, Beverly Hills, Calif.  
Phone: CRestview 6-2211  
N. Y. Phone: CO 5-3320

President .....Peter Levathes  
V.P., Chg. of Prod.....Roy Huggins  
Exec. Prod.....William Self  
Producers .....Rod Amateau,  
William Froug, William Hawks, Charles  
Russell, Art Wallace, Fletcher Markle,  
Richard Goldstone  
V.P., Chg. Bus. Affairs.....Maurice Morton  
Executive Asst; Post Prod.....James Moore  
Sales Executive.....Charles Goit  
Casting Director.....John Erman  
Legal .....John Garr  
Production Exec.....Henry Norman  
Story Editor.....Tony Muto  
Publicity .....Frank Neill  
Gen'l Music Dir.....Lionel Newman  
Controller .....Donald Bohnhorst  
Prod. Co-ord.....Gaston Glass

*Productions:* Adventures in Paradise, The Many Loves of Dobie Gillis, Hong Kong.

**Twentieth Century-Fox TV  
International**

444 W. 56th St., N. Y. C.  
Phone: CO 5-3320

Managing Director.....Alan M. Silverbach  
*Services Offered*—Distribution of TV material in the international market.  
*Productions*—My Friend Flicka, Broken Arrow, Adventures in Paradise, Five Fingers, The Many Loves of Dobie Gillis, Greatest Drama Series, Crusade in Europe, Hong Kong.

**Richard H. Ullman, Inc.**

1271 Ave. of Americas, New York 20, N. Y.  
(See Program Producers)

**United Artists Associated,  
Inc.**

247 Park Ave., New York 17, N. Y.  
Phone: MU 7-7800

President .....Arthur Krim  
Board Chairman.....Robert S. Benjamin  
Sr. V.P.....Henry J. Zittan  
Executive V.P.....Irwin Ezzes  
Asst. Gen. Sales Mgr.....Arthur Gross  
Eastern Sls. Mgr.....Leonard E. Hammer  
Central Div. Manager.....John McCormack  
Southern Div. Manager.....Bruce Collier  
Western Div. Manager.....Norman Long  
Foreign Sls. Manager.....Manny Reiner  
Director of Advertising.....Jay H. Smolin  
Dir. of Prog. Devel.....Albert G. Hartigan

*Services Offered*—Distribute Warner Bros. features and cartoons; selected UA features; Popeye cartoons; production and distribution of TV, theatrical and non-theatrical films.

*Production*—Big Mac and His Magic Train.

**United Film & Recording  
Studios**

301 E. Erie St., Chicago, Ill.  
(See Commercial Producers)

**United States Productions,  
Inc.**

5 East 57th St., New York 22, N. Y.  
(See Commercial Producers)

**UPA Pictures, Inc.**

4440 Lakeside Dr., Burbank, Cal.  
(See Commercial Producers)

**Van Praag Productions**

1600 Broadway, New York 19, N. Y.  
(See Commercial Producers)

**Vavin, Inc.**

236 E. 46th St., New York 17, N. Y.  
Phone: MURray Hill 2-4624

President.....Richard de Rochemont  
Vice Presidents.....Joseph Stultz, Gerald E. Weiler

Secretary .....Ruth Teksmo  
*Services Offered*—Production and distribution of documentary films, industrials, promotional motion pictures for TV, theatrical and non-theatrical field.

*Productions* — Travel series for French Govt., documentary for Consumers Union, Philip Murray Fund, Reader's Digest.

**Videart, Inc.**

480 Lexington Ave., New York 17, N. Y.  
(See Commercial Producers)

**Video Films**

1004 E. Jefferson Ave., Detroit 7, Mich.  
(See Commercial Producers)

**Video-Tel International, Inc.**

230 Park Ave., New York 17, N. Y.  
Phone: MU 9-6515

President .....Irving Feld  
*Services Offered:* Distribution outside the United States for Crosby-Brown Productions and V. O. P.

**Video-View, Inc.**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 3-4179

President .....Bradley Kemp  
*Services Offered*—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.  
*Productions*—Operation Tomorrow.

**Vision Associates, Inc.**

680 Lexington Ave., New York 19, N. Y.  
Phone: Circle 5-2611

President.....Lee R. Bobker  
Vice Presidents....Helen R. Kristt, Irving L. Oshman, Seymour J. Weissman  
*Services Offered*—16 & 35mm production editing facilities, audio visual consultants on theatrical, TV & tape programming.

**Volcano Productions Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.  
(See Commercial Producers)

**TV FILM PROD.-DIST.**

**Roger Wade Productions, Inc.**

16 West 46th St., New York 36, N. Y.  
(See Commercial Producers)

**Bob Warner Productions**

440 E. 56th St., New York 22, N. Y.  
(See Commercial Producers)

**Warner Bros. Pictures, Inc.  
TV Division**

4000 W. Warner Blvd., Burbank, Calif.  
Phone: HO 9-1251

N. Y. Office

666 Fifth Ave., New York, N. Y.  
Phone: CI 6-1000

V.P., Exec. Producer.....William T. Orr  
Ass't. to Exec. Prod.....Hugh Benson  
Story Editor.....Jim Barnett  
Ass't Story Editor.....Carl Stucke  
Prod. (Cheyenne).....Art Silver  
Prod. (Sugarfoot).....Burt Dunne  
Prod. (Maverick).....Coles Trapnell  
Prod. (Colt 45).....Cedric Francis, Mack David  
Prod. (77 Sunset Strip).....Howie Horwitz  
Prod. (Lawman).....Jules Schermer  
Prod. (Hawaiian Eye).....Stanley Niss  
Prod. (Bourbon St. Beat).....Chas. Hoffman  
Prod. (Alaskans).....B. Ingster, M. David  
Production Mgr.....Oren Haglund  
Supervising Ed.....James C. Moore  
Casting Directors.....Edward F. Rhine,  
Miles Gilbert, Jerry Bloom, Lane Allan  
Art Directors.....Perry Ferguson, Art Loel,  
Howard Campbell, John Ewing, Carl Ma-  
cauley, Leroy Deane.

*Productions*—Cheyenne, Sugarfoot, Mav-  
erick, Colt 45, 77 Sunset Strip, Lawman, Bron-  
co, Hawaiian Eye, Bourbon Street Beat, The  
Alaskans.

**Louis Weiss & Co.**

655 No. Fairfax Ave., Los Angeles 36, Calif.  
Phone: OLive 3-5350

Distribution Director.....Adrian Weiss  
Asst. Distr. Director.....Louis Weiss

*Services Offered*—Production and distribu-  
tion of all types of television film program-  
ming.

**Wilding Picture Productions,  
Inc.**

**Wilding TV**

405 Park Ave., New York, N. Y.  
(See Commercial Producers)

**Wolper-Sterling Productions,  
Inc.**

9119 Sunset Blvd., Los Angeles 46, Calif.  
Phone: CRestview 1-5771

President.....David L. Wolper  
Vice President.....Jack Haley, Jr.  
Exec. V.P., Bd. Chmn.....Saul J. Turrell  
Vice President.....Joseph D'Addairo  
Prod. Spvsr.....Mel Stuart  
Editorial Head.....Philip Rosenberg

*Services Offered*—Production of network &  
-syndicated film specials for domestic & for-  
eign TV outlets.

*Productions*—Race for Space; Hollywood,  
The Golden Years, Legend of Valentino,  
Project—Man in Space, Biography of a  
Rookie, The Rafer Johnson Story, Holly-  
wood—The Talkies.

**World-Wide TV Sales Corp.**

1317 Belmont, Chicago, Ill.

Phone: WELLington 5-3737

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

Phone: MU 7-3180

President.....Mel Schlank  
Exec. Vice Pres.....Robert Brahm

*Services Offered*: Distributor "The Na-  
tional Football League Presents."

**Ziv-United Artists, Inc.**

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

Phone: MUrray Hill 8-4700

President.....John L. Sinn  
Exec. V.P., Chg. of Sales...Maurice J. Rifkin  
Exec. V.P., Chg. of Prod....Maurice Unger  
V.P., Chg. of Chicago Off...Edward Broman  
V.P., Syndication Sales.....Len Firestone  
V.P., Nat. & Reg. Sales.....James Shaw  
V.P., N.Y. Sales.....Joe Kotler  
Sales Mgr. Reg. Div.....Ray McGuire  
Sales Mgr. Synd. Div.....Don Brogdon  
Sales Mgr. No. East. Div.....Jerry Kirby  
Sales Mgr N. Y. Synd. Sales...R. Hamburger

*Branch Offices*

7324 Santa Monica Blvd., Los Angeles 46,  
Calif.

Sales Mgr. West. Div.....Allen Martini  
Southland Center Bldg., Dallas 1, Tex.  
Sales Mgr. So. Cent. Div.....Jack Puter  
520 N. Michigan Ave., Chicago 11, Ill.  
Sales Mgr. No. Cent. Div.....Bob Reis  
Sales Mgr. Chicago Div.....Jim Packer  
1529 Madison Rd., Cincinnati 6, O.  
Sales Mgr. Mid Cent. Div.....Mike Kievan  
805 Peachtree St. E., Atlanta, Ga.  
Sales Mgr. So. East. Div.....John Davidson

*Services Offered* — Custom-built films for  
national and regional release, and syndicated  
shows; studio facilities, TV commercials.

*Productions*—This Man Dawson, Lock Up,  
Bat Masterson, Tombstone Territory, Sea  
Hunt, Bold Venture, Dial 999, Target, Mac-  
Kenzie's Raiders, The Case of the Dangerous  
Robin, Rough Riders, The Aquanauts, Klond-  
like, Miami Undercover.

**Maurice H. Zouary TV-Film  
Productions**

333 West 52nd St., New York 19, N. Y.

Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

*Services Offered*—Production, distribution  
of package programs and feature pictures;  
stock footage rentals.

*Production*: Poem for a Day.

# Leading Television Markets In The United States

January 1, 1961

Rank	City	Rank	City
1.	New York	39.	Phoenix-Mesa
2.	Los Angeles	40.	San Antonio
3.	Chicago	41.	Charleston-Oak Hill- Huntington-Ashland
4.	Philadelphia	42.	Tulsa
5.	Boston	43.	Salt Lake City—Provo
6.	Detroit	44.	Des Moines-Ames
7.	San Francisco-Oakland	45.	Wichita-Hutchinson
8.	Cleveland	46.	Altoona-Johnstown
9.	Pittsburgh	47.	Richmond-Petersburg
10.	St. Louis	48.	Spokane
11.	Washington, D. C.	49.	Scranton-Wilkes Barre-Hazleton
12.	Minneapolis	50.	Fresno
13.	Cincinnati	51.	Honolulu
14.	Baltimore	52.	Cedar Rapids
15.	Buffalo	53.	Flint-Saginaw-Bay City
16.	Dallas	54.	Roanoke-Lynchburg
17.	Indianapolis	55.	Mobile-Pensacola
18.	Miami	56.	Greenville-Spartansburg-Asheville
19.	Milwaukee	57.	Green Bay-Marinette
20.	Kansas City, Mo.	58.	Portland-Poland Spring
21.	Hartford-New Haven- New Britain-Waterbury	59.	Peoria
22.	Houston-Galveston	60.	Knoxville
23.	Columbus	61.	Fort Wayne
24.	Seattle-Tacoma	62.	Little Rock
25.	Atlanta	63.	Orlando-Daytona Beach
26.	Denver	64.	Chattanooga
27.	New Orleans	65.	Amarillo
28.	Portland, Ore.	66.	Tucson
29.	Oklahoma City	67.	South Bend-Elkhart
30.	Albany-Schenectady-Troy	68.	Madison
31.	Memphis	69.	Albuquerque
32.	Sacramento-Stockton	70.	Cape Girardeau-Paducah- Harrisburg
33.	Tampa-St. Petersburg	71.	El Paso
34.	Omaha	72.	Evansville-Henderson
35.	Norfolk-Portsmouth-Newport News-Hampton	73.	Youngstown-New Castle
36.	Nashville	74.	Austin-Rochester-Mason City
37.	Harrisburg-Lancaster-York- Lebanon	75.	Colorado Springs-Pueblo
38.	Rochester	76.	Las Vegas-Henderson
		77.	Boise-Nampa

Note: Based on total Broadcast Revenues.  
Source: FCC





Producers of Quality  
Television Commercials

**SARRA** INC.

200 East 56th Street  
New York 22, New York  
Murray Hill 8-0085

•

16 East Ontario Street  
Chicago 11, Illinois  
Whitehall 4-5151

1961

**COMMERCIAL  
AND INDUSTRIAL  
PRODUCERS  
RADIO  
AND TELEVISION**



KEY PERSONNEL  
SERVICES OFFERED

**T**HROUGH these pages pass the most astute buyers of motion pictures in the world.

To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

Send for "A Few Facts About Audio"



# **AUDIO PRODUCTIONS, INC.**

Film Center Building

630 Ninth Avenue

PLaza 7-0760

New York 36, N. Y.

# Commercial Producers Radio and Television

## Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill  
Phone: Mlchigan 2-5877

Pres., Exec. Prod.....Bernard Howard  
General Mgr.....Patti Wilkus

*Services Offered*—Creators & producers of TV & business films. Animation & live action. Specializing in unusual audio-visual presentations. Have own studios & full eqpt.

## Academy Films

1145 N. Las Palmas, Hollywood 28  
Phone: HOLlywood 6-6566

President .....J. Larsen

*Services Offered*—Complete motion picture production services, for comm'ls. Creators of jingles for agencies & advertisers.

## Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 46, Cal.  
Phone: CR 5-5219

President .....Don Quinn  
Vice President.....Martin Spertzell  
Treasurer .....Charles Goldring

*Services Offered*—Creation, production of radio-TV music commercials, copy spots, background music. Tape equipment available.

*Current Productions*—Trend, Purex, Plymouth, Dodge Trucks, Sunkist Fruit Punches, Richfield Gasoline, Cock O' the Walk, Pacific Airlines, CMA Airlines, National Beer, Speedway Gasoline, Okla. High-Q Gasoline, Johnson's Glo-Coat Radio-TV Commercials, & AC Spark Plugs.

## Advertisers' Broadcasting Company

117 W. 46th St., N.Y.C. 36  
Phone: PL 7-3560

Exec. Prod.....Sholom Rubinstein  
Director .....Bernard Rubinstein  
Copy Chief.....David M. Hausdorff

*Services Offered*—Write, create, produce jingles and commercials.

## Advertising Radio & Television Service, Inc.

421 West 54th St., New York 19, N.Y.  
Phone: PLaza 7-7323

President .....Gerald Auerbach  
Exec. V.P.....Alfred DiPietro  
Vice Pres., Sales.....John W. Holbrook  
V.P., Comptroller.....Samuel Auerbach  
Prod. Distrib. Mgr.....Ervin Rosenfeld

*Services Offered*—Laboratory procurement, booking and distribution of film for TV, theatrical & special purpose exhibition; editing; consultants to sponsors & agencies.

## Alexander Film Co.

Alexander Film Bldg.,  
Colorado Springs, Colo.  
Phone: ME 3-1771

Bd. Chmn.....Don M. Alexander  
President .....Keith Munroe  
V.P., Gen. Mgr.....Jay Berry  
V.P., Production.....James Anderson  
Mgr. ....Arthur M. Oaks  
Creative Dir.....Howard F. Olds

### Branch Offices

500 Fifth Ave., New York 36, N. Y.  
Phone: LO 5-1350

Exec-in-Chg. ....Kenneth Silver  
472 Wrigley Bldg., Chicago 11, Ill.

Phone: WH 4-5980

Exec-in-Chg. ....Terry Hatch  
Calle Comercio 450, San Juan, P.R.

Phone: 3-2898

Exec-in-Chg. ....Haskel Marshal  
*Services Offered*—TV film commercials, business and industrial films, theatre film commercials, distribution.

## All-Scope Pictures, Inc.

(Comm'l Film Division of Twentieth  
Century-Fox Television)  
1417 N. Western Ave., Hollywood 27  
Phone: HOLlywood 2-6231

President .....Gordon Mitchell  
Vice President.....B. F. McEveety

*Services Offered*—TV commercials, all type special purpose films.

## Alpha Film Productions

P. O. Box 5323, Baltimore 9, Md.  
Phone: CL 2-4150

Owner.....W. E. Wood  
*Services Offered*—Film processing; produce TV spots.

## American Film Co.

1329 Vine St., Philadelphia 7, Pa.  
Phone: WA 2-1800

Manager .....Ben Harris  
Sales Mgr.....S. Adams  
Secretary .....I. Weyhmiller

*Services Offered*—Produce motion pictures on special order plus projection service, booking, inspection, storage and shipping departments. Also rental of 8 mm & 16 mm plus special subjects from 1900 and advertising facilities.

## American Film Producers

1600 Broadway, N.Y.C. 19  
Phone: PL 7-5915

Exec. Prodr.....Robert Gross  
Exec. Prodr.....Lawrence A. Glesnes  
Prod. Control.....Sheldon Abromowitz  
*Services Offered*—Complete production

# TELEVISION BROADCASTING SERVICE, INC.

*Finest Super-Mart in Television Productions*

91 CENTRAL PARK WEST • NEW YORK 23, N. Y.

Our Services Are;

16 MM & 35 MM  
Sound Films  
Color or Black & White

Group "A"

Advertising Agencies;  
Open-End Film Commercials for TV  
Training Sound Films  
Animation Commercials  
Regular Film Commercials  
Package Shows

Group "B"

Chamber of Commerce;  
Travel Logs  
Industrial Films  
Safety Films

Group "C"

Industries;  
Open-End Film Commercials for TV  
Sales Training Films  
Industrial Films  
Animation Commercials  
Regular Film Commercials  
Package Shows

Group "D"

Resorts;  
Open-End Film Commercials for TV  
Animation Film Commercials  
Regular Film Commercials  
Resort Films  
Feature Film Rentals

Group "E"

Television Broadcasting Stations;  
Open-End Film Commercials for TV  
Animation Commercials  
Regular Commercials  
Features For Rental  
Package Shows

Group "F"

Live TV Productions

Group "G"

Video Tape Productions

Member;

Cairo Chamber of Commerce

Banking Account;

The Hanover Bank  
Plaza Br. 60 & 5th Ave.  
New York 22, N. Y.

**STOP! WHY LOOK ANY FURTHER?**

**Let US SOLVE your  
Problem!!!**

Our Services are listed on the left side of this sheet. May we look forward to being of assistance to you and to your clients?

Cordially yours,

*William R. Riddle*

William R. Riddle  
President



and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integration; color or black and white, live action or animation in both 16 mm and 35 mm.

*Current Productions*—Esso Standard Oil, All State Insurance, Humble Oil, Colgate-Palmolive, Avis Rent-A-Car, March of Dimes.

**Animated Productions Inc.**

(Al Stahl Productions)  
1600 Broadway, N.Y.C.  
Phone: CO 5-2942

President ..... Al Stahl  
*Services Offered*—TV shows in animation and live. Comic strip animated films.

**Animation, Inc.**

736 N. Seward St., Hollywood 38, Cal.  
Phone: HO 4-1117

President ..... Earl Klein  
Production Manager..... Bob Sage  
Director ..... Ed Barge

*Branch Offices*

14005 Fenkell Ave., Detroit, Mich.  
Phone: BR 3-3040

Representative ..... Ted Petok  
221 N. LaSalle St., Chicago, Ill.  
Phone: FR 2-2628

Representative ..... Joe W. Edwards  
*Services Offered*—Animated & live action TV comm'l's, storyboards, sound tracks, educational & industrial films.

**Animation Service Co.**

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4832

Chief Animator..... Abe Blashko  
Animation Supervisor..... Leo Levko  
Administration ..... Seymour Posner  
*Services Offered* — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

**Animotion Associates, Inc.**

333 W. 52nd St., N.Y.C. 19  
Phone: CI 6-3817-8

President ..... Graham Place  
Vice Pres..... Otto Feuer  
Gen. Mgr..... Donald Fellows  
National Sls. Dir..... Lee Krieger  
Production Director..... Harry Basch  
*Services Offered*—Producers of animated TV commercial spots and films. Animation is an exclusive film process using animated cartoon cut-outs in conjunction with "live" product.

*Current Productions*—Manufacturers Trust Co. of N. Y., Chief Boy-Ar-Dee, Electric Companies of America, Dye 'n Shine, Cadet Dog Food, Schmidt's Beer, Life Savers.

**Evan J. Anton Prods., Ltd.**

550 Fifth Ave., N.Y.C. 36  
Phone: PL 7-3638

President ..... Evan J. Anton  
Vice Pres..... Mary Mallios  
Sec'y-Treas..... James Mallios  
*Services Offered*—Producers of industrial and documentary films and slides, TV commercials and spots.

**Apollo Productions**

130 Carlton St., Toronto, Ont.  
Phone: WALnut 2-3163

President ..... R. Rosenberg  
*Services Offered*—Compl. film facilities; comm'l's & industrial films.

**Arco Film Productions, Inc.**

580 Fifth Ave., New York 36, N. Y.  
Phone: COlumbus 5-6968

President ..... R. J. Oulmann  
*Services Offered*—TV film facilities; animation & TV film show packaging.

**J. Armstrong & Company**

28 W. 44th St., N.Y.C.  
Phone: LO 3-4584

President ..... Joseph Armstrong  
*Services Offered*—Custom, synd. comm'l's facilities.

**Atlas Film Corp.**

1111 South Blvd., Oak Park, Ill.  
Phone: AUstin 7-8620

President ..... L. Mominee  
Vice Pres. & Prod. Mgr..... A. S. Bradish  
V.P.'s..... F. K. Barber, J. L. Herman  
*Branch Offices*

185 N. Wabash Ave., Chicago 1, Ill.  
Phone: ANdover 3-5672

11 Barbour Terraces, Woodward & W.  
Long Lake Rd., Bloomfield Hills, Mich.  
Phone: MIDwest 6-3536

6331 Hollywood Blvd., Hollywood, Calif.  
Phone: HOLlywood 9-5111  
408 Rucker Pl., Alexandria, Va.  
Phone: REpublic 7-2203

*Services Offered*—Producers of TV commercials, slidefilms, theatrical shorts, motion pictures—35mm & 16mm black & white & color. Studios, 35mm & 16mm lab. & sound recording services.

**ATU Productions**

130 W. 57th St., N.Y.C.  
Phone: JU 6-4292

President ..... Cal A. Stadlen  
*Services Offered*—Creators & producers of TV commercials specializing in humor. Animation, puppets, live action.

**Audio Productions, Inc.**

630 Ninth Ave., N.Y.C. 36  
Phone: PL 7-0760

President..... Frank K. Speidell  
Vice Pres..... Herman Roessle  
Vice President..... T. H. Westermann  
TV Dept. Mgr..... Harold R. Lipman  
Secy.-Treas..... P. J. Mooney  
*Services Offered*—Producers of all types of TV commercials and sponsored films. Production facilities. Live action, animation, opticals, etc.

**Aurvid Productions**

P. O. Box 413, Phila., Pa.  
Phone: LOcust 4-4429

Manager..... F. O. Pease  
*Services Offered* — All TV film, comm'l facilities; live, package, film production; animation, package, TV shows.

**RADIO-TV COMMERCIAL PRODUCERS** ~~~~~

**Austin Productions, Inc.**

232 North Main St., Lima, O.  
 Phone: CApitol 9-7881

President.....B. Otto Austin, Jr.  
 Vice President.....Clair E. Butturff  
 Secretary.....Nancy M. Austin  
*Services Offered*—Producers of film commercials & industrial films.

**Babcock & Kogan**

45 E. 55th St., New York 22, N. Y.  
 Phone: PL 2-4480

Partners.....Lyn Babcock, Edward Kogan  
*Services Offered*—Service to adv. agencies on a per job basis in TV adv. field-TV consultants, producers, tape directors, pgm. spvsrs., copy & jingle writers.

**Bil Baird's Marionettes**

59 Barrow St., N. Y. C. 24  
 Phone: YUkon 9-9840

Partners.....Bil and Cora Baird  
 Personal Manager.....Frank Cooper Assoc.  
*Services Offered*—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

**Bandelier Films, Inc.**

1837 Lomas Blvd., NE, Albuquerque, N. M.  
 Phone: CHapel 3-5848  
 President.....R. Stevens

Vice President.....Doyle Courington  
*Branch Offices*

1090 N.E. 79th St., Miami, Fla  
 Exec-in-Chg. ....B. Drake  
 2652 Bellaire, Denver, Colo.

Exec-in-Chg. ....M. Briley  
*Services Offered*—Live action & animated TV film commercials, 35mm or 16mm. Documentary films, industrial films, film strips & slides.

**Thos. J. Barbre Productions**

2130 S. Bellaire St., Denver 22, Colo.  
 Phone: SK 6-8383

Producer.....Thos J. Barbre  
 Asst. Mgr.....Anita T. Barbre  
 Dir. Sound.....Paul F. Emrich  
 Dir. Photography.....H. J. Anderson  
*Services Offered*—Complete motion picture production service—script, photography, editing, sound recording, stage, mobile units, theater; nationally. Industrial, business films; TV spots.

**Basch Radio & Television Productions**

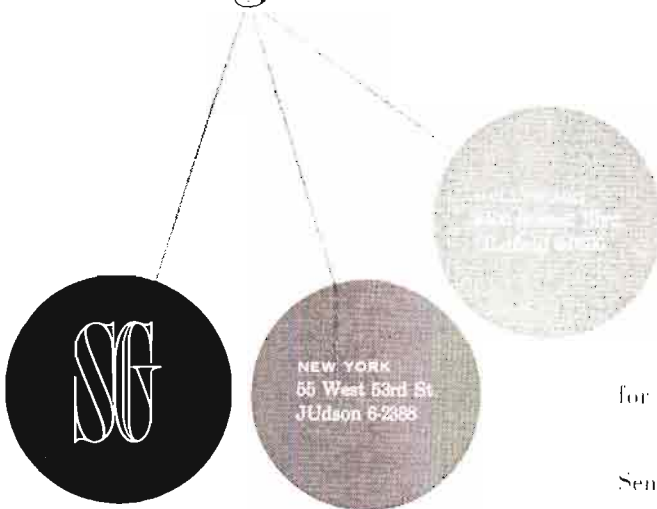
17 E. 45th St., N.Y.C. 17  
 Phone: MU 2-8877

Partner.....Charles J. Basch, Jr.  
 Partner.....Frankie Basch  
*Services Offered* — TV film commercials,

**SANDE AND GREENE**

creative and production consultants in film and sound  
 for television • radio • motion pictures

**Swingin' Musical Images**



Specialists  
 in creating  
 contemporary  
 commercials  
 for AM-TV and title themes  
 for programs.  
 Send for demo film or tape.

## RADIO-TV COMMERCIAL PRODUCERS

animated and live; film programs, industrial, training, and fund-raising films; radio commercials, jingle, gimmick & dramatized.

### **Bay State Film Productions, Inc.**

35 Springfield St., Agawam, Mass.  
Phone: RE 4-3164

President .....Morton Read  
V.P., Sls.....D. D. Doyle  
V.P., TV.....Harold O. Stanton  
V.P., Prod.....Engene N. Bunting

#### *Branch Office*

80 Boylston St., Boston, Mass.  
Phone: HANcock 6-8904

V.P. ....David Doyle  
*Services Offered*—Producers of 16mm & 35mm motion pictures & slide films-TV commercials & programs.

### **Beacon Television Features, Inc.**

115 Newbury St., Boston 16, Mass.  
Phone: COmmonwealth 6-6881

President .....J. L. Sanderson  
*Services Offered*—TV film commercials; story-boards, feature film production, radio jingles.

### **V. S. Becker Productions**

551 Fifth Avenue, N.Y.C. 17  
Phone: MU 2-0777

Exec. Prod.....Viola S. Becker  
*Services Offered* — TV & radio package shows & commercials; live, recorded & filmed. Casting. Industrial films.

### **Real Benoit Film Productions**

2161 St. Catherine St., W., Montreal, Canada  
Phone: WEllington 3-7339

President .....Real Benoit  
*Services Offered*—16 & 35mm film production; fully equipped sound stage.

### **Russell R. Benson Productions**

136 N. Delaware St., Indianapolis, Ind.  
Phone: MELrose 7-0306

President .....R. R. Benson  
*Services Offered*—Film spot commercials; industrial, educational films.

### **Bernard-Degen Productions**

1601 N. Gower, Hollywood 28  
Phone: HO 5-9886

Partner .....Vince Degen  
*Services Offered*—Creators, producers of musical commercials, TV & radio; arrangements (vocal & instrumental); underscoring to animation & live action.

### **Guy Biddick**

1046 So. Olive St., Los Angeles 15, Cal.  
Phone: RI 9-8800

Manager .....Guy Biddick  
Traveling Rep.....Burton Zoul  
*Services Offered*—Animation of product or trademark, commercial spots on film.

# REACH FOR MAGINATION

Tired of the ordinary?

Disgusted with the mundane?

Why be content

with a film production

that "also ran"?

Our staff is constantly

searching for new techniques

in film communications.

Yes, help yourself to a slice

of imagination . . . reach for

your phone and call



**JAMES LOVE  
PRODUCTIONS, INC.**

2 West 46th Street  
New York 36, N. Y.

JU 2-4633

**RADIO-TV COMMERCIAL PRODUCERS** ~~~~~

**Biever & Stein Productions, Inc.**

527 Madison Ave., New York 22, N.Y.  
 Phone: PLaza 3-1117

President .....Curtis Biever  
 Secretary-Treasurer .....Lou Stein  
 Sales Representative .....Gabriel Longo  
*Services Offered*—Radio-TV commercials, film backgrounds, musical jingles.

**Brass Dolphin, Inc.**

116 East 57th St., New York, N. Y.  
 (See Program Producers)

**Bray Studios Inc.**

729 Seventh Ave., N.Y.C. 19  
 Phone: CI 5-1582

Board Chmn.....I. R. Bray  
 President .....Paul A. Bray  
 V.P., Sales.....Paul Bray, Jr.  
 Treasurer .....M. Bray  
 Animation Directors.....Max Fleischer,  
 W. G. Gilmartin  
 Film Dist. Mgr.....B. D. Hess  
*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons. Specialize in industrial training and sales films, as well as health, safety and films for the military. Safety-training films in Spanish translation. Tape equipment available.

**Bill Burrud Productions**

7559 Santa Monica Blvd.  
 Hollywood 46, Calif.  
 Phone: HOllwood 3-8181

President .....Bill Burrud  
*Services Offered*—TV live programs & film shows; commercials; shorts; color animation; package film shows; TV scripts.

**C/Hear Services, Inc.**

210 E. 47th St., New York 17, N.Y.  
 Phone: EL 5-7212

President .....Granville Burland  
 Prod. Co-ord.....Carol Manetta  
*Services Offered*—Creation & production of jingles, radio-TV campaigns, music tracks for commercials; packagers of radio-TV shows; creators & prod. of LP albums for record co's.

**S. W. Caldwell, Limited**

447 Jarvis St., Toronto 5, Ont.  
 (See TV Prod.-Dist.)

**Calhoun M. P. Producers**

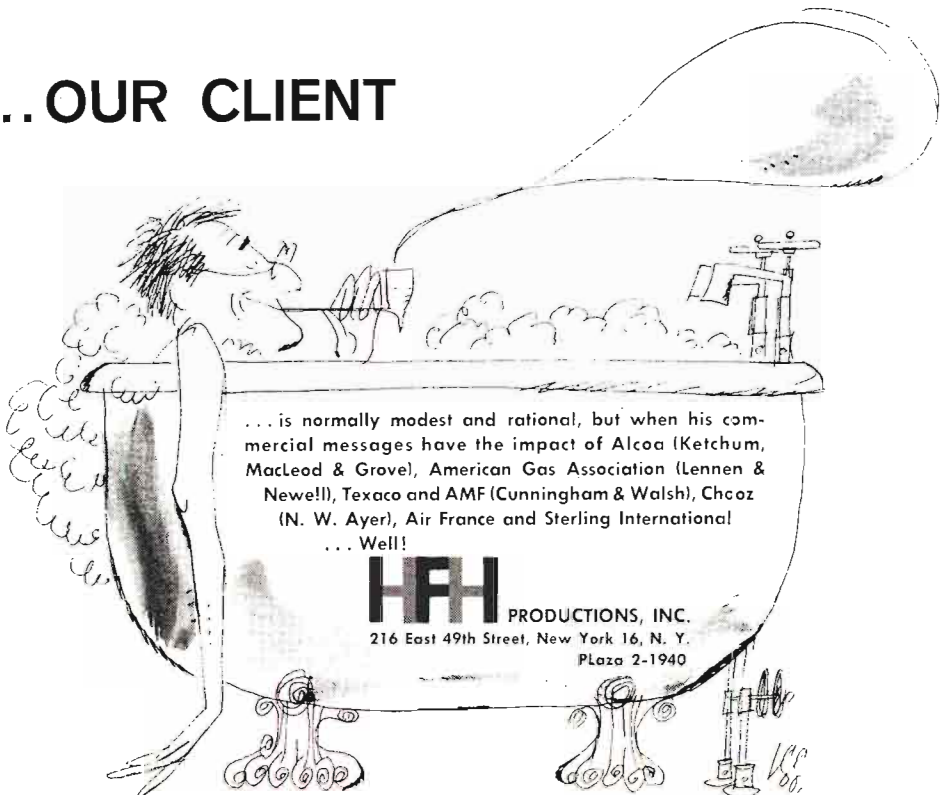
261 E. 78th St., N.Y.C. 21  
 (See TV Prod.-Dist.)

**Calif. Internat'l Productions**

6710 Melrose Ave., Hollywood, Cal.  
 Phone: WE 9-1491

President.....H. F. O'Donnell  
*Services Offered*—TV film shows & comm's; religious films; shorts, educ. & ind-st.

**...OUR CLIENT**



... is normally modest and rational, but when his commercial messages have the impact of Alcoa (Ketchum, Macleod & Grove), American Gas Association (Lennen & Newell), Texaco and AMF (Cunningham & Walsh), Chcoz (N. W. Ayer), Air France and Sterling International ... Well!

**HHH** PRODUCTIONS, INC.  
 216 East 49th Street, New York 16, N. Y.  
 PLaza 2-1940

## RADIO-TV COMMERCIAL PRODUCERS

### **California Studios Incorporated**

650 N. Bronson St., L. A. 4, Cal.  
Phone: HO 2-7141

President ..... P. N. Krasne  
*Services Offered* — TV film shows & comm'ls; soundies; B & W animation; packages.

### **Lars Calonius Prods., Inc.**

45 W. 45th St., N.Y.C. 36  
Phone: PL 7-0350

President ..... Lars Calonius  
*Services Offered*—Full animation facilities. Story boards. Live action.

### **The Camera Mart, Inc.**

1845 Broadway, N.Y.C.  
Phone: PL 7-6977

President ..... Irving Browning  
Manager ..... Samuel Hyman  
Sales Promotion ..... Paul Meistrich  
Treasurer ..... H. V. Browning  
Secretary ..... Ann Browning  
*Services Offered*—Manufacture, sell, rent, repair 35mm & 16mm professional motion picture production equipment; TV film cameras, projectors, sound systems, lighting, film editing & handling equipment, dollies, tripods, mike booms.

### **Campus Film Prods., Inc.**

20 E. 46th St., N.Y.C. 17  
Phone: MU 2-8735

President ..... Nat Campus  
Exec. Producer ..... Jules Krater  
*Services Offered*—Film and TV commercial production

### **Canadian Film Industries Co., Ltd.**

310 Lakeshore Rd., Toronto 14, Canada  
Phone: CL 1-5211

President ..... Arthur D. Gottlieb  
*Services Offered*—TV film shows, comm'ls; shorts; animation, B & W & color; facilities & studios rented.

### **Canyon Films of Arizona, Inc.**

834 N. 7th Ave., Phoenix, Ariz.  
Phone: AL 2-1718

Producer ..... R. Boley  
Photography ..... Robt. Allen  
*Services Offered*—Production TV commercials, industrial & pub. rel. films: 16/35 mm animation & live action.

### **Capital Film Service**

224 Abbott Rd., E. Lansing, Mich.  
Phone: ED 2-3544

President ..... J. R. Hunter  
*Services Offered*—TV live and film shows; commercials, soundies, shorts. B & W & color animation, music, scripts.



## JOHN SEELY Associates

First Federal Building, Hollywood and Highland, Hollywood 28, Calif.  
Suite 613  
HOLLYWOOD 6-6141

### PRODUCTION SERVICES

Music Supervision—Live or Library for: Film — Slide Film — Video Tape — Records — Program Theme Composition & Development — Record Production Supervision — Composition — Arranging — A & R — Music Publication

### RECORDING SERVICES

Voice Recording—Voice Overdubbing—Tape Transfer—Re-recording—Mixing — Tape Editing & Assembly

### STUDIO FACILITIES

Editing Studios — Voice Recording Studio — Music Demonstration Facilities — Music Library — Sound Effects Service — Five Tape Recorders (Stereo & Mono) Four to One Mixing Console

For further information, contact DON TEETERS, Sales Manager



**RADIO-TV COMMERCIAL PRODUCERS** ~~~~~

**Capitol Records Custom Service**

1750 N. Vine St., Hollywood 28  
Phone: HO 2-6252  
151 West 46th St., New York 19, N.Y.  
Phone: JU 2-8040

Director ..... George R. Jones  
Natl. Sls. Mgr. .... Herbert I. Sachs  
Production Mgr. .... Clifton L. Harden  
*Services Offered* — Custom recording for records, radio and TV & film scoring; manuf. facilities for all sizes of records, mastering processing; music library for film track.

**Capitol Transcriptions, Inc.**

620 11th St., N.W., Washington 1, D.C.  
Phone: EXecutive 3-1246

President ..... H. Edward Behre  
Vice President ..... C. Edward Behre  
Sec. Treas ..... Doris Erickson  
Music Dir. & Prod. .... Maury B. Allen  
*Services Offered* — Complete production service, including writing, musical arrangements (where required) & directing, from idea conception to finished recording or sound track.

**Capt. Z-Ro Productions, Inc.**

209 E. 56th St., N.Y.C. 22  
Phone: FL 5-7943

President ..... Henry Brown  
*Services Offered* — TV commercials and film shows.

**Carla Productions, Inc.**

245 West 55th St., New York 19, N. Y.  
Phone: JUdson 2-4477

President ..... Carl A. Carbone  
Secretary ..... Murray Ramson  
Production Spvr. .... Joseph Carbone  
Editorial Spvr. .... Ken Collins  
Asst. Prod., Cast. Dir. .... Benita D'Andrea  
*Services Offered*—TV & film production; editorial & distribution services.

**Carter & Galatin of Georgia, Inc.**

752 Spring St., N.E., Atlanta 8, Ga.  
Phone: TRinity 5-7144

President & Treas. .... Henry E. Carter  
Gen. Mgr., Sales Dir. .... Ken Willson  
*Services Offered*—Facilities for creation & production of motion picture, slidefilm & TV commercials for industry, ed. institutions & government; producer svcs. & equipment rentals; point of purchase displays, sales aids. Tape equipment available.

*Current Productions* — Coca-Cola, RCA Whirlpool, Du Kane, Irvingdale Farm Dairies, J. I. Case, Revco.

**Cascade Pictures of California**

1027 N. Seward, Hollywood 38, Calif.  
Phone: HO 2-6481

President ..... Bernard J. Carr  
Vice Pres. .... Roy Seawright

**CREATIVE ENERGY**

Charged with vitality . . . commanding the finest facilities . . . our talented staff will meet your film needs with technical craftsmanship and imagination. Call us at PLaza 2-4100.

**TRANSFILM-CARAVEL**

445 PARK AVENUE, NEW YORK 22

FILM PRODUCTION DIVISION:

20 WEST END AVENUE, NEW YORK 23

**RADIO-TV COMMERCIAL PRODUCERS**

V.P. Prod.....Vaughan Paul  
 Director.....George B. Scitz, Jr.  
 Prod. Mgr.....Doug Travers  
*Services Offered*—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

**Cate and McGlone**

1521 Crossroads of World, Hollywood 28  
 Phone: HO 5-1118

President.....T. W. Cate  
 Secretary.....E. D. McGlone  
*Services Offered* — Commercials; production—scripts, storyboards, editorial, photography.

**Hu Chain Associates**

15 E. 48th St., N.Y.C. 17  
 Phone: PL 5-5240

Owner .....Hubert V. Chain  
*Services Offered* — Radio-TV and motion picture production, direction and script writing.

**Charter Oak Tele-Pictures Inc.**

423 E. 90th St., N.Y.C.  
 Phone: TR 6-6800

President .....Louis Cavrell  
 Secretary .....Otis Cavrell  
 Treasurer .....Ira Cavrell  
*Services Offered*—Production facilities for TV and industrial 16 and 35 mm color and black & white films. Medical and dramatic films. Printing and processing lab. Editorial

rooms. Sound stage rentals for automobile commercials.

**Chicago Film Studios**

720 N. Michigan Ave., Chicago 11  
 Phone: WH 4-6971

President.....A. G. Dunlap  
 Dir. of Sales.....Robert D. Casterline  
 Prodn. Mgr.....Russell T. Ervin, A.S.C.  
 Laboratory Mgr.....Walter Rice  
*Services Offered*—Complete 16 & 35 mm film production facilities; sound stages, RCA sound recording, optical effects, Art Department, complete processing laboratory.

**Christensen-Kennedy Productions, Inc.**

2824 Harney St., Omaha 31, Nebr.  
 Phone: 341-2977

President, Sales Mgr. ....Ray Christensen  
 Production Mgr. ....Bob Hufstader  
 Art Director .....Ken Dunning  
 Director .....Dinnis McGuire  
 Photography & Editing.....John Frechette  
 Sound .....Sam Lobb  
*Services Offered*—TV comm's, animations, live action, industrial & business-sponsored films; lab. processing.

**Churchill-Wexler Film Productions**

801 Seward Ave., Los Angeles 38  
 Phone: HO 2-6671

Ptnrs.....S. Wexler, R. Churchill  
*Services Offered*—Produce educational and industrial films.



*... at the service of advertising ...*



*... at the service of industry*

**RADIO-TV COMMERCIAL PRODUCERS** ~~~~~

**Cinecraft Productions, Inc.**

2515 Franklin Blvd., Cleveland 13, O.  
Phone: SU 1-2300

President ..... R. Culley  
Services Offered—Synd. spots; comm'l's.

**Cineffects, Inc.**

115 W. 45th St., N.Y.C.  
Phone: CI 6-0951

President ..... Nat Sobel  
Sec'y-Treas ..... Irving Hecht  
Services Offered—Animation, special effects, titles, mats, inserts, black & white or color, 16 or 35 mm.

**Cinefilm, Inc.**

5746 Sunset Blvd., Hollywood 28, Cal.  
Phone: HO 4-7119

President ..... LeRoy Smith  
Services Offered—Motion pictures for TV, entertainment, documentary commercials, industrial, etc.

**Cinesound, Limited**

552 Rogers Rd., Toronto, Ont.  
Phone: RO 2-7338

President ..... B. Bach, Jr.  
Services Offered—Shorts, film comm'l's; color, B & W animation; music; scripts; packages; studio, facilities rental.

**Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood 38  
Phone: HO 5-3376

Exec. Producer ..... H. Lehman  
Business Mgr. .... Jacques R. Lehman  
Prod. Spvsr. .... Clayton McKiddy  
Services Offered—Commercials, educational films, business films, sports-shows, training films.

**Cinetoan Productions**

1817 Fort St., Honolulu, Hawaii

Exec. .... M. D. Meyers  
Services Offered—Industrial films; synd. spots; comm'l's.

**Cine-Video Productions, Inc.**

Boston Post Rd. at Cine Video La.  
Milford, Conn.  
Phone: TR 4-6590

Pres., Exec. Prodr. .... Garo W. Ray  
Tech. Dir. .... Kenneth F. Rieke  
Services Offered—Compl. motion picture services for industrial & educational productions. Complete sound stages, recording & dubbing studios, release printing—color, B & W, processing, & all other film services.

**Coastal Film Services, Inc.**

321 W. 44th St., N.Y.C. 36  
Phone: JUdson 2-7780

President ..... Manuel Casiano  
Services Offered—Complete services including optical effects, animation, titles, film consultants.



**Films Five Inc.**

18 East 50th Street  
New York 22, N. Y.  
PLaza 2-7960

Live Action • Animation • Story Boards • TV Commercials • Industrials • Slide Films

**Coffman Films, Inc.**

1510 First National Bank Bldg, Dallas 2, Tex.  
 Phone: RI 8-2828

President .....H. Coffman  
 Production Manager.....H. Greene

**John Colburn Assoc., Inc.**

1122 Central Ave., Wilmette, Ill.  
 Phone: BR 3-2310

President .....J. E. Colburn  
 Vice President.....H. Ushijima  
*Services Offered*—16/35 mm industrial & TV film & comm'l's' sound stage, production facilities.

**Colmes-Werrenrath Prod. Inc.**

1037 Woodland Dr., Glenview, Ill.  
 Phone: PArk 9-0011

President .....W. Colmes  
 Exec. V.P.....R. Werrenrath  
 Vice President.....W. Bennett Philley  
 Asst. Exec.....T. R. Bohn  
*Services Offered*—Creation, production, direction, writing; studio, editing, projection facilities.

*Current Productions* — Commercials for Whirlpool Corp., Presto, Revere Camera; No. American Van Lines.

**Commerce Pictures**

525 Poydras St., New Orleans, La.  
 Phone: 523-5026

President .....R. Wiegand  
*Services Offered*—Commercials, b & w & color, live action & cartoons, 16mm, 35mm, movies, slides, stills, enlargements, prints & copies. Sound recording magnetic & optical.

**Commercial Recording Corp.**

P. O. Box 6726, Dallas 19, Tex.  
 Phone: RI 8-8004

President .....John J. Coyle  
 Vice President.....Bob Farrar  
 Vice Pres., Sales.....Dick Morrison  
 Vice Pres., Engr. ....Tom Loy  
 Production Manager.....Tom Gwin  
*Services Offered* Station promotion jingles for radio & TV, commercial jingles, production aids, scoring & recording film tracks, all types musical adv. & sales aids.

**Commercial Syndicated Films, Inc.**

40 West Kinzie St., Chicago 10, Ill.  
 Phone: WH 4-7477

President .....W. R. Johnson  
 Vice President.....I. Bell  
 Secretary .....Betty L. Taylor  
*Services Offered* Syndicated animated TV spots.

**Commodore Productions & Artists, Inc.**

6646 Hollywood Blvd., Hollywood 28  
 Phone: 9-7502

**EMPIRE**

COMPLETE  
**SOUND RECORDING**  
 AND  
**FILM PRODUCTION**  
 FACILITIES

Disc & Tape Sound Recording • Air Conditioned Studios  
 16mm & 35mm Film Production • Closed Circuit Projection

480 LEXINGTON AVE., NEW YORK 17, N.Y. — YUkon 6-5700

**RADIO-TV COMMERCIAL PRODUCERS** ~~~~~

Pres., Prod.....W. White, Jr.  
Prod. Dir.....Ed. Woodworth  
Prod. Superv.....W. White, III  
Secretary.....Janet Berrie  
*Services Offered*—TV live & film programs, shows; comm'ls; industries; film packages.

**Concord Company**

9006 Sunset Blvd., Hollywood 46, Cal.  
Phone: BR 2-7801

Pres. ....C. Purnell, L. Atkinson, R. Atkinson  
*Services Offered*—TV live & film shows; industrials; documentaries; color, B & W animation; scripts; packages.

**Condor Films, Incorporated**

1006 Olive St., St. Louis 1, Mo.  
Phone: MA 1-8876

President .....Bradford Whitney  
Treasurer .....Edgar F. Stevens  
*Services Offered*—Producers of 16 mm & 35 mm motion pictures, slide films, and other visual and audio-visual materials for sales promotion, public relations, advertising, television programming, TV comm'ls, training & sports uses.

**Consolidated Film Industries**

521 W. 57th St., N.Y.C.  
Phone: CI 6-0210  
959 Seward St., Hollywood  
Phone: HOLLYWOOD 9-1441

President .....Victor M. Carter  
V.P.'s.....Richard W. Altschuler, Sidney P. Solow, Theodore Hirsch, John J. O'Connell

Secretary .....Joseph E. McMahon  
Asst. Treas. ....Richard S. Rodgers, Harold Lange, R. A. Warshaw  
*Services Offered* — Processing of motion picture film.

**Continental Film Productions Corporation**

2320 Rossville Blvd., Chattanooga, Tenn.  
Phone: AM 7-4302

President .....James E. Webster  
Secretary .....Thomas Crutchfield  
Treasurer.....H. L. Thatcher  
*Services Offered*—Animation, producers of industrial and educational films & sound slide films, producers of film spot commercials. Tape equipment available.

**Cousens-Blair Productions, Inc.**

1600 Broadway, N.Y.C. 19  
Phone: CO 5-7380

President.....Clayton W. Cousens  
Vice Pres.....John K. Cousens  
Vice Pres.....Leonard Blair  
*Services Offered*—Production in color or black & white of TV commercials, industrials, educational, documentaries.

**Roland D. Crandall Productions**

31 Heusted Dr., Old Greenwich, Conn.  
Phone: NE 7-0425

President.....R. D. Crandall  
*Services Offered*—Producer of commercial films.

**SIB PRODUCTIONS, INC.**

*in association with*

**PARAMOUNT PICTURE CORP.**

*produces*

**TV Film Commercials**

**TV Tape Commercials & Industrial Films**

CONTACT:

**DON TAFFNER** • Paramount Bldg. • 1540 Broadway, N.Y.C. • BR 9-8700

or

**WALTER BIEN** • Hollywood • HO 9-2411

**Paramount Studio** • 5451 Marathon • Hollywood 38



## RADIO-TV COMMERCIAL PRODUCERS

### Craven Film Corporation

330 E. 56th St., N.Y.C. 22  
Phone: MU 8-1585

President ..... Thomas Craven  
Prod. Spvrs. .... D. William Robinson  
Prod. Mgr. .... David Saperstein  
Spvsng. Editor ..... Morton S. Epstein

*Services Offered*—Production of TV commercials, live and animated, documentary films for industry, education, religion & govt; filmed programs for TV.

### Crawley Films, Limited

19 Fairmont Ave., Ottawa, Ont.  
Phone: PA 8-3513

President ..... F. Crawley  
Vice President ..... Graeme Fraser  
Vice President ..... C. Everett  
Prod. Manager ..... Thomas Glynn  
Office Manager ..... Alex Murray

*Services Offered*—Films, sponsored & TV; commercials; production; animation; laboratory; stages.

### Creativision

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4830

President ..... Victor Kayfetz  
Asst. to Pres. .... Seymour Posner  
Art Director ..... Abe Blashko  
Animation Supervisor ..... Leo Levko

*Services Offered*—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

### CR Enterprises, Ltd.

1148 S. Shendoah St., Los Angeles 35, Calif.  
Phone: BR 2-6884

Pres., Prod. .... C. Roth  
*Services Offered*—Film commercials; no animation.

### Bing Crosby Productions

9028 Sunset Blvd., Los Angeles 46, Cal.  
(See Program Producers)

### Crossroads TV Productions

1121 S. Glenstone, Springfield, Mo.  
Phone: UNiversity 2-4422

V.P.'s. .... J. Mahaffey, E. Siman, Jr.  
*Services Offered*—Film spots: live shows. Tape equipment available.

### Cue Recordings, Inc.

117 W. 46th St., N.Y.C. 36  
Phone: PLaza 7-3641

President ..... Sholom Rubinstein  
Vice President ..... Mel Kaiser  
Secretary-Treasurer ..... Bernard Rubinstein  
*Services Offered*—Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high-speed tape duplication.

### Cummings Productions, Inc.

4 W. 56th St., N.Y.C. 19  
Phone: PL 7-6452

President ..... R. W. Cummings

*Services Offered*—Creation and production of industrial shows, sales mtgs., film scores, & Radio & TV commercials.

### Phil Davis Musical Enterprises, Inc.

59 E. 54th St., N.Y.C. 22  
Phone: MU 8-3950

President ..... Phil Davis  
V.P., Mus. Dir. .... Earl (Nemo) Paul  
Secy., Treas. .... Loretta H. Dav.  
Production Mgr. .... Joe Rhode  
Copy Director ..... E. C. (Bud) Redding  
Exec. Secretary ..... Renee Strum

*Services Offered*—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies & film producers; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

## PREVIEW'S PRODUCERS SERVICES . . .

☆ **THREE DELUXE THEATRES**—  
seating to 70, offering an extensive variety of projection facilities including 16mm, 35mm—magnetic or optical — all interlock combinations. Cinemascope, stereophonic or optical.

☆ **EDITING SERVICES**—  
fully equipped modernized air conditioned cutting rooms, some with private offices.

☆ **RENTAL**—  
off premises rental of editing equipment.

☆ **REPAIR**  
of all editorial equipment.

☆ **FILM STORAGE VAULTS**  
Conveniently located in midtown Manhattan. All facilities available 24 hours a day.

William B. Gullette, Pres.

## PREVIEW THEATRES, Inc.

1600 BROADWAY, N. Y. C.  
CIRCLE 6-0865

**RADIO-TV COMMERCIAL PRODUCERS** ~~~~~

**Gordon M. Day Productions**

15 W. 44th St., N.Y.C. 36  
 Phone: Murray Hill 2-5299  
 President .....Gordon M. Day  
 Vice President .....Carol Bulkley  
 Treasurer .....Leo L. Reich  
*Services Offered* — Writing-production of TV film & TV radio jingles & spots; consultant to advertising agencies.

**De Frenes Company**

1909-17 Buttonwood St., Phila. 30, Pa.  
 Phone: LO 3-1686  
 Pres., Sales.....J. DeFrenes  
 Secretary .....R. DeFrenes  
 Prod. V.P.....M. Levaniou  
*Services Offered*—Comm'ls; programs. Industrial shorts.

**Demby Productions, Inc.**

1 W. 58th St., N.Y.C. 19  
 Phone: PL 9-2195  
 President .....Emanuel H. Demby  
 Vice Pres.....Betty Jeffries  
 Creative Dir.....Allen Swift  
 Research .....Alexander Marshback  
 Client Relations .....Mimi Reichert  
*Services Offered*—Live, film and recorded commercials. Animation. Jingles. Music. Panels for pre-testing commercials via Motivation Research Associates, affiliated firm.

**Florian de Narde**

3 E. 57th St., New York City  
 Phone: PL 3-7030  
 Owner .....F. de Narde  
*Services Offered* — Comm'ls; documentaries; industrials.

**Jack Denove Productions, Inc.**

6611 Santa Monica Blvd., Hollywood  
 (See TV Prod.-Dist.)

**Dephonne Studios, Inc.**

782 Commonwealth Ave., Boston 15, Mass.  
 Phone: BE 2-5722  
 Pres. ....J. Dephonne  
 Vice Pres.....M. Levy  
*Services Offered* — Comm'ls; industrials; synd. spots.

**Depicto Films Corporation**

254 West 54th St., N.Y.C. 19  
 Phone: COLUMBUS 5-7620  
 President .....J. R. von Maur  
*Services Offered*—Producers of industrial motion pictures, filmographs, color sound slidefilms, filmstrips, slide presentations, trade shows, vugraph presentations. Creation & prod. of compl. sls. trng. programs, incl. films & assoc. literature.

**Desilu Productions, Inc.**

780 N. Gower St., Hollywood 38, Calif.  
 (See TV Prod.-Dist.)  
*Services Offered* — Spots, synd.; commercials.

**Leo Diner Films**

332 Golden Gate Ave., San Francisco 2  
 Phone: PR 3-3664  
 Exec. ....L. Diner  
*Services Offered*—Spots; lab sound & TV recording; animation.

**Walt Disney Productions, Inc.**

500 S. Buena Vista, Burbank, Cal.  
 Phone: VI 9-3411  
 (See TV Prod.-Dist.)  
 Bd. Chmn.....W. Disney  
 V.P., Adv. & Sales.....Card Walker  
 V.P., Production .....Wm. Anderson  
 V.P., TV .....Donn Tatum  
*Services Offered*—Comm'ls; programs.

**Dolphin Productions, Inc.**

37 West 57th St., New York 19, N. Y.  
 Phone: PLaza 3-5892  
 President .....Allan Stanley  
*Services Offered*—Producers of TV commercials.

**Douglas Productions**

10 W. Kinzie St., Chicago 8  
 Phone: MO 4-7455  
 President.....F. C. Raymond  
 V.P.'s.....A. Jones III, D. Raymond  
*Services Offered* — Educ., ind., TV films; titling & animation; lab work; printing.



**Motion Pictures**

by

PAUL HANCE PRODUCTIONS, INC.  
 1776 BROADWAY  
 NEW YORK 19, NEW YORK  
 CIRCLE 5-2424

**D.P.M. Productions, Inc.**

62 W. 45th St., N.Y.C. 36  
Phone: MU 2-0040

President.....Maurice T. Groen  
V.P., charge Prod.....Ronald T. Groen  
Asst. Prod. Mgr.....Bert H. Cohen  
Services Offered—Industrial films, commercials, travel films, camera crews in U. S., Sweden, Austria, South Africa, Malaya, World Wide coverage. Color stock footage.

**Du Art Film Labs, Inc.**

245 W. 55th St., N.Y.C.  
Phone: PL 7-4580

Exec. Vice Pres.....Irwin Young  
V.P.'s .....Lou Feldman,  
Paul Kaufman, Arthur Miller  
Treasurer .....Jack Fellers  
Services Offered—Processing of black & white motion picture film, motion picture lab.

**Dudley Pictures Corporation**

666 N. Robertson, W. Hollywood 46, Calif.  
Phone: OL 5-6093

Exec. ....C. Dudley  
Services Offered—Spots, syndicated; commercials.

**Walter Christian Duennhaupt Film Productions, Inc.**

1908 Florida Ave., N.W., Wash. 9, D. C.  
Phone: EXecutive 3-7750

President, Producer.....W. C. Duennhaupt  
Vice President.....Dr. Milton Cohen  
Secretary.....Dr. Maxwell Cohen  
Treasurer.....John A. Scherzer  
Services Offered—Producers for TV feature films, live & animated commercials, musical shorts & puppet shows, documentaries in 35 & 16mm, B & W, and color. Tape equipment available.

**Cal Dunn Studios**

159 E. Chicago, Chicago 11  
Phone: WH 3-2424

President .....Cal Dunn  
Vice Pres.....Joseph G. Betzer  
Exec. Art Dir....."Yar" Yarbrough  
Creative Services Dir.....Helen A. Krupka  
Services Offered—Complete facilities for both live action and animated TV commercials, writing, storyboard, sound 35 & 16 mm cameras, editing equipment.

**Dynamic Films, Inc.**

405 Park Ave., N.Y.C. 22  
Phone: PL 1-7447

President .....Nathan Zucker  
Exec. Vice Pres.....Walter Lowendahl  
Pres., Medical Dynamics, Inc...Sol Feuerman  
Sec., Controller .....Gerald Carrus  
Sound Supvr.....Jas. H. Townsend, Jr.  
Editorial Supvr.....Donald Finamore  
Programming Director.....E. A. Humeston  
Branch Office  
573 N. Melrose, Elgin, Ill.  
Phone: SH 2-0866

Exec.-in-Chg. ....Mal Middlesworth

Services Offered—Compl. prod. & distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Film Studios, Medical Dynamics, Alan Shilin Films, Inc., Distribution Dynamics.

**Eastern Effects, Inc.**

333 W. 52nd St., N.Y.C. 19  
Phone: CI 5-5280

President .....Maurice Levy  
Vice Pres.....Samuel Levy  
Sales Mgr.....Max Levy  
Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

**Educational Films Corp. of America**

1501 Broadway, New York City 36  
Phone: PE 6-1780

President.....E. W. Hammons  
Vice Pres.....V. H. Hammons  
Sec. ....Leonard Loewinthan  
Services Offered—Color & B & W animation; commercials; shorts; packages.

**The Eiseman Music Co.**

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HOllwood 2-6027  
1271 Ave. of the Americas, N.Y. 20, N.Y.  
Phone: PLaza 7-2197

President .....Herbert N. Eiseman  
Services Offered — Producers of radio station, TV station and commercial jingles.

TOP QUALITY COMES FIRST AT  
TERMINI VIDEO TAPE SERVICES INC.  
MOBILE VIDEO TAPE TRUCKS  
CUSTOM EQUIPMENT  
WITH RCA I.O. CAMERAS — SPECIAL  
EFFECTS MATT AMPLIFIER —  
AMPEX VTR 1000B  
DRIVE-IN VIDEO TAPE STUDIO —  
50 X 65, 30 FT. CEILING  
16MM FILM CHAIN — 16MM KINE-  
SCOPES — 35MM KINESCOPES —  
EDITING  
NETWORK ENGINEERS  
CREATIVE TALENT  
Write for Information Regarding  
Closed Circuit — Sports Programs —  
Remote and Special Promotions  
**TERMINI VIDEO TAPE  
SERVICES, INC.**  
1440 BROADWAY, NEW YORK, N. Y.  
Pennsylvania 6-6323



## RADIO-TV COMMERCIAL PRODUCERS

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

Phone: RA 6-4511

Exec-in-Chg. .... Dick Lewis  
*Services Offered* — Complete film prod., live & animated, sound recording facilities & stage.

### **Ted Eshbaugh Studios, Inc.**

1023 E. 163rd St., New York 59, N.Y.

Phone: DAYton 9-3220

President ..... T. Eshbaugh  
 Treasurer ..... Jack Eshbaugh  
*Services Offered*—Educational shorts; TV film shows & comm'ls; color & B & W; animation; packages.

### **Faillace Productions, Inc.**

59 E. 54th St., N.Y.C. 22

Phone: ELdorado 5-1752

President ..... Tony Faillace  
 V.P., Creative Dir. .... Len Mackenzie  
 V.P., Musical Dir. .... Bob Haggart  
 V.P., Program Dir. .... Chick Vincent  
 Mgr. Prod. & Sales. .... Bob Nash  
 Sec., Office Manager ..... E. S. Beitchman  
*Services Offered*—Creation and production of musical commercials. TV scoring, arrangements & production of agency created jingles; creation, development & production of program material.

*Current Productions* — Rambler, Good 'N Plenty, Tan-O-Rama, Page & Shaw Chocolates, Ford Cars & Trucks, Chiquita Banana, Eskimo Pie, Dynamo, Stroh's Beer, Pepsodent, Parliament Cigarettes, Peter Paul Mounds, Phillis Cigars, Pond's Moisture Base, Post Cereal, Tide, Wheatena.

### **Jerry Fairbanks Prod. of Calif.**

1330 N. Vine St., Hollywood 28, Cal.

(See TV Prod.-Dist.)

### **Family Films Incorporated**

5823 Santa Monica Blvd., Hollywood 38

Phone: HO 2-2243

President ..... S. Hersh  
*Services Offered*—Film comm'ls; industrials; color & B & W animation; packages; facilities rented.

### **Farkas Films, Inc.**

385 Third Ave., New York 16

Phone: MU 3-9937

President ..... Nicholas Farkas  
 Vice President ..... F. E. Robison  
 Secretary-Treasurer ..... Mary Finley  
*Services Offered* — TV commercials, religious films, industrial films. Tape equipment available.

### **Ray Favata Productions, Inc.**

40 E. 49th St., N. Y. C.

Phone: JU 2-5860

President ..... Raymond Favata  
 Vice President ..... Carlton Reiter  
*Services Offered*—Animated & live action films.

*Current Productions* — Film commercials for Hygrade Franks, Naia, Piels Beer, Nabisco Millbrook Farm Bread, 1960 Census.

### **Felix the Cat Creations, Inc.**

355 Lexington Ave., New York 17

Phone: YUkon 6-5161

President ..... Pat Sullivan  
 Vice President ..... Joseph Oriolo  
*Services Offered* — TV entertainment cartoons.

*Current Production*—Felix the Cat Series.

### **Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48

Phone: OL 2-2612

119 W. 57th St., N.Y.C. 19

Phone: Circle 5-1070

Producer ..... Paul J. Fennell  
*Services Offered* — Producer of film spot commercials and of industrial and educational films. Animation specialist.

### **Filmack Studios**

1327 S. Wabash Ave., Chicago 5

Phone: HA 7-3395

President ..... Irving Mack  
 V.P., Sales ..... Bernard Mack  
 Dir. Creative TV Sls. .... Larry Wolf  
*Services Offered* — Producers of motion picture film and slides for TV, theatre and industry.

### **Film-Aide**

509 Harrison St., Amarillo, Tex.

Phone: DR 3-3777

General Manager ..... G. W. Tiffany  
 Production Manager ..... David K. Patton  
*Services Offered*—Synd. spots; Industrial



For Unusual  
 Film Commercials  
 and  
 Hard Sell Jingles

WILBUR STREECH PRODUCTIONS, INC.

135 West 52nd Street  
 New York 19, N. Y.  
 JU 2-3816



## RADIO-TV COMMERCIAL PRODUCERS

films, laboratory & editing facilities, sound recording. Tape equipment available.

### **Film Associates, Inc.**

4600 Dixie Hwy., Dayton 39, Ohio  
Phone: AX 3-2164

President.....E. Raymond Arn  
General Mgr.....Edward R. Lang  
*Services Offered*—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

### **Filmaster, Inc.**

650 N. Bronson Ave., Hollywood 4, Calif.  
Phone: HOLlywood 6-1681

President.....R. W. Stabler  
V.P., Programming.....Nat Perrin  
V.P., Comm. Film.....William H. FitzSimmons  
Vice President.....G. N. Cook  
Sec.-Treas.....Clifford E. Enger  
*Branch Offices*

9 Rockefeller Plaza, New York, N. Y.  
Phone: JUDson 6-1101

Vice President.....H. Weller Keever  
707 Nicolet Ave., Winter Park, Fla.  
Phone: MIDway 7-7011

Vice President.....Robert Kearney  
*Services Offered*—Comm'l, industrial military, business, program & feature films.

### **Film Commercials, Inc.**

87 Madison Ave., New York City 16  
Phone: OREGon 9-3970

Vice President.....J. C. Ryder  
Sales Manager.....Charles T. Evans  
*Services Offered*—Radio & TV services.

### **Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46  
(See TV Prod.-Dist.)

### **Filmeffects of Hollywood**

1153 N. Highland Ave., Hollywood 38  
(See TV Prod.-Dist.)

### **Filmex, Inc.**

339 E. 48th St., N. Y. C. 17  
Phone: PLaza 2-0711

President.....Robert Bergmann  
Vice President.....Wylie Adams  
Completion Spvsr.....Richard Jacobs  
Production Coordinator.....Dorothy Klein  
*Services Offered*—Film commercial production, TV programming, industrial film production.

### **Filmways of California, Inc.**

1040 N. Las Palmas Ave., Hollywood 38, Cal.  
Phone: HOLlywood 9-9011

President.....Martin Ransohoff  
Vice-president.....Will Cowan  
Treasurer.....John H. Nicolaides  
Secretary.....J. D. Nolan  
*Services Offered*—Filmed TV commercials.

### **Film File**

(Pix Enterprises)

1615 Longridge, Sherman Oaks, Calif.  
Phone: STate 8-7836

Production.....Geo. Grenville  
*Services Offered*—Comm'l's & spots (synd.)

### **Film Graphics, Inc.**

369 Lexington Ave., N.Y.C.  
Phone: MU 6-5255

President.....Lee E. Blair  
Treasurer.....Bernard Rubin  
*Services Offered*—Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35 mm color and black & white—also 16 mm.

### **Film Opticals, Inc.**

421 W. 54th St., New York City 19  
Phone: PL 7-7120

President.....L. Levy  
*Services Offered*—Slide film comm'l's; slides & optical effects, animation, blow-ups.

### **Film Originals**

6536 Robertson Dr., Boise, Idaho  
(See Producer-Distributors)

### **Films Five, Inc.**

18 E. 50th St., New York 22, N. Y.  
Phone: PL 2-7960

President.....Nicholas D. Newton  
Exec. V.P.....Walter Bergman  
Executive Producer.....Nox Lempert  
Creative Director.....Jacques DuFour  
*Services Offered*—Live action, animation, special effects, TV commercials, public relations, industrial, documentary, educational films. Fully integrated production unit, including shooting stage and editing facilities, and a mass print and shipping department.

### **Filmways, Inc.**

18 E. 50th St., N.Y.C. 22  
Phone: PL 1-2500

Bd. Chairman.....Martin Ransohoff  
President.....Rodney Erickson  
Sr. V.P.....Mickey Dubin  
1040 N. Las Palmas Ave., Los Angeles, Calif.  
Vice President.....Will Cowan  
*Services Offered*—Rear screen projection completely equipped camera cars and sound stages, New York and Hollywood.

### **Fine Arts Productions**

7779 Sunset Blvd., Hollywood 46, Cal.  
Phone: HO 7-7107

President.....John Wilson  
*Services Offered*—Animation & film comm'l's.

### **Fiore Films**

128 Mallory Ave., Jersey City 4, N. J.  
Phone: HENDERSON 2-4474

Executive Director.....Al Fiore, Sr.  
*Services Offered*—35/16 mm documentary, educ. & public service films, B & W or color, for TV, industry, public relations, religious & civic clients; sound slide films; live action & animated TV comm'l's.

### **Alan M. Fishburn Productions**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: DE 2-0657

Owner.....A. M. Fishburn  
*Services Offered*—Live & film programs & comm'l's; packages.

**Flagg Films, Incorporated**

1427 N. La Brea Ave., Hollywood 28, Cal.  
Phone: HO 2-0902

President ..... Don Flagg  
Producer ..... T. Flagg  
Office Mgr. .... B. Anderson  
*Services Offered*—TV comm'l's & shows; medical, industr., and educ. films. Tape equipment available.

**Fletcher Film Productions, Ltd.**

RCA Bldg., 225 Mutual St., Toronto 2, Ont.  
Phone: EM 3-8372

President ..... H. D. Fletcher  
Production Director ..... S. A. Blangsted  
*Services Offered* — Features, theatrical shorts; comm'l's.

**Flicka Films**

40 West Kinzie St., Chicago 10, Ill.  
Phone: WHitehall 4-7477

General Mgr. .... William R. Johnson  
*Services Offered* — Animated & live TV Spots.

**Fordel Films, Inc.**

1079 Nelson Ave., New York City 52  
Phone: WY 2-5000

Pres., Exec. Prod. .... Clifford F. Potts  
*Services Offered* — Complete, production facilities, animation & sound stage.

**Format Films, Inc.**

4741 Laurel Canyon Blvd.,  
No. Hollywood, Calif.  
Phone: POplar 9-3610

President ..... Herbert Klynn  
Exec. V.P., Treas. .... Melvin Getzler  
Vice President ..... Jules Engel  
Secretary ..... Henrietta Jordan  
*Branch Office*

360 N. Michigan Ave., Chicago 11, Ill.  
Phone: FI 6-3585

Vice President ..... Jerry Abbott  
*Services Offered* — Producer of animation films for TV theatricals & commercials, industrial films & theatres.

**Forrell, Thomas & Polack Associates, Inc.**

157 West 57th Street, New York 19, N. Y.  
Phone: CIrcle 6-9131

President & Treas. .... Gene Forrell  
Vice President ..... Edward Thomas  
Vice President & Sect. .... Jim Polack  
Dir. of Sales & Prod. .... Dick Bradshaw  
Dir., Out of Town Sls. .... Ray Carle  
Business Mgr. .... Eleanor Fogelson  
*Services Offered*—Creation and production of radio and television commercials, jingles, film scores and humorous spots. Original scoring for TV, industrial and institutional films.

**Four Star Films, Inc.**

4030 Radford Ave., N. Hollywood, Calif.  
(See TV Prod.-Dist.)

**George Fox Corporation**

1512 Crossroads o' World, Hollywood 28  
Phone: HO 4-2242

President ..... G. S. Fox  
*Services Offered*—Industrials, spots (synd.) & comm'l's.

**Frazen Productions Inc.**

1040 N. Las Palmas Ave., Hollywood 38  
Phones: HO 9-9011, HO 7-6967

Proder. Dir. .... Stanley Frazen  
Proder. Dir. .... Sherman Rose  
*Services Offered*—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities.

**Freberg, Limited**

7781 Sunset Blvd., Hollywood, Cal.  
Phone: HO 2-6973

Pres. .... S. Freberg  
General Mgr. .... William G. Anderson.  
*Services Offered*—Humorous advertising campaigns, TV, radio, & print.  
*Current Productions* — Kaiser Aluminum Foil, Coca-Cola Bottling Co., Butternut Coffee, Instant Ralston, 1961 Ford.

**Charles Fuller Productions**

3702 Palmira Ave., Tampa 9, Fla.  
Phone: 68-8081

Owner ..... Charles Fuller  
General Manager ..... Charles F. Hunt  
Photography ..... John E. Cosgrove  
Animation ..... John Chalk  
*Services Offered* — Creation & recording; filming of radio & TV commercials & programs; industrial films; videotape; disc & tape duplicating; package programs & features; stock photos for adv., etc.

**Allen A. Funt Productions**

Croton-on-Hudson, N. Y.  
Phone: CRoton 1-8817

President ..... A. A. Funt  
*Services Offered* — Comm'l's & industrial films & syndicated spots.

**Gainsborough Associates, Inc.**

435 East 57th St., New York 22, N. Y.  
Phone: PLaza 1-0013

President ..... J. Mitchell Jablons  
V.P., General Mgr. .... Josephine Jablons  
Executive Producer ..... Jack D. Gaines  
Casting Director ..... David M. Jablons  
*Branch Office*

321 South Canon Dr., Beverly Hills, Cal.  
Phone: CRestview 3-6323

Vice President ..... Alfred L. Golden  
*Services Offered* — Live & taped TV commercials; public program consultants, consultants for new station applications.

**Galbreath Pictures, Inc.**

2905 Fairfield Ave., Ft. Wayne, Ind.  
Phone: HA 4147

President ..... R. E. Galbreath  
Gen. Mgr., Treas. .... Paul W. Guy  
*Services Offered*—TV & industrials, sound slidefilms.

# RADIO-TV COMMERCIAL PRODUCERS

## Gallagher Films, Inc.

6913 Grand Parkway, Milwaukee 13, Wis.  
Phone: BL 8-6192

President.....J. C. Gallagher  
*Services Offered*—Half-hr. shows; producer of TV spot comm'ls.

## William J. Ganz Co., Inc.

(Div. of Institute of Visual Comm., Inc.)  
40 E. 49th St., N.Y.C. 17  
Phone: EL 5-1443

President.....William J. Ganz  
Production Mgr. ....Martin Andrews  
Distribution Mgr. ....Vincent J. Capuzzi  
*Services Offered*—Producer and distributor of 16 & 35 mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

## General Pictures Corp.

4501 Pleasant Valley Rd., Cleveland 34, O.  
Phone: VI 2-3636

President.....G. Oliva, Jr.  
Vice President.....M. M. Horace  
*Services Offered*—16/35 mm; newsreels & comm'ls, animation, still photography.  
*Current Productions* — Union Commerce Bank, Ohio Bell Telephone, Cotton Club, Standard Oil Co.

## Gerald Productions, Inc.

421 W. 54th St., N.Y.C. 19  
Phone: PL 7-2125

President .....Gerald Auerbach  
Exec. V.P. ....Alfred DiPietro  
V.P., Sales.....John W. Holbrook  
V.P., Contoller .....Samuel Auerbach  
V.P., Gen. Sales Mgr.....Sam Fleishman  
Spvsr. Editor .....Stuart Grant  
*Services Offered*—Producers of TV programs, commercials, public relations & industrial films, stages, sound, & editorial facilities.

## W. J. German, Inc.

Jane St., Fort Lee, N. J.  
(See TV Prod.-Dist.)

## Gifford-Kim Productions

165 W. 46th St., N.Y.C. 36  
Phone: JUDson 2-1591

Vice President .....Michael J. Smollin  
Production Mgr. ....Ruth E. Kennedy  
*Services Offered*—Animated & live action commercials, educational, public relations & entertainment films.

*Current Productions* — Pic's Beer, Anderson Soup, Oh Henry, Millbrook Bread, Cra-ven & Bridge Mixture.

## Glenar Studios

6618 Sunset Blvd., Hollywood, Calif.  
Phone: HOLlywood 4-0406

Owner .....Sid Glenar

## Dwight Godwin Productions

750 Third Ave., New York 17, N. Y.  
Phone: YUkon 6-2066

Owner .....Dwight Godwin  
*Services Offered* — Production of pub. rel., industrial & educational films & filmstrips; service from consultation to production; distribution to TV, schools, etc.

## Melvin L. Gold Enterprises

320 E. 54th St., New York 22, N. Y.  
Phone: MU 8-0897

President .....Melvin L. Gold  
*Branch Office*  
1600 Broadway, New York 19, N. Y.  
Phone: CI 6-5700

Exec-in-Chg. ....M. L. Gold  
*Services Offered*—Consultant-produces for TV & industry.

## Chuck Goldstein Productions, Inc.

730 Fifth Avenue, New York 19  
Phone: JUDson 6-7477

President .....Chuck Goldstein  
General Mgr. ....Ruth Goldstein  
Creative Dir. ....Norman Richards  
*Services Offered* — Creators & producers of live & filmed commercials for radio & TV.

## Harry S. Goodman Productions, Inc.

19 E. 53rd St., N.Y.C. 22  
Phone: PL 5-6131

General Mgr.....Harry S. Goodman  
V.P., Sales Mgr.....Everett F. Goodman  
Asst. to Pres.....Ralph Arlin  
Traffic Director .....M. Mittleton  
TV Dir.....Stuart Wilson  
Secretary.....H. D. Knuth

*Services Offered*—Jingles for local, regional and national advertisers. Original music and lyrics written to order. Storyboards originated and produced for TV using live action, cartoon animation or marionettes.

## Gotham Film Productions, Inc.

11 E. 44th St., New York City 17  
Phone: MU 2-4450

Vice President.....Susan Wayne  
*Services Offered* — TV film shows & comm'ls; Educ.; industrial; color & B & W animation; editorial.

## Gotham Recording Corp.

2 W. 46th St., N.Y.C. 36  
Phone: JU 6-5577

President.....Herbert M. Moss  
V.P., Gen. Mgr.....Robert M. Volkell  
V.P., Production .....Fred Hertz  
V.P., Engineering .....Jason Windwer  
V.P., Sales .....Leonard Lawson

*Services Offered*—Radio transcription and film production and recording. Studios on preunises. 16 Ampex Tape machines, five disc lathes. Writing and productions staff available. Recording, editing, mastering, pressing. Comm'ls. Programs.

**Goulding-Elliott-Graham Productions, Inc.**

420 Lexington Ave., N.Y.C. 17  
Phone: LE 2-9014

President.....Edward R. Graham  
Treasurer.....Raymond W. Goulding  
Secretary.....Robert B. Elliott  
*Services Offered*—Production of animated and filmed commercials, plus consultation with agency and client throughout all production phases.

**Grantray-Lawrence Animation, Inc.**

716 N. LaBrea Ave., Hollywood 38  
Phone: WE 6-8158

President.....Ray Patterson  
Vice Pres.....Robert L. Lawrence  
Secy.-Treas.....Grant Simmons  
*Services Offered*—All types of animation films.

**Gray & O'Reilly Studios**

480 Lexington Ave., N.Y.C. 17  
Phone: YUkon 6-4070

Vice Pres.....James E. Gray  
Vice Pres.....John F. O'Reilly  
*Services Offered*—Complete studio facilities, motion picture production. Sound stages, etc.

**Lewis G. Green Productions**

520 N. Michigan Ave., Chicago 11  
Phone: WH 7-7440

General Mgr.....Lewis G. Green  
*Services Offered*—Musical jingles, radio, TV, animation, consultation.

**Ben Greene Film Productions**

318 W. 51st St., N.Y.C. 19  
Phone: PL 7-3858

Owner.....Ben Greene  
*Services Offered* — Production of motion pictures for TV and commercials.

**Abner J. Greshler**

Sunset Towers W., 8400 Sunset, Hollywood 46  
Phone: OL 4-5960

*Services Offered* — Industrial films; comm'l's.

**Grey Adv. Commercials (Lanny & Ginger Grey)**

108 E. 96th St., N.Y.C. 28  
Phone: ENright 9-7777

President.....Lanny Grey  
Vice Pres.....Ginger Grey  
*Services Offered*—Producers and packagers of programs, jingles and phonograph recordings; vocalists.

**Guided Tour Productions**

P O. Box 537, Crystal River, Fla.  
Phone: SWift 5-3147

Exccs.....Irene Crum, Jean McGowan  
*Services Offered* — Produce & distribute public svc. educational travelogues for free TV use.

*Current Productions*—Guided Tour Travel Series, Miami, Las Vegas, Wash., D. C.

**Herman Hack Prod. & Scripture Films**

2441 N. Beachwood Dr., Hollywood 28  
Phone: HO 7-0557

Owner.....H. Hack  
*Services Offered*—TV film shows; soundics; live comm'l's; scripts; synd. film.

**Paul Hance Productions, Inc.**

1776 Broadway, New York 19, N. Y.  
Phone: CIrcle 5-2424

President.....Walter I. Gould  
Secretary, Treas.....George W. Vivino  
V.P., Sales Dir.....Harry Pertka  
*Services Offered* — Complete 35 & 16 mm production; studios; cutting rooms; animation; projection. Films for industry TV & govt. Technical staff for research, writing, and all photographic phases of motion picture production

**Handel Film Corporation**

6926 Melrose Ave., Hollywood 38, Cal.  
Phone: WE 6-5924

President.....L. A. Handel  
Secy.....M. Manning  
*Services Offered*—Produces film series & comm'l's; distr. series.

**Jam Handy Organization**

2821 E. Grand Blvd., Detroit 11, Mich.  
Phone: TR 5-2450

New York Phone: JU 2-4060

President.....J. Handy  
Sr. V.P., Mktng. Svcs.....Russell B. Robins  
Sr. V.P., Pgmng. Svcs.....Everett F. Schafer  
V.P., Sales Develop.....George B. Finch  
V.P., Contact.....William G. Luther  
V.P., Tech. Dev. & Treas...John A. Campbell

*Branch Offices*

1775 Broadway, New York 19, N. Y.

Exec-in-Chg.....Herman Goelz  
230 N. Michigan, Chicago 1, Ill.

Phone: STate 2-6757

Exec-in-Chg.....Harold Dash  
1402 N. Ridgewood Pl., Hollywood 28, Calif.

Phone: HOLlywood 3-2321

Exec-in-Chg.....Thomas G. Johnstone

*Services Offered*—Creation & production of TV commercials, public relations, institutions; studios, sound stages, recording, etc.

**Hankinson Studio, Inc.**

15 W. 46th St., N.Y.C. 36  
Phone: JU 6-0133

President.....Frederick L. Hankinson  
*Services Offered*—Producers of TV commercials and industrial films; modern animation equipment and editing service.

**Hanna-Barbera Productions**

3501 Cahuenga Blvd., Hollywood 28  
Phone: HOLlywood 6-1371

President.....George Sidney  
V.P.'s.....Wm. Hanna, Jos. Barbera

Dir. of Prom. & Pub.....Arnold Carr

*Services Offered*—Films for TV.

*Productions*—Huckleberry Hound, Quick Draw McGraw, Yogi Bear Show, The Flintstones, Top Cat.

## RADIO-TV COMMERCIAL PRODUCERS

### **Hardric Productions, Inc.**

510 Madison Ave., New York City 22  
Phone: EL 5-5633

President.....R. F. Craig  
Mus. Dir., V.P.....H. Rood  
Secretary.....Edith Graham  
*Services Offered*—Create, produce musical commercials.

### **Harris-Tuchman Productions, Inc.**

751 N. Highland Ave., Hollywood 38  
Phone: WE 6-7189

Pres., General Mgr.....Ralph G. Tuchman  
V.P., Creative Dir.....Fran Harris  
Mgr., Sales Div.....Bennett Dolin  
*Services Offered*—Production of live action and animated TV commercials and industrial films. Creation and production of material originated by agency and/or client.

### **Harriscope, Inc.**

1122 La Cienega Blvd., Los Angeles 35, Calif.  
(See TV Prod.-Dist.)

### **Hartley Productions, Inc.**

339 E. 48th St., N.Y.C. 17  
(See Producer-Distributors)

### **Harvey Cartoon Studios, Inc.**

1860 Broadway, New York 23, N. Y.  
(See Producer-Distributors)

### **Health & Welfare Materials Center, Inc.**

10 E. 44th St., New York City 17  
Phone: MU 2-0283

President.....V. Weingarten  
*Services Offered*—TV live & film shows, educ., packages.

### **Heerst Metrotone News, Inc.**

450 W. 56th St., New York City 19  
Phone: PL 7-4120

Exec. V.P.....C. B. Stratton  
Production Dir.....J. Michon  
Exec. Assignment Ed.....M. B. Davidson  
*Branch Offices*

1905 Fairview Ave., N.E., Washington 2, D.C.  
Phone: LAwrence 6-5667

Bureau Manager.....Charles E. Shutt  
6060 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOllYwood 4-0650

Bureau Manager.....Norman W. Alley  
161 East Grand Ave., Chicago 11, Ill.  
Phone: WHitehall 4-2522

Bureau Manager.....Frank Koza  
862 Howard St., San Francisco 3, Calif.  
Phone: DOuglas 2-4319

Chief Cameraman.....Roy Kluver  
218 Leda Dr., Dallas 18, Tex.  
Phone: DI 8-3766

Chief Cameraman.....Gordon Yoder  
*Services Offered*—Film comm's; industrials; newsreels; packages; synd. film.

### **George Heid Productions**

Penn Sheraton Hotel, Pittsburgh 30, Pa.  
Phone: GR 1-3696

President.....G. Heid  
Secretary.....Donna L. Seigh  
*Services Offered*—TV & Radio programs, recording studios, slide film productions, tape recorder sales, transcriptions, phonograph records, Hi-Fi sound equipment sales. Tape equipment available.

### **Holland-Wegman Productions**

207 Delaware Ave., Buffalo 2, N.Y.  
Phone: MA 7411

Ptnrs.....E. Wegman, S. C. Holland  
*Services Offered*—Create, produce 16/35 mm comm's & programs; laboratory.

### **Hollis Productions, Ltd.**

5800 Sunset Blvd., Hollywood 28, Cal.  
Phone: HO 2-6282

President.....C. Irving  
*Services Offered*—Live & Taped TV shows, comm's; packages; industrials.

### **Hollywood Film Commercials**

932 N. LaBrea, Hollywood 38, Calif  
Phone: OL 4-7100

President.....D. Commons  
*Services Offered*—Animated, live action comm's; special effects; opticals; storyboards; industrial films; creative services.

### **Hollywood Film Company**

956 Seward St., Hollywood 38, Cal.  
Phone: HO 2-3284

524 West 43rd St., New York, N. Y.  
N. Y. Phone: LO 3-1546

President.....Ben Teitelbaum  
Secy., Treas.....Harry Teitelbaum  
East Reg. Mgr.....S. Kaplan  
*Services Offered*—Manufacture & distribute film & tape handling equipment. Reels, cans, cases, video tape reels.

### **Hollywood Film Enterprises, Inc.**

6060 Sunset Blvd., Hollywood 28, Cal.  
Phone: HO 4-2181

President.....Mickey Kaplan  
Vice Pres.....Robert Warde  
*Services Offered*—Laboratory facilities—recording, dubbing, optical transfer, 35mm processing, etc.

### **Howard Radio-TV Productions**

123 W. Chestnut St., Chicago 10, Ill.  
Phone: MI 2-5877

Owner.....B. Howard  
*Services Offered*—Produce comm's & programs.

### **Hubbard Hunt Productions**

1150 N. Seward, Hollywood 28, Cal.  
Phone: HO 5-8444

Production Dir.....H. Hunt  
*Services Offered*—Color, B & W animation; live & filmed TV shows; shorts; packages, industrials.



**Hunn, Fritz & Henkin Productions Inc.**

(H-F-H Productions)  
216 E. 49th St., N.Y.C. 17  
Phone: Plaza 2-1940

President ..... Howard H. Henkin  
V.P., Creative Dir. .... Ronald Fritz  
V.P., Animation Dir. .... Daniel Hunn  
Sales Mgr. .... Harry Bruer, Jr.  
Prod. Mgr. .... Frank Nakielski  
Live Action Dir. .... Len Appleson  
Exec. Producer. .... Larry Puck

*Services Offered*—Animation & live action TV comm'ls, industrials, & features; storyboards, soundtracks, script, studio photography. Facilities for every phase of film production.

*Current Productions* — Wise Potato Chips, G. E. Christmas Commercials, Nucoa Margarine, AMF, Sanka Coffee, Brillo Mfg. of Great Britain, O'Cello Sponges, Fletcher's Castoria.

**Milton Hurwitz**

1553 Madrona Dr., Seattle 22, Wash.  
Phone: EA 4-1108

*Services Offered*—Kinescope; produce TV programs, comm'ls; distr. films.

**Imagination, Inc.**

222 Kearny St., San Francisco 8, Calif.  
Phone: YUkon 6-6075

President ..... Robert J. Mills  
Vice Pres. .... Milt Kerr  
Sec.-Treas. .... Robert L. Hovorka

*Services Offered* — Animated commercial cartoons.

**Imperial World Films, Inc. (IWF)**

Box 462, Santa Rosa, Calif.  
Phone: Liberty 6-5986

President ..... S. H. Davis  
Exec. V.P. .... R. W. Davis

*Services Offered*—Educ. & industr. films & spot comm'ls.

**Independent Television Corp.**

488 Madison Ave., New York City 22  
(See TV Prod.-Dist.)

**Intercontinental Television, S. A.**

551 Fifth Ave., New York 17, N. Y.  
(See TV Prod.-Dist.)

**International Video Tape Recording & Production, Inc.**

430 N. Camden Dr., Beverly Hills, Calif.  
Phone: BRadshaw 2-4712

Exec. V.P. .... William F. Wallace  
Dir. Pgm. Prod. .... Richard Rosenbloom  
Mgr., Tech. Opera. .... John F. Heller

*Services Offered*—Video tape production services, completed tape facilities.

**Riley Jackson Productions**

6253 Hollywood Blvd., Hollywood 28  
Phone: HO 3-2324

President ..... Riley Jackson

*Services Offered*—Film & TV production; features, programs & commercials.

**Jamieson Film Co.**

3825 Bryan, Dallas, Texas  
Phone: TA 3-8158

Pres. .... B. Jamieson  
TV Production. .... J. Dickinson

*Services Offered*—Spots, comm'ls, industrials.

**Jenfred, Inc.**

36 W. 57th St., N.Y.C.  
Phone: CI 7-1429

President ..... C. M. Frederick  
V.P. .... Curtis Voss

*Services Offered* — Specialized projecting equipment, special projector for motion from stills, stock background pictures, special effects from pictures & slides.

**Jerry Jerome Productions, Inc.**

1 Snapdragon Lane, Roslyn Heights  
L. I., N. Y.

Phone: MAyfair 1-4567

President ..... Eve Jerome  
Vice President. .... Jerry Jerome  
Secretary ..... Alan Nordlinger

*Services Offered*—Creator and producer of musical commercials for radio and television, spots, film backgrounds, industrials. Advertising agency consultant on preparation and production of commercials.

**Jewell Radio and Television Productions**

612 N. Michigan Ave., Chicago 11  
Phone: MO 4-5757

President ..... James E. Jewell  
Vice Pres. .... W. Ralph Jewell  
Secretary ..... M. P. Casey  
Editor ..... James Lawrence

*Branch Offices*

3062 Penobscot Bldg., Detroit 26  
Phone: WO 3-0617

Exec-in-Charge ..... W. Ralph Jewell  
1040 N. Las Palmas, Hollywood  
Phone: HO 7-3111

Manager ..... Michael Baird  
Director ..... Lewis Foster

*Services Offered*—Producers of industrial educational and TV films; radio and TV programs, commercial spots and jingles. Consultants to agencies and sponsors. All-inclusive package-production services; editing, directing, musical arrangements, supervision, casting, and related services.

*Current Productions*—The Silver Eagle, Pressure, Carnival of Youth, Starmaker Theater.

**Jingle Mill, Inc.**

113 W. 51st St., N. Y. C.  
Phone: PL 7-5730

President ..... M. Van Brink  
*Services Offered* — Custom-made low-cost commercials.

## RADIO-TV COMMERCIAL PRODUCERS

### **Dallas Jones Productions, Inc.**

430 Grant Pl., Chicago 14, Ill.  
Phone: BU 1-8283

President ..... D. Jones  
*Services Offered*—Comm'l's & industrial films produced.

### **K & S Films, Inc.**

5819 Wooster Pike, Cincinnati 27, O.  
Phone: BR 1-3700

President..... J. R. Rabius  
V.P..... S. H. Wilkink  
Sec.Treas..... Roma Rabius  
*Services Offered*—Producers of industrials, slide films, technical and cartoon animation.

### **K & W Film Service Corp.**

1657 Broadway, N.Y.C. 19  
Phone: CI 5-8081

President ..... Norman Witlen  
V.P., Art Dept..... Ralph Koch  
*Services Offered*—Opticals, titles, special effects, animation and animation photography.

### **Al Kane Productions, Inc.**

1526 Sansom St., Phila. 2, Pa.  
Phone: IO 3-0222

Pres. & Treas..... Albert M. Kane  
Vice Pres..... Margaret A. Kane  
Secretary ..... James J. Davis  
*Services Offered*—Comm'l's & programs for TV; kinescopes; technical production & writing; consultants.

### **Victor Kayfetz Productions**

1780 Broadway, N.Y.C. 19  
Phone: CI 5-4830

President ..... Victor Kayfetz  
Client Service..... Irene Siegel  
Asst. to Producer..... Seymour Posner  
*Services Offered*—Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm production equipment, have animation stand, art equipment.

### **Stacy Keach Productions**

12240 Ventura Blvd., Studio City, Calif.  
Phone: POplar 2-0966

President ..... Stacy Keach  
Associate ..... Ernest Newton  
Exec. Sec..... Miss Frankie Newton  
*Services Offered*—Write, direct & produce shows for TV, radio, stage & motion pictures; industrial shows & commercials; sales & training films for industry; slide films.

### **Keitz & Herndon**

3601 Oak Grove, Dallas 4, Texas  
Phone: LAkeside 6-5268

President ..... L. F. Herndon  
Exec. V.P..... R. K. Keitz  
Vice Pres..... Tom Young  
*Services Offered*—Live prod. animation — 16/35 mm, color & B & W.

### **Sonny Kendis, Inc.**

509 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-0890

President ..... James Sonny Kendis

*Services Offered*—Musical commercials that tell the story and sell the product with quality and originality. Musical advisors to the industry.

### **Herbert Kerkow, Inc.**

480 Lexington Ave., N.Y.C. 17  
Phone: YUkon 6-4266

Pres., Treas..... Herbert Kerkow  
Secretary ..... Rosemond Kerkow  
*Services Offered*—Sound stage and complete equipment for production of public relations and TV films.

### **Key Productions, Inc.**

527 Madison Ave., New York City 22  
Phone: EL 5-2180

President..... J. D. Kantor  
Vice President..... W. M. Kahn  
*Services Offered*—Industrials, comm'l's produced.

### **William L. Klein Productions**

301 E. Erie St., Chicago 11, Ill.  
Phone: SU 7-9114

Exec. Prod..... W. L. Klein  
General Mgr..... E. Kreisky  
*Services Offered*—Radio & TV consultant, producer of special purpose films for TV, business, industry & govt.

### **Kluge Film Productions**

3200 N. Richards St., Milwaukee 12, Wis.  
Phone: FR 2-0191

Sales..... D. R. Kluge  
Production..... D. W. Kluge  
*Services Offered*—16 mm color & B & W comm'l's, narrative or synchronous.

### **L & L Animation, Inc.**

16 West 46th St., New York 36, N. Y.  
Phone: Circle 5-7471

President ..... Irv Levine  
Vice President..... Chris Grodewald  
Sec.-Treas..... Larry Lippman  
*Services Offered*—Art, animation, camera, optical for TV spots, industrials, medical, etc., & for producers.

### **La Brea Productions, Inc.**

3371 Cahuenga Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-7171

President..... O. Gail Papineau  
Vice President..... Henry Ludwin  
*Services Offered*—An animation and live action staff for production of TV commercials, industrial and technical films. Special effects and inserts.

### **Lakewood Productions**

2015 Kalamazoo, SE, Grand Rapids, Mich.  
*Services Offered*—Films & comm'l's, educ. & indust., produced.

### **Lance Productions, Inc.**

353 W. 57th St., N.Y.C. 19  
Phone: PL 7-6167

President ..... Lorraine Lester  
Treasurer..... Samuel H. Evans  
V.P., Secy..... George Lessner  
V.P., Prodn. Coord..... Alford H. Lessner  
V.P. Chg. of Sales, Assoc. Prod... Boyce Tuten  
*Services Offered*—Production of filmed TV

## RADIO-TV COMMERCIAL PRODUCERS

commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films. Film & sound studio, all types of recording services.

### **Kent Lane Films, Inc.**

1253 S. 3rd Ave., Louisville 3, Ky.  
Phone: ME 6-3911

Services Offered—Comm'ls, synd. spots.

### **Langlois Filmusic, Inc.**

1755 Broadway, N.Y.C. 19  
Phone: JU 6-5705

President.....C. O. Langlois, Jr.  
Services Offered—Music library on tape, film and disc for TV, industrial and theatrical films. Live and pre-recorded scoring. Picture editing, narration, and music recording, mixing and sound effects library.

### **Herbert S. Laufman & Company**

221 N. LaSalle St., Chicago 1, Ill.  
Phone: RA 6-4086

President.....H. S. Laufman  
Services Offered — TV live & film; live comm'ls; educational; industrials; packages.

### **Robert Lawrence Animation, Inc.**

419 W. 54th St., N.Y.C. 19  
Phone: JUDson 2-5242

Vice Pres.....Peter H. Cooper  
V.P., Sales.....Kurt Blumberg  
V.P., Representative.....Robert Kinney  
Production Spvsr.....Kathryn Darrell  
Creative Dirs.....Cliff Roberts,  
George Cannata  
Chief Animator.....Grim Natwick  
Services Offered—Production of animated films.

### **Robert Lawrence Productions, Inc.**

418 W. 54th St., N.Y.C. 19  
Phone: JU 2-5242

President.....Robert L. Lawrence  
Vice Pres.....Jerry Schnitzer  
V.P., Edit. Optns.....Henry Traiman  
V.P., Studio Optns.....Louis Mucciolo  
V.P., Sales.....Kurt Blumberg  
Treasurer.....Philip Kornblum

#### *Branch Offices*

1313 N. Vine, Hollywood 28, Calif.  
Phone: HO 2-4951

Office Mgr. ....Ann McGuire  
ROBERT LAWRENCE PRODUCTIONS  
(CANADA) LTD.

38 Yorkville Ave., Toronto 5, Ontario  
Phone: WALnut 5-5561

President.....John T. Ross  
GRANTRAY-LAWRENCE ANIMATION,  
716 N. LaBrea, Hollywood  
Phone: WEBster 6-8158

President.....Ray Patterson  
Vice President.....Robt. Lawrence  
Secy., Treas.....Grant Simmons  
5 Ave. Velasquez, Paris 8e, France  
General Mgr. ....Jacques de Faramond  
Services Offered — Producer of comm-

ercials, industrial films, film series; complete studio facilities; animation department, completely equipped.

### **Carol Levene Productions**

2011 Broadway, San Francisco 15, Cal.  
Phone: WA 1-4772

Production.....Carol Levene  
Services Offered—Research, writing, production: commercials, educational, industrials.

### **Jack Lewis Studios**

5612 Wythe Ave., Richmond, Va.  
Phone: AT 2-4157

Services Offered—Synd. spots & comm'ls.

### **Lewis & Martin Films Inc.**

40 West Kinzie St., Chicago 10, Ill.  
Phone: WH 4-7477

President.....William R. Johnson  
Vice Pres.....Irving Bell  
Secretary.....Betty L. Taylor  
Services Offered—TV Spots, slidefilms, industrials, government motion pictures, theatrical trailers, recording & editing facilities, animation & live photography.

### **Lou Lilly Productions, Inc.**

5746 Sunset Blvd., Hollywood 28  
Phone: HO 5-6325

President.....Lou Lilly  
Vice President.....Mauney Gould  
Production Mgr. ....Lee Lacey

#### *Branch Office*

221 N. La Salle, Chicago, Ill.  
Phone: FR 2-2628

Services Offered—TV commercials, industrial & educational films.

### **Jack Lloyd**

1445 Miller Way, Hollywood 46, Cal.  
Phone: OL 6-4607

Executive Dir.....J. Lloyd  
Services Offered—Script to screen production of jingles.

### **James Love Productions, Inc.**

2 West 46th St., New York 36, N. Y.  
Phone: JU 2-4633

President.....James A. Love  
Production Supervisor.....James Wille  
Supervising Editor.....William Henry  
Service Offered—Complete facilities for production of TV spots and programs, industrial films.

### **John W. Loveton Productions, Inc.**

1606 N. Highland, Hollywood 28, Cal.  
Phone: HOLlywood 3-1589

President.....J. W. Loveton  
Services Offered — Produces commercials, programs; theater and radio.

### **Lux Brill Productions, Inc.**

319-21 E. 44th St., N.Y.C. 17, N. Y.  
Phone: OR 9-6320

Client Liaison.....Richard Dubelman  
Exec. Asst.....Donald Holtzman  
Office Mgr.....Anne Bauer  
Services Offered—Complete facilities and production of live and animated motion pic-

## RADIO-TV COMMERCIAL PRODUCERS

tures and slidefilm from idea to screen stage. Extensive experience in sales promotion, training, public relations, documentaries, and TV spot films.

### **C. P. MacGregor Co.**

729 S. Western Ave., Los Angeles 5  
Phone: DU 4-4191

Owner.....C. P. MacGregor  
General Mgr.....E. H. Lowry  
Sales Mgr.....Phil Willes  
*Services Offered*—Complete recording service; production of Radio shows and commercials.

### **Madison Productions, Inc.**

60 E. 56th St., N.Y.C.  
Phone: PL 8-2780

President.....Gerry Gross  
Vice Pres., Treas.....Frank B. Sawdon  
Vice Pres., Secy.....Rita Fillet  
*Services Offered* — Package and produce radio and TV shows and live and film commercials.

### **Marshall Organization, Inc.**

750 Third Ave., New York City 17  
Phone: MU 7-2722

President.....A. W. Marshall  
*Services Offered*—TV live programs and film shows; commercials; industrial & public relation films; packages.

### **Master Motion Picture Company**

50 Piedmont St., Boston 16, Mass.  
Phone: HA 6-3592

Pres., Treas.....A. Rakov  
Production.....I. Rose  
*Services Offered*—Commercials, industrials, documentaries; 16/35 mm processing.

### **McCadden Productions**

1040 N. Las Palmas, Hollywood 38, Cal.  
Phone: HO 4-2141

President.....George Burns

### **Morton McConachie Productions, Inc.**

675 Fifth Ave., N.Y.C. 22  
630 Ninth Ave., N.Y.C. 36  
Phone: Plaza 2-0033

President.....Morton McConachie  
*Services Offered*—Production of TV commercials, industrial and documentaries; editorial services.

### **McGowan Productions, Inc.**

1310 N. Doheny Dr., Los Angeles 46, Cal.  
(See TV Prod.-Dist.)

### **McNamara Productions, Inc.**

8230 Beverly Blvd., Los Angeles 48, Cal.  
Phone: Olive 1-2510

Executive.....D. C. McNamara  
*Services Offered*—Industrial films, commercials, syndicated spots.

### **Medallion TV Enterprises, Inc.**

6000 Sunset Blvd., Hollywood 28, Cal.  
(See TV Prod.-Dist.)

### **Melody Ranch Enterprises, Inc.**

10,000 Riverside Dr., N. Hollywood, Calif.  
Phone: HO 2-7373

President.....G. Autry  
*Services Offered* — Spot commercials on film.

### **The Meridian Studios (Meridian Films, Ltd.) (The Videotape Center)**

1202 Woodbine Ave., Toronto, Ont.  
Phone: OX 8-1628

President.....R. Foster  
Secy., Treas., Prod.....J. Roffman  
Film Div. Head.....Herbert S. Alpert  
Oper. Mgr.....J. T. Stacey  
*Services Offered*—Film recording; 35 and 16 mm Film production, feature, industrial, documentary; special effects; sound stage. Tape equipment available.

*Current Productions* — Commercial for Ford Motor Co., Imperial Oil Ltd., General Motors, Can. General Electric.

### **Metrotape, Div. Metropolitan Broadcasting**

205 E. 67th St., New York City 21  
Phone: LE 5-1000

Operations Manager.....L. Hicks  
*Services Offered*—Videotaped TV commercials. Tape equipment available.

### **MGM-TV Commercial Division**

Phone: Upton 0-3311  
MGM Studios, Culver City, Calif.

Director Comm. Ind.....B. Gibbs  
(See TV Prod.-Dist.)

### **Milner-Fenwick, Inc.**

3800 Liberty Heights Ave., Baltimore 15  
Phones: MO 4-4221, LI 2-7147

President.....Ervin M. Milner  
Vice Pres., Prod.....Robert Fenwick  
V.P. Sales.....Hoby Wolf  
Exec. Prod.....Arnold Wilkes  
Prod. Spvsr., Art Svcs.....Al Walker

#### *Branch Office*

314 Victor Bldg., Washington, D.C.  
Phone: STerling 3-4650

Manager.....Edward F. Hopper  
*Services Offered* — Animation, cartoon & technical, live action, 16mm & 35mm, strip film-recordings-jingles-brochures-general art services, industrial exhibits & shows.

### **MKR Films, Inc.**

619 W. 54th St., New York, N.Y.  
Phone: CO 5-4878

Vice Pres.....Gene Milford  
Prod.-Writer.....Paul Alley  
Sec.-Treas.....Ralph Rosenblum  
*Services Offered* — Producers of commercial, industrial, feature films, editorial services for TV & theatrical producers.

## RADIO-TV COMMERCIAL PRODUCERS

### **Mode-Art Pictures, Inc.**

1022 Forbes Ave., Pittsburgh 19, Pa.  
Phone: EX 1-1846

President.....J. L. Baker  
Exec. V.P.....R. L. Stone  
V.P.'s.....H. J. Kemerer, A. A. Borgen  
*Services Offered*—Produce film comm's;  
16/35 mm color, B & W.

### **Motion Picture Adv. Service Co., Inc.**

Box 550, New Orleans 1, La.  
Phone: JA 5-2253

President.....C. J. Mabry  
V.P., Sales.....R. P. Karrigan  
V.P., Treas.....A. C. Doskey  
V.P., Production.....Jack Sledge  
*Branch Offices*  
245 West 55th St., New York, N. Y.  
Chief Executive.....Claude Lee  
1306 Hawthorne, Suite B, Dallas, Tex.  
Chief Executive.....Paul Peters  
2013½ Young St., Dallas, Tex.  
Chief Executive.....Clyde Reibert, Jr.

### **Motion Pictures For Industry**

2543 Kelton Ave., Los Angeles 64  
Phone: BR 0-4757

President.....Harry O. Hoyt  
Treasurer.....Merrill Cantrell  
Production Manager.....Kenneth Hodges  
Sales Manager.....E. G. Hayter  
*Services Offered*—Creating and producing  
16mm. color motion pictures for industry,  
television shows in B & W.

### **Moulin Studios**

181 Second St., San Francisco 5, Cal.  
Phone: YU 6-4224

President.....R. M. Moulin  
*Services Offered* — TV film shows &  
comm's; shorts; animation; studio rental.

### **Movielab Film Labs, Inc.**

619 W. 54th St., N.Y.C.  
Phone: JU 6-0360

President & Bd. Chmn.....Saul Jeffrey  
General Manager.....Frank Berman  
Sls. Mgr.....Ben Bloom  
Production Mgr.....Ted J. Gaski  
Administration.....Daniel S. Eisenberg  
Color Consultant.....John J. Kowalak  
*Services Offered* Film processing; com-  
plete first print lab for B&W, 35 & 16mm.

### **Movietone News, Inc.**

460 W. 54th St., New York City  
(See TV Prod. Dist.)

### **MPO TV of California, Inc.**

800 North Seward St., Hollywood 38, Cal.  
Phone: HOllwood 6-3344

Vice President.....Melvin D. Dellar  
*Services Offered*—Producers of filmed TV  
commercials offering a newly re-equipped  
studio with sound, editorial, and all produc-  
tion facilities.

### **MPO Videotronics**

15 E. 53rd St., N.Y.C. 22  
Phone: MU 8-7830

President.....Judd L. Pollock  
V.P.'s ..Marvin Rothenberg, Arnold Kaiser,  
Gerald Hirschfeld, Gerald Kleppel

#### *Branch Offices*

4024 Radford Ave., N. Hollywood  
Phone: POplar 9-0326

Vice Pres.....Mel Dellar  
134 S. La Salle St., Chicago, Ill.  
Phone: CE 6-3164

Vice Pres.....Fred Foster  
921 Munroe Ave., West Dearborn, Mich.  
Phone: CR 8-4412

Vice Pres.....Tom Thomas  
*Services Offered*—Sponsored films for TV  
commercials and industry; fully equipped  
studios; sales training, films, audio-visual  
aids, simulation programs, etc.

### **Owen Murphy Productions, Inc.**

723 Seventh Ave., N.Y.C. 19  
Phone: PL 7-8144

President.....Owen Murphy  
Vice Pres., Prod.....Paul Cohen  
Vice Pres., Editorial.....Eric Lawrence  
Controller.....Arthur Kaplan  
*Service Offered*—Complete production fac-  
ilities from script to screening for TV com-  
mercials, industrial & educational motion  
pictures.

### **Music Makers, Inc.**

6 W. 57th St., New York 19, N.Y.  
Phone: CI 5-3737

President-Creative Dir.....Mitch Leigh  
Exec. V.P.....Herman Edel  
V.P., Chg. Prod.....Bill Schwartzau  
V.P., Creative Svcs.....Ralph Kessler  
Acct ExeCs.....Edith D. Lawless, Robert B.  
Pell, Robert M. Press

#### *Branch Office*

128 N. Doheny Dr., Los Angeles, 48, Calif.  
Phone: HOllwood 4-7800

West Coast Mgr.....Mort Stein  
*Services Offered*—Create jingles and back-  
ground for radio and TV commercials. Write  
scores for industrial films and sales meetings;  
complete music merchandising packages in-  
cluding record premiums.

### **Music Productions of America, Inc.**

25 West 56th St., New York 19  
Phone: PL 7-8589

Pres., Creat. Dir.....Joe Feagins  
Music. Dir.....Elliot Lawrence  
Tech. Dir.....Harold Dreeben

*Services Offered*—Creation, production of  
radio-TV live, film, tape commercials, back-  
ground music and copy.

### **Nassour Studios, Inc.**

8460 W. 3rd St., Los Angeles 48  
Phone: OL 3-0400

President.....William Nassour



# RADIO-TV COMMERCIAL PRODUCERS

Vice Pres., Treas. .... Edward Nassour  
*Services Offered* — TV commercials, TV film series, TV shows and theatre motion pictures. Stages, cameras (both 16 & 35 mm), sound, writers, directors.

## National Screen Service Corporation

1600 Broadway, New York City  
 Phone: Circle 6-5700

President ..... Herman Robbins  
 Chief Executive ..... Wolf Oppenheimer  
 Vice President ..... Robert L. Gruen  
 Sales ..... Wm. Weintraub, Jr., Neil Sessa  
 Production ..... Harry Semels, Jack Schertz  
 Animation ..... Tom Golden, Tee Collins  
 Editing ..... Irving Weiner  
*Services Offered* — TV Film commercials, live and animated industrials, appeals, opticals, live studio.

## National Studios

42 W. 48th St., New York City 36  
 Phone: JU 2-1926

President ..... H. A. Rosenberg  
*Services Offered* — Slides, balops; slide films.

## NTA Telesales

10 Columbus Circle, N.Y.C. 19  
 Phone: JU 2-7300

9570 Wilshire Blvd., Beverly Hills, Calif.  
 (See TV Prod.-Dist.)

Bd. Chmn. .... Oliver Unger  
 Exec. V.P. .... Ted Scott  
 Gen. Mgr. .... Vernon Burns  
 Publicity Dir. .... L. Lowenstein  
 Secretary ..... H. I. Bucher  
*Services Offered* — TV programs, features—nat'l., regional, local sponsors.

## National Video Tape Productions, Inc.

36 West 44th St., New York 36, N. Y.  
 Phone: MUrray Hill 2-3627

President ..... Richard E. Bailey  
 Vice President ..... Roylance H. Sharp  
 Sec. / Treas. .... Thomas J. Schilling  
 V.P., Video Tape Opera. .... A. M. Hennig  
 Vice Pres., Sales ..... Jack D. Bozarth  
 V.P., Engineering ..... Charles A. Voso  
 Comptroller ..... William Hyland  
*Services Offered* — Complete video tape production, studio and remote. Equipment leased by day or week.

## Stanley Neal Prods., Inc.

475 Fifth Ave., New York City 17  
 Phone: MU 3-6396

President ..... D. J. Lane  
*Services Offered* — Comm'ls, spots, industrials.

## Ted Nemeth Studios

729 Seventh Ave., New York 19  
 (See TV Prod.-Dist.)

## Network Telefilm Library

630 Ninth Ave., New York, N.Y.  
 Phone: JU 2-8100

President ..... Dick Randell  
*Services Offered* — Rental of stock footage & feature films to TV, producers & agencies.

## New World Productions

13273 Ventura Blvd., N. Hollywood, Cal.  
 Phone: TR 3-3580

Producer ..... T. Robinson  
 Executive Dir. .... Sterling Barnett  
 Production Mgr. .... Tommy Atkins  
 Animation Dir. .... Art Scott  
*Services Offered* — Animated cartoons.

## Fred A. Niles Productions, Inc.

1058 W. Washington Blvd., Chicago 7, Ill.  
 Phone: SEeley 8-4181

President ..... Fred A. Niles  
 V.P.'s ..... Ruth L. Ratny, Edw. W. Rinker  
 V.P. / Chg. Prod. .... Wm. E. Harder  
 V.P., Sales ..... Max Pride  
 V.P., Finance ..... Edward E. Katz  
 Art Dir., Animation, Hwd. .... Harry Holt  
 Art Director Prod. .... Norman Lasko  
 Purchasing Agent ..... Lawrence Stein  
 Exec. Prod. .... Harry Lange  
 Chief Sound Eng. .... Robert Henning  
 Admin. Editing ..... Marian Whaley  
*Branch Office*

5539 Sunset Blvd., Hollywood, Calif.  
 Phone: HO 3-8154

Vice Pres. .... Lionel Grover  
*Services Offered* — Creation, prod. TV commercials, live & animated; industrial, public relations films; slidefilms; sales training programs; syndicated TV spots; sound recording; script writing; storyboarding; closed circuit, live convention shows, live sales meetings, video tape.

## Nola Penthouse Sound Studios

114 W. 57th St., N.Y.C. 19  
 Phone: JU 6-0040

Owner ..... V. Thomas Nola  
 Chief Engineer ..... Stanley Bumbly  
*Services Offered* — Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters, processing & pressings; stereo recording; magnetic & optical film recordings.

## Olmsted Sound Studios, Inc.

1 E. 54th St., N.Y.C.  
 Phone: PL 1-0890

President ..... Henry C. Olmsted  
 Exec. Vice Pres. .... Richard B. Olmsted  
 V.P. in Chg. of Sls. .... H. F. Landon  
*Services Offered* — Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

## Omar Music Company

5120 Melrose Ave., Hollywood 38, Cal.  
 Phone: HOllwood 2-6027

President ..... Peter Frank  
 Exec. Vice Pres. .... Herbert N. Eiseman  
*Branch Office*  
 1271 Ave. of the Americas, N. Y. 20, N. Y.  
 Phone: PLaza 7-2197

*Services Offered* — Creators of theme, background music, cues, etc. for TV film programs & feature pictures.



## RADIO-TV COMMERCIAL PRODUCERS

V.P., Live Action.....Mare T. Statler  
V.P., Animation.....Chris Ishii  
Production Mgr.....David Reisman  
*Services Offered*—Live action & animation film production for TV commercials & public rel. films.

### **Tony Petri Studios**

87 Weybosset St., Providence 3, R.I.  
Phone: GA 1-9242

President.....Tony Petri  
Production Mgr.....Ernest Strauss  
*Services Offered*—Complete TV commercial service from storyboard conference. Color and black & white. Double and single system sound. Complete lighting and sound stage facilities.

### **R. A. Pheelan Productions**

550 Fifth Ave., New York City 36  
Phone: CI 6-1626

Producer.....R. Pheelan  
Ass't to Prod.....Anthony Brook  
Prod. Mgr.....Jeffrey Lemain  
Ass't Mgr.....Helen C. Miller  
*Services Offered*—Produce feature and sponsored films. Tape equipment available.

### **Photo-Art Commercial Studios**

420 SW Washington St., Portland 4, Ore.  
Phone: CA 7-5411

President.....C. F. Palmer  
Motion Picture Dir.....Lewis C. Cook  
Controller.....J. W. Bishop  
*Services Offered*—Commercial producer of 16mm motion pictures & TV spots.

### **Pictafilm, Inc.**

14 West 15th St., New York 36, N.Y.  
Phone: MUrray Hill 2-0773

President, Treas.....Sherman Gregory  
Production Supvrs.....Colin Y. Smith  
Producer.....Arthur Petricone  
Photographic Dir.....William Meryg  
Art Dir.....Michael Reddy  
*Services Offered*—TV commercials; industrial & presentation films; slides for TV.

### **Pilot Productions, Inc.**

1819 Ridge Ave., Evanston, Ill.  
Phone: BRoadway 3-4141

President.....C. R. Isely  
Exec. V.P.....R. Dedrick  
Treasurer.....C. Don Sheldon  
*Services Offered*—Slides; sound slidefilms; industrial; comm's, recordings.

### **Pintoff Productions, Inc.**

64 E. 55th St., New York City 22  
Phone: EL 5-1431

President.....E. Pintoff  
Vice Pres., Prod.....Arnold Stone  
Vice Pres., Sales.....Jose di Dinato  
*Services Offered*—Animated, live action comm's, theatricals, industrials.

### **Playhouse Pictures**

1401 N. LaBrea Ave., Hollywood 28, Cal.  
Phone: HOLlywood 5-2193

President.....Adrian Woolery  
Dir's.....Bill Melendez, Pete Burness  
Business Mgr.....H. A. Halderson  
Production Supvr.....Irene Wyman  
Public Rel. Dir.....George W. Woolery  
Creative Story Dir's.....C. Jenkins, B. Gruver  
Layout, Design Dir's.....D. Spille, E. Leavitt  
Secretary.....Mary Mathews  
*Services Offered*—Compl. studio facilities for the creation & production of animated films for business, entertainment & TV from story through camera, with exception of laboratory. Specialists in animated comm's.

### **Jules Power Productions, Inc.**

228 N. LaSalle St., Chicago 1, Ill.  
Phone: ANdover 3-1422  
9 E. 75th St., New York 21, N. Y.  
Phone: LE 5-8580

Office Mgr.....H. Rothbart  
*Services Offered*—Production of live local and network TV programs and commercials.

### **Precision Film Labs**

21 W. 46th St., N.Y.C.  
Phone: JU 2-3970

President.....Daniel R. Ehrlich  
Lab. Manager.....Frank V. Papalia  
*Services Offered*—Printing and processing of 16 and 35 mm film, color and black & white.

### **Premier Film & Recording Corp.**

3033 Locust St., St. Louis 3, Mo.  
Phone: JE 1-3555

Pres., Prod.....T. P. Desloge  
V.P., Mgr.....W. Dalzell  
*Services Offered*—Motion Pictures, commercials, sound recording production facilities. Scripts. Editing.

### **Preview Theatres, Inc.**

1600 Broadway, N.Y.C.  
Phone: CI 6-0865

President.....William B. Gullette  
*Services Offered*—16 & 35 mm; magnetic or optical; all interlock combinations. Editing eqpt. & facilities. Film storage vaults. All facilities avail. 24 hrs./day.

### **Productions for Television, Inc.**

625 Madison Ave., New York City 22  
Phone: TE 8-7100

Exec. TV Prod.....J. Harrison  
Producer, Dir.....J. Lichtman  
*Services Offered*—Commercials.

### **Project-O-Fex, Inc.**

60 East 12nd St., New York 17, N. Y.  
Phone: MU 7-1881

President.....Paul F. Adler  
*Services Offered*—Rear screen projection and limited animation films.

## RADIO-TV COMMERCIAL PRODUCERS

### **Punch Films, Inc.**

155 Fifth Ave., N.Y.C.

Phone: AL 4-2450

President ..... Lou Bunin  
 Vice President ..... Florence Bunin  
 Mgr., Bus. Affairs ..... Walter J. Kaufman  
*Services Offered*—Producers of commercials & 3D children's animated puppet films for TV & theatrical.

### **Q.E.D. Productions, Inc.**

21 W. 46th St., N. Y. C.

Phone: JUDson 2-4291

Executive Producer ..... Robt. Baron  
 Sales Manager ..... Hank Berger  
*Services Offered*—Commercial, industrial, sales & tourist promotion films.

### **Quartet Films, Inc.**

5631 Hollywood Blvd., Los Angeles 28

Phone: HO 4-9225

*Services Offered* — Commercial & program producers.

### **Quintet Productions, Inc.**

15 W. 44th St., New York City 36

Phone: MU 7-5011

*Services Offered*—TV film shows & commercials; live package shows for TV.

### **Radio & TV Packers, Inc.**

11 East 40th St., New York 16, N. Y.

(See Prog. Prod.)

### **Radio Television Arts**

3819 Wilshire Blvd., Los Angeles 5, Cal.

Phone: DU 3-1323

Owner ..... D. Balli  
*Services Offered* — TV film shows & live programs; comm's; industrial; animation; packages, live & film.

### **Radio Television Spots Productions, Inc.**

2 West 46th St., N.Y.C. 36

Phone: PLaza 7-9260-1-2

President ..... John Gart  
 Acct. Execs. .... Roger White, Merrill Staton  
*Services Offered*—Radio & TV musical & singing commercials.

### **RadiOzark Enterprises, Inc.**

1121 S. Glenstone, Springfield, Mo.

(See Program Producers)

### **Rarig Film Productions**

Div.: Rarig Motion Pictures Co.

5510 University Way, Seattle 5, Wash.

Phone: LA 2-0707

President ..... M. H. Rarig  
 V.P., Treas. .... E. A. Rarig  
 Production ..... I. Lawless  
*Services Offered*—16/35 mm color. B & W photography; sound recording; stage; editing; commercials; programs.

### **Reid H. Ray Film Industries, Inc.**

2269 Ford Pkwy., St. Paul 16, Minn.

Phone: Midway 9-1393

208 S. LaSalle St., Chicago, Ill.

138 Washington Bldg., Washington 5, D. C.

President ..... Reid H. Ray

Controller ..... T. J. Herman

Production Manager ..... E. H. Polsfuss

Gen. Sls. Mgr. .... R. V. Jeffrey

Chicago Sales ..... Clyde L. Krebs

Washington Sales ..... Frank Havlicek

*Services Offered*—Producers of TV commercials & entertainment synd. films for TV.

### **Redlin Productions, Inc.**

19116 Lanark, Reseda, Calif.

Phone: DI 8-7932

*Services Offered* — TV film shows, commercials; shorts; animation.

### **Roland Reed Productions Inc.**

Calif. Studios, 650 N. Bronson, Los Angeles 4

Phone: HO 9-1628

President ..... Roland D. Reed

Vice Pres. .... Arthur Pierson

Secretary ..... D. Fauntelle

Treasurer ..... James Fay

*Services Offered* — Producer of TV commercials, TV shows, industrial, public relations & sales promotion films.

### **Rembrandt Films, Inc.**

59 East 54th St., New York, N. Y.

Phone: PL 3-1024

President ..... W. L. Snyder

*Services Offered* — Puppet comm's; features.

### **Republic Television Features**

64 E. Lake St., Chicago 1

Phone: ST 2-0460

President ..... Capico Kapps

V.P., Chg. Sales ..... Joseph Kapps

*Services Offered*—Producers, distributors and representatives of live, transcribed and syndicated radio-TV programs and commercials.

### **Robert Yarnall Richie Productions, Inc.**

666 Fifth Ave., N.Y.C. 19

Phone: CI 6-0191

President ..... Robert Yarnall Richie

*Services Offered*—Motion picture production and still photography for industry, public relations and advertising. Color specialists. Own Mitchell cameras, sound and lighting equipment. Full editing facilities. Studio and location— domestic and foreign.

### **Walter A. Rivers & Assoc.**

125 Hyde St., San Francisco, Cal.

Phone: OR 3-9162

Owner ..... W. A. Rivers

*Services Offered* — Industrial producing; TV comm's. Tape equipment available.

### **Riviera Productions**

6610 Selma Ave., Hollywood 28, Calif.

Phone: HOllwood 2-8585

Exec. Prod. .... F W. Zens

## RADIO-TV COMMERCIAL PRODUCERS

Production Mgr. .... Cliff Bertrand  
 Assoc. Prod. .... Leif Rise  
 Sound .... Don Dunn  
 Dir. Photog. .... Vilis Lapeniecks

### Branch Offices

340 Westmoor Blvd., Milwaukee, Wis.

Phone: SUNset 2-8815

Exec-in-Chg. .... Robert Zens  
 566 Birch Dr., Cleveland 32, O.

Phone: REDwood 1-6076

Exec-in-Chg. .... Pat Rancati  
*Services Offered*—Producers of business, industr., sls. trng., public relations, advertising, educational, medical films & TV comm'ls, theatrical features. Full production & studio facilities for all phases of motion picture work.

### Hal Roach Studios

8822 Washington Blvd.

Culver City, Calif.

(See TV Prod.-Dist.)

### Louis De Rochemont Associates, Inc.

380 Madison Avenue, N.Y.C. 17

Phone: OX 7-0350

*Services Offered*—TV comm'ls & film shows; shorts; animation.

### Rocket Pictures Inc.

6108 Santa Monica Blvd., Hollywood 38

Phone: HO 7-7131

President .... Dick Westor  
 Vice Pres. .... Don Bartelli

Sec.-Treas. .... Kay Shaffer

*Services Offered*—Consumer selling films for business & industry.

### Frederick K. Rockett Company

6063 Sunset Blvd., Hollywood 28, Cal

Phone: HO 4-3183

V.P. of Sales .... F. S. Webb  
 Exec. Prod. .... John J. Hennessy

Prod. Co-ord. .... B. Murphy

Cameraman .... Allan Chandler

Editor .... John Soh

Stage Manager .... Jerome F. Lipari

*Services Offered*—Production facilities incl. lg. sound stage, Western Electric sound eqpt. & personnel for any type sponsored film production. Stage & sound eqpt. rented.

### Rockhill Recordings

18 E. 50th St., N.Y.C. 22

Phone: PL 9-7979

President .... Janet Taylor  
 Manager .... Leo J. Launer

Sls. Mgr. (Recording) .... Fred Freeman

*Services Offered*—Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions; TV-audio recordings; tape recordings; location recording, distribution to radio stations.

### Richard H. Roffman Assoc.

675 West End Ave., New York City 25

Phone: RI 9-3647

Chairman .... S. Speiser

President .... R. H. Roffman  
 V.P.'s. .... M. Roffman, Malvina Cohn  
*Services Offered*—TV film comm'ls, TV personalities, talent of all types, etc.

### Roy Rogers-Frontiers, Inc.

357 N. Canon Dr., Beverly Hills, Cal.

Phone: CR 4-6841

President .... R. Rogers

Vice President .... W. A. Rush

*Services Offered*—Distribution of features for TV.

### Roy Rogers Syndication, Inc.

357 N. Canon Dr., Beverly Hills, Calif.

Phone: CRestview 4-5954

President .... Edward L. Koennig, Jr.

*Services Offered*—Distribution of TV film series.

*Current Production*—Roy Rogers Show.

### Rolab Studios

Walnut Tree Hill, Sandy Hook, Conn.

Phone: GA 6-2466

Executive .... H. Roger

Secretary .... E. H. Roger

*Services Offered*—Complete studio & technical facilities. Tape equipment available.

### Roquemore Films

44 Mt. Vernon Blvd., Hamburg, N. Y.

Phone: NA 7-3876

Director .... E. E. Roquemore

*Services Offered*—Comm'ls, live & film; shorts; newsreels; sound effects; music.

### Cy Roth Productions

1148 S. Shenandoah St., Los Angeles 35, Calif.

Phone: BR 2-6884

President .... C. Roth

*Services Offered*—TV film comm'ls & shows; industrial; religious; color & B & W animation.

### Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38

Phone: WE 6-2494

President and Owner .... Danny Rouzer

*Services Offered*—Complete 16 mm production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rentals.

### Hal Rumel

49 W. Broadway, Salt Lake City, Utah

Phone: PI 2-8130

*Services Offered*—Comm'ls, industrials.

### Sande & Greene, Inc.

8400 Sunset Blvd., Los Angeles 46

Phone: OL 6-0300

55 West 53rd St., New York, N. Y.

N.Y. Phone: JU 6-2388

President & Treas. .... Robert L. Sande

Exec. Vice Pres. & Sec. .... Larry Greene

Ass't. Secy. .... Pat Carson

*Services Offered*—Creator-producers of radio-TV musical commercials. Station promotion themes & musical images. Producers of entertainment—public service—documentary and commercial films, records and transcriptions. Themes for TV programs & background scores for films.



**Sarra, Inc.**

200 E. 56th St., N.Y.C. 22  
Phone: MU 8-0085

President .....Valentino Sarra  
Exec. V.P., Gen. Mgr.....Morris D. Behrend  
TV Sales Mgr. N.Y.....John Henderson, III  
Head Creative Dept.....Rex Cox  
16 E. Ontario St., Chicago, Ill.  
Phone: WH 4-5151

Mgr. ....William Newton  
TV. Prod. Mgr. ....Marvin Bailey  
*Services Offered*—Production of TV commercials, motion pictures, sound slide films, black & white and color.

*Current Productions* — Rheingold Beer, Reynolds Wrap, Drano, Nabisco Cookies, 7-Up, Elgin Watches, St. Joseph Aspirin, Mustertole, Drake's Cakes, Johnson & Johnson, General Foods, R. T. French, S. C. Johnson & Son, Kellogg, Corn Products.

**Scott-Textor Productions, Inc.**

333 East 46th St., New York 17, N.Y.  
Phone: YU 6-3850

Partners.....Alan & Marilyn Scott  
Partners.....Keith & Sylvia Textor  
General Mgr.....Victor Sack  
*Services Offered*—Creation and production of music, lyrics, jingles, animation tracks and all forms of radio and TV commercials.  
711 Fifth Ave., N.Y.C. 22

**Screen Gems, Inc.**  
(See TV Prod.-Dist.)

**Selling Thru Sound**

15 West 44th St., New York 36, N.Y.  
Phone: YU 6-1142

President, Treas. ....Louis A. Garisto  
Vice Pres., Sec.....Sonny Hayes  
*Services Offered* — Write, create, produce & direct musical commercials for TV & radio, background music for filmed TV commercials, talent.

**John Seely Associates**

Suite 613, First Federal Bldg., Hollywood 28 Cal.  
Phone: HO 6-6141

President .....John Seely  
Sales Mgr.....Don Teeters  
Repertoire Dir.....Bill Loose  
Recording Mgr.....Doug Nelson  
Secretary .....Pat Seely  
*Services Offered*—Music supervision, program theme composition & development, arranging, A&R, music publication. Recording services include client or JSA supervised, voice recording, voice overdubbing, tape transfer, re-recording, mixing, tape editing & assembly.

**Jack Shafton's Puppet Masters**

8118 Lookout Ave., Los Angeles, Calif.  
Phone: OL 4-2350

Owner .....J. Shafton

*Services Offered*—Live & film TV shows, programs; comm'ls; shorts; animation; special effects; puppets.

**SIB Productions, Inc.**

(In assoc. with Paramount Pictures Corp.)  
5451 Marathon St., Hollywood 38, Cal.  
Phone: HO 9-2411

President.....Walter N. Bien  
Vice President.....Sonny Klein  
*Branch Office*  
1540 Broadway, New York City, N. Y.  
Phone: BR 9-8700

*Services Offered*—SIB Productions, Inc., in association with Paramount Pictures produces TV commercials, industrials and specials on film and/or videotape.

**Signature Music Inc.**

240 E. 53rd St., N.Y.C. 22  
Phone: MU 8-5068

President, Creat. Dir.....Hank Sylvern  
Business Mgr.....George H. Fried  
*Services Offered*—Creation and production of jingles, musical commercials. Underscoring original music to animation & live action.  
*Current Productions* — Pepsi Cola, Ipana, Arden Drugs, Stark & Wetzel Meats, JFC Coffee, Sylvania, IBM, Olin Mathieson, Gunther Beer, Mercury Cars, U.S. Steel, Trinit Margarine, RCA, PBS Paints, Whirlpool, MGM, Squibb, Blatz Beer, Studebaker Lark, Lincoln Continental.

**Signal Productions, Inc.**

6223 Selma Ave., Hollywood 28  
Phone: HO 3-4173

V.P. Gen. Mgr.....Edwin W. Buckalew  
*Services Offered*—Produce & syndicate radio properties.

**AI Simon Productions, Inc.**

General Service Studios  
1040 N. Las Palmas, Hollywood 38  
Phone: HO 9-9011

President .....AI Simon  
Controller .....John Nicolaides  
*Services Offered* — Productions of filmed shows and commercials.

**Sixteen Screen Service Co.**

6710 Melrose Ave., Hollywood 38, Cal.  
Phone: WE 9-1491

Owner .....H. O'Donnell  
*Services Offered*—TV film shows, comm'ls; shorts; sound; laboratory; animation, color, B & W.

**Skelton Studios**

1416 N. LaBrea Ave., Hollywood 28, Cal.  
Phone: HO 9-2731

President .....Red Skelton  
General Mgr.....Ed Hillie  
*Services Offered*—TV tape and film commercials. Complete mobile tape unit available for color or black & white.

**Sleeping Giant Films, Inc.**

555 Asylum St., Hartford 5, Conn.  
Phone: Jackson 5-2611

## RADIO-TV COMMERCIAL PRODUCERS

President.....D. K. Harris  
 V.P., Treas.....A. Guorino, Jr.  
*Services Offered* — 16/35 mm production services; animated spots.

### **Fletcher Smith Studios, Inc.**

1000 S. Federal, Ft. Lauderdale, Fla.  
 Phone: JA 2-6774  
 319 E. 44th St., N.Y.C. 17  
 Phone: MU 5-9010

President.....Fletcher Smith  
 Vice Pres.....Arthur J. Davis  
 Secy.-Treas.....Mrs. Frances Burns  
*Services Offered*—Commercials, industrial films, animation, sound recording, editing rooms, projection rooms.

### **Walter Harrison Smith Associates, Inc.**

40 E. 40th St., N.Y.C. 16, N. Y.  
 Phone: MU 3-5820

President.....W. H. Smith  
*Services Offered*—Live and filmed TV commercials, programs, and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

### **Southwest Film Laboratory, Inc.**

3024 Ft. Worth Ave., Dallas 11, Tex.  
 Phone: FEderal 1-8347

Vice President.....J. A. Hopper  
 Customer Svc.....Norman E. C. Naill  
*Services Offered* — All services related to 16mm. film in black & white, color, sound or silent.

### **S.O.S. Cinema Supply Corp.**

602 W. 52nd St., N.Y.C. 19  
 (See Equipment Section)

### **Soundac Productions, Inc.**

Hollywood, Fla  
 Phone: WAsh 3-8426

Pres.-Gen. Mgr.....Robert D. Buchanan  
 Chairman of the Board...Richard H. Ullman  
 Gen. Mgr., Secretary.....Jack Schleh, Jr.  
 Technical Dir.....Robert G. Biddlecom  
 Art Dir.....Francis J. Noack  
*Services Offered* Complete film production, from storyboard to finished print, specializing in animation, black & white and color service. Live photography, original musical jingles, complete soundstage and studio.

### **Spotlite News, Inc.**

607 N. LaBrea Ave., Los Angeles 36, Cal  
 Phone: WE 8-2191

President.....M. J. Walker  
 V.P.....Al Blanchard  
 Prod. Spvsr.....Rexford L. Metz  
 Secy.-Treas.....A. G. Walker

#### *Branch Office*

550 Fifth Ave., New York 36, N.Y.  
 Phone: Circle 5-0770

Vice Pres.....Benjamin S. Greenberg  
*Services Offered* — TV newsfilm service documentary, promotion & public relations films.

### **Stammco, Inc.**

291 S. LaCienega Blvd.  
 Beverly Hills, Calif.  
 Phone: OLeander 5-8852

Pres.....J. Harry Ebbert  
*Services Offered* — Creators & producers of business films and record programs, commercials, educational and short subject films for TV & theatrical release.

### **Stars Incorporated**

123 N. Poplar St., Charlotte, N. C.  
 Phone: ED 3-6151

President.....T. Kemp, Jr.  
*Services Offered* TV film shows, live programs; packages.

### **Stock Shots To Order, Inc.**

550 Fifth Ave., N.Y.C. 36  
 Phone: Circle 6-0690

Pres.....R. A. Pheelan  
 V.P.....H. C. Miller  
 Sec.....Otto Von Braun  
 Treas.....Royal L. Krim  
*Services Offered*—Stock film library 16/35 mm-B&W & color, film special material to order for TV commercials, rear projection plates, sound cameras.

### **Stockdale and Company, Inc.**

200 E. First St., Salt Lake City 4, Utah  
 Phone: EL 5-5511

President.....C. Stockdale  
 V.P.....Calvin Briggs  
 Sec.-Treas.....L. Stockdale  
*Services Offered*—TV comm's, animation, SOE, kinescoping, sound recording, 16/35mm.  
*Current Productions* — Blue Cross-Blue Shield, Pfaff, Fisher Beer, Utoco, Utah Power & Light Co., Morning Milk, Sego Milk, Walker Bank, First Security Bank, First Federal Savings, Prudential Federal Savings.

### **Frederic Stoessel, Inc.**

119 W. 57th St., N.Y.C.  
 Phone: RA 1-9754

President.....Frederic Stoessel  
*Services Offered* — Produce & distribute stock commercials, TV film shows; public relations TV.

### **Storyboard, Inc.**

160 Riverside Dr., New York City 24  
 Phone: TR 3-7207

President.....J. Hubley  
*Services Offered*—Animation; live films.

### **John G. Stratford Film Corp.**

250 W. 57th St., New York 19, N. Y.  
 Phone: JU 6-7390

President.....J. G. Stratford  
*Services Offered*—Package TV films, commercials; animation—color, B & W; educ. & industr. shorts; film library.

### **Jack Strausberg Productions**

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WH 4-3941

President.....J. Strausberg  
*Services Offered*—Comm's, spots.

**Wilbur Streech Productions, Inc.**

135 W. 52nd St., N.Y.C. 19  
Phone: JU 2-3816

President.....Wilbur J. Streech  
Vice Pres.....Michael Kraft  
Assoc. Producr.....John Hazard  
*Services Offered* — Producer of film commercials for TV, and industrial films.

**Sturgis-Grant Productions, Inc.**

322 E. 44th St., New York City 17  
Phone: MU 9-4994

President.....W. Sturgis  
V.P., Manager.....B. Magnes  
*Services Offered* — Storyboards, recording facilities; 16/35 mm cameras; special effects; art dept.

**Bill Sturm Studios, Inc.**

49 W. 45th St., N.Y.C. 36  
Phone: JU 6-1650

President.....Harold L. Hackett  
Exec. Vice Pres.....Raymond Junkin  
Vice President.....William A. Sturm  
Secretary.....Oreste Calpini  
Treasurer.....George Richfield  
*Services Offered*—Film production including live action, stop motion, animation, "Anikins" (animated stop motion puppets), TV commercials, educational, training, industrial films, etc.

**Sun Dial Films, Inc.**

341 East 43rd St., N.Y.C. 17  
Phone: MU 6-2046

President.....S. A. Datlowe  
*Services Offered* — Comm'ls, spots, industrials.

**John Sutherland Productions Inc.**

201 N. Occidental Blvd., Los Angeles 26  
Phone: OXford 5-7450  
N. Y. Phone: PL 5-1875

Pres., Gen. Mgr.....John Sutherland  
Animation Dir.....Carl Urbano  
*Services Offered* — Fully-equipped live-action and animation studios for the production of industrial, documentary, public relations, TV commercials for industry. Also related services.

**Suzari Marionettes**

119 E. 17th St., New York City 3  
Phone: GR 3-6699

Director.....D. Zaconick  
*Services Offered*—TV film & live shows, programs; commercials, shorts, packages.

**Robert Swanson Productions**

689-5th Ave., New York City  
Phone: MUrray Hill 8-4355

President.....Robert Swanson  
Sales Mgr.....Rolf Johnson  
*Services Offered*—Producers and creators of musical commercials for radio and TV.

**Swanstrom Productions**

7657 Melrose Ave., Hollywood 46, Cal.  
Phone: WE 5-8680

Owner.....C. Swanstrom  
*Services Offered*—Comm'ls, industrials.

**Swift-Chaplin Productions, Inc.**

1136 N. Highland Ave., Hollywood 38, Cal.  
Phone: HO 2-0761

President.....C. Chaplin  
V.P.'s.....H. Swift, M. Pike  
*Services Offered*—Synd. spots; comm'ls.

**Techumation Films, Inc.**

550 Fifth Ave., New York, N. Y.  
Phone: PLaza 7-4636

President.....Martin H. Poll  
Exec. V.P.....Stanley L. Schwartz  
V.P., Gen. Mgr.....Robert Jacobs  
Treasurer.....Howard Weinberger  
*Services Offered* — Producers of animated TV commercials, entertainment films, industrial & sales training films.

**Technical Animations, Inc.**

11 Sintsink Dr., E., Port Washington, N.Y.  
Phone: Port Wash. 7-8800

President.....S. L. Schwartz  
Exec. V.P.....Claude E. McKinney  
Secretary.....Mary G. Ballance  
Treasurer.....Paul H. Taub

*Branch Offices*

4918 Chain Bridge Dr., McLean, Va.  
President.....C. J. Pettit  
259 Chandler Ave., Elmhurst, Ill.

President.....Norman Kloker  
1730 E. Holly Dr., El Segundo, Cal.

Pres.....Paul Coty  
192 Merton St., Toronto 7, Ont.

President.....Howard Reichard  
*Services Offered* — Producers of Technumation-animation by use of polarized light, for film or slide.

**Tele-Sound Productions, Inc.**

1026 Pennsylvania Bldg., Washington 4, D.C.  
Phone: DI 7-8810

President.....William Dextris  
Vice President.....Florence Corbett  
Treas.....Charles Peiffer  
*Services Offered* — Custom jingles, transcription library, sound effects, audio air check, musical station id's, syndicated radio shows, production aids.

**Telecine Film Studios, Inc.**

100 S. Northwest Hwy., Park Ridge, Ill.  
Phone: TAlcot 3-1418

President.....Byron L. Friend  
Secy., Treas.....June A. Friend  
*Services Offered*—Motion pictures for TV in color or black & white, TV comm'ls, studio & location work, compl. packaging service, 35/16 mm editing & recording, animation, stop motion.

**Telefilm, Inc.**

6039 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 9-7205

## RADIO-TV COMMERCIAL PRODUCERS

President.....J. A. Thomas  
 Exec. V.P. ....James B. Pinkham  
*Services Offered*—TV film comm'ls; shorts (industrial); animation; films for TV, motion picture technical services.

### Telemat

433 S. Fairfax Ave., Los Angeles 36  
 Phone: WE 3-5731

Partners.....A. Wise, Sidney Freeman  
 Sales .....S. Freeman  
*Services Offered*—Animated cartoon commercial library; live & animated custom film comm'ls.

### Telemated Motion Pictures

415 Lexington Ave., New York 17, N.Y.  
 Phone: YUkon 6-3655

Prod.-Dir. ....Saul Taffet  
*Services Offered*—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical special effects in color or black & white, exclusive color control equipment, 35 mm and 16 mm production.

### Telenews Film Corp.

850 10th Ave., N.Y.C. 19  
 Phone: JU 6-2450

Vice President.....C. B. Stratton  
*Services Offered*—Produce documentary & commercial films; stock film library.

### Telepix Corporation

1515 N. Western Ave., Hollywood 27  
 Phone: HO 4-7391

President.....Robert P. Newman  
 Vice Pres.....Phil T. Hanna, Jr.  
*Services Offered* — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening.

### Telestudios, Inc.

1481 Broadway, New York City 36  
 Phone: LO 3-1122

President .....G. Gould  
*Services Offered*—Comm'ls; shows.

### Television Broadcasting Service, Inc.

91 Central Pk. W., New York 23  
 Phone: TRafalgar 7-2372

President.....William R. Riddle  
 V.P., Sec. ....Edith L. Riddle  
 Treasurer .....William K. Riddle  
*Branch Offices*

100 N. Irving Blvd., Los Angeles 4, Calif.  
 West Coast Rep.....Mrs. L. H. Lincoln  
 1444 Bewick Ave., Detroit 4, Mich.  
 Phone: VALley 2-0092

Dist. Sls. Mgr.....Rodney B. Hersey  
 12 Maple St., Hensonville, N.Y.  
 Phone: WIndham 241

Dist. Sls. Mgr.....Jack Averill  
 39 Academy Rd., Caldwell, N.J.  
 Phone: CALdwell 6-4272

Reg. Sls. Mgr.....Orwyn L. Werfel  
*Services Offered* — Commercials, package shows, live programs, slides, animation, industrial, training films, etc., color & B&W.

### Television Features of America

(Div. of Radio Features of America)  
 37 West 46th St., New York 36, N.Y.  
 Phone: JU 2-5130

Exec. Director.....Oliver W. Nicoll  
*Services Offered* — Film spots, live shows.

### Television Graphics, Inc.

369 Lexington Ave., N.Y.C.  
 Phone: MU 6-5255

President .....Bernard Rubin  
 Treasurer .....Lee Blair  
 Secretary .....Leon Levy  
 Production Manager.....Sid Greenhaus  
 Controller .....Stanley Turitz  
 Sales .....Howard Linkoff  
*Services Offered*—TV film comm'ls; animation, optical effects; two live action sound stages equipped with 35 mm Mitchell rear screen process projector.

### Television Screen Productions, Inc.

17 E. 45th St., N.Y.C. 17  
 Phone: MU 2-8877

President.....Charles J. Basch, Jr.  
 Vice Pres., Secy.....Frances Scott  
 Treasurer .....Clarence Schmidt  
*Services Offered*—Film commercials, animated and live; film programs; industrial, training and fund-raising films.

### Termini Video Tape Services, Inc.

1440 Broadway, New York 18, N. Y.  
 Phone: PENnsylvania 6-6323

President .....Anthony Termini  
 Vice President.....Charles Termini  
*Services Offered* — Commercials, shows, closed circuits, videotape screenings, transfers, copies and kines, studio space. Tape equipment available.

### Terrytoons

Div.: CBS Films, Inc.  
 38 Centre Ave., New Rochelle, N. Y.  
 Phone: New Rochelle 2-3466

Vice President.....W. M. Weiss  
 Production .....F. Schudde  
*Services Offered*—Theatrical shorts, animated; TV comm'ls & programs.

### Theodore Productions, Inc.

730 Fifth Ave., New York City 19  
 Phone: JU 6-4312

President .....R. Marshall  
*Services Offered* — Synd. spots; comm'ls; industrials.

### Thoroughbred Productions

#37 at 608 West Chestnut, Louisville 2, Ky.  
 Phone: JUNiper 3-2380

Executive Prod.....James R. Finegan  
*Services Offered* — Radio & TV commercials, sales films, public relations, film & editorial services.

**Titra Film Labs, Inc.**

1600 Broadway, N.Y.C.  
Phone: PL 7-6681

President .....Abraham Rozenfeld  
Vice Pres.....David Opochinsky  
Plant Mgr.....Paul Sandars, Jr.  
Treas. ....Jerome Sobel  
*Services Offered*—Film sub-titles in English and all foreign languages.

**Titra Sound Corp.**

1600 Broadway, N.Y.C.  
Phone: PL 7-6681

President .....Abraham Rozenfeld  
Vice Pres.....David Opochinsky  
V.P., Gen. Mgr.....David D. Horne  
Sec.-Treas. ....Jerome Sobel  
*Services Offered*—Sound recording & mixing, transfers; film editing; dubbing of foreign language films, subtitling of films in all languages.

**Tomlin Film Productions, Inc.**

480 Lexington Ave., New York City 17  
Phone: YU 6-5090

President.....F. A. Tomlin  
Vice President.....Carl A. Tomlin  
*Services Offered*—Produces industrials & comm'ls. for internal use in business.

**Town & Country Network, Inc.**

4000 Albemarle St., N.W.,  
Washington 16, D. C.  
Phone: EMerson 3-8110

Bd. Chmn. & Pres.....C. B. Gay  
Exec. V.P.....Miss Jane E. Trunner  
Sec.-Treas.....Thomas R. Sawyers  
*Services Offered*—Country, western talent; production of TV, radio and transcription shows.

**Trans Artists Productions, Inc.**

731 N. LaBrea, Los Angeles, Calif.  
Phone: WEbster 1-1639  
N.Y. Phone: PLaza 1-4353

Chmn. of Bd.....Gerald J. Rappoport  
President .....Samuel Singer  
Sec. ....Louis Himelstein  
Dir's.....Robert Kane, Reuben Timmins,  
Theodore Propp

*Services Offered*—Package film shows animated commercials, sound tracks; sound studio. Tape equipment available.

**Transfilm-Caravel, Inc.**

145 Park Ave., New York, N. Y.  
Phone: PLaza 2-4100  
20 West End Ave., New York 23, N. Y.  
Phone: PLaza 2-4100

President .....William Miesegaes  
Exec. Vice President.....M. A. Palma  
Senior V.P.....David I. Pincus  
Senior V.P.....Robert H. Klaeger  
Secretary, Treas.....Milton Millet  
V.P., T.V. Comm. Sales.....W. E. Huston  
Exec. Prod., Bus. Prgm. Svcs.....L. E. Waddington  
Account Exers.....T. Allen, Paul Minor  
Public Relations Dir.....Marilyn Gold

*Film Production Division*

President.....Robert H. Klarger  
Vice President.....John J. Fenton  
Executive Producer.....Robert Drucker  
Studio Manager.....Martin Berman

*Services Offered*—TV commercials, industrial films, complete art and animation service, sound slide films, sales and business meetings, sales training programs, convention industrial shows, closed circuit TV and entertainment.

**Tri Art Color Corporation**

245 W. 55th St., N.Y.C.  
Phone: PL 7-4580

President .....Irwin Young  
V.P.'s.....Paul Kaufman, Louis Feldman,  
Arthur Miller

Treasurer .....Jack Fellers  
*Services Offered*—Processing color motion picture film, 35 & 16mm.

**Trident Films, Inc.**

510 Madison Ave., New York City 22  
Phone: PL 9-3580

President.....C. F. Schwep  
*Services Offered*—Spot comm'ls filmed; industrials, educational.

**Triumph Films Ltd.**

Suite 538, 6 Penn Center Plaza,  
Philadelphia, Pa.  
Phone: LO 3-5760

Partner, Dir. ....Walter E. Dombrow  
Partner, Dir. of Photo .....John J. Burke  
Prod. Spvrs. ....Walter J. Travis  
Sales Dir. ....John Sexton  
*Services Offered*— Commercial, industrial & sports motion pictures.

**TV & Motion Picture Productions, Inc.**

117 E. Main St., Richmond 19, Va.  
Phone: MI 3-4444

President.....John C. Wood  
V.P.....Fred L. Frechette  
Sec.-Treas.....Susanne D. Wood

*Services Offered*—Producer of film commercials, slides & halops; newsreels & special events, incl. pub. relations newsclips. Laboratory facilities; complete film handling services, incl. editing, recording.

*Current Productions* — Reynolds Metals, Appalachian Power Co., C&P Telephone, Va. Electricia & Power.

**TV Radio Film Advertising Service**

245 E. 80th St., N.Y.C. 21  
Phone: YU 8-6698

Owner.....Arthur J. Daly  
Assoc's .....Arthur Ferrante, Louis Teicher  
*Services Offered* — Musi Call Letters for radio stations, jingles and commercials, musical logotypes, TV films and storyboards. Tape equipment available.

**TV Spots, Inc.**

1037 N. Cole Ave., Los Angeles 38, Cal.  
Phone: HO 5-5171  
N.Y. Phone: PLaza 5-4807

President .....Shull Bonsall  
V.P., Gen. Mgr.....Bob Ganon  
Prod. & Crea. Dir.....Sam Nicholson



## RADIO-TV COMMERCIAL PRODUCERS

Prod. Coord.....David Hoffman  
 Animation Dir.....B. Washam, T. McDonald  
 Film Editor.....Norm Vizens  
*Services Offered* Produce animated and live action for TV comm'ls, industrial & entertainment films.

*Current Productions*—Quaker Oats, Household Finance Corp., Swift & Co., General Mills, Brunswick Balke.

### **T-V Visuals, Inc.**

20 N. Wacker Dr., Chicago, Ill  
 Phone: CEntral 6.8955

President.....Alfred D. LeVine  
 Sec.-Treas.....Robert B. Kirinberg  
*Service Offered* Produce, package & distribute syndicated TV commercials & programs.

### **Richard H. Ullman, Inc.**

1271 Ave. of Americas, N.Y. 20  
 (See Program Producers)

### **Unifilms, Inc.**

6 E. 46th St., New York City 17  
 Phone: YU 6-5720

President.....C. Gallagher  
*Services Offered*—TV comm'ls, program inserts, news, feature coverage; programs, industrials (TV).

### **United Film & Recording Studios**

301 E. Erie St., Chicago 11, Ill.  
 Phone: SUperior 7-9114

Pres., Exec. Prod.....Wm. L. Klein  
 Assoc. Dir.....Marilyn L. Friedel  
 Creative Musical Dir.....Larry Wellington  
*Services Offered*—Creation & prod. of motion pictures for TV, business, industry; filmed package shows; musical jingles, spot announcements for radio & TV. Compl. equipped sound stages & recording facilities.

### **United States Productions, Inc.**

5 E. 57th St., New York 22, N. Y.  
 Phone: PLaza 1-1710

President.....Francis C. Thayer  
 V.P.'s.....Thos. H. Wolf, Rene Bras  
 Production Mgr.....Lockwood Rush  
*Services Offered*—All phases motion picture production—script to screen 16/35mm. B & W or color. Slide films.

### **Universal Recording Corp.**

46 E. Walton St., Chicago 13  
 Phone: MI 2-6465

President.....A. B. Clapper  
 V.P., Chief Eng.....M. B. Coppinger  
 V.P., Treas.....Frank Richter, Jr.  
 Secretary.....R. A. Weber  
*Services Offered*—Recording (monaural and stereophonic) record sessions, spot, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 and 35 mm screening & interlock magnetic re-recording.

### **UPA Pictures, Inc.**

4410 Lakeside Dr., Burbank, Calif.  
 Phone: TH 2-7171  
 V. Y. Phone: PL 2-3630

President.....Benry G. Saperstein  
 Studio Mgr.....Hal Elias  
 N. Y. Office

327 Madison Ave., New York, N. Y.  
*Services Offered*—Produce animated and live action for commercial, industrial and theatrical accounts.

### **Thomas J. Valentino, Inc.**

150 W. 46th St., N.Y.C. 36  
 Phone: CI 6-4675

President.....Thomas J. Valentino  
 Vice Pres.....Michael T. Valentino  
 Secretary.....Elsie F. Valentino  
*Services Offered*—Mood music for TV, sound effects of all types, miscellaneous recordings.

### **Van Praag Productions, Inc.**

1600 Broadway, N.Y.C. 19  
 Phone: YU 7-2687

President.....William Van Praag  
 Exec. Vice Pres.....Marc S. Asch  
 Production Mgr.....Daniel Karoff  
 Account Supvr.....Hal Persons  
 Chief Editor.....Oscar Canstein

#### *Branch Offices*

2301 Dime Bldg., Detroit 26, Mich.  
 Phone: WO 2-4896

V.P. in Chg.....Frank R. Stephan  
 6269 Selma Ave., Hollywood, Calif.  
 Phone: HO 2-2344

Manager.....Jean Vallier  
 3113 Ponce de Leon, Miami, Fla.  
 Phone: HI 4-3191

Manager.....Maurice Van Praag  
*Services Offered*—Black & white & color motion pictures for commercial, industrial, ed., prom., documentary & theatrical presentation; slidefilms.

### **Versatile Television Productions, Inc.**

324 Broadway, Cape Girardeau, Missouri  
 Phone: ED 5-8816

President.....R. O. Hirsch  
 Manager.....B. Baker  
*Services Offered*—Comm'ls, spots, industrials.

### **Videart, Inc.**

480 Lexington Ave., N.Y.C. 17  
 Phone: MU 2-2363-4

President.....Joe Zuckerman  
 Secretary.....Florence Hartman  
*Services Offered*—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm 16 mm color black & white.

### **Video Crafts, Inc.**

116 East 30th St., N. Y. 16  
 Phone: OR 9-6030

## RADIO-TV COMMERCIAL PRODUCERS

President.....Arthur Rankin, Jr.  
 Sales Mgr.....Peter Turnquist  
 Art Dir.....Curtis Iverson  
 Prod. Mgr.....Rene Melchin

### *Branch Office*

1240 27th St., N.W., Washington, D.C.  
 Phone: DuPont 7-6680

*Services Offered*—Projection for TV and industry including art and animation; motion pictures and stop motion puppets.

### **Video Films Inc.**

1004 E. Jefferson Ave., Detroit 7  
 Phone: WO 2-3400

Pres. ....Clifford Hanna  
 V.P. ....William R. Witherell, Jr.  
 Sec.-Treas. ....William E. Lane

*Services Offered*—Production of motion pictures for TV and industry. Editing and recording services for industrial clients. Facilities include sound stage, recording, camera, & studio equipment; music library.

### **Videotape Prod. of New York, Inc.**

205 W. 58th St., New York City  
 Phone: JU 2-3300

President.....H. S. Meighan  
 Vice President.....John B. Lanigan  
 Sales Manager.....Herbert W. Holder  
 Production Mgr.....C. Holden  
 Chief Engineer.....Donald Collins

*Services Offered*—Videotape commercials and shows—studio & location. Tape equipment available.

### **Video Tape Unlimited, Inc.**

341 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 9-7667

President.....Henry R. Alexander  
*Services Offered*—Produce video tape commercials, shows, news events and closed circuit, on location and in studios. Tape dubbing and transfers to film.

### **Video-View, Inc.**

5746 Sunset Blvd., Hollywood 28, Cal.  
 (See TV Prod.-Dist.)

### **Vogue Film Productions, Inc.**

Bowman Field, Louisville 5, Ky.  
 Phone: GLendale 4-3689

President.....Hal Vinson  
 Production Mgr.....Charles Straayer  
 Creative Dir.....Elise Meyer  
 Dir. of Photography.....George Weimann  
*Service Offered*—TV commercials, slides & slidefilms, sales presentations & programs, 16mm motion pictures, complete studio facilities.

### **VPI Productions**

321 W. 4th St., N.Y.C. 36  
 Phone: JUDson 2-8082

Pres. ....Edwin T. Kasper  
 Exec. V.P.....George Tompkins

### *Branch Office*

333 N. Michigan Ave., Chicago, Ill.  
 Phone: RAndolph 6-4511

Exec.-in-Chg. ....Dick Lewis  
*Services Offered*—TV film commercials, complete 16 and 35 mm facilities.

### **Roger Wade Productions, Inc.**

16 W. 46th St., N.Y.C. 36  
 Phone: CI 5-3040

President.....Roger Wade  
 Vice Pres.....Ralph Fuller  
 Film Dir.....John Savage

*Services Offered*—Complete facilities for the creation and production of TV commercials, live and animated, in color and black & white. Editing facilities, art department, animation camera, permanent staff, Oxberry stand.

### **Gene K. Walker Productions**

465 California St., San Francisco 4, Cal.  
 Phone: YU 6-2891

President.....G. K. Walker  
 Production.....R. F. Scott  
*Services Offered*—Industrials, educationals, & PR films for TV.

### **Bob Warner Productions**

440 East 56th St., New York 22, N. Y.  
 Phone: PLaza 9-1145

*Services Offered*—Creation and production of live and film programs and commercials.

### **Washington Video Productions, Inc.**

1637 Wisconsin Ave., NW, Washington 7  
 D. C.  
 Phone: AD 4-5737

President.....G. F. Johnston  
*Services Offered*—TV film shows, comm'ls; color, B & W animation; studios & facilities for rent.

### **Louis Weiss & Company**

653 N. Fairfax Ave., Los Angeles 36, Cal.  
 (See TV Prod.-Dist.)

### **Wesmor, Inc.**

650 N. Bronson Ave., Los Angeles 4, Cal.  
 Phone: HO 2-7141

Prod. ....E. Solow  
*Services Offered*—TV film shows & comm'ls; synd. film; features of full length.

### **Western Cine Service, Inc.**

312 South Pearl St., Denver 9, Colo.  
 (See Trans.-Rec.)

### **Western Recorders**

6000 Sunset Blvd., Hollywood 28  
 Phone: HO 3-6811

Partner.....Donald D. Blake  
 Partner.....William M. Kirkpatrick  
 Partner.....Ted Robinson  
*Services Offered*—Tape and disc. Recording-assembly and editing. Auditorium and studio rentals. Dukane automatic 30/50 signal for slide film production.

# RADIO-TV COMMERCIAL PRODUCERS

## Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11  
Phone: SU 7-2755

President.....Ross Wetzel  
Prod. Mgr.....William L. Langdon  
Sales Audio-Visual.....Owen Zapel  
Creative TV.....Russell Stamm  
*Services Offered*—TV commercials, spots, slide film, displays, animation, humorous illustration, comic strips. Special effect printer avail. to producers. Visual aids cellomatic presentations.

## Wilding Picture Productions, Inc.

### Wilding TV

405 Park Ave., N.Y.C. 22  
Phone: PL 9-0854  
1345 Argyle St., Chicago 40  
Phone: BR 5-1200

Chairman of Bd.....C. H. Bradfield, Jr.  
President.....H. William Hamner  
V.P., N.Y. Sales.....Hugh Gage  
Chicago Production.....J. Morton  
Dir. Chicago T.V.....M. Stehney  
*Services Offered*—Producers of TV commercials and creation and production of all audio-visual media—motion pictures, slidefilms, graphic materials, complete sales training programs, announcement shows, industrial shows, etc.

## Willard Pictures, Inc.

45 W. 45th St., New York City 36  
Phone: JU 2-0430

Exec. Prod.....J. Squiers, Jr.  
Production.....S. A. Scribner  
*Services Offered*—Comm'ls; spots; industrials.

## Frank Willard Productions

1842 Briarwood Rd., NE, Atlanta 6, Ga.  
Phone: ME1rose 4-2433

Owner.....Frank Willard  
Production Mgr. ....Charlfe R. Cannon  
Sales Mgr. ....Karl Fries  
*Services Offered*—TV, business & public relations commercials and sound slide films, sound stage, editing rooms, sound mixing.

## Williams & Hill, Ltd.

4 Albert St., Toronto, Canada  
Phone: EM 2-1931

Pres.....Hal B. Williams  
Vice President and Gen. Mgr.....R. H. Hill  
V.P., Sec.-Treas.....Heinz A. K. Drege  
Producers.....Colin Y. Smith,  
Gary Gray, Hans Klosterman  
*Services Offered*—TV commercials and industrial films (live action, animation, special effects, Pictafilm and slides.)

## Winik Films Corp.

250 W. 57th St., New York City 19  
Phone: CI 6-7360

President.....L. Winik  
Vice President.....R. Winik  
*Services Offered*—Filmed TV series prod. & distr.; industrials; documentaries.

## Raphael G. Wolff Studios, Inc.

1714 N. Wilton Pl., Hollywood 28, Cal.  
Phone: HO 7-6126

*Services Offered*—Commercials, spots, industrials.

## Wonderland Productions

7934 Santa Monica Blvd., Hollywood 46, Cal.  
Phone: OL 4-8342

Exec. Prod.....M. L. Bryan  
*Services Offered*—TV film commercials; 35 and 16mm. industrial and public relations.

## Wondsel, Carlisle & Dunphy, Inc.

1600 Broadway, N.Y.C. 19  
Phone: CI 7-1600

President.....Harold E. Wondsel  
V.P. & Dir. of TV.....Thomas Dunphy  
V.P. in Chg. Prodn.....Robert Carlisle  
V.P. in Chg. Sales.....Jack L. Lemmon  
Secy.-Treas.....Walter Kullberg  
Prod. Mgr.....John Affriol  
*Services Offered*—Motion picture production in all phases: documentary, training, sales promotion, public relations, TV commercials. All staff personnel, complete facilities including fully-equipped sound studio, editing department.

## Carter Wright Enterprises

6533 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 9-0944

Owner.....Carter Wright  
*Services Offered*—TV live programs, film shows; commercials; music effects.

## Wylde Films, Inc.

155 East 24th St., N. Y. C.  
Phone: MU 5-1000

President.....Fred Levinson  
Exec. V.P.....R. Bean  
*Services Offered*—Comm'l, industrial, educ. films produced.

## Ziv-United Artists, Inc.

488 Madison Ave., N.Y.C.  
(See TV Prod. Dist.)

## Maurice H. Zouary TV-Film Productions

333 W. 52nd St., N.Y.C. 19  
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary  
*Services Offered*—Production of film shows and commercials, packager. Stock footage.  
*Current Productions*—Poem for a Day, Rockin' the Campus, Parade of Presidents.

## Seymour Zweibel Productions, Inc.

11 E. 44th St., New York City 17  
Phone: MU 2-4450

President.....Seymour Zweibel  
*Services Offered*—Industrials; educationals; slide film comm'ls.

1961

**FILM PRODUCER  
& DISTRIBUTOR  
BIOGRAPHICAL  
SKETCHES**



WHO'S WHO AMONG  
TV FILM PRODUCERS  
AND DISTRIBUTORS



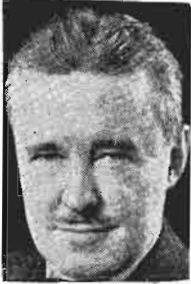
# Who's Who Among TV Film Producers And Distributors

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**RAIBOURN, PAUL**, vice president and member of the board of directors of Paramount Pictures Corp. and is also chairman of the board of International Telemeter Corp., of Chromatic Television Laboratories, member of the board of NAB, treasurer and director of the Allen B. DuMont Laboratories, Inc. and president of TV station KTLA, Los Angeles. Associated with Paramount.



**PLITT, HENRY G.**, president of ABC Films Inc.; born New York, N. Y., November 26, 1918; Syracuse University, St. Lawrence University Law School; member of the New York bar; World War II service, mustered out as major of 101st Airborne Infantry; 1946, division manager of United Paramount Theatres; 1949, Paramount - Richards (which became Paramount Gulf) of the AB-PT circuit.



**BURNS, LLOYD**, vice president in charge of International operations of Screen Gems, Inc., was born in Toronto and graduated from McMaster University, Hamilton, Ontario. Entered the film industry on the sales force of Columbia Pictures in London, England. He joined Telepix Movies Ltd., Canada, in 1953 and became general manager. Was appointed to his present post in 1959.



**UNGER, OLIVER A.**, board chairman and president of National Telefilm Associates Inc. Born 1914 in Chicago. Attended Syracuse University, B.A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Division Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Formed Snader Telescription Sales, Inc., 1949. Became partner TV Exploitations.



**SINN, JOHN L.**, president, Ziv-United Artists TV. Born, April 13, 1914, Cincinnati, O. Attended Univ. of Cincinnati, BA degree. Started in TV with Ziv Television Pgms. in 1948 as president. Also held posts with WCPS in Cincinnati as script writer, and with WLW, Cincinnati for two years. Married to Joan Beck; they have two children: daughter Patricia, 19, and son Steven, 14.



**MAHLSTEDT, FRED J.**, managing director, domestic and international operations, CBS Films. Born in New York, N. Y., e. Pratt Institute and Columbia University; started career in architecture; entered advertising field with Erwin, Wasey and the Kudner Agency; CBS 1939, as chief of sales development and research, radio sales promotion, later spot sales; organized CBS Films in 1950.



**GERMAN, WILLIAM J.**, president, W. J. German, Inc., Fort Lee, N. J.; Hollywood, Cal.; Chicago. Born in Port Hope, Canada, Dec. 29, 1888. Is agent for the sale and distribution of Eastman professional motion picture films for TV and motion pictures. In 1914, married Estelle Elizabeth Wehnert in Rochester, N. Y.; two children. Member: Lotus, Explorers Clubs.



**DIGGES, SAM COOK**, administrative vice president CBS Films. Entered broadcasting in 1942 with WMAL, Washington, D. C., in ABC affiliates sales department; joined CBS in 1949 as account executive in newly created TV department of radio sales; television manager CBS Radio sales office Chicago, 1950; Eastern sales manager CBS Television Spot sales; gen. mgr. WCBS-TV, 1954-58.

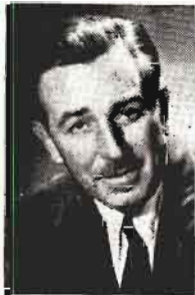


## FILM PRODUCER-DISTRIBUTOR BIOS. ~~~~~

**SUTTON, DAVID V.**, vice president in charge of MCA-TV Film Syndication Division, was born Jan. 12, 1912. Graduated from the University of Virginia Law School in 1935, he started in broadcasting with WBBM in Chicago in 1940 in the sales department. He also, in the past, was affiliated with KMOX, St. Louis, CBS Radio and TV. He is married to Louisa Powell and has one child.



**DISNEY, WALT**, executive all production, Walt Disney Productions. B. Chicago, 1901. Starter career as commercial artist; created animated characters for short subjects that have become world-famed, and popular; was one of first major motion picture producers to create and produce for television and range of subjects run from fantasy to science.



**WRATHER, JACK**, president of the Jack Wrather Organization, whose interests range from the oil industry to the resort field and communications, including TV production. B. Amarillo, Texas, May 24, 1918. World War II service with U. S. Marines; film producer, of various TV series ("Lone Ranger," etc); owner of radio and TV stations; former partner in Independent Television Corp.



**BRANDT, RICHARD**, president, Trans-Lux Television Corp. Born Dec. 6, 1927; Yale, B. S., 1948. Holds posts as president, Trans-Lux Pictures Corporation; president, Trans-Lux Distributing Corporation; president, Trans-Lux Theatres Corporation. Married to Lois Livingston; two children. Club affiliations: Friars Club, Yale Club of N.Y.C., Old Oaks Country Club. Hobbies: Golf, tennis, fishing.



**ZIV, FREDERICK W.**, chairman of the board, Ziv-United Artists Television. Born: August 17, 1905; U. of Mich., LLB, 1928. Started in TV with Ziv Television Programs Inc., as chairman of the board. Also held posts with Frederic W. Ziv Company (President). Married to Malvin Rae Pitzele; two children. Foundation for Boys, American Humanics Foundation, Boy Scouts of America.



**HARPER, RICHARD A.**, director of Syndicated Feature Sales for MGM-TV, was born in Johnstown, Pa. Educated at U. of So. California and Columbia U. in 1939-42 with National City Bank of N. Y. on overseas duty. In 1946 with U. S. Navy and later at MGM in N. Y. In 1948-52 special sales rep at MGM. In 1952 with Shea Theatres. Rejoined MGM in 1953 as circuit sales manager.



**ARNAZ, DESI**, president, Desilu Productions, Inc. Born March 2, 1917. Began professional career as vocalist with a band; later a drummer and organized his own rumba band, appearing on stage and night clubs, touring United States and Europe; later appeared as principal in several motion pictures. Entered television with organization of Desilu Productions which was founded in 1952.



**SEIDELMAN, ROBERT**, vice president in charge of syndication, Screen Gems, Inc., B. 1925. N.Y.C. B.A. New York University; M. Phyllis; Children — Carol Ann, Richard. Entered industry in 1946. United World Films TV Dept.; 1949-50, Universal Int'l Films 1950, joined Hygo TV films as Sales Executive; 1951-56, V.P. and Sales Mgr., Hygo. Also Vice President and co-owner of Unity TV.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**GOODSON, MARK**, owner-partner with William S. Todman, Goodson-Todman Productions. Born, Sacramento, Calif. Started his career as a child actor in stock companies; entered the radio field with KJBS, San Francisco, as a disc jockey in 1936; joined the Don Lee network in 1937; in 1942 removed to New York to emcee "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz."



**EZZES, ERWIN H.**, executive vice president, United Artists Associated. Born Sept. 21, 1916. Attended City College of New York, received BBA in 1938. Started in TV with Motion Pictures for Television, Inc. in 1950 as salesman. Also held posts with World Wide Development Co., secretary; United World Films, Inc., vice president, director, sales mgr. Married to Thelma Dunleavy; two children.



**STABLER, ROBERT W.**, president, Filmaster, Inc., born May 25, 1918; BA degree UCLA, 1940. Entered television with Hopalong Cassidy productions 1952 as VP, general manager; previous associations included public relations-advertising director for Capitol Records. Formed Filmaster in 1954, producer of several successful TV series. Married to Dorothy Schulyer Stabler, one child.



**RUSH, HERMAN**, vice president, GAC. B. June 20, 1929, Phila., Pa. BBA, Temple Univ. 1951 became salesman for Official Films and in 1954, appointed assistant to the president. In 1956, named to board of directors and also named to the board of Gold Medal Studios. He formed Flamingo, becoming president and chairman of the board. Married. Member: Friars and Variety Club.



**POWELL, RICHARD E. (Dick)**, president Four Star Films Inc., born Nov. 14, 1904 in Mountain View, Ark. In 1950 with others he formed Four Star, producer of several successful network film series, following a career as screen star and later producer-director of motion pictures for major companies. Created "Richard Diamond" role on radio; starred in television programs.



**TALBOT, PAUL**, president Fremantle Overseas Radio & Television, Inc. Started career in industry in 1941 with CBS; served with U. S. Army in World War II; U. S. representative for Italian Radio Network and Radio Andorra, latter being first European station to resume commercial operation after war; heads a company distributing throughout the world with films in all categories in its catalogue.



**HYMAN, ELIOT**, president, Seven Arts Associated Corp. A pioneer in recognizing profit potential in distribution of feature motion pictures to television, founded Associated Artists, Inc., (now UAA) in 1947; played major part in the co-production and financing of many important motion pictures: "Lost Boundaries," "Moulin Rouge," "Moby Dick," produced for release by United Artists.



**STERN, EDWARD J.**, president, International Television Programs, Inc. (Ziv-UA), is a native of Detroit, and attended the University of Cincinnati. Entering the television industry in 1953, Stern headed up international sales and the preparation of foreign language programming, and has been active in that field since that time. He is a member of Sigma Alpha Mu, Sophos, and the IAA.





## FILM PRODUCER-DISTRIBUTOR BIOS

**RIFKIN, MAURICE J.**, executive vice president in charge of sales, Ziv-United Artists Television; born July 12, 1913 in Marinette, Wisc. He attended Univ. of Southern Calif. Psychology. Bachelor '36, M.A. '37. Started in TV with Ziv TV Programs, Inc. in 1949 as sales manager. He also held posts with WKBN in Youngstown, Ohio and the Frederic W. Ziv Co. Present post in 1953.



**PINCUS, DAVID I.**, senior vice president Transfilm-Caraval Inc. Born, Boston, Mass., and started in motion pictures in 1915 as scenic artist at Universal studios, Fort Lee, N. J.; joined Fox in 1918; organized Caraval Films in 1921 and was president until 1959 when Transfilm-Caraval was formed. Produced 500 films for industry government and education and some 5,000 TV commercials.



**UNGER, MAURICE**, executive vice president in charge production, Ziv-United Artists Television; b. Aug. 16, 1913 in Cincinnati. Affiliated with Grandpa Brands, 1934-47, serving also with its Tom Collins Corp. President, Charles A. Maish Co., 1947-50. Started with Ziv-TV in Oct., 1950, as west coast manager. Married to Roslyn Unger, five children. Plays golf, Tamarisk Country Club.



**KEEVER, H. WELLER**, vice president in charge of sales, Filmasters, Inc.; b. Jan. 20, '27; e. Yale University, receiving B.S. in 1949. Started in TV with NBC Television Films in 1951; VP California National Productions Inc. Married to Joan Bulley. Club affiliations include Woodway Country Club, Darien, Conn.; Racquet Club of Chicago and Yale Club of New York City. Hobbies: Golf, skiing.



**SCHWIMMER, WALTER**, owner Walter Schwimmer Company. Born Chicago, 1904; attended Northwestern University, BA 1924; president Radio Features, Inc.; organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933, and the Walter Schwimmer Company in 1946 for production and syndication of Radio-Television programs. Married Daisy Seltzer, 1927.



**FRIEDHEIM, ROBERT W.**, administrative vice president, Ziv-United Artists Television. Born Dec. 8, 1908; Westminster College, Fulton, Mo. Started in TV with Ziv Television Programs Inc. in 1950 as bus. mgr. N.Y. office. Also held posts as VP. World Broadcasting System Inc.; director, NBC Recording Division. Named to present post in 1960. Married to Helen B. Friedheim and has two children.



**BURNS, JOHN B.**, vice president in charge of TV sales, MGM-TV, a Chicago native was educated in that city. Started in broadcasting as a newscaster then switched to sales. Before joining MGM-TV in 1959, Burns was vice president in charge of national sales for ABC Films, having been in ABC Radio network sales, from which he switched to ABC Film Syndication in 1953.



**ALEXANDER, MAX**, secretary-treasurer M. & A. Alexander Productions. Born in Germany. Started career in motion picture industry in Berlin in the production field, gaining wide experience there, removed to the U. S. and joined Abe and Julius Stern in a production project; was associated with Phil Goldstone during two years association, with brother Arthur formed Alexander Co.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**ANDERSON, HOWARD B.**, vice president and supervisor of sales, ABC Films Inc. Prior to joining the company in 1954 was associated with WFAA-TV, Dallas, as assistant program director and film buyer. His first post for ABC Films was manager of the Dallas office, later transferring to Chicago as mid-West sales manager. Two years later he was appointed central division sales manager.



**HYAMS, JEROME**, vice president, general manager for Screen Gems, Inc. Was born in New York City. Entered the industry in 1934 with Guaranteed Pictures, joined Commonwealth Pictures in 1938; he became sales manager. In 1947, made vice president in charge of sales for Commonwealth Films and TV. He formed Hygo TV Films in 1950, which merged with Screen Gems, 1956.



**SACKETT, MORT D.**, president Commonwealth Film and TV, Inc., made his entry into the film industry in 1910, and eight years later organized Guaranteed Pictures in association with the late Sam Goldstein. In 1937 Commonwealth Pictures was organized, and Commonwealth Film & TV, Inc., was formed in 1947. Sackett eventually purchased interest in all of these companies.



**HERSH, SAM**, general manager, Family Films. Established the company in 1948 for the production of films for the TV market and church presentations; company is said to be the largest producers and distributors of religious pictures; filming is done at Keywest Studios in Hollywood, for which Hersh signed a 20-year lease for exclusive use; Hersh entered the film industry twenty years ago.



**KAUFMAN, REUB**, president Jayark Films Corp. which he formed in May, 1958—producer and distributor of TV film properties. B. 1903. Attended Univ. of Chicago. 1940-46, advertising vice president Lieber Co., Chicago. 1946-50, president Kaufman and Asso., Chicago advertising agency. 1950-52, sales manager Snader Telescriptions. In 1952, organized Guild Films, Inc.



**LEVATHES, PETER G.**, president of Twentieth Century-Fox TV, gave up law in favor of business and went to New York as assistant to the president of 20th-Fox, later entering sales as sales manager of Fox Movietone, and became general manager of the TV department. Levathes joined Young & Rubicam as vice president in 1952, becoming head of that agency's television in 1957.



**FIRESTONE, LEN**, vice president syndication sales, Ziv-United Artists Television; born in Pittsburgh and attended Duquesne University. He made his entry into the broadcasting industry in 1947 as an announcer for WPGH in his native Pittsburgh. In 1950, Firestone became sales manager for Unity Television Corporation. His association with Ziv started in 1954 as New York sales manager.



**GOLDSTEIN, CHUCK**, president Chuck Goldstein Productions. Started career early, with organization of the "Modernaires," singing group; later Goldstein singing unit, "Four Chicks and Chuck," appeared in innumerable singing commercials after they attained national prominence via network radio appearances; entered commercials production field with organization of his present company.





## FILM PRODUCER-DISTRIBUTOR BIOS. ~~~~~

**GOLDMAN, HAROLD**, president Television Enterprises Corporation. B. New York City. At 16 joined Amalgamated Radio Network. Active in theatre as distributor, owned and managed a chain of record shops. In 1948, joined Snader Telescriptions as partner and eastern sales manager. In 1951, organized Television Exploitation, Inc. In 1954, organized Comet TV, and later joined NTA.



**STREECH, WILBUR J.**, president Wilbur Streech Productions, TV commercial and animated film production firm. Graduate of UCLA. Received early training as animation artist for the Walt Disney studios; served as captain in U. S. Signal Corps during World War II; later became associated as a partner in Triangle Films; in 1951 decided to form own company to produce commercials for TV.



**POLL, MARTIN H.**, president Gold Medal Productions; president Gold Medal Studios. Born New York, N. Y., Nov. 24, 1922; educated University of Pennsylvania. U. S. Army service in W. W. II 1942-46; joined Paramount Music Corporation, 1946, assistant to general manager; partner Artists Management Associates, 1950, president Inter-Continental TV Films, 1952, produced TV films.



**VAN PRAAG, WILLIAM**, president, executive producer, Van Praag Productions producer and director of film commercials and features for television. Started career as movie theatre manager; entered advertising via promotional plan for theatres; advertising films for theatrical distribution; free-lance film editor; set up first film unit for Office of War Information; Army service in W.W. II.



**GOIT, CHARLES W.**, sales executive, Twentieth-Century-Fox TV, is a native of Kansas City and attended Northwestern and Penn State Universities. Goit joined the ITC company when it acquired Television Programs of America, with which he was national sales manager. He resides in Westport, Conn. His hobbies are water-skiing, duck hunting and boating.



**RETTIG, EARL**, secretary and managing officer of Hope Enterprises, born in Chicago June 4, 1903, is married and has three children. After nearly 20 years with movie majors in Hollywood, entered industry in 1950 as network operations manager for NBC. Subsequent network posts include NBC director of finance and operations in Hollywood, vice president in charge of TV network services.



**McMANUS, T. J.**, vice president film syndication division MCA-TV. Born in New York City and attended Columbia and St. John Law School. Entered the industry with Tele-news Productions in 1950. Two years later he joined United TV Programs and became Eastern sales manager in 1953. He joined MCA-TV when UTP merged with the former, continuing as Eastern sales manager.



**BLUMBERG, KURT**, vice president, in charge of Sales, Robert Lawrence Productions, entered retail sales after graduating from Princeton. He entered the television field with the Ziv company and served for more than two years as assistant to the vice president in charge of sales. Joined Television Programs of America, and later became syndication manager for U. A.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**ZOUARY, MAURICE H.**, president Maurice H. Zouary productions. Born Brooklyn, N. Y., July 17, 1921, educated School of Industrial Design. Trans-Lux Theatres, 1941, U. S. Armed Forces, 1943; entered live TV production, Bud Gamble Productions, 1948; industrial film production, 1953-54; Guild Films, 1955-56; presently producer-packager film series and commercials; stock shot library.



**WEIS, PIERRE**, vice president, general manager, Economee Div., Ziv-United Artists Television. Born in Lille, France. Sorbonne Univ., Bachelor in Math. & Phil. 1933. Started with Economee Television Programs in 1956 as general manager. Also held posts with Langworth Feature Programs, Inc., where he was vice president in charge of sales, and World Broadcasting System.



**UNGER, ALVIN E.**, administrative manager at Arrow Productions. Was born in Cincinnati, Ohio. He first entered the industry in 1939 with Ziv-TV, where he attained the post of vice president in charge of sales. He also held a post with Television Programs of America. His two children are Michael and Holly Ann. Golf and bowling are his main avocations, in that order of relaxation from business.



**TODMAN, WILLIAM SELDEN**, owner - partner with Mark Goodson of Goodson - Todman Productions. Born New York, N.Y., July 31, 1916; educated Johns Hopkins and New York University; career started as copywriter for advertising agency in New York; entered the industry as writer and director for radio shows for BBD&O Agency; became producer when he joined Biow Company.



**MORTON, ALFRED H.**, president, Atlantic Television Inc., was born Oct. 5, 1897, received a B.S. degree in 1919 from the University of Illinois; and M.S. degree from Columbia, 1921. Started his broadcasting career in 1938 with NBC, became vice president in charge of television. Later associated with National Concert & Artists from 1942-48; 20th Century-Fox, director of TV, 1948-50.



**CARLTON, RICHARD**, vice president in charge of sales for Trans-Lux TV Corporation, was born in New York City and attended CCNY, Columbia and Pratt Institute. Entered the film industry in 1935 with Columbia Pictures, later joining the company's TV subsidiary, Screen Gems. In 1951, Carlton became associated with Sterling TV, and in 1956 joined Trans Lux TV after serving in sales.



**LEWINE, ROBERT F.**, vice president, programming, CBS Films, took his present post September, 1959. He was vice president of NBC-TV network programs, joining NBC in 1956 from the ABC-TV network in a similar post. He formed his own company in 1947 to produce TV commercial, industrial and sales promotional films. From 1950 to 1953 Lewine was director of radio-TV for Hirshon-Garfield.



**RICH, ROBERT W.**, vice president, general sales manager, Seven Arts Associated Corp., was born in Yonkers, N. Y., educated at Oberlin College. Started with NBC in Cleveland while at Oberlin. In 1939-40, news editing for NBC in San Francisco and New York. Manager of California radio stations, 1953-55; program manager WPIX. Joined AAP, 1955, general sales manager.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**MANBY, C. ROBERT**, president Show Corporation of America, Inc. Born Battle Creek, Michigan; educated Hillsdale College and Harvard Graduate School of Business, MBA, World War II service with U. S. Coast Guard; entered industry in radio; associated with WJW, Cleveland; WONS, now WPOP, Hartford; Yankee regional network; joined RKO Telradio, 1953; appointed to present post in 1958.



**MANDELL, ABE**, vice president in charge of Administration and Sales, Independent Television Corporation, spent ten years in the Far East as a film distributor and operator of a theatre circuit. Returned to the Philippines as general manager for Frieder Films, distributor of Republic films, following three years army service. Served in Ziv's national sales division. Joined ITC in 1958.



**SMITH, JOSEPH P.**, president of Cinema-Vue Corporation, started his business career in Wall Street after graduating from Columbia University. In 1939 he joined RKO Radio Pictures, and returned to that company following service in World War II, and later was associated with Lippert Pictures. He became vice president of sales for Guild Films Inc. in 1954, remaining until 1955.



**MICHELSON, CHARLES**, President Charles Michelson, Inc., USA representative for Australian TV stations TCN, Sydney, and HSV, Melbourne. Born New York, N. Y.; attended Columbia University; entered television industry as export manager for Michelson & Sternberg, Inc.; established his own company, Charles Michelson, Inc., in 1938; married and father of two children.



**LIEBENGUTH, JACQUES**, regional sales director, Filmaster, Inc., was born in Larchmont, N. Y. A graduate of Hillsdale College in Michigan, he is an infantry veteran of World War II. He joined NBC Television Films, where he covered the entire Eastern area of the U. S. and served as an account executive with the national sales force before his present post.



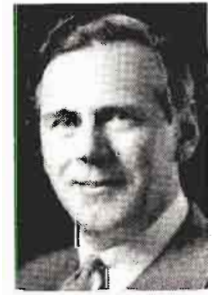
**BARUCH, RALPH M.**, director of international sales for CBS Films Inc., was born in France and educated at the Sorbonne. Commanding three languages, his native French, English and German, he came to the U. S. in 1941 and after three years with Sesac, joined DuMont Television in 1950 as account executive. Two years later he joined Consolidated Television Film Sales in New York.



**GRAHAM, ED, JR.**, partner Goulding-Elliott-Graham Productions. Graduated Dartmouth 1949. Started writing career at 16 with published work in The Saturday Evening Post; free-lance writer for Perry Como Chesterfield Supper Club, 1946-48; copywriter for McCann-Erickson, 1949-52; at Young & Rubicam created "Harry and Bert" in 1954; in 1956 joined Bob Elliott and Ray Goulding.



**BAGNALL, GEORGE**, president George Bagnall and Associates, Inc. Started his career in motion pictures in 1928 with Fox Film Company. Studio treasurer with Paramount in 1935, later named executive studio manager; vice president, general manager Alexander Korda, 1941-42; vice president United Artists, 1942; Board Dir. Walt Disney, 1960.





**FILM PRODUCER-DISTRIBUTOR BIOS.**

**NILES, FRED**, president Fred Niles Productions, Inc. Born, September 12, 1919; graduated, B.A. University of Wisconsin, 1940. Started his association with television industry as salesman for Kling Studios in 1947; organized his company to produce commercials, industrial, public relations and sales training films. Club affiliations include: Broadcast Advertising Club and TV Academy.



**KERMAN, ARTHUR**, president Governor TV and Regal TV Corporation, also president Tudor Pictures, Inc., Favorite Films Corporation and Congress Films, Inc., latter firms handle theatrical films. Born New York, N.Y., April 27, 1927; graduated Hofstra College. Organized Governor TV in 1951 after association with firms headed by his father, the late Moe Kerman, in the film distribution field.



**MIESEGAES, WILLIAM P.**, president Transfilm-Caravel. Born London, England, 1906; attended Harrow, 1920-24; Institut le Rosey, Switzerland. Started career in marine transportations, joining A. C. Fraser & Company, Rotterdam, merchant shippers, as junior executive, 1926, Meyer and Company, Amsterdam, 1927, established Transfilm which was merged with Caravel in 1959.



**BECK, MAURICE**, a native Texan, accepted a post at the Federal Reserve Bank in Dallas. Later left the banking field to acquire an interest in one of the largest power laundry and dry cleaning plants in Texas, and wrestling shows. Today, he is a producer of a new wrestling show which, as of this date, is unnamed. He is also producing a comedy series.



**GOODMAN, HARRY S.**, general manager of Harry S. Goodman Productions. Started his business career in the finance and sales field; teacher of sales psychology at New York Life Insurance Company; president and general manager of Banker's Thrift Corporation, Chicago; organized Harry S. Goodman Productions in 1931; president of Radio-TV Representatives, Inc. operating 4 branches.



**REED, ROLAND**, president Roland Reed Productions. Born, Middletown, N. Y. Started career in Hollywood in 1922; produced his first commercial picture in 1930 for Westinghouse; later a director of a feature length Technicolor picture; made first TV series, "Stu Erwin Show" 1950 and followed with such series as "Waterfront," "My Little Margie," "Rocky Jones."



**SMITH, FRANCIS D.**, vice president, general sales manager and partner, Cinema-Vue Corporation, graduated from Holy Cross College, and after selling films for RKO he formed his own company, Silver Process Inc. He entered the TV film field as Eastern division manager for Tele-Pictures, later joining Guild Films in a similar post. In 1954 he directed sales for Cinepix film properties.



**MITCHELL, JOHN H.**, vice president in charge of sales for Screen Gems Inc., was born in New York City and educated at Michigan University. In 1937 he was with Erwin Wasey & Company and two years later became manager of the sales service department of Mutual Broadcasting System. After service in the U. S. Navy, Mitchell became director of TV for United Artists.



## FILM PRODUCER-DISTRIBUTOR BIOS. ~~~~~

**GUEDEL, JOHN**, head of John Guedel Productions. Attended UCLA. Originated radio's first audience stunt show and singing commercials; producer and director of "Art Linkletter's Houseparty," CBS-TV and radio, "The Groucho Marx Show" and "Linkletter and The Kids;" writer for Hal Roach studios on Our Gang comedies and Laurel and Hardy shorts.



**TURELL, SAUL J.**, president Sterling Television Company, Inc. Born, New York, N. Y.; attended College of the City of New York and University of Chicago; served in W. W. II with U. S. Army in South Pacific, New Guinea and the Philippines; was associated with Official Films; in partnership with Robert Rhoades established Sterling Films in 1946, which later set up a television department.



**REINER, MANNY**, vice president, director of Foreign Operations, United Artists Associated. Born New York, N. Y. Joined Warner Bros., 1953 in publicity; MGM, 1934-37; Monogram pictures assistant adv. mgr., 1937-40; Paramount, publicity, 1940-42, Office War Information, 1942-46; foreign sales dept. Selznick Releasing Company, 1949-50; Louis G. Cowan Television Productions, 1950-52.



**ZUCKER, NATHAN**, president of Dynamic Films Inc., is a native New Yorker started his career as an engineer. In cooperation with the Educational Television and Radio Center he helped plan three TV series, later became co-founder of Dynamic to produce industrial and TV films. Past president of the Film Producers Assn. of New York, having previously served as V-P of the organization.



**FRIEDLAND, LOU**, vice president in charge of station program sales, MCA TV Ltd., was an instructor in applied psychology at N.Y.U. until World War II, when he served in the U. S. Navy. Later he became assistant to the president at Gettinger Associates in film and TV financing. Friedland joined MCA TV in 1952 as an account executive, became a vice president in 1954 and a board member a year later.



**RANSOHOFF, MARTIN**, president of Filmways Inc., which recently opened a new New York studio for Motion Picture features as well as TV commercial and entertainment films to supplement Filmways' previously established plants for producing TV commercials. He started the company in 1950; last year signed an agreement with Warner Bros. for exchange of studio facilities on both coasts.



**KLAUBER, DONALD**, national sales manager, Seven Art Associated Corp., was born in New York City and attended Columbia University. Joined Associated Artists Productions, now UAA, in 1952 as a salesman and advanced to more responsible posts prior to his appointment to national sales manager. Among his hobbies are golf, tennis and photography. Klauber is a member of RTES.



**SILVERBACH, ALAN M.**, director, International Sales, Twentieth Century-Fox TV, was born Oct. 12, 1920 in New York City. After serving with the U. S. Air Force with a rank of major, he joined 20th-Fox in 1946 as a foreign sales executive and became supervisor in 1957. Silverbach graduated from Duke University, which he entered after attending the New York Military Academy.





## FILM PRODUCER-DISTRIBUTOR BIOS.

**BARNETT, NORMAN**, president of Barnett International Forwarders, Inc. Born May 5, 1919, educated at New York University, Bachelor of Science, 1941. Served in World War II as Captain U.S. Signal Corps. Re-joined Barnett International Forwarders in 1946 as secretary of corporation; appointed vice president in 1952 and assumed his present position in 1960. Married, has three children.



**SULLIVAN, GRACE**, director of national sales for Official Films, joined the company in 1953 and grew, with Official, from her original job as receptionist to her present position. She has also been secretary of the corporation, prior to her present position of sales chief for the organization. She stepped into her demanding job as national sales manager after a stint of successful selling.



**ROBECK, PETER M.**, head of Peter M. Robeck & Company, Inc., attended UCLA, began his career as guide for NBC-TV. Was assistant director of Public Affairs, CBS Hollywood, general manager sales for Consolidated TV Sales and TV Film Division of RKO Teleradio before founding own company, Scarab Film Corporation, 1958, which now bears his name. Married to former Trudy Mann, two children.



**CURTIS, DANIEL M.**, director of sales, California National Productions. Born, Bridgeport, Conn. graduated from Syracuse University, class of 1950. Joined California National Productions in 1952, was appointed Central Sales Manager in 1953. After serving as Eastern Sales Manager, he was appointed National and Regional Sales Manager of California National Productions in 1958.



**RAPPOPORT, GERALD J.**, board chairman, Trans Artists Productions, Inc., director, Coast Sound Service, Inc., president, Sewan Music Publishers, Inc. Born in New York and educated at New York University; World War II service with United States Marine Corps. Former president, Major Artists Representative Corporation, Independent Producer of Animated Shorts.



**JONES, MERLE S.**, president, CBS TV Stations Div., born August 14, 1905, Omaha, Neb., is a graduate of U. of Nebraska Law School. Entered broadcasting with WAAW, Omaha, Neb. in 1933. Joined CBS, 1936, as assistant to general manager of KMOX. Also held positions with WOL, Washington, D. C.; WCCO, St. Paul; CBS-TV. Married to former Frances Green of Denison, Texas and lives in N.Y.



**GOTTLIEB, IRA**, president, Flamingo Telefilm Sales, Inc. Entered the field in 1950 as Flamingo's director of sales. Under his leadership the company has pioneered in the syndication of foreign films for television. He advanced from executive vice-president to president in 1960. He is on the board of directors of Retarded Infant Services. Graduate of N. Y. U.; Air Force Major in World War II.



**MCGREGOR, CHARLES**, president of Banner Films, Inc., attended NYU, is married and has one child. Prior to forming Banner Films, Inc., he was manager of the Chicago office and midwest territory for Flamingo Films. Past associations also include the producing and packaging of live shows for network, and manager of ABC Music Publishing Company.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**LINDEMANN, JR., CARL**, vice president of Programs for California National Productions was born in Hackensack, New Jersey. A graduate of Phillips Exeter Academy and Massachusetts Institute of Technology, he has previously served as National Broadcasting Company vice-president of Daytime Programming and vice-president of Program Sales, NBC, before present position.



**HARVEY, ALFRED**, president, Harvey Films, Inc., Harvey Publications, Inc. Born, N.Y.C.; attended Columbia U., Carnegie Tech. Started Harvey Famous Name Comics and Informational Booklets, 1940. Developed cartoon program, ABC-TV. Publisher, thirty magazines. Married to Vicki Lorne, father of three—Susan, Alan, Russel. Served as Captain in U.S.A. World War II.



**DeMET, PETER**, executive producer of Peter DeMet Productions. Entered television field in 1957 after owning an automobile sales agency in Chicago. Producer of "Championship Bowling," "All Star Golf," and "Come Out Fighting." Winner of bowling industry's "Man Of The Year" award. Originator of the "Sportacular" for television, newest production: "Come Out Fighting," featuring boxing and judo.



**NATHAN, WYNN**, president TV Marketeers, attended University of Southern California in 1940. Started work for talent agency, Century Artists, which formed United Television Programs in 1948; v.p., charge sales until company was sold, 1956. Vice President. Charge of Sales, Member of Board of Directors, MCA-TV. Formed his own company in 1960. Married and the father of four daughters.



**BRILL, FRANK**, vice-president in charge of the New York office for MCA-TV Film Syndication Division. Born, New York City. Entered Army, 1942, as private, discharged a Captain, anti - aircraft, 1946. Was talent co-ordinator for Studio Films Productions, sales executive for United Television Programs; took charge of New York office of MCA in 1960 and was made vice-president that year.



**SCHLOSSER, HERBERT S.**, vice president, general manager, California National Productions, Inc. Born, Atlantic City, N. J., graduated from Princeton University, summa cum laude, and received a law degree at Yale Law School. After several years with the law firm of Phillips, Nizer, Benjamin, Krim and Ballon, he joined the legal department of National Broadcasting Co., acting as attorney.



**STERN, ALFRED R.**, president and chairman of the Board of California National Productions, also is vice president of NBC Enterprises. Director of NBC International Operations and Chairman of the Board of NBC International, Ltd. Born in Chicago, educated at Deerfield Academy, Mass., and the University of North Carolina, Chapel Hill. During World War II, served with U.S. Army Air Force in Pacific.



**FEIN, IRVING A.**, president, J and M Productions, Inc., executive producer Jack Benny Program, was born June 21, 1911. Received degree from Brooklyn Law School, 1936, after attending Colby, U. of Baltimore, U. of Wisc. Started career in 1933 in Promotion Department, Warner Bros. Also held posts with Columbia Pictures, Amusement Enterprises, Inc., CBS Radio Network.



## FILM PRODUCER-DISTRIBUTOR BIOS.

**ROSS, CHESTER M.**, president of Bonded TV Film Service and Bonded Film Storage, was born March 29, 1917; graduated from Cornell University and Harvard Law School; edited the Harvard Law Review, 1940-1941. From 1942 to 1946, served in the War Shipping Administration in Washington; has been president of Bonded affiliates since 1946. Married, two children.



**WOLPER, DAVID L.**, executive producer and president of Wolper Productions, Inc. One of the founder-owners of Flamingo Films in 1948, prior to forming his own company in 1958. Produced "Superman," "Grand Ole Opry," etc. Now producing documentaries under Wolper-Sterling Productions banner; Member board of directors, Mount Sinai Hospital, The Thaliens.



**SCHAEFER, ARMAND L.**, president of Flying A Productions. Born, Tavistock, Ont., Canada 1908, entered motion picture industry with Mack Sennett in 1924. Producer and executive producer Republic Pictures 1935-47; president, Gene Autry Productions since 1947; exec. TV prod. Gene Autry Show, Range Rider, Annie Oakley, Buffalo Bill Jr., etc.



**WEBB, JACK**, actor, producer, director. Born, Santa Monica, California, educated in Los Angeles. Began radio career in San Francisco in 1945 as announcer, writer, actor. Creator, director and star of "Dragnet," producer of TV series "Pete Kelly's Blues," "D.A.'s Man," and "Noah's Ark"; pictures include Sunset Boulevard, Appointment with Danger, The Men, The D.I., Halls of Montezuma, and others.



**REED, SEYMOUR**, president and member of Board of Directors, Official Films, began his career as a Public Accountant. First became associated with television industry in 1951 as comptroller for Official Films; elected treasurer shortly thereafter, became president in 1960 concentrating on an extensive sales force; successfully selling "Almanac," "Greatest Headlines of the Century" and "Sportsfolio."



**FEDDERSON, DON**, president of Don Fedderson Productions. Born, Beresford, S. D., educated Kansas City School of Law. Started in TV with KLAC-TV, Los Angeles as general manager, after having served with newspapers in Wichita and San Francisco as well as radio KYA. Creator and producer of "My Three Sons." Consultant, Lawrence Welk. President, Don Fedderson Productions, since 1960.



**GOLDEN, HAL**, vice president, director of sales, MCA-TV Film Syndication Div., born, Niagara Falls, N. Y. Graduated in 1949, Syracuse U., after attending Biarritz American U., France, U. of Buffalo. Started conducting disc jockey show, WBAU. Also held posts with WJTN, Jamestown (N. Y.), WEBR, Buffalo, NBC promotion dept., New York. Member of Chicago Ad Club; awarded Billboard citation for syndication sales.



**DOZIER, WILLIAM**, vice-president in charge of West Coast activities for Screen Gems, Inc. Born, Omaha, Neb., educated Creighton University, University of Southern California at Los Angeles. Entered the industry as talent representative in 1935, serving at RKO, Paramount and U-I, he joined Columbia in 1949 as a producer; prior to present post, was v.p., charge network programs, Hollywood, for CBS Television.





## FILM PRODUCER-DISTRIBUTOR BIOS.

**BRUDER, FRANKLIN F.**, chairman of the Board of Astor Pictures, Inc. Former vice president of R. H. Macy and Company, International Telephone and Telegraph, director of a dozen banks in Eastern United States. Currently executive vice president of City Stores Corporation. Invested in motion picture production 1956-58, purchased Astor Pictures, Inc., 1959.



**ALEXANDER, ARTHUR**, president M. & A. Alexander Productions. Born in Germany, 1909; educated at Kassel there. Started business career in department store field; entered film production industry with Universal Studios, Frankfurt; went to Hollywood in 1929 assistant director of theatrical films; organized with his brother Max the M. & A. Alexander production company.



**GREENE, JOSEPH F.**, graduated, St. John's University, School of Business, 1951. Entered film field as Assistant Traffic Manager, NBC Film Div. Also held posts with ABC Film Syndication Division, Roy Rogers Syndication, Scarab Film Corp., Peter M. Robeck and Co., Inc. Member of Radio and Television Executive Society.



**BRODAX, Al**, director of television for King Features Syndicate. Born, New York City, educated University of Wisconsin. Entered television in 1950 in program development at William Morris Agency. Free-lance writer for CBS shows; co-produced "Winesburg, Ohio" for Broadway. Winner of Sinclair Lewis Short Story Award.



**RABINOVITZ, JASDN**, general manager, MGM-TV, born, Boston, Mass., graduate of Harvard College. Started work for Chase Manhattan Bank and United Paramount Theatres, assistant to secretary-treasurer for financial public relations. Also associated with ABC-TV network. Married, and the father of four children, he served a tour of duty with 11th Airborne Division.



**WEITMAN, ROBERT M.**, vice-president in charge of television production at MGM. Born, New York City; educated Cornell University. Was vice-president of Paramount Pictures, vice-president in charge of programming for ABC-TV, and vice-president in charge of program development for CBS-TV prior to joining MGM in 1960.



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# Broadcast Financial Data On Three TV Networks And 502 Television Stations

## TV Broadcast Revenues, Expenses and Income, 1959

<i>Items</i>	<i>3 Networks and their 17 owned and operated TV Stations (Millions)</i>	<i>502 other TV Stations (Millions)</i>	<i>Total 3 Networks and 519 Stations (Millions)</i>
	<i>Broadcast Revenues</i>		
Revenues from sales of time:			
Total network time sales.....	\$318.3	\$127.5	\$445.8
Non-network time sales to:			
National and regional advertisers.....	\$ 92.6	\$331.6	\$424.2
Local advertisers .....	27.3	173.3	200.6
Total non-network time sales.....	\$119.9	\$504.9	\$624.8
Total time sales.....	\$438.2	\$632.4	\$1,070.6
Deduct—commissions to agencies, representatives, etc. ....	88.6	91.6	180.2
Net Time Sales.....	\$349.6	\$540.8	\$890.4
Revenues from incidental broadcast activities:			
Talent .....	\$186.1	\$ 10.9	\$197
Sundry broadcast revenues.....	40.4	36.1	76.5
Total incidental broadcast activities.....	\$226.5	\$ 47.0	\$273.5
Total broadcast revenues.....	\$576.1	\$587.8	\$1,163.9
	<i>Broadcast Expenses</i>		
Total broadcast expenses of networks and stations .....	\$488.2	\$453.4	\$941.6
	<i>Broadcast Income (before Federal Income Tax)</i>		
Broadcast income before Federal income tax. \$	87.9	\$134.4	\$222.3

\* Source: FCC.



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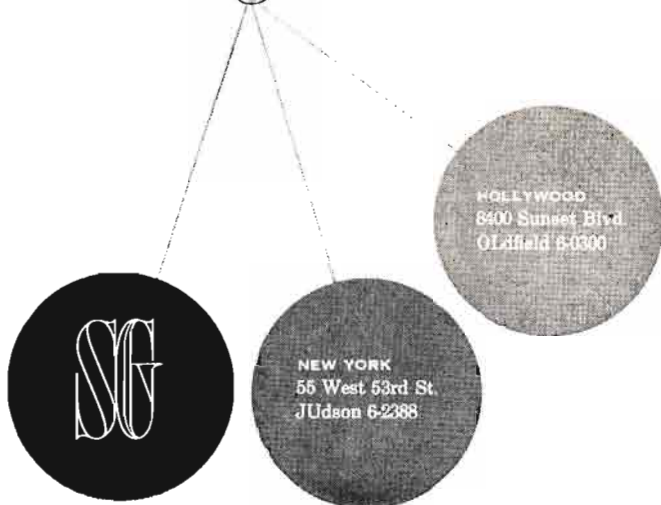
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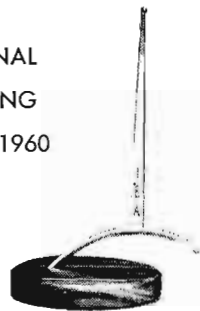
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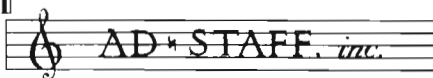
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By **STANLEY ADAMS**  
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 Big Four Music Corp.  
 Billboard Music Publishing Co.  
 Biltmore Music Corp.  
 Bing Music Co., Inc.  
 Birchard, C. C., and Co.  
 Bishop Music Co.  
 Blackstone Music, Inc.  
 Blasco Music, Inc.  
 Bloch Publishing Co.  
 Bloom, Ben, Music Corp.  
 Blossom Music Corp.  
 Bluebell Publishing Co.  
 Blue Sun Music Publishing Co.  
 BNP Music Publishing Co.  
 Boda Music Publishing Co.  
 Boelke-Bomart, Inc.  
 Bogat Music Corp.  
 Bogard Music Inc.  
 Boland-Leng, Inc.  
 Bonfen Music Pub. Co.  
 Bond, Carrie Jacobs, & Son  
 Bond Street Music Corp.  
 Bonnie Music Inc.  
 Boosey and Hawkes, Inc.  
 Boston Music Co., The  
 Boulder Music Corp.  
 Bourne, Inc.  
 Box & Cox (Publications), Inc.  
 Bradford Music, Inc.  
 Brandom-Music Co.  
 Brazilliance Music Pub.  
 Breen & De Rose Music Corp.  
 Bregman, Vocco & Conn, Inc.  
 Brigadier Music Co.  
 Briegel, George F., Inc.  
 Brighton Music Co., Inc.  
 Brightwater Music Corp.  
 Brisk Music Co.  
 Bristol Music Corp.  
 Broadway Music Corp.  
 Brockwin Music Pub. Co.  
 Brodt Music Co.  
 Bromaur Music Corp.  
 Brooks Music Corp.  
 Broude Brothers  
 Brull Music, Inc.  
 Buckeye Music, Inc.  
 Buckingham Music Co.  
 Budd Music Corp.  
 Bulls-Eye Music, Inc.  
 Burke, Johnny & Co., Inc.  
 Burke & Van Heusen, Inc.  
 Burlington Music Corp.

- Burnett, Ltd.  
 Burns Music Co.  
 Burvan Music Corp.  
 Bushkin, Joe, Music, Inc.  
 Butterfly Music Corp.  
 Buxton Hill Music Corp.  
 Byron Music Inc.
- Caccamise Bros. Music.  
 C. R. Publishing Co.  
 Cadence Publications  
 Cadenza Music Co.  
 Caesar, Irving  
 Cahn Music Corp.  
 Cailliet, Lucien, Publication  
 Cal Music Co.  
 Calico Records, Inc.  
 Callender, Red Pub. Co.  
 Camelot Music Corp.  
 Campbell-Connelly, Inc.  
 Campbell, Lloyd, Pub.  
 Captured Music Co.  
 Candell Music Pub. Inc.  
 Carbaugh Music  
 Carew, Roy J.  
 Carl VI Music Co.  
 Carlfred Music Corp.  
 Carlyle Music Publishing Corp.  
 Car-Mar Music  
 Carmen Music, Inc.  
 Carmichael Music Publications  
 Carnes, Joseph R., Music House  
 Carrie Music Co., Inc.  
 Carroll Publications  
 Case Music Corp.  
 Catawba Music Co.  
 Cathryl Music Corp.  
 Cavalcade Music Corp.  
 Cee Bee Music Co.  
 Central Park S. Music Corp.  
 Cessna Music Co.  
 C. G. Recording Corp.  
 Chalen Music Pub. Co., Inc.  
 Chamber Music Library  
 Champagne Music Corp.  
 Chandler Music Co.  
 Chappell & Co., Inc.  
 Chappell-Styne Inc.  
 Charling Music Corp.  
 Chatham Music Corp.  
 Chatsworth Music, Inc.  
 Cherokee Music Co.  
 Chippendale Music, Inc.  
 Choice Music, Inc.  
 Chord Music  
 Christopher Music Co.  
 Church, John, Co., The  
 Cinema Songs, Inc.  
 Cina-Star  
 Cindy Music, Inc.  
 Circus Music Co.  
 Citation Music, Inc.  
 Claire Music Co.  
 Claro Pub. Co.  
 Clarick Music Co., Inc.  
 Clarion Music Co.  
 Clearview Music
- Clover Music Co.  
 Cloverleaf Music  
 Coca Music Corp.  
 Cohan, George M., Music Publ.  
 Coleman-Ross Co., Inc.  
 Collie Music  
 Colonense Enterprises  
 Colony Music, Inc.  
 Colpix Music, Inc.  
 Columbia Pictures Music Corp.  
 Comet Music Corp.  
 Commander Publications  
 Commercial Music Co.  
 Commonwealth Music Co.  
 Composers Music  
 Compton Music Corp.  
 Concerto Music Corp.  
 Congress Music Publications  
 Congressional Music Publications  
 Conley Music, Inc.  
 Connelly, Reg, Music, Inc.  
 Conquest Music Corp.  
 Consolidated Music Publ., Inc.  
 Consonant Music, Inc.  
 Cooper Music Corp.  
 Corda Music Inc.  
 Cornell Music, Inc.  
 Coronado Pub. Co., Inc.  
 Coronet Music, Inc.  
 Cosmic Music, Inc.  
 Cosmopolitan Music Publishers  
 Counterpoint Music  
 Cove Music Co.  
 Cover Records, Inc.  
 Crane Music Publications  
 Creative Music  
 Credo Music Co.  
 Crescendo Music Corp.  
 Crescent Music Co., Inc.  
 Crest Music Co.  
 Crestview Music Corp.  
 Crisscott Music Co.  
 Criterion Music Corp.  
 Cromwell Music, Inc.  
 Cruise Music Corp.  
 Crystal Music Publishers, Inc.  
 Cunningham, Paul, Inc.  
 Cusenza, Frank J., Music Pub.
- Da Fran Music Pub. Co.  
 Damus Music  
 Dance King Music  
 Daniels, Charles N., Inc.  
 Darlan, Inc.  
 Dartmouth Music, Inc.  
 Dash, Connelly, Inc.  
 Davis, Joe  
 Dawn Music  
 Dawson Music Co., Inc.  
 Dayton Music Corp.  
 Dean Music  
 Deane & Doo Music  
 Debmarr Publishing Co., Inc.  
 Deep River Music, Inc.  
 Deerhaven Music Corp.  
 DeFranco, Joseph Ent.  
 Delaware Music Corp.
- Delkas Music Publishing Co.  
 Delmore Music Co.  
 Delta Research & Engineering  
 Demco Pub. Co.  
 Dena Music, Inc.  
 Denham Music Co.  
 Denny Music, Inc.  
 Denric Music Corp.  
 Denslow Music, Inc.  
 Denton & Haskins Corp.  
 Desilu Music Corp.  
 Desmo Music, Inc.  
 De Sylvia, Brown & Henderson  
 Dexter Music Co.  
 Dey-Way Pub. Co.  
 Diana Music Inc.  
 Dickson Music Pub. Corp.  
 Disney, Walt, Music Co.  
 Ditson, Oliver, Co.  
 Dolores Pub. Co.  
 Dominant Music Corp.  
 Donaldson Publishing Co.  
 Dondee Music  
 Do-Ra-Me Music Pub. Inc.  
 Dorchester Music Corp.  
 Dorian Music Publishers, Inc.  
 Doris Music Corp.  
 Dorsey Brothers' Music, Inc.  
 Dottie Music Pub.  
 Double-A Music Corp.  
 Dov Music, Inc.  
 Dragon Music Co.  
 Drake Activities Co.  
 Dubonnet Music Publishing  
 Duet Music, Inc.  
 Dufferin Music Inc.  
 Durante, Jimmy, Music Publ.  
 E. D. M. Music Publishers  
 Earl Music Co.  
 Eastlake Music Inc.  
 East-West Music Co.  
 Ecaroh Music Inc.  
 Ecco Music, Inc.  
 ECF Music  
 Edition Musicus-New York, Inc.  
 Edmonds, Shepard N., Music  
 Educational Music Service, Inc.  
 Edwards Music Co., Inc.  
 Elar Music Corp.  
 El Dorado Music Co.  
 Elkan, Henri, Music Publisher  
 Elkan-Vogel Co., Inc.  
 Elliot Music Co., Inc.  
 Elliott, Jack, Music Co.  
 Elmont Music Co.  
 Elsmo Bros. Pub.  
 El-Tone Music Co.  
 Emery Music, Inc.  
 Emes Music Co.  
 Empress Music, Inc.  
 Ensemble Music Press  
 Enterprise Music Corp.  
 Erica Music  
 Erosa Music Pub. Corp.  
 Erwin-Howard Music Corp.  
 Essex Music, Inc.

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## ASCAP PUBLISHER MEMBERS

- Estacy Music Inc.  
 Ethelbert Music Assoc.  
 Eurasia Music Pub.  
 Evans, Redd, Music Co.  
 Evergreen Music Corp.  
 Exeter Music, Inc.
- Fairbanks Music Corp.  
 Famous Music Corp.  
 Fancy Music Co.  
 Fanfare Music Co.  
 Fantasy Music Inc.  
 Farmer Music Co.  
 Farrow Music, Inc.  
 Favorite Music, Inc.  
 Favorite Publishers, Inc.  
 Fayrene Music Corp.  
 Fay-Ro Music, Inc.  
 Feist, Leo, Inc.  
 Fenner Publications  
 Festival Music Co.  
 Fidelio Music Pub. Co.  
 Fideree Music Corp.  
 Fillie & Gaal Melodies  
 Fillmore Music House  
 Fischer, Carl, Inc.  
 Fischer, J., & Brother  
 Fisher, Fred, Music Co., Inc.  
 Flamingo Music Co.  
 Flammer, Harold, Inc.  
 Florence Music Co.  
 Foley, Charles  
 Ford Music Pub. Inc.  
 Foreign & Domestic Music Corp.  
 Foremost Music Co., Inc.  
 Forster Music Publisher, Inc.  
 Fortuna Music Corp.  
 Fortune Music Co.  
 Fortune Music, Inc.  
 42 Publishing Co., Inc.  
 Four Jays Music Co.  
 Fox, Sam, Publishing, Inc.  
 Frama Publishing Co.  
 Frances Music, Inc.  
 Francon Music Corp.  
 Frank Music Corp.  
 Franklin, Jimmie, Music Publ.  
 Friedman, Max, Music Pub.  
 Friend Music Publ. Co., Inc.  
 Fullarton Music Inc.  
 Futura Music Pub. Co.
- G & C Music Corp.  
 GI Music Corp.  
 Galaxy Music Corp.  
 Gale Music  
 Gallico, Al, Music Co., Inc.  
 Gannon & Kent Music Co.  
 Gardner Music Corp.  
 Garland Music, Inc.  
 Garrick Music Co.  
 Gary Music, Inc.  
 Gate Music Co.  
 Gateway Music, Inc.  
 Gaumont Music Publishers, Ltd.  
 Gayle, Tim, Songs  
 Gem Music Corp.
- Gemini Music Co.  
 General Music Publ. Co., Inc.  
 George Music Inc.  
 Georgaoff, Evan, Music Publ.  
 Gershwin Publishing Corp.  
 Gibbs Music Inc.  
 Gibraltar Music Co., Inc.  
 Gigi Music  
 Gilbert, Ray, Pub. Corp.  
 Gilead Music Co.  
 Giles Music  
 Gladstone Music Inc.  
 Gladys Music, Inc.  
 Glamford Music Corp.  
 Glenbrook Music Corp.  
 Glenmore Music, Inc.  
 Global Music, Inc.  
 Gold, Jack, Music Co.  
 Gold, Joe, Music Co.  
 Gold Medal Music Pub.  
 Golden Bell Songs  
 Golden Music Inc.  
 Goldmine Music, Inc.  
 Goldsen, Michael H., Inc.  
 Goldwyn, Samuel, Music Publ.  
 Gomalco Music Corp.  
 Goman Music Corp.  
 Goodman Music Co., Inc.  
 Gordelys Music  
 Gordon, Kaufman & Real, Inc.  
 Grace Music Co. Inc.  
 Grady Music Co.  
 Graham Music Publishing Corp.  
 Grand Music Corp.  
 Granite Music Corp.  
 Gray, H. W., Co., Inc.  
 Greene, Walter, Music  
 Greenwich Music Co., Inc.  
 Gregory Music Corp.  
 Grosvenor House Music  
 Guarnieri Music Co.  
 Guild Music Publishers, Inc., The  
 Guild Publications of Calif. Inc.  
 Gunston Music, Inc.
- H. R. Music Corp.  
 Haggard Music Co.  
 Hall-Mack Co.  
 Hallmark Music, Inc.  
 Hamar Music  
 Halsey Music, Inc.  
 Hamilton Music Corp.  
 Hampshire House Publ. Corp.  
 Handy Brothers Music Co., Inc.  
 Hanover Music Corp.  
 Hansen, Charles H., Music Co.  
 Harp Music Inc.  
 Happiness Music Corp.  
 Harbet Music Publ. Co.  
 Harbor Lights Music Co.  
 Harding Music Co.  
 Hargail Music Press  
 Harman Music, Inc.  
 Harmony House of San Francisco  
 Harmony Music Corp.  
 Harms, Inc.  
 Harms, T. B., Co.
- Harral Music  
 Harris, Charles K., Music Publ.  
 Harris, Harry, Music Publ. Co.  
 Harrison Music Corp.  
 Hartley Music Co., Inc.  
 Harvest Music Co. Inc.  
 Havenhurst Music  
 Haverford Music  
 Harwin Music Corp.  
 Hayton-Horne Music Co.  
 Hawaiian Recording  
 Heartbeat Music Publishers  
 Hecht & Buzzell, Inc.  
 Hefti, Neal, Music, Inc.  
 Helayne Music Publ. Co. Inc.  
 Helena Music Corp.  
 Henmar Press Inc.  
 Hensky Music Co.  
 Herbec Inc.  
 Herbert Music Co., Inc.  
 Herman Music, Inc.  
 Hillcrest Music Corp.  
 Hilltop Music, Inc.  
 Hillwood Music Co.  
 Hobby Music Co.  
 Holford Music Co.  
 Hollybrook Music Co., Inc.  
 Hometown Music Co., Inc.  
 Homeyer, Charles W., & Co., Inc.  
 Honeycomb Music, Inc.  
 Hope Publishing Co.  
 Horn, Paul, Music Co.  
 Horsley Music Co.  
 Horton, Vaughn, Inc.  
 House of James Inc.  
 House of Morgan  
 House of Nacio Herb Brown  
 House of Zog Music  
 Howard, Joe, Music Publisher  
 Howe-Lee Music Pub.  
 Hub Music Co., The  
 Hubert Music Corp.  
 Hudson Music Corp.  
 Hummable Music Co.  
 Huntzinger, R. L., Inc.
- Idriss-Brown-Tibbles, Inc.  
 Ile-de-France Prod. Inc.  
 Imperial Music Publications  
 Indano Music Co.  
 Instro Music Pub.  
 Integrity Music Corp.  
 Intercollegiate Synd Inc.  
 Interlochen Press of  
 Nat. Music Camp  
 Interlude Music, Inc.  
 International Artists, Ltd.  
 International Music Co.  
 International Music, Inc.  
 Italamerica Music Pub. Inc.  
 Ivanhoe Music, Inc.  
 Ivy Music Corp.
- J. P. Music Co.  
 J.V.P. Pub. Co.  
 Jack-Do Music Inc.  
 Jacobs, Walter, Inc.  
 James, Billy, Music Corp.



James Music Co.  
 James, Music, Inc.  
 Jandon Music Inc.  
 Janfra Music Co.  
 Janfred Music  
 Jan-Lee Music  
 Janmur Music Corp.  
 Jay Music  
 Jay IV Company, The  
 Jaybar Music Co.  
 Jaymar Music Pub. Co., Inc.  
 Jayvee Music Publishing Co.  
 Jefferson Music Co., Inc.  
 Jenkins, Gordon, Inc.  
 Jenkins Music Co.  
 Jennings Publishing Co.  
 Jericho Music Corporation  
 Jewel Music Publishing Co., Inc.  
 Jim Jon Music Co.  
 Jo-Al Music Co.  
 Johnson, Jerry, Inc.  
 Joli Tinker Pub. Co.  
 Jolly Music  
 Jonathan Music Co., Inc.  
 Jones, Isham, Music Corp.  
 Jon-Tees Music Pub.  
 Josie Music Pub. Inc.  
 Joy Music, Inc.  
 Jubilee Music  
 Judy Music  
 Jungnickel, Ross, Inc.

Kady Publishing Co.  
 Kahal, Irving, Music, Inc.  
 Kahn, Gus, Music Co.  
 Kalman, Chas., Emmerick Inc.  
 Kalmus, Edwin F.  
 Kanes Music Publishers  
 Karen Music Corp.  
 Karin Music  
 Kassel Airs Music Co.  
 Kassner, Edward, Music Co., Inc.  
 Kay, Edward Music Co.  
 Keane, Michael, Inc.  
 Kearney Music Co.  
 Keene Music Corp.  
 Keith Music  
 Kellem, Milton, Music Co., Inc.  
 Kelton, F. B., Music Co.  
 Kelton, Inc.  
 Kenco Ent. Inc.  
 Kendis Music Corp.  
 Kenmor Music Co.  
 Kent Music Co.  
 Kenyon Music Corp.  
 Keyboard, Inc.  
 Keynote Music Co.  
 Keystone Music Co. of Calif.  
 King, Charles E.  
 Kingsway Music Corp.  
 Kiss Music Co.  
 Knickerbocker Songs, Inc.  
 Knollwood Music Corp.  
 Koff Music Co.  
 Kohn Music Corp.  
 Koko Music Co.  
 Korwin Music, Inc.  
 Kradar Music Co.

Kramer, Fred, Music Co.  
 Kramer-Whitney, Inc.  
 Krasnor-Share Music Publ.  
 Kuklapolitan Music Co.  
 Kulma Music Corp.

Labell Music Co.  
 Lad Music Inc.  
 Lady Mac Music Co.  
 Laeteas Music Co.  
 Lake Forest Music Co.  
 Lake Shore Publishing Co., Inc.  
 Lamas Music Corp.  
 Lansdowne Music Pub.  
 Lantern Music, Inc.  
 Largo Music Co.  
 Laurel Music Corp.  
 Lawson-Gould Music Publ., Inc.  
 Lear Music, Inc.  
 Lednam Music Co.  
 Lee Music Corp.  
 Leeds Music Corp.  
 Leeway Music, Inc.  
 Leftwich Publishing Co.  
 Lenore Music  
 Leonard, Hal, Music Inc.  
 Leonia Songs Inc.  
 Leo's Pub. Co.  
 Lerner Music  
 Lero Music Co.  
 Leslie, Edgar, Inc.  
 Leslie Music Corp.  
 Leslie Productions  
 Levine-McHugh Music Pub.  
 Corp.  
 Lewis Music Publishing Co., Inc.  
 Lexington Music Co.  
 Liberty Songs, Inc.  
 Lilli Music Co.  
 Linalan Pub. Co.  
 Lincoln Music Corp.  
 Lindabet Music Corp.  
 Lindley Music Publishing Co.  
 Lion Music Corp.  
 Lisa Music, Inc.  
 Little, Ed, Music Co.  
 Livingston & Evans Music Co.  
 Liza Music Corp.  
 Lloyd's of Hollywood  
 Loeb, John Jacob, Co.  
 Lombardo Music, Inc.  
 Londontown Music Corp.  
 Lone Star Music Co.  
 Longridge Music, Inc.  
 Longview Music Co., Inc.  
 Loop Music Pub. Co.  
 Lopez, V., Music Co.  
 Lord Music Publishing Co., Inc.  
 Lorenz Publishing Co.  
 Louwin Music Pub. Co.  
 Lowe Music Corp.  
 Lowner, Eric, Pub. Co.  
 Lu-Mel Music Pub. Co.  
 Lyle Music, Inc.  
 Lynjen Music Co.  
 Lynn Music Co.

Lyric Music Publishers, Inc.  
 Lyrical Miracles, Inc.  
 M.S.I.  
 M.S.K. Music Co.  
 Macap Music Publishers, Inc.  
 Madrigal Music Co.  
 Magidson Music Co.  
 Magnificent Music Inc.  
 Majestic Music Co.  
 Malden Music Corp.  
 Malin Music Inc.  
 Maltby, Richard, Inc.  
 Manchester Music, Inc.  
 Manhattan Music Publishers  
 Manks, Chaw, Blue Ribbon Music  
 Manners, Dudley, Music  
 Manners Music  
 Manning Music Co.  
 Manor Music Co., Inc.  
 Manseau Music Co.  
 Mansfield Music Co., Inc.  
 Mansion Music Corp.  
 Mantovani Music, Inc.  
 Mappa Music, Inc.  
 Mara-Lane Music Corp.  
 Maral Music Pub. Co.  
 Maraville Music Corp.  
 Marchant Music Publishers  
 Margery Music Corp.  
 Margin Music Co.  
 Marguerita Music Co., Inc.  
 Marian Music Corp.  
 Mark-Jules Music Co.  
 Mark VII Music  
 Marks, Gerald, Music, Inc.  
 Markwood Music Co.  
 Marlen Music Co.  
 Marlene Pub. Co.  
 Marlo Music Corp.  
 Marlong Music Corp.  
 Marmil Music Co., Inc.  
 Marpet Music Corp.  
 Mars Records, Inc.  
 Marster-Sound Music Inc.  
 Marti Music  
 Martin, James H., Inc.  
 Martin Music  
 Marvin Music Co.  
 Maser Music Publishing Corp.  
 Mason Music Corp.  
 Massey Music Co., Inc.  
 Mathis, Johnny, Music Inc.  
 Maurice, Peter, Music Co., Ltd.  
 Maxwell Music Corp.  
 May Music, Inc.  
 Mayfair Music Corp.  
 Maypole Music, Inc.  
 Maytone Music Publishers  
 McGraw Music Co.  
 McHugh & Adamson Music, Inc.  
 McHugh, Jimmy Music Inc.  
 Meadowbrook Music  
 Mecca Music Corp.  
 Medallion Songs  
 Melanie Music Co.  
 Melhedd Music Publishers  
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## ASCAP PUBLISHER MEMBERS

Melissa Music, Inc.  
 Melker Music  
 Melo-Art Music Pub.  
 Melody Music Co.  
 Melody Music, Inc.  
 Melomusic Publications, Inc.  
 Melrose Music Corp.  
 Melrose, Walter, Music Co.  
 Memory Music Publishers  
 Merit Music Co.  
 Met Music Publications  
 Michele Music Inc.  
 Midnight Music  
 Midway Music Co.  
 Miglo Music Co.  
 Milbee Music, Inc.  
 Milene Music  
 Milford Music Co.  
 Miller Music Corp.  
 Mills Music, Inc.  
 Milnac Music, Inc.  
 Mineo Hess Pub. Co.  
 Minstrel Music, Inc.  
 Miranda Music Pub. Co.  
 Miriam Music Corp.  
 Mitchell Music Corp.  
 Mode Music, Inc.  
 Modern Music Pub.  
 Mogull, Ivan, Music. Corp.  
 Mokell Music  
 Monaco, James V., Inc.  
 Monarch Music Co.  
 Monitor Music Corp.  
 Monmar Music, Inc.  
 Montemar Music, Inc.  
 Mood Music Co., Inc.  
 Moorpark Music Corp.  
 Morella Music Co.  
 Morley Music Co., Inc.  
 Mormax Music Corp.  
 Morris, Edwin H., & Co., Inc.  
 Morrisania Music  
 Moss, Herbert M., Music  
 Motion Picture Prod. Corp.  
 Movie Music Co.  
 Movietone Music Corp.  
 Muirfield Music Corp.  
 Musette Publs., Inc.  
 Musi-Chord Pub. Co.  
 Music Exploitation Ent.  
 Music Hall Songs, Inc.  
 Music Makers Pub. Co.  
 Music Productions  
 Music Workshop  
 Musical Works  
 Musicland Pub. Co.  
 Mutual Enter. Agency  
 Mutual Music Society, Inc.  
 Myers Music

Nacio Pub., Inc.  
 Nan-Paul Music Corp.  
 National Music Pub. Corp.  
 Nationwide Songs, Inc.  
 Neiburg, Al J., Music Pub.  
 Neila Music  
 Neilson Music Co.

Nelson Music Pub. Co.  
 New Age Music Co.  
 New Sounds in Modern Music  
 New World Music Corp.  
 New York Music  
 Newman, Charles, Pub.  
 Newman, Lee, Music  
 Newport Music Co.  
 Newton Music Co.  
 Noble Music Corp.  
 Noel Music Publishers  
 Nomat Music Corp.  
 Norbett Music, Inc.  
 North & Son Music, Inc.  
 Northern Music Corp.  
 Northridge Music Co.  
 Noteworthy Music, Inc.  
 Novelty Music Co.

Oahu Publishing Co.  
 Oak Music Corp.  
 Oakland Music Co.  
 O'Connor and Miller Music Corp.  
 Octave Music Pub Corp.  
 Odette Music Corp.  
 Odin Music Inc.  
 Official Music Co., Inc.  
 O'Flynn, Charles, Pub.  
 Ogram Music Co.  
 O'Kay Music Co.  
 Okun Music Corp.  
 Olenik Records  
 Olman, Abe, Music, Inc.  
 Olswanger, Berl, Music  
 Omar Music Corp.  
 Opportunity Music Co.  
 Oriole Music Corp.  
 Orlob Music Co.  
 Orten Music Co.  
 Oury, Mike, Music Pub.  
 Overbrook Pub. Co.  
 Owens-Kemp Music Co.  
 Oxford University Press, Inc.

P. D. S. Music Pub., Inc.  
 Pageant Music Co.  
 Paley Music Co.  
 Palomar Music Co.  
 Pambill Music Inc.  
 Pandee Music Pub. Co.  
 Palm Springs Music Co.  
 Panorama Music Co.  
 Panther Music Corp.  
 Par-Four Music Co.  
 Parliment Music Inc.  
 Par Music Corp.  
 Paradise Music Corp.  
 Parakeet Music Corp.  
 Paramount Music Corp.  
 Paramount-Roy Rogers Music  
 Paris Music Co., Inc.  
 Park Ridge Music Corp.  
 Parker Pub.  
 Patti Enter. Inc.  
 Paul, John, Music Corp.  
 Pauline Music Inc.  
 Paxton, George, Inc.

Pell Mell Music Co.  
 Penn Music Co.  
 Pepper, J. W., & Son, Inc.  
 Peters Music Co.  
 Petkere, Bernice, Music, Inc.  
 Pett Music Co.  
 Photo Play Music Co., Inc.  
 Phylis Music Inc.  
 Piano Melodies  
 Piantadosi Music Pub.  
 Pic Music Corp.  
 Pickwick Music Corp.  
 Piedmont Music Co., Inc.  
 Pilot Music Pub. Co.  
 Pincus, George, & Sons  
 Pine Ridge Music, Inc.  
 Pinkard Pub., Inc.  
 Pioneer Valley Music Corp.  
 Piper Music Co.  
 Planetary Music Pub. Corp.  
 Players Music Corp., The  
 Playersville Inc.  
 Pleasant Music Pub. Corp.  
 Plymouth Music Co., Inc.  
 Pollsam Music Co.  
 "Pops" Music Pub. Co.  
 Popular Music Co.  
 Portilla Music Corp.  
 Post Music, Inc.  
 Preferred Music Co.  
 Prentice Music Inc.  
 Presser, Theodore, Co.  
 Prestige Publishing Co.  
 Princess Music Pub. Corp.  
 Priscilla Music Corp.  
 Producers Music Pub. Co., Inc.  
 Project Records, Inc.  
 Promenade Music, Inc.  
 Putnam Music, Inc.  
 Pyramid Music Co.

Quad Music Pub.

"R" Music Co. Inc.  
 R. F. D. Music Pub. Co., Inc.  
 Rae-Cox & Cooke Music  
 Ragtime Music Corp.  
 Raige Ent. Inc.  
 Raimor Music Corp.  
 Randolph Music  
 Randy-Smith Music Corp.  
 Rap Music Co.  
 Raphael, Fred, Music, Inc.  
 Raye Music Co.  
 Raymor-McCollister Music  
 Record Songs, Inc.  
 Regal Music Pub.  
 Reliable Music Publisher  
 Religious Music Guild, Inc.  
 Remick Music Corp.  
 Remsen, Alice, Inc.  
 Renault Music Co., Inc.  
 Rene, Leon, Pub.  
 Reverse Music Co.  
 Revil Music, Inc.  
 Reynolds & Anthony Music Co.  
 Reynolds Music Co.

# Broadcast Music, Inc.

By **CARL HAVERLIN**  
*President*

**T**HE United States Copyright law provides that the authors and publishers of music have the right to be compensated when their music is performed publicly for profit. This right also exists under the laws of every major country of the world.

Broadcast Music, Inc. — BMI — acquires these performing rights from independent writers and publishers, collects license fees from the organizations which perform music for profit, and, in turn, makes payment to the creators of the music which is used. As a performing rights licensing organization, BMI serves the composers, publishers and users of all types of music. BMI's services are available to all persons who perform music and who wish to avail themselves of BMI's repertory and to all writers and publishers who desire to grant performing rights to it.

BMI licenses the music composers and publishers who are resident in every one of the United States. Through agreements with performing rights societies in other countries, it makes American music available

throughout the world and brings the music of foreign countries to America.

The past twenty years have seen two decades of unprecedented economic, technical, and cultural growth in American music. We at BMI think that the free, open competition that BMI brought to the performing rights licensing field has contributed significantly to that growth.

For the future, BMI looks forward to serving many thousands more of the creators of music and many more of the businesses that use music as part of their service to the public. It will continue to deal justly and fairly with both the creators of music and those enterprises which enable that music to be heard. It will continue to maintain its open-door policy for the benefit of all persons who wish to gain the public ear and to be rewarded if their works win favor. It will continue to serve the public by making music from every part of our country and from all quarters of the world available for public performance.

**OFFICERS OF BMI:** President: Carl Haverlin; Vice-President & General Counsel: Sydney M. Kaye; Vice-President, in charge Station Relations, Glenn R. Dolberg; Vice-President in charge Foreign Relations, Jean Geiringer; Vice-President in charge Domestic Performing Rights Administration and Secretary, Robert J. Burton; Vice-President in charge Publisher and Writer Relations, Robert B. Sour; Ass't Vice-President in charge Publisher and Writer Relations, Richard Kirk; Ass't Vice-President in charge Publisher Relations, Theodora Zavin; Comptroller, Edward J. Molinelli; Treasurer and Ass't Secretary, Robert J. Higgins.

**DIRECTORS** (Elected Annually): Chairman, Sydney M. Kaye; Alfred R. Beckman, John Elmer, Carl Haverlin, Dwight Martin, Herbert Hollister, Leonard Kapner, Paul W. Morency, John F. Patt, William Regan, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shaffo, E. R. Vadeboncoeur.

• **Due to a lack of space, the following list of BMI  
Affiliated Publishers is only partial** •

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|--|---|--|
| <p>Abbott Music Pub.<br/>Actual Music Corp.<br/>Acuff-Rose Publications<br/>Adaris Music, Inc.<br/>Administration Music Pub. Co.<br/>Adams-Vee &amp; Abbott, Inc.<br/>Adanac Music Company<br/>Admiration Music Inc.<br/>Agatha Music Corp.<br/>Airlane Music, Inc.<br/>Ajay Music Co.<br/>Aladdin Music Publications<br/>Alan K. Music Corp.<br/>Aldon Music Inc.<br/>Algonquin Music, Inc.<br/>Aljean Music Co.<br/>Almino Music, Inc.<br/>All State Music Co.<br/>Allen-Brinkley Pub.<br/>Allendale Music Corp.<br/>Alpha Music<br/>Alsam Music Co. Inc.<br/>Alvin Music Corporation<br/>American Composer's Alliance<br/>American Music, Inc.<br/>Amijo Music<br/>Amor Publications<br/>Ample Music Pub. Co.<br/>Andrea Music Co.<br/>Andval-Music<br/>Angel Music Inc.<br/>Annett Music Inc.<br/>Aragon Music Company<br/>Arc Music Corp.<br/>Arch Tone Pub. Co.<br/>Argo Music Co.<br/>Ariston Music Inc.<br/>Arve Music<br/>Ashna Music Co.<br/>Assembly Music<br/>Associated Composers, Inc.<br/>Associated Music Publishers, Inc.<br/>Athens Music<br/>Atlantic Music Corp.<br/>Autry, Gene Music Publishing<br/>Avalon, Frankie<br/>Avery Music Company<br/>Avon Music, Inc.</p> <p><b>Babb Music</b><br/>Barton, Earl, Music Co.<br/>Banbury Music, Inc.<br/>Banks Music Co.<br/>Bar Music Publishing Company<br/>Barclay Music Company<br/>Barron Music Company<br/>Battle Music<br/>Baxter-Wright Music Co., Inc.<br/>Bayes Music Corp.<br/>Bayou Music Co.<br/>Becker-Williams Publications<br/>Beebee Music Pub. Inc.<br/>Beechmont Music Corp.</p> | <p>Beechwood Music Corp.<br/>Belfry Music<br/>Bellage Music, Inc.<br/>Bell Music Co.<br/>Bell-Tone Music Publishing Co.<br/>Ben-Chazi Enter.<br/>Benell Music Publ.<br/>Bentley Music Co.<br/>Benton Public.<br/>Berger Publishing Company<br/>Berkeley Music, Inc.<br/>Berkshire Music Inc.<br/>Berry Music Corp.<br/>Beverly Music Inc.<br/>Berwick Music Corp.<br/>Bettsam Music Co.<br/>Biernat &amp; Dietz Music Publ.<br/>Big Bopper Music Co.<br/>Big Chief Music Co.<br/>Big "T" Pub. Co.<br/>Bigareff Music Inc.<br/>Blackwood Music<br/>Blaze Songs, Inc.<br/>Blazon Music Company<br/>Bluebird Music Company<br/>Blue Grass Music<br/>Blue Jay Songs<br/>Blue Note Records<br/>Blue River Music Inc.<br/>Blue Variety Productions<br/>Bob-Dan Music Co.<br/>Bomart Music Corp.<br/>Bond, Johnny, Music Co.<br/>Boulevard Music Inc.<br/>Boxer Music Co.<br/>Boyt, Earl Pub. Co.<br/>BMI Canada Ltd.<br/>Bradshaw, Inc.<br/>Brazos Valley Music<br/>Brenner Music, Inc.<br/>Brent Music Corp.<br/>Brewster Music Pub. Inc.<br/>B. R. S. Music Corp.<br/>Brittany Music, Inc.<br/>Britton Music Corp.<br/>Broadcast Music, Inc.<br/>Brookdale Music Co.<br/>Brownwood Music Co.<br/>Bruin Music Co.<br/>Bryden Music, Inc.<br/>Bugle Boy Music Co.<br/>Burley Music, Inc.<br/>Byron Music Co.</p> <p>Cajun, C. B.<br/>Calabran Music Co.<br/>Calabar Music Pub.<br/>Calvert Pub. Co.<br/>Calvin Music Co.<br/>Cal-York Music, Inc.<br/>Candy's Playhouse Inc.<br/>Cana<br/>Canford Music, Inc.</p> | <p>Capa Music<br/>Carlot Music, Inc.<br/>Carnegie Music Co.<br/>Carnival Music Company, Inc.<br/>Carsey Music, Inc.<br/>Casa Musicale Sonzogno<br/>Cascales, Joe, Music Publisher<br/>Cash, Johnny, Music Inc.<br/>Cavalier Music Pub. Co.<br/>Cedarwood Pub. Co., Inc.<br/>Central Songs, Inc.<br/>Century Songs, Inc.<br/>Cerabino, L. G.<br/>Challenge Music Co.<br/>Champ Music Co.<br/>Charill Music Pub. Co.<br/>Chase Music Co.<br/>Chaz-Mar Music Pub. Co.<br/>Chelsea Music Corporation<br/>Cherio Music Publishers, Inc.<br/>Cherritown Music Pub. Co.<br/>Chicago Music Publisher<br/>Children's Record Guild<br/>Chords Music Publishers<br/>Christian Music Publishing Co.<br/>Cille and Dail Publications<br/>Cireco Music<br/>Clement, Jack, Music, Inc.<br/>Climax Music Co.<br/>Clockus Music Inc.<br/>Clover-Dale Pub. Co.<br/>Clow, O. B. (Estate of)<br/>Coast to Coast Music Corp.<br/>Coblin Music Co.<br/>Cole Corporation, M. M.<br/>Coliseum Music Co., Inc.<br/>Collwill Corporation<br/>Colonial Music Publishing Co.<br/>Colortunes Publishers<br/>Columbia Music Publishing Co.<br/>Commodore Music Corporation<br/>Conley Music<br/>Contemporary Music<br/>Continental Record Co.<br/>Cooga Music Corp.<br/>Cool Music Co.<br/>Co-op Music Co.<br/>Copar Music, Inc.<br/>Conrad Publ. Co.<br/>Cordial Music<br/>Coaxial Music Inc.<br/>Combine Music Corp.<br/>Coronation Music Inc.<br/>Cornerstone Song Pub. Co.<br/>Country Music<br/>Cranford Music Corp.<br/>Crestline Music Pub.<br/>Crestwood Publications<br/>Cross Music Company<br/>Crossroads Music Co.</p> |
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- Dallas Music Co., Inc.  
 Dana Pub. Co.  
 Danby Music Co.  
 Dance Music Corp.  
 Dara Music Corp.  
 Dare Music Co.  
 Daywin Music, Inc.  
 Deauville Music Inc.  
 Debra Music  
 Decatur Music Co.  
 Delstone Music Co. Inc.  
 Destiny Music Pub.  
 De Vorzon Music Co.  
 Dexter, Al, Music Publishing  
 Dickinson, Harold H.  
 Dinehart Music Company, The  
 Diva Records, Inc.  
 Dixie Music Publishing Co.  
 Dolan, Ann  
 Domino Music Corporation  
 Don Carlos Music  
 Dorchester Music Co.  
 Dougal Productions Ltd.  
 Dundee Music  
 Dunhill Music Corp.  
 Dynamic Music Co.  
 Drexall Music Pub. Co.  
 D. Dreyer Co., Inc.  
 Duchess Music Corporation  
 Dornix Music, Inc.  
 D'oro Music Pub.  
 E & E Music Pub. Co.  
 E.M.C. Music Pub. Co.  
 Eagle Music Publishing Corp.  
 Eastwick Music Co.  
 Eccma Music Company  
 Edizioni Kramer (Milano)  
 Edizioni Mascheroni (Milano)  
 Edizioni Musicali Di Lazzaro  
 Edizioni Musicali Italiane  
 Edizioni Suvini Zerboni  
 Edlee Music Corp.  
 Edward, Arthur, Music Co.  
 Effsee Music, Inc.  
 Egap Music, Inc.  
 Elkane Music Company  
 Embassy Music Corp.  
 Emco Music Company  
 Emcee Music  
 Emerson Music Publications, Inc.  
 Emperor Music Inc.  
 Emporium Music  
 Englewood Pub.  
 Eric Music, Inc.  
 Eskelin, Neil, Pub. Co.  
 Esquire Music Co.  
 Essay Music Company  
 Excellorec Music Co.  
 Fabulous Music, Inc.  
 Fairfield Music Corp.  
 Fairfax Music Company  
 Fairway Music Corp.  
 Falstaff Music Co., Inc.  
 Fanwood Music Publications  
 Fee Bee Music  
 Fellows Music  
 Fern Music Inc.  
 Fi-Del Music Publishing Co.  
 Fine Songs  
 Flair Pub. Co.  
 Flattown Music Co.  
 Flex Songs  
 Florida Music Company  
 Folk Songs  
 Folkways Music Publishers Inc.  
 For-site Pub. Co.  
 Four Star Sales Co.  
 Fowler, Wallace Publications  
 France Music Company  
 Francis & Wilmore Music Pub.  
 Franklin Pub. Co.  
 Frederick Music Publ. Co.  
 Freeman, Albert Edward  
 Freeman, Porky, Pub. Co.  
 G & H Music Publ. House  
 G-Note Record Corp.  
 G. M. S. Music Publishing Co.  
 Gainsborough Music, Inc.  
 Gala Music Publishing Corp.  
 Gale & Gayles, Inc.  
 Gallatin Music Corp.  
 Gallo Music  
 Gaviota Music Inc.  
 Gay, Evelyn Pub. Co.  
 Gaylord Music Co.  
 Gilbert Music Publishers  
 Gil Music Corp.  
 Glad Music Co.  
 Glenwood Music Corp.  
 Globe Music Corp.  
 Gloria Music Co.  
 Gold Coast Pub. Co.  
 Golden Gate Quartet Music Co.  
 Golden Songs  
 Golden State Songs  
 Golden Tune Publishers  
 Golden West Melodies, Inc.  
 Golernor Music  
 Gordon Music Company  
 Gospelstone Music Corp.  
 Gower Music, Inc.  
 Graham Music Co.  
 Gralow Music Pub. Co.  
 Granite Music Co.  
 Great Oaks Music  
 Greenbrier Music Co.  
 Green Music Publications  
 Gregmark Music Co.  
 Greta Music Co.  
 H & L Music Corp.  
 Halama, Frank J., Publications  
 Hamblen, Stuart, Music Co.  
 Hanna & Co.  
 Har-Bock Music Co.  
 Harmonia Publishing Co.  
 Harmony Music Publishers  
 Harpeth Hills Music  
 Harris & Vavrin  
 Hartmann & Van Horn  
 Harvard Music, Inc.  
 Harvey Music  
 Hawaii Conservatory Pub. Co.  
 Hawaii Music Co. Inc.  
 Heartline Music Co.  
 Heart Songs  
 Heim, Marty Music Co.  
 Highbridge Music, Inc.  
 Highland Music Co.  
 Higuera Publ. Music  
 Hildys Music  
 Hill and Range Songs, Inc.  
 Hill Music Publishing Company  
 Hillbilly Music Publishing Co.  
 Hilliard Music Co.  
 Hi-Lo Music  
 Hilltown Music Inc.  
 Hoffman Songs  
 Hollenden Music Co.  
 Hollis Music, Inc.  
 Holmes Publications  
 Horn Publications  
 Hoosier Music Publications  
 House of Carols  
 House of Irish Songs  
 Ichabod Music Co.  
 Inco Music Company  
 Independent Music Publishers  
 Indigo Music, Inc.  
 Inspirational Music Corp.  
 Instrumental Music Inc.  
 Iris-Trojan Music Corp.  
 Islip Music Pub. Co.  
 J.D.A. Music  
 Jaglea Music Corp.  
 Jamal, Ahmad  
 Jamboree Music  
 James, Sonny, Music  
 Jan Music  
 January Corp., The  
 Jari Music Co.  
 Jaro Music Inc.  
 Jason Music  
 Jat Music Co.  
 Jatap Publ. Co., Inc.  
 Jaybird Music  
 Jayco Music  
 Jaymond Music Corp.  
 Jean Music Company  
 Jeannette Music Pub.  
 Jeneva Music Co.  
 Jermac Music Co.  
 Jet Music Pub.  
 Jiffy Pub. Co.  
 Jill Music Co.  
 Jimskip Music, Inc.  
 Jo-Bets  
 Joel Music Corp.  
 Johnstone-Montei, Inc.  
 Jones, David, Inc.  
 Joni Music Inc.  
 Judson Music Co.  
 Julie Music Corp.  
 Just Music Inc.  
 Justis Music, Inc.  
 K.A.M. Prod. Corp.  
 Kahl Music Co.  
 Kaiser Music Co.  
 Kampas, William T.  
 (Continued on Next Page)



## BMI PUBLISHERS

Kanawha Music Pub.  
 Keel Music Co.  
 Kemo Music Co.  
 Kendis, Sonny, Music Pub.  
 Kenneth Publishing Company  
 Ken-Rick Pub. Co.  
 Kentucky Folk Music  
 Kenwood Music, Inc.  
 Kerr, Bob, Prod.  
 Kerr, Edward  
 Keyes, Baron, Pub.  
 Keystone Music Co.  
 Kingsbury Music, Inc.  
 Kliff Prod. Inc.  
 Klive Music Pub. Co.  
 Knudson, Thurston  
 Kord Music Company  
 Koss Music Co.  
 Kynd Music Pub.  
 Label Music Co.  
 Lake Erie Music  
 Lake Front Music  
 Lakeland Music Co.  
 Lamp Music Pub.  
 Lance Music Pub.  
 Lana Music  
 Lancer Music, Inc.  
 Lane, Ziggy, Music  
 Langley Music Co.  
 Langlois Filmusic, Inc.  
 Lang-Worth Publications, Inc.  
 Lar-vell Music Corp.  
 Larrabee Music Co.  
 Lawn Music  
 LaVinrac Music Co.  
 Leal, Felipe Valdes  
 Legato Music Corp.  
 Lenier Music Inc.  
 Leora Music  
 Les Kangas Music Pub. Co.  
 Livingston Music, Inc.  
 Libijon Music Co.  
 Lin-Da Publ. Co.  
 Lion Public. Co.  
 Little Jazz Music Pub., Inc.  
 Lloyd & Logan, Inc.  
 Locust Music Pub.  
 Lois Music Publishing Co.  
 Lonzo & Oscar Music Pub. Co.  
 Lorob Music, Inc.  
 Los Feliz Music Co.  
 Lowell Music Corp.  
 Lowery Music Co.  
 Ludix Pub. Co. Inc.  
 Ludlow Music, Inc.  
 Lupal Music Co.  
 Luther Music, Inc.  
 Lynbrook Music Inc.  
 Lynn Music Corp.  
 M & M Music Co.  
 Mac Heather Music House  
 Maestro Music Company  
 Maggie Music Co.  
 Magnolia Music Corp.  
 Magnus Music  
 Main Street Songs, Inc.  
 Mallory Music Pub.  
 Major Melodies  
 Major Minor Music  
 Manhattan Melodies Music Pub.  
 Manistee Music Co.  
 Manning House Music  
 Marairela Music  
 Marchant, J. C., Publications  
 Marcy, Victor  
 Mardi Gras Music Company  
 Marfan Music Co.  
 Marty's Music Corp.  
 Marigold Music Co., Inc.  
 Marielle Music Pub. Corp.  
 Marino Music Company  
 Marizona Music  
 Mark-Lee Music Company  
 Marks, E. B. Music Corp.  
 Marlow, Ken  
 Marlyn Music Pub.  
 Marmor Music Inc.  
 Martin, Mack, Music Co.  
 Marvin Music Corp.  
 Marpat Music Pub. Co.  
 Martel Music Co.  
 Martens, W. F., Music Co.  
 Master Music Publishers  
 Matador Music Pub. Co.  
 Maverick Music Co.  
 Maxfed Music Co.  
 Maxwell, Ray, Pub. Co.  
 Mayland Music Publ. Co.  
 Maytime Music, Inc.  
 Maywood Music Co.  
 Maze Publications  
 Meadow Music, Inc.  
 Mellin Music, Inc.  
 Melodies of the Americas  
 Melody Lane, Inc. (Peer)  
 Melody Trails, Inc.  
 Memphis Music Publishers, The  
 Merc-Dell Music Co.  
 Merge Music  
 Meridian Music Corp.  
 Merion Music, Inc.  
 Merit Music, Inc.  
 Merrick Music Co.  
 Merrymount Music Inc.  
 Meteor Music  
 Meteorion Music Corp.  
 Metric Music Co.  
 Metropolitan Music Company  
 Michele Pub. Co.  
 Mickey Music  
 Mid Music  
 Miller Song—Kraft Music Pub.  
 Miller-Steinberg-Katz Music  
 Mills, Sidney  
 Mipa Productions, Inc.  
 Miracle Music Company  
 Mission Hills Publications  
 Mission Pub. Co.  
 Modern Music Publishing Co.  
 Monahan Music Publications  
 Money Music  
 Monmouth Publishing Company  
 Mono-Music  
 Monroe, Bill, Music Inc.  
 Montague Music Co.  
 Montauk Music  
 Montclare Music Corp.  
 Monument Music, Inc.  
 Moo Moo Music Corp.  
 Moonbeam Music Co.  
 Moonlight Music  
 Morrison Music Company  
 Morrissey Music Company  
 Morro Music Corp.  
 Morton Music Corp.  
 Moss Rose Pub., Inc.  
 Motion Music Co.  
 Mr. Music Co.  
 Munson Music Co.  
 Murjac Music Pub. Co.  
 Murob Music Publishers  
 Music Art Publications  
 Music Development Corp.  
 Music for Frets  
 Music Please Co.  
 Music Products, Inc.  
 Music of Today, Inc.  
 Music World Corp.  
 Musical Frontiers Pub. Co., Inc.  
 Muzik Masters Company  
 Najac Music Corp.  
 Nasta Music  
 Navajo Music, Inc.  
 Nelson, Herbert, Productions  
 New Era Music Corporation  
 Niksch, Donald E.  
 Noma Music Inc.  
 Norma Music Co. Inc.  
 Normandy Music, Inc.  
 Nor-Va-Jak  
 Nuclear Music Co.  
 Nu-Tune Music Corporation  
 Nutter, Carl, Music Pub. Co.  
 Oakhurst Music Pub. Co.  
 Oceanic Music Co.  
 Ohio Music Co.  
 Old Charter Pub. Co., Inc.  
 Old Hickory Music Inc.  
 Old Judge Music  
 Olimac Music Inc.  
 Opal Music Inc.  
 Open Road Music  
 Optimist Songs Co.  
 Oree Music  
 Orlando Music Co.  
 Oval Music Co.  
 Ozark Music  
 Pal Music Co.  
 Palladium Music Publishing Co.  
 Pamco Music, Inc.  
 Panhandle Music  
 Pan Publ. Co.  
 Parade Music  
 Patricia Music Pub. Corp.  
 Paul Music Co., Inc.  
 Peer International Corporation  
 Pemora Music Company, Inc.  
 Phoenix Music Corp.  
 Piccadilly Music Corp.

Pico Music Pub. Co.  
 Pinebrook Music Corp.  
 Pioneer Pub. Co.  
 Pitchpipe Music Co.  
 Pinelawn Music Pub. Co., Inc.  
 Play Music, Inc.  
 Pleasant Valley Music  
 Pocono Pub. Co. Inc.  
 Porgie Music Corporation  
 Presley, Elvis, Music, Inc.  
 Prigan Music Corp.  
 Progressive Music Publishing  
 Pulse Publishing Corp.  
 Pure Music  
 Quartet Music Co.  
 Queensbury Music Corp., Inc.  
 Quintet Music Co.  
 Rancho Songs  
 Radon Music Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Publishers  
 Raleigh Music Publishing Co.  
 Rancho Music  
 Rand Music Co.  
 Rayven Music Co., Inc.  
 Real American Pub. Co.  
 Real Gone Music, Inc.  
 Record Music Publ.  
 Red, White & Blue Publications  
 Red River Songs  
 Regent Music Corp.  
 Reis, Herb, Music Corp.  
 Release Music, Inc.  
 Republic Music Corporation  
 Fleming H. Revell Co.  
 Ricdebe  
 Ricky Music Co.  
 Ricordi G. & Co.  
 Ridgeway Music  
 Rikpage Music Co.  
 River Music Co.  
 Rockland Music Corp.  
 Rodell Pub.  
 Roe Publishing Co.  
 Ro-Gor Music Co.  
 Romance Music Publications  
 Rongwen Music, Inc.  
 Rondo Music  
 Roosevelt Music Co.  
 Ror-ron Music  
 Rosarch Pub. Co.  
 Rubill Music Corp.  
 Rumbalero Music, Inc.  
 Russell Music Co.

Sarls Music Co.  
 Sanga Music Co.  
 San Juan Music Publishing Corp.  
 Sapphire Music Publisher  
 Savoy Music Company  
 Saxon Music Corp.  
 Sawaya Publications, Inc., The  
 Schaeffer's, Peter, Music Corp.  
 Scepter Music Inc.  
 Score Music Co.  
 Seabreeze Music, Inc.  
 Sea-Lark Entr., Inc.

Selbonn Music Co.  
 Selroy Music Pub. Co.  
 Shan-Todd Publishing  
 Shaw Music  
 Shealy Music Pub. Co., Inc.  
 Sheldon Music, Inc.  
 Shell Music Co.  
 Sheridan Music Corp.  
 Sherman-Huston Music  
 Sherwood Music Pub. Co.  
 Shirgus Publishing  
 Shopa Music Publications  
 Sidney Music Inc.  
 Sidmore Music, Inc.  
 Signet Music Co.  
 Sing Mo Music Corp.  
 Silver Star Music Pub. Co.  
 Singer, Murray, Music Pub.  
 Skrivanek Music  
 Skyway Records & Music Pub.  
 Society of Jewish Composers,  
 Publishers and Songwriters  
 Song Ads Inc.  
 Song Prod., Inc.  
 Songs of the Hills Music Pub.  
 Sooner Music Inc.  
 Sophisticate Music, Inc.  
 Sound Music Pub. Co.  
 Source Music Co.  
 Space Songs  
 Spanish Music Center  
 Spanka Music Corp.  
 Spools Publishing Co.  
 Stairway Music Co.  
 Starday Music  
 Starfire Music Corp.  
 Starflower Music Co.  
 Starrite Pub. Co.  
 Starstan Music Corp.  
 Stella Music Co., Inc.  
 Stern Music Publishing Co.  
 Stevens Music Corporation  
 Stew-Dar Music Inc.  
 Storm Music Co.  
 Stratton Music, Inc.  
 Studio Music Co.  
 Sudbury Music Corp.  
 Suffolk Music, Inc.  
 Sunbeam Music Corp.  
 Sundial Songs  
 Sunrise Music Company  
 Surf Music Corp.  
 Swansongs Publications  
 Sweco Music Corp.  
 Swing & Tempo Music Co.

T-C Publishing Corp.  
 T. J. Music  
 Tamasa Music Co.  
 Tannen Music, Inc.  
 Taps Agency  
 Tarry-Town Music Co.  
 Terrific Tunes  
 Thornett Music Corp.  
 Thornwood Music Pub. Co.  
 Tideland Music Pub. Corp.  
 Tiffany Music Company

Timberland Publishing Co.  
 Time Music Company  
 Torpedo Music Inc.  
 Trans Music Corp.  
 Trans-World Music Publ., Inc.  
 Travis Music, Inc.  
 Tree Pub. Co.  
 Tredlew Music, Inc.  
 Trend Music  
 Trianon Publications  
 Trinity Music Co., Inc.  
 Tri-Park Music Corp.  
 Triumph Publications, Inc.  
 Tropical Song Counter  
 Tubb, Ernest, Music Inc.  
 Tune Towne Tunes  
 Twin Music Inc.  
 U. S. Music, Inc.  
 Una Publishing Co.  
 Unart Music Corp.  
 Unique Music Publishers  
 Urban, Max & Co.  
 Val Music Corporation  
 Valley-Hill Music Co.  
 Valley Publishers, Inc.  
 Valley View Music, Inc.  
 Valner, Kurt  
 Van Brunt Publishing Company  
 Vanguard Songs  
 Venice Music, Inc.  
 Vidor Publications  
 View Music Co.  
 Village Music Co.  
 Villanova Music Co.  
 Vincent Music Co., Inc.  
 Viscount Music Co.  
 Volo Music, Inc.  
 Volunteer Music Sales Co.  
 Walmay Pub. Co.  
 Wanda Music Co.  
 W. F. A. Enterprises  
 Ward, Clara, Publications  
 Ward & Sears Music, Inc.  
 Warman Music  
 Warren Publications  
 Webster Music Company  
 Weiss & Barry, Inc.  
 Wemar Music Corporation  
 Westbrook Publications  
 Westbury Music Co.  
 West-Higgins Pub. Co.  
 Wildcat Music  
 Willet, Slim, Songs  
 Williams, Dootsie, Pub.  
 Williams, Kae, Music Inc.  
 Winchester Music Inc.  
 Windsong Music  
 Winneton Music Corp.  
 Wonder Music Pub. Co.  
 Wonderland Music Co., Inc.  
 Wvner Music Publishers  
 Xenopen Music Co.  
 Yonah Music Inc.  
 Yvonne Pub. Co.  
 Zodiac Music Corp.  
 Zoeller Music Co.

# 30

**years of service to the  
entertainment industry**

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**1931-1961**



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## **SESAC INC.**

**PAUL HEINECKE, PRESIDENT**

Licensing the performance, mechanical or synchronization rights in a repertory of distinction to the entire entertainment industry . . . radio, television, theaters, concert halls, hotels, transcription and record companies.

## **SESAC RECORDINGS\***

Great new sounds by top artists from all major record labels, brilliantly produced on hi-fi albums. Great variety and depth of selection in all categories: Big Bands, Mood, Jazz, Dance, Concert, Combos, Piano, Latin, Religious, Gospel, Vocal, Country and Western, Military Band, Polkas, Hawaiian and Holidays. SESAC's famous "Minute" tunes and the "DRUMMERS,"\* those fast-selling musical sales starters, including numbers for station promotions, commercials, weather, time, news, sports, fanfares and themes.

\*trademarks

# SESAC, Inc.

By PAUL HEINECKE

*President*

**N**INETEEN HUNDRED AND SIXTY-ONE marks SESAC's 30th anniversary of services to the broadcasting industry. It was in February, 1931 that we first opened our doors as America's second performance licensing organization. The years that followed saw many changes occur — changes not only in the increasing number of stations on the air, but in the very heart of the industry, its programming.

As the number of AM stations increased and television made greater inroads in the market, radio programming developed a new look and broadcasters searched endlessly for new and exciting program concepts. SESAC kept pace with these changing demands and provided the industry with a well balanced array of outstanding music from more than 300 catalogs of publisher-affiliates including many of the top firms in the music world. In television, too, SESAC copyrighted material has been invaluable in providing the answer to the many TV music needs.

Early in 1958, SESAC began producing and distributing without charge to the nation's broadcasters "repertory recordings"—handsomely packaged 45 rpm discs featuring the leading artists from every major record label performing new songs and standards from the vast and diversified SESAC copyrighted repertory. To date, more than 350,000 of these eagerly awaited albums have been distributed to radio and television stations throughout the United States and Canada, and our files presently include close to 50,000 testimonials from station personnel.

During each of SESAC's 30 great years, its huge catalog has been enhanced through the addition of new publisher-affiliates. The year 1960 alone brought forth such all-time SESAC hits as Jack Scott's memorable recording of "BURNING BRIDGES," Jackie Wilson's "DOGGIN' AROUND," Lonnie Sattin's "I'LL FLY AWAY," and the Anita Kerr Singers' "STRANGE LITTLE MELODY."

In 1956, SESAC moved to its present modern and efficient offices in the Coliseum Tower, located in the heart of Manhattan. This move was another milestone in SESAC's record of progress, for in our new quarters, we are better equipped to serve you, the broadcaster. We extend to each of you, a cordial invitation to visit our offices and to meet the members of the SESAC family. Here also are the catalogs of all SESAC publishers kept available for quick and easy reference by broadcasters or by the countless recording artists who review and refer to them when planning their personal appearances or recording sessions. In 1940, SESAC listed 69 publisher-affiliates with a total of 125 catalogs. Today, just 21 years later, there are 141 publisher-affiliates with 318 different catalogs.

At the Coliseum Tower, too, are the producers of SESAC Recordings, which have already been sold to more than 1300 stations throughout the United States and Canada and this list continues to grow as each week passes. The service consists of top-quality, twelve-inch long-playing albums, which feature the truly great artists of our time in every conceivable field of music.

A recent addition to the SESAC RECORDINGS Program Service, was the "DRUMMERS" which in themselves are a notable milestone on SESAC's roster of accomplishments. Included are big band sound sales starters, themes, station promos and weather, news and time signals at their tasty commercial best.

During 1960, SESAC introduced for the very first time anywhere, a special series of "DRUMMERS" produced especially for the country music broadcaster. Recorded in the country music capital of the world, Nashville, Tennessee, these long-awaited sales and programming aids were immediately acclaimed by C & W stations from coast to coast and during 1961, SESAC will further expand this series.

## SESAC PUBLISHERS

- Abernathy Pub. Co.  
 Accordion Music Publishing Co.  
 Adams, Jos. E., Public  
 Adamus, A.  
 Adamus, Zenobiusz  
 Albright Music Company  
 Amsco Music Publishing Co.  
 Andrea Music Co., Inc.  
 Arberne Music Co.  
 Arct, M.  
 Augsburg Publishing House  
 Avalon Music Publishing Co.  
 Aztec Music Company
- Babwin Publications  
 Barnhouse, C. L., Company  
 Bartlett, E. M.  
 Barwicki, K. T.  
 Bass Co., The  
 Bava's, John, Music  
 Beazley, Samuel W., & Son  
 Beirly, Alfred, Co.  
 Bendix Publishing Corp.  
 Better Choirs Pub. Inc.  
 Bienstock, Siegfried  
 Braun, Hubert J.  
 Braun Music Co.  
 Braun Organization, The  
 Brenbar Music Co.  
 Breuer, Harry  
 Briar Hill Music, Inc.  
 Broadcast Music Publishers  
 Broadman Press, The  
 Brumley, Albert E., and Sons
- Calbo, N.  
 Capitol Music Co.  
 Cardilli, M. V.  
 Carlton Music Pub.  
 Castion Music  
 Catholic Music Co.  
 Central Music Co.  
 Century Music Publishing Co.  
 Century Press  
 Cerruti, John M.  
 Chantry Music Press, Ltd.  
 Chart Music Pub. House, Inc.  
 Choral Press  
 Church Music Co.  
 Clayton, Norman J.  
 Clayton, Norman Publish Co.  
 Clef Music Corp.  
 Coanacher, B.  
 Coleman, Robert H.
- Coleman, Robert H., Publishing  
 Colin, Charles  
 Composers Press, Inc.. The  
 Concord Music Publishing Co.  
 Concordia Pub. House  
 Concourse Music, Inc.  
 Convention Press  
 Cooper, W. Oliver  
 Copley Music Pub. Corp.  
 Crawford, Percy B.  
 Cummings, M. Homer  
 Czytelnik
- Daniel, John, Quartet Song Pub.  
 Davis, Marion, Company, The  
 Dawson, William L.  
 Dean, Emmet S.  
 Dean & Edmiaston  
 Dean & Evridge  
 Dean & Franklin  
 Dean & Hensley  
 Dean & Morgan  
 Dean & Sebrén  
 Deiro, Pietro  
 Deiro, Pietro, Publications  
 Denison, T. S., & Company  
 Denson-Parris Music Co.  
 Denson Trio Music Co.  
 Di Bella, O., Music Co.  
 Diamant, Abraham
- Edel, Yizchak  
 Edition Accord  
 Edition Darom  
 Edition Gil-Ron  
 Edition Jastrzab  
 Edition Olympia  
 Edition Pro Arte  
 Edition Tav-Rina  
 Ellis, V. B. (Vep)  
 Eulenburg, Ernst, Ltd.  
 Evangel Music Co.  
 Eve Music Corp.
- Fairbank, H. W., Company  
 Faith Music, Inc.  
 Ferrill, J. W.  
 Firm Foundation Publishing House  
 FitzSimons, H. T., Co., Inc.  
 Forberg, Rob.  
 Forecast Music  
 Foreststorm Music  
 Fouts, S. G.  
 Fouts-Payne Music Co.
- Frador Music Market  
 Future Music
- Gaines, N. J.  
 Gale Music  
 Gebethner & Wolff  
 General Council of the  
 Assemblies of God  
 Georgi & Vitak Music Co.  
 Ginsburg, Dov, Publ.  
 Gornston, David  
 Gospel Music Publications  
 Gospel Publishing House  
 Gospel Quartet Music Co.  
 Gospel Songs, Inc.  
 Grabczewski, F.  
 Grammer, Frank  
 Gregorian Institute of America  
 Gur-Ari, Hans (Horowitz)  
 Gurley, Robert G.  
 Gurley Music Co.
- Haber-Helasco, H.  
 Hackett, Bobby  
 Hall, Connor B.  
 Hall House of Harmony  
 Hall Music Co., The  
 Hall & McCreary Co.  
 Hans, Willy  
 Hanson, Eddy  
 Hartford Music Co., The  
 Hart's Music Company  
 Harvest Time Publ.  
 Hathaway, Franklin Earl, Mus.  
 Pub.  
 Hawkins, Floyd  
 Heinrichshofen's Verlag  
 Henson, J. M., Music Co.  
 Heritage Music Publications, Inc  
 Highland Music Co.  
 Huffer, Fred K.  
 Hymntime Publishers
- Idzikowski, Leon  
 Idzikowski, M.  
 Inspiration Publishers  
 "IPA," Israel Publishers Agency  
 "ISCAM," Israel Society of Composers, Authors & Music Publishers  
 Jaworsky-Pandy Music  
 Publishing Co.



- Jeffress Music Company  
 Jewell, Fred, Music Co.  
 Jusko, Ralph, Editions  
 Jusko, Ralph, Publ., Inc.
- Kanner Music Publishing Co.  
 Keene, Hank, Inc.  
 Keller, Hal  
 Kelman Music Corp.  
 Kendor Music, Inc.  
 Keyboard Publishing Co.  
 Kim Music Corp.  
 King, K. L., Music House  
 King Music Publishing Corp.  
 Kjos, Neil A., Music Co.  
 Krone, Max and Beatrice  
 Kuthan, E.
- Lair, John  
 Langdon Music  
 Le Fevre Trio, The  
 Lena Music Inc.  
 Lillenas, Haldor  
 Lillenas Publishing Co.  
 Lister, Mosie  
 Lister, Mosie, Publications  
 Littig, Frank, Music Publishing Co.  
 Liturgical Music Company  
 Liturgical Music Press, Inc.  
 Ludwig Music Publishing Co.
- Maciejowski, Zb.  
 Markiewicz, Adam  
 Master Music Press, Inc.  
 McKinley Publishers, Inc.  
 McLaughlin & Reilly Co.  
 Melody-Aire Press  
 Mercury Music Corp.  
 Misty Music  
 Moore, David  
 Morris-Henson Music Co.  
 Mosti, Joe, Accordion Mus. House  
 Music Press  
 Music Press, Inc.  
 Music Products Corp.  
 Musical Melody Publishers  
 Musicountry Tunes, Inc.
- National Music Company  
 National Music Company, Inc.  
 Natrass-Schenck, Inc.  
 Nazarene Publishing House  
 Nemmers, M. L. Publishing Co.  
 Network Music Publishers  
 Nowa Scena  
 Nowacki, Henryk X.
- Ozark Music Public.
- Pace, Adger M.  
 Pagani, O., & Bro., Inc.  
 Pallma, Frank, Music Publisher  
 Pallma Music Co.  
 Pallma Music Products Corp.
- Panella, Frank A.  
 Panella Music Co.  
 Paragon Music Publishers  
 Paris, Oren  
 Parks, J. A., Company, The  
 Parris Music Co.  
 Parris, O. A.  
 Perry, F. Clark, Co.  
 Perry's Sons, A. W., Inc.  
 Peterson, John W.  
 Pioneer Music Press  
 Podgorski, I.  
 Polskie Towarzystwo Muzyki Wspolczesnej  
 Polskie Wydawnictwo Muzyki Wspolczesnej  
 Poltawski, Aleksander  
 Pomaranski, Zygmunt  
 Popular Music Publications  
 Porter, Rue  
 Pound Ridge Music Corp.  
 Pro Art Publications  
 Puritan Publishing Co.  
 "PWM," Polskie Wydawnictwo Muzyczne  
 "PWP," Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers)
- Quartet Music Company  
 Quincke, Walter A.
- Rainbow Music Co.  
 Ramola Music  
 Ramsey, Will M.  
 Ramsey & Parker  
 Revival Music Company  
 Ricart & Cia, Luis, S. L.  
 Roat, Chas. E., Music Co.  
 Rolseth Pub. Co.  
 Rudnicki, Walery  
 Rynczak, J.  
 Rzepecki, J.
- Sage & Sand Mus. Pub.  
 Sajewski, W. H., Music and Publishing Co., Inc.  
 Samely, Sam  
 Schmidt, Arthur P., Co., Inc., The  
 Schmitt, Hall & McCreary Co.  
 Schmitt, Paul A., Music Company  
 Schmitt Pubs., Inc.  
 Schubert, Franz  
 Schubert, Franz, Music  
 Schubert, Franz, Music Pub.  
 Schuberth, Edward, & Co., Inc.  
 Scott, Jack  
 Sebren, George W., Music Co.  
 Select Music Company  
 Selmer, H. & A., Inc.  
 Seyfarth, G.  
 Showalter, A. J., Company, The  
 Showalter, G. H. P.  
 Simon, Frank  
 Sing-Han Music Corp.
- Singleton, Eddie  
 Singspiration  
 Singtime Publishing Co.  
 Sioux Way Music  
 Slaski, H.  
 Slater, Will W.  
 Slaughter, Henry  
 Smith, Alfred B.  
 Southern Music Plate Co.  
 Speer, Ben, Music  
 Spire, Editions  
 Stamps Quartet Music Company, Inc.  
 Standard Music Company  
 Standard Songs  
 Stanphill, Ira  
 Stirling Music Publishing Co.  
 Sunday School Board of the
- Taylor, Lonnie, Publ.  
 Teddie, Tillit S.  
 Tennessee Music & Printing Co.  
 Thomas, Alvis O.  
 Thomas, J. E.  
 Thompson Music Company  
 Times Square Mus. Publ.  
 Top Music Publishers, Inc.  
 Towarzystwo Wydawnicze Muzyki Polskiej  
 Triangle Music Co.  
 Trio Music Co.
- Universum
- Vaughan, James D., Music Publisher  
 Velta Music, Inc.  
 Vitak-Elsnic Co.
- Walls, W. M.  
 Warde, Harry  
 Warner, F. Eugene  
 Weaner-Levant Publications  
 Weaner, Maxwell  
 Wells, Kenneth H.  
 Western Accordion Music Company  
 Wheelwright, Lorin F.  
 Wiehler, Zygmunt  
 Windsor Music Company  
 Winsett, R. E., Music Co.  
 Winternitz, Chanan  
 Witczyk, Stanislaw  
 "WJR"  
 Wohl, Jehuda  
 Wolfpack Music Corp.  
 Woodward, M. H.  
 World Library of Sacred Music  
 Wydawnictwo Muzyczne Arcta  
 Wydawnictwo Muzyczne 'Spnkopa'  
 Wynert, Johnny
- "Zaiks," Zwiasek Autorow, Kompozytorow i Wydawcow  
 Zak, Czeslaw  
 Zaremba, Alojzy



## London's Television Made Major Strides During 1960

By PAUL ADORIAN  
Managing Director, Associated-Rediffusion Ltd.

THE past year has been a tremendously important one for Associated Rediffusion Ltd. who provide independent television programmes for London from Monday to Friday each week.

January, 1960 saw the start of one of the most popular drama series transmitted by Associated-Rediffusion—the short stories of Somerset Maugham adapted for television.

In February, we signed a new agreement with the Hallé Orchestra to give financial backing to 78 concerts over the next three years. This is part of our patronage of the arts and part of our endeavour to encourage the provision of programmes for minorities.

Our popular schools programmes are gaining international recognition and in the spring our Head of Schools visited Sweden in connection with the introduction of schools television there and also to the U. S. A. in connection with the international exchange of such programmes. Some of our schools programmes are now being transmitted on the National Educational Television Network of the U.S.A.

A Children's Week took place in May, during which an exhibition of children's programmes was shown at the National Film Theatre.

In June, we opened Studio 5 at Wembley, the largest television studio in the world. The facilities this studio offers have very much helped our production staff and we have been able to extend both the range and number of our programmes.

We have increased our activities in the

export field with the opening in July of an International Division for the exploitation of our programmes overseas. One of the achievements following this action was the formation of an International Television Federation (known as INTERTEL) to produce high quality television programmes to produce a wider knowledge of contemporary world affairs and a better mutual understanding of world problems in the four participating countries, i. e. Australia, Canada, the U. S. A. and the United Kingdom.

Our light entertainment programmes continued to be popular, and during September, the quiz show "Take Your Pick" celebrated its 200th transmission.

Feature programmes of a high calibre were transmitted during the year, and in particular, one can mention the 60 minute programme "The Two Faces of Japan," which was transmitted over the network in November, and was sold to the U. S. A., Japan, Australia and Canada.

From December, we have repeated the schools French language series "Chez les Dupre" for adults in London, becoming the first foreign language series on television scheduled for evening viewing by adults in this country.

These were just a few items from a year's work but they should not be considered as necessarily the most important. One of the reasons that makes Associated-Rediffusion so vital is that every programme from the shortest to the longest, the most inexpensive to the most costly, is treated by us as equally important.

**1961**

**INTERNATIONAL  
BROADCASTING**



MEXICO-CUBA-DOM. REPUBLIC  
BAHAMAS & JAMAICA

**GREAT BRITAIN**

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 XEKZ·XEPK·XEGE·XEZZ·XERJ  
 XERO·XEWB·XECV·XEDX·XEDL·XEVS·XEOA·XEMM  
 XEOR·XEGC·XEPO·XEKQ·XEFW·XEXZ·XEQL·XERCN  
 XEIQ·XECC·XEAÉ·XELU·XEWG·XEIG·XECU·XECM  
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# Member Stations Of Radio Cadena Nacional

Call Frequency			Call Frequency		
Location	Letters	Kcs.	Location	Letters	Kcs.
Acapulco, Gro. ....	XEBB	600	Merida, Yuc. ....	XEZ	600
Acapulco, Gro. ....	XEKU	710	Mexico, D. F. ....	XERCN	1110
Aguascalientes, Ags. ....	XERO	1490	Monterrey, N. L. ....	XET	990
Cd. Acuna, Coah. ....	XEAE	1600	Monterrey, N. L. ....	XEJM	1450
			Monterrey, N. L. ....	XEG	1050
			Morelia, Mich. ....	XESF	1300
Cd. del Carmen, Camp .....	XECC	1340	Nva. Rosita, Coah. ....	XENR	980
Cd. Juarez, Chih. ....	XEJ	970	Nvo. Laredo, Tamps. ....	XEK	960
Cd. Juarez, Chih. ....	XEWG	1490			
Cd. Aleman .....	XEWD	1430	Oaxaca, Oax. ....	XEOA	570
Cd. Obregon, Son. ....	XEIQ	1290			
Cd. Serdan, Pue. ....	XELU	1340			
Cd. Obregon, Son. ....	XEAP	1290			
Cd. Valles, S.L.P. ....	XECV	610			
Culiacan, Sin. ....	XECQ	920	Pachuca, Hgo. ....	XEPK	1420
Chihuahua, Chih. ....	XEM	1390	Puebla, Pue. ....	XECD	1170
Durango, Dgo. ....	XEDU	860			
			Reynosa, Tamps. ....	XEOR	1390
El Mante, Tamps. ....	XECM	1450			
Ensenada, B. C. ....	XEDX	1010			
			Sahuayo, Mich. ....	XEGC	1490
			Sn Luis Potosi, S.L.P. ....	XEPO	1310
Guadalajara, Jal. ....	XEZZ	760			
Hermosillo, Son. ....	XEDL	1250	Tampico, Tamps. ....	XEFW	810
			Tapachula, Chis. ....	XEKQ	680
			Tehuantepec, Oax. ....	XEKZ	610
Iguala, Gro. ....	XEIG	630	Tepic, Nay. ....	XEXT	980
			Tijuana, B. C. ....	XEBG	1550
			Tuxtla Gtz. Chis. ....	XEUE	580
Los Mochis, Sin. ....	XECU	1470	Villa de Seris, Son. ....	XEVS	1110
			Veracruz, Ver. ....	XEOD	1090
			Villahermosa, Tab. ....	XEVA	790
Matamoros, Tamps. ....	XEO	970	Zacatecas, Zac. ....	XEXZ	1150
Mazatlan, Sin. ....	XERJ	1320	Zamora, Mich. ....	XEQL	1580

# Radio Stations Operating In Mexico

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEYZ	1450	
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Apatzingan, Mich.	XECJ	970	
Caborea	XEEZ	970	
Campeche, Camp.	XEA	1370	
Campeche, Camp.	XEUK	1430	
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuna, Coah.	XEKD	1010	
Ciudad Acuna, Coah.	XERF	1570	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad Delicia, Chich.	XEBN	1240	
Ciudad Delicia, Chich.	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	990	Roberto Chavez Gonzalez
Ciudad Jimenez, Chich.	XEJZ	1320	
Ciudad Juarez, Chich.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chich.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chich.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chich.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chich.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chich.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chich.	XEP	1390	
Ciudad Lerdo, Dgo.	XEGZ	790	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XFHO	910	
Ciudad Obregon, Son.	XEIQ	960	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Valle S.L.P.	XETR	1120	
Ciudad Valles, S.L.P.	XFCV	610	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XEGW	1380	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepe, Ver.	XEGR	1160	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1470	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cosamaloapan, Ver.	XEFU	630	
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	710	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	920	Radio Cullacan, S.A.

(Continued on Next Page)

# STATIONS IN MEXICO

Location	Call Letters	Frequency	Owner
Culiacan, Sin.	XENZ	570	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Culiacan, Sin.	XEWS	1010	
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	1260	Jose Valenzuela
El Sauzai, B.C.	XEDX	1010	
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata
Ensenada, B.C.	XESS	1450	
Ensenada, B.C.	XEPF	1400	
Fresnillo, Zac.	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XERS	1380	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGL	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Francisco E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XEWK	1190	
Guanajuato, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	630	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hidalgo del Parral, Chich.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chich.	XEGD	1520	
Hidalgo del Parral, Chich.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEJJ	1550	
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
La Paz, B.C.	XEEX	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEJH	1380	
La Piedad, Mich.	XELC	980	
Leon, Gto.	XEKX	1270	
Leon, Gto.	XEX	730	
Leon, Gto.	XELG	680	Radio Impuls. del Centro
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XEHS	1200	
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez

## STATIONS IN MEXICO

Location	Call Letters	Frequency	Owner
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Manzanillo, Col.	XEAL	1400	
Manzanillo, Col.	XECS	960	
Matamoros, Tam.	XEAM	1310	Manuel L. Salinas
Matamoros, Tam.	XEEW	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEOW	970	
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisora de Occidente
Merida, Yuc.	XEZ	600	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1370	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEA1	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XERPM	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEDF	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOC	710	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XERCN	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver.	XEDW	1260	Oucrs de Hector Silva Canto
Monclova, Coah.	XENQ	1330	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N.L.	XEX	730	

(Continued on Next Page)

# STATIONS IN MEXICO

Location	Call Letters	Frequency	Owner
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
Morelia, Mich.	XEMM	870	
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEKE	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XEXW	1300	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEK	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1370	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1550	
Nueva Rosita, Coah.	XEYS	1300	
Nueva Rosita, Coah.	XERN	980	
Oaxaca, Oax.	XEOA	570	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Orizaba, Ver.	XEPF	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	850	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XEPK	1420	
Papantla, Ver.	XEPV	1270	
Patzcuaro, Mich.	XEXL	1370	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEJD	1450	
Poza Rica, Ver.	XEPR	1480	
Progreso, Yuc.	XEEN	690	
Progreso, Yuc.	XEVL	1580	
Progreso, Yuc.	XEPY	1450	
Progreso, Yuc.	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	XEEJ	650	
Queretaro, Qro.	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1450	Ramon Rodriquez Familiar
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Rio Bravo, Tam.	XERT	590	
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rio Verde, S.L.P.	XEEM	660	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Rosario, Sin.	XEHW	1440	
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEBD	920	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEIA	980	
San Andres Tuxtla, Ver.	XERIM	1370	



## STATIONS IN MEXICO

Location	Call Letters	Frequency	Owner
San Andres Tuxtla, Ver. ....	XELN	1510	
San Andres Tuxtla, Ver. ....	XEDQ	1400	
San Blas, Nay. ....	XEJM	1570	
San Blas, Nay. ....	XEIF	1240	
San Cristobal ....	XEBY	560	
San Luis de Paz, Gto. ....	XEGX	1480	
San Luis Potosi, S.L.P. ....	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P. ....	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P. ....	XEPO	1310	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P. ....	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P. ....	XEXQ	1460	
San Luis Potosi, S.L.P. ....	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P. ....	XEEQ	750	
San Pedro Tlaquepaque, Jal. ....	XESP	1400	Hermínio Macias Alonso
San Pedro, Coah. ....	XEBF	1410	
Santa Ana, Son. ....	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih. ....	XEHB	770	
Santa Barbara, Chih. ....	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih. ....	XEES	820	
Santa Rosalia, B.C. ....	XEAH	560	
Santa Rosalia, B.C. ....	XESR	1320	
Tala, Jal. ....	XEAF	550	
Tampico, Tam. ....	XEJT	1460	
Tampico, Tam. ....	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam. ....	XEFW	810	Flores y Martinez
Tampico, Tam. ....	XES	1240	Radio Televisora de Tampico
Tampico, Tam. ....	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam. ....	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam. ....	XELE	1300	
Tapachula, Chis. ....	XEXQ	670	
Tapachula, Chis. ....	XETS	630	Napolean Correa
Teapa, Tab. ....	XEUI	1320	
Tecate, B.C. ....	XECC	560	
Tecate, B.C. ....	XEKT	1380	
Tecuala, Nay. ....	XETD	1450	
Tehuacan, Pue. ....	XEEX	1520	
Tehuacan, Pue. ....	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue. ....	XEGY	1080	
Tehuantepec, Oax. ....	XEJI	1390	
Tehuantepec, Oax. ....	XEUC	550	
Tehuantepec, Oax. ....	XEDS	600	
Tepatipian, Jal. ....	XEFG	1500	
Tepic, Nay. ....	XENL	860	
Tepic, Nay. ....	XERK	1380	Dario Mondragon
Tepic, Nay. ....	XEXT	980	State Government
Tepic, Nay. ....	XEEF	620	
Tepic, Nay. ....	XEEU	810	
Teziutlan, Pue. ....	XEGF	680	
Teziutlan, Pue. ....	XEFJ	1330	
Tierra Blanca, Ve. ....	XEJF	680	
Tijuana, B.C. ....	XEAK	690	Jorge I. Rivera
Tijuana, B.C. ....	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C. ....	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C. ....	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C. ....	XEC	1310	Luis Enrique Encisco
Tijuana, B.C. ....	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C. ....	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C. ....	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Todos Santos, B.C. ....	XEIB	1490	
Toluca, Mex. ....	XECH	1490	Rodolfo Llamas
Tonala, Jal. ....	XEZZ	760	
Tonantzintla, Pue. ....	XEKA	1560	
Torreón, Coah. ....	XEX	730	

(Continued on Next Page)

## STATIONS IN MEXICO AND CUBA

Location	Call Letters	Frequency	Owner
Torreón, Coah.	XETJ	570	
Torreón, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreón, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreón, Coah.	XETB	1350	Radio Laguna, S.A.
Torreón, Leon	XEOB	1490	
Tulancingo, Hgo.	XENQ	1580	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtepec, Oax.	XETN	1320	
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	580	
Uruapan, Mich.	KEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEXV	920	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S.A
Villa de Seris, Son.	XEVS	1110	
Villa de Seris, Son.	XEKI	1510	
Villahermosa, Tab.	XEVG	1440	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVT	970	
Villahermosa, Tab.	XEEV	870	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEQL	1580	
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	1080	Gabriel Saenz Gutierrez

## Radio Stations Of Cuba\*

Location	Call Letters	Frequency	Location	Call Letters	Frequency
Banes	CMDO	1020	Camaguey	CMJT	700
Baracoa	CMDX	1450	Camaguey	CMJB	880
Bayamo	CMDE	1260	Camaguey	CMFA	1110
Bayamo	CMDT	820	Camaguey	CMJE	680
Bayamo	CMKX	1390	Camaguey	CMJF	1340
Bayamo	CMDD	1200	Camaguey	CMJC	1270
Caibarien	CMHS	1020	Camaguey	CMJL	920
Caibaguan	CMHY	1590	Camaguey	CMJW	1440

(\*) All Cuban Stations have been taken over by the Cuban Government. There are no independent stations and no reliable source to check both ownership and stations now operating.

## STATIONS IN CUBA

Location	Call Letters	Frequency	Location	Call Letters	Frequency
Camaguey	CMJA	1060	Havana	CMBL	860
Camaguey	CMJR	1030	Havana	CMBZ	830
Camaguey	CMJN	960	Havana	CMCH	790
Camaguey	CMJG	1000	Havana	CMBC	690
Camaguey	CMJK	1160	Havana	CMCD	760
Cardenas	CMGB	1580	Havana	CMCA	730
Cardenas	CMGE	1470	Havana	CMW	590
Ciego de Avila	CMJY	760	Havana	CMQ	630
Ciego de Avila	CMJM	840	Havana	CMCU	660
Ciego de Avila	CMJV	900	Havana	CMBD	1520
Ciego de Avila	CMJZ	1500	Holguin	CMKY	600
Ciego de Avila	CMJH	1370	Holguin	CMDR	1410
Ciego de Avila	CMJD	1190	Holguin	CMDS	1580
Ciego de Avila	CMJP	580	Holguin	CMDL	1150
Ciego de Avila	CMJS	800	Holguin	CMDC	1290
Ciego de Avila	CMJO	1470	Holguin	CMKO	1220
Cienfuegos	CMHU	720	Holguin	CMKF	1050
Cienfuegos	CMHH	940	Holguin	CMKD	970
Cienfuegos	CMHN	680	Holguin	CMKJ	740
Cienfuegos	CMHF	1040	Holguin	CMKP	670
Cienfuegos	CMJH	1350	Holguin	CMKM	560
Colon	CMGO	1030	Jabotibonico	CMJJ	540
Colon	CMGU	1340	Jobellanos	CMGN	960
Consolacion del Norte	CMAX	1400	Mantanzas	CMGF	930
Cruces	CMHK	1210	Manzanillo	CMDF	1590
Encrucijada	CMHE	1090	Matanzas	CMGL	1400
Florida	CMJI	1400	Matanzas	CMGX	910
Guane	CMAP	1210	Matanzas	CMGF	930
Guantanamo	CMDJ	950	Matanzas	CMGW	1100
Guantanamo	CMDN	1110	Matanzas	CMGX	1240
Guantanamo	CMKA	1250	Matanzas	CMGM	1440
Guantanamo	CMDG	1290	Moron	CMJX	1230
Guantanamo	CMKG	1490	Moron	CMFC	1320
Guantanamo	CMDU	710	Moron	CMJU	1420
Guantanamo	CMKH	1140	Moron	CMFB	620
Guantanamo	CMKI	1400	Nuevitas	CMJQ	1300
Guantanamo	CMKS	1070	Palma Soriano	CMKZ	1430
Havana	CMBR	1170	Pinar del Rio	CMAN	840
Havana	CMCW	1290	Pinar del Rio	CMAG	880
Havana	CMOA	1590	Pinar del Rio	CMAS	990
Havana	CMZ	1560	Pinar del Rio	CMAD	1240
Havana	CMOX	1490	Pinar del Rio	CMAE	1300
Havana	CMCM	1460	Pinar del Rio	CMAF	680
Havana	CMCQ	890	Pinar del Rio	CMAB	1070
Havana	CMBX	1390	Pinar del Rio	CMAL	1340
Havana	CMBG	1360	Pinar del Rio	CMAQ	920
Havana	CMCB	1330	Pinar del Rio	CMAR	1190
Havana	CMCO	1230	Pinar del Rio	CMAW	800
Havana	CMK	1190	Puerto Padre	CMKY	1350
Havana	CMBK	1150	Sagua la Grande	CMHO	1310
Havana	CMBY	1120	Sagua la Grande	CMHR	1570
Havana	CMBS	1090	Sagua la Grande	CMHA	1280
Havana	CMCI	1260	San Cristobal	CMAC	1030
Havana	CMCX	1060	Sancti Spiritus	CMHL	1450
Havana	CMCG	1420	Sancti Spiritus	CMHP	1250
Havana	CMBQ	1010	Sancti Spiritus	CMHT	990
Havana	CMCK	980	Sancti Spiritus	CMHB	780
Havana	CMBF	950	San Luis	CMKQ	1460
Havana	CMCF	910	Santiago de Cuba	CMDY	870
Havana	CMCY	350	Santiago de Cuba	CMDW	1030

(Continued on Next Page)

## STATIONS IN CUBA, HAITI, DOM. REPUBLIC

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>
Santiago de Cuba	CMDH	1060	Santa Clara	CMHV	1180
Santiago de Cuba	CMDK	1120	Santa Clara	CMHI	570
Santiago de Cuba	CMDV	1550	Santa Clara	CMHQ	640
Santiago de Cuba	CMDB	680	Santa Clara	CMHW	810
Santiago de Cuba	CMKN	930	Santa Clara	CMHZ	970
Santiago de Cuba	CMKC	850	Santa Clara	CHMM	1130
Santiago de Cuba	CMKL	800	Santa Clara	CMHG	670
Santiago de Cuba	CMKU	630	Santa Clara	CMHD	890
Santiago de Cuba	CMKW	1000	Santa Clara	CMHC	1410
Santiago de Cuba	CMDZ	890	Santa Fe	CMBN	1370
Santiago de Cuba	CMKR	1090	Victoria de las Tunas	CMDQ	840
Santiago de Cuba	CMKB	1170	Victoria de las Tunas	CMKT	1520
Santiago de Cuba	CMDA	1320	Victoria de las Tunas	CMKE	1240
Santa Clara	CMHX	1480	Victoria de las Tunas	CMDP	1280
Santa Clara	CMHA	1280			

## Radio Stations Of Haiti

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Petionville	4 V.P.	1020	
Port-au-Prince	4VYM	1250	
Port-au-Prince	4 VA	1080	
Port-au-Prince	4 VW	1300	Ricardo Widmaier
Port-au-Prince	4 VS	1380	
Port-au-Prince	4VGM	1420	Frank C. Magloire

## Radio Stations Of Dominican Republic

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Bani	H13V	1310	Manuel Bello Hijo
Ciudad Trujillo	H1T	1400	Francisco Sanabia
Ciudad Trujillo	H13A	1230	

===== **DOMINICAN REPUBLIC, BAHAMAS, JAMAICA** =====

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Ciudad Trujillo .....	H1Z	1350	Frank Hatton
Ciudad Trujillo .....	H12H	1490	Raf. E. Tavarez L.
Ciudad Trujillo .....	H1N	910	Expedi Pou
Ciudad Trujillo .....	H1G	950	Andres Cordero Puello
Ciudad Trujillo .....	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo .....	H13T	620	J. Arismendi Trujillo
Ciudad Trujillo .....	HI5K	1440	Pedro Julio Santana
La Vega .....	HIIL	1400	Joaquin C. Pellicer
La Vega .....	HI8T	1360	J. Arismendi Trujillo
Moca .....	HIIA	1490	Rafael Western
Puerto Plata .....	H19U	1240	Luis A. Pelegrin
Puerto Plata .....	H1F	1310	
Salcedo .....	H12A	1440	J. Alfred Achecar
San Cristobal .....	H12R	1450	Luis Alberti
San Francisco de Macoris .....	H14C	1250	Manuel R. Peralta
Santiago .....	HIQ	1240	
Santiago .....	H14B	1330	Abraham Vanderhorst
Santiago .....	H18B	1050	Jacinto L. Sanchez
Santiago .....	H19Z	820	Luis F. Moscoso C.
Santiago .....	H12K	1450	
Santiago .....	HI6T	1380	J. Arismendi Trujillo
Monsenor Noel .....	HI9T	1440	

===== **Radio Stations Of Bahamas and Jamaica** =====

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
<b>BAHAMAS</b>			
Nassau .....	ZNS	1540	Bahamas Government
<b>JAMAICA</b>			
Kingston .....	ZQI	720	Radio Jamaica Ltd.
Mandeville .....		580	Radio Jamaica Ltd.
Montego Bay .....		1180	Radio Jamaica Ltd.
Point Galina .....		560	Radio Jamaica Ltd.





## Global Television Programmes Pioneered By Great Britain

By VAL PARNEILL

Managing Dir., Associated Television Ltd.

**A**N exciting new outlook has begun to invade the television screens of the world.

Not only in Britain and the U. S. A. but in other countries too, television is now being planned on an international basis. Major programmes are being made not only for screening in the countries of origin—but for distribution in overseas markets as well.

In short, Global TV is here. In Britain, my company has been the pioneer in producing programs for the international market. Our U. S. sales—made through our American subsidiary, the Independent Television Corporation—include such network deals as “Robin Hood” and “Danger Man.” We have also made big strides in the syndication market with such products as “Four Just Men” and “Interpol Calling.”

Recently we embarked on another new film series “Ghost Squad,” based on Scotland Yard’s undercover men. We are producing this in association with the Rank Organisation on a budget of \$1,500,000.

These film series, however, are only part of the story. Our company has developed a \$300,000 mobile recording unit which is now operating throughout Europe. This unit, first of its kind, records programmes on videotape on the American system of 525 lines.

It is being used by ABC, CBS and NBC, both for co-production deals and for exclusive assignments for American viewers.

Last year we taped a whole week of programs here for Jack Paar and NBC. This spring he was here again taping one-hour inserts in the Carlton Towers Hotel in London.

Naturally, we are delighted to be associated with American television in this way and to be in a position to provide your networks with these facilities.

In April, we opened our new \$14,000,000 Studio Centre at Elstree, Herts, covering 31 acres, and just 14 miles from the center of London. These are the most modern in the world and provide us with the largest studio space of any TV organisation in Britain. All the equipment is capable of working on the 405 line British standard; the 525 60 frame American system and the 625 European line standard. It is here that we will be taping a series of Jo Stafford shows—for world wide showing.

We are already placing our own British made TV series in 40 countries including Finland, Yugoslavia, Thailand and Poland. Our programs are seen on more than 1,000 TV stations.

For our “Sunday Night at the London Palladium” TV series, we book the biggest international stars available. This is Britain’s premier teledrama show, live from the Palladium stage before a theatre audience. We will be taping some of these programs for U. S. viewers in the autumn.

We produce this show each week, building the programme around our headline star. From the viewers’ point of view we aim to give each one of them a seat in the greatest music hall in the world.

But our output is not confined to vaudeville. We are getting big overseas sales with our hour long semi-documentary series. One of these is “Probation Officer,” the story of behind-the-scenes in a London magistrates’ court. Another popular programme which has just started in Australia is our twice weekly hospital serial “Emergency-Ward 10.”

As Global TV develops, we in Britain will be bringing performers of calibre to viewers screens everywhere — from Alaska to Sydney, from Tokyo to Beirut.

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# British Television Studios

## **Ardmore Studios Ltd.**

Herbert Rd., Wicklow, Ireland  
Phone: Bray 2971

## **Artel Studios, Ltd.**

17 Stratton St., London, W.1  
Phone: Grosvenor 6101

## **BBC TV**

Television Centre, Wood Lane,  
Shepherds Bush, London, W. 12  
Phone: Shepherds Bush 8000

## **Beaconsfield Studios**

Beaconsfield  
Phone: Beaconsfield 1563

## **Bray Studios**

Maidenhead Rd., Windsor  
Phone: Maidenhead 2591

## **Brighton Studios**

St. Nicholas Rd., Brighton Sussex  
Phone: Brighton 20905

## **Bushey**

Melbourne Rd., Bushey, Herts.  
Phone: Bushey Heath 1621

## **Elstree Studios**

Boreham Wood, Elstree Phone: Elstree 1600

## **Halliford Film Studios**

Manygate Lane, Shepperton, Middlesex  
Phone: Walton 26341

## **Highbury Studios**

98 Highbury New Park, London N. 5  
Phone: Canonbury 3215

## **W. M. Larkins Studios**

51 Charks St., London, W.1  
Phone: Mayfair 1138

## **Marylebone Studios**

245 Marylebone Rd., London  
Phone: Ambassador 1881

## **Merton Park Studios**

269 Kingston Rd., London  
Phone: Liberty 4291

## **M-G-M British Studios, Ltd.**

Elstree Way, Boreham Wood  
Phone: Elstree 2000

## **National Studios**

Boreham Wood, Elstree, Herts.  
Phone: Elstree 1644

## **New Elstree Studios**

Elstree Rd., Elstree, Herts  
Phone: Elstree 3232

## **Park Lane Studio**

45 Park Lane, London, W. 1  
Phone: Metropolitan 0211

## **Pathe Studio**

103 Wardour St., London, W. 1  
Phone: Gerrard 0444

## **Pinewood Studios**

Iver Heath, Bucks.  
Phone: Iver 700

## **St. John's Wood Studios**

St. John's Wood Terrace, London, N.W. 8  
Phone: Primrose 9255

## **Shepperton Studios**

Shepperton, Middlesex  
Phone: Chertsey 2611

## **Southall Studios**

Gladstone Rd., Middlesex  
Phone: Southall 3281

## **Studio-One-Scotland**

1326 Argyle St., Glasgow  
Phone: Western 5210

## **Studio Twenty-Two Ltd.**

22B Ebury St., London, S.W. 1  
Phone: Sloane 1870

## **Television Film Studios Ltd.**

Park Road, High Barnet, Herts  
Phone: Barnet 1051

## **Templar Film Studios**

7 Lynedoch St., Glasgow  
Phone: Douglas 2648

## **Twickenham**

St. Margaret's, Twickenham  
Phone: Popesgrove 9063

## **Viking Studios**

1 St. Mary Abbot's Pl., London, W. 8  
Phone: Western 2516

## **Wynne Film Studios**

35 Broadhurst Gardens, London, N.W. 6  
Phone: Maida Vale 0645

# Producers-Distributors In Great Britain

## **A.C.T. Films Ltd.**

32 Victoria St., London S.W. 1

Phone: Abbey 1817

Chairman .....Anthony Asquith

## **Advertising Films Ltd.**

28 Lexington St., London, W. 1

Phone: Gerrard 0238

Director .....J. Kane

## **Advision Ltd.**

83 New Bond St., London W. 1

Phone: Grosvenor 3342

Directors.....Kevin Hibberd,

H. P. J. Marshall, J. Gordon

## **Alliance Film Studios, Ltd.**

Twickenham Studios, Twickenham

Phone: Popesgrove 9063

Directors:.....G. J. & K. W. Shipman

## **Alpha TV Services Ltd.**

TV Theatre, Aston, Birmingham

General Mgr.....E. Beale

## **Alva Film Productions Ltd.**

Denham Green Close, Denham, Bucks

Phone: Denham 2788

Directors.....W. A. Croft, M. Delamer

## **Anglo-Scottish Pictures Ltd.**

Shepperton Studios, Middlesex

Phone: Chertsey 2611

Directors.....L. Reeve, J. Crichton Slagg,

B. Davies

## **Animation Associates Ltd.**

143 Wardour St., London, W. 1

Phone: Gerrard 1163

Director.....G. C. Chambers

## **Anvil Films Ltd.**

Beaconsfield Studios, Beaconsfield

Phone: Beaconsfield 557

Directors:.....R. N. May, K. Cameron,

R. Warren, R. Scrivener

## **Arrow Film Distributors Ltd.**

26 D'Avlay St., London, W. 1

Phone: Gerrard 9449

Managing Dir.....J. G. Taylor

## **Associated British Pathe Ltd.**

2 Dean St., London W. 1

Phone: Gerrard 0444

General Managers.....Terry Ashwood,  
Harry Field

## **Associated British Picture Corp. Ltd.**

Elstree Studios, Boreham Wood, Elstree

Phone: Elstree 1600

Directors.....Philip Warter, Eric Fletcher,

C. J. Latta

## **Australian Bestg. Commission**

51 Portland Pl., London W. 1

Phone: Langham 9601

Representative .....T. Bearup

## **Harold Baim Productions Ltd.**

199 Picadilly, London W. 1

Phone: Regent 5640

Directors.....H. & G. Baim

## **Basic Films Ltd.**

Soho Square, London, W. 1

Phone: Gerrard 7015

Directors.....L. Clore, John Taylor,

J. B. Napier-Bell, E. P. Aizlewood

## **BBC TV Promotions**

Television Centre, Wood Lane, London W. 12

Phone: Shepherds Bush 8000

General Manager.....R. H. Waldman

Business Manager.....J. B. Grove

Sales Manager.....G. del Strother

Transcription Mgr.....P. Tyrrell

Purchasing Mgr.....G. S. Smith

## **Biographic Cartoon Films Ltd.**

90 Dean, London W. 1

Phone: Gerrard 9682

Directors.....Keith Learner, N. Hanna,

Bob Godfrey, V. Linnear

## **Boulton-Hawker Films Ltd.**

Hadleigh, Suffolk

Phone: Hadleigh 2235

Directors.....M. J. Boulton, K. P. Boulton



**Brevis Films**

9 Oxford St., Manchester  
Phone: Central 1525

Manager .....E. Higgins

**British Alfa Films Ltd.**

Southampton Row, London W. 1  
Phone: Terminus 1195

Directors.....H. Haymsen, P. A. Haymsen

**British Documentary Films Ltd.**

37 Furzehill Rd., Boreham Wood, Herts  
Phone: Elstree 2646

Managing Dir.....J. Haines

**British Films Ltd.**

171 Shaftesbury Ave., London W. 1  
Phone: Regent 2828

Directors.....K. L. & M. Lockstone,  
H. Russell Smith, W. Hine

**British Movietone News Ltd.**

22 Soho Sq., London W. 1  
Phone: Gerrard 7811

General Manager.....E. T. Adams

**Christine Bruce Prod. Ltd.**

66 Wardour St., London W. 1  
Phone: Gerrard 8788

Chairman, Producer.....D. Carter

**Brunner Lloyd & Co. Ltd.**

23 Denmark St., London W. C. 2  
Phone: Temple Bar 2519

Directors .....P. Brunner, G. Lloyd

**Burlington Films Ltd.**

71 Baker St., London W. 1  
Phone: Welbeck 0322

Director.....J. F. Argyle

**Burnell Prod. Ltd.**

98 Mount St., London W 1  
Phone: Grosvenor 1463

Directors.....G. J. Burger, C. W. Burger

**Henry Caldwell Prod. Ltd.**

12 Maida Vale, London W. 9  
Phone: Cunningham 6976

Director .....Henry Caldwell

**Cavalier Films Ltd.**

34 Deacon's Hill Rd., Elstree, Herts  
Phone: Elstree 1403

Chairman & Dir.....J. Rogers

**CBS (Europe) AG**

50 Talacker, Zurich, Switz.  
Phone: Zurich 27 24 57

Mgr. Director.....Michael Burke  
Fin. Consult. W. G. Palmer, Sylvia Brunner

**CBS LTD.**

Villiers House, Strand, London W.C. 2  
Phone: Whitehall 5084

Mgr. Director .....Kirk Torney  
Oper. Mgr.....Joan Byrne

**CBS News**

26 Hallam St., London W. 1  
Phone: Langham 1166

Chief .....Alexander Kendrick

**Cinevista Ltd.**

108 Melrose Ave., London N. W. 2  
Phone: Gladstone 6879

Managing Dir.....J. Cassin-Scott

**Pete Collins Ltd.**

39 Rockfield Ave., London N. 10  
Phone: Tudor 7263

Managing Dir.....J. A. Collins

**Conbar Ltd.**

19 Chapel Side, London W. 2  
Phone: Baywater 6033

Directors.....A. P. Barralet, D. de Marney

**Crest Film Prod. Ltd.**

Film Studios, St Nichols Rd., Brighton  
Phone: Brighton 20905

Directors.....D. C. Wynne, Russell Lloyd

**Crestview Productions Ltd.**

203 Regent St., London W. 1  
Phone: Regent 5681

Directors.....I. R. Warren, T. Donald

**Emmet Dalton Ltd.**

25 Jermyn St., London W. 1  
Phone: Regent 3124

Chairman .....E. Dalton

**Bernard Delfont TV Ltd.**

Whitcomb St., London W. C. 2  
Phone: Trafalgar 1671

Directors...Bernard Delfont, Robert Nesbitt,  
W. Marsh, Keith Devon

**De Lane Lea Processes Ltd.**

12 Moor St., London W. 1  
Phone: Gerrard 8105

Chairman .....Paul Adorian  
Jr. Mgrs.....Major W. de Lane Lea,  
H. Baillie, A. E. M. Raynsford, H. Norris

(Continued on Next Page)

**PRODUCER-DISTRIBUTORS IN GT. BRITAIN** ~~~~~

**Walt Disney Prod. Ltd.**

68 Pall Mall, London W. 1  
Phone: Trafalgar 8010

Directors.....E. J. Davis, C. James,  
Cyril Edgar

**Dorian Film Productions Ltd.**

20 Oxford St., Newcastle-on-Tyne  
Phone: Newcastle 21837

Director.....G. R. Carr

**Drummer Films Ltd.**

Rank Labs., Denham, Uxbridge, Middlesex  
Phone: Denham 2323

Managing Dir.....M. Harris

**Elder Film Prod. Ltd.**

1326 Argyl St., Glasgow, Scotland  
Phone: West 5210

Director.....John C. Elder

**Douglas Fairbanks Ltd.**

34 Ely Pl., London E. C. 1

Directors: Douglas Fairbanks, Edwin Herbert,  
H. Allan Hawes, Tom White, Peter Marriott

**E. J. Fancey Productions Ltd.**

Queen's House, Leicester Sq., London W. C. 2  
Phone: Gerrard 8770

Producer.....E. J. Fancey

**Film Centre Ltd.**

24 Conduit St., London W. 1  
Phone: Mayfair 8661

Directors.....J. Grierson, E. Roberts

**Film Coverage Ltd.**

171 Wardour St., London W. 1  
Phone: Gerrard 4706

Chief.....Victor M. Gover

**Four Falconers Ltd.**

60 Wardour St., London W. 1  
Phone: Gerrard 5158

Director.....Richard Meyer

**Four Provinces Films Ltd.**

30 Landsdowne Rd., Dublin  
Phone: Dublin 63362

**Fremantle International**

Warwick St., London W. 1  
Phone: Gerrard 8227

Gen. Manager.....Angela Cuthbertson

**Gateway TV Prod. Ltd.**

470 Green Lanes, London  
Phone: Palmers Green 1003

Directors....W. H. Baddeley, C. W. Bending,  
E. J. Chard, A. M. Wright

**G. H. W. Productions Ltd.**

42 Welbeck St., London W. 1

Directors.....Betty Box, P. Rogers

**Glass Seltzer Ltd.**

16 Leinster Mews, London W. 2

Phone: Ambassador 3601

Directors....M. Brando, G. Glass, W. Seltzer

**Halas-Batchelor Cartoon  
Films Ltd.**

10 Soho Square, London W. 1

Phone: Gerrard 7681

Directors.....John Halas, Joy Batchelor,  
S. Eckman, Jr.

**Hartley-Ward Films Ltd.**

3 Albermarle St., London W. 1

Phone: Mayfair 9361

Managing Dir.....B. Dean

**Hawthorne Motion Picture  
Co. Ltd.**

1 Hyde Park Pl., London W. 2

Phone: Paddington 2463

Director.....S. J. Ward

**Helios Telefilm Prod. Ltd.**

17 Pembridge Place, London W.2

Phone: Bayswater 5703

Directors.....Otto Kreisler, C. H. Bonner,  
T. A. Moodie

**Jack Hylton TV Prod. Ltd.**

3 Savile Row, London W. 1

Phone: Regent 6711

Directors.....Jack Hylton, A. H. Maxwell,  
Hugh Charles, Ted Willis

**Impact Productions Ltd.**

44 Newman St., London W. 1

Phone: Langham 8956

Director.....R. Hawker

**Independent Film  
Distributors Ltd.**

TV House, Kingsway, London W. C. 2

Phone: Holborn 7888, Ext. 520

Managing Dir.....P. Adorian

**Interfilms Ltd.**

144 Piccadilly, London W. 1

Phone: Mayfair 8272

Directors.....Brian Kingcome, J. Heyting,  
E. M. Smedley-Aston

**I.T.C. Inc. Television Co. Ltd.**

ATV House, 17 Great Cumberland Pl.,  
London W. 1  
Phone: AMB 8040  
Director .....Prince Littler  
Managing Dir.....L. Grade

**Langston Films Ltd.**

34 South Molton St., London W. 1  
Phone: Mayfair 6557  
Directors.....A. Hope, P. Crane

**London Film**

144 Picadilly, London W. 1  
Phone: 8272  
Directors:.....H. G. Boxall, Vincent Korda,  
David Cunynghame

**Mancunian Film Corp.**

2 Parsonage, Manchester 3  
Phone: Blackfriar 1023  
Directors.....John E. and Thomas Blakeley

**Martin Films Ltd.**

23 Albermarle St., London W. 1  
Directors.....R. Eagle, J. Martin

**Martlet Prod. Ltd.**

171 Shaftesbury Ave., London W. C. 2  
Phone: Temple Bar 3982  
Directors.....Russell H. Lloyd, D. Wynne

**Nicole Milinair Productions Ltd.**

36 Dover St., London W. 1  
Phone: Mayfair 4766  
Directors.....N. Milinair, G. Fowler

**Motion Picture & TV Facilities Ltd.**

262 Watford Way, Hendon, London W. 1  
Phone: Sunnyhill 0131  
Director.....C. W. Green

**National Telefilm Associates (U.K.)**

109 Jermyn St., London S. W. 1  
Phone: Trafalgar 1127  
Mgr. Dir.....Vernon Burns

**Orb Film Distribution, Ltd.**

40 Shaftesbury Ave., London W. 1  
Phone: Gerrard 8282  
Directors.....N. & L. Miller

**Parkside Film Production Ltd.**

18 Ruppert St., London W. 1  
Phone: Gerrard 5861  
Directors.....E. & A. Gerlardi

**Peak Film Productions Ltd.**

37 Devonshire St., London W. 1  
Phone: Welbeck 2994  
Managing Dir.....J. Frieze

**Peregrine Film Prod. Ltd.**

14 High Holburn, London W. C. 1  
Directors.....K. Mander, D. Cheshire

**Phoenix Film Prod. Ltd.**

31 Hanover Court, London W. 1  
Phone: Mayfair 9692  
Directors...L. Casel-Gerard, Tom Conway,  
C. Campion, B. Knowles, George Mills

**Radiovision Ltd.**

91 Moorgate, London E. C. 2  
Phone: Metropolitan 0211  
Director.....H. Scott-Thompson

**Rayant Pictures Ltd.**

11 St. James Place, London S. W. 1  
Phone: Grosvenor 5441  
Directors...D. Hill, A. Gilkson, R. F. Hopkins

**Republic Productions Ltd.**

111 Wardour St., London W. 1  
Phone: Gerrard 5791  
Directors.....R. Altschuler, G. Shipman

**Ross TV Prod. Ltd.**

23 Upper Wimpole St., London W. 1  
Directors...C. M. Bailey-Watson, J. E. Sturge,  
N.B. Whitney

**Roxy Films Ltd.**

4 Albermarle St., London W. 1  
Phone: Mayfair 9362  
Managing Dir.....B. C. Dean

**Sapphire Films Ltd.**

Walton Studios, Surrey  
Phone: Walton-on-Thames 8811  
Directors.....Lord Wilmot, D. R. Humm,  
W. J. Gudgin

**Stanley Schofield Productions Ltd.**

6 Old Bond St., London W. 1  
Phone: Mayfair 4642  
Director .....S. Schofield  
(Continued on Next Page)

**PRODUCER-DISTRIBUTORS IN GT. BRITAIN**

**Screen Gems Ltd.**

150 Wardour St., London W. 1  
Phone: Gerrard 4321

Managing Dir.....K. Hargreaves

**Seven Seas Films Ltd.**

51 Wilton Pl., London S. W. 1  
Phone: Belgravia 6157

Producer .....J. Rayfield

**Shepperton TV Films Ltd.**

Shepperton Studios, Shepperton, Middlesex  
Phone: Chertsey 2611

Directors.....H. G. Boxall, F. B. Coote

**Sinclair Film Co. Ltd.**

Charton Manor, Farmingham, Kent  
Phone: Farmingham 2188

Managing Dir.....I. Sinclair

**Sovereign Films Ltd.**

Charton Manor, Farmingham, Kent  
Phone: Farmingham 2183

Director .....J. Sinclair

**Talbot Television Ltd.**

Axtell House, Warwick St., London W. 1  
Phone: Gerrard 2673

Director .....Paul Talbot

**Tara Ltd.**

51 Mount St., London W. 1  
Phone: Grosvenor 6040

Exec. Prod.....J. Saward

**Templar Film Studios**

7 Lynedoch St., Glasgow, C. 3  
Phone: Douglas 2648

Director.....A. R. Black

**Towers of London Prod. Ltd.**

84 Hallam St., London W. 1  
Phone: Langham 6248

Managing Dir.....H. A. Towers

**Transatlantic Picture Corp.  
Ltd.**

36 Golden Square, London W. 1  
Phone: Gerard 3554

Directors.....Sidney Bernstein,  
Alfred Hitchcock

**Tunnel Film Productions Ltd.**

122 Wardour St., London W. 1  
Phone: Regent 3326

Prod. Dir.....G. Fisher

**TV Workshop Prod. Ltd.**

19 St. Martin's St., London W. C. 2

Phone: Whitehall 8396

Director.....D. R. Shand

**United Film Productions Ltd.**

10 West Hill Rd., London S. W. 18  
Phone: Vandyke 5505

Directors.....J. S. Searle-Shirley

**United Motion Pictures Ltd.**

24 Denmark St., London W. C. 2  
Phone: Temple Bar 2025

Director .....J. Shppard

**U. P. I. Films**

8 Bouverie St., London E. C. 4  
Phone: Fleet Street 2282

Director.....R. S. Clark

**Video Shows Ltd.**

24 Austin Friars, London E. C. 2  
Phone: London Wall 3000

Directors...Oliver Smedley, T. S. Sutherland

**Warwick TV Prod. Ltd.**

3 Audley Square, London W. 1  
Phone: Grosvenor 7621

Directors.....Harold Huth, M. T. Elms,  
Irving Allen, A. R. Broccoli

**Western TV Ltd.**

11 Duke of York St., London S. W. 1  
Phone: Trafalgar 2888

Managing Dir.....J. Martin

**Helen Wiggins Films Ltd.**

145 Wardour St., London W. 1  
Phone: Gerrard 5719

Mgr. Dir.....Helen Wiggins

**Willoughby Film Prod. Ltd.**

25 Sackville St., London W. 1  
Phone: Regent 0030

Directors.....G. W. & E. G. Willoughby

**Wynn Film Prod. Ltd.**

Broadhurst Gds., London N. W. 6  
Phone: Temple Bar 3982

Directors.....D. C. Wynne, R. H. Lloyd

**Zenith Film Prod. Ltd.**

6 No. 2 Cleveland Gardens, London W. 2  
Phone: Ambassador 9742

Exec. Prod.....W. Fades

**Zonic Productions Ltd.**

178 Wardour St., London W. 1  
Phone: Gerrard 1539

Directors.....B. Henry, A. Worker

# Commercial Television Stations In Great Britain

## INDEPENDENT TELEVISION AUTHORITY

14 Princes Gate, London, S.W.7

Phone: KNightsbridge 5341

Chairman ..... Sir Ivone Kirkpatrick  
 Director-General ..... Sir Robert Fraser  
 Deputy Director General..... B. C. Sendall  
 Press Officer ..... M. Hallett  
 Chief Engineer..... P. A. T. Bevan

### Transmitting Stations

#### (London Area) Croydon

Channel 9  
 AP: 191 m/cs; VP: 194 mc/s  
 Commenced September 22, 1955

#### (Northern Region) Winter Hill

Channel 9  
 AP: 191 mc/s; VP: 194 mc/s  
 Commenced May 3, 1956

#### Emley Moor

Channel 10  
 AP: 196 mc/s; VP: 199 mc/s  
 Commenced November 3, 1956

#### (Midlands) Lichfield

Channel 8  
 AP: 186 mc/s; VP: 189 mc/s  
 Commenced February 17, 1956

#### (Central Scotland) Black Hill

Channel 10  
 AP: 196 mc/s; VP: 199 mc/s  
 Commenced August 31, 1957

#### (South Wales and West of England) St. Hilary

Channel 10  
 AP: 196 mc/s; VP: 199 mc/s  
 Commenced January 14, 1958

#### (The South) Chillerton Down I.O.W.

Channel 11  
 AP: 201 mc/s; VP: 204 mc/s  
 Commenced Aug. 30, 1958

#### Dover

Channel 10  
 AP: 196 mc/s; VP: 199 mc/s  
 Commenced late in 1959

#### (North East Region) Burnhope

Channel 8  
 AP: 186 mc/s; VP: 189 mc/s  
 Commenced Jan. 15, 1959

#### (Northern Ireland) Black Mountain

Channel 9  
 AP: 191 mc/s; VP: 194 mc/s  
 Commenced Oct. 31, 1959

#### (East Anglia) Mendlesham

Channel 11  
 AP: 201 mc/s; VP: 204 mc/s  
 Commenced Oct. 27, 1959





## British Television In Its Year Of Decision

By PETER C. DAVALLE  
Radio-TV Daily, London Bureau

**T**HE British TV scene is shot through with exciting rhythms—and not a few discordant passages. To continue the musical metaphor, there's a demand for a third clef, too. And, inevitably, there are the occasional sour notes!

First, the rhythms. The "Battle of the Lines" is hotting up. The Government's Television Advisory Committee say: "Scrap the present 40 five line system and adopt 625." But the Radio Industry Council, representing 80 per cent of the country's TV set manufacturers, insist that there should be no change yet. They say a switch to 625 would lead to a 15 to 20 year delay in giving national coverage on more than three channels (there are only two at present, BBC TV and the Independent Network).

The Government seems determined to keep colour TV waiting in the ante room although the BBC says it is ready and willing to open the door to admit it.

The year 1961 will go down as the year of Pilkington. This is the Government-ordained committee which, in surveying the future of TV and sound broadcasting in Britain, has invited recommendations from practically every public body with an interest in both media of entertainment. Commerce, the Church, politics, the Arts—all have welcomed the opportunity to vent their feelings about TV in general—and about the proposed third TV channel in particular. Whether this channel should be BBC-run or ITA-run, has split public opinion sharply in two. Few people have challenged the need for the additional channel itself.

So far as the prospects for toll-TV are concerned, there is a great deal of surmise and at least two definite sets of proposals.

One comes from the influential Rank Organisation who have said that it does not matter whether British toll-TV should be the broadcast or the line system. What does matter, they say, is that the system must be British. And they add that the American domination of the film industry should act as a stern warning in this respect.

The Kinematograph Renters' Society—representing all the film renters in the country—is more specific in calling for toll-TV by wire and thinks an organisation "basically similar" to the I. T. A. should run it. But both Ranks and the K.R.S. find themselves on common ground in insisting that toll-TV must not become subject to monopoly control but that "extensive" licenses should be granted.

Encouraging feature in both BBC TV and the I.T.A. progress reports has been the steadily expanding overseas sales and the stepping up of income from service fees (as in the case of the CBS-BBC series "The Valiant Years," based on the Churchill memoirs). The BBC point with pride to the U. S. success of their "Third Man" and "Age of Kings" and have high hopes of a similar success with their "Maigret" series which have achieved, and sustained, high ratings in Britain.

Perhaps the most dramatic success story of the year so far as TV film production and sales are concerned, comes from ATV which has crashed through the American peak-hour TV barrier with its "Danger Man" series. And ATV, through its wholly-owned subsidiary the Independent Television Corporation has announced a production schedule for 1961 that is giving the entire British TV film industry a much-needed filip.

# Program Contractors Appointed By ITA

*Independent Television Authority provides and operates transmitters for commercial television. Program Contractors produce programs and receive revenue from sales of advertising time, paying rent to ITA for the hire of transmitters.*

**A.B.C. Television Ltd.**  
Hanover Square, London W.1  
Teddington Studios, Broom Rd.  
Teddington Middx.

Chairman.....Sir Philip Warter  
Deputy Chairman.....Dr. Eric Fletcher  
Managing Director.....Howard Thomas  
Directors.....C. J. Latta,  
D. J. Goodlatte, George A. Cooper,  
Robert Clark.  
Secretary .....C. J. Orr  
Prog. Controller.....R. W. Dickenson  
Tech. Cont. ....B. R. Greenhead  
Present. & Pub. Mgr.....Barry Wynne  
Drama Superv. ....S. Newman  
Ad Sales Mgr. ....R. H. Norris  
Ch.Out. Bcstg. No. Exec....D. Southwood  
Prom. & Research Mgr.....E. Whitley

**Anglia Television Ltd.**  
Anglia House, Norwich  
London Office: Brook House,  
Park Lane, London, W.1

Directors.....Marquess Townshead of  
Raynham, Chairman; Aubrey Buxton,  
Laurence Scott, John Woolf, Sir Robert  
Bignold, Glyn Daniel, Sir Peter Green-  
well, Miss Aurdey Richards, Donald  
Albery, W. O. Chapman.  
Cont. of Opera.....Stephen McCormack  
Sales Mgr. ....Michael Norman  
Chief Engineer.....T. A. H. Marshall  
Secretary .....M. Seligman  
Accountant .....A. Gorard

**Associated-Rediffusion Ltd.**  
Television House, Kingsway, London  
W.C.2

Chairman.....J. Spencer Wills  
Managing Director.....P. Adorian  
Directors..Sir Bracewell-Smith, Sir Ed-  
win Herbert, J. B. Rickatson-Hatt.  
General Manager.....T. M. Brownrigg  
Bus. Mgr. ....C. E. Elms  
Asst. Gen. Mgr.....M. R. C. Foord  
Ch. Acct. ....J. S. Harrower  
Cont. of Advert.....B. G. Henry  
Cont. of Programs.....John McMillan

**Associated Television Ltd.**  
ATV House 17, Gt. Cumberland Place,  
London, W.1

Chairman .....Prince Littler  
Deputy Chairman.....Norman Collins  
Managing Director.....Val Parnell  
Deputy Mgr. Director.....Lew Grade  
Fin. & Admin.....J. A. L. Drummond  
Directors .....Earl of Bessborough,  
E. S. Birk, H. K. Cudlipp, R. P. T.  
Gibson, Sir Robert Renwick, C. O.  
Stanley.  
Press Director.....Robert Stannage  
Midlands Cont. ....Philip Dorte  
Sales Dir. ....P. J. Henry  
Prods. Cont.....Bill Ward

**Border Television Ltd.**  
141 Curzon St., London, W. 1

Directors.....J. L. Burgess, Chmn.,  
R. D. Gill, Manag. Dir., Sir Michael  
Balcon, Viscount Dalrymple, Sir Hector  
Hetherington, N. Leyland, G. L.  
Lightfoot.  
Secretary .....R. H. Watts  
Chief Eng.....Hedley J. C. Gower  
Sales Controller.....C. Higham  
Prog. Controller.....Maurice Lindsay  
Press Director.....Clive J. Court

**Granada TV Network Ltd.**  
36 Golden Square, London, W.1

Directors .....Sidney L. Bernstein,  
Cecil G. Bernstein, Maurice King,  
Victor Peers, John S. E. Todd.  
Gen. Mgr., Manch.....Simon Kershaw  
Prod. Mgr.....Jack Martin  
TV Sales, Ad Dir.....Alex Anson  
Chief Engineer.....Reg Hammans

**Independent Television  
News, Ltd.**  
Television House, Kingsway,  
London, WC.2

Directors..P. Adorian, T. M. Brownrigg,  
Norman Collins, James N. Coltart,  
Chairman; Hugh Cudlipp, Bernard  
Floud, Alfred E. Francis, V. A. Peers,  
(Continued on Next Page)

**ITA PROGRAM CONTRACTORS** ~~~~~

Howard Thomas, Sir Philip Warter.  
Gen. Mgr. .... F. H. G. Taylor  
Editor ..... Geoffrey Cox  
Deputy Editor ..... Ian Trethowan  
Sect. .... T. Traill

**No. of Scotland TV Ltd.**

190 West Regent St., Glasgow

Chairman..... Sir Alexander King  
Deputy Chmn. .... Iain Tennant  
Directors..... Viscountess Colville,  
M. C. Stuart, Lord Forbes, J. N. Milne,  
A. Ogilvy.

**Scottish Television Ltd.**

Theatre Royal, Hope St., Glasgow

Chairman ..... Roy Thomson  
Managing Director... James M. Coltart  
Directors.... Lord of Balfour of Inchrye,  
Charles N. McQueen, Iain Stewart.  
Gen. Mgr. .... Jack Hardy  
Prog. Dir..... G. Le Grove

**Southern Television Ltd.**

Southern Tv Center, Northam,  
Southampton

London Office:

Brettenham House, Lancaster Place,  
London, W.C.2

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# Radio Sets And Wired Speakers World-Wide Distribution, 1960

At the end of 1960, there were about 188,000,000 radio sets and an additional 40,000,000 wired speakers in the world, exclusive of the United States and Canada. This figure of 188 million radio sets, however, cannot be compared with the figure of 166 million reported as of the end of 1959. The difference of 22 million sets was mainly brought about by an unusual development in the statistical reporting of the Soviet Union. In 1959, the U.S.S.R. had reported the number of radio sets (apart from wired speakers) as follows: (millions) 1956—7.4; 1957—8.3; 1958—9.6. In 1960, their new report revised the figures for these years as follows: 1956—16.3; 1957—19.0; and 1958—21.7. The 1959 total is reported as 24.7 million.

This is an admission that 12 to 14 million radio sets for 1956 to 1958 have suddenly been discovered, thus casting doubt on the reliability of Soviet statistics. It is, therefore, evident that usual methods of computing annual growth, percentages of expansion, etc., cannot be maintained this year as this new development affects the statistics of several past years.

## WESTERN EUROPE December 31, 1960

Country	Radio Sets	Wired Speakers (Additional)
Andorra .....	2,000	.....
Austria .....	2,070,500	18,400
Belgium .....	2,476,900	134,800
Denmark .....	1,746,700	.....
Finland .....	1,300,000	.....
France .....	11,640,000	.....
W. Germany (Incl. W. Berlin) .....	16,311,000	157,100
Gibraltar .....	4,900	500
Iceland .....	54,000	.....
Ireland .....	492,400	.....
Italy .....	8,596,200	.....
Liechtenstein .....	3,200	400
Luxembourg .....	96,600	.....
Malta .....	16,500	45,100
Monaco .....	5,100	.....
Netherlands .....	3,145,000	480,200
Norway .....	1,300,000	.....
Portugal .....	1,060,000	.....
San Marino .....	1,900	.....
Spain .....	5,200,000	.....
Sweden .....	2,736,000	160,000
Switzerland .....	1,076,200	375,200
United Kingdom .....	15,726,100*	1,054,300
Yugoslavia .....	1,470,000	.....
<b>Total</b> .....	<b>76,531,200</b>	<b>2,426,000</b>

## EASTERN EUROPE

Albania .....	40,000	18,000
Bulgaria .....	810,000	544,000
Czechoslovakia .....	3,200,000	403,900
East Germany .....	5,536,400	.....
Hungary .....	1,950,000	250,000
Poland .....	4,000,000	1,400,000
Rumania .....	1,200,000	690,000
USSR .....	24,700,000	29,155,000
<b>Total</b> .....	<b>41,436,400</b>	<b>32,460,900</b>

\* Includes 11,000,000 combined sound and television licenses.

(Continued on Next Page)

# RADIO SETS & WIRED SPEAKERS

## NEAR EAST AND SOUTH ASIA

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
<i>Arab World</i>		
Aden .....	32,000	.....
Algeria .....	579,800	.....
Bahrain .....	12,000	.....
Iraq .....	600,000	.....
Jordan .....	94,400	.....
Kuwait .....	50,000	.....
Lebanon .....	114,800	2,500
Libya .....	73,500	.....
Morocco .....	560,000	.....
Saudi Arabia .....	21,000	.....
Sudan .....	135,000	.....
Tunisia .....	181,400	.....
United Arab Republic		
Egypt .....	1,600,000	.....
Syria .....	400,000	.....
Total .....	4,453,900	2,500
<i>Near East (non-Arab)</i>		
Afghanistan .....	30,000	.....
Cyprus .....	115,100	.....
Greece .....	883,900	.....
Iran .....	1,750,000	.....
Israel .....	450,000	.....
Turkey .....	1,307,900	.....
Total .....	4,536,900	.....
<i>South Asia</i>		
Ceylon .....	336,400	12,000
India .....	2,376,400	.....
India (Portuguese) .....	4,300	.....
Nepal .....	14,000	.....
Pakistan .....	480,000	.....
Total .....	3,211,100	12,000

## AFRICA (NON-ARAB)

Angola .....	70,000	.....
Bechuanaland .....	3,500	.....
Cameroun .....	100,000	.....
Cape Verde Islands .....	5,000	.....
Central African Republic .....	4,500	.....
Chad .....	6,000	.....
Congo Republic (Leopoldville) .....	175,000	.....
Congo Republic (Brazzaville) .....	10,000	.....
Dahomey .....	20,000	.....
Ethiopia .....	100,000	.....
Gabon .....	2,000	.....
Gambia .....	2,500	.....
Ghana .....	130,000	45,200
Guinea .....	25,000	.....
Guinea, Portuguese .....	1,500	.....
Guinea, Spanish .....	1,500	.....
Ivory Coast .....	50,000	.....
Kenya .....	150,000	2,100

## RADIO SETS & WIRED SPEAKERS

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
Liberia . . . . .	50,000	. . . . .
Malagasy Republic (Madagascar) . . . . .	70,000	. . . . .
Mali . . . . .	8,000	. . . . .
Mauretania . . . . .	1,000	. . . . .
Mauritius . . . . .	37,000	. . . . .
Mozambique . . . . .	60,000	. . . . .
Niger . . . . .	10,000	. . . . .
Nigeria . . . . .	250,000	62,500
Reunion . . . . .	14,100	. . . . .
Rhodesia and Nyasaland (Fed.) . . . . .	150,000	. . . . .
Ruanda-Urundi . . . . .	50,000	. . . . .
Senegal . . . . .	125,000	. . . . .
Sierra Leone . . . . .	23,000	5,000
Somali Republic . . . . .	32,500	. . . . .
Somaliland, French . . . . .	3,000	. . . . .
South Africa, Union of . . . . .	1,068,200	11,300
Tanganyika . . . . .	80,000	. . . . .
Togo . . . . .	5,000	. . . . .
Uganda . . . . .	82,000	. . . . .
Upper Volta . . . . .	15,000	. . . . .
Zanzibar and Pemba . . . . .	13,000	. . . . .
<b>Total . . . . .</b>	<b>3,003,300</b>	<b>126,100</b>

### FAR EAST

#### *Non-Communist*

Australia . . . . .	2,331,900	. . . . .
Borneo (North) . . . . .	13,400	. . . . .
Burma . . . . .	110,000	. . . . .
Cambodia . . . . .	15,000	. . . . .
Fiji Islands . . . . .	20,000	. . . . .
Hong Kong . . . . .	153,600	53,500
Indonesia . . . . .	1,200,000	8,900
Japan . . . . .	17,219,500	. . . . .
South Korea . . . . .	800,000	. . . . .
Laos . . . . .	16,000	. . . . .
Macau . . . . .	10,000	. . . . .
Malaya . . . . .	272,900	25,000
New Caledonia . . . . .	5,000	. . . . .
New Zealand . . . . .	580,000	. . . . .
Philippines . . . . .	900,000	4,400
Ryukyu Islands . . . . .	25,000	. . . . .
Samoa . . . . .	4,500	. . . . .
Sarawak and Brunei . . . . .	37,500	. . . . .
Singapore . . . . .	101,700	44,400
Solomon Islands . . . . .	2,500	. . . . .
Tahiti . . . . .	16,000	. . . . .
Taiwan . . . . .	667,000	. . . . .
Thailand . . . . .	1,000,000	10,000
South Vietnam . . . . .	304,800	. . . . .
<b>Total . . . . .</b>	<b>25,806,300</b>	<b>146,200</b>

#### *Communist*

China . . . . .	4,000,000	4,570,000
Korea (North) . . . . .	110,000	. . . . .
Mongolia . . . . .	20,000	. . . . .
Vietnam (North) . . . . .	300,000	. . . . .
<b>Total . . . . .</b>	<b>4,430,000</b>	<b>4,570,000</b>

*(Continued on Next Page)*

# RADIO SETS & WIRED SPEAKERS

## LATIN AMERICA

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
Argentina .....	5,500,000	.....
Bolivia .....	154,400	.....
Brazil .....	6,915,600	.....
Chile .....	1,016,000	.....
Colombia .....	2,159,300	.....
Costa Rica .....	108,000	.....
Cuba .....	1,300,000	.....
Dominican Republic .....	150,000	.....
Ecuador .....	450,000	.....
El Salvador .....	350,000	.....
Guatemala .....	210,000	.....
Haiti .....	50,000	.....
Honduras .....	125,000	.....
Mexico .....	3,500,000	.....
Nicaragua .....	100,000	.....
Panama .....	186,000	.....
Paraguay .....	150,000	.....
Peru .....	820,000	.....
Uruguay .....	500,000	.....
Venezuela .....	565,700	.....
<b>Total</b> .....	<b>24,310,000</b>	<b>.....</b>

## WESTERN HEMISPHERE POSSESSIONS

British .....	309,100	51,000
French .....	53,000	.....
Netherlands .....	91,000	.....
Greenland .....	4,500	.....
<b>Total</b> .....	<b>457,600</b>	<b>51,000</b>

## AREA TOTALS

<i>Area</i>		
Western Europe* .....	76,531,200	2,426,000
Eastern Europe (Communist Bloc) .....	41,436,400	32,460,900
Near East and South Asia .....	12,201,900	14,500
Arab World .....	(4,453,900)	(2,500)
Near East (non-Arab) .....	(4,536,900)	.....
South Asia .....	(3,211,100)	(12,000)
Africa (non-Arab) .....	3,003,300	126,100
Far East .....	30,236,300	4,716,200
Non-Communist Countries .....	(25,806,300)	(146,200)
Communist Countries .....	(4,430,000)	(4,570,000)
Latin America .....	24,310,000	.....
Western Hemisphere Possessions .....	457,600	51,000
British .....	(309,100)	(51,000)
French .....	(53,000)	.....
Netherlands .....	(91,000)	.....
Greenland .....	(4,500)	.....
<b>World Total**</b> .....	<b>188,176,700</b>	<b>39,794,700</b>

\* Includes Yugoslavia

\*\* Exclusive of the United States, its territories, and Canada.  
Source: USIA.



# Foreign Television Stations And Sets World-Wide Distribution, 1960

January 1, 1961

AREAS	TRANSMITTING STATIONS		RECEIVERS	
	Jan. 1 1961	Jan. 1 1960	<i>In Use</i> Jan. 1, 1961	<i>In Use</i> Jan. 1, 1960
Western Europe* .....	813	683	22,289,500	19,063,900
Latin America .....	121	94	3,458,000	2,424,600
Near East, South Asia and Africa .....	16	14	185,000	84,600
Far East .....	139	106	6,100,000	5,113,000
FREE WORLD TOTAL**...	1,089	897	32,033,100	26,686,100
Communist Bloc .....	214	189	6,328,000	5,293,900
<b>WORLD WIDE TOTAL**</b> ...	<b>1,303</b>	<b>1,086</b>	<b>38,361,100</b>	<b>31,980,000</b>

\* Includes Yugoslavia.

\*\* Except U.S., its territories, Canada and Armed Forces stations abroad.

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
	Jan. 1 1961	Jan. 1 1960	<i>In Use</i> Jan. 1, 1961	<i>In Use</i> Jan. 1, 1960
<b>WESTERN EUROPE</b>				
Austria .....	18	15	163,000	111,000
Belgium .....	7	5	520,000	350,000
Denmark .....	11	8	500,000	359,400
Finland .....	15	13	75,000	43,000
France .....	30	52	1,735,000	1,400,000
West Germany .....	222	152	4,250,000	3,500,000
Ireland* .....	—	—	75,000	60,000
Italy .....	388	343	2,000,000	1,666,400
Luxembourg .....	1	1	7,500	4,000
Malta** .....	—	—	9,000	7,000
Monaco .....	1	1	5,000	5,000
Netherlands .....	6	6	700,000	593,800
Norway .....	1	1	25,000	6,500
Portugal .....	5	5	40,000	35,000
Spain .....	6	4	230,000	150,000
Sweden .....	41	25	820,000	678,100
Switzerland .....	22	13	110,000	78,700
United Kingdom .....	27	34	11,000,000	10,000,000
Yugoslavia .....	12	5	25,000	15,000
<b>TOTAL</b> .....	<b>813</b>	<b>683</b>	<b>22,289,000</b>	<b>19,063,900</b>

\* These sets tune in to U.K. stations. There is no TV in Ireland.

\*\* These sets tune in to Italian stations. There is no TV in Malta.

(Continued on Next Page)

# FOREIGN TV STATIONS & SETS

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
	<i>Jan. 1</i> 1961	<i>Jan. 1</i> 1960	<i>In Use</i> <i>Jan. 1, 1961</i>	<i>In Use</i> <i>Jan. 1, 1960</i>
LATIN AMERICA				
Argentina .....	3	1	450,000	350,000
Brazil .....	25	10	1,200,000	850,000
Chile .....	—	2	—	—
Colombia .....	12	9	150,000	150,000
Cuba .....	25	24	500,000	365,000
Dominican Republic .....	4	4	17,000	13,000
El Salvador .....	2	2	30,000	15,000
Guatemala .....	2	2	20,000	20,000
Haiti .....	1	1	1,000	700
Honduras .....	1	1	3,000	400
Mexico .....	22	19	450,000	400,000
Nicaragua .....	2	1	4,500	4,300
Panama .....	3	1	12,000	8,000
Peru .....	5	5	35,200	33,200
Uruguay .....	1	1	25,000	15,000
Venezuela .....	13	11	700,000	200,000
<b>TOTAL</b> .....	<b>121</b>	<b>94</b>	<b>3,458,000</b>	<b>2,424,600</b>

COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
	<i>Jan. 1</i> 1961	<i>Jan. 1</i> 1960	<i>In Use</i> <i>Jan. 1, 1961</i>	<i>In Use</i> <i>Jan. 1, 1960</i>
NEAR EAST, SOUTH ASIA AND AFRICA				
Algeria .....	4	3	48,000	38,100
Cyprus .....	1	1	3,000	3,000
India .....	1	1	1,000	300
Iran .....	2	2	35,000	21,400
Iraq .....	1	1	70,000	9,000
Kuwait .....	1	—	600	600
Lebanon .....	2	2	15,000	8,000
Nigeria .....	2	2	2,000	700
Saudi Arabia .....	1	1	10,000	2,500
Turkey .....	1	1	1,000	1,000
<b>TOTAL</b> .....	<b>16</b>	<b>14</b>	<b>185,600</b>	<b>84,600</b>

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**FOREIGN TV STATIONS & SETS**

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COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
FAR EAST				
	<i>Jan. 1</i> 1961	<i>Jan. 1</i> 1960	<i>In Use</i> <i>Jan. 1, 1961</i>	<i>In Use</i> <i>Jan. 1, 1960</i>
Australia .....	17	12	1,000,000	750,000
Hong Kong .....	(1)**	(1)**	5,000	3,000
Japan .....	115	87	5,000,000	4,288,000
Korea (South) .....	1***	1***	8,000	7,000
New Zealand .....	1	1	2,000	—
Philippines .....	4	3	35,000	25,000
Thailand .....	2	2	50,000	40,000
TOTAL .....	139	106	6,100,000	5,113,000

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COUNTRIES	TRANSMITTING STATIONS		RECEIVERS	
COMMUNIST BLOC				
	<i>Jan. 1</i> 1961	<i>Jan. 1,</i> 1960	<i>In Use</i> <i>Jan. 1, 1961</i>	<i>In Use</i> <i>Jan. 1, 1960</i>
Bulgaria .....	1	1	3,000	3,000
Czechoslovakia .....	7	9	600,000	492,900
East Germany .....	10	20	800,000	503,000
Hungary .....	5	4	70,000	50,000
Poland .....	11	13	320,000	220,000
Rumania .....	5	2	25,000	20,000
USSR .....	160	136	4,500,000	4,000,000
Communist China .....	15	4	10,000	5,000
TOTAL .....	214	189	6,328,000	5,293,900

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\*\* Closed Circuit wired service; not counted in totals.  
\*\*\* Off the air since early February 1959 due to fire.

# New Foreign Television Stations

On the air in 1960

## WESTERN EUROPE

### Denmark

Bornholm (Aarsbolle); ch. 5; 10 kw.  
Vejle; ch. 5; 30 watts (satellite)

### Finland

Kouvola; ch. 5; 5 watts

### France

Fourteen satellite transmitters  
went on the air.

### West Germany

Twenty-four satellite transmitters  
went on the air.

### Italy

Fourteen satellite transmitters  
went on the air.

### Norway

Bergen; ch. 9; 30 kw.  
Kongsberg; ch. 4; 1 kw.  
Skien; ch. 10; 50 watts  
Kongsvinger; ch. 9; 4 watts

### Sweden

Ostersund; ch. 4; 60 kw.  
Solleftea; ch. 7; 15 kw.  
Uppsala; ch. 6; 3 kw.

### Yugoslavia

Lisina; ch. 6; 60 watts (relay)  
Psunj; ch. 5; 50 watts (relay)  
Skalnica; ch. 11; 36 watts (relay)

## LATIN AMERICA

### Argentina

Buenos Aires; LS83-TV; ch. 9;  
CADETE  
Cordoba; LU1H-TV; ch. 12;  
(experimental)

### Brazil

Brasilia; ch. 2; TV-Nacional  
Brasilia; ch. 8; TV-Alvorada  
Curitiba; TV-Colorado (experimental)  
Recife; ch. 2; TV-Jornal de Commercio  
Recife; ch. 6; TV-Radio Clube  
Sao Paulo; ch. 9; TV-Excelsior  
Sao Paulo; (relay of TV-Tupi-Sao  
Paulo); TV-Ribeira Preto  
State of Minas Gerais; (relay of TV-  
Tupi-Rio); TV-Juiz de Fora

### Mexico

Tijuana; XEWT-TV; ch. 12; 5 kw.  
Guadalajara; ch. 6; Television  
Tapatia, S.A.

### Netherlands Antilles

Curacao; ch. 8; 2 kw.;  
Telecuracao (PJC-TV)

## NEAR EAST, SOUTH ASIA AND AFRICA

### United Arab Republic

Cairo  
Damascus

Source: USIA

## FAR EAST

### Australia

Hobart; ch. 2; Government station  
(ABT)

### Japan

Iida; NHK; JONK-TV; ch. 4  
Maizuru; NHK; JOBK-TV; ch. 1  
Wakamatsu; NHK; JOHT-TV; ch. 1  
Niihama; NHK; JOZQ-TV; ch. 2  
Fukuchiyama; NHK; JOBK-TV; ch. 3  
Yoshiwara; NHK; JOPK-TV; ch. 4  
Miyazaki; NHK; JOMG-TV; ch. 8  
Hamamatsu; NHK; (educational)  
ch. 2  
Muroran; NHK; (educational) ch. 2  
Tsuyama; NHK; ch. 2  
Kamaishi; NHK; ch. 2  
Yamanashi; JOJF-TV; ch. 5;  
Radio Yamanashi K.K.  
Hamamatsu; JOVO-TV; ch. 6;  
Radio Shizuoka K.K.  
Niihama; JOAL-TV; ch. 6;  
Nankai Hoso K.K.  
Muroran; JOLY-TV; ch. 7;  
Sapporo TV K.K.

### Okinawa

Naha; ch. 12; 5 kw.;  
Ryukyu Broadcasting Corporation

## COMMUNIST BLOC

### Czechoslovakia

North Bohemia; Mt. Bukova  
West Bohemia; (near Karlovy Vary)  
—replaces relay station

### East Germany

Dequede (Altmark); UHF

### Hungary

Kekes; ch. R8; 4 kw. (relay)  
Tokaj; ch. R4; 1 kw. (relay)

### Poland

Krynica; Krakow Voividship; (relay)  
Nowy Sacz; Krakow Voividship;  
(relay)  
Olsztyn; Piekna Gora; 1 kw. (relay)  
Jelenia Gora; ch. 10; 30 watts (relay)

### USSR

#### TV Centers

Grozny  
Nikolsk  
Vitebsk  
Yoshkar-Ola  
Kurgan  
Konotop

#### Relays

Serebryanka (relays Sverdlovsk)  
Dudinka (relays Norilsk)  
Liepaya (relays Riga)  
Ventspils (relays Riga)

#### Communist China

Shenyang (Mukden)

# International TV Roundup

## By Areas And Countries

*Overseas television continued to expand strongly during the past year. Among the highlights of 1960 were the introduction of commercial television in Ecuador, the United Arab Republic and the Netherlands Antilles; the official opening of Norway's television network; the great success of the television coverage of the Olympic Games in Rome; the rapid growth of television in Sweden; and the continued rapid growth of television in Japan.*

### WESTERN EUROPE

#### DENMARK

With the opening of the transmitting station at Aarsbolle on Bornholm Island, the whole of metropolitan Denmark received television coverage. The transmitter is tied to the Danish TV Center in Copenhagen by means of a relay line crossing southern Sweden. For the coming year, Denmark's television budget of 42,500,000 kronen (about \$6,000,000) surpasses its radio budget by about a million dollars.

#### FRANCE

Last July, RTF began relaying TV signals from France to Algeria by means of a relay station on the Island of Majorca. Algerian viewers claimed excellent reception, superior even to local TV transmissions. This Paris-Algiers relay has been made permanent, and RTF officials hope to transmit live programs from Algeria to France in the near future.

About 15,000 TV sets were located in public places in France, the greatest number (5,181) being in the Toulouse region. In addition, 3,317 were in the Lyon region, and 2,207 in the Paris region.

Nothing definite has come to light regarding the proposed second network in France.

#### WEST GERMANY

Despite the Laender's strong opposition to the Federal Government's activities in the radio and television broadcasting field, the government continues preparations for commencing a second TV program this year. The plan prepared by the Bundespost makes provision for the construction of 82 transmitters (not including satellite stations destined ultimately to cover shadow areas). The frequency plan and the locations of the first 28 of these stations have been published by the Bundespost. The effective radiated power of each transmitter will be related to local requirements and will vary between 100 and 500 kilowatts and will serve 65 per cent of the population.

The second TV program to be transmitted over this network is to be the responsibility of a commercial company established under private law,

the "Deutschland-Fernsehen GmbH." Originally the company was to be owned by the Federal Government (51 per cent) and the Laender (49 per cent). However, since the Laender refused to take over their share, the other 49 per cent has now been transferred to the Federal Government, thus making it sole owner of the company.

The financing of the second TV program is still an open question. While the Federal Government may try to take part of the current TV license fee revenues for its TV company, advertising revenues are expected to finance a large portion of the costs of the second TV program.

#### ITALY

The inauguration of the second television network for Italy, repeatedly postponed, has now been set for the fall of 1961. The Italian Minister of Telecommunications stated that when the second network becomes operative, it will at first reach only the major Italian centers such as Milan, Rome, Turin, and Naples. By the end of 1962, 32 transmitters and 11 repeaters will allow reception of the second channel over two-thirds of the country's territory.

The Italian network currently consists of 28 main transmitters and 358 repeater stations. Plans call for the construction of 201 additional repeaters, and a coverage of 98 per cent.

In a decision handed down in July, the Italian Supreme Court upheld the constitutionality of the Italian TV monopoly held by RAI-TV, stating that this arrangement "best guarantees impartiality and objectivity of services, especially due to natural limitations for the medium."

As of January 1, 1961, Italian TV subscribers pay only \$20 a year as against \$23 paid previously. At the time of the inauguration of TV in Italy in 1954, the license fee was \$30.

#### NORWAY

After a six-year experimental period, Norway's television network was officially opened by King Olaf. The network now includes three transmitters and two converters. Oslo's Tryvasshogda transmitter, covering an area with about 500,000 residents, will be boosted from 10 kw. to 100 kw. when finished in 1961-1962. The Bergen transmitter makes TV available to some 300,000 in Western Norway. The Kongsberg transmitter of 1 kw. will be expanded to 60 kw. Frequency converters for Skien-Porsgrunn and Kongsvinger will

*(Continued on Next Page)*

Source: USIA.



be replaced by transmitters of 60 kw. and 10 kw. respectively. Plans call for several more transmitters, and by 1970 TV coverage will extend to 80 per cent of the population. About 20,000 receivers have been registered so far.

## PORTUGAL

The Portuguese television network now covers 85 per cent of the country.

## SWEDEN

With the estimated one million sets in use, Sweden has joined the select group of West European countries with one million or more TV sets. The others are the United Kingdom, West Germany, Italy, and France. Its network now consists of 35 transmitters, and plans call for a 50 station network by 1962. At present 65 per cent of the population can enjoy good TV reception.

## UNITED KINGDOM

The British Television Advisory Committee has recommended a changeover from the present 405-line TV system to the 625-line West European or CCIR system. Adoption of the latter standard with 8 mc. channel spacing, as is proposed for UHF (ultra-high frequency) in Europe, would be introduced initially in Bands IV and V. The report points out that the introduction of TV in the UHF bands provides "the last opportunity for changing to 625-line standards and in such circumstances recommends that this should be done." The Postmaster-General stated that a Government decision on the improved line standards was not likely to be taken until 1962. An official of one of the commercial networks estimated that the cost of such a changeover would be between \$2 and \$3 billion.

Referring to color television, the report stated that while future development should be on the basis of compatibility, technical and economic limitations make it undesirable to introduce color television in the near future.

The BBC launched its new Television Center in London with its first telecast in June, as the first of seven studios under construction became operational. The 45 million dollar plant occupies a 13-acre site. Four more studios will be opened this year, and the others later.

## LATIN AMERICA

### ARGENTINA

The first privately-owned television station in Argentina was inaugurated in June, 1960 after an eight-year government monopoly of TV activities. The station operates on channel 9, and is owned by the Compania Argentina de Television (CADETE). In addition, there is a non-commercial station in Cordoba, operating temporarily on channel 12 with an experimental license.

A third station in Buenos Aires is expected to go on the air shortly on channel 13, and following that a fourth one on channel 11. It has also been announced that 26 additional privately-owned channels will be allocated shortly for the principal

provincial cities.

A television survey of television viewers carried out in Buenos Aires showed a marked preference for the new channel 9 station over the government-owned channel 7. This may explain a rumor that, due to high operating costs, the government-owned TV station may shortly be offered for sale to private interests.

## BRAZIL

Television in Brazil is developing rapidly. There are now 19 transmitting stations in operation including relays, and the number of sets in use is very near the million mark.

## COLOMBIA

Officials report that a relay system to extend television transmissions to the southern part of the country is being installed and is expected to be completed soon.

The Ministry of Education plans to import 20,000 TV sets for schools and colleges, and to organize educational television in Colombia.

## COSTA RICA

Following the inauguration of television in Costa Rica on May 6, there have been reports of various other TV licenses having been granted by the government, one on channel 9, another on channel 4 to TITV, Televitica, and a third to the newspaper La Nacion on channel 5 which went on the air in March, 1961. There is general satisfaction in Costa Rica concerning the country's "coming of age" by installing television, and the fact that the country's first TV station is in private hands rather than under government control as had been recommended by a former regime.

## CUBA

The Telemundo network which used to belong to Barletta is now being reorganized and will be called "Television Revolucion." The confiscated channel 12, which used to belong to Pumarejo, was rebaptized the "Revolutionary Channel." After freezing the bank accounts of the Mestre brothers, owners of the \$12,000,000 radio and TV network CMQ, last May, the Castro regime finally took over the entire network in September, charging that the owners abandoned the plant and failed to keep it in working order.

## ECUADOR

Ecuador's first commercial television license was granted last June, to Mr. Jose Rosenbaum for a channel 4 station in Guayaquil. This station will be called "Prima Television Ecuatoriana," and will have call-letters HCPTE. The license also provides an option to install a broadcasting station in Quito, and Mr. Rosenbaum has been assured of his choice of channels 11, 12, or 13.

Located in Guayaquil's Casa de la Cultura, the new station will be powered by a Dynair transmitter operating with a power of 2 kw. Its 220 foot antenna atop the station headquarters will be one of the higher antennas in Latin America. The initial 20-hour weekly schedule will consist of approximately 75 per cent film and 25 per cent live offerings.

**MEXICO**

A second television station in Tijuana, XEWT-TV on channel 12, affiliated with Telesistema Mexicano, S.A., commenced operations in July. The station has a 5 kw. transmitter and "the most modern equipment in Mexico." It plans to broadcast only in Spanish from 4 p.m. to midnight daily. In Guadalajara, Television Tapatia, S.A., owned by Alberto Villar, went on the air over channel 6 in August.

According to the press, "Radio Televisora del Golfo, XHGO-TV, in Ciudad Madero, Tamaulipas was recently acquired by the Azcarraga family. Tests are being carried out to determine the feasibility of linking the station, which operates on channel 7, with Mexico City.

A link between Mexican and United States television is envisaged this year. Studies so far undertaken show that a link-up is feasible, and that the installation of three or four more transmitters will be sufficient.

**NETHERLANDS ANTILLES (CURACAO)**

Television was introduced in the Island of Curacao in the Netherlands Antilles last July. The station is Telecuracao, or PJC-TV on channel 8, at Willemstad. It is owned by the "Netherlands Antilles Television Concern, Ltd.," and is managed by the Bartell Broadcasting Corporation of Milwaukee, Wisconsin. The station which cost \$170,000 operates on 625-lines, 50 cycles and has a 500 watt transmitter with an effective radiated power of 2 kw. At present it operates daily for five hours. Reception is good, and there are an estimated 3,000 sets on the island.

The company is committed to the opening of a TV station at Aruba in 18 months, which will be designated TELARUBA, or PJA-TV on channel 6.

**PANAMA**

The Supreme Court of Panama handed down a decision in August, denying Radiodifusion Panamericana's petition for clarification of a previous ruling, which upheld the Executive Branch's cancellation of the corporation's license to operate television channel 2.

**VENEZUELA**

A survey carried out in Caracas in May, 1960 indicated that 120,000 homes (67 per cent of the total) in Caracas have television sets. Peak viewing hours ranged from 12:30 to 2 p.m., the customary lunch period in Caracas, and from 4:30 to 9:30 in the evening, with a high for the day at 8:15 p.m. In television ratings, Radio Caracas Television surpassed Televisa (currently off the air while new owners reorganize the personnel structure and modernize facilities) and Televisora Nacional, in that order.

In Maracaibo, 21,050 homes have TV sets, and the TV station, Ondas del Lago, channel 13, outstrips its only competition on channel 2, which is relayed from Caracas.

American Broadcasting-Paramount Theaters has acquired a minority interest in a new Venezuelan TV network, Corporacion Venezolana de Television, S.A., which will be composed of stations in Caracas (channel 4, the former Televisa), Valencia and La Guaira (channel 9), and Barquisimoto (channel 11).

**NEAR EAST & AFRICA****ALGERIA**

Television tests were carried out in Constantine in September, and regular transmission commenced in October. It is expected that by the fall of 1961, television will be available in the cities of Bone, Batna, Philippeville, Setif, and Bougie.

**CENTRAL AFRICAN FEDERATION  
(RHODESIA AND NYASALAND)**

The first test transmissions from the new television station in Salisbury have taken place and are reported to be very successful. Several thousand TV sets have reportedly been purchased by residents of Salisbury and the surrounding areas. Rental of TV sets will be from 3-5 pounds per month (\$8.40-14). Meanwhile, a closed circuit television installation was set up at the annual Agricultural and Industrial Show in Salisbury, from August 31 to September 3.

**GHANA**

A Canadian team of television experts has presented Ghana with a plan for the development of television within the next two years.

**GREECE**

Following a preliminary accord reached between the Italian and Greek Governments, Italian engineers and technicians are drafting plans for a TV-Radio project in Greece. Equipment and services required would be supplied by Italy and charged against the \$15 million in World War II reparations still due Greece from Italy. The pending project envisages the establishment of Greece's first TV network at a cost tentatively estimated at \$13.5 million. Other aspects include establishment of short wave stations, introduction of FM transmission facilities, improvement of the present radio system and the construction of a factory for the manufacturing of low-priced radio and TV sets and other electronic equipment.

**IRAQ**

According to unconfirmed sources, preliminary work has begun on television stations in Basra and Mosul, which will relay the Baghdad station's programs, and also produce special local programs. The Mosul station is said to be planning broadcasts in Kurdish, while the Basra station expects to reach Western Iran and the Persian Gulf. These stations are expected to go on the air in 1961.

**KENYA**

The report of the Kenya Television Commission recommends the introduction of television in Kenya, but not for at least 18 months. Its revenue is to be derived from license fees and commercial advertisements, which will be strictly controlled (there will be no sponsored programs). The first station is to be at Nairobi, and will operate in Band I of the 625-line CCIR system. English will be the basic language, with possible interpolation in Swahili and Hindustani.

(Continued on Next Page)

The Kenya Minister for Information and Broadcasting, Mr. N. F. Harris, announced in London that he had sufficient backing from British sources to recommend to the government that television service should start in December 1961. He first envisages a daily program of four hours to cover about 20 to 40 miles from Nairobi, and hopes a Mombasa station could be opened within three years, followed by a station, mainly for Africans, in either Nyanza or Central Province.

## LEBANON

A new television station, La Compagnie de Television du Liban et du Moyen-Orient, has been granted licenses for four TV transmitting stations. The new company, headed by Ruchdi Malouf, expects to begin transmissions early in 1961. American Broadcasting-Paramount Theaters has purchased a minority interest in it.

## MOROCCO

The Moroccan Government has reportedly purchased, and plans to reorganize, the now defunct television station TELMA, which originally brought TV to Morocco in 1954, but went off the air in 1956 due to financial difficulties.

## NIGERIA

After the establishment of television in the Western Region of Nigeria last year, the Eastern Region has signed a contract with a British company for commercial television and radio broadcasting. A 10 kw. transmitter in Enugu operating in Band I is to initiate the television service. The Northern Region Government also announced that television was being considered for Kano, Zaria, and Kaduna.

## UNION OF SOUTH AFRICA

According to the South African press, popular demand for television is increasing. The government's adamant attitude against the introduction of television in the near future is contrasted with the adoption of TV in Nigeria, and its imminent initiation in various other African countries. The Minister of Posts Hertzog told Parliament that, (1) TV would cost too much to install; (2) that "advertising rates would be prohibitively high" so that a commercial network would not pay; (3) that TV would "spoil our youth for leadership by exposing them to blood-and-thunder entertainment," and (4) that TV was only a piece of glass which shows pictures.

## UNITED ARAB REPUBLIC

Television was inaugurated officially in the United Arab Republic last July. High government officials, in televised statements during the ceremonies, spoke of the importance of TV as a source of entertainment and education, and expressed hope that within a year TV would cover the whole of the UAR. Forty thousand sets have been imported and distributed in Cairo, and the government is negotiating for the purchase of an additional 20,000 sets from overseas suppliers.

It is reported that the UAR and Japan reached an agreement for the exchange of television films between the two countries.

## FAR EAST

### AUSTRALIA

National television stations are now operating in the capital city of every Australian state. The chain was completed when the Postmaster-General officially opened Tasmania's station ABT, channel 2, in Hobart. The studio of the Tasmanian station is located in a new building in the heart of Hobart while the transmitter is 4,000 feet above sea-level, almost at the top of Mount Wellington which overlooks the city of Hobart. The number of television sets in use in Australia has passed the one million mark.

### JAPAN

With the bringing into service of eleven government (NHK) TV stations and four commercial stations since June, the Japanese TV network now consists of 107 transmitting stations including satellites. The number of TV sets in use is estimated at close to six million.

After some years of experimental color television in Japan, regular color TV programs were started in September, by NHK and four commercial companies. Approval for color TV service was given by the Postal Services Ministry to NHK's Tokyo and Osaka stations, Nippon Television network, Radio Tokyo, Yomiuri Television, and the Asahi Broadcasting Company.

### MALAYA

The government of the Federation of Malaya plans to launch television by June, 1961. In the first six months of operation, Kuala Lumpur is expected to be the only area served, but it is hoped that a large portion of the whole country will be included before the end of the first year. Both Japanese interests and PYE have made offers to Radio Malaya to set up a TV network and to run it commercially for ten years without cost to the Federation. In return for the commercial revenue, they would cede the equipment to the Federation after ten years. The Federation turned down such offers because engineers pointed out that the equipment would not only be in poor shape at the end of ten years, but likely to be quite obsolete in these days of constant improvements.

### OKINAWA

The second commercial television station owned by the Ryukyu Broadcasting Corporation went on the air in Naha, with a five kw. transmitter operating on channel 12. Programs are transmitted in English and Japanese.

### SINGAPORE

Upon his return from Japan, the Minister of Culture, S. Rajaratnam, stated that the Singapore Government intended to establish a TV station. At his request, a three-man Japanese team visited Singapore in July to consult on the establishment of a TV station in the city.

**THAILAND**

Bids were invited last September for the construction of television stations in Lampang province in the north, and in Khon Kaen province in the northeast. Another station is planned for Haadyai in Songkhla province in the south. These three TV stations will afford coverage for 35 provinces in all in Thailand.

**COMMUNIST BLOC****ALBANIA**

According to a Radio Tirana broadcast, an experimental television station, equipped with apparatus presented by the Soviet Union and East Germany and assembled by East German specialists, has carried out some transmission tests.

**BULGARIA**

The Bulgarian press states that a television relay station is being built on Botev Peak. A group of experts are working there on an experiment to link the Sofia television center with the Bucharest center. The experiments are proceeding successfully. By 1962 Bulgarian television programs will be telecast abroad, and Bulgarian citizens will watch programs from Moscow, Warsaw, Prague, Berlin, and Budapest.

**CZECHOSLOVAKIA**

Two more television centers went on the air in Czechoslovakia, one in North Bohemia on Bukova Mountain, and the other in West Bohemia near Karlovy Vary. The latter replaces a relay station already in operation. The building of two television relay stations, which will make it possible to receive programs from the Kiev and Moscow studios, has begun in Slovakia. When the Central Bohemian and East Slovakian television centers are completed, the first stage of building a nation-wide TV network will be finished. In the second stage, the main emphasis will be on expansion of the program and the introduction of additional channels, as well as preparation for color television.

**EAST GERMANY**

The second major television transmitter located at Dequede and operating in the ultra-high frequency (UHF) Band IV, was taken into service in East Germany.

According to the East German press, the goals for East German television call for an increase in the number of television programs in 1965; establishment of a second TV program; construction of radio relay towers, transposers, and deflection antennas needed to close the gaps in TV reception; erection of 20 TV frequency transposers in Bezirke Gera and Suhl (completed); establishment of advanced schools for television; completion of

the television transmission network; and color television tests in 1965. Construction of large-scale TV transmitters is not scheduled for the seven-year period except for the one at Dequede (completed).

**HUNGARY**

According to the Hungarian press, two new television relay stations, one on the Kekes Mtn. on the Matra range and the other in Tokaj, have been completed more than three months ahead of schedule. The 60-meter tower at Kekes uses a four kw. transmitter and its reception range will be approximately 100 km. southwest and west toward the Hungarian plain. The one kw. Tokaj transmitter's range is estimated at 50 km. south and southeast and to the Czechoslovak border to the north.

**POLAND**

Four more television relay stations have gone on the air since June, and the number of TV sets that are in use at the end of 1960 is estimated at 450,000. By 1965 this number is expected to reach 1,700,000. This year TV stations will be built in Bydgoszcz and Lublin, and in 1962 and 1963, six more TV transmitters will be put into operation.

**RUMANIA**

With the construction of 12 additional television transmitters, the whole of Rumania is expected to have TV coverage by 1965. The Electronica works in Bucharest will produce 130,000 TV sets in 1965.

**USSR**

The development of the Soviet television network proceeds at a good pace. Ten new transmitting stations, six centers and four relays, have gone into service since June. There are now 84 television centers and 75 relay stations in operation. Soviet television is to be developed particularly rapidly during the seven-year plan. By 1965 the country will have 165 TV centers and more than 300 low-power relay stations.

No firm figures over the 4,000,000 TV sets in use in the Soviet Union have been reported since the first of the year.

**COMMUNIST CHINA**

The construction of a television station has been completed in Shenyang (Mukden). A "television university" similar to the ones in Peking and Shanghai has now been established in Shenyang with a membership of 8,000 students, and another in Harbin serving 11,000 students. Courses in mathematics and physics are offered.

There are only 20,000 sets in use throughout the country, half of which are found in and around Peking. Due to the high costs of sets, there are not many individuals who own TV receivers but, instead, most sets in use are owned by people's communes and other organizations.

# Foreign Television Stations

SATELLITES NOT INCLUDED

(As of January 1, 1961)

Location	Call Letters	Licensee or Grantee	Channel No.
— ALGERIA —			
Algiers		Radiodiffusion-Television Francaise (Govt.)	CH. F-11
Oran		Radiodiffusion-Television Francaise Francaise (Govt.)	Ch. F-8
— ARGENTINA —			
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
Buenos Aires	LS83-TV	Compania Argentina Del TV, S.A. (Cadete)	Ch. 9
Mendoza		Affili of Cadete	Ch. 7
Rio Del Plata	LS85-TV	Affili of Cadete	Ch. 13
— AUSTRALIA —			
Adelaide	ABS	Australian Bestg. Commission	Ch. 2
Adelaide	ADS	Television Besters Ltd.	Ch. 7
	NWS	Southern TV Corp. Ltd.	Ch. 9
Brisbane	ABQ	Australian Bestg. Commission	Ch. 2
Brisbane	BTQ	Brisbane TV Ltd.	Ch. 7
	QTQ	Queensland Television Ltd.	Ch. 9
Hobart	ABS	TV Besters, Ltd.	Ch. 2
Hobart	ABT	Australian Bestg. Commission	Ch. 2
Hobart	TVT	Tasmania Television Ltd.	Ch. 6
Melbourne	GTV	General Television Corp., Ltd.	Ch. 9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. 7
Melbourne	ABV	Australian Bestg. Commission	Ch. 2
Perth	TVW	TVW Ltd.	Ch. 7
Sydney	ATN	Amalgamated TV Services	Ch. 7
Sydney	TCN	Television Corp, Ltd	Ch. 9
Sydney	ABN	Australian Bestg Commission	Ch. 2
— AUSTRIA —			
Baden		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Bregenz-Pfaender		Govt.	Ch. 5
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Grunberg		Osterreichischer Rundfunk (Govt.)	Ch. E-11
Hiefllau		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Jauerling		Osterreichischer Rundfunk (Govt.)	Ch. E-2
Kahlenberg		Osterreichischer Rundfunk (Govt.)	Ch. E-5
Karnten		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Lorenzberg		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Putscherkofel		Osterreichischer Rundfunk (Govt.)	Ch. E-1
Polster		Osterreichischer Rundfunk (Govt.)	Ch. E-11
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Schladming		Osterreichischer Rundfunk (Govt.)	Ch. E-11
Schnifftenhohe		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Sonnwendsteln		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
— BELGIUM —			
Antwerp		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-2
Brussels		Service Francaise Institut (French)	Ch. E-7
Brussels		Vlaamse Televisie (Flemish)	Ch. E-10
Lige		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-3
Ruiseledo		Institut National Belge de Radiodiffusion (Govt.) (Dutch language)	Ch. E-2
Waver		Institut National Belge de Radiodiffusion (Govt.) (French language)	Ch. E-8
Waver		Institut National Belge de Radiodiffusion (Govt.) (Dutch language)	Ch. E-10
— BERMUDA —			
Hamilton	ZBM-TV	Bermuda Radio & Television Co., Ltd.	Ch. 10
	ZBM-1		
	ZBM-2	Bermuda Broadcasting Co. Ltd.	
— BRAZIL —			
Belo Horizonte	PRH6-TV	Radio Guarani	Ch. 4
Belo Horizonte		Radio Inconfidencia	Ch. 2
Brasilia		Televisto Brasilia	Ch. 3
Brasilia		TV Gouania	Ch. 6
Brasilia		TV Rio	Ch. 8



# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Porto Alegre		Radio Televisao Tupi	Ch. 4
Recife		TV Pernambuco	Ch. 6
Recife		Televisao Jornal do Comercio	Ch. 2
Rio de Janeiro		Televisao Nacional	Ch. 2
Rio de Janeiro		Radio Mayrink Veiga	Ch. 7
Rio de Janeiro		Televisao Globo	Ch. 11
Rio de Janeiro		Soc. Radio Emisoras Conf.	Ch. 9
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Rio de Janeiro		Radio Record TV	Ch. 13
Sao Paulo		Radio Televisao Paulista	Ch. 5
Sao Paulo	PRF3-TV	Radio Difusora de Sao Paulo	Ch. 3
Sao Paulo	PRR9-TV	Radio Record TV	Ch. 7
Sao Paulo		Televisao Gazeta	Ch. 2
Sao Paulo		Televisao Excelsior	Ch. 9
Sao Paulo		Televisao Cultura	Ch. 11
Sao Paulo		Televisao Bandeirantes	Ch. 13
Sao Paulo		Televisao Difusora	Ch. 31
Valinhos		Televisao Record	Ch. 22
Valinhos		Radio-Televisao Paulista	Ch. 28
Valinhos		Televisao Difusora	Ch. 18
— COLOMBIA —			
Alto Magdalena	HJRN-TV	Televisora Nacional (Govt.)	Ch. 9
Bogota	HJFN-TV	Televisora Nacional (Govt.)	Ch. 9
Boyaca	HJRN-TV	Televisora Nacional (Govt.)	Ch. 7
Cali	HJRN-TV	Televisora Nacional (Govt.)	Ch. 7
El Quindio	HJRN-TV	Televisora Nacional (Govt.)	Ch. 9
Mudrono	HJRN-TV	Televisora Nacional (Govt.)	Ch. 7
Munizales	HJRN-TV	Televisora Nacional (Govt.)	Ch. 5
Manjui	HJRN-TV	Televisora Nacional (Govt.)	Ch. 7
Medellin	HJRN-TV	Televisora Nacional (Govt.)	Ch. 3
Tynja	HJRN-TV	Televisora Nacional (Govt.)	Ch. 10
— BULGARIA —			
Sofia	OIRT	Government	Ch. VII
— COSTA RICA —			
San Jose	TI-TVCR	Televisors de Costa Rica	Ch. 7
— CUBA —			
Camaguey	CMJI-TV	Cuban Gov't	Ch. 6
Camaguey	CMJ-TV	Cuban Gov't	Ch. 4
Camaguey	CMFE-TV	Cuban Gov't	Ch. 9
Ciego de Avila	CMJV-TV	Cuban Gov't	Ch. 7
Havana	CMBL-TV	Cuban Gov't	Ch. 12
Havana	CMAB-TV	Cuban Gov't	Ch. 2
Havana	CMBF-TV	Cuban Gov't	Ch. 4
Havana	CMQ-TV	Cuban Gov't	Ch. 6
Havana	CMBA-TV	Cuban Gov't	Ch. 7
Havana	CM-TV	Cuban Gov't	Ch. 10
Holguin	CMKJ-TV	Cuban Gov't	Ch. 3
Holguin			Ch. 13
Matanzas	CMG-TV	Cuban Gov't	Ch. 13
Miguel	CMGH-TV	Cuban Gov't	Ch. 11
Matanzas	CMGQ-TV	Cuban Gov't	Ch. 9
Santa Clara	CMJA-TV	Cuban Gov't	Ch. 2
Santiago de Cuba	CM-TV	Cuban Gov't	Ch. 5
Santa Clara	CMHQ-TV	Cuban Gov't	Ch. 5
Santiago de Cuba	CMKU-TV	Cuban Gov't	Ch. 2
— CYPRUS —			
Nicosia		Cyprus Bestg. Service (Govt.)	Ch. E-2
— CZECHOSLOVAKIA —			
Bratislava		Ceskoslovensky Rozhlas (Govt.)	Ch. 2
Budejovice	OIRT	Ceskoslovensky Rozhlas (Govt.)	Ch. 2
East Bohemia	OIRT	Ceskoslovensky Rozhlas (Govt.)	Ch. 6
Moravia	OIRT	Ceskoslovensky Rozhlas (Govt.)	Ch. 9
Ostrava		Ceskoslovensky Rozhlas (Govt.)	Ch. 1
Prague		Ceskoslovensky Rozhlas (Govt.)	Ch. 9
West Bohemia	OIRT	Ceskoslovensky Rozhlas (Govt.)	Ch. 10
— DENMARK —			
Aalborg		Danish State Radio (Govt.)	Ch. E-5
Aarhus		Danish State Radio (Govt.)	Ch. E-8
Bornholm		Danish State Radio (Govt.)	Ch. E-5
Copenhagen		Danish State Radio (Govt.)	Ch. E-4
Frederikshavn		Danish State Radio (Govt.)	Ch. E-8
Holstebro		Danish State Radio (Govt.)	Ch. E-10
Kolding		Danish State Radio (Govt.)	Ch. E-9
Odense		Danish State Radio (Govt.)	Ch. E-3
Soenderjylland		Danish State Radio (Govt.)	Ch. E-7
South Seeland		Danish State Radio (Govt.)	Ch. E-6
Vejle		Danish State Radio (Govt.)	Ch. E-5

(Continued on Next Page)

# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV	La Voz Dominicana	Ch. 4
Ciudad Trujillo	HIN-TV	Voz de Reeleccion-TV	Ch. 7
— EL SALVADOR —			
San Salvador	YSEB-TV	Television Salvadorena	Ch. 6
San Salvador	YSU-TV	Radio Television YSU, S.A.	Ch. 1
San Salvador	YSDR-TV	Television Salvadorena	Ch. 8
— ECUADOR —			
Guayaquil	HCPTE	Television Ecuatoriana	Ch. 1
Quito	HCB	Television Ecuatoriana	
— FINLAND —			
Hameenlinna		Finnish Bestg. Corp.	Ch. E-5
Helsinki		Institute of Technology	Ch. E-8
Helsinki		Finnish Broadcasting Corp.	Ch. E-6 &
Lahri		Finnish Bestg. Corp.	Ch. E-9
Lohja		Finnish Bestg. Corp.	Ch. E-11
Mikkeli		Finnish Bestg. Corp.	Ch. E-6
Pori		Finnish Bestg. Corp.	Ch. E-9
Rauma		Finnish Bestg. Corp.	Ch. E-5
Riihimaki		Finnish Bestg. Corp.	Ch. E-11
Tammisaari		Finnish Bestg. Corp.	Ch. E-5
Tampere		Tampere TV Club	Ch. E-8
Tammela			Ch. 10
Turku		Finnish Bestg. Corp.	Ch. E-7
Vahtekoski		Finnish Bestg. Corp.	Ch. E-11
— FRANCE —			
Ajaccio (Corsica)		Govt.	Ch. 4
Amiens		Radiodiffusion Television Francaise	Ch. F-11
Aurillac		Radiodiffusion Television Francaise	Ch. F-11
Bastia		Radiodiffusion Television Francaise	Ch. F-2
Besancon		Radiodiffusion Television Francaise	Ch. F-5
Bordeau		Radiodiffusion Television Francaise	Ch. F-10
Bourges		Radiodiffusion Television Francaise (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francaise (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Chamonix		Govt.	Ch. 6
Clermont-Ferrand		Radiodiffusion Television Francaise	Ch. F-6
Dijon		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Epinal		Govt.	Ch. 12
Foufreade		Radiodiffusion Television Francaise	Ch. F-12
Gex (Mt. Rond)		Govt.	Ch. 7
Grenoble		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
La Rhone		Radiodiffusion Television Francaise	Ch. F-9
Le Havre-Harflleur		Radiodiffusion Television Francaise	Ch. F-7
Le Mans		Radiodiffusion Television Francaise	Ch. F-12
Limoges		Radiodiffusion Television Francaise	Ch. F-2
Lille		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Longwy		Govt.	Ch. 12
Lyon		Radiodiffusion Television Francaise (Govt.)	Ch. F-12
Lyon-Fourviere		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Marseilles		Radiodiffusion Television Francaise (Govt.)	Ch. F-8
Metz-Luttange		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Mezieres		Govt.	Ch. 8A
Mulhouse		Radiodiffusion Television Francaise (Govt.)	Ch. F-8
Nancy-Vandoeuvre		Radiodiffusion Television Francaise (Govt.)	Ch. F-7
Nantes		Radiodiffusion Television Francaise	Ch. F-1
Nice (Mt. Alban)		Govt.	Ch. 11
Paris		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Pic Du Midi		Radiodiffusion Television Francaise	Ch. F-5
Puy de Dome		Radiodiffusion Television Francaise	Ch. F-10
Reims-Hautvillers		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rennes St. Pern		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Sarrequeuines		Govt.	Ch. 12
St. Etienne		Radiodiffusion Television Francaise	Ch. F-8
Strasbourg		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francaise (Govt.)	Ch. F-11
Toulouse		Radiodiffusion Television Francaise (Govt.)	Ch. 10
— GERMANY (East) —			
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. E-3
Brocken		Staatliches Rundfunk Komitee (Govt.)	Ch. E-5
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. E-6
Dresden		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
Heptenberg		Staatliches Rundfunk Komitee (Govt.)	Ch. E-10
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. E-5
Leipzig		Staatliches Rundfunk Komitee (Govt.)	Ch. E-9
Rostock		Staatliches Rundfunk Komitee (Govt.)	Ch. E-8
Schwerin		Staatliches Rundfunk Komitee (Govt.)	Ch. E-11

## FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— GERMANY (West) —			
Aalen		Süddeutscher Rundfunk	Ch. E-8
Aachen (Donnerberg)	WDR		Ch. 14
Baden-Baden		Südwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Biedenkopf		Hessischer Rundfunk	Ch. E-2
Bonn		Westdeutscher Rundfunk	Ch. E-5
Bremen		Norddeutscher Rundfunk	Ch. E-2
Dillberg		Bayerischer Rundfunk	Ch. E-6
Feldberg		Südwestfunk	Ch. E-8
Flensburg		Norddeutscher Rundfunk	Ch. E-4
Frankfurt		Hessischer Rundfunk	Ch. E-8
Freiburg		Südwestfunk	Ch. E-7
Grunten		Bayerischer Rundfunk	Ch. E-2
Haardt Kopf	SWF		Ch. 15
Hamburg		Norddeutscher Rundfunk	Ch. E-9
Hanover		Norddeutscher Rundfunk	Ch. E-8
Harz		Norddeutscher Rundfunk	Ch. E-10
Hoher Meissner		Hessischer Rundfunk	Ch. E-7
Hornisgrinde		Südwestfunk	Ch. E-9
Irrel	SWF		Ch. 12
Kaiserslautern		Südwestfunk	Ch. E-7
Kiel		Norddeutscher Rundfunk	Ch. E-5
Koblenz		Südwestfunk	Ch. E-6
Köln		Westdeutscher Rundfunk	Ch. E-11
Kreuzberg-Rhon		Bayerischer Rundfunk	Ch. E-3
Langenberg		Westdeutscher Rundfunk	Ch. E-9
Lingen on Ems	NDR		Ch. 16
Marburg		Hessischer Rundfunk	Ch. E-11
Passau		Bayerischer Rundfunk	Ch. E-7
Raichberg		Südwestfunk	Ch. E-4
Saarbruchen		Telesaar	Ch. F-2
Saarbruchen		Telesaar	Ch. F-7
Stuttgart		Süddeutscher Rundfunk	Ch. E-11
Teutoburger Wald		Westdeutscher Rundfunk	Ch. E-11
Trier		Südwestfunk	Ch. E-5
Weinblet		Südwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzburg		Bayerischer Rundfunk	Ch. E-10
Zweibrücken		Südwestfunk	Ch. E-7
— GUATEMALA —			
Guatemala City	TG-BOL	Radio-TV Guatemala	Ch. E-3
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. E-8
— HAITI —			
Port au Prince		Tele-Haiti	Ch. A-5
— HONG KONG —			
Hong Kong		Hong Kong Ltd.—Rediffusion	
— HONDURAS —			
Tegucigalpa	HRTW-TV	Radio Y Television Hondurena	Ch. A-5
— HUNGARY —			
Budapest		Magyar Radio (Govt.)	Ch. I
Kekes		Magyar Radio Es Televizio (Govt.)	Ch. VIII
Miskolc	OIRT	Magyar Radio Es Televizio (Govt.)	Ch. IX
Pecs	OIRT	Magyar Radio Es Televizio (Govt.)	Ch. II
Sopron	OIRT	Magyar Radio Es Televizio (Govt.)	Ch. IX
Szentcs	OIRT	Magyar Radio Es Televizio (Govt.)	Ch. XI
Tojao	OIRT	Magyar Radio Es Televizio (Govt.)	Ch. IV
— IRAN —			
Abadan		Habib Sabet	Ch. 3
Tehran	TVI	Habib Sabet	Ch. 3
— IRAQ —			
Baghdad		Minister of Interior	Ch. E-8
— ITALY —			
Acri		Radiotelevisione Italiana	Ch. H
Barrea		(Government Franchised Network)	Ch. E
Bolzano	"	"	Ch. D
Capo Spartivento	"	"	Ch. II
Cascia	"	"	Ch. E
Cima Penegal	"	"	Ch. F
Cluit	"	"	Ch. F
Comelico	"	"	Ch. G
Gambarie	"	"	Ch. D
Golfo di Salerno	"	"	Ch. E

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## FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Sapporo	JOIK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Sapporo	JOKX-TV	Sapporo TV	Ch. 5
Sasebo	JOMF-TV	Nagasaki Bestg.-Corp.	Ch. 10
Sendai	JOHK-TV	NHK	Ch. J-3
Sendi	JOIR-TV	Tohoku Hosu	Ch. 1
Shizuoka	JOPK-TV	Japan Broadcasting Corp.	Ch. J-5
Takamatsu	JOKF-TV	Nishi-Nippon Bestg. Co.	Ch. J-9
Tokushima	JONK-TV	NHK	Ch. 3
Tokushima	JOJR-TV	Shikoku Hosu	Ch. 1
Tokyo	JOCN-TV	Fuji Telecasting	Ch. 8
Tokyo	JOAK-TV	NHK	Ch. J-3
Tokyo	JOAX-TV	Nippon TV Network Corp.	Ch. J-4
Tokyo	JOKR-TV	Radio Tokyo	Ch. J-6
Tottori	JOJX-TV	Nihonkai TV Hosu	Ch. 1
Toyama	JOLR-TV	Kita Nippon Hosu	Ch. 1
Yahata-Shi		T.V. Nishi-Nippon	
Yamagata	JOEF-TV	Yamagata Hosu	Ch. 10
Yawata	JOHX-TV	TV Nishi Nippon	Ch. 10
—LEBANON—			
Beirut		TV Co. of Lebanon (TCL)	Ch. 9
Beirut		TV Co. of Lebanon (TCL)	Ch. 7
—LUXEMBOURG—			
Louigny		Compagnie Luxembourgeoise de Tetediffusion	Ch. E-7
—MEXICO—			
Aguascalientes		Telesistema Mexicano	Ch. 5
Chihuahua	NERA-TV	Televisora de Chihuahua, S.A.	Ch. 11
Guadalajara	NEWO-TV	Television de Occidente, S.A.	Ch. 2
Hermosillo	NEWH-TV	TV de Hermosillo, S.A.	Ch. 6
Juarez	NEJ-TV	Television de la Frontera	Ch. 5
Matamoras	NELD-TV	Television de Matamoras	Ch. 7
Mexicali	NEM-TV	Televisora de Mexicali	Ch. 3
Mexico City	NEW-TV	Televimex, S.A.	Ch. 2
Mexico City	XHGC-TV	Television Gonzales Camarena	Ch. 5
Mexico City	XHTV	Television de Mexico	Ch. 4
Monterrey	NEFB-TV	Canena Televisora del Norte	Ch. 3
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Nuevo Laredo	NEFE-TV	Nuevo Laredo TV, S.A.	Ch. 11
Paso de Cortes	NEFX-TV	Television Paso de Cortes	Ch. 7
Paso de Cortes	NEQ-TV	Radio Panamericana	Ch. 9
Queretaro	NEZ-TV	Televisora Del Centro	Ch. 3
Tampico	XHGO-TV	Televisora del Golfo	Ch. 7
Tijuana	NEWT-TV	Televisora de Calimex	Ch. 12
Tijuana	XETV	Radio Television	Ch. 6
Torreón	XELN-TV	Televisora de la Laguna	Ch. 4
Zamarano	Z-TV	Televisora del Centro	Ch. 3
Zamarano		Televisora de Guanajuato	Ch. 6
—MONACO—			
Monte Carlo	TMC	Tele Monte Carlo	Ch. F-10
—NETHERLANDS—			
Goes		Nederlandse Televisie Stichting	Ch. E-7
Insum		Nederlandse Televisie Stichting	Ch. E-6
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-4
Markelo		Nederlandse Televisie Stichting	Ch. E-7
Mierlo		Nederlandse Televisie Stichting	Ch. E-5
Roermond		Nederlandse Televisie Stichting	Ch. E-5
Smilde		Nederlandse Televisie Stichting	Ch. E-6
—NETHERLANDS ANTILLES—			
Curacao	PJC-TV	Tele-Curacao	Ch. E-8
—NICARAGUA—			
Managua	YSNA-TV	Television de Nicaragua	Ch. 8
—PERU—			
Arequipa		Televisora Sur Peruna	Ch. 2
Lima		El Sol TV	Ch. 9
Lima	OAD-TV	Ministry of Education	Ch. 7
Lima		R. Panamericana	Ch. 13
Lima		R. America	Ch. 4
—PHILIPPINES—			
Manila	DZAQ-TV	Bolinao Electronics Corp.	Ch. 3
Manila	DZNL-TV	Chronicle Bestg.	Ch. 9
Manila	DZTV	Inter-Island Bestg.	Ch. 13
Quezon City	DZBB-TV	Republic Bestg. System	Ch. 7
—POLAND—			
Katowlee		Polskie Radio (Govt.)	Ch. R-6
Lodz		Polskie Radio (Govt.)	Ch. R-5
Posnan		Polskie Radio (Govt.)	Ch. R-6
Warsaw		Polskie Radio (Govt.)	Ch. R-III
Wruclaw			
—PORTUGAL—			
Foia		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-5
Lisbon		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-7
Lousa		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-3
Montejunto		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-6
Porto		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-9

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# FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— RUMANIA —			
Bucharest		Radiodifuziunea Si Televiziunea Romina (Govt.)	Ch. R-111
— SAUDI ARABIA —			
Dhahran	HZ--22-TV	Arabian-American Oil Company	Ch. 2
— SPAIN —			
Barcelona		Government	Ch. E-1
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
Madrid-Navacerrda		Govt.	Ch. 2
Tortosa		Government	Ch. E-10
Valencia		Government	Ch. E-5
Zaragoza		Government	Ch. E-3
— SWEDEN —			
Anderstorp		Government	Ch. E-9
Ange		Government	Ch. E-8
Bollnas		Government	Ch. E-6
Borlange		Government	Ch. E-10
Boras		Government	Ch. E-6
Emmaboda		Government	Ch. E-8
Gayle		A. B. Radiotjangst	Ch. E-9
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Horby		Govt.	Ch. 2
Jonkoping		Government	Ch. E-8
Karlskrona		Government	Ch. E-9
Kalstad		Government	Ch. E-5
Linkoping		Government	Ch. E-9
Lycksele		Government	Ch. E-8
Malmo		A.B. Radiotjangst (Govt.)	Ch. E-10
Norrkoping		A.B. Radiotjangst (Govt.)	Ch. E-5
Nassjo		Government	Ch. E-10
Orebro		Government	Ch. E-2
Ornskoldsvik		Government	Ch. E-6
Ostersund		Government	Ch. E-1
Stockholm		A.B. Radiotjangst (Govt.)	Ch. E-4
Varberg			Ch. 10
Visby		Government	Ch. E-9
Vannas		Government	Ch. E-2
Vastervik		Government	Ch. E-6
Vasteras		Government	Ch. E-8
Vaxjo		Government	Ch. E-5
— SWITZERLAND —			
Basel		Swiss General Post Office	Ch. E-10
Bern		Swiss General Post Office	Ch. E-2
Genova		Swiss General Post Office	Ch. E-4
Monte Ceneri		Swiss General Post Office	Ch. E-5
Santia		Swiss General Post Office	Ch. E-7
Sion (Valais)		Swiss General Post Office	Ch. E-6
Tramelan		Swiss General Post Office	Ch. E-11
Zurich		Swiss General Post Office	Ch. E-3
— THAILAND —			
Bangkok	T TV	Thai-Television Co.	Ch. 4
— TURKEY —			
Istanbul		Teknik Universite	Ch. E-4
— UNITED ARAB REPUBLIC —			
Cairo		U. A.R. Bestg. Corp.	Ch. E-5
Cairo		U. A.R. Bestg. Corp.	Ch. E-7
— UNITED KINGDOM —			
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-4
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-4
Brighton		BBC	Ch. B-2
Burnhope		ITA	Ch. B-8
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4
Central Scotland		BBC	Ch. B-3
Central Scotland		ITA	Ch. B-10
Channel Isles		BBC	Ch. B-4
Dover		BBC	Ch. B-2
Folkestone		BBC	Ch. B-4
Inverness		BBC	Ch. B-2
Isle of Man		BBC	Ch. B-5
Isle of Wight		BBC	Ch. B-3
Isle of Wight		Independent Television Authority (ITA)	Ch. B-11
Lancashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
Londonderry		BBC	Ch. B-2
Manchester		BBC	Ch. B-2

## FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Midlands		ITA	Ch. B-5
Netherbutton		BBC	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
Wales & West		Independent Television Authority (ITA)	Ch. 10
Thrunster		BBC	Ch. B-1
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10
— URUGUAY —			
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
— USSR —			
Alma Ata		Government	
Baku		Government	
Barnaul		Government	
Biisk		Government	
Blagoveschensk		Government	
Dniepropetrovsk		Government	
Gorkiy		Government	
Irkutsk		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Kemerovo		Government	
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Kishinev		Government	
Kostroma		Government	
Krasnoyarsk		Government	
Kubyshev		Government	
Leningrad		Government	Ch. R-III
Maladan		Government	
Minsk		Government	
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Murmansk		Government	
Nalchik		Government	
Novosibirsk		Government	
Odesa		Government	Ch. R-II
Omsk		Government	
Perm		Government	
Raychikhinsk		Government	
Riga		Government	Ch. R-III
Kostov-on-Don		Government	
Saratov		Government	
Sevastopol		Government	
Stalino		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-III
Tashkent		Government	
Tbilisi		Government	
Tomsk		Government	
Ust-Kamenogorsk		Government	
Vatutino		Government	
Vilnius		Government	
Vinnitsa		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	
— VENEZUELA —			
Caracas	VVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	VVLV-TV	Televisa Venezolana	Ch. 4
Caracas	VVKS-TV	Radio Caracas TV	Ch. 2
Maracaibo		Ondas de Lago TV	Ch. 13
Valencia		Radio Valencia TV	Ch. 3
— YUGOSLAVIA —			
Belgrade	YZO	Radiodifusion Jugoslave	Ch. E-2
Ljubljana		Radio Ljubljana	Ch. E-10
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-9

# Stations Offering Advertisers In-Store Displays In Major Markets

## Radio Stations

### ALABAMA

\*WJLD—Birmingham  
WBRC—Birmingham

### ARIZONA

KOOL—Phoenix  
KOY—Phoenix  
KCNA—Tucson

### CALIFORNIA

KAFY—Bakersfield  
KMAP—Bakersfield  
KPAY—Chico  
KARM—Fresno  
KFRE—Fresno  
KDAY—Hollywood  
KABC—Los Angeles  
KHJ—Los Angeles  
KLAC—Los Angeles  
KNX—Los Angeles  
KRCA—Los Angeles  
KFIV—Modesto  
KIDD—Monterey  
KVIP—Redding  
KPAY—Sacramento  
KCRA—Sacramento  
KGMS—Sacramento  
KROY—Sacramento  
KITO—San Bernardino  
KCBQ—San Diego  
KSFJ—San Diego  
KCBS—San Francisco  
KFRC—San Francisco  
KGO—San Francisco  
KJBS—San Francisco  
KNBC—San Francisco  
KOBV—San Francisco  
KYA—San Francisco  
KXRJ—San Jose  
KSRO—Santa Rosa  
KWWG—Stockton

### COLORADO

KMYR—Denver

\* Negro Programming

### CONNECTICUT

WNHC—New Haven  
WICH—Norwich

### DIST. OF COLUMBIA

WTOP—Washington  
WWDC-FM—Washington

### FLORIDA

\*WOBS—Jacksonville  
WGBS—Miami  
WINZ—Miami  
WALT—Tampa

### GEORGIA

WPLO—Atlanta  
WAKE—Atlanta  
WAOK—Atlanta  
\*WERD—Atlanta  
WQXI—Atlanta

### HAWAII

KGU—Honolulu

### ILLINOIS

WBBM—Chicago  
WGN—Chicago  
WMAQ—Chicago

### INDIANA

WANE—Fort Wayne  
WIBC—Indianapolis  
WJVA—South Bend

### IOWA

WHO—Des Moines

### KENTUCKY

WFKY—Frankfort  
WVLC—Lexington  
WAKY—Louisville

### LOUISIANA

WLCS—Baton Rouge  
\*WXOK—Baton Rouge

\*KAOK—Lake Charles  
 WBOK—New Orleans  
 WNOE—New Orleans  
 WSMB—New Orleans  
 WWL—New Orleans  
 KJOE—Shreveport

## MAINE

WPOR—Portland  
 WAGM—Presque Isle

## MARYLAND

WBAL—Baltimore  
 \*WEBB—Baltimore  
 WITH—Baltimore

## MASSACHUSETTS

WEEL—Boston  
 WHYN—Springfield  
 WAAB—Worcester

## MICHIGAN

WKMH—Dearborn  
 CKLW—Detroit  
 WJBK—Detroit  
 WXYZ—Detroit  
 WOOD—Grand Rapids

## MINNESOTA

WMFG—Hibbing  
 KSTP—Minneapolis  
 WCCO—Minn.-St. Paul  
 WHLB—Virginia

## MISSISSIPPI

WDJX—Jackson  
 WLBT—Jackson  
 WOKJ—Jackson

## MISSOURI

KCMO—Kansas City  
 KMBC—Kansas City  
 KPRS—Kansas City  
 KMOX—St. Louis  
 KSW—St. Louis  
 KWK—St. Louis  
 KXOK—St. Louis  
 WIL—St. Louis

## MONTANA

KBOW—Butte  
 KFBB—Great Falls

## NEW JERSEY

WTTM—Trenton

## NEW YORK

WROW—Albany  
 WNBF—Binghamton  
 WBNY—Buffalo  
 WGR—Buffalo  
 WTKO—Ithaca  
 WABC—New York  
 WCBS—New York  
 WLIB—New York  
 WINS—New York  
 WMGM—New York  
 WOR—New York  
 WADO—New York  
 WRCA—New York  
 \*WWRL—New York  
 WBBF—Rochester  
 WHEC—Rochester  
 WHEN—Syracuse  
 WSYR—Syracuse

## NORTH CAROLINA

WISE—Asheville  
 WAYS—Charlotte  
 WBT—Charlotte  
 WTMA—Charlotte  
 WCOG—Greensboro  
 WPET—Greensboro  
 WKIX—Raleigh  
 WKLM—Wilmington  
 WTOB—Winston-Salem

## NORTH DAKOTA

WDAY—Fargo

## OHIO

WCUE—Akron  
 WCMW—Canton  
 WKRC—Cincinnati  
 WLW—Cincinnati  
 KYW—Cleveland  
 WERE—Cleveland  
 WGAR—Cleveland  
 WJW—Cleveland  
 WCOL—Columbus  
 WTVN—Columbus  
 WSPD—Toledo  
 WBBW—Youngstown  
 WFMJ—Youngstown  
 WKBN—Youngstown

## OREGON

KGW—Portland  
 KWJJ—Portland

(Continued on Next Page)

## **PENNSYLVANIA**

WFBG—Altoona  
WEST—Easton  
WJET—Erie  
WCMB—Harrisburg  
WHGB—Harrisburg  
WKBO—Harrisburg  
WGAL—Lancaster  
WLAN—Lancaster  
WCAU—Philadelphia  
\*WDAS—Philadelphia  
WFIL—Philadelphia  
\*WHAT—Philadelphia  
WIBG—Philadelphia  
WIBG-FM—Philadelphia  
WIP—Philadelphia  
WPEN—Philadelphia  
WPEN-FM—Philadelphia  
WRCV—Philadelphia  
WCAI—Pittsburgh  
WHUM—Redding  
WRAW—Redding  
WORK—York

## **RHODE ISLAND**

WEAN—Providence  
WJAR—Providence

## **SOUTH CAROLINA**

WTMA—Charleston  
WIS—Columbia  
WMSC—Columbia

## **TENNESSEE**

\*WMFS—Chattanooga  
\*WLOK—Memphis

## **TEXAS**

KGNC—Amarillo  
KRIC—Beaumont  
KLIF—Dallas  
WFAA—Dallas  
KROD—El Paso  
KSET—El Paso  
XELO—El Paso  
KTHT—Houston  
KTRH—Houston  
\*KYOK—Houston  
KDAV—Lubbock  
KFYO—Lubbock  
KCOR—San Antonio  
KITE—San Antonio

## **UTAH**

KSL—Salt Lake City

## **VIRGINIA**

WSVA—Harrisonburg  
WAVY—Norfolk  
WGH—Norfolk  
WLEE—Richmond  
WRVA—Richmond  
WDBJ—Roanoke

## **WASHINGTON**

KWIQ—Moses Lake  
KAYO—Seattle  
KXLY—Spokane

## **WEST VIRGINIA**

WCHS—Charleston  
WHLL—Wheeling

## **WISCONSIN**

WOKY—Milwaukee

## *Television Stations*

### **ARIZONA**

KOOL-TV—Phoenix

### **CALIFORNIA**

KMJ-TV—Fresno  
KCOP-TV—Hollywood  
KABC-TV—Los Angeles  
KHJ-TV—Los Angeles  
KRCA-TV—Los Angeles  
KTTV—Los Angeles  
KGO-TV—San Francisco  
KRON-TV—San Francisco

### **COLORADO**

KBTV—Denver

### **CONNECTICUT**

WHNC-TV—New Haven  
WATR-TV—Waterbury

### **FLORIDA**

WESH-TV—Daytona Beach

### **GEORGIA**

WLW-A-TV—Atlanta

### **IDAHO**

KIDO-TV—Boise

### **ILLINOIS**

W'BKB-TV—Chicago  
WGN-TV—Chicago



**INDIANA**

WEHT-TV—Evansville  
 WTVW-TV—Evansville  
 WANE-TV—Fort Wayne  
 WLW-I—Indianapolis

**LOUISIANA**

KNOE-TV—Monroe  
 WDSU-TV—New Orleans  
 KTBS-TV—Shreveport

**MAINE**

WAGM-TV—Presque Isle

**MASSACHUSETTS**

WRLP—Greenfield  
 WWRP-TV—Greenfield  
 WHYN-TV—Springfield  
 WWLP-TV—Springfield

**MICHIGAN**

CKLW-TV—Detroit  
 WJBK-TV—Detroit  
 WXYZ-TV—Detroit

**MINNESOTA**

WDSM-TV—Duluth  
 KSTP-TV—Minneapolis  
 WCCO-TV—Minneapolis

**MISSISSIPPI**

WLBT-TV—Jackson

**MISSOURI**

KODE-TV—Joplin  
 KCMO-TV—Kansas City  
 KMBC-TV—Kansas City

**NEVADA**

KLAS-TV—Las Vegas

**NEW MEXICO**

KOAT-TV—Albuquerque  
 KVER—Clovis

**NEW YORK**

WNBF-TV—Binghamton  
 WGR-TV—Buffalo  
 WABD-TV—New York  
 WNTA-TV—New York  
 WOR-TV—New York  
 WHEN-TV—Syracuse

**NORTH CAROLINA**

WSOC-TV—Charlotte  
 WTOB-TV—Winston-Salem

**NORTH DAKOTA**

KFYR-TV—Bismarck  
 WDAY-TV—Fargo

**OHIO**

WKRC-TV—Cincinnati  
 WLW-TV—Cincinnati  
 WSTV—Steubenville  
 WKBN-TV—Youngstown

**OREGON**

KPTV-TV—Portland

**PENNSYLVANIA**

WFBG-TV—Altoona  
 WCMB-TV—Harrisburg  
 WTPA-TV—Harrisburg  
 WFIL-TV—Philadelphia  
 WNEP-TV—Scranton  
 WILK-TV—Wilkes-Barre  
 WSBA-TV—York

**RHODE ISLAND**

WJAR-TV—Providence

**SOUTH CAROLINA**

WUSN-TV—Charleston  
 WIS-TV—Columbia

**TEXAS**

KPAR-TV—Abilene  
 KFDA-TV—Amarillo  
 KEDY-TV—Big Spring  
 KTRK-TV—Houston  
 KDUB-TV—Lubbock  
 KCOR-TV—San Antonio

**UTAH**

KUTV-TV—Salt Lake City

**VIRGINIA**

WAVY-TV—Norfolk  
 WXEX-TV—Richmond  
 WDBJ-TV—Roanoke

**WASHINGTON**

KING-TV—Seattle  
 KXLY-TV—Spokane

**WEST VIRGINIA**

WCHS-TV—Charleston  
 WBOY-TV—Clarksburg  
 WTRF-TV—Wheeling

**WISCONSIN**

WDSM-TV—Superior  
 WFRV-TV—Green Bay  
 WISN-TV—Milwaukee

**PUERTO RICO**

WAPA-TV—San Juan

# Employment At TV Networks And 519 Television Stations During 1959

As Of December 31, 1959

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
3 Networks and 15* owned and operated stations .....	11,152	1,562	12,714
93 Pre-Freeze TV stations.....	8,768	912	9,680
334 Post-Freeze VHF TV stations.....	13,403	2,035	15,438
77 Post-Freeze UHF TV stations.....	2,030	408	2,438
Totals 3 Networks and 519 stations.....	35,353	4,917	40,270

## Total Employment

	<i>1959</i>	<i>1958</i>	<i>1957</i>
3 TV Networks.....	10,127	10,054	9,444
All TV stations.....	30,143	29,328	28,353
Total .....	40,270	39,382	37,797

\* Excludes data for two network owned and operated UHF stations that were sold prior to Dec. 31, 1959. 1959, 1958, 1957 data are for 519, 511 and 501 TV stations respectively.  
Source: FCC

# Employment At Nationwide AM Networks And 3,361 Other Radio Stations

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
4 Nationwide Networks.....	1,367	15	1,382
19 Networks owned and operated stations...	1,125	22	1,147
3,361 other stations (†) .....	38,306	9,536	47,842
Total .....	40,798	9,573	50,371

(†) Excludes 148 independently operated FM stations.  
Source: FCC

# Play And Story Brokers

## NEW YORK AND LOS ANGELES

### New York, N. Y.

**American Play Co.**  
52 Vanderbilt Ave. . . . . MURray Hill 6-6333

**Ashley-Steiner Associates**  
579 Fifth Ave. . . . . MURray Hill 8-8330

**Bartsch, Hans**  
1501 Broadway . . . . . BRyant 9-6933

**Brandt & Brandt**  
101 Park Ave. . . . . MURray Hill 3-5890

**Brown, Curtis, Ltd.**  
575 Madison Ave. . . . . PLaza 5-4200

**Cowl, Carl**  
516 Fifth Ave. . . . . MURray Hill 2-3383

**Fishbein, Frieda**  
353 W. 57th St. . . . . Circle 7-4398

**French, Samuel**  
25 W. 45th St. . . . . JUdson 2-4706

**Gaines, Blanche**  
350 W. 57th St. . . . . PLaza 7-0537

**Hayward, Leland**  
655 Madison Ave. . . . . TEmpleton 8-5100

**International Literary Bureau, Inc.**  
11 W. 42nd St. . . . . LOnagare 4-5576

**Jay Garon-Brooke Associates, Inc.**  
224 E. 33rd St. . . . . LExington 2-8586

**Leonard, Claire**  
156 W. 74th St. . . . . TRafalgar 7-3082

**Matson, Harold**  
30 Rockefeller Plaza. . . . . Circle 6-2750

**Morris, William, Agency, Inc.**  
1740 Broadway . . . . . JUdson 6-5100

**Reynolds, Paul R. & Son**  
599 Fifth Ave. . . . . MURray Hill 8-4767

**Roberts, Flora**  
22 E. 60th St. . . . . EL 5-4165

**Salisbury, Leah, Inc.**  
234 W. 44th St. . . . . LAckawanna 4-8628

**Talent Associates, Ltd.**  
444 Madison Ave. . . . . PLaza 3-1030

**Wade-Carlson Literary Agency**  
475 Fifth Ave. (Room 1808) . . . . . MU 3-1450

**Williams, Annie Laurie**  
18 E. 41st St. . . . . MURray Hill 5-7565

**Writers Literary Agency**  
210 W. 70th St. . . . . TR 3-2185

**Writers Workshop, Inc.**  
280 Madison Ave. . . . . MU 9-5251

### Los Angeles, Calif.

**Bergerman Agency**  
141 El Camino Dr., B. H. . . . . CRestview 6-9667

**Bernie, Herman**  
260 S. Beverly Dr., B. H. . . . . CRestview 5-0117

**Darrow Agency**  
9884 Santa Monica Blvd., B. H. . . . . CRestview 4-7253

**Elwood, Maren, Agency**  
4949 Hollywood Blvd. . . . . NOrmandy 4-4786

**Famous Artists Agency, Inc.**  
9441 Wilshire Blvd., B. H. . . . . CRestview 4-7433

**Feins, Bernard**  
436 S. Roxbury Dr., B. H. . . . . CRestview 5-0601

**French, Samuel, Inc.**  
7623 Sunset Blvd. . . . . HOLlywood 3-3146

**Frings, Kurt**  
242 N. Canon Dr., B. H. . . . . CRestview 4-8881

**Gold, Sid**  
8961 Sunset Blvd. (46) . . . . . CRestview 4-7247

**Goldstone-Tobias**  
404 N. Roxbury Dr., B. H. . . . . CRestview 6-1071

**Grashin, Mauri**  
408 Cloverdale Ave. . . . . WEbster 9-3300

**Herzbrun, Walt**  
8820 Sunset Blvd. (46) . . . . . OLYmpia 2-7210

**Irwin, Lou**  
9165 Sunset Blvd. . . . . CRestview 1-7131

**Jackson, Edith**  
1717 N. Highland Ave. . . . . HOLlywood 7-0155

**Kohner, Paul, Inc.**  
9169 Sunset Blvd. (46) . . . . . CRestview 1-5165

**Lance, Leon**  
8820 Sunset Blvd. (46) . . . . . OL 7-1060

**Lazar, Irving**  
211 S. Beverly Dr., B. H. . . . . CRestview 5-6153

**Levee, Sidney M. Agency**  
9000 Sunset Blvd. (46) . . . . . CRestview 4-8631

**Linsk, Lester**  
195 S. Beverly Dr., B. H. . . . . CRestview 5-4396

**MacQuarrie Agency**  
9157 Sunset Blvd. (46) . . . . . CRestview 4-8919

**Manuel, Alvin G. Agency**  
468 N. Bedford Dr., B. H. . . . . CRestview 4-5288

**Meyers, Walter**  
9167 Sunset Blvd. (46) . . . . . CRestview 1-8161

**Morris, William, Agency**  
151 El Camino Dr., B. H. . . . . BR 2-4111

**Music Corp. of America**  
9370 Santa Monica Blvd., B. H. . . . . BR 2-3211

**Ring, S. E.**  
1654 Cherokee Ave. . . . . HOLlywood 7-6412

**Rosenberg & Coryell**  
404 N. Roxbury Dr., B. H. . . . . CRestview 4-7381

**Salkow, Lester**  
8741 Sunset Blvd. (46) . . . . . OLYmpia 2-6750

**Shauer, Melville A.**  
9110 Sunset Blvd. . . . . CRestview 1-1103

**Shiffrin, William**  
449 S. Beverly Dr., B. H. . . . . CRestview 4-7641

**Shurr, Louis**  
327 N. Rodeo Dr., B. H. . . . . CRestview 4-8111

**Small, Paul, Artist Ltd., Inc.**  
190 N. Canon Dr., B. H. . . . . BR 2-0496

**Suitzer, Lou-Al Fritschi, Inc.**  
6404 Hollywood Blvd. (28) . . . . . HOLlywood 9-6271

**Stempel, Frank**  
9034 Sunset Blvd. (46) . . . . . CRestview 4-8343

**Stewart, Rosalie**  
9046 Sunset Blvd. (46) . . . . . CRestview 4-6123

**Swanson, H. N., Inc.**  
8523 Sunset Blvd. . . . . OLYmpia 2-5385

**Ullman, George**  
8979 Sunset Blvd. (46) . . . . . CRestview 4-5238

**Wilkins, Paul**  
9006 Sunset Blvd. (46) . . . . . CRestview 1-6188

# Financial Figures For Nationwide Networks—Radio And Television

## Networks And Owned And Operated Stations 1958-1959

<u>Item</u>	<u>1958</u> <i>(\$ millions)</i>	<u>1959</u> <i>(\$ millions)</i>	<u>Per cent</u> <u>increase or</u> <u>(decrease) 1958</u>
<i>Revenues</i>			
Radio .....	\$ 64.5	\$ 60.4	(6.4)
Television .....	516.7	576.1	11.5
Total Broadcast Revenues.....	\$581.2	\$636.5	9.5
<i>Expenses</i>			
Radio .....	\$ 69.4	\$ 64.9	(6.5)
Television .....	439.7	488.2	11.0
Total Expenses .....	\$509.1	\$553.1	8.6
<i>Income</i>			
Radio .....	(\$ 4.9)	(\$ 4.5)	—
Television .....	77.0	87.9	14.2
Income (before Federal Tax)....	\$ 72.1	\$ 83.4	15.7

Note: Radio data include the operations of 19 nationwide network-owned AM stations in 1958 and 1959. Television data include the operations of 19 network-owned stations in 1958 and 17 in 1959.

Source: FCC

# Television Stations Classified By Profit And Loss Groupings For Full Year Operations 1958-1959

	Pre-Erease VHF		Post-Erease VHF		Post-Erease UHF		Total All Stations	
	1959	1958	1959	1958	1959	1958	1959	1958
<b>PROFITS OF (before Federal income tax)</b>								
\$3,000,000 and over.....	12	8	—	—	—	—	12	8
\$2,000,000-\$3,000,000 .....	9	6	—	—	—	—	9	6
\$1,500,000-\$2,000,000 .....	6	10	2	1	—	—	8	11
\$1,000,000-\$1,500,000 .....	29	19	7	6	—	—	36	25
\$800,000-\$1,000,000 .....	9	10	2	1	—	—	11	11
\$600,000-\$800,000 .....	11	13	7	1	—	—	18	14
\$400,000-\$600,000 .....	8	8	15	12	—	—	23	20
\$200,000-\$400,000 .....	6	11	38	28	—	—	44	39
\$100,000-\$200,000 .....	6	4	60	45	5	7	71	56
Less than \$100,000 .....	2	4	106	97	30	20	138	121
<b>Total Stations</b> .....	98	93	237	191	35	27	370	311
<b>Median Profit</b> .....	\$1,040,000	\$930,000	\$114,000	\$98,000	*	*	\$165,000	\$162,000
<b>LOSS OF:</b>								
Less than \$100,000.....	2	3	58	71	25	33	85	107
\$100,000-\$200,000 .....	1	1	12	16	7	10	20	27
\$200,000-\$400,000 .....	2	6	8	13	2	3	12	22
\$400,000-\$600,000 .....	2	1	3	1	—	—	5	2
\$600,000-\$800,000 .....	—	—	1	1	—	—	1	1
\$800,000 and over.....	2	3	1	2	—	—	3	5
<b>Total Stations</b> .....	9	14	83	104	34	46	126	164
<b>Median Loss</b> .....	*	*	\$51,000	\$73,000	*	*	\$55,000	\$77,000

\* Median not computed because of small number of stations involved. Also excludes 6 satellite stations whose financial data are included with their parent station.  
Source: FCC





# THE Grotto

ITALIAN RESTAURANT

FAMOUS FOR FINE FOOD. NEW YORK'S ONLY CAVE RESTAURANT.

YOUR HOST

The BAZZINI FAMILY

Circle 5-1848

Open Daily from 12 Noon

Dinner from \$3.50

For Reservations Call CI 5-1848 or CO 5-8995

224 WEST 46th ST. (Next Door to the 46th St. Theatre) New York

**1961**

**BEHIND THE MIKE  
BEFORE  
THE CAMERA**



RADIO-TV ARTISTS  
VOCAL ARTISTS  
PUBLIC RELATIONS  
PUBLICITY FIRMS  
DIRECTORS  
PRODUCERS  
COMMENTATORS  
MUSICAL DIRECTORS  
WRITERS  
ANNOUNCERS  
DISC JOCKEYS  
MUSICASTERS  
SPORTS COMMENTATORS  
WOMEN COMMENTATORS  
RADIO-TV EDITORS





**MERV GRIFFIN**

**Personal Manager:**  
**Royal E. Blakeman**

**MCA**

**Public Relations:**  
**Henry O. Dormann**

# Radio-TV Artists

RADIO AND TELEVISION  
—their work during 1960

## — A —

**AAKER, LEE**  
The Adventures of Rin Tin Tin  
ABC-TV

**ADAMS, NICK**  
The Rebel  
ABC-TV

**ALBRIGHT, LOLA**  
Peter Gunn  
ABC-TV

**ALCORN, JOHN**  
Directions '61  
ABC-TV

**ALETTNER, FRANK**  
Bringing Up Buddy  
CBS-TV

**ALEXANDER, BEN**  
About Faces  
ABC-TV

**ALICOATE, PATTI**  
ABC

**ALLISON, FRAN**  
ABC

**ALLYSON, JUNE**  
The DuPont Show with June Allyson  
CBS-TV

**AMES, TEAL**  
The Edge of Night  
CBS-TV

**AMSTERDAM, MOREY**  
Keep Talking  
ABC-TV

**ANDREWS, JOHNNY**  
Monitor  
NBC

**ARNESS, JAMES**  
Gunsmoke  
CBS-TV

**ARNOLD, EDDY**  
Today On The Farm  
NBC-TV

**ARQUETTE, CLIFF**  
Charley Weaver's Hobby Lobby  
ABC-TV

**AVERY, PHYLISS**  
The Clear Horizon  
CBS-TV

## — B —

**BAER, PARLEY**  
Gunsmoke  
CBS

**BAILEY, JACK**  
Queen For A Day  
ABC-TV

**BAIRD, JEANNE**  
Perry Mason, Hawaiian Eye, Surfside Six, Today Show, Northwest Passage, NBC-TV, Ann Sothorn Show, Four Star Playhouse

**BAKER, MIKE**  
B. June 15, St. Thomas, Ontario; Perry Como, NBC-TV; Bell Science Series, Warner Brothers

**BAKEY, ED**  
BALLENTINE, EDDIE  
ABC

**BANNISTER, CONNIE**  
ABC

**BARKER, BOB**  
Truth Or Consequences  
NBC-TV

**BARRY, GENE**  
Bat Materson  
NBC-TV

**BATELLE, PHYLLIS**  
ABC

**BAUER, CHARITA**  
The Guiding Light  
CBS-TV

**BAYER, JIMMY**  
Love of Life  
CBS-TV

**BEAL, JOHN**  
Road to Reality  
ABC-TV

**BEAN, ORSON**  
ABC

**BEARD, JAMES**  
ABC

**BEATY, MORGAN**  
Monitor  
NBC

**BECK, JACKSON**  
BELLAMY, RALPH  
Our American Heritage  
NBC-TV



# Jeanne Baird

Representation: WILLIAM MORRIS AGENCY



# PAT HERNON

## WEATHER — 6

WNBC-TV for  
N.Y. Telephone Co.

## MUSIC AFTER 7

WQXR for  
N.Y. Telephone Co.

## CIRCLE OF SPORTS

WNBC-Radio

## COMMERCIALS:

- Spokesman for N.Y. Telephone Co.
- Spokesman for "Yellow Pages"
- Spokesman for Oxydol

## SPORTS — PLAY BY PLAY

## COMMERCIAL SPOKESMAN FOR:

- The Texaco Company
- Falstaff Brewing Corp.



# BILL MALONE

## SPORTS SPECTACULAR

CBS-TV for  
Schlitz Beer

## BOWLING STARS

NBC-TV for  
Protein Plus

## COMMERCIALS:

- Spokesman for Protein Plus
- Schlitz Beer



# BUD PALMER

PERSONAL REPRESENTATIVE — LESTER LEWIS ASSOCIATES

11 East 48th Street



## RADIO-TV ARTISTS

**BENNY, JACK**  
Jack Benny Program  
CBS-TV

### **BERGEN, POLLY**

B. July 14, 1930. Knoxville, Tenn.  
Dinah Shore Show, Ford Startime,  
NBC-TV; Pat Boone Show, ABC-  
TV; To Tell the Truth, CBS-TV

### **BERLE, MILTON**

Jackpot Bowling, NBC-TV

**BERNARDI, HERSCHEL**

Peter Gunn  
ABC-TV

**BERNSTEIN, LEONARD**

New York Philharmonic  
Young People's Concerts,  
Leonard Bernstein and the  
New York Philharmonic  
CBS-TV

**BETZ, CARL**

Donna Reed Show  
ABC-TV

**BIKEL, THEODORE**

Directions '61  
ABC-TV

**BISHOP, JOEV**

Keep Talking  
ABC-TV

**BLOCKER, DAN**

Bonanza  
NBC-TV

**BLYTH, ANN**

The Citadel  
ABC-TV

**BONTEMPI,**

**FEDORA**

**AND PINO**

**BOONE, RICHARD**

Have Gun, Will Travel  
CBS-TV

**BORGE, VICTOR**

Victor Borge Special  
ABC-TV

**BORN, DAVID**

Happy  
NBC-TV

**BORN, STEPHEN**

Happy  
NBC-TV

**BRAV, ROBERT**

Stageroach West  
ABC-TV

**BRECK, PETER**

Black Saddle  
ABC-TV

**BRENNAN, WALTER**

Real McCoys  
ABC-TV

**BREWSTER, DIANE**

The Islanders  
ABC-TV

**BRIGGS, LILLIAN**

B. June 4, 1935, Allentown, Pa.;  
Alan Freed, Jack Paar, Dick  
Clark, Jimmy Dean, N. Y. C.  
Network; Howard Miller, NBC,  
Chicago

**BRITTEN, BILL**

B. Nov. 15, Philadelphia, Pa.;  
Starring as Bozo the Clown,  
WPIX; Bill Britton's Wonderama,  
WNEW-TV; Johnny Jollybean on  
"Time for Fun," WABC-TV; Pup-  
pets & Voices for Preen Wax  
Commercials; Puppet & Voice for  
Dick Clark Show, Beechnut Com-  
mercials, ABC-TV; Phil Silvers  
Show, CBS-TV

**BRONSON, CHARLES**

Man With a Camera  
ABC-TV

**BROOKS, NATALIE**

ABC

**BROWN, JIM L.**

Adventures of Rin Tin-Tin  
ABC-TV

**BROWN, JOE E.**

Timex All-Star Circus  
ABC-TV

**BROWN, PETER**

Lawman  
ABC-TV

**BRUAN, JUDITH**

Road to Reality  
ABC-TV

**BRUDER, PATRICIA**

As the World Turns  
CBS-TV

**BRUNS, PHIL**

Road to Reality  
ABC-TV

**BURNETT, CAROL**

Garry Moore Show  
CBS-TV

**BURNS, RONNIE**

Happy  
NBC-TV

**BURNS, STAN Z.**

STAN Z. BURNS SHOW

**BURKE, PAUL**

Naked City  
ABC-TV

**BURR, RAYMOND**

Perry Mason  
CBS-TV

**BURTON, RICHARD**

Winston Churchill: The  
Valiant Years  
ABC-TV

**BUTTONS, RED**

**BYRNES, EDWARD**

77 Sunset Strip  
ABC-TV



**BRYNA**  
**RAEBURN**

RADIO REGISTRY



**BILL CULLEN**

Exclusive Representation  
**MARTIN GOODMAN PRODUCTIONS**

Press Representation  
**NAT FIELDS**

**— C —**

**CABOT, SEBASTIAN**  
Checkmate  
CBS-TV

**CALHOUN, RORY**  
The Texan  
ABC-TV

**CAREY, PHILIP**  
Philip Marlowe  
ABC-TV

**CARLINE, KITTY**  
To Tell the Truth  
CBS-TV

**CARROLL, PAT**  
Keep Talking  
ABC-TV

**CARSON, JEANNIE**  
Jeannie Carson Show  
ABC-TV

**CARSON, JOHNNY**  
Who do You Trust?  
ABC-TV

**CARTWRIGHT, ANGELA**  
Danny Thomas Show  
CBS-TV

**CASE, NELSON**  
Spokesman for Ivory Soap,  
Fleischmann's Margarine, Rhein-  
gold Beer

**CASS, PEGGY**  
Keep Talking  
ABC  
ABC-TV

**CASTLE, PEGGY**  
Lawman  
ABC-TV

**CERF, BENNETT**  
What's My Line?  
CBS-TV

**CLARK, DICK**  
B. November 30, 1929, Mt.  
Vernon, N. Y., American Band-  
stand, Dick Clark Show  
ABC-TV

**CLOONEY, ROSEMARY**  
CBS

**COLLIER, DON**  
Gullaws  
NBC-TV

**COLLINS, AL**  
Monitor  
NBC

**COLLINS, DOROTHY**  
Candid Camera  
CBS-TV

**COLLYER, BUD**  
Beat the Clock  
ABC-TV  
To Tell the Truth  
CBS-TV

**COMO, PERRY**  
Perry Como Show, Perry Como's  
Kraft Music Hall, NBC-TV

**CONNELL, JOHN**  
Young Dr. Malone  
NBC-TV

**CONNERS, CHUCK**  
Kirkman  
ABC-TV

**CONRAD, ROBERT**  
Hawaiian Eye  
ABC-TV

**CONRIED, HANS**  
ABC

**COOPER, JACKIE**  
Hennessy  
CBS-TV

**COREY, WENDALL**  
Westinghouse Playhouse  
NBC-TV

**CRABBE, BUSTER**  
Captain Gallant  
ABC-TV  
NBC-TV

**CRAIG, COL. JOHN D.**  
Expedition  
ABC-TV

**CRISWELL**  
B. August 18, 1917, Princeton,  
Indiana, (One Man Show) Cris-  
well Predicts, Mon.-Fri., 10:30-  
12:00 noon, KHJ-TV; Syndicated  
Column in 600 Publications,  
Personal Appearances, Radio  
Canada, Motion Pictures

**CROSBY, BING**  
Bing Crosby Show, Bing  
Crosby Tournament  
ABC-TV, CBS

**CROTHERS, DR. GEORGE**  
Leap Unto My Feet  
CBS-TV

**CUFFE, IRENE**  
TV, legitimate, night clubs, mo-  
tion pictures, many diversified  
roles and dialects

**CULLEN, BILL**  
I've Got a Secret, CBS; The  
Price Is Right, NBC-TV

**CUMMINGS, BOB**  
Love that Bob  
ABC-TV



**Polly Bergen**

**MCA ARTIST, LTD.**



**PATRICIA  
HALL**

*Representative:*

NICHOLAS AGNETA  
CO 5-0232



**BOB**  
ELLIOT

**&**

**RAY**  
GOULDING



**— D —**

**DABNEY, AUGUSTA**  
De Malone  
NBC-TV

**DALTON, ABBEY**  
Hennessy  
CBS-TV

**DALY, JOHN**  
What's My Line?  
CBS-TV

**DANE, JEFF**  
ABC

**DANEHE, DICK**  
Bing Crosby Golf Tournament  
ABC-TV

**DANN, MARSHALL**  
Bing Crosby Golf Tournament  
ABC-TV

**DAVALOS, DICK**  
The Americans  
NBC-TV

**DAVIES, BLAIR**  
The Brighter Day  
CBS-TV

**DAYTON, DANNY**  
Keep Talking  
ABC-TV

**DEMMING, ELEN**  
The Guiding Light  
CBS-TV

**DENVER, BOB**  
Dobie Gillis  
CBS-TV

**De POURTALES, JIM**  
Represented by Pat Sullivan  
Agy.

**DESMOND, JOHNNY**  
ABC

**DIAMOND, BOBBY**  
Fury

NBC-TV

**DIETRICH, MARLENE**  
Monitor  
NBC

**DILLON, WILLIAM**  
Gunsmoke  
CBS

**DIXON, BOB**

**DOELGER, NANOLITA**  
ABC

**DONAHUE, TROY**  
Surfside Six  
ABC-TV

**DORAN, ANN**  
National Velvet  
NBC

**DOONS, HUGH**  
Jack Paar Show, Concentration,  
NBC-TV; Monitor, NBC

**DRAKE, GALEN**  
WOR, New York, N.Y.

**DRIER, ALEX**  
Championship Bridge  
ABC-TV

**DREW, ROBERT**  
Road to Reality  
ABC-TV

**DRU, JOAN E.**  
Guestward Ho!  
ABC-TV

**DUFF, HOWARD**  
Dante  
NBC-TV

**DUGGAN, ANDREW**  
Bourbon Street Beat  
ABC-TV

**— E —**

**EASTWOOD, CLINT**  
Rawhide  
CBS-TV

**EDWARDS, RALPH**

Creator-Packager of This Is Your Life, NBC-TV; Truth or Consequences, NBC-TV; It Could Be You, NBC-TV; About Faces, ABC-TV

**EISLEY, ANTHONY**  
Hawaiian Eye  
ABC-TV

**ELLIOT, WIN**  
Monitor  
NBC

**ELLIOT, BOB**

B. March 26, 1923, Boston, Mass., Bob and Ray Show (Monday-Friday), CBS

**ELLIS, GEORGIA**  
Gunsmoke  
CBS

**ELY, RON**  
The Aquanauts  
CBS-TV

**ERICKSON, CORYDON ARVID**

B. December 26, 1944, New York City; The Great God Brown, Broadway, For the United Nations, Film, Declaration of Human Rights, The Children of Strangers, Commercials, Dramas, Radio and TV Animation, Dante's Dreamer, V. O. Paramount Pictures



*Hugh Downs*

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Quinn*

Rep. Reggie Riccardi  
JU 6-6217



**"Here's Looking At You"**

**RICHARD WILLIS**

**ERICKSON,  
HELENE**

B. August 3, New York City, V. O. Dante's Dreamer, Paramount Pictures, Town Hall; Leonard Bernstein Presents the New York Philharmonic; New York Confidential; Naked City; Ansonia Opera, Der Rosenkavalier

**ERICKSON,  
LAUNCELOT  
DORIAN**

B. September 6, 1949, New York City; TV Dramas and Commercials, radio and transcriptions, photo illustrations, singing commercials; Odds Against Tomorrow; DuPont Show of the Month

**EVANS, DALE**  
The Roy Rogers Show  
CBS-TV

**EWELL, TOM**  
Tom Ewell Show  
CBS-TV

**EYER, RICHARD**  
Stagecoach West  
ABC-TV

**— F —**

**FABRAY, NANETTE**  
Westinghouse Playhouse  
NBC-TV

**FARGE, ANNIE**  
Angel  
CBS-TV

**FAYE, DORIS**

B. May 6, New York City; Paul Winchell Show, ABC-TV; Bozo the Clown, WPIX; Princess Ticklefeather on "Wonderama," WNEW-TV; Steve Allen Show, NBC-TV; Puppets and Voices for "Preen Wax" Commercials; Nestle's Commercials

**FAYLEN, FRANK**  
Dobie Gillis  
CBS-TV

**FELTON, VERA**  
Pete and Gladys  
CBS-TV

**FIELDS, LINDA  
LEE**

Hostess and Spokeswoman on Davega Hollywood Showcase, WPIX; Studio One, My True Story, County Fair, Price Is Right, NBC-TV; Riverboat for Nusoft, NBC-TV; Commercials, Live Film Jingles

**FITZMAURICE,  
MICHAEL**

**FLEMING, ERIC**  
Rawhide  
CBS-TV

**FLOOD, ANN**  
From These Roots  
NBC-TV

**FORD, EILEEN**  
ABC

**FORD,  
TENNESSEE  
ERNIE**

B. Feb. 13, 1919, Bristol, Tenn., Ford Show, NBC-TV; Capitol Records

**FOSKETT, MARY**  
The Secret Storm  
CBS-TV

**FOSTER, PHIL**  
Monitor  
NBC

**FOSTER, PRESTON**  
Gunfinger  
CBS-TV

**FOSTINI**  
ABC

**FRANCIS, ARLENE**  
What's My Line?  
CBS-TV

**FRANKLIN,  
BARBARA**

Spokeswoman for Pacific Telephone, Clorox, Glidden Paints; On-Camera for Kodak, Alka-Seltzer

**FRANKLIN, JOE**

B. March 9, 1926, New York; Joe Franklin's Memory Lane, WABC-TV

**FRANZBLAU, ROSE**  
ABC

**FRASER, ELIZABETH**  
One Happy Family  
NBC-TV

**FRASER, GORDON**  
Monitor  
NBC

**SAM  
LEVENSON**





*27th Year*

**DON McNEILL'S**  
**Breakfast Club**



**PAUL WINCHELL**

and

**JERRY MAHONEY**

Management-Counsel:

**GOLDFARB, MIRENBURG & VALLON**

Public Relations:

**MARVIN KOHN**

## RADIO-TV ARTISTS

**FRAWLEY, WILLIAM**

My Three Sons  
ABC-TV  
**FREDRICKS, CARLTON**  
WOR, New York

**FRENCH, NORMA**

B. November 23, 1935, Ind., Indiana; Bachelor Father, Hawaiian Eye, Miami Undercover, The Brothers Brannagan; NBC-TV

**FRIEBUS, FLORIDA**

Dobie Gillis  
CBS-TV

**FUNT, ALLEN**

Candid Camera  
CBS-TV

— G —

**GABEL, MARTIN**

ABC  
**GALLOP, FRANK**

Monitor  
NBC  
**GALTON, LAWRENCE**

ABC  
**GAMBLING, JOHN**

WOR, New York

**GARDNER, ED**

Monitor  
NBC

**GARROWAY, DAVE**

Dave Garroway Today Show,  
Monitor  
NBC

**GATSON, MARJORIE**

The Secret Storm  
CBS-TV

**GEORGE, ANTHONY**

Checkmate  
CBS-TV

**GILBERT, TONI**

ABC  
**GINGOLD, HERMIONE**

ABC  
**GLEASON, JACKIE**

You're in the Picture  
CBS-TV

**GOBEL, GEORGE**

Monitor  
NBC

**GODFREY, ARTHUR**

Candid Camera  
CBS-TV

**GOETZ, THEODORE**

The Guiding Light  
CBS-TV

**GOLDEN, HARRY**

ABC

**GOREN, CHARLES**

Championship Bridge  
ABC-TV

**GOULDING, RAY**

B. Lowell, Mass., Bob and Ray  
Show, (Monday-Friday), CBS

**GRAHAM, JUNE**

The Secret Storm  
CBS-TV

**GRANT, KIRBY**

Sky King  
CBS-TV

**GRAUER, BEN**

Monitor  
NBC

**GRAVES, PETER**

Fury  
NBC-TV

**GREENE, LORNE**

Bonanza  
NBC-TV

**GRIFFIN, MERV**

Keep Talking, ABC-TV; Play  
Your Hunch, NBC-TV; Saturday  
Prom, NBC-TV

**GRIFFITH, ANDY**

Andy Griffith Show  
CBS-TV

**GUENTHER, JOHN**

High Road  
ABC-TV

**GWINN, WILLIAM**

Morning Court  
ABC-TV

— H —

**HAINES, LARRY**

Search For Tomorrow, CBS-TV

**HALL, MONTY**

Video Village  
CBS-TV

**HALL,**

**PATRICIA E.**

Pat Hunt Show, NBC-TV

**HAMER, RUSTY**

Danny Thomas Show  
CBS-TV

**HAMILTON, GENE**

B. February 22, 1910, Toledo,  
Ohio; Movie Four, WNBC-TV;  
Project 20, NBC-TV; Emphasis,  
WNBC; Staff Announcer, NBC,  
New York City



Bess  
Myerson

☆☆☆

*Exclusive Representative*

**MARTIN GOODMAN**

36 CENTRAL PARK SOUTH

PLAZA 1-3555



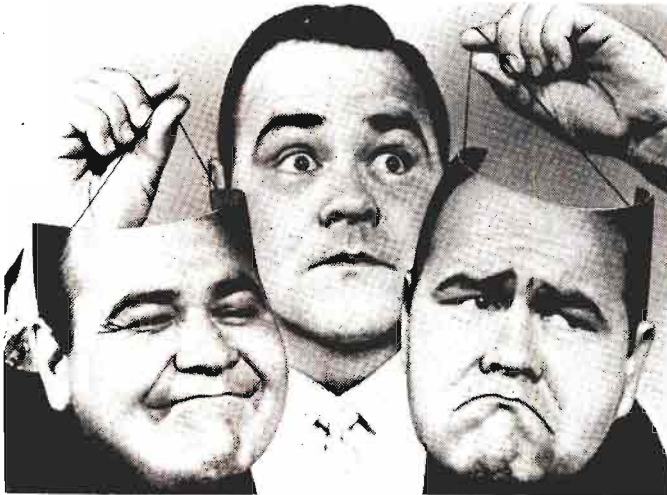
# **JIM LUCAS**

**NBC-TV  
"CONCENTRATION"**

announcer

singer

emcee



# **JONATHAN WINTERS**

Exclusive representative: Martin Goodman  
36 Central Park South, New York, N. Y. PL 1-3555



## RADIO-TV ARTISTS

### HARDIN, TY

Bronco  
ABC-TV

### HARDY, GEORGINA

Morning Court  
ABC-TV

### HARDY, SARAH

From These Roots  
NBC-TV

### HASKIN, JIM

B. April 15, 1927, Cushing, Okla.; Announcer, MC-Announcer on Perry Mason, CBS-TV; Twilight Zone, CBS-TV; Riverboat, NBC-TV; Love and Marriage, NBC-TV

### HASTINGS, DON

As the World Turns  
CBS-TV

### HAYES, IRENE

ABC

### HAYES, RICHARD

Richard Hayes Show, WNEW-TV, WCBS; Bandstand, NBC; R. Q. Lewis Show, CBS

### HENDRICKSON, ROD

From These Roots  
NBC-TV

### HERLIHY, ED

### HERNON, PAT

### HICKMAN, DARRYL

The Americans  
NBC-TV

### HICKMAN, DWAYNE

Dobie Gillis  
CBS-TV

### HICKS, GEORGE

Directions '61  
ABC-TV

### HILL, RUTH K.

UN Series—Flair, ABC; Public Affairs and News, Overseas Press Club Series, WNEW-TV

### HOBBS, PETER

The Secret Storm  
CBS-TV

### HOPE, BOB

B. May 29, 1903, London, England; Bob Hope Spectaculars, The Bob Hope Show, NBC-TV; Army of Stars (Christmas), Monitor, NBC

### HOWARD, ROBIN

Road to Reality  
ABC-TV

### HUTCHINS, WILL

Sugarfoot  
ABC-TV

## — J —

### JACKSON, RON

Love of Life  
CBS-TV

### JAMES, ART

Say When  
NBC-TV

### JAMES, DENNIS

Star Time (Civil Defense), ABC

### JASS, MEL

KTTV, Hollywood; Commercials For Magic Turban, Shell Oil, Sure Fit Seat Covers; Commercials and Host of Southern Chevrolet Dealers' Specials

### JONES, EDGAR ALLAN, JR.

Day in Court  
ABC-TV

### JORDAN, JOANNE

Here's Hollywood  
NBC-TV

### JOYCE, ED

B. December 13, 1928, Phoenix, Arizona; Three Guesses, Ed Joyce Show, WCBS

## — K —

### KARLOFF, BORIS

ABC

### KAMEN, MILT

ABC

### KANE, JIM

Radio, TV, Movies, and Stage

### KARNS, ROSCOE

Hennesey  
CBS-TV

### KEESHIAN, ROBERT

Captain Kangaroo  
CBS-TV

### KELLY, JACK

Maverick  
ABC-TV

### KEMMER, EDWARD

The Clear Horizon  
CBS-TV

# REX MORGAN



WFIL-TV

Philadelphia, Pennsylvania

EV 2-4700





**LAUNCELOT  
ERICKSON**



**CORYDON  
ERICKSON**

L.E. 2-1100



**BILL BRITTEN**  
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and her ventriloquist dummy —  
"SUNFLOWER"

Voices and Puppets created by **BRITTEN-FAYE**

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— L —

**KENNEDY, ARTHUR**  
Our American Heritage  
NBC-TV

**KIERNAN, WALTER**  
Monitor  
NBC

**KILGALLEN, DOROTHY**  
What's My Line?  
CBS-TV

**KING, JOHN REED**  
B. October 25, 1914, Wilmington, Del.; For Love or Money, Give and Take, Missus Goes A Shopping, CBS, CBS-TV; Chance of a Lifetime, ABC-TV

**KIRBY, DIANE**

B. October 14, 1937, Kraft Theatre, Phil Silvers Show, Bob Cummings Show, Naked City, Mike Hammer, Desilu Playhouse, Alfred Hitchcock Presents

**KIRBY, DIRWOOD**  
Garry Moore Show  
CBS-TV

**KIRK, PHYLLIS**  
ABC

**KIRKWOOD, JACK**  
One Happy Family  
NBC-TV

**KIRSCHNER, CLAUDE**  
WOR, New York

**KOYACS, ERNIE**  
Ernie Kovacs' Take a Good Look  
ABC-TV  
Monitor  
NBC

**KULKY, HENRY**  
Hennessy  
CBS-TV

**LAITIN, JOE**  
ABC

**LAMAS, FERNANDO**  
ABC

**LONDON, MICHAEL**  
Bonanza  
NBC-TV

**LARKIN, JOHN**  
The Edge of Night  
CBS-TV

**LAWRENCE, EDDIE**  
Monitor  
NBC

**LEA, MARGO**  
TV Spokeswoman

**LESCOULIE, JACK**

Brains and Brawn, Jackie Gleason Show, Today, CBS-TV; Dave Garroway Today Show, NBC-TV

**LEVENSON, SAM**

CBS  
**LEWIS, SHARI**  
Shari Lewis Show  
NBC-TV

**LEYDEN, BILL**  
It Could be You  
NBC-TV

**LIME, YVONNE**  
Happy  
NBC-TV

**LINKLETTER, ART**  
Art Linkletter's House Party  
CBS-TV  
People Are Funny  
NBC-TV

**LINKLETTER, JACK**  
CBS

**LOCKHART, JUNE**  
Lassie  
CBS-TV

**LONG, RICHARD**  
77 Sunset Strip, Bourbon Street Beat  
ABC-TV

**LORD, MARJORIE**  
Danny Thomas Show  
CBS-TV

**LORING, LYNN**  
Search for Tomorrow  
CBS-TV

**LORNE, MARION**  
Garry Moore Show  
CBS-TV

**LUCAS, JIM**

B. Dec. 11, 1931, Louisville, Ky., Concentration, NBC-TV; Jim Lucas Show, WAPI; 13 Dance Party, B'way After Dark, Lucky Lady, WAPI-TV

**LUDDEN, ALLEN**  
G-E College Bowl  
CBS-TV

**LUDWIG, SALEM**  
Road to Reality  
ABC-TV

**LYNDE, PAUL**

B. June 13, 1926, Mt. Vernon, Ohio; Ed Sullivan, CBS; Jack Paar, Pontiac Spectacular, George Goebel, NBC; Bye Bye Birdie

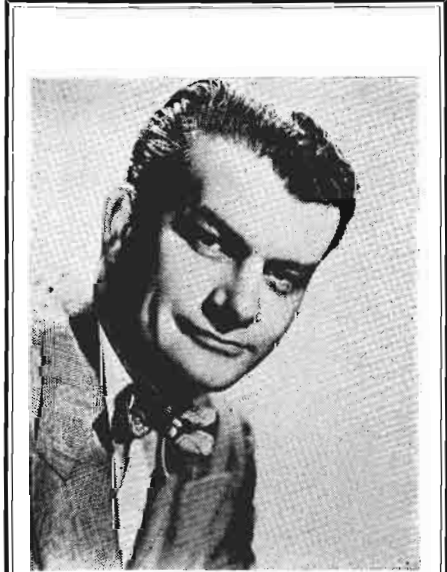
— Mc —

**McBAIN, DIANE**  
SunSide Six  
ABC-TV



**Jim de Pourtales**

Pat Sullivan Agency  
PL 5-6220



**JOHN REED KING**



**LILLIAN BRIGGS**

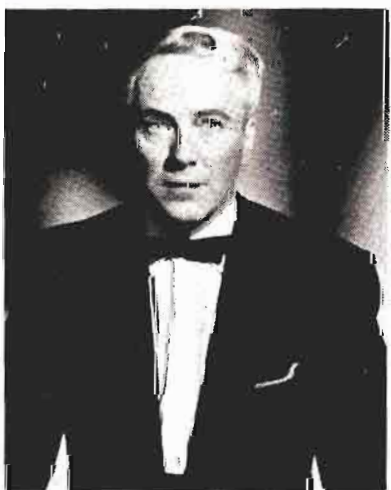
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**JACK PETRILL**  
CO 5-5769  
GAC



**ED BAKEY**

The Tommy Seven Show  
**WABC-TV**

SU 7-5000



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Hollywood 28, Cal.  
HO. 3-3841



**Helene Erickson**

## RADIO-TV ARTISTS

### McGEE, FIBBER AND MOLLY

Monitor  
NBC

### McGINLEY, PHYLIS

ABC

### McGUIRE, DOUG

Checkmate  
CBS-TV

### McKAY, GARDNER

Adventures in Paradise  
ABC-TV

### McLANE, BARTON

Outlaws  
NBC-TV

### McMAHON,

#### HORACE

Naked City, ABC-TV

### McNEAR, HOWARD

Gunsmoke  
CBS

### McNEILL, DON

#### ENTERPRISES

The Breakfast Club, ABC

### McQUEEN, STEVE

Wanted; Dead or Alive  
CBS-TV

## — M —

### MACK, TED

Ted Mack and The Original  
Amateur Hour  
CBS-TV

### MacLAUGHLIN, DON

As the World Turns  
CBS-TV

### MacMURRAY, FRED

My Three Sons  
ABC-TV

### MAHARIS, GEORGE

Route 66  
CBS-TV

### MALONE, BILL

### MALONE, NANCY

The Brighter Day  
CBS-TV

### MANDAN, ROBERT

From These Roots  
NBC-TV

### MARKEY, ENID

Bringing up Buddy  
CBS-TV

### MARSHALL, REX

B. January 9, 1919, New Jersey;  
Disneyland, ABC-TV; December  
Bride, Doug Edwards and the  
News, Zane Grey Theatre, CBS-  
TV; Loretta Young, The Line Up,  
NBC-TV

### MARTIN, DEWEY

Walt Disney Presents  
ABC-TV

### MARVIN, TONY

MBS

### MARX, GROUCHO

Groucho Marx Show  
NBC-TV

### MASON, PAMELA

ABC

### MATHERS, JERRY

Leave it to Beaver  
ABC-TV

### MAY, DONALD

Roaring 20's  
ABC-TV

### MEADOWS, AUDREY

ABC

### MERANDE, DORO

Bringing up Buddy  
CBS-TV

### MEREDITH, CHEERIO

One Happy Family  
NBC-TV

### MERRILL, GARY

Winston Churchill;  
The Valiant Years  
ABC-TV

### MILLER, DEAN

Here's Hollywood  
NBC-TV

### MILLER, MARVIN

The Millionaire  
CBS-TV

### MILLER, MITCH

CBS

### MILNER, MARTIN

Route 66  
CBS-TV

### MINEO, SAL

Cry Vengeance  
NBC-TV

### NOBLEY, ROGER

Fury  
NBC-TV

### MONROE, MARILYN

Rain  
NBC-TV

### MOORE, CLAYTON

Lone Ranger  
ABC-TV



**JOHN CAMERON SWAYZE**



**RED BUTTONS**





LINDA FIELDS

ACTRESS — SINGER —  
SPOKESWOMAN

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Management  
MCA



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Fedora and Pino

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*Jackie Susann*

**MOORE, GARRY**  
I've Got a Secret, Garry Moore Show  
CBS-TV  
CBS

**MOORE, ROGER**  
Alaskans, Maverick  
ABC-TV

**MORAN, GUSSIE**  
ABC

**MORGAN, HARRY**  
Pete and Gladys  
CBS-TV

**MORGAN, HENRY**  
I've Got a Secret  
CBS-TV

**MORGAN, REX**  
B. Sept. 16, 1921, Denver, Colo., Morgan In The Morning, WFIL-TV, Philadelphia, Pa.; Tom Dugan Show, KCOP, Los Angeles, Calif.; Chevrolet Commercials for Dinah Shore Show, My Three Sons, Route 66, After Dinner Speaker

**MURRAY, JAN**  
Jan Murray Show  
NBC-TV

**MYERSON, BESS**  
I've Got a Secret, CBS-TV

— N —

**NAISH, J. CARROLL**  
Guestward Ho!  
ABC-TV

**NELSON, DAVID**  
Adventures of Ozzie and Harriet  
ABC-TV

**NELSON, HARRIET**  
Adventures of Ozzie and Harriet,  
ABC-TV

**NELSON, OZZIE**  
Adventures of Ozzie and Harriet,  
ABC-TV

**NELSON, RICKEY**  
Adventures of Ozzie and Harriet  
ABC-TV

**NICHOLS AND MAY**  
Monitor  
NBC

**NIELSON, LESLIE**  
Walt Disney Presents  
ABC-TV

**NOBLE, JAMES**  
The Brighter Day  
CBS-TV

**NOEL, DICK**  
B. May 3, 1927, Brooklyn, N. Y.; Arthur Godfrey Show; Chance of a Lifetime, By Popular Demand; Dick Noel Show, WLW Radio and TV; 50-50 Club (Ruth Lyons), WLW

**NORTH, JAY**  
Dennis the Menace  
CBS-TV

— O —

**O'BRIEN, HUGH**  
The Life and Legend of Wyatt Earp  
ABC-TV

**O'BRIEN, PAT**  
Harrigan and Son  
ABC-TV

**O'SULLIVAN, TERRY**  
Search for Tomorrow  
CBS-TV

— P —

**PAAR, JACK**  
Jack Paar Show  
NBC-TV

**PACKARD, VANCE**  
ABC

**PALMER, BETSY**  
I've Got a Secret  
CBS-TV

**PALMER, BUD**

**PATTERSON, LEE**  
Surfside Six  
ABC-TV

**PAUL, RALPH**  
Strike it Rich, Dotto, The Millionaire, Top Dollar, CBS-TV; Goodyear Playhouse, The Big Payoff, NBC-TV

**PAYNE, JOHN**  
Restless Gun  
ABC-TV

**PETERS, AUDREY**  
Love of Life



**RUTH K. HILL**

"City Reporter"

Writer — Moderator—Producer

WEVD — New York



**BOB DIXON**



**BARBARA FRANKLIN**

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**Norma French**  
ACTRESS — SINGER

Louis Shurr Agency  
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**RADIO-TV ARTISTS**

**PETERSON, CLIFE**  
ABC

**PFIZER, BERYL**  
Dave Garroway Show  
NBC-TV

**PHILBROOK, JAMES**  
The Islanders  
ABC-TV

**PONCE, PONCE**  
Hawaiian Eye  
ABC-TV

**PORTER, DON**  
Ann Sothern Show, CBS-TV

**POSTON, TOM**  
To Tell the Truth  
CBS-TV

**POWELL, DICK**  
Dick Powell's Zane Grey  
Theatre  
CBS-TV

**PRINCE, WILLIAM**  
Young Dr. Malone  
NBC-TV

**PRINZ, ROSEMARY**  
As the World Turns  
CBS-TV

**PROVINE, DOROTHY**  
Abaskans, Roaring 20's  
ABC-TV

**PROVOST, JON**  
Lassie  
CBS-TV

**PRIDDEN, BONNIE**  
ABC

— Q —

**QUINN, CARMEL**  
B. Dublin, Ireland; Arthur Godfrey Show, CBS; Jack Paar Show, NBC; Today—Dave Garroway, NBC; Pat Boone Show, ABC; Jimmy Dean Show, CBS; Jimmy Rogers Show, NBC.

— R —

**RAE, MELBA**  
Search for Tomorrow  
CBS-TV

**RAEBURN, BRYNA**  
Don Ameche's Real Life Stories, Five Star Matinee, Pepper Young's Family, Affairs of Dr. Gentry, True Story, NBC; By the People, MBS; Backstage Wife, Helen Trent, CBS

**RAWLS, EUGENIA**  
Road to Reality  
ABC-TV

**READER, NINA**  
Love of Life  
CBS-TV

**READICK, BOB**  
Yours Truly, Johnny Dollar  
CBS

**REAGAN, RONALD**  
General Electric Theatre  
CBS-TV

**REASON, REX**  
Roaring 20's  
ABC-TV

**REED, DONNA**  
Donna Reed Show  
ABC-TV

**REILLY, HUGH**  
Lassie  
CBS-TV

**REIMERS, ED**  
B. October 26, Moline, Ill.

**REYNOLDS, DEBBIE**  
Date with Debbie  
ABC-TV

**REYNOLDS, WILLIAM**  
The Islanders  
ABC-TV

**RITCHIE, SHARON**  
ABC

**ROBERTS, PERNELL**  
Bonanza  
NBC-TV

**ROBERTS, PETER**  
Monitor  
NBC

**ROBERTSON, DALE**  
Tales of Wells Fargo  
NBC-TV

**ROCKWELL, ROBERT**  
Man from Blackhawk  
ABC-TV



**JACKSON BECK**  
ANNOUNCER—ACTOR  
NARRATOR

JU 2-8800

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**DIANE KIRBY**  
Actress · Spokeswoman · Femcee  
"PAT SULLIVAN AGENCY"  
JU 2-0260



**ROGERS, BILL**

\$64,000 Question; \$64,000 Challenge, G. E. Theatre, CBS-TV; Texaco Command Performance, NBC-TV; Walter Winchell File, ABC-TV

**ROGERS, ROY**

Roy Rogers Show  
CBS-TV

**ROGERS, WAYNE**

Stagecoach West  
ABC-TV

**ROUNTREE, MARTHA**

ABC

**RUSSELL, JOHN**

Lawman  
ABC-TV

**RUSSELL, TODD**

Rootie Kazootie, NBC-TV and ABC-TV; Wheel of Fortune, CBS-TV; Monitor, NBC; Treasury Men in Action, NBC-TV; Who Do You Trust?, ABC-TV; Band of America, NBC

**RYDELL, MARK**

As the World Turns  
CBS-TV

— S —

**SALES, SOUPY**

Lunch with Soupy Sales  
ABC-TV

**SANDERSON, IVAN**

ABC

**SARGENT, DICK**

One Happy Family  
NBC-TV

**SHELL, MARIA**

Ninotchka  
ABC-TV

**SCHOONMAKER, FRANK**

ABC

**SCOTT, FRED**

B. June 25, Dayton, Ohio; Bugs Bunny Presents, Liberace Host, WABD

**SHELDON, HERB**

**SHEPHERD, JEAN**

ABC

**SHIPLEY, BILL**

Big Story, NBC-TV; You Are There, Jonathan Winters Show, The Twentieth Century, CBS-TV

**SHORE, DINAH**

Dinah Shore Chevy Show  
NBC-TV

**SHUSTER, FRANK**

ABC

**SILVERHEELS, JAY**

The Lone Ranger  
ABC-TV

**SINATRA, FRANK**

Frank Sinatra Specials  
ABC-TV

**SIROLA, JOE**

The Brighter Day  
CBS-TV

**SKELTON, RED**

Red Skelton Show, CBS-TV

**SLATE, JEREMY**

The Aquanauts  
CBS-TV

**SMITH, GIL**

Peter Loves Mary  
NBC-TV

**SMITH, ROGER**

77 Sunset Strip  
ABC-TV

**SOSS, WILMA**

Monitor  
NBC

**SOTHERN, ANN**

Ann Sothern Show  
CBS-TV

**SPEAR, JACK**

Pip the Piper  
ABC-TV

**STACK, ROBERT**

The Untouchables  
ABC-TV

**STERLING, JACK**

B. June 24, 1915; Jack Sterling Show, WCB5

**STEVENS, CONNIE**

Hawaiian Eye  
ABC-TV



**RICHARD HAYES**

**RICHARD HAYES SHOW**

SATURDAY  
7:30 - 8:30 P.M.  
WNEW-TV



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Announcer—Host—MC

HO. 4-0101 — Hollywood, Cal.



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**HORACE McMAHON**

*Starring In*  
**NAKED CITY**  
LT. MIKE PARKER



**MEL JASS**

*actor-announcer-newscaster*  
hollywood 28, cal.

**RADIO-TV ARTISTS**

**— T —**

**STEVENS, CRAIG**  
Peter Gunn  
ABC-TV

**ST. JOHN, HOWARD**  
Our American Heritage  
NBC-TV

**STODDARD, HALLA**  
The Secret Storm  
CBS-TV

**STORER, DOUG**  
Monitor  
NBC

**STORM, GALE**  
Gale Storm Show  
ABC-TV

**STOUT, BILL**  
Verdhet is Yours  
CBS-TV

**STRITCH, ELAINE**  
My Sister Eileen  
CBS-TV

**STUART, MARY**  
Search for Tomorrow  
CBS-TV

**SULLIVAN, ED**  
Ed Sullivan Show  
CBS-TV

**SUSANN, JACKIE**  
Mike Wallace, NTA; Radio—  
various

**SWAYZE, JOHN  
CAMERON**

**TAYLOR, BROOKE**  
B. November 21, 1918, Indianap-  
olis, Ind.

**TAYLOR, ROBERT**  
The Detectives  
ABC-TV

**TAYLOR, ROD**  
Hong Kong  
ABC-TV

**THOMAS, DANNY**  
Danny Thomas Show, CBS-TV;  
Make Room for Daddy, NBC-TV

**THOMAS, JOHN B.**  
B. December 8, Palmerton, Pa.;  
Johnny Dollar, WCBS; Whisper-  
ing Streets, WCBS; Best Seller,  
WCBS; Secret Storm, CBS-TV;  
Love of Life, CBS-TV; Golden  
Fleecing, Cut of the Axe, Broad-  
way Plays

**THOMAS, ROLLIE**  
Bing Crosby Golf Tournament  
ABC-TV

**THOMPSON, MARSHALL**  
Angel  
CBS-TV

**THURMAN, TEDI**  
Monitor  
NBC

**TOMME, RONALD**  
Love of Life  
CBS-TV

**TREACHER, ARTHUR**  
ABC

**TRUMAN, MARGARET**  
ABC

**TRYON, TOM**  
Walt Disney Presents  
ABC-TV

**— V —**

**VAN DYKE, DICK**  
ABC

**— W —**

**WADE, DAVID**  
ABC

**WAGNER, HELEN**  
As the World Turns  
CBS-TV

**WALKER, BETTY**  
ABC

**WALKER, CLINT**  
Cheyenne  
ABC-TV

**WALKER, NANCY**  
ABC

**WALLINGTON, JIMMY**  
Monitor  
NBC



**JOHNNY THOMAS**

JU 2-8800



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Charlie Earle

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 "Excellent" . . . Frank Muleahy L.A. Times  
 "Very Amusing" . . . Harriet Margulies  
 Radio-TV Daily  
 "Strong" . . . James Powers Hollywood Reporter  
 "Good Account" . . . Weissman  
 B'nai B'rith Messenger

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**WARD, ALFRED**

Untouchables, Naked City, N. Y. Confidential, Super Circus, Martha Raye Telethon

**WARNER, JODY**

One Happy Family  
NBC-TV

**WAYNE, JOHN**

Spirit of the Alamo  
ABC-TV

**WEED, BUDDY**

**WELK, LAWRENCE**

Lawrence Welk Show, ABC-TV

**WENDELL, BILL**

**WHEEL, PATRICIA**

B. December 9, New York City; Armstrong Circle Theatre, Camera Three, As the World Turns, CBS-TV; The Couple Next Door, Helen Trent, CBS; Ave Maria Hour

**WHITMORE, JAMES**

The Law and Mr. Jones  
ABC-TV

**WICKWIRE, NANCY**

As the World Turns  
CBS-TV

**WILLIAMS, CARA**

Pete and Gladys  
CBS-TV

**WILLIAMS, GUY**

Walt Disney Presents  
ABC-TV

**WILLIAMS, YAN**

Surfside Six, Bourbon Street Beat  
ABC-TV

**WILLIS, RICHARD**

**WILSON, MARK**

The Magic Land of Alakazam  
CBS-TV

**WINCHELL, PAUL**

The Paul Winchell Show, Keep Talking, ABC-TV; Monitor, NBC

**WINTERS, JONATHAN**

ABC

**WYATT, JANE**

Father Knows Best  
CBS-TV

— Y —

**YORK, JEFF**

The Alaskans  
ABC-TV

**YOUNG, LORETTA**

Loretta Young Show  
NBC-TV

**YOUNG, ROBERT**

Father Knows Best  
CBS-TV

**YOUNG, TONY**

Gunslinger  
CBS-TV

— Z —

**ZIMBALIST, EFRAM, JR.**

77 Sunset Strip  
ABC-TV



**JACK STERLING**



**BILL WENDELL**

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# Vocal Artists

## RADIO AND TELEVISION

—their work during 1960

### — A —

**ADAMS, JOHN**  
Adams Family  
WCHI, Chillicothe, Ohio

**ALLEN, BARBARA**  
Weekday  
WCHS-TV, Portland, Me.

**ANDERSON, ROD**  
KULK Roundup  
KULK, Hillsboro, Oregon

**ARCHER, DORIS**  
Musical Moments  
WPFL, Montrose, Pa.

**ARTHUR, GEORGE**  
WBAT, Marion, Ind.

### — B —

**BAKER, FRANK**  
WLMS, Michigan City, Indiana

**BANKS, MACK**  
Open House Show  
WCPC, Houston, Miss.

**BARLOW, HERB**  
KAOL, Carrollton, Miss.

**BAXTER, GWEN**  
Saturday Breakfast Party  
WTJN, Jamestown, N.Y.

### BERGEN, POLLY

B. July 14, 1930, Knoxville, Tenn.; Dinah Shore Show, Ford Startime, NBC-TV; Pat Boone Show, ABC-TV; To Tell The Truth, CBS-TV

**BILLS, DICK**  
KOB, Albuquerque, New Mexico

**BISSELL, MAZIE**  
WIS-TV, Columbia, S.C.

**BLOUGH, BILL**  
Ranch House Party  
WKKD, Aurora, Ill.

**BLUE RIDGE QUARTET**  
WSPA-TV, WSPA, Spartanburg, S.C.

**BOND, EDDIE**  
Mighty 990 Jamboree  
KWAM, Memphis, Tenn.

### BOONE, PAT

Pat Boone Show, ABC-TV

**BREIMER, LARRY**  
Crazy Cowboy  
KTCA, Tacoma, Washington

### BRIGGS, LILLIAN

B. June 4, 1935, Allentown, Pa.; Alan Freed, Jack Paar, Dick Clark, Jimmy Dean, N. Y. C. Network; Howard Miller, NBC, Chicago

**BROOKS, MARGE**  
Sing-A-Long  
KOTF, Fergus Falls, Minn.

### — C —

**CALDWELL, DONNA**  
WCNT, Centralis, Ill.

**CARTER, ACE**  
KBQY, Medford, Oregon

**CHARLES, RAY SINGERS**  
Perry Como's Kraft Music Hall  
NBC-TV

**COCHRAN, SYLVIA**  
WAVT, Albertville, Ala.

**CODARE, BILL**  
WICU, BopI, Conn.

### COMO, PERRY

Perry Como Show, Perry Como's Kraft Music Hall, NBC-TV

**CORV, DICK**  
WLEA, Hornell, N.Y.

**COURY, ROSELLE**  
Morning Tastes  
WCOU, Lewiston, Me.

### CREWE, BOB

B. Nov. 12, 1938, Newark, N. J., Dan Raven Show, WCBS; Dick Clark Show, WFIL-Philadelphia

**CROCKETT, FRANKIE**  
CBS

**CROSSBIE, PHIL**  
KHQ, Spokane, Washington

### — D —

**DAILEY, BUDDY**  
KBBM, Monticello, Ark.

**DANIEL, CHARLOTTE**  
WICU, BopI, Conn.

**DEAN, LARRY**  
WITB, Baltimore, Md.

**DEESE, DOLORES**  
WJHO, Opelika, Ala.

**DEMARCO, ANTONIO**  
KWKW, Pasadena, Calif.

**DEMARCO, RITA**  
KWKW, Pasadena, Calif.

**DENTON, PAT**  
KGNC, Amarillo, Texas

**DORAY, RAY**  
N.E. Farm and Food Show  
WBHD-TV, Boston, Mass.

**DOUGLASS, BARBARA**  
Source with Sontag  
WOC-TV, Davenport, Iowa

### — E —

**EARHART, MARCIA**  
Sunday Melodies  
KSWO-TV, Lawton, Okla.

**EASTMAN, MARILYN**  
WEMA, Hollywood, Fla.

**ELLIS, DOLAN**  
KVND, Tempe, Arizona

### — F —

**FAILE, TOMMY**  
Arthur Smith Show  
WBTU, Charlotte, S.C.

**FIELDING, MARY**  
WFPB, Middletown, Ohio

**FLINDERS, DON**  
News  
KXLY, Spokane, Washington

**FLORES, BOBBY**  
Canciones Para Ti  
WVJ-P, Caguas, Puerto Rico

**FOTT, REGINA**  
Breakfast Hour  
WPAY, Portsmouth, Ohio

**FOLEY, RED**  
Jubilee, U.S.A.  
ABC-TV

### FORD, TENNESSEE ERNIE

The Ford Show, NBC-TV

**FOWLER, WALLY**  
WBRC-TV, Birmingham, Ala.

### FRANCIS, CONNIE

### FRENCH, NORMA

B. November 23, 1935, Ind., Indiana; Bachelor Father, Hawaiian Eye, Miami Undercover, The Brothers Brannagan, NBC-TV

**FUSSELL, BONNIE**  
WYNK, Baton Rouge, La.

### — G —

**GALENAS SISTERS**  
Varieties  
WPTS, Pittsburgh, Pa.

**GARDNER, ROSS**  
Take Five  
KDUH-TV, Hay Springs, Neb.

**GARRISON, BOB**  
KBEK, Elk City, Okla.

**GARRITY, MARY**  
WTTT, Lewisburg, Pa.

**COMBOS, ED**  
Singin' Along With Ed  
WCVB, Cullpeper, Va.

**GOUND, NORMAN**  
Songs of the Gospel  
WCCM, Lawrence, Mass.

### GRIFFIN, MERV

Keep Talking, ABC-TV; Play Your Hunch, NBC-TV

### — H —

**HAAS, WAYNE**  
Carolina Calling  
WBTU, Charlotte, N. Y.

**HALL, PATRICIA**  
Pat Hall Show, NBC-TV; Brussels' World Fair

**HANKINS, BOBBY**  
ROEL, Oelwein, Iowa

**HANSARD, KIRK**  
Tennessee Barn Dance  
WNOX, Knoxville, Tenn.

**HARDY, UNCLE BOB**  
WITE, Brazil, Ind.

**HARPER BROTHERS**  
Quartet Time  
WANS, Anderson, S.C.

**HARRIS, JACK**  
WJR, Detroit, Michigan

### HAYES, RICHARD

Richard Hayes Show, WNEW-TV, WCBS; Bandstand, NBC; R. Q. Lewis Show, CBS

**WHEN YOU CAN  
HAVE THE BEST,  
WHY BE  
SATISFIED  
WITH LESS?**



**HINES, ALBERT**  
WEKR, Fayetteville, Tenn.  
**HOGAN, HARLAN**  
WSBT-TV, South Bend, Ind.

**— J —**

**JACKSON, BILL**  
Sacred Hour  
WUST, Washington, D. C.  
**JENSEN, SHIRLEE**  
KBUL, Beigham City, Utah  
**JOHNSON, LOIS**  
Tennessee Barn Dance  
WNOX, Knoxville, Tenn.

**— K —**

**KANE, JIM**  
Benny Goodman, Fred Waring,  
Les Elgart

**KILGORE, KENNY**  
KTCS, Fort Smith, Ark.  
**KIRKPATRICK, WILLIAM**  
WBBB, Burlington, N.C.  
**KNIGHT, LLOYD**  
WGAN-TV, Portland, Me.  
**KYBER, DORIS**  
Hi Neighbor  
KOIN-TV, Portland, Oregon

**— L —**

**LEISSNER, LEE**  
KFRD, Rosenberg, Texas  
**LENWAY, FRED**  
WSYR, Syracuse, N. Y.  
**LING, KONG**  
CBS  
**LOVELESS, BONNIE**  
Country Music Time  
WHLP-TV, Centerville, Tenn.  
**LUDWIG, JOHN**  
Take Five  
KDUH-TV, Hay Springs, Nebr.  
**LUTZ, RON**  
Rooster Creek Show  
KPAL, Fulton, Mo.

**— Mc —**

**McARTNEY, JEAN**  
WOW, Omaha, Neb.  
**McCOY, TIM**  
Souvenirs of Yesterday  
WLBY-TV, Bancor, Me.  
**McKINNEY, WALT**  
Com'n' Get It  
KOIN-TV, Portland, Oregon

**— M —**

**MARGET, CAROLE**  
KXGO-TV, Fargo, N. Dak.  
**MARVIN, TONY**  
MBS  
**MASK, JAMES**  
WCP, Houston, Miss.  
**MASSEY, CURT**  
KRCA, Los Angeles, Calif.  
**MASTERS SINGERS, THE**  
WARN, Fort Pierce, Fla.  
**MEDFORD, MARY ANN**  
Early Bird  
WSPA-TV, Spartanburg, S.C.  
**MELOTONES, THE**  
WCHK, Canton, Ga.  
**MEREDITH, BUDDY**  
Song for the Day  
KOTA, Rapid City, S. Dak.  
Musical Roundup  
KOTA-TV  
Rapid City, S. Dak.

**MESSNER, BUD**  
Merry Go Round  
WCBG, Chambersburg, Pa.  
**MYERS, RICK**  
Six O'Clock News  
KXLY, Spokane, Wash.  
**MYERS, CARLA**  
KDEN, Denver Colorado

**— N —**

**NASH, JOHNNY**  
CBS

**NOEL, DICK**

B. May 3, 1927, Brooklyn, N. Y.;  
Arthur Godfrey Show; Chance of  
A Lifetime; By Popular Demand;  
Dick Noel Show, WLW Radio and  
TV; 50-50 Club (Ruth Lyons),  
WLW

**— O —**

**O'BRIEN, CURLEY**  
The Morning Show  
WLBY-TV, Bancor, Me.  
**OLE' RED**  
The Ole Red Show  
WOWL, Florence, Ala.  
**OSBORN, DAVE**  
WSBS, Great Barrington, Mass.

**— P —**

**PAUL, LES AND  
FORD, MARY**

**PETERS, CHAROLETTE**  
KSD-TV, St. Louis, Mo.  
**PIERCE, SMOKY**  
KSWO-TV, Lawton, Okla.  
**POLLAND, BILL**  
WETC, Wendell Zebulon, N.C.  
**POPE, TOMMY**  
WMNI, Columbus, Ohio  
**PRICE, RITA**  
WRSW, Warsaw, Ind.  
**PROCHASKA, SHARON**  
Morning Show  
KOLN-TV, Lincoln, Neb.  
**PURVIS, GERI**  
WSLA-TV, Selma, Ala.

**— Q —**

**QUARTET BIRDWELL**  
KNOC, Natchitoches, La.

**— R —**

**RAINEY, FLORENCE**  
WFLR, Dundee, N.Y.  
**RICE FAMILY**  
All Star Quartet Time  
WANS, Anderson, S. C.  
**RING, BILL**  
KWTO, Springfield, Miss.  
**ROARK, BOB**  
WOWI, New Albany, Ind.  
**ROBERTS, JACK**  
KNBX, Kirkland, Wash.  
**ROBINETTS, THE**  
Prime Time  
KNOE-TV, Monroe, La.  
**ROWELL, GLENN**

The Morning Men  
KOTV, Rapid City, S. D.  
**RAVERSON, JIM**  
Radio Hymnal  
WMTU, Greenville, S. C.

**— S —**

**SCOTT, GWEN**  
Sonic With Sontag  
WOCTV, Davenport, Iowa  
**SCOTT, KENNY**  
WYNK, Baton Rouge, La.  
**SHORE, DINAH**  
Dinah Shore Chevy Show  
NBC-TV  
**SING ALONG CHORUS**  
CBS  
**SKINNER, JIMMIE**  
Tri-City Jamboree  
WNOP, Newport, Ky.  
**STEWART, LEE**  
Noonday  
WADY-TV, Fargo, N. D.  
**STONE, DEWEY**  
WDEC, Americus, Ga.  
**SULKER, CHUCK**  
Request Time  
WPEL, Montrose, Pa.  
**SWANSON, JOAN**  
Garden Echoes  
KGDN, Edmonds, Wash.

**— T —**

**TERRY, ARNOLD**  
Shenandoah Valley Boys  
WHEE, Martinsville, Va.

**TILLOTSON,  
JOHNNY**

Cadence Records  
**TILTON, MARTHA**  
KRCA, Los Angeles, Calif.  
**TOKASH, NICK**  
Talents  
WPTS, Pifflston, Pa.  
**TOP TWENTY**  
The Ford Show  
NBC-TV  
**TRASK, DIANA**  
Sing Along With Mitei  
NBC-TV  
**TRIO SHAMROCK**  
KNOC, Natchitoches, La.  
**TURNER, JACK**  
WHYY, Montgomery, Ala.

**— W —**

**WADDELL, ROBERT**  
TV Matinee  
WFMY-TV, Greensboro, N. C.  
**WEINER, EILEEN**  
WSYR, Syracuse, N. Y.  
**WELCH, HOMER**  
KCBS, San Francisco, Calif.  
**WILLIAMS, GARRY**  
DPEG, Spokane, Wash.  
**WILSON, SLIM**  
KWTO, Springfield, Miss.  
**WYNN, JAN**  
Dinner Date  
WJR, Detroit, Mich.

**— Y —**

**YARBELL, BRUCE**  
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6 N. Michigan Ave...DEarborn 2-6792

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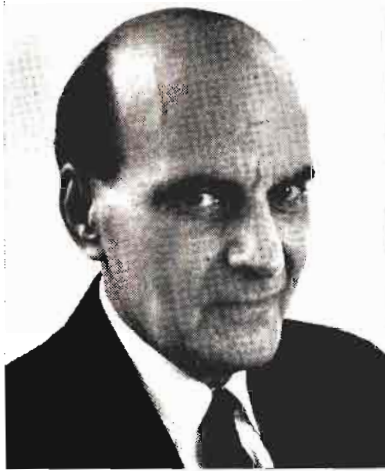
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Dave Garroway Today Show  
NBC-TV

**ALTER, PAUL**

To Tell the Truth  
CBS-TV

Price is Right  
NBC-TV

**AMATEAU, ROD**

Dobie Gillis  
CBS-TV

**ANDREWS, CLARK**

ABC

**ARMBRISTER,  
CYRIL**

**ATKINS, IRVING**

People are Funny  
NBC-TV

**AUERBACH, LARRY**

Love of Life  
CBS-TV

— B —

**BAKER, JULES  
EVAN**

Shop-a-thon, BB-TV, R-TV En-  
terprises

**BARRETTE, GEORGE**

WIRL, Peoria, Ill.

**BEHAR, JOE**

Ernie Kovacs Take a Good  
Look

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The Clear Horizon

CBS-TV

**BENNINGTON, BILL**

NCAA Football

ABC-TV

**BERLIN, ABBY**

Ann Southern Show

CBS-TV

**BERNS, SEYMOUR**

Red Skelton Show

CBS-TV

**BIRCH, PETER**

Captain Kangaroo

CBS-TV

**BLUM, J. ROBERT**

Ted Mack and the Original  
Amateur Hour  
CBS-TV

**BOGART, PAUL**

The Citadel  
ABC-TV  
Armstrong Circle Theatre  
CBS-TV

**BOUL, DON**

The Price is Right  
NBC-TV

**BROWN, DAVE**

Jackpot Bowling  
NBC-TV

**BROWNING, KIRK**

NBC Opera  
NBC-TV

**BUCKLEY, SCOTT**

NBC

**BUNETTA, FRANK**

Timex All Star Circus  
ABC-TV

**BURNETT, MURRAY**

Monitor  
NBC



**H. WESLEY KENNEY**

Producer-Director

LY 5-3764

**DICK  
SCHNEIDER**

DIRECTOR

NBC-TV

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Monitor  
NBC
- CARRUTHERS, WILLIAM**  
Lunch with Soupy Sales  
ABC-TV
- CASELLI, LAMAR**  
G-E College Bowl  
CBS-TV
- CATES, JOSEPH**  
Victor Borge Special  
ABC-TV
- COLLERAN, BILL**  
Frank Sinatra Specials  
ABC-TV
- COOK, FIELDER**  
Omnibus, Our American  
Heritage  
NBC-TV
- COOPER, HAL**  
The Clear Horizon  
CBS-TV
- CORRIGAN, WILLIAM**  
Armstrong Circle Theatre  
CBS-TV
- COYLE, HARRY**  
Sports  
NBC-TV
- CTIMMINGS, BOB**  
Love that Bob  
ABC-TV

## — D —

- DIAMOND, VERN**  
Eyewitness to History  
CBS-TV
- DIBENEDETTO, JULIO**  
Candid Camera  
CBS-TV
- DISKIN, MARSHALL**  
Saturday Night Fights, Bell  
and Howell Close-Ups  
ABC-TV
- DONALDSON, KEITH**  
NBC
- DONOHUE, JACK**  
Dinah Shore Chevy Show  
NBC-TV
- DONOVAN, LIVIA**  
Full Circle  
CBS-TV
- DONOVAN, TOM**  
Ninotchka  
ABC-TV
- DWAN, ROBERT**  
Groucho Marx Show  
NBC-TV

## — E —

- ENGLANDER, ROGER**  
New York Philharmonic  
Young People's Concerts  
CBS-TV
- ERWIN, GEORGE**  
Monitor  
NBC

## — F —

- FINKEL, BOB**  
Dinah Shore Chevy Show  
NBC-TV
- FOX, VAN B.**  
B. August 20, 1920, Greenville,  
Miss., Concentration, NBC-TV;  
Hallmark Commercials; Pontiac,  
Heinz, Zenith Commercials; New  
York Pickups For CBS (Canada);  
Jan Murray Show, NBC-TV
- FRISTOE, ALLAN**  
Edge of Night  
CBS-TV

## — G —

- GARGIULO, MIKE**  
Play Your Hunch  
NBC-TV
- GEISEL, DAVE**  
Pat Boone Show  
ABC-TV  
Garry Moore Show  
CBS-TV
- GIBBS, PARKER**  
Monitor  
NBC
- GOODWINS, LES**  
Jeannie Carson Show  
ABC-TV
- GORMAN, WALTER**  
The Guiding Light  
CBS-TV
- GRAHAM, WILLIAM**  
Purex Special for Women  
NBC-TV

## — H —

- HANDLER, ALAN**  
Dinah Shore Chevy Show  
NBC-TV
- HARRISON, PAUL**  
Happy  
NBC-TV
- HEALION, WILLIAM**  
Dave Garroway Today Show  
NBC-TV
- HELLER, FRANKLIN**  
I've Got a Secret, What's My  
Line?  
CBS-TV
- HEMION, DWIGHT**  
Perry Como's Kraft Music Hall  
NBC-TV
- HENRY, BOB**  
Dinah Shore Chevy Show  
NBC-TV
- HEWITT, DON**  
Douglas Edwards with the  
News  
CBS-TV

**HEYES, DOUGLAS**  
Outlaws  
NBC-TV

**HILL, CHARLES**  
Nation's Future  
NBC-TV

**HOBIN, BILL**  
B. November 12, 1923, Evanston,  
Ill.; Bell Telephone Hour, NBC;  
American Cowboy, CBS; Golden  
Circle, ABC

**HOLTON, JAMES**  
Emphasis  
NBC

**HOPPER, JERRY**  
Westinghouse Playhouse  
NBC-TV

**HOWELL, BILL**  
Full Circle  
CBS-TV

**HULTGREEN, BOB**  
Shari Lewis Show  
NBC-TV

## — J —

**JENUS, KARL**  
Purex Special for Women  
NBC-TV

**JOHNSON, LAMONT**  
The Americans  
NBC-TV

**JONES, CLARK**  
B. April 10, 1920, Clearfield, Pa.;  
Twenty Five Years of Life, NBC

## — K —

**KANE, MIKE**  
Art Linkletter's House Party  
CBS-TV

**KENNEY, H.  
WESLEY**  
B. January 3, Dayton, Ohio; True  
Story, NBC-TV; Play of the  
Week, NTA; Media—Climate of  
Eden; Purex Special for Women,  
NBC-TV

**KERN, JAMES**  
Jeannie Carson Show  
ABC-TV  
Ann Southern Show  
CBS-TV

**KILEY, TIM**  
As the World Turns, Look up  
and Live  
CBS-TV

**KING, LYNWOOD**  
Dave Garroway Today Show  
NBC-TV

## — L —

**LAMBRECHT, IRV**  
Here's Hollywood  
NBC-TV

**LANDIS, JOE**  
About Faces  
ABC-TV

**LANDRES, PAUL**  
Life and Legend of Wyatt  
Earp  
ABC-TV

**LASSALLY, PETER**  
Image Series  
NBC

**LAW, GENE**  
Here's Hollywood  
NBC-TV

**LEHMAN, BOB**  
Truth or Consequences  
NBC-TV

**LEVIN, DAN**  
Search for Tomorrow  
CBS-TV

**LEWIS, AL**  
One Happy Family  
NBC-TV

**LEYTES, JOSEF**  
The Alaskans  
ABC-TV

**LOWE, DAVID**  
Charley Weaver's Hobby  
Lobby  
ABC-TV

**LUBELL, JACK**  
Major League Baseball  
ABC-TV

**LUMET, SIDNEY**  
Cry Vengeance  
NBC-TV

**— Mc —**

**McGUIRE, DON**  
Hennessey  
CBS-TV

**— M —**

**MacALLEN, JAMES**  
As the World Turns, Lamp  
Unto My Feet  
CBS-TV

**MacDONNELL, NORMAN**  
Gunsmoke  
CBS-TV

**MALCOLM, WILLIAM**  
NBC

**MAURER, ROBERT**  
NBC

**MILLER, MAX**  
Today on the Farm  
NBC-TV

**MONTY, GLORIA**  
The Secret Storm  
CBS-TV

**— N —**

**NATHANSON, TED**  
Sports  
NBC-TV

**NEWLAN, JOHN**  
Alcoa Presents  
ABC-TV

**NICKELL, PAUL**  
Road to Reality  
ABC-TV

**— O —**

**ORR, MAURY**  
Bing Crosby Golf Tournament  
ABC-TV

**— P —**

**PACELLI, FRANK**  
Frontiers of Faith  
NBC-TV

**PHELPS, STUART**  
It could be You  
NBC-TV

**PICKENS, ARTHUR**  
Championship Bridge  
ABC-TV

**PRIAULX, ROBERT**  
NBC Special News Report  
NBC-TV

**— R —**

**RAKFIN, AL**  
Verdict is Yours  
CBS-TV

**RICH, JOHN**  
The Americans  
NBC-TV

**ROBBIE, SEYMOUR**  
You're in the Picture  
CBS-TV

**— S —**

**SALKOW, SIDNEY**  
Life and Legend of Wyatt  
Earp  
ABC-TV

**SAMETH, JACK**  
Make that Spare  
ABC-TV

**SANDWICK, RICHARD**  
The Edge of Night  
CBS-TV

**SCHAEFER, GEORGE**  
Hallmark Hall of Fame  
NBC-TV

**SCHNEIDER,  
DICK**

Dough Re Mi, Say When, NBC-TV

**SCHWARTZ, JEAN CLAUDE**  
NBC Opera  
NBC-TV

**SEGAL, ALEX**  
Our American Heritage  
NBC-TV

**SHAW, JEROME**  
Video Village  
CBS-TV

**SHEA, JACK**  
Bob Hope Buick Show  
NBC-TV

**SIDARIS, ANDREW**  
Magic Land of Allakazam  
CBS-TV

**SMITH, BERNIE**  
Groucho Marx Show  
NBC-TV

**SMITH, JACK**  
Our American Heritage  
NBC-TV

**SMITH, RALPH**  
WIRL, Peoria, Ill.

**SOMERVILLE, WARREN**  
ABC

**SOSMAN, ROBERT**  
NBC

**STEEN, CORT**  
As the World Turns  
CBS-TV

**STOLLMACK, FRED**  
Douglas Edwards with the  
News  
CBS-TV

**STONE, EZRA**  
Angel  
CBS-TV

**SUTTER, DANIEL**  
NBC

**— T —**

**TEWKSBURG, PETER**  
My Three Sons  
ABC-TV

**— V —**

**VALENTA, LEN..**  
From these Roots  
NBC-TV

**VOUTSAS, GEORGE**  
NBC

**— W —**

**WALKER, ELBERT**  
Queen for a Day  
ABC-TV

**WEIHE, FRED**  
Monitor  
NBC

**WESTIN, AV**  
Face the Nation  
CBS-TV

**WHITMAN, DON**  
Morning Court  
ABC-TV

**WHITMORE, DEANE**  
Dinah Shore Chevy Show  
NBC-TV

**WILLIAMS, PALMER**  
CBS Reports  
CBS-TV

**WOOD, JACK**  
The Brighter Day  
CBS-TV

**WRAY, JOHN**  
Ed Sullivan Show  
CBS-TV

**— Y —**

**YOUNG, JIM**  
Young Dr. Malone  
NBC-TV



**ANN MARLOWE**

Producer-Packager

AT 9-6720

***NORMAN  
BAER***



*News, Special Events  
Public Affairs' Director*  
**MUTUAL RADIO**

# Radio-TV Producers

RADIO AND TELEVISION  
—their work during 1960

## — A —

**ADAMSON, ED**  
Wanted: Dead or Alive  
CBS-TV

**ADKINS, JR. GLENN**  
Forecasts  
WLOS, Asheville, N. C.

**ALBERG, MILDRED FREED**  
Our American Heritage  
NBC-TV

**ALDER, CLYDER**  
Lunch with Soupy Sales  
ABC-TV

**ALLINGHAM, BOB**  
King O'Hill Bowling  
KVAR, Phoenix, Arizona

**ALVARI, RICHARD**  
KEYT, Santa Barbara, Cal.

**AMATEAU, ROD**  
Dobie Gillis  
CBS-TV

**ANN, DORIS**  
Frontiers of Faith, The  
Catholic Hour, The Eternal  
Light  
NBC-TV

**ANSELM, ROSEMARY**  
KOTA-TV, Rapid City, S. D.

**APPEL, DON**  
Paul Winchell Show  
ABC-TV

**ARLEDGE, ROONE**  
NCCA Football  
ABC-TV

**ARNOLD, BUDDY**  
Jackpot Bowling  
NBC-TV

**ASHER, ARLEN**  
KOB-TV, Albuquerque, N. M.

**AURTHUR, ROBERT ALAN**  
City Vengeance  
NBC-TV

**AVERBACK, HY**  
Tom Ewell Show  
CBS-TV

## — B —

**BABBIN, JACQUELINE**  
Family Classics  
CBS-TV

**BAER, NORMAN**  
The World Today, MBS

**BAILEY, ED**  
Truth or Consequences  
NBC-TV

**BAKER, JULES  
EVAN**

**BAKER, MARJORIE**  
WIZZ, Streator, Ill.

**BANKS, GENE**  
Day in Court, Morning Court  
ABC-TV

**BANNER, BOB**  
Candid Camera, Garry  
Moore Show  
CBS-TV

**BARBERA, JOE**  
Flintstones  
ABC-TV

**BARKER, CECIO**  
Red Skelton Show  
CBS-TV

**BARRON, ARTHUR**  
The Nation's Future  
NBC-TV

**BARTELS, JANE**  
Eyewitness to History  
CBS-TV

**BASSLER, ROBERT**  
Outlaws  
NBC-TV

**BECK, JACK**  
CBS Reports  
CBS-TV

**BEHLMER, RUDY**  
KCOP-TV, Hollywood, Calif.

**BENDICK, ROBERT**  
NBC-TV

**BENNINGTON, BILL**  
Bing Crosby Tournament  
ABC-TV

**BENSCHOTER, LEON**  
Hidden City  
KMYV, Omaha, Nebraska

**BERCOVICI, JULIAN**  
Road to Reality  
ABC-TV

**BERG, HAL**  
Hatchy Milatchy  
WNBP-TV, Scranton, Pa.

## AXEL GRUENBERG

PRODUCER

*Ralph Edwards'*

"THIS IS YOUR LIFE"

NBC-TV

NOW IN ITS 11th YEAR

## Jack Farren

Producer

**CONCENTRATION**

NBC-TV



## RADIO-TV PRODUCERS

### BERNS, LARRY

Westinghouse Playhouse  
NBC-TV

### BIEN, WALTER

Commercials: Gillette, Maxon Agency; Crest, Benton and Bowles Agcy.; Clorets, Ted Bates Agcy.; Poc and Regal Beer, North Agency; Haggar Slacks-Champ-  
plin Oil Co., Tracy—Locke Agcy.

### BIRKE, GENE

Pat Lee Show  
WBTW, Charlotte, N. C.

### RIENBAUM, BERNARD

Eyewitness to History  
CBS-TV

### BISHOP, ROY

WHIP-TV, Harrisburg, Pa.

### BISHOP, SCOTT

Concert Omnibus  
WCKT, Miami, Fla.

### BLACK, LOUISE

KSHO, Las Vegas, Nev.

### BLACK, ROBERT

Space Age Science  
WSCH-TV, Portland, Me.

### BLACKBURN, NORMAN

Celebrity Golf, Circus Boy,  
NBC

### BLAIR, BILL

KVOO-TV, Tulsa, Okla.

### BLAIR, LEONARD

The Brighter Day  
CBS-TV

### BLUE, PAUL

Panorama  
KLZ-TV, Denver, Colorado

### BOLKCOM, LLOYD

Shape Up  
WTCM-TV, Minneapolis, Minn.

### BRADPOCK, ART

Byline 12  
WJTV, Jackson, Miss.

### BRECHNER, MARION

Orbit  
WLOP, Orlando, Florida

### BROOKS, RAY

Country Jamboree  
WHIS-TV, Bluefield, W. Va.

### BRYDEN, KEITH

KSL-TV, Salt Lake City, Utah

### BURCH, WILLIAM

Queen for a Day  
ABC-TV

## — C —

### CAHN, SAMMY

Frank Sinatra Special  
ABC-TV

### CAMFIELD, BILL

Slam Bang Theatre  
KTVT, Dallas-Ft. Worth, Texas

### CARLIN, STEVE

You're in the Picture  
CBS-TV

### CARROLL, GEORGE

Dance Party  
WTRF-TV, Wheeling, W. Va.

### CARROLL, JACK

WLWC, Columbus, Ohio

### CARSWELL, BOB

Blue Ridge Quartet  
WSPA-TV, Spartanburg, S. C.

### CARVER, JACK

KLZ-TV, Denver, Colorado

### CASALETTA, JOSEPH

WKTV, Utica, N. Y.

### CHANDLER, KALPH

WMCT, Memphis, Tenn.

### CHILDS, PRENTISS

Lamp Unto My Feet  
CBS-TV

### CHOTZINOFF, SAMUEL

NBC Opera  
NBC-TV

### CHUMLEY, RAY

Today in Tennessee  
WRGP, Chattanooga, Tenn.

### CLARK, MICHAEL

Skipper Sam  
WFRV, Green Bay, Wis.

### CLAWSON, GRANT

KSL-TV, Salt Lake City, Utah

### CLEARY

GE College Bowl  
CBS-TV

### COLLIGAN, JAMES

Make That Spare  
ABC-TV

### CONEY, LEE

Face the Nation  
CBS-TV

### CONKLIN, ED

California Report  
KRCR, Los Angeles, Calif.

### CONNELL, DAVE

Captain Kangaroo  
CBS-TV

### CONNELLY, JOE

Bringing Up Buddy  
CBS-TV

### COOPER, JACKIE

Hennessey  
CBS-TV

### COSTELLO, ROBERT

Armstrong Circle Theatre  
CBS-TV

### CRABBE, BUSTER

Family Classics  
CBS-TV

### CRABTREE, JOSEPH B.

WXEX-TV, Richmond, Va.

## — D —

### DACKOW, JACK

Outlaws  
NBC-TV

## BILL HOBIN

Producer-Director

The  
Bell Telephone  
Hour  
NBC-TV



## CLARK JONES

PRODUCER — DIRECTOR

## RADIO-TV PRODUCERS

**DARION, SIDNEY**  
Round UP U. S. A.  
ABC-TV

**DAUBE, VINCE**  
Homemakers' Time  
WSBT-TV, South Bend, Ind.

**DAUGHERTY, JEAN**  
Magic Toy Shop  
WHEN-TV, Syracuse, N. Y.

**DAVIS, JERRY**  
Surfside Six  
ABC-TV

**DE CORDOVA, FRED**  
The Jack Benny Program  
CBS-TV

**DELPIERRE, MARGUERITE**  
KTVO, Ottumwa, Iowa

**DE MET, PETER**  
All Star Golf, ABC-TV

**DE PORIS, GENE**  
CBS Reports  
CBS-TV

**DIBENEDETTO, JULIO**  
Candid Camera  
CBS-TV

**DILLON, DON**  
WBBM-TV, Chicago, Ill.

**DISNEY, WALT**  
Walt Disney Presents  
ABC-TV

**DODGE, FRANK**  
Search For Tomorrow  
CBS-TV

**DONOHUE, JACK**  
The Chevy Show  
NBC-TV

**DORFMAN, SID**  
One Happy Family  
NBC-TV

**DORTORT, DAVID**  
Restless Gun  
ABC-TV

Bonanza  
NBC-TV

**DRAKE, ELLIOTT**  
Monitor  
NBC

**DUNCAN, JIM**  
Playhouse Three  
WRGP, Chattanooga, Tenn.

### — E —

**EDDLEMON, CHUCK**  
WVEC-TV, Norfolk-Hampton,  
Va.

**EDWARDS, BLAKE**  
Peter Gunn  
ABC-TV

**EINHORN, MARVIN**  
Continental Classroom  
NBC-TV

**ELLIS, TONY**  
Black Saddle  
ABC-TV

**ENGLAND, STAN**  
Strikes & Spares  
WOWL, Florence, Ala.

**ENGLANDER, ROGER**  
New York Philharmonic  
(Young People's Concerts)  
CBS-TV

**EWING, ED**  
Wrestling From Roanoke  
WDBJ-TV, Roanoke, Va.

### — F —

**FARREN, JACK**  
Concentration, Bob Smith Show,  
NBC-TV; Winky Dink & You,  
CBS-TV

**FATES, GIL**  
What's My Line?  
To Tell The Truth  
I've Got a Secret, CBS-TV

**FEDDERSON, DON**  
My Three Sons  
ABC-TV  
The Millionaire  
CBS-TV

**FEIN, IRVING**  
The Jack Benny Program  
CBS-TV

**FELDMAN, CHESTER**  
I've Got a Secret  
CBS-TV

**FENADY, ANDREW**  
The Rebel  
ABC-TV

**FENNELLY, VINCENT**  
Stagecoach West  
ABC-TV

**FERRI, LUCY**  
The Guiding Light  
CBS-TV

**FINKEL, BOB**  
Dinah Shore Show  
NBC-TV

**FISHER, CHARLES**  
The Edge of Night  
CBS-TV

**FISHER, HAL**  
WBBM-TV, Chicago, Ill.

**FLEISCHMAN, STEPHEN**  
CBS Report  
CBS-TV

**FLETCHER, VIC**  
WEEK-TV, E. Peoria, Ill.

**FLYNN, PETER**  
Emphasis  
NBC

**FONDA, JIM**  
Dennis the Menace  
CBS-TV

**FREDERICKS, JACK**  
WKTU, Utica, N. Y.

**FRIEDMAN, DON**  
WNBP-TV, Scranton, Pa.



**DICK KIRCHNER**

Producer of  
**PRO FOOTBALL REVIEW**  
CBS-TV

**ED  
PIERCE**

*Producer*

**NBC-TV**

## RADIO-TV PRODUCERS

**FRIENDLY, FRED**  
CBS Reports  
CBS-TV

**FROST, JAMES**  
Popeye Theatre  
KTVO, Ottumwa, Iowa

**FROUG, WILLIAM**  
Adventures in Paradise  
ABC-TV

— G —

**GALANTE, GUY**  
Early Show  
KMCP-TV, Minneapolis, Minn.

**GARDNER, ARTHUR**  
Rifleman  
ABC-TV

**GATES, BOB**  
Cathy's Corner  
KCEX-TV, Temple-Waco, Texas

**GEDDES, ESTER**  
Talk of the Town  
KVAL-TV, Eugene, Oregon

**GITLIN, IRVING**  
The Nation's Picture, Purex  
Special for Women  
NBC-TV

**GIVAN, DAN**  
Carolina Calling  
WBT-TV, Charlotte, N. C.

**GLIDDEN, EDITH**  
Especially for You  
WOC-TV, Davenport, Iowa

**GOLDEN, ROBERT**  
Lassie  
CBS-TV

**GOLDSTONE, RICHARD**  
Adventures in Paradise  
ABC-TV

**GOMBERG, SY**  
The Law and Mr. Jones  
ABC-TV

**GONYAR, GEORGE**  
WABL-TV, Bangor, Me.

**GRAFF, ROBERT**  
Winston Churchill: The  
Valiant Years  
ABC-TV

**GRAHAM, FRANK**  
Saturday Night Country Style  
Durham, N. C.

**GRAHAM, LEWIS**  
Ted March and the Original  
Amateur Hour  
CBS-TV

**GRANT, MILT**  
WTTG, Washington, D. C.

**GRUENBERG,  
AXEL**

This Is Your Life, NBC-TV

**GUEDEL, JOHN**  
The Groncho Show, People  
Are Funny  
NBC-TV

**GULLOTT, JIM**  
WTW, Atlanta, Ga.

— H —

**HAGAN, CHET**  
Special News Report  
NBC-TV

**HALL, ALLEN E.**  
Willeford at Random, WLW-L,  
Indianapolis, Ind.

**HAMILTON, JOE**  
Garry Moore Show  
CBS-TV

**HALL, STUART**  
WCAX-TV, Burlington, Vt.

**HANCE, WILEY**  
Directions '61  
ABC-TV

**HANDLER, ALAN**  
Dinah Shore Chevy Show  
NBC-TV

**HANNA, BILL**  
The Flintstones  
ABC-TV

**HARMS, JOHN**  
Youth Calvalcade  
WCSH-TV, Portland, Me.

**HARRIS, SHERMAN**  
The Lone Ranger  
ABC-TV

**HATOS, STEFAN**  
It Could Be You  
NBC-TV

**HEATER, MERRIL**  
Video Village  
CBS-TV

**HEIDER,  
FREDERICK H.**

B. April 9, 1917, Milwaukee,  
Wisconsin; The Bell Telephone  
Hour, NBC; Music For A Summer  
Night, ABC

**HELLWELL, DAVID**  
Guestward Ho!  
ABC-TV

**HENNING, PAUL**  
Love That Bob  
ABC-TV

**HENRICKSON, FRED**  
CBS

**HENRY, BOB**  
Dinah Shore Chevy Show  
NBC-TV

**HERTS, KENNETH**  
What Are the Odds, Inquisition,  
Open File

**HEWITT, DON**  
Douglas Edwards With the News  
CBS-TV

**JULES EVAN BAKER**

Producer-Director

Shop-a-thon

BB-TV (Billboard TV)

R-TV Enterprises — SU 7-2161

**frederick  
heider**

producer

1960-'61 —

*Bell Telephone Hour*

**NBC**

*Music for a Summer Night*

**ABC**

**HILL, JACKSON**  
Divorce Court, Parole  
Man on the Spot

**HILL, MARTIN**  
Art Linkletter's House Party  
CBS-TV

**HIRSCHMAN, HERBERT**  
Hong Kong  
ABC-TV

**HOADE, MARTIN**  
Catholic Hour, Eternal Light  
NBC-TV

**HOBIN, BILL**  
Sing Along With Mitch, NBC-TV

**HODGES, RALPH**  
Expedition-St. Louis  
KTVI, St. Louis, Mo.

**HODGIN, DEWEY**  
TV Matinee  
WFMY-TV, Greensboro, N. C.

**HOFFE, ARTHUR**  
Ann Southern Show  
CBS-TV

**HOFFMAN, CHARLES**  
Bourbon Street Beat  
ABC-TV

**HOFFMAN, MILT**  
Take A Good Look  
ABC-TV

**HOLLANDER, AL**  
Tommy Seven Show, WABC-TV,  
New York

**HOLLANDER, JEAN**  
Beat the Clock  
ABC-TV

**HOLTON, JAMES**  
NBC

**HOPE, JACK**  
The Bob Hope Buick Show  
NBC-TV

**HORWITZ, HOWIE**  
77 Sunset Strip  
ABC-TV

**HOUGHTON, BUCK**  
The Twilight Zone  
CBS-TV

**HOWARD, CY**  
Harrigan and Son  
ABC-TV

**HUGGINS, FRANK**  
Ideal Ranch Party  
KTRF, Lubbock, Texas

**HUNT, FRAN W.**  
Apartment 11  
St. Louis, Mo.

**HYATT, DONALD**  
Project 20  
NBC-TV

— I —

**IDASPE, FRANK C.**  
KOAT-TV, Albuquerque, N. M.

**LOTT, PAMELA**  
CBS-TV

**INGOSTER, BORIS**  
Roaring 20's  
ABC-TV

**IRWIN, CAROL**  
Young Dr. Malone  
NBC-TV

**ISAACS, CHARLES**  
Jeannie Carson Show  
ABC-TV

— J —

**JACKSON, BILL**  
Popeye and Rascals  
WPTA, Fort Wayne, Ind.

**JACKSON, GAIL PATRICK**  
Perry Mason  
CBS-TV

**JOHNSON, BOB**  
KELO-TV, Sioux Falls, S. D.

**JOHNSON, JIM**  
Dateline Chattanooga  
WTVC, Chattanooga, Tenn.

**JOHNSON, LARRY**  
Expedition New York  
WABC-TV, New York, N. Y.

**JONES, CAL**  
KHOU-TV, Houston, Texas

**JONES, CLARK**  
B. April 10, 1920, Clearfield,  
Pa.; Twenty Five Years of Life,  
NBC

**JONES, EDMUND**  
Cartoon Showboat  
WOC-TV, Davenport, Iowa

**JONES, EDWARD**  
CBS Reports  
CBS-TV

**JONES, EUGENE**  
NBC Special Projects  
NBC-TV

**JONES, MERV**  
WKBN Reports  
WKBN, Youngstown, Ohio

**JONES, ROBERT**  
Medicine 1960  
WMAR-TV, Baltimore, Md.

**JOSLYN, FRED**  
KPIX, San Francisco, Calif.

— K —

**KAHN, NORMAN**  
Dave Garroway Today Show  
NBC-TV

**KAYDEN, WILLIAM**  
Here's Hollywood  
NBC-TV

**KELLERMAN, DON**  
Lamp Unto My Feet  
CBS-TV

**KENASTON, JACK**  
KRCA, Los Angeles, Calif.

**KENNEY, H. WESLEY**

B. January 3, Dayton, Ohio; True  
Story, NBC-TV; Play of the  
Week, NTA; Medea — Climate  
of Eden

**KERR, BOB**  
WOW-TV, Omaha, Neb.

**KIRCHNER, J. RICHARD**

B. October 23, 1924, Oklahoma  
City, Okla.; America Bowls, UN  
Handicap, Cotton Bowl, CBS;  
Frank Gifford Show, WCBS-TV

**KONDOLF, GEORGE**  
United States Steel Hour  
CBS-TV

**KONTOLEON, JIM**  
WEER-TV, E. Peoria, Ill.

**KORTNER, PETER**  
DuPont Show with June  
Allyson  
CBS-TV

**KOURIS, GEORGE**  
KVTY, Sioux City, Iowa

**KOURIS, PETER**  
WTVP, Decatur, Ill.

**KUSSEROW, LOU**  
Sports  
NBC-TV

— L —

**LAFFERTY, PERRY**  
The Aquanauts  
CBS-TV

**LAMMERS, PAUL**  
From These Roots  
NBC-TV

**LACKNER, ED**  
ROMO-TV, Seattle, Wash.

**LANDIS, JOE**  
About Faces  
ABC-TV

**LANOUILLE, ROBERTA**  
Hostess House Party  
KOIN-TV, Portland, Oreg.

**LEE, GIL**  
KBTU, Denver Colorado

**LEE, JOE**  
Mike and Popeye  
WJTV, Jackson, Miss.

**LEFFERTS, GEORGE**  
Purex Special for Women  
NBC-TV

**LEONAR, BILL**  
CBS Reports  
CBS-TV

**LEONARD, BILL**  
Expedition-St. Louis  
KTVI, St. Louis, Mo.

**LEONARD, DOUGLAS**  
WBZ-TV, Boston, Mass.

**LEONARD, HERBERT B.**  
Naked City, ABC-TV, Route 66,  
CBS-TV.

**LEONARD, SHELDON**  
Andy Griffith Show  
Danny Thomas Show  
CBS-TV

**LESTER, SEELEG**  
Perry Mason Show  
CBS-TV

**LEVY, JULES**  
Rifleman  
ABC-TV

**LEVY, PARKE**  
Pete and Gladys  
CBS-TV

**LEWIS, AL**  
One Happy Family  
NBC-TV

**LEWIS, BOB**  
Newsbeat  
KREM-TV, Spokane, Wash.

**LEWIS, CHARLES**  
WCAX-TV, Burlington, Vt.

**LEWIS, RICHARD**  
Checkmate  
CBS-TV

**LOEB, MARX**  
Monitor  
NBC

**LOLLIS, KEITH**  
Lo's Face II  
KOIN-TV, Portland, Oregon

**LOUNSBERRY, DAN**  
Pat Boone Show  
ABC-TV

**LOWE, DAVID**  
CBS Reports  
CBS-TV

**LUBEN, RICHARD**  
Tele-Scope  
WFBC-TV, Greenville, S. C.

**LUDINGTON, ALAN**  
Matty's Funday Funnies  
ABC-TV

**LUNDBOM, DEL**  
KTBH, Boise, Idaho

**LUSCHER, DICK**  
AM  
WJZ-TV, Baltimore, Md.

**LYON, EARL**  
Tabs of Wells Fargo  
NBC-TV

— Mc —

**MAC KENZIE, MURDO**  
CBS

**McCLURE, WILLIAM**  
CBS Reports  
CBS-TV

**McCOY, ROBERT**  
WPTN, Washington, D. C.

**McDONALD, AL**  
KOTA-TV, Rapid City, S. D.

**McGUIRE, DON**  
Hennessey  
CBS-TV

# RADIO-TV PRODUCERS

**McMULLEN, JAY**  
CBS Reports  
CBS-TV  
**McVAY, BETTY LOU**  
Magie Window  
WOI-TV, Ames, Iowa

## — M —

**MARKLE, FLETCHER**  
Thriller, NBC  
Hong Kong, ABC  
**MARLOWE, ANN**  
B. July, New York City; Rain,  
NBC-TV

**MATHIS, BOB**  
WLBTV, Jackson, Miss.  
**MAW, CHARLIE**  
Furman Presents  
WFBC-TV, Greenville, S. C.  
**MEADOWS, HERB**  
Man From Black Hawk  
ABC-TV

**MERRILL, AUSTIN**  
WKRC-TV, Cincinnati, Ohio

**MESHEKOFF, MIKE**  
Dante  
NBC-TV

**MICK, EDWIN**  
Dialing For Dollars  
WMAR-TV, Baltimore, Md.  
**MIDDLETON, CATHERINE**  
Cartoon Carnival  
KPSA-TV, Ft. Smith,  
Arkansas

**MIDGLEY, LESLIE**  
Eyewitness to History  
CBS-TV

**MILLER, JACK**  
Pip the Piper  
ABC-TV

**MORGAN, HARRY**  
Eyewitness to History  
CBS-TV

**MORGAN, HOWARD**  
Good Morning  
WFMY-TV, Greensboro, N. C.

**MORGAN, NORMAN**  
Full Circle  
CBS-TV

**MORROW, BILL**  
CBS

**MORSE, ARTHUR**  
CBS Reports  
CBS-TV

**MOSHER, BOB**  
Bringing Up Buddy  
CBS-TV

**MULLAHEY, TOM**  
KRON-TV, San Francisco,  
Calif.

## — N —

**NEHER, DEALTON G.**  
Expedition Local  
WVUE-TV, New Orleans, La

**NELSON, LEE**  
Expedition-Northern New  
England  
WMTW-TV, Portland, Me.

**NELSON, OZZIE**  
Adventures of Ozzie and  
Harriet  
ABC-TV

**NEWMAN, JACK**  
Six O' Clock Edition  
WKMX-TV, Saginaw, Mich.

**NEWSOME, LEWIS**  
Husted with the Weather  
WNCT, Greenville, N. C.

**NICHOLS, WILLIAM**  
America's Music  
NBC-TV

**NICHOLSON, MALCOLM**  
Eso Reporter  
WNCT, Greenville, N. C.  
**NORVILLE, HARRY**  
KOBO-TV, Albuquerque, N. M.  
**NRSS, STANLEY**  
Hawaiian Eye  
ABC-TV

## — O —

**ODELL, MIKE**  
Expedition on Spokane-  
KREM-TV, Spokane, Wash.

**OPPENHEIMER, JESS**  
Angel  
CBS-TV

**ORR, PAUL**  
Jack Paar Show  
NBC-TV

**OSBORN, BOB**  
WOW-TV, Omaha, Neb.  
**OVERLANDER, BOB**  
WASV-TV, Savannah, Ga.

**OWEN, TONY**  
Donna Reed Show  
ABC-TV

## — P —

**PALEY, IRVING**  
Bringing Up Buddy  
CBS-TV

**PALMER, SIDNEY**  
WIS-TV, Columbia, S. C.

**PARCHER, OLIVER**  
Hoosier Favorite  
WSBT-TV, South Bend, Ind.

**PATE, BUDDY**  
Popeye Theatre  
WSFA-TV, Montgomery, Ala.

**PETERS, WALTER**  
Bell and Howell, Bell and  
Howell Close Up!  
ABC-TV

**PETITO, GENE**  
This is Your Government  
WBOY-TV, Clarksburg, W.  
Va.

**PIERCE, CHARLIE**  
Kay Tree Carnival  
KTRE-TV, Lufkin, Texas

## PIERCE, ED

Today on the Farm, Saturday  
Prom, NBC-TV; Marineland Circus  
Special, Thanksgiving Day  
Parade, St. Paul Winter Carnival,  
AC Count, NBC

**PIERSON, FRANK**  
Have Gun, Will Travel  
CBS-TV

**PIKE, SIDNEY**  
WHDH-TV, Boston, Mass.

**PINCUS, IRVING**  
Real McCoys  
ABC-TV

**PITTMAN, FRANK**  
Bat Materson  
NBC

**POLACHEK, CHARLES**  
The Clear Horizon  
CBS-TV

**POTTER, ALLEN**  
As the World Turns  
CBS-TV

**PRECHT, ROBERT**  
Ed Sullivan Show  
CBS-TV

**PRIDEMORE, JAMES R.**  
Chalk It Up  
WALB-TV, Albany, Ga.

**PRATT, LANE**  
KBOI-TV, Boise, Idaho

**PRYOR, WALLY**  
Darrell Royal Show  
KTBC-TV, Austin, Texas

## — Q —

**QUIGLEY, DON**  
KBOI-TV, Boise, Idaho

## — R —

**RAGAN, JESSE**  
Expedition: Tennessee  
WSIX-TV, Nashville, Tenn.

**RAINGER, DAN**  
KCPX-TV, Salt Lake City,  
Utah

**RAYMOND, ART**  
WOR-TV Producer and Emcee  
"The Latin Show", WAAT Disc  
Jockey Show from Chateau Ma-  
drid

**REILLY, JACK**  
Name and Claim  
KMTV, Omaha, Neb.

**REIVER, IVAN**  
WOR-TV, New York, N. Y.

**RESPICIO, FAUSTINO**  
Filipino Fiesta  
Kona-Kala-TV, Honolulu,  
Hawaii

**REUBEN, AARON**  
Andy Griffith Show  
CBS-TV

**RICHARDS, ALDEN**  
KCPX-TV, Salt Lake City,  
Utah

**RITCHEY, KEN**  
KOMO-TV, Seattle, Wash.

**ROBERTSON, MILTON**  
WOR-TV, New York, N. Y.

**ROBERTSON, TOMMY**  
This is Arkansas  
KTHV, Little Rock, Ark.

**RODMEY, EUGENE**  
Father Knows Best  
CBS-TV

**ROOT, JOE**  
WLBTV, Jackson, Miss.

**ROSEN, LARRY**  
WKBN Reports  
WKBN, Youngstown, Ohio

**ROSENBERG, E. J.**  
Happy  
NBC-TV

**ROSENTHAL, AL**  
American Bandstand  
WFIL-TV, Philadelphia, Pa.

**ROWE, AL**  
Cooper and Friends  
WJPI-TV, Fairmont, W. Va.

**ROWE, S. ROBERT**  
Say When  
NBC-TV

**ROWELL, GLEN**  
Fun Wagon  
KOTV-TV, Rapid City, S. D.

**ROWLAND, ROY**  
Life and Legend of Wyatt  
Earp  
ABC-TV

**RUBIN, STANLEY**  
G-E Theatre  
CBS-TV

## — S —

**SANDSTRUM, JOHN**  
Fox Movietone News  
KMSP-TV, Minneapolis, Minn

**SARROW, ED**  
WJZ-TV, Baltimore, Md.

**SAUDEK, ROBERT**  
Leonard Bernstein and the  
New York Philharmonic  
CBS-TV

Omnibus  
NBC-TV



**SAYERS, PETE**  
WSBA-TV, York, Pa.

**SCHAPPER, GEORGE**  
Hallmark Hall of Fame  
NBC-TV

**SCHIEFFLER, PHILLIP**  
Eyewitness to History  
CBS-TV

**SCHERER, BOB**  
Shari Lewis Show  
NBC-TV

**SCHERMER, JULES**  
Lawman  
ABC-TV

**SCHIMMEL, CLARENCE**  
CBS

**SCHWIMMER, WALTER**  
Championship Bridge  
ABC-TV

**SCIBETTA, JOE**  
Jan Murray Show  
NBC-TV

**SCIOSCIA, MICHAEL J.**  
WXEX-TV, Richmond, Va.

**SCOTT, ED**  
KBT, Denver Colorado

**SEABOLT, ART**  
Peggy Mann Show  
WTVD, Durham, N.C.

**SEARLES, NORM**  
Star Bowling  
WROC-TV, Rochester, N.Y.

**SECONDARI, JOHN**  
Bell and Howell Close-Up I  
ABC-TV

**SELMIER, TRAV**  
Kindergarten College  
WIW-I, Indianapolis, Ind.

**SENKE, HENRY**  
Channel 6 Newsroom  
WROC-TV, Rochester, N.Y.

**SHADE, CHARLES**  
Comment  
WDAM-TV, Hattiesburg, Miss.

**SHAFER, JACK**  
Up to the Minute  
KFSD-TV, San Diego, Calif.

**SHAFTEL, JOSEF**  
The Untouchables  
ABC-TV

**SHARNIK, JOHN**  
Eyewitness to History  
CBS-TV

**SHARPE, DON**  
Man with a Camera  
ABC-TV

**SHAULD, WALT**  
Springs of Living Water  
WDUH-TV, Hay Springs, Nebr.

**SHEA, BILL**  
WHDH-TV, Boston, Mass.

**SIEMANOWSKA, RICHARD**  
Look up and Live  
CBS-TV

**SILVER, ARTHUR**  
Bronco, Cheyenne  
ABC-TV

**SKUTCH, IRA**  
Play your Hunch  
NBC-TV

**SLAYICK, PHIL**  
WMCT, Memphis, Tenn.

**SMITH, LAMAR**  
KJTV, Salt Lake City, Utah

**SMITH, PERRY**  
Sports  
NBC-TV

**SPELLING, AARON**  
Dick Powell's Zane Grey  
Theatre  
CBS-TV

**STAGG, JERRY**  
John Gunther's High Road  
ABC-TV

**STANTON, FRED**  
Shock Theatre  
WLOS, Asheville, N.C.

**STARK, ART**  
Charley Weaver's Hobby  
Lobby, Who do You Trust?  
ABC-TV

**STECK, RICH**  
WLOF-TV, Orlando, Fla.

**STERLING, ROD**  
The Twilight Zone  
CBS-TV

**STERNBERG, AL**  
Showcase  
WCKT, Miami, Fla.

**STEVENS, BILL**  
The World Today  
KFSD-TV, San Diego, Calif.

**STEWART, BOB**  
The Price is Right  
NBC-TV

**STOBER, ARTHUR J.**  
WNHC-TV, New Haven, Conn

**STOUGH, BOB**  
WSBA-TV, York, Pa.

**SUSSKIND, DAVID**  
The Citadel, Ninotchka  
ABC-TV  
Family Classics, DuPont Show  
of the Month  
CBS-TV

## — T —

**TANAKA, GEORGE**  
Television Digest  
Kona-Kala-TV, Honolulu,  
Hawaii

**TATELMAN, HARRY**  
The Alaskans, Sugarfoot  
ABC-TV

**TELFORD, FRANK**  
The Americans  
NBC-TV

**TERRA, ROBER**  
WNHC-TV, New Haven, Conn.

**TEWKSBURY, PETER**  
My Three Sons  
ABC-TV

**THIBODEAU, JOHN**  
WABI-TV, Bangor, Me.

**THOMAS, PAUL**  
6:00 News  
KTHV, Little Rock, Ark.

**THOMAS, STEVE**  
WSAV-TV, Savannah, Ga.

**THOMAS, V. FAE**  
Expedition  
ABC-TV

**TORNABENE, RUSS**  
NBC

**TORS, IVAN**  
The Aquanauts  
CBS-TV

**TRAPNELL, COLES**  
Maverick  
ABC-TV

**TRUE, DAN**  
KFDA-TV, Amarillo, Texas

**TUCKER, LINDSAY**  
WVEC-TV, Norfolk-Hampton,  
Va.

**TURNER, PAUL**  
KPIX, San Francisco, Calif.

## — V —

**VALLE, JAIME DEL**  
The Islanders  
ABC-TV

**VAN HEUSEN, JAMES**  
Frank Sinatra Specials  
ABC-TV

**VANOFF, NICK**  
Perry Como's Kraft Music Hall  
NBC-TV

**VICAS, GEORGE**  
CBS Reports  
CBS-TV

**VOUTSA, GEORGE**  
NBC

## — W —

**WALTON, PAULE E.**  
WNDU, South Bend, Ind

**WANG, GENE**  
Philip Marlowe  
ABC-TV

**WARREN, CHARLES MARQUIS**  
Gunslinger, Rawhide  
CBS-TV

**WARREN, LEWIS**  
Man with a Camera  
ABC-TV

**WASHBURN, BRUCE**  
Take Your Choice  
KVOO-TV, Tulsa, Okla.

**WASSERMAN, AL**  
NBC White Paper  
NBC-TV

**WATSON, PAUL**  
Nightbeat  
WSFA-TV, Montgomery, Ala.

**WATSON, RAY**  
WKRC-TV, Cincinnati, Ohio

**WEINHEIMER, TED**  
Breakfast Bar  
WHEN-TV, Syracuse, N.Y.

**WESSON, DICK**  
My Sister Eileen  
CBS-TV

**WHITE, ANDY**  
Bat Masterson  
NBC-TV

**WHITE, JOHN**  
Top o' the Morning  
WDBJ-TV, Roanoke, Va.

**WILKINSON, GORDON**  
Fashion Window  
KTBG-TV, Austin, Texas

**WILLIAMS, PAYNE**  
WIS-TV, Columbia, S.C.

**WILLMOTT, JOHN**  
Frank Howard Show  
WSPA-TV, Spartanburg, S.C.

**WILSON, MARK**  
Magic Land of Allakazam  
CBS-TV

**WINSOR, ROY**  
Love of Life, The Secret  
Storm  
CBS-TV

**WOGAN, ROBERT**  
NBC

**WOLF, HERR**  
Keep Talking  
ABC-TV

**WOOD, BARRY**  
The Bell Telephone Hour  
NBC-TV

## — Y —

**YOUNG, COLLIER**  
Alcoa Presents  
ABC-TV

## — Z —

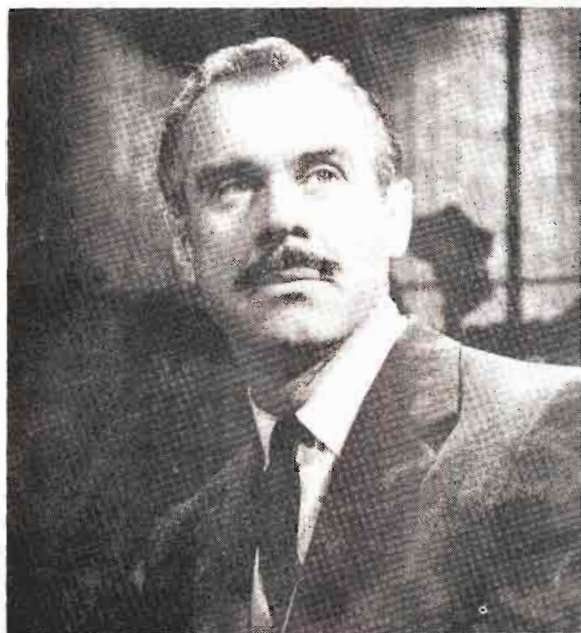
**ZIRATO, JR. BRUNO**  
CBS



**GABE  
PRESSMAN**



WNBC-TV  
NEWS



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# News Commentators

RADIO AND TELEVISION  
—their work during 1960

## — A —

**AAKER, TOM**  
KROC, Rochester, Minn.

**ABERNETHY, ROBERT**  
News On The Hour, Emphasis  
NBC, Washington

**ABBOTT, JIM**  
KTFT, Dallas-Ft. Worth, Tex.

**ABLEMAN, BERWYN**  
WPDR, Portage, Wis.

**ADAMS, CEDRIC**  
WCC, MPLS-St. Paul, Minn.

**ADAMS, CLIFF**  
KYSM, Mankato, Minn.

**AGRONSKY, MARTIN**  
News On The Hour, Emphasis  
NBC, Washington

**AKERS, CARL**  
KLZ-TV, Denver, Colorado

**ALLEN, JACK**  
MBS

**ALLEN, LARRY**  
WJOC, Jamestown, N. Y.

**ALLEN, SPENCER**  
KMOX-TV, St. Louis, Mo

**ALEXANDER, NICK**  
WICS-TV, Springfield, Ill.

**ALINCH, WILLIAM**  
WQCS, Alma, Ga.

**AMOLE, F. E.**  
KDEB, Denver, Colorado

**ANDERSON, AL**  
WOAI-TV, San Antonio,  
Texas

**ANDERSON, ANDY**  
Long Island Beat  
WFYI, Garden City, N. Y.

**ANDERSON, ORVAL**  
ABC, Los Angeles

**ANDREE, JAN**  
WACB, Kittanning, Pa.

**ANTHONY, DICK**  
KDAL, Duluth, Minn.

**ANTHONY, JERRY**  
Past And Present  
WESB, Bradford, Pa.

**ANTHONY, JULIAN**  
Commentator, Correspondent  
ABC, New York

**ARMSTRONG, BOB**  
WIRV, Belleville, Ill.

**ARMSTRONG, DR. JOHN**  
WHDL, Olean, N. Y.

**ARNOW, ED**  
NBC, San Francisco

**ARTALE, VINCE**  
Morning News  
WQVE, Welch, W. Va.

**ARTHUR, BOB**  
KOAT-TV, Albuquerque,  
N. M.

**ARTHURS, BILL**  
WRFD, Worthington, Ohio

**ARUNDEL, ARTHUR W.**  
Editorial Commentary  
WAVA, Arlington, Va.

**ASBELL, FERRELL**  
WDVH, Gainesville, Fla.

**ASH, MERRILL**  
KOL, Seattle, Washington

**ASHER, FREDERICK M.**  
WDCR, Hanover, N. H.

**ASHER, JAMES**  
WJDA, Quincy, Mass.

**AUSTIN, DICK**  
Channel 10 News  
KNOX-TV, Grand Fork, N. D.

## — B —

**BACK, GUNNAR**  
RCA Newsreel  
WFIL-TV, Philadelphia, Pa.

**BACKARUD, DICK**  
Traffic Control  
KMEQ, Omaha, Neb.

**BACKUS, ED**  
Six Star Edition  
WJIM, Lansing, Mich.

**BAILEY, BILL**  
KMUR, Salt Lake City, Utah

**BAKER, DICK**  
Sports-Time  
WMET, Miami Beach, Fla.

**BAKER, HAROLD**  
WFGA-TV, Jacksonville, Fla.

**BAKER, JOE**  
WRRR, Rockford, Ill.

**BAUZERSEN, JACK**  
KFDM-TV, Beaumont, Texas

**BANKS, ARTHUR**  
WERD, Atlanta, Ga.

**BARATH, RAY**  
Front Page  
WIST, Charlotte, N. C.

**BARCLAY, PAUL**  
WHUM, Reading, Pa.

**BARRETS, BARRY**  
WHNB-TV, New Britain,  
Conn.

**BARKER, EDDIE**  
KRID-TV, Dallas, Texas

**BARNES, JIM**  
WDUH, Gainesville, Ga.

**BARRAULT, ARTHUR**  
News On The Hour, Emphasis  
NBC, Washington  
NBC-TV

**BARRON, BOB**  
WTRP, Charleston, W. Va.

**BASSO, NICK**  
WKRC-TV, Cincinnati, Ohio

**BATCHELDER, CHARLES**  
MBS

**BATE, RICHARD**  
CBS

**BATES, KARL J.**  
WLEC, Sandusky, Ohio

**BAUMANN, GEORGE**  
Noon News  
WJZ-TV, Baltimore, Md.

**BAYER, BILL**  
WPST-TV, Miami, Fla.

**BEAN, BOB**  
News At Six  
WBT, Charlotte, N. C.

**BEARDSLEY, LEN**  
ABC, KABC, Los Angeles

**BEATTY, MORGAN**  
News Of The World, Monitor  
News Of The Hour, Emphasis  
NBC, New York

**BECK, EMIL**  
WESA, Charleroi, Pa.

**BECKER, CY**  
WWNC, Asheville, N. C.

**BECKER, ROBERT**  
WBKV, West Bend, Wis.

**BEECHER, FRANK**  
Behind The Scenes  
WTLA, Somerset, Ky.

**BELL, KEN**  
WSPA-TV, Montgomery, Ala.

**BELL, TED**  
KAYO, Seattle, Washington

**BENDER, CLOYD**  
K-BOX, Dallas, Texas

**BENESSI, FRANCIS**  
6:20 News  
WJRT, Flint, Mich.

**BENNETT, GEORGE**  
WMVO, Mt. Vernon, Ohio

**BENSON, SAM**  
KLAC, Hollywood, Calif.

**BENTON, MONROE**  
WROW, Albany, N. Y.

**BERMAN, AVERILL**  
8 O'Clock Report  
KDAY, Hollywood, Calif.

**BERRILL, LARY**  
5 PM News Roundup  
KBIG, Avalon, Calif.

**BETTS, BOB**  
Within Newscast  
KNIA, Knoxville, Iowa

**BEVINS, S. C.**  
News And Views  
WMLF, Pineville, Ky.

**BETTEL, BOB**  
WAME, Miami, Fla.

**BEZOFF, BEN**  
KTVR-TV, Denver, Colorado

**BIDDLE, DICK**  
WOWJ, Florence, Ala.

**BIDDLE, JERRY**  
WMBD, Peoria, Ill.

**BIGBEE, NELLE**  
News And Views  
WOWL, Florence, Ala.

**BIGLER, TOM**  
WILK, Wilkes-Barre, Pa.

**BILLMAN, BOB**  
KVTI, Sioux City, Iowa

**BIRGE, JERRY**  
WITZ, Jasper, Ind.

**BISCHOFF, JIM**  
KTVE, Fairbanks, Alaska

**BISHOP, PAT**  
Feature Wire  
KFI, Los Angeles, Calif.

**BLAIR, FRANK**  
Dave Garroway Today Show  
NBC-TV  
News On The Hour  
NBC

**BLATHE, DON**  
KOAM, Pittsburg, Kansas

**BOAL, ALAN**  
KQV, Pittsburgh, Pa.

**BOAZ, DAVE**  
WTE, Brazil, Ind.

**BOISSEAU, PAT**  
WKRC-TV, Cincinnati, Ohio

**BOLES, GAIL C.**  
KRTN, Raton, N. M.

**BOLTON, PAUL**  
KTBC-TV, Austin, Texas

**BOLTON, WHITNEY**  
MBS

**BONER, LEE**  
Noon News  
KWNA, Winnemucca, Nevada

**BONNER, ARTHUR**  
CBS

**BOONE, MARVIN**  
Evening Report  
WFBG-TV, Altoona, Pa.

**BOSLEY, LYLE**  
World Tonight  
WKTU, Utica, N. Y.

**BOURGHOLTZER, FRANK**  
News On The Hour, Emphasis  
NBC, Washington

**BOWERS, FRANK**  
WGMA, Hollywood, Fla.

**BOYCE, RICHARD**  
WTWB, Auburndale, Fla.

**BOYD, FORREST**  
Eleven O'Clock Final  
WLW-I, Indianapolis, Ind.

## NEWS COMMENTATORS

- BOYES, HARRY**  
WION, Ionia, Mich.
- BOYLE, WILLIAM**  
Emphasis, News On The Hour  
NBC, London
- BRACKEN, JOHN**  
KVWO, Cheyenne, Wyoming
- BRADFORD, WILLIAM**  
Today's Story  
KSST, Sulphur Springs, Texas
- BRAKEN, PHIL**  
WVWV, Grafton-Fairmont,  
W. Va.
- BRANHAM, BOLLING**  
WRTG, Thomasville, Ga.
- BRAZELL, JOHN**  
KFly, Corvallis, Oregon
- BRENNER, SID**  
WNBF, Binghamton, N. Y.
- BRIDGES, JONAS**  
Views Of The News  
WKMT, Kings Mountain, N. C.
- BRIGGS, KEN**  
KIMA, Yakima, Wash.
- BRIGHT, R. L.**  
8 O'Clock News  
WRMP, Titusville, Fla.
- BRINKLEY, DAVID**  
News On The Hour, Emphasis  
NBC, Washington  
Texaco Huntley-Brinkley  
Report, NBC-TV
- BRITTAIN, WILLIAM**  
WSIX-AM, Nashville, Tenn.
- BROKAW, FORREST**  
Editorials  
KVOO-TV, Tulsa, Okla.
- BROMBERG, L.**  
Noon News  
KCHA, Charles City, Iowa
- BROOKS, CLIFF**  
Our Town  
WGDF, Evansville, Ind.
- BROOKS, FOSTER**  
Channel 5 Newsroom  
WROC-TV, Rochester, N. Y.
- BROOKS, NORMAN**  
WRCV-TV, Philadelphia, Pa.
- BROUGHMAN, GLEN**  
Evening Edition  
WRBL-TV, Columbus, Ga.
- BROWN, ART**  
KRON-TV, San Francisco,  
Calif.
- BROWN, BOB**  
KVEC, San Luis Obispo,  
Calif.
- BROWN, CECIL**  
News On The Hour, Emphasis  
NBC, Tokyo
- BROWN, DICK**  
Newslite  
WHYE, Roanoke, Va.
- BROWN, GEORGE**  
WOR-TV, New York, N. Y.
- BROWN, IRWIN**  
WSUN, St. Petersburg, Fla.
- BROWN, JACK**  
Front Page  
WBAP, Fort Worth, Texas
- BROWN, JAMES H.**  
KGB Newsreel  
KGB, San Diego, Calif.
- BROWN, KEN**  
KBAK-TV, Bakersfield, Calif.
- BROWN, ORVAL**  
KSBY-TV, San Luis Obispo,  
Calif.
- BROWN, ROBERT**  
WMAV, Springfield, Ill.
- BROWN, STANLEY**  
KTLN, Denver, Colorado
- BROWN, TOM**  
WJBD, Salem, Ill.
- BRUEN, FRANK**  
News Beat  
KBIA, Columbia, Miss.
- BRUNER, BOB**  
Report To Iowa  
WMT-TV, Cedar Rapids, Iowa
- BRUNER, WALLY**  
WITE, Brazil, Ind.
- BRUNTON, TONY**  
WICC, Bopt, Conn.
- BRUSH, JOE**  
WCAU, Philadelphia, Pa.
- BRUSH, LEIP**  
WNAK, Wilkes-Barre, Pa.
- BRYSON, CONREY**  
KTSM-TV, El Paso, Texas
- BUCHANAN, BUD**  
This Is Jamestown  
KSJB, Jamestown, N. D.
- BUCKER, DAVE**  
WHOT, Youngstown, Ohio
- BULLARD, JERDAN**  
WARP, Jasper, Ala.
- BULLEN, REED**  
KVNU, Logan, Utah
- BUNCE, ED**  
WVOP, Vidalia, Ga.
- BUNDY, J.**  
This Busy World  
KYAP, Ruidoso, N. M.
- BURDETT, WINSTON**  
CBS
- BURK, SAM**  
KIRX, Kirksville, Mo.
- BURKE, ROBERT**  
WFRN, Franklin, Pa.
- BURNES, JAMES E.**  
WNHC-TV, New Haven, Conn.
- BURNS, ROBERT**  
Hob-Nob  
WELK, Dundee, N. Y.
- BURTON, BOB**  
WRFC, Athen, Ga.
- BUTLER, FRANK**  
B. January 9, 1919, St. Cloud,  
Minn. Narrator, Newscaster, An-  
nouncer; National Velvet; Dobie  
Gillis; The Rifleman; Route 66;  
Real McCoys; Stagecoach West
- BUTZ, BOB**  
KLZ-TV, Denver, Colorado
- BYARS, JOE**  
KAIR, Tucson, Arizona



## JACK POWERS

•

Public Affairs  
Director  
WXYZ — Detroit

"The Pulse  
of the News"

## NEWS COMMENTATORS

**BYRNES, SYDNEY**  
WADS, Ansonia, Conn.

— C —

**CRANE, BEN**  
Our World  
KMGM, Albuquerque, N. M.

**CALDWELL, HOWARD**  
Early Report  
WFBN-TV, Indianapolis, Ind.

**CALMER, NED**  
CBS

**CAMERON, JIM**  
Noon News  
WREN, Topeka, Kan.

**CAMPBELL, BILL**  
Arkansas News  
KDXE, Little Rock, Ark.

**CAMPBELL, JACK**  
Profile  
KCSJ-TV, Pueblo, Colorado

**CAMPBELL, JOE**  
MBS

**CAMPBELL, WILLIAM**  
News At Noon  
WCML, Ashland, N. Y.

**CANHAM, ERWIN D.**  
ABC, Boston

**CANTON, JOHNNY**  
WZLX, Fort Collins, Col.

**CAPIRO, ISRAEL A.**  
El Diario de la Tarde  
WORA, Mayaguez, Puerto Rico

**CAPPS, ROBERT**  
WISH, Indianapolis, Ind.

**CARLE, LEN**  
WJPD, Ispeming, Mich.

**CARLSON, RICHARD**  
Commentary  
WCNL, Newport, N. H.

**CARRELL, RALPH**  
KELO, Sioux Falls, Idaho

**CARROLL, GENE**  
KCOG, Centerville, Iowa

**CARLSON, JOEL**  
Tidewater Viewpoint  
WTAR, Norfolk, Va.

**CARTER, BILL**  
East Texas News  
KTRE-TV, Lufkin, Texas

**CARTER, DAVE**  
KCRG-TV, Cedar Rapids, Iowa

**CARTER, LEW**  
Morning Roundup  
WBBB, Burlington, N. C.

**CASHMAN, G. J.**  
WWKY, Winchester, Ky.

**CASSELL, CLANCY**  
KCBS, San Francisco, Calif.

**CATTERTON, A. V.**  
WMEG, Eau Gallie, Fla.

**CASSMA, HAL**  
Story Behind the Story  
WOWO, Fort Wayne, Ind.

**CEDERBERG, CARL**  
WJBK-TV, Detroit, Mich.

**CHALDY, BUD**  
KBIZ, Ottumwa, Iowa

**CHANCELLOR, JOHN**  
News On the Hour, Emphasis  
NBC, Moscow  
NBC-TV

**CHAPLIN, W. W.**  
Eyewitness  
WTRB, Bradenton, Fla.

**CHAPMAN, DICK**  
WCCO, St. Paul Minnesota

**CHARLES, BRUCE**  
WHK, Cleveland, Ohio

**CHARMICHAEL, HARRY**  
KYOS, Merced, Calif.

**CHASE, GENE**  
WLL, St. Louis, Mo.

**GHATFIELD, CHARLES**  
WHCU, Ithaca, N. Y.

**CHEEK, CAL**  
WDVX, Waupaca, Wis.

**CHENEY, RAY**  
KRES, St. Joseph, Mo.

**CHEZ, BOB**  
WOLA, Ann Arbor, Michigan

**CHIMOVITZ, IRVING**  
Special Investigator  
WAMM, Flint, Michigan

**CHRIST, ART**  
The Truth and Nebraska  
KDUH-TV, Hays Springs, Nebraska

**CHURCH, WELLS**  
CBS

**CLAPPER, PETER**  
ABC, Washington

**CLARK, BLAIR**  
CBS

**CLARK, CHAMP**  
WBOX, New Orleans, La.

**CLARK, JIM**  
WFMO, Fairmont, N. C.

**CLARK, IERB**  
CBS

**CLARK, NORM**  
Your Money  
WCWC, Ripon, Wisconsin

**CLARK, RAY**  
Four Bell News Report  
WOW, Omaha, Neb.

**CLARK, RON**  
KX News  
KXGO, Fargo, N. D.

**CLARKE, DONALD**  
WQDY, Calais, Me.

**CLARKE, HERB**  
WKBZ, Muskegon, Mich.

**CLEARY, J. M.**  
News Review  
WESB, Bradford, Pa.

**CLEARY, TOM**  
WRIT, Milwaukee, Wis.

**CLEAVER, MARSHALL**  
Open Mike  
WLCY, St. Petersburg, Fla.

**CLEMENTS, JACK**  
WRVA, Richmond, Va.



**TOM  
FRANKLIN**

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KTLA

Hollywood 9-3181



## NEWS COMMENTATORS

- CLEVENGER, HOMER**  
Orator
- KADY, ST. CHARLES, MO.**
- CLINE, FRED**  
WSJL-TV, Harrisburg, Ill.
- CLINTON, ED**  
Capitol Commentary  
Baton Rouge, La.
- COCHRAN, RON**  
CBS News  
CBS-TV  
CBS
- COFFEY, R. E.**  
KVCK, Wolf Point, Mont.
- COGGIN, ROBERT**  
NBC, San Francisco, Calif.
- COLE, CHRIS**  
KOLD-TV, Tucson, Arizona
- COLEMAN, DALE**  
Deadline Edition  
WTVP, Decatur, Ill.
- COLEMAN, Q. P.**  
Regional Roundup  
KOLY, Moberge, S. D.
- COLLIER, ART**  
WIW-F, Indianapolis, Ind.
- COLLINGWOOD, CHARLES**  
CBS
- COLLINS, BILL**  
KCLL, Houma, La.
- COLLINS, DAVE**  
WRFD, Worthington, Ohio
- COLLINS, JOHN**  
Editorial  
KJST, Santa Barbara, Calif.
- COMBS, GEORGE HAMILTON**  
MBS
- COMBS, MARK**  
WFMY-TV, Greensboro, N. C.
- COMER, BILL**  
KEX, Portland, Oregon
- CONNELIOS, BILL**  
6:00 P.M. News  
WAFG, Huntsville, Ala.
- CONNOR, TOM**  
WEEK-TV, E. Peoria, Ill.
- CONOR, RALPH**  
KCMS, Manitou Springs,  
Colorado
- CONRAD, STEVE**  
WDEF-TV, Chattanooga,  
Tenn.
- CONWAY, JIM**  
10th Hour News  
WGN-TV, Chicago, Ill.
- COOK, BEN**  
Report to the Valley  
KSRV, Ontario, Oregon
- COOK, LOU**  
ABC, Los Angeles
- CORDRAY, ROBERT**  
WPEB, Middletown, Ohio
- CORFIN, BOB**  
Pioneer Valley News  
WTYM, Springfield, Mass.
- CORLISS, ANDY**  
KUDL, Ventura, Calif.
- CORRIGAN, WILLIAM**  
CBS
- COSTELLO, BILL**  
MBS
- COSTELLO, ED**  
KOSA-TV, Odessa, Texas
- COSTIGAN, TOM**  
CBS
- COX, ROGER**  
Home Town Comment  
KTLQ, Tahlequah, Okla.
- CRABILL, VON**  
WLW-D, Dayton, Ohio
- CRAGER, JOEL**  
ABC, New York
- CRAGO, BILL**  
KPWB, Los Angeles, Calif.
- CRANDALL, VICTOR H.**  
KCID, Caldwell, Idaho
- CREMER, CHARLES**  
Standard News Roundup  
WREX-TV, Rockford, Ill.
- CRISWELL, BILL**  
News Tonight  
WTRE-TV, Wheeling, W. Va.
- CROCKETT, HUDLEY**  
WSIX-TV, Nashville, Tenn.
- CROES, KEN**  
This Day 1960  
KERO, Bakersfield, Calif.
- CRONKITE, WALTER**  
Eyewitness to History  
Twentieth Century  
CBS-TV  
CBS
- CROSSWHITE, PEGGEY**  
WSGN, Birmingham, Ala.
- CROUCH, PAUL**  
Today In Carolina  
WIS-TV, Columbia, S. C.
- CRYSTAL, LESTER**  
WFBG, Altoona, Pa.
- CURLE, BOB**  
Mid-Day News  
KLEP, Golden Meadow, La.
- CURTIS, RAY**  
6th Hour News  
WDAM-TV, Hattiesburg, Miss.

### — D —

- DACY, BUD**  
10:30 P.M. News  
WWL-TV, New Orleans, La.
- DALTON, KEN**  
WBET, Brockton, Mass.
- DALY, DICK**  
WJMS, Ironwood, Mich.
- DALY, JOHN**  
KCRC, Enid, Okla.
- DANACEAU, HUGH**  
KYW, Cleveland, Ohio
- DANIELS, GLENN**  
KLUE, Longview, Texas
- DANOS, SAM**  
KROY, Sacramento, Calif.
- DANTZLER, RAY**  
WFGA-TV, Jacksonville, Fla.



**Julian Anthony**

## NEWS COMMENTATORS

- DARBY, BOB**  
WTUX, Wilmington, Del.
- DAUGHERTY, GLEN**  
State News  
WPRN, Butler, Ala.
- DAVIDSON, CARTER**  
WBBN-TV, Chicago, Ill.
- DAVIS, JAMES E.**  
Today's Headlines  
WRDW-TV, Augusta, Ga.
- DAVIS, MADISON**  
6 O'Clock Report  
WOWL, Florence, Ala.
- DAVIS, MITCHELL**  
KGEZ, Kalispell, Mont.
- DAVIS, NORM**  
News at 45  
KUZZ, Bakersfield, Calif.
- DAVIS, REX**  
CBS
- DAVIS, RICHARD**  
WGNS, Murfreesboro, Tenn.
- DAVIS, ROBERT**  
WJPB-TV, Fairmont, W. Va.
- DAVISON, JANET S.**  
Bulletin Board  
WCON, Cornelia, Ga.
- DAY, JOHN M.**  
WHDH, Boston, Mass.
- DEAL, ARCH**  
WFLA, Tampa, Fla.
- DEAN, BILL**  
6:00 P.M. News  
WWI-TV, New Orleans, La.
- DEAN, BOB**  
WORD, Spartanburg, S. C.
- DEAN, MORT**  
Westchester Scene  
WVOX, New Rochelle, N. Y.
- DEAN, ROBERT**  
WGL, Fort Wayne, Ind.
- DEBNAM, W. E.**  
WNCT, Greenville, N. C.
- DEEN, RALPH**  
WCQS, Alma, Ga.
- DE HARO, TONY**  
K-BOX, Dallas, Texas
- DE MOSS, HUGH**  
11:00 PM News  
WLWC, Columbus, Ohio
- DEMPSEY, JOHN**  
News Analysis  
WJBK-TV, Detroit, Mich.
- DENT, CHARLES**  
Local News  
WRGR, Starke, Fla.
- DEVILL, ED**  
KFSD, San Diego, Calif.
- DENTER, MICHAEL**  
WQMR, Washington, D. C.
- DIAL, LINDA**  
WESA, Chalreroi, Pa.
- DIEDERICH, AL**  
KUDE News  
KUDE, Oceanside, Calif.
- DIEHL, BILL**  
WTKO, Ithaca, N. Y.
- DIEHL, BILL**  
WISP, Kinston, N. C.
- DILLABER, MAYNARD**  
WMVA, Martinsville, Va.
- DILLARD, WALT**  
WCOR, Lebanon, Tenn.
- DISBROW, JACK**  
WWSC, Glens Falls, N. Y.
- DOAK, DONN**  
KVAL-TV, Eugene, Oregon
- DOAN, RICHARD**  
WVIP, Mt. Kisco, N. Y.
- DODSON, ORLAND**  
10:30 News  
KSLA-TV, Shreveport, La.
- DOLAN, FRANK**  
City Council Meetings  
WKOP, Binghamton, N. Y.
- DOMINICK, VIRGIL**  
WKY-TV, Oklahoma City, Okla.
- DONAHUE, PHIL**  
WHIO, Dayton, Ohio
- DONNELLA, BILL**  
WISH-TV, Indianapolis, Ind.
- DOOLITTLE, DON**  
Homemakers News  
KBIG, Avalon, Calif.
- D'OR, MIKE**  
WERC, Erie, Pa.
- DORAIS, BILL**  
KFAX, San Francisco, Calif.
- DOTY, DICK**  
WWTL, Ft. Lauderdale, Fla.
- DOUCK, ELLIOTT**  
WRIT, Milwaukee, Wisc.
- DOUGLAS, DON**  
KALL, Salt Lake City, Utah
- DOYE, ART**  
Local News  
KVNA, Flagstaff, Ariz.
- DOWNNS, BILL**  
CBS
- DOYLE, GEORGE**  
KFH, Wichita, N. C.
- DOYLE, JOHN**  
KVAL-TV, Eugene, Oregon
- DOYLE, TOM**  
KOB-TV, KOB, Albuquerque, N. M.
- DRAKE, MYRON**  
KTAR, Phoenix, Ariz.
- DRIER, ALEX**  
ABC, Chicago  
WMAQ
- DRISCOLL, CASSIDY**  
WICH, Norwich, Conn.
- DRYFOOS, LEON**  
WLEU, Erie, Pa.
- DUBORD, YASSOR**  
Byeline 12  
WJTV, Jackson, Miss.
- DUCEYE, SID**  
News Roundup  
KPAS, Banning, Calif.
- DUCK, ORM**  
The News Review  
WBUZ, Fredonia, N. Y.



**MIKE WALLACE**



**BEN GRAUER**

NBC

RADIO

TV

# NEWS COMMENTATORS

## — F —

**DUFFOUR, NORH**  
News and Views  
WJBW, New Orleans, La.

**DUNAGAN, ED**  
KNOW, Austin, Texas

**DUNWAY, BILL**  
KLUV, Haynesville, La.

**DUNWAY, PAUL**  
WHHY, Montgomery, Ala.

**DUNCAN, JAMES H.**  
KSIL, Silver City, N. M.

**DUNGAN, TROY**  
KBTX-TV, Bryan, Texas

**DUNN, BOB**  
Birthday Party  
KSFA, Nacogdoches, Texas

**DUNN-RANKIN, JONATHAN**  
WLOF-TV, Orlando, Fla.

**DYA, JOHN**  
World News Roundup  
WHDH, Boston, Mass.

## — E —

**EADIE, DEANE**  
WSNJ, Bridgeton, N. J.

**EARLE, BILL**  
WLEL, Elizabethtown, Ky.

**ECKERT, EDWARD**  
News Final  
WRGB-TV, Schenectady, N. Y.

**EDWARDS, CLAYTON**  
Business News  
WTAR, Norfolk, Va.

**EDWARDS, CURT**  
WPBC, Minneapolis, Minn.

**EDWARDS, DOUGLAS**  
Douglas Edwards with the News  
CBS  
CBS-TV

**EDWARDS, JAY**  
WFR, Franklin, Pa.

**EDWARDS, JOHN**  
ABC, Washington

**EDWARDS, LARRY**  
WMAK, Nashville, Tenn.

**EID, LEIF**  
News on the Hour, Emphasis  
NBC, Washington  
NBC-TV

**EINHÄUS, BOB**  
KJAN, Atlantic, Iowa

**EINMANN, BERNARD**  
CBS

**ELLIOT, LOU**  
WJAM, Camden, N. J.

**ELLIOTT, BILL**  
WTHE, Spartanburg, S. C.

**ELSON, JAY**  
KPAC, Port Arthur, Texas

**ENDERSBE, FRANK**  
KNUJ, New Ulm, Minn.

**ENGL, CLIFF**  
KPRC, San Francisco  
ABC

**ENGLER, BILL**  
KBK, Elk City, Okla.

**ERICKSON, KEN**  
Today's News at Six  
KCPX-TV, Salt Lake City,  
Utah

**ERWAY, GUY**  
Travel Tips  
WAYE, Baltimore, Md.

**EVANS, JIM**  
WHLM, Bloomsburg, Pa.

**EVANS, STAN**  
XEAK, San Diego, Calif.

**EVENSON, BILL**  
MBS

**EVERSOLE, JACK**  
Day in Review  
WKCT, Bowling Green, Ky.

**EWING, BILL**  
ABC, Los Angeles

**FAGAN, TERRY**  
WCMW, Canton, Ohio

**FANNING, WALLACE**  
WRC, WRC-TV,  
Washington, D. C.

**FARO, FRANK**  
KGON, Portland, Oregon

**FARRELL, CHARLES**  
WBVP, Beaver Falls, Pa.

**FARRIS, WAYNE**  
WCKT, Miami, Fla.

**FASOL, AL**  
WGGH, Marion, Ill.

**FAZIO, TOM**  
WJLS, Beckley, W. Va.

**FEE, DWIGHT**  
WMFD, Wilmington, N. C.

**FELLER, SHERA**  
WILD, Boston, Mass.

**FELLOWS, BARRETT**  
KIHN, Hugo, Okla.

**FEMMEL, RICHARD**  
ABC, Detroit  
WXYZ

**FENNER, LOWELL**  
WLOF-TV, Orlando, Fla.

**FINNEY, FRED**  
KTVE, Tucson, Arizona.

**FIORE, JERRY**  
Comment  
WKTV, Utica, N. Y.

**FISCHER, HAL**  
WALK, Patchogue, N. Y.  
WRIV, Riverhead, N. Y.

**FITTS, LEW**  
Newsreel  
KMIN, Grants, N. M.

**FITZGERALD, BILL**  
World News Roundup  
NBC, N. Y.

**FLANDERS, STEVE**  
Monitor News  
NBC, New York

**FLEISCHER, WILFRED**  
CBS

**FLETCHER, NORMAN A.**  
KNOC, Natchitoches, La.

**FLICKINGER, DAREN**  
KLVJ, San Jose, Calif.

**FLINT, GLENN**  
Behind the News  
KCMT, Alexandria, Minn.

**FLOOD, H. C.**  
WHL P Meets the Public  
WHL P, Centerville, Tenn.

**FLOREA, RICHARD**  
WMRL, Marion, Ind.

**FLOURNOY, BOB**  
WKY, Oklahoma City, Okla.

**FLYNN, FAHEY**  
WBBM-TV, Chicago, Ill.

**FLYNN, JOHN T.**  
MBS

**FOE, RANDY**  
Yellowstone News  
KOYN, Billings, Mont.

**FOELL, EARL**  
Opinion  
WCRB, Boston, Mass.

**FONTAINE, HERBERT**  
WJDA, Quincy, Mass.

**FORBS, GILBERT**  
WPBM, Indianapolis, Ind.

**FORD, ALLAN**  
WITH, Baltimore, Md.

**FORD, M.**  
KTYM, Inglewood, Calif.

**FORDYCE, FRANCES M.**  
WGRP, Greenville, Pa.

**FORRESTER, ROY**  
KLYR, Clarksville, Ark.

**FOSTER, CEDRIC**  
MBS

**FÖSTER, DON**  
KSWO-TV, Lawton, Okla.  
KSWO

**WOUTS, SANDY**  
Radio News Extra  
WHP, Harrisburg, Pa.

**FOWLER, J. B.**  
WDXR, Paducah, Ky.

**FOS, WILLIAM E.**  
WPTW, Piqua, Ohio

**FRAMI, JOHN**  
News in Depth  
WAVI, Dayton, Ohio

**FRANK, BILL**  
WILM, Wilmington, Del.

**FRANK, ROBERT**  
WOC-TV, Davenport, Iowa

**FRANKLIN, JOE**  
Memory Lane  
WABC-TV, New York, N. Y.

**FRANKLIN, JOHN**  
WRCV, Philadelphia, Pa.

## FRANKLIN, TOM

The Big Three, KTLA, Hollywood;  
KCBS, San Francisco; Author of  
Broadcasting The News; 1959  
California State Fair Gold Medal  
For TV Reporting.

**FRAWLEY, TOM**  
WHIO-TV, Dayton, Ohio

**FREDERICKS, CLARE**  
WCBY, Cheboygan, Mich.

**FREDERICK, PAULINE**  
United Nations, News on the  
Hour, Emphasis  
NBC, New York

**FREED, BOB**  
KHJ, Los Angeles, Calif.

**FREEDMAN, BERT**  
WASK, Lafayette, Ind.

**FREEMAN, VERNE**  
WJQS, Jackson, Miss.

**FRENCH, KEN**  
MBS

**FRETZ, ROBERT**  
WNPV, Lansdale, Pa.

**FRIEDMAN, BERNARD**  
News Report  
WISL, Shamokin, Pa.

**FRENETTE, J. O.**  
W500, Sault Ste. Marie,  
Michigan

**FROGGE, JOHN**  
WPYI, Garden City, N. Y.

**FROMME, GALEN**  
WBAL, Baltimore, Md.

**FROMSON, MURRAY**  
Monitor News, Emphasis  
NBC, Washington

**FUCHS, LAWRENCE**  
Opinion  
WCRB, Boston, Mass.

**FULLER, BOB**  
KMTV, Omaha, Neb.

**FULLER, SID**  
KFI Editorial  
KFI, Los Angeles, Calif.

**FULTON, BOB**  
WCOS, Columbia, S. C.

## — G —

**GAINES, BILL**  
WJOB, Hammond, Ind.

**GALLETTE, RICHARD**  
WDEE, New Haven, Conn.

**GAMBLE, E. R.**  
Town Crier  
WBTA, Batavia, N. Y.

**GAMER, GREG**  
News at Ten  
KAKE-TV, Wichita, Kan.

**GARCIA, ROBERT MENDEZ**  
KGST, Fresno, Calif.

**GARDINER, DON**  
ABC, New York

**GARRITY, VINCE**  
WAAF, Chicago, Ill.

**GAY, CHRIS**  
Reporters Notebook  
WLAV, Grand Rapids, Mich.

- GEMAR, ALAN**  
WTTE, Tiffin, Ohio
- GENTRY, WILLIAM**  
News Report  
WCHM, Charlottesville, Va.
- GERAGHTY, LARRY**  
WCSE-TV, Portland, Me.
- GIBNEY, FRANK**  
Commentary New York  
WMCA, New York, N. Y.
- GIBSON, PHIL**  
WMBD, Peoria, Ill.
- GIBSON, ROY**  
Four Star News  
KCPX-TV, Salt Lake City, Utah
- GIFFORD, ALEC**  
Esso Reporter  
WDSE-TV, New Orleans, La.
- GILBERT, F. R.**  
News  
KUCB, Tucson, Ariz.
- GILBERT, HENRY**  
Trend Setting News  
WDOC, Prestonsburg, Ky.
- GILLELAND, JOHN**  
KFKE, Bellevue, Wash.
- GILLET, RUPERT**  
Radio Moscow  
WBT, Charlotte, N. C.
- GINGELL, GEORGE**  
Personal Opinion  
WRBL-TV, Columbia, Ga.
- GIVEN, JOE**  
Newscasts, Freelance Spokesman,  
WNEW
- GLADSTONE, HENRY**  
WOR, New York, N. Y.
- GLOVER, ARTHUR**  
WDBJ, Roanoke, Va.
- GODDARD, DON**  
ABC, New York
- GOERCH, CARL**  
Carolina Chats  
WPTF, Raleigh, N. C.
- GOLDMAN, ROBERT**  
The Situation Today  
WCAP, Lowell, Mass.
- GOODHOPE, WILLIAM**  
Early Evening Roundup  
KOTA-TV, Rapid City, S. D.
- GOODMAN, GEORGE**  
WLIB, New York, N. Y.
- GORDON, ROBERT**  
Intelligence Report  
WQAM, Miami, Fla.
- GORDON, SHERWOOD R.**  
Opinion Please  
KBUZ, Phoenix, Ariz.
- GOSHORN, ROY**  
WNEP-TV, Scranton, Pa.
- GOTHBERG, GEORGE**  
WFAP, Fort Payne, Ala.
- GOUGH, ED**  
Monitor News  
NBC, New York
- GRAMER, BILL**  
5:15 Special Edition  
WGTO, Cypress Gardens, Fla.
- GRANT, AUSTIN**  
CKLW-TV, CKLW, Detroit,  
Mich.
- GRANT, BOB**  
Voice of the Valley  
KHSJ, Hemet, Calif.
- GRANT, LLOYD**  
KYNT, Yankton, S. D.
- GRANT, TAYLOR**  
MBS
- GRAUER, BEN**  
News On the Hour, Monitor,  
United Nations, NBC
- GRAVES, CHUCK**  
KBOM, Bismark, N. D.
- GRAY, BILLY**  
WDBL, Springfield, Tenn.
- GRAY, LYMAN**  
World News  
WALB-TV, Albany, Ga.
- GREEN, DON**  
WMEK, Chase City, Va.
- GREEN, MARY JANE**  
WNAG, Grenada, Miss.
- GREENHOE, ROBERT S.**  
Breakfast Table Edition  
WBCH, Hastings, Mich.
- GREENLEE, BILL**  
Local News  
WANR, Waynesburg, Pa.
- GREENWALD, HANK**  
WOLF, Syracuse, N. Y.
- GREER, TOM**  
WILM, Wilmington, Del.
- GRESS, BILL**  
WOC, Davenport, Iowa
- GRESS, ED**  
CBS
- GRIDER, DONALD**  
WIRE, Indianapolis, Ind.
- GRIFFIN, MICHAEL**  
WFRV, Green Bay, Wis.
- GRIFFITH, CHARLIE**  
WGEM-TV, WGEM, Quincy,  
Illinois
- GRIFFITH, DEAN**  
WPEC, Washington, D. C.
- GRIFFITH, FRED**  
WDOK, Cleveland, Ohio
- GRIFFITH, LES**  
ABC, New York
- GRIGG, JERRY**  
WMSL-TV, Decatur, Ala.
- GRISWOLD, ROGER**  
WBMD, Baltimore, Md.
- GRUMON, STUART**  
News  
KSMN, Mason City, Iowa
- GRUNEWALD, ART**  
WCTT, Corbin, Ky.
- GUEKRA, HENRY**  
WOAI-TV, San Antonio, Texas
- GUEST, BOB**  
KLWN, Lawrence, Kan.
- GULLEDGE, LLOYD**  
WBLJ, Dalton, Ga.
- GUMSLEY, LEE**  
KHHH, Pampa, Texas
- GUNDERSON, LYLE**  
WATK, Antigo, Wis.
- H —
- HAAS, DEWEY**  
WATK, Antigo, Wis.
- HACKES, PETER**  
World News Roundup,  
News on the Hour, Emphasis  
NBC, Washington  
NBC-TV
- HADLEY, MERRITT**  
KFMB, San Diego, Calif.
- HAFER, BILL**  
KCHS, Truth Or Consequences  
N. M.
- HAGLER, BILL**  
Noon News  
WAVU, Albertville, Ala.
- HAGUE, EARL**  
WITH, Baltimore, Md.
- HAINES, MARLIN**  
KROD-TV, El Paso, Texas
- HAINES, MELVIN**  
KSOK, Arkansas City, Kan.
- HAIRGROVE, JIM**  
News Commentary  
KBRZ, Freeport, Texas
- HALBURNT, JOE**  
News Roundup  
WTVW, Evansville, Ind.
- HALL, JR. CLIFF**  
WDSR, Lake City, Fla.
- HALL, LEE**  
Emphasis, Monitor  
NBC, NBC-TV, New York
- HALL, LEE**  
KOLT, Scotts Bluff, Neb.
- HALL, PAUL**  
WCEF, Parkersburg, W. Va.
- HALL, SAM**  
Emphasis Elkhart  
WTRC, Elkhart, Ind.
- HALL, WILSON**  
News on the Hour, Emphasis  
Monitor  
NBC, NBC-TV, New York
- HALTERMAN, KEN**  
WLEC, Sandusky, Ohio
- HAMILTON, JACK**  
WJR, Detroit, Mich.
- HAMILTON, WALT**  
Action Center News  
KSTT, Davenport, Iowa
- HAMLIN, ED**  
WLW-D, Dayton, Ohio
- HAMMOND, FRED**  
WWL, New Orleans, La.
- HAMMONS, ROSS**  
Channel 2 News Report  
WLBZ-TV, Bangor, Me.
- HAMPTON, BILL**  
WMBR, Jacksonville, Fla.
- HANEY, FRED**  
Local News  
WCNC, Elizabeth City, N. C.
- HANGEN, WELLES**  
News on the Hour, Emphasis  
NBC, New Delhi  
NBC-TV
- HANLON, JOHN**  
KLMS, Lincoln, Neb.
- HANSCHMAN, NANCY**  
CBS News  
CBS-TV  
CBS
- HANSEN, PETER A.**  
World News Beat  
KWGX, Wilcox, Ariz.
- HARBERT, DAVE**  
News at Six  
WTCS, Fairmont, W. Va.
- HARDIN, JIM**  
WCOH, Newnan, Ga.
- HARDMAN, BENEDICT**  
WPBC, Minneapolis, Minn.
- HARNESS, RICHARD**  
News on the Hour, Emphasis  
NBC, Washington
- HARNER, LINCOLN**  
Dateline Digest  
WHAM, Rochester, N. Y.
- HARNESS, CHARLES**  
KCKT-TV, Great Bend, Kan.
- HARPER, JERRY**  
WFLA, Tampa, Fla.
- HARRIER, BOYD**  
WDOF, Norfolk, Va.
- HARRINGTON, JOHN**  
KTAR, Phoenix, Ariz.
- HARRIS, RAY**  
News Roundup  
WMUR-TV, Manchester,  
N. H.
- HARRISON, BILL**  
KIST, Santa Barbara, Calif.
- HARRISON, BOB**  
WHNC, Henderson, N. C.
- HARRISON, BRAD**  
KSTL, St. Louis, Mo.
- HARRISON, CHUCK**  
WEEK-TV, East Peoria, Ill.
- HARSCH, JOSEPH**  
Closer Look at the News,  
Emphasis  
NBC, London
- HART, BILL**  
WABB, Mobile, Ala.
- HARTNETT, BILL**  
WWTV, Cadillac, Mich.
- HARVEY, PAUL**  
ABC, Chicago

# NEWS COMMENTATORS

**HARVEY, PAUL**  
KUCR, Enid, Okla.

**HARVILLE, CHARLES**  
Evening Edition  
WFMY-TV, Greensboro, N. C.

**HATCH, DUANE**  
WSGA, Savannah, Ga.

**HATCHER, WILSON**  
WOWI, New Albany, Ind.

**HATTON, DOUGLAS**  
WMBE, Miami, Fla.

**HAWKEY, ROBERT**  
Late News  
WJNO, West Palm Beach, Fla.

**HAWKINS, DENNY**  
Dateline News  
KRAL, Rawlins, Wyo.

**HAWKINS, JACK**  
KVFC, Cortez, Colo.

**HAYES, GEORGE**  
ABC, New York

**HAYNIE, SHELBY**  
KLUV, Haynesville, La.

**HAYWARD, BRUCE**  
KTVI, St. Louis, Mo.

**HEAD, IVAN R.**  
KVSE, Sante Fe, N. M.

**HEALEY, JERRY**  
WHK, Cleveland, Ohio

**HEATH, DON**  
MBS

**HEATH, DONALD**  
News in Depth  
KQBY, San Francisco, Calif.

**HEATZER, GABRIEL**  
WPST-TV, Miami, Fla.  
MBS

**HEFFRON, NORM**  
Nooday News  
KOTA  
Hillside News  
KOTA-TV  
Rapid City, S. D.

**HELLAND, BRUCE**  
WEIT, Ocean City, Md.

**HEMINGWAY, FRANK**  
ABC, Los Angeles

**HENDRICKSON, MORT**  
News Desk  
WDVL, Vineland, N. J.

**HENNESSY, HARRY**  
WOR, New York, N. Y.

**HENRY, BILL**  
NBC, Washington

**HENRY, BILL**  
WSFA-TV, Montgomery, Ala.

**HENRY, DICK**  
WFDF News  
WFDF, Flint, Mich.

**HENRY, TOM**  
Today in Omaha  
KMTV, Omaha, Neb.

**HERBERT, DON**  
KTHV, Little Rock, Ark.

**HERMAN, GEORGE**  
CBS

**HERNDON, CHARLES**  
WLIB, New York, N. Y.

**HEWITT, ROBERT**  
WMAV, Springfield, Ill.

**HICKMAN, BOB**  
Esso Reporter  
WIS-TV, Columbia, S. C.

**HICKMAN, BRUCE**  
KJEM, Oklahoma City, Okla.

**HICKON, RICHARD**  
WISH-TV, Indianapolis, Ind.

**HIGGINS, MACK**  
WSLI, Jackson, Miss.

**HILDRETH, DICK**  
WIRY, Plattsburgh, N. Y.

**HILL, BOB**  
WNAX, Yankton, S. D.

**HILL, DOUG**  
KELO-TV, Sioux Falls, S. D.

**HILL, ZACK**  
WHBQ, Memphis, Tenn.

**HILLE, BOB**  
KSD-TV, St. Louis, Mo.

**HILLEGAS, FRED**  
WSYR, Syracuse, N. Y.

**HIRSCH, GENE**  
WLL, St. Louis, Mo.

**HIRSCH, WOODY**  
6:00 PM News  
KTVO, Ottumwa, Iowa

**HIRSCHMAN, JAY**  
WISM, Madison, Wis.

**HOBBS, JIM**  
Newsbeat  
WSPA-TV, Spartanburg, S. C.

**HODGKINSON, BRIAN**  
WDOR, Cleveland, Ohio

**HOGGE, IVAN**  
WROM, Rome, Ga.

**HOHEISEL, PAUL**  
Editorialist  
KTOK, Okla. City, Okla.

**HOLBROOK, JOHN**  
ABC, Los Angeles

**HOFSTAD, ROLF**  
KXGO-TV, Fargo, N. D.  
KXGO  
KXJB-TV, Valley City, N. D.

**HOLCOMB, GRANT**  
6:00 Report  
KSFE, Needles, Calif.

**HOLDEN, JACK**  
Comment  
WAXX, Chippewa Falls, Wis.

**HOLDER, H. RANDOLPH**  
WGAE, Athens, Ga.

**HOLIDAY, JON**  
Minuteman  
WHVE, Roanoke, Va.

**HOLLORAN, LARRY**  
KGON, Portland, Oregon

**HOOPER, JACK**  
WKBO, Harrisburg, Pa.

**HOOPER, DICK**  
KREM-TV, Spokane, Wash.

**HOOPER, TOM**  
KYAL-TV, Eugene, Oregon

**HORSTMANN, RICHARD**  
Newsbeat  
WHEN, Syracuse, N. Y.

**HOTTELET, RICHARD C.**  
CBS News  
CBS-TV  
CBS

**HOWARD, JAY**  
KWBB, Wichita, Kan.

**HOVE, QUINCY**  
ABC, New York

**HOWELL, HENRY**  
WOAI, San Antonio, Tex.

**HOVER, HAINES**  
KBLD, Hot Springs, Ark.

**HOWICK, ROBERT**  
WJPB-TV, Fairmont, W. Va.

**HOWLETT, BILL**  
KISN, Portland, Oregon

**HOY, FRANK**  
What Do You Think?  
WJAM, Lewiston, Me.

**HOYT, BILL**  
KVOS, Bellingham, Wash.

**HOYT, BOB**  
5:45 News  
WSBT, South Bend, Ind.

**HUDDY, BILL**  
Five Star Final and Key News  
KEY-T, Santa Barbara, Calif.

**HUFFINES, DREW**  
WLIV, Livingston, Tenn.

**HUGHES, BRITT**  
News Reel  
KXYZ, Houston, Texas

**HULL, DAYE**  
WQTE, Detroit, Mich.

**HUMPHRIES, HERB**  
KURS, Mulland, Texas

**HUNT, RAY**  
KENS, San Antonio, Texas

**HENTLEY, CHET**  
News on the Hour, Emphasis  
NBC  
NBC White Paper, Texaco

Huntley-Brinkley Report  
NBC-TV

**HURIBUT, JIM**  
Emphasis  
NBC, Chicago

**HUTTON, E. M.**  
WVEC, Hampton, Va.

**HYMAN, MARK**  
Universal Newscast  
WHAT, Philadelphia, Pa.

## — I —

**IHRIE, JACK**  
News Roundup  
KPAS, Banning, Calif.

**IONNE, JOE**  
WMRN, Marlon, Ohio

**IRELAND, MILLARD**  
KOMO, Seattle, Wash.

**IRWIN, LEW**  
ABC, Los Angeles

**IVEY, CURTIS**  
WJHO, Opelika, Ala.

**IZZARD, BOB**  
KGNC, Amarillo, Texas

## — J —

**JACKSON, ALLAN**  
CBS

**JAIN, BILL**  
KNBX, Kirkland, Wash.

**JAMES, CHUCK**  
Philadelphia Beat  
WHAT, Philadelphia, Pa.

**JAMES, ROBERT**  
WMAN, Mansfield, Ohio

**JANES, DOLPH**  
News Beat  
KORE, Eugene, Oregon

**JARLSON, ALAN**  
KRAM, Las Vegas, Nev.

**JASPERT, JAY**  
WCCM, Lawrence, Mass.

**JAY, ALAN**  
WORC, Worcester, Mass.

**JAY, SAMMY**  
WBBB, Baltimore, Md.

**JEFFRIES, ALLEN**  
WCOL, Columbus, Ohio

**JENKINS, WAYNE**  
WPHI, Terre Haute, Ind.

**JENSEN, JERRY**  
KRON-TV, San Francisco, Calif.

**JESTER, LEWIS T.**  
WVEC, Hampton, Va.

**JETER, FRANK**  
WFLB, Fayetteville, N. C.

**JOHN, DICK**  
WKY-TV, Oklahoma City, Okla.

**JOHNS, BILL**  
KTVT, Dallas-Ft. Worth, Texas

**JOHNSON, A. F.**  
WYRN, Louisiana, N. C.

**JOHNSON, BILL**  
WLAC, Nashville, Tenn.

**JOHNSON, 'BOB'**  
News Picture  
WSAZ-TV,  
Huntington-Charleston, W. Va.  
Regional News  
WSAZ

**JOHNSON, DOUGLAS**  
WHOT, Youngstown, Ohio

**JOHNSON, NEAL**  
WCEN, Mt. Pleasant, Mich.

**JOHNSON, PHIL**  
WCSH Radio News  
WCSH, Portland, Me.

**JOHNSTON, DOC**  
WBR, Knoxville, Tenn.

**JOHNSTONE, FRANK**  
KFRC, San Francisco, Calif.

**JONES, BOB**  
Behind the Headlines  
KNOE-TV, Monroe, La.



**JONES, E. Z.**  
Melville News  
WBBC, Burlington-Graham,  
N. C.

**JONES, ROBERT**  
WGL, Fort Wayne, Ind.

**JONES, RUSSELL**  
CBS

**JONES, VERN**  
WAVY, Norfolk, Va.  
WAVY-TV, Norfolk, Va.

**JORDAN, GREGG**  
New Mexico Newsbeat  
KGGM-TV, Albuquerque,  
N. M.

**JORDAN, JOHN**  
WEZL, Richmond, Va.

**JORDAN, HARRY**  
KING, Seattle, Wash.

**JOYCE, TOBY**  
WCBM, Baltimore, Md.

**JUNKER, CARL**  
J-BO News  
WJBO, Baton Rouge, La.

## — K —

**KAHN, AL**  
WAGR, Lumberton, N. C.

**KALB, MARVIN**  
CBS

**KALISCHER, PETER**  
CBS

**KALLSEN, RICHARD**  
CBS

**KAMMER, TOM**  
WMTV, Madison, Wis.

**KANE, DAVE**  
WAMI, Laurel, Miss.

**KANE, ED**  
WNBC-TV, Binghamton, N. Y.

**KANE, LARRY**  
WAME, Miami, Fla.

**KANITZ, BRUCE**  
WXIX-TV, Milwaukee, Wis.

**KAPLOW, HERB**  
News on the Hour, Emphasis  
NBC, Washington  
NBC-TV

**KAVE, ROBERT**  
Intelligence Report  
WQAM, Miami, Fla.

**KEEL, JOHN**  
KCID, Caldwell, Idaho

**KEIRSEY, ALEXANDER**  
WOBK, Jacksonville, Fla.

**KEELY, ROBERT**  
Shell Newscasts  
KALE, Richland, Wash.

**KEITH, CHARLES**  
KTOP, Topeka, Kan.

**KELLAND, IRVING**  
KLFJ, Litchfield, Minn.

**KELLER, ROGER**  
WKRS, Vanceburg, Ky.

**KELLY, ROLAND**  
News Tonight  
WBB-TV, South Bend, Ind.

**KELLY, W. C.**  
KLEN, Killeen, Texas

**KEMPER, KEN**  
Background  
KADY, St. Charles, Mo.

**KEMPER, WARREN**  
KUBN, Wenatchee, Wash.

**KEMPEFF, RON**  
WIBV, Belleville, Ill.

**KENDRICK, ALEXANDER**  
CBS

**KENFRIC, ED**  
WMVO, Mt. Vernon, Ohio

**KENNEALY, BILL**  
KPWB, Los Angeles, Calif.

**KENNEDY, AL**  
WHNB-TV, New Britain,  
Conn.

**KENNEDY, EDWARD M.**  
WWLP, Springfield, Mass.

**KENNEDY, JESSE**  
Three Star Final  
WMDB-TV, Peoria, Ill.

**KENNEDY, KEVIN**  
Seven O'Clock News  
WPX, New York, N. Y.

**KENNY, H. B.**  
WFR, Franklin, Pa.

**KEOWN, JOE**  
Editorials  
WYNN, Baton Rouge, La.

**KEPLINGER, DICK**  
KVI, Seattle, Wash.

**KERLIN, JC**  
What Goes on Here?  
WGBF, Evansville, Ind.

**KEYORKIAN, HARRY**  
6:00 News  
WSBT-TV, South Bend, Ind.  
Morning News Desk  
WSBT

**KILPATRICK, JOSEPH**  
Home Edition  
WPVB, Coldwater, Mich.

**KIMBALL, DOUGLASS**  
WICS-TV, Springfield, Ill.

**KING, BILL**  
News Review  
KSY, Richfield, Utah

**KING, SIDNEY**  
Sound Off  
KEPS, Eagle Pass, Texas

**KINGMAN, JIM**  
Eleventh Hour  
WSPA-TV, Spartanburg,  
S. C.

**KIRBY, HAL**  
WWWR, Russellville, Ala.

**KIRKHAM, ART**  
News Parade  
KOIN-TV, Portland, Oregon

**KIRKSEY, PAUL**  
Dateline Cleveland  
UIAC, Cleveland, Tenn.

**KLASH, JAMES**  
WNAR, Norristown, Pa.

**KLECKNER, TOM**  
KZON, Tolleson, Ariz.

**KLINE, ERNIE**  
WBYP, Beaver Falls, Pa.

**KNIGHT, LLOYD**  
KBEN, Denver, Colorado

**KNOLL, BERNIE**  
KLAN, Lemoore, Calif.

**KNUTSON, MILE**  
WRTY, La Crosse, Wis.

**KRUEGER, BILL**  
KDAL, Duluth, Minn.

**KURALT, CHARLES**  
Eyewitness to History  
CBS-TV

**KURTS, KEN**  
News Headlines  
WSAZ-TV,  
Huntington-Charleston, W. Va.

**KURTZ, LEW**  
Today's Editorial  
WPNC, Plymouth, N. C.

**KUTZ, EDWARD C.**  
WSPD, Toledo, Ohio

## — L —

**LAFLIN, JACK**  
WHMS, Charleston, W. Va.

**LAHN, TED**  
WRRR, Rockford, Ill.

**LAMANNA, JAMES**  
WFR, Syracuse, N. Y.

**LAMBERT, EDWARD**  
Missouri Forum  
KOHU-TV, Columbia, Mo.

**LAMUTIS, ALEX**  
WBFB, Rochester, N. Y.

**LANDON, FOREST**  
WDBJ, Roanoke, Va.

**LANE, JOHN**  
News Around the Town  
WGIG, Brunswick, Ga.

**LANG, FRED**  
WPLM, Plymouth, Mass.

**LANG, WILLIAM**  
Behind the World News  
WKPD, Poughkeepsie, N. Y.  
Free Lance  
WBAZ, Kingston, N. Y.

**LANGE, HENRY**  
WIMS, Michigan, Ind.

**LANGSHAW, GEORGE**  
Mobile Reports  
KWBK, Wichita, Kan.

**LANKFORD, BRUCE**  
WLBK, Lebanon, Ky.

**LANNING, GENE**  
WSNI, Bridgeton, N. J.

**LANTZ, RICHARD**  
Night Final  
WTOG, Savannah, Ga.

**LATICA, RAY**  
KACE, Riverside, Calif.

**LARSEN, GENE**  
Reporting in Depth  
KNOP-TV, North Platte,  
Neb.

**LARSEN, WHITEY**  
WNAX, Yankton, S. D.

**LA RUE, JERRY**  
KTBS-TV, Shreveport, La.

**LATHAM, JACK**  
KRCA, Los Angeles, Calif.

**LAWSON, JEROME**  
Pulse Beat News  
Indianapolis, Ind.

**LAWTON, FLEETWOOD**  
ABC, Los Angeles

**LAZICH, BOB**  
KUPPE, Fargo, N. D.

**LEAVITT, MEL**  
Jax Sports  
WDSU-TV, New Orleans, La.

**LEBRON, EDDIE**  
Noticiero Tarde  
WVJP, Caguas, Puerto Rico

**LECHUS, ED**  
Community Report  
WSMN, Nashua, N. H.

**LEE, DAVID**  
WSUN, St. Petersburg, Fla.

**LEE, JAMES E.**  
WBML, Macon, Ga.

**LEGOFF, JAC**  
CKLW, Detroit, Mich.

**LEISER, ERNEST**  
CBS

**LE MERE, KEN**  
WMAS, Springfield, Mass.

**LEONARD, BILL**  
CBS Sports  
CBS-TV  
CBS

**LEONARD, DICK**  
KCBS, San Francisco, Calif.

**LEONARD, ED**  
WICH, Norwich, Conn.

**LEONARD, VINCE**  
WRCV-TV, Philadelphia, Pa.

**LE SEUR, LARRY**  
CBS

**LEVIN, ZEL**  
Editorial of the Air  
WWON, Woonsocket, R. I.

**LE YINE, DON**  
WOLF, Syracuse, N. Y.

**LEVINE, IRVING**  
News on the Hour, Emphasis  
NBC, Rome

**LEVITT, STAN**  
Four State Newsbeat  
KODE, Joplin, Mo.

**LEWIS, BOB**  
KGA, Spokane, Wash.

**LEWIS, FULTON JR.**  
MBS

**LIENAU, HENRY**  
WVVP, Mt. Kisco, N. Y.

**LILLY, BOB**  
KHOW, Denver, Col.

**LIVERAGE, BOB**  
WHPB, Belton, S. C.

# NEWS COMMENTATORS

**LOCKEY, BRUCE**  
The Local News  
WCNY-TV, Watertown, N. Y.

**LODGE, ROBERT**  
ABC, Washington

**LOGAN, MARY**  
News Highlights  
WTFM, Trenton, N. J.

**LONESOME, BUDDY**  
KATZ, St. Louis, Mo.

**LONGIN, GIL**  
Local News  
WBNR, Beacon, N. Y.

**LORD, BILL**  
KJBC, Midland, Texas

**LOTHRIDGE, EROLD**  
KHOU-TV, Houston, Texas

**LUCAS, LEE**  
KIMP, M.L. Pleasant, Texas

**LUCAS, WILLIAM**  
Dateline Savannah  
WSAV-TV, Savannah, Ga.

**LUEHRMAN, EDWARD**  
KLEX, Lexington, Miss.

**LULLOFF, ROBERT**  
Area News  
WCCN, Nedisville, Wis.

**LYMAN, PETER**  
WBOY-TV, Clarksburg, W. Va.

## — Me —

**McBEE, KEITH**  
10:30 News  
WJZ-TV, Baltimore, Md.

**McBRYDE, VANCE**  
WFLB, Fayetteville, N.C.

**McCAFFERTY, PETER**  
WEIR, Weirton, W. Va.

**McCAFFERTY, JOHN**  
Nation's Future  
NBC-TV

**McCALLUM, SHELBY**  
WCBL Speaks Out  
WCBL, Benton, Ky.

**McCARLEY, IKE**  
11th Hour News  
KVIQ-TV, Eureka, Calif.

**McCARTHY, JAMES**  
MBS

**McLELLAN, MICHAEL**  
WKBN, West Hartford, Conn.

**McKORKE, MEL**  
WWTW, Cadillac, Mich.

**McKORMICK, ROBERT**  
News on the Hour, Emphasis  
NBC, Washington

**McKORMICK, STEVE**  
MBS

**McCUE, CHARLES**  
WTCN-TV, Minneapolis, Minn.

**McCULLOUGH, SCOTT**  
KAKE, Wichita, Kan.

**McCURN, CHARLES**  
WTCN, Minneapolis, Minn.

**McDONALD, BEN**  
WECT, Wilmington, N.C.

**McDOWELL, MACK**  
Mid Morning News  
KARY, Prosser, Wash.

**McGARY, GEORGE**  
Look at the World  
WANB, Waynesburg, Pa.

**McGAUGHEY, CARROLL**  
Carolina News Special  
WSOC-TV, Charlotte, N.C.

**McGEE, FRANK**  
News on the Hour, Emphasis  
NBC, New York  
NBC News Specials  
NBC-TV

**McGHEE, DAVE**  
WKNX, Saginaw, Mich.  
WKNX-TV

**McGILL, LAWRENCE**  
Noon News  
WCYN, Cynthia, Ky.

**McGOWAN, GEORGE**  
KEX, Portland, Oreg.

**McGOWAN, JAMES**  
World Report  
WBGM, Bay City, Mich.

**McHONE, JIM**  
News in Depth  
K-KID, Pendleton, Oreg.

**McINTOSH, HIGH**  
KOMO, Seattle, Wash.

**McINTYRE, BILL**  
KNDC, Heltinger, N.D.

**McKEE, BOB**  
KQV, Pittsburgh, Pa.

**McKEE, DAVE**  
WHPB, Belton, S.C.

**McKEE, RICHARD**  
Editorial of the Air  
WKTL, Sheboygan, Wis.

**McGEE, DICK**  
WMIX, Mt. Vernon, Ill.

**McKELLAR, DON**  
WKID, Urbana, Ill.

**McLEAN, JACK**  
WFLE-TV, Evansville, Ind.

**McMARTIN, COLE**  
WMT, Cedar Rapids, Iowa

**McMULLEN, JACK**  
WMBS, Uniontown, Pa.

**McMURRAY, SCOTT**  
WSTV, Stentenville, Ohio

**McMURTRIE, BURT**  
It Seems to Me  
KTAC, Tacoma, Wash.

**McNAMERA, JAMES**  
KLAC, Hollywood, Calif.

**McSHERRY, HARRY C.**  
WDOV, Dover, Del.

**McSPADEN, BILL**  
KVAL-TV, Eugene, Oreg.

**McVAR, BOB**  
KRRK Commentary  
KRRK, King City, Calif.

## — M —

**MacADAM, RON**  
WCGO, Chicago Heights, Ill.

**MacAULAY, ROBERT B.**  
WAGN, Menominee, Mich.

**MacDONALD, BOB**  
WPON, Pontiac, Mich.

**MacFARLAN, MARION**  
WHIO, Dayton, Ohio

**MACK, BILL**  
Expressions  
KXYZ, Houston, Tex.

**MacNEIL, JAMES**  
WSVA, Harrisonburg, Va.

**MADDEN, BRIAN**  
WQNG, Oneida, N.Y.

**MAITH, LEN**  
WAML, Laurel, Miss.

**McLEAN, JACK**  
Editor's Notes  
WHLD, Niagra Falls, N.Y.

**MacMILLAN, JOHN**  
KUTV, Salt Lake City, Utah

**MacNEIL, JIM**  
WSVA-TV, Harrisonburg, Va.

**MacLEOD, DUNCAN**  
WCAU, Philadelphia, Pa.

**MacVANE, JOHN**  
ABC, New York

**MAGNUSSON, HENRY**  
WCSH-TV, Portland, Me.

**MAHER, BILL**  
MBS

**MAHLUM, DON**  
WCTW, New Castle, Ind.

**MAHONEY, CLAUDE**  
MBS

**MAJOR, DON**  
Dixie Farm News  
WEWO, Laurinburg, N.C.

**MALLIE, TED**  
WOR, New York, N.Y.

**MALONEY, KENNETH**  
KUBR, Holdrege, Nev.

**MANGUM, G. F.**  
World at Your Dial  
WBKN, Newton, N.C.

**MANLEY, DEAN**  
KCHS, Truth or Consequences, N.M.

**MANN, AL**  
ABC, Chicago  
WKDD, Aurora, Ill.

**MANUSH, GEORGE**  
WJOL, Florence, Ala.

**MARBIE, HARRY**  
WGAN News  
WGAN, Portland, Me.  
WGAN-TV

**MARGUARDT, JACK**  
WBZA, Kingston, N.Y.

**MARKS, WINSTON**  
KBOY, Medford, Oreg.

**MARSHALL, SANFORD**  
MBS

**MARTIN, CHRIS**  
WABY, Albany, N.Y.

**MARTIN, CHUCK**  
KAML, Kenedy, Texas

**MARTIN, CLAUDE**  
WNEP-TV, Scranton, Pa.

**MARTIN, DAVE**  
KIUN, Pecos, Tex.

**MARTIN, LUTHER**  
KTRR, Rolla, Mo.

**MARTIN, RICK**  
WCNT, Centralia, Ill.

**MARTIN, STUART**  
WCAX-TV, Burlington, Vt.

**MARVIN, DAVE**  
WIZE, Springeld, Ohio

## MARVIN, TONY

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**MASCOTT, A. R.**  
Radio Report  
KBYP, Shamrock, Texas

**MATLOCK, STAN**  
WKRC, Cincinnati, Ohio

**MATTHEWS, FRANK**  
WOAI, San Antonio, Tex.

**MAULTSBY, BILL**  
It Seems to Me  
KOGT, Orange, Tex.

**MAY, WOODY**  
Stark Commentary  
WAND, Canton, Ohio

**MAYERS, DICK**  
News Report  
KVOA-TV, Tucson, Ariz.

**MAVERS, DOUG**  
Esso Reporter  
WBTV, Charlotte, N.C.

**MAYNE, ROBERT**  
WGAD, Gadsden, Ala.

**MAYS, BILL**  
WVNA, Tuscombua, Ala.

**MAXWELL, CHUCK**  
KOB, Albuquerque, N.M.

**MEEKES, FRED**  
WTIG, Massillion, Ohio

**MELTON, DAVID**  
News on the Hour  
WROA, Gulfport, Miss.

**MELVIN, GEORGE**  
World News  
WALB-TV, Albany, Ga.

**MERRYMAN, BOB**  
WZIP, Cincinnati, Ohio

**METIVIER, DON**  
WRSA, Saratoga Springs, N.Y.

**MEYER, DUTCH**  
Today in Missoula  
KXLL, Missoula, Mont.

**MEYERS, RICK**  
6:00 News  
KXLY, Spokane, Wash.

**MICHAELS, JOSEPH**  
News on the Hour, Emphasis,  
Monitor News

- NBC, New York  
NBC-TV
- MICHAEL, VICTOR A.**  
View Point  
WTTC, Towanda, Pa.
- MICHEL, DON**  
Review of News  
WRAJ, Anna, Ill.
- MIDDLETON, BOB**  
WWSO, Glen Falls, N.Y.
- MILLER, BILL**  
Cileo News  
WTA X, Springfield, Ill.
- MILLER, BOB**  
Newscope  
WESH-TV, Daytona Beach, Fla.
- MILLER, BRUCE**  
KALL, Salt Lake City, Utah
- MILLER, BRUCE**  
Late Sports  
KDSU-TV, New Orleans, La.
- MILLER, DICK**  
KAPR, Douglas, Ariz.
- MILLER, GEORGE**  
KTEN, Ada, Okla.
- MILLER, OTTO**  
KSDO, San Diego, Calif.
- MILLER, RAY**  
KPRC, Houston, Tex.
- MILLS, RALPH**  
KSWO, Lawton, Okla.
- MILLWEE, N. C.**  
6:00 P.M. News  
WAFG, Huntsville, Ala.
- MITCHELL, BOB**  
KAOL, Carrollton, Miss.
- MITCHELL, DOUG**  
KUTV, Salt Lake City, Utah
- MITCHELL, JAMES**  
Noon Report  
KMAQ, Maquoketa, Iowa
- MITCHELL, JERRY**  
News Roundup  
KLEFT, Golden Meadow, La.
- MITTEN, BILL**  
World Tonight  
WMUR-TV, Manchester, N. H.
- MITTAN, RAY**  
Morning Headlines  
WHFB, Benton Harbor-St. Joseph, Mich.
- MIX, GALE**  
Opinion Please  
KRPL, Moscow, Idaho
- MOEN, MIKE**  
WDUZ, Green Bay, Wisc.
- JEFFREY, MORGAN**  
KFRD, Rosenberg, Tex.
- MOLL, SAM**  
KLUB, Salt Lake City Utah
- MOLLER, PETE**  
KMAP, Bakersfield, Calif.
- MONROE, HARRY**  
WRVA, Richmond, Va.
- MONROE, ROGER**  
WPEO, Peoria, Ill.
- MONROE, TIM**  
KCPX, Salt Lake City, Utah
- MOORE, BROWN E.**  
KANB, Shreveport, La.
- MOORE, GEORGE**  
Color in the News  
WABQ, Cleveland, Ohio
- MOORE, MAX**  
WCKT, Miami, Fla.
- MOORE, W. W.**  
WRRF, Washington, N. C.
- MORGAN, BUDDY**  
Local News  
WHVH, Henderson, N.C.
- MORGAN, EDWARD**  
ABC, Washington
- MORGAN, HOWARD**  
KOAT-TV, Albuquerque, N.M.
- MORGAN, JOHN CARL**  
The Other Side of the News  
WFVA, Fredericksburg, Va.
- MORGAN, MURRAY**  
KMO, Tacoma, Wash.
- MORGAN, ROY E.**  
Editor's Page  
WILK, Wilkes-Barre, Pa.
- MORGAN, TOM**  
KPOJ, Portland, Oreg.
- MORISOLI, MIKE**  
Coast Counties News Wire  
KSBW, Salinas, Calif.
- MORGAN, MIKE**  
WELM, Elmira, N.Y.
- MORRIS, OLIN**  
7:15 News  
WPTA, Fort Wayne, Ind.
- MORRIS, VANCE**  
Esso Reporter  
WNCT, Greenville, N.C.
- MORRISSEY, EDWARD**  
KNDO, Yakima, Wash.
- LLOYD, MORT**  
Today's Local Highlights  
WRGP, Chattanooga, Tenn.
- MORTIMER, JACK**  
News by Six  
KVIQ-TV, Eureka, Calif.
- MOSS, JACK**  
KMEO Compact News  
KMEO, Omaha, Neb.
- MOST, JOHNNY**  
WILD, Boston, Mass.
- MOZLEY, DON**  
CBS
- MUNYON, DWAIN**  
WISV, Viroqua, Wisc.
- MUELLER, MERRILL**  
News on the Hour, Emphasis  
NBC, New York
- MUELLER, VERN**  
KPOJ, Portland, Oreg.
- MULHALL, JOSEPH JR.**  
WBRY, Waterbury, Conn.
- MUNGER, JOHN**  
WEOA, Evansville, Ind.
- MURPHY, CHARLES**  
News Final  
WBAD-TV, Fort Worth, Tex
- MURPHY, CULLEN**  
Shell News  
KTVB, Boise, Idaho
- MURPHY, GEORGE**  
Operation People  
WPEO, Peoria, Ill.
- MURROW, EDWARD**  
CBS Report  
CBS-TV, CBS
- N —
- NAGLE, JAY**  
Top of the News  
WSAZ, Huntington, W. Va.
- NAGLE, JIM**  
Behind the News  
KQAQ, Austin, Minn.
- NAISH, RAY**  
Morning News Special  
WATV, Birmingham, Ala.
- NAKEL, PAUL**  
WEOL, Elyria Lorain, Ohio
- NANCE, BOB**  
KVIC, Victoria, Tex.
- NAVEN, DEAN**  
KMA, Shenandoah, Iowa
- NEAL, ROY**  
Monitor  
NBC, Los Angeles
- NEBLETT, BOB**  
WJTV, Jackson, Miss.
- NEER, DON**  
KAOL, Carrollton, Miss.
- NEHRING, WALLY**  
WIRE, Indianapolis, Ind.
- NELSON, CY**  
WJDD, Chicago, Ill.
- NELSON, TIM**  
WTIV, Titusville, Pa.
- NEWBERG, DON**  
WJBC, Bloomington, Ill.
- NEWMAN, EDWIN**  
News on the Hour, Emphasis  
NBC, Paris  
NBC-TV
- NEVINS, GERRY**  
Open Forum of the Air  
WADK, Newport, R.I.
- NICHOLS, DAVID**  
ABC, Washington
- NICKLES, R. W.**  
Topics of the Day  
KFAL, Fulton, Mo.
- NIEL, FRED**  
WCMB, Baltimore, Md.
- NIKITAS, CHRIS**  
Voice of the Community  
WOTW, Nashua, N.H.
- NILSON, ROY**  
WLCY, St. Petersburg, Fla.
- NIVEN, PAUL**  
CBS
- NORTH, JACK**  
World Today  
KDZA, Pueblo, Colo.
- NOVINS, STUART**  
CBS
- NUNNERY, JACK**  
6:15 News  
WBAP, Fort Worth, Tex.
- O —
- O'BRIEN, R. E.**  
KIUP, Durango, Colo.
- O'BRIEN, TOM**  
B. April 3, 1925, New York.  
News, WINS; Chevrolet Week-  
end News, CBS; Big Story,  
WNEW-TV; Monitor, NBC
- O'BRIEN, WILLIAM**  
WCNX, Middletown, Conn.
- O'CONNOR, LEN**  
Commentary  
WMAQ, Chicago, Ill.
- OGLESBY, TED**  
WDUH, Gainesville, Ga.
- OGREN, CHARLES**  
WHAI, Greenfield, Mass.
- OLDS, MIKE**  
KWEW, Hobbs, N. M.
- OLSON, BOB**  
Five Star Final  
KEY-T Santa Barbara, Calif.
- OLSON, DALE**  
KOVC, Valley City, N.D.
- OPPERMANN, DAVE**  
WKNX-TV, Saginaw, Mich.
- ORKIN, RICHARD A.**  
WLAN, Lancaster, Pa.
- ORNEST, STAN**  
KFSD, San Diego, Calif.
- ORGARD, JIM**  
KASI, Ames, Iowa
- ORRISON, FRANK**  
Newsbeat  
WAGE, Leesburg, Va.
- ORTON, DEAN**  
Channel 6 Reports  
KCN-TV, Temple-Waco, Tex.
- OVERTON, TOM**  
KFDH, Beaumont, Tex.
- OWEN, DON**  
6 O'Clock News  
KSLA-TV, Shreveport, La.
- OWEN, RAY**  
NBC, New York
- OWENS, JAMES**  
Comment  
WEEX, Easton, Pa.
- OYLER, HAL**  
Almanac Show  
KTVO, Ottumwa, Iowa

## — P —

**PALMER, DICK**  
WMTS, Murfreesboro, Tenn.

**PARK, CHARLES**  
WBRB, Mt. Clemens, Mich.

**PARKEE, RICHARD B.**  
Sanford Today  
WSME, Sanford, Me.

**PARKER, TONY**  
Newsboat  
KMS-TV, Minneapolis, Minn.

**PARMER, BUD**  
WFTV, Wetumpka, Ala.

**PARNELL, ROBERT**  
GE News Roundup  
KALE, Richland, Wash.

**PARRA, MANUEL PALMA**  
Noticiero  
KEV'T, Tucson, Ariz.

**PARSON, FRED**

B. June 13, 1920, Huntington, W. Va. Monitor, NBC; Fred Parsons Show, WINS; Hitchcock Presents, Brighter Day, CBS

**PATRICK, JIM**  
WJPD, Ishpeming, Mich.

**PATRICK, LARRY**  
WMBR, Jacksonville, Fla.

**PAULSON, AL**  
WERY, Green Bay, Wis.

**PEARSON, LARRY**  
Perspective  
KRDO-TV, Colorado Springs, Colo.

**PEARSON, LEON**  
United Nations, News on the Hour, Emphasis  
NBC, New York

**PEELES, DON**  
KVII, Amarillo, Tex.

**PENZA, RALPH**  
8:45 News  
WSAV, Savannah, Ga.

**PEPPER, FRANK**  
WCTV, Tallahassee, Fla.

**PERCIVAL, JACK**  
WCEN, Mt. Pleasant, Mich.

**PERKINDS, HARRY**  
KSAT, Salina, Kan.

**PERRY, JOHN**  
PA News Picture  
WDAU-TV, Scranton, Pa.  
WGBI, Scranton, Pa.

**PERRY, ROBERT**  
Androscope News  
KGBZ, Kalspell, Mont.

**PETERS, BOB**  
WBLG, Lexington, Ky.

**PETERS, JOHN**  
WBOY-TV, Clarksburg, W. Va.

**PETERS, MILTON**  
KBBS, Hot Springs, National Park, Ark.

**PETERSON, ELMER**  
Emphasis  
NBC, Los Angeles

**PETERSON, SHELDON**  
WTCN-TV, Minneapolis, Minn.

**PETRIK, DICK**  
Radio News Forum  
KOEL, Oelwein, Iowa

**PETTIT, LLOYD**  
7 O'Clock News  
WGN-TV, Chicago, Ill.

**PFISTER, ROBERT**  
WIMS, Michigan City, Ind.

**PHILBIN, REGIS**  
Up to the Minute  
KFSD-TV, San Diego, Calif.

**PHILLIPS, GEORGE T.**  
WAVZ, New Haven, Conn.

**PHILLIPS, JOE**  
Sunday Punch  
WJRL, Rockford, Ill.

**PHILLIPS, LEE**  
WKAT, Miami Beach, Fla.

**PHILLIPS, PHIL**  
Morning News  
KBRS, Springdale, Ark.

**PHILLIPS, RON**  
KNPT, Newport, Oreg.

**PIHIPPE, JOE**  
WADC, Washington, D.C.

**PIHIPPS, HENRY R.**  
KLOT, Barstow, Calif.

**PIHIPPS, JOE**  
Washington News  
KIXL, Dallas, Tex.

**PIATT, GENE**  
Saturday Deadline  
WOW-TV, Omaha, Neb.

**PIDGEON, DOUGLAS G.**  
WDAE, Tampa, Fla.

**PIERPOINT, ROBERT**  
CBS

**PIERSON, WILLIAM**  
KTLN, Denver, Colo.

**PINKLEY, VIRGIL**  
ABC, Los Angeles

**PITP, AARON**  
Report of the People  
WGTM, Wilson, N. C.

**PIETMAN, JOHN**  
WTCB, Flomation, Ala.

**PLATT, BILL**  
KPH, Wichita, Kan.

**POLOCK, REED**  
KMBY, Monterey, Calif.

**PORTA, PAT**  
News  
KPSA-TV, Fort Smith, Ark.

**PORTERFIELD, RUSS**  
WVEC-TV, Norfolk, Va.

**POTTER, DON**  
Six Star Final  
WJIM, Lansing, Mich.

**POWELL, CHARLES**  
KVTV, Sioux City, Iowa

**POWELL, RUSS**  
KPRE, Fresno, Calif.

**POWELL, TOM**  
News Headlines  
WDAU-TV, Scranton, Pa.  
WGBI, Scranton, Pa.

**POWERS, JACK**

B. July 2, 1924, New York City. The Pulse of the News, ABC-WXYZ, Detroit; Decision Detroit (Documentary Series), WXYZ, Detroit; Open Line, WXYZ, Detroit; News at Twenty-Five, WXYZ, Detroit

**PRESSMAN, GABE**

Shell Local News, WNBC-TV; On the Spot Reports, WNBC

**PRICE, GRANT**  
WMT, Cedar Rapids, Iowa

**PRICE, JOHN**  
Editorial of the Day  
WHP-TV, Harrisburg, Pa.

**PRICE, RALPH**  
WKAZ, Charleston, W. Va.

**PRICE, THOMAS M.**  
WTMB, Tomah, Wis.

**PRIEST, DON**  
WCOA, Pensacola, Fla.

**PRUITT, AL**  
Local News  
WSBB, New Smyrna Beach, Fla.

**PUTMAN, GEORGE**  
KTTV, Los Angeles, Calif.

## — Q —

**QUICK, C. H.**  
News Tabloid  
WSUH, Oxford, Miss.

**QUINN, ALBERT W.**  
WRAL, Baltimore, Md.

## — R —

**RABER, ALAN R.**  
WKAP, Allentown, Pa.

**RADANT, KEN**  
5 O'Clock Report  
WBCB, Hastings, Mich.

**RADKE, JACK**  
WISM, Madison, Wis.

**RAINEY, JOSEPH**  
WDAS Report  
WDAS, Philadelphia, Pa.

**RAND, TED**  
KBRS, Paragould, Ark.

**RANDALL, DAVE**  
Three Star Final  
WTOC-TV, Savannah, Ga.

**RANEY, CLAUDE**  
5:00 P.M. News  
WBRG, Birmingham, Ala.

**RAPKOCIL, SELL**  
KXXL, Bozeman, Mont.

**RASH, BRYSON**  
Monitor News  
WRC-TV, Washington, D.C.

**RATHER, DAN**  
KHOU-TV, Houston, Tex.

**RAY, WILLIAM**  
KASI, Amos, Iowa

**READ, BROOKS**  
Eso Reporter  
WBRZ, Baton Rouge, La.

**REASONER, HARRY**  
CBS News  
CBS-TV

**REEHLING, PAUL**  
World News at Noon  
WFPN, Ft. Valley, Ga.

**REID, BILL**  
World News  
WPRN, Butler, Ala.

**REIDLY, JIM**  
WAMS, Wilmington, Del.

**RENDELL, RICHARD**  
MBS

**RENICK, RALPH A.**  
WTVJ, Miami, Fla.

**REPTO, KEN**  
KBLO, Hot Springs, Ark.

**REN, JOE**  
Home Edition  
WMBD-TV, Peoria, Ill.

**REYNOLDS, FRANK**  
WBBM-TV, Chicago, Ill.

**REYNOLDS, KETHI**  
As I See the News  
KVOE, Uvalde, Tex.

**REYNOLDS, RON**  
WHOK, Lancaster, Ohio

**RICH, JOHN**  
News on the Hour, Emphasis  
NBC, Berlin

**RICHARDS, DELL**  
KCKN, Kansas City, Kan.

**RICHARDS, RON**  
KREM, Spokane, Wash.

**RIDDELL, CORWIN**  
KWER, San Angelo, Tex.

**RIDENOUR, REX**  
Local Newscast  
WJER, Dover, Ohio

**RIDER, JACK**  
Local News  
WFYC, Kinston, N.C.

**RINAKER, SAM**  
Up to the Minute  
KFSD-TV, San Diego, Calif.

**RISENHOVER, DICK**  
KGNC News  
KGNC, Amarillo, Tex.

**RITCHEY, CHARLES**  
Duquesne News  
WFBG-TV, Altoona, Pa.

**ROBERTS, BOB**  
Star Bulletin Commentary  
KGMB, Honolulu, Hawaii

**ROBERTS, CLETE**

B. February 1, 1912, Portland, Oregon. Clete Roberts Reports, Clete Roberts News, 6:30 P.M., 10:00 P.M.; Big Three and Big Three Final, U. S. Television News-Film, Inc.

**ROBERTS, DON**

WCOU, Lewiston, Me.

**ROBERTS, JOHN**

Tonight

WFIL-TV, Philadelphia, Pa.

**ROBERTS, PHIL**

WAAT, Trenton, N.J.

**ROBERTSON, VIC**

KXIC, Iowa City, Iowa

**ROBIN, BOB**

WAMS, Wilmington, Del.

**ROBINSON, AL**

The Golden Hour

WANS, Anderson, S.C.

**ROBINSON, ED**

World of Sports

KTLW, Texas City, Texas

**ROBINSON, HERB**

KOMO-TV, Seattle, Wash.

**ROBINSON, JAMES**

News on the Hour, Emphasis

NBC, Hong Kong

**ROBINSON, KEN**

KTHV, Little Rock, Ark.

**ROBINSON, PRESCOTT**

CBS

**ROBINSON WIP**

WSVA, Harrisonburg, Va.

**ROBY, MAX**

KMOX-TV, St. Louis, Mo.

**ROCK, CLARENCE**

WLJB, New York, N.Y.

**ROE, W. D.**

News Behind News

WPEL, Montrose, Pa.

**ROEDEL, JOHN**

KSD-TV, St. Louis, Mo.

**ROGERS, DICK**

KTOE, Mankato, Minn.

**ROGERS, JOHN**

WSLA-TV, Selma, Ala.

**ROGERS, JOHN**

Around the Town

WCVA, Culpeper, Va.

**ROLFSON, JOHN**

ABC, Washington

**ROOP, LOUIS**

KYRO, Potosi, Mo.

**ROSENBLUM, RAY**

WTIG, Massillon, Ohio

**ROSS, NORMAN**

WLS, Chicago, Ill.

**ROTH, KEN**

WGMA, Hollywood, Fla.

**ROTHRA, ROCKY**

WJOC, Jamestown, N.Y.

**ROUSE, BUD**

Local News

KMIN, Grants, N.M.

**ROWLAND, DON**

KSHG, Crowley, La.

**RUGGLES, D. B.**

WSKL, Views the News

WSKL, Montpelier-Barre, Vt.

**RUGH, VICTOR E.**

KIDD, Monterey, Calif.

**RUSSELL, BARRY**

KCKT-TV, Great Bend, Kan.

**RUSSELL, MIKE**

KXO, El Centro, Calif.

**RYAN, BILL**

News on the Hour, Emphasis

NBC, New York

**RYE, RONNIE**

KXRJ, Russellville, Ark.

**SALMONA, STELIO**

WAYZ, New Haven, Conn.

**SAMBORN, ALBERT**

WPAG, Ann Arbor, Mich.

**SANDEFUR, HUGH**

WSON, Henderson, Ky.

**SANDERS, CHARLES**

WBQQ, Augusta, Ga.

**SANDERS, DICK**

WJDX, Jackson, Mississippi

WLFT, Jackson, Mississippi

**SANFORD, CHARLES R.**

WGAN News

WGAN, Portland, Maine

**SANTIAGO, JOSE COLON**

Musica y Noticias

WVJP, Caguas, Puerto Rico

**SANTOTO, BILL**

WARD, Johnstown, Pa.

**SARBER, JOHN**

KVBC, Radio

San Luis Obispo, Calif.

**SARDELLA, CARLO**

WOND, Pleasantville, N.J.

**SAWYER, TOM**

WAAB, Worcester, Mass.

**SAVRE, J. T.**

WWKY, Winchester, Ky.

**SCHERER, RAY**

News on the Hour, Emphasis

NBC, Washington, D.C.

**SCHERLING, DAVE**

KGOS, Torrington, Wyoming

**SCHMELING, NORM**

7-10 News

KOTA, Rapid City, South

Dakota

**SCHMIDT, ELMAR**

KLPW, Union, Mo.

**SCHMITT, DON**

WMTV, Madison, Wisconsin

**SCHOENBRUN, DAVID**

CBS

**SCHORR, DANIEL**

CBS

**SCHUSSLER, DALE**

12 O'Clock Report

Wheeling, W. Va.

**SCOT, LEE**

KAV, Port Huenuem, Calif.

**SCOTT, H. WAYNE**

WBH, Leesburg, Fla.

**SCOTT, IVAN**

KYW, Cleveland, Ohio

**SCOTT, JOHN**

WOR, New York, N.Y.

**SCULLY, FRANCES**

ABC, Los Angeles, Calif.

**SEARLS, GUY**

CBS

**SEATON, MICHAEL**

KTOP, Topeka, Kansas

**SEAY, TOM**

KFTV, Paris, Texas

**SECONDARI, JOHN**

ABC, New York

**SECONDCOST, EVERETT**

WQDY, Calais, Maine

**SEMPRINI, ED**

Cape Comment

WOCB, W. Yarmouth, Mass.

**SERENSEN, FRITZ**

Comment

WKRS, Sikeston, Ill.

**SEVAREID, ERIC**

CBS

**SEVAREID, PAUL**

Fox-Movietone News

KMSD-TV, Minneapolis, Minn.

**SHACKLETTE, JAMES**

Under the Capitol Dome

WMTL, Leitchfield, Ky.

**SHADEL, BILL**

ABC, New York

**SHANNON, BILL**

Noon News

WBAT, Marion, Ind.

**SHARPE, BILL**

The Inside Story

KSOX, San Diego, Calif.

**SHARPE, HOWARD**

News-Local

WTVL-TV, Fort Pierce, Fla.

WARN, Fort Pierce, Fla.

**SHAW, JIM**

Music Box Matinee

WEAU, Augusta, Me.

**SHAW, ROBERT**

WSHL, Latrobe, Pa.

**SHAY, DAVE**

Report to Iowa

WMT-TV, Cedar Rapids, Iowa

**SHEA, FRANCIS**

WORC, Worcester, Mass.

**SHEEDLOCK, BERNIE**

WARD, Johnstown, Pa.

**SHEPPARD, LONNIE**

WNOD, Chattanooga, Tenn.

**SHULTZ, BILL**

Local Newswire

KWTC, Bastow, Calif.

**SHUMAN, HOWARD**

KOMO-TV, Seattle, Wash.

**SIDWELL, ROBERT**

Country Squire

WJOE, Port St. Joe, Fla.

**SILVA, F.**

WPTS, Pittston, Pa.

**SILVERMAN, ED**

ABC, N.Y.

**SIMPSON, JERRY**

KJOY, Stockton, Calif.

**SIMPSON, JOE**

KENS, San Antonio, Texas

**SINGER, SHEL**

KRDO-TV, Colorado Springs,

Colo.

**SINGSLER, FRANK**

MBS

**SINSWORTH, DAVID G.**

It Seems to Me

KSRA, Salmon, Idaho

**SKINNER, DAVID**

11:00 News

WJRT, Flint, Mich.

**SKINNER, RALPH**

Sir-Ditorial

WLAM, Lewiston, Me.

**SLADE, JOHN**

WJMO, Cleveland, Ohio

**SLATON, BILL**

WJQS, Jackson, Mis.

**SLATTER, BILL**

Channel 6 News

WDST-TV, New Orleans, La.

**SLATTON, JOHN**

Around the Town

WJBB, Haleyville, Ala.

**SLINKARD, TOM**

Washington Tonight

WWDC, Washington, D.C.

**SLYKE, HARRY VAN**

All the News

KWEL, Midland, Texas

**SMALL, ANNIE LEE**

Dairyland News

WYTH, Madison, Ga.

**SMEDLEY, BOYD**

Mr. Sports

WSLM, Salem, Ind.

**SMITH, C. C.**

It Seems to Me

WDEC, Americus, Ga.

**SMITH, DAVENPORT**

Alabama Newsreel

WBRC-TV, Birmingham, Ala.

**SMITH, HALL**

11th Hour Report

WTVD, Durham, N.C.

**SMITH, HOWARD**

Face the Nation

CBS Reports

CBS-TV

**SMITH, JIM**

Newscope

WESH-TV, Daytona Beach-

Orlando, Fla.

## — S —

**SAHLEY, AL**

WHMS, Charleston, W. Va.



# NEWS COMMENTATORS

**SMITH, LES**  
WOR, N.Y.C.

**SMITH, PAUL**  
KNIC, Iowa City, Iowa

**SMITH, WEBB**  
KHII-TV, Amarillo, Texas

**SNOWDOWN, CHARLES T.**  
WCVT, Connellsville, Pa.

**SNYDER, JAMES**  
Wrap-Up  
WPDX, Clarksburg, W. Va.

**SOKOLSKY, GEORGE**  
ABC, N.Y.C.

**SOSS, WILLIAM**  
Pocketbook News  
NBC, N.Y.C.

**SPANGLER, BILL**  
WFRX, W. Frankford, Ill.

**SPANGLER, BOB**  
KNPT, Newport, Oregon

**SPARGROVE, BILL**  
ABC, Los Angeles, Calif.

**SPEIGHTS, TERRY**  
News Today  
WPMP, Pascagoula-Moss Point, Miss.

**SPELBRING, BILL**  
WCGO, Chicago Heights, Ill.

**SPENCER, JACK**  
KIRO, Seattle, Wash.

**SPENCER, LESTER**  
Editorial Comments  
WKVB, Richmond, Ind.

**SPENCER, TIM**  
WEOA, Evansville, Ind.

**SPICER, CY**  
10 O'Clock News  
KPSA-TV, Ft. Smith, Ark.

**SPIEGEL, SIDNEY, J.**  
WEAV, North Country News  
Plattsburgh, N.Y.

**SPRAGG, GRAYDON**  
WHAT, Greenfield, Mass.

**SPRINGER, HARMON**  
KZZN, Littlefield, Texas

**SPRINGER, JIM**  
KNOV, Austin, Texas

**SQUIRE, ERIC**  
KUDU, Ventura, Calif.

**STADIUS, PAUL**  
News Scope  
KTHE, Thermopolis, Wyo.

**STADLER, GLEN M.**  
This is Springfield  
KEEO, Springfield, Eugene, Oregon

**STALKER, JOHN**  
Pacific Commentary  
KGMB, Honolulu, Hawaii

**STAMPS, MARK**  
Local News  
WRKT, Cocoa, Fla.

**STAPLES, ED**  
Views the News  
KCHV, Indio, Calif.

**STARNES, JACK**  
WBAG, Burlington, N.C.

**STECK, JIM**  
KACY, Fort Huenceme, Calif.

**STEDMAN, HERB**  
WGSN, Birmingham, Ala.

**STEENBURGH, BILL VAN**  
WSPB, Sarasota, Fla.

**STEINBACH, JOHN**  
WBKV, West Bend, Wis.

**STEINBRINCK, BOB**  
WAAP, Peoria, Ill.

**STERN, PETER**  
WDCR, Hanover, New Hampshire

**STEVENS, EEBY**  
New England News  
WPST, Caribou, Maine

**STEVENS, STEVE**  
Chillieothe Story  
WCHI, Chillieothe, Ohio

**STEWART, CHARLES**  
WNEX, Macon, Georgia

**STEWART, HAL**  
5 O'Clock Report  
KWTC, Barstow, Calif.

**STEWART, PHIL**  
KMFB, San Diego, Calif.

**STICKLE, DAVID**  
World Today  
7 P.M. Final  
WMAR-TV, Baltimore, Md.

**STILL, CHARLES**  
KZON, Tolleson, Ariz.

**STORR, BILL**  
Eleventh Hour Final  
WSPA, Spartanburg, S.C.

**STRAUSS, FRANK**  
Breakfast News  
KSPB, Needles, Calif.

**STRAWSER, NEIL**  
CBS

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Monitor News  
NBC, Washington

**STRINGFELLOW, SAM**  
Award Winning Local News  
KMHT, Marshall, Texas

**SULLIVAN, FRANK**  
KGBT-TV, Harlingen, Tex.

**SULLIVAN, JOHN**  
News Time  
WCAX-TV, Burlington, Vt.

**SWANSON, DICK**  
Chattanooga Dateline  
WTVC, Chattanooga, Tenn.

**SWART, JACK**  
WWIL, Ft. Lauderdale, Fla.

**SWAYZE, JOHN CAMERON**  
ABC, N.Y.

**SWENSON, HARVEY**  
KLMS, Lincoln, Neb.

**SWIFT, NORMAN**  
News Review  
WFIG, Sumter, S.C.

## T

**TAN, EDDIE**  
CBS

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WKNB, W. Hartford, Conn.

**TATE, VERNER**  
7 A. M. Wake-Up News  
WSPA, Spartanburg, S.C.

**TAYLOR, CLIFF**  
WLEU, Erie, Pa.

**TAYLOR, JOHN**  
News at Noon  
WGTO, Cypress Gardens, Fla.

**TAYLOR, PAUL**  
WRCV, Philadelphia, Pa.

**TEMPLE, AL**  
Noon Day News  
WKCT, Bowling Green, Ky.

**TENNEY, CRAIG**  
KCRG-TV, Cedar Rapids, Iowa

**TERMINE, JIM**  
Open Mike  
WEEZ, Chester, Pa.

**TERWEY, TYS**  
WMPB, Memphis, Tenn.

**TETRAULT, ERNEST**  
6:45 P.M. News  
WRGB-TV, Schenectady, N.Y.

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RTBC-TV, Austin, Tex.

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WDSR, Lake City, Fla.

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CBS

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WLOD, Ft. Lauderdale, Fla.

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WQTE, Detroit, Mich.

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KNDO, Yakima, Wash.

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WJDX, Jackson, Miss.

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News of Niagara  
WJLL, Niagara Falls, N.Y.

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KHEY, El Paso, Tex.

**THOMPSON, OLIVER K.**  
KTVH, Wichita, Kan.

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World Today  
KVAR, Phoenix, Ariz.

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WOC-TV, Davenport, Iowa

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WALY, Herkimer, N.Y.

**THORNE, TED**  
Covering Calumet  
WWCA, Gary, Ind.

**TILFORD, RUSS**  
Dimension Six  
XETV, San Diego, Calif.

**TILLMAN, JOHN**  
N.Y. News  
WPIX, New York, N.Y.

**TINNEY, CAL**  
KCOP-TV, Hollywood, Calif.

**TOBIAS, DICK**  
The Editor Speaks  
WCLI, Corning, N.Y.

**TOLLEFSON, GENE**  
KNDO, Yakima, Wash.

**TOOMEY, FRANK**  
KIUP, Durango, Colo.

**TORNABENE, RUSS**  
Monitor News  
NBC, Washington

**TOWNSEND, DALLAS**  
CBS

**TOWRE, BILL**  
WATS, Sayre, Pa.

**TRABER, JIM**  
KVIC, Victoria, Tex.

**TRACY, BILL**  
KPIX, San Francisco, Calif.

**TROUT, BOB**  
CBS News  
CBS-TV

**TUCKER, ART**  
KOVO, Provo, Utah

**TUREK, BOB**  
WGEM-TV, Quincy, Ill.

**TURNER, BRUCE**  
Voice of the Upper Peninsula  
WLUC, Marquette, Mich.

**TURNER, ROGER**  
WHJC, Matenwan, W. Va.

**TYLER, SPENCER**  
On the Beat  
KJOW, Stockton, Calif.

**TYSS, TY**  
Tonight's News Edition  
WLFH, Little Falls, N.Y.

## U

**UDWIN, JERRY**  
WAAP, Peoria, Ill.

**UEBELHART, JIM**  
WSPD, Toledo, Ohio

**UNGERSMA, MIKE**  
WASK, Lafayette, Ind.

## V

**VALERO, CARLOS**  
KUBO, San Antonio, Tex.

**VAN, ART**  
KSYD, Wichita Falls, Tex.

**VAN, LYLE**  
WOR, New York, N.Y.

**VAN DEELIN, LIONEL**  
XETV, San Diego, Calif.

**VANDERHOOF, RICHARD**  
KBUH, Brigham City, Utah

**VANDEVENTER, BOB**  
WACO, Waco, Tex.

**VANDEVENTER, FRED**  
MBS

**VAN HORN, ARTHUR**  
ABC, New York

**VAN HORN, GEORGE**  
WKY, Evansville, Ind.

**VANOCUR, SANDER**

News on the Hour, Emphasis  
NBC, Washington

**VAUGHAN, MILAM**

KSYD, Wichita Falls, Tex.

**VERSTEEF, SHERWOD**

WKLM, Wilmington, N. C.

**VICKS, VICTOR**

Cocon Beach News  
WKKO, Cocon, Fla.

**VIDACOVICH, I. J. JR.**

WWL, New Orleans, La.

**VIEAUX, EARL**

WJOB, Hammond, Ind.

**VINALL, JIM**

WJR, Detroit, Mich.

**VINCENT, SCOTT**

Channel Seven Report to New  
York

WABC-TV, New York, N. Y.

**VINSON, SMITH**

Georgia Today

WLAG, Lagrange, Ga.

**VITTO, G. L.**

KENO, Las Vegas, Nev.

**VON FREMD, CHARLES**

CBS

**— W —****WALDAN, ALAN**

WAPC, Riverhead, N.Y.

**WALDROP, BOB**

MBS

**WALDROP, DENNIS**

Open Mike  
WCOS, Columbia, S.C.

**WALLACE, AL**

KING, Seattle, Wash.

**WALLACE, GUY**

MBS

**WALLACE, MIKE**

B. May 9, 1918, Brookline, Mass.  
Mike Wallace Interviews, WNTA-  
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KXGO-TV, Fargo, N.D.

**WALLACK, RICHARD**

KXJB-TV, Valley City, N.D.

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KCOP-TV, Hollywood, Calif.

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NBC, Washington

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**WARREN, MATHEW**

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**WATERS, PHIL**

KYNG, Coos Bay, Oregon

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Evening News Roundup  
WAKP, Hendersonville, N. C.

**WAY, DOUG**

WAVP, Avon Park, Fla.

**WAYMAN, KEN**

KTIV, Sioux City, Iowa

**WAYNE, DON**

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News at Noon  
WFBB-TV, Indianapolis, Ind.

**WEBER, ART**

415 Newsreel  
KFBB-TV, Great Falls,  
Mont.

**WEBER, GERALD D.**

WJEM, Valdosta, Ga.

**WEINSTEIN, IRV**

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WKBW, Buffalo, N. Y.

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KQTY, Everett, Wash.

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KFUL, Garden City, Kan.

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WFAA, Dallas, Texas

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WTVD, Durham, N. C.

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**WESTBROOK, TED**

WKBV, Richmond, Ind.

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WWJ-TV, Detroit, Mich.

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KGVQ, Missoula, Mont.

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KPIX, San Francisco, Calif.

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Live-Wire  
WFUL, Fulton, Ky.

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WBBF, Rochester, N. Y.

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WICC, Bopt, Conn.

**WHALEN, TOM**

Highnoon News  
WBAP-TV, Fort Worth,  
Texas

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WRJW, Piquette, Miss.

**WHEELER, RON**

Noonday Bell News  
DTAT, Fredericks, Okla.

**WHIPKEY, JIM**

WAVV-TV, Norfolk, Va.

**WHITE, HY**

Looking Into the News  
WLBR, Lebanon, Pa.

**WHITE, JERRY**

KBEK, Elk City, Okla.

**WHITE, MRS. RUFUS**

Pollard News  
WT' B, Flomaton, Ala.

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KOLD, Tucson, Ariz.

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WDSF, De Funnak Springs,  
Fla.

**WILKINS, JOE JR.**

The Carter Reporter  
KBB-TV, Great Falls, Mont.

**WILLETE, LEO**

Esso Reporter  
WLOS, Asheville, N. C.

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WOXI, Jackson, Tenn.

**WILLIAMS, GLENN**

Project 60  
WSEN, Baldwinsville, N. Y.

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WMEX, Boston, Mass.

**WILLIAMS, PAUL**

WWJ-TV, Detroit, Mich.

**WILLIAMS, VINCE**

Newsbreaks  
KTVV, Los Angeles, Calif.

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KHJ-TV, Los Angeles, Calif.

**WILSON, BILL**

Action Central News  
KSTP, Davenport, Iowa

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Pulse Beat News  
WGEE, Indianapolis, Ind.

**WILSON, BOB**

Daily Business Trends,  
News on the Hour  
NBC, New York

**WILSON, ELIZABETH**

Local News  
WLOC, Mumfordsville, Ky.

**WILSON, WALT**

WDM-TV, Lima, Ohio

**WINGATE, JOHN**

WOR, New York, N. Y.

**WINTER, WILLIAM**

KGO-TV, San Francisco, Calif.

**WIPPEE, BILL**

KOFE Minitorials  
KOFE, Pullman, Wash.

**WIRZ, BOB**

KHAS, Hastings, Neb.

**WITTER, STAN**

KREM News  
KREM, Spokane, Wash.

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KMNS, Muskogee, Okla.

**WOLFKILL, ED**

WARK, Hagerstown, Md.

**WOMACK, BURL**

6:30 Edition  
WSAV, Savannah, Ga.

**WOODS, CHARLES**

ABC, New York

**WOOD, EARL**

Channel 5 Newsroom  
WROC-TV, Rochester, N. Y.

**WORKHOVEN, MERRILL**

Four Bell News Report  
WOW, Omaha, Neb.

**WORKMAN, W. D., JR.**

Carolina Digest  
WIS, Columbia, S. C.

**WRIGHT, BOB**

California Report  
Los Angeles, Calif.

**WRIGHT, BRAD**

KSL-TV, Salt Lake City,  
Utah

**WRIGHT, CHARLES E.**

WBYS, Canton, Ill.

**WRIGHT, DICK**

Views in the News  
WTAG, Worcester, Mass.

**WRIGHT, ERNIE**

WBOK, New Orleans, La.

**WRIGHT, RICHARD H.**

WVUE-TV, New Orleans, La.

**WYNGAARD, JOHN**

Capitol News

**— Y —****YOUNG, BOB**

KSYD, Wichita Falls, Texas

**YOUNG, DICK**

Dimension  
KTRN, Wichita Falls, Texas

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WHEE, Martinsville, Va.

**ADEMY, JOHN**  
WBIG, Greensboro, N. C.

**ADLAM, BUZZ**  
Adventures of Ozzie and  
Harriet  
ABC-TV

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KQV, Pittsburgh, Pa.

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NBC-TV

**AMRAM, DAVID**  
Cry Vengeance  
NBC-TV

**ANDERSON, JACK**  
Magic Land of Allakazam  
CBS-TV

**ANDERSON, RAY**  
WCHI, Chillicothe, Ohio

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WCCM, Lawrence, Mass.

**ANTON, BEA**  
WGTO, Cypress Gardens, Fla.

**ASBURY, RON**  
WHJB, Greensburg, Pa.

**ATKINS, BILL**  
KILE, Galveston, Texas

**AYER, LARRY**  
KRPL, Moscow, Idaho

**AYRES, MITCHELL**  
Perry Como's Kraft Music

Hall  
NBC-TV

**AYRES, NORMAN**  
Weekday Romper Room  
WCBS-TV, Portland, Me.

## — B —

**BAER, ED**  
KRAK, Sacramento, Calif.

**BAILEY, ROSE ANN**  
WWJO, Pineville, W. Va.

**BALDWIN, BILL C.**  
KWWL, Waterloo, Iowa

**BALZER, FRITZ**  
WRC, Washington, D. C.

**BANACH, BILL**  
WMAM, Marinette, Wis.

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KING, Seattle, Wash.

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WLOF, Orlando, Fla.

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KOAM, Pittsburg, Kan.

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WBLG, Lexington, Ky.

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WKRC, Cincinnati, Ohio

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KEEP, Twin Falls, Idaho

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WMOZ, Mobile, Ala.

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WACT, Tuscaloosa, Ala.

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WIST, Charlotte, N. D.

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KSSS, Colorado Springs,  
Colorado

**BENNETT, M. C.**  
KICD, Spencer, Iowa

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NBC-TV

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WSUB, Groton-New London,  
Conn.

**BERNIER, DON**  
KMEL, Wenatchee, Wash.

**BERNSTEIN, ROBERT**  
WALT, Tampa, Fla.

**BERRY, BILL**  
KPEG, Bellingham, Wash.

**BILUPS, HUGH**  
WOKK, Meridian, Miss.

**BIRD, M. A.**  
KWHO, Salt Lake City, Utah

**BIRDAS, GEORGE J.**  
WLNA, Peckskill, N. Y.

**BLOCH, RAY**  
Ed Sullivan Show  
CBS-TV

**BOLEN, BILL**  
WSGN, Birmingham, Ala.

**BRACKEN, ROBERT**  
WLOD, Ft. Lauderdale, Fla.

**BRATTON, VERLE**  
KCMS, Manitou Springs,  
Colorado



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**BROWNING, BILL**  
KGB, San Diego, Calif.  
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WICC, Bopt, Conn.  
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WVAM, Altoona, Pa.  
**RULAND, VERNE**  
WIZZ, Streator, Ill.  
**BULLEN, MARY ANN**  
KVNU, Logan, Utah  
**BUNN, BILL**  
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WETB, Johnson City, Tenn.  
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WDOK, Cleveland, Ohio  
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WOTR, Cory, Pa.  
**BYRD, VIRGINIA**  
WISH-TV, Indianapolis, Ind.

— C —

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**CALDWELL, LAMAR**  
WHSC, Hartsville, S. C.  
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**CARTER, JUNE**  
WRME, Titusville, Fla.

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**CHAPMAN, HARRY**  
WYDE, Birmingham, Ala.  
**CHASINS, ABRAM**  
WQXR, New York, N. Y.  
**CHESLO, JOHN**  
WENE, Endicott, N. Y.  
**CHIEW, GARY**  
KTUL, Tulsa, Okla.  
**CLARK, ALAN**  
WKY, Oklahoma City, Okla.  
**CLARK, JAMES S.**  
WJR, Detroit, Mich.  
**CLARKE, AL**  
WJMO, Cleveland, Ohio  
**CLOUTIER, NORMAN L.**  
WHAJ, Greenfield, Mass.  
**COBB, GWENDA**  
WMPM, Smithfield, N. C.  
**COBRUN, PAUL**  
KWIE, Salt Lake City, Utah  
**COCHINSKI, COCO**  
WLFH, Little Falls, N. Y.  
**COE, BARBARA**  
KLRA, Little Rock, Ark.  
**COFFEEN, K. RICHARDS**  
WMBD, Peoria, Ill.  
**COLE, BUDDY**  
CBS  
**COLE, CLIFF**  
KERG, Eugene, Oregon  
**COLLINS, BOB**  
WEEX, Easton, Pa.  
**COLLINS, JERRY**  
WNOX, Knoxville, Tenn.  
**COLLINS, MARCIA**  
WARN, Fort Pierce, Fla.  
**CONFER, KERBY**  
WKVA, Lewistown, Pa.  
**COOPER, GARY**  
WDUH, Gainesville, Ga.  
**COOPER, ROY**  
WEOA, Evansville, Ind.

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KLLL, Lubbock, Texas  
**CORBIN, RICHARD**  
WOTW, Nashua, N. H.  
**CORDELL, ROY L.**  
KFXM, San Bernardino, Calif.  
**CORDILL, CAROL**  
KMEQ, Omaha, Neb.  
**COY, CINOY**  
WPDX, Clarksburg, W. Va.  
**CRISP, JACK**  
WKAB, Mobile, Ala.  
**ROLL, DIANE**  
WFAW, Evanston, Ill.  
**CROWELL, GEORGE**  
KFRC, San Francisco, Calif.  
**CRUM, FRANK**  
WJLS, Beckley, W. Va.  
**CURRIE, STEVE**  
WGUY, Bangor, Me.  
**CURTIN, HOYT**  
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## — D —

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WBUZ, Fredonia, N. Y.  
**DANGERS, THELMA**  
WMIN, St. Paul, Minn.  
**DANIELS, MERRILL**  
WRRF, Washington, N. C.  
**DANIELS, WILEY JR.**  
WEEB, Baltimore, Md.  
**DAVENPORT, DON**  
WEKZ, Monroe, Wis.  
**DAVIS, ART**  
WBAP, Fort Worth, Texas  
**DAVIS, DICK**  
KVOY, Yuma, Ariz.  
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**ELKINS, JIM**  
KNOC, Natchitoches, La.  
**ELLSWORTH, JACK**  
WALK, Patchogue, N. Y.  
**ENNIS, CHUCK**  
KOPR, Butte, Mont.  
**ENNSIGN, EBIE**  
WFYI, Garden City, N. Y.  
**ENNSIGN, JEAN**  
WVOX, New Rochelle, N. Y.  
**EVANS, TONY**  
KLIV, San Jose, Calif.

### —F—

### FIORANI, R. F.

WPTS, Pittston, Pa.

### FLAIG, ROGER

KLGA, Algona, Iowa

### FLANAGAN, PAUL

WPTR, Albany, N. Y.

### FLYNN, PETER

Monitor Classical Music Hour

NBC

### FORBES, JERRY

WSPR, Springfield, Mass.

### FORD, MARK

KROY, Sacramento, Calif.

### FORRESTER, ERNIE

WWOL, Buffalo, N. Y.

### FOSTER, JIM

WBMA-TV, Lima, Ohio

### FREEMAN, BILL

KBUZ, Phoenix, Ariz.

### FRIEDHOFFER, HUGO

The Americans

NBC-TV

### FRIZZEL, HUGH

WHBQ, Memphis, Tenn.  
**FROST, DON**  
KMNS, Sioux City, Iowa  
**FUJII, PAUL**  
KPOI, Honolulu, Hawaii

### —G—

### GALLICCHIO, JOSEPH

WMAQ, Chicago, Ill.  
WNBQ-TV, Chicago, Ill.  
**GAMBLE, LEOTA**  
KLAN, Lenore, Calif.  
KJOL, Stockton, Calif.

### GART, JOHN

Paul Winchell Show, Robert  
Montgomery Presents, All Stage  
Revue, NBC-TV; Chance of a  
Lifetime, Who Do You Trust?  
Charley Weaver's Hobby Lobby,  
ABC-TV; Cosmopolitan Theatre,  
WNEV-TV

### GEIL, JOHN

WCVS, Springfield, Ill.

### GERHART, JULIA M.

WKMC, Roaring Springs, Pa.

### GILBERT, HERSCHEL BURKE

The Dupont Show with  
June Allyson

CBS-TV

### GLACY, ROBERT

KQBY, San Francisco, Calif.

### GORDON, BEN

WUST, Washington, D. C.

### GORGES, RODNEY

KCHV, Indio, Calif.

### GOW, ART

KLZ-TV, Denver, Colo.

### GRAMS, STAN

WBIL, Leesburg, Fla.

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## MUSICAL DIRECTORS

**GRAYSON, G. G.**  
KCTI, Ft. Worth, Ind.  
**GRAZIANO, JOSEPH**  
WKAL, Rome, N. Y.  
**GREGG, LEO**  
KCRG-TV, Cedar Rapids, Iowa  
**GREEN, BILL**  
Park Squares  
WHDH-TV, Boston, Mass.  
**GREGG, GEORGE**  
KSO, Des Moines, Iowa  
**GUNN, FRANK**  
KPH, Wichita, Kan.

— H —

**HAGEN, EARL**  
Jeanne Carson Show  
ABC-TV  
**HALE, JOHN**  
WHY, Montgomery, Ala.  
**HALL, JIM**  
WVNA, Tusculumbia, Ala.  
**HALLGREN, ROBERT M.**  
KSWI, Council Bluffs, Iowa  
**HALTER, BRYAN**  
WJIM, Lansing, Mich.  
**HAMMOND, GENE**  
WAAP, Chicago, Ill.  
**HAMNETT, RUSS**  
WCNC, Elizabeth City, N. C.  
**HANKS, CHARLES**  
KINZ, Amarillo, Texas  
**HARRIS, GOODWYN**  
KMHT, Marshall, Texas  
**HART, EARL**  
WBKH, Hattiesburg, Miss.  
**HART, WILLIAM**  
SEBASTIAN Dr.  
WCBM, Baltimore, Md.  
**HARVEY, DAVE**  
WDRF, Delray Beach, Fla.  
**HAYS, REX**  
WNAX, Yankton, S. D.

**HAYWARD, JEE**  
WLLN, Olney, Ill.  
**HEARON, JAMES**  
WJPS, Evansville, Ind.  
**HEFFNER, STEVE**  
WKOW, Madison, Wis.  
**HELMES, MARILYN**  
WCGC, Belmont, N. C.  
**HENDERSON, JIM**  
KBHS, Hot Springs National  
Park, Ark.  
**HENDERSON, SKITCH**  
Monitor Classical Music Hour  
NBC

**HIRCH, ROBERT**  
WISV, Viroqua, Wis.  
**HOBBY, POLLY**  
KTHY, Little Rock, Ark.  
**HODGES, DON**  
KSWO, Lawton, Okla.  
**HOEGER, KLAUS**  
KWSO, Waseo, Calif.  
**HOGAN, HARLAN**  
WSBT, South Bend, Ind.  
**IRGAN, JAMES**  
WSYR, Syracuse, N. Y.  
**HOLL, FRED**  
WAME, Miami, Fla.  
**HOLLER, MARGARET**  
WPTZ, Jasper, Ind.  
**HOLLINGSWORTH, RICHARD**  
WMOX, Meridian, Miss.  
**HOLMER, DEAN**  
WTCN, Minneapolis, Minn.  
**HOLMES, DEAN**  
Best of Anything  
WTCN-TV, Minneapolis, Minn.  
**HOLMES, ROGER**  
WAMS, Wilmington, Del.  
**HOGHTALING, F. WILLIAM**  
KMUR, Salt Lake City, Utah  
**HOWE, CHARLIE**  
KRGJ, Grand Island, Nebr.  
**HUBBS, BILL**  
KTCN, Pecos, Texas

**HUGH, IVOR**  
WCCC, Hartford, Conn.  
**HULTZ, ARLO**  
Tue Brighter Day  
CBS-TV  
**HUNDLEY, ZORA**  
KNCY, Nebraska City, Nebr.  
**HUNT, GINGER**  
KMAC, San Antonio, Texas  
**HUTTO, RICK**  
WRKJ, Cocoa, Fla.  
**HYMAN, DICK**  
CBS

— I —

**IRELAND, DICK**  
WJBY, Sausbury, Md.

— J —

**JACKSON, TOM**  
WKAB, Mobile, Ala.  
**JACOBSON, PEARL**  
KJEM, Eureka, Calif.  
**JAMES, DENNIS**  
KICN, Denver, Colo.  
**JAMES, MIKE**  
KOF E, Pullman, Wash.  
**JECFERAY, W. W. MRS.**  
WRNB, New Bern, N. C.

## JEROME, JERRY

**JERRIS, EARLE**  
WHAM, Rochester, N. Y.  
**JOHNSON, ERIC**  
WVGW, Meadville, Pa.  
**JONES, BILL**  
KBBR, North Bend, Oregon  
**JONES, DARWIN**  
KBVB, Reno, Nevada



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**JONES, DON**  
WLEA, Hornell, N. Y.  
**JONES, SHIRLEY**  
WDOS, Oneonta, N. Y.  
**JOOS, STEVE**  
WCOL, Columbus, Ohio  
**JORDAHL, BERNHARD**  
WKAN, Kankakee, Ill.  
**JORDAN, JIM**  
WKRS, Waukegan, Ill.

**— K —**

**KALER, RANDALL**  
WFAS, White Plains, N. Y.  
**KAYE, SAMMY**  
Serenade Room-Sunday Serenade,  
ABC; So You Want To Lead a  
Band, ABC-TV; Columbia Re-  
cords, RCA; Thesaurus  
**KEARNS, CHARLES**  
WKTY, La Crosse, Wisc.  
**KELLER, CHARLES**  
KENS, San Antonio, Texas  
**KELLER, ROGER**  
WKKS, Vanceburg, Ky.  
**KELLOGG, ROD**  
KXIV, Phoenix, Ariz.  
**KELLY, PAT**  
WMIX, Mt. Vernon, Ill.  
**KILBRIDE, THOMAS**  
KANO, Anoka, Minn.  
**KING, PAUL**  
KLEO, Wichita, Kan.  
**KIRK, RED**  
WOWL, New Albany, Ind.  
**KLEPPINGER, GERALD**  
KGDN, Edmonds, Wash.  
**KNIGHT, MORRIS**  
WRFC, Athens, Ga.  
**KNOX, KEITH**  
WNFG, Hibbing, Minn.

**KNUTSON, ORLY**  
KBMO, Benson, Minn.  
**KOPP, VICTOR J.**  
KAFP, Petaluma, Calif.  
**KORGAN, MIKE**  
KLMS, Lincoln, Neb.  
**KOSLOSKY, JUDY**  
KTPA, Prescott, Ark.  
**KOSTAL, IRWIN**  
Gary Moore Show  
CBS-TV  
**KOTTLER, MISCHA**  
WWJ-TV, Detroit, Mich.  
**KRAUSE, C. W.**  
WKLX, Paris, Ky.  
**KRONBERG, BONNIE**  
WOOD, Grand Rapids, Mich.  
**KRUSE, DARVL**  
KVEC, San Luis Obispo,  
Calif.  
**KUENSEL, GEORGE**  
WFAA, Dallas, Texas  
**KUHN, JOHN J.**  
WKIP, Poughkeepsie, N. Y.  
**KUZMA, ED**  
WBAX, Wilkes Barre, Pa.

**— L —**

**LAMBERT, NORM**  
WABI-TV, Bangor, Me.  
**LAMB, AL**  
WOW-TV, Omaha, Neb.  
**LANDMAN, GARY I.**  
KYUM, Yuma, Ariz.  
**LANGLEY, WOODY**  
WATS, Sayre, Pa.  
**LANIN, LESTER**  
**LAPHAM, DOUGLAS**  
WNHC, New Haven, Conn.  
**LARK, BOB**  
WPON, Pontiac, Mich.

**LARSON, PAUL**  
WAAB, Worcester, Mass.  
**LATIMER, CHARLES**  
DVSP, Sante Fe, N. M.  
**LAWRENCE, G. W.**  
KFAL, Fulton, Mo.  
**LEE, JERRY**  
KOKE, Austin, Texas  
**LEON, IRVING**  
WDAS, Philadelphia, Pa.  
**LEVITAN, DON**  
KADY, St. Charles, Mo.  
**LEWIS, WELDON**  
KBBB, Borger, Texas  
**LEYDEN, NORMAN**  
You're in the Picture  
CBS-TV  
**LINDSEY, MORT**  
CBS  
**LIPE, BUCK**  
WIBV, Belleville, Ill.  
**LIVELY, GENE**  
KWFR, San Angelo, Texas  
**LIVINGSTON, DAVE**  
KRIC, Beaumont, Texas  
**LOCKHARD, HARRY**  
WAVE, Louisville, Ky.

**— Mc —**

**MC ADAMS, LARRY**  
KNEA, Jonesboro, Ark.  
**MC CALL, IRA, REV.**  
WMBM, Miami Beach, Fla.  
**MC CARTHY, JOHN**  
WOR, New York, N. Y.  
**MC CLURE, JOHNNY**  
WJLD, Birmingham, Ala.  
**MC CULLOUGH, JOHN E.**  
WNBU, South Bend, Ind.  
**MC CUTCHAN, KEN**  
WKYK, Evansville, Ind.



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*musical director*  
*artist and repertoire*  
**Carlton Records**



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**ARRANGER**  
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**MC DANIEL, SUSAN**  
KTPS, Texarkana, Texas

**MC DOUGALD, DONALD O.**  
WVNS, Statesboro, Ga.

**MC GLOHON, LOONIS**  
Pat Lee Show  
WBTV, Charlotte, N. C.

**MC HENRY, MURPH**  
WQTY, Jacksonville, Fla.

**MC INTYRE, NEIL**  
WJIK, Cleveland, Ohio

**MC KINNEY, ALBENE**  
KBIG, Avadon, Calif.

**MC KINNON, BOB**  
WETU, Wetumpka, Ala.

**MC KISSACK, BARBARA**  
WJBB, Haleyville, Ala.

## — M —

**MAC KELAYE, ART**  
KZUN, Opportunity, Wash.

**MACLEOD, E. F.**  
WAAAX, Gadsden, Ala.

## MANSON, EDDY

B. May 9, New York City.  
Lucky Strike Cigarettes TV Spot;  
General Electric TV Spots; Re-  
cording for RCA Victor; Little  
Fugitive; Scott Tissue Commer-  
cials; Clairol Commercials

**MARCELLINO, MUZZY**  
Art Linkletter's House Party  
CBS-TV

**MARILL, ALVIN H.**  
WBOS, Boston, Mass.

**MARINO, JACK**  
WGLI, Babylon, N. Y.

**MARLOW, CHARLES**  
WCFE, Parkersburg, W. Va.

**MARTIN, BOB**  
KMLB, Monterey, Calif.

**MARTIN, GLADYS**  
WBX, Utica, N. Y.

**MARTIN, HARRY**  
WFHM, Indianapolis, Ind.

**MARTIN, JAMES ROBERT**  
WKFE, Huntington, W. Va.

**MARTIN, JIM**  
KRCR, Enid, Okla.

**MARTIN, JOHNNY**  
KICK, Springfield, Miss.

**MARTIN, JULIA**  
KXRX, Russellville, Ark.

**MARTIN, VICTORIA C.**  
WMEG, Eau Gallie, Fla.

**MARTINSON, JIM**  
WSOC, Charlotte, N. C.

**MARN, LLOYD**  
Ted Mack and the Original  
Amateur Hour  
CBS-TV

**MASSEY, JIMMY**  
WJEM, Valdosta, Ga.

**MATHES, BILL**  
WSTV, Steubenville, Ohio

**MATHIS, MARTHA**  
WAVU, Albertville, Ala.

**MATHIS, SHIRLEY**  
WCPC, Houston, Miss.

**MEEDER, WILLIAM**  
Search for Tomorrow  
CBS-TV

**MEFFORD, CHUCK**  
WISM, Madison, Wisc.

**MELCHERT, STU**  
KAKE, Wichita, Kan.

**MELIS, JOSE**  
Jack Paar Show  
NBC-TV

**MENDENHALL, MARY**  
WRBV, Richmond, Ind.

**MERENS, LYMAN**  
WRJN, Racine, Wisc.

**MESSNER, NORMAN**  
WCBG, Chambersburg, Pa.

**MEYER, BERNARD**  
Our American Heritage

**NBC-TV**

**MICHAEL, MITCH**  
WKYB, Milwaukee, Wisc.

**MICHAELS, FRANK**  
WCPR, Springfield, Va.

**MILLER, BETTY**  
WPTW, Piqua, Ohio

**MILLER, JERRY**  
KWEB, Rochester, Minn.

**MILLER, PATRICIA**  
WNMP, Evanston, Ill.

**MILLS, CHUCK**  
KYNA, Flagstaff, Ariz.

**MILLS, RICHARD W.**  
WONG, Oneida, N. Y.

**MITCHELL, BOB**  
KPL, Los Angeles, Calif.

**MONTGOMERY, PAUL**  
WRAL-TV, Raleigh, N. C.

**MOORE, JAN**  
WBAF, Marion, Ind.

**MORGAN, CORTELAND**  
WVH, Henderson, N. C.

**MOWAT, RICHIE**  
KRCR, King City, Calif.

**MOWERS, ROBERT**  
WLAM, Lewiston, Me.

**MUMMERT, EDWARD**  
WLAN, Lancaster, Pa.

**MUNIZ, ED**  
WJHW, New Orleans, La.

**MYERS, JAMES**  
KEYJ, Jamestown, N. D.

## — N —

**NAGY, MARY ELIZABETH**  
WLAO, Nashville, Tenn.

**NANCE, BOB**  
KVIC, Victoria, Texas

**NEATHERY, JOHN**  
KMCO, Conroe, Texas

**NELSON, DAVE**  
WJVO, Mt. Vernon, Ohio

**NICHOLS, DALE**  
WLLS, Old Saybrook, Conn.

**NICHOLS, STEVE**  
KBLD, Hot Springs, Ark.

**NICHOLSON, BILL**  
KPEP, San Angelo, Texas

**NININGER, EVE**  
WDBL, Romeike, Va.

**NORMAN, JACKIE**  
WCBY, Cheboygan, Mich.

**NORTHINGTON, JIM**  
WAKP, Hendersonville, N. C.

**NOTTINGHAM, HARRY**  
KCVL, Colville, Wash.

**NUNN, R. DOUG**  
WNOP, Newport, Ky.

## — O —

**OLSON, DAVE**  
WMNI, Columbus, Ohio

**OLSON, WALLY**  
WCCO, St. Paul, Minn.

**O'NEIL, JAMES**  
KEEO, Springfield-Eugene,  
Oregon

**O'NEILL, JOE**  
WWDC, Washington, D. C.

**O'NEILL, J.**  
KAOO, Tulsa, Okla.

**ORTON, IRV**  
About Faces  
ABC-TV

**OSNER, GLENN**  
Victor Borge Special  
ABC-TV

**OTON, GORDON**  
RTAC, Tacoma, Wash.

## — P —

**PAGE, DOROTHY E.**  
WPAV, Portsmouth, Ohio

**PALESTINA, ROSELYN**  
WWL, New Orleans, La.

**PAPPAS, CHRIS**  
KVEN, Ventura, Calif.

**PARKER, DANNY**  
WNTT, Centerville, Ill.

**PATTERSON, LOI ISE**  
WEAU, Augusta, Me.

**PAUL, CHARLES**  
As the World Turns  
CBS-TV

**PAVEY, RICHARD**  
WJLB, Detroit, Mich.

**PANSON, BUD**  
WACR, Newark, N. J.

**PANTON, R. DALTON**  
WWTJ, Canton, N. C.

**PECK, GALE**  
RPMC, Bakersfield, Calif.

**PERKINGS, JIMMY**  
WBBE, Burlington, N. C.

**PERLEBERG, LYLE**  
KSLB, Jamestown, N. D.

**PERRY, DEVERN**  
ROVO, Provo, Utah

**PERRY, RUTH**  
WAMM, Flint, Mich.

**PETERS, JAMES**  
WAYZ, New Haven, Conn.

**PETERSON, DREXEL**  
KVPD, Ft. Dodge, Iowa

**PETRILLO, CAESAR**  
WBBM-TV, Chicago, Ill.

**PETRILLO, LEE**  
WCPL, Chicago, Ill.

**PELEGER, GEORGE**  
WFTN, Jamestown, N. Y.

**PHelan, TOM**  
WICH, Norwich, Conn.

**PHILLIPS, FLIP**  
WKRO, Cocoa, Fla.

**PIERCE, RUDY**  
KGO, San Francisco, Calif.

**PLISNER, HENRY**  
WGAR, Cleveland, Ohio

**PLEMMONS, JERRY**  
WMMH, Marshall, N. C.

**POTTER, CLIFFORDEAN**  
WOML, Owensboro, Ky.

**POYTHRESS, E. T.**  
WLAG, Lagrange, Ga.

**PRITCHARD, BARBARA**  
WNOG, Naples, Fla.

**PRYOR, SUNNY**  
WXYZ, Detroit, Mich.

**PUFFER, GEORGE**  
WCLJ, Corning, N. Y.

**PURNELL, DOLLY**  
WREN, Topeka, Kan.

## — R —

**RAGAN, DICK**  
ROZE, Lewiston, Idaho

**RAMSBURG, JAMES**  
WMIN, St. Paul, Minn.

**RAST, MIKE**  
WCOS, Columbia, S. C.

**RAY, BEAL**  
KALB, Alexandria, La.

**RAYCEE, DEL**  
WPOP, Hartford, Conn.

**REDDOCH, LOUISE**  
WAML, Laurel, Miss.

**REEDER, CHARLES**  
WPPR, Middletown, Ohio

**REPINE, BURT**  
WRVA, Richmond, Va.

**REYNOLDS, RUSTY**  
KEEL, Shreveport, La.

**RICHARDS, BOB**  
WKOP, Binghamton, N. Y.

**RIDDLE, NELSON**  
Date with Debbie  
ABC-TV

**RIKER, KEN**  
WWBG, Harnett, N. Y.

**RIPOSO, TONY**  
Magic Toy Shop  
WHEN-TV, Syracuse, N. Y.

**RITTER, DON**  
WQXQ, Daytona Beach, Fla.

**ROBERTS, DAVE**  
WXTN, Lexington, Miss.

**ROBERTS, PAUL**  
KBIA, Columbia, Miss.

**ROBBIN, RED**  
KOLE, Port Arthur, Texas

**ROBINSON, CARL**  
KZZN, Littlefield, Texas

**ROBINSON, DAVID**  
KOMO, Seattle, Wash.

**RODDY, JIM**  
KNPT, Newport, Oregon

**RODRIGUEZ, HECTOR**  
KUBO, San Antonio, Tex.

**ROLLINS, MIKE**  
WWIZ, Lorain, Ohio

**ROOK, CHARLIE**  
KGOS, Torrington, Wyo.

**ROPER, PAT**  
WGHF, Evansville, Ind.

**ROSE, DAVID**  
Red Skelton Show  
CBS-TV  
Bonanza  
NBC-TV

**ROSE, RONALD**  
KBOY, Medford, Oregon

**ROSS, CHARLES**  
WMOU, Berlin, N. H.

**ROWE, JAMES**  
WIRE, Indianapolis, Ind.

**ROZZELL, JIMMY**  
KZOL, Farwell, Texas

**RUMMINGER, BARBARA**  
WMCU, Breckenridge, S. C.

**RUTHERFORD, JERRY**  
WCML, Ashland, Ky.

**RYALS, HERB**  
WMJM, Cordele, Ga.

**— S —**

**SAKS, BENNIE**  
Televi Digest Kona-Kala-tv  
Honolulu, Hawaii

**SANDERS, BOB**  
WAUD, Auburn, Ala.

**SANDI, JOLI VAN**  
WJOI, Florence, Ala.

**SANTELLO, FAY**  
WFBL, Syracuse, N. Y.

**SAUNDERS, FRANK**  
KAPR, Douglas, Ariz.

**SCHIRMER, JOE**  
KPLR-TV, St. Louis, Mo.

**SCHUCF, DAVID**  
WBKV, West Bend, Wis.

**SCHWAN, SAM**  
KYNO, Fresno, Calif.

**SCHWARTZ, DON**  
KDOK, Tyler, Texas

**SCOTT, LARRY**  
KBFT, Neosho, Mo.

**SEARLE, STEPHEN B.**  
WNPB, Daytona Beach, Fla.

**SEARS, ZENAS**  
WAOK, Atlanta, Ga.

**SILARMAN, CHUCK**  
KBRC, Mt. Vernon, Wash.

**SHELLADA, ROBERT**  
KKIC, Iowa City, Iowa

**SHERMAN, EARL**  
WFZL, Richmond, Va.

**SHERY, ROBERT**  
KIDD, Monterey, Calif.

**SHOOP, DAVE**  
Say It With Music  
WHP-TV, Harrisburg, Pa.

**SHORT, FRANK**  
WBAZ, Kingston, N. Y.

**SIDNEY, SID**  
Lassie  
CBS-TV

**SIMPSON, JOHNNY**  
KOTA-TV, Rapid City, S. D.

**SITTS, GEORGE**  
WALY, Herkimer, N. Y.

**SLATE, ALLIN**  
KIEV, Glendale, Calif.

**SMITH, RICHARD**  
WJHO, Opelika, Alaska

**SMITH, BOB**  
WRGR, Starke, Fla.

**SMITH, CAROL**  
WDBL, Springfield, Tenn.

**SMITH, CLAYTON**  
WEGP, Presque Isle, Me.

**SMITH, MARGARET**  
WOVE, Welehi, W. Va.

**SNYDER, MARIE**  
WRSW, Warsaw, Ind.

**SONTAG, GEORGE**  
WOC-TV, Davenport, Iowa

**SPIEGEL, ANDREW G.**  
WAAP, Peoria, Ill.

**SPINA, HAROLD, JR.**  
KGBS, Los Angeles, Calif.

**SPRINGER, GERALD**  
KVAS, Astoria, Oregon

**STANDISH, MILES**  
WYNK, Baton Rouge, La.

**STANZIOLA, JOHN**  
WAZL, Hazleton, Pa.

**STEPHENSON, GRIER**  
WGES, Covington, Ga.

**STEVENS, BOB**  
KISS, Portland, Oregon

**STEVENS, DAVID**  
KGFF, Shawnee, Okla.

**STEWART, BECK ANN**  
WPBC, Minneapolis, Minn.

**STONE, CLAIR**  
WJPG, Green Bay, Wis.

**STORDAHL, AXEL**  
Westinghouse Playhouse  
NBC-TV

**STORMENT, JIM**  
WJHD, Salem, Ill.

**STOVALL, BRENDA**  
KWEW, Hobbs, N. M.

**STREET, JAKIE**  
KCOA, Kilgore, Texas

**STURTZ, HOWIE**  
WCCN, Neilsville, Wis.

**STYLES, RAY**  
KURL, Billings, Mont.

**SUDDATH, JAMES**  
WKOA, Hopkinsville, Ky.

**SURBER, FRANK**  
WGNB, Murfreesboro, Tenn.

**SWARTZ, FRANCES**  
WESA, Charleroi, Pa.

**SYLVERN, HANK**  
Madcap Sixties, Electra Theatre,  
CBS-TV; Play of the Week, NTA

**— T —**

**TAUBMAN, PAUL**  
Dough-Re-Mi, Concentration,  
NBC-TV; Edge of Night, CBS-  
TV; Owner of Penthouse Club

**TAYLOR, DAVE**  
WHBG, Harrisonburg, Va.

**TEMPLEMAN, MARION**  
KWPC, Muscatine, Iowa

**THOMAS, LEE**  
WBMA, Anniston, Ala.

**THOMASON, MILDRED**  
KJBC, Midland, Texas

**THOMPSON, MAURICE**  
WJDX, Jackson, Miss.  
WLTF-TV, Jackson, Miss.

**TINNEY, LOU**  
WWSC, Glens Falls, N. Y.

**TIOKIN, DIMITRI**  
Gunslinger, CBS-TV

**TOMLINSON, CHARLIE**  
KCHL, Houma, La.

**TOWNER, TED**  
KCPX-TV, Salt Lake City,  
Utah

**TOWNSEND, WALLY**  
CKLW, Detroit, Mich.

**TRILLING, ALEXANDER**  
WNEW, New York, N. Y.

**TROTTA, CHARLIE**  
WMBR, Jacksonville, Fla.

**TUCKER, DAVID**  
WCRB, Boston, Mass.

**TUCKER, DONALD**  
WQMR, Washington, D. C.

**TURNER, BILL, JR.**  
WANS, Anderson, S. C.

**TURNER, PERRY**  
WGOL, Goldsboro, N. C.

**— U —**

**UNDERWOOD, LIZ**  
WRNL, Richmond, Va.

**— V —**

**VALENTINO, GENE**  
WDEE, New Haven, Conn.

**VAN KANEGON, JOHN**  
WGES, Chicago, Ill.

**VAN PELT, PAULINE**  
KFJB, Marshalltown, Iowa

**VAZQUEZ, ALVARO**  
WVJP, Caguas, Puerto Rico

**VOORHEES, DONALD**  
Bell Telephone Hour  
NBC-TV

**VOY, DENNIS**  
KMAQ, Maquoketa, Iowa

**VUN KANNON, CHARLIE**  
WMC, Memphis, Tenn.

**— W —**

**WAYNE, SID**  
Video Village  
CBS-TV

**WAYNE, STU**  
WFIL, Philadelphia, Pa.

**WEBB, ELIZABETH**  
WCHV, Charlottesville, Va.

**WEBB, JACK**  
WAXC, Georgetown, Ky.

**WEED, BUDDY**  
B. January 6, 1918, Ossining,  
N. Y. Coffee and Music—Ameri-  
can Broadcasting Co.

**WEEKS, JUDY**  
WTK, Durham, N. C.

**WEISINGER, MERLE**  
KVIN, Vinita, Okla.

**WELK, LAWRENCE**  
ABC-TV

**WELLMAN, JOHN**  
KYVA, Cleveland, Ohio

**WEAVER, LEONA**  
WTAH, Norfolk, Va.

**WICKS, BOB**  
KASO, Minden, La.

**WIDITZ, PAUL**  
WBAL, Baltimore, Md.

**WIESE, BARBEE**  
KJAM, Madison, S. D.

**WILKINSON, RALPH NORMAN**  
United States Steel Hour  
CBS-TV

**WILSON, KENNETH**  
WHDH-TV, Boston, Mass.

**— Y —**

**VATES, GLORIA**  
KVOO-TV, Tulsa, Okla.

**— Z —**

**ZIMMERMAN, HARRY**  
Dinah Shore Chevy Show  
NBC-TV



# Radio-TV Writers

RADIO AND TELEVISION  
—their work during 1960

## — A —

**ACE, GOODMAN**  
Perry Como's Kraft Music  
Hall  
NBC-TV

**ADAMSON, ED**  
Wanted: Dead or Alive  
CBS-TV

**ALLEN, WOODY**  
Pat Boone Show  
ABC-TV

**AYLESWORTH, JOHN**  
Perry Como's Kraft Music  
Hall  
NBC-TV

## — B —

**BALES, BILL**  
Monitor  
NBC

**BALZER, GEORGE**  
Jack Benny Show  
CBS-TV

**BARASCH, NORMAN**  
Garry Moore Show  
CBS-TV

**BARRETT, BILL**  
Full Circle  
CBS-TV

**BELL, WILLIAM**  
As the World Turns  
CBS-TV

**BENSFIELD, DICK**  
Adventures of Ozzie and  
Harriet  
ABC-TV

## BIXBY, CARL

Life Can Be Beautiful, Edge Of  
Night

## BLAKE, HOWARD

About Faces  
ABC-TV

## BOGERT, VINCENT

Garry Moore Show  
CBS-TV

## BRENNAN, FREDERICK

Life and Legend of Wyatt  
Earp  
ABC-TV

## BURTON, JAY

Perry Como's Kraft Music  
Hall  
NBC-TV

## — C —

**CLARKE, WILLIAM KENDALL**  
The Secret Storm  
CBS-TV

## CLOTH, SHERRY

Paul Winchell Show  
ABC-TV

## COOPER, LESTER

Dave Garroway Show  
NBC-TV

## CREAN, ROBERT

Cry Vengeance  
NBC-TV

## — D —

## DIAMOND, SELMA

Perry Como's Kraft Music  
Hall  
NBC-TV

## DUNKILL, JOHN

Life and Legend of Wyatt

Earp  
ABC-TV

## DUNN, JOHN

Dave Garroway Today Show  
NBC-TV

## — E —

## ETTLINGER, DON

Love of Life  
CBS-TV

## — F —

## FAULCONER, KATHERINE

Monitor  
NBC

## FRIEDMAN, HY

Groucho Show  
NBC-TV

## FURST, P. T.

Expedition  
ABC-TV

## — G —

## GARMENT, CHARLES

Monitor  
NBC  
Jack Benny Show  
CBS-TV

## GORDON, AL

Jack Benny Program  
CBS-TV

## GORDON, WILLIAM

The Americans, Outlaws  
NBC-TV

## GOULD, BERNIE

About Faces  
ABC-TV

## GRANT, PERRY

Adventures of Ozzie and  
Harriet  
ABC-TV

## GROVE, GRAHAM

Bell and Howell Close Up  
ABC-TV

## — H —

## HANSER, RICHARD

Project 20  
NBC-TV

## HARRIS, HOWARD

Groucho Show  
NBC-TV

## HEYES, DOUGLAS

Outlaws  
NBC-TV

## HOopl, HENRY

About Faces  
ABC-TV

## HORMER, CHUCK

Pat Boone Show  
ABC-TV

## HORNER, CHUCK

Dave Garroway Show  
NBC-TV

## HOWARD, BOB

Jack Paar Show  
NBC-TV

## HURSLEY, DORIS

Search For Tomorrow  
CBS-TV

## HURSLEY, FRANK

Search For Tomorrow  
CBS-TV

## — J —

## JACOBSON, BILL

Pat Boone Show

ABC-TV

## JACOBY, COLMAN

Garry Moore Show  
CBS-TV

## JOHNSTON, JACK

Yours Truly, Johnny Dollar  
CBS

## — K —

## KAHN, BERNARD

Monitor  
NBC

## KATLOV, NORMAN

Wanted: Dead or Alive  
CBS-TV

## KEMPLEY, WALTER

Jack Paar Show  
NBC-TV

## KEYES, PAUL

Jack Paar Show  
NBC-TV

## KINROY, ERNEST

Our American Heritage  
NBC-TV

## — L —

## LACHMAN, MORT

Bob Hope Show  
NBC-TV

## LAKE, BARRY

The Brighter Day  
CBS-TV

## LARKIN, BILL

Bob Hope Buick Show  
NBC-TV

## LASSALLY, ALICE

Monitor  
NBC

## LEE, CHARLES

Bob Hope Buick Show  
NBC-TV

## LEWIS, ANDY

The Americans  
NBC-TV

## LIEBMAN, NORMAN

ABC

## LUTZ, BILL

Queen For A Day  
ABC-TV

## — Mc —

## Mc GUIRE, DON

Hennessy  
CBS-TV

## — M —

## MARTIN, IAN

Young Dr. Malone  
NBC-TV

## MARN, MARVIN

You're In the Picture  
CBS-TV

## MOORE, CARROLL

Garry Moore Show  
CBS-TV

## MORGAN, DIANA

Timex All Star Circus  
ABC-TV

## MOSEL, TAD

Our American Heritage  
NBC-TV

## — N —

## NELSON, DON

Adventures of Ozzie and  
Harriet  
ABC-TV

**NELSON, OZZIE**  
Adventures of Ozzie and Harriet, ABC-TV

**NIXON, AGNES**  
The Guiding Light  
CBS-TV

— **O** —

**O'BRIEN, DAVE**  
Red Skelton Show  
CBS-TV

**O'CONNELL, BILL**  
Monitor  
NBC

**O'KUN, LAN**  
Shari Lewis Show  
NBC-TV

**O'SULLIVAN, BOB**  
About Faces  
ABC-TV

— **P** —

**PARKER, RAY**  
Art Linkletter's House Party  
CBS-TV

**PEPPEATT, FRANK**  
Ferry Como's Kraft Music Show  
NBC-TV

**PERRIN, SAM**  
Jack Benny Program  
CBS-TV

**PHILLIPS, IRNA**  
As the World Turns  
CBS-TV

— **R** —

**RAGAWAY, MARTIN**  
Red Skelton Show  
CBS-TV

**RAPP, JOHN**  
Bob Hope Buick Show  
NBC-TV

**REINER, CARL**  
Date with Debbie  
ABC-TV

**REZNIK, SIDNEY**  
Garry Moore Show  
CBS-TV

**ROONEY, ANDY**  
Garry Moore Show  
CBS

**ROSEN, ARNIE**  
Garry Moore Show  
CBS-TV

**ROTH, MARTY**  
Paul Winchell Show  
ABC-TV

**RUBIN, MANN**  
Our American Heritage  
NBC-TV

— **S** —

**SCHWARTZ, SHERWOOD**  
Red Skelton Show  
CBS-TV

**SHELDON, SANDY**  
Dave Garroway Show  
NBC-TV

**SHELTON, JIMMY**  
You're in the Picture  
CBS-TV

**SHULMAN, MAX**  
Dobie Gillis  
CBS-TV

**SILPHANT, STERLING**  
Naked City  
ABC-TV

**SILVERSTEIN, MORT**  
Today on the Farm  
NBC-TV

**SLOCUM, CHARLES**  
Dave Garroway Today Show  
NBC-TV

**SMITH, ALAN**  
Dave Garroway Today Show  
NBC-TV

**SOLOLOW, SANFORD**  
Douglas Edwards with the News  
CBS-TV

**SOMMERS, JAY**  
Adventures of Ozzie and Harriet  
ABC-TV

**SPELLING, AARON**  
Dick Powell's Zane Grey Theatre  
CBS-TV

**STADD, LEONARD**  
From These Roots  
NBC-TV

**STARR, MANYA**  
The Clear Horizon  
CBS-TV

**STEIN, JOE**  
Date with Debbie  
ABC-TV

**STERLING, ROD**  
The Twilight Zone  
CBS-TV

**STILLIPHANT, STERLING**  
Route 66  
CBS-TV

**STONE, WALTER**  
You're in the Picture  
CBS-TV

— **T** —

**TIBBLES, GEORGE**  
Bringing Up Buddy  
CBS-TV

**TURTLETAUB, SAUL**  
Shari Lewis Show  
NBC-TV

— **V** —

**VENDIG, IRVING**  
The Edge of Night  
CBS-TV

— **W** —

**WAGNER, WALTER**  
Art Linkletter's House Party  
CBS-TV

**WASSERMAN, DALE**  
The Citadel  
ABC-TV

**WEEL, ALICE**  
Douglas Edwards with the News  
CBS-TV

**WHITE, JOHN**  
Bob Hope Buick Show  
NBC-TV

— **Z** —

**ZELENKA, SYDNEY**  
You're in the Picture  
CBS-TV

**Nothing  
Outshouts  
Quality and  
Integrity**





*Ed  
Herliby*



**RAY MORGAN**

**ANNOUNCER-NARRATOR**

**LEx 2-1100**

# Announcers - MC's

RADIO AND TELEVISION  
—their work during 1960

— A —

**AAROE, ALDEN**  
WRVA, Richmond, Va.

**ABERNETTY, TOM**  
WSTV, Steubenville, Ohio

**AC'RE, DAVID**  
WCGA, Calhoun, Ga.

**ADAME, ROBERTO**  
KMAB, Bakersfield, Calif.

**ADAMS, DON**  
WOI-TV, Ames, Iowa

**ADAMS, GLENN**  
KAIR, Tucson, Ariz.

**ADAMS, JOHN**  
America's Top Tunes  
WVAR, Richmond, W. Va.

**ADAMS, WES**  
WKRT, Cortland, N. Y.

**ADELL, RAY**  
WBAB, Babylon, N. Y.

**ADKINS, BOB**  
WTVN, Columbus, Ohio

**AGA, ERCEL**  
KXRA, Alexandria, Minn.

**AIERN, JIM**  
KMAB, Bakersfield, Calif.

**ALBERS, HARRY**  
KLUC, Evanston, Wyo.

**ALDRED, JOEL**  
Dinah Shore Chevy Show  
NBC-TV

**ALIN, RED**  
KUTV, Fargo, N. D.

**ALLAN, BOB**  
Carolina Today  
WNCT, Greenville, N. C.

**ALLAN, LLOYD**  
Tune 1050  
KNKX, Kirkland, Wash.

**ALLARD, BOB**  
Music of Foreign Lands  
WOC, Davenport, Iowa

**ALLEN, BARRY**  
WFAW, Evanston, Ill.

**ALLEN, BILL**  
WOOD-TV, Grand Rapids,  
Mich.

**ALLEN, BOB**  
WPEO, Peoria, Ill.

**ALLEN, BOB**  
WWOW, Conneaut, Ohio

**ALLEN, BRUCE**  
KSRO, Santa Rosa, Calif.

**ALLEN, DAVID**  
WKBN, Youngstown, Ohio

**ALLEN, DICK**  
WINZ, Tampa, Fla.

**ALLEN, ERNIE**  
Spotlight on Music  
WREN, Topeka, Kan.

**ALLEN, JOHN**  
Early Birds  
WFAA, Dallas, Tex.

**ALLEN, LARRY**  
WJOC, Jamestown, N. Y.

**ALLEN, MILTON**  
KPAC, Port Arthur, Tex.

**ALLINGER, RALPH**  
Today in Sports  
WIBX, Utica, N. Y.

**ALLISON, GENE**  
WISH-TV, Indianapolis, Ind.

**AMAN, LOUD**  
Kale Korral  
KALE, Richland, Wash.

**AMMERMAN, DAN**  
Platter Palace  
KGNC, Amarillo, Tex.

**ANDERSON, BOB**  
KORR, Eugene, Ore.

**ANDERSON, DON**  
Polka Party  
KFH, Wichita, Kan.

**ANDERSON, DON**  
WDBL, Springfield, Tenn.

**ANDERSON, DON**  
WGCD, Chester, S. C.

**ANDERSON, DUNC**  
KUTV, Fargo, N. D.

**ANDERSON, FRANCIS**  
WNHC-TV, New Haven, Conn.

**ANDERSON, KARL**  
What's On Your Mind?  
WARN, Fort Pierce, Fla.

**ANDERSON, NORM**  
Music in the Morning  
WAXX, Gadsden, Ala.

**ANDREWS, BUD**  
KLVT, Levelland, Tex.

**ANDREWS, PERRY**  
WBAL, Baltimore, Md.



## CY HARRICE

ANNOUNCER - M.C.

NARRATOR

SU 7-5400



▶  
BILL  
SHIPLEY  
▶

DAN  
DONALDSON



JU 2-8800



## ANNOUNCERS-EMCEES

**ANDREWS, WILMER**  
Double A Show  
WOLF, Syracuse, N. Y.

**ARMSTRONG, LEROY**  
11th Hour Show  
WDSK, Cleveland, Miss.

**ARMSTRONG, STEVE**  
WKIO, Cocoa, Fla.

**ARNOLD, BOB**  
WBTA, Batavia, N. Y.

**ARP, DAVE**  
KYNT, Yanton, S. D.

**ARQUETTE, JOE**  
KQDL, Bismarck, N. D.

**ARTHUR, FRED**  
KGMG, Englewood, Colo.

**ASSAF, WOODIE**  
Jukebox Serenade  
WJDX, Jackson, Miss.

**AUTRY, CHARLES**  
Col. Clunk Show  
WRBL-TV, Columbus, Ga.

**AVERY, CURT**  
WTHV, Little Rock, Ark.

**AVERY, JIM**  
KOVO, Provo, Utah

**AVRIAN, GENE**  
Morning Music  
WXYZ, Detroit, Mich.

**AYCOCK, ROY**  
WVEC, Hampton, Va.

**AYLWARD, GUY**  
WNHC-TV, New Haven, Conn.

### — B —

**BACK, PEDER**  
American Scandinavian Hour  
WRJN, Racine, Wisc.

**BACON, TOMMY**  
WAAT, Trenton, N. J.

**BAGG, BRUCE**  
Top of the Morning  
WBYS, Canton, Ill.

**BAHAKEL, DIA**  
Listen Ladies  
WABG, Greenwood, Miss.

**BAILEY, BOB**  
Clockwatcher  
WSTP, Sailsburg, N. C.

**BAILEY, CARL**  
What's Doing in South, Calif.  
KBIG, Avaton, Calif.

**BAINES, TOM**  
Breakfast Frolie  
WLIL, Lenoix City, Tenn.

**BAKER, GENE**  
Queen for a Day  
ABC-TV

**BAKER, JEFF**  
Housewives' Mattinee  
WALY, Herkimer, N. Y.

**BAKER, MIKE**  
B. June 15, St. Thomas, Ontario.  
Perry Como, NBC-TV; Bell  
Science Series, Warner Bros.

**BAKER, ROBERT E.**  
Morning Show  
KAMP, El Centro, Calif.

**BALE, NORM**  
Contact  
KWKH, Shreveport, La.

**BALFOUR, DAVID**  
WWRT, West Warwick, R. I.

**BALL, NOEL**  
Saturday Showcase  
WSIX-TV, Nashville, Tenn.

**BANDY, BAB**  
WOVC, Ripon, Wisc.

**BARBER, DON**  
Midday Movie  
WCKT, Miami, Fla.

**BARDENLEY, LEE**  
WNVB, Millville, N. J.

**BARKER, DAVID**  
WFBL, Syracuse, N. Y.

**BARNARD, BILL**  
Daybreak Serenade  
WGBS, Los Angeles, Calif.

**BARNES, CARL**  
Camp Meeting  
WCRY, Macon, Ga.

**BARNETT, MEL**  
WHIS, Bluefield, W. Va.

**BARRETT, DENNIS**  
WUBR, Holdrege, Nev.

**BARRETT, PETEE**  
Saturday Bandstand  
WRWH, Cleveland, Ga.

**BARRETT, RAY**  
NBC

**BARRIE, ART**  
WSPD, Toledo, Ohio

**BARRON, KARI**  
KTIM, San Rafael, Calif.

**BARRY, JOE**  
WISM, Madison, Wisc.

**BARTON, JOHN**  
WHOW, Clinton, Ill.

**BARUCH, ANDRE**  
United States Steel Hour  
CBS-TV

**BASELEON, GEORGE**  
WEEK-TV, E. Peoria, Ill.

**BAUGHMAN, HANK**  
WSHH, Latrobe, Pa.

**BAUM, JERRY**  
Spins 'N' Needles  
WGPF, Evansville, Ind.

**BAXTER, WENDELL**  
Trading Post  
K<sup>100</sup>, Columbus, Neb.

**BAYLIFF, JERRY**  
Push Button One  
WDBM, Statesville, N. C.

**BEACHE, BILL**  
KILE, Galveston, Tex.

**BEALE, RAY**  
WGUN, Atlanta, Ga.



*Frank Butler*

Exclusive Representative:

**Robert Longenecker**

OL. 3-3770

Hollywood, Calif.

# ANNOUNCERS-EMCEES

**BEAMISH, BILL**  
 WAVZ, New Haven, Conn.  
**BEANLEY, NORM**  
 Space Cadet  
 WJZ-TV, Baltimore, Md.  
**BEATY, JIM**  
 Sports Revue  
 WRMT, Kings Mountain, N.C.  
**BEAUCHAMP, LEE**  
 WVEC, Hampton, Va.

**BECK, JACKSON**  
 B. July 23, 1912, New York City.  
 King Leonardo and His Short  
 Subjects, NBC; Popeye Cartoons;  
 Commercials for: Chesterfield  
 Cigarettes, Studebaker Lark,  
 Monk's Bread, Ex-Lax

**BECKWALL, BECKY**  
 Coon Rapids Coffee Time  
 KANO, Anoka, Minn.  
**BEDDELL, FORREST**  
 WFRG, Reidsville, N. C.  
**BEDFORD, PAUL**  
 KYW, Cleveland, Ohio  
**BEE, ALON**  
 WLBT, Jackson, Miss.  
**BEE, BOBBY**  
 Music in Afternoon  
 WYVW, Grafton-Fairmont,  
 W Va.  
**BEERS, BOBBY**  
 Nocturne  
 KQBY, San Francisco, Calif.  
**BEHR, K. L.**  
 Man on the Street  
 KVCK, Wolf Point, Mont.  
**BEKAS, TONY**  
 WNAR, Morristown, Pa.  
**BELCHER, ROBERT**  
 Evening Show  
 KRAL, Rawlins, Wyo.

**BELK, BILL**  
 Sound Stage  
 WTYC, Rock Hill, S. C.  
**BELL, ALFRED**  
 KHOU-TV, Houston, Tex.  
**BELSON, GORDON**  
 KXO, El Centro, Calif.  
**BENNETT, JOHN**  
 Meet Your Neighbor Show  
 WNNJ, Newton, N. J.  
**BERENS, JERRY**  
 Hitchhiker Show  
 WNNJ, Newton, N. J.  
**BERG, NANCY**  
 WNEP-TV, Scranton, Pa.  
**BERGNER, C. O.**  
 Mr. Unknown  
 WLAJ, Grand Rapids, Mich.  
**BERNS, STAN**  
 WARK, Hagerstown, Md.  
**BERRY, AL**  
 WKAN, Kankakee, Ill.  
**BERRY, GENE**  
 WOW-TV, Omaha, Neb.  
**BESSON, BILL**  
 WIBR, Baton Rouge, La.  
**BETHEL, AL**  
 Morning Show  
 WHGB, Harrisburg, Pa.  
**BEZOFF, BEN**  
 Concert  
 KDEN, Denver, Col.  
**BICKHAM, BEN**  
 WABL, Amite, La.  
**BIEDRZYCKI, TOM**  
 Music to Mid-Day  
 KSYM, Mankato, Minn.  
**BIERY, BILL**  
 Saturday Hop  
 WWL-TV, New Orleans, La.  
**BILLINGSLEY, DAVE**  
 KFFA, Helena, Ark.  
**BIRD, AL**  
 WARD, Johnstown, Pa.

**BIRDAN, BIRD**  
 WPTZ, Plattsburgh, N. Y.  
**BISHOP, JACK**  
 Flour  
 WPCG, Clinton, S. C.  
**BISHOP, STEVEN**  
 The Music Room  
 KQBY, San Francisco, Calif.  
**BLACK, JOE**  
 Music After Dark  
 WGAR, Cleveland, Ohio  
**BLACKWELL, PERRY**  
 Bayshore Living  
 KTLW, Texas City, Tex.  
**BLAIR, RAY**  
 WRRR, Rockford, Ill.  
**BLAKE, CHARLES**  
 WKY, Evansville, Ind.  
**BLAKE, JOE**  
 Route 66  
 WJMS, Ironwood, Mich.  
**BLANCHARD, LOWELL**  
 Midday Merry-Go-Round  
 WNOX, Knoxville, Tenn.  
**BLAND, SAM**  
 Carolina Coffee Time  
 WCEC, Rocky Mount, N. C.  
**BLISS, JOCK**  
 Party Line  
 WLAJ, Grand Rapids, Mich.  
**BLOOD, RUSS**  
 Dial 1470  
 WSRQ, Marlboro, Mass.  
**BLOOM, LYNN**  
 Breakfast With Bloom  
 WMRP, Lewiston, Pa.  
**BLOUGH, DONALD**  
 WKAM, Gosport, Ind.  
**BLUM, GEORGE**  
 Kernel Korn  
 KORN-TV, Mitchell, S. D.  
**BOBBINS, ADDIE**  
 KVAL-TV, Eugene, Ore.  
**BOCK, KEN**



**BYRON CARLSON**

Announcer-Spokesman  
 Narrator

SU 7-5400



**FRED PARSONS**

Announcer-Spokesman

Judson 2-8800

## ANNOUNCERS-EMCEES

- Sunny Side Up  
KDRS, Paragould, Ark.
- BODE, DAN**  
WJPF, Herring, Ill.
- BOGART, SAM**  
WBAP, Ft. Worth, Tex.
- BOGGAN, JIM**  
WMPA, Aberdeen, Miss.
- BOHANNON, JOHN**  
WBAB, Babylon, N. Y.
- BOLLAND, CHARLES**  
KKAR, Pomona, Calif.
- BOLLER, PHIL**  
WKNX-TV, Saginaw, Mich.
- BOLTON, AL**  
KSLA-TV, Shreveport, La.
- BOLTON, JOE**  
Officer Joe  
WPIX, New York, N. Y.
- BOLYARD, ROBERT**  
Record Romp  
WJPB-TV, Fairmont, W. Va.
- BOMAN, CHARLIE**  
WGAD, Gadsden, Ala.
- BONER, DENNY**  
WKKS, Vanceburg, Ky.
- BONHAM, DON**  
KWNO, Winona, Minn.
- BOONE, JACK**  
WMPA, Aberdeen, Miss.
- BORDELON, CAFFREY**  
Music for Sunday  
KLEF, Golden Meadow, La.
- BOSTIC, JOE**  
Gospel Train  
WLIB, New York, N. Y.
- BOSWELL, JIM**  
WAVY, Norfolk, Va.
- BOUNERBA DICK**  
WNLK, Norwalk, Conn.
- BOUREAUX, RIDLEY**  
KALR, Alexandria, La.
- BOURNE, PORTER**  
WXYZ, Detroit, Mich.
- BOWEN, BOB**  
The Music Maker  
WSAZ, Huntington, W. Va.
- BOWEN, GENE A.**  
WDVH, Gainesville, Fla.
- BOVEN, RON**  
Valcan's Corner  
WYDE, Birmingham, Ala.
- BOWLES, ALAN**  
KSDO, San Diego, Calif.
- BOWLES, FRAN**  
Part Line  
WBCH, Hastings, Mich.
- BOWMAN, RICHARD**  
WCGA, Calhoun, Ga.
- BOWMAN, ROGER**  
NBC
- BOWMAN, ROY**  
Up to the Minute News  
KGNS-TV, Laredo, Tex.
- BOYD, DONALD**  
KVAS, Astoria, Oreg.
- BOYD, RAY**  
KHUZ, Borgher, Tex.
- BOYD, TY**  
Top 10 Dance Party  
WTVD, Durham, N. C.
- BOYNTON, JIM**  
WFIN, St. Petersburg, Fla.
- BRADLEY, BILL**  
KLAC, Los Angeles, Calif.
- BRADLEY, BOB**  
WJIM, Lansing, Mich.
- BRADLEY, DON**  
KASI, Ames, Iowa
- BRADLEY, LEE**  
KSYD, Wichita Falls, Tex.
- BRADLEY, SLIM**  
SPPA, Pensacola, Fla.
- BRADLEY, WES**  
Yawn Patrol  
KRDO, Colorado Springs, Col.
- BRADSHAW, TOM**  
Town-Country KLUB
- KLUB, Salt Lake City, Utah  
KSL-TV, Salt Lake City, Utah
- BRADY, BILL**  
WARI-TV, Bangor, Me.
- BRADY, ED**  
KNBC, San Francisco, Calif.
- BRADY, TOM**  
DVSF, Santa Fe, N. M.
- BRADY, TOM**  
KSIG, Crowley, La.
- BRAGG, NELSON**  
WJDA, Quincy, Mass.
- BRAID, DON**  
WMBD, Peoria, Ill.
- BRAMHALL, BILL**  
Hometown Party  
WMIL, Milwaukee, Wisc.
- BRANDON, RON**  
Tops in Pops  
WELQ, Tupelo, Miss.
- BRANDT, MEL**  
From Those Roots  
NBC-TV, NBC
- BRANDY, BOB**  
WTFQ, Chattanooga, Tenn.
- BRANHAM, JOHN**  
WCOR, Lebanon, Tenn.
- BRAWNER, D. W.**  
KHHN, Hugo, Okla.
- BRELAND, BILL**  
WBEH, Beaufort, S. C.
- BREWER, JAMES E.**  
KBMN, Bozeman, Mont.
- BREWINGTON, DUANE**  
KJGA, Algona, Iowa
- BRICKELL, MARGARET**  
Romper Room  
WRAL-TV, Raleigh, N. C.
- BRIGGS, EDDIE**  
KEAP, Fresno, Calif.
- BRIGGS, FRED**  
KONA-KALA-TV, Honolulu, Hawaii
- BRITT, PAUL**



**FRANK WALDECKER**

RI 9-3500



**PHIL TONKEN**

JU 2-8800

## ANNOUNCERS-EMCEES

ROB, Albuquerque, N. M.  
**BRODERSON, RICHARD**  
 WLAM, Lewiston, Me.  
**BROOKS, BILL**  
 Hi Fi Hop  
 KTVH, Wichita, Kan.  
**BROOKS, CHARLIE**  
 WJUD, St. Johns, Mich.  
**BROOKS, DAVE**  
 KWER, San Angelo, Tex.  
**BROOKS, FRANK**  
 WTTM, Trenton, N. J.  
**BROOKS, TONY**  
 WORD, Spartanburg, S. C.  
**BROPHY, BILL**  
 Love That Bob  
 ABC-TV  
**BROWN, ALLEN**  
 KSON, San Diego, Calif.  
**BROWN, BARRY**  
 WKYR, Keyser, W. Va.  
**BROWN, BILL**  
 WOI-TV, Ames, Iowa  
**BROWN, F. X.**  
 WRIV, Riverhead, N. Y.  
**BROWN, HERMAN, REV.**  
 Old Ship of Zion  
 WYLD, New Orleans, La.  
**BROWN, HUDIE**  
 WDAF, Columbus, Ga.  
**BROWN, JIM CLARK**  
 Carolina in the Morning  
 WANS, Anderson, S. C.  
**BROWN, JIM**  
 WCNT, Centraha, Ill.  
**BROWN, LEONARD**  
 KFSB, Joplin, Miss.  
**BROWN, ROBERT**  
 WYK, Knoxville, Tenn.  
**BROWN, ROBERT**  
 WLEK, DeKalb, Ill.  
**BROWN, ROBERT**  
 WOC-TV, Davenport, Iowa  
**BROWN, SAM**

Music Hall  
 WAVA, Arlington, Va.  
**BROWNING, REED**  
 Open Line  
 KABC, Los Angeles, Calif.  
**BRUCE, DANE**  
 WCQS, Alma, Ga.  
**BRUCE, DWIGHT**  
 WTOG-TV, Savannah, Ga.  
**BRUGGEMAN, VERN**  
 KUTV, Salt Lake City, Utah  
**BRUNELL, JOHN**  
 WSKI, Montpelier-Barre, Vt.  
**BRUNELLE, JIM**  
 Take a Break  
 WCSH, Portland, Me.  
**BRUSH, JERALD**  
 WAVP, Avon Park, Fla.  
**BRYAR, BOB**  
 WORC, Worcester, Mass.  
**BUCKLEY, DICK**  
 WAAF, Chicago, Ill.  
**BUDD, GARY**  
 Companion Show  
 WGES, Covington, Ga.  
**BUCKMAN, GENE W.**  
 Commuters Special  
 WMEG, Eau Gallie, Fla.  
**BUFFINGTON, H. E.**  
 WTWA, Thomson, Ga.  
**BULLUCK, PAUL**  
 Musictime  
 WRMT, Rocky Mount, N. C.  
**BUMPERS, MERITA**  
 KBYP, Shamrock, Tex.  
**BUNYEA, EMMET**  
 WSAV, Savannah, Ga.  
**BURDISON, DICK**  
 KARL, Blaine, Wash.  
**BURGAN, BOB**  
 WJPD, Ishpeming, Mich.  
**BURGESS, DANNY**  
 Kiddy Karnival  
 KCNY-TV, Watertown, N. Y.

**BURGESS, FRANK**  
 Chuck Wagon Roundup  
 WIMA, Anniston, Ala.  
**BURGIN, DOUG**  
 WHPB, Belton, S. C.  
**BURKETTE, JIMMIE**  
 KAME, Kenedy, Tex.

**BURNS, STAN Z.**  
 Stan Z. Burns Show

**BURTON, DICK**  
 Toast and Coffee  
 WLGM, Lancaster, S. C.  
**BURWELL, TED**  
 WRNB, New Bern, N. C.  
**BUTHERUS, ED**  
 Hostess House Party  
 KOIN-TV, Portland, Ore.

**BUTLER, FRANK**  
 B. January 9, 1919, St. Cloud,  
 Minn. Narrator, Newscaster, An-  
 nouncer; National Velvet, Dobie  
 Gillis; The Rifleman; Route 66;  
 Real McCoys; Stagecoach West

**BUTLER, TUCKER**  
 Wake Up and Smile  
 WQVA, Culpeper, Va.  
**BUTTOLPH, AL**  
 Late Date  
 KTEL, Walla Walla, Wash.  
**BUTTON, HARRY**  
 After Hours  
 WFER, Marshalltown, Iowa  
**BUTTRAM, JACK**  
 Recipe for Good Listening  
 WMTU, Greenville, S. C.  
**BYRON, BOB**  
 KPRC, Houston, Tex.

— C —

CADY, FRANK



**ALLEN SWIFT**

"The Voice of Everything—  
 But Firestone"



**BROOKE TAYLOR**

**MANAGEMENT**  
**MARY G. DOOLING**

730 - 5th Ave., N. Y. C.  
 JU 6-6915



## ANNOUNCERS-EMCEES

Three Stooges  
 WJRT, Flint, Mich.  
**CAIN, JESS**  
 N. E. Farm and Food Show  
 WHDH-TV, Boston, Mass.  
**CALABRESE, RAY**  
 WHLM, Bloomsburg, Pa.  
**CALL, JACK**  
 KANS, Kansas City, Mo.  
**CALLAGHAN, JOHN**  
 WNAC, WNAC-TV, Boston,  
 Mass.  
**CAMILLI, JIM**  
 WABY, Albany, N. Y.  
**CAMPBELL, BILL**  
 Altunac, Panarama  
 WYCL, York, S. C.  
**CANDLER, JOHN**  
 RFD 950  
 KFSA, Ft. Smith, Ark.  
**CANNON, JOHN**  
 I've Got a Secret  
 CBS-TV  
**CANYON, CLIFF**  
 KOFA, Yuma, Ariz.  
**CANYON, JAMES**  
 WXEX-TV, Richmond, Va.  
**CAPERS, JOHNNIE**  
 WLBT, Jackson, Miss.  
**CAPT. JACK**  
 Planet 15  
 WOWL, Florence, Ala.  
**CARDONE, MARTY**  
 WNAK, Wilkes-Barre, Pa.  
**CAREY, ED**  
 KXJB-TV, Valley City, N. D.  
**CARLE, BENNY**  
 Bugs Bunny  
 WBRC-TV, Birmingham, Ala.  
**CARLSON, BYRON**  
 B. April 2, 1919, Topeka, Kan.  
 Small World, CBS-TV; Leonard  
 Bernstein, CBS-TV; Price Is

Right, NBC-TV; The Vikings,  
 ABC-TV; The Guiding Light,  
 CBS-TV  
**CARLSON, JIM**  
 KBRO, Bremerton, Wash.  
**CARLSON, NORAH**  
 WCNL, Newport, N. H.  
**CARNEGIE, PAUL**  
 WBRB, Mt. Clemens, Mich.  
**CARNETT, BILL**  
 WJLB, Detroit, Mich.  
**CARNEY, EARL**  
 Carolina Special  
 WDBM, Statesville, N. C.  
**CARPENTER, KEN**  
 CBS  
**CARR, BOB**  
 Dawnbusters  
 WWL, New Orleans, La.  
**CARR, DICK**  
 KSRA, Salmon, Idaho  
**CARR, HENRY**  
 KMAC, San Antonio, Tex.  
**CARRIAKER, OLIE**  
 KVKM, Monahans, Tex.  
**CARROLL, BILL**  
 WRR, Dallas, Tex.  
**CARROLL, BOB**  
 KOLO-TV, Reno, Nev.  
**CARROLL, DICK**  
 Getting Up Time  
 KWRW, Guthrie, Okla.  
**CARROLL, JACK**  
 KWTC, Barstow, Calif.  
**CARROLL, RALPH**  
 WNBZ, WNBZ-TV,  
 Binghamton, N. Y.  
**CARROLL, ROGER**  
 KORE, Eugene, Ore.  
**CARTEE, DAVE**  
 Masterpieces Music  
 WNMP, Evanston, Ill.  
**CARTER, BILL**  
 Party Line

KAYO, Seattle, Wash.  
**CARTER, JOE**  
 Dancetown  
 WSPA-TV, Spartanburg, S. C.  
**CARTER, ROBERT**  
 WPTA, Ft. Wayne, Ind.  
**CARTER, RUSS**  
 St. Louis Hop  
 KSD-TV, St. Louis, Mo.  
**CARTER, VAL**  
 WELW, S. Daytona, Fla.  
**CARTER, VIVIAN**  
 Livin' With Vivian  
 WWCA, Gary, Ind.

### CARUSO, CARL

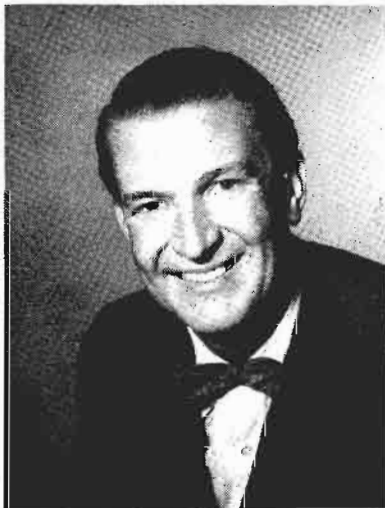
B. January 11, 1917, Boston,  
 Mass. Men Info Space, Doug  
 Edwards News, CBS-TV; True  
 Story, M Squad, Arthur Murray  
 Party, Saber of London, Modern  
 Romances, NBC-TV

**CARY, ED**  
 KXGO-TV, Fargo, N. D.  
**CASE, LEE**  
 WCBM, Baltimore, Md

### CASE, NELSON

Spokesman for Ivory Soap,  
 Fleischmann's Margarine, Rhein-  
 gold Beer

**CASE, ORVILLE**  
 KBLF, Red Bluff, Calif.  
**CASEY, JIM**  
 WPON, Pontiac, Mich.  
**CASEY, CLAUDE**  
 WGUS, N. Augusta, Ga.  
**CASEY, DAN**  
 WILM, Wilmington, Del.  
**CASH, AL**  
 WGTO, Cypress Gardens, Fla.  
**CASHION, JOHN**  
 WORD, Spartanburg, S. C.



**BUD COLLYER**



**REX MARSHALL**

—MANAGEMENT—  
 GEORGE F. FOLEY

730 Fifth Ave.

JUdson 6-4312



# ANNOUNCERS-EMCEES

**CASTELLANOS, LUIS**  
Program Latino  
KNAL, Victoria, Tex.

**CANTON, RUTH**  
Birth and Social Notes  
WGUB, Manitowoc, Wis.

**CANTON, WILLIE**  
Daily Spirituals  
KANB, Shreveport, La.

**CAUSEY, BID**  
Showboat '60  
KNOE-TV, Monroe, La.

**CAUSEY, BID**  
WITH, Baltimore, Md.

**CAVANAUGH, CHUCK**  
Music On the Go,  
Woman's World  
KVOS, Bellingham, Wash.

**CECIL, BILL**  
WTVP, Decatur, Ill.

**CHAMBERS, BOB**  
The 1450 Special  
WSPR, Sarasota, Fla.

**CHAMBERS, HAL**  
Ladies Fare  
KSBY-TV, San Luis Obispo,  
Calif.

**CHAMES, NICK**  
KAFT, Petaluma, Calif.

**CHAN**  
Morning Show  
WAAP, Peoria, Ill.

**CHANDLER, JERRY**  
KOZE Stampede  
KOZE, Lewiston, Idaho

**CHAPMAN, ED**  
Morning Newsreel  
WEKR, Fayetteville, Tenn.

**CHARLES, DICK**  
Kaldoscope  
KVOO, Tulsa, Okla.

**CHARLES, TOMMY**  
WSGN, Birmingham, Ala.

**CHARLES, STEVE**

WKRZ, Oil City, Pa.

**CHASE, JAMES**  
Weekend in Mich.  
WTVB, Goldwater, Mich.

**CHASE, WARD**  
Mac the Mailman  
WXIX-TV, Milwaukee, Wis.

**CHASTEEN, BOB**  
KXGO, Fargo, N. D.

**CHERRY, AL**  
Meet the Artist  
KGDN, Edmonds, Wash.

**CHESLO, JOHN**  
Mr. Morning  
WENE, Endicott, N. Y.

**CHILDRESS, WILLIAM**  
WDXR, Paducah, Ky.

**CHIPMAN, DONALD**  
WRMS, Beardstown, Ill.

**CHRISTE, GAYLON**  
KLEN, Killeen, Tex.

**CHRISTIE, PHIL**  
WAAB, Worcester, Mass.

**CHRONICLE, DALE**  
KQVR-TV, Sacramento,  
Stockton, Calif.

**CLAGETT, DARRELL D.**  
Polka Time  
KSMN, Mason City, Iowa

**CLARK, BILL**  
KALB, Alexandria, La.

**CLARK, BOB**  
KRQD-TV, El Paso, Tex.

## CLARK, DEL

B. September 21, 1931, Chicago,  
Ill. Ford Startime, NBC-TV;  
Radio Commercials for Reynolds  
Metals, Weed Auto Chains, Sim-  
mons Mattresses, WIND; Chi-  
cago

**CLARK, DICK**  
American Bandstand

WFIL-TV, Philadelphia, Pa.

**CLARK, HANK**  
WEAV, Plattsburgh, N. Y.

**CLARK, LARRY**  
WRIT, Milwaukee, Wis.

**CLARK, RON**  
Platter Party  
KXGO, Fargo, N. D.

**CLARK, TOM**  
Just Jazz  
WJMA, Orange, Va.

**CLARKE, JOHN**  
NBC

**CLASSENS, RAY**  
WCLA, Claxton, Ga.

**CLAUGHTON, JIM**  
KAOL, Carrollton, Miss.

**CLAY, TOM**  
WQTF, Detroit, Mich.

**CLAYTON, BOB**  
Movie 7  
WKT, Miami, Fla.

**CLAYTON, PAUL**  
Night Boat  
WIVR, Hanover, Pa.

**CLAYTON, W. DEAN**  
WLBK, DeKalb, Ill.

**CLEARY, ED**  
Sunrise Salute  
WELQ, Tupelo, Miss.

**CLEMENT, JOHN**  
Scope  
KFYR, Bismarck, N. D.

**CLEMENT, TOMMY**  
KNDC, Hottinger, N. D.

**CLINT, BUEHLMAN**  
Musical Clock  
WBEN, Buffalo, N. Y.

**CLOUD, LEO**  
Music Hall  
KUP, Durango, Col.

**CLOVIS, CARL**  
WPDJ, Clarksville, W. Va.



**Bucky Kozlow**

JU 2-8800



**DON MORROW**

Contact MCA

**CODARE, BILL**  
WICC, Bridgeport, Conn.

**COFFIN, TED**  
WEGP, Presque Isle, Me.

**COGGINS, JIMMIE**  
WKDK, Newberry, S. C.

**COLE, CANE**  
WLOK, Memphis, Tenn.

**COLE, GRADY**  
WPT, Charlotte, N. C.

**COLE, JOHN**  
WTRX, Flint, Mich.

**COLEMAN, CHARLES**  
WHMS, Charleston, W. Va.

**COLLIER, RALPH**  
WJMJ, Philadelphia, Pa.

**COLLINGS, LLOYD**  
WMUN, St. Paul, Minn.

**COLLINS, FRANKLIN**  
KANB, Shreveport, La.

**COLLINS, FRED**  
NBC

**COLLINS, JERRY**  
WJBC, Bloomington, Ill.

**COLLINS, PAUL**  
KFRD, Rosenberg, Tex.

**COLLINS, TOM**  
Calling All Cars  
WKBBZ, Muskegon, Mich.

**COLLYER, BUD**  
Beat The Clock, ABC-TV. To Tell  
The Truth, CBS-TV

**COLSTON, JIM**  
WRNY, Rome, N. Y.

**COMO, HUNTER**  
KDAL, Duluth, Minn.

**COMPTON, LEWIS**  
WHEE, Martinsville, Va.

**COKE, GRAYDON**  
Morning Show  
WCPA, Clearfield, Pa.

**CONNERS, BOB**  
KSGN, San Diego, Calif.

**CONNERS, THOMAS**  
Afternoon of Music  
Clearfield, Pa.

**CONNORS, PETE**  
WAME, Miami, Fla.

**CONRAD, JERRY**  
WRFB, Tallahassee, Fla.

**CONRAD, JOHN**  
Elmer's Gang  
WNBQ, Chicago, Ill.

**CONRAD, MIKE**  
WSTP Showcase  
WIST, Charlotte, N. C.

**CONWAY, JOHN**  
KALV, Alva, Okla.

**COOK, JAY**  
Studio 13  
KRDO-TV, Colorado Spring,  
Colo.

**COOK, JOE**  
Evening at Symphony  
WCRB, Boston, Mass.

**COOK, MAL**  
Ebony Bandstand  
WAUG, Augusta, Ga.

**COOKE, BOB**  
WPTW, Piqua, Ohio

**COOKE, HENRY**  
WMAQ, Chicago, Ill.

**COOLBAUGH, PETE**  
Java Junction  
WAYZ, Waynesboro, Pa.

**COON, FLOYD**  
KASH, Eugene, Ore.

**COONTZ, EDDIE**  
Music for Adults  
KJFM, Oklahoma City, Okla.

**COPE, MARY**  
KBUH, Brigham City, Utah

**COPPI, ERV**  
Top of the Morning  
WJPP, Herrin, Ill.

**CORBETT, JOHN**  
Car and Kitchen  
WBEN, Buffalo, N. Y.

**CORNELL, KEN**  
WTLB, Utica, N. Y.

**CORRIGAN, JOHN**  
Jr. Town Meeting.  
Wake Up St. Louis  
KXOX, St. Louis, Mo.

**CORTEZ, JERRY**  
KCLL, Houma, La.

**COSTELLO, JACK**  
Young Dr. Malone  
NBC-TV, NBC

**COUGHLIN, JOHN**  
WBBM-TV, Chicago, Ill.

**COURTWRIGHT, TOM**  
Tom's Time  
K-KJD, Pendleton, Ore.

**COWAN, JIM**  
KBOT-TV, Boise, Idaho

**COWLEY, PAUL**  
WKLO, Louisville, Ky.

**COX, ED**  
Bright and Early  
WJER, Dover, Ohio

**COY, JIM**  
B. October 5, 1916, Kansas City,  
Mo.; Radio N. Y., WOR; Jackie  
Robinson Show, Guy Lombardo  
Show, NBC; Commercials for:  
Kool Cigarettes, Kinney Shoes,  
American Gas Ass'n, Colgate,  
General Electric, Rheingold Beer

**COYNE, THOMAS**  
Crescendo  
WKVT, Brattleboro, Vt.

**CRAGER, CARROLL**  
KRBA, Luftkin, Tex.

**CRAGER, JOEL**  
Road to Reality



**tom o'brien**

JU 6-6300



**Hal Simms**

Announcer — News  
M. C.

CBS

N. Y.

# ANNOUNCERS-EMCEES

ABC-TV  
**CRAIG, ED**  
 WCTV, Tallahassee, Fla.  
**CRAMER, TED**  
 KCKN, Kansas City, Kan.  
**CRASH, JIM**  
 WCEF, Parkersburg, W. Va.  
**CRAWFORD, A. J.**  
 WMOZ, Mobile, Ala.  
**CRAWFORD, DAN**  
 KFPW, Ft. Smith, Ark.  
**CRAWFORD, JOHN**  
 KTFS, Texarkana, Tex.  
**CRAWFORD, PAUL**  
 WKLO, Louisville, Ky.  
**CRISP, RAN**  
 WHJC, Matewan, W. Va.  
**CRISP, RAY**  
 WGIS, N. Augusta, Ga.  
**CRISWELL, JOHN**  
 KICK, Springfield, Miss.  
**CROSS, JAN**  
 WHER, Memphis, Tenn.  
**CROSS, MILTON**  
 Words of the Nation,  
 Negro College Choir  
 ABC  
**CROSS, WALT**  
 Musically Yours  
 KWSO, Wasco, Calif.  
**CROUCHET, GEORGE**  
 Sunrise Serenade  
 KOLE, Port Arthur, Tex.  
**CROWELL, CALTON**  
 Comedy Time  
 WABG-TV, Greenwood, Miss.  
**CROWLEY, DICK**  
 WPHY, Alma, Mich.  
**CUMMINS, BOB**  
 Bayshore Living  
 KTLW, Texas City, Tex.  
**CUMMUSKEY, BOB**  
 Musical Breakfast Newsboy  
 WCCC, Hartford, Conn.

**CUNNINGHAM, DON**  
 Conversation Piece  
 KPLR-TV, St. Louis, Mo.  
**CUNNINGHAM, FRANK**  
 WPMP, Pascagoula-Moss  
 Point, Miss.  
**CUNNINGHAM, HUNT**  
 1240 Variety Show  
 WLAG, Lagrange, Ga.  
**CURLING, DWAIN**  
 Morning Show  
 KJBC, Midland, Tex.  
**CURLIA, BOB**  
 WICK, Scranton, Pa.  
**CURRAN, LARRY**  
 Music 'Til Dawn  
 KOON, Portland, Ore.  
**CURRIER, JACK**  
 Morning in Muscle Shoals  
 WOWL, Florence, Ala.  
**CURRY, DON**  
 KBBB, Borger, Tex.  
**CURTIS, BILL**  
 Snap Club  
 WHAT, Philadelphia, Pa.  
**CURTIS, GUY**  
 WWIL, Ft. Lauderdale, Fla.  
**CURTIS, RON**  
 Record Room  
 WHEN, Syracuse, N. Y.  
**CURTIS, SUZANNE**  
 College Town  
 WBCL, Williamsburg, Va.

**DALE, BILLY**  
 WTAO, Boston, Mass.  
**DALE, REX**  
 WZLJ, Cincinnati, Ohio  
**DALE, WALLY**  
 Teen Time  
 KVIN, Vinita, Okla.  
**DALEY, BUDD**  
 KCMS, Manitou Spring, Colo.  
**DALTON, FRANK**  
 KGA, Spokane, Wash.  
**DAMEREL, WILLIAM**  
 Pad Show  
 WJHO, Opelika, Ala.  
**D'AMICO, AL**  
 The Music Man  
 WHFX, Utica, N. Y.  
**DAMON, JERRY**  
 NR  
**DANDY, JIM**  
 WYNN, Florence, S. C.  
**DANIELS, ED**  
 WKAE, Mobile, Ala.  
**DANIELS, BOB**  
 WKID, Urbana, Ill.  
**DAVENPORT, AL**  
 KCFI, Cedar Falls, Iowa  
**DAVID, TOBY**  
 CKLW-TV, Detroit, Mich.  
**DAVIDSON, GENE**  
 WLIV, Livingston, Tenn.  
**DAVIES, BILL**  
 KRAR, Pomona, Calif.  
**DAVIS, ARCH**  
 Let's Talk Sports  
 WFHR, Wisconsin Rapids, Wis.  
**DAVIS, AVERY**  
 Zine Zang  
 KYOK, Houston, Tex.  
**DAVIS, DAVE**  
 Coffee Club  
 KCFE, Cherokee, Iowa  
**DAVIS, FRANK**  
 Breakfast at the Lawrence

## — D —

**DABECO, HENRY**  
 KQV, Pittsburgh, Pa.  
**DACEY, JAMES**  
 Dateline  
 WMBO, Auburn, N. Y.  
**DADDY-O, DR.**  
 Glory Road  
 WYLD, New Orleans, La.



**FRED SCOTT**  
 ANNOUNCER — MC — HOST

LE 5-1000



**BILL ROGERS**

—Management—  
 George F. Foley

730 Fifth Ave.

Judson 6-4312

# ANNOUNCERS-EMCEES

WLEU, Erie, Pa.  
**DAVIS, LEE**  
 Go Show  
 KMED, Medford, Ore.  
**DAVIS, WAYNE**  
 Nightbeat  
 WRNL, Richmond, Va.  
**DAVISON, ROGER**  
 WJBO, Baton Rouge, La.  
**DAY, BULL**  
 Let's Get Together  
 KEYE, Perryton, Tex.  
**DAY, BOB**  
 Spinnerama  
 WICY, Malone, N. Y.  
**DAY, ED**  
 KPLY, Crescent City, Calif.  
**DAYTON, LEE**  
 WRC, Washington, D. C.  
**DEAL, BILL**  
 WCAM, Camden, N. J.  
**DEAL, COY H.**  
 Breakfast Club  
 WKSJ, W. Jefferson, N. C.  
**DEANE, BILL**  
 WAME, Miami, Fla.  
**DEANE, BUDDY**  
 WJZ-TV, Baltimore, Md.  
**DEANE, JOE**  
 WBBF, Rochester, N. Y.  
**DE CHANDT, TONY**  
 KQDL, Bismarck, N. D.  
**DECK, JOHN**  
 W-Danstand  
 WDAN, Danville, Ill.  
**DECKARD, JOEY**  
 Music Mart  
 WFTW, Fairfield, Ill.  
**DEDRICK, DAVE**  
 KELO-TV, Sioux Falls, S. D.  
**DEE, BOB**  
 Date With Dees  
 KSHO, Las Vegas, Nev.  
**DEER, JIMMY**  
 W DAR, Columbus, Ga.

**DE HAVEN, BOB**  
 Bank Notes  
 WCCO, Mpls.-St. Paul, Minn.  
**DEL CAMBRE, KAY**  
 Miss Mandy's House  
 WGOK, Mobile, Ala.  
**DELFINO, FRANK**  
 WICC, Bridgeport, Conn.  
**DELINÉ, JIM**  
 WSYR, Syracuse, N. Y.  
**DELL, FRANK**  
 Wake Up, John  
 WJAC, Johnston, Pa.  
**DEL VALIE, NELSON**  
 Noticario de la Tarde  
 WORA, Mayaguez, P. Rico  
**DEMARET, JIMMY**  
 All Star Golf  
 ABC-TV  
**DENE, JOHNNY**  
 WYNK, Baton Rouge, La.  
**DENNIS, ALLEN**  
 All Night Show  
 WDXB, Chattanooga, Tenn.  
**DENNY, BILL**  
 Breakfast Club  
 KEEP, Twin Falls, Idaho  
**DENT, GARY**  
 WJLS, Beckley, W. Va.  
**DENTON, JAMES B.**  
 Waverly Calling  
 WPKO, Waverly, Ohio  
**DERAK, FRANK**  
 Melody Matinee  
 WADS, Ansonia, Conn.  
**DERRICK, CHARLES**  
 Wings of Faith  
 WOIC, Columbia, S. C.  
**DES AUTELS, VAN**  
 News Final  
 KVAR, Phoenix, Ariz.  
**DETMER, PAUL**  
 Music at Night  
 WKIV, Richmond, Ind.

**DE WESE, RICHARD**  
 KWIV, Douglas, Wyo.  
**DEWITT, CHUCK**  
 WPIN, St. Petersburg, Fla.  
**DE YOUNG, JOHN**  
 WGL, Fort Wayne, Ind.  
**DICKSON, LARRY**  
 WJBW, New Orleans, La.  
**DIFFEE, BILL**  
 Morning Timekeeper  
 WBAG, Burlington, N. C.  
**DILLINGER, JAMES**  
 KTTA, Prescott, Ark.  
**DILSON, BERNARD**  
 Operation Early Bird  
 WVOX, New Rochelle, N. Y.  
**DITMAN, RICHARD**  
 Mr. Record Man  
 WJSV, Viroqua, Wisc.  
**DIXON, BILL**  
 KDKE, Little Rock, Ark.  
**DIXON, GEORGE**  
 Record Rack  
 WFHG, Bristol, Va.  
**DIXON, MASON**  
 KFTM, Ft. Morgan, Colo.  
**DOBBYN, DICK**  
 WAMS, Wilmington, Del.  
**DOBELSTEIN, BOB**  
 WGRQ, Lake City, Fla.  
**DOD, BOB**  
 WGSV, Newburgh, N. Y.  
**DODD, DON**  
 ABC News  
 ABC-TV  
**DODD, ESTER K.**  
 1570 Club  
 WNGA, Siler City, N. C.  
**DODD, FRANK**  
 Up to the Minute  
 WPAR, Parkersburg, W. Va.  
**DODDS, DAR**  
 Top of the Morning  
 KBOL, Boise, Idaho



**RALPH PAUL**

— MANAGEMENT —  
**GEORGE F. FOLEY**

730 Fifth Ave.

JUdson 6-4312



**Kyle Rote**

WNEW



# ANNOUNCERS-EMCEES

**DODEL, BILL**  
Rooster Reveille  
KRLC, Lewiston, Idaho

**DODSON, ROBERT F.**  
KURY, Edinburg, Tex.

**DOENGES, JOHN**  
KBZZ, La Junta, Colo.

**DOGGETT, JERRY**  
KABC, Los Angeles Calif.

**DOGGETTE, HARRY**  
WVEC-TV, Norfolk-Hampton,  
Va.

**DOKKY, JERRY**  
WETB, Johnson City, Tenn.

**DOLL, KENNY**  
WPDJ, Clarksburg, W. Va.

**DONAHOO, DEL**  
Teen Disk Jockey Contest  
WOW, Omaha, Neb.

**DONAHUE, TOM**  
WILM, Wilmington, Del.

## DONALDSON, DAN

B. March 11, 1918, St. Louis, Mo.  
Our American Heritage, Com-  
mercials for; Equitable Life In-  
surance Society of the U. S.,  
Continental Baking Co., Amer-  
ican Motors, Listerine

**DONNELL, JACK**  
KWK, St. Louis, Miss.

**DONNELLY, JAMES**  
WJML, Philadelphia, Pa.

**DONOVAN, JERRY**  
Rise and Shine Frolics  
WFHG, Bristol, Vt.

**DOREMUS, JOHN**  
Patterns in Music  
WMAQ, Chicago, Ill.

**DORWALD, DICK**  
Sunny Side Up  
WMUT, Greenville, S. C.

**DORY, HUNKY**  
WLOK, Memphis, Tenn.

**DOSS, RAY**  
WLSL, Roanoke, Va.

**DOUGLAS, KEN**  
KWNO, Winona, Minn.

**DOWNEY, GEORGE C., JR.**  
WNEB, Worcester, Mass.

**DOWNEY, MORTON D.**  
WONG, Oneida, N. Y.

## DOWNES, HUGH

The Jack Paar Show, NBC-TV

**DRAGIN, TED**  
WSAV-TV, Savannah, Ga.

**DRAKE, RON**  
Sunrise Serenade  
WHP, Harrisburg, Pa.

**DREIGHTON, FRANK**  
WNOB, South Bend, Ind.

**DRUMMOND, BUDD L.**  
WPHE, Pottsville, Pa.

**DUANE, BILL**  
WLS, Chicago, Ill.

**DUBOY, JESS**  
WRET, Richmond, Va.

**DUCE, THE**  
Rockin' in the Record Room  
WOKS, Columbus, Ga.

**DU'GIE, JERRY**  
Stanley's Inn  
WKBN, Youngstown, Ohio

**DUDLEY, DICK**  
NBC

**DUMAS, ROLAND**  
WMAS, Springfield, Mass.

**DUNAWAY, AL**  
WINZ, Tampa, Fla.

**DUNCAN, JIM**  
Breakfast With Dumens  
WGGH, Marion, Ill.

**DUNHAVER, JACK**  
KOOK, Billings, Mont.

**DUNN, TOM**  
WCTV, Tallahassee, Fla.

**DU PUY, MENTY**  
Telescope  
WFBC-TV, Greenville, S. C.

**DUTY, JOE**  
KYRO, Potosi, Mo.

**DYALL, BUDD**  
Party Line  
KRGJ, Grand Island, Neb.

**DYER, BOB**  
WKXX, Saginaw, Mich.

— E —

**EAKINS, PHIL**  
KOB-TV, Albuquerque, N. M.

**EARL, BENNIE**  
Accent on Youth  
WGAR, Lambertton, N. C.

**EARLE, GEORGE**  
Breakfast at Heer's  
KWTO, Springfield, Miss.

**EASLEY, JOE**  
KRPX-TV, Bryan, Tex.

**EATON, BOB**  
Coffee Encores  
WLEU, Erie, Pa.

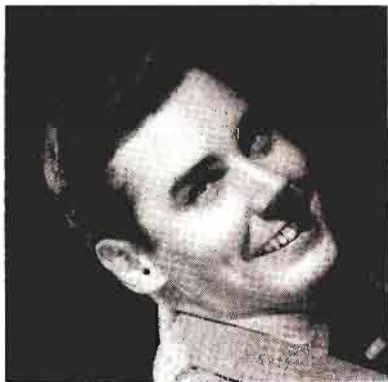
**EATON, GORDON**  
WPBC, Minneapolis, Minn.

**EDGER, JACK**  
WTMC, Ocala, Fla.

**EDMISTON, WALKER**  
Little Raisins  
KILT-TV, Los Angeles, Calif.

**EDNEY, KERMIT**  
Good Morning Man  
WAKP, Hendersonville, N. C.

**EDWARDS, DOUGLAS**  
Armstrong Circle Theatre  
CBS-TV



## HARRY HARRISON

WMCA

10 AM — 1 PM DAILY



## LEE JORDAN

Lee Jordan Show — WCBS

Guest Announcer—Jack Paar Show

Guest M.C.—Jack Sterling Show

RADIO REGISTRY—JU 2-8800

Personal Management  
KAY KORWIN - PL 2-2230



# ANNOUNCERS-EMCEES

— F —

**EDWARDS, GEOFF**  
KFMB, San Diego, Calif.

**ELLS, DARWIN**  
Mornin' Neighbor  
KCID, Caldwell, Idaho

**EGERT, DONALD**  
KDIO, Ortonville, Minn.

**ELBERS, DICK**  
WFAS, White Plains, N. Y.

**ELDRIDGE, DAVE**  
Downbeat  
WHYE, Roanoke, Va.

**EL GUERO, EDUARDO**  
KLOK, San Jose, Calif.

**ELLIOTT, MIKE**  
WLYN, Lynn, Mass.

**ELLE, STEAN**  
The Morning Show  
KOLY, Moberge, S. D.

**ELLENWOOD, GLENN**  
Musical Merry Go Round  
KEYE, Perryton, Tex.

**ELLIOTT, JIM**  
Sports Roundup  
WWWR, Russellville, Ala.

**ELLIOTT, JIM**  
Dixieland Beat  
KYND, Tempe, Ariz.

**ELLS, BILL**  
WOOF, Dothan, Ala.

**ELLS, DICK**  
WJCW, Johnson City, Tenn.

**ELLS, HAP**  
Early Bird  
KOLT, Scotts Bluff, Neb.

**ELLS, ROD**  
WONI, Jackson, Tenn.

**ELLISON, WILLIAM H.**  
KAMP, El Centro, Calif.

**ELLSWORTH, LEO**  
KSRV, Ontario, Oreg.

**ELLSWORTH, SPENCER**  
KPRB, Redmond, Ore.

**ENCLOE, JIM**  
Camera 7  
WDAM-TV, Hattiesburg, Miss.

**ENGHOLM, LAD**  
KOPS, Deming, N. M.

**ENGLISH, JIM**  
WKBO, Harrisburg, Pa.

**ENSGIN, GEORGE**  
KTTU, Turlock, Calif.

**EPTON, LOU**  
WJOB, Hammond, Ind.

**ERCK, LOU**  
Sunline Show  
KSST, Sulphur Springs, Tex.

**ERLING, RALPH**  
KAHT, Auburn, Calif.

**ERWIN, JACK**  
Pontiac Melodies  
WIZZ, Streator, Ill.

**ETON, JERRY**  
WREO, Athens, Ga.

**EVANS, AL**  
KCRG-TV, Cedar Rapids, Iowa

**EVANS, BOB**  
KVSE, Santa Fe, N. M.

**EVANS, JOHNNY**  
WIS-TV, Columbia, S. C.

**EVANS, LOYD**  
Farmarama  
KGBX, Springfield, Miss.

**EVANS, RED**  
Party Line  
WOKR, Charleston, S. C.

**EVERETT, BILL**  
Matinee Variations  
WSOQ, N. Syracuse, N. Y.

**EVERETT, GREGG**  
Bumper to Bumper Club  
KRES, St. Joseph, Mo.

**EYRE, ALFRED**  
WTOR, Torrington, Conn.

**FACEMYER, ROY**  
WSNJ, Bridgeton, N. J.

**FALER, LARRY**  
KCICTV, Great Bend, Kan.

**FARAH, BENNY**  
KBZF, Salem, Ore.

**FARLEY, BILL**  
Tempo  
WODY, Rocky Mount, Va.

**FARMER, FRANCES**  
WFBS-TV, Indianapolis, Ind.

**FARNSWORTH, KEN**  
WAPL, Appleton, Wis.

**FARBELL, JIM**  
Commuter's Concert  
WCRB, Boston, Mass.

**FARRINGTON, GLEN**  
WTAX, Springfield, Ill.

**FAULK, LINK**  
Cape Fear Capers  
WCKB, Dunn, N. C.

**FAULKNER, RAY**  
Morning Show  
WSP, Kinston, N. C.

**FEDUCCIA, L.A.A.**  
Early Bird Show  
WDSK, Cleveland, Miss.

**FERGUSON, TED**  
KQAQ, Austin, Minn.

**FENNEL, DICK**  
At Sundown  
WRDW-TV, Augusta, Ga.

**FENNEMAN, GEORGE**  
The Grotto Show  
NBC-TV

**FERRE, CLIFF**  
Good Morning  
WPST-TV, Miami, Fla.

**FERRIER, ROGER**  
KEX, Portland, Ore.

**FERRIS, BOB**  
KZIP, Amarillo, Tex.



**Gordon Hammett**

Announcer — MC — Host

JU 6-6300



**GENE HAMILTON**

NBC

## ANNOUNCERS-EMCEES

- FERRIS, MIKE**  
Master Works  
WAAP, Peoria, Ill.
- FIELD, ROGER**  
Swap Shop  
WOJW, Nashua, N. H.
- FIELDS, BUDDY**  
Coffee Club  
WRHI, Rock Hill, S. C.
- FIELDS, JIM**  
Housewife's Friend  
WWNS, Statesboro, Ga.
- FINCH, EVA**  
Classified  
WBGR, Christiansburg, Va.
- FINLEY, ART**  
KRON-TV, San Francisco, Calif.
- FISHER, JIM**  
WTWS, Marianna, Fla.
- FISHER, JOHN**  
Family Theatre  
WMBD-TV, Peoria, Ill.
- FITZMAURICE, MICHAEL**
- FITZSIMMONS, SAM**  
WMA-TV, Lima, Ohio
- FLAHERTY, PAT**  
Ehr River Hour  
KANO, Anoka, Minn.
- FLANDERS, GUY**  
WMEN, Tallahassee, Fla.
- FLEETWOOD, HARRY**  
NBC
- FLEETWOOD, TOM**  
PM Show  
KICD, Spencer, Iowa
- FLEMION, BILL**  
KVIC, Victoria, Tex.
- FLETCHER, BOB**  
Koffee Klatch  
KFLY, Corvallis, Oreg.
- FLETTRICH, TERRY**  
Midday  
WDSU-TV, New Orleans, La.
- FLOOD, MIKE**  
Top of the Morning  
KWEL, Midland, Tex.
- FLORENCE, GEORGE**  
WSLI, Jackson, Miss.
- FLORES, LUIS DIAZ**  
WVLP, Caguas, Puerto Rico
- FLYNN, CHARLES**  
Breakfast Time  
WFBC-TV, Altoona, Pa.
- FOELL, JACK**  
WBKV, West Bend, Wisc.
- FOERSTER, DAVE**  
Afternoon of Melody  
WSUB, Groton-New London, Conn.
- FOGEL, JERRY**  
WBFF, Rochester, N. Y.
- FOLSOM, DON**  
Festival of Music  
WMLX, Mt. Vernon, Ill.
- FONDELL, RALPH**  
KICV, Nome, Alaska
- FONT, RAFAEL**  
Voz Hispana  
WWRL, New York, N. Y.
- FORBES, HANK**  
WIDDH, Boston, Mass.
- FORD, CHUCK**  
Minute Hand  
WLAQ, Lakeland, Fla.
- FORD, MILTON Q.**  
The Big Movie  
WTTG, Washington, D. C.  
WOL, Washington, D. C.
- FOREMAN, TED**  
WCHA, Chambersburg, Pa.
- FORMAN, JIM**  
WDEC, Greensboro, Ga.
- FORNEY, JAMES**  
WLAN, Lancaster, Pa.
- FORREST, GERRY**  
WRGW, Albany, N. Y.
- FORSSELL, GENE**  
Looking In  
KEY-TV, Santa Barbara, Calif.
- FOOTE, SANDY**  
WHP-TV, Harrisburg, Pa.
- FOX, ELDRIDGE**  
Sunday Afternoon Time  
WMMH, Marshall, N. C.
- FOX, PAT**  
Southside Melodies  
WMDK, Chase City, Va.
- FRANDSEN, TOM**  
Vacation Time  
KRCA, Los Angeles, Calif.
- FRANKLIN, ALLAN**  
WLS, Chicago, Ill.
- FRANKLIN, DAVE**  
Dinner Music  
KCRG, Cedar Rapids, Iowa
- FRANKS, JOE**  
Silver Nocturne  
KTYE, Tucson, Ariz.
- FRANKS, JOE**  
Swing-A-Long  
WNNI, Columbus, Ohio
- FREDERICKS, TED**  
KAPF, San Antonio, Tex.
- FREEMAN, AUBREY**  
Anything Goes  
WPCF, Houston, Miss.
- FREEMAN, BILL**  
Evening Concert  
KBUZ, Phoenix, Ariz.
- FREEMAN, RAY**  
WOND, Pleasantville, N. J.
- FRENCH, JIM**  
Early Birds  
KIRO, Seattle, Wash.



**JOE GIVEN**

Spokesman

Morning Newscasts  
WNEW

Robert Coe Management  
144 West 57 Street  
New York 19  
JUdson 6-3094

*Jack Gregson*

Personal Representative

**KAY KORWIN INC.**

PL 2-2230

## ANNOUNCERS-EMCEES

**FRIEDMAN, SID**  
WNEP-TV, Scranton, Pa.  
**FRITZ**  
KBON, Omaha, Neb.  
**FULLER, LARRY**  
Harlem Frolics  
WLIB, New York, N. Y.  
**FULLETON, STEVE**  
WASA, Havre De Grace, Md.  
**FYRUM, GEORGE**  
KBTB, Denver, Colo.

### — G —

**GAINES, RUBEN**  
Conversation Unlimited  
KBYR, Anchorage, Alaska  
**GAIR, WALLY**  
WICS-TV, Springfield, Ill.  
**GALE, JACK**  
WITH, Baltimore, Md.  
**GALL, GARY**  
Personally Yours  
WCCN, Neillsville, Wis.  
**GALLEHER, R. C.**  
Sunday Serenade  
WLEA, Hornell, N. Y.  
**GALLION, BOB**  
WGUN, Atlanta, Ga.  
**GALLUP, FRANK**  
Perry Como's Kraft  
Music Hall Show  
NBC-TV  
**GALVIN, GRACE**  
Radio's Home Journal  
WBRY, Waterbury, Conn.  
**GAMBIL, WES**  
KRMD, Shreveport, La.  
**GAMBLE, TONYA**  
Top 10 Dance Party  
WTVB, Durham, N. C.  
**GANDER, DARREL**  
KDCU, Hutchinson, Minn.

**GARNER, CHUCK**  
Tenn-A-Rama  
WHMA, Anniston, Ala.  
**GARDNER, DON**  
Bell and Howell Close Up!  
ABC-TV  
**GARDNER, GENE**  
Rise 'n Shine  
WFUL, Fulton, Ky.  
**GARNER, JAY**  
Cowboy Classics  
KVLV, Fallon, Nev.  
**GARDNER, JOHN**  
Clockwatcher Club  
WTYM, Springfield, Mass.  
**GARGANO, BILL**  
Talk of The Town  
WHTC, Holland, Mich.  
**GARNER, JIM**  
Lunch 'N Fun  
WDEF-TV, Chattanooga, Tenn.  
**GARNER, JOHNNY**  
KMNS, Muskogee, Okla.  
**GARREN, MORT**  
WMIN, St. Paul, Minn.  
**GARRETT, FRED**  
WAMM, Flint, Mich.  
**GARRISON, JACK**  
WBOF, Norfolk, Va.  
**GARRISON, VERN**  
KSUM, Fairmont, Minn.  
**GARRITY, BOB**  
Early Bird  
WFYI, Garden City, N. Y.  
**GARY, ARTHUR**  
NBC  
**GASTIN, JIM**  
WKIV, Irvine, Ky.  
**GAUGER, TOM**  
WCHL, Chapel Hill, N. C.  
**GAUPER, LARRY**  
KOVC, Valley City, N. D.  
**GAYE, BOBBY**  
KSJB, Jamestown, N. D.

**GEE, JOHN**  
WJUD, St. Johns, Mich.  
**GEERS, GARY**  
WRCV-TV, Philadelphia, Pa.  
**GENTRY, JOE**  
Musical Masterpieces  
KSVC, Richfield, Utah  
**GERMAIN, BOB**  
WEAV, Plattsburgh, N. Y.  
**GERARD, JERRY**  
Good Humor Man  
WVAM, Altoona, Pa.  
**GERARD, CHUCK**  
KLOV, Loveland, Colo.  
**GHEZA, BOB**  
WBOF, Norfolk, Va.  
**GIBBONS, JIM**  
WOL, Washington, D.C.  
**GIBBONS, SANDY**  
Morning Show  
KNOT, Prescott, Ariz.  
**GIBBS, HARRY**  
Wrangler's Club  
KSD-TV, St. Louis, Mo.  
**GIBBS, PAPPY**  
WBMD, Baltimore, Md.  
**GIBBS, WALTER J.**  
KSWI, Council Bluffs, Iowa  
**GIBSON, ADRIAN**  
WAML, Laurel, Miss.  
**GIBSON, DON**  
Daddy-O Show  
WGAT, Gate City, Va.  
**GIBSON, JERRY**  
KBRC, Mt. Vernon, Wash.  
**GIBSON, LYNN**  
WHAL, Shelbyville, Tenn.  
**GILLESPIE, FRANK**  
Wake Up Easy  
KRAL, Rawlins, Wyo.  
**GILLESPIE, JOE**  
KNBC, San Francisco, Calif.  
**GILLIAM, RAY**  
Fiddlin' Around  
WKDK, Newberry, S. C.



**CARL CARUSO**  
ANNOUNCER - MC  
JU 2-8800



**DEL CLARK**  
WIND, Chicago, Staff  
Announcer-Narrator-Actor  
SState 2-1100

# ANNOUNCERS-EMCEES

**GILLIS, JOHN P.**  
Mid Morning Show  
KULK, Hillsboro, Ore.

**GILMORE, ART**  
Red Skelton Show  
CBS-TV

**GILMORE, BOB**  
WRNL, Richmond, Va.

**GILMORE, TOM**  
KYWO, Cheyenne, Wyo.

**GINNANTY, VINCE**  
KFBB-TV, Great Falls, Mont.

**GIVEN, JOE**  
Newscasts, WNEW; Freelance  
Spokesman

**GLADDEN, BILL**  
Roadshow  
WAYE, Louisville, Ky.

**GLASSBURN, BOB**  
KRON-TV, San Francisco, Calif.

**GLEASON, ROBERT**  
WMSL-TV, Decatur, Ala.

**GLOSS, JIM**  
KCHE, Cherokee, Iowa

**GODFREY, RICHARD**  
Sundial  
WAXX, Gadsden, Ala.

**GOHLMAN, DICK**  
KOZE Evening  
KOZE, Lewiston, Idaho

**GOLDEN, JERRY**  
WES, Chicago, Ill.

**GONZALEZ, ED**  
WCMB, Harrisburg, Pa.

**GONZALES, GEORGE**  
El Rancho Grande  
KVOG, Ogden, Utah

**GOODPASTURE, JOE**  
WETB, Johnson City, Tenn.

**GOODRICH, JAMES**  
KYSS, Missouri, Mont.

**GOORIAN, LEN**  
WKRC-TV, Cincinnati, Ohio

**GORDON, ANDREW**  
WKMC, Roaring Springs, Pa.

**GORDON, BOB**  
Make Mine Music  
WWNY, Watertown, N. Y.

**GORDON, STEVE**  
WLAT, Conway, S. C.

**GOUGH, GLENN**  
Sundial  
WWNY, Watertown, N. Y.

**GOURLIE, CHARLES**  
Evening Pop Concert  
WJPG, Green Bay, Wis.

**GRAFFAM, BILL**  
Record Hop  
WRAZ, Kingston, N. Y.

**GRAHAM, BRUCE**  
WOTW, Nashville, N. H.

**GRANDE, PAT**  
Problem Corner  
KUTY, Palmdale, Calif.

**GRANT, ALLEN**  
KFDA-TV, Amarillo, Tex.

**GRANT, BRUCE**  
WOOD, Grand Rapids, Mich.

**GRANT, CHUCK**  
Week End With 1450  
WWJB, Brooksville, Fla.

**GRANT, HAL**  
Wrestling From Roanoke  
WDRJ-TV, Roanoke, Va.

**GRATTON, BILL**  
Top Of The Morning  
KBOI, Boise, Idaho

**GRAUER, BEN**  
News on the Hour, NBC

**GRAVES, GENE**  
WTTM, Trenton, N. J.

**GRAY, BARRY**  
WMAA, New York, N. Y.

**GRAY, CLIFF**  
Noontime Neighbors  
WSPA-TV, Spartanburg, S. C.

**GRAYSON, JAY**  
WBAL, Baltimore, Md.

**GREEN, JERRY**  
KTEC-TV, Austin, Tex.

**GRENE, GIL**  
Live Studio Wrestling  
WSIX-TV, Nashville, Tenn.

**GREENFIELD, JIM**  
WSIR, Winter Haven, Fla.

**GREGSON, AL**  
1280 Club  
WHVR, Hanover, Pa.

## GREGSON, JACK D.

B. July 14, 1915, Spokane, Wash.  
Saturday Night Fights, Wednesday Night Fights, Robert Montgomery Show, John Daly News, Naked City (March, 1961), ABC-TV

**GRENNAN, ED**  
WES, Chicago, Ill.

**GRIFFIN, DAN**  
Dial 1470  
WSKO, Marlboro, Mass.

**GRIFFIN, JUNIOR**  
WERC, Reidsville, N. C.

**GRIFFIN, MERV**  
Keep Talking, ABC-TV; Play Your Hunch, Saturday Prom, NBC-TV

**GRIFFIN, MILT**  
Basketball Play-By-Play  
WDXE, Lawrenceburg, Tenn.

**GRIMM, SHERMAN**  
Session With Sherman  
WPAR, Parkersburg, W. Va.



**MIKE BAKER**

Announcer — Narrator — MC

JU 6-6300



**Jim Coy**

RADIO-TV  
COMMERCIALS  
FILMS  
MC-HOST

JU. 2-8800

**GRISWOLD, ESTHER**

Of Interest To Women  
KOMU-TV, Columbia, Mo.

**GRONERT, JOHN**

Nighthawk Show  
WBSC, Bennettsville, S. C.

**GROSSENBACHER, BOB**

Music For You  
WNBT, Wellsboro, Pa.

**GROVER, JOHN**

KNPC, San Francisco, Calif.

**GRUBER, CLINT**

Koin Klock  
Portland, Ore.

**GREEN, WAYNE**

Early Weather  
WSVA, WSAV-TV  
Harrisonburg, Va.

**GUEST, BUD**

WJR, Detroit, Mich.

**GUMSKI, DICK**

Variety Club  
WMAB, Munising, Mich.

**GUTHRIE, BILL**

WLS, Chicago, Ill.

## — H —

**HACKWORTH, JERRY**

Tempo  
WGOH, Grayson, Ky.

**HAGA, JERRY**

KOVC, Valley City, N. D.

**HAIT, MAL**

WKIP, Poughkeepsie, N. Y.

**HALE, PHILIP**

WKNB, W. Hartford, Conn.  
Madame Theatre

WHNB-TV, New Britain, Conn.

**HALEY, BILL**

WROC-TV, Rochester, N. Y.

**HALEY, PAT**

WMCK, McKeesport, Pa.

**HALL, JAMES**

WLAT, Conway, S. C.

**HALL, JIM**

WBAG, Burlington, N. C.

**HALL, RADCLIFF**

NBC

**HALL, WILLIAM**

Sound Stage  
WGEE, Indianapolis, Ind.

**HALLAMAN, TED**

Penthouse Serenade  
WGAK, Cleveland, Ohio

**HALLOCK, DON**

Bandstand  
KGHF, Pueblo, Colo.

**HALEMA, DUANE**

WITE, Brazil, Ind.

**HAMEL, FRAN**

WMAS, Springfield, Mass.

**HAMILTON, BILL**

Morning Show  
WKKO, Columbus, Ohio

**HAMILTON, BOB**

KFAL, Fulton, Mo.

**HAMILTON, GENE**

B. February 22, 1910, Toledo, Ohio. Movie Four, WNBC-TV; Project 20, NBC-TV; Emphasis, WNBC; Staff Announcer, NBC, New York City

**HAMILTON, ROY**

Musical Almanac  
WWWR, Russellville, Ala.

**HAMM, JIM**

KCFN-TV, Temple-Waco, Tex.

**HAMMETT, GORDON**

B. August 18, 1923, Houston, Texas. Spokesman for Golden Books, News Announcer, T.V. Commercials, WNEW-TV

**HANCOCK, CALVIN**

Clockwatcher  
KBRZ, Freeport, Tex.

**HANDY, BUD**

KUDE, Oceanside, Calif.

**HANES, MIKE**

Tempo  
WYTL, Rocky Mount, Va.

**HANK, HOOSIER**

WFILM-TV, Indianapolis, Ind.

**HANKS, BLAINE**

Come 'N' Get It

KOIN, Portland, Ore.

**HANNA, MIKE**

At Ease  
KTVE, Tucson, Ariz.

**HANNAL, WAYNE**

WDEF-TV, Chattanooga, Tenn.

**HANNES, ART**

Ed Sullivan Show  
CBS-TV

**HANRAHAN, BILL**

The Nation's Future  
NBC-TV, NBC

**HANSEN, MAL**

NBC-TV

**HANSEN, REED**

Breakfast Party  
KBLA, Columbia, Miss.

**HANSEN, ROGER**

Spinner Sanctum  
KGVO, Missoula, Mont.

**HANSHAW, JAY**

WAVZ, Waynesboro, Pa.

**HANSON, GLENN**

WDAV-TV, Fargo, N. D.

**HARDAWAY, DICK**

KVIQ-TV, Eureka, Calif.

**HARDCASTLE, ELBERT**

KHJM, Monticello, Ark.

**HARDEN, GENE**

WPWA, Thomson, Ga.

**HARDE, DICK**

KOVR-TV, Sacramento-Stockton, Calif.

**HARDING, JOHN**

KXLL, Missoula, Mont.

**HARDMAN, MEL**

KLUB, Salt Lake City, Utah

**HARDY, CARROLL**

WEBR, Buffalo, N. Y.

**HARGIS, DON**

KWYO, Sheridan, Wyo.

**HARGROVE, LAWRENCE**

WMBM, Miami Beach, Fla.

**HARII, JOE**

WSSH, Latrobe, Pa.

**HARMON, GENE**

Top 23  
KCRG, Enid, Okla.

**HARMON, KING**

KLAS, Las Vegas, Nev.

**HAROLD, DAVE**

Adv In Sound

WASK, Lafayette, Ind.

**HARPER, JOHN**

KENA, Mena, Ark.

**HARRAL, HANK**

KVKM, Monahans, Tex.

**HARRELL, JIM**

KXRR, Russellville, Ark.

**HARRICE, CY****HARRINGTON, BILL**

WTFE, Tiffin, Ohio

**HARRINGTON, HOWARD**

Top O' The Morn

KOGA, Ogallala, Neb.

**HARRIS, BILL**

WIEL, Elizabethtown, Ky.

**HARRIS, DEAN**

WHEN, Syracuse, N. Y.

**HARRIS, LOU**

WTNT, Tallahassee, Fla.

**HARRISON, ARCH**

WFVA, Fredericksburg, Va.

**HARRISON, DAVID**

WFWB, Auburndale, Fla.

**HARRISON, HARRY****HARRISON, JIM**

NEAK, San Diego, Calif.

**HARRISON, JOHN**

KBGR, Brownsville, Tex.

**HART, DON**

KNOT, Prescott, Ariz.

**HARVEY, BILL**

KBRO, Bremerton, Wash.

**HARVEY, ED**

WCAU, Philadelphia, Pa.

**HARVEY, PAT**

WGEM, Quincy, Ill.

**HARVEY, WILLIAM**

KTVB, Boise, Idaho

**HASKIN, JIM**

B. April 15, 1927, Cushing, Okla. Announcer-MC — Announcer on Perry Mason, CBS-TV; Twilight Zone, CBS-TV; Riverboat, Love and Marriage, NBC-TV

**HASSNER, MARTIN**

WYNG, Warwick, Ill.

**HASTERS, JOHN**

WRFN, Dover, Del.

**HATHAWAY, LEN**

Pompey And The Admiral  
WNBFTV

Binghamton, N. Y.

**HAUSEMAN, BILL**

WGL, Fort Wayne, Ind.

**HAWKINS, KEN**

Big Beat Show  
WJMO, Cleveland, Ohio

**HAWLEY, DICK**

WMEF, Memphis, Tenn.

**HAWTHORNE, JIM**

Film Festival  
KTTV, Los Angeles, Calif.

**HAWTHORNE, JOE**

KRBA, Lufkin, Tex.

**HAYES, PAUL**

Sun Up  
WSUN, St. Petersburg, Fla.

**HAYES, RAY**

Top Of The Morning  
WDVA, Danville, Va.

**HAYES, RICHARD**

Richard Hayes Show, WNEW-TV, WCB; Bandstand, NBC; R. Q. Lewis Show, CBS

**HAYNES, DICK**

KHJ-TV, Los Angeles, Calif.

**HAYNES, JERRY**

Bayne Almanac  
WFAX-TV, Dallas, Tex.

**HAYWARD, DON**

Serenade In The Morning  
KARM, Fresno, Calif.

**HEBERLIN, LARRY**

KNIA, Knoxville, Iowa

**HEARON, FANNING**

WTYN, Tyron, N. C.

**HEBESTREIT, CARL**

The Kimo Popo Show  
KGM, Honolulu, Hawaii

Popo's Matinee  
KGM-TV

**HECKER, HOWARD**

WKAM, Goshen, Ind.

**HEIST, RICHARD**

Sunrise Serenade  
WNPV, Lansdale, Pa.

**HELMUTH, AL**

WEOL, Elyria Lorain, Ohio

**HELVEY, DON**

KNEZ, Lompoc, Calif.



# ANNOUNCERS-EMCEES

**HEMKE, BILL**  
Sheriff Bill  
KOLN-TV, Lincoln, Neb.

**HENCHY, JIMMIE**  
WAAP, Avon Park, Fla.

**HENDERSON, C. C.**  
WGOW, Greenville, N. C.

**HENDERSON, DENNIS**  
KSJB, Jamestown, N. D.

**HENDERSON, JOE**  
Coffee Cup Capers  
KTRN, Wichita Falls, Tex.

**HENDRIN, CARLTON**  
WCLA, Chaxton, Ga.

**HENRIN, JERRY**  
KLRA, Little Rock, Ark.

**HENRY, CORA**  
KBYP, Shamrock, Tex.

**HENSON, JERRY**  
Teen Hop  
KODE, Joplin, Mo.

**HEPTNER, LEE**  
KVEE, San Luis Obispo, Cal.

**HERBERT, BRUCE**  
Record Room  
WGSN, Huntington, N. Y.

**HERBERT, BUD**  
WBHZ, Baton Rouge, La.

## HERLIHY, ED

NBC

**HERMANN, BILL**  
WJOL, Joliet, Ill.

**HERNDON, TOMMY**  
Rhythm Rock  
WBSC, Bennettsville, S. C.

## HERNON, PAT

**HESSON, BILL**  
KCMJ, Palm Springs, Calif.

**HESTER, CHARLES**  
Pops And Cracks  
WCPC, Houston, Miss.

**HESTER, JEV**  
WSLI, Jackson, Miss.

**HEWITT, MRS. PATTI**  
Romper Room  
WJAC-TV, Johnstown, Pa.

**HEWITT, WARREN**  
WRMS, Beardstown, Ill.

**HEYDE, BUDD**  
KNBC, San Francisco, Calif.

**HEYLE, STEVE**  
Weather Show  
WFBZ-TV, Greenville, S. C.

**HIBES, DAN**  
KOTE, Fergus Falls, Minn.

**HICKS, JACK**  
New Popeye Color Theatre  
WBAP-TV, Fort Worth, Tex.

**HILL, AL**  
WPZ-TV, Plattsburgh, N. Y.

**HILL, CARL**  
Early Bird Show  
WKYT, Braintreeboro, Vt.

**HILL, JACK**  
Happiness Exchange  
KNOE-TV, Monroe, La.

**HILL, JOHN**  
WLMJ, Jackson, Ohio

**HILL, WALTER**  
Mid Day In La.  
WBZ, Baton Rouge, La.

**HINES, HUGH**  
Gospel Music Time  
WAGR, Lumberton, N. C.

**HINKLE, ED**  
Morning Records  
KOLD, Tucson, Ariz.

**HINSON, GENE**  
Show Without A Name  
WEGO, Concord, N. C.

**HITCHCOCK, ALFRED**  
Alfred Hitchcock Show  
NBC-TV

**HOBBS, FRANK**  
WQTY, Jacksonville, Fla.

**HOEY, MIKE**  
KSYD, Wichita Falls, Tex.

**HOFFLIKER, HERVIE**  
KANS, Kansas City, Mo.

**HOFFMAN, BILL**  
Music Man  
WNLC, New London, Conn.

**HOFSOMMER, CARL**  
Rise And Shine  
KGDN, Edmonds, Wash.

**HOGAN, ED**  
Showcase  
WFAA-TV, Dallas, Tex.

**HOGG, DONALD**  
WVKK, Knoxville, Tenn.

**HOLIDAY, DOC**  
KOPA, Yuma, Ariz.

**HOLLIDAY, JOHN**  
WKLM, Wilmington, N. C.

**HOLIDAY, SUNY**  
Wake Up Columbus  
WOKS, Columbus, Ga.

**HOLLAN, BOB**  
KWVO, Cheyenne, Wyo.

**HOLLE, BUD**  
Yawn Patrol  
KJAM, Madison, S. D.

**HOLLER, CARL**  
WKAN, Kankakee, Ill.

**HOLLEY, BILL**  
KBOX, Dallas, Tex.

**HOLMAN, PHIL**  
KBOY, Medford, Ore.

**HOLMSTAD, LONRE**  
KXNL, Bozeman, Mont.

**HOLTON, JOYCE**  
WYQS, Alma, Ga.

**HONSE, BOB**  
WESA, Charleroi, Pa.

**HOOD, GORDIE**  
Wheeling Home  
WKAL, Rome, N. Y.

**HOOPER, RAY**  
WJCW, Johnson City, Tenn.

**HOOPER, TOM**  
WKOW-TV, Madison, Wis.

**HOOPER, CHUCK**  
WKIZ, Muskegon, Mich.

**HOPKINS, HAP**  
KROY, Sacramento, Calif.

**HOPKINS, JOHN**  
WESR, Tasley, Va.

**HORNE, DAVE**  
WDBJ, Roanoke, Va.

**HOULIHAN, BILL**  
WEEK-TV, E. Peoria, Ill.

**HOUSE, CLIFF**  
All Night Show  
KICK, Springfield, Miss.

**HOWARD, DAVE**  
WSKI, Montpelier-Barre, Vt.

**HOWARD, DON**  
KHAS, Hastings, Neb.

**HOWARD, DON**  
Mayor Of The Morning  
KTRN, Wichita Falls, Tex.

**HOWARD, GARY**  
WKNE, Keene, N. H.

**HOWARD, JERRY**  
WJDA, Quincy, Mass.

**HOWARD, LEROY**  
Top 20  
KBRW, Aberdeen, Wash.

**HOWELL, WAYNE**  
Say When  
NBC-TV

**HUBBARD, HANK**  
Weather Report  
KYQA-TV, Tucson, Ariz.

**HUGHES, WEYMAN**  
WDAE, Tampa, Fla.

**HUDSON, BILL**  
KMUR, Salt Lake City, Utah

**HUDSON, WILL**  
WBKH, Hattiesburg, Miss.

**HUFFAKER, BOB**  
KBTX-TV, Bryan, Tex.

**HUGGINS, HANK**  
Breakfast With Boesch  
KTRF, Lufkin, Tex.

**HUGHES, BILL**  
KENA, Mena, Ark.

**HUGHES, JOE**  
Sat. Fun Time  
WSAZ-TV, Huntington-Charleston, W. Va.

**HUGHES, PAT**  
KBOX, Dallas, Tex.

**HUGHES, RALPH**  
WLCY, St. Petersburg, Fla.

**HULBERT, MAURICE**  
Breakfast In Space  
WHAJ, Philadelphia, Pa.

**HUNTER, AL**  
KSDO, San Diego, Calif.

**HUNTER, JACK**  
WBBS, Uniontown, Pa.

**HUNTER, LARRY**  
The Late Show  
KVOG, Ogden, Utah

**HURLBUT, JIM**  
City Desk  
WNBQ, Chicago, Ill.

**HURLEY, JIM**  
Crosscndo  
WWTP, Canton, N. C.

**HURST, OVERTON**  
KBHS, Hot Springs National Park, Ark.

**HUSSON, JACK**  
WKYR, Keyser, W. Va.

**HUTCHASON, RANDAL**  
Country Music Time  
WMTL, Letchfield, Ky.

**HUTCHINGS, BOB**  
WDDR, Portage, Wis.

**HUTCHISON, BILL**  
Variety Revue  
KYAP, Ruidoso, N. M.

**HUTSELL, BOB**  
1400 Club  
WCOB, Newnan, Ga.

**HVATT, MARION**  
WAUD, Auburn, Ala.

**HYNES, BOB**  
Finger Beaver Show  
WABJ-TV, Bangor, Me.

— I —

**IDE, GREG**  
WDOV, Dover, Del.

**IMMEL, JERRY**  
Drivin And Easy  
WJER, Dover, Ohio

**INFANTINE, T. S.**  
WMSA, Massena, N. Y.

**INGRAM, DAN**  
WU, St. Louis, Mo.

**IRWIN, PHIL**  
WVTP, Mt. Kisco, N. Y.

**IWEY, JIM**  
WHOO, Orlando, Fla.

— J —

**JACKSON, BRICE**  
WHOK, Lancaster, Ohio

**JACKSON, LEE**  
Playhouse Three  
WRGP, Chattanooga, Tenn.

**JACKSON, RALPH**  
Hillbilly Hits  
WMTG, Milledgeville, Ga.

**JACKSON, RUBE**  
Travelin Time  
WRGA, Rome, Ga.

**JACKSON, WAYNE**  
Let's Look At Sports  
WECT, Wilmington, N. C.

**JACOBS, BRUCE**  
KPNG, Port Neches, Tex.

**JACOBS, JAMES**  
The Happy Sound  
KALE, Richland, Wash.

**JAMES, ALLEN**  
WKXN, Saginaw, Mich.

**JAMES, HERB**  
KCRG-TV, Cedar Rapids, Ia.

**JAMES, HUGH**  
Eyewitness To History  
CBS-TV

**JAMES, LES**  
WRHL, Rock Hill, S. C.

**JAMES, RUSS**  
Good Morning  
KVEC, San Luis Obispo, Cal

**JAMISON, RUSS**  
Hear Show  
KMED, Medford, Oreg.

**JARRELL, JAY**  
WBMS, Charleston, W. Va.

**JARRETT, CLIFF**  
WETT, Ocean City, Md.

**JARRETT, HUGH**  
Rush Hour Roundup  
WLAC, Nashville, Tenn.

**JAY, BOB**  
WEKZ, Monroe, Wis.

**JAY, CLYDE**  
Coffee Club  
KMGM, Albuquerque, N. M.

**JAY, JOHN**  
The Great Bands  
WJQS, Jackson, Miss.

**JAY, RANDY**  
WCEF, Parkersburg, W. Va.

**JAYNE, FRANK**  
KXQX, Sweetwater, Tex.

**JAZZMO, DR.**  
KKSN, Dallas, Tex.

**JEFCOAT, HAROLD M.**  
KURV, Edinburg, Tex.

**JEFFERS, GEORGE**  
Magie Valley  
WTIP, Charleston, W. Va.

**JEFFERSON, AL**  
Alarm Clock Capers  
WUST, Washington, D.C.

**JENNINGS, MARK**  
Sounds In The Air  
WGSM, Huntington, N. Y.

**JERRY, BROWN**  
KWK, St. Louis, Mo.

**JIMENEZ, CLAUDIO**  
KEVT, Tucson, Ariz.

**JOES, JAMES**  
KGON Albums  
KGON, Portland, Ore.

**JOHNSON, BILL**  
Music Just For You  
WLAC, Nashville, Tenn.

**JOHNSON, BROS**  
Kissin Caravan  
KKSN, Dallas, Tex.

**JOHNSON, DAVE**  
WAPL, Appleton, Wis.

**JOHNSON, DICK**  
KQTV, Ft. Dodge, Iowa

**JOHNSON, ESTON**  
Open House  
WGCD, Chester, S. C.

**JOHNSON, J. C.**  
WJEM, Valdosta, Ga.

**JOHNSON, JIM**  
WDBL, Springfield, Tenn.

**JOHNSON, KIMBERLY**  
WELD, Fisher, W. Va.

**JOHNSON, ROGER**  
Coffee Break  
WHVP, Wausau, Wis.

**JOHNSON, TED**  
WFBG, Altoona, Pa.

**JOHNSTON, ALVIN**  
Wake Up Show  
WCOH, Newman, Ga.

**JOINER, JERRY J.**  
WXEX-TV, Richmond, Va.

**JOLLS, TOM**  
WUSJ, Lockport, N. Y.

**JOLLY, JACK**  
KGOS, Torrington, Wyo.

**JONES, CASEY**  
WORD, Spartanburg, S. C.

**JONES, CLYDE**  
Welcome Ranch  
KERV, Kerrville, Tex.

**JONES, JAY**  
KTUL, Tulsa, Okla.

**JONES, WALT**  
Music For Adults  
KJEM, Oklahoma City, Okla.

**JORDAN, LEE**  
B. Oct. 16, 1925 Macon, Georgia;  
Lee Jordan Show, Jack Sterling  
Show, Guest Mc, College Career  
Clinic, WCBS; Jack Paar Show,  
Guest Announcer, NBC-TV

**JOYCE, ED**  
B. December 13, 1928, Phoenix,  
Ariz. Three Guesses, Ed Joyce  
Show, WCBS

## — K —

**KANE BARRY**  
WEZL, Richmond, Va.

**KANE, DEAN**  
WARN, Ft. Pierce, Fla.

**KANE, JIM**  
Clubs, TV Shows, Commercials,  
Radio, Movies

**KASSID, RON**  
KALV, Alva, Okla.

**KECK, ARLEN**  
KFSA, Ft. Smith, Ark.

**KELIN, JACK**  
Ranger Jim  
WJIM-TV, Lansing, Mich.

**KELLAM, GLEN**  
WESR, Tasley, Va.

**KELLER, BOB**  
WLBH, Lebanon, Pa.

**KELLY, JOE**  
Hoosier Favorite  
WSBT-TV, South Bend, Ind.

**KELLY, LEON**  
WGY, Schenectady, N. Y.

**KELLEY, LUTHER**  
KBST, Big Spring, Tex.

**KELSO, JIM**  
WFAL, Fayetteville, N. C.

**KENNEDY, BILL**  
CKLW, CKLW-TV  
Detroit, Mich.

**KENNEDY, L. D.**  
Gospelthon  
WMBM, Miami Beach, Fla.

**KENNEDY, TOM**  
About Faces  
ABC-TV

**KENT, BOB**  
Wake Up Time  
WMYN, Madison, N. C.

**KENT, DICK**  
WIL, St. Louis, Mo.

**KENT, HAL**  
WKLM, Wilmington, N. C.

**KERR, BRUCE**  
KYOS, Merced, Calif.

**KERR, STU**  
Early Riser  
WMAR-TV, Baltimore, Md.

**KERSTER, LAWSON**  
Weather  
WJIM-TV, Lansing, Mich.

**KERWIN, BILL**  
KCKN, Kansas City, Kan.

**KESLER, DICK**  
WMBS, Uniontown, Pa.

**KEUERN, BOB**  
WJRL, Rockford, Ill.

**KIBE, KEN**  
KIBE-KIDFC  
San Francisco, Calif.

**KIETH, BOB**  
Channel 9 Bandstand  
WLOF-TV, Orlando, Fla.

**KILGO, JIMMY**  
WSOC-TV, Charlotte, N. C.

**KIMBALL, RICHARD**  
KWHO, Salt Lake City, Utah

**KINARD, LEE**  
Good Morning  
WFMY-TV, Greensboro, N. C.

**KING, CLAYTON**  
Variety Time  
KJUL, Garden City, Kan.

**KING, DEL**  
KBHM, Branson, Mo.

**KING, DON**  
Hitchhiker  
WBMK, Macon, Ga.

**KING, JIM**  
Disc-O-Rama  
KHAS, Hastings, Neb.

**KING, JIM**  
WOKK, Meridian, Miss.

**KING, JOHN REED**  
B. October 25, 1914, Wilmington,  
Del. For Love or Money,  
CBS-TV; Give and Take, Missus  
Goes a Shopping, CBS, CBS-TV;  
Chance of a Lifetime, ABC-TV

**KING, STEVE**  
Communters Express  
WNMP, Evanston, Ill.

**KINKAID, FRANK**  
Cartoon Circus  
KOIN-TV, Portland, Ore.

**KIRBY, DIANE**  
B. October 14, 1937, Kraft The-  
atre, Phil Silvers Show, Bob Cum-  
mings Show, Naked City, Mike  
Hammer, Desilu Playhouse, Al-  
fred Hitchcock

**KIRBY, DURWARD**  
CBS

**KIWECK, RON**  
WBLG, Lexington, Ky.

**KLARK, KITTY**  
Around The Town  
WWKY, Winchester, Ky.

**KNAPTON, CHRISTOPHER**  
WTKO, Ithaca, N. Y.

**KNIGHT, TOM**  
Good Morning Show  
WBMT, Black Mt., N. C.

**KNOLL, GARY**  
WCLM, Carroll, La.

**KNOWLTON, BILL**  
Say It With Music  
WNBT, Wellsboro, Pa.

**ROGER, JIM**  
WRFC, Athens, Ga.

**KOLLINS, TOM**  
WCHA, Chambersburg, Pa.

**KOPLER, BOB**  
Nightsound  
WJAC, Johnston, Pa.

**KOZLOW, BUCKY**  
B. March 26, 1922, Olean, New  
York. John K. M. McCaffrey  
News, WNBC-TV; Dick Clark  
Show, WNBC-TV; Loretta Young  
Show, NBC-TV; Cheyenne, ABC-  
TV; 77 Sunset Strip, ABC-TV;  
Riverboat, NBC-TV

**KURASHI, T.**  
People Speak  
KOHO, Honolulu, Hawaii

# ANNOUNCERS-EMCEES

**KURTZ, BUD**  
Happiness Street  
WWNR, Beekley, W. Va.

## — L —

**LABARR, TED**  
WVEE-TV, Norfolk-Hampton,  
Va.

**LA COVEY, JACK**

WHUC, Ithaca, N. Y.

**LA FONTAINE, HENRY**

WICH, Norwich, Conn.

**LA MAR, JACK**

WHCU, Ithaca, N. Y.

**LAMB, JI. JR.**

Early Bird

WCNC, Elizabeth, N. C.

**LAMBERT, KEN**

WLDS, Jacksonsville, Ill.

**LAMOND, DON**

Three Stooges

KTTV, Los Angeles, Calif.

**LANCOUR, HOWARD**

Chuck Wagon Tales

WCAX-TV, Burlington, Vt.

**LANDEAR, DEAN**

Voice Of Iowa

WMT, Cedar Rapids, Iowa

**LANE, CONNIE**

Party Line

WSTP, Sailsburg, N. C.

**LANE, DAVE**

Music All Night

WINX, Rockville, Md.

**LANE, HAL**

WGNV, Newburgh, N. Y.

**LANE, H. C.**

Shady At 1480

WYRN, Louisburg, N. C.

**LANGENFELDT, BERNIE**

KARR, Great Falls, Mont.

**LARDIE, BOB**

Sound Off

WTPE, Tiffin, Ohio

**LARIMER, BOB**

Morning Express

WJBK, Detroit, Mich.

**LARRIERUN, GENE**

KARR, Great Falls, Mont.

**LATHAM, BOB**

WABB, Abbeville, S. C.

**LAW, ELAYNE**

Woman's World

WFBG-TV, Altoona, Pa.

**LAWFORD, VIN**

WNLK, Norfolk, Conn.

**LAWSON, KEN**

KVTV, Sioux City, Iowa

**LAYTON, DOUG**

WYDE A Wake

WYDE, Birmingham, Ala.

**LEATH, REID**

WIST Roadshow

WIST, Charlotte, N. C.

**LEATHERS, JERRY**

KYSS, Missoula, Mont.

**LE COUNT, BOB**

WCBY, Cheyboygan, Mich.

**LEDBETTER, JACK**

KPRB, Redmond, Ore.

**LEDET, LES**

The Morning Show

KOLE, Port Arthur, Tex.

**LEE, JERRY**

KIOT, Barstow, Calif.

**LEE, JIM**

Local Talent

WPGA, Perry, Ga.

**LEE, MACK**

WDAR, Tampa, Fla.

**LEE, RON**

KYNT, Yankton, S. D.

**LEESON, JACK**

WCLD, Corning, N. Y.

**LEIGHTON, JERRY**

WAAF, Chicago, Ill.

**LEISURE, CLARENCE**

KNBC, San Francisco, Calif.

**LEONARD, BOB**

WKNB, W. Hartford, Conn.

**LE PAGE, JEAN C. L.**

WMSA, Massena, N. Y.

**LEROY, LUCKY**

Jr. Talent Revue

WSJL-TV, Harrisburg, Ill.

**LESCOULIE, JACK**

Brains and Brawn, Jackie Gleason Show, Today, CBS-TV

**LE TOURNEAU, ROGER**

WYNG, Warwick, R. I.

**LEVINE, MIKE**

Sunday Showcase

WRNY, Rome, N. Y.

**LEWIN, RICHMAN**

At Your Service

KTRE-TV, Lufkin, Tex.

**LEWIS, BILL**

WGOG, Walhalla, S. C.

**LEWIS, BOB**

Nitenik Show

WNHC, New Haven, Conn.

**LEWIS, DICK**

KLZ-TV, Denver, Colo.

**LEWIS, CHARLIE**

KNAL Rodeo

KNAL, Victoria, Tex.

**LEWIS, GEORGE**

Steamboat Bill

WSAZ-TV, Huntington-Charleston, W. Va.

**LEYENDECKER, DAVE**

Telenews

KGNS-TV

Laredo, Tex.

**LIGHT, LARRY**

WTLB, Othen, N. Y.

**LINCOLN, ED**

Alley 43

WSBA-TV, York, Pa.

**LINDAMOOD, FRANK**

Music Beat

WYVE, Wytheville, Va.

**LINDMAN, STUART**

WTCN-TV, Minneapolis, Minn.

**LINDSAV, BROOKS**

Clown Carnival

WSOC-TV, Charlotte, N. C.

**LINDSEY, VIC**

KDEF, Albuquerque, N. M.

**LINDSTROM, BOB**

Mostly Music

WHGB, Harrisburg, Pa.

**LINNE, BIL**

WEST, Caribou, Me.

**LIPPS, KEM**

KIXZ, Amarillo, Tex.

**LITCHFIELD, EDWARD**

Silver City Serenade

WPEP, Taunton, Mass.

**LITTLE, JACK**

WASA, Havre De Grace, Md.

**LLOYD, JIM**

WSVA, Harrisonburg, Va.

**LLOYD, TOM**

Breakfast Circle

WGAD, Athens, Ga.

**LOCKBEAM, ROGER**

KBOM, Bismarck, N. D.

**LOFLIN, BOB**

Home Edition News

WKRK-TV, Mobile, Ala.

**LOKEY, FRANK**

WYZE, Atlanta, Ga.

**LOMINAC, HANK**

Popeye Cartoon theatre

WKRK-TV, Mobile, Ala.

**LONDON, JERRY**

KCML, Palm Springs, Calif.

**LONG, CLINT**

Carolina Today

WNCV, Greenville, N. C.

**LOVELESS, WENDELL P.**

Songs And Sunshine

WDBF, Delray Beach, Fla.

**LOWE, JIM**

WRR, Dallas, Tex.

**LOWE, ROBERT**

Rise And Shine

WVVW, Grafton-Fairmont,

W. Va.

**LUCAS, JIM**

B. December 11, 1931, Louisville,

Ky. Concentration, NBC-TV; Jim

Lucas Show, Broadway After

Dark, WAPI; 13 Dance Party,

Lucky Lady, WAPI-TV

**LUDMIG, JOHN**

KDUH-TV, Hay Springs, Neb.

**LUCK, KEN**

WNDB, Daytona Beach, Fla.

**LUKENS, NED**

Jack, The Bellboy

WAOK, Atlanta, Ga.

**LUND, HOWIE**

Music For The Young At

Heart

WDOK, Cleveland, Ohio

**LYKINS, LOWELL**

Clockwatch

WGHI, Grayson, Ky.

**LYLE, VIN**

Honor Roll Of Hits

WMIX, Mt. Vernon, Ill.

**LYNCH, BILL**

WMCK, McKeesport, Pa.

**LYNCH, KEVIN**

KNOC, Natchitoches, La.

**LYNN, FRANK**

WLCY, St. Petersburg, Fla.

**LYON, OWEN**

KDUH-TV, Hay Springs, Neb.

**LYONS, BOBBY**

The Lyons Den

WQAM, Miami, Fla.

**LYONS, CLIFF**

KWYO, Sheridan, Wyo.

**LYONS, DOUG**

KAKE, Wichita, Kan.

**LYONS, JIM**

Nightwatch

WHP, Harrisburg, Pa.

**LYONS, RON**

KROY, Sacramento, Calif.

## — Mc —

**McADAM, JOHN**

Coffee Time

KRIK, King City, Calif.

**McALLISTER, BURT**

KBRE, Mt. Vernon, Wash.

**McBRIDE, BOB**

WMBH, Joplin, Mo.

**McBRIDE, CLAY**

Country Junction

WYRN, Lousburg, N. C.

**McCANN, CHUCK**

Laurel And Hardy

WPIX, New York, N. Y.

**McCARTHY, JOHN**

Morning Line

WPEP, Taunton, Mass.

**McCARTY, DON**

WTVN, Columbus, Ohio

**McCARTY, TONY**

WAML, Laurel, Miss.

**McCORD, BILL**

NBC

**McCOY, CRAIG**

WTRW, Two Rivers, Wis.

**McCOV, JACK**

WCTT, Corbin, Ky.

**McCOY, PAT**

WPEC, Washington, D.C.

**McCOY, ROGER**

WBOY-TV, Clarksburg,

W. Va.

**McCREERY, JOHNNY**

1240 Jamboree

WLAG, Lagrange, Ga.

**McCULLOUGH, SCOTTY**

KWSO, Waco, Calif.

**McCONE, DON**

KOMO-TV, Seattle, Wash.

- McDANIEL, BRICE**  
Pappy's Hoedown  
KMIN, Grants, N. M.
- McDERMAND, BILL**  
Take Time  
KFDM-TV, Beaumont, Tex.
- McDONALD, ROSSER**  
KTEK, Ada, Okla.
- McELHATTON, DAVE**  
Viewpoint  
KCBS, San Francisco, Calif.
- McFADDEN**  
Big Daddy Dandy Show  
WGOK, Mobile, Ala.
- McGARRY**  
WRC, Washington, D.C.
- McGEEHAN, PAT**  
People Are Funny  
NBC-TV
- McGLAMERY, WENDELL**  
Big Show  
WVOP, Vidalia, Ga.
- McGOFFIN, BILL**  
Magic Top  
KCKT-TV, Great Bend, Kan.
- McGRATH, DICK**  
Late Weather  
WSVA-TV, Harrisonburg, Va.
- McGRAW, MARY**  
Breakfast For Two  
WJNO, West Palm Beach, Fla.
- McINTIRE, TED**  
KLAM, Cordova, Alaska
- McKAY, STAN**  
Magazine Of The Air  
WKRC, Cincinnati, Ohio
- McKIBBIN, SAM**  
WPAY, Portsmouth, Ohio
- McKINNIS, DON**  
KARL, Blaine, Wash.
- McLEAN, CLYDE**  
Arthur Smith Show  
WBTY, Charlotte, N. C.
- McLELLAN, JOHN**  
Dateline Boston  
WHDH-TV, Boston, Mass.
- McNERNEY, JIM**  
WKRT, Cortland, N. Y.
- McPHERSON, CLYDE**  
Music In AM  
WSSO, Starkville, Miss.
- McQUAY, CARL**  
KFPW, Ft. Smith, Ark.
- McQUEARIE, JAMES**  
WLST, Escanaba, Mich.
- McROY, PAUL**  
WCHL, Carbondale, Ill.
- M —
- MacALLISTER, BILL**  
KEAP, Fresno, Calif.
- MacDONALD, ROD**  
WREX-TV, Rockford, Ill.
- MACE, MAX**  
WMRB, Greenville, S. C.
- MACK, BUD**  
Scoreboard  
WOWL, Florence, Ala.
- MACK, WAYNE**  
Three Stooges  
WDSU-TV, New Orleans, La.
- MACK, WAYNE**  
Music For the Young At Heart  
WDCK, Cleveland, Ohio
- MacKAY, BOB**  
WBET, Brockton, Mass.
- MacKENZIE, KEN**  
Mighty Go.  
WGAN-TV, Portland, Me.
- MAC, LYLE**  
KHEY, El Paso, Tex.
- MacTAVISH, BOB**  
Serenade In The Afternoon  
Fresno, Calif.
- MADDON, BILL**  
Strictly Off Record  
Fl. Morgan, Colo.
- MADILL, DON**  
KIBF-KDFC, San Francisco, Calif.
- MAEL, MERRILL**  
KBVR, Anchorage, Alaska
- MAHAFFEY, BOB**  
Morning Show  
KGHF, Puerto, Colo.
- MAHONEY, GEORGE**  
KOB, Albuquerque, N. M.
- MALARA, TONY**  
Adventures Of Pow Wow  
KCNV-TV, Watertown, N. Y.
- MALDONADO, MARGO**  
KWEW, Hobbs, N. M.
- MALEY, WES**  
WKRR, Oil City, Pa.
- MALLEK, JODY**  
Evening Serenade  
KGY, Olympia, Wash.
- MALLOY, MIKE**  
Night Train  
KPAS, Banning, Calif.
- MALONE, BILL**
- MANNING, TURNER**  
WKRF, Washington, N. C.
- MANSFIELD, DICK**  
Four County Almanac  
WDOS, Oneonta, N. Y.
- MARINELLI, RON**  
WMPG, Hibbing, Minn.
- MARGRAFF, NORMAN**  
Fritz The Plumber  
WMLL, Milwaukee, Wis.
- MARKHAM, GRANT**  
WLST, Escanaba, Mich.
- MARKLAND, WAYNE S.**  
KCM, Cedar Falls, Iowa
- MARBLE, BUD**  
South Shore Hour  
WPLM, Plymouth, Mass.
- MARNS, AL**  
Sat'day Afternoon Dancer Pty.  
WANB, Waynesburg, Pa.
- MARNS, HERB**  
Cap'n Five  
WRAL-TV, Raleigh, N. C.
- MARLER, HYNN**  
KTPA, Prescott, Ark.
- MARK, WILLIAM P.**  
WDVH, Gainesville, Fla.
- MARLINER, CSOTLY**  
KASL, New Castle, Wyo.
- MARSHALL, DICK**  
WEGP, Presque Isle, Me.
- MARSHALL, HUBERT J.**  
KSMN, Mason City, Iowa
- MARSHALL, JOHN**  
Weather News  
KGGM-TV, Albuquerque, N.M.
- MARSHALL, REX**  
B. January 9, 1919, New Jersey.  
Disneyland, ABC-TV; December  
Bride, Doug Edwards and the  
News; Zane Grey Theatre, CBS-  
TV; Loretta Young, The Line-Up,  
NBC-TV
- MARSTON, KEN**  
WDKE, Lawrenceburg, Tenn.
- MARTEN, ANDY**  
AM Theatre  
WLW-D, Dayton, Ohio
- MARTIN, DICK**  
WWE, New Orleans, La.
- MARTIN, DON**  
WHCU, Ithaca, N. Y.
- MARTIN, HAL**  
WJOC, Jamestown, N. Y.
- MARTIN, HARRY**  
WMEN, Tallahassee, Fla.
- MARTIN, JENNINGS**  
Downtown  
WTRF-TV, Wheeling, W. Va.
- MARTIN, RICK**  
WCNT, Centralia, Ill.
- MARTIN, STAN**  
WARK, Hagerstown, Md.
- MARTIN, WILLIE**  
WMOZ, Mobile, Ala.
- MASON, JOHN**  
Blue Ribbon Movie  
WMBD-TV, Peoria, Ill.
- MASSEY, BOB**  
Clock Watcher  
WDBF, Delray Beach, Fla.
- MASTERS, JIM**  
AM Mayhem  
KTLQ, Tallequah, Okla.
- MATHEWSON, DON**  
Time-keeper Show  
WTUX, Wilmington, Del.
- MAUNEY, RICH**  
Tom Cat Show  
WCGC, Belmont, N. C.
- MAY, DAVID A.**  
WGSA, Ephrata, Pa.
- MAY, MIKE**  
WSBT, South Bend, Ind.
- MAY, STEVE**  
Record Revue  
WALK, Patchogue, N. Y.
- MAYES, DOUG**  
Nightwatch  
WBT, Charlotte, N. C.
- MAYFIELD, HAL**  
Music Hall  
KGNC, Amarillo, Tex.
- MAYHUGH, BILL**  
WOL, Washington, D. C.
- MAYS, ZILLA**  
Dream Girl  
WAOK, Atlanta, Ga.
- MEADOR, ROY**  
KSNY, Snyder, Tex.
- MEARIAN, MIKE**  
Popeye's Playhouse  
WBN-NTV, Buffalo, N. Y.
- MECOM, W. R.**  
Club 1270  
WMPM, Smithfield, N. C.
- MEDLIN, BARRY**  
PM With Pops  
WLCM, Lancaster, S. C.
- MEER, WALTER**  
Nitebeat  
WMAB, Musing, Mich.
- MEINKE, NEIL**  
KVOE, Uvalde, Tex.
- MELROY, MIKE**  
WARP, Jasper, Ala.
- MELTON, BERNIE**  
Pushbutton One  
WJDX, Jackson, Miss.
- MELTZER, AL**  
WEHR, Buffalo, N. Y.
- MELVOIN, DON**  
WOOD-TV, Gr. Rapids, Mich.
- MENACKER, SAM**  
Live Wrestling, CKLW-TV, De-  
troit; All Star Wrestling, WCPO-  
TV, Cincinnati; WITV, Indian-  
apolis; Big Time Wrestling, Syn-  
dicated Tape
- MENEFFE, BOB**  
WCAU, Philadelphia, Pa.
- MERCER, BILL**  
WTFE, Brazil, Ind.
- MERCER, WALLY**  
Cat's Paw  
WBOP, Pensacola, Fla.
- MERCHANT, GEORGE**  
KSOK, Arkansas City, Kan.
- MERONEY, RON**  
Dance Party  
WHBQ, Memphis, Tenn.
- MERRELL, JOHN**  
KFH, Wichita, Kan.
- MERRILL, BILL**  
KOTE, Pergus Falls, Minn.
- MERRITT, WILLIAM R.**  
WTMB, Tomah, Wis.
- MERTZ, CHARLEY**  
Rolling Home  
WMRN, Marion Ohio

# ANNOUNCERS-EMCEES

- MENAROS, BILL**  
Reminiscing  
WPTS, Pittston, Pa.
- METZ, STU**  
CBS
- METZLER, ART**  
Wake Up With WAVE  
WAVE, Louisville, Ky.
- MEYER, BOB**  
Morning Show  
WPKO, Waverly, Ohio
- MEYERS, IRV**  
WBNR, Beacon, N. Y.
- MEYERS, JACK**  
KMEO, Omaha, Neb.
- MICHAEL, GENE**  
WLEC, Sandusky, Ohio
- MILAIR, ALLEN**  
WSYR, Syracuse, N. Y.
- MILES, JOE**  
WFMO, Fairmont, N. C.
- MILES, RAY**  
WYIP, Mt. Kisco, N. Y.
- MILLER, BILL**  
WCMR, Elkhart, Ind.
- MILLER, BOB**  
WCMR, Elkhart, Ind.
- MILLER, C.**  
WREM, Remsen, N. Y.
- MILLER, DON**  
Club 1301  
WDOC, Prestonsburg, Ky.
- MILLER, ED**  
WDOV, Dover, Del.
- MILLER, JERRY**  
KGOS, Torrington, Wyo.
- MILLER, JIMMY**  
Country Junction  
WCRY, Macon, Ga.
- MILLER, LARRY**  
KCSR, Chadron, Neb.
- MILLER, PHIL**  
KTEM, Temple, Tex.
- MILLER, RON**  
WMIE, Miami, Fla.
- MILLS, DICK**  
WONG, Oneida, N. Y.
- MINAHAN, ANN**  
WCCM, Lawrence, Mass.
- MINYARD, KEN**  
KDRO, Santa Rosa, Calif.
- MITCHELL, CHARLES**  
WSJV-TV, South Bend, Ind.
- MITCHELL, GEORGE**  
WAUD, Auburn, Ala.
- MITCHELL, JERRY**  
WLS, Chicago, Ill.
- MITCHELL, RAY**  
KYOS, Merced, Calif.
- MITCHELL, REX**  
Happy Hour  
KCBN-TV, Temple-Waco, Tex.
- MIZELLE, GEORGE**  
WECT, Wilmington, N. C.
- MOBLEY, P.**  
WERD, Atlanta, Ga.
- MOLIER, FLOYD**  
KXXL, Bozeman, Mont.
- MONSON, PAUL**  
WSPR, Springfield, Mass.
- MONTALVO, FERNANDO**  
WORA, Mayaguez, P. Rico
- MONTEJANO, RICHARD**  
KXO, El Centro, Calif.
- MONTGOMERY, BOB**  
WBIG, Greensboro, N. C.
- MOORE, BILL**  
KZOL, Farwell, Tex.
- MOORE, CLAUDE**  
WBOW, Butte, Mont.
- MOORE, FRANK**  
Music on 500  
WGAN, Portland, Me.
- MOORE, GENE**  
Fishbeck Jubilee  
KBRS, Springdale, Ark.
- MOORE, HOWARD**  
Musical Clock  
WFIG, Sumter, S. C.
- MOORE, TOM**  
Kaleidoscope  
KWXC, Willcox, Ariz.
- MOORE, TOMMY**  
WHNC, Henderson, N. C.
- MOORHEAD, JOHN**  
Adventurama  
WJAC-TV, Johnstown, Pa.
- MORELAND, HARRY**  
KCRV, Caruthersville, Md.
- MORFAY, BILL**  
WCCW, Traverse City, Mich.
- MORGAN, BILL**  
Chatterbox  
WHVR, Henderson, N. C.
- MORGAN, CHUCK**  
Hi Fi Club  
KUZN, West Monroe, La.
- MORGAN, HARVE**  
WQTE, Detroit, Mich.
- MORGAN, KENT**  
KJCK, Junction City, Kan.
- MORGAN, RAY**
- MORGAN, ROBERT**  
WCEN, Mt. Pleasant, Mich.
- MORIN, JOHN**  
Shaun O'Hoolihan  
WRBL-TV, Columbus, Ga.
- MORRELL, LARRY**  
Morning Man  
WBAP, Fort Worth, Tex.
- MORRIS, AL**  
KVKO, Columbus, Ohio
- MORRIS, BILL**  
Powder Pull Parade  
WROM, Rome, Ga.
- MORRISON, PETER**  
WDCR, Hanover, N. H.
- MORROW, DON**  
B. January 29, 1927, Stamford, Conn.; G.E. College Bowl, Jackie Gleason Show, CBS-TV; Lowell Thomas News, CBS; Rin-Tin-Tin, ABC-TV
- MORROW, ROBIN**  
Mr. M  
KTAH, Phoenix, Ariz.
- MORSE, TONY**  
KGO, San Francisco, Calif.
- MORTON, ROSS**  
A. in Syracuse  
WSOQ, N. Syracuse, N. Y.
- MORYL, BOB**  
WIMS, Michigan City, Ind.
- MOTZ, WAYNE**  
KWSB, Mt. Shasta, Calif.
- MROGAN, MARY**  
CKLW, Detroit, Mich.
- MULL, AL**  
Rise and Shine  
WMEK, Chase City, Va.
- MULLEN, FRANK**  
WNEB, Worcester, Mass.
- MULLINS, BILL**  
WVAR, Richmond, W. Va.
- MULLINS, MIKE**  
KZON, Tolleson, Ariz.
- MULLINS, MOON**  
Platter Parade  
WMYN, Madison, N. C.
- MULVANEY, DON**  
KROX, Crookston, Minn.
- MURDOCK, JACK**  
Apartment 11  
KPLR-TV, St. Louis, Mo.
- MURDOCK, JACK**  
WMAN, Mansfield, Ohio
- MURPHREE, JACK**  
Strictly Informal  
Owensboro, Ky.
- MURPHY, BOB**  
Morning Show  
WJEK-TV, Detroit, Mich.
- MURPHY, DAN**  
Take Four  
KXLY-TV, Spokane, Wash.
- MURPHY, GEORREY**  
WDCR, Hanover, N. H.
- MURPHY, TOM**  
KISN, Portland, Ore.
- MURPHY, VINCE**  
WILK, Wilkes-Barre, Pa.
- MURRAY, DON**  
Ringo Bingo  
WAZL, Hazleton, Pa.
- MUSHAW, LANCE**  
Coffee Club Show  
KUIK, Hillsboro, Ore.
- MVERS, LARRY**  
WBRV, Boonville, N. Y.
- MYERS, PETE**  
Pete Myers Show, 3-6, WNEW radio
- N —
- NAJAMY, ABE**  
Club 800  
WLAD, Danbury, Conn.
- NASH, TOM**  
Morning Program  
KWIL, Albany, Ore.
- NATAY, ED**  
KYVA, Gallup, N. H.
- NATHAN, NORM**  
Sounds in the Night  
WHDH, Boston, Mass.
- NAULT, ROBERT**  
KGEZ, Kalspell, Mont.
- NEAL, BILL**  
WCRM, Baltimore, Md.
- NELMS, BILL**  
WRMT, Rocky Mount, N. C.
- NELSON, DON**  
Musical Capers  
KPOR, Quincy, Wash.
- NELSON, DOYLE**  
KPOR, Quincy, Wash.
- NELSON, HAL**  
Central Texas News  
KTBC-TV
- NELSON, LOU**  
WTAR, Norfolk, Va.
- NEAV, JIM**  
WIZE, Springfield, Ohio
- NEWBORN, RON**  
WJOL, Florence, Ala.
- NEWSOME, BUCK**  
KVOY, Yuma, Ariz.
- NEWTON, FRED**  
WTYC, Rock Hill, S. C.
- NEWTON, RALPH**  
KZIP, Amarillo, Tex.
- NICHOLS, BILL**  
WSOC, Charlotte, N. C.
- NICHOLSON, MAN**  
WOOF, Dothan, Ala.
- NIELSON, WARREN**  
KMS, Shenandoah, Iowa
- NILES, WENDALL**  
It Could Be You  
NBC-TV
- NIMMO, BOB**  
KVOY, Yuma, Ariz.
- NISHIKATA, S.**  
KOHO, Honolulu, Hawaii
- NOE, BEN JR.**  
KCLV, Clovis, N. M.
- NOEL, DICK**  
B. May 3, 1927, Brooklyn, N. Y.  
Arthur Godfrey Show; Chance of a Lifetime; By Popular Demand; Dick Noel Show, WLW Radio and TV; 50-50 Club (Ruth Lyons), WLW
- NOLAN, GEORGE**  
KTVT, Dallas-Ft. Worth, Tex.
- NOLAN, TIM**  
KPRC, Houston, Tex.



**NOMAKO, DON**  
WCIL, Carbondale, Ill.

**NORRED, RICHARD**  
KNOC, Natchitoches, La.

**NORRIN, BARRY**  
KFJR, Marshalltown, Iowa

**NORTHEY, RICHARD**  
WLOD, Ft. Lauderdale, Fla.

**NORTON, DUKE**  
Overture  
KGBS, Los Angeles, Calif.

**NORVELL, GEORGE**  
KIOT, Barstow, Calif.

**NORWOOD, BILL**  
WLOS, Ashville, N. C.

**NUGEN, LOIS**  
KSOK, Arkansas City, Kan.

**NUNNERY, CURT**  
Nightbeat  
WFAL, Fayetteville, N. C.

## — O —

**OATMAN, MICHAEL**  
KHEY, El Paso, Tex.

**O'BRIEN, TOM**  
B. April 3, 1925, New York;  
News, WINS; Chevrolet Week-  
end News, CBS; Big Story,  
WNEW-TV; Monitor, NBC

**O'DONNELL, DAVEY**  
KXOL, Ft. Worth, Tex.

**O'DONNELL, LEW**  
Breakfast Bar  
WHEN-TV, Syracuse, N. Y.

**O'DONOHUE, STEVE**  
Nightrider Show  
KPAC, Port Arthur, Tex.

**OLDAG, BEN**  
Polka Special  
KFRD, Rosenberg, Tex.

**O'LEARY, FRANK**  
WJOL, Joliet, Ill.

**OLIVER, BOB**  
1290 Music Hall  
WCHK, Canton, Ga.

**OLIVER, LOWELL**  
KLOY, Loveland, Colo.

**OLSEN, GERRY**  
WPON, Pontiac, Mich.

**OLSEN, JOHNNY**  
Play Your Hunch  
NBC-TV

**OLSON, DICK**  
WEZY, Cocon, Fla.

**OLSON, JOHNNY**  
To Tell the Truth  
CBS-TV

**OLSON, JOHNNY**  
You're in the Picture  
CBS-TV

**ORKIN, RICHARD**  
WLAN, Lancaster, Pa.

**ORILEY, MIKE**  
WJTV, Jackson, Miss.

**ORTIZ, RAFAEL**  
WVJP, Caguas, Puerto Rico

**ORMI, BILL**  
Musical Clock  
KCRG, Enid, Okla.

**OSTRANDER, ALAN**  
WENE, Endicott, N. Y.

**OSTROM, BILL**  
Toast 'N' Coffee  
WVOD, Lynchburg, Va.

**OTTO, TED**  
Starlit Stairway  
KXLY-TV, Spokane, Wash.

**OVELLETTE, GEORGE**  
Engine House 8  
WMTW-TV, Portland, Me.

**OWEN, CHUCK**  
WPFA, Pensacola, Fla.

**OWEN, TOM**  
WCHL, Chapel Hill, N. C.

**OWENS, DON**  
Jamboree  
WAVA, Arlington, Va.

**OWENS, PAUL**  
WWRI, W. Warwick, R. I.

**O'WRIIL, BOB**  
Candlepin Bowling  
WGAN-TV, Portland, Me.

## — P —

**PACKARD, GENE**  
WONC, Pleasantville, N. J.

**PACIFICA, CARMEN**  
WKAL, Rome, N. Y.

**PAGE, DAVE**  
Popeye Show  
KREM-TV, Spokane, Wash.

**PAGELI, DUANE**  
Tunes and Topics  
KBRL, McCook, Neb.

**PALMA, LORENZO**  
KEVT, Tucson, Ariz.

**PALMER, BUD**

**PALMER, JOHN**  
Dance Time  
WHNB-TV, N. Britain, Conn.

**PAR, JACK**  
KISN, Portland, Ore.

**PARDON, DON**  
The Price Is Right  
NBC-TV

**PARIS, JACK**  
Uncle Jack  
KCHV, Indio, Calif.

**PARK, CHARLEY**  
Time Out for Music  
WJR, Detroit, Mich.

**PARKER, BEN**  
Market Reporter  
KBOP, Pleasanton, Tex.

**PARKER, BILL**  
KNUL, New Ulm, Minn.

**PARKER, LARRY**  
Up 'n Atom Show  
WANS, Anderson, S. C.

**PARKER, PAUL**  
Question Mike  
WFIL, Philadelphia, Pa.

**PARKER, TOM**  
WOC, Davenport, Iowa

**PARKINSON, BOB**  
Pleasure Unlimited  
WAND, Canton, Ohio

**PARRISH, JOHN**  
Music Man  
WLAK, Lakeland, Fla.

**PARROTT, EVAN**  
WKCT, Bowling Green, Ky.

**PARSONS, AL**  
WMTS, Murfreesboro, Tenn.

**PARSONS, FRED**  
B. June 13, 1920, Huntington,  
W. Va. Monitor, NBC; Fred Par-  
sons Show, WINS; Hitchcock  
Presents, Brighter Day, CBS

**PARSONS, JOHN**  
WKIP, Poughkeepsie, N. Y.

**PARTON, KEN**  
WHLE, South Boston, Va.

**PARTON, KEN**  
WEZL, Richmond, Va.

**PATE, BOB**  
WRNB, New Bern, N. C.

**PATE, JOE**  
KLEX, Lexington, Miss.

**PATRICK, JOHN**  
The Clock Watcher  
KDZA, Pueblo, Colo.

**PATTERSON, JIM**  
Carolina Calling  
WBTV, Charlotte, N. C.

**PATTERSON, PAT**  
WAMS, Wilmington, Del.

**PATHELO, PAT**  
Dancing in the Dark  
WGAU, Athens, Ga.

**PAUL, RALPH**

Strike It Rich, Dotto, The Mil-  
lionaire, Top Dollar, CBS-TV;  
Goodyear Playhouse, The Big  
Payoff, NBC-TV

**PAULIN, ED**  
Good Morning Show  
WBRN, Marion, Ohio

**PAXTON, E. J. JR.**  
Panel Six  
WPSD-TV, Paducah, Ky.

**PAXTON, TOM**  
WKY-TV, Oklahoma C., Okla.

**PAVE, DON**  
Wake-Up Show  
WICY, Malone, N. Y.

**PAYNE, LLOYD**  
Top Ten  
WDBX, Chattanooga, Tenn.

**PAYNE, SONNY**  
KFFA, Helena, Ark.

**PEACE, EVERETT**  
Afternoon Show  
WISF, Kinston, N. C.

**PEARSON, CLINTON**  
Golden Isles Matinee  
WGIG, Brunswick, Ga.

**PEDDIE, FRANK**  
Weather Sketches  
KVAR, Phoenix, Ariz.

**PEDERSON, CARROLL**  
Polka Party  
KLOK, San Jose, Calif.

**PEGERSON, DREN**  
KQTV, Ft. Dodge, Iowa

**PELOQUIN, PETE**  
Coffee Time  
WAXX, Chippewa Falls, Wis.

**PENN, ELMER**  
Nighttrain  
KPAS, Banning, Calif.

**PENNELL, ZAG**  
WELD, Fisher, W. Va.

**PERKINS, RAY**  
WTRF, Bradenton, Fla.

**PERRI, JAY**  
WOL, Washington, D. C.

**PERRY, GEORGE**  
RFI Piedmont  
WFMY-TV, Greensboro, N. C.

**PERRY, LOU**  
KSRA, Salmon, Idaho

**PERRY, PORTIA**  
WDAS, Philadelphia, Pa.

**PETERS, BILL**  
Blue and Rose Room  
WBEU, Beaufort, S. C.

**PETERSON, ART**  
WFBL, Syracuse, N. Y.

**PETERSON, JOHN M.**  
KFFB, Great Falls, Mont.

**PEAT, GEORGE**  
What's New?  
KXLL, Missoula, Mont.

**PELHAUF, NICK**  
WTRR, Sanford, Fla.

**PHILLIPS, BOB**  
KGA, Spokane, Wash.

**PHILLIPS, BY**  
Junior Auction  
WDAU-TV, Scranton, Pa.

**PHILLIPS, DON**  
WRIT, Milwaukee, Wis.

**PHILLIPS, GENE**  
WMAN, Mansfield, Ohio

**PHILLIPS, JOSEPH**  
Carolina in the Morning  
WDIX, Orangeburg, S. C.

**PHILLIPS, KEN**  
Music in the Morning  
KAFP, Petaluma, Calif.

**PHILLIPS, MATT**  
WHPB, Belton, S. C.

**PHELPS, BOB**  
Early Show  
WLOS, Ashville, N. C.

**PICKETT, ROBERT**  
KRTN, Raton, N. M.

— R —

**PIERCE, F. I.**  
Sunrise Serenade  
WZOB, Ft. Payne, Ala.

**PIERCE, JACKIE**  
Goldecoast Theatre  
WTVJ, Miami, Fla.

**PIERCE, JANE**  
Woman's World  
WSIR, Winter Haven, Fla.

**PIERCE, RON**  
Eye Opener  
WJMS, Ironwood, Mich.

**PIERKE**  
KQA, Austin, Minn.

**PIKE, CLIFF**  
Musical Clock  
KOTA, Rapid City, S. D.

**PINCKNEY, DOUGLAS**  
Dateline  
WMBO, Auburn, N. Y.

**PITCAITHLEY, AL**  
KPBH, Carlsbad, N. M.

**PITTS, BILL**  
DRDQ-TV, El Paso, Tex.

**PLATER, BILL**  
Karlton Man  
WSJL-TV, Harrisburg, Ill.

**PLATIS, GEORGE**  
DPTV, Denver, Colo.

**POLLOCK, GOBLE**  
WCBL, Benton, Ky.

**POOLE, RAY**  
Man About the House  
KDZA, Pueblo, Colo.

**POPE, BILL**  
WABY, Albany, N. Y.

**PORTER, BOB**  
WLW-D, Dayton, Ohio

**PORTERFIELD, HARRY**  
WKNS-TV, Saginaw, Mich.

**POTTER, BOB**  
KCLO, Leavenworth, Ky.

**POTTER, DICK**  
WMCT, Memphis, Tenn.

**POTTER, PHIL**  
WSIG, Mt. Jackson, Va.

**POWELL, CHARLES**  
WLSC, Loris, S. C.

**POWELL, STEVE**  
WKY-TV, Okla. City, Okla.

**POWELL, WALTER**  
Tri-State Hit Parade  
WMFL, Pineville, Ky.

**PRATT, JIM**  
KFDA-TV, Amarillo, Tex.

**PRESSMAN, DON**  
WAMM, Flint, Mich.

**PRESSON, GENE**  
Gospel and Hymn  
KMIS, Portageville, Mo.

**PRESTON, SKEET**  
KASL, New Castle, Wyo.

**PREVITI, BILL**  
Teen Time  
ROST-TV, Albuquerque, N. M.

**PRICE, ED**  
WJIM, Lansing, Mich.

**PRICE, JOHN**  
Bandstand  
WHVH, Henderson, N. C.

**PRICE, PRESTON**  
Gateway  
KOMO-TV, Seattle, Wash.

**FRINGLE, DAVID**  
WPAG, Ann Arbor, Mich.

**PROKOS, CON**  
That Dog-Gone Bulletin Board  
WLUC, Marquette, Mich.

**PRUITT, AL**  
WDNC, Durham, N. C.

**PRUITT, WELDON**  
WCON, Cornelia, Ga.

**PUDNEV, EARLE**  
WRGB-TV, Schenectady, N. Y.

**PURRINGTON, JACK**  
Sunnyside Up Show  
WQAM, Miami, Fla.

**PUTNAM, JIM**  
WHIT, New Bern, N. C.

**RAFFEY, DON**  
Sun 'N' Fun  
WIRA, St. Pierre, Fla.

**RAGSDALE, GENE**  
KSNY, Snyder, Tex.

**RAHE, ANTHONY E.**  
KCLA, Pine Bluff, Ark.

**RAISTON, DAVID**  
WMTS, Murfreesboro, Tenn.

**RAMNER, JACK**  
KBIZ, Ottumwa, Iowa

**RANEY, REX**  
Early Show  
WBIR-TV, Knoxville, Tenn.

**RAPER, JIMMY**  
Kitchen Kapers  
WCNC, Elizabeth City, N. C.

**RAUB, TED**  
WDAU-TV, Scranton, Pa.

**RAYEN, JOHNNY**  
Ebony House  
WYNN, Florence, S. C.

**RAWLINSON, CHUCK**  
WSGA, Savannah, Ga.

**RAY, BOB**  
Wake Up Time  
WBBB, Burlington, N. C.

**RAY, JOE**  
WSEE, Erie, Pa.

**RAY, WILLIAM JR.**  
KASL, Ames, Ohio

**RAYMOND, GARY**  
WCBY, Cheboygan, Mich.

**RAYNE, TOMMY**  
Sagebrush Roundup  
KCID, Caldwell, Idaho

**RAYNER, RAY**  
WBBM-TV, Chicago, Ill.

**READ, ED**  
Music Man  
WNLC, New London, Conn.

**READY, TOM**  
Charley Weaver's Hobby Lby.  
ABC-TV

**REARDEN, BARNEY**  
Dance 'Till Midnight  
KOLD, Tucson, Ariz.

**REARDON, JOHN**  
KBIZ, Ottumwa, Iowa

**RECK, BILL**  
WTRR, Sanford, Fla.

**REED, D.**  
Hot Line  
WBGR, Christiansburg, Va.

**REEDER, DANNY**  
WFKS, Vanceburg, Ky.

**REETER, DEAN**  
KMEQ, Omaha, Neb.

**REEVES, JOHNNY**  
WCTP, Corbin, Ky.

**REEVES, MARK**  
Sunnyside  
KTEM, Temple, Tex.

**REGAN, ROBERT S.**  
Inquiring Reporter  
KGB, San Diego, Calif.

**REICH, BOB**  
f240 Club  
WEKR, Fayetteville, Tenn

**REIG, HOWARD**  
NBC

**REILLY, JAMES**  
WISL, Shamokin, Pa.

**REITZ, PINKY**  
WLEP, Sandusky, Ohio

**REIMINGTON, JACK**  
WKRC, Cincinnati, Ohio

**REYES, NICK**  
KIXZ, Amarillo, Tex.

**REYNOLDS, HOWARD**  
KNDO, Yakima, Wash.

**REYNOLDS, LEE**  
WPTG, Washington, D. C.

**REYNOLDS, PAUL**  
Teen Party  
WTVT, Tampa, Fla.

**RICE, BILL**  
WRCV-TV, Philadelphia, Pa.

**RICE, DICK**  
KYRO, Potosi, Mo.

**RICE, RAY**  
Moods in Music  
WALK, Patchogue, N. Y.

**RICH, CARL**  
WHLF, So. Boston, Va.

**RICHARD, PAUL**  
WSPD, Toledo, Ohio

**RICHARDS, RON**  
KSTL, St. Louis, Mo.

**RICHARDS, TED**  
WAUB, Auburn, N. Y.

**RICHARDS, TONY**  
WELF, So. Daytona, Fla.

**RICHESON, DON**  
Hermit's Cave  
WADS, Ansonia, Conn.

**RICHENBACKER, ACE**  
WTVN, Tyron, N. C.

**RICHMOND, BOB**  
WREN, Topcka, Kan.

**RICKWA, JOHN**  
KHOW, Denver, Colo.

**RIDEK, BRICK**  
WTAH, Norfolk, Va.

**RIGGINS, BUZZ**  
Happiness Exchange  
WLAF, Lexington, Ky.

**RINER, DUANE**  
Record Room  
WGIG, Brunswick, Ga.

**RIQUIN, LEE**  
KRCA, Los Angeles, Calif.

**RIPPE, BILL**  
NBC

**RITTER, BLAKE**  
WRCV, Philadelphia, Pa.

**RIZZ, TONY**  
Lobster Line  
WFST, Caribou, Me.

**ROANE, TOM**  
Land of Dreams  
WJQS, Jackson, Miss.

**ROBBINS, EDDIE**  
Stars and Strings  
WFYI, Garden City, N. Y.

**ROBERTS, HOWDY**  
Musical Clock  
WMT, Cedar Rapids, Iowa

**ROBERTS, LARRY**  
Wake Up Show  
WCHI, Chillicothe, Ohio

**ROBERTS, PAUL**  
Sandman Serenade  
WSPB, Sarasota, Fla.

**ROBERTS, PAUL**  
Club 43  
WSBA-TV, York, Pa.

**ROBIN, BOB**  
WABR, Mobile, Ala.

**ROBINSON, ROCK**  
WLOO, Orlando, Fla.

**ROBINSON, STAN**  
WLAU, Columbus, Ohio

**ROBINSON, CARLE**  
WWNC, Asheville, N. C.

**ROBY, VIC**  
NBC

**RODIE, HAL**  
Morning Show  
KBOR, Brownsville, Tex.

**ROCHELLE, CARL**  
WQOW, Greenville, N. C.

**RODEHAVER, WORLEY**  
Over Back Fence  
WCHI, Chillicothe, Ohio

**RODEWALD, DON**  
Afternoon Show  
KERO, Bakersfield, Calif.

**RODRIQUEZ, LUIS**  
Vos Hispana  
WVRL, New York, N. Y.

**ROESER, DICK**  
Open House  
KOGA, Ogallala, Neb.

**ROEVER, JIM**  
KXIC, Iowa City, Iowa

**ROGERS, BEACH**  
KTEV, Glendale, Calif.

**ROGERS, BILL**

\$64,000 Question, \$64,000 Challenge, G.E. Theatre, CBS-TV; Texaco Command Performance, NBC-TV; Walter Winchell File, ABC-TV

**ROGERS, BILL**

WQTY, Jacksonville, Fla.

**ROGERS, GEORGE**

Dialing for Dollars  
WMAR-TV, Baltimore, Md.

**ROGERS, TED**

WDBJ, Roanoke, Va.

**ROHN, JIM**

KXGO-TV, Fargo, N. D.  
KXJB-TV, Valley City, N. D.

**ROLLINS, BILL**

Wake Up Easy  
KGGC, Belmont, N. C.

**ROLLINS, DON**

WACT, Tuscaloosa, Ala.

**ROLLINS, MACK**

Traffic Jam  
WBOY, Clarksburg, W. Va.

**ROLLINS, MARK**

Bandstand  
WBOY-TV, Clarksburg, W. Va.

**ROOT, GENE**

Jazz Is My Beat  
KYND, Tempe, Ariz.

**ROPER, JAMES T.**

KRTN, Raton, N. M.

**ROSE, PETER**

WARD, Johnston, Pa.

**ROSE, RONALD**

KBOY, Medford, Ore.

**ROSHLO, MANUEL H.**

KGST, Fresno, Calif.

**ROSS, ARTHUR**

WTKO, Ithaca, N. Y.

**ROSS, DALE**

KVFC, Cortez, Colo.

**ROSS, DON**

KFMB, San Diego, Calif.

**ROSS, DON JON**

WMT-TV, Cedar Rapids, Iowa

**ROSS, GORDON**

Nite Mayor Show  
KUDE, Oceanside, Calif.

**ROSS, JACKSON**

WTRX, Flint, Mich.

**ROSS, WALT**

Wax Works  
KSRV, Ontario, Ore.

**ROSSI, LOU**

Coffee Break  
KAVR, Apple Valley, Calif.

**ROTE, KYLE**

**ROTH, BEVEN**

Voice Your Choice  
KTEL, Walla Walla, Wash.

**ROUGH, BILL**

WOWI, New Albany, Ind.

**ROUSSEAU, GENE**

Wake Up and Live  
WVON, Woonsocket, R. I.

**ROWZIE, JACK**

Club 1260  
WVDC, Washington, D. C.

**ROZZELL, THEODORE**

KZOL, Farwell, Tex.

**RUGH, VIC**

KLWN, Lawrence, Kan.

**RULEY, TOM**

WMRI, Marion, Ind.

**RUMORE, DUKE**

WSGN, Birmingham, Ala.

**RUNKLE, HALL**

WPTW, Piqua, Ohio

**RUSSELL, CHARLES**

Tops in Pops  
WSUH, Oxford, Miss.

**RUSSELL, DAVE**

AM Harmonies  
WVON, Woonsocket, R. I.

**RUSSELL, JOHN HENRY**

KGMB, Honolulu, Hawaii

**RUSSELL, ROBERT**

Shock  
WPTA, Ft. Wayne, Ind.

**RUSSELL, SAMMY**

Dancing Party  
WNEV, Marion, Va.

**RUSSELL, TODD**

Rootie Kazootie, NBC-TV and ABC-TV; Wheel of Fortune, CBS-TV; Monitor, Band of America, NBC; Treasury Men in Action, NBC-TV; Who Do You Trust? ABC-TV

**RUSSELL, WEBB**

KBZY, Salem, Ore.

**RUSTAD, JOHN**

WJRL, Rockford, Ill.

**RYAN, JOHNNY**

Clockwaleher  
KVOO, Tulsa, Okla.

**RYAN, RICHARD**

Almanac  
WJRT, Flint, Mich.

**KYLE, GLENN**

WKRC-TV, Cincinnati, Ohio

**RYNER, ROBERT**

Sunday Album of Music  
KBKW, Aberdeen, Wash.

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**SACCO, ROBERT J.**

Spinning Wheel  
WAZL, Hazleton, Pa.

**SADLON, EARL**

Coffee Time  
WBCT, Butler, Pa.

**SAGE, BUD**

KWEW, Hobbs, N. M.

**SALEKNO, SAM**

Coffee Time  
KLAS, Las Vegas, Nev.

**SANDERS, ARLEN**

KTYM, Inglewood, Calif.

**SANDERS, CARL**

KULP, El Campo, Tex.

**SANDERS, HANK**

KBLO, Hot Springs, Ark.

**SANTORA, MICKEY**

WLBK, Lebanon, Pa.

**SAUNDERS, BRUCE**

Afternoon Show  
WSBT-TV, South Bend, Ind.

**SAUNDERS, TOM**

WOLF, Syracuse, N. Y.

**SAYERS, AL**

730 Matinee  
WDSO, Oneonta, N. Y.

**SCHAFER, BILL**

Afternoon Varieties  
KERV, Kerrville, Tex.

**SCHAFFER, RONALD**

Rise and Shine  
KBRL, McCook, Neb.

**SCHERER, JOE**

KHOW, Denver, Colo.

**SCHERER, STRETCH**

Popeye Theatre  
KGGM-TV, Albuquerque, N.M.

**SCHIEFER, DAVE**

KALB, Tucson, Ariz.

**SCHLADEMAN, DON**

WIRE, Indianapolis, Ind.

**SCHNEIDER, KEN**

Business News  
KCMT, Alexandria, Minn.

**SCHOFF, HUGHIE**

Morning Timekeeper  
KWNA, Winnemucca, Nev.

**SCHOLEM, RICHARD**

WTIG, Massillon, Ohio

**SCHRAGE, TONY**

Happy Time Show  
WBYS, Canton, Ill.

**SCHRIMMER, DON**

KSST, Sulphur Springs, Tex.

**SCHROEDER, BERNIE**

WMTE, Manistee, Mich.

**SCHULLER, BOB**

Coffee Break  
WCMP, Pine City, Minn.

**SCHWARTZ, RON**

Music Till 12 Plus 1  
WINX, Rockville, Md.

**SCOTT, BOB**

Talk of the Town  
KOLO, Reno, Nev.

**SCOTT, DAVE**

KTVR-TV, Denver, Colo.

**SCOTT, DAVE**

KQV, Pittsburgh, Pa.

**SCOTT, DICK**

WBKV, West Bend, Wis.

**SCOTT, ED**

Three Stooges Playhouse  
WTVT, Tampa, Fla.

**SCOTT, FRED**

B. June 25, Dayton, Ohio; Bugs Bunny Presents, Liberate Host, WABD

**SCOTT, HOWARD**

WROM, Rome, Ga.

**SCOTT, JERRY**

Music Til Midnite  
WBAF, Marion, Ind.

**SCOTT, JIM**

Mystery Theatre  
WJPB-TV, Fairmont, W. Va.

**SEAL, WAYNE**

Skyliner Show  
WMRB, Greenville, S. C.

**SEAVEY, CECIL**

KONA-KALA-TV, Honolulu, Hawaii

**SEBENIUS, JOHN**

K-VNE Bandstand  
KVNA, Flagstaff, Ariz.

**SEE, JACK**

Tempo  
WBOY, Clarksburg, W. Va.

**SEIFERT, FRANK**

Good Morning, Minnesota  
WTCN-TV, Minneapolis, Min.

**SELLERS, LARRY**

Fifty Yard Line  
KGON, Portland, Ore.

**SENICH, JAMES**

Golden Hours  
WBRY, Waterbury, Conn.

**SERGI, SYL**

Record Revue  
WBVP, Beaver Falls, Pa.

**SHADBURN, BILL**

Atlantic Weatherman  
WSAV-TV, Savannah, Ga.

**SHADBURN, GRADY**

RPD Soweiga and Chalk It Up  
WALB-TV, Albany, Ga.

**SHAFFER, GARY**

WHDL, Olean, N. Y.

**SHAYFFER, LARRY**

WETT, Ocean City, Md.

**SHAFER, RALPH**

KBOW, Butte, Mont.

**SHANKWEILER, GLENN**

WKOK, Sunbury, Pa.

**SHARP, DON**

WYNE, Baton Rouge, La.

**SHARP, ED**

WYZE, Atlanta, Ga.

**SHARE, IRVING**

Top o' the Morning  
WDBJ, Roanoke, Va.

**SHARP, JIM**

WBLL, Leesburg, Fla.

**SHAW, JOHNNY**

Jumpin Show  
WOBBS, Jacksonville, Fla.

# ANNOUNCERS-EMCEES

**SHEELEN, MAC**  
Wis Showcase  
WIS, Columbia, S. C.

## SHELDON, HERB

**SHEPARDSON, PHIL**  
WWLP, Springfield, Mass.

**SHEPPARD, VERN**  
Musical Clock  
KOTA, Rapid City, S. D.

**SHERIDAN, BILL**  
WSUB Morning Show  
WSUB, Groton-New London,  
Conn.

**SHERWOOD, THOM**  
Sherwood's Forest  
WCMW, Canton, Ohio

**SHERWOOD, THE**  
WATS, Sayre, Pa.

## SHIPLEY, BILL

The Big Story, NBC-TV; You  
Are There, Jonathan Winters  
Show, The Twentieth Century,  
CBS-TV

**SHOEMAKER, ERV**  
Program MC  
WSJV-TV, So. Bend-Elkhart,  
Ind.

**SHORE, HAL**  
Sound Off  
WBCM, Bay City, Mich.

**SHORT, GARY**  
WEOL, Elyria Lorain, Ohio

**SHOTWELL, DE FOREST**  
KWIV, Douglas, Wyo.

**SHRIVER, BOB**  
Western Marketing News  
KOA-TV, Denver, Colo.

**SHURMAN, DAVID**  
KSFE, Needles, Calif.

**SHULTZ, B. R.**  
Swing Easy  
KWTC, Barstow, Calif.

**SOFTBOTTOM, SID**  
Popular Music  
WLOC, Munfordville, Ky.

**SIEVERS, BOB**  
WOWO, Ft. Wayne, Ind.

**SIEVERS, FRANK E.**  
KCTI, Gonzales, Tex.

**SILLAY, JUNE**  
Coffee Break  
WTVG, Chattanooga, Tenn.

**SILVA, BOB**  
KJCK, Junction City, Kan.

**SILVA, J.**  
WICK, Scranton, Pa.

**SILVER, TOM**  
Hi-Ho Silver Show  
WNBC, New Haven, Conn.

**SIMKO, EDDIE**  
Polka Party  
WIZZ, Streator, Ill.

**SIMMONS, BOB**  
Caffeine Patrol  
KOGT, Orange, Tex.

**SIMMONS, BOB**  
KOVO, Provo, Utah

## SIMMS, HAL

What's My Line? CBS-TV

**SIMON, TED**  
Ladies Fair  
WCCW, Traverse City, Mich.

**SIMON, TOM**  
KOTS, Denning, N. M.

**SIMPSON, JIM**  
WJPD, Ishpeming, Mich.

**SIMPSON, RONALD**  
This and That  
WPEL, Montrose, Pa.

**SIMS, SCOTT**  
WMNI, Columbus, Ohio

**SINK, J. ARDELL**  
Melody Chest  
WKSK, West Jefferson, N. C.

**SISCOE, IVAN**  
WEKZ, Monroe, Wis.

**SIX, JACK**  
Six Till Eight  
WRRF, Washington, N. C.

**SKELTON, KEN**  
KVFC, Cortez, Colo.

**SKJELSTAD, JAMES**  
KBLE, Red Bluff, Calif.

**SLATTERY, JACK**  
WILAM, Rochester, N. Y.

**SLATTERY, JOE**  
KWTO, Springfield, Miss.

**SLATTERY, JOE**  
Today on the Farm  
NBC-TV

**SLEDGE, CLAYTON**  
Hits 'Th Six  
WUFT, Roanoke Rapids, N. C.

**SLOCUM, KENT**  
KOTA-TV, Rapid City, S. D.

**SMALL, MAN**  
KOCA, Kilgore, Tex.

**SMART, BILL**  
Musical Memories  
WRDW, Augusta, Ga.

**SMITH, AL**  
KYTV, Sioux City, Iowa

**SMITH, BILL**  
Bozo the Clown  
KREM-TV, Spokane, Wash.

**SMITH, BOCKY**  
Sports Soundoff  
WLOF-TV, Orlando, Fla.

**SMITH, DAN**  
WRMF, Titusville, Fla.

**SMITH, DAYTON**  
KAML, Kenedy, Tex.

**SMITH, DICK**  
WBHL, Leesburg, Fla.

**SMITH, DICK**  
WORC, Worcester, Mass.

**SMITH, HULAN**  
Nite Sounds in Music  
KOGT, Orange, Tex.

**SMITH, JERE**  
Penthouse  
KMSP-TV, Minneapolis, Minn.

**SMITH, NOVELLA**  
Dizzy Lizzy  
KYOK, Houston, Tex.

**SMITH, REX**  
WHOC, Philadelphia, Miss.

**SMITH, WILBURN**  
WHOC, Philadelphia, Miss.

**SMOLLOE, JACK**  
Early Show  
WJHO, Opelika, Ala.

**SNODGRASS, GENE**  
WWJO, Pineville, W. Va.

**SNYDER, BILL**  
WCGN, Cornelia, Ga.

**SNYDER, DON**  
Time, Temp. and Tunes  
KHUP, Durango, Colo.

**SNYDER, DWIGHT**  
Sunday Concert Hall  
WATP, Marion, S. C.

**SOARES, FRANK**  
KTUR, Turlock, Calif.

**SOLANDER, GEORGE**  
The Happy Medium  
KGVO, Missoula, Mont.

**SOLEH, JEFF**  
Party Time  
KABR, Aberdeen, S. D.

**SPANNS, OWEN**  
KCBS, San Francisco, Calif.

**SPARKS, BOB**  
WLMJ, Jackson, Ohio

**SPEULDING, DICK**  
WUSA, Lockport, N. Y.

**SPECK, DARRELL**  
WANNY, Albany, Ky.

**SPECK, KEN**  
Canton Calling  
WAND, Canton, Ohio

**SPENCER, S. T.**  
Trombones of God  
WOIC, Columbia, S. C.

**SPRAGUE, DICK**  
Breakfast in Bedlam  
WPOR, Portland, Me.

**SPRAGUE, FRANK**  
Morning Show  
WBTA, Batavia, N. Y.

**SPRINGMANN, TED**  
Good Old Days  
KADY, St. Charles, Mo.

**SPROWLS, JOEL**  
Country Music  
WLOC, Munfordville, Ky.

**SQUIR, KEN**  
Almanac  
WDEV, Waterbury, Vt.

**STACK, JACK**  
WOOD, Grand Rapids, Mich.

**STAKELIN, BILL**  
WAXU, Georgetown, Ky.

**STALLINGS, JACK**  
Music for the Afternoon  
WPNC, Plymouth, N. C.

**STAMBAUGH, HENRY**  
WJLB, Detroit, Mich.

**STAMPS, WILLIAM**  
WHAL, Shelbyville, Tenn.

**STANLEY, WILLIAM**  
WICH, Norwich, Conn.

**STEELE, JOHN C.**  
KPQW, Powell, Wyo.

**STEEVES, HENRY**  
WBTA, Batavia, N. Y.

**STEIN, JACK**  
KXOX, Sweetwater, Tex.

**STEIN, WALLY**  
WPAY, Portsmouth, Ohio

**STENGAV, PETE**  
Wake Up and Sing  
WSAZ, Huntington, W. Va.

**STENGER, DANNY**  
WBAX, Wilkes Barre, Pa.

**STEPHANI, FRED**  
KOFK, Pullman, Wash.

**STEPHENS, CARL**  
WSPA-TV, Montgomery, Ala.

**STEPHENS, GEORGE**  
Quality Corner  
WCCO, Hartford, Conn.

**STEPHENS, STAN**  
KOJM, Harvey, Mont.

**STEPHENS, STEVE**  
KTRV, Little Rock, Ark.

**STERLING, JACK**  
WNAK, Wilkes Barre, Pa.

**STEVENS, CHARLES**  
WCEN, Mt. Pleasant, Mich.

**STEVENS, DALE**  
WNOP, Newport, Ky.

**STEVENS, DOTTIE**  
WHER, Memphis, Tenn.

**STEVENS, NAPCA**  
KGMH-TV, Honolulu, Hawaii

**STEVENS, RAY**  
Polkaparty  
KOOL, Omaha, Neb.

**STEWART, DICK**  
Dance Party  
WPIX, San Francisco, Calif.

**STEWART, ESTILL**  
Musical Matinee  
WTCW, Whitesburg, Ky.

**STICKLE, FRANK**  
Voice of New York  
WMCA, New York, N. Y.

**STILES, HERB**  
WSNJ, Bridgeton, N. J.

**STINGLEY, ROY**  
WHOK, Lancaster, Ohio

**ST. JOHN, MARK**  
Music Man  
KSBW, Salinas, Calif.

**ST. JOHN, PERRY**  
KCM, Carroll, La.

**STOKKE, DICK**  
KFKF, Bellevue, Wash.

**STONE, CRAIG**  
Musicthon  
WAYE, Baltimore, Md.

**STONE, DON**  
Man in the Kitchen  
KTIV, Sioux City, Iowa

**STONE, HARRY**  
Coffee Break  
KTVI, St. Louis, Mo.

**STONE, ROCKY**  
WOPF, Bristol, Tenn.

**STONER, BOB**  
KWKH Road Show  
KWKH, Shreveport, La.

**STONY, BOB**  
WPAW, Evanston, Ill.

**STORMENT, JIM**  
Coffee Time  
WJBD, Salem, Ill.

**STRADER, TED**  
KRES, St. Joseph, Mo.

**STRAKER, EASER**  
KIMA-TV, Lima, Ohio

**STROPE, ARNIE**  
Farm and Home Hour  
WFHR, Wisconsin Rfds., Wis.

**STUART, GENE**  
WAYZ, New Haven, Conn.

**STULLA, BILL**  
KHJ-TV, Los Angeles, Calif.

**STURTEVANT, RALPH**  
Morning Mail  
WCEC, Rocky Mount, N. C.

**SPUTZ, CARL**  
WRVA, Richmond, Va.

**SULLIVAN, BILL**  
Radio 1590  
WCBG, Chambersburg, Pa.

**SULLIVAN, CHUCK**  
WKEN, Dover, Del.

**SULLIVAN, TIM**  
KGMC, Englewood, Colo.

**SUMBLER, JIM JR.**  
WMTB, Manistee, Mich.

**SUNDERMAN, EUGENE**  
KDOM, Winneton, Minn.

**SUSANN, JACKIE**

Mike Wallace, NTA; Radio—  
Various

**SUTHERLAND, BILL**  
Party Line  
KSAL, Salina, Kan.

**SWIFT, ALLEN**

King Leonardo, NBC; Silence  
Please, ABC; Diver Dan, Syn-  
dicated, ITC; Announcer and  
Character Voices for Over 500  
Products

**SWISHER, BOB**  
Dance Party  
WPSD-TV, Paducah, Ky.

**SYJES, CHARLES**  
Newscope  
WESH-TV, Daytona Beach, Fla.

**SYDAL, JIM**  
Weather  
KCMT-TV, Alexandria, Minn.

— T —

**TABER, JIM**  
WABB, Mobile, Ala.

**TALBOT, BILL**  
Name and Claim  
KMZV, Omaha, Neb.

**TALLEY, JOHNNY**  
WENO, Nashville, Tenn.

**TARKINSON, CHARLES**  
Tri-State News  
WMTW-TV, Portland, Me.

**TAYLOR, BEN**  
Newscope  
WESH-TV, Daytona Beach-  
Orlando, Fla.

**TAYLOR, BROOKE**

B. November 21, 1918, Indian-  
apolis, Ind.

**TAYLOR, FRED**  
Music for Everyone  
WAKP, Hendersonville, N. C.

**TAYLOR, HAROLD**  
WCHB, Inkster, Mich.

**TAYLOR, SAMMY**  
KWJJ, Portland, Ore.

**TAYLOR, TED**  
KNBC, San Francisco, Calif.

**TAYLOR, TOM**  
Valley Hoedown  
WBMT, Black Mountain, N.C.

**TAYLOR, WARD**  
Hi Fi Club  
WTVB, Coldwater, Mich.

**THACKER, JOHN**  
Teatime Topics  
WCMJ, Ashland, Ky.

**THANTON, LLOYD**  
Record Shop  
KCOF-TV, Hollywood, Calif.

**THOMAS, HALL**  
Boardmen  
KGEZ, Kalispell, Mont.

**THOMAS, JOHN B.**

B. December 8, Palmerton, Pa.  
Johnny Dollar, WCBS; Whisper-  
ing Streets, WCBS; Best Seller,  
WCBS; Secret Storm, CBS-TV;  
Love of Life, CBS-TV; Golden  
Fleeing, Cut of the Axe, Broad-  
way Plays

**THOMAS, LOWELL**  
Our American Heritage  
NBC-TV

**THOMAS, MIKE**  
Sunrise Circus  
KVEN, Ventura, Calif.

**THOMASSON, HOMER**  
WDVA, Danville, Va.

**THOMPSON, BILL**  
KTIM, San Rafael, Calif.

**THOMPSON, DON**  
WHDL, Olean, N. Y.

**THOMPSON, GENE**  
KRGC, Rochester, Minn.

**THOMPSON, KARL**  
WWJQ, Pineville, W. Va.

**THOMPSON, MIKE**  
Star Time  
WKCT, Bowling Green, Ky.

**THOMPSON, TINY**  
Junior Auction  
WHIS-TV, Bluefield, W. Va.

**THORMAN, DICK**  
WALY, Herkimer, N. Y.

**THORNBERG, TOM**  
WTWB, Auburndale, Fla.

**THORPE, KEN**  
Channel 10 Weather  
KNOX-TV, Grand Forks, N.D.

**THURMAN, WALTER**  
WMBD, Peoria, Ill.

**TEAFF, JERRY**  
Lamplight Serenade  
KWEL, Midland, Tex.

**TEAR, SID**  
WSLS, Roanoke, Va.

**TEAS, FRANK**  
WSMN, Nashua, N. H.

**TERRY, HUB**  
WJOP, Lake City, S. C.

**THILMAN, DON**  
WMRI, Marion, Ind.

**TIMM, JOHN**  
Going Home Show  
KOLT, Scottsbluff, Neb.

**TIPPS, ELLIOTT**  
Town and Country Time  
WJPG, Green Bay, Wis.

**TIPTON, JOE**  
Polka King  
WPFS, Pittston, Pa.

**TOBOLA, JOHN J.**  
KSRC, Socorro, N. M.

**TODD, ROBERT**  
Country Classics  
WGEE, Indianapolis, Ind.

**TOMS, RICHARD**  
Spotlight on Music  
WEGO, Concord, N. C.

**TONKEN, PHIL**

B. April 13; Sunset Strip, Ha-  
waiian Eye, Zane Grey Theatre,  
TV; Lucy Show

**TOWNE, CHRISTOPHER**  
WTAO, Boston, Mass.

**TOWNE, JOHNNY**  
WLYN, Lynn, Mass.

**TRABER, JIM**  
KVIC, Victoria, Tex.

**TRABY, MAX**  
WKY, Evansville, Ind.

**TRACEWILL, JIM**  
KJQY, Stockton, Calif.

**TREWER, BUD**  
Good Music Time  
KVOG, Ogden, Utah

**TROSTEL, DEWEY**  
KARY, Prosser, Wash.

**TROTIER, NORR**  
WRJN, Racine, Wis.

**TUCHOLKA, ED**  
Music Room  
WHLI, Niagara Falls, N. Y.

**TUCKER, JACK**  
WFAA, Fredericksburg, Va.

**TUCKER, JERRY**  
WNOD, Chattanooga, Tenn.

**TUCKER, JIM**  
KXOL, Ft. Worth, Tex.

**TURNER, GEORGE**  
Yawn Patrol  
KICL, Spencer, Iowa

**TURNER, MANNON**  
Hi Fi Time  
Spartanburg, S. C.

**TURNER, WALTER**  
Morning Parade  
WCYN, Cynthia, Ky.

**TURREFINE, BOB**  
KLVY, Levelland, Tex.

**TUTTLE, ROGER**  
NB

**TYRER, FRANK**  
KWJJ, Portland, Ore.

— U —

**UNDERWOOD, JACK**  
WOWO, Ft. Wayne, Ind.

**UNOLD, WES**  
WFMO, Farmont, N. C.

**UPTON, DON**  
WLS-TV, Columbia, S. C.

**URBAN, AL**  
Western Jamboree  
KCFI, Gonzales, Tex.

— V —

**VABER, ALAN**  
The Sunday Show  
WBSB, Gt. Barrington, Mass.

**VAGAS, PAUL**  
WCWC, Ripon, Wis.

**VALLE, DAN**  
WFAS, White Plains, N. Y.

**VANDERHOOF, BRUCE**  
KOMO, Seattle, Wash.

**VAN HOOK, ED**  
WBLG, Lexington, Ky.



# ANNOUNCERS-EMCEES

**VANMERKESTYN, BILL**  
Pieskin Preview  
WTGB, Flomaton, Ala.

**VAN RICK**  
KBUH, Brigham City, Utah

**VAN WAY, JIM**  
KVIC, Victoria, Tex.

**VASQUEZ, RAY**  
Latin Rhythms  
KIST, Santa Barbara, Calif.

**VELTE, JOHN C.**  
KDOM, Windom, Minn.

**VICKNAIR, ROY**  
Memories and Melodies  
KLEF, Golden Meadow, La.

**VIKEN, HOWARD**  
WCCO, St. Paul, Minn.

**VIKING, PETER**  
KROC, Rochester, Minn.

**VILLANUEVA, ERNIE**  
Spanish Hour  
KVEN, Ventura, Calif.

**VINCENT, SCOTT**  
Expedition  
ABC-TV

**VISICK, PAT**  
The Song Shop  
KSVC, Richfield, Utah

**VOGEL, PHIL**  
WWNR, Beckley, W. Va.

**VON ZELL, HARRY**  
Celebrity Golf  
NBC-TV

## — W —

**WADE, ARCHIE**  
Party Line  
WKDL, Clarksdale, Miss.

**WADE, GLEN**  
Morning Matinee  
WSUH, Oxford, Miss.

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGER, CLINT**  
KZON, Tolleson, Ariz.

**WAGGONER, DON**  
Good Morning Tri-States  
WCMJ, Ashland, Ky.

**WAGNER, KEN**  
Looney Tunes Club  
WMSP-TV, Minn'polis, Minn.

**WAHL, JIM**  
At Your Service  
KCBS, San Francisco, Calif.

**WAINWRIGHT, ARTHUR**  
Bus Stop  
WHGR, Houghton Lake, Mich.

**WAITES, JIM**  
KTFS, Texarkana, Tex.

## WALDECKER, FRANK H.

B. November 20, 1909, Kansas.  
Willys Motors Commercials, ABC-TV; Maverick and Hong Kong, ABC-TV; Revlon Revue, Accent On Comedy, Big Party, CBS-TV

**WALDROP, BOB**  
NBC

**WALES, DALLAS**  
Dateline  
KSLA-TV, Shreveport, La.

**WALK, JOHN**  
KWER, San Angelo, Tex.

**WALKER, JACK**  
WFGA-TV, Jacksonville, Fla.

**WALKER, KEITH**  
WRRR, Rockford, Ill.

**WALKER, TIT**  
News at 55  
WACT, Tuscaloosa, Ala.

**WALL, EDDIE**  
Tempo  
WODY, Rocky Mount, Va.

**WALL, STAN**  
WESA, Charlerot, Pa.

**WALLACE, ELDON**  
Community Speaks  
WDMJ, Marquette, Mich.

**WALLACE, GIL**  
WFIW, Fairfield, Ill.

**WALLER, EDMUND**  
WTOR, Torrington, Conn.

**WALLGREN, REN**  
The Road Show  
KCFX, Salt Lake City, Utah

**WALTEN, ART**  
Good Morning Show  
WBRC, Birmingham, Ala.

**WALTERS, GENE**  
KLJK, Evanston, Wyo.

**WAMRACH, PETE**  
WCMR, Harrisburg, Pa.

**WARD, BILL**  
WHOW, Chnton, Ill.

**WARD, JAY**  
KPKF, Bellevue, Wash.

**WARD, JIM**  
Morning Mayor Show  
WILK, Wilkes-Barre, Pa.

**WARD, LARRY**  
Sports Extra  
RTVI, St. Louis, Mo.

**WARD, PAUL**  
Perils of Paul  
K-KID, Pendleton, Ore.

**WARNER, DICK**  
WRDW, Augusta, Ga.

**WARNER, JEFF**  
Patio Shows  
WOKF, Charleston, S. C.

**WARNES, BOB**  
KUPV, Salt Lake City, Utah

**WARREN, ARCHIE**  
Timekeeper  
WYCL, York, S. C.

**WARREN, CHUCK**  
WIOI, Portsmouth, Ohio

**WATSON, MAJOR**  
WHIT, New Bern, N. C.

**WAYMAN, TOM**  
KCPX, Salt Lake City, Utah

**WEAVER, BILL**  
WDAV-TV, Fargo, N. D.

**WEAVER, VERNON**  
KREN, Wenatchee, Wash.

**WEBB, ANNABELLE**  
Date With Annie  
KSUM, Fairmont, Minn.

**WEBB, DICK**  
Mr. 9-1-0  
WFDE, Flint, Mich.

**WEBB, FRANK**  
Night Boat  
WHYR, Hanover, Pa.

**WEBBER, BILL**  
Breakfast Time  
WPHL-TV, Philadelphia, Pa.

**WEBBER, HAL**  
KLRA, Little Rock, Ark.

**WESTER, BOSTICK**  
KHUZ, Borger, Tex.

**WEBSTER, DAVE**  
Breakfast for Two  
WJNO, West Palm Beach, Fla.

**WEBSTER, KURT**  
WAVY, WAVY-TV,  
Norfolk, Va.

**WEDIN, JACK**  
Pier 91  
KING, Seattle, Wash.

**WEEKS, DICK**  
Personal Choice  
K'PAC, Tacoma, Wash.

**WEGENER, DAVE**  
Sun Up Sereenade  
WBBB, Burlington, N. C.

**WEGMAN, GILL**  
WGEM, WGEM-TV, Quincy,  
Ill.

**WEISS, H.**  
WSYB, Rutland, Vt.

**WELDON, JIMMY**  
KCOP-TV, Hollywood, Calif.

**WELLER, ROSS**  
WROC-TV, Rochester, N. Y.

**WENDELL, BILL**  
The Jan Murray Show, NBC-TV  
NBC

**WERNER, JAN**  
WTCN, Minneapolis, Minn.

**WESCOTT, LARRY**  
WPOR, Portland, Me.

**WESSON, B. G.**  
WKDL, Clarksdale, Miss.

**WEST, AL**  
WLAY, Muscle Shoals, Ala.

**WEST, BILL**  
WHITE, Spartanburg, S. C.

**WEST, BOB**  
WWJH, Brooksville, Fla.

**WEST, CLARK**  
Jamboree  
WBMD, Baltimore, Md.

**WEST, LARRY**  
WWLD, Springfield, Mass.

**WEST, WAYNE**  
KOLN-TV, Lincoln, Neb.

**WESTMORELAND, JERRY**  
Saturday Session  
KXAR, Agre, Ark.

**WHEAT, RAY**  
WAAF, Chicago, Ill.

**WHITCOMB, CURT**  
WKBO, Harrisburg, Pa.

**WHITE, ALAN**  
WGMA, Hollywood, Fla.

**WHITE, BOB**  
KBEK, Elk City, Okla.

**WHITE, CHARLES M.**  
WNSA, Siler City, N. C.

**WHITE, JACK**  
Clockwatcher  
KREN, Denver, Colo.

**WHITE, JIM**  
WZYX, Cowan, Tenn.

**WHITE, LA VERNE**  
Musical Nightcap  
WDAN, Danville, Ill.

**WHITE, LEE**  
KPTG, Bellingham, Wash.

**WHITE, PAUL**  
Music for the Road  
WLGX, Lebanon, Ky.

**WHITE, WAYMAN**  
Duke of Wax  
WAGG, Augusta, Ga.

**WHITEHEAD, BRUCE**  
KALL, Salt Lake City, Utah

**WHITEHILL, BOB**  
KTRR, Holdrege, Nev.

**WHITING, JAMES**  
Lakeline  
WFLR, Dundee, N. Y.

**WHITCOMB, BOB**  
WGRD, Grand Rapids, Mich.

**WHITTAKER, GENE**  
WDEC, Americus, Ga.

**WHITTAKER, DAVID**  
KBHM, Branson, Mo.

**WHITTEN, WILL**  
WCSH, Portland, Me.

**WHITTINGTON, J.**  
WERD, Atlanta, Ga.

**WICHNEE, JERRY**  
WGMA, Hollywood, Fla.

- WICKUS, BOB**  
WJEM, Valdosta, Ga.
- WIGGINTON, BILL**  
WPBC, Minneapolis, Minn.
- WIGHT, THOMAS**  
WPAG, Ann Harbor, Mich.
- WILDER, JERRY**  
KMAC, San Antonio, Tex.
- WILES, LARRY**  
WCNT, Centralia, Ill.
- WILKENSON, DWIGHT**  
730 Club  
WLIL, Lenoix City, Tenn.
- WILKIE, JIM**  
Night Train  
WWOD, Lynchburg, Va.
- WILKINSON, JIM**  
Top o' Morning  
WOMI, Owensboro, Ky.
- WILL, BOB**  
Big Sound  
WWDC, Washington, D. C.
- WILLEFORD, GEORGE**  
WLW-I, Indianapolis, Ind.
- WILLIAMS, BILL**  
KSTG, Crowley, La.
- WILLIAMS, FRED**  
Tempo  
WYTI, Rocky Mount, Va.
- WILLIAMS, FRED**  
WBAX, Wilkes-Barre, Pa.
- WILLIAMS, JOHN**  
KAOL, Carrollton, Miss.
- WILLIAMS, KAYE**  
WDAS, Philadelphia, Pa.
- WILLIAMS, RALPH**  
Today in Alabama  
WSFA-TV, Montgomery, Ala.
- WILLIAMS, TOM**  
Swing Shift  
WJOB, Hammond, Ind.
- WILLIAMSON, BETHEL**  
House Wife Serenade  
WHLP, Centerville, Tenn.
- WILLIAMSON, COOPER**  
Charlotte Serenade  
WSOC, Charlotte, N. C.
- WILLIAMSON, RAY**  
Morning Show  
WKTG, Thomasville, Ga.
- WILLIARD, DICK**  
WOR, New York, N. Y.
- WILLIS, JACK**  
KTPAR, Phoenix, Ariz.
- WILLIS, BILL**  
WLSA-TV, Selma, Ala.
- WILLS, MICKY**  
Gospel Ship  
WBOP, Pensacola, Fla.
- WILSON, ALBERT**  
KGO, San Francisco, Calif.
- WILSON, ALFRED**  
KHOU-TV, Houston, Tex.
- WILSON, ANDY**  
KIEV, Glendale, Calif.
- WILSON, BILL**  
Wild Cargo  
WWL-TV, New Orleans, La.
- WILSON, CHUCK**  
WBVP, Beaver Falls, Pa.
- WILSON, DEAN C.**  
Morning Show  
WMEG, Eau Gallie, Fla.
- WILSON, DON**  
Jack Benny Program  
CBS-TV
- WILSON, DOUGLAS**  
WABR, Abbeville, S. C.
- WILSON, ED**  
Bar 12 Ranger  
KODE, Joplin, Mo.
- WILSON, PARKER**  
KJIM, Fort Worth, Tex.
- WILSON, PHIL**  
Tempo  
WWIT, Canton, N. C.
- WILSON, READ**  
WWNC, Asheville, N. C.
- WILSON, ROGER**  
Around Town  
KXLL, Missoula, Mont.
- WILSON, STU**  
The Roving Camera  
WKBW, Youngstown, Ohio
- WILSON, TOMMY**  
Flair  
WPCC, Clinton, S. C.
- WINCHELL, WALTER**  
Untouchables, W. Winchell  
Show  
ABC-TV
- WINEMILLER, BOB**  
KDRS, Paragould, Ark.
- WINKITER, FLOREN**  
KALL, Salt Lake City, Utah
- WING, KEN**  
KJOY, Stockton, Ga.
- WINN, BILL**  
Ladies Luncheon  
WESB, Bradford, Pa.
- WINSLOW, DICK**  
Noonday  
WDNC, Durham, N. C.
- WINSTANLEY, KEN**  
WJRO, Baton Rouge, La.
- WINTHROW, JIM**  
Morning in Paris  
WRFX, Paris, Ky.
- WITTEKIND, WARREN**  
KCSR, Chadron, Neb.
- WOEBRMANN, BILL**  
Briar Patch  
WKBY, Richmond, Ind.
- WOLEVER, JACK**  
Serenade  
KBLO, Hot Springs, Ark.
- WOLF, HAL**  
KNBC, San Francisco, Calif.
- WOLFE, AL**  
WFFG, Altoona, Pa.
- WOLFENDEN, BOB**  
Dancing Party  
WMEV, Marion, Va.
- WOMACK, KERMIT**  
Higginsville Hour  
KLEX, Lexington, Miss.
- WOOD, BILL**  
Wood Shed  
KXOP-TV, North Platte, Neb.
- WOOD, DALE**  
Iowa Musical Monitor  
KOEL, Oelwein, Iowa
- WOOD, EARL**  
Small World  
WSUN, St. Petersburg, Fla.
- WOOD, JAY B.**  
Time Temp, Tune  
WGBF, Evansville, Ind.
- WOOD, LEE**  
Musical Matinee  
KYSM, Mankato, Minn.
- WOOD, PETE**  
WISM, Madison, Wis.
- WOODLING, DAVE**  
WBRB, Mt. Clemens, Mich.
- WOODRING, BILL**  
KROG, Sonora, Calif.
- WOODS, CHARLES**  
Directions '61  
ABC-TV
- WOODS, JOHN**  
WHAM, Rochester, N. Y.
- WORDEN, TOM**  
KWSD, Mt. Shasta, Calif.
- WORTH, WILLIAM**  
WTMC, Ocala, Fla.
- WORTHAM, BOB**  
KCLA, Pine Bluff, Ark.
- WRIGHT, CLAY**  
KSIL, Silver City, N. M.
- WRIGHT, DALE**  
WKKO, Cocoa, Fla.
- WRIGHT, MARTY**  
KCLV, Clovis, N. M.
- WUERCH, GEORGE**  
WPDR, Portage, Wis.
- WYMER, JACK**  
Man On The Street  
WING, Dayton, Ohio

## — Y —

- YAKE, FRED**  
Concerts In Jazz  
WDVL, Vineland, N. J.
- YAPLE, HY**  
WSEE, Erie, Pa.
- YATES, EVERETTE, JR.**  
WDSP, DeFuniak Springs,  
Fla.
- YELLAND, STARR**  
KLZ-TV, Denver, Colo.
- YORK, BILL**  
KFSS, Joplin, Miss.
- YORK, TOM**  
Morning Show  
WBRC-TV, Birmingham, Ala.
- YOUNG, ED**  
WBNR, Beacon, N. Y.
- YOUNG, JIM**  
Music Great On 78  
KCRG, Cedar Rapids, Iowa
- YOUNG, JIM**  
Sports  
WRAJ, Anna, Ill.
- YOUNG, JIM**  
WCOA, Pensacola, Fla.
- YOUNG, O. C.**  
Country Jamboree  
WHIS-TV, Bluefield, W. Va.
- YOUSE, ROBERT**  
Breakfast Show  
WBKK, Pittsfield, Mass.

## — Z —

- ZASTROW, JERRY**  
Trading Post  
KABR, Aberdeen, S. D.
- ZEIGLER, BOB**  
Wislin' Time  
WISL, Shamokin, Pa.
- ZENKKE, ROBERT**  
Farm Forum  
KJAM, Madison, S. D.
- ZINK, CHUCK**  
Late Movie  
WTVJ, Miami, Fla.
- ZUCCARO, BERNARD**  
WIPR, Baton Rouge, La.
- ZURLO, RUDY**  
Wake Up To Music  
WCKB, Dunn, N. C.
- ZYLSTRA, ART**  
KICY, Nome, Alaska



**Charlie Greer**

**Charlie Greer Show**

**11 AM to 1 PM Monday Thru Friday**

**SAT & SUN  
10 to 12 PM**

**— WABC —**



**ART FORD**



**Chuck Dunaway**

**"Chuck Dunaway Show"**

**WABC**



**JACK LACY WINS**

**"Listen to Lacy"**

# Disc Jockeys

RADIO AND TELEVISION  
—their work during 1960

— A —

**ABARAY, JOHN**

WBIS, Briston, Conn.

**ABBOTT, GEORGE**

KPDM, Beaumont, Tex.

**ABELL, MIKE**

Sunday Serenade  
WLBK, Lebanon, Ky.

**ACCOLA, DOROTHY**

KASL, Newcastle, Wyo.

**ADAMS, CHUCK**

Morning Show  
WAZF, Clearwater, Fla.

**ADELMAN, LISA**

WSET, Glens Falls, N. Y.

**ADKINS, BOB**

KNEW, Spokane, Wash.

**ADKINS, BOB**

1420 Favorites  
WVOT, Wilson, N. C.

**AKE, ALLAN**

KSRC, Socorro, N. M.

**ALAN, LEE**

WKMH, Dearborn, Mich.

**ALBAN, DAVE**

Carnival of Music  
WJNO, W. Palm Beach, Fla.

**ALLEN, ART**

Dial M for Music  
WKNX, Saginaw, Mich.

**ALLEN, BETTY**

WLIZ, Lake Worth, Fla.

**ALLEN, BOB**

KOOK, Billings, Mont.

**ALLEN, BUDDY**

WSIG, Mt. Jackson, Va.

**ALLEN, BURRITT**

WKBN, Youngstown, Ohio

**ALLEN, DAVE**

The Afternoon Show  
KILQ, Grand Forks, N. D.

**ALLEN, DICK**

WLCY, St. Petersburg, Fla.

**ALLEN, DON**

Allen's Alley  
KWTC, Barstow, Calif.

**ALLEN, HERB**

WMCK, Mc Keesport, Pa.

**ALLEN, JERRY**

KVNU, Logan, Utah

**ALLEN, JIM**

A Whiz of a Weekend  
WWIZ, Lorain, Ohio

**ALLEN, MARK**

KPOJ, Portland, Oregon

**ALLEN, ROGER**

WTON, Staunton, Va.

**ALLEN, RON**

WARM, Scranton, Pa.

**ALLEN, RON**

WSAI, Cincinnati, Ohio

**ALLESEE, BOB**

WNDU, South Bend, Ind.

**ALLETTO, VINCE**

Driver's Digest  
WWL, New Orleans, La.

**ALLISON, TAB**

E-Z Listening  
WANS, Anderson, S. C.

**ALPERT, MARVIN**

WOLF, Syracuse, N. Y.

**ALTENBURG, JAMES**

WCCN, Nielsville, Wis.

**AMBROSE, TOM**

WTRC, Elkhart, Ind.

**AMECHIE, JIM**

KXIV, Phoenix, Ariz.

**AMECHIE, JIM**

WJVA, South Bend, Ind.

**AMMERMAN, MEL**

AM Music  
KVLG, La Grange, Texas

**ANCELL, BOB**

WTVN, Columbus, Ohio

**ANDERSON, ANDY**

KLGA, Algona, Iowa

**ANDERSON, CHUCK**

WHTC, Holland, Mich.

**ANDERSON, HERB**

WPTN, St. Petersburg, Fla.

**ANDERSON, NORWOOD**

Town and Country Party Lane  
WPTC, Kinston, N. C.

## ART RAYMOND

*Announcer-Disc Jockey*

*Producer & Emcee*

**"The Latin Show"**

188-04—64th Ave.

Fresh Meadows, Queens

JA 3-5410

New York



**REGGIE LAVONG**

WWRL's "DR. JIVE"

# DISC JOCKEYS

**ANDREASEN, REID**  
KVNU, Logan, Utah

**ANDREWS, ARCH**  
KTLN, Denver, Colo.

**ANDREWS, BOB**  
WLOF, Orlando, Fla.

**ANDREWS, DAVID**  
KIDD, Monterey, Calif.

**ANDREWS, HERB**  
Sunny Side of the Street  
WEOO, Owega, N. Y.  
WPTC, Towanda, Pa.

**ANDRUS, WALT**  
KOLE, Port Arthur, Texas

**ANGEL, JACK**  
KOLO, Reno, Nev.

**ANGLIN, WALTER**  
Ebony Express  
WJLD, Birmingham, Ala.

**ANSON, BOB**  
KBAM, Longview, Wash.

**ANTHONY, BILL**  
WMC, Memphis, Tenn.

**ANTHONY, JOE**  
Harlem Serenade  
KMAC, San Antonio, Texas

**ANTOS, R.**  
WSYB, Rutland, Vt.

**APARICIO, RAY**  
KBUC, Corona, Calif.

**ARAKAKI, M.**  
KOHO, Honolulu, Ha.

**ARMSTRONG, DON**  
WQAM, Miami, Fla.

**ARMSTRONG, TOM**  
WGAE, Cleveland, Ohio

**ARNETT, EDDIE**  
WIZE, Springfield, Ohio

**ARNOLD, BRUCE**  
WCCM, Lawrence, Mass.

**ARNOLD, CHARLES**  
KRBA, Lufkin, Texas

**ARNOLD, GENE**  
Gospel Train  
WBMT, Black Mountain,  
N. C.

**ARNOLD, JOE**  
Rise and Shine  
KIBS, Bishop, Calif.

**ARONSON, BOB**  
WMPG, Hibbing, Minn.

**ARQUETTE, CLIFF**  
Carnival  
WAMR, Venice, Fla.

**ARRINGTON, PAT**  
KWYK, Farmington, N. M.

**ARTHUR, DOUG**  
WCAU, Philadelphia, Pa.

**ATTEBERRY, TERRY**  
Popular Music  
KCOL, Ft. Collins, Colo.

**AUXER, ED**  
WSBT, South Bend, Ind.

**AVERY, LESLIE HART**  
Evening Concert  
KRE, Berkeley, Calif.

**AVERY, MARC**  
KAJR, Tucson, Ariz.

**AVEY, GARY M.**  
KYOS, Merced, Calif.

**AXLEY, BOB**  
Night Train  
KWWW, Guthrie, Okla.

**AYRES, KIRBY**  
WERX, Easton, Pa.

## — B —

**BACHA, ROBERT**  
Rise N Shine  
WNCC, Barnesboro, Pa.

**BAGNAL, FRANK**  
Magic of Music  
WFIG, Sumter, S. C.

**BAHN, CARL**  
WCSS, Amsterdam, N. Y.

**BAILEY, BOB**  
Good Music in Hi-Fi  
WECL, Eau Claire, Wis.

**BAILEY, DAVE**  
Tops in Pops  
WBRV, Boonville, N. Y.

**BAILEY, DON**  
1450 Club  
WCBS, Greenwood, S. C.

**BAILEY, JACK**  
WEEP, Pittsburgh, Pa.

**BAKER, BILL**  
WIBC, Indianapolis, Ind.

**BAKER, BRUCE**  
Spin the Platter  
WTTT, Bloomington, Ind.

**BAKER, WILLIAM**  
Times for Teens  
WGRP, Greenville, Pa.

**BALDWIN, EARL**  
KXIV, Phoenix, Ariz.

**BALDWIN, TED**  
Afternoon of Music  
WLEA, Hornell, N. Y.

**BALE, FRANK**  
KIDD, Monterey, Calif.

**BALTZER, LARRY**  
KHUZ, Borger, Texas

**BALWIN, RUD**  
WPEB, Middletown, Ohio

**BANKS, BILLIE**  
Music to Work By  
WVNA, Tusculum, Ala.

**BARBER, BILL**  
WOOD, Grand Rapids, Mich.

**BARGER, CARL**  
WEDP, Flint, Mich.

**BARKDOLL, GARY**  
Melody Lane  
WAYZ, Waynesboro, Pa.

**BARKER, ED**  
Problems and Solutions  
KBRZ, Freeport, Texas

**BARKER, PEPPER**  
WCMH, Harrisburg, Pa.

**BARNES, HUGH**  
WDXN, Dayton, Tenn.

**BARNETT, BOB**  
Night Sounds  
WOPF, Bristol, Tenn.

**BARR, FRED**  
Gospel Time  
WWRL, New York, N. Y.

**BARRIOS, JOSE**  
Exitos Y Novedades  
KUBO, San Antonio, Texas

**BARRY, GEORGE**  
WHOT, Youngstown, Ohio

**BARRY, JACK**  
KPH, Wichita, Kan.

**BASS, SAM**  
KWRO, Coquille, Oregon

**BASS, TERRY**  
KOPR, Butte, Mont.

**BATCHELLOR, BOB**  
Magic Carpet  
WNCX, Middletown, Conn.

**BATCHELOR, ERNEST**  
WDAK, McRae, Ga.

**BATEMAN, FRANK**  
Hi Fi Club  
KDRS, Paragould, Ark.

**BATOZECH, RON**  
WJOL, Joliet, Ill.

**BATTLES, FRANK**  
KOCA, Kilgore, Texas

**BAUER, BILL**  
Nitewatch  
KYSM, Mankato, Minn.

**BAUER, JOE**  
Hi Fi for Chney  
WZIP, Cincinnati, Ohio

**BAUMAN, BOB**  
Club 1060  
WHPB, Benton Harbor-St.  
Joseph, Mich.

**BAUMANN, KEN**  
WKRO, Cocoa, Fla.

**BEACH, ALAN**  
Beach Party  
KNEZ, Lompoc, Calif.

**BEAUCHAMPS, DENNIS**  
WMAM, Marinette, Wis.

**BECK, CECIL**  
WJPD, Ishpeming, Mich.

**BECK, HARRY**  
WEIR, Weirton, W. Va.

**BECKMAN, FRED**  
WTVN, Columbus, Ohio

**BELL, BOB**  
Hit the Road  
WSIX-AM, Nashville, Tenn.

**BELL, BOOTS**  
WHOT, Youngstown, Ohio

**BELL, SKIP**  
WOKY, Milwaukee, Wis.

**BELL, STEVE**  
Luncheon Club  
WNMP, Evanston, Ill.

**BELLAMY, JOE**  
Country Club  
WPRO, Waverly, Ohio

**BENARD, R.**  
WSYE, Rutland, Vt.

**BIRD, DERRY**  
Early Bird  
WMBW, Meadville, Pa.

**BENECKE, ROBERT**  
Almanac  
WGBB, Freeport, N. Y.

**BENHAM, DICK**  
Platter Platter  
WBET, Brocton, Mass.

**BENNETT, JACK**  
Night Watch  
WCTW, New Castle, Ind.

**BENNETT, JAY**  
KSVD, Wichita Falls, Texas

**BENNETT, JERRY**  
KFIM, San Rafael, Calif.

**BENSON, AL**  
Spinnin' the Shellies  
WGES, Chicago, Ill.

**BENSON, BUZZ**  
Top 'o the Morning  
WSIX, Nashville, Tenn.

**BENTON, BILL**  
WAPX, Montgomery, Ala.

**BENTZ, MOREY**  
Off the Record  
WDVX, Waupaca, Wis.

**BERINGER, BOB**  
Afternoon Show  
WDUZ, Green Bay, Wis.

**BERG, BILL**  
WASK, Lafayette, Ind.

**BERNARD, JERRY**  
Night Flight  
WJQS, Jackson, Miss.

**BERNIER, DON**  
KMEL, Wenatchee, Wash.

**BERRIS, KEN**  
WCGO, Chicago Heights, Ill.

**BERRY, CHUCK**  
KFDA, Amarillo, Texas

**BERRYHILL, KEN**  
Old Record Shop  
WNAG, Grenada, Miss.

**BESSEK, TED**  
WGL, Ft. Wayne, Ind.

**BIERER, GORDEN**  
KWON, Bartlesville, Okla.

**BIERFELDT, JACK**  
Club 1590  
WGGO, Sahmanon, N. Y.

**BIGELOW, BILL**  
WJTN Music Hall  
WJTN, Jamestown, N. Y.

**BINKIN, WYL**  
WMAY, Springfield, Ill.

**BIONDI, DICK**  
WLS, Chicago, Ill.

**BIRCHER, BILL**  
Computer's Special  
WBRC, Levittown, Pa.

**BIRD, TOMMY**  
WAXU, Georgetown, Ky.



**BLACKBURN, BILLY**  
 Music Till Sundown  
 KBHC, Mashville, Ark.

**BLACQUIERE, BOB**  
 KRCK, Ridgecrest, Calif.

**BLAINE, GENE**  
 WTLO, Atlanta, Ga.

**BLAIR, DON**  
 WPOP, Hartford, Conn.

**BLANE, LEE**  
 Morning Show  
 WMSR, Manchester, Tenn.

**BLECK, DON**  
 WBAT, Marion, Ind.

**BLESSING, SAM**  
 KDEN, Denver, Colo.

**BLOUNT, MURREL**  
 WDBF, Delray Beach, Fla.

**BOCK, BOB**  
 KLAS, Las Vegas, Nev.

**BOESCH, ROY**  
 WIOU, Kokomo, Ind.

**BOLLER, PHIL**  
 Sunrise  
 WKXK, Saginaw, Mich.

**BOLTON, JACK**  
 KHEY, El Paso, Texas

**BOND, BRUCE**  
 Memo Pad  
 WVOX, New Rochelle, N. Y.

**BOND, RICHARD**  
 KEEQ, Springfield-Eugene,  
 Oregon

**BONDS, HOYT**  
 South Forty  
 WTCB, Blomaton, Ala.

**BOON, CHARLIE**  
 WCCO, St. Paul, Minn.

**BOOTH, DICK**  
 The Morning Show  
 WRTJ, Farmington, Me.

**BORDERS, JOHNNY**  
 K-BOX, Dallas, Texas

**BOROUGHS, DOUG**  
 WAPX, Montgomery, Ala.

**BOSSARD, ALAN**  
 The Big Beat  
 KSVK, Richfield, Utah

**BOTCHER, GEORGE**  
 KNBX, Kirkland, Wash.

**BOWER, BILL**  
 WFAI, Fayetteville, N. C.

**BOWER, LARRY**  
 KASI, Ames, Iowa

**BOWER, WAYNE**  
 KSEM House Party  
 KSEM, Moses Lake, Wash.

**BOWMAN, PHIL**  
 WMAQ, Chicago, Ill.

**BOYD, JIM**  
 WOC, Davenport, Iowa

**BOYD, LEP**  
 Turn Table Spin  
 WSSO, Starkville, Miss.

**BOYER, HERB**  
 KLGJ, Algona, Iowa

**BOYLE, JIM**  
 WFWA, Fredericksburg, Va.

**BOYLES, CHUCK**  
 WKY, Oklahoma City, Okla.

**BOYNE, JERRY**  
 Music in the Afternoon  
 WNBZ, Saranac Lake, N. Y.

**BRACKEN, DENNY**  
 KFMB, San Diego, Calif.

**BRADBY, KEN**  
 Bright and Early  
 WBCL, Williamsburg, Va.

**BRADEN, PAUL**  
 560 Club  
 WMIK, Middlesboro, Ky.

**BRADFORD, JOHN**  
 WJPS, Evansville, Ind.

**BRADLEY, BILL**  
 KLAC, Hollywood, Calif.

**BRADLEY, BRUCE**  
 WBZA, Boston, Mass.

**BRADLEY, LYLE**  
 WRVA, Richmond, Va.

**BRADY, BILL**  
 WDWZ, Decatur, Ill.

**BRADY, BOB**  
 Melody Matinee  
 WPTM, Trenton, N. J.

**BRAGG, BOBBY**  
 WNEK, Macon, Ga.

**BRAND, CHUCK**  
 WMOD, Moundsville, W. Va.

**BRANHAM, JIMMY**  
 Best at Dawn  
 WTCW, Whitesburg, Ky.

**BRANNAN, DAN**  
 KEVJ, Jamestown, N. D.

**BREED, TONY**  
 KTTS, Texarkana, Texas

**BREELAND, TOM**  
 Hello World  
 WCHL, Chapel Hill, N. C.

**BREWER, YERNON**  
 WROA, Hopkinsville, Ky.

**BRIGGS, FRED**  
 Open Line  
 WSAZ, Huntington, W. Va.

**BRIGHAM, PAUL**  
 Get-Up-And-Go Show  
 WBLR, Batesburg, S. C.

**BRIGHT, WELDON**  
 KGNC, Amarillo, Texas

**BRILEY, LARRY**  
 WKDL, Clarksdale, Miss.

**BRINK, DON**  
 WTKO, Ithaca, N. Y.

**BRITAIN, RON**  
 WSAI, Cincinnati, Ohio

**BROADHURST, WALT**  
 WMOD, Moundsville, W. Va.

**BROADWATER, BOB**  
 KARR, KFBB, Great Falls,  
 Mont.

**BROCK, JOHNNY**  
 Yawn Patrol  
 WWRKY, Winchester, Ky.

**BRODT, DALE**  
 KCHE, Cherokee, Iowa

**BROWN, BILL**  
 WMSC, Columbia, S. C.

**BROOKS, BOB**  
 WTYM, Springfield, Mass.

**BROOKS, DON**  
 KDEF, Albuquerque, N. M.

**BROWN, ART**  
 WWDC, Washington, D. C.

**BROWN, ROY**  
 KJET, Beaumont, Texas

**BROWN, BRUCE**  
 WKVA, Lewistown, Pa.

**BROWN, DON**  
 The Big Show  
 KGBX, Springfield, Miss.

**BROWN, GEORGE**  
 Music on the Upbeat  
 WTYC, Rock Hill, S. C.

**BROWN, HARRY**  
 Brown Hound Show  
 WOPR, Cory, Pa.

**BROWN, JACK**  
 Tempo  
 WCOS, Columbia, S. C.

**BROWN, JIMMY**  
 Night Owl Parade  
 RCLV, Clovis, N. M.

**BROWN, LORNE**  
 WAIK, Galesburg, Ill.

**BROWN, PHIL**  
 WPRC, Minneapolis, Minn.

**BROWN, SHERM**  
 WJAR, Providence, R. I.

**BROWN, TOM**  
 Late Afternoon Show  
 WIP, Philadelphia, Pa.

**BROWN, VIRGIL A.**  
 Milkman's Parade  
 WGRP, Greenville, Pa.

**BROWN, W. M.**  
 Spiritual Parade  
 WOIC, Columbia, S. C.

**BROWNE, TOM**  
 WIST Soundtrack  
 WIST, Charlotte, N. C.

**BROWING, JOHNNY**  
 WWNS, Statesboro, Ga.

**BRUCE, AL**  
 Pattern  
 WLBR, Lebanon, Pa.

**BRUCE, JACK**  
 WNAX, Yankton, S. D.

**BRYAN, GLEN**  
 Ocean Watch  
 KURY, Brookings, Oregon

**BUDD, JOE**  
 Sunday Show  
 WGFJ, Covington, Ga.

**BULLOCK, SHEL**  
 WWSC, Glen Falls, N. Y.

**BURBANK, HOWARD**  
 Evening Symphony  
 KARM, Fresno, Calif.

**BURKES, STEVE**  
 WMOX, Meridian, Miss.

**BURKS, SPIDER**  
 KSTL, St. Louis, Mo.

**BURLEY, DON**  
 KCKN, Kansas City, Kan.

**BURNS, DICK**  
 WTTM, Trenton, N. J.

**BURNS, STAN Z.**  
 Stan Z Burns Show

**BURT, BOB**  
 1320 Club  
 WFHR, Wisconsin Rapids,  
 Wisc.

**BUSH, CHARLES**  
 The Charm  
 WAXX, Chippewa Falls,  
 Wisc.

**BUSSEY, GORDEN**  
 WAVY, Norfolk, Va.

**BUTLER, DONALD**  
 KANO, Anoka, Minn.

**BUTERA, SAL**  
 Hi Fi Club  
 WJER, Dover, Ohio

**BUTLER, LUKE**  
 KIUZ, Borger, Texas

**BUTTERFIELD, BRUCE**  
 KASI, Ames, Iowa

**BUTTOLPH, AL**  
 Requestfully Yours  
 KTEL, Walla Walla, Wash.

**BYRD, BOB**  
 WCPK, College Park, Ga.

**C**

**CADDELL, JAN**  
 Record Party  
 WHSC, Hartsville, S. C.

**CADIGAN, PAT**  
 KDAL, Duluth, Minn.

**CAHILL, JOHN**  
 Soft Sounds and Sweet Music  
 KCRG, Cedar Rapids, Iowa

**CALDWELL, BOBBY**  
 WMMH, Marshall, N. C.

**CALDWELL, ENNIS**  
 Nite Show  
 WJHO, Opelika, Ala.

**CALLAGHAN, DAVE**  
 WCVI, Connettsville, Pa.

**CAMPAGNA, VINCE**  
 KPMC, Bakersfield, Calif.

**CAMPBELL, JACK**  
 Sleepwalker  
 KVOO, Tulsa, Okla.

**CAMPBELL, STERLING**  
 KSSS, Colorado Springs,  
 Colo.

**CANNON, DON**  
 KDAL, Duluth, Minn.

## DISC JOCKEYS

- CANTRELL, PAT**  
Big Beat  
KBVP, Shamrock, Texas
- CANUP, LAMAR**  
The Morning Show  
WRWH, Cleveland, Ga.
- CAPPE, TERRY**  
Muste Man Show  
KSFJ, Needles, Calif.
- CAPPS, CARL**  
Wake Up Easy  
WPNC, Plymouth, N. C.
- CARLE, LEE**  
Club 7-4-0  
WGSN, Huntington, N. Y.
- CARL, JOHN**  
KJAN, Atlantic, Iowa
- CARLSON, JOHN**  
Mainly for Homemakers  
WBET, Brocton, Mass.
- CARPENTER, SKIP**  
Funfidal  
WDNC, Durham, N. C.
- CARR, DICK**  
KYNO, Fresno, Calif.
- CARRIGAN, BILL**  
WBFR, Baton Rouge, La.
- CARROLL, JESSE**  
It's Coffee Time  
WPNC, Plymouth, N. C.
- CARROLL, REDD**  
KCMJ, Palm Springs, Calif.
- CARTER, JIM**  
KTCN, Ft. Smith, Ark.
- CARTER, WAYNE**  
Moonlight Serenade  
WKOP, Binghamton, N. Y.
- CASE, ORVILLE**  
KBLE, Red Bluff, Calif.
- CASEY, JIM**  
Tower of Smiles  
WRMT, Rocky Mount, N. C.
- CASTLE, BOB**  
WGMA, Hollywood, Fla.
- CASTLEBERRY, EDDIE**  
WCIN, Cincinnati, Ohio
- CASTLEBERRY, GENE**  
WEGP, Presque Isle, Me.
- CASTLEBERRY, ROY**  
Coffee Time  
KFTV, Paris, Texas
- CAT, HEP**  
KPTI, Chehalis-Centralia,  
Wash.
- CAT, TOM**  
KPTI, Chehalis-Centralia,  
Wash.
- CATHCART, BOB**  
Cheerful Earful  
WOKO, Albany, N. Y.
- CATHEY, HERBIE**  
Things Are Swingin'  
WFIL, Fulton, Ky.
- CAUSIER, JOHN**  
Matinee  
ABC
- CECIL, CHUCK**  
Swinging Years  
KFI, Los Angeles, Calif.
- CECIL, JIM**  
Music for Mammias  
WGNS, Murfreesboro, Tenn.
- CERVI, SAM**  
WCNT, Centralia, Ill.
- CHADDICK, MARK**  
Record Show  
KIUN, Pecos, Texas
- CHADWICK, JIM**  
KSRC, Socorro, N. M.
- CHAMBERLAIN, GENE**  
WREN, Topeka, Kan.
- CHAMBERS, PAT**  
Radioactivity  
WDAK, Tampa, Fla.
- CHANDLER, JOE**  
KAPE, San Antonio, Texas
- CHANDLER, JOHN**  
Music Shop  
WPML, Plymouth, Mass.
- CHAPLIN, HUGH B.**  
WABG, Greenwood, Miss.
- CHAREST, JACK**  
Melody Lane  
WAMR, Venice, Fla.
- CHASE, JIM**  
Matinee  
KYIN, Vinita, Okla.
- CHEDWICK, PORKY**  
WAMO, Pittsburgh, Pa.
- CHEVILIETT, DON**  
WOWO, Ft. Wayne, Ind.
- CHILDS, J.**  
WWIL, Ft. Lauderdale, Fla.
- CHRISTOPHER, BOB**  
Rise 'N Shine  
WSAR, Fall River, Mass.
- CHRISTY, STEVE**  
Words and Music  
WBUZ, Fredonia, N. Y.
- CHURCH, GEORGE**  
FLAC, Hollywood, Calif.
- CHURCH, WILLIAM**  
Club WHEO  
WHEO, Stuart, Va.
- CLANCA, DAN**  
KBLU, Yuma, Ariz.
- CLARK, BERNIE**  
Wonderful World of Music  
WSNO, Barre, Vt.
- CLARK, EDDIE**  
WHK, Cleveland, Ohio
- CLARK, HOWARD**  
WTMP, Tampa, Fla.
- CLARKE, JIMMIE**  
WFUL, Fulton, Ky.
- CLARK, NEIL**  
WGEM, Quincy, Ill.
- CLARK, TED**  
WQXI, Atlanta, Ga.
- CLAY, LEON**  
WJRW, New Orleans, La.
- CLAYTON, BOB**  
WHDH, Boston, Mass.
- CLAYTON, DICK**  
WHL, St. Louis, Mo.
- CLAYTON, EDGAR**  
Songs of the Hills  
WERH, Hamilton, Ala.
- CLEMENS, CHUCK**  
KXIV, Phoenix, Ariz.
- CLEMENT, ELWAYNE**  
Music for a Lazy Afternoon  
KIBS, Bishop, Calif.
- CLEMONS, JERRY**  
K-BOX, Dallas, Texas
- CLIFF, CARL**  
KPEG, Spokane, Wash.
- CLIMINO, RICK**  
KJOV, Stockton, Ga.
- CLOSE, DEAN**  
Close To You  
WLEM, Emporium, Pa.
- COBIA, VIRGIL**  
Top of the Morning  
WFLS, Fredericksburg, Va.
- COCHRAN, CURTISS**  
KIHN, Hugo, Okla.
- COKER, WHITEY**  
KNPT, Newport, Oregon
- COLE, FRANK**  
KBRN, Brighton, Colo.
- COLE, FRED**  
WDDH, Boston, Mass.
- COLE, RON**  
Discathon  
KGEF, Shawnee, Okla.
- COLLIER, KEN**  
WARN, Ft. Pierce, Fla.
- COLLINS, BOB**  
WLCY, St. Petersburg, Fla.
- COLLINS, KEN**  
KXYZ, Houston, Texas
- COLLINS, TOMMY**  
KZIP, Amarillo, Texas
- COLSON, BOB**  
WOLF, Syracuse, N. Y.
- CONERLY, JACK**  
All-Site Show  
WPAI, Fayetteville, N. C.
- CONNELL, BOB**  
Musical Clock  
KYSM, Mankato, Minn.
- CONRAD, MARVIN**  
'Toamin' At Random  
KUPP, Durango, Colo.
- CONRAD, RUSS**  
KEX, Portland, Oregon
- CONWAY, ED**  
WCPS, Tarboro, N. C.
- CONWAY, JIM**  
WMAQ, Chicago, Ill.
- COOK, BOB**  
Top 'O the Morning  
WRJN, Racine, Wis.
- COOK, ED**  
WFCF, Miami, Fla.
- COOK, KEN**  
WABG, Greenwood, Miss.
- COOK, WARREN**  
Bob's Bandstand  
KWIV, Douglas, Wyo.
- COOPER, DICK**  
Western Music  
KZOL, Farwell, Texas
- COOPER, GARY**  
WMBH, Jolpin, Mo.
- COSTELLO, BILL**  
WDBF, Delray Beach, Fla.
- COSTELLO, JACK**  
Morning Mayor  
KIKW, Aberdeen, Wash.
- COURTMACHE, RAY**  
KQTY, Everett, Wash.
- COUSER, DON**  
KDOK, Tyler, Texas
- COWEN, JIM**  
Date with Music  
KBOL, Boise, Idaho
- COX, GEORGE**  
Jam for Breakfast  
WJPM, Smithfield, N. C.
- COX, RAY**  
KTAR, Phoenix, Ariz.
- COX, JAMES**  
WGGH, Marion, Ill.
- COY, JIM**  
WOR, New York, N. Y.
- CRAIG, BRUCE**  
KWSH, Wewoka, Okla.
- CRAIG, RANDY**  
KUTI, Yakima, Wash.
- CRAIG, VERN**  
WKAP, Allentown, Pa.
- CRAIN, MARVIN**  
Albums and Portfolios  
KNBT, Palestine, Texas
- CRAWFORD, BLACKIE**  
Radio Ranch Party  
KPEP, San Angelo, Texas
- CREEKMORE, BRUCE**  
WETC, Wenden-Zebulon,  
N. C.
- CREIGHTON, DAN**  
WTIG, Mauston, Ohio
- CRISMAN, CRAIG**  
Moonfidal  
WDNC, Durham, N. C.
- CROCKETT, GENE**  
WOAI, San Antonio, Texas
- CROWLEY, MORT**  
WLS, Chicago, Ill.
- CROWWELL, CHUCK**  
Musicman  
KERG, Eugene, Oregon
- CRUCE, CHARLES**  
1450 Club  
KNBT, Palestine, Texas
- CRUSO, GERALD**  
WTVS, Marianna, Fla.
- COTTA, LAWRENCE D.**  
KTIP, Porterville, Calif.
- CULBERTSON, RON**  
WJCV, Johnson City, Texas

**CUMMINS, STEFF**  
 KXRA, Alexandria, Minn.  
**CUMMINGS, ALAN**  
 KOL, Seattle, Wash.  
**CUNNINGHAM, HOMER**  
 Hi Neighbors  
 KWFT, Wichita Falls, Texas  
**CURNITT, JOHN**  
 WDXR, Paducah, Ky.  
**CURRY, BILL**  
 Tempo  
 WFT, Charlotte, N. C.  
**CURTIS, CHET**  
 WHCU, Ithaca, N. Y.  
**CURTIS, WEB**  
 KLEN, Killeen, Texas  
**CUSTER, BOB**  
 KLOK, San Jose Calif.

**— D —**

**DABOUL, JOE**  
 WMAS, Springfield, Mass.  
**DAHMER, ROY**  
 WMT, Cedar Rapids, Iowa  
**DAILY, GARY**  
 KAH, Auburn, Calif.  
**DAILY, TOM**  
 Recall It and Win  
 WEW, St. Louis, Mo.  
**DAKOTA, BOB**  
 KOFA, Yuma, Ariz.  
**DALE, ALLAN**  
 WOAL, San Antonio, Texas  
**DALTON, JACK**  
 KGA, Spokane, Wash.  
**DANIELS, YVONNE**  
 WOBS, Jacksonville, Fla.  
**DANN, HARVEY**  
 Man About Music  
 KRMD, Shreveport, La.  
**DARDANO, NICK**  
 WTLB, Utica, N. Y.  
**DAREN, TOMMY**  
 WITT Parade  
 WITT, Lewisburg, Pa.  
**DARK, GLENN**  
 KIST, Santa Barbara, Calif.  
**DARWIN, GLENN**  
 KAVR, Apple Valley, Calif.  
**DARY, ALAN**  
 WBZA, Boston, Mass.  
**DAVE, NEWTON**  
 KFMB, San Diego, Calif.  
**DAVID, JIM**  
 WITE, Brazil, Ind.  
**DAVID, TOBY**  
 CKLW, Detroit, Mich.  
**DAVIDSON, GRYAN**  
 WJBD, Salem, Ill.  
**DAVIES, BUD**  
 CKLW, Detroit, Mich.  
**DAVIS, BILL**  
 Spins and Needles  
 WTGB, Flomaton, Ala.  
**DAVIS, DAN**  
 WMCA, New York, N. Y.  
**DAVIS, EARL**  
 Evening Serenade  
 KPDN, Pampa, Texas  
**DAVIS, FRED**  
 KLYR, Clarksville, Ark.  
**DAVIS, GENE**  
 Coffee Time  
 KWK, St. Louis, Mo.  
**DAVIS, GEORGE**  
 WOOD, Grand Rapids, Mich.  
**DAVIS, IRVIN**  
 Night Beat  
 WGTM, Wilson, N. C.  
**DAVIS, JIM**  
 Cowboy Kapers  
 KOWB, Laramie, Wyo.  
**DAVIS, LYLE**  
 KLMS, Lincoln, Neb.  
**DAVIS, RAY**  
 WTVS, Mariana, Fla.

**DAVIS, ROGER**  
 Top Tunes  
 WFIS, Fountain Inn, S. C.  
**DAVIS, STEVE**  
 KLAN, Lemoore, Calif.  
**DAWSON, BILL**  
 WAZY, Lafayette, Ind.  
**DAWSON, GARY**  
 WLST, Escanaba, Mich.  
**DAY, DANNY**  
 KCUB, Tucson, Ariz.  
**DAY, DEAN**  
 Man Around the House  
 KRAK, Sacramento, Calif.  
**DAY, DEANO**  
 KXGO, Fargo, N. D.  
**DAY, FRANK**  
 KDES, Palm Springs, Calif.  
**DAY, GEORGE**  
 KLYD, Bakersfield, Calif.  
**DAYLIE, D.**  
 Daddy-O Show  
 WAFB, Chicago, Ill.  
**DEAN, CARROLL**  
 WCOU, Lewiston, Me.  
**DEE, SQUIRE**  
 Good Morning  
 WTRF, Bradenton, Fla.  
**DEEL, CHUCK**  
 Morning Show  
 WITT, Lewisburg, Pa.  
**DE GRADE, GENE**  
 WJAR, Providence, R. I.  
**DEHN, DENNIS**  
 Afternoon Serenade  
 KPDN, Pampa, Texas  
**DELK, HUGH**  
 Dance Party  
 WMLP, Pineville, Ky.  
**DEMPSEY, BOB**  
 Operation Moonbeam  
 TMC, Mc Alester, Okla.  
**DENHAM, DICK**  
 WINX, Rockville, Md.  
**DE ROSA, DON**  
 Homemakers Hit Parade  
 WTLB, Utica, N. Y.  
**DESMOND, GERRY**  
 WEOK, Poughkeepsie, N. Y.  
**DE WING, CARL**  
 Limelight  
 KARM, Fresno, Calif.  
**DE WITT, DON**  
 Swingtime  
 WOBS, Jacksonville, Fla.  
**DICKSON, DICK**  
 Country Music  
 WKLN, Paris, Ky.  
**DICKSON, RON**  
 Record Rack  
 WKIX, Paris, Ky.  
**HILL, FRANK**  
 Afternoon Personality  
 WGR, Buffalo, N. Y.  
**DILWORTH, SCOTTY**  
 WAZE, Clearwater, Fla.  
**DINUNZIO, MARIO**  
 Jazz in the Night  
 WWOX, Woonsocket, R. I.  
**DIONNE, BOB**  
 Route 131  
 WORC, Worcester, Mass.  
**DIXON, DARRELL E.**  
 Best in Music  
 WSLM, Salem, Ind.  
**DIXON, J. C.**  
 Nightbeat  
 WACL, Waycross, Ga.  
**DIXON, LARRY**  
 WCHB, Inkster, Mich.  
**DOLL, CHARLIE**  
 Journey on a Cloud  
 WGAT, Gate City, Va.  
**DOMINICK, BARRY**  
 WRHI, Rock Hill, S. C.  
**DONOVAN, DAN**  
 WMEX, Boston, Mass.

**DORSEY, HOWARD**  
 WCGO, Chicago Heights, Ill.  
**DOSS, HUBERT**  
 WABL, Amite, La.  
**DOUGLAS, STAN**  
 WELM, Elmira, N. Y.  
**DOW, BOB**  
 WGUY, Bangor, Me.  
**DOW, DICK**  
 Music on 560  
 WGAN, Portland, Me.  
**DOWE, KEN**  
 WBBH, Hattiesburg, Miss.  
**DOWNNEY, PAT**  
 KSTT, Davenport, Iowa  
**DOWNIE, HARRY**  
 WICC, Bopt, Conn.  
**DOYLE, ED**  
 WHBG, Harrisonburg, Va.  
**DRAGER, GENE**  
 WJBC, Bloomington, Ill.  
**DRAKE, BILL**  
 WCWC, Ripon, Wisc.  
**DRESSLER, JIM**  
 KIKW, Aberdeen, Wash.  
**DROWN, PETER**  
 WDCR, Hanover, N. H.  
**DRUMMOND, BUDD L.**  
 WPMR, Puxsuttawney, Pa.  
**DRYDEN, BABE**  
 WDMV, Pocomoke City, Md.  
**DU BOSE, PAUL**  
 WKAB, Mobile, Ala.  
**DUCK, ROBERT**  
 Operation Music  
 WCHK, Canton, Ga.  
**DUGAN, E. J.**  
 KCTL, Houma, La.  
**DUKE, JIM**  
 WINT, Winter Haven, Fla.  
**DULONG, JACK**  
 WGEZ, Beloit, Wisc.  
**DUNBAR, JIM**  
 WLS, Chicago, Ill.  
**DUNCAN, DOPEY**  
 WKAP, Allentown, Pa.  
**DUNCAN, HI**  
 The Hi Pockets Show  
 KLLI, Lubbock, Texas  
**DUNCAN JOHNNY**  
 KYER, Clovis, N. M.  
**DUNLAP, JAMES**  
 WTIV, Titusville, Pa.  
**DUNLAP, TOMMY**  
 KLYR, Clarksville, Ark.  
**DUNN, BILL**  
 KLUV, Haynesville, La.

**DUNAWAY, CHUCK**

B. December 1, 1934, Porum, Okla. Chuck Dunaway Show, WABC, N. Y.

**DUPRE, HENRY**  
 Matinee  
 WWL, New Orleans, La.  
**DUPRE, MITCH**  
 WCMP, Pine City, Minn.  
**DURAN, TED**  
 KBUG, Corona, Calif.  
**DURHAM, ERNIE**  
 WJLB, Detroit, Mich.  
**DURKEE, JAMES**  
 KSDN, Aberdeen, S. D.  
**DURKIN, JAY**  
 Good Evening Show  
 WMAS, Springfield, Mass.  
**DYE, DON**  
 Afternoon Club  
 KNIA, Knoxville, Iowa  
**DYE, TOM**  
 Snest Holler Time  
 KTRR, Martin Rolla, Mo.  
**DYER, JOHN**  
 KNOW, Austin, Texas

## DISC JOCKEYS

### — E —

**EARLS, CHARLIE**  
KCRV, Caruthersville, Mo.

**EATON, JOHN**  
WGAW, Gardner, Mass.

**EATON, PIERRE**  
WINX, Rockville, Md.

**EBERT, LEE**  
KJHM, Branson, Mo.

**EDMOND, DWIGHT**  
KDDI, Cody, Wyo.

**EDWARDS, JOHNNY**  
KPRC, Houston, Texas

**EDWARDS, BILL**  
WGV, Schenectady, N. Y.

**EIKHOMÉ, DARWIN**  
Musical Jamboree  
KDUZ, Hutchinson, Minn.

**ELBERT, ALAN KENT**  
WAIK, Galesburg, Ill.

**ELLIOT, BRUCE**  
WOR, New York, N. Y.

**ELLER, DICK**  
WCVS, Springfield, Ill.

**ELLIOTT, BILL**  
KLIV, San Jose, Calif.

**ELLIOTT, JACK**  
KXOK, St. Louis, Mo.

**ELLIOTT, SAM**  
WDXR, Paducah, Ky.

**ELLS, BILL**  
WYKO, Columbus, Ohio

**ELSTON, C. K.**  
Carousel  
WZIP, Cincinnati, Ohio

**ELZ, RON**  
KXYZ, Houston, Texas

**EMERY, BOB**  
WAVI, Dayton, Ohio

**EMM, LOU**  
WHIO, Dayton, Ohio

**ENDERLEY, JOM**  
WHLE, So. Boston, Va.

**ENO, JACK**  
Night Patrol  
WEBR, Buffalo, N. Y.

**ENRIGHT, GARY**  
KCCR, Pierre, S. D.

**ERDAHL, JERRY**  
KCCR, Pierre, S. D.

**ERWIN, JIM**  
WJBR, Baton Rouge, La.

**ESTER, JON**  
Night Train  
WGBB, Freeport, N. Y.

**ESTERLINE, GEORGE**  
WGHN, Grand Haven, Mich.

**ESTES, FRANK**  
Top Fifty on 1150  
WDLX, Orangeburg, S. C.

**ETKIN, AL**  
1340 Club  
WALL, Middletown, N. Y.

**EVANS, DEAN**  
KCLJ, Shreveport, La.

**EVANS, JIM**  
The Late Show  
KSUM, Fairmont, Minn.

**EVANS, R.**  
WTHE, Spartanburg, S. C.

**EVANS, STAN**  
KOPR, Butte, Mont.

**EXUM, BILL**  
Music Hall  
WJEM, Valdosta, Ga.

### — F —

**FARRELL, CHARLIE**  
WBVP, Beaver, Pa.

**FARRELL, DICK**  
Swinging '70  
KDZA, Pueblo, Colo.

**FARRELL, JERRY**  
Road Show  
WJLL, Niagara Falls, N. Y.

**FARRIS, TERRA**  
Tops in Pops  
WPKO, Waverly, Ohio

**FAULKNER, ROYCE**  
1230 Club  
WNUZ, Talladega, Ala.

**FAVE, MARTY**  
WAAF, Chicago, Ill.

**FEINBERG, RON**  
KJBE, KPFC, San Francisco, Calif.

**FERGUSON, LARRY**  
KOAM, Pittsburg, Kan.

**FERRIS, DOUG**  
Happy Time Show  
WAKP, Hendersonville, N. C.

**FIELDS, CHUCK**  
KAJO, Grants Pass, Oregon

**FIELDS, TROY**  
KLLL, Lubbock, Texas

**FIELDS, WILLIAM**  
Afternoon Show  
WCHL, Benton, Ky.

**FINAN, JOE**  
KTLN, Denver, Colo.

**FISHER, JACK**  
WVNR, Beckley, W. Va.

**FISHER, JERRY**  
WBRY, Waterbury, Conn.

**FISKE, FRED**  
WWDG, Washington, D. C.

**FIDLEY, BOB**  
WSLI, Jackson, Miss.

**FITZGERALD, ED**  
WMAX, Grand Rapids, Mich.

**FLAGG, PAUL**  
Time Show  
WERD, Atlanta, Ga.

**FLANAGAN, HAROLD**  
Country Corner  
KTCS, Ft. Smith, Ark.

**FLANAGAN, MARK**  
WERG, Erie, Pa.

**FLEMING, NEDD**  
WAEI, Allentown, Pa.

**FLETCHER, JIM**  
WKLO, Louisville, Ky.

**FLINT, WALTER H.**  
Musical Clock  
WGPC, Albany, Ga.

**FLANN, ED**  
WICH, Norwich, Conn.

**FOLDS, JIMMY**  
Records at Radio Ranch  
WPEA, Ft. Payne, Ala.

**FOLDS, WOODY**  
KTUE, Tulsa, Texas

**FONTENOT, LEONARD**  
Popathon  
KSLO, Opelousas, La.

**FONTENOT, RENE**  
Cajun Frolics  
KSLO, Opelousas, La.

**FOPPE, FAYE**  
KANB, Shreveport, La.

### FORD, ART

WNTA, New York, N. Y.

### FORDHAM, DON

WAUB, Auburn, N. Y.

### FORE, TROY

Early Bird Show  
WFPM, Ft. Valley, Ga.

### FOSTER, CAL

KCVR, Lodi, Calif.

### FWLER, FROSTY

Ring's Klock  
KING, Seattle, Wash.

### FOX, JACK

WEOA, Evansville, Ind.

### FOX, RANDY

Downbeat  
KPOD, Crescent City, Calif.

### FOX, ROY

WTAX, Springfield, Ill.

### FRANCIS, JIMMY

Western Roundup  
KITW, Texas City, Texas

### FRAV, JACQUES

Listening to Music  
WQXR, New York, N. Y.

### FRAZIER, CECIL

Farm and Home Show  
KJMS, Portageville, Mo.

### FREED, ALAN

The Big Beat  
KDAY, Hollywood, Calif.

### FREIZEN, BOB

KSLY, San Louis Obispo, Calif.

### FREW, JOHN

Program AM  
WPLK, Rockmart, Ga.

### FRIEDLINE, CARL

WFBG-TV, Altoona, Pa.

### FRIEL, ED

Record Hop  
WCHL, Chillicothe, Ohio

### FRITTS, BOB

KVSH, Wewoka, Okla.

### FRITTS, TOM

KYNT, Yankton, S. D.

### FULGHAM

Radiorama  
KTRB, Lutkin, Texas

### FULLER, BOB

KSLI, Silver City, N. M.

### FULLER, GARRY

KSON, San Diego, Calif.

### FULLER, ROBERT

KBLE, Red Bluff, Calif.

### FULLER, ROY

WWSG, Glens Falls, N. Y.

### FULTON, ART

KIMA, Yakima, Wash.

### FUNK, ED

Symphonic  
WRSW, Warsaw, Ind.

### FUNKHOUSER, DON

WSIG, Mt. Jackson, Va.

### — G —

### GABOR, RAY

Popeye Playhouse  
WTVJ, Miami, Fla.

### GAGNIER, BOB

Early Bird  
KGY, Olympia, Wash.

### GAINES, JIM

Clockwatcher  
KALB, Alexandria, La.

### GALE, JOE

WSRT, Glens Falls, N. Y.

### GALLANT, JAMES

1220 Club  
WDEE, New Haven, Conn.

### GALLO, JACK

The Big Time  
WHBQ, Memphis, Tenn.

### GAMBLE, BILL

WKTN, Cheboygan, Wis.

### GAMBLING, JOHN

WOR, N. Y.

### GAMEZ, RAUL

KFTT, Tucson, Arizona

### GANBT, PAUL

KBOY, Medford, Oregon

### GANNON, JOE

KWPC, Muscatine, Iowa

### GAR, LARRY

Tempo  
WLBG, Laurens, S. C.

### GARNER, BILL

1260 Club  
KBHC, Nashville, Ark.

### GARRITY, VINCE

WAAF, Chicago, Ill.

### GATES, DAN

KENO, Las Vegas, Nev.

### GATTAS, JUAN

Hablemos de Cine  
KUBO, San Antonio, Texas

**GAUSTAD, GEORGE**  
KEYD, Oakes, N. Dakota

**GAY, KYLE**  
KCKN, Kansas City, Kan.

**GAYLORD, WILLIE**  
WAMS, Wilmington, Del.

**GAYNOR, BOB**  
Pool & Patio Show  
WGMA, Hollywood, Fla.

**GEARING, JOE**  
WFRA, Franklin, Pa.

**GEHO, BILL**  
The Music Makers  
WANB, Waynesburg, Pa.

**GEIDT, JERRY**  
KOFK, Pullman, Wash.

**GEIGER, JACK**  
WOND, Pleasantville, N. J.

**GENTRI, JOHN**  
KPSD, San Diego, Calif.

**GEORGE, DICK**  
Parade of Hits  
WGFS, Covington, Ga.

**GESE, BOB**  
Music in the Air  
KRPL, Moscow, Idaho

**GIBSON, D. E.**  
WSON, Henderson, Ky.

**GIBSON, JACK**  
WCIN, Cincinnati, Ohio

**GIBSON, LARRY**  
Panorama  
WJES, Beckley, W. Va.

**GILBERT, DICK**  
KYND, Tempe, Ariz.

**GILBERT, JIM**  
Beachcombers' Almanac  
WNDB, Daytona Beach, Fla.

**GILDEMAN, GIL**  
Afternoon Downbeat  
WCVA, Culpeper, Va.

**GILNER, ART**  
Off the Record  
WSAV, Savannah, Ga.

**GILNET, CLAIR**  
KYNG, Coos Bay, Oregon

**GISSING, EARL**  
WJRL, Rockford, Ill.

**GLENN, JERRY**  
WERC, Erie, Pa.

**GODWIN, BUD**  
Rise & Shine  
WBMC, McMinnville, Tenn.

**GOEMAN, JOHN**  
Kaywatch  
KJAM, Madison, S. D.

**GOERNER, BOB**  
Music Scene  
KCBS, San Francisco, Calif.

**GOLDTRAP, GEORGE**  
Morning Melodies  
KWNA, Winnemucca, Nev.

**GOMEZ, LUIS**  
KGST, Fresno, Calif.

**GOODFELLOW, JOHNNY**  
WIRE, Indianapolis, Ind.

**GOODMAN, FRANK**  
Evening Music  
KSFE, Needles, Calif.

**GOODWIN, TOM**  
KHSJ, Hemet, Calif.

**GORDON, PAUL**  
WRSA, Saratoga Springs,  
N. Y.

**GOSDEN, BY**  
WMT, Cedar Rapids, Iowa

**GOULD, DARRELL**  
Adventures in Sound  
WCC, Hartford, Conn.

**GOVE, ELLIOTT**  
Timekeeper  
WSYR, Syracuse, N. Y.

**GRAEFER, BILL**  
KYNG, Coos Bay, Oregon

**GRAF, LARRY**  
KDUZ, Hutchinson, Minn.

**GRAHAM, DAVE**  
KOLD, Tucson, Ariz.

**GRAINGER, GERRY**  
WWCA, Garry, Ind.

**GRANGER, GENE**  
WBSC, Bennettsville, S. C.

**GRANGER, JIM**  
WDET, Richmond, Va.

**GRANT, DICK**  
WRNY, Rome, N. Y.

**GRANT, RALPH**  
Listen to Lem  
WLEM, Emporium, Pa.

**GRANT, RAY**  
KOB, Albuquerque, N. M.

**GRAY, JIM**  
WRNL, Richmond, Va.

**GRAZAN, JOE**  
WBVP, Beaver Falls, Pa.

**GREELEY, JAMES**  
WTMB, Tomah, Wis.

**GREEN, TOMMY**  
TG Corner  
KST, Sulphur Springs, Texas

**GREENBERG, NORMAN**  
WIBV, Belleville, Ill.

**GREENE, BOB**  
WGRD, Grand Rapids, Mich.

**GREER, BILL**  
Night Show  
WNDB, Daytona Beach, Fla.

**GREER, BOB**  
WALD, Walterboro, S. C.

**GREER, CHARLES**  
The Charlie Greer Show, WABC;  
Top of the Morning Show, The  
Charlie Greer Show, Akron To-  
night Show, WAKR-TV

**GROCE, ROCKY**  
Rhythm Express  
WLH, New York, N. Y.

**GRUBERT, RON**  
Polka Party  
KNUL, New Ulm, Minn.

**GURTIN, NEIL**  
On the Record  
WVON, Woonsocket, R. I.

**GUNN, DICK**  
KSUB, Cedar City, Utah

**GODWIN, JOHNNY**  
KCYR, Lodi, Calif.

**GUNN, JOHNNY**  
On K-EZY Street  
KEZY, Anaheim, Calif.

**GUTHERIE, GENE**  
KHEY, El Paso, Texas

**— H —**

**HAASE, STAN**  
KOZE Good Morning  
KOZE, Lewiston, Idaho

**HAGEN, ED**  
Musical Americana  
WNMP, Evanston, Ill.

**HAGLER, JOE**  
WHY, Montgomery, Ala.

**HAINES, FRANK**  
KVEN, Ventura, Calif.

**HARE, DICK**  
KPEJ, Webster City, Iowa

**HALE, BOB**  
WLS, Chicago, Ill.

**HALL, EDGEL**  
Night Flight  
WPCS, Fairmont, W. Va.

**HALL, FRED**  
KVEN, Ventura, Calif.

**HALL, GARY**  
KMA, Shenandoah, Iowa

**HALL, JOE**  
KVED, Ft. Dodge, Iowa

**HALL, RAY**  
The Hall of Music  
WPLM, Plymouth, Mass.

**HALL, REEDY**  
WEIL, Elizabethtown, Ky.

**HALL, REX**  
KWBB, Wichita, Kan.

**HALLMAN, BILL**  
Night Beat  
WOKE, Charleston, S. C.

**HAMBY, BILL**  
WABN, Annapolis, Md.

**HAMILTON, CARL**  
Parade of Hits  
WBKH, Hattiesburg, Miss.

**HAMILTON, DALE**  
Top Tempo Tune Show  
KWEB, Rochester, Minn.

**HAMMER, LANCE**  
Morning Panorama  
KMNS, Sioux City, Iowa

**HAMMOND, DAVE**  
WCSH, Portland, Me.

**HANCOCK, NEIL**  
Teen Agers Krush  
KZOL, Farwell, Texas

**HANNA, AL**  
KIXZ, Amarillo, Texas

**HANNER, CARL**  
Kitchen Club  
WNUZ, Talladega, Ala.

**HANSON, RANDY**  
Sunday Serenade  
KBMO, Benson, Minn.

**HANSON, RICHARD**  
1230 Club  
WJBB, Haleyville, Ala.

**HARDEE, MAX**  
KCAE, Clarksville, Texas

**HARDING, TED**  
WAYZ, Waynesboro, Pa.

**HARDY, RENNIE**  
Jem Showase  
WJEM, Valdosta, Ga.

**HARGETT, DICK**  
WLAY, Muscle Shoals, Ala.

**HARIL, TED**  
WKST, New Castle, Pa.

**HARP, FRED**  
WCPK, College Park, Ga.

**HARPE, K. L.**  
Band Stand  
WJMJ, Cordele, Ga.

**HARPER, JIM**  
WKAT, Miami Beach, Fla.

**HARRINGTON, JOHN**  
Morning Man  
KVIP, Redding, Calif.

**HARRIS, BOB**  
KTOP, Topeka, Kan.

**HARRIS, GEORGE**  
WIZE, Springfield, Ohio

**HARRIS, KEN**  
Top of the Morning  
WLNA, Peekskill, N. Y.

**HARRIS, OLIN**  
WKBO, Harrisburg, Pa.

**HARRISON, HARRY**

Harry Harrison, WMCA, N. Y.

**HARROW, TIM**  
Tempo  
KWCO, Chickasha, Okla.

**HART, CARROLL B.**  
K Club  
WKSK, W. Jefferson, N. C.

**HARVEY, CLYDE**  
KUTY, Palmdale, Calif.

**HARVEY, HAPPY**  
Early Risers  
KTLW, Texas City, Texas

**HARWOOD, BRIAN**  
Green Mt. Ballroom  
WDEV, Waterbury, Vt.

**HASELTINE, FRED**  
WRNL, Richmond, Va.

**HASTY, RALPH**  
The Big Show  
KGBX, Springfield, Miss.

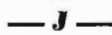


# DISC JOCKEYS

- HAYDEN, BOB**  
KALV, Alva, Okla.
- HAYES, BRUCE**  
KFWB, Los Angeles, Calif.
- HAYES, KEVIN**  
Rolling Home  
WGGO, Salamanca, N. Y.
- HAYES, PHIL**  
The Nightline  
WPAV, Portsmouth, Ohio
- HAYNES, DICK**  
KLAC, Hollywood, Calif.
- HAYNES, FRANK**  
Sunny Side Up  
KWVL, Waterloo, Iowa
- HAYNES, JOHNNY**  
WMLS, Sylacauga, Ala.
- HEFFINGTON, ED**  
WHAP, Hopewell, Va.
- HEINLEIN, ROBERT**  
Rhythm Parade  
WGCD, Chester, S. C.
- HELTON, BOB**  
WOOF, Dothan, Ala.
- HENDERSON, HOCKO**  
WDAS, Philadelphia, Pa.
- HENDRICKS, GARY**  
Nite Time  
KNDC, Hettinger, N. D.
- HENNINGGS, PAUL**  
The Morning Show  
WTAR, Norfolk, Va.
- HENRY, MARY**  
Luncheon Show  
WJLD, Birmingham, Ala.
- HERMANN, BERNIE**  
WFBM, Indianapolis, Ind.
- HERVEY, MIKE**  
WCVS, Springfield, Ill.
- HETRICK, WAYNE**  
WMRF, Lewistown, Pa.
- HEY, JOHN**  
Morning in Hi Fi  
KCHA, Charles City, La.
- HICKS, BILLY**  
WKTG, Thomasville, Ga.
- HICKS, CAP**  
Sundial  
WRGA, Rome, Ga.
- HICKS, DAVID**  
Prelude  
KQBY, San Francisco, Calif.
- HICKS, JACK**  
Studio J  
WBAP, Ft. Worth, Texas
- HIGBEE, LYNN**  
Music on the Sunny Side  
KRMG, Tulsa, Okla.
- HIGGINS, TOM**  
WWCA, Gary, Ind.
- HIGHTOWER, KEN**  
KPBM, Carlsbad, N. M.
- HILL, BOB**  
WGOV, Valdosta, Ga.
- HILL, BOB**  
Music of the Masters  
WPTS, Pittston, Pa.
- HILL, MARVIN**  
WGOG, Walhalla, S. C.
- HILLIARD, JIM**  
KIXZ, Amarillo, Texas
- HILSON, NORM**  
Tempo Time  
WNAX, Yankton, S. D.
- HINCK, BERNIE**  
Smilin Sam Show  
KMNS, Sioux City, Iowa
- HINKLEY, HARRY**  
Tempo  
WHP, Harrisburg, Pa.
- HISKEY, DON**  
1450 Club  
KTRX, Kirksville, Mo.
- HINSON, BOB**  
Sounds of the Night  
WNDU, South Bend, Ind.
- HOBELMAN, DON**  
Morning Melodies  
KZIX, Collings, Col.
- HOFFER, BOB**  
Studio Three  
WDAE, Tampa, Fla.
- HOKE, BILL**  
Night Song  
WPTE, Raleigh, N. C.
- HOLCOMB, JOE**  
WKLO, Louisville, Ky.
- HOLE, DAN**  
WCEN, Mt. Pleasant, Mich.
- HOLLAND, HERMAN**  
WMVA, Martinsville, Va.
- HOLLIDAY, BOB**  
WPBC, Minn., Minn.
- HOLLIDAY, JOHNNY**  
WRK, Cleveland, Ohio
- HOLLY, DON**  
KOAM, Pittsburg, Kan.
- HOLMAN, SAM**  
WLS, Chicago, Ill.
- HOLMES, JASPER**  
Music Hall  
WFTC, Kingston, N. C.
- HOOPER, TOM**  
WKOW, Madison, Wis.
- HOOPER, HERB**  
Sacred Serenade  
KWIL, Albany, Oregon
- HORNE, ED**  
WIDE, Bideford, Me.
- HORNE, JIM**  
Rhythm and Blues  
KFTV, Paris, Texas
- HORNE, TOM**  
Tip Top Show  
WDSK, Cleveland, Miss.
- HOSEY, WOODY**  
WIKC, Bogalusa, La.
- HOURIGAN, TERRY**  
WFBG, Altoona, Pa.
- HOVER, FREEMAN**  
KEYZ, Williston, N. D.
- HOWARD, BOB**  
WNEW, N. Y.
- HOWARD, JOE**  
Hub Cap Caravan  
WJLB, Detroit, Mich.
- HOWARD, LEN**  
KORR, Las Vegas, Nev.
- HOWARD, SPECS**  
KYW, Cleveland, Ohio
- HOWARD, TOBE**  
WLOU, Louisville, Ky.
- HOWARD, TOM**  
WSCR, Scranton, Pa.
- HOWELL, WILLARD**  
Morning Matinee  
WZOB, Ft. Payne, Ala.
- HUDSON, FRANK**  
KNOU, Natchitoches, La.
- HUGGINS, JAN**  
Happy Time Show  
WAKP, Hendersonville, N. C.
- HUGH, IVOR**  
Academy of Music  
WCCU, Hartford, Conn.
- HUGHES, ED**  
WSCR, Scranton, Pa.
- HUGHES, STEVE**  
KPTL, Carson City, Nev.
- HUITT, JIM**  
KBLA, Columbia, Miss.
- HULETT, JOHN**  
WDAX, McRae, Ga.
- HUNT, RON**  
980 Club  
WITY, Danville, Ill.
- HUNTER, JOE LOUIS**  
Club 810  
WCEU, Rocky Mount, N. C.
- HUNTER, MARVIN**  
970 Show  
WEBB, Buffalo, N. Y.
- HUNTLEY, JIM**  
Jumpin Jim  
KHHH, Pampa, Texas
- HUOT, ED**  
WTRC, Elkhart, Ind.
- HURLEY, LEE**  
WSIS, Roanoke, Va.
- HUSMANN, MIKE**  
KBHM, Branson, Mo.
- HUTCHING, FRED**  
Morning Show  
KBTN, Neosho, Mo.
- HUTCHINSON, RAY**  
KOL, Seattle, Wash.
- HUTCHISON, BRUCE**  
Get Together  
WOKO, Albany, N. Y.
- HUTCHINSON, HOLLIS**  
Teen Time  
KYAP, Budooso, N. M.
- HUTSELL, BOB**  
WCOH, Newnan, Ga.



- HLES, CAY**  
Listening Post  
KIML, Gillette, Wyo.
- INSCOPE, JIM**  
WYRN, Louisburg, N. C.
- IRSH, BOB**  
Home Exec. Club  
WCUB, Manitowoc, Wis.
- ISLEY, JAMES**  
Chocolate Jam  
WBBB, Burlington, N. C.
- IVERSON, EARL**  
The Music Hall  
WRJN, Racine, Wis.



- JACKSON, JERRY**  
KORR, Austin, Texas
- JACOBS, HARVEY**  
Downbeat  
WILA, Danville, Va.
- JACOBS, MARVIN**  
Mitestrain  
WEGP, Presque Isle, Me.
- JACOBS, RON**  
KPOL, Honolulu, Hawaii
- JAMES, AL**  
WCMW, Canton, Ohio
- JAMES, KEN**  
KENS, San Antonio, Texas
- JAMES, KERRY**  
WABV, Albany, N. Y.
- JAMES, NORM**  
Spins and Needles  
WDEV, Waterbury, Vt.
- JANASKE, MARY LOU**  
WBIS, Briston, Conn.
- JARRIN, JAIME**  
KWKW, Pasadena, Calif.
- JARVIN, LARRY**  
WIRV, Irvine, Ky.
- JAY, BRUCE**  
WLAM, Lewiston, Me.
- JAY, JIM**  
Rollin Home Show  
WKAM, Goshon, Ind.
- JEANNE, CAROL**  
WBMT, Black Mountain, N. C.
- JEFFERYS, ALLAN**  
In the Land of Music  
ABC
- JENKINS, MIKE**  
KRCK, Ridgecrest, Calif.
- JOBES, HERB**  
Afternoon Showcase  
KJUP, Durango, Colo.
- JOHNSON, B. J.**  
WRJW, Picayune, Miss.
- JOHNSON, BRADLEY**  
Best of Anything  
WTCN, Minneapolis, Minn.
- JOHNSON, D. M.**  
J450 Club  
KVCK, Wolf Point, Mont.
- JOHNSON, JIM**  
KREM, Spokane, Wash.

**JOHNSON, PAUL**  
Roll Jordan  
WLA, Danville, Va.

**JOHNSON, PETE**  
KZUN, Opportunity, Wash.

**JOHNSON, ROOSEVELT**  
WERD, Atlanta, Ga.

**JOHNSON, TOM**  
WQXI, Atlanta, Ga.

**JOHNSTON, DAVID**  
Platter Party  
WCNC, Elizabeth City, N. C.

**JOHNSTON, HUGH**  
WBBW, Youngstown, Ohio

**JONES, BILL**  
Dance-land  
WIBG, Philadelphia, Pa.

**JONES, BOBBY**  
WAVZ, New Haven, Conn.

**JONES, BUCK**  
WGTM, Wilson, N. C.

**JONES, DICK**  
KWBB, Wichita, Kan.

**JONES, DON**  
WHYY, Montgomery, Ala.

**JONES, MARVIN**  
Showcase of Hits  
WMGA, Moultrie, Ga.

**JONES, REX**  
Sunny Side Up Show  
WDXX, Clarksville, Tenn.

**JORDAN, ED**  
World of Modern Sound  
ABC

**JORDAN, MILO**  
WMAM, Marinette, Wisc.

**JOSEPH, EDWARD**  
WHLI, Niagara Falls, N. Y.

**JOYE, BOB**  
WGEM, Quincy, Ill.

## — K —

**KACKSON, REV. O. E.**  
Spiritual Echoes  
WYNN, Florence, S. C.

**KAHN, TONY**  
Music Hall  
WPTW, Piqua, Ohio

**KAINER, LARRY**  
KULP, El Campo, Texas

**KALLI, FRANK**  
KPKT, Tucson, Ariz.

**KAPHEIM, GEORGE**  
WKTL, Sheboygan, Wisc.

**KAPNICK, RICHARD**  
WHGR, Houghton, Lake,  
Mich.

**KARY, BILL**  
WDOR, Sturgeon Bay, Wisc.

**KAREY, JACK**  
WCFL, Chicago, Ill.

**KATZ, BARRY**  
TNT Revue  
WITY, Danville, Ill.

**KAY, DICK**  
Overture  
WAAP, Peoria, Ill.

**KAY, RONNIE**  
KSWO, Lawton, Okla.

**KAYE, DAVE**  
WJVA, South Bend, Ind.

**KAYE, TOM E.**  
Sentinel  
WSEN, Baldwinville, N. Y.

**KEDRO, MILAN**  
Slavic Melodies  
KSTL, St. Louis, Mo.

**KEEGAN, ROBERT**  
Teensville  
WFLR, Dundee, N. Y.

**KEEHN, BOB**  
House of Records  
WFTL, Bradenton, Fla.

**KEENE, JOE**  
Top 50 on 1050  
KMIS, Portageville, Mo.

**KEEP, BARNEY**  
KEX, Portland, Oregon

**KELLER, SAM**  
WOKK, Meridian, Miss.

**KELLEY, CHET**  
Music in the Night  
WOCB, W. Yarmouth, Mass.

**KELLOGG, BOB**  
Road Show  
KBOL, Boise, Idaho

**KELLY, WILLIAM C.**  
WQMN, Superior, Wisc.

**KENDRICK, JIM**  
KWTO, Springfield, Miss.

**KENNEDY, BEN**  
Juke Box Saturday Nite  
KCOK, Tulare, Calif.

**KENNEDY, BOB**  
WROK, Albany, N. Y.

**KENNEDY, TOM**  
WJLJ, Niagra Falls, N. Y.

**KENSLEY, BILL**  
Bandstand  
WPTW, Piqua, Ohio

**KENT, JON**  
KLED, Littlefield, Minn.

**KERRIGAN, BOB**  
Top Teen Tunes  
WJOE, Port St. Joe, Fla.

**KEY, JIM**  
Bandstand  
WSSO, Starkville, Miss.

**KILBURN, LARRY**  
KPOL, Portland, Oregon

**KILLEBREW, RICHARD**  
WMLT, Dublin, Ga.

**KILNESS, J. S.**  
KPOW, Powell, Wyo.

**KIMBLE, BILL**  
WNBF, Binghamton, N. Y.

**KIMES, FREDDY**  
Country Boy Show  
WNCA, Siler, N. C.

**KINDELL, TOM**  
WMEN, Tallahassee, Fla.

**KING, BILL**  
Today's Top Ten  
WTOC, Savannah, Ga.

**KING, JULIAN**  
Sound of Music  
WONG, Oneida, N. Y.

**KING, RON**  
WGUU, Bangor, Me.

**KINNEY, DONALD**  
The Happy Medium  
KGVO, Missoula, Mont.

**KIRBY, BOB**  
WFCN, Minneapolis, Minn.

**KIRBY, GENE**  
Intermission  
WSTP, Salsburg, N. C.

**KIRKPATRICK, BILL**  
Sunrise Serenade  
WSBB, New Smyrna Beach,  
Fla.

**KITCHCART, KIT**  
Impact, Variety Time  
WEBO, Owego, N. Y.

**KLAVAN AND  
FINCH**

WNEW, New York, N. Y.

**KLECK, VAN, BOB**  
Sentinel  
WSEN, Baldwinville, N. Y.

**KLEID, STEVE**  
WRKT, Cocoa, Fla.

**KNIESLY, BILL**  
Morning Show  
WBAT, Marion, Ind.

**KNIGHT, BOB**  
WNOP, Newport, Ky.

**KNIGHT, DICK**  
KFOR, Lincoln, Neb.

**KNIGHT, FRED**  
WAVY, Norfolk, Va.

**KNIGHT, LARRY**  
Mostly Music  
WTWN, St. Johnsbury, Vt.

**KNUTSON, BOB**  
Just for Fun  
WJMS, Ironwood, Mich.

**KOBAK, ED**  
KRIC, Beaumont, Texas

**KOFESING, LARRY**  
WAGN, Menominee, Mich.

**KOHLMEIER, TOM**  
WHVF, Wausau, Wisc.

**KOSTLER, JOE**  
KNAL, Victoria, Texas

**KOTT, KEN**  
WMTE, Manistee, Mich.

**KOUL, EDDIE**  
Rhythm's the Rule  
WLAV, Grand Rapids, Mich.

**KOVAL, JOHN**  
Good Morning Show  
WACL, Waycross, Ga.

**KRAMER, BILL**  
WHBG, Harrisonburg, Va.

**KRAVITZ, HERB**  
WJDD, Sausbury, Md.

**KRAY, MILT**  
Open House Show  
WORC, Worcester, Mass.

**KUBLY, RAY**  
KIST, Santa Barbara, Calif.

**KULZ, BOB**  
Morning Watch  
WROD, Daytona Beach, Fla.

**KUNSAK, JOHNNY**  
KSYD, Wichita Falls, Tex.

**KURTIS, BOB**  
KTOP, Topeka, Kan.

**KUTZA, TOM**  
Musical Miles  
WISL, Shamokin, Pa.

**KUVENT, ARCHIE**  
Music on 560  
WGAN, Portland, Me.

## — L —

**LABOE, ART**  
Wake Up to Music  
KDAY, Hollywood, Calif.

**LACY, JACK**  
Listen to Lacy, WINS, New York

**LACY, NICK**  
KQTY, Everett, Wash.

**LAKE, CHARLIE**  
WBCI, Williamsburg, Va.

**LAKODUK, LARRY**  
KBOM, Bismarck, N. D.

**LA LIBERTA, ROGER**  
Morning Show  
WWRI, West Warwick, R. I.

**LAMBERT, JAKE**  
WENO, Nashville, Tenn.

**LAMBERT, ROG**  
Soundsville  
WLAP, Lexington, Ky.

**LANE, RON**  
WFWL, Camden, Tenn.

**LANDERS, BOB**  
WNEW, New York, N. Y.

**LANGDON, VERN**  
KLOK, San Jose, Calif.

**LANGE, JERRY**  
Early Bird Show  
KXLY, Spokane, Wash.

**LANIGAN, JOHN**  
Spins and Needles  
KOGA, Ogallala, Neb.

**LA PONTE, VINCE**  
WAZL, Hazleton, Pa.

**LAPP, BRUCE**  
Music Th Midnight  
WSAV, Savannah, Ga.

**LARENCE, RICK**  
800 Radio Show  
WLAD, Danbury, Conn.

**LARDIE, BOB**  
WTTB, Tiffin, Ohio

**LARSEN, DICK**  
Sunday Show  
KTIL, Tillamook, Oregon

# DISC JOCKEYS

**LARSON, JOE**  
WKLK, Cloquet, Min.  
**LASCELIES, JOHN**  
Morning Personality  
WGR, Buffalo, N. Y.  
**LASSITER, BILL**  
WZYX, Cowan, Tenn.  
**LAUBL, PAUL**  
Teens Topics Tunes  
WPOR, Portland, Me.  
**LAUTER, BURL**  
Turntable Matinee  
WRMS, Beardstown, Ill.

## LAVONG, REGINALD N.

B. April 5, 1933, New York City.  
Dr. Jive Show, WWRL; Snap Club, WHAT, Philadelphia, Pa.; Reggie Lavong Show, WBEE, Chicago, Ill.; Reggie Lavong Show, WRAP, Norfolk, Va.

**LAWLER, JIM**  
Party Line  
KALB, Alexandria, Va.  
**LAWRENCE, TEDD**  
Man About Music  
ABC  
**LAWSON, JIM**  
KOPA, Yuma, Ariz.  
**LAYTON, JAMES D.**  
WKMV, Pocomoke City, Md.  
**LAZARE, JACK**  
WNEW, New York, N. Y.  
**LEAHY, ED**  
KGRQ, Gresham, Oregon  
**LEAVITT, LARRY**  
Evening Serenade  
WFAU, Augusta, Me.  
**LEDESMA, JOE**  
KUDU, Ventura, Calif.  
**LEE, BOB**  
Rush Hour  
WWIZ, Lorain, Ohio  
**LEE, DICK**  
Breezing Along  
WAGE, Leesburg, Va.  
**LEE, JERRY**  
KWVK, Farmington, N. M.  
**LEE, KELLY**  
Mail Bag Show  
WCKB, Dunn, N. C.  
**LEE, ROBERT**  
Music USA  
WJBK, Detroit, Mich.  
**LEE, TED**  
WJJD, Chicago, Ill.  
**LEGARE, DICK**  
WICH, Norwich, Conn.  
**LEGGE, ERNIE**  
WLOF, Orlando, Fla.  
**LEMEN, MATT**  
ROL-D, Tucson, Ariz.  
**LENNING, DEN**  
Coffee Corner  
KDMA, Montevideo, Minn.  
**LEONARD, AL**  
WRKT, Cocoa, Fla.  
**LEONARD, LEE**  
KLAN, Lemoore, Calif.  
**LEPPIG, RON**  
WGEZ, Beloit, Wis.  
**LESTER, LES**  
KANE, New Iberia, La.  
**LEVNER, EBBY**  
WBC, Bennettsville, S. C.  
**LEWIS, CARL**  
KLMS, Lincoln, Neb.  
**LEWIS, HAL**  
KODD, Honolulu, Hawaii  
**LEWIS, JACK**  
Honest John Show  
KSTR, Grand Junction, Colo.  
**LEWIS, JACK**  
KBAM, Longview, Wash.  
**LEWIS, JIM**  
KLIV, San Jose, Calif.  
**LEWIS, JIMMY**  
KWAM, Memphis, Tenn.

**LEWIS, JOHN**  
Pink Poodle  
WEEZ, Chester, Pa.  
**LEWIS, PAT**  
Open House  
KING, Seattle, Wash.  
**LIGHT, JAY**  
WSNJ, Bridgeton, N. J.  
**LINDAMOOD, RON**  
WDBJ, Roanoke, Va.  
**LINDLEY, DICK**  
Twilight Rapsody  
KAPR, Douglas, Ariz.  
**LINDSEY, A. H.**  
KDKE, Little Rock, Ark.  
**LINGER, JERRY**  
WDXB, Chattanooga, Tenn.  
**LINN, BANDEL**  
Yawn Patrol  
WFBF, Benton Harbor-St. Joseph, Mich.  
**LINN, JOHNNY**  
Sunset Express  
KAYR, Apple Valley, Calif.  
**LINNE, DARRELL**  
Country Time  
WFLW, Fairfield, Ill.  
**LIONEL, ED**  
KRIO, McAllen, Texas  
**LIT, HY**  
WCAM, Camden, N. J.  
**LITTEK, ROBERT**  
KEEO, Springfield-Eugene, Oregon  
**LIVENEY, TOM**  
WTNT, Tallahassee, Fla.  
**LOBBEY, JIM**  
WMBH, Joplin, Mo.  
**LOCK, JOHN**  
KAOL, Carrollton, Miss.  
**LOCKE, GENE**  
Stickbuddy Jamboree  
WRUS, Russellville, Ky.  
**LOCKE, JIMMY**  
WBUT, Butler, Pa.  
**LOEB, LEON**  
Tops Turvey Show  
WGOK, Mobile, Ala.  
**LOFFLER, GENE**  
KCOG, Centerville, Iowa  
**LOFTIN, TOM**  
KOKL, Okmulgee, Okla.  
**LOHNES, LES**  
KDIO, Ortonville, Minn.  
**LOHSE, JIM**  
Club 1390  
WMPO, Middleport-Pomeroy, Ohio  
**LONDON, JACK**  
KPRC, Houston, Texas  
**LONGMAN, BILL**  
Mid Morning Melodies  
KMAQ, Magnolia, Iowa  
**LOPEZ, LUCIO BARRIOS**  
Lucky Lager Dance Time  
KGSF, Fresno, Calif.  
**LOTZ, BOB**  
Symphony Hall  
KRML, Carmel, Calif.  
**LOU DERMILK, JIM**  
WJMS, Charleston, W. Va.  
**LOVE, BOB**  
KBEF, Fresno, Calif.  
**LOVETT, DON**  
Morning Melodies  
WJAM, Marion, Ala.  
**LOWERY, BILL**  
Homemaker's Holiday  
KVQO, Tulsa, Okla.  
**LOWERY, BOB**  
Night Flight  
KTEM, Temple, Texas  
**LOWERY, BUD**  
KRMD, Shreveport, La.  
**LUCAS, BEN**  
Talk of the Town  
WRGA, Rome, Ga.  
**LUCAS, LEE**  
KVT, Seattle, Wash.

**LUCAS, WILL**  
KALL, Salt Lake City, Utah  
**LUMAN, ROYCE**  
KSPA, Nacogdoches, Texas  
**LUNDELL, ART**  
KVFJ, Ft. Dodge, Iowa  
**LUNDY, RON**  
WIL, St. Louis, Mo.  
**LUNINGHAM, BOB**  
KYVA, Gallup, N. M.  
**LUONGO, JERRY**  
WSNJ, Bridgeton, N. J.  
**LUPTON, JOHN**  
Motor Matinee  
WGAR, Cleveland, Ohio  
**LYLE, DICK**  
WNEX, Macon, Ga.  
**LYLE, DONALD G.**  
Early Worm  
KCVL, Calville, Wash.  
**LYNDON, SKIP**  
WEVA, Emporia, Va.  
**LYNN, FRED**  
KAWTO, Springfield, Mass.  
**LYONS, LEE**  
WCCW, Traverse City, Mich.  
**LYONS, TAB**  
WHJB, Greensburg, Pa.

## — Me —

**MC AFEF**  
WCGA, Calhoun, Ga.  
**MC CARTHY, J. P.**  
Music Hall  
WJR, Detroit, Mich.  
**MC CARTHY, RED**  
WCMB, Harrisburg, Pa.  
**MC CARTHY, VERNON**  
Dabline  
WRSK, W. Jefferson, N. C.  
**MC CAULEY, JOE**  
Morning Show  
WIP, Philadelphia, Pa.  
**MC CONKEY, VIC**  
WBLJ, Dalton, Ga.  
**MC COY, MARY**  
Triple H Roundup  
KMCO, Conroe, Texas  
**MC CRACKEN, WIN**  
KMO, Tacoma, Wash.  
**MC CULLOUGH, DAN**  
WOR, New York, N. Y.  
**MC CULLOUGH, MARVIN**  
Early Bird Show  
KRMG, Tulsa, Okla.  
**MC DANIEL, JIMMIE**  
KASO, Minden, La.  
**MC DONALD, JULIAN**  
Pizate Park Panorama  
WFIG, Sumter, S. C.  
**MC DOWELL, CHESTER**  
Hotsy Totsy  
KYOK, Houston, Texas  
**MC DOWELL, ROBERT**  
Top Tunes  
KSST, Sulphur Springs, Texas  
**MC GRATH, DICK**  
WSVA, Harrisonburg, Va.  
**MC GREGOR, DON**  
WABB, Mobile, Ala.  
**MC GUIRE, CHARLES**  
Matinee  
WOPI, Bristol, Tenn.  
**MC GUIRE, MAC**  
KBRN, Brighton, Colo.  
**MC HONE, BOB**  
WRVA, Richmond, Va.  
**MC ILVAIN, MERT**  
WREN, Topeka, Kan.  
**MC ILVAINE, RED**  
KABC, Los Angeles, Calif.  
**MC INROY, SAM**  
1490 Club  
WNET, Wellsboro, Pa.  
**MC INTYRE, DAVE**  
WBCH, Hastings, Mich.  
**MC KEELAN, BOB**  
KMOP, Tucson, Ariz.

**MC KINNEY, JOHNNY**  
KQV, Pittsburgh, Pa.  
**MC KINSTRY, WILLIE**  
WJLD, Birmingham, Ala.  
**MC LAINE, JOE**  
WAEB, Allentown, Pa.  
**MC LAUGHLIN, JERRY**  
Requestfully Yours  
KFJB, Marshalltown, Iowa  
**MC LOED, ROB**  
KILT, Houston, Texas  
**MC MILLAN, AL**  
KXLY, Spokane, Wash.  
**MC MILLEN, CHUCK**  
Coffee Time  
KROX, Crookston, Minn.  
**MC NAMEE, JACK**  
WABY, Albany, N. Y.  
**MC PADDEN, JACK**  
Cap-980 Club  
WCAP, Lowell, Mass.  
**MC REE, JIM**  
WPLK, Rockmart, Ga.

— M —

**MAAR, GENE**  
Youth Today  
KGDN, Edmonds, Wash.  
**MACDONALD, SANDY**  
Sunny Side Up  
WGAT, Gate City, Va.  
**MAC, KIM**  
WACT, Tuscaloosa, Ala.  
**MACH, RICK**  
KAWL, York, Neb.  
**MACK, JERRY**  
KRZE, Farmington, N. M.  
**MACK, JIMMY**  
WISH, Indianapolis, Ind.  
**MACKEY, BRUCE**  
WKRT, Cortland, N. Y.  
**MADDOX, BILL**  
KBHS, Hot Springs National  
Park, Ark.  
**MADER, JIM**  
Coffee Club  
WKOW, Madison, Wisc.  
**MAGE'S, JOHNNY**  
KGFJ, Los Angeles, Calif.  
**MAKINSTER, BUD**  
KRFS, Superior, Neb.  
**MALARA, TONY**  
WVNY, Watertown, N. Y.  
**MALESKY, BOB**  
Big 1360  
WKOP, Binghamton, N. Y.  
**MALONE, STEVE**  
Rock 'n Roll WHYthm  
WYTH, Madison, Ga.  
**MANN, AL**  
The Music Man  
WPAY, Portsmouth, Ohio  
**MANN, PERRY**  
KFDA, Amarillo, Texas  
**MANNING, JACK**  
Mostly Music  
WTWN, St. Johnsbury, Vt.  
**MAPEL, ROY**  
Wake Up Easy Show  
KIML, Gillette, Wyo.  
**MAPLES, DONALD WAYNE**  
KBZZ, La Junta, Colo.  
**MARCEL, LOU**  
WCCM, Lawrence, Mass.  
**MARKLE, TINY**  
WAVZ, New Haven, Conn.  
**MARLEY, BILL**  
WSOC, Charlotte, N. C.  
**MARLER, MIKE**  
WLEF, Sandusky, Ohio  
**MARSHALL, E. T.**  
Blue Notes  
WOIC, Columbia, S. C.  
**MARSHALL, JOHN**  
Coffee Call  
KTMC, Mc Alester, Okla.  
**MARSHALL, PERRY**  
WEEP, Pittsburgh, Pa.

**MARSHALL, DAVE**  
WILD, Boston, Mass.  
**MARTIN, HUGH**  
KMBY, Monterey, Calif.  
**MARTIN, JIM**  
WDUH, Gainesville, Ga.  
**MARTIN, JOE**  
Breakfast Bandstand  
WOW, Omaha, Neb.  
**MARTIN, LU**  
Time Out for Gospel Music  
WCMR, Elkhart, Ind.  
**MARTIN, PETER**  
KKOK, St. Louis, Mo.  
**MARTIN, STEVEN**  
Best on Wax  
WUSJ, Lockport, N. Y.  
**MARTIN, STEVE**  
KRIO, Mc Allen, Texas  
**MASON, JERRY**  
WBLV, Springfield, Ohio  
**MASON, MIKE**  
Stringtime  
WFST, Caribou, Me.  
**MASON, PERRY**  
WPTR, Albany, N. Y.  
**MASON, SHERMAN**  
WEW, St. Louis, Mo.  
**MATHEWS, PAT**  
WILD, Boston, Mass.  
**MATHIS, JERRY**  
KBRO, Bremerton, Wash.  
**MATHIS, TOM**  
WISH, Indianapolis, Ind.  
**MATTHEWS, DON**  
Teen Time  
WIDE, Biddleford, Me.  
**MATTHEWS, JOE**  
KGFJ, Los Angeles, Calif.  
**MATTHEWS, JOHN**  
WJOL, Florence, Ala.  
**MAUGEN, TED**  
KPOW, Powell, Wyo.  
**MAWYER, DICK**  
WAFB, Staunton, Va.  
**MAY, KEN**  
Nightbeat  
WLEU, Erie, Pa.  
**MAZE, JEAN**  
World's Greatest Music  
WBAX, Wilkes Barre, Pa.  
**MEAD, BOB**  
Club Matinee  
WITZ, Jasper, Ind.  
**MEDER, JOHN**  
Country Fair  
WICH, Hastings, Mich.  
**MEERS, GARY**  
Rhythm Roundup  
KASH, Eugene, Oregon  
**MELAIN, DEAN**  
Goin' Home Show  
KEYE, Porytown, Texas  
**MELLIHAM, BUD**  
WGRO, Lake City, Fla.  
**MELTON, JIMMY**  
KBHS, Hot Springs National  
Park, Ariz.  
**MENDINE, MARTIN**  
Triple M Show  
KTUX, Pueblo, Colo.  
**MERCHANT, BILL**  
WGRD, Grand Rapids, Mich.  
**MERIDITH, JAY**  
'Round Midnight  
KWTC, Barstow, Calif.  
**MERRILL, FRANK**  
KUDU, Ventura, Calif.  
**MERRITT, NEAL**  
KENS, San Antonio, Texas  
**MEYER, DON**  
KBES, Palm Springs, Calif.  
**MEYER, JAMES**  
Clockwatcher  
KGFJ, Shawnee, Okla.  
**MEYER, JERRY**  
KWVY, Waverly, Iowa  
**MEYER, MARVIN**  
Matinee  
KRMO, Benson, Minn.

**MEYERS, HOLLIS**  
Cumberland Shindig  
WMLP, Pineville, Ky.  
**MICHAELS, FRANK**  
WGEE, Indianapolis, Ind.  
**MICHEL, JEAN**  
WNEW, New York, N. Y.  
**MIKELL, GENE**  
Morning Toast  
WCHK, Canton, Ga.  
**MILES, CAS**  
WRSa, Saratoga Springs,  
N. Y.  
**MILES, JOHN**  
Encore  
KQBY, San Francisco, Calif.  
**MILLER, BILL**  
WMET, Miami Beach, Fla.  
**MILLER, BOB**  
KGCX, Sidney, Mont.  
**MILLER, BOB**  
KJJK, Columbus, Neb.  
**MILLER, BOB**  
Goin' Home Show  
WVNI, Beckley, W. Va.  
**MILLER, CLYDE**  
WCON, Cornelia, Ga.  
**MILLER, DAN**  
KOOK, Billings, Mont.  
**MILLER, GORDON**  
1020 Club  
Carbondale, Ill.  
**MILLER, JIMMIE, JR.**  
WGIG, Brunswick, Ga.  
**MILLER, MIKE**  
KFOR, Lincoln, Neb.  
**MILLER, MIKE**  
Club 1400  
KWNA, Winnemucca, Nev.  
**MILLER, MIKE**  
KTUL, Tulsa, Okla.  
**MILLER, NEAL**  
WVSN, Birmingham, Ala.  
**MILLER, REX**  
WITH, Baltimore, Md.  
**MILLER, ROBERT**  
The Koly Klub  
KOLY, Moberidge, S. D.  
**MILLER, ROSS**  
WTIC, Hartford, Conn.  
**MILLER, STANLEY**  
KUBR, Holdrege, Nev.  
**MILLER, TED**  
WGOV, Valdosta, Ga.  
**MIMS, ERNIE**  
WOC, Davenport, Iowa  
**MITCHELL, BOB**  
WVSA, Savannah, Ga.  
**MITCHELL, BOB**  
Nightsounds  
KSAL, Salina, Kan.  
**MITCHELL, BOB**  
KXOL, Ft. Worth, Texas  
**MITCHELL, DENNY**  
The Den  
WLAJ, Lexington, Ky.  
**MITCHELL, J. P.**  
KBON, Omaha, Neb.  
**MITCHELL, PHIL**  
KPH, Wichita, Kan.  
**MOLINARO, LARRY**  
WNAE, Norristown, Pa.  
**MOLLOY, TOM**  
WEOA, Evansville, Ind.  
**MONTGOMER, TONY**  
WLAN, Lancaster, Pa.  
**MONTGOMERY, STEWART**  
1440 Caravan of Music  
WNPV, Lansdale, Pa.  
**MOONEY, FRANK**  
WHUM, Reading, Pa.  
**MOORE, BILLY**  
WRHL, Rock Hill, S. C.  
**MOORE, BUDDY**  
WPLO, Atlanta, Ga.  
**MOORE, ED**  
WLSF, Escanaba, Mich.  
**MOORE, JIM**  
Bandstand  
KGO, San Francisco, Calif.

# DISC JOCKEYS

**MOORE, LARRY**  
KUSN, St. Joseph, Mo.

**MOORE, MERRIEL**  
WETB, Johnson City, Tenn.

**MOORE, PAT**  
KACY, Port Huene, Calif.

**MORAN, DICK**  
KNEW, Spokane, Wash.

**MORELAND, DICK**  
KACY, Port Huene, Calif.

**MORGAN, PHIL**  
Record Rack  
KSYS, Sedalia, Miss.

**MORGAN, RAY**  
KSWO, Lawton, Okla.

**MORGAN, J. WICK**  
Scranton, Pa.

**MORRELL, HAL**  
KORK, Las Vegas, Nev.

**MORRIS, BILL**  
WIKC, Bogalusa, La.

**MORRIS, ED**  
Evening Serenade  
WFTS, Caribou, Me.

**MORRIS, ROY**  
WZYX, Cowan, Tenn.

**MORRISON, BOB**  
WBRC, Birmingham, Ala.

**MORRISON, EDDIE**  
WEBB, Baltimore, Md.

**MORRISON, TOM**  
This Day of Music  
WSLS, Roanoke, Va.

**MORROW, JACK**  
WIBC, Indianapolis, Ind.

**MORTON, JACK**  
KMO, Tacoma, Wash.

**MOSLEY, ED**  
KPEG, Spokane, Wash.

**MOSS, PENNY**  
1410 Club  
WDSK, Cleveland, Miss.

**MOUNTAIN, DELAINE**  
Mountains of Music  
WAVU, Albertville, Ala.

**MULCAHEY, PAUL**  
WNEB, Worcester, Mass.

**MURDOCK, CHARLIE**  
The Top Forty Show  
WQAM, Miami, Fla.

**MURPHY, ED**  
WSYR, Syracuse, N. Y.

**MURPHY, JIM**  
WBUC, Buckhannon, W. Va.

**MURPHY, JOHN**  
KWVY, Waverly, Iowa

**MURPHY, MICKEY**  
Cool School  
KWAP, Ft. Worth, Texas

**MURPHY, OMER**  
WKOA, Hopkinsville, Ky.

**MURPHY, PAUL**  
WAVI, Dayton, Ohio

**MURPHY, ROBERT E.**  
WQMN, Superior, Wis.

**MURRAY, BILL**  
KARR, Great Falls, Mont.

**MURRAY, DUB**  
Downbeat  
KLUE, Longview, Texas

**MUSCARE, ED**  
KENO, Las Vegas, Nev.

**MYERS, ERNIE**  
KFSD, San Diego, Calif.

## MYERS, PETE

WNEW, New York, N. Y.

### — N —

**NANCE, RAINES**  
WHEE, Martinsville, Va.

**NARBAITZ, RAY**  
KYOZ, Merced, Calif.

**NASUL JERGEN**  
WCCO, St. Paul, Minn.

**NASH, MURL**  
Wake Up Smilin'  
KLPW, Union, Mo.

**NEAL, BOB**  
KCLJ, Shreveport, La.

**NEALAN, AL**  
Curtaintime  
KRML, Carmel, Calif.

**NEELLES, MARY**  
Rise and Shine  
WRIG, Wausau, Wis.

**NELSON, BOB**  
Early Bird Show  
KFBB, Great Falls, Mont.

**NELSON, DICK**  
Tops in Pops  
KAPR, Douglas, Ariz.

**NELSON, GEORGE**  
KYOK, Houston, Texas

**NELSON, JERRY**  
Afternoon Show  
WMSR, Manchester, Tenn.

**NELSON, LARRY**  
KVNA, Flagstaff, Ariz.

**NELSON, LYLE**  
WCMP, Pine City, Minn.

**NESSERROAD, PAUL**  
KVOR, Colorado Springs, Colo.

**NEUBER, PRYOR A. JR.**  
Relax and Listen  
WGSB, Ephrata, Pa.

**NEVINS, ELLIOT**  
Biggie Bash  
WNHC, New Haven, Conn.

**NEWCOMB, ALAN**  
Tempo  
WBT, Charlotte, N. C.

**NEWCOMBE, GLENN**  
Sunday Serenade  
WFAU, Augusta, Me.

**NEWELL, PETE**  
KSLY, San Louis Obispo, Calif.

**NEWMAN, AL**  
WMSB, Columbia, S. C.

**NEWMAN, HARRY**  
WAAT, Trenton, N. J.

**NEWSOME, GIL**  
KWK, St. Louis, Mo.

**NEWTON, BOB**  
Breakfast Express  
WHDH, Mc Kenzie, Tenn.

**NEWTON, LESLIE**  
Sunny Side of Street  
WHGR, Houghton Lake, Mich.

**NIAGARA, JOE**  
KBLG, Avalon, Calif.

**NIEL, WAYNE**  
WRGN, Bowling Green, Ky.

**NIERSBACH, BILL**  
WKIV, Richmond, Ind.

**NIFFATT, TOM**  
KPOL, Honolulu, Hawaii

**NIABROD, CLINE**  
KOKL, Okmulgee, Okla.

**NOBEL, ALFRED**  
WMBT, Miami Beach, Fla.

**NOBLE, BILL**  
KNOW, Austin, Texas

**NOCE, PETE**  
Top Sixty In Dixie  
WCOS, Columbia, S. C.

**NOE, BOB**  
WLDS, Jacksonville, Ill.

**NOEL, JACK**  
WTTTS, Bloomington, Ind.

**NOONAN, DAVE**  
WDEW, Westfield, Mass.

**NORELL, GENE**  
Swinger's Show  
WRIG, Wausau, Wis.

**NORMAN, FRED**  
Make Mine Music  
WFBL, Syracuse, N. Y.

**NORMAN, HAL**  
KFDM, Beaumont, Texas

**NORMAN, ROBERT**  
WDEE, New Haven, Conn.

**NORRIS, JOE**  
Matinee  
WDWS, Champaign, Ill.

**NORTH, JACK**  
Sunday in the Country  
WAVA, Arlington, Va.

**NORWOOD, RICHARD**  
Nightwatch  
WSTP, Salisbury, N. C.

**NUSS, DYANE**  
WIZZ, Streator, Ill.

### — O —

**O'BRIEN, JOE**  
WMCA, New York, N. Y.

**O'CONNELL, BILL**  
WNEB, Worcester, Mass.

**O'DELL, MAURICE**  
Record Matinee  
WSPA, Spartanburg, S. C.

**O'DONNELL, JOHN**  
Breakfast with Woody  
WDDY, Gloucester, Va.

**OHDE, B. HARLAN**  
KTIP, Porterville, Calif.

**OHLEMEIER, BILL**  
KAYS, Hays, Kan.

**OJAY, EDDIE**  
WABQ, Cleveland, Ohio

**O'LEARY, JIM**  
KBLG, Avalon, Calif.

**OLIVER, DENNIS**  
Dennis the Menace Show  
WAXX, Chippewa Falls, Wis.

**OLIVER, JOE**  
WOWL, Florence, Ala.

**OLSEN, DOUG**  
WIOU, Kokomo, Ind.

**OLSEN, STU**  
Chore Time Show  
WCCB, Manitowoc, Wis.

**OLSEN, VERN**  
KWPC, Muscatine, Iowa

**OLSON, JIM**  
KYOS, On the Go  
KYOS, Bellingham, Wash.

**O'ROURKE, JOHN**  
KSOO, Sioux Falls, S. D.

**ORTEGA, ISMAEL**  
KRVT, Tucson, Ariz.

**OSBORN, RICH**  
KORD, Pasco, Wash.

**OSBORNE, JACK**  
WFRX, W. Frankfort, Ill.

**OSBORNE, SCOTT**  
KAYS, Hays, Kan.

**OSTREM, TED**  
WJOL, Joliet, Ill.

**O'SULLIVAN, BILL**  
The Morning Show  
WRIV, Riverhead, N. Y.

**OTTE, CHARLES**  
Morning Serenade  
KLPW, Union, Mo.

**OVERBEY, JERRY**  
Music in Hi Fi  
WLBB, Carrollton, Ga.

**OVERTON, DAVE**  
Record Date  
WNRV, Narrows, Va.

**OWEN, JIM**  
WROA, Gulfport, Miss.

**OWENS, JESSE**  
WAFB, Chicago, Ill.

**OXENRIDER, ORVAN**  
WALD, Walterboro, S. C.

### — P —

**PADRIC, GERRY**  
WOOV, Greenville, N. C.

**PAGE, PHIL**  
KTUL, Tulsa, Okla.

**PAIMQUIST, RON**  
Show Time  
KMOR, Littleton, Colo.

**PAPPAS, JIM**  
WALL, Middletown, N. Y.



**PARKER, BOB**  
Alarm Clock Club  
WDUH, Gainesville, Ga.

**PARKER, DANNY**  
WCNT, Centralia, Ill.

**PARKER, DONN**  
WMEX, Boston, Mass.

**PARKER, EDDIE**  
WFCI, Knoxville, Tenn.

**PARKER, ELZIE**  
KAJO, Grants Pass, Oregon

**PARKER, JESSE**  
Club 1450  
WHSC, Hartsville, S. C.

**PARKER, MARY**  
Wake Up to Music  
KBOP, Pleasanton, Texas

**PARFITT, SAM**  
WDEW, Westfield, Mass.

**PARKS, BUD**  
WHIO, Dayton, Ohio

**PARKS, HARLAN**  
1100 Club  
WLBB, Carrollton, Ga.

**PARKS, JERRY**  
KCUL, Ft. Worth, Ind.

**PARKS, LARRY**  
Miss Jubilee  
WBKN, Newton, Miss.

**PARMELEE, CHUCK**  
Alarm Clock  
WSPD, Toledo, Ohio

**PARNELL, JACK**  
WHBQ, Memphis, Tenn.

**PARRY, BILL**  
Afternoon Affair  
KTEM, Temple, Texas

**PARTIDO, FRED**  
Tempo  
KWCO, Chickasha, Okla.

**PARTON, KEN**  
WHLE, So. Boston, Va.

**PATRICK, CHUCK**  
WAGN, Menominee, Mich.

**PATRICK, CHUCK**  
KUSN, St. Joseph, Mo.

**PATRICK, GEORGE**  
WCKR, Miami, Fla.

**PATRICK, JIM**  
WJUD, St. Johns, Mich.

**PATRICK, PAT**  
Dance Party  
WAOK, Atlanta, Ga.

**PATRICK, PHIL**  
WPLY, Plymouth, Wise.

**PARTRIDGE, DICK**  
WNEW, New York, N. Y.

**PATTON, KEN**  
WGOG, Walhalla, S. C.

**PAUL, DON**  
Noon to Two Point of View  
WNAK, Wilkes-Barre, Pa.

**PAUL, JIMMY**  
KOB, Albuquerque, N. M.

**PAUL, JR.**  
WWOW, Conneaut, Ohio

**PAUL, SANDY**  
KIBE-KDFC, San Francisco, Calif.

**PAUL, VINCE**  
Night Sounds  
KWNO, Winona, Minn.

**PAYNE, TED**  
KJOY, Stockton, Ga.

**PEARL, JIM**  
Mr. Music Man  
KBTN, Neosho, Mo.

**PEASE, CHARLES**  
Strictly Music  
WVHG, Hornell, N. Y.

**PECK, LES**  
Muste You Want  
KULG, Garden City, Kan.

**PEELE, JERRY**  
Best on Wax  
WEWO, Laurinburg, N. C.

**PENNA, WARREN**  
The Music Wagon  
WR0M, Rome, Ga.

**PENUEL, LEWIS**  
WMTS, Murfreesboro, Tenn.

**PEPPER, KEN**  
KVER, Clovis, N. M.

**PERKINS, ED**  
Mr. Music Man  
WHDH, Me. Kenzie, Tenn.

**PERKINS, RON**  
KYND, Tempe, Ariz.

**PERRY, BOB**  
Cap-980 Club  
WCAP, Lowell, Mass.

**PERRY, DAVE**  
WTHE, Spartanburg, S. C.

**PERRY, JAKE**  
Woody's Survey  
WDDY, Gloucester, Va.

**PERRY, TOM**  
Night Club  
WBCM, Bay City, Mich.

**PERRYMAN, BILL**  
KYRO, Potosi, Mo.

**PETERS, JACK**  
Record Room  
WCSS, Amsterdam, N. Y.

**PETTUS, BILL**  
1340 Club  
WVOE, Welch, W. Va.

**PETTY, JERRY**  
KNAL, Victoria, Tex.

**PETERSON, BOB**  
Hi-Fi Holiday  
WSSV, Petersburg, Va.

**PETERSON, ROLFE**  
KGO, San Francisco, Calif.

**PETERSON, SKIP**  
KLIZ, Brainerd, Minn.

**PEIFFER, RUDY**  
Musie-man  
KERG, Eugene, Oregon

**PIELAN, TOM**  
Mid-Morning Melodies  
KVOS, Bellingham, Wash.

**PELPS, HAROLD**  
KBMN, Bozeman, Mont.

**PHILLIPS, DICK**  
WEVA, Emporia, Va.

**PHILLIPS, LEE**  
The Morning Mayor  
WFEC, Washington, D. C.

**PHILLIPS, MIKE**  
KISN, Portland, Oregon

**PHILPOT, JOHN**  
KENA, Mena, Ark.

**PHIPPS, RAY**  
WTAX, Springfield, Ill.

**PLATT, GENE**  
WOW, Omaha, Neb.

**PINGLE, JACK**  
Good Music in Hi-Fi  
WECL, Eau Claire, Wise.

**PINKNEY, ROM**  
WEBB, Baltimore, Md.

**PINNER, JOE**  
WMBR, Jacksonville, Fla.

**PINNIX, JIMMY**  
WNAG, Grenada, Miss.

**PITCOCK, JIM**  
KFSA, Ft. Smith, Ark.

**PLEDGER, DOUG**  
KNBC, San Francisco, Calif.

**POLLOCK, LES**  
WIZZ, Strettor, Ill.

**PORTER, MIKE**  
WABB, Mobile, Ala.

**POTE, GARRY**  
Classic Corner  
WKMC, Roaring Springs, Pa.

**POWELL, MAX**  
Hits for the Mrs.  
WHIT, New Bern, N. C.

**POWELL, MIKE**  
KNEA, Jonesboro, Ark.

**POWERS, TOM**  
Second Cup of Coffee  
WADK, Newport, R. I.

**PRESELEY, BOB**  
KILT, Houston, Texas

**PREECE, JIM**  
KBON, Omaha, Neb.

**PRITCHARD, MARK**  
WGTO, Cypress Gardens, Fla.

**PRITCHARD, WAYNE**  
KSOO, Sioux Falls, S. D.

**PUCKETT, TRUMAN**  
WJLD, Birmingham, Ala.

**PURCELL, WOODY**  
Flair  
WCHV, Charlottesville, Va.

**PURTAN, DICK**  
WMBR, Jacksonville, Fla.

**PYLE, JACK**  
WRCV, Phila., Pa.

**— Q —**

**QUINN, MIKE**  
Highway 850  
KTAC, Tacoma, Wash.

**— R —**

**RAFFERTY, SKIP**  
WOND, Pleasantville, N. J.

**RAYBEY, LAMAR**  
Top 100 Tune Show  
WLET, Pocomo, Ga.

**RAMIREZ, JOE**  
Latin American Melodies  
KDZA, Pueblo, Colo.

**RAMSEY, NICK**  
Carnival of Music  
WFAA, Dallas, Texas

**RAMSEY, RAY**  
KREM, Spokane, Wash.

**RAMSEY, WAYNE**  
KENA, Mena, Ark.

**RANDALL, REX**  
WALT, Tampa, Fla.

**RANIERI, BILL**  
Hi-Fi Holiday  
WSSV, Petersburg, Va.

**RAPOZA, NORM**  
Music, Inc.  
WSAR, Fall River, Mass.

**RATTIGAN, JACK**  
WRCV, Philadelphia, Pa.

**RAVEY, RALPH**  
WDXV, Waupaca, Wise.

**RAWLES, HARRY**  
KJHN, Hugo, Okla.

**RAWLINGS, WAYNE**  
KUCJ, Walla Walla, Wash.

**RAYMOND, ART**

**RAYMOND, HAL**  
KISN, Portland, Oregon

**REAGAN, FRANK**  
WKIP, Poughkeepsie, N. Y.

**REED, DALE**  
KASH, Eugene, Oregon

**REED, RICHARD**  
KUDE, Occaside, Calif.

**REED, ROBERT**  
WGOK, Mobile, Ala.

**REID, CLARK**  
WJBK, Detroit, Mich.

**REIGLER, RON**  
WCMW, Canton, Ohio

**REY, MARIO**  
KWKW, Pasadena, Calif.

**REYES, HENRY**  
KAVI, Rocky Ford, Colo.

**REYNOLDS, REDD**  
Road Show  
WBLR, Batesburg, S. C.

**REYNOLDS, BEN**  
Starlight Serenade  
WTON, Staunton, Va.

**REYNOLDS, WILLIAM**  
Impulse  
WPRW, Manassas, Va.

**RHODENHISER, DAVE**  
Teen Time  
WVVG, Middleedgeville, Ga.

**RICARDO, RIC**  
WGES, Chicago, Ill.

**RICE, DICK**  
Afternoon Melodies  
KYRO, Potosi, Mo.

## DISC JOCKEYS

- RICHBOUG, JOHN**  
Record Parade  
WLAC, Nashville, Tenn.
- RIDER, LARRY**  
WPDR, Portage, Wisc.
- RIEGERT, JAMES**  
Melody Go Round  
WTPC, Towanda, Pa.
- RIGGINS, BOB**  
Music for Adults  
KJIM, Ft. Worth, Texas
- RILEY, JOHN**  
WFBG, Altoona, Pa.
- RILEY, RON**  
WOKY, Milwaukee, Wisc.
- RINALDI, MATT**  
WACK, Newark, N. J.
- RIPLEY, RON**  
Coffee Time and Spectrum  
WKJ, Farmington, Me.
- RIVERA, HAROLD**  
Caravana Musical  
WORA, Mayaguez, Puerto Rico
- RIVERS, BILL**  
WALG, Albany, Ga.
- ROBBIN, FRED**  
KWVL, Waterloo, Iowa
- ROBERTS, ART**  
WLS, Chicago, Ill.
- ROBERTS, BOB**  
WFTL, Ft. Lauderdale, Fla.
- ROBERTS, BOB**  
KAPE, San Antonio, Texas
- ROBERTS, GEORGE**  
WRFB, Tallahassee, Fla.
- ROBERTS, JAY**  
Night Flight  
WJR, Detroit, Mich.
- ROBERTS, JERRY**  
WBCM, Bay City, Mich.
- ROBERTS, JIM**  
WAMM, Flint, Mich.
- ROBERTS, JOE**  
Daybreak  
WGSM, Huntington, N. Y.
- ROBIN, ROCKIN'**  
Rock 'N Roll Kingdom  
Philadelphia, Pa.
- ROBINSON, BILL**  
KASO, Minden, La.
- ROBINSON, BILL**  
WMNI, Columbus, Ohio
- ROCKDASHEL, ROCK**  
Mail Train  
WISV, Viroqua, Wisc.
- RODDY, DAVE**  
Bama Beat  
WYDE, Birmingham, Ala.
- RODDY, ROD**  
KQV, Pittsburgh, Pa.
- RODGERS, CHET**  
WDOE, Dunkirk, N. Y.
- RODGERS, RAY, JR.**  
Afternoon Melodies  
KBBB, Borger, Texas
- RODGERS, WILLIE**  
Western Roundup  
KPEP, San Angelo, Texas
- ROGERS, BUCK**  
KRIC, Beaumont, Texas
- ROGERS, ROCKIN**  
WTMP, Tampa, Fla.
- ROPER, JIM**  
Goin' Home Show  
KPIX, Pueblo, Colo.
- ROSE, DARRELL**  
KPAN, Hereford, Texas
- ROSELLE, JIM**  
WJTN, Jamestown, N. Y.
- ROSS, AL**  
WRC, Washington, D. C.
- ROSS, ART**  
The Clockwatcher  
WWIL, Ft. Lauderdale, Fla.
- ROSS, ART**  
WTKO, Ithaca, N. Y.
- ROSS, DON**  
WEEX, Easton, Pa.
- ROSS, ELDON**  
KTFS, Texarkana, Texas
- ROSS, LES**  
Top of the Morning  
WCNX, Middletown, Conn.
- ROSSE, COLIN**  
Tempo  
WCHV, Charlottesville, Va.
- ROSSI, GEORGE**  
Hello Show  
WKST, New Castle, Pa.
- ROULSTONE, TOM**  
Album Time  
WPEP, Tannin, Mass.
- ROUND, BILL**  
Musical Clock  
WBMC, McMinnville, Tenn.
- ROWE, JR. KEN**  
Music for Adults  
KJIM, Fort Worth, Texas
- ROYAADS, RENE**  
Nitecap  
WSPA, Spartanburg, S. C.
- RUANO, GUALBERTO**  
Musica para Usted  
WORA, Mayaguez, Puerto Rico
- RUCH, DAN**  
Spins and Needles  
KEPS, Earle Pass, Texas
- RUCKER, JIM**  
WLOU, Louisville, Ky.
- RUDD, BILL**  
KCUB, Tucson, Ariz.
- RUDD, JIM**  
KXGO, Fargo, N. D.
- RUDD, WIL**  
All Nite Show  
WJMO, Cleveland, Ohio
- RUETZ, ED**  
Morning Show  
KMOR, Littleton, Colo.
- RURRIN, ELWARD**  
Spins and Needles  
KVLG, La Grange, Texas
- RUSNAK, BILL**  
Spotlight  
WDWS, Champaign, Ill.
- RUSSELL, AL**  
WGL, Fort Wayne, Ind.
- RUSSELL, JOHN**  
KMA, Shenandoah, Iowa
- RUSSELL, MARION**  
WRMF, Tinsville, Fla.
- RUSSELL, VERN**  
KUD, Walla Walla, Wash.
- RUTHERFORD, JERRY**  
The Night Owl Show  
WCMI, Ashland, Ky.
- RYAN, DAN J.**  
WBBW, Youngstown, Ohio
- RYAN, DAVE**  
WBUT, Butler, Pa.
- RYAN, JACK**  
Matinee and Sleepytime  
Express  
WBRK, Pittsfield, Mass.

## — S —

- SALDON, GEORGE P.**  
Musical Varieties  
WONG, Oneta, N. Y.
- SAKAI, S.**  
WOHO, Honolulu, Hawaii
- SALAS, MARIA**  
KUBO, San Antonio, Texas
- SALBERG, JOEL**  
WTOR, Torrington, Conn.
- SALTER, BOB**  
KAYO, Seattle, Wash.
- SANCHEZ, NICK**  
Music in the Night  
WFBL, Syracuse, N. Y.
- SANDEKS, BILL**  
WDXB, Chattanooga, Tenn.
- SANTOS, CASEY**  
KCOK, Tulare, Calif.
- SASS, ROBERT**  
WCQS, Alma, Ga.
- SATTERFIELD, WAYNE**  
Night Watch  
WBOY, Clarksburg, W. Va.
- SAULINE, FRANK**  
WIMS, Michigan City, Ind.
- SAUNDERS, BRUCE**  
Club 960  
WSBT, South Bend, Ind.
- SAUNDERS, EDDIE**  
WVKO, Columbia, Ohio
- SAWYER, VERNE**  
Koffee Klatch  
KENE, Toppenich, Wash.
- SAXON, MARTY**  
WTVJ, Miami Beach, Fla.
- SCHEYING, KARL**  
WECK, Poughkeepsie, N. Y.
- SCHMEER, WILLIAM**  
WAZL, Hazleton, Pa.
- SCHON, JOHN**  
WJER, Dover, Ohio
- SCHRAM, VIOLET**  
KIEY, Glendale, Calif.
- SCHRIEVES, CARLTON**  
WEZL, Richmond, Va.
- SCHULTZ, BILL**  
WTNT, Tallahassee, Fla.
- SCHWARZ, BOB**  
WASK, Lafayette, Ind.
- SCOBEL, BILL**  
WTFE, Brazil, Ind.
- SCOLES, PAT**  
Jazztime  
WRSW, Warsaw, Ind.
- SCOTT, BOB**  
WAPC, Riverhead, N. Y.
- SCOTT, CABRAY**  
WFRB, Tallahassee, Fla.
- SCOTT, EVAN**  
Evening Concert  
KCMS, Manitou Springs, Colo.
- SCOTT, HARRY**  
WSPR, Springfield, Mass.
- SCOTT, JOHN**  
WFTL, Ft. Lauderdale, Fla.
- SCOTT, RANDY**  
Hi-Fi Club  
WBLV, Springfield, Ohio
- SCOTT, SAM**  
WCAM, Camden, N. J.
- SCOTT, WILLARD**  
WRC, Washington, D. C.
- SCRIVNER, JOHN**  
WJBD, Salem, Ill.
- SEABENECK, ART**  
Night People  
WTFR, Norfolk, Va.
- SEARS, RON**  
The Record Party  
WOAP, Owosso, Mich.
- SEAY, ALBERT DR.**  
Unusual Interest  
KCMS, Manitou Springs, Colo.
- SECRET, MIKE**  
KHJ, Los Angeles, Calif.
- SEEDS, WALLACE**  
Morning Show  
KWRW, Guthrie, Okla.
- SEELEY, RALPH**  
KVOR, Colorado Spring, Colo.
- SERFICO, DAN**  
Coffee Break  
WOCB, W. Yarmouth, Mass.
- SETTLE, DON**  
KCMJ, Palm Springs, Calif.
- SEYMOUR, ROBIN**  
WKMh, Dearborn, Mich.
- SEWELL, NORMAN**  
Turntable Time  
KTRR, Martin Rolla, Mo.
- SEVY VERN**  
WKBN, Youngstown, Ohio
- SHARP, BILL**  
Cavalcade  
WMIK, Middlesboro, Ky.
- SHARP, TIP**  
East Kentucky Jamboree  
WWKY, Winchester, Ky.

**SHAW, CHARLES**

The Best of 40,000  
WSPB, Sarasota, Fla.

**SHELA, EDWARD**

WFBG-TV, Altoona, Pa.

**SHEEHAN, ED**

KOOD, Honolulu, Hawaii

**SHELDON, HARVEY**

WEEZ, Chester, Pa.

**SHELLER, LEROY**

Showcase  
WDMJ, Marquette, Mich.

**SHERIDAN, PHIL**

Rise and Shine  
WFIL, Philadelphia, Pa.

**SHERLOCK, LA MAR**

KEZY, Anaheim, Calif.

**SHERMER, RAY**

Club 1340  
KBR, Springdale, Ark.

**SHERWOOD, BONNIE**

Music in the Afternoon  
WBCB, Levittown, Pa.

**SHINE, TOM**

WGHN, Grand Haven, Mich.  
SHINSEL, VIC

**SHINSEL, VIC**

PM Dance Time  
K-KID, Pendleton, Oregon

**SHIPLEY, BOB**

WHLO, Akron, Ohio

**SHIPLEY, ROBERT**

Jamboree  
WPRW, Manassas, Va.

**SHORE, SANDY**

KCRG, Cedar Rapids, Iowa  
SHORT, CURTIS

**SHORT, CURTIS**

Western Jamboree  
KBOP, Pleasanton, Texas

**SHORT, JOE**

Holiday in Hi-Fi  
KWFT, Wichita Falls, Texas

**SHOTWELL, ELLIS**

Wake Up Easy  
WION, Iona, Mich.

**SIOVAN, TOM**

Destination Dawn  
WPOR, Portland, Me.

**SIRUM, CAL**

WMAV, Springfield, Ill.  
SUCEMACHER, JIM

**SUCEMACHER, JIM**

Downbeat  
KMHT, Marshall, Texas

**SUPERT, BILL**

WGBI, Scranton, Pa.  
SHUR, GARY

Music for Listening  
WFHR, Wisconsin Rapids,  
Wisc.

**SHURIAN, BUD**

Your Show  
WFAA, Dallas, Texas

**SHUTE, GARY**

WLAM, Lewiston, Me.  
SIDMAN, PAT

Early Bird Show  
WLIZ, Lake Worth, Fla.

**SIEGLE, JOE**

KUDE, Oceanside, Calif.  
SIGMON, C. CURTIS

**SIGMON, C. CURTIS**

Musical Menu  
WYCL, York, S. C.

**SIKES, JOE**

KANE, New Iberia, La.  
SIMON, BOB

**SIMON, BOB**

KORD, Pasco, Wash.  
SIMON, JACK

**SIMON, JACK**

Melody Magic  
WNCC, Barnesboro, Pa.

**SINCLAIR, DICK**

Polka Party  
KFI, Los Angeles, Calif.

**SINGER, JACK**

Cracker Jack Show  
WGRO, Lake City, Fla.

**SISK, BILL**

WPME, Punxsutanawney, Pa.  
SKINNER, CHARLIE

**SKINNER, CHARLIE**

WGAD, Gadsden, Ala.  
SKJOLD, DON

**SKJOLD, DON**

WAZY, Lafayette, Ind.

**SLACK, DEAN**

Melody Corner  
WJOY, Burlington, Vt.

**SLAPPEY, SID**

780 Club  
WAVA, Arlington, Va.

**SLOCUM, CLICK**

KOLO, Reno, Nev.

**SLOCUM, KENT**

Music of the Sunnyside  
KOTA, Rapid City, S. D.

**SLONE, JIM**

KRZE, Farmington, N. M.  
SLUSHER, DALE

**SLUSHER, DALE**

And What's New?  
KRFS, Superior, Neb.

**SMITH, BARRY**

KSO, Des Moines, Iowa  
SMITH, BOB

**SMITH, BOB**

Party Line  
WSVS, Crewe, Va.

**SMITH, CARTER**

Afternoon Concert  
KRE, Berkeley, Calif.

**SMITH, DAN**

Nightbeat  
WESB, Bradford, Pa.

**SMITH, ED**

WAUD, Auburn, Ala.  
SMITH, FRANK

**SMITH, FRANK**

Top of the Morning  
WSVS, Crewe, Va.

**SMITH, GENE**

WPMP, Pascagoula-Moss  
Pnt, Miss.

**SMITH, KEN**

WHSY, Hattiesburg, Miss.  
SMITH, FATMAN LLOYD

**SMITH, FATMAN LLOYD**

Snap Club  
WHAT, Philadelphia, Pa.

**SMITH, PAUL**

KMUR, Salt Lake City, Utah  
SMITH, RAY

**SMITH, RAY**

Noon Time Notes  
WBAF, Valdosta, Ga.

**SMITH, ROBERT**

WM.T. Dublin, Ga.  
SMITH, TOM

**SMITH, TOM**

KCRV, Caruthersville, Mo.  
SMITH, WILLIAM

**SMITH, WILLIAM**

Top 40  
WTAP, Marion, S. C.

**SNYDER, BOB**

KCLO, Leavenworth, Ky.  
SNYDER, BOB

**SNYDER, BOB**

WKOK, Sunbury, Pa.  
SOLOMON, CHUCK

**SOLOMON, CHUCK**

WFLB, Fayetteville, N. C.  
SORKIN, DAN

**SORKIN, DAN**

Early Bird Show  
WCFL, Chicago, Ill.

**SOSH, LON**

Courting Capers  
WKCT, Bowling Green, Ky.

**SOULES, TERRY**

Wake Up Easy  
KEYJ, Jamestown, N. D.

**SPARK, BILL**

WDBJ, Roanoke, Va.  
SPALDING, LARRY

**SPALDING, LARRY**

Sunday Serenade  
WFBN, Lebanon, Ky.

**SPEAKS, BOB**

WMRI, Marion, Ind.  
SPARE, DAN

**SPARE, DAN**

KLYD, Bakersfield, Calif.  
SPEARS, BEN

**SPEARS, BEN**

WFPM, Ft. Valley, Ga.  
SPECTOR, JACK

**SPECTOR, JACK**

WJJD, Chicago, Ill.  
SPEEGLE, DAN

**SPEEGLE, DAN**

Top O' the Mornin'  
KSFA, Nacogdoches, Texas

**SPEEGLE, JIM**

KBBB, Borger, Texas  
SPRING, JOHNNY

**SPRING, JOHNNY**

WFGB, Indianapolis, Ind.  
STAEGER, BOB

**STAEGER, BOB**

KZUN, Opportunity, Wash.

**STAG, BUD**

WMVO, Mt. Vernon, Ohio  
STANDALL, JERRY

**STANDALL, JERRY**

Traffic Turntable  
KGY, Olympia, Wash.

**STANLEY, JIM**

KICK, Springfield, Miss.  
STANTON, DAVE

**STANTON, DAVE**

Bumper to Bumper Club  
KTRN, Wichita Falls, Texas

**STARKEY, DALE**

KAYO, Seattle, Wash.  
STARLING, FRANK

**STARLING, FRANK**

Morning Melodies  
WFLS, Fredericksburg, Va.

**STATHAM, BILL**

Say It with Music  
WMPO, Middleport-Pomeroy,  
Ohio

**STATHAM, BOB**

Carolina in the Morning  
WHIT, New Bern, N. C.

**STAYER, RONALD**

WEZN, Elizabeth, Pa.  
STEADMAN, DENNIE

**STEADMAN, DENNIE**

Nightwatch  
WSAZ, Huntington, W. Va.

**STEGALL, JERRY**

KPTL, Carson City, Nev.  
STEPHENS, MAXIE D. JR.

**STEPHENS, MAXIE D. JR.**

WRJW, Picayune, Miss.  
STERLING, JIM

**STERLING, JIM**

WHLO, Akron, Ohio  
STERN, EARL

**STERN, EARL**

WGAW, Gardner, Mass.  
STEVENS, AL

**STEVENS, AL**

WAYE, Baltimore, Md.  
STEVENS, BILL

**STEVENS, BILL**

WMAX, Grand Rapids, Mich.  
STEVENS, DON

**STEVENS, DON**

WARM, Scranton, Pa.  
STEVENS, MARK

**STEVENS, MARK**

KSTT, Davenport, Iowa  
STEWART, BOB

**STEWART, BOB**

KZON, Tolleson, Ariz.  
STEWART, BRUCE

**STEWART, BRUCE**

Sound Spectacular  
WGEE, Indianapolis, Ind.

**STEWART, JACK**

WMOX, Meridian, Miss.  
STICKNEY, GEORGE

**STICKNEY, GEORGE**

WFAA, Fredericksburg, Va.  
STONE, CLYDE

**STONE, CLYDE**

Hayloft Jamboree  
WCKB, Dunn, N. C.

**STONE, DAVE**

KGRO, Gresham, Oregon  
STONE, LINDA LOU

**STONE, LINDA LOU**

Country Music Jamboree  
WKBO, Harrisburg, Pa.

**STONE, RHEA**

KVIP, Redding, Calif.  
STOVER, SMOKEY

**STOVER, SMOKEY**

KMOP, Tucson, Ariz.  
STREET, TED

**STREET, TED**

WHAP, Hopewell, Va.  
STRETTMAN, PHIL

**STRETTMAN, PHIL**

Time Keeper Show  
WMLM, Cordele, Ga.

**STRIKER, BUD**

WOW, Conneaut, Ohio  
STROTHER, FRED

**STROTHER, FRED**

WPMP, Pascagoula-Moss  
Point, Miss.

**STUART, GENE**

WHOO, Orlando, Fla.  
STUART, RICHARD

**STUART, RICHARD**

990 Morning Review  
KWAM, Memphis, Tenn.

**STUBBS, CARL**

Platter Party  
WFIS, Fountain Inn, S. C.

**STURVIST, JERRY**

Morning Bell  
WDMJ, Marquette, Mich.

**SULLIVAN, JAMES**

WBRY, Waterbury, Conn.  
SUMNER, WAYNE

**SUMNER, WAYNE**

Record Room  
WLET, Toccoa, Ga.

# DISC JOCKEYS

**SURLES, RICHARD**  
Torchlight Parade  
WRMT, Rocky Mount, N. C.

**SUTKOWSKI, M.**  
Sundry Music  
WPFS, Pittston, Pa.

**SUTTON, MILTON**  
WBBM, Miami Beach, Fla.

**SUTTON, PHIL**  
KBOW, Butte, Mont.

**SWARTS, NELSON**  
Moonglow  
WHLM, Bloomsburg, Pa.

**SWIFT, CHARLES**  
Curtain Time  
WSBB, New Smyrna Beach, Fla.

**SARACUSE, RUSS**  
WKBW, Buffalo, N. Y.

## — T —

**TALTON, MABLE**  
10 O'Clock Shopper  
WMPM, Smithfield, N. C.

**TANKEV, NICK**  
WMCK, McKeesport, Pa.

**TANNAHILL, GARY**  
KPAN, Hereford, Texas

**TANNER, GEORGE**  
Daddy Good Time  
KANB, Shreveport, La.

**TANNER, GERRY**  
WKIP, Poughkeepsie, N. Y.

**TARYN, THAYER**  
KBOY, Medford, Oregon

**TATE, BILL**  
KOGT, Orange, Texas

**TATE, JIM**  
Morning Mayor  
WCKR, Miami, Fla.

**TATHAM, LEON**  
KLVY, Levelland, Texas

**TAVARES, LARRY**  
Swinging Down the Lane  
KIPA, Hilo, Hawaii

**TAYLOR, BILL**  
WKMT, Kings Mountain, N. C.

**TAYLOR, DICK**  
WAUR, Auburn, N. Y.

**TAYLOR, JIM**  
WKBW, Buffalo, N. Y.

**TAYLOR, JIM**  
WCVI, Connettsville, Pa.

**TAYLOR, JIM**  
WKAZ, Charleston, W. Va.

**TAYLOR, GENE**  
WLS, Chicago, Ill.

**TERRI, LOU**  
WPOP, Hartford, Conn.

**TERRY, BOB**  
WKY, Evansville, Ind.

**TERRY, DON**  
KAVI, Rocky Ford, Colo.

**THEME, DON**  
Coffee Break Show  
WJHO, Opelika, Ala.

**THOMAS, BERNIE**  
KDEF, Albuquerque, N. M.

**THOMAS, DICK**  
Daybreaker Show  
KSIS, Sedalia, Miss.

**THOMAS, GEORGE**  
WCAU, Philadelphia, Pa.

**THOMAS, TOMMY**  
Music in PM  
WWJB, Brooksville, Fla.

**THOMAS, VANCE**  
WSON, Henderson, Ky.

**THOMASON, BILL**  
Fratlie Time  
WBAC, Cleveland, Tenn.

**THOMPSON, DON**  
Music in AM  
WWJB, Brooksville, Fla.

**THOMPSON, GLENN**  
WEBB, Burlington, N. C.

**THOMSON, BOB**  
WLDS, Jacksonville, Ill.

**THORTON, CAL**  
WWNS, Statesboro, Ga.

**THRASHER, ERNIE**  
KZIP, Amarillo, Texas

**TIBBLES, BOB**  
WRTG, Thomasville, Ga.

**TIMERMAN, CLAUDE**  
WALY, Herkimer, N. Y.

**TITTLE, BOB**  
WBGN, Bowling Green, Ky.

**TITUS, FRED**  
Studio 85  
WRBZ, Muskegon, Mich.

**TOMION, RONALD**  
Lake Time  
WFLR, Durdee, N. Y.

**TORGERSON, GARY**  
Big X Matinee  
RGCX, Sindy, Mont.

**TOWNE, GENE**  
KSSS, Colorado Springs, Colo.

**TRAVIS, CHARLES**  
WHEE Time  
WHEE, Martinsville, Va.

**TRENT, STEVE**  
Dayline  
WKAM, Goshen, Ind.

**TREU, DON**  
KFJ, Webster City, Iowa

**TREVATHAN, HUB**  
KRBA, Lufkin, Texas

**TRIMBLE, PHIL**  
Hill Country Capers  
KERV, Kerrville, Texas

**TRIPLETT, JACK**  
WALT, Tampa, Fla.

**TRIVETTE, JOE**  
Show of Music  
WNT, Winter Haven, Fla.

**TRUSSELL, CHARLEY**  
KXEL, Waterloo, Iowa

**TUCKER, NEIL**  
KTL, Tillamook, Oregon

**TUCKER, TOMMY**  
WIOI, Portsmouth, Ohio

**TUPPER, JOHN**  
Merry-Go-Round  
WSME, Sanford, Me.

**TURK, AL**  
WIC, Bpt, Conn.

**TURLEY, BOB**  
WKAZ, Charleston, W. Va.

**TURNER, BARRY**  
KYNT, Yankton, S. D.

**TURTON, PAUL**  
KIBT, Big Spring, Texas

**TWISS, JENNIFER**  
1010 Club  
WCNL, Newport, N. H.

**TWISTOL, DICK**  
KXRA, Alexandria, Minn.

**TYLER, LEE**  
KDOK, Tyler, Texas

## — U —

**UNDERWOOD, CHARLES**  
WBBS, Unontown, Pa.

**URBAN, JOHN**  
Jazz Party  
WVNY, Watertown, N. Y.

**URY, JOHN**  
Music Till Noon  
WERT, Van Wert, Ohio

## — V —

**VAUL, CHRISTOPHER**  
WKPY, La Crosse, Wis.

**VALE, LOU**  
Music Shop  
WJOB, Hammond, Ind.

**VALENTINE, WAYNE T.**  
WKLK, Cloquet, Minn.

**VANCE, DICK**  
KSO, Des Moines, Iowa

**VAN OSS, JULIUS**  
WHPC, Holland, Mich.

**VARNUM, JAMES**  
WDOR, Hanover, N. H.

**VEAL, JULIAN**  
Twilight Time  
WMVG, Milledgeville, Ga.

**VERNER, JACK**  
Parade of Music  
WBE, Marietta, Ga.

**VICKERS, JIM**  
Platter Time  
WJOB, Port St. Joe, Fla.

**VIELE, TODD**  
WFR, Franklin, Pa.

**VOGT, KEN**  
WRIT, Milwaukee, Wis.

**VOGT, ROGER**  
WKTY, La Crosse, Wis.

**VOSS, BOB**  
Pop Parade  
WROD, Daytona Beach, Fla.

## — W —

**WADE, CLOID**  
WEAG, Fauquier, N. C.

**WAGER, CLINT**  
KZON, Tolleson, Ariz.

**WAGNER, LOT**  
KXEL, Waterloo, Iowa

**WALKER, ANDREW**  
KWRO, Coquille, Oregon

**WALKER, BILLY**  
WEAG, Fauquier, N. C.

**WALKER, DAVE**  
Roseland Revue  
WPEP, Taunton, Mass.

**WALKER, JOE**  
WPEC, Miami, Fla.

**WALLACE, JIM**  
WPLY, Plymouth, Wis.

**WALLACE, KEN**  
WKY, Evansville, Ind.

**WALLEY, CHARLIE**  
WHSY, Hattiesburg, Miss.

**WALSH, GORDON**  
WAGE, Leesburg, Va.

**WALSH, JACK**  
KSWI, Council Bluffs, Iowa

**WALTER, BILL**  
Night Show  
WDEZ, Green Bay, Wis.

**WALEIGH, WALTER**  
WAMO, Pittsburgh, Pa.

**WALTER, ROD**  
Party Line  
KBBR, North Bend, Oregon

**WALTERS, GENE**  
Shipped Discs  
KRDO, Colorado Springs, Colo.

**WALTERS, RAY**  
Best in Music  
WOBP, Rhineclander, Wis.

**WALTERS, TOM**  
WEIR, Weirton, W. Va.

**WALTON, GEORGE**  
Swinging Chief Show  
KSTR, Grand Junction, Colo.

**WARD, DAVE**  
KYVA, Gallup, N. M.

**WARD, DICK**  
WNHC, New Haven, Conn.

**WARD, GENE**  
Kaper Korral  
KPOR, Quincy, Wash.

**WARD, JIM**  
WGPC, Albany, Ga.

**WARNER, RON**  
Music with KRKC  
KRKC, King City, Calif.

**WARREN, ARNOLD**  
WKAT, Miami Beach, Fla.

**WARREN, BILL**  
Coffee Club  
KEEP, Twin Falls, Idaho

**WATTS, BILL**  
WDSN, Dayton, Tenn.

**WAYNE, BERT**  
Matinee  
KRAL, Salina, Kan.

**WAYNE, ERNIE**  
This Night of Music  
WST, Charlotte, N. C.

**WAYNE, LARRY**  
WEZL, Richmond, Va.

**WAYNE, MERLE**  
Morning Madness  
KVIN, Vinita, Okla.

**WEAVER, AL**  
WFCT, Knoxville, Tenn.

**WEAVER, BILL**  
KCBS, San Francisco, Calif.

**WEAVER, CAL**  
KJET, Beaumont, Texas

**WEAVER, ROBYN**  
WIRL, Peoria, Ill.

**WEBBER, BILL**  
WFIL, Philadelphia, Pa.

**WEBBER, BOB**  
WMC, Memphis, Tenn.

**WEBBER, BUDDY**  
KVI, Seattle, Wash.

**WEBER, CHRIS**  
WMLS, Sylacauga, Ala.

**WEBER, CLARK**  
WRIT, Milwaukee, Wis.

**WEBER, DICK**  
KCOL, Fort Collins, Colo.

**WELCH, ED**  
Our Best To You  
KOTA, Rapid City, S. D.

**WELLS, BOB**  
WKDL, Clarksdale, Miss.

**WELLS, FRANK**  
KBIF, Fresno, Calif.

**WELSH, DICK**  
WCBY, Cheboygan, Mich.

**WESLEY, TED**  
WTIG, Massillon, Ohio

**WEST, BEN**  
WQTY, Jacksonville, Fla.

**WEST, DON**  
Light and Lively  
KAEP, Petaluma, Calif.

**WEST, GARY**  
KSOK, Arkansas City, Kan.

**WEST, JIM**  
Carousel  
WBAL, Baltimore, Md.

**WESTON, BOB**  
KUTI, Yakima, Wash.

**WEXLER, BRUCE**  
Lucky Seven  
WESB, Bradford, Pa.

**WHALEN, TOM**  
WBBF, Binghamton, N. Y.

**WHEATLEY, JOHN**  
Musiedawn 'Til Dawn  
WDXN, Clarksville, Tenn.

**WHEELER, DEL**  
WCPS, Tarboro, N. C.

**WHITE, BOB**  
The Big Fat Forty  
K-KID, Pendleton, Oregon

**WHITE, JERRY**  
WSGA, Savannah, Ga.

**WHITE, RUSS**  
KIMA, Yakima, Wash.

**WHITEHEAD, BRUCE**  
KALL, Salt Lake City, Utah

**WHITEHEAD, LEON**  
Top 40  
WJOT, Lake City, S. C.

**WHITEHEAD, R.**  
WNRV, Narrows, Va.

**WHITLEY, CHARLIE**  
WLAY, Muscle Shoals, Ala.

**WHITMORE, KEN**  
WCSH, Portland, Me.

**WHITSON, BOB**  
WNAK, Nashville, Tenn.

**WHITTIER, CHUCK**  
WILK, Wilkes-Barre, Pa.

**WIERNAN, PAUL**  
Morning Mayor  
WJRL, Rockford, Ill.

**WIGGS, BILL**  
Sepia Serenade  
WVOT, Wilson, N. C.

**WILCOX, FRED**  
KCBS, San Francisco, Calif.

**WILDER, REN**  
Night Train  
KRGJ, Grand Island, Neb.

**WILKINSON, JIM**  
Alarm Club  
KBRS, Springdale, Ark.

**WILKES, LEE**  
KGBG, Galveston, Texas

**WILKINS, TED**  
Ranch House Roundup  
KWIV, Douglas, Wyo.

**WILLIAMS, BILL**  
Breakfast Beat  
WCHB, Inkster, Mich.

**WILLIAMS, DANNY**  
Time and Tune Parade  
WKY, Oklahoma City, Okla.

**WILLIAMS, GEORGE**  
Housewives Hall of Fame  
KTRN, Wichita Falls, Texas

**WILLIAMS, JOINNY**  
Breakfast Platters  
WJDV, Sausbury, Md.

**WILLIAMS, LAWTON**  
KCUL, Ft. Worth, Ind.

**WILLIAMS, SAM**  
WAMM, Flint, Mich.

**WILLIAMS, WILLIAM B.**  
WNEW, New York, N. Y.

**WILLIFORD, TIG**  
Downbeat  
KLUE, Longview, Tex.

**WILSON, BIG**  
KYW, Cleveland, Ohio

**WILSON, CHUCK**  
Downbeat  
KPOD, Crescent City, Calif.

**WILSON, CURLEY**  
Music Country Style  
WCHI, Chillicothe, Ohio

**WILSON, JOHN**  
Musical Clock  
WFLO, Farmville, Va.

**WILSON, RAY**  
Bloomington Ballroom  
WJBC, Bloomington, Ill.

**WILSON, RAY**  
KENE, Toppenish, Wash.

**WILSON, RONNIE**  
KOKK, Austin, Texas

**WINKIE, DARRELL**  
KDEC, Decorah, Iowa

**WINTER, PAUL**  
WXYZ, Detroit, Mich.

**WINTERS, DICK**  
WMVO, Mt. Vernon, Ohio

**WINE, DEWEY**  
WJBB, Haleyville, Ala.

**WOLF, FRED**  
WXYZ, Detroit, Mich.

**WOLF, JOHN**  
KDEN, Denver, Colo.

**WOLFE, JOHN**  
Costal Serenade  
KURY, Brookings, Oregon

**WOLFE, JOHN**  
KBRO, Bremerton, Wash.

**WOOD, DAVE**  
Hit the Road Show  
WJPS, Evansville, Ind.

**WOOD, DENNY**  
House of Wax  
KSEM, Moses Lake, Wash.

**WOOD, DICK**  
WSPR, Springfield, Mass.

**WOOD, FRED**  
WMVB, Millville, N. J.

**WOOD, JIM**  
Music for You  
WSPD, Toledo, Ohio

**WOOD, TERRY**  
WBOO, Orlando, Fla.

**WOODALL, KENNETH**  
WCOR, Cornelia, Ga.

**WOODS, BILL**  
KSON, San Diego, Calif.

**WOODS, GEORGIE**  
WDAS, Philadelphia, Pa.

**WOODMAN, WOODY**  
KMCO, Conroe, Texas

**WOODWARD, WOODY**  
KMBY, Monterey, Calif.

**WOODWARD, WOODY**  
KOFF, Pullman, Wash.

**WOODY, DON**  
KICK, Springfield, Miss.

**WOOLEY, JIM**  
Time Out  
WKCT, Bowling Green, Ky.

**WOOTEN, DEE**  
KXOL, Ft. Worth, Texas

**WORKMAN, JIM**  
KMEL, Wenatchee, Wash.

**WORRELL, BLAINE**  
KGB, San Diego, Calif.

**WRIGHT, BILL**  
Top of the Morning  
WIBG, Philadelphia, Pa.

**WRIGHT, BOB**  
Gospel Time  
WBAC, Cleveland, Tenn.

**WRIGHT, CLARENCE**  
WRGR, Starke, Fla.

**WRIGHT, DAVE**  
WIS, Columbia, S. C.

**WRIGHT, GARY**  
WJOL, Florence, Ala.

**WRIGHT, GENE**  
KNEZ, Lompoc, Calif.

**WRIGHT, KERNAN**  
WFLB, Fayetteville, N. C.

**WRISLEV, JOHN**  
WIS, Columbia, S. C.

**WUERCH, GEORGE**  
Tower of Music  
WDDR, Portage, Wis.

**WYATT, BILL**  
Night Sound  
KDRS, Paragould, Ark.

**WYGANT, TED**  
Morning Melodies  
WLEU, Erie, Pa.

**— Y —**

**VANTZ, RON**  
KDEC, Decorah, Iowa

**YOCAM, JOE**  
KFWB, Los Angeles, Calif.

**YOUNG, AL**  
Matinee at WCMA  
WCMA, Corinth, Miss.

**YOUNG, ARNOLD**  
WGLM, Wilmington, N. C.

**YOUNG, JOE**  
Rock 'N Roll Party  
WEKR, Fayetteville, Tenn.

**YOUNGS, K.**  
Saturday Jamboree  
WREM, Remsen, N. Y.

**YOUNT, CHUCK**  
WKBY, Richmond, Ind.

**— Z —**

**ZACHARY, RUGH**  
WGTO, Cypress Gardens, Fla.

**ZELINSKIE, PAUL**  
Jukebox Show  
WISL, Shamokin, Pa.

**ZIMMER, LEE**  
Flair  
KABC, Los Angeles, Calif.

**ZINK, DOUG**  
WIRE, Indianapolis, Ind.



# Sports Commentators

RADIO AND TELEVISION  
—their work during 1960

## — A —

**AANDERSON, BOB**  
Sports Show  
WNOP, Newport, Ky.

**ACKERMAN, AL**  
WWOD, Grand Rapids, Mich.

**ADAMS, JIM**  
KWWL, Waterloo, Iowa

**ADAMS, TONY**  
World of Sports  
WCAX-TV, Burlington, Vt.

**ADAMS, VAN**  
Sports and High School  
Hi Lites  
KMIS, Portageville, Mo.

**AGRESTA, PHIL**  
WBT, Charlotte, N. C.

**AHERN, MICHAEL**  
WIRE, Indianapolis, Ind.

**AHMANN, MARK**  
Today's Sports  
RTIV, Sioux City, Iowa

**ALBERT, FRANK**  
NBC-TV

**ALBRIDGE, KEN**  
WPOR, Portland, Me.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALIEN, BERT**  
WNCT, Greenville, N. C.

**ALLEN, MARC**  
KLEO, Wichita, Kan.

## ALLEN, MEL

B. 1915, Birmingham, Ala. N. Y.  
Yankee Season, Training Games,  
WMGM, WPIX (Home of Cham-  
pions Network), World Series,  
NBC; Rose Bowl Game, Liberty  
Bowl Game, Jackpot Bowling  
Show, NBC-TV; Mike Wallace  
Interview, WNTA-TV

## ALLISON, KEN

Sportscope  
WANS, Anderson, S. C.

## ALSPACH, DAVE

KYUM, Yuma, Ariz.

## AMBURG, VAN

KPIX, San Francisco, Calif.

## ANDERSON, AL

KGVO, Missoula, Mont.

## ANDERSON, CHIC

WEOA, WERT, Evansville,  
Ind.

## ANDERSON, GEORGE

Sports Whirl  
WANS, Anderson, S. C.

## ANDERSON, RALPH

Sports Report  
KVOA-TV, Tucson, Ariz.

## ANNAUD, FRANK

WSAZ-TV, Huntington-  
Charleston, W. Va.

## ANTHONY, MIKE

Sports Page  
WMOD, Moundsville, W. Va.

## ARNOLD, DR. J.

The Sports Picture  
WCWC, Ripon, Wis.

## ARNOW, ED

NBC

## ARTHUR, FRANK

KYNO, Fresno, Calif.

## ARTHUR, HARRY

Sports Whirl  
KNOE-TV, Monroe, La.

## ASSAF, WOODIE

The Sports Show  
WLBT, Jackson, Miss.

## AUTELS, VAN

KTAR, Phoenix, Ariz.

## AXELSON, JOE

WWNS, Statesboro, Ga.

## — B —

## BACHRAD, MARY

WNAR, Norristown, Pa.

## BAGWELL, DON

Sports Spotlight  
WFIS, Fountain Inn, S. C.

## BAILEY, CHARLEY

WEBB, Buffalo, N. Y.

## BAKER, BERNARD

WJHO, Opelika, Ala.

## BAKER, BUDDY

WOAI-TV, San Antonio, Tex.

## BAKER, JIM

Sports Desk  
WGBT-TV, Harlingen, Tex.

*Chris  
Schenkel*

**Sports Announcer**

AL 4-7981



## SPORTS COMMENTATORS

### BAKER, PAUL

Early Sports Review  
WLAD, Danbury, Conn.

### BALCH, FRANK

Reports on Sports  
WJOY, Burlington, Vt.

### BALLARD, ROBERT

WITN, Washington, N. C.

### BALTER, SAM

KLAC, Hollywood, Calif.

### BARCLAY, DESMOND S.

WCNC, Elizabeth City, N. C.

### BARNETT, BOB

Coaches Roundtable  
KYVA, Gallup, N. M.

### BARON, RALPH

Sports Today  
WLLA, Danville, Va.

### BARRETT, DENNY

Final Sports Edition  
WKBN, Youngstown, Ohio

### BARRETT, TONY

Sports Page  
KRMD, Shreveport, La.

### BARRON, BEV

KROG, Sonora, Calif.

### BARRUS, GABBY

Sports Round Up  
KDDI, Cody, Wyo.

### BARRY, JACK

Sports Picture  
WPST-TV, Miami, Fla.

### BARRY, MIKE

Horse Sense  
WKLO, Louisville, Ky.

### BARRY, NORMAN

WNBQ, Chicago, Ill.

### BARRY, ROBERT

Sports News  
KNOR, Norman, Okla.

### BATEMAN, JACK

KOAM, Pittsburgh, Kan.

### BATES, MARV

WGBF, Evansville, Ind.

### BATTEY, EARL

Sports in Review  
WUST, Washington, D. C.

### BAUMGARTEN, BILL

KBLF, Red Bluff, Calif.

### BAUMOHL, ART

Post Time  
WLAP, Lexington, Ky.

### BAXTER, ED

KCHV, Indio, Calif.

### BEAL, BUD

WMAK, Nashville, Tenn.

### BEALL, BOB

KDDI, Cody, Wyo.

### BEATTY, ROSS

Pulse Sports  
KCSJ-TV, Pueblo, Colo.

### BECK, WILLIAM II

KDZA, Pueblo, Colo.

### BECKER, GUS

KBOM, Bismarck, N. D.

### BEGLEY, MARTIN

WJOE, Port St. Joe, Fla.

### BELCHER, ROD

KING, Seattle, Wash.

### BELL, BOB

5:15 Sports  
KBST, Big Spring, Tex.

### BELL, GEORGE

WDXR, Paducah, Ky.

### BELL, MONTE

KTEN, Ada, Okla.

### BENDER, BOB

Fish 'N Chips  
WTRL, Bradenton, Fla.

### BENDER, TOM

KDKA, Pittsburgh, Pa.

### BENNER, BOB

Local Sports  
WRGR, Starke, Fla.

### BENSON, GENE

Spotlight Sports  
KOWB, Laramie, Wyo.

### BENTLEY, BILL

KBTN, Neosho, Mo.

### BERNIER, GUS

Sports in Short  
WMUR-TV, Manchester, N. H.

### BERNS, KEN

WNEB, Worcester, Mass.

### BERNS, KEN

WNEB, Worcester, Mass.

### BERTINE, BERT

WKID, Urbana, Ill.

### BEST, FRANK

WDIX, Orangeburg, S. C.

### BLACK, JAY

WSUN, St. Petersburg, Fla.

### BLACKBURN, BOB

KPOJ, Portland, Oreg.

### BLEDSE, HAROLD

Sports Scoreboard  
WEWO, Laurinburg, N. C.

### BLIZZARD, WILLIAM E. JR.

WMJM, Cordele, Ga.

### BLUE, IRA

KGO, KGOA-TV, San Francisco, Calif.

### BOARDMAN, EARL

WBLG, Lexington, Ky.

### BODA, LOU

WWL-TV, New Orleans, La.

### BODLEY, HAL

WDOV, Dover, Del.

### BOHNHOFF, ED

10:20 Sports Club  
K11.0, Grand Forks, N. D.

### BOLYARD, BOB

Sports Report  
WVVW, Grafton-Fairmont, W. Va.

### BONNETT, JACK

WTIV, Titusville, Pa.

### BOONE, MARVIN

WFBG, Altoona, Pa.

### BOTTORFF, DON

KDES, Palm Springs, Calif.

### BOWER, BOB

Play By Play  
WTIP, Charleston, W. Va.

at ringside

## BIG TIME WRESTLING

syndicated videotape production

## SAM MENACKER

"the voice of wrestling"



## SPORTS COMMENTATORS

**BOWERS, JACK**  
WHBG, Harrisonburg, Va.

**BOYD, TY**  
Sports Desk  
WCHL, Chapel Hill, N. C.

**BOYLE, JOE**  
Sportline  
KXGO, Fargo, N. C.

**BRADWAY, HARRY**  
WASK, Lafayette, Ind.

**BRANDER, ROGER**  
KBVB, Reno, Nev.

**BRANDT, JACK**  
WITZ, Jasper, Ind.

**BRANSON, TODD**  
N. Un. Football  
WNMP, Evanson, Ill.

**BRESCIA, DICK**  
Early Morning Sports  
WDEW, Westfield, Mass.

**BRICKER, ROB**  
KMEO, Omaha, Neb.

**BRICKHOUSE, JACK**  
WGN-TV, Chicago, Ill.

**BRINKMAN, AL**  
KNEB, Scotts Bluff, Neb.

**BRITT, JIM**  
WHDH-TV, Boston, Mass.

**BRITTON, JACK**  
Sports Roundup  
KSYD, Wichita Falls, Tex.

**BROAKE, FRANKLIN LEE**  
KEPS, Eagle Pass, Tex.

**BROCKMAN, CHARLES**  
WLW-I, Indianapolis, Ind.

**BRODE, BUDDY**  
WNAR, Norristown, Pa.

**BRODERS, SPANK**  
KXIC, Iowa City, Iowa

**BRODEUR, GENE**  
WNNJ, Newton, N. J.

**BROOKS, BOB**  
KCRG, KCRB-TV, Cedar Rapids, Iowa

**BROOKS, ED**  
WBAG, Burlington, N. C.

**BROPHY, DOUG**  
Sports Capsule  
WEEX, Easton, Pa.

**BROWN, BOB**  
KVEC, San Luis Obispo, Calif.

**BROWN, BOB**  
WJER, Dover, Ohio

**BROWN, HANK**  
WALY, Herkimer, N. Y.

**BROWN, JIM**  
KBUC, Corona, Calif.

**BROWN, JIM**  
WCRS, Midland, Tex.

**BROWN, PETE**  
Sportlite  
WKTU, Utica, N. Y.

**BROWN, PAUL**  
KJEL, Webster City, Iowa

**BROWN, ROBERT**  
Spotlite on Sports  
KORN-TV, Mitchell, S. D.

**BROWN, SPIKE**  
Sports Parade  
WLYN, Lynn, Mass.

**BRUCHEY, DON**  
Late Sports  
WMAR-TV, Baltimore, Md.

**BRUNDIGE, BILL**  
KJL, Los Angeles, Calif.

**BRUNER, MARSHALL**  
WOMI, Owensboro, Ky.

**BRUSCIE, WALLY**  
KCLA, Pine Bluff, Ark.

**BRYAN, BILL**  
KTOK, Oklahoma City, Okla.

**BUCHAN, ROBERT**  
WTIV, Titusville, Pa.

**BUCK, JACK**  
Major League Baseball  
APL Football  
ABC-TV

**BUHLER, DON**  
WHFB, St. Joseph-Benton Harbor, Mich.

**BUETEL, FRANK**  
WTCN-TV, WTCN, Minneapolis, Minn.

**BUNDY, J.**  
KYAP, Ruidoso, N. M.

**BURKLAND, LEN**  
King O' Hill  
KVAR, Phoenix, Ariz.

**BURNS, BIFF**  
On the Sidelines  
WCHK, Canton, Ga.

**BURT, JIM**  
KELO-TV, KELO, Sioux Falls, S. D.

**BUSCANICS, FRANK**  
WESA, Charleroi, Pa.

**BUSH, DERRICK**  
WGEM, Quincy, Ill.

**BUTLER, LEE**  
Spotlight on Sports  
KTRE-TV, Lufkin, Tex.

**BUTT, LARRY**  
The Sports Review  
WRJN, Racine, Wis.

— C —

**CAHILL, AL**  
WPTZ-TV, Plattsburgh, N. Y.

**CALDERWOOD, BERNIE**  
Sports Final  
KCPX-TV, Salt Lake City, Utah

**CALHOUN, JIM**  
KCEN-TV, Temple-Waco, Tex.

**CALICH, BOB**  
Sports at Five  
WTCN, Fairmont, W. Va.

**CALLARMAN, JOHN**  
Football Scoreboard  
KTUE, Tulsa, Tex.



*Mel Allen*

- CAMPBELL, BILL**  
KSHO, Las Vegas, Nev.
- CAMPBELL, BILL**  
WCAU, Philadelphia, Pa.
- CAMPBELL, C. P.**  
WJCK, McKeesport, Pa.
- CAMPBELL, JOHN**  
KYSS, Missoula, Mont.
- CANE, LEN**  
WIRY, Plattsburgh, N. Y.
- CANNON, LOWELL**  
KLAS, Las Vegas, Nev.
- CANTFORT, VAN**  
WAVY, WAVY-TV,  
Norfolk, Va.
- CANTON, AMAVL**  
WMB, Uniontown, Pa.
- CANTY, JACK**  
WCCM, Lawrence, Miss.
- CAPE, HAROLD**  
Sportscope  
WYTH, Madison, Ga.
- CAREY, PAUL**  
WJR, Detroit, Mich.
- CARLSON, BOB**  
The Sportsman  
KIRX, Kirksville, Mo.
- CARMICHAEL, LES**  
KMOX-TV, St. Louis, Mo.
- CARPENTER, BILL**  
Sportscripts  
WRBG-TV, Schenectady, N. Y.
- CARPENTER, JOHNNY**  
Sports Desk  
KOIN, Portland, Ore.  
Sportscene  
KOIN-TV, Portland, Ore.
- CARR, DAVE**  
Sports Spotlight  
WMAN, Mansfield, Ohio
- CARY, THOMAS**  
WMEG, Eau Gallie, Fla.
- CASE, GEORGE**  
Sports Review  
WTTM, Trenton, N. J.
- CASE, JACK**  
Sports Review  
WWNY, Watertown, N. Y.  
Sports Album  
WNY-TV, Watertown, N. Y.
- CATHEY, HERVIE**  
Sportscope P. M.  
WFLL, Fulton, Ky.
- CAVANAUGH, JOE**  
WARD, Johnstown, Pa.
- CELANIA, JOE**  
Sports Report  
WTVW, Evansville, Ind.
- CESARIO, JOHN**  
Sports Camera  
WHNB-TV, New Britain,  
Conn.
- CHAFIN, DAVID**  
WPKE, Pikeville, Ky.
- CHALK, SONNY**  
WMOX, Meridian, Miss.
- CHAMES, NICK**  
KAFP, Petaluma, Calif.
- CHANDLER, CHRIS**  
KHOU-TV, Houston, Tex.
- CHAPMAN, ARCH S.**  
WHA1, Greenfield, Mass.
- CHASE, BOB**  
WOWO, Fort Wayne, Ind.
- CHRESTMAN, MEL**  
WXTN, Lexington, Miss.
- CHRISTIAN, GUY**  
KKAN, Phillipsburg, Kan.
- CHRISTMAN, PAUL**  
NCAA Football  
ABC-TV
- CLARK, BOB**  
KULE, Ephrata, Wash.
- CLARK, BUD**  
WIL, St. Louis, Mo.
- CLARK, JIM**  
WDXB, Chattanooga, Tenn.
- CLARK, LEE**  
San Diego Today  
KGB, San Diego, Calif.
- CLASE, MILO**  
WRSW, Warsaw, Ind.
- CLAUDE, KENNETH**  
WHLP, Centerville, Tenn.
- CLAUSEN, JERRY**  
KPLY, Crescent City, Calif.
- CLAUSSEN, GENE**  
KXIC, Iowa City, Iowa
- CLAY, GENE**  
WHSY, Hattiesburg, Miss.
- CLAY, RANDALL**  
WQAI, San Antonio, Tex.
- CLIFFORD, GEORGE**  
Sports Review  
WROD, Daytona Beach, Fla.
- CLINE, GARY**  
KCOG, Centerville, Iowa
- COATS, BOB**  
KVAS, Astoria, Ore.
- COE, BUD**  
WIL, St. Louis, Mo.
- COLE, DON**  
Spotlight on Sports  
KGCX, Sidney, Mont.
- COLE, FRED**  
WXTV, Youngstown, Ohio
- COLEMAN, HAL**  
Sports Spotlight  
KOLY, Moberg, S. D.
- COLEMAN, JERRY**  
CBS
- COLEMAN, KEN**  
WDOK, Cleveland, Ohio
- COLES, ED**  
WBSA-TV, York, Pa.
- COLLINS, SID**  
WIBC, Indianapolis, Ind.
- COMLEY, JACK**  
Sports Camera  
WHNB-TV, New Britain, Conn.
- COMLEY, JACK**  
WKNB, W. Hartford, Conn.
- CONNER, GEORGE**  
WBBM-TV, Chicago, Ill.
- CONNOLLY, BILL**  
WRSa, Saratoga Springs,  
N. Y.
- COOK, BOB**  
Sports Special  
WCBG, Chambersburg, Pa.
- COONEY, JIM**  
WRSW, Warsaw, Ind.
- CONNORS, JOHN**  
Scoreboard  
KIZ-TV, Denver, Colo.
- COOPER, De RUSE**  
KOKF, Okmulgee, Okla.
- CORDER, DICK**  
Sports Review  
KOGT, Orange, Tex.
- COSELL, HOWARD**  
ABC
- COYLE, VINCE**  
KVOR, Colorado Springs,  
Colo.
- CRAIG, BENNY**  
KTHV, Little Rock, Ark.
- CRAMER, CHRIS**  
Sports Report  
WCHV, Charlottesville, Va.
- CRANDALL, JERRY**  
WTVB, Coldwater, Mich.
- CRAWFORD, MARY**  
WDEC, Americus, Ga.
- CREAGER, MACK**  
Sports Flashes  
KRMG, Tulsa, Okla.
- CRISTH, JACK**  
Sports Roundup  
WELO, Tupelo, Miss.
- CRITCHLOW, JOE**  
KVOG, Ogden, Utah
- CROCKETT, HUBLEY**  
WSTX, Nashville, Tenn.
- CROGHAM, JOE**  
WBAT, Baltimore, Md.
- CROSIAR, FRANK**  
WJVA, South Bend, Ind.
- CRUM, JAMES**  
Sports Desk  
WLWC, Columbus, Ohio
- CUENO, GENE**  
WLEU, Erie, Pa.
- CULUM, LARRY**  
WOLS, Florence, S. C.
- CUMMINGS, TAIT**  
WMT-TV, Cedar Rapids, Iowa
- CUMMINS, JACK**  
WTVJ, Miami, Fla.
- CUNNINGHAM, JAY**  
WCTV, New Castle, Ind.
- CURRY, RAY**  
WAYE, Baltimore, Md.
- CURTIS, DICK**  
WTEL, Elizabethtown, Ky.
- CUSACK, WILLIAM**  
WOTW, Nashua, N. H.
- CUSAMANO, TONY**  
WJOC, Jamestown, N. Y.

## — D —

- DAHLBERG, JERRY**  
KROX, Crookston, Minn.
- DALE, EARL**  
World of Sports  
KAWL, York, Neb.
- DALEY, JIM**  
Sports Spot Special  
WWRI, West Warwick, R. I.
- DAMEREL, WILLIAM**  
WJHO, Opelika, Ala.
- DAMOND, JERRY**  
Sportsman  
WUSA, Lockport, N. Y.
- DANEHE, DICK**  
APL Football  
ABC-TV
- D'ANGELO, ARNIE**  
I-I O'clock Report  
WHEN-TV, Syracuse, N. Y.
- DAVID, TUNNY**  
WYNK, Baton Rouge, La.
- DAVIS, AL**  
Scoreboard Forecast  
KTVO, Orlumwa, Iowa
- DAVIS, DICK**  
Sports Story  
WKNX-TV, Saginaw, Mich.
- DAVIS, LEN**  
WGL, Fort Wayne, Ind.
- DAVIS, LES**  
KVTY, Sioux City, Iowa
- DAVIS, LES**  
WNAX, Yankton, S. D.
- DAVIS, RALPH**  
WKKS, Vanceburg, Ky.
- DE FRANCE, RON**  
Evening Sports  
WACK, Newark, N. Y.
- DEIGNAN, JOHN**  
WFBL, Syracuse, N. Y.
- DELANEY, BOB**  
WCTV, Tallahassee, Fla.
- DEMARET, JIMMY**  
All Star Golf  
ABC-TV
- DEMING, R. S.**  
KIBS, Bishop, Calif.
- DENNIS, TOM**  
WJIM-TV, WJIM, Lansing,  
Mich.
- DENNIS, BILL**  
KSJB, Jamestown, N. D.
- DENTON, BILL**  
Newsbeat  
KREM-TV, Spokane, Wash.
- DESJARDIN, RONNIE**  
WCOU, Lewiston, Me.
- DETZEL, CLYDE**  
WITE, Brazil, Ind.
- DIBBLE, WALTER**  
WAVZ, New Haven, Conn.
- DICKMEYER, BEN**  
KTOE, Mankato, Minn.
- DICKSON, STAN**  
WQTE, Detroit, Mich.

## SPORTS COMMENTATORS

- DIEBLE, DICK**  
Sports Report  
KCRC, Enid, Okla.
- DILLARD, HARRISON**  
WABQ, Cleveland, Ohio
- DILLON, GENE**  
WCMW, Canton, Ohio
- DILLON, LEN**  
NBC
- DITMER, BOB**  
Sports Talk  
WBGR, Houghton Lake, Mich.
- DITTERT, ED**  
Sports Time  
KRIC, Beaumont, Tex.
- DIXON, DICK**  
Sports Scoreboard  
KMUR, Salt Lake City, Utah
- DIXON, HOMER L.**  
Sports Final  
WNOG, Naples, Fla.
- DONLEY, RED**  
WSTV, Steubenville, Ohio
- DOW, BIRAN**  
Sports Page  
WBIS, Bristol, Conn.
- DOWDY, WAYNE**  
Sports Scope  
WROA, Gulfport, Miss.
- DOYLE, VINCE**  
Tops in Sports  
WTRC, Elkhart, Ind.  
WSJV-TV, South Bend-Elkhart, Ind.
- DRAFER, LARRY**  
In the Spotlight  
WTON, Staunton, Va.
- DRESS, JACK**  
Today in Sports  
WKAB, Mobile, Ala.
- DROELLE, GEORGE**  
Sportspage  
WCLI, Corning, N. Y.
- BROWN, DOUG**  
Sizing Up Sports  
WTWN, St. Johnsburg, Va.
- DRUMMOND, JOHN**  
Schlitz World of Sports  
WREN-TV, Rockford, Ill.
- DUDLEY, BILL**  
AFL Football  
ABC-TV
- DUGGAN, TOM**  
KCOP-TV, Hollywood, Calif.
- DULL, JIM**  
Scoreboard  
WDAH-TV, Scranton, Pa.
- DUNAWAY, AL**  
World of Sports  
KFDA, Amarillo, Tex.
- DUNBAR, WALT**  
WFGA-TV, Jacksonville, Fla.
- DUNAWAY, AL**  
WALT, Tampa, Fla.
- DUNPHY, DON**  
NBC, MBS  
Fight of the Week  
ABC-TV
- DURAN, BURNIE**  
KARL, Blaine, Wash.
- DUROCHER, LEO**  
MBS
- DYE, ROBERT**  
Sports Today  
KSRV, Ontario, Ore.
- DYER, BRAVEN**  
NBC
- E —
- EATON, JACK**  
Today in Sports  
WMCT, Memphis, Tenn.
- EBERT, LARRY**  
WFRV, Green Bay, Wisc.
- ECHOLS, ODIS**  
KCLV, Clovis, N. M.
- EGAN, LEO**  
Sports Time  
WBZA, Boston, Mass.
- ELIAS, BOB**  
Armchair Quarterback  
KPMC, Bakersfield, Calif.
- ELIASON, ERIC**  
WMTF, Manistee, Mich.
- ELIOT, RAY**  
NCAA Football  
ABC-TV
- ELLIOT, WIN**  
NBC
- ELSON, BOB**  
Sports Comments  
WCFL, Chicago, Ill.  
NBC
- EMERSON, JACK**  
WBGW, Bowling Green, Ky.
- ENGEL, BOB**  
Sports Capsules  
WHK, Cleveland, Ohio
- ENROTH, DICK**  
WCCO, St. Paul, Minn.
- ERDOSSY, BILL**  
WHP-TV, Harrisburg, Pa.  
Sports Extra  
WHP, Harrisburg, Pa.
- ERNEST, KEN**  
Sports Today  
WPMP, Pasengoula-Moss Point, Miss.
- ERP, JOHNNY**  
Sports  
WMAQ, Chicago, Ill.
- ERSKINE, CARL**  
Major League Baseball  
ABC-TV
- ERVIN, BILL**  
KARE, Atchinson, Kan.
- ERVIN, PUSS**  
Sportscope  
KCUH, Ft. Worth, Ind.
- ESSEX, LOU**  
Sports Parade  
WMSC, Columbia, S. C.
- ETHERTON, BILL**  
Sports Headlines  
WNDU, South Bend, Ind.
- EURICH, BOB**  
KBIF, Fresno, Calif.
- EVANS, EVAN E.**  
Sports of All  
WWRJ, White River Junction, Vt.
- EVANS, JONES**  
WBAX, Wilkes Barre, Pa.
- EVANS, MEL**  
Club Sports Corner  
KLI'R, Salt Lake City, Utah
- EVERT, GARY**  
KAOL, Carrollton, Miss.
- EZELL, CHARLES**  
Sports News  
WPRN, Butler, Ala.
- F —
- FADAOL, BILL**  
Sports Reports  
KSLO, Opelousas, La.
- FADDEN, BILL**  
KMEL, Wenatchee, Wash.
- FALKENSTEIN**  
Big 8 FB and BB  
WREN, Topeka, Kan.
- FALLON, FRANK**  
Sports of the Day  
WBOS, Boston, Mass.
- FALLON, KENNETH**  
WJDA, Quincy, Mass.
- FANTASIA, NICK**  
Sports Today  
WTCB, Fairmont, W. Va.
- FARIS, CLINT**  
WVOT, Wilson, N. C.
- FARIS, LYNN**  
WBRC, Birmingham, Ala.
- FARRELL, MAURY**  
Speaking of Sports  
WATV, Birmingham, Ala.
- FAY, HAINES**  
Sports Time  
KVOS, Bellingham, Wash.
- FENTON, EDDIE**  
Scoreboard  
WCBM, Baltimore, Md.
- FERGUSON, JOHN**  
Telesports Final  
WBRZ, Baton Rouge, La.  
NBC
- FINCANNON, ROBERT**  
WMRI, Marion, Ind.
- FINLAYSON, JACK**  
KRDO, KRDO-TV, Colorado Springs, Colo.
- FISCHER, DON**  
WZYX, Cowan, Tenn.
- FISER, JACK**  
World of Sports  
KWKH, Shreveport, La.
- FISHER, DON**  
Today's Highlights  
WRGP, Chattanooga, Tenn.
- FISHER, FRAN**  
Sport Report  
WILB, Greensburgh, Pa.
- FISHER, HANK**  
WEEK-TV, E. Peoria, Ill.
- FISHER, HOWARD**  
WCVS, Springfield, Ill.
- FITZPATRICK, WILLARD**  
WLMJ, Jackson, Ohio
- FLEISCHMAN, SOL**  
Florida Fishing  
WTVT, Tampa, Fla.
- FLEMMING, BILL**  
Sports Final  
WJBK-TV, Detroit, Mich.  
NCAA Football  
ABC-TV
- FLOWERS, CHARLIE**  
Live Sports  
KMHT, Marshall, Tex.
- FLYNN, JOHN**  
Sports  
WICY, Malone, N. Y.
- FOLLMER, BRUCE**  
Sports Parade  
WFLS, Fredericksburg, Va.
- FORBES, BOB**  
WTRI, Terre Haute, Ind.
- FORTIN, ED**  
WALM, Albion, Mich.
- FORTNER, PAUL**  
WVOE, Welch, W. Va.
- FOSTER, BILL**  
Sports Report  
KAHL, Auburn, Calif.
- FOSTER, BOB**  
KNBC, San Francisco, Calif.
- FOSTER, JOHNNY**  
WILK, Wilkes Barre, Pa.
- FOWLER, BILL**  
Sports Review  
WBAT, Marion, Ind.
- FREELAND, JIM**  
WFWL, Camden, Tenn.
- FREEMAN, HARRY**  
KFSA, Fort Smith, Ark.  
Looking at Sports  
KFSA-TV, Ft. Smith, Ark.
- FREEZE, JACK**  
World of Sports  
KFPW, Ft. Smith, Ark.
- FRENCH, BOB**  
WBSY, Hattiesburg, Miss.
- FREW, DAVE**  
WEHR, Weirton, W. Va.
- FRINK, BILL**  
WIMA-TV, Lima, Ohio
- FROST, HOWARD**  
KIBS, Bishop, Calif.
- FROWEN, R. E.**  
WRRF, Washington, N. C.
- FUHS, DOUGLAS**  
KBMN, Bozeman, Mont.
- FULLER, CLINT**  
WYRN, Louisiana, N. C.
- FULMER, DALE**  
Sports Review  
WHLM, Bloomsburg, Pa.



**FULTON, JOHN**  
Sports Report  
WGUN, Atlanta, Ga.

**FUNDERBURK, BUD**  
Sports Predictions  
KSSP, Sulphur Springs, Tex.

## — G —

**GAGE, FRED**  
WLAM, Lewiston, Me.

**GALLAGHER, JIM**  
WDAE, Tampa, Fla.

**GALLO, JACK**  
WRIT, Milwaukee, Wis.

**GALVIN, BILL**  
World of Sports  
WSRO, Marlboro, Mass.

**GALVIN, DAN**  
SportsMike  
KSRO, Santa Rosa, Calif.

**GANNON, JIM**  
Football Scoreboard  
WSBT-TV, South Bend, Ind.

**GANTT, EBB**  
Sports Roundup  
WCGC, Belmont, N. C.

**GARAGIOLA, JOE**  
NBC-TV

**GARCIA, RUDY**  
KWKV, Pasadena, Calif.

**GARDNER, DON**  
The Sports Tonight  
WKBN, Youngstown, Ohio

**GARDNER, WILLIAM F.**  
WXEX-TV, Richmond, Va.

**GARFIN, STAN**  
Sports Review  
WTAR, Norfolk, Va.

**GARR, BILL**  
Hollywood Park  
KDAY, Hollywood, Calif.

**GATES, JAMES**  
Evening Report  
WFBG, Altoona, Pa.

**GAUCHET, GORDON**  
WNLK, Norwalk, Conn.

**GERTSCHEN, GERALD**  
Sports Wrapup  
WRIG, Wausau, Wis.

**GIBBONS, JIM**  
WRC-TV, Washington, D. C.

**GILES, MARTY**  
Sports Review  
WLAK, Lakeland, Fla.

**GILLIS, DON**  
College Football  
WHDH, Boston, Mass.

**GIROUX, LEE**  
NCAA Football  
ABC-TV, NBC

**GLASSBURN, BOB**  
KRON-TV, San Francisco, Calif.

**GLASSO, FRANK**  
WKAL, Rome, N. Y.

**GLENN, RALPH**  
Sports Roundup  
WOND, Pleasantville, N. J.

**GLICKMAN, MARTY**  
NBC-TV

**GOESER, JOE**  
KFIZ, Fond Du Lac, Wis.

**GOLHAM, BUD**  
Sports Highlights  
KCMT-TV, Alexandria, Minn.

**GOODRICH, BILL**  
Looking at Sports  
WLBT, Jackson, Miss.

**GOODRICH, WARD**  
KBRR, North Bend, Oreg.

**GORDEN, RON**  
WFAW, Evanston, Ill.

**GORDON, LARRY**  
Let's Talk Sports  
KWLL, Albany, Oreg.

**GORMAN, JIM**  
KRQD-TV, El Paso, Tex.

**GOWDY, CURT**  
WHDH-TV, Boston, Mass.  
NCAA Football  
ABC-TV  
Red Sox Baseball  
WHDH, Boston, Mass.  
NBC

**GRABNER, TONY**  
KLIZ, Brainerd, Minn.

**GRADY, JIM**  
Bowling  
KSKO, Santa Rosa, Calif.

**GRAMMER, JOE**  
WGAU, Athens, Ga.

**GRANDE, C.**  
WNHC, New Haven, Conn.

**GRAVINO, TONY**  
WAVZ, New Haven, Conn.

**GREEN, JR., J. B.**  
WCPS, Tarboro, N. C.

**GREEN, LENNY**  
Baseball Roundup  
WUST, Washington, D. C.

**GREEN, THOMAS**  
WDCR, Hanover, N. H.

**GREENE, DICK**  
WOL-TV, Ames, Iowa

**GREENWELL, RICHARD**  
WKOX, Hopkinsville, Ky.

**GREGG, DON**  
Play By Play  
KWON, Bartlesville, Okla.

**GREHAN, JIM**  
WJNA, Peckskill, N. Y.

**GREMME, FRANCIS**  
KVOU, Uvalde, Tex.

**GRIFFIN, JERRY**  
Sports Parade  
WDAI-TV, Scranton, Pa.

**GRIFFITH, DAVE**  
WUSR, Scranton, Pa.

**GRINER, EVERETT**  
WMGA, Moultrie, Ga.

**GRIZZARD, HERMAN**  
WLAO, Nashville, Tenn.

**GROSS, DON**  
KFSB, Joplin, Miss.

**GULDAGER, MIKE**  
KERG, Eugene, Oreg.

**GUTHRIE, BOB**  
WOAI, San Antonio, Tex.

**GUTHRIE, RICHARD**  
Sports Whirl  
KBIB, Berger, Tex.

**GUAMAN, BILL**  
KFRC, San Francisco, Calif.

## — H —

**HAAVEN, JON**  
Sports Afield  
KCMT-TV, Alexandria, Minn.

**HALL, HALSEY**  
Time Out for Sports  
WCCO, St. Paul, Minn.

**HALL, JACK**  
Sports Scope  
WRDW, Augusta, Ga.

**HALL, RUSS**  
WCAU, Philadelphia, Pa.

**HALLARAN, ED**  
Sports Slants  
WLFH, Little Falls, N. Y.

**HALPIN, BILL**  
WNBP-TV, Scranton, Pa.

**HALWELL, GENE**  
WMSL-TV, Decatur, Ala.

**HALVARD, O. C.**  
Sports Sports Capsule  
WCMH, Ashland, Ky.

**HAMLIN, TOM**  
WHIO, WHIO-TV, Dayton, Ohio

**HAMMER, GRANVILLE**  
Sports Hi-Lites  
WEZL, Richmond, Va.

**HAMRICK, HOWARD**  
WIS, Columbia, S. C.

**HANDLAN, JOE**  
WPAB, Parkersburg, W. Va.

**HANLIN, DON**  
Sports Report  
KMED, Medford, Oreg.

**HANNA, FRED**  
Sports, Inc.  
WMBM, Miami Beach, Fla.

**HANSEON, HAP**  
Morning Sports  
WISP, Kingston, N. C.

**HANSON, HARLEY**  
Sports Scoreboard  
KOTA-TV, Rapid City, S. D.  
Sports Digest  
KOTA, Rapid City, S. D.

**HARBINSON, SHELBY**  
WTAX, Springfield, Ill.

**HARI, EARL**  
Busch Bavarian Sports  
WBKH, Hattiesburg, Miss.

**HARMAN, JAY**  
KFH, Wichita, Kan.

**HARMON, JOHN**  
Sports on Parade  
WGG, Brunswick, Ga.

**HARMON, MERLE**  
NBC

**HARRELL, DAVE**  
7-10 Sports  
WRME, Titusville, Fla.

**HARRIGAN, ED**  
Spotlight on Sports  
WTOH, Torrington, Conn.

**HARRIS, CLAY**  
WOOF, Dothan, Ala.

**HARRISON, WILBANKS**  
KWSH, Wewoka, Okla.

**HARTIG, LEO**  
KELO, KELO-TV, Sioux Falls, S. D.

**HARTLE, JACK**  
KRSL, Russell, Kan.

**HARVEY, LLOYD**  
Hi-Life Sports Recap  
WIDV, Belleville, Ill.

**HARWELL, ERNIE**  
WJBK-TV, Detroit, Mich.

**HASSE, WARREN L.**  
Sports Review  
KPDN, Pampa, Tex.

**HATHAWAY, GENE**  
WBKZ, Muskegon, Mich.

**HAWKINS, BOB**  
KKRA, Alexandria, Minn.

**HAWKINS, JIM**  
KVEC, Cortez, Colo.

**HAWKINS, VERN**  
Spotlight on Sports  
KWTO, Springfield, Miss.

**HAYDEN, JOHN**  
KHEN, El Paso, Tex.

**HAYDEN, FRANK**  
WCBG, Rocky Mount, N. C.

**HAYES, PAT**  
KIRO, Seattle, Wash.

**HAYMAN, SID**  
Weekend Sports  
WCYN, Cynthia, Ky.

**HAYS, DONALD**  
Sports Page  
KBRL, McCook, Neb.

**HEALY, CHUCK**  
WBEN-TV, Buffalo, N. Y.

**HEALY, JIM**  
KBIG, Avalon, Calif.

**HEARN, CHICK**  
KRCX, NBC-TV, Los Angeles, Calif.

**HETLAND, JOHN**  
KIXZ, Amarillo, Tex.

**HIGGEN, DEWEY**  
KIBB-TV, Valley City, N. D.  
KXGO-TV, Fargo, N. D.

**HELFER, AL**  
Alfred Hitchcock Presents,  
NBC-TV: Baseball Game of  
Week, ABC-TV: Passing  
Sports Parade; Cavalcade of  
Sports, ABC-TV, NBC-TV.

# SPORTS COMMENTATORS

**HELLUMS, LAMAN**  
Byline 12  
WJTV, Jackson, Miss.

**HENDERSON, HANK**  
KGBC, Galveston, Tex.

**HENDRICK, JIM**  
WBFB, Mt. Clemens, Mich.

**HERMANN, CLEVE**  
Live Line to the World  
of Sports  
KFWB, Los Angeles, Calif.

**HERRON, FRANK**  
KNEW, Spokane, Wash.

**HENT, GEORGE**  
WCPK, College Park, Ga.

**HICKMAN, DON**  
WOXI, Jackson, Tenn.

**HIGGINBOTHAM, BARRY**  
WGOL, Goldsboro, N. C.  
KQTV, KVPD, Ft. Dodge, Ia.

**HIGGINS, BILL**

**HILBER, BOB**  
WAVE, Baltimore, Md.

**HILGER, ANDY**  
WJON, St. Cloud, Minn.

**HILL, BOB**  
KISC, Othello, Wash.

**HILL, DON**  
KTAC, Tacoma, Wash.

**HILL, EDDIE**  
WRR, Dallas, Tex.

**HILL, JOE**  
Ohio State Football,  
Basketball  
WTYN, Columbus, Ohio

**HIRSCH, SONNY**  
Sports Review  
WCKR, Miami, Fla.

**HODGES, RUSS**  
Pan Am Sports  
WPIX, San Francisco, Calif.

**HODGKINS, DEL**  
WEGP, Presque Isle, Me.

**HOGAN, BILL**  
WLOG, Laurens, S. C.

**HOGAN, CLARK**  
Sports  
WKOW, Madison, Wis.

**HOGAN, JOHN**  
News on Parade  
WOPT, Rhineland, Wis.

**HOLDEN, DON**  
Sports Scoreboard  
WAXX, Chippewa Falls, Wis.

**HOLMES, JOHNNY**  
Sports Special  
KODE, Joplin, Mo.

**HOONAN, ROBERT**  
KBKW, Aberdeen, Wash.

**HOOPER, DON**  
KWBB, Wichita, Kan.

**HOPPE, TOM**  
WDUZ, Green Bay, Wis.

**HOPWOOD, MILT**  
CKLW, Detroit, Mich.

**HORNE, MIKE**  
KANJ, Russellville, Ark.

**HORNER, JACK**  
WTCN, WTCN-TV,  
Minneapolis, Minn.

**HORSTMAN, BOB**  
Sportswatch  
KRBS, St. Joseph, Mo.

**HOSTERMAN, DOUG**  
World of Sports  
WBIZ, Fredonia, N. Y.

**HOTCHKISS, PERRY**  
KTMA, Yakima, Wash.

**HOTT, BOB**  
WBLL, Dalton, Ga.

**HOWARD, WILLIAM**  
Realm of Sports  
WJPG, Green Bay, Wis.

**HOWELL, BOBBY**  
KIMP, Mt. Pleasant, Tex.

**HOWELL, JIM**  
KASO, Minden, La.

**HOWELL, JIM**  
Sports Desk  
WQAM, Miami, Fla.

**HOWSER, DON**  
WENO, Nashville, Tenn.

**HOYT, WAITE**  
NBC

**HUBBARD, PHIL**  
Live Sports  
WRAJ, Anna, Ill.

**HUBBELL, RALPH**  
Sports Column of the Air  
WBBN, Buffalo, N. Y.

**HUGGINS, JOE**  
WACL, Weyerross, Ga.

**HUGHES, LE ROY**  
KSBY-TV, San Luis Obispo,  
Calif.

**HULL, PHIL**  
WDAE, Tampa, Fla.

**HUMISTON, HOD**  
KWHR, Hutchinson, Kan.

**HUNNES, FRED**  
Tip Off on Sports  
KAPL, Miles City, Mont.

**HUNT, CHARLIE**  
KSJB, Jamestown, N. D.

**HUNTER, ALBERT**  
Sports Corner  
WESB, Bradford, Pa.

**HUNTER, DAN**  
Sports File  
WDFP, Flint, Mich.

**HUNTER, DAVE**  
Sports Time  
WGGO, Salamanca, N. Y.

**HUNTER, HERB**  
KGA, Spokane, Wash.

**HUNTER, RON**  
WKIC, Bogalusa, La.

**HUNTINGTON, CLAY**  
KMO, Tacoma, Wash.

**HUTCHINS, DAVE**  
Sports Desk  
WCHI, Chillicothe, Ohio

## I

**INGHAM, BOB**  
Sports Roundup  
KSD-TV, St. Louis, Mo.

**INGLES, ED**  
SportLite  
WTOG-TV, Savannah, Ga.

**INGSTAD, BOB**  
KOVC, Valley City, N. D.

**ISAACS, FRED**  
WBOP, Norfolk, Va.

## J

**JACKSON, BILL**  
Sports Review  
WPTE, Raleigh, N. C.

**JACKSON, KEITH**  
KOMO, KOMO-TV, Seattle,  
Wash.

**JACOBS, PHILIP A.**  
WGSB, Ephrata, Pa.

**JACOBS, ROLLIE**  
WWLP, Springfield, Mass.

**JAMES, PAUL**  
Sports Final  
RCPX, RCPX-TV, Salt Lake  
City, Utah

**JAMES, TONY**  
Let's Talk Sports  
WGBB, Freeport, N. Y.

**JANSSEN, WIFE**  
Local Bowling  
KTVB, Boise, Idaho

**JENKINS, BOB**  
Spotlight on Sports  
KMNS, Sioux City, Iowa

**JENNINGS, GEORGE**  
KBOX, Dallas, Tex.

**JOHNSON, JERRY**  
ROOK, Billings, Mont.

**JOHNSON, JOHN N.**  
Sports Parade  
KVRW, Guthrie, Okla.

**JOHNSON, RAY**  
Sports Parade  
KANO, Anoka, Minn.

**JOHNSON, RONALD**  
WSYD, Mt. Airy, N. C.

**JOHNSON, TOM**  
WOLA, Ann Arbor, Mich.

**JOHNSON, WARREN**  
WFPP, Middletown, Ohio

**JOHNSTON, JOHNNY**  
Make That Spare  
ABC-TV

**JONES, ALLAN**  
Sportscene  
KWCO, Chickasha, Okla.

**JONES, HASKELL**  
AM Sports  
KXAR, Agre, Ark.

**JOYNER, GORDON**  
WEER-TV, E. Peoria, Ill.

## K

**KAILER J. D.**  
KDEP, KOAT-TV,  
Abinguerque, N. M.

**KALLAY, ED**  
WAVE, Louisville, Ky.

**KAMINSKI, CHET**  
WAAB, Worcester, Mass.

**KANE, GEORGE**  
KRIO, McAllen, Tex.

**KARGE, K. E.**  
KVCK, Wolf Point, Mont.

**KASNER, ED**  
WLFH, Little Falls, N. Y.

**KASTNER, JIM**  
KOLT, Scotts Bluff, Neb.

**KATH, KERM**  
KGOB, Torrington, Wyo.

**KAY, RONNIE**  
KSWO-TV, Lawton, Okla.

**KEARNS, CHARLES**  
WKTY, La Crosse, Wis.

## KEITER, LES

Heavyweight Championship  
Fights, TV Voice of American  
Football, ABC; Exclusive TV  
Spokesman for White Owl Cigars,  
Commercials 60-61 on Deputy;  
AFL Football, Voice of National  
Baseball League in N. Y., '58-  
'60, Giant Recreations

**KELLUM, SHELTON**  
Play by Play  
WJNC, Jacksonville, N. C.

**KELLY, TOM**  
WMBD-TV, Peoria, Ill.

**KELSO, BOB**  
KAN, Atlantic, Iowa

**KEMERER, GRANT**  
WARR, Hagerstown, Md.

**KENNEDY, ED**  
Sports Vue  
WKRC, WKRC-TV,  
Cincinnati, Ohio

**KENNELLY, JOHN**  
WNBE, WNBE-TV,  
Binghamton, N. Y.

**KEROL, GENE**  
Sportscast  
WBLD, Niagara Falls, N. Y.

**KEYES, CHARLES**  
Sports of All Sorts  
WMEF, Pineville, Ky.

**KICKIE, HUGH**  
WTMB, Tomah, Wis.

**KIMBALL, ART**  
Sports Lineup  
WCNY, Ottawa, Ill.

**KING, HASKELL**  
Sports Final  
KTLQ, Tahlequah, Okla.

**KING, JOHN**  
Sports  
KJBC, Midland, Tex.

**KING, LARRY**  
WKAT, Miami Beach, Fla.

**KING, NELLIE**  
WSHH, Latrobe, Pa.

**KINGSLEY, BOB**  
Baseball Scoreboard  
KORK, Las Vegas, Nev.

**KINSINGER, VERN**  
KTEL, Walla Walla, Wash.

**KIRBY, TOM**  
News in Sports  
WBRK, Pittsfield, Mass.

**KIRWAN, DENNY**  
KJOY, Stockton, Ga.

**KLAGAS, KARL**  
WYNU, Logan, Utah

**KLEIN, DON**  
KCBS, San Francisco, Calif.

**KNIGHT, PAT**  
WKFN, Dover, Del.

**KNOEPP, MEL**  
KFMB, San Diego, Calif.

**KOERBEL, WARREN A.**  
WABC, Kittanning, Pa.

**KOSCHMAN, MARTY**  
6 O'clock Sports  
KXLY, KXLY-TV, Spokane,  
Wash.

**KOSTER, HERB**  
Sports Spotlight  
WGY, Schenectady, N. Y.

**KOTUR, BOB**  
Sports Spotlight  
WVOW, Conant, Ohio

**KOZLOSKI, FRANK**  
WBRV, Boonville, N. Y.

**KREMER, DON**  
WVJ-TV, Detroit, Mich.

**KRIEGER, BILL**  
Today in Sports  
WFBC-TV, Greenville, S. C.

**KUBLA, RAY**  
Mid Afternoon Final  
KIST, Santa Barbara, Calif.

### — L —

**LADD, GLENN**  
WEMB, Erwin, Tenn.

**LAING, ART**  
CKLW-TV, Detroit, Mich.

**LA KAFF, SAM**  
KENE, Toppenish, Wash.

**LALLA, ED**  
KOPR, Butte, Mont.

**LAMEY, BOB**  
LIVC, Victoria, Tex.

**LANE, EDDIE**  
WMNI, Columbus, Ohio

**LANGE, BEL**  
WOVR-TV, Sacramento-  
Stockton, Calif.

**LARSEN, MIKE**  
KROY, Sacramento, Calif.

**LARSON, LANNY**  
Late Afternoon Sports Review  
KEAL, Fulton, Mo.

**LARSON, ROBERT H.**  
Sports Specialties  
KLML, Gillette, Wyo.

**LAUERMAN, DAVE**  
6 O'clock News Show  
WTVP, Decatur, Ill.

**LAURENCE, JACK**  
WCC, Bridgeport, Conn.

**LAURI, NICK**  
Blatz Sports  
WREX-TV, Rockford, Ill.

**LAWLER, RALPH**  
WAAP, Peoria, Ill.

**LAWRENCE, JIMMY**  
KOVO, Provo, Utah

**LAWRENCE, LEN**  
WTAO, Boston, Mass.

**LAYER, BRUCE**  
KPRC, Houston, Tex.

**LAZAR, MAURY**  
KBON, Omaha, Neb.

**LAZAROW, ART**  
Sports Beat  
WDDY, Gloucester, Va.

**LEACH, MYLES**  
WGAD, Gadsden, Ala.

**LEAFSTEDT, RAY**  
Sport Highlights  
KOEL, Oelwein, Iowa

**LEAMING, JIM**  
WIP, Philadelphia, Pa.

**LEDBETTER, TERRY**  
WVNC, Ashville, N. C.

**LEE, BARNEY**  
Sports Beat  
WJRK, Detroit, Mich.

**LEE, BOB**  
Springfield Sports Review  
KICK, Springfield, Miss.

**LEE, JACK**  
Time Out  
WFAI, Fayetteville, N. C.

**LEEDS, LYLE**  
KOJM, Harve, Mont.

**LE GRAND, OATS**  
KOTR, Fergus Falls, Minn.

**LEIGH, JOE**  
WLCY, St. Petersburg, Fla.

**LEIGH, STAN**  
Sportcast  
WCIL, Carbondale, Ill.

**LEMLEY, DUANE**  
Sports Roundup  
WANS, Waynesburg, Pa.

**LEO, FRED**  
KDPN-KBTV, Denver, Colo.

**LEWIS, CHUCK**  
WFOG, Pontiac, Mich.

**LEWIS, DAVE**  
WRIT, Milwaukee, Wis.

**LIBBY, JOHN**  
WCOU, Lewiston, Me.

**LIDDELL, LARRY**  
Sports Log  
WDSK, Cleveland, Miss.

**LIDDY, GEORGE**  
WLOD, Ft. Lauderdale, Fla.

**LIEGEOIS, BILL**  
WMAA, Marinette, Wis.

**LIEVIN, HERB**  
WSSO, Sault Ste. Marie,  
Mich.

**LINDSAY, TED**  
CKLW-TV, Detroit, Mich.

**LISTER, BILL**  
WMTV, Madison, Wis.

**LITTLE, BILL**  
Today in Sports  
WJMA, Orange, Va.

**LLOYD, DON**  
WIZE, Springfield, Ohio

**LOCHNOR, ART**  
WVEC, WVEC-TV, Hampton,  
Va.

**LOMAN, STAN**  
WOR, New York, N. Y.

**LORD, BOB**  
WGRD, Grand Rapids, Mich.

**LORIL, JACK**  
WLAP, Lexington, Ky.

**LOUDEN, ROD**  
Reedland Sports  
KEEO, Springfield-Eugene,  
Oreg.

**LOVE, DAN**  
Sports Scene  
KTRC-TV, Austin, Tex.

**LOWERY, JIM**  
Sentine Sports  
WSEN, Baldwinville, N. Y.

**LUSK, BERNIE**  
KHOC, Rochester, Minn.

**LUDKA, JOE**  
WENE, Endicott, N. Y.

**LUTHER, JOHN**  
Pennzoil Sports Desk  
WERC, Erie, Pa.

**LYLES, O.**  
Tops in Sports  
WHSC, Hartsville, S. C.

### — Mc —

**McADAMS, HARRY**  
KWJW, Hobbs, N. M.

**McARTHUR, DOUG**  
KTAC, Tacoma, Wash.

**McARTHUR, JACK**  
Sports Extra  
WPIX, New York, N. Y.

**McASKILL, DUDLEY**  
WBHE, Marietta, Ga.

**McCLENDON, RAY**  
Sports Review  
WAVU, Albertville, Ala.

**McCOLGAN, BILL**  
Play By Play  
WGAR, Cleveland, Ohio

**McELDOWNEY, TODD**  
Hodag Football and Basketball  
WOBT, Rhinelander, Wis.

**McGONEGAL, BOB**  
WNBZ, Saranac Lake, N. Y.

**McINTYRE, JIM**  
WFBM, WFBM-TV,  
Indianapolis, Ind.

**McINTYRE, WARD**  
Sports Review  
WSGN, Birmingham, Ala.

**McKEE, DAVE**  
WIFB, Belton, S. C.

**McKEE, GOODSON**  
WACO, Waco, Tex.

**McKEE, JACK**  
Sports Roundup  
WGRP, Greenville, Pa.

**McKEOWN, GEORGE**  
WERZ, Monroe, Wis.

**McLAHLAN, DEL**  
WSON, Henderson, Ky.

**McLEAN, DON**  
WIDL, Olean, N. Y.

**McNEIL, BOB**  
WSVA, Harrisonburg, Va.

### — M —

**MacADIE, JACK**  
WICH, Norwich, Conn.

**MacNEILL, BOB**  
WSVA-TV, Harrisonburg, Va.

**MacWILLIAMS, DON**  
Sports Journal  
WCSH, WCSH-TV, Portland,  
Me.

**MAGRUDER, DICK**  
WFAA, Dallas, Tex.

**MAHAR, DICK**  
Inside of Sports  
KSUM, Fairmont, Minn.

**MANGOLD, FRAN**  
KWPC, Muscatine, Iowa

**MANN, BOB**  
WAIK, Galesburg, Ill.

**MANN, RAY**  
Sports  
WSSO, Starkville, Miss.

**MANNING, TOM**  
KYW, Cleveland, Ohio

**MANOS, JIM**  
Sports Scene  
WJFB-TV, Fairmont, W. Va.

**MAPES, BILL**  
Sports Parade  
WOWL, Florence, Ala.

**MARS, JEE**  
Sportsmen's Corner  
KTRC-TV, Shreveport, La.

**MARTIN, BOB**  
5:30 Sports  
KMOR, Littleton, Colo.

**MARTIN, BOB**  
Saturday Night Sports  
KLZ-TV, Denver, Colo.

**MARTIN, BOB**  
KNDY, Marysville, Kan.

**MARTIN, DAVID**  
College Sports  
WGNS, Murfreesboro, Tenn.

**MARTIN, JACK**  
Today's Sports  
WFHG, Bristol, Va.

**MARTIN, ED**  
Sports Time  
WKTG, Thomasville, Ga.

**MARTIN, JIM**  
Sportarama  
WNAG, Grenada, Miss.

**MARTIN, STAN**  
Behind the Sports Desk  
WBCM, Levittown, Pa.

**MARX, ELZER**  
WITV, Danville, Ill.

# SPORTS COMMENTATORS

**MASCOTT, BOB**  
12:10 Sports  
KBYP, Shamrock, Tex.

**MASON, AL**  
Sports Roundup  
KERV, Kerrville, Tex.

**MAYNAIRD, JAKE**  
Sports Roundup  
WFVA, Fredericksburg, Va.

**MAZER, BILL**  
Sports Roundup  
WGR, Buffalo, N. Y.

**MEELER, JOHN**  
Sports Review  
WYCL, York, S. C.

**MEHAFFEY, JAY**  
Sports Whirl  
KOSA-TV, Odessa, Tex.

**MENACKER, SAM**  
Live Wrestling, CKLW-TV; Detroit;  
All Star Wrestling, WCPO-TV,  
Cincinnati; WITV, Indianapolis;  
Big Time Wrestling, Syndicated Tape

**MENDEL, ED**  
WOKS, Columbus, Ga.

**MERCER, RAY**  
WGOV, Valdosta, Ga.

**MESSER, FRANK**  
World of Sports  
WRNJ, Richmond, Va.

**MICHAEL, RAY**  
WRC, Washington, D. C.

**MIKKALSON, BOB**  
S.U.L. Basketball  
WMT, WMT-TV, Cedar Rapids, Iowa

**MILLER, BILL**  
Sports News  
WJNO, West Palm Beach, Fla.

**MILLER, BILL**  
Tip Off on Sports  
KEYZ, Williston, N. D.

**MILLER, DAVID**  
Local Sports  
WLEA, Hornell, N. Y.

**MILLER, DICK**  
KAPR, Douglas, Ariz.

**MILLER, JACK**  
Man About Sports  
KAKE-TV, Wichita, Kan.

**MILLER, JAY**  
NBC

**MILLIS, GLENN**  
KMIN, Grants, N. M.

**MILLS, HUBERT P.**  
Winner's Circle  
WSCH, Oxford, Miss.

**MILNE, BRUCE**  
WABL, Amite, La.

**MITCHELL, BILL**  
KVKM, Monahans, Tex.

**MITCHELL, TED**  
KTIM, San Rafael, Calif.

**MOE, DON**  
KARR, Great Falls, Mont.

**MOFFATT, HAM**  
Sports Parade  
KGDN, Edmonds, Wash.

**MOLER, FLOYD**  
KXXL, Bozeman, Mont.

**MONAHAN, TOM**  
WCNX, Middletown, Conn.

**MONROE, BOB**  
KCHA, Charles City, Iowa

**MONSON, J. S.**  
KSUB, Cedar City, Utah

**MOORE, JACK**  
Piedmont Sports  
WELP, Easley, S. C.

**MOORE, JIM**  
WDBJ, Roanoke, Va.

**MOORE, JOHNNY**  
KMAC, San Antonio, Tex.

**MOOREHEAD, TOM**  
WRCV, Philadelphia, Pa.

**MOQUETTE, HECTOR**  
Sports Carnival  
WWRL, New York, N. Y.

**MOREHOUSE, GENE**  
WJLS, Beckley, W. Va.

**MORELL, PARKER**  
KCRS, Midland, Tex.

**MORGAN, HANK**  
WQXI, Atlanta, Ga.

**MORGAN, RAY**  
WPTG, Washington, D. C.

**MORGAN, ROBERT**  
Sports Review  
WBOP, Pensacola, Fla.

**MORRIS, MIKE**  
WCFE, Parkersburg, W. Va.

**MORRIS, STAN**  
KBLO, Hot Springs, Ark.

**MORROW, BOB**  
Sports Elite  
WSSV, Petersburg, Va.

**MORSE, DAVE**  
Sports Final  
WDEV, Waterbury, Vt.

**MORTON, ED**  
WQXI, Atlanta, Ga.

**MORTON, LEN**  
Sports  
KVOO, KVOO-TV, Tulsa, Okla.

**MORYL, BOB**  
Sports Today  
WKAM, Goshen, Ind.

**MOSHER, CLURE**  
WCKT, Miami, Fla.

**MOSS, SEEBURN**  
Saturday Scoreboard  
WPPM, Ft. Valley, Ga.

**MOUNTAIN, ARCHIE**  
WCN, Newport, N. H.

**MOWRY, LEE**  
WRGA, Rome, Ga.

**MULHERIN, PAT**  
WBRQ, Augusta, Ga.

**MULLARKEY, TOM**  
WBAP-TV, Fort Worth, Tex.

**MURDOCK, HOWARD**  
WIMS, Michigan City, Ind.

**MURRAY, HANK**  
Sportstime  
WVH, Ft. Lauderdale, Fla.

**MURPHY, A. W.**  
WATG, Albany, Ga.

**MUSICUS, ED**  
Sports Page  
WVHG, Hornell, N. Y.

**MYERS, EARL**  
Play by Play  
KTHE, Thermopolis, Wyo.

— N —

**NACHTWEH, LES**  
KING, Seattle, Wash.

**NAHAN, STU**  
KCRA, KCRA-TV, Sacramento, Calif.

**NAHLEY, DON**  
News in Sports  
WRBL-TV, Columbus, Ga.

**NAIMO, JACK**  
WJOB, Hammond, Ind.

**NASH, BILL**  
KOLO-TV, Reno, Nev.  
The Old Grad  
KOLO, Reno, Nev.

**NAVARRO, AUGIE**  
KALL, Salt Lake City, Utah

**NEAL, BOB**  
NCAA Football  
ABC-TV

**NEELY, JAY**  
WITH, Baltimore, Md.

**NELSON, AL**  
KGAW, Gardner, Mass.

**NELSON, GEORGE B.**  
WRNR, New Bern, N. C.

**NELSON, HOWIE**  
KJCY, Nome, Alaska

**NELSON, LINDSEY**  
NBC, NBC-TV

**NELSON, MARSHALL**  
KDAL, Duluth, Minn.

**NELSON, TOM**  
Sports Scoreboard  
KOFK, Pullman, Wash.

**NEUBERGER, STAN**  
WEKZ, Monroe, Wis.

**NEWBERRY, CARROLL**  
WBK, Elk City, Okla.

**NICHOLS, CHUCK**  
Sportscope  
WTVI-TV, Ft. Pierce, Fla.

**NORMAN, BOB**  
Sports Report  
WEOL, Poughkeepsie, N. Y.

**NORTH, BOBBY**  
WYZE, Atlanta, Ga.

**NORTON, MIKE**  
WGAN-TV, Portland, Me.

**NOWELL, KEN**  
Sports Scoreboard  
KANE, New Iberia, La.

**NUNGENER, HARRY**  
For Your Sports  
KRCK, Ridgecrest, Calif.

— O —

**O'BRIEN, SHERRY**  
WJMJ, Philadelphia, Pa.

**O'BRIEN, TOMMY**  
KPNG, Port Neches, Tex.  
KPAC, Port Arthur, Tex.

**OBSTLER, HERM**  
Sports Spotlight  
WODY, Rocky Mount, Va.

**OCIMANSKI, LOU**  
Special Events  
WFAU, Augusta, Me.

**O'DONNELL, BILL**  
WSYR, Syracuse, N. Y.

**OGLESBEE, BILL**  
Top Tips  
KOOK, Billings, Mont.

**O'HARA, TONY**  
WVCA, Gary, Ind.

**OLSON, BOB**  
WJMS, Ironwood, Mich.

**O'MARA, BILL**  
Up to the Minute  
KFSD, KFSD-TV, San Diego, Calif.

**O'NEIL, GENE**  
Sports Review  
WVON, Woonsocket, R. I.

**OPPENHEIMER, DICK**  
WHAP, Hopewell, Va.

**ORGEN, DICK**  
KCMS, Manitou Springs, Colo.

**OSBORN, LEE**  
KVOY, Yuma, Ariz.

**OSBORN, GENE**  
WKMH, Dearborn, Mich.

**O'SCOTT, DAVE**  
Sports Time  
WALB-TV, Albany, Ga.

**O'TOOLE, LARRY**  
Sportscope  
KCSR, Chadron, Neb.

**OTTAVIANO, ANGIE**  
Sports Highlights  
WONG, Oneida, N. Y.

**OTTE, CHUCK**  
KLPW, Union, Mo.

**OVERBY, GENE**  
WERC, Reidsville, N. C.

— P —

**PADRON, LONNIE**  
Sportsman  
WTRR, Sanford, Fla.

**PAINTER, FRANK**  
WBLJ, Dalton, Ga.

**PALMER, BUD**  
Bowling Stars  
NBC-TV

**PARKS, DEL**  
Sports Caravan  
WEKZ, Chester, Pa.

**PARLIAR, JIM**  
Sportscope  
KWTC, Barstow, Calif.

## — R —

**PARMLEY, THOMAS**  
KSOX, Arkansas City, Kan.

**PANQUALL, JOE**  
High School Football  
WSIG, Mt. Jackson, Va.

**PATRICK, JOE**  
KMTV, Omaha, Neb.

**PATRICK, YAN**  
WKMH, MBS, Dearborn, Mich.

**PAUL, LEROY**  
Sports Report  
WSFA-TV, Montgomery, Ala.

**PAYNE, JACK**  
WOW, WOW-TV, Omaha, Neb.

**PELLENPA, CARL**  
WJPD, Isthmian, Mich.

**PENFIELD, ADD**  
WBIG, Greensboro, N. C.

**PEREZ, RUDY**  
KPUJ, Bellingham, Wash.

**PERLIN, BERNIE**  
KOLD, KOLD-TV, Tucson, Ariz.

**PERRY, BOB**  
Fighter's Corner  
KEY-TV, Santa Barbara, Calif.

**PERRY, DICK**  
Sports Desk  
KFOR, Lincoln, Neb.

**PETERSEN, GARY**  
KBMN, Bozeman, Mont.

**PETERSON, JOHN M.**  
Sports Locker  
KFBB-TV, Great Falls, Mont.

**PETTY, JOE**  
Speaking of Sports  
WTAG, Worcester, Mass.

**PIHEFFER, BILL**  
WTUX, Wilmington, Del.

**PIELAN, JOHN**  
KTSM-TV, El Paso, Tex.

**PHILYAW, ROGER**  
Sports Today  
WGTM, Wilson, N. C.

**PHIPPS, BOB**  
Sports Beat  
WIOI, Portsmouth, Ohio

**PHYSIOC, JOE**  
The Sports Show  
WBEU, Beaufort, S. C.

**PICCIOLI, JOHN**  
Local Sports  
WHVH, Henderson, N. C.

**PICKETT, JACK**  
NBC

**PIGOTT, RUSSEL**  
WLBK, DeKalb, Ill.

**PINION, CLOVIS**  
Sports Roundup  
KSSST, Sulphur Springs, Tex.

**POLSTON, GRADY**  
WANY, Albany, Ky.

**PORTER, DICK**  
KCKT-TV, Great Bend, Kan.

**PORTER, ROSS**  
WKY, Oklahoma City, Okla.

**PORTER, TED**  
Sports Parade  
KUDE, Oceanside, Calif.

**POWERS, JIM**  
WRIY, Riverhead, N. Y.

**POWERS, JIMMY**  
Monday Night Fights  
WPIX, New York, N. Y.

**POWERS, PERCY**  
Spotlight on Sports  
WJQS, Jackson, Miss.

**PREVATT, JIMMIE**  
WAVP, Avon Park, Fla.

**PRICE, JIM**  
KFMB, San Diego, Calif.

## — Q —

**QUICK, CLETE**  
Football Prophet  
WSUH, Oxford, Miss.

**QUINLAN, JACK**  
NBC

**RABAT, KENNETH**  
Sports and Weather  
WJRT, Flint, Mich.

**RADAR, JOCKO**  
WDOR, Sturgeon, Bay, Wisc.

**RAIDERS, PAUL**  
KSDN, Aberdeen, S. D.

**RAIHALL, WILLIAM**  
World of Sports  
WNCC, Barnesboro, Pa.

**RAINS, DOUG**  
KFDA-TV, Amarillo, Tex.

**RAMEY, LAVARRE**  
It's Ten Pin Time  
KWRO, Coquille, Oreg.

**RANDOLPH, JAY**  
Wrestling  
WJPB-TV, Fairmont, W. Va.

**RASKIN, DICK**  
The Sports Desk  
WGNV, Newburgh, N. Y.

**RATLEMAN, GEORGE**  
AFL Football  
ABC-TV

**RAYMOND, SAM**  
WWOD, Lynchburg, Va.

**REDDY, JOHN**  
WOKY, Milwaukee, Wisc.

**REED, BILL**  
KHOW, Denver, Colo.

**REESE, JIM**  
Look at Sports  
KOSA-TV, Odessa, Tex.

**REEVE, RAY**  
WRAL-TV, Raleigh, N. C.

**REID, JIM**  
Duke Football  
WFVD, Durham, N. C.

**REITER, CHUCK**  
WAMt, Venice, Fla.

**RENFROW, CHARLIE**  
Play by Play  
WAKP, Hendersonville, N. C.

**REPLOGLE, KENT**  
Sports Scoreboard  
WYAM, Altoona, Pa.

**REYNOLDS, BOB**  
WJR, Detroit, Mich.

**RHODE, BARRY**  
WIOU, Kokomo, Ind.

**RHODES, DUSTY**  
Story on Sports  
WAMM, Flint, Mich.

**RICHARDS, RAY**  
WDOE, Dunkirk, N. Y.

**RICHARDS, ROYCE**  
WLAC, Nashville, Tenn.

**RICHARDSON, BOB**  
KEJY, Jamestown, N. D.

**RICHARDSON, BOBBY**  
Sports Memory  
WFIG, Sumter, S. C.

**RICORD, RON**  
Sports Report  
KTMC, McAlester, Okla.

**RIFENBURG, DICK**  
Sports Column of the Air  
WBEN, Buffalo, N. Y.

**RIMMER, JACK**  
Sportsbound  
WBIG, Greensboro, N. C.

**RIOS, LUIS A.**  
Deportes Al Dia  
WORA, Mayaguez, Puerto Rico

**RIZZUTO, PHIL**  
CBS

**ROBERTS, BRUCE**  
WBEM-TV, Chicago, Ill.

**ROBERTS, DON**  
Sports  
KOA-TV, Denver, Colo.

**ROBERTSON, JIMMY**  
WKOA, Hopkinsville, Ky.

**ROBILLARD, F.**  
WSYB, Rutland, Vt.

**ROBINSON, MAX**  
Sports Roundup  
WJTN, Jamestown, N. Y.

**ROCKWELL, BART**  
KXGN-TV, Glendive, Mont.

**ROCKWOOD, LYNN**  
KOVO, Provo, Utah

**RODGERS, TOM**  
Sports Review  
WFL, Philadelphia, Pa.

**RODGERS, WAYNE**  
Warm Up  
WXTN, Lexington, Miss.

**ROLLER, KENNETH**  
Sports Roundup  
KEYE, Perryton, Tex.

**ROMANO, RALPH**  
Sports Parade  
WWSO, Glens Falls, N. Y.

**RONDELL, ROCK**  
KHHH, Pampa, Tex.

**ROPER, JAMES T.**  
KTTN, Raton, N. M.

**ROSSI, DICK**  
WSNO, Barre, Vt.

**ROTE, KYLE**  
WNEW, New York, N. Y.

**ROTZ, SID**  
WDZ, Decatur, Ill.

**RUSSELL, EARL**  
KLIW, San Jose, Calif.

**RUST, ART**  
Sports Roundup  
WWRL, New York, N. Y.

**RUTH, CHARLIE**  
WXIX-TV, Milwaukee, Wisc.

**RYAN, JOE**  
Sports Roundup  
WALL, Middletown, N. Y.

## — S —

**SADLER, LEW**  
Local Sports Events  
WABG, Greenwood, Miss.

**SALMON, W. T.**  
WKDL, Clarksdale, Miss.

**SAMP, PHIL**  
WMBD, Peoria, Ill.

**SANDERFORD, CLIFF**  
Sports  
KIUN, Pecos, Tex.

**SANDERS, CREIGHTON**  
Hometown Sports  
KTHL, Tillamook, Oreg.

**SANDERS, GARY**  
Report on Sports  
WNOX, Knoxville, Tenn.

**SANDERS, GORDON**  
KOB-TV, Albuquerque, N. M.

**SANVILLE, LARRY**  
KILE, Galveston, Tex.

**SARANT, RUIIT**  
KLEN, Kilteen, Tex.

**SASNETT, BEN**  
Sports Report  
KNOT, Prescott, Ariz.

**SAUER, JOHNNY**  
Sports Desk  
WING, Dayton, Ohio

**SAVAGE, GUY**  
KXYZ, Houston, Tex.

**SAYWARD, GALEN**  
WRTJ, Farmington, Me.

**SCANLAN, JIM**  
Sunday Sports  
WOW-TV, Omaha, Neb.

**SCHAPP, MORTY**  
Today in Sports  
WBBS, Burlington, N. C.

**SCHROEDER, KENT**  
Today in Sports  
WDBF, Delray Beach, Fla.

**SCUCHARD, RICHARD**  
KBOY, Medford, Oreg.

**SCOTT, BUBBA**  
Fifth Quarter  
WJBB, Haleyville, Ala.



# SPORTS COMMENTATORS

**SHAFER, MAX**  
WDAN, Danville, Ill.

**SCHAPER, HERB**  
KNUJ, New Ulm, Minn.

**SCHENKEL, CHRIS**  
B. August 21, 1923, Wabash, Ind. St. Nicks Boxing, WNEW-TV, N. Y.; Football Giants, Football Roundup, Horse Racing, CBS-TV; Telesports Digest, Tel RA Productions, Milwaukee Braves, Midwest Network, Sports Final, WABC-TV, Pre-Game Shows, NBC-TV

**SCHERMERHORN, JOHN**  
Sports Final  
WKOW-TV, Madison, Wis.

**SCHENNYDEE, MERLE**  
KCLL, Houma, La.

**SCHOLZ, BOB**  
KEAP, Fresno, Calif.

**SCHOR, DICK**  
WHOK, Lancaster, Ohio

**SCOTT, RAY**  
Sport Show  
WNOP, Newport, Ky.

**SCOTT, WALTER**  
WCCM, Lawrence, Mass.

**SEXTON, CARROLL**  
WCRS, Greenwood, S. C.

**SHALLCROSS, BILL**  
Sportscope  
WALK, Patchogue, N. Y.

**SHAMON, PAUL**  
WDCR, Hanover, N. H.

**SHANNON, FRANK**  
WULP, El Campo, Tex.

**SHARP, LARRY**  
PM Sports  
KXAR, Aztec, Ark.

**SHARP, ROGER**  
WBLY, Springfield, Ohio

**SHAY, JIM**  
WLEC, Sandusky, Ohio

**SHELLY, BILL**  
Sports Page  
WLEU, Erie, Pa.

**SHERIDAN, LEE**  
Sports Hi-Lites  
WRDW-TV, Augusta, Ga.

**SHERMAN, BUD**  
KTVT, Dallas-Ft. Worth, Tex.

**SHIELDS, BUD**  
WAGN, Menominee, Mich.

**SHOWALTER, AL**  
KBRO, Bremerton, Wash.

**SHULL, ROBBIE**  
KVEC, San Luis Obispo, Calif.

**SIMMERMAKER, SAM**  
WCST, Columbus, Ind.

**SIMPSON, JIMMY**  
Sports Page of the Air  
WFLB, Fayetteville, N. C.

**SIMPSON, JIM**  
WRC-TV, NBC  
Washington, D. C.

**SIMS, WAYNE**  
WARP, Jasper, Ala.

**SINGER, BILL**  
Sports Review  
WTFM, Trenton, N. J.

**SLATER, MANNING**  
KRAK, Sacramento, Calif.

**SLOAT, DALE**  
Sport Spotlight  
WGMR, Elkhart, Ind.

**SMITH, AL**  
Sports Roundup  
WFLO, Farmville, Va.

**SMITH, ART**  
WFRX, W. Frankfort, Ill.

**SMITH, BOB**  
Sports Parade  
KGGM, Albuquerque, N. M.

**SMITH, BOB**  
WRVA, Richmond, Va.

**SMITH, BOCKY**  
WLOP, Orlando, Fla.

**SMITH, DALE**  
WMRE, Lewistown, Pa.

**SMITH, F. D.**  
KULP, El Campo, Tex.

**SMITH, JACK**  
Sports Review  
KSBY-TV, San Luis Obispo, Calif.

**SMITH, JIM**  
WWIZ, Lorain, Ohio

**SMITH, JOHN H.**  
WTHE, Spartanburg, S. C.

**SMITH, LES**  
WOR-TV, New York, N. Y.

**SMITH, PHIL**  
KMNS, Muskogee, Okla.

**SMITH, P. W.**  
WLAT, Conway, S. C.

**SNOW, PHIL**  
WKRG-TV, Mobile, Ala.

**SNYDER, BILL**  
WSOC, WSOC-TV,  
Charlotte, N. C.

**SOBOL, JOHNNY**  
WILK, Wilkes-Barre, Pa.

**SOBRERO, FRANK**  
KRE, Berkeley, Calif.

**SOLTAU, GORDIE**  
KERC, San Francisco, Calif.

**SOSH, WINKEY**  
Sports Revue  
WRUS, Russellville, Ky.

**SPAINHOWER, DON**  
KSL-TV, Salt Lake City,  
Utah

**SPARKS, SHUDIE**  
WVNA, Tusculum, Ala.

**SPECTOR, ART**  
WHY, Orlando, Fla.

**SPENCER, MILT**  
WFLA, Tampa, Fla.

**SPEYACEK, JACK**  
WTRW, Two Rivers, Wis.

**SPORTS, DON**  
WCLA, Claxton, Ga.

**SPOTTS, J. A.**  
Local Sports  
WLEM, Emporium, Pa.

**SPOUSE, LEN**  
Tiger Tracks  
Truth or Consequences, N. M.

**STAFFAN, JACK**  
WCBY, Chocoygan, Mich.

**STARR, BART**  
Star Sports Time  
WATV, Birmingham, Ala.

**STARR, BOB**  
WJBC, Bloomington, Ill.

**STANWOOD, TOM**  
WASA, Havre De Grace, Md.

**STARWYCK, STEVE**  
Ozark Sports Review  
KHOG, Fayetteville, Ark.

**STEEL, PETE**  
KLIZ, Brainerd, Minn.

**STEELE, BOB**  
Strictly Sports  
WPHC, Hartford, Conn.  
Close-Up on Sports  
WPHC-TV, Hartford, Conn.

**STEELE, JIM**  
WWL, New Orleans, La.

**STEELE, BURT**  
WSBS, Great Barrington,  
Mass.

**STENSON, WAYNE**  
Sports Nuggets  
KCVL, Colville, Wash.

**STERN, BILL**  
KBIG, Avalong, Calif.

**STERN, BILL**  
MBS

**STEWART, CHUCK**  
WBIL, Leesburg, Fla.

**STEWART, LARRY**  
Speaking of Sports

**WDWS, Champaign, Ill.**

**STIEGLER, ERNIE**  
Spotlite on Sports  
WAEB, Allentown, Pa.

**STINGLEMAN, PHIL**  
Play by Play  
WKBY, Richmond, Ind.

**STOLLARE, LEROY**  
Sports Page  
KFSA-TV, Ft. Smith, Ark.

**STOVER, JIM**  
Sports Final  
WCVA, Culpeper, Va.

**STRITE, DICK**  
Sportsdesk  
KERG, Eugene, Oreg.

**STRONG, FORD**  
Sports Special  
KSTR, Grand Junction, Colo.

**STRUYK, BILL**  
Sports Roundup  
KWVY, Waverly, Iowa

**SUMMERALL, PAT**  
CBS

**SUMMERALL, PAT**  
WGRO, Lake City, Fla.

**SUTTON, DE VON**  
Sports Today  
KOGA, Osallala, Neb.

**SUTTON, ROY**  
Sports Show  
WLAY, Muscle Shoals, Ala.

**SWANSON, BILL**  
WJBO, Baton Rouge, La.

**SWEENEY, FRANK**  
WJJD, Chicago, Ill.

## — T —

**TANNER, KEN**  
Sportslight  
WHYE, Roanoke, Va.

**TATE, VERNER**  
Football Scoreboard  
WSPA-TV, Spartanburg, S. C.

**TATLIAM, HOWARD**  
Georgia Outdoors  
WLET, Toccoa, Ga.

**TAYLOR, JIM**  
Sports Review  
KEEP, Twin Falls, Idaho

**TAYLORE, DICK**  
WPTW, Piqua, Ohio

**TEGTMER, DOUG**  
TV Sports Club  
KNOX-TV, Grand Forks, N. D.

**TERREL, CHARLES**  
Sports News  
KWFR, San Angelo, Tex.

**TERRELL, JIM**  
Sports Review  
KFDX, Pampa, Tex.

**THACKER, JIM**  
WSAZ-TV, Huntington-  
Charleston, W. Va.

**THACKER, JIM**  
Sports Summary  
WSAZ, Huntington, W. Va.

**THAYER, MARK**  
Sports Roundup  
KLOK, San Jose, Calif.

**THULENIUS, ED**  
WRPC, Thens, Ga.

**THOMAS, JERRY**  
Dr. Ross Sportsreel  
KVEN, Ventura, Calif.

**THOMAS, JOE**  
Meet the Coach  
WJBD, Salem, Ill.

**THOMAS, JOHN**  
Sports Review  
WOPF, Bristol, Tenn.

**THOMAS, ROLLE**  
Sports Report  
KFI, Los Angeles, Calif.

**THOMPSON, BILLY**  
Sports Roundup  
WAXU, Georgetown, Ky.

**THOMPSON, BOB**  
KMAP, Bakersfield, Calif.  
**THOMPSON, CHARLIE**  
KSHO, Las Vegas, Nev.  
**THOMPSON, CHUCK**  
NBC  
**THOMPSON, DOUG**  
Sport Scope  
WADE, Wadesboro, N. C.  
**THOMPSON, FRANK**  
ZEA, San Diego, Calif.  
**THOMPSON, GEORGE**  
KFRD, Rosenberg, Tex.  
**TOBE, MORRIS**  
WCAM, Camden, N. J.  
**TOOTHMAN, ROBERT**  
WBOY, WBOY-TV,  
Clarksburg, W. Va.

**TOWERS, BILL**  
Today in Sports  
KTVO, Ottumwa, Iowa

**TRABER, JIM**  
KVIC, Victoria, Tex.

**TRAYNOR, HAROLD**  
KQV, Pittsburgh, Pa.

**TRIZONIS, CHRIS**  
WJEM, Valdosta, Ga.

**TROTTER, DICK**  
KLMS, Lincoln, Neb.

**TRWIN, BOB**  
Sports Mike  
WBCM, Bay City, Mich.

**TUCKER, CARNELL**  
World of Sports  
WHNY, McComb, Miss.

**TUCKER, JOE**  
WWSW, Pittsburgh, Pa.

**TURNBULL, BEN**  
3-Ring Sports  
WDOS, Oneonta, N. Y.

**TURNER, BOB**  
Speaking Sports  
WHAM, Rochester, N. Y.

**TURNER, JIM**  
WIST Scoreboard  
WIST, Charlotte, N. C.

## — U —

**UFER, ROBERT**  
WPAG, Ann Arbor, Mich.

**UPRIGHT, GENE**  
WIS-TV, Columbia, S. C.

**UPTON, FRANK**  
KBOW, Butte, Mont.

**URBAN, JOHN**  
Early Sports  
WCNY-TV, Watertown, N. Y.

## — V —

**VACHE, BOB**  
KTAR, KVAR, Phoenix, Ariz.

**VALENTI, FRANK**  
KGNB-TV, Honolulu, Hawaii

**VALENTINE, JAMES**  
Morning Sports  
WBOY-TV, Clarksburg, W. Va.

**VALENTINO, DOM**  
WBET, Brocton, Mass.

**VALENTI, JOE**  
WBBW, Youngstown, Ohio

**VAN, DICK**  
Sports Digest  
WCSS, Amsterdam, N. Y.

**VANDIVER, JERRY**  
WRWH, Cleveland, Ga.

**VAN DYKE, WOODY**  
KOCA, Kigore, Tex.

**VAN KUREN, JIM**  
CKLW, Detroit, Mich.

**VANN, BILL**  
Sportsnews  
WTCB, Flomaton, Ala.

**VAN NOY, CARLYLE**  
KPTL, Carson City, Nev.

**VASSY, TOM**  
Fisherman's Corner  
WLBB, Carrollton, Ga.

**VENABLE, JACK**  
WAUD, Auburn, Ala.

**VICKMARK, JACK**  
Sports Scoreboard  
WJAM, Madison, S. D.

**VIDNOVIC, SAM**  
WMCK, McKeesport, Pa.

**VOGEL, ART**  
KGA, Spokane, Wash.

**VOLKEMA, HAL**  
WHTC, Holland, Mich.

**VORHHES, JACK**  
Sports Review  
WVNA, Tusculumbia, Ala.

## — W —

**WAITE, DAVE**  
WDAM-TV, Hattiesburg, Miss.

**WALKER, JACK**  
WLIB Sports Reel  
WLIB, New York, N. Y.

**WALLACE, BOB**  
WROW, Albany, N. Y.

**WALLACE, PHIL**  
WKRZ, Oil City, Pa.

**WALSH, BLAINE**  
NBC

**WARD, GUY**  
KKAN, Phillipsburg, Kan.

**WARD, WILLIAM**  
KBTW, WBT, Charlotte, N. C.

**WARNER, WALT**  
Sports Report  
KBRZ, Freeport, Tex.

**WATT, JAMES M.**  
Action Center Sports  
KSTT, Davenport, Iowa

**WATTRICK, DON**  
Sports Scoreboard  
WXYZ, Detroit, Mich.

**WATTSON, C. C.**  
Early Sports  
WLUC-TV, Marquette, Mich.

**WEAVER, RICK**  
KOLN-TV, Lincoln, Neb.

**WEBB, JACK**  
KNDO, Yakima, Wash.

**WEBSTER, AL**  
Sports West  
WJBW, New Orleans, La.

**WEDDLE, JOE**  
KIUL, Garden City, Kan.

**WEISBERGER, STAN**  
KOKL, Okmulgee, Okla.

**WEISKOPF, DON**  
Great Moments in Sports  
KRPL, Moscow, Idaho

**WELLS, DON**  
WCFL, Chicago, Ill.

**WELLS, EMORY**  
WTWA, Thomson, Ga.

**WELLS, JACK**  
WJZ-TV, Baltimore, Md.

**WELSH, BILL**  
KTTV, Los Angeles, Calif.

**WESSON, B. G.**  
WKDL, Clarksdale, Miss.

**WEST, CECIL**  
WHOO, Orlando, Fla.

**WESTER, AL**  
Sports Vue  
WVUE-TV, New Orleans, La.

**WHEELER, JACK**  
Inside Sports  
WELM, Elmira, N. Y.

**WHITAKER, BOB**  
Parade of Sports  
WMIX, Mt. Vernon, Ill.

**WHITE, HOWARD**  
WCTW, New Castle, Ind.

**WHITE, JACK F.**  
KIOF, Barstow, Calif.

**WHITING, DICK**  
WAZE, Clearwater, Fla.

**WHITTAKER, DICK**  
WICK, Scranton, Pa.

**WILSON, BOB**  
KLGA, Algona, Iowa

**WILSON, JACK**  
WRRR, Rockford, Ill.

**WILSON, JIM**  
Sports Tonight  
WSBT, WSB-TV,  
South Bend, Ind.

**WILSON, KEN**  
WPLO, Atlanta, Ga.

**WINSTON, TOM**  
WIDE, Biddeford, Me.

**WIRTSIE, R.**  
Sports Roundup  
KPAS, Banning, Calif.

**WISE, WES**  
Evening Edition Sports  
WFAA-TV, Dallas, Tex.

**WISMER, HARRY**  
United Press International Sports  
News; "Tops in Sports," ABC-  
Radio; U. S. Air Force; Notre  
Dame Football Game.

**WISMER, JACK**  
KSCV, Richfield, Utah

**WITT, DENNIS**  
WEW, St. Louis, Mo.

**WOLFE, JOHN**  
Sports Spotlight  
WOKO, Albany, N. Y.

**WOLFE, BOB**  
NBC, WWDC,  
Washington, D. C.

**WOODARD, WILLIAM T.**  
Red Devil Sports  
WUTC, Kinston, N. C.

**WOODMAN, DAVE**  
Sports Final  
KNOE-TV, Monroe, La.

**WOODRUFF, FRANK**  
Sports Roundup  
WSPB, Sarasota, Fla.

**WOODRUM, TOMMY**  
Football  
WKAZ, Charleston, W. Va.

**WOODSIDE, SAM**  
WHCU, Ithaca, N. Y.

**WOODY, SONNY**  
Sports Desk  
WYTI, Rocky Mount, Va.

**WOOSLEY, EDWARD**  
Sports Show  
WMTL, Leitchfield, Ky.

**WRIGHT, JIM**  
WEBO, Owego, N. Y.

**YOTTES, JOHN**  
Today in Sports  
WFAS, White Plains, N. Y.

## — Y —

**YOUNG, BUDDY**  
WEBB, Baltimore, Md.

**YOUNG, J. NORMAN**  
WEGO, Concord, N. C.

**YOUNGWORTH, FRANK JR.**  
WMPD, Middleport-  
Pomeroy, Ohio

## — Z —

**ZACK, ED**  
WOC, WOC-TV,  
Davenport, Iowa

**ZEIDMAN, IRV**  
KTBS-TV, Shreveport, La.

**ZUBER, ED**  
WYVE, Wytheville, Va.

**ZURN, BYRON**  
Sports Today  
KDMA, Montevideo, Minn.

# Women Commentators

of U. S. Radio and TV Stations

## — A —

**ABEYTA, YERGIE**  
KGGM-TV, Albuquerque,  
N. M.

**ABRAMSON, MILDRED J.**  
WROW, Albany, N. Y.

**ADAMS, BETTY**  
WBZ-TV, Boston, Mass.

**ADAMS, DEBORAH**  
WFIL-TV, Philadelphia, Pa.

**ADAMS, RUTH**  
WSKI, Montpelier-Barre, Vt.

**ADLAM, BARBARA**  
WRFN, Dover, Del.

**AHERNS, CRYSTAL**  
KRFS, Superior, Neb.

**AIKEN, JUNE**  
WMSG, Columbia, S. C.

**ALBERTSON, PEGGY JO**  
KXJB-TV, Valley City, N. D.

**ALEXANDER, MILDRED**  
WFAR, Norfolk, Va.

**ALLEN, DOLORES**  
WDOR, Sturgeon Bay, Wis.

**ALLEN, RUTH**  
WGAR, Cleveland, Ohio

**ALSTOTT, SALLY**  
WBCM, Bay City, Mich.

**ANDERSON, BLANCH**  
WLOA, Pittsburgh, Pa.

**ANDERSON, CHARLENE**  
WJOL, Joliet, Ill.

**ANDERSON, DOROTHY**  
KVOO-TV, Tulsa, Okla.

**ANDERSON, FRAN**  
KXRA, Alexandria, Minn.

**ANDERSON, SUE**  
WMOX, Meridian, Miss.

**ANNAND, SHIRLEY**  
WTIP, Charleston, W. Va.

**ARAKAKI, S.**  
Koho, Honolulu, Hawaii

**ARGO, VERLA**  
KARY, Prosser, Wash.

**ASHLOCK, MARGUERITE**  
WMT-TV, Cedar Rapids, Iowa

**ASKER, VIRGINIA**  
WDOV, Dover, Del.

**ATTEBERRY, MONA**  
KCOL, Ft. Collins, Colo.

**AUFDERHEIDE, DORIS**  
KNUI, New Ulm, Minn.

**AVERY, BEVERLY**  
WVEC-TV, Norfolk  
Hampton, Va.

**AYERS, LOU ANN**  
KIZ-TV, Denver, Colo.

## — B —

**BAHAKEL, DIA**  
WABG-TV, Greenwood, Miss.

**BAHMAN, ALICE**  
WIZE, Springfield, Ohio

**BAILEY, LYNN**  
WNOG, Naples, Fla.

**BAILEY, VIRGINIA**  
WPME, Punxsutawney, Pa.

**BAKER, EVANGELINE**  
KNBC, San Francisco, Calif.

**BAKER, GERTRUDE**  
WBUE, Butler, Pa.

**BALCHUCK, LA VONA**  
KCHE, Pueblo, Colo.

**BALDWIN, BETTIE**  
KSI8, Sedalia, Miss.

**BALE, HELEN**  
KOVR-TV, Sacramento-  
Stockton, Calif.

**BALL, JANE ELLEN**  
WJAS, Pittsburgh, Pa.

**BARBER, ELIZABETH**  
WNIZ, Talladega, Ala.

**BARFIELD, RUTH**  
WJOR, Port St. Joe, Fla.

**BARNHART, MARY**  
WLEF, Erie, Pa.

**BARNHOUSE, NAN**  
WTIG, Massillon, Ohio

**BARRON, BILLIE JEAN**  
KFTX-TV, Bryan, Tex.

**BARRY, BARBARA**  
WBER-TV, E. Prooria, Ill.

**BARTELL, INGRID**  
WLEO, Marquette, Mich.

**BARTON, MARIE**  
WIDS, Jacksonville, Ill.

**BASILE, FRANCES**  
WBOY, WBOY-TV,  
Charlottesville, W. Va.

**BEACH, CLAIRE**  
WJZ-TV, Baltimore, Md.

**BEAN, JEAN**  
KMAQ, Maquoketa, Iowa

**BECKER, JEANNE**  
KRSL, Russell, Kan.

**BECKER, JOHNNY**  
KIUP, Durango, Colo.

**BELAUGER, PHYLLIS**  
WFSF, Caribou, Me.

**BELL, CAROLINE**  
KLAN, Lawrence, Kan.

**BENNEL, JULIE**  
WFAA-TV, Dallas, Tex.

**BERMON, LEN**  
Tea Time  
KTYR-TV, Denver, Colo.

**BERRY, MARILOU**  
WGBF, Evansville, Ind.

**BESETH, MURIEL H.**  
WNEZ, Saranac Lake, N. Y.

**BIDWELL, DORIS**  
WBLG, Lexington, Ky.

**BIGLER, BERNICE**  
WUSS, Amsterdam, N. Y.

**BINGHAM, CONSTANCE L.**  
WTVB, Coldwater, Mich.

**BISHOP, DOROTHY**  
WDSV, Viroqua, Wis.

**BLASEY, ESTHER R.**  
WCVI, Connellsville, Pa.

**BLAZER, EUNOR**  
WHOK, Lancaster, Ohio

**BLEVENS, PAT**  
KVNA, Flagstaff, Ariz.

**BLUE, HARRIET**  
KRE, Berkeley, Calif.

**BOLICH, MARY**  
WKVA, Lewistown, Pa.

**BONER, ESTER**  
KWNA, Winnemucca, Nev.

**BONTEMPI, FEDORA**  
WOR-TV, New York, N. Y.

**BOSWELL, NAOMI**  
KJBC, Midland, Tex.

**BOULDIN, BETTY**  
WZOB, Ft. Payne, Ala.

**BOUDREAU, EDNA**  
WLSF, Escanaba, Mich.

**BOWATER, PEGGY**  
WEEP, Pittsburgh, Pa.

**BOWER, JOANNE**  
KOJM, Harvey, Mont.

**BOYLAN, LYDIA**  
WDXB, Chattanooga, Tenn.

**BRADEN, MARY EL**  
KSMN, Mason City, Iowa

**BRADY, TONI**  
WABY, Albany, N. Y.

**BRANHAM, ENDA**  
WKTG, Thomasville, Ga.

**BRANNEN, BERTHA**  
WWNS, Statesboro, Ga.

**BRIDGES, DORIS**  
WKMT, Kings Mountain,  
N. C.

**BROCK, MABEL**  
WMTS, Murfreesboro, Tenn.

**BROMAN, KITTY**  
WWLP, Springfield, Mass.

**BROOKS, BESS**  
KSAF, Nacondoches, Tex.

**BROOKS, CAROL**  
KSLY, San Luis Obispo, Calif.

**BROOKS, IDELL**  
WSFA-TV, Montgomery, Ala.

**BROOKS, MARTHA**  
WGY, Schenectady, N. Y.

**BROWN, JOAN**  
KRRG, King City, Calif.

**BROWN, LANA**  
WGRO, Lake City, Fla.

**BROWN, OLIVIA**  
WMCT, Memphis, Tenn.

**BRUMET, REBA**  
WPHG, Bristol, Va.

**BRUMMETT, LOUISE**  
WANY, Albany, Ky.

**BRUNTON, ALBERTA**  
KXIC, Iowa City, Iowa

**BRVANT, ROBE**  
KTAC, Tacoma, Wash.

**BULLARD, KAY**  
WTRF-TV, Wheeling, W. Va.

**BUNNELL, ROBERTA**  
WKLO, Louisville, Ky.

**BURCHFIELD, MARLENE**  
WTVF, Tusculum, Pa.

**BURGAN, BARBARA**  
WCYN, Cynthiaana, Ky.

**BURKE, AGNES**  
WALY, Herkimer, N. Y.

**BURNETT, HAZEL**  
WSBF-TV, South Bend, Ind.

**BURRESS, H. FREDA**  
WWIT, Canton, N. C.

**BURT, ELLEN T.**  
WIBX, Utica, N. Y.

**BUTLER, KATHERINE**  
KUZN, West Monroe, La.

**BUTZIN, HENRIETTA**  
WCWC, Ripon, Wis.

**BYRD, BETTY**  
WNAG, Grenada, Miss.

## — C —

**CALLAWAY, ELIZABETH**  
KTRE, Lutkin, Tex.

**CAMPBELL, BERNICE**  
WBBB, Burlington, N. C.

**CAPEN, GINGER**  
KJAN, Atlantic, Iowa

**CAREY, JEAN**  
KONA-KALA-TV,  
Honolulu, Hawaii

**CARLSON, BETTY**  
WBCB, Levittown, Pa.

**CARLSON, NORAH**  
WCN2, Newport, N. H.

**CARR, JAN**  
WWL, New Orleans, La.

**CARR, LORRAINE**  
KTRG, Sante Fe, N. M.

**CARROLL, GLEORA**  
WWHG, Hornell, N. Y.

**CARROLL, GAIL**  
WTWB, Auburndale, Fla.

**CARY, SALLY**  
WSNO, Barre, Vt.

## WOMEN COMMENTATORS

**CASEY, MARY ANN**  
KEY-T, Santa Barbara, Calif.

**CATER, JEAN**  
WAAX, Gadsden, Ala.

**CATTELL, MARGARET**  
WEIR, Weirton, W. Va.

**CAVIN, PATTY**  
WRC, Washington, D. C.

**CHAMBLEE, RUTH**  
WETC, Wendell-Zebulon, N. C.

**CHAPLIN, CONNIE**  
WKBZ, Muskegon, Mich.

**CHAPMAN, LILLIE**  
KAML, Kenedy, Tex.

**CHASE, JULIE**  
WTAG, Worcester, Mass.

**CHAVES, CORINE**  
KFLY, Corvallis, Oreg.

**CHERRY, MARILYN**  
WLOF, Orlando, Fla.

**CHICK, FERN**  
Express-News  
San Antonio, Tex.

**CHRISTENSEN, LORAINÉ**  
KOGA, Osallala, Neb.

**CHRISTENSEN, SHARON**  
KSCV, Richfield, Utah

**CHRISTIAN, ANN**  
KKAN, Phillipsburg, Kan.

**CHRISTIAN, JO**  
KFAL, Fulton, Mo.

**CHURCHILL, AUDREY**  
KRRL, Lewiston, Idaho

**CLARK, NANCY**  
KTVB, Boise, Idaho

**CLARK, TEMPLE**  
WITN, Washington, N. C.

**CLAYTON, EILEEN**  
WALB-TV, Albany, Ga.

**COATES, IRMA**  
WCCN, Neillsville, Wis.

**COFFIN, MARGARET**  
WEGP, Presque Isle, Me.

**COGGINS, MARCCA**  
WKDK, Newberry, S. C.

**COLBERT, JEAN**  
WFC, Hartford, Conn.

**COLE, CAROL**  
Civic Calendar  
WJTD, St. Johns, Mich.

**COLE, GERRY**  
WBQC, Philadelphia, Miss.

**COLE, VERA**  
KSLO, Opelousas, La.

**COLLIE, SUNSHINE**  
Let a Little Sunshine In  
WCBL, Benton, Ky.

**COLLINS, EDNA**  
KCM, Carroll, La.

**COLLINS, ROSE**  
WKDL, Clarksdale, Miss.

**COLLNESS, JUDY**  
KATL, Miles City, Mont.

**CONWAY, JULIE**  
KIDD, Monterey, Calif.

**COOK, MARION**  
WFDF, Flint, Mich.

**COOPER, ANN**  
WBCA, Bay Minette, Ala.

**COOPER, MADGE**  
WMRN, Marion, Ohio

**COPE, KITTY**  
WSAV, WSAV-TV,  
Savannah, Ga.

**CORKUM, JOAN**  
WBHC, Conway, N. H.

**CORLEY, BETH**  
WLN, Atlanta, Ga.

**COTHMAN, FANNY MAE**  
WXTN, Lexington, Miss.

**COVERT, JEAN**  
KTBC-TV, Austin, Tex.

**CRABAUGH, MARGE**  
KXRJ, Russellville, Ark.

**CRAMER, ALMA**  
WARD, Johnstown, Pa.

**CRANE, MARTHA**  
WLS, Chicago, Ill.

**CROFT, VERA**  
KENA, Mena, Ark.

**CROOKS, HELEN**  
WOKK, Meridian, Miss.

**CROWSON, SHIRLEY**  
KTMC, McAlester, Okla.

**CRYSTALL, MARTHA JANE**  
KOLD, Tucson, Ariz.

**CURRIER, BERNICE**  
KMA, Shenandoah, Iowa

**CURTIS, BETTY D.**  
KIPA, Hilo, Hawaii

### — D —

**DAEHLER, POLLY**  
WPAY, Portsmouth, Ohio

**DALTON, JANE**  
WSPA, WSPA-TV,  
Spartanburg, S. C.

**DAMARIN, JOAN**  
WCVS, Springfield, Ill.

**DANALD, RUTH**  
KGVO, Missoula, Mont.

**DAUM, ELEANOR**  
WTRW, Two Rivers, Wis.

**DAVID, LOUISE**  
WPIS, Fountain Inn, S. C.

**DAVIS, BETTE**  
WTHE, Spartanburg, S. C.

**DAVIS, BETTY**  
KOIN Kitchen  
KOIN-TV, Portland, Oreg.

**DAVIS, BETTY**  
WSON, Henderson, Ky.

**DAVIS, DOROTHY**  
KIST, Santa Barbara, Calif.

**DAVIS, HELEN**  
KIBE-KDFC,  
San Francisco, Calif.

**DAVIS, LOUISE**  
KBOL, Boise, Idaho

**DAVIS, LULABELLE**  
KPAC, Port Arthur, Tex.

**DAVIS, SUZI**  
KICK, Springfield, Miss.

**DAVITT, BARBARA**  
WKIP, Poughkeepsie, N. Y.

**DAY, HELEN**  
WML, Milwaukee, Wis.

**DAY, JUNE**  
KWBB, Wichita, Kan.

**DAY, SUZY**  
WJOT, Lake City, S. C.

**DEANE, MARTHA**  
WOR, New York, N. Y.

**DEE, JONI**  
KSHO, Las Vegas, Nev.

**DEMAS, JANA**  
WHIO-TV, Dayton, Ohio

**DEME, HAZEL R.**  
WINE, Manchester, Conn.

**DE NEGRON, FREDDA S.**  
WORA, Mayaguez, Puerto Rico

**DENMAN, DOT**  
WPKO, Waverly, Ohio

**DESKINS, DELORIS ANN**  
WPKR, Pikeville, Ky.

**DE VANEY, CAROLYN**  
WBCH, Hastings, Mich.

**DEVLIN, DOIS**  
KSRU, Coconino, N. M.

**DICKENSON, MILLIE**  
WPLO, Somerset, Ky.

**DICKSON, LA RUE**  
KGYN, Guyman, Okla.

**DISHINGER, MARY**  
WPEZ, Jasper, Ind.

**DIXON, CHRISTINE**  
WONG, Onclida, N. Y.

**DIXON, MARTHA**  
WJIM, WJIM-TV, Lansing, Mich.

**DOAN, MARGIE**  
KHMO, Benson, Minn.

**DOONAN, KATIE**  
WSAZ, WSAZ-TV, Huntington, W. Va.

**DORSETT, GRACE**  
WBOF, Norfolk, Va.

**DOTSON, DOIS**  
WPMP, Pascagoula, Miss.

**DOUGLASS, MARIE**  
WDSF, DeFuniak Springs, Fla.

**DOWDY, ALICE**  
WROA, Gulfport, Miss.

**DOWST, KAY**  
WDAE, Tampa, Fla.

**DOZIER, KATHRYN**  
WGAU, Athens, Ga.

**DRAKE, DEBBIE**  
WISH-TV, Indianapolis, Ind.

**DREW, SALLY**  
WTER, Dover, Ohio

**DUNCAN, PRISCILLA C.**  
KSIL, Silver City, N. M.

**DUTTON, IVA**  
WBSB, Great Barrington, Mass.

**DUVALL, CAROL**  
WOOD, WOOD-TV, Grand Rapids, Mich.

### — E —

**EASON, LIB**  
WVOT, Wilson, N. C.

**ECHOLS, PAT**  
KCLV, Clovis, N. M.

**EICHORN, DOROTHY**  
WLAM, Lewiston, Me.

**EIFERT, DOROTHY**  
WHLM, Bloomsburg, Pa.

**ELLIOTT, ANN**  
WVUE-TV, New Orleans, La.

**ELLIOTT, BEA**  
WGAW, Gardner, Mass.

**ELLIOTT, MARY**  
WREB, Huntington, W. Va.

**ELMEN, EVELYN**  
KPLR-TV, St. Louis, Mo.

**ENGEL, NATALIE**  
WTTX, Wilmington, Del.

**ENSGN, JEAN T.**  
WVIP, Mt. Kisco, N. Y.

**EUBANKS, VELMA**  
WMIU, Greenville, S. C.

**EVANS, CHRIS**  
WBHD-TV, Boston, Mass.

**EDWARD, FRAN**  
WKBV, Richmond, Ind.

**EWELL, KATHERINE**  
WMSR, Manchester, Tenn.

**EYE, ERNIE**  
WEAT, Fayetteville, N. C.

**EZELL, IVANELL**  
WDKE, Lawrenceburg, Tenn.

### — F —

**FABIANI, ROZELL**  
WRBL-TV, Columbus, Ga.

**FACER, CAROL**  
KVOG, Ozen, Utah

**FADLEY, LOUISE**  
WSTG, Mt. Jackson, Va.

**FALK, FLORENCE**  
KMA, Shenandoah, Iowa

**FANN, LINDA**  
WBMC, McMinnville, Tenn.

**FARBER, WILDA**  
Shop The Town  
WJTV, Jackson, Miss.

**FARMER, HELEN**  
WBML, Macon, Ga.

**FARRELL, ROBERTA**  
WJHC, Bloomington, Ill.

**FAY, BARBARA**  
WMPD, Middleport-Pomeroy, Ohio

**FAYE, ELIZABETH**  
WWJ-TV, Detroit, Mich.

**FELIX, DELIA**  
KEV-TV, Tucson, Ariz.

**FELTON, BARBARA**  
WETT, Richmond, Va.

**FENTON, THELMA E.**  
KWRL, Riverton, Wyo.

## WOMEN COMMENTATORS

**FERGUSON, KAREN**  
WAKO, Lawrenceville, Ill.

**FERGUSON, TERRY**  
KOWB, Laramie, Wyo.

**FIELDS, PAT**  
WBMD, Baltimore, Md.

**FINKLEA, JACQUELYNN**  
WATP, Marion, S. C.

**FINKLESTEIN, ETHEL**  
WRSA, Saratoga Springs, N. Y.

**FLAHEVE, ELLA**  
WDEW, Westfield, Mass.

**FLANDERS, SANDRA**  
WMEN, Tallahassee, Fla.

**FLOOD, DOROTHY**  
WHLF, Centerville, Tenn.

**FONTAINE, PAT**  
KMOX-TV, St. Louis, Mo.

**FOWLER, FERN**  
WMTV, Madison, Wis.

**FRAENSDORF, MARIE**  
KVOA-TV, Tucson, Ariz.

**FRANCIS, ARLENE**  
WOR, New York, N. Y.

**FRANCK, MARY ANN**  
WVNA, Tusculum, Ala.

**FRANK, BETTY**  
WLIB, New York, N. Y.

**FRANSON, MARCELLE**  
KAHL, Auburn, Calif.

**FREEMAN, DORIS**  
WOXI, Jackson, Tenn.

**FREEZOR, BETTY**  
WRTV, Charlotte, N. C.

**FREY, RETA**  
KALB, Alexandria, La.

**FRIEND, DOROTHY**  
WGGG, Wallhalla, S. C.

**FRITH, LINDA**  
WODY, WYTL, Rocky Mount, Va.

### — G —

**GAINES, CARMEN**  
WLFH, Little Falls, N. Y.

**GALE, MARSHA**  
WIRA, Ft. Pierce, Fla.

**GALE, VIRGINIA**  
WGN-TV, Chicago, Ill.

**GARBER, MARY**  
WTYM, Springfield, Mass.

**GARCIA, NAN**  
WOR, New York, N. Y.

**GARNER, MARY LOU**  
WZYX, Cowan, Tenn.

**GAYNER, DOT**  
WGIG, Brunswick, Ga.

**GERHARD, MARY**  
WHFB, Benton Harbor-St. Joseph, Mich.

**GIBSON, ELBS**  
KUCN, Pecos, Tex.

**GIDDINGS, CATHY**  
KNOE-TV, Monroe, La.

**GILBERT, ALMA**  
KYND, Temple, Ariz.

**GILL, JANIE**  
WJPD, Ishpeming, Mich.

**GRAD, MARY**  
WHVH, Henderson, N. C.

**GIVEN, MARGE**  
WLBK, DeKalb, Ill.

**GOODMAN, RUTH**  
WTOC, Savannah, Ga.

**GORDON, LINDY**  
KWIL, Albany, Oregon

**GOTHBERG, OZELLE G.**  
WFPA, Ft. Payne, Ala.

**GOTTLIEB, RUTH**  
WIS-TV, Columbia, S. C.

**GRACY, WILLIE MAE**  
KATZ, St. Louis, Mo.

**GRAHAM, EVELYN**  
KBOY, Medford, Oregon.

**GRAVES, CONNIE**  
WDEV, Waterbury, Vt.

**GRAVES, FRAN**  
WKBV, Richmond, Ind.

**GRAY, LOUISE**  
WXTV, Youngstown, Ohio

**GRAY, PAT**  
WBRC-TV, Birmingham, Ala.

**GRAZIANI, AURORA**  
WWON, Woonsocket, R. I.

**GREEN, BEVERLY**  
KVAL-TV, Eugene, Oregon

**GREEN, CATHY**  
KCN-TV, Temple-Waco, Tex.

**GREEN, CONNIE**  
KBOR, Brownsville, Tex.

**GREEN, LYNN**  
KCOG, Centerville, Iowa

**GREEN, SALLY**  
WWRI, West Warwick, R. I.

**GREENBERG, DOTTY**  
KLGK, Algona, Iowa

**GREENE, JUNE K.**  
WHAL, Greenfield, Mass.

**GREENLEE, TODDY**  
WANB, Waynesburg, Pa.

**GREENWOOD, KATHERINE**  
WALL, Middletown, N. Y.

**GREFFIN, ALIA**  
KHSB, Hemet, Calif.

**GREGORY, LUCY**  
WOIA, Ann Arbor, Mich.

**GRIFFIS, ANNETTE S.**  
WSGN, Birmingham, Ala.

**GRIMES, MIN**  
WNAG, Grenada, Miss.

**GROSS, MONA**  
KFSA, Ft. Smith, Ark.

**GUILD, CAROL**  
WICK, Scranton, Pa.

### — H —

**HADLEY, CIS**  
KXMC-TV, Minot, N. D.

**HAGY, SHIRLEY**  
WOPI, Bristol, Tenn.

**HAILE, SHARON ANN**  
KBOM, Bismarck, N. D.

**HAIRGROVE, SE**  
KBRZ, Freeport, Tex.

**HALL, BARBARA**  
WHCU, Ithaca, N. Y.

**HALL, CODY E.**  
WHMA, Anniston, Ala.

**HAILYARD, LORETTA**  
WCML, Ashland, Ky.

**HAMMONS, INA**  
KBHC, Nashville, Ark.

**HANSHAW, RUTH**  
WAYZ, Waynesboro, Pa.

**HANSON, DEE**  
KRCK, Ridgecrest, Calif.

**HARPER, SALLY**  
WLAN, Lancaster, Pa.

**HARRIS, EDITH**  
WIST, Charlotte, N. C.

**HARRIS, FRANCES KAY**  
KGBG, Galveston, Tex.

**HARRIS, JEAN**  
KWKH, Shreveport, La.

**HARRIS, OSSIE**  
WBOK, New Orleans, La.

**HART, RITA**  
WIBV, Belleville, Ill.

**HARTZOG, MARLYN W.**  
WKSK, W. Jefferson, N. C.

**HANSKEW, ANN**  
Housewife's Program  
WTCB, Flomaton, Ala.

**HAUSMAN, EVELYN**  
WGL, Fort Wayne, Ind.

**HAVENSEIN, PHYLLIS**  
WVAM, Altoona, Pa.

**HAWKINS, VIVIENNE**  
WERD, Atlanta, Ga.

**HAYES, ANN**  
WNEP-TV, Scranton, Pa.

**HAYES, HELEN**  
WRNL, Richmond, Va.

**HAYNES, TRUDY**  
WCHB, Inkster, Mich.

**HAYS, LOIS**  
KIRK, Kirksville, Mo.

**HAYWARD, JOYCE**  
KHOU-TV, Houston, Tex.

**HAZEN, RUTH**  
KOFB, Pullman, Wash.

**HEALY, DOLORES**  
KBRC, Mt. Vernon, Wash.

**HEALY, MEG**  
KIXL, Dallas, Tex.

**HEIDEN, MARION**  
WPLY, Plymouth, Wis.

**HENDERSON, SALLY**  
WCOA, Pensacola, Fla.

**HENDERICKSON, VIVIAN**  
WDVL, Vineland, N. J.

**HENDRIX, BETTIE**  
WPCC, Clinton, S. C.

**HENRY, JULIA**  
WKOA, Hopkinsville, Ky.

**HEROLD, FLORENCE**  
WTTN, Watertown, Wis.

**HERSH, GLADYS E.**  
WKAP, Allentown, Pa.

**HEWETTSON, FRANCES**  
WFVA, Fredericksburg, Va.

**HICKOX, HARY**  
KFI, Los Angeles, Calif.

**HILL, EDDIE**  
WENO, Nashville, Tenn.

**HILL, JOY**  
WAZE, Clearwater, Fla.

**HILL, TAFFY**  
KSHO, Las Vegas, Nev.

**HODGES, GENIE**  
WROD, Daytona Beach, Fla.

**HODGES, RUTH**  
WETB, Johnson City, Tenn.

**HOFFER, BETTY**  
KXGO, Fargo, N. D.

**HOFFMAN, BETTY**  
WGFS, Covington, Ga.

**HOIL, CLAUDETTE**  
WAME, Miami, Fla.

**HOLDEN, ANN**  
KGO, San Francisco, Calif.

**HOLGATE, HELEN**  
KSDN, Aberdeen, S. D.

**HOLIDAY, MARY**  
WACO, Waco, Tex.

**HOLLIDAY, MOLLY**  
WHPB, Belton, S. C.

**HOLLO, JO**  
WJQS, Jackson, Miss.

**HOLMES, AUDREY**  
WLAC, Nashville, Tenn.

**HOLMES, MARY**  
WHLI, Niagara Falls, N. Y.

**HOLT, DOROTHY**  
WTMC, Ocala, Fla.

**HOLT, MARY**  
WJMO, Cleveland, Ohio

**HOOKS, MARY**  
KLYT, Levelland, Tex.

**HORN, ELAINE**  
KVOS, Bellingham, Wash.

**HORVET, JUNE**  
KRZE, Farmington, N. M.

**HOUSTON, MAGGIE**  
KVOR, Colorado Springs, Colo.

**HOWARD, NANCY**  
KMNS, Muskogee, Okla.

**HOWE, KAY**  
KHOW, Denver, Colo.

**HUGHES, JANETTE**  
WLSC, Loris, S. C.

**HULBERT, MARIE**  
KOLN-TV, Lincoln, Neb.

**HUMPHRIES, JERILYN**  
WRWH, Cleveland, Ga.

**HUNT, AUDREY**  
WIS, Columbia, S. C.

**HURST, CONNIE**  
KCHV, Indio, Calif.

**HUTCH, NITA**  
WTVN, Columbus, Ohio

**HUTCHINS, MINABELLE**  
WPTW, Piqua, Ohio

**HYDRICK, BETTY**  
WDIX, Orangeburg, S. C.



— I —

**IRWIN, MAE**  
 WFRA, Franklin, Pa.  
**IRWIN, ROBERTA P.**  
 KYUM, Yuma, Ariz.  
**IVES, CAROL**  
 WSRO, Marlboro, Mass.

— J —

**JACKSON, AMELDA**  
 WCKB, Dunn, N. C.  
**JACKSON, JEAN**  
 WJNC, Jacksonville, N. C.  
**JAMES, JUDY**  
 WAXX, Chippewa Falls, Wis.  
**JAMES, MARIANNE**  
 WFRV, Green Bay, Wis.  
**JANNUSCH, RUTH**  
 KBIZ, Ottumwa, Iowa  
**JANSEN, BARBARA**  
 KBVB, Reno, Nev.  
**JEANETTE, BEVERLY**  
 Listen Ladies  
 WHGR, Houghton Lake, Mich.  
**JENNINGS, SUNNIE**  
 Home Fare  
 WRGB-TV, Schenectady, N. Y.  
**JENSEN, KATHLEEN**  
 KWHO, Salt Lake City, Utah  
**JOBERT, CAVELL**  
 WHNB-TV, New Britain, Conn.  
**JOHN, ALMA**  
 WWRL, New York, N. Y.  
**JOHNSON, CAROL**  
 WSYR, Syracuse, N. Y.  
**JOHNSON, NATALIE**  
 KCMT-TV, Alexandria, Minn.  
**JONES, ANN**  
 WLAP, Lexington, Ky.  
**JONES, LORA**  
 KBBB, Borger, Tex.  
**JONES, VERLAINE**  
 KXAR, Agre, Ark.  
**JUDSON, CAROLINE**  
 WCOB, Columbia, S. C.  
**JUNKIN, JOY ANN**  
 WDSK, Cleveland, Miss.

— K —

**KANE, BARBARA**  
 KMEL, Wenatchee, Wash.  
**KARRAKER, MONEDA**  
 WRAJ, Anna, Ill.  
**KATH, DELORIS**  
 KGOS, Torrington, Wyo.  
**KAUFMAN, YVONNE**  
 WVSC, Somerset, Pa.  
**KAULFUSS, GRACE**  
 WEEZ, Chester, Pa.  
**KAYE, MARY**  
 WBUZ, Fredonia, N. Y.  
**KEATING, LOLA**  
 KTEL, Walla Walla, Wash.  
**KEEVER, BONNIE**  
 KCPX-TV, Salt Lake City, Utah  
**KELLER, JO ANN**  
 WKKS, Vanceburg, Ky.  
**KELLEY, MARG**  
 KORE, Eugene, Oregon  
**KELLY, CORDELIA**  
 WFMV-TV, Greensboro, N. C.  
**KELLY, JOYCE**  
 WHBG, Harrisonburg, Va.  
**KENT, RUTH**  
 WSB-TV, Atlanta, Ga.  
**KEVER, BONNIE**  
 KCPX, Salt Lake City, Utah  
**KINCAID, MARGARET**  
 KNIA, Knoxville, Iowa  
**KING, ETHEL JANE**  
 KAKE, KAKE-TV, Wichita, Kan.  
**KING, JOANNE**  
 WCFR, Springfield, Vt.

**KING, JUNE**  
 WLBT, WJBX, Jackson, Miss.  
**KING, KAY**  
 KQAO, Austin, Minn.  
**KING, MARGO**  
 KXLY, KXLY-TV, Spokane, Wash.  
**KING, NORMA**  
 KEPS, Eagle Pass, Tex.  
**KING, REA**  
 WTOR, Torrington, Conn.  
**KINNEY, NANCY**  
 WPDR, Portage, Wis.  
**KINSLEY, VERA**  
 WTOT, Marianna, Fla.  
**KIRBY, MARJI**  
 KVOY, Yuma, Ariz.  
**KIRK, DOROTHY**  
 KILO, Grand Forks, N. D.  
**KLEIN, JOANNE**  
 WMIE, Miami, Fla.  
**KLOTSMEIR, INGRID**  
 K-KID, Pendleton, Oregon  
**KLUCK, CARROL**  
 WRIG, Wausau, Wis.  
**KOVAR, IMA DELL**  
 KNAL, Victoria, Tex.  
**KOWALSKI, JACQUELYN**  
 WBKV, West Bend, Wis.  
**KOZEL, PAT**  
 WWIZ, Lorain, Ohio  
**KRAUS, BETTY**  
 WIRY, Plattsburgh, N. Y.  
**KRUCK, MARION**  
 KCHA, Charles City, Iowa  
**KUHLMAN, FAY**  
 KOOK, Billings, Mont.  
**KUNESH, JOYCE**  
 WMAM, Marinette, Wis.  
**KYKENDALL, JO**  
 WAKP, Hendersonville, N. C.

— L —

**LABBITT, MYRTLE**  
 CKLV, CKLV-TV, Detroit, Mich.  
**LAIRD, JANE**  
 WLW-A, Atlanta, Ga.  
**LAIRD, NANJI**  
 KOL, Port Arthur, Tex.  
**LAMONT, JOYCE**  
 WCCO, St. Paul, Minn.  
**LAMPSHIRE, ARLYNE**  
 KBTV, Denver, Colo.  
**LANE, JUDITH**  
 KIRO, Seattle, Wash.  
**LANE, VIRGINIA**  
 KFDM-TV, Beaumont, Tex.  
**LANTER, HELEN**  
 KHHH, Pampa, Tex.  
**LARSON, BETTY LOU**  
 KGEZ, Kalispell, Mont.  
**LARSON, EVELYN**  
 WCMP, Pine City, Minn.  
**LARSON, KAY**  
 WHEN, WHEN-TV, Syracuse, N. Y.  
**LAZAROW, JOAN**  
 WDDY, Gloucester, Va.  
**LEE, JERRY**  
 WKLX, Paris, Ky.  
**LEE, JONJA**  
 KRDD-TV, El Paso, Tex.  
**LEE, JUNE**  
 KSTR, Grand Junction, Colo.  
**LEE, PAT**  
 WFT, WFTV, Charlotte, N. C.  
**LEGGETT, BARBARA**  
 WPNL, Plymouth, N. C.  
**LEPPART, LOIS**  
 WDAY-TV, Fargo, N. D.  
**LIEN, LORRAINE**  
 KDIO, Ortonville, Minn.  
**LIERMAN, GAY**  
 KLEX, Lenoington, Miss.  
**LIGGETT, LUCY**  
 WGRD, Grand Rapids, Mich.  
**LINDAMOOD, VIRGINIA**  
 WSVB, Harrisonburg, Va.

**LIST, JAY**  
 WDUH, Gainesville, Ga.  
**LOGAN, MARY**  
 WTTM, Trenton, N. J.  
**LONGLOIS, DORIS**  
 KNOC, Natchitoches, La.  
**LOWER, MARGARET**  
 School For Fun  
 KTVF, Fairbanks, Alaska  
**LUMPKIN, ANNE**  
 KLRA, Little Rock, Ark.  
**LUNG, PHYLLIS**  
 KYNO, Fresno, Calif.  
**LYNN, JANE**  
 WKRC-TV, Cincinnati, Ohio  
**LYNN, KAY**  
 KFAL, Pullon, Mo.  
**LYONS, MARY ANN**  
 WANS, Anderson, S. C.

— Mc —

**McCABE, PAT**  
 WJBW, New Orleans, La.  
**McCARVER, RACHEL**  
 WCPC, Houston, Miss.  
**McCLURE, JEAN**  
 WFCT, Knoxville, Tenn.  
**McCORD, LOUISE**  
 WLAT, Conway, S. C.  
**McCULLOUGH, KATIE**  
 KMHT, Marshall, Tex.  
**McDONALD, MARY**  
 KOB, Albuquerque, N. M.  
**McDONALD, JUNE**  
 KHEY, El Paso, Tex.  
**McGAW, HELEN**  
 WCMW, Canton, Ohio  
**McGEE, LAURA**  
 WCHK, Canton, Ga.  
**McGOWAN, DRU**  
 WOOF, Dothan, Ala.  
**McGREGOR, MARGUERITE**  
 WPEP, Taunton, Mass.  
**McGREW, EVA**  
 WMTL, Leitchfield, Ky.  
**McKENZIE, KAY**  
 KSJB, Jamestown, N. D.  
**McKEVITT, LIZ**  
 KNPT, Newport, Oregon  
**McMAHON, MARGE**  
 KYRO, Potosi, Mo.  
**McNALL, TRUDY**  
 WRCC-TV, Rochester, N. Y.  
**McNEELY, BETH**  
 WPIN, St. Petersburg, Fla.  
**McPEAK, MARY JANE**  
 KGRO, Gresham, Oregon.  
**McQUEEN, SIMON**  
 WABC-TV, New York, N. Y.  
**McREYNOLDS, JANE**  
 KFTM, Ft. Morgan, Colo.  
**McWILLIAMS, MEGAN H.**  
 WNRV, Narrows, Va.

— M —

**MABLE, KIT**  
 WBNR, Beacon, N. Y.  
**MacAIDE, VIRGINIA**  
 WICH, Norwich, Conn.  
**MacEACHRON, PEG**  
 WJNO, West Palm Beach, Fla.  
**MacKENZIE, PAT**  
 WNDU, South Bend, Ind.  
**MACKINTOSH, GLORIA**  
 KULE, Ephratts, Wash.  
**MACLEE, GERRY**  
 KGMC, Englewood, Colo.  
**MACY, OLMA**  
 WHMA, Anniston, Ala.  
**MADDEN, BETTY**  
 WHNB-TV, New Britain, Conn.  
**MAGEE, JACKIE**  
 WCOH, Newnon, Ga.  
**MAGUIRE, LEE**  
 WTNT, Tallahassee, Fla.

## WOMEN COMMENTATORS

**MAJEWSKI, SANDRA**  
WNDE, South Bend, Ind.

**MALM, EDITH**  
WLEP, Emporium, Pa.

**MANLEY, DIANA**  
KNOP-TV, North Platte, Neb.

**MANN, PEGGY**  
WTVF, Durham, N. C.

**MANZEL, JAN**  
WJOC, Jamestown, N. Y.

**MARIE, JOAN**  
WAPC, Riverhead, N. Y.

**MARTIN, CAROL**  
KTUX, Pueblo, Colo.

**MARTIN, CLARA**  
WBIG, Greensboro, N. C.

**MARTIN, GEORGIA**  
WCEN, Mt. Pleasant, Mich.

**MARTIN, MARGARET**  
WOWJ, New Albany, Ind.

**MARTIN, MOLLIE**  
WBAL, Baltimore, Md.

**MARTIN, RITA**  
KALV, Alva, Okla.

**MARTINEAU, LORRAINE**  
WKNB, W. Hartford, Conn.

**MARTINEZ, PROVIDENCIA**  
WVJP, Caguas, Puerto Rico

**MARVIN, LUCIA**  
KBAC-TV, Bakersfield, Calif.

**MASON, MARY**  
WHAT, Philadelphia, Pa.

**MASON, PAMELA**  
KABC, Los Angeles, Calif.

**MEDLICOTT, BARBARA**  
WLW-1, Indianapolis, Ind.

**MEISNER, JOAN**  
WTAZ, Springfield, Ill.

**MERCER, HAZEL N.**  
WPAK, Parkersburg, W. Va.

**MEYERS, LOIS**  
KTLW, Texas City, Tex.

**MICAUD, NANCY**  
WCHV, Charlottesville, Va.

**MICHAEL, MILLIE**  
WATS, Sayre, Pa.

**MICKLEY, LILLIAN**  
WHP, WHP-TV, Harrisburg, Pa.

**MIERHAUSER, FRAN**  
KJAM, Madison, S. D.

**MILBER, MILDRED**  
WBEN-TV, Buffalo, N. Y.

**MILLS, ANN**  
WABI-TV, Bangor, Me.

**MILLS, MARJORIE**  
WHDH-TV, Boston, Mass.

**MILLS, PATRICIA**  
KWVY, Waverly, Iowa

**MILTON, KATHY**  
WMCK, McKeesport, Pa.

**MINTON, LINDA**  
WHVH, Henderson, N. C.

**MIRTH, MILDRED**  
KOEL, Oelwein, Iowa

**MIN, DORIS**  
KRPL, Moscow, Idaho

**MONK, ISABEL**  
WRJN, Racine, Wis.

**MOODY, OLYMPIA**  
KURY, Brookings, Oregon

**MOORE, BETTY**  
WGAD, Gadsden, Ala.

**MOORE, MARY NELL**  
WBRC-TV, Birmingham, Ala.

**MORAIN, OTA**  
WJVC, Mt. Vernon, Ohio

**MORE, MEAD**  
WCNC, Elizabeth City, N. C.

**MOORE, MOZELLE**  
WHNC, Henderson, N. C.

**MORGAN, MARY**  
CKLW, CKLW-TV, Detroit, Mich.

**MORSE, MOLLY**  
KFMB, San Diego, Calif.

**MORTENSON, LUELLA**  
WKOW, WKOW-TV, Madison, Wis.

**MOSELEY, SHILA S.**  
RABB, Hot Springs, Ark.

**MOSELEY, SHIRLEY**  
WOWL, Florence, Ala.

**MURPHEY, VICTRO**  
WBKN, Newton, Miss.

**MURPHY, DORIS**  
KMA, Shenandoah, Iowa

**MURRAY, LEE**  
WJR, Detroit, Mich.

**MURRY, PATTY**  
KRAL, Rawlins, Wyo.

### — N —

**NASHE, CAROL**  
WHD, Boston, Mass.

**NEELSON, ANN**  
RPOR, Quincy, Wash.

**NEELSON, GERT**  
WAOR, Atlanta, Ga.

**NEMETH, MARGARET**  
WCFA, Clearfield, Pa.

**NEWELL, POLLY**  
WABV, Abexville, S. C.

**NEWELL, VERA**  
WDAV-TV, Fargo, N. D.

**NEWSOM, RITA**  
RDKE, Little Rock, Ark.

**NOLTING, GLADYS**  
WHDJ, McKenzie, Tenn.

**NORMAN, ADELE**  
WIOU, Kokomo, Ind.

**NORMAN, NANCY**  
WDZ, Decatur, Ill.

### — O —

**O'BRIEN, INEZ**  
WVNR, Beckley, W. Va.

**O'BRIEN, KAY**  
WOCB, W. Vermont, Mass.

**O'CONNOR, HELEN**  
WCHI, Chatham, Ohio

**O'DAY, PAT**  
WARN, Fort Pierce, Fla.

**O'GRADY, ROSIE**  
WBRB, Mt. Clemens, Mich.

**OLSHANSKY, ANNE**  
WOTW, Nashua, N. H.

**O'NEAL, PAT**  
WCPS, Tarboro, N. C.

**OPPENHEIMER, KITTY**  
KTIM, San Rafael, Calif.

**ORDAT, MARY**  
WMRI, Marion, Ind.

**ORLICH, GENA**  
KELO, KELO-TV, Sioux Falls, S. D.

**OST, SHIRLEY**  
WQTY, Jacksonville, Fla.

**OTTERSON, LOUISE**  
WJVA, South Bend, Ind.

**OWEN, JOSEPHINE**  
WEKR, Fayetteville, Tenn.

### — P —

**PAGE, FRAN**  
KRGV, Weslaco, Tex.

**PAGNOTTI, ELLIE**  
WPTS, Pittston, Pa.

**PALMER, BETTY**  
WICY, Malone, N. Y.

**PAPAGODA, JOANN**  
WAVZ, New Haven, Conn.

**PARISE, JULIE**  
WMEG, Mibbing, Minn.

**PARKER, ETHEL O.**  
WELM, Elmira, N. Y.

**PARKER, JANET**  
KHUZ, Borger, Tex.

**PARKER, MARGE**  
KNCY, Nebraska City, Neb.

**PARNELL, SARA**  
WJAM, Marion, Ala.

**PARKS, SHIRLEY**  
WTFE, Bazel, Ind.

**PARR, DOROTHY**  
WVNY, WCNY-TV, Watertown, N. Y.

**PATE, VIRGINIA F.**  
WASA, Havre De Grace, Md.

**PAYNE, IDA MAE**  
WYNK, Baton Rouge, La.

**PEARL, CLARA B.**  
WLBK, Lebanon, Ky.

**PEARL, MARY**  
WJOY, Burlington, Vt.

**PEARSON, IRENE**  
KNON-TV, Grand Forks, N. D.

**PEED, EMILY**  
WJPB-TV, Fairmont, W. Va.

**PEIKIN, HELEN**  
WGLL, Babylon, N. Y.

**PENLAND, MELL**  
WACL, Waycross, Ga.

**PERKINS, MARGARET**  
WRTG, Burstow, Calif.

**PERRY, PAT**  
WTTG, Towanda, Pa.

**PESENIL, PHYLLIS**  
KMED, Medford, Oregon

**PETERS, MARIANNE**  
Conversations  
KMTV, Omaha, Neb.

**PETERSEN, HELEN**  
KPH, Wichita, Kan.

**PETERSON, BETTY LOU**  
Detroit, Mich.

**PETERSON, KATHY**  
WMUR-TV, Manchester, N. H.

**PETERSON, LAURA L.**  
KCVL, Colville, Wash.

**PETROSKY, LA VONNE**  
WATK, Antigo, Wis.

**PHAIR, JEAN**  
WKTV, Utica, N. Y.

**PHILIP, LEE**  
WBBM-TV, Chicago, Ill.

**PHILIPPI, MARY JANE**  
KBIZ, Phoenix, Ariz.

**PHILLIPS, ELENA**  
KAFP, Petaluma, Calif.

**PIERCEY, GAIL**  
WCOR, Lebanon, Tenn.

**PLANK, LAURA**  
KASH, Eugene, Oregon

**PORTER, HAZEL**  
WIRGA, Rome, Ga.

**POTTER, ALICE**  
WEAV, WPTZ-TV, Plattsburgh, N. Y.

**POWELL, CATHY**  
WADK, Newport, R. I.

**POWELL, LIB**  
WOOV, Greenville, N. C.

**PRESSLY, HARRIET**  
WPTF, Raleigh, N. C.

**PRINCE, CLARA**  
WFNL, Camden, Tenn.

**PROUD, SALLY**  
WMTW-TV, Portland, Me.

**PRUITT, BERNICE**  
WBBB, Burlington, N. C.

**PULIS, VIRGINIA**  
KOJM, Harvey, Mont.

### — R —

**RAASCH, BUNNY**  
WPEO, Peoria, Ill.

**RAKES, BARBARA**  
WHEO, Stone, Va.

**RAMEY, WANDA**  
KPIX, San Francisco, Calif.

**RAMSEY, ANITA**  
KGA, Spokane, Wash.

**RANKIN, MARY**  
KVF-D, Ft. Dodge, Iowa

**RASMUSSEN, LOIS**  
KBIA, Columbia, Miss.

**RAUTAVIRTA, VIRGINIA**  
WMFG, Hibbing, Minn.

**RAY, RUTH**  
WKST, New Castle, Pa.

**REARDON, HELEN**  
KBOW, Butte, Mont.

**REDINGTON, RUTH**  
WKNE, Keene, N. H.

**REED, DONNA**  
WAXU, Georgetown, Ky.

**REID, ROSEMARY**  
WFBM, Ft. Valley, Ga.

**REID, SUE BAILEY**  
WJAR, Providence, R. I.

**REILLEY, ELLEN**  
WOLP, Syracuse, N. Y.

**REISING, MARIE M.**  
WOND, Pleasantville, N. J.

**RENN, SARAH**  
WHYI, Orlando, Fla.

**REYNOLDS, RITA**  
KCTL, Ft. Worth, Ind.

**REYNOLDS, BEE**  
KGBX, Springfield, Miss.

**RHODES, ROXIE**  
KPTR, Martin Rolla, Mo.

**RICE, CATHERINE**  
WFAU, Augusta, Me.

**RICE, JEAN**  
WCPK, College Park, Ga.

**RICE, VIRGINIA**  
WIS-TV, Columbia, S. C.

**RICHARDS, ELLEN**  
WKRG-TV, Mobile, Ala.

**RICKE, MARYALYCE**  
WMGW, Meadville, Pa.

**RIGGLE, MARY ANN**  
WLMJ, Jackson, Ohio

**RITCHIE, PAT**  
KWJJ, Portland, Oregon

**RITZ, MYRNA**  
WBTA, Batavia, N. Y.

**ROBERTS, LIZ**  
KCLL, Shreveport, La.

**ROBINSON, BETTY**  
WYCL, York, S. C.

**ROBINSON, DOTTIE BAKER**  
WFNE, Endicott, N. Y.

**ROBINSON, MARION BROOKS**  
Town Journal  
WFES, Fredericksburg, Va.

**ROCK, JEAN SHOULDERS**  
WLOC, Mumfordsville, Ky.

**RODY, JOAN**  
WKCW, Warrenton, Va.

**ROGERS, ANN**  
WCVA, Culpeper, Va.

**ROGERS, FAYE**  
WCLA, Claxton, Ga.

**ROLAND, RUSTY**  
WKOP, Binghamton, N. Y.

**ROMANS, JACKIE**  
WOVE, Welch, W. Va.

**RONAN, HONORE**  
WDAN, Danville, Ill.

**ROSE, IRIS**  
KIDN, Wenatchee, Wash.

**ROSS, BECKY**  
WVOW, Conneaut, Ohio

**ROSSBACH, MARLENE**  
WBRK, Pittsfield, Mass.

**ROTH, JANE**  
WGSN, Ephrata, Pa.

**ROWE, JO ANNE**  
KRDO, Colorado Springs, Colo.

**ROWE, MARIAN**  
KPIX, San Francisco, Calif.

**RUBENSTEIN, EVE**  
KQTV, Ft. Dodge, Iowa

**RUDOLPH, JACK**  
Green Bay, Wis.

**RUDOLPH, JO ANN**  
WKCT, Bowling Green, Ky.

**RUNDEVOLD, INGA**  
WRC-TV, Washington, D. C.

**RUPPRECHT, MARY K.**  
KEYE, Perryton, Tex.

**RYAN, HELEN**  
WPHI, Terre Haute, Ind.

**RYDER, VIRGINIA**  
KCLL, Houma, La.

— S —

**SADLER, MARTHA**  
WFLA-TV, Selma, Ala.

**SAKAI, S.**  
KOHO, Honolulu, Hawaii

**SATTERFIELD, CLAUDETTE**  
WCBM, Baltimore, Md.

**SAVAGE, JOANN**  
KBHM, Branson, Mo.

**SCOURMAN, JEAN**  
WLOD, Ft. Lauderdale, Fla.

**SCHAUER, ANN**  
WDOZ, Green Bay, Wis.

**SCHERING, VALERIE**  
WEOK, Poughkeepsie, N. Y.

**SCHOFF, B. J.**  
WBRV, Boonville, N. Y.

**SCHUMACHER, ERMA H.**  
KUBE, Pendleton, Oregon

**SCHUYLER, FOLINE**  
WOLS, Florence, S. C.

**SCOTT, ANN**  
WFYC, Alma, Mich.

**SCOTT, MARGOT**  
WFYI, Garden City, N. Y.

**SCOTT, SYLVIA**  
WMAR-TV, Baltimore, Md.

**SELLERS, JERRI**  
WAGR, Lumberton, N. C.

**SHAFER, LOIS**  
KNOT, Prescott, Ariz.

**SHANK, DOROTHY**  
For The Ladies  
WJFL, Niagara Falls, N. Y.

**SHAW, CATHEEN**  
WHRE, Indianapolis, Ind.

**SHEEHAN, DARCY**  
WWHL, Ft. Lauderdale, Fla.

**SHEELS, WILMA**  
KDRS, Paragould, Ark.

**SHERBAN, OLIVE**  
KACB, Riverside, Calif.

**SHIIPS, DALE**  
WJEM, Valdosta, Ga.

**SHORT, KATHRYN L.**  
WBAZ, Ringston, N. Y.

**SHURTS, MARGARET**  
WJGW, Johnson City, Tenn.

**SIMKINS, JUDY**  
WHNS-TV, Bluefield, W. Va.

**SIMONS, BARBARA**  
KOLY, Moberge, S. D.

**SLATER, MARGIE**  
WACB, Kittanning, Pa.

**SLATER, NORY**  
WFAA, Dallas, Tex.

**SLATTON, PAT**  
WJBB, Haleyville, Ala.

**SLAUGHTER, LUCIE**  
WOWL, Florence, Ala.

**SMEDLEY, NORMA KAY**  
WSLM, Salem, Ind.

**SMILEY, MARY**  
WATV, Birmingham, Ala.

**SMITH, JANE**  
KVEN, Ventura, Calif.

**SMITH, LAURA**  
KPDN, Pampa, Tex.

**SMITH, MARILYN, J.**  
WCTW, New Castle, Ind.

**SMITH, MARY**  
WESB, Bradford, Pa.

**SMITH, MARY**  
WLET, Toccoa, Ga.

**SMITH, SHIRLEY Z.**  
WWRJ, White River Junction, Vt.

**SMITH, SUE M.**  
WDEC, Americus, Ga.

**SMITH, WANDA**  
WIOU, Portsmouth, Ohio

**SMOLLO, LURLINE**  
WJHO, Opelika, Ala.

**SOLL, FRANCES**  
KOPR, Butte, Mont.

**SOMMEKS, MARGARET**  
KCRG, Cedar Rapids, Iowa

**SONTAG, ESTHER**  
WKBN, Youngstown, Ohio

**SPAULDING, JEANNE**  
WUSJ, Lockport, N. Y.

**SPEECE, WYNN**  
WNAX, Yankton, S. D.

**SPIER, PAT**  
KING, Seattle, Wash.

**STACEY, DOTTIE**  
KTLQ, Tahlequah, Okla.

**STADLER, HELENE N.**  
KEEO, Springfield-Eugene, Oregon

**STANLEY, RUBY**  
KIMP, Mt. Pleasant, Tex.

**STARK, BEVERLY**  
WMTV, Madison, Wis.

**STUART, MARILYN**  
WAVY-TV, Norfolk, Va.

**STEBBINS, HAZEL**  
KFOR, Lincoln, Neb.

**STEENSRUD, EILEEN**  
WKBZ, Monroe, Wis.

**STENBERG, RAMONA**  
KNDG, Hettinger, N. D.

**STEPHENS, ALMA**  
What's Going On?  
KBRL, McCook, Neb.

**STEPHENS, CLARIS**  
KVOU, Uvalde, Tex.

**STEPP, RUTH**  
WTVP, Decatur, Ill.

**STERNBERGER, ESTELLE**  
WLIB, New York, N. Y.

**STEVENSON, CAROLYN M.**  
WGED, Shester, S. C.

**STEVENSON, MARY**  
WKBN, Youngstown, Ohio

**STEWART, MARTHA**  
KRMG, Tulsa, Okla.

**ST. JAMES, NANCY**  
KSD-TV, St. Louis, Mo.

**ST. JOHN, R. W.**  
KENA, Mena, Ark.

**STOKER, CARROLL**  
WMY-TV, Greensboro, N. C.

**STONE, TWILA**  
WAUD, Auburn, Ala.

**STOYER, LAURA**  
WKBO, Harrisburg, Pa.

**STRAUSS, NORMA**  
KSPF, Needles, Calif.

**STROEMEL, GINNY**  
WMTF, Manistee, Mich.

**STRUTIN, BETTY**  
WSCR, Scranton, Pa.

**STUART, MARILYN**  
WAVY, Norfolk, Va.

**SULLIVAN, MARGARET**  
WRUS, Russellville, Ky.

**SULLIVAN, MILLY**  
KCRATV, Sacramento, Calif.

**SULLIVAN, PEGGY**  
WLVV, Livingston, Tenn.

**SULLIVAN, RUTH DELMAR**  
KSIX, Corpus Christie, Tex.

**SUMMER, BEARLINE**  
KROT, Barstow, Calif.

**SUNDERS, SALLY**  
WSHH, Latrobe, Pa.

**SUNDIN, ANITA**  
WOC, Davenport, Iowa

## WOMEN COMMENTATORS

**SWARTZ, PAULA**  
WSME, Sanford, Pa.  
**SWIFT, MILDRED**  
KNOE-TV, Monroe, La.

### — T —

**TANABE, J.**  
KOHO, Honolulu, Hawaii  
**TARRAS, KATHY**  
WSBA-TV, York, Pa.  
**TATTERS, MILDRED**  
WNCC, Barnesboro, Pa.  
**TAYLOR, ETHEL**  
WOIC, Columbia, S. C.  
**TAYLOR, NANCY**  
WSMN, Nashua, N. H.  
**TAYLOR, GERTRUDE S.**  
WTYN, Tyrone, N. C.  
**TERRY, JUANITA**  
WDNT, Dayton, Tenn.  
**THABES, NORDICA**  
KLIZ, Brainerd, Minn.  
**THOMAS, MARGARET**  
KSST, Sulphur Springs, Tex.  
**THOMAS, REBA**  
KOAT-TV, Albuquerque,  
N. M.  
**THOMPSON, ELIZABETH**  
WPRN, Butler, Ala.  
**THOMPSON, LUCILLE**  
KWGX, Willcox, Ariz.  
**THRASHER, MARGE**  
WHER, Memphis, Tenn.  
**THURMAN, MAXINE**  
KVIP, Redding, Calif.  
**TIERNEY, MARY**  
KMSP-TV, Minneapolis, Minn.  
**TIERNEY, RITA**  
WFHR, Wisconsin Rapids,  
Wisc.  
**TITUS, MURIEL**  
KYN'T, aYnkton, S. D.  
**TOLAR, FRANCES**  
WMPA, Aberdeen, Miss.  
**TOMLINSON, MARIANNE**  
WRFD, Worthington, Ohio  
**TOWNE, JANE**  
KLOK, San Jose, Calif.  
**TROBE, GERTRUDE B.**  
WBVP, Beaver Falls, Pa.  
**TROGDEN, POLLY**  
WBEAU, Beaufort, S. C.  
**TROUTVINE, FERN**  
WPFB, Middletown, Ohio  
**TUCKER, WACY**  
WDXR, Paducah, Ky.  
**TURNER, CAROLYN K.**  
WANS, Anderson, S. C.  
**TURNER, MOLLY**  
WPST-TV, Miami, Fla.  
**TYSON, GERTRUDE**  
WMLS, Sylacauga, Ala.

### — V —

**VALENTINO, RITA**  
WAUB, Auburn, N. Y.  
**VAN BUSKIRK, JANET**  
KOZE, Lewiston, Idaho  
**VANDERWERFF, SHIRLEY**  
KOTE, Fergus Falls, Minn.  
**VAUGHN, MARY**  
KCCP, Spencer, Iowa  
**VAUGHT, ANALEE**  
KBLO, Hot Springs, Ark.  
**VENTERS, BOBBIE**  
WFAG, Fauquier, N. C.  
**VERLING, THERESA**  
Woman's World  
WJMA, Orange, Va.  
**VERNOOY, JANE**  
KONA-KALA-TV, Honolulu,  
Hawaii  
**VIDETTO, CAROLYN**  
KBEK, Elk City, Okla.

**VOLKMER, RAMONA**  
KAWL, York, Neb.  
**VOSS, JAN**  
WMT-TV, Cedar Rapids, Iowa

### — W —

**WAITE, CILE**  
WBKH, Hattiesburg, Miss.  
**WALKER, BETTY**  
KIXZ, Amarillo, Tex.  
**WALLACE, KATHERINE**  
KCAR, Clarksville, Tex.  
**WALLING, ESTHER**  
WDOS, Oneonta, N. Y.  
**WALLIS, BONNIE**  
KBOL-TV, Boise, Idaho  
**WALTER, ELEANOR**  
WVLN, Olney, Ill.  
**WARD, KAY**  
KWSO, Wasco, Calif.  
**WARREN, CLAIRE**  
WELE, S. Daytona, Fla.  
**WARREN, MARION**  
WSOO, Sault Ste. Marie,  
Mich.  
**WASHBURN, VIRGINIA**  
WSSV, Petersburg, Va.  
**WATERHOUSE, NORMA**  
WCMR, Elkhart, Ind.  
**WATERS, BERNADINE**  
WVYV, Grafton-Fairmont,  
W. Va.  
**WATKINS, EVA**  
WJHC, Matewan, W. Va.  
**WATKINS, RITA**  
WAZL, Hazleton, Pa.  
**WATTS, LORETTA**  
KIND, Independence, Kan.  
**WAYT, DORTIY**  
KVFC, Cortez, Colo.  
**WEBER, MELVA**  
WJTN, Jamestown, N. Y.  
**WEEDMAN, POLLY**  
KOPA, Rapid City, S. D.  
**WEEMS, PEGGY**  
KWRW, Guthrie, Okla.  
**WEISINGER, YERNA**  
KVIN, Vinta, Okla.  
**WELCH, JEAN**  
KVKM, Monahans, Tex.  
**WENDEL, SANDRA K.**  
KDOM, Windom, Minn.  
**WERMER, DONNA**  
WERT, Van Wert, Ohio  
**WEST, KAY**  
KEX, Portland, Oreg.  
**WEST, MARGARET**  
KLEN, Rilleen, Tex.  
**WEST, SALLY**  
CJON, St. John's,  
Newfoundland  
**WESTON, JANE**  
WOWO, Fort Wayne, Ind.  
**WHEELER, JEAN**  
WARF, Jasper, Ala.  
**WHEELER, JEAN**  
WBRZ, Baton Rouge, La.  
**WEGGELAND, BARBARA**  
DSL-TV, Salt Lake City,  
Utah  
**WETZEL, LIBBY**  
KXOX, Sweetwater, Tex.  
**WHISENANT, ALICE**  
WMSL-TV, Decatur, Ala.  
**WHITE, MARGE**  
KOB-TV, Albuquerque, N. M.  
**WHITE, RITA JEAN**  
KPEG, Spokane, Wash.  
**WHITE, STELLA**  
WFAW, Evanston, Ill.  
**WHITEHEAD, EDITH**  
WILA, Danville, Va.  
**WHITEMAN, PHYLLIS**  
WBAT, Marion, Ind.

**WHITLOCK, BETTY RAE**  
KUBR, Holdrege, Nev.  
**WHITWORTH, JANIE**  
WCCG, Belmont, N. C.  
**WILLIAMS, EDYTHE**  
WHIT, New Bern, N. C.  
**WILLIAMS, JUDITH**  
WARM, Seranton, Pa.  
**WILLIAMS, LEE**  
KSWO-TV, Lawton, Okla.  
**WILLIAMS, MABLE**  
KYAP, Ruidoso, N. M.  
**WILLIAMS, MYRNA**  
WEZL, Richmond, Va.  
**WILLIAMS, ROBERTA**  
WMOZ, Mobile, Ala.  
**WILLIAMS, VALENA**  
Coffee Break  
WABQ, Cleveland, Ohio  
**WILSON, CARRIE B.**  
WMYN, Madison, N. C.  
**WILSON, GERRY**  
KCSJ-TV, Pueblo, Colo.  
**WILSON, JUNE**  
KXLL, Missoula, Mont.  
**WILSON, KIM**  
WICS-TV, Springfield, Ill.  
**WILSON, LOUISE**  
WHAM, Rochester, N. Y.  
**WILSON, VIRGINIA**  
KWVR, Enterprise, Oreg.  
**WINGREN, ANNA**  
WCSH-TV, Portland, Me.  
**WISE, KATHERINE**  
KOMO, KOMO-TV,  
Seattle, Wash.  
**WISE, MADELINE**  
WHIO, Dayton, Ohio  
**WOLFE, NAOMI**  
WNNJ, Newton, N. J.  
**WOLFE, NIKI**  
KCID, Caldwell, Idaho  
**WOLFENDEN, STELLA D.**  
Ladies Listen  
WMEV, Marion, Va.  
**WOOD, PATTY**  
WISM, Madison, Wisc.  
**WOODRUFF, BEVERLY**  
KOPA, Yuma, Ariz.  
**WOODS, MARY ANN**  
WTCN, WTCN-TV,  
Minneapolis, Minn.  
**WORDEN, MAGGI**  
WSPB, Sarasota, Fla.  
**WORKMAN, HELEN**  
WCAX-TV, Burlington, Vt.  
**WREN, PHYLLIS**  
KPLY, Crescent City, Calif.  
**WREN, VIRGINIA**  
WLAD, Danbury, Conn.  
**WRIGHT, HENDON**  
WFUL, Fulton, Ky.  
**WRIGHT, MARY NELLE**  
WFUL, Fulton, Ky.  
**WRIGHT, RUTH**  
WBYS, Canton, Ill.  
**WYATT, ANN**  
WPDJ, Clarksburg, W. Va.

### — Y —

**VOCKEY, CAROL**  
WFBC-TV, Greenville, S. C.  
**VODER, FLORENCE**  
WKAM, Goshen, Ind.  
**YOUNG, MARY EMMA**  
WHTC, Holland, Mich.

### — Z —

**ZIMMERMAN, BARBARA H.**  
WMVA, Martinsville, Va.  
**ZULKER, VIRGINIA L.**  
WPEL, Montrose, Pa.  
**ZYLSTRA, MARGARET**  
KICY, Nome, Alaska

# Radio-TV Editors

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

## ALABAMA

Albertville, Sand Mountain Reporter: **Charles Perry**  
Bay Minette, Baldwin Times: **Merle Bankster**  
Birmingham, Birmingham News: **Robert E. Lee**  
Birmingham, Birmingham Post Herald:  
**Emmett Weaver**  
Birmingham, Shades Valley Sun: **Arthur Cook,**  
**Oliver Roosevelt**  
Boaz, Boaz Leader: **Don Lewis**  
Florence, Florence Herald: **Harold Mays**  
Florence, Florence Times: **Bill Jobe, Jannelle Holly**  
Fort Payne, DeKalb County News: **George Gothberg**  
Fort Payne, Times-Journal: **Doward Jones**  
Huntsville, Huntsville Times: **Editor**  
Mobile, Mobile Press Register: **Elaine McPherson,**  
**Ellen Bodden**  
Montgomery, Advertiser-Journal: **Arch McKay**  
Opelika, Opelika Daily News: **Wink Blackmon**  
Selma, Selma Times-Journal: **Arthur Capell**

## ALASKA

Cordova Times: **Franz Bonzer**  
Nome Nugget: **Emily Boucher**

## ARIZONA

Phoenix, Arizona Republican: **Jack Curtis**  
Phoenix, Phoenix Gazette: **Vie Neilson**  
Phoenix, El Sol: **Humberto Preciado**  
Prescott, Evening Courier: **Otto Reynolds**  
Tucson, Arizona Daily Star: **Hal Marshal**  
Tucson, Tucson Daily Citizen: **Micheline Keating**  
Willsow, Arizona Range News: **Doris Sturgis**

## ARKANSAS

Fort Smith, Southwest American and Times  
Record: **Mary Geren**  
Little Rock, Arkansas Democrat: **Bud Lenke,**  
**Rod Powers**  
Little Rock, Arkansas Gazette: **Martha Douglas**  
Paragould, Daily Press: **Fred Wulfekuhler**  
Springdale, Springdale News: **Bob Sanders**

## CALIFORNIA

Bakersfield, Bakersfield Californian: **Henry Penn**  
Banning, Daily Record: **Mort Krasner**  
Barstow, Desert Dispatch: **Bob Streigel**  
Barstow, San Bernardino Sun Telegram: **Don Rose**  
Daly City, Daly City Record: **Mona Baker**  
Greenfield, News: **Irving Coffey**  
Hollywood, Citizen News: **Arlene Garber,**  
**Zuma Palmer**  
King City, Rustler Herald: **Harry Casey**  
Lompoc, Lompoc Record: **Harry Crump**  
Long Beach, Independent Press Telegram: **Bert**  
**Resnick, Terry Vernon**  
Los Angeles, Citizen News: **Zuma Palmer**  
Los Angeles, Examiner: **Paul Baessler, Charles**  
**Denton, Jack Lalt**  
Los Angeles, Herald Express: **Bob Hull**  
Los Angeles, Los Angeles Mirror-News: **Hal**  
**Humphreys**  
Los Angeles, Los Angeles Times: **Don Page, Cecil**  
**Smith**  
Monterey, Monterey Peninsula Herald: **Sally Ann**  
**Derr, Mr. Kefauver**  
Needles, Desert Star: **Lee Perry**  
North Hollywood, Valley Times: **Allen Rich**  
Oakland, Oakland Tribune: **James Abbe, Bill Flset**  
Oceanside, Marine Scout: **Sgt. Beard**  
Oceanside, Oceanside Report: **Warren Williams**  
Oxnard, Oxnard Press Courier: **Editor**

Pasadena, Independent Star News: **Mildred Simpson**  
Petaluma, Argus-Courier: **Bob Wells**  
Palo Alto, Palo Alto Times: **George Willey**  
Richmond, Richmond Independent: **George**  
**Blumenson**  
Riverside, Riverside Press-Enterprise: **Ben Boden,**  
**Clarence Carpenter, Bob Hirt**  
Sacramento, Sacramento Bee: **Charles Irish**  
Sacramento, Sacramento Union: **Robert Turner**  
Salinas, Salinas Californian: **Tia Sun**  
San Diego, Evening Tribune: **Dave McIntyre, Neil**  
**Morgan, Frank Rhodes**  
San Diego, San Diego Union: **Don Freeman, Dave**  
**McIntyre, Frank Rhodes**  
San Francisco, Channel Magazine: **Naomi Pollard**  
San Francisco, The Chinese World: **Kan Wong**  
San Francisco, San Francisco Chronicle: **Terence**  
**O'Flaherty**  
San Francisco, San Francisco Examiner: **Dwight**  
**Newton**  
San Francisco, San Francisco News-Call Bulletin:  
**Emilia Hodel, Guy Wright**  
San Francisco, San Francisco Shopping News: **Tom**  
**Forster**  
San Francisco, TV Guide: **Al Tomlinson**  
San Jose, San Jose Mercury News: **Gerald Nachman**  
San Leandro, San Leandro Morning News: **Dave**  
**Houser**  
San Luis Obispo, Telegram Tribune: **Russ Pyle,**  
**John Sarber**  
San Mateo, San Mateo Times: **Bob Foster**  
Santa Barbara, News Press: **Helen Oursler**  
Santa Rosa, The Press Democrat: **Thelda Capman**  
Soledad, Bee: **Ben Jacobsen**  
Stanford, Palo Alto Times: **George Willey**  
Ventura, Ventura Star Free Press: **Editor**  
Vista, Vista Press: **Dan Esser**  
Wasco, Wasco News: **Norm Berg**  
Watsonville, Watsonville Register: **Pajaronian**

## COLORADO

Denver, Cervi's Journal: **Allen Young**  
Denver, The Denver Post: **Larry Ingram**  
Denver, Rocky Mt. News: **Walter Saunders**  
Denver, TV Guide: **Sid Levine**  
Grand Junction, Daily Sentinel: **Alan Pritchard**  
Pueblo, Pueblo Chieftain: **Ralph Taylor**

## CONNECTICUT

Bridgeport, Bridgeport Herald: **Harry Nulhr**  
Hartford, Hartford Courant: **Viggo Anderson**  
Hartford, Hartford Times: **Tony Davenport**  
Manchester, Manchester Herald: **Judith Ahearne**  
New Britain, New Britain Herald: **Judith Weld**  
**Brown**  
New Haven, New Haven Info Magazine: **Sol Chain**  
New London, New London Day: **Deane C. Avery**  
Norwich, Bulletin: **Editor**  
West Hartford, West Hartford News: **Edward**  
**Lavelle**

## DISTRICT OF COLUMBIA

Washington, News: **Don McLean, Dave Reque**  
Washington, Washington Star: **Bernie Harrison**  
Washington, Washington Post & Times Herald:  
**Lawrence Laurent**

## FLORIDA

Apalachicola, Apalachicola Times: **Ed Muloney**  
Auburndale, Auburndale Star: **John Lopp**  
Avon Park, Avon Park Sun: **Warren Baslee**  
Century, Tri-County Journal: **Earl Britte**



## RADIO-TV EDITORS

Cocoa, Cocoa Tribune: **John Pound**  
Daytona Beach, News-Journal: **Tippin Davidson**  
DeFuniak Springs, Walton County News: **Tom Douglas Williams**  
Edgewater, Penny Saver: **Frank Lenz**  
 Ft. Lauderdale, Lauderdale News: **Dick Hoekstra**,  
**Joe Bryant**  
 Ft. Pierce, Ft. Pierce News Tribune: **Mrs. William Boyd, Tom Cope, Arvella McGee**  
 Gainesville, Gainesville Daily Sun: **Billy Pepper III**  
 Hollywood, Sun Tattler: **Gene Janice**  
 Melbourne, Daily Times: **Pearl Leech**  
 Melbourne, Orlando Sentinel Star: **Homer Pyle**  
 Miami, Miami Herald: **Jack Anderson, Fred Sherman**  
 Miami, Miami News: **Kristine Dunn, Herb Kelly, Herb Ray**  
 Orlando, Evening Star: **Bill Summers**  
 Orlando, Orlando Sentinel Star: **Karl Hunziker**,  
**Charles Wadsworth, Al Wood**  
 Port St. Joe, The Star: **Wesley Ramsey**  
 Punta Gorda, Punta Gorda Herald: **Fred Clampitt**  
 St. Petersburg, Independent: **Marlene Matouk**  
 St. Petersburg, Times: **Pete Swain**  
 Sarasota, Sarasota News: **Jean Sharp**  
 Tallahassee, Tallahassee Democrat: **Mike Beauclouin**,  
**Louise Jordan**  
 Tampa, Tampa Morning Tribune: **Charlie Robbins**  
 Tampa, Tampa Times: **Letitia Gray**  
 Titusville, Star Advocate: **Bob Hudson**  
 Wewahatchka, Gulf County Breeze: **Ed Banjo**  
 Winter Haven, Daily News Chief: **Mike Zotti**

## GEORGIA

Atlanta, Atlanta Constitution: **Paul Jones**  
 Atlanta, Atlanta Daily World: **Marion Jackson**  
 Atlanta, Atlanta Journal: **Alan Paterneau**  
 Atlanta, Atlanta Newspapers, Inc.: **Murjorie Foster**  
 Atlanta, Weekly Star: **Dupree Jordan**  
 August, Chronicle Herald: **Davis L. Playford**,  
**Henry Wright**  
 Cedartown, Cedartown Standard: **Wallace White**  
 Columbus, Ledger-Enquirer: **David Miller, Wesley Owens**  
 Covington, Covington News: **Bob Greer**  
 Ft. Stewart, Stewart Salute: **Lt. Vince Hovenac**  
 Ft. Valley, Leader Tribune: **Dan Grahl**  
 Hogansville, Herald: **Cecil Hamby**  
 LaGrange, News: **Phil Harrison**  
 Macon, Telegraph & News: **Editor**  
 Marietta, Journal: **Lisa Hardie**  
 Rockmart, Journal: **E. C. Sanders**  
 Rome, News-Tribune: **Editor**  
 Savannah, Savannah News & Press: **James West**,  
**Mrs. John Haught, Harold Wollstein**  
 Statesboro, Bulloch Herald: **Leodel Coleman**  
 Statesboro, Bulloch Times: **Shields Kenan**  
 Thomasville, Times-Enterprise: **Cynthia Lowry**  
 Tooeva, Tooeva Record: **Robert Graves**

## HAWAII

Honolulu, Advertiser: **Bob Krauss, Scoops Casey**,  
**Harpe Shideler, Elsie Starkstein**  
 Honolulu, Honolulu Star Bulletin: **Greg LaTraille**,  
**Eddie Sherman**

## IDAHO

Idaho Falls, Post-Register: **J. Robb Brady**

## ILLINOIS

Anna, Gazette Democrat: **Fred Fritzing**  
 Belleville, News Advertiser: **Al Henniger**  
 Bloomington, The Daily Pantagraph: **Editor**  
 Cairo, Citizen: **Editor**  
 Canton, Ledger: **Dave Watters**  
 Carbondale, Southern Illinoisan: **Editor**  
 Champaign, News Gazette: **Larry Stewart**  
 Chicago, American: **Janet Kern**  
 Chicago, News: **Terry Turner**  
 Chicago, Sun-Times: **Irving Kupcinet, Paul Molloy**  
 Chicago, Tribune: **Herb Lyons, Larry Walters**  
 Danville, Commercial-News: **Joe Townsley**

Joliet, Herald-News: **John Welch**  
 Kankakee, Journal: **Robert Finn**  
 Moline, Dispatch: **Carla Reynolds**  
 Peoria, Daily Spirit: **Maxine Klein**  
 Peoria, Journal-Star: **Bill Lyttleton**  
 Perkins, Times: **Marie Lewis**  
 Rock Island, Argus: **Charles H. Sanders**  
 Rockford, Morning Star: **Carl Brown**  
 Rockford, Newspapers, Inc.: **Campbell Titchener**  
 Springfield, State Journal & Register: **Wayne Allen**

## INDIANA

Elkhart, Truth: **Tom Stephenson**  
 Evansville, Courier & Press: **Susan Underwood**,  
**Maryann Weidenbenner**  
 Ft. Wayne, Journal-Gazette: **Jean Mack**  
 Ft. Wayne, News-Sentinel: **John Ankenbruck, Sam Hartsock**  
 Gary, Post-Tribune: **Jerrie Atkins**  
 Huntington, Herald-Press: **George W. Frye, Jr.**  
 Indianapolis, News: **C. Bancroft, Charles Staff**  
 Indianapolis, Star: **Julia Inman**  
 Indianapolis, Times: **John Murphy, R. K. Shuel**  
 Jasper, The Dubois Co. Daily Herald: **Simon E. Stemle**  
 Kokomo, Tribune: **Grace Maher**  
 Lafayette, Journal & Courier: **Frank C. Arganbright, Leeta Baker**  
 Marion, Chronicle-Tribune: **Judy Kiefer**  
 New Castle, Courier-Times: **Lee House**  
 South Bend, Tribune: **James P. McNede**  
 Terre Haute, Tribune-Star: **Sarah Beece, Robert Cronin**  
 Warsaw, Times-Union: **Virginia Zuck**

## IOWA

Ames, Tribune: **Rodson Riggs**  
 Cedar Rapids, Gazette: **Nadine Subotnik**  
 Centerville, Iowaerian & Citizen: **Charles DePuy**  
 Council Bluffs, Nonparat: **Rose Wilke**  
 Davenport, Times-Democrat: **Ronald Lorensen**,  
**Janice Strum, Wm. Wundram**  
 Des Moines, Register & Tribune: **Ogden Dwight**  
 Iowa City, Iowan: **Editor**  
 Iowa City, Press Citizen: **Editor**  
 Muscatine, Journal: **Editor**  
 Ottumwa, Courier: **A. M. Efner**  
 Sioux City, Journal: **Willis Forbes**  
 South Sioux City, Dakota-County Star: **Henry Trysla**  
 Waterloo, Courier: **T. E. Stevens**

## KANSAS

Garden City, Telegram: **Robert Wells**  
 Great Bend, Tribune: **Paul Conrad**  
 Hutchinson, Herald: **Lawson May**  
 Wichita, Beacon & Eagle: **Gene Smith, Robert Tonsing**

## KENTUCKY

Ashland, Independent: **Vic Rodman**  
 Bowling Green, Park City News: **J. Ray Gaines**  
 Burkesville, Cumberland Co. News: **Ernie Lawson**  
 Fulton, County News: **Ouida Jewell**  
 Grayson Journal-Inquirer: **Jim Phillips**  
 Henderson, Gleaner and Journal: **Editor**  
 Louisville, Courier-Journal: **Bill Ladd**  
 Louisville, Times: **Sherwood Kohn**  
 Owensboro, Messenger and Inquirer: **Lawrence W. Hager**  
 Paducah, Sun-Democrat: **Preston Kennedy**  
 Vanceburg, Lewis Company Herald: **Bill Dugan**

## LOUISIANA

Baton Rouge, Advocate & State-Times: **Edythe McLean**  
 Monroe, World & News-Star: **Richard Green**  
 New Orleans, States & Item, Times-Picayune:  
**Anthony Cuneo, Frank Gaenard, Thomas Griffin**,  
**Sim Myers, Robert Sublette**  
 Shreveport, Journal: **Lillie Cella, Robert F. Packwood**  
 Shreveport, Times: **Al Hewlett, Charles Sutton**

**MAINE**

Augusta, Kennebec Journal: James McClay  
Bangor, News: Mrs. Webb  
Lewiston, Sun — Journal: Kent Foster, John Robinson  
Portland, Express & Herald: Joseph King, Emery Stevens  
Presque Isle, Star Herald: Gene Rowe

**MARYLAND**

Baltimore, American & News-Post: Aldino Bird, Jimmy Williams  
Baltimore, Sun: William Hyder, Donald Kirkley, Hope Pantell  
Berlin, Eastern Shore Times: Wm. Dryden

**MASSACHUSETTS**

Boston, Christian Science Monitor: Maybelle Joyce  
Boston, Globe: Elizabeth Sullivan  
Boston, Herald & Traveler: Arthur Fetridge, Eleanor Roberts  
Boston, Record & American: Bill Buchanan, Tony LaCamera  
Brocton, Enterprise & Times: Malcolm Dalton  
Great Barrington, Berkshire Courier: Roz LaFontana  
Lynn, Item: Editor  
Marlboro, Enterprise: Ed. Bridges, Ralph Grasso  
Pittsfield, Berkshire Eagle: Milton Bass, Mildred Rogers  
Springfield, Union & News: Albert Hachadorian  
Worcester, Telegram & Gazette: James A. Gourgouras, Frederick L. Rushton, Don Williams

**MICHIGAN**

Benton Harbor, News-Palladium: Editor  
Detroit, Free Press: Bettelou Peterson  
Detroit, News: Betty Hyde, Frank Judge  
Detroit, Times: Anita Gorman, Andy Wilson  
Escanaba, Press: Robert Schwalbach  
Flint, Journal: John Stevo  
Flint, Weekly Review: Michael Burke  
Grand Rapids, Press: Doris Branson, Mrs. Joan Noorman  
Marquette, Mining Journal: Robert Biolo  
Muskegon, Chronicle: Dick Hedges  
Owosso, Argus-Press: Noreen Murphy  
Saginaw, News: Gerald R. Peters  
St. Joseph, Herald-Press: Editor

**MINNESOTA**

Anoka, Union: Arch Pease  
Brainerd, Dispatch: Floyd Emerson  
Brainerd, Crow Wing County Review: Ben Ross  
Crosby, Courier: Harvey Hansen  
Elk River, Sherburne County Star News: L. A. Dare  
Glencoe, Enterprise: M. Tidhope  
Hutchinson, Leader: Tip Mills  
Litchfield, Independent Review: John Harmon  
Minneapolis, Tribune & Star: Forrest Powers, Will Jones  
New Ulm, Journal: William E. Maeklin  
Rochester, Post-Bulletin: Charles Withers  
St. Paul, Pioneer Press & Dispatch: Patrick Clepper, Bill Diehl

**MISSISSIPPI**

Greenwood, Commonwealth: Tom Farrell  
Grenada, Sentinel-Star: Barbara Daige  
Harden, Journal: Lee Meador  
Hattiesburg, American: Leonard Lowrey  
Jackson, Clarion-Ledger & News: Frank Hains (News), Paul McIntyre  
Jackson, State Times: Kay Pitman, Cal Turner  
Laurel, Leader-Call: Ralph Hayes  
Meridian, The Leader: Lloyd Royal  
Richmond, Ray County Herald: Bill McCrae

**MISSOURI**

Columbia, Missourian: Eugene Sharp  
Columbia, Tribune: Larry Graebner  
Kansas City, Times & Star: Robert J. Hoyland  
Kirksville, Express & News: Editor  
Lilbourn, The Semo News: Erwin Lloyd  
St. Louis, Globe-Democrat: Peter V. Ruhn  
St. Louis, Northside Community News: Bob Huneke  
St. Louis, Post-Dispatch: Warner Schoyen  
Springfield, News, Leader & Press: Hank Billings, Dale Freeman  
Steele, Steele Enterprise: Robert Tennyson

**MONTANA**

Billings, Gazette: Addison Bragg  
Billings, Yellow News: Randle Poe  
Great Falls, Tribune & Leader: Scotty James, Scott A. Warden  
Wolf Point, Herald News: Harry Down, Jr.

**NEBRASKA**

Alliance, Times-Herald: Gene Kemper  
Beatrice, Sun: Robert Marvin  
Council Bluffs, Nonpareil: Miss Rose Witko  
Lincoln, Star & Journal: Karen Kenny, Lucigrace Switzer  
North Platte, Telegraph-Bulletin: Ted Turpin  
Omaha, Sun Newspapers: Phil Gurney  
Omaha, World Herald: Denman Kountze, Jr., Marilyn Morrison  
York, News-Times: Fern Rose

**NEVADA**

Las Vegas, Review-Journal: Forrest Duke, John Romero

**NEW HAMPSHIRE**

Littleton, Courier: Jack Colby  
Nashua, Telegraph: Fred Dohens  
West Lebanon, Valley News: James Wechsler

**NEW JERSEY**

Atlantic City, Boardwalk Reporter: Charlie Seel  
Bridgeton, News: Ralph A. Brandt  
Camden, Courier-Post: Editor  
Trenton, Mercer Messenger: Roy Cowan  
Trenton, The Monitor: Vincent A. Weiss  
Trenton, Times: Bob Mueller  
Vineland, Times-Journal: Ben Z. Leuchter

**NEW MEXICO**

Alamogordo, News: Billie Holder  
Albuquerque, Journal & Tribune: Mary Rose Badley, Howard Bryan  
Albuquerque, Health City Sun: Betty Shaffer  
Gallup, Independent: Chet MacKorie  
Grants, Beacon: Bill Worley

**NEW YORK**

Albany, Knickerbocker News: Walter Hawver  
Albany, Times-Union: Mary Tessler  
Batavia, News: Paul Bostwick  
Bay Shore, Suffolk Consolidated Press: Al Ruhfel  
Binghamton, Press: John Moore  
Binghamton, Sun: Editor  
Boonville, Herald: Editor  
Buffalo, Courier Express: Jack Allen, J. Donald Schlaerth  
Buffalo, Evening News: Jack Allen, Sturgis Hedrick, J. Donald Schlaerth  
Dundee, Observer: Lynn Carpenter  
Hornell, Tribune: Tom Page  
Ithaca, Journal: John Marcham  
Jamestown, Post-Journal: Mary Kindland  
Jamestown, Sun: Lee Nelson  
Little Falls, Times: Ralph Weir  
Lockport, Union Sun & Journal: Elting Wells

## RADIO-TV EDITORS

Long Island, Long Island Press: **Editor**  
Long Island, Newsday: **Editor**  
Medina, Journal-Register: **Robert E. Waters**  
Newburgh, News: **Al Rhoades**  
New York, Amsterdam News: **Jimmy Hicks**  
New York, El Diario: **Stanley Ross**  
New York, Herald Tribune: **Hy Gardner, Marie Torre, Syd Bakal**  
New York, Journal American: **Jack O'Brian**  
New York, Mirror: **Nick Kenny**  
New York, News: **Kay Gardella, Ben Gross, Matt Messina**  
New York, Post: **Bob Williams, Al Cusick, Earl Wilson**  
New York, Times: **Val Adams, Jack Gould, Jack Shanley, Richard Shepherd**  
New York, World-Telegram and Sun: **Sam Levenson, Harriet Van Horn**  
Niagara Falls, Gazette: **Doug Spencer**  
North Tonawanda, News: **Betty Molnar**  
Olean, Times-Herald: **Editor**  
Oneonta, Star: **Frank Porretta**  
Patehogue, Main Street Press: **Frank Mooney**  
Patehogue, Patehogue Advance: **Don Moog**  
Plattsburgh, Press-Republican: **William K. Babel**  
Rochester, Democrat & Chronicle: **Harold R. Nichols**  
Rochester, Times-Union: **Sally Miles**  
Rome, Sentinel: **Margaret McCarthy**  
Salamanca, Republican-Press: **Latham B. Weber**  
Syracuse, Herald-Journal: **Bob Sokolsky**  
Syracuse, Post-Standard: **J. Leonard Gorman, Roger Grahame, Peg Simpson, Peg Stevens**  
Utica, Press: **Walton Green, Don McLoughlin, Robert Preutis, Robert Pryor**  
Watertown, Times: **Don Pepp**

### NORTH CAROLINA

Asheville, Citizen: Times: **Earl Freeman, Richard Wynne**  
Asheville, Times: **Horace Posey**  
Charlotte, News: **Jerry Bellune, Julian Scheer, Emery Wister**  
Charlotte, Observer: **Richard T. Banks, Gary Kays**  
Elizabeth City, Advance: **Fred L. Haney**  
Farmville, Enterprise: **Jim Hockaday**  
Fayetteville, Observer: **Gibson Prather**  
Gastonia, Gazette: **Garland Atkins, Ray Jimison**  
Greenville, Reflector: **Dave Wheeler, III**  
Kinston, Free Press: **Lloyd Whitfield**  
Kinston, Lenoir County News: **Muriel Rider**  
Louisburg, Franklin Times: **Editor**  
Plymouth, Roanoke Beacon: **Tom Phillips**  
Raleigh, News-Observer: **Raymond Lowery**  
Spring Hope, Enterprise: **Editor**  
Tryon, Bulletin: **Seth M. Vinling**  
Washington, News: **Dave Milligan**  
Wilmington, Star: News: **Mrs. Southerland**  
Wilson, Times: **Don Whitley**  
Zebulon, Record: **Scott Brown**

### NORTH DAKOTA

Fargo, Forum: **Del Johnson**  
Jamestown, Sun: **William Wright**  
Minot, News: **Jack C. Bone**

### OHIO

Canton, Repository: **Mary DeHoff**  
Cincinnati, Enquirer: **Magee Adams, Luke Feck, James Radcliff**  
Cincinnati, Post & Times-Star: **Mary Wood**  
Cleveland, Plain Dealer: **George E. Condon, Russ Kane**  
Cleveland, Press & News: **James Frankel**  
Columbus, Citizen-Journal: **Jo Bradley Reed, Ben Hayes**  
Columbus, Dispatch: **Joseph Mills**  
Dayton, Journal Herald: **David Koch**  
Dayton, News: **Gee Mitchell**  
Lima, Citizen: **Hope Strong**  
Lima, News: **James Dean**  
Lorain, Journal: **Waldo Proffitt**  
Martins Ferry, Times-Leader: **Grace Coleman, Robert Fordyce**

Niles, Times: **Agnes Lopatta**  
Piqua, Call: **Editor**  
Portsmouth, Times: **Barbara Bennett**  
Sandusky, Register: **Willis B. Kelley**  
Springfield, News: **Bert Teeters**  
Springfield, Sun: **Maynard Kniekern**  
Steubenville, Herald-Star: **Editor**  
Troy, News: **Editor**  
Waverly, Waverly Shopper: **James B. Denton**  
Youngstown, Vindicator: **Adrian Slifka**

### OKLAHOMA

Ada, News: **Ernest O. Thompson**  
Lawton, Press: **Constitution: Bill Crawford**  
Oklahoma City, Advertiser: **Bob Brown**  
Oklahoma City, Oklahoman: **Milton Meier**  
Okmulgee, Times: **Editor**  
Seminole, Producer: **Alex K. Adwan**  
Tulsa, World: **Tribune: Jim Downing**  
Wewoka, Times: **Charles D. Rhoades**

### OREGON

Beaverton, Valley News: **Ray Brooks**  
Eugene, Register-Guard: **Mike Guldager**  
Forest Grove, News Times: **Mildred Blair**  
Hillsboro, Argus: **Don Wenzel**  
Pendleton, East Oregonian: **Jim Eardley**  
Portland, Journal: **Arnold Marks**  
Portland, Oregonian: **Francis Murphy**  
Portland, Daily Reporter: **Bill Moyes**  
Tillamook, Headlight Herald: **John Gorman**

### PENNSYLVANIA

Altoona, Mirror: **Pat Hinton**  
Beaver Falls, News-Tribune: **Patty LaPatke**  
Connellsville, Courier: **Henry Gordon**  
Ellwood City, Ledger: **Miss Battilochi**  
Erie, Times: News: **Bob Protzman, Bob Sutherland**  
Franklin, News: **H. B. Kenny**  
Hanover, Evening Star: **Al Swartz**  
Harrisburg, Patriot: News: **Peggy Hartzell, Marion Milliron**  
Johnstown, Tribune-Democrat: **George Visnovsky**  
Lansdale, North Penn Reporter: **George W. Kulp**  
Levittown, Times-Courier: **Sandy Oppenheimer**  
Montrose, Independent: **Henry Felton**  
Philadelphia, Bulletin: **Frank Brookhouser, Elmer Cull, Robert J. Williams**  
Philadelphia, Inquirer: **Miss Guggino, Harry Harris**  
Philadelphia, News: **Loretta Bret, Jerry Gaghan, Paul Martin**  
Pittsburgh, Post-Gazette: **Win Fanning**  
Pittsburgh, Press: **Fred Remington**  
Pittsburgh, Sun-Telegraph: **Arnold Zeitlin**  
Pittston, Dispatch: **William A. Watson, Sr.**  
Pittston: **Gazette: Willard Peck**  
Scranton, Times: **Sid Benjamin, Ed Donohoe**  
Scranton, Tribune: **B. B. Powell**  
Uniontown, Herald: **Standard: Phil E. Connelly**  
Wilkes-Barre, Record & Times-Leader: **M. M. Bartlebaugh, Joseph T. Murphy, Carl Ashworth, Robert Johnson**  
Wilkes-Barre, Sunday Independent: **Thomas Hefferman, Jr.**  
York, Dispatch: **William Sprinkle**  
York, Gazette & Daily: **Ethel Sleeper**

### RHODE ISLAND

Providence, Journal & Bulletin: **John Crosby, Ted Holmberg**  
West Warwick, Daily Times: **Editor**  
Woonsocket, Call: **William A. Crouse**

### SOUTH CAROLINA

Abbeville, Press & Banner: **Fred West**  
Anderson, Free Press: **Jim Klosky**  
Anderson, Independent: **Billy Dilworth**  
Columbia, State: **Record: Henry F. Cauthe, Joseph Minter, John A. Montgomery**  
Fountain Inn, Tribune: **Mark Nelson**  
Greenville, News: **Piedmont: Roger Peace, Gil Rowland, Tom Walker, Bill Davey**

Greenwood, Index-Journal: **Bodie McDowell**  
 Hartsville, Messenger: **Rudy Leon**  
 Lake City, News: **Mrs. A. M. Parker**  
 Landrum, Leader: **J. W. Lawrence**  
 Newberry, Sun: **Doris Sanders**  
 Rock Hill, Evening Herald: **Marshall Doswell**  
 Simpsonville, Golden Eagle: **Jim Plowden**  
 Spartanburg, Herald: **Bill Derrick**  
 Sumter, Item: **Ray Guest, John McKnight**  
 Woodruff, News: **Charles Smith**  
 York, Enquirer: **Ned Burgess**

**SOUTH DAKOTA**

Aberdeen, American-News: **E. J. Karrigan**  
 Pierre, Capital Journal: **Terry Olsen**  
 Pierre, State News: **Ron Struce**  
 Rapid City, Journal: **Jack Cannon**  
 Sioux Falls, Argus-Leader: **Ralph Green**

**TENNESSEE**

Chattanooga, Times: News-Free Press: **Ralph Cooper, Ruth Robinson**  
 Columbia, Herald: **Jack Dealy**  
 Fayetteville, Observer: **Mrs. Clarence Caughran**  
 Fayetteville, Lincoln County News: **Sara Young**  
 Johnson City, Press-Chronicle: **Crile Bevington, Lea Larence**  
 Knoxville, Journal: **Bob Davenport**  
 Knoxville, News-Sentinel: **Hugh Allen, Gunby Rule, Patricia Young**  
 Lawrenceburg, Democrat Union: **Elizabeth Harris**  
 McMinnville, Southern Standard: **Rayford Davis**  
 Memphis, Commercial Appeal: **Henry Mitchell**  
 Memphis, Press-Scimitar: **Bob Johnson**  
 Nashville, Banner: **Bob Battle, Red O'Donnell**  
 Oak Ridge, Oak Ridger: **Ann Diamond**

**TEXAS**

Amarillo, The Citizen: **Carroll C. Hurt**  
 Amarillo, Globe-Times: **News: Helen Betty, Carol McMurty**  
 Austin, American: **Statesman, Kay Powers**  
 Austin, Times-Herald: **Wray Weddell**  
 Austin, Daily Texan: **Jim Beggs**  
 Beaumont, Enterprise: **Merita Mills**  
 Beaumont, Journal: **Glady's Quilliam**  
 Big Spring, Herald: **Bob Smith**  
 Dallas, News: **Fairfax Nisbet, Tony Zoppi**  
 Dallas, Times Herald: **Bob Brock, Dick Hitt**  
 Eagle Pass, Guide: **Dorothy Worrell**  
 El Campo, Leader News: **Chuck Schwartzkopf**  
 El Paso, Times: **Herald-Post: Marjorie Graham**  
 Ft. Worth, Press: **Jack Gordon, Bob Sellers**  
 Ft. Worth, Star-Telegram: **Elston Brooks**  
 Freeport, Brazosport, Facts: **Glenn Heath**  
 Houston, Chronicle: **Howard Stentz**  
 Houston, Post: **Edith Hohnholt, David Westheimer**  
 Houston, Press: **Millie Budd**  
 Lake Jackson, News: **Bill Billingsley**  
 Longview, Journal: **News: George Howell**  
 Lubbock, Avalanche-Journal: **R. C. Hankins**  
 Lufkin, News: **William Bogart**  
 Marshall, News Messenger: **Millard Cope**  
 Monahans, News: **Bobbie Kugle**  
 Port Arthur, News: **John Ayres**  
 San Antonio, Express: **News: Fern Chick, Paul Thompson**  
 San Antonio, Light: **Renwick Cary, Paul Trench**  
 Tulsa, Herald: **H. M. Baggarly**  
 Tyler, Courier-Times: **William E. Dozier**  
 Wharton, Spectator: **Frank Shannon**  
 Wichita Falls, Times: **Al Parker, Bill Underwood**

**UTAH**

Logan, Herald-Journal: **Ray J. Nelson**  
 Provo, Herald: **Elayne Schwartz**  
 Salt Lake City, Deseret News: **Howard Pearson**  
 Salt Lake City, Tribune: **Roy Hudson, Dick Martin**

**VERMONT**

Burlington, Free Press: **H. Moore Fayette**  
 Burlington, News: **George M. Rood**

**VIRGINIA**

Danville, The Bee: **Johnny Johnson**  
 Danville, Commercial Appeal: **Watt Miles**  
 Fredericksburg, Free-Lance-Starr: **Evelyn S. Burton**  
 Harrisonburg, News-Record: **Vincent Keilly**  
 Marion, Smith County News: **James Tindell**  
 Newport News, Times-Herald: **H. Reid**  
 Norfolk, Ledger-Dispatch: **Mary Hopkins**  
 Norfolk, Virginian-Pilot: **Warner Twyford**  
 Richmond, News-Leader: **Victor Dorr**  
 Richmond, Times-Dispatch: **Norman Rowe**  
 Roanoke, Times: **Jesse Chapman**  
 South Boston, Halifax Record Advertiser: **Spurgon Compton**

**WASHINGTON**

Edmonds, KGDN, KGFM Program Guide: **Jan Johnson**  
 Grandview, Herald: **Ralph Flemming**  
 Kirkland, Seattle Post Intelligencer: **Bill Jahn**  
 Olympia, Olympian: **Marshall Hunt**  
 Olympia, News: **John Alexander**  
 Othello, Othello Outlook: **R. D. Leary**  
 Prosser, Record Bulletin: **Rich Gay**  
 Seattle, Post Intelligencer: **Bill Jahn, Emmett Watton**  
 Seattle, Times: **Chet Skreen**  
 Tacoma, News-Tribune: **Helen Rogers**  
 Tenino, Independent: **Don Major**

**WEST VIRGINIA**

Beekley, Post-Herald: **Emile Hodel**  
 Beekley, Raleigh Register: **C. J. McQuade**  
 Bluefield, Telegraph: **Janie Marie Lambert**  
 Buckhannon, Republican Delta: **Editor**  
 Charleston, Gazette: **Wilma Murgin**  
 Charleston, Mail: **Sol Padlisky**  
 Charleston, Sunday Gazette-Mail: **Jay Fredericks**  
 Fairmont, West Virginian: **Il. Arthur Pearce**  
 Grafton, Sentinel: **Ed Gardner**  
 Huntington, Huntington Publishing Co.: **Don Fannin**  
 Jaeger, Industrial News: **Bill Alley**  
 Moundsville, Echo: **Sam Shaw**  
 Weirton, Times: **Earlo V. Wittpeun**  
 Welch, News: **Kiffle Currance, Kit Hargerson**  
 Wheeling, Intelligencer: **Frank Emblen, Jack Noonan**  
 Wheeling, News-Register: **Harry Hamm, Arnold Lazarus**

**WISCONSIN**

Algoma, Record Herald: **Harold Heidmann**  
 Antigo, Journal: **Editor**  
 Baraboo, News-Republic: **Curt Page**  
 Beloit, News: **Minnie Inking, Barbara Udell**  
 La Crosse, Tribune: **James Gunderson, Margaret Lienlokken**  
 New London, Press: **Gordon Culver**  
 Madison, Capital Times: **Al Pride**  
 Madison, State Journal: **William A. Doudna**  
 Milwaukee, Journal: **Don Dooley, Wade Mosby**  
 Milwaukee, Sentinel: **Al M. Elewitz, Buck Herzog**  
 Oshkosh, Daily Northwestern: **Gil Labudo**  
 Portage, Register: **Duane Pfister**  
 Racine, Journal-Times: **Vern T. Hoffman**  
 Rhinelander, News: **Ron Anzla**  
 Tomah, Journal: **John Kenney**  
 Waupaca, County Post: **Carl Turner**  
 Wisconsin Rapids, Tribune: **Carl Otto**

**WYOMING**

Sheridan, Press: **Richard Reburn**

**TERRITORIES and POSSESSIONS**

San Juan, Puerto Rico, Servicio Insular de Prensa: **Luis Cruz Iglesias**

# FM Stations' Financial Report Of Revenues—Expenses—Income

—FOR 1959 and 1958—

<u>Item</u>	<u>1959 Number of stations</u>	<u>Amount (millions)</u>	<u>1958 Number of stations</u>	<u>Amount (millions)</u>
<i>Total FM Broadcast Revenues</i>				
FM Stations operated by:				
AM licensees:				
Reporting no revenues.....	361	—	309	—
Reporting FM revenues.....	153	\$1.4	131	\$1.5
Non-AM licensees .....	148	4.3	93	2.5
Total FM stations.....	662	5.7	533	4.0

<i>Total FM Broadcast Expenses</i>				
FM Stations operated by:				
Non-AM licensees .....	148	\$5.9	93	\$3.2
Industry total .....	—	*	—	*

<i>FM Broadcast Income (before Federal income tax)</i>				
FM Stations operated by:				
Non-AM licensees .....	148	(\$1.6)	93	(\$0.7)
Industry total .....	—	*	—	*

(\*) In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation.

( ) denotes loss.

Source: FCC



**1961**

**FREQUENCY  
MODULATION  
STATIONS**



**NATIONAL ASSOCIATION  
OF FM BROADCASTERS  
NAFMB MEMBERS  
FM STATIONS LISTED  
BY CITIES IN EACH STATE**

*The Sound of Suburbia  
Is a Sound Investment —*

YOUR ARE CORDIALLY INVITED  
TO JOIN THE SELECT GROUP  
OF DISCRIMINATING SPONSORS  
WHO ARE DEVOTED  
ADVERTISERS ON THE

**"Sound of Suburbia"**

on FM radios at 92.7 mc.

daily 8:00 a.m. to 1 a.m.

on

**WLIR-FM**

in the

Garden City Hotel • Garden City, N. Y.

R.S.V.P.

Pioneer 1-4700

**KHOF<sub>fm</sub>**

*Herald of Faith*



99.5 MC  
100,000 WATTS

*The First Sacred  
Music Station in the Nation*

P.O. Box 108  
Los Angeles 41, Cal.  
Chapman 5-7575

Dale Smith, Station Mgr.  
Roland C. Livingston, Gen. Mgr.

*"Advertising with our station  
is a recommendation"*

**WHEN YOU CAN  
HAVE THE BEST,  
WHY BE SATISFIED  
WITH LESS?**



# National Association Of FM Broadcasters

c/o Station KITT  
U. S. Grant Hotel, San Diego 1, Calif.

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WMCF, Memphis, Tenn.

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William G. Harley (Educational Dir.)  
WHA, U. of Michigan

## MEMBERS

City	Call Letters	Executive and Address
Huntsville	WAHR	ALABAMA (District 4) William R. Lane, Jr., Times Building
Beverly Hills	KCBH	CALIFORNIA (District 8) Arthur K. Crawford, P. O. Box 23
El Cajon	KCFM	Robert L. Weeks, P. O. Box 188
Hollywood	KGLA	Hal Harrison, 6909 Melrose Avenue
Hollywood	KNOB	Alex N. Stein, 7153 Pacific View Drive
Los Angeles	KMLA	Bill Tomberlin, 2917 Temple Street
Los Angeles	KRRM	Benson Curtis, 3421 West 8th Street
Sacramento	KCRA-FM	Ewing C. Kelly, 310 - 10th Street
San Diego	KEBS	Kenneth K. Jones, Jr., San Diego State College
San Diego	KFMB-FM	Jim Fox, 1405 - 5th Avenue
San Diego	KFSD-FM	William E. Goetze, P. O. Box 628
San Diego	KGB-FM	Marion E. Harris, P. O. Box 2088
San Diego	KITT	Fred Rabell, U. S. Grant Hotel
San Diego	KPRI	Lawrence Shushan, 2850 - 5th Avenue
San Francisco	KBAY	Bill Faber, 538 Pacific Avenue
San Francisco	KIHP	Monty Bancroft, 505 Geary Street
San Francisco	KPEN	Gary Gielow, 260 Kearny
Santa Barbara	KMUZ	William H. Buckley, 25 West Anapamu
Santa Barbara	KRCW	Cameron A. Warren, 818 State Street
Santa Maria	KEYM	Frank J. Nesmith, 114 W. Main Street
Woodland	KATT	Mel Lucas, 1216 Fortna Avenue

As of March 31, 1961. Membership: 114.

City	Station	Executive and Address
		<b>COLORADO (District 7)</b>
Denver	KDEN-FM	Edwin E. Koepke, 1601 West Jewell Avenue
Denver	KLIR	Geo. Basil Anderson, 6535 West Jewell Avenue
		<b>CONNECTICUT (District 1)</b>
Brookfield	WGHF	J. A. Detzer, P. O. Box 11
Hartford	WHCN	J. A. Detzer, P. O. Box 1062
Meriden	WBMI	Carl W. Schultz, 99 Colony Street
		<b>DELAWARE (District 2)</b>
Wilmington	WJBR	John B. Reynolds, 2617 Ebright Road
		<b>DISTRICT OF COLUMBIA (District 2)</b>
Washington	WGAY	Connie B. Gay, 1000 Albermarle Street, N.W.
		<b>FLORIDA (District 1)</b>
Fl. Lauderdale	WFLM	Robert A. Hiners, 305 South Andrews Avenue
Palm Beach	WQXT	Art Rivera, 3000 South Ocean Boulevard
Pensacola	WPFX	John L. Harris, Jr., 3103 North "R" Street
Tampa	WPKM	Frank Knorr, Jr., Bayshore Royal Hotel
		<b>GEORGIA (District 1)</b>
Marietta	WBIE-FM	James M. Wilder, P. O. Box 91
		<b>ILLINOIS (District 6)</b>
Bloomington	WJBC-FM	Vernon A. Nolte, 209 East Washington Street
Chicago	WCLM	William G. Drenthe, 333 N. Michigan Avenue
Chicago	WFMT	Ed Walters, 222 North Michigan Avenue
Chicago	WFMT	Lester Vihon, 70 West Monroe
Chicago	WKFM	Frank S. Kovas, 188 West Randolph Street
Decatur	WSOY-FM	Robert B. King, 1100 East Pershing Road
Elmwood Park	WXFM	Howard Grafman, 2526 North Harlem
Mt. Carmel	WSAB	Leonard M. Koger, Jr., P. O. Box 210
Rock Island	WIBF	Les Johnson, Telco Building
		<b>INDIANA (District 5)</b>
Evansville	WIKV-FM	John A. Englebrecht, P. O. Box 118
Ft. Wayne	WPTH-FM	Richard D. Morgan, Butler Road
Hammond	WYCA	M. C. Patterson, P. O. Box 123
Indianapolis	WFBI-FM	S. K. Evans, Jr., 1330 North Meridian Street
Indianapolis	WFMS	Martin R. Williams, 759 N. Meridian Street
Richmond	WGLM	Richard N. Williams, 2010 Straightline Pike
		<b>KANSAS (District 7)</b>
Shawnee-Mission	KXTR	John L. Humphreys, 5938 Metcalf
		<b>KENTUCKY (District 3)</b>
Louisville	WLVL	S. A. Cisler, 300 West Broadway
		<b>LOUISIANA (District 1)</b>
Baton Rouge	WJBO-FM	Mort Silverman, P. O. Box 196
New Orleans	WWMT	Macy O. Teetor, Jr., 3733 So. Claiborne Avenue
Shreveport	KBCL-FM	Vener O. J. Barnes, P. O. Box 727
		<b>MAINE (District 1)</b>
Portland	WMTW-FM	John M. McGorill, 177 Congress Street
		<b>MASSACHUSETTS (District 1)</b>
Boston	WBCN	T. Mitchell Hastings, Jr., 171 Newbury Street
Brookline	WBOS-FM	Ralph Weinman, 790 Commonwealth Avenue
Framingham	WKOX-FM	Richard E. Adams, Mt. Wayte Avenue
Springfield	WHYN-FM	Eleanor Chevalier, 1300 Liberty Street
		<b>MICHIGAN (District 5)</b>
Bay City	WBCM-FM	Leo A. Jylha, Wrennath Hotel Building
Detroit	WLDM	Harold L. Tanner, 15101 W. Ten Mile Road
Detroit	WMUZ	Robert E. Anderson, 12300 Radio Place
Detroit	WQRS	Richard N. Hughes, Maccabees Building
East Lansing	WSWM	John McGoff, P. O. Box 280
Grand Rapids	WJEF-FM	Roger L. Hoffman, Pantling Hotel
Grosse Pointe	WDTM	Marshall M. Carpenter, Jr., 502 Lincoln Road
Lansing	WJIM-FM	E. L. Nolan, 2820 E. Saginaw
		<b>MINNESOTA (District 6)</b>
Minneapolis	KWFM	Merle L. Carlson, 3800 Minnehaha Avenue
Minneapolis	WLOL-FM	Thomas H. Ruben, 870 Northwestern Bank Bldg.
		<b>MISSISSIPPI (District 1)</b>
Jackson	WJDX-FM	Forest Cox, P. O. Box 2171
		<b>MISSOURI (District 6)</b>
Kansas City	KCMK	F. A. Mesch, 922 Linwood Street
St. Louis	KADI	Wm. R. Cady, Jr., P. O. Box 6155
St. Louis	KCFM	John Dwyer, 532 De Baliviere Street
St. Louis	WIL-FM	John F. Box, Jr., 3715 Lindell Boulevard
		<b>NEBRASKA (District 7)</b>
Holdrege	KHOL	Jack Gilbert
Omaha	KQAL	Jack L. Katz, 105 South 16th Street
Omaha	WOW-FM	W. O. Wiseman, Meredith WOW, Incorporated
		<b>NEW JERSEY (District 2)</b>
Camden	WKDN-FM	Gordon Giffen
		<b>NEW MEXICO (District 7)</b>
Roswell	KBIM-FM	W. C. Taylor, P. O. Box 525

City	Call Letters	
		<b>NEW YORK (District 1)</b>
Buffalo	WBUF	Lawrence Gordon, 1227 Main Street
Garden City	WLIR	John R. Rieger, Jr., Garden City Hotel
Ithaca	WHCU-FM	Michael R. Hanna, Day Hall, Cornell University
New York	WNCN	Carleton J. Miller, 11 East 17th Street
Rochester	WBBF-FM	Robert S. Kieve, 51 Clinton Avenue, South
Rochester	WEMF	Robert Wille, 1139 Lincoln Alliance Building
Syracuse	WONO	Bertram L. Weiland, 237 East Genesee Street
Utica	WRUN-FM	R. A. Clark, 258 Genesee Street
Woodside	WRFM	Edith Dick, 11-30 58th Street
		<b>NORTH CAROLINA (District 3)</b>
Charlotte	WMIT	Seldon Goode, Jr., 331 Commerce Building
Charlotte	WYFM	Wm. A. Vaughn, P. O. Box 20191
Greensboro	WMDE	Herman C. Hall, 903 Howard Street
Raleigh	WPTF-FM	Richard H. Mason, Insurance Building
Winston-Salem	WYFS	Allan C. Godwin, 100 - 27th Street, N.W.
		<b>OHIO (District 5)</b>
Cincinnati	WKRC-FM	Leon B. Lowenthal, Alms Hotel
Cleveland	WDOK-FM	Frederick C. Wolf, 1515 Euclid Avenue
Columbus	WBNS-FM	Don W. White, 33 North High Street
Dayton	WHIO-FM	Wade H. Alley, 1414 Wilmington Avenue
Dayton	WIFE	Ronald B. Woodyard, 380 West First Street
Findlay	WFIN-FM	Clyde W. Johnson, 101 1/2 West Sandusky Street
Toledo	WMHE	Wm. A. Hillebrand, 1665 West Bancroft
Toledo	WTOL-FM	Doug Tabner, Bell Building
Wadsworth	WDBN	Theodore A. Niarhus, P. O. Box 222
		<b>OREGON (District 8)</b>
Eugene	KFMY	L. M. Young, Penthouse, Eugene Medical Center
		<b>PENNSYLVANIA (District 2)</b>
Harrisburg	WHIP-FM	Cecil M. Sansbury, Telegraph Building
Jenkintown	WIBF	William L. Fox, The Benson-East
Lancaster	WDAC	Dick Gage, P. O. Box 22
Philadelphia	WPEN-FM	Wm. B. Caskey, 2212 Walnut Street
Philadelphia	WQAL	Abe J. Voron, 835 North 19th Street
Pittsburgh	WAZZ	Leonard Walk, P. O. Box 106
Pittsburgh	WKJF	Thomas J. Daugherty, 1715 Grandview Avenue
Wilkes-Barre	WYZZ	Richard G. Evans, 156 Prospect Street
		<b>RHODE ISLAND (District 1)</b>
Providence	WDJD	Mrs. Jean Elliot, Crown Hotel
Providence	WXCN	P. O. Box 1015
		<b>TENNESSEE (District 3)</b>
Chattanooga	WDOD-FM	T. E. Thielke
Chattanooga	WLOM	Chas. W. Gwyn
Gallatin	WFMG	E. F. Jones, Jr., P. O. Box 598
Memphis	WMC-FM	Henry W. Slavick, P. O. Box 8325
Nashville	WFMB	Will C. Baird, Jr., 537 National Bank Building
Nashville	WSIX-FM	James M. Kent, Jr., Nashville Trust Building
		<b>TEXAS (District 7)</b>
Dallas	KCPA	Frank O. Myers, P. O. Box 12003
Diboll	KSPF-FM	Tommy Ward Lanyon
Gainesville	KGAF-FM	Joe M. Leonard, Jr., P. O. Box 368
Houston	KFMK	James R. Corry, Medical Towers Bldg.
Houston	KHGM	Lynn Christian, 1808 Sun Felipe Road
Houston	KHUL	Betty Mitchell, 1700 Holcombe Boulevard
Houston	KRBE	Ellis W. Gilbert, 1100 Hermann Drive
Houston	KTRH-FM	Tom Jacob, Rice Hotel Annex
Midland	KNEF	William R. Mettler, 317 North Colorado Street
Port Arthur	KFMP	Henry Diehl, P. O. Box 430
San Antonio	KITY-FM	Jack Roth, P. O. Box 2338
		<b>VIRGINIA (District 3)</b>
Newport News	WGIL-FM	Dan Hydrick, P. O. Box 98
Richmond	WRVA-FM	John B. Tansey, P. O. Box 1516
Staunton	WAFC-FM	Lloyd Gochenour, P. O. Box 188
Virginia Beach	WYFI	Leo Hoarty, P. O. Box 536
		<b>WASHINGTON (District 8)</b>
Bellingham	KGMI	Rogan Jones, 1151 Ellis Street
Seattle	KGEM	Robert W. Ball, 190th and Fremont
Seattle	KIRO-FM	W. F. Tucker, 1530 Queen Anne Avenue
Seattle	KLSN	Cortlandt T. Clark, 1529 University Court
Spokane	KXLY-FM	Terry Mason, W. 315 Sprague Avenue
		<b>WEST VIRGINIA (District 2)</b>
Charleston	WKNA	G. W. Sandefur, 505 Randolph Street
		<b>WISCONSIN (District 6)</b>
Madison	WRVB	Paul A. Stewart, P. O. Box 501
Milwaukee	WMIL-FM	Gene Posner, 2625 West Wisconsin Avenue
		<b>CANADA</b>
		<b>ONTARIO</b>
Brampton	CHIC	John Fox, 2 Ellen Street (District 1)
Toronto	CFRB	Jack R. Kennedy, 37 Bloor Street, West (District 1)
		<b>MANITOBA</b>
Winnipeg	CJOB	Hugh A. Ingraham, Lindsey Building (District 6)



# Frequency Modulation Stations In Operation

Licensed FM stations on the air as of March, 1961 were as follows. This list does not include CPs granted or non-commercial and educational stations.

City	Call Letters	Freq.	Prp. (Kw.)	Ant. Hgt. In Ft.	Licensee
<b>ALABAMA</b>					
Albertville	WAVU-FM	105.1	4.7	360	Sand Mt. Bcstg. Service
Alexander City	WRFS-FM	106.1	4.6	240	Piedmont Service Corp.
Andalusia	WCTA-FM	98.1	10	200	Andalusia Bcstg. Co.
Anniston	WHMA-FM	100.5	3.7	200	Anniston Bcstg. Co.
Athens	WJOF	104.3	1	260	Athens Bcstg. Co.
Birmingham	WAPI-FM	99.5	72	785	Radio Station WAPI
	WBRC-FM	106.9	16	900	Taft Bcstg. Co.
	WSFM	93.7	20	260	Melonas Bcstg. Co.
Clanton	WKLF-FM	100.9	37	302	Southeastern Bcstg. Co.
Cullman	WFMH-FM	101.1	5.3	165	Voice of Cullman
Decatur	WHOS-FM	102.1	2.4	200	N. Ala. Bcstg. Co.
Huntsville	WAHR	99.1	3.2	790	WAHR, Inc.
Mobile	WKRK	99.9	3.3	310	WKRK-TV, Inc.
Tuscaloosa	WTBC-FM	95.7	18	100	Tuscaloosa Bcstg. Co.
<b>ARIZONA</b>					
Globe	KWJB-FM	100.3	11	2,270	Gita Bcstg. Co.
Mesa	KBUZ-FM	104.7	16	140	Gordon Bcstg. Co.
Phoenix	KELE	95.5	18	265	ANJO Bcstrs. and Tlcstrs., Inc.
	KITH	101.3	5	8	Voice of Arizona, Inc.
	KYEW	93.3	4.6	2,570	Frank S. Bare, Jr.
Tucson	KFMM	99.5	7.2	—24	Lee Little Radio
<b>ARKANSAS</b>					
Blytheville	KLCN-FM	96.1	21	398	H. L. Sudbury
Jonesboro	KBTM	101.9	8	200	Patterson Bros.
Little Rock	KMMK-FM	94.1	32	313	Hi-Fi Bcstg. Corp.
Mammoth Spring	KAMS	103.9	32	200	R. F. Neathery
Pine Bluff	KOTN-FM	92.3	3.2	305	Joellen Bcstg. Corp.
Siloam Springs	KUOA-FM	105.7	2.6	455	KUOA, Inc.
Texarkana	KCMC-FM	98.1	40	415	KCMA, Inc.
<b>CALIFORNIA</b>					
Alameda	KJAZ	92.7	1	80	Patrick Henry
Bakersfield	KERN-FM	94.1	5	301	McClatchy Bcstg. Co.
	KQXR	101.5	14.5	360	Kief Bcstrs.
Berkeley	KPFA	94.1	54	1,330	Pacifica Foundation
	KRE-FM	102.9	19.5	—32	Central Cal. Bcstrs., Inc.
El Cajon	KUFM	93.3	3.4	848	Forwek and Co.
Eureka	KRED	96.3	5.6	1,516	Redwood Bcstg. Co., Inc.
Fresno	KARM-FM	101.9	7.4	360	KARM, the George Harm Sta.
	KMJ-FM	97.9	7.3	630	McClatchy Bcstg. Co.
	KRFM	93.7	70	1,880	Triangle Pubs., Inc.
Glendale	KUTE	101.9	82	1,660	KUTE Bcstg. Co.
Inglewood	KTYM-FM	103.9	45	375	Trans-American Bcstg. Co.
Long Beach	KFOX-FM	102.3	1	120	KFOX, Inc.
	KNOB	97.9	79	420	Cerritos Bcstg. Co.
Los Angeles	KABC-FM	95.5	4.3	183	American Bcstg. Co.
	KBBI	107.5	19.6	858	Bible Inst. of L. A.
	KBCA	105.1	6	2,900	Radio Beverly Hills Corp.
	KBIQ	104.3	104.3	5,400	Poole Bcstg. Co., Inc.
	KBMS	105.9	72.37	2,000	Planned Music, Inc.
	KCBH	98.7	75	80	A. A. Crawford
	KFAC-FM	92.3	60	2,810	L. A. Bcstg. Co., Inc.
	KGLA	103.5	13	430	E. Jacobson
	KHJ-FM	101.1	16.8	2,926	RKO General
Los Angeles	KHOF-FM	99.5	100	260	Maple Chapel, Inc.

# FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. In Ft.	Licensee
Marysville Modesto	KNX-FM	93.1	68	2,800	Columbia Bcstg. System
	KPOL-FM	93.9	38	570	Coast Radio Bcstg. Corp.
	KRHM	94.7	58	2,835	Harry Maizlish
	KRKO-FM	96.3	54	475	Continental Telecasting Corp.
	KFMU	97.1	58	2,000	International Good Music, Inc.
	KMLA	100.3	60	1,190	KMLA Bcstg. Corp.
	KMYC-FM	99.9	4.9	75	Marysville-Yuba City Bcstrs.
	KBEE-FM	103.3	11.5	150	McClatchey Bcstg. Co.
	KTRB-FM	104.1	4.7	300	KTRB Bcstg. Co., Inc.
	KAFE	98.1	1.7	1,080	Hal Cox
Oakland	KASK-FM	93.5	1	193	Radio KASK
	KAAR	104.7	10	14	Oxnard Bcstg. Co.
Oxnard	KPSR	100.7	4	130	KPSR, Inc.
Palm Springs	KCAL-FM	100.5	1	-320	Southwest Bcstg. Co.
Redlands	KACE-FM	92.7	1	243	KACE Radio, Inc.
Riverside	KDUO	97.5	72	1,600	Southeastern California Bcstg.
Sacramento	KPLI	99.1	1.57	1,628	Parker-Lee, Inc.
	KCRA-FM	96.1	11	437	KCRA, Inc.
	KFBK-FM	92.5	1.9	-115	McClatchey Bcstg. Co.
	KHIQ	105.1	17.3	130	Erickson, Spaulding, Stilgenbauer
	KJML	106	2.7	40	Town and County Bcstrs.
	KXOA-FM	107.9	12.5	200	Cal-Val Radio, Inc.
	KSFM	96.9	60	360	KSFM, Inc.
	KXRQ	98.5	3.5	255	D. W. Flewelling
	KFMW	99.9	30	1,600	International Good Music, Inc.
	KITT	105.3	56	320	Freddot, Ltd.
San Bernardino San Diego	KFMB-FM	100.7	18.5	50	Marietta Bcstg., Inc.
	KFMX	96.5	29.5	590	S. C. Corwin
	KGB-FM	101.5	36	454	KGB, Inc.
	KJLM	98.1	4.5		E. Edward Jacobson
	KLRO	94.9	7.5	73	Multi Casting Corp.
	KPRI	106.5	25	413	Radio KPRI
	KOGO-FM	94.1	100	641	KOGO, Inc.
	KVFM	94.3	.86	175	Spectra Bcstg., Inc.
	KCBS-FM	98.9	35	640	Columbia Bcstg. System, Inc.
	KEAR	97.3	82	1,100	Family Stations, Inc.
San Fernando San Francisco	KGO-FM	103.7	23.6	1,180	Amer. Bcstg.-Paramount Theatres
	KNBC-FM	99.7	45	1,240	National Bcstg. Co.
	KSFR	94.9	33	1,170	KSFR-FM Station
	KBAY-FM	104.5	29.92	870	S. C. Corwin
	KBCO	105.3	50	810	Bay FM Bcstrs.
	KDFC	102.1	33	1,050	Sundial Bcstg. Corp.
	KFRC-FM	105.1	71	1,450	RKO General
	KRON-FM	96.5	13.5	1,230	Chronicle Publ. Co.
	KYA-FM	93.3	14.5	710	Golden State Bcstrs., Inc.
	KSJO-FM	92.3	1.4	-66	Santa Clara Broadcasting
San Jose	KRPM	98.5	3.3	157	Audio House, Inc.
	KATY-FM	96.1	3.8	-510	Sweetheart of SLO, Inc.
San Luis Obispo	KWIZ-FM	96.7	1	160	Voice of Orange Empire, Inc.
Santa Ana	KFIL	106.3	1	145	Gus Malpee
Santa Barbara	KRCW	97.5	17.5	2,890	Channel Bcstg. Co.
Santa Maria	KSMA-FM	102.5	27	-57	Groom and Hagerman
	KEYM	99.1	3.2	-135	Santa Maria Bcstg. Co.
	KRAK-FM	99.1	1.5	300	Golden Valley Bcstg. Co.
	KSTN-FM	107.3	8.9	1570	San Joaquin Bcstg. Co.
West Covina	KDWC	98.3	.81	650	Pacific-South Bcstg. Co.

## COLORADO

Colorado Springs	KFMH	96.5	20	2,300	PM Colorado Co.
	KVOR	92.9	1.35	670	KVOR, Inc.
Denver	KDEN-FM	99.5	30	594	KDEN Bcstg. Corp.
	KFML-FM	98.5	2.35	2,000	Note Bcstg. Co.
	KTGM	105.1	10	250	Good Music Assn.
	KLIR-FM	100.3	8.77	71	KLIR, Inc.
Grand Junctions	KREX-FM	92.3	2.8	300	Western Slope Bcstg. Co.
Manitou Springs	KCMS-FM	102.7	21.5	2,080	Mr. and Mrs. C. M. Edmonds

## CONNECTICUT

Bridgeport	WJZZ	99.9	9	870	Conn-N. Y. Bcstrs., Inc.
Brookfield	WGHF	95.1	20	500	Eastern Bcstg. System, Inc.
Danbury	WLAD-FM	98.3	.34	280	Berkshire Bcstg. Corp.
Hartford	WHCN	105.9	7	750	Concert Network, Inc.
	WTIC-FM	96.5	20	705	Travelers Bcstg. Service Corp.
	WCCO	106.9	6.8	750	Greater Hartford Bcstg. Co.
Meriden	WBMI	95.7	20		Silver City Crystal Co.
New Haven	WNHC-FM	99.1	10	630	Triangle Publications, Inc.
Stamford	WSTC-FM	96.7	.65	305	Western Conn. Bcstg. Co.

(Continued on Next Page)

# FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
<b>DELAWARE</b>					
Dover	WDOV-FM	94.7	10	200	Dover Bcstg. Corp.
Wilmington	WDEL-FM	93.7	20	460	Delmarva Bcstg. Co.
	WJBR	99.5	19	500	J. B. Reynolds Bcstg. Co.
<b>DIST. OF COLUMBIA</b>					
Washington	WASH	97.1	15	470	Everett L. Dillard
	WFAN	100.3	18.4	320	United Bcstg. Co., Inc.
	WGMS-FM	103.5	20	440	RKO General, Inc.
	WMAL-FM	107.3	20	450	Evening Star Bcstg. Co.
	WOL-FM	98.7	20	485	Washington Bcstg. Co.
	WRC-FM	93.9	20	484	National Bcstg. Co., Inc.
	WTOP-FM	96.3	20	500	Washington Post Co.
	WWDC-FM	101.1	20	500	WWDC, Inc.
<b>FLORIDA</b>					
Coral Gables	WVCG-FM	105.1	18.5	220	Peninsula Bcstg. Corp.
	WNDB-FM	94.5	8.5	330	News-Journal Corp.
	WRUF	104.1	12	407	State and U. of Fla.
Daytona Beach	WJAX-FM	95.1	7.7	560	City of Jacksonville
	WBMR-FM	96.1	50	425	WBMR, Inc.
Gainesville	WCKR-FM	97.3	50	250	Biscayne TV Corp.
	WGBS-FM	96.3	18	250	Storer Bcstg. Co.
	WKAT-FM	93.1	17.5	279	WKAT, Inc.
	WMET-FM	93.9	13	170	Community Serv. Bcstrs. Co., Inc.
	WWPB-FM	101.5	9.2	275	P. Brake
Jacksonville	WDBO-FM	92.3	25	600	Orlando Bcstg. Co.
	WHOO-FM	96.5	59	460	WHOO Radio, Inc.
	WKIS-FM	100.3	16.5	300	Central Fla. Bcstg. Co.
	WQXT-FM	97.9	37.5	235	Flame Radio-TV Corp.
Miami	WTCX	99.5	31	190	Trans-Chord Co.
	WDAE-FM	93.3	65	434	Smiley Properties
	WFLA-FM	93.3	46	910	The Tribune Co.
Orlando	WPKM	104.7	10.5	160	Frank Knorr, Jr.
Palm Beach					
St. Petersburg					
Tampa					
<b>GEORGIA</b>					
Athens	WGAU-FM	102.5	4.4	255	Clarke Bcstg. Corp.
	WPLO-FM	103.3	36	960	Plough Bcstg. Co.
	WGKA-FM	92.9	9.4	270	Glenkaren Associates, Inc.
Atlanta	WSB-FM	98.5	52	1,050	Atlanta Newspaper, Inc.
	WAUG-FM	105.7	9	100	Garden City Bcstg. Co.
	WBBB-FM	103.7	19.3	914	Savannah Valley Bcstg. Co.
Augusta	WRBL-FM	102.9	21.2	921	Columbus Bcstg. Co.
	WDUN-FM	103.9	34	440	Northeast Ga. Bcstg. Co.
Columbus	WLAG-FM	104.1	2.3	180	LaGrange Bcstg. Co.
	WMAZ-FM	99.1	5	255	Southeastern Bcstg. Co.
Gainesville	WBIE-FM	101.5	3.5	100	Marietta Bcstg. Co.
	WCOH-FM	96.7	33	240	Newnan Bcstg. Co.
LaGrange	WTOC-FM	96.9	7.9	397	Savannah Bcstg. Co.
	WLET-FM	106.1	73	190	R. G. LeTourneau
Macon					
Marietta					
Newnan					
Savannah					
Toccoa					
<b>HAWAII</b>					
Honolulu	KAIM-FM	95.5	5.7	—290	Christian Bcstg. Co.
<b>ILLINOIS</b>					
Arlington Heights	WNWC-FM	92.7	1	225	Northwest Suburban Bcstrs.
	WRAJ-FM	92.7	1	250	Anna Bcstg. Co.
Anna	WKKD	95.9	1		Russ Salter Radio Stations
Aurora	WJBC-FM	101.5	15.3	425	Bloomington Bcstg. Corp.
Bloomington	WROY-FM	97.3	11	210	Carmi Bcstg. Co.
Carmi	WDWS-FM	97.5	27	430	Champaign News Gazette, Inc.
Champaign	WCLM	101.9	60	500	Carol Music, Inc.
	WDHF	92.5	52	270	DeHaan Hi-Fi, Inc.
Chicago	WEBH	93.9	35	240	Buddy Black Bcstg. Co.
	WFMT	100.3	33	540	Radio Station WFMF
	WFMT	98.7	29.5		Gale Bcstg. Co., Inc.
	WJJD-FM	104.3	40	510	Plough Bcstg. Co., Inc.
	WKFM	103.5	50	500	WKFM, Inc.
	WMAQ-FM	101.1	24	640	National Bcstg. Co., Inc.
	WNIB	97.1	11	210	WNIB, Inc.
	WFMQ	107.5	37	560	L. Yihon and Assoc., Inc.
	WSBC-FM	93.1	27.5	260	WSBC Bcstg. Co.

# FM STATIONS

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. In Ft.	Licensee
Cicero	WEHS	97.9	21	550	WHFC, Inc.
Decatur	WSOY-FM	102.1	31	460	Illinois Bcstg. Co.
Effingham	WSEI	95.7	20	295	Illinois Bcstg. Co.
Elmwood Pk.	WXEM	105.9	32	250	WXFM Bcstg. Co.
Evanston	WEAW-FM	105.1	180	300	North Shore Bcstg. Co.
Harrisburg	WEBQ-FM	99.9	4.2	305	WEBQ
Jacksonville	WLDS-FM	100.5	9	340	Jacksonville Radio and Tv Bcstg.
Joliet	WJOL-FM	96.7	1	125	WJOL, Inc.
Litchfield	WSMI-FM	106.1	6.1		Mid-Illinois Bcstg. Co.
Mattoon	WLBM-FM	96.9	23	190	Mattoon Bcstg. Co.
Mt. Vernon	WMIX-FM	94.1	50	712	Mt. Vernon Radio and TV Co.
Oak Park	WOPA-FM	102.7	5	260	Village Bcstg. Co.
Olney	WVLN-FM	92.9	18.5	290	Illinois Bcstg. Co.
Paris	WPRS-FM	98.3	1	225	Paris Bcstg. Co.
Pearia	WMBD-FM	92.5	2.5	550	Midwest Television Co.
Quincy	WGEN-FM	105.1	8.3	640	Quincy Bcstg. Co.
WTAD-FM	WTAD-FM	99.5	27	770	Lee Bcstg. Co.
Rock Island	WHBF-FM	98.9	37	380	Rock Island Bcstg. Co.
Rockford	WROK-FM	97.5	16	300	Rockford Newspapers, Inc.
Springfield	WTAX-FM	103.7	6.7	315	WTAX, Inc.

## INDIANA

Bloomington	WTTV-FM	92.3	37.2	1,110	Sarkes Tarzian, Inc.
Columbus	WCSI-FM	98.3	.76	231	White River Bcstg. Co.
Connersville	WCNB-FM	100.3	9.8	270	News-Examiner Co.
Elkhart	WTRC-FM	100.7	9.7	350	Truth Radio Corp.
Evansville	WIKY-FM	104.1	36	1,162	South Central Brcstg. Corp.
Hammond	WJOB-FM	92.3	3.1	400	Colby Brcstg. Corp.
	WYCA	92.3	31	405	Percy B. Crawford
Indianapolis	WFMS-FM	95.5	4.5	110	Williams FM Service
	WFBM	94.7	51.75	110	Twin State Bcstg., Inc.
	WIBC-FM	93.1	24.1	170	WIBC, Inc.
Jasper	WITZ-FM	104.7	1.65	280	Jasper on the Air, Inc.
Madison	WORX-FM	96.7	.35	290	Electronic Laboratories, Inc.
Marion	WMRI-FM	106.9	31	275	WMRI, Inc.
Muncie	WUUN-FM	104.1	7.4	286	Tri-City Radio Corp.
Newcastle	WCTW	102.5	4	250	WCTW, Inc.
Terre Haute	WTHI-FM	99.9	7.4	365	Wabash Valley Bcstg. Corp.
Warsaw	WRSW-FM	107.3	35	230	Reub William and Son
Washington	WFML	106.5	14	365	Washington Radio, Inc.

## IOWA

Clinton	KROS-FM	96.1	13	400	Clinton Bcstg. Co.
Davenport	WOC-FM	103.7	47	490	Tri-City Bcstg. Co.
Des Moines	WHO-FM	100.3	24	690	Central Bcstg. Co.
Dubuque	WDBQ-FM	103.3	15	335	WDBQ Bcstg.
Mason City	KGLO-FM	101.1	16	230	Lee Radio, Inc.
Muscatine	KWPC-FM	99.7	.78	290	Muscatine Bcstg. Co., Ltd.
Storm Lake	KAYL-FM	101.5	8.9	370	Cornbelt Bcstg. Co.

## KANSAS

Merriam, Kans.	KCJC	98.1	63.4	351	F. W. Hurlbert
Topeka	KTOP-FM	100.1	3.5	100	B. Axton
Wichita	KFH-FM	100.3	11	410	Radio Sta. KFH Co.

## KENTUCKY

Ashland	WCMI-FM	93.7	4.4	405	WCMI Radio, Inc.
Fulton	WFUL-FM	104.9	.5	155	Ken-Tenn Bcstg. Corp.
Hazard	WKIC-FM	96.5	8.3	461	Mt. Bcstg. Serv. Inc.
Henderson	WSON-FM	99.5	20	400	Henderson Bcstg. Co., Inc.
Lexington	WLAP-FM	94.5	3.5	320	WLAP Radio Inc.
Louisville	WLVL	97.5	35	345	Fidelity Radio Inc.
Madisonville	WFMW-FM	93.9	30	450	Messenger Bcstg. Co., Inc.
Mayfield	WNGO-FM	94.7	.583	203	W. Ky. Bcstg. Co., Inc.
Owensboro	WOMI-FM	92.5	19.5	375	Owensboro Bcstg. Co.
	WVJS-FM	96.1	10	370	Owensboro on the Air, Inc.
Paducah	WKYB-FM	93.3	31	430	Barrington Co. of Ky.
	WPAD-FM	96.9	36	335	Paducah Bcstg. Co., Inc.

## LOUISIANA

Alexandria	KALB-FM	96.9	8.4	311	Alexandria Bcstg. Co.
Baton Rouge	WJBO-FM	98.1	2.5	460	Baton Rouge Bcstg. Co., Inc.
Monroe	KMLB-FM	104.1	17	220	WSTV, Inc.
New Orleans	WDSU-FM	105.3	42	240	WDSU Bcstg. Co.
	WWMT	95.7	44	215	Fidelity Bcstg. Co.
Shreveport	KRMD-FM	101.1	11.5	200	Radio Station KRMD

(Continued on Next Page)

# FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
	KWKH-FM	94.5	17	390	International Bcstg. Corp.
	KBCL-FM	96.5	11	475	Good Music Inc.
<b>MAINE</b>					
Caribou	WFST-FM	97.7	.22	185	Northern Bcstg. Co.
Lewiston	WCOU-FM	93.9	13	250	Twin City Bcstg. Co., Inc.
Poland Springs	WMTW-FM	94.9	49	—	Mt. Washington TV Inc.
Portland	WLOB-FM	97.9	3.7	305	Casco Bcstg. Corp.
<b>MARYLAND</b>					
Annapolis	WNAV-FM	99.1	16.6	370	Capital Bcstg. Co.
Baltimore	WCAO-FM	102.7	20	400	Plough Bcstg. Co., Inc.
	WITH-FM	104.3	20	500	Md. Bcstg. Co.
	WFMM-FM	93.1	20	520	Commercial Radio Inst.
Bethesda	WUST-FM	94.7	.5	320	Broadcast Management, Inc.
Bradbury Hgts.	WPGC	95.5	15.5	360	WPGC, Inc.
Cumberland	WCUM-FM	102.9	1.25	176	Allegheny Cty. Bcstg. Corp.
Frederick	WFMD-FM	99.9	2.1	1120	Monocacy Bcstg. Co.
Hagerstown	WARK-FM	106.9	2.2	225	WARK, Inc.
	WJEJ-FM	104.7	9.4	1,340	Hagerstown Bcstg. Co.
Harve de Grace	WASA-FM	103.7	3.8	185	Chesapeake Bcstg. Corp.
Westminster	WTTR-FM	100.7	4.6	190	Carroll County Bcstg. Corp.
<b>MASSACHUSETTS</b>					
Boston	WBCN	104.1	20	490	Concert Network Inc.
Boston	WBZ-FM	106.7	2.8	1,040	Westinghouse Bcstg. Co., Inc.
	WCOP-FM	100.7	20	495	Plough Bcstg. Corp.
	WRKO-FM	98.5	20	410	RKO General, Inc.
Brockton	WBET-FM	97.7	.8	275	Enterprise Publishing Co.
Brookline	WBOS-FM	92.9	15	285	Champion Bcstg. Inc.
Cambridge	WHRB-FM	95.3	.96	44	Harvard Radio Bcstg. Co., Inc.
	WXHR	96.9	20	440	Middlesex Bcstg. Co.
Fitchburg	WFGM-FM	104.7	20	1,200	Music Service Corp.
Framingham	WKOX-FM	106.7	15.5	120	WKOX, Inc.
Greenfield	WHAI-FM	98.3	1	240	Haigis Bcstg. Corp.
Haverhill	WHAV-FM	92.5	20	350	WHAV Bcstg. Co.
Lawrence	WGJH-FM	93.7	1.35	210	Lawrence Bcstg. Co.
Lowell	WLLH-FM	99.5	20	600	Merrimac Bcstg. Co., Inc.
New Bedford	WBSM-FM	97.3	2.5	330	Bay State Bcstg. Co.
	WNBH-FM	98.1	20	380	E. Anthony & Sons, Inc.
Springfield	WHYN-FM	93.1	20	970	Hampden-Hampshire Corp.
	WMAS-FM	94.7	1.35	175	WMAS Inc.
Waltham	WCRB-FM	102.5	20	180	Charles River Bcstg. Co.
West Yarmouth	WOCB-FM	94.3	1	155	E. Anthony & Sons
Worcester	WTAG-FM	96.1	10	640	WTAG Inc.
<b>MICHIGAN</b>					
Benton Harbor	WHFB-FM	99.9	9.2	230	Palladium Publishing Co.
Coldwater	WTVB-FM	98.3	7.9	185	Twin Valley Bcstrs. Inc.
Dearborn	WKMH-FM	100.3	7.1	250	Knorr Bcstg. Corp.
Detroit	WJBK-FM	93.1	30	440	Storer Bcstg. Co.
	WJR-FM	96.3	24	483	The Goodwill Station, Inc.
	WMIJ	103.5	115	368	Alpha Bcstg. Co.
	WMZK	97.9	20	430	Booth Bcstg. Co.
	WWJ-FM	97.1	50	480	Evening News Assn. Inc.
	WXYZ-FM	101.1	27	1,070	WXYZ Inc.
	WCHD	105.9	34	175	Bell Bcstg. Co.
Grand Rapids	WJEF-FM	93.7	115	420	Fetzer Bcstg. Co.
	WLAW-FM	96.9	3	210	Stevens-Wisner Bcstg. Inc.
Oak Park	WLDM	95.5	20	430	Lincoln Bcstg. Co.
Royal Oak	WOMC	104.3	61	390	Sparks Bcstg. Co.
Saginaw	WSAM-FM	98.1	1.7	330	Knorr Bcstg. Corp.
Sturgis	WSTR-FM	103.1	1	190	Water Wonderland Bcstg. Co.
<b>MINNESOTA</b>					
Mankato	KYSM-FM	103.5	14	525	F. B. Clements and Co.
Minneapolis	KWFM	97.1	21	150	Fidelity Bcstg. Co.
	WLOL-FM	99.5	9.7	450	WLOL-FM Corp.
	WPBC-FM	101.3	5.2	247	Peoples Bcstg. Co.
St. Cloud	KFAM-FM	104.7	15	425	The Times Publishing
<b>MISSISSIPPI</b>					
Jackson	WJDX-FM	102.9	39	1,450	Lamar Life Ins. Co.
Laurel	WNSL-FM	100.3	4.8	—	Voice of New South



## FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
<b>MISSOURI</b>					
Kansas City	KCMK	93.3	35	300	FM Bcstrs. Inc. Meredith Engr. Co. Telesound Bcstg. Corp. Transcontinent Television Corp. Kennett Bcstg. Corp. Poplar Bluff Broadcasting Co. KADY, Inc. Commercial Bcstg. Co. Independent Bcstg. Co. R. F. Neathery
	KCMO-FM	94.9	65	850	
	KXTR	96.5	58	215	
	WDAF-FM	102.1	35.7	640	
	KBOA-FM	98.9	6.9	320	
Kennett	KWOC-FM	94.5	14	215	KADY, Inc.
	KADI-FM	96.5	24.5	—	
Poplar Bluff	KCFM	93.7	82	450	Commercial Bcstg. Co.
St. Charles	KTTS-FM	94.7	9.1	660	Independent Bcstg. Co.
St. Louis	KWPM-FM	97.3	3.4	130	R. F. Neathery
Springfield					
West Plains					
<b>NEBRASKA</b>					
Lincoln	KFMQ	95.3	.32	100	H. Burton
Omaha	KQAL-FM	94.3	70	220	Katz Enter.
	KFAB-FM	99.9	58	500	KFAB Bcstg. Co.
<b>NEVADA</b>					
Reno	KNEV	95.5	35	35	E. B. Cobb
<b>NEW HAMPSHIRE</b>					
Berlin	WMOU-FM	103.7	10	160	Berlin Bcstg. Co.
Claremont	WTSV-FM	106.1	3.4	1,000	Radio Claremont, Inc.
Manchester	WKBR-FM	95.7	3.6	940	Granite State Bcstg. Co., Inc.
Nashua	WOTW-FM	106.3	1	195	Gateway Bcstg. Corp.
<b>NEW JERSEY</b>					
Asbury Park	WJLK-FM	94.3	1	250	Asbury Park Press, Inc.
Bridgeton	WSNJ-FM	107.9	15.2	480	Eastern States Bcstg. Corp.
Camden	WKDN-FM	106.9	7.3	340	South Jersey Bcstg. Co.
Newark	WNTA-FM	94.7	20	621	NTA Radio Broadcasting
New Brunswick	WCTC-FM	98.3	1	110	Raritan Valley Bcstg. Co., Inc.
Paterson	WPAT-FM	93.1	4.4	876	WPAT, Inc.
Princeton	WPRB	103.9	17	195	Princeton Bcstg. Service Inc.
Trenton	WTOA	97.5	14.5	275	Mercer Bcstg. Co.
Wildwood	WCMC-FM	100.7	3.5	98	F. J. Matrangola
<b>NEW MEXICO</b>					
Albuquerque	KHFM	96.3	1.5	140	CHE Bcstg. Co., Inc.
Aztec	KNDE-FM	94.9	3.4	—95	I. E. Shahan
Los Alamos	KRSN-FM	98.5	4.6	—33	Community Bcstg. Co.
<b>NEW YORK</b>					
Auburn	WMBO-FM	96.1	18	248	WMBO, Inc.
Babylon	WBAB-FM	102.3	.67	110	Babylon Bayshore Bcstg.
Binghamton	WKOP-FM	95.3	33	320	Binghamton Bcstrs., Inc.
	WNBK-FM	98.1	4.6	912	Triangle Publications, Inc.
Buffalo	WBEN-FM	102.5	110	1,350	WBEN, Inc.
	WBUF-FM	92.9	100	570	Functional Bcstg. Inc.
	WWOL-FM	104.1	.250	310	Radio Buffalo, Inc.
	WEBR-FM	96.1	105	710	WEBR, Inc.
	WGR-FM	96.9	17.5	630	Transcontinent TV Corp.
Cherry Valley	WRRC	101.9	5.4	1,080	Northeast Radio Corp.
	WCLI-FM	106.1	4.2	500	Radio Corning, Inc.
Corning	WKRT-FM	99.9	14	710	Radio Cortland, Inc.
Cortland	WRRD	105.1	5.3	560	Northeast Radio Corp.
DeRuyter					
Garden City	WLIR-FM	92.7	1	143	High Fidelity Music Co.
Hornell	WWHG-FM	105.3	8.3	560	Ra-Tel Bcstrs. Inc.
Ithaca	WRRR	103.7	5.6	890	Northeast Radio Corp.
	WHCU-FM	97.3	40	730	Cornell Univ.
Jamestown	WJTN-FM	93.3	9.5	735	James Bcstg. Co.
Massena	WMSA-FM	105.3	13	335	The Brockway Co.
New Rochelle	WVOX-FM	93.5	1	190	Suburban Bcstg. Co.

(Continued on Next Page)

# FM STATIONS

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. In Ft.	Licensee
New York	WABC-FM	95.5	6.5	1,270	American Bcstg. Co.
	WBFM	101.9	20	650	Muzak Corp.
	WEVD-FM	97.9	20	340	DEBS Memorial Radio Fund, Inc.
	WHOM-FM	92.3	11	630	Progress Bcstg. Corp.
	WNCN	104.3	15	560	WNCN, Inc.
	WNEW-FM	102.7	1.3	1,360	Metropolitan Bcstg.
	WOR-FM	98.7	1.7	1,260	RKO General, Inc.
	WQXR-FM	96.3	11	675	Interstate Bcstg. Co., Inc.
	WHLD-FM	98.5	46	420	E. C. Hull
	WHDL-FM	95.7	43	830	WHDL, Inc.
	WALK	97.5	15	520	Suffolk Bcstg. Corp.
	WPAC-FM	106.1	8.3	145	Patchogue Bcstg. Co., Inc.
Peekskill	WLNA-FM	100.7	20	500	Highland Bcstg. Corp.
	WKIP-FM	104.7	2.3	1,120	Dutchess County Bcstg. Corp.
Poughkeepsie	WHAM	98.9	8.7	240	Genesee Bcstg. Corp.
Rochester	WROC-FM	97.9	18	410	Transcontinent TV Corp.
Bristol Center	WRRE	95.1	5.3	990	Ivy Bcstg.
	WONO	100.9	1	600	Sentinel Heights FM Bcstrs.
Syracuse	WSYR-FM	94.5	10	480	Central New York Bcstg. Corp.
Troy	WFLY	92.3	5.4	840	Troy Record Co.
	WRUN-FM	105.7	4.3	490	Rome Sentinel Co.
Utica	WRRL	107.7	5.4	460	Northeast Radio Corp.
White Plains	WFAS-FM	103.9	1	675	Westchester Bcstg. Corp.
Woodside	WRFM	105.1	20	235	Long Island Bcstg. Corp.

## NORTH CAROLINA

Albemarle	WABZ-FM	100.9	.75	52	Radio Station WABZ Inc.
Asheboro	WGWR-FM	92.3	10	650	Asheboro Bcstg. Co., Inc.
Asheville	WLOS-FM	104.3	9.2	130	Skyway Bcstg. Corp.
Burlington	WBBS-FM	101.1	3.8	410	Alamance Bcstg. Co., Inc.
Charlotte	WSOC-FM	103.5	35	415	Carolina Bcstg.
Durham	WDNC-FM	105.1	36	380	Durham Radio Corp.
Elkin	WIFM-FM	100.9	.35	—35	Tri-County Bcstg. Co., Inc.
Fayetteville	WFNC-FM	98.1	14	290	Cape Fear Bcstg. Co.
Forest City	WBBO-FM	93.3	1.5	345	Rutherford County Radio Co.
Goldsboro	WEQR	96.9	35	360	Eastern Carolina Bcstg. Co., Inc.
Greensboro	WMDE	98.7	5.8	110	H. C. Hull
Henderson	WHNC-FM	92.5	9	260	Henderson Radio Corp.
Hendersonville	WHKP-FM	102.5	9.5	2	Radio Hendersonville
Hickory	WHKY-FM	102.9	15	325	Catawba Valley Bcstg.
High Point	WHPE-FM	95.5	13	395	High Pt. Bcstg. Co.
Laurinburg	WMFR-FM	99.5	8	350	WMFR Inc.
	WNOS-FM	100.3	2.7	195	C. E. Doos
	WEWO-FM	96.5	9.2	215	Scotland Bcstg. Co.
	WLOE-FM	94.5	13.5	96	WLOE Inc.
	WBUY-FM	94.3	.3	210	Davidson County Bcstg. Co.
Lexington	WMIT	106.9	36	3,100	Mt. Mitchell Bcstrs. Inc.
Marion	WKIX-FM	96.1	30	420	WKIX Broadcasting Co.
Raleigh	WPTF-FM	94.7	50	560	WPTF Radio Co.
Reidsville	WRAL-FM	101.5	54	325	Capitol Bcstg. Co., Inc.
	WREV-FM	102.1	1.6	330	Reidsville Bcstg. Co.
Rocky Mount	WEED-FM	92.1	.27	160	W. A. Wynne
Salisbury	WFMA	100.7	33	540	Eastern Carolina Electronics
	WSTP-FM	106.5	15	250	WSTP, Inc.
Sanford	WWGP-FM	105.5	.49	340	WWGP Bcstg. Corp.
Shelby	WOHS-FM	96.1	2.6	460	Western Carolina Radio Corp.
Statesville	WFMX	105.7	3	335	Statesville Bcstg. Co., Inc.
Tarboro	WCPS-FM	104.3	10	260	Coastal Plains Bcstg. Co.
Thomasville	WTNC-FM	98.3	.45	250	Thomasville Bcstg. Co.
Winston-Salem	WAIR-FM	93.1	34	370	Forsythe Bcstg. Co.
	WSJS-FM	104.1	41.8	309	Piedmont Publishing Co.

## OHIO

Akron	WAKR-FM	97.5	4.4	260	Summit Radio Corp.
Alliance	WFAH-FM	101.7	1	160	Review Publishing Co.
Ashland	WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
Ashtabula	WREO-FM	97.1	200	380	WICA Inc.
Bellaire	WOMP-FM	100.5	9	500	WOMP, Inc.
Canton	WHBC-FM	94.1	15	390	Ohio Broadcasting Co.
Cincinnati	WCPO-FM	105.1	16.5	590	Scripps-Howard Radio Inc.
	WKRC-FM	101.9	15.5	530	Taft Bcstg. Co.
Cleveland	WSAI-FM	102.7	14.7	550	Con. Sun Ray Inc.
	WAEF-FM	100.3	4.8	100	N. Cincinnati Bcstg. Co.
	KYW-FM	105.7	27	900	Westinghouse Bcstg. Co., Inc.
	WDOK-FM	102.1	31	120	Civic Bcstrs. Inc.
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.
	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.
	WHK-FM	100.7	20	620	Metropolitan Bcstg.
	WJW-FM	104.1	20	510	Storer Bcstg. Co.
	WABQ-FM	106.5	18.5	51	Tuschman Bcstg. Co.
	WNOB	107.9	135	370	N. Ohio Bcstg. Co.

## FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licenses
Columbus	WBNS-FM	97.1	54	315	RadiOhio, Inc.
	WCOL-FM	92.3	38	350	Air Trails, Inc.
	WKCO-FM	94.7	52	220	Sky-Way Bcstg. Corp.
	WTVN-FM	96.3	26	570	Taft Bcstg. Inc.
	WOHI-FM	104.3	27	330	E. Liverpool Bcstg. Co.
E. Liverpool	WEOL-FM	107.3	15	290	Elyria-Lorain Bcstg. Co.
Elyria	WFIN-FM	100.5	8.2	240	Findlay Publishing Co.
Findlay	WFQB-FM	96.7	1	215	Seneca Radio Corp.
Fostoria	WFRO-FM	99.3	1	200	Wolfe Bcstg. Corp.
Fremont	WHOH	103.5	8.7	255	Port Hamilton Bcstg. Co.
Hamilton	WHOK-FM	95.5	16	140	Hocking Valley Bcstg. Corp.
Lancaster	WIMA-FM	102.1	15	250	Northwestern Ohio Bcstg. Corp.
Lima	WMRN-FM	106.9	25	330	Marion Bcstg. Co.
Marion	WPFB-FM	105.9	60	350	WPFB, Inc.
Middletown	WMVO-FM	93.7	2.9	270	Mt. Vernon Bcstg. Co.
Mt. Vernon	WCLT-FM	100.3	8.5	370	WCLT Radio Inc.
Newark	WPAY-FM	104.1	7	520	WPAY, Inc.
Portsmouth	WSOM	105.1	100	400	Salem Bcstg. Co.
Salem	WLEC-FM	102.7	5.9	120	Cleveland Bcstg. Corp.
Sandusky	WBLE-FM	103.9	1	62	Champion City Bcstg. Co.
Springfield	WSTV-FM	103.5	3.1	880	WSTV, Inc.
Stuebenville	WSPD-FM	101.5	23	440	Storer Bcstg. Co.
Toledo	WTRT	99.9	8.8	160	Booth Bcstg. Co.
	WTOL-FM	104.7	50	156	Community Bcstg. Co.
Wooster	WWST-FM	104.5	51.8	330	Wooster Republican Printing Co.
Youngstown	WKBN-FM	98.9	50	545	WKBN Bcstg. Corp.
	WBBW-FM	93.3	19.5	39	Mahoning Valley Bcstg. Corp.
	WRED	101.1	24.6	110	M. Jones

### OKLAHOMA

Oklahoma City	KEFM	94.7	2.9	125	C. E. Williams
	KYFM	98.9	1.5	155	Capitol City Bcstg. Co.
Stillwater	KSPI	93.9	3.9	300	Stillwater Publishing Co.
Tulsa	KOCW	97.5	1.5	165	Grayhill Inc.

### OREGON

Medford	KBOY-FM	95.3	8	—225	KBOY Bcstrs.
Portland	KEX-FM	92.3	56	955	Westinghouse Bcstg. Co.
	KOIN-FM	101.1	48	1,390	Mt. Hood Radio & TV Bcstg. Corp.
	KPAM	97.1	33	900	Chem-Air, Inc.
	KPOJ-FM	98.7	50	1,100	Portland, Oreg. Journal
	KEED-FM	93.1	1.35	90	KEED, Inc.
Springfield					

### PENNSYLVANIA

Allentown	WFMZ	100.7	4.8	835	WFMZ, Inc.
Altoona	WFBG-FM	98.1	33	1020	Triangle Pub. Inc.
Bethlehem	WGPA-FM	95.1	10	630	Bethlehem's Globe Pub. Co.
Bloomsburg	WHLM-FM	106.5	8.8	600	Harry L. Magee
Braddock	WLOA-FM	96.9	68	490	Matta Bcstg. Co.
Butler	WBUT-FM	97.7	.72	290	WBUT Radio
Carlisle	WHYL-FM	102.3	.76	19	R. F. Lewis, Jr.
Chambersburg	WCHA-FM	95.1	2.8	240	Chambersburg Bcstg. Co., Inc.
DuBois	WCED-FM	102.1	9.5	660	Tri-County Bcstg. Co.
Easton	WEEK-FM	99.9	3.3	200	Easton Publishing Co.
	WEST-FM	107.9	11	50	Associated Bcstrs. Inc.
Erie	WERC-FM	99.9	9.7	400	Cleveland Bcstg. Co.
Harrisburg	WHP-FM	97.3	4	—35	WHP Inc.
Hazleton	WAZL-FM	97.9	2.6	630	Hazleton Bcstg. Co., Inc.
Johnstown	WARD-FM	92.1	.285	—87	Central Bcstg.
	WJAC-FM	95.5	8.3	1,070	WJAC, Inc.
Lancaster	WGAL-FM	101.3	3.8	940	WGAL, Inc.
	WLAN-FM	96.9	6.7	80	Peoples Bcstg. Co.
	WDAC	94.5	20	135	P. B. Crawford
Lebanon	WLBR-FM	100.1	.72	290	Lebanon Bcstg. Co.
Meadville	WMGW-FM	100.3	1	585	Regional Bcstrs. Inc.
Oil City	WDJR	98.5	3.4	300	WKRZ, Inc.
Philadelphia	WDAS-FM	105.3	20	285	M. M. Leon, Inc.
	WFIL-FM	102.1	6.3	780	Triangle Publications Inc.
	WFLN-FM	95.7	20	490	Franklin Bcstrs. Corp.
	WHAT-FM	96.5	20	290	WHAT-FM
	WIBG-FM	94.1	20	170	Seaboard Radio Bcstg. Corp.
	WIP-FM	93.3	20	430	Metropolitan Bcstg.
	WPEN-FM	102.9	20	420	Consolidated Sun Ray, Inc.
	WQAL	106.1	20	710	Geo. Voron & Co.

(Continued on Next Page)

# FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
Pittsburgh	WKJF	93.7	40	470	A. J. R. Greer
	WWSW-FM	94.5	50	940	WWSW Radio Inc.
	WPIT-FM	101.5	19	510	WPIT, Inc.
Pottsville	WPPA-FM	101.9	2.8	650	Pottsville Bcstg. Co.
Scranton	WGBI-FM	101.3	1.8	1,200	WGBI Radio Inc.
Sharon	WPIC-FM	102.9	26	455	Sharon Herald Bcstg. Co.
Sunbury	WKOK-FM	94.1	4.4	875	Sunbury Bcstg. Corp.
Warren	WRRN	92.3	3	450	Northern Allegheny Bcstg. Co.
Wilkes-Barre	WBRE-FM	98.5	2.25	1,160	WBRE Radio Inc.
	WYZZ	103.3	3.1	975	R. G. Evans
Williamsport	WLYC-FM	105.1	3.8	1,150	Lycoming Bcstg. Co.
	WRAK-FM	100.3	4	1,220	WRAK
York	WNOW-FM	105.7	4	465	WNOW, Inc.

## RHODE ISLAND

Providence	WPFM	95.5	20	170	Golden Gate Corp.
	WPRO-FM	92.3	15	560	Capital Cities TV Corp.
	WXCN	101.5	20	500	Concert Network Inc.

## SOUTH CAROLINA

Anderson	WCAC	101.1	6.4	330	W. E. Hall
	WCSC-FM	96.9	50	700	John M. Rivers
Charleston	WTMA-FM	95.1	10	385	Corp. of Charleston
	WCOS-FM	97.9	5.3	260	WCOS Inc.
Columbia	WDSC-FM	92.9	8.8	290	Border Bcstg. Co.
Dillon	WESC-FM	92.5	12	360	Bcstg. of Carolinas
Greenville	WFBC-FM	93.7	9.9	1,350	WMRC Inc.
Spartanburg	WSPA-FM	98.9	4.9	520	Spartan Radiocasting Co.

## TENNESSEE

Bristol	WOPJ-FM	96.9	9.7	260	Pioneer Bcstg. Corp.
Greeneville	WGRV-FM	94.9	4.6	250	Radio Greeneville Inc.
Jackson	WTRJ-FM	104.1	50	640	Sun Publishing Co., Inc.
Kingsport	WKPT-FM	98.5	10	960	Kingsport Bcstg. Co., Inc.
Knoxville	WBIR-FM	93.3	3.3	620	WMRC, Inc.
Memphis	WMCB-FM	99.7	300	940	WMC Bcstg. Co.
Nashville	WFMB	105.9	3.6	42	Great Southern Bcstg. Co.
	WSIX-FM	97.5	30	770	WSIX, Inc.

## TEXAS

Amarillo	KGNC-FM	93.1	14.5	440	Plains Radio Bcstg. Co.
Austin	KAZZ	95.5	.33	150	Audioland Bcstg. Co.
	KHFI	98.3	780	52	R. E. Kennedy
Beaumont	KRIC-FM	97.5	15	360	Enterprise Co.
	KCLE-FM	94.9	6.4	260	Gordon, Inc.
Cleburne	KMFM	95.5	10	280	Master Music, Inc.
Corpus Christi	KIXL-FM	104.5	25	470	Variety Bcstg. Co.
	KRLD-FM	92.5	40	480	Dallas Times Herald
Dallas	WRR-FM	101.1	68	500	City of Dallas
	KQRO	102.9	9.7	200	Multi-Casting, Inc.
Diboll	KSPJ-FM	95.5	6.5	295	A. Temple, Jr.
El Paso	KHMS	94.7	2.55	115	H & M Service Corp.
	WBAP-FM	96.3	52	475	Carter Publications Inc.
Font Worth	KFJZ-FM	97.1	21.8	730	Tarrant Bcstg. Co.
	KGAF-FM	94.5	4.9	250	Gainesville Bcstg. Co.
Gainesville	KELT	94.5	3.1	700	Harbenito Radio Corp.
Harlingen	KFMK	97.9	10.5	235	J. R. Corry
	KHGM	99.1	48	550	Taft Bcstg. Co.
Houston	KARO	94.5	7.6	245	Multi-Casting, Inc.
	KHUL	96.7	15.5	235	B-M-R Bcstg. Corp.
San Antonio	KRBE	104.1	79	260	Texas Fine Music
	KEEZ	97.3	17.5	110	Sound Distributors, Inc.
Waco	KISS	99.5	12.9	515	The Walmac Co.
	KEFC	95.5	3.2	210	Centex Radio Co.

## FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
<b>VIRGINIA</b>					
Arlington	WAVA-FM	105.1	20	500	U. S. Transdynamics Corp.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
	WCCV-FM	97.5	3.4	110	Eastern Bcstg. Corp.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Harrisonburg	WSVA-FM	100.7	7.2	345	Evening Star Bcstg. Co.
Lynchburg	WYOD-FM	100.1	.94	170	Lynchburg Independent Bcstr
Martinsville	WAVA-FM	96.3	2.9	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
	WYFI-FM	99.7	11.5	70	Metro-WBOF, Inc.
Norfolk	WRVC	102.5	8.7	95	Virginia Good Music Corp.
Richmond	WRNL-FM	102.1	50	320	WRNL, Inc.
	WRVA-FM	94.5	25	460	Larus & Bro. Co., Inc.
Roanoke	WDBJ-FM	94.9	14.5	1,940	Times-World Corp.
Staunton	WAFC-FM	93.5	.5	350	American Home Bcstg. Corp.
Winchester	WRFL	92.5	22	1,690	R. F. Lewis, Jr., Inc.
Woodbridge	WBVA	105.8	9.5	305	WBVA, Inc.

## WASHINGTON

Bellingham	KGMI-FM	92.9	16.5	2,330	International Good Music
Edmonds	KGFM	105.3	120	760	King's Garden Inc.
Seattle	KING-FM	98.1	15	410	King City Co.
	KIRO-FM	100.7	16.5	750	Queen City Bcstg. Co., Inc.
	KISW	99.9	10.5	350	E. W. Lippincott
	KMCS	98.9	10.5	1,070	Market-Casters, Inc.
	KLSN	96.5	14.5	350	Sight & Sound
	KETO-FM	101.5	17	1,100	Chem-Air Inc.
Spokane	KXLY-FM	99.9	2	490	Northern Pacific Radio
Tacoma	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.

## WEST VIRGINIA

Beckley	WBKW	99.5	34	1,050	J. L. Smith, Jr., Inc.
Charleston	WKNA	98.5	2.65	390	J. L. Smith, Jr.
Martinsburg	WEPM-FM	94.3	.81	170	Martinsburg Bcstg. Co.
Morgantown	WAJR-FM	99.3	1	10	West Va. Radio Corp.
Oak Hill	WOAY-FM	94.1	20	660	R. R. Thomas, Jr.
Parkersburg	WAAM-FM	106.5	8.9	280	WPAR, Inc.
Wheeling	WKWK-FM	97.3	16	470	Community Bcstg. Inc.
	WWVA-FM	98.7	7.4	470	Storer Bcstg. Co.

## WISCONSIN

Eau Claire	WIAL-FM	94.1	60	360	Bcstrs. Services, Inc.
Glendale	WFMR	96.5	24.5	—	Hi Fidelity Bcstg. Corp.
Janesville	WCLO-FM	99.9	15.5	200	Southern Wis. Radio Inc.
Madison	WISM-FM	98.1	1	105	Heart O' Wisconsin Bcstrs., Inc.
	WMFM	104.1	7.5	80	E. W. Fessler
	WIBA-FM	101.5	11	470	Badger Bcstg. Co.
	WRVB-FM	102.5	3.9	185	Lighthouse Communication Net.
Milwaukee	WFMR	96.5	22	215	High Fidelity Bcstg. Corp.
	WTMJ-FM	94.1	4.6	980	Journal Company
	WMIL-FM	95.7	29	245	Cream City Bcstg. Co.
	WISN-FM	87.3	3.6	920	Hearst Corp.
Monroe	WEKZ-FM	93.7	14.8	180	Green Company Bcstg. Co.
Racine	WRJN-FM	100.7	15	265	Racine Bcstg. Corp.
West Bend	WBKV-FM	92.5	18	145	West Bend Bcstg. Co.
Wisconsin Rapids	WFHR-FM	103.3	2.1	360	W. F. Huffman Radio Inc.



# TELESCRIPT

## THE MEANS...

A COMPLETE, INTEGRATED  
LINE OF TV AND FILM STUDIO  
PROMPTING EQUIPMENT...  
BETTER PERFORMANCE  
AT LOWER COST.

## THE MEN...

TO OPERATE AND SERVICE  
ALL PRODUCTION FACILITIES.

## BONUS...

DIRECT LINE SERVICE  
BETWEEN OUR N. Y. AND  
LOS ANGELES OFFICES.



TELESCRIPT ▶ **CSP** inc.

NEW YORK • LOS ANGELES

Manager: "Scrappy" Lambert

832 N. LA BREA AVENUE • LOS ANGELES, CALIF. • HO. 9-7287

Manager: Trygve Lund

155 WEST 72nd STREET • NEW YORK 23, N. Y. • SU 7-8111

**ASK THE PEOPLE WHO USE IT**

# 1961

## **EQUIPMENT**



**MANUFACTURERS OF RADIO  
& TELEVISION EQUIPMENT  
ELECTRONIC INDUSTRIES ASSN.  
CONSULTING ENGINEERS  
COLOR EQUIPPED TV STATIONS  
TOLL TELEVISION FIRMS  
FCC CHANNEL ALLOCATIONS**

**(SEE PAGE 1368)**

# Equipment Manufacturers

SPECIALIZING IN AM & FM RADIO AND TELEVISION

## Adler Electronics, Inc.

1 Le Fevre Lane, New Rochelle, N. Y.  
Phone: NEw Rochelle 6-1620

President ..... Ben Adler  
V.P. & Gen. Mgr. .... Alfred Strogoff  
Vice Pres. .... H. Adler  
Treasurer ..... L. Marks  
Dir. Ind. Prod. Div. .... Stanley Lapin  
Dir. Adv. & Pub. Rel. .... Emanuel Strunin

PRODUCTS: Manufacturers of low-power TV transmitters, UHF & VHF translators, UHF antennas, microwave relay systems.

## Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.  
Phone: Spaulding 2-0100

Pres., Chairman ..... Ross D. Siragusa  
Exec. Vice-Pres. .... V. Barreca  
V.P., Gov't. Labs., Sales ..... J. F. Gilbarte  
Vice-Pres., Purchasing ..... Frank J. Kazda  
Vice-Pres., Prod. .... Cy S. Rossate  
V.P. and Dir. of Eng. .... William L. Dunn  
V.P. Gov't. Electronics. .... T. J. Lloyd  
Dir. of Pub. Rel. .... Martin Sheridan  
Sec.-Treas. .... George E. Driscoll  
Vice-Pres., Gen. Counsel ..... W. S. Baltz

## ADMIRAL SALES CORP.

President ..... Carl E. Lantz  
Gen. Sls. Mgr. .... B. L. Stahlshmidt  
V.P., Electronics Div. .... R. D. Siragusa, Jr.  
Sales Mgr. TV ..... A. A. Medina  
Sales Mgr. Radio & Hi-Fi. .... C. B. Flinn

PRODUCTS: AC-DC radios, Hi-Fi radio/phonos, color TV, portable receivers.

## Albion Optical Co.

1410 N. Van Ness Ave., Hollywood 28  
Vice Pres. .... Benjamin Berg  
PRODUCTS: Fixed focus and variable focal length lenses for TV & motion pictures.

## Alford Manufacturing Co., Inc.

299 Atlantic Ave., Boston 10, Mass.  
Phone: HANcock 6-2150

President ..... Andrew Alford  
Manager ..... Harold H. Leach

PRODUCTS: TV broadcast transmitting antennas, diplexing filters, hybrids, coaxial switches, vestigial sideband filters.

## Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.  
Phone: HAYmarket 1-6800

President ..... A. D. Davis  
V.P., Treas. .... A. E. Davis  
V.P., Mktg., Adm. .... A. W. Preskill  
V.P., Gen. Mktg. Mgr. .... A. Brodsky  
Industrial Sales Mgr. .... M. Bond

Advertising Manager ..... J. W. Rubin  
PRODUCTS: Electronic eqpt. & supplies distr.; TV camera tubes, transmitter & receiving tubes, tape recorders & supplies, recording eqpt., cartridges & supplies, microphones, audio cable, patch cords.

## Alpar Manufacturing Co.

220 Demeter St., Palo Alto, Calif.  
Phone: DAVenport 6-8105

Sales Manager ..... R. V. Lastrup  
PRODUCTS: Broadcast & radio propagation towers.

## Altec Lansing Corp.

(Subsidiary of Ling-Temco Electronics)  
1515 S. Manchester Ave., Anaheim, Cal.  
Phone: PROspect 4-2900

N. Y. Phone: ALgonquin 5-3636

President ..... A. A. Ward  
Vice President ..... A. Fiore  
Staff V. P. .... J. K. Hilliard  
Sales Manager ..... H. S. Morris  
Advertising Manager ..... G. H. Evans  
Comptroller ..... C. R. Rininsland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers,

# Mullard

ELECTRON TUBES

... USED WITH CONFIDENCE BY THE  
GREATEST NAMES IN ELECTRONICS

INTERNATIONAL ELECTRONICS CORP.

81 Spring St., N. Y. 12, N. Y.

## EQUIPMENT MANUFACTURERS

monitoring loudspeakers, public address and sound reinforcement systems for studios, microphone accessories, compressor amplifiers, tuners, transformers.

### Alto Fonic Tape Service, Inc.

211 Lambert St., Palo Alto, Calif.

Phone: DAVenport 1-5161

President ..... D. Alan Clark  
Franchise Manager ..... Don W. Clark  
Program Director ..... C. W. Popkey  
Chief Engineer ..... Cyril Collins  
PRODUCTS: Exclusive music franchise for radio stations; automatic programming equipment.

### American Concertone, Inc.

(Div. of Astro-Science Corp.)

9149 W. Jefferson Blvd., Culver City, Calif.  
Phone: UPTon 0-7245

President ..... George K. Otis  
Exec. V.P. .... Melvin C. Oelrich  
Sales Mgr., Eastern Div. .... John Tait  
Sales Mgr., Western Div. .... Pete Morris  
PRODUCTS: Consumer & professional tape recording equipment; model 505, 505 reverse-automatic; series 30, transiorder & Mark VII & Mark X.

### American Telephone & Telegraph Co.

(Long Lines Dept.)

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

Phone: EXeter 3-5725

Sales Manager ..... F. R. MacFarland  
COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the inter-state, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

### Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.

Phone: Wells 1-6200

President ..... Frank Randall  
Sales Mgr. (Transmitting Tubes)

John Messerschmitt

Sales Mgr. (Semiconductors and Sp. Purpose Tubes) ..... I. Rudich  
Dist. & Renewal Tube

Sls. Mgr. .... George Elliot  
Mgr. Adv. & Sls. Prom. .... M. D. Smoller

PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers. Semiconductors (diodes & transistors.)

### Amplex Professional Products Co.

934 Charter St., Redwood City, Calif.

Phone: EMerson 9-7111

N. Y. Phone: PLaza 5-8405

Nat'l Sales Mgr. .... Robert Paulson  
PRODUCTS: Audio magnetic recorders, accessories, systems, incl. series 300 multi-channel & 351 professional recorders, series

3000 high speed tape duplicators. Video magnetic recorders, accessories, systems, incl. Ampex Videotape Recorder.

### Amplifier Corp. of America

398 Broadway, New York 13, N. Y.

Phone: WORTH 6-2929

President ..... R. J. Swartz  
Vice-Pres. .... N. M. Haynes  
General Manager ..... A. J. Gillette  
Advertising Mgr. .... I. Sovern  
Sales Manager ..... H. Gold  
Purchasing Agent ..... C. P. Westlake

PRODUCTS: Magnemite Portable, VU Magnemite, Weathertite VU Magnemite and Weathertite Magnemite, Magneraser, Magneloop, Stereo Magnemite, Flutter Meter, A.V.C. Amplifier, Secret Recorder, Constant Voltage Power Amplifier, VU TransMagnemite, Trans Flyweight, Magnematic Automatic Sound-Slide Projector, TransFormerettes, Varivolt-er, Voltage Deviometer, TransMagnemite, Magnetic bookshelf, transistorized amplifiers.

### Amplitel, Inc.

61-37 Fresh Meadow Lane, Flushing 65, N. Y.

Phone: LEnox 9-5200

President ..... Herbert M. Ardston  
Vice-President ..... Harry Morris, Jr.  
Chief Engineer ..... Norman Perlman  
Sales Manager ..... Jack Saunders

PRODUCTS: Community antenna systems, master amplified antenna systems, individual RF amplifiers, broad band amplifiers, line dividers, TV outlets, closed circuit systems for schools, industrial plants, etc.

### Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C. 1, N.Y.

Phone: STillwell 4-5411

President ..... Frank A. D. Andrea  
Sec., Ch. Eng. .... H. J. Heindel  
Dir. of Purchasing ..... Bruce B. Donald  
Comptroller ..... A. Abbene  
Sales Mgr. .... John M. Dierkes  
Gen. Export Manager ..... Ramon Masvidal

PRODUCTS: Household television receivers and Hi-Fi phonographs; special electronic products; military electronics.

### Andrew Corp.

P.O. Box 807, Chicago 42, Ill.

Phone: FElldbrook 9-3300

Director of Marketing ..... R. P. Lamons  
Director of Engineering ..... J. S. Brown  
Advertising Mgr. .... E. Heitsch  
Sales Manager ..... C. Robert Lane  
Marketing Manager ..... Robert Bickel

ANDREW CALIFORNIA CORP.

941 E. Maryland Ave.

Claremont, Cal.

Phone: NAtional 6-3505

ANDREW ANTENNA CORP., LTD.

606 Beach St., Whitby, Ont.

Phone: MOhawk 8-3348

PRODUCTS: UHF & VHF transmission line system; Multi-V FM antenna; coaxial switches, telescoping masts; low & medium power TV antennas.



## EQUIPMENT MANUFACTURERS

### Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.

Phone: NEw Rochelle 6-8138

President.....John Oxberry  
V.P. & Gen. Mgr.....A. K. Livingston  
Sales Manager.....Edward G. Willette  
PRODUCTS: Prof. & industr. animation stands, spec. effects optical printers, 35 & 16 mm cameras, punches, accessories, registration devices.

### Arthur Ansley Manufacturing Co.

New Hope, Pa.

Phone: AXtel 7-2711

President.....A. C. Ansley  
PRODUCTS: Printed circuits, printed circuit assemblies.

### Antennavision, Inc. (Ameco)

2949 W. Osborn Rd., Phoenix, Ariz.

Phone: ALpine 4-5511

President.....Bruce Merrill  
Vice President.....Edward Furman  
Sec.-Treas.....William Ross  
PRODUCTS: Closed circuit & community TV system eqpt., antenna site eqpt., distribution amplifiers, line splitters & tap boxes, matching transformers, cable lashers, combining networks, filters, converters, terminating devices, coax connectors.

### Atlas Sound Corp.

1449 — 39th St., Brooklyn 18, N. Y.

Phone: GEdney 8-5500

Sales Manager.....R. C. Reinhardt  
PRODUCTS: Microphone stands, booms, & all types of supports for TV.

### Audio Accessories

279 Broadway, Amityville, N. Y.

Phone: MYrtle 1-7080

Owner.....F. S. Hall  
PRODUCTS: Patch cords, jack panels, cord and cable test sets, designation strips and cards, jack mountings, terminal blocks, telephone jacks and plugs.

### Audio Devices, Inc.

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

Phone: PLaza 1-6640

Ch. of Board.....Wm. C. Speed  
President.....William T. Hack  
Vice-President-Sec.....Bryce Haynes  
Advertising Manager.....Rolf Haag  
Branch Offices

5428 N. Milwaukee Ave., Chicago 30, Ill.

Phone: NEwcastle 1-9580

Manager.....B. N. Freifeld  
840 N. Fairfax Ave., Hollywood 46, Calif.

Phone: OLive 3-2254

V.P. in Charge.....Alan H. Bodge  
PRODUCTS: Coaxial transmission lines, heli-ax flexible coaxial cable, parabolic antennas for STL, coaxial switches, multi V FM antenna, low & medium power TV antennas.

### Audio Instrument Co.

135 W. 14th St., N. Y. 11, N. Y.

Phone: ORegon 5-7820

President.....C. J. LeBel  
PRODUCTS: Intermodulation meters, audio test eqpt. & reverberation generators.

### Audio Master Corp.

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

President.....Herbert Rosen  
PRODUCTS: Transcription and electric playback machines, recording tape, portable tape recorders.

### Semon Bache & Co.

636 Greenwich St., N. Y. 14, N. Y.

Phone: WATkins 4-2121

President.....David Hirsch  
V.P., Sales & Adv. Mgr.....Ben Newton  
Assistant Treas.....P. Schoenfeld  
Secretary.....R. M. Dreyfuss  
PRODUCTS: Manufacturers of mirrors, fabricators on glass; glass & mirror products.

### Background Engineers, Inc.

7313 Santa Monica Blvd., Hollywood, Cal.

Phone: HOLlywood 5-4161

TV Mgr.....J. R. Jones  
PRODUCTS: Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

### Bauer Electronics Corp.

1663 Industrial Rd., San Carlos, Calif.

Phone: LY 3-0800

President.....Fritz Bauer  
Sales Manager.....Paul Gregg  
PRODUCTS: AM transmitters 1000/250, 5000/1000 & 10,000/5000 watts; antenna tuning equipment & phasors.

### E. J. Baughman Co.

1914 N. Cogswell Rd., El Monte, Calif.

Phone: GILbert 4-7586

Owner.....E. J. Baughman  
Manager.....E. C. Baughman  
PRODUCTS: Microphone booms, hangers, studio lighting equipment; hydraulic camera dolly, light housings, remote pan & tilts.

### Bausch & Lomb Inc.

77561 Bausch St., Rochester 2, N. Y.

Phone: LOcust 2-3000

N. Y. Phone: CIRCLE 7-5400

Pres.....W. W. McQuilkin  
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

### Bayside Timers

43-69 162nd St., Flushing 58, N. Y.

Phone: INdependence 3-8935

Gen. Mgr.....Gale Dorothea  
PRODUCTS: Design and manufacture timers, dimmers, and electrical controls.



## EQUIPMENT MANUFACTURERS

### John F. Beasley Construction Co.

402 S. "D" St., Muskogee, Okla.  
Phone: MURray 7-6381

President.....John F. Beasley  
Vice-President.....Lothar E. Berg  
Secretary-Treasurer.....Andrew B. Lytle  
PRODUCTS: Steel erectors (radio-television towers and antennas).

### Behrend Cine Corp.

161 E. Grand Ave., Chicago 11, Ill.  
Phone: MICHigan 2-2281

President .....Jack Behrend  
Vice President .....Lennis Gangel  
Sec.-Treas. ....Jean Behrend  
PRODUCTS: Speedi-Q punches, Tec film cleaner, blooping tape.

### Bell and Howell Company

7100 McCormick Rd., Chicago 45, Ill.  
Phone: AMBassador 2-1600

General Mgr. ....Joe Quateman  
Dir. of Marketing .....J. L. Wassel  
Dir. of Eng. ....Dr. H. C. Wohlrab  
PRODUCTS: 614-CBYM, CBTv, CBSv, 16mm vidicon projectors, screening room projectors, 16mm cameras, printers, splicers.

### Bell Television Inc.

552 W. 53rd St., N. Y. 19, N. Y.  
Phone: JUDson 6-4350

President .....Martin Sugar  
V.P.'s.....Lee Bunting, James Bronis  
Secretary .....Anthony Mullen  
Service Mgr.....Victor Peters  
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors, TV security systems & monitors, master antenna amplifiers, outlets-systems.

### Blaw-Knox Equipment Div.

Box 1198, Pittsburgh, Pa.  
Phone: STERling 1-2700

Mgr., Tower & Antenna.....R. A. Troman  
PRODUCTS: Steel towers for AM and FM.

### Blonder-Tongue Laboratories, Inc.

9 Alling St., Newark 2, N. J.  
Phone: MARket 2-8151

Sales Mgr.....Joseph H. Kerner  
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast). AM-FM.

### Bodde Projector Company

11541 Bradley Ave., San Fernando, Cal.  
Phone: EMpire 5-2551

President.....B. M. Bodde, Jr.  
PRODUCTS: Bkgrnd. projectors, stop-motion & variable speed controls.

### Bogen-Presto Co.

(Div. Siegler Corp.)

P. O. Box 500, Paramus, N. J.  
Phone: DIAMond 3-5700

Sls. Mgr., Prof. Equip.....Thomas L. Aye  
PRODUCTS: Disc recorders & accessories, tape recorders, transcription turntables, lp. tape reproducers, automated tape systems, custom tape, disc & mixing equipment, multiplex receivers.

### Browning Laboratories, Inc.

100 Union Ave., Laconia, N. H.  
Phone: LAKeside 4-5454

President.....G. G. Greene  
Chief Engineer.....H. Paul  
PRODUCTS: FM Simplex-Multiplex receiving and transmitting equipment for the Background Music Industry including Simplex-Multiplex receivers and tuners and adaptors. Modulation monitors, FM monitors and relay receivers.

### Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.  
Phone: HARRison 7-8393

President .....George Drucker  
V.P. ....E. W. Hoy  
V.P., Tech. Dir. ....A. Drucker  
PRODUCTS: TV lenses, special mounts; "Videoptics" processing eqpt.

### Bussman Mfg. Division

(McGrac-Edison Co.)

University at Jefferson St., St. Louis 7, Mo.  
Phone: GARfield 1-1740

New York Phone: CORTlandt 7-1466

Manager .....Joseph A. Bussmann, Jr.  
PRODUCTS: Fuses for electronic circuits.

### Camera Equipment Co., Inc.

315 W. 43rd St., New York 36, N. Y.  
Phone: JUDson 6-1420

President.....Frank C. Zucker  
Vice-President.....Burton H. Zucker  
Sec'y.-Treas.....Margaret B. Zucker  
General Mgr.....Eugene H. Levy  
PRODUCTS: Remote controlled pan and tilt head for vidicon cameras, motion picture film examining equipment-high speed type. Vidicon pan and tilt head and ceco pro jr Fluid head for vidicon cameras.

### The Camera Mart, Inc.

1845 Broadway, New York 23, N. Y.  
Phone: PLaza 7-6977

President.....Irving Browning  
Manager.....Samuel Hyman  
Treasurer.....H. V. Browning

# EQUIPMENT MANUFACTURERS

Secretary ..... Ann Browning  
 Promotion ..... Paul Meistrich  
**PRODUCTS:** Mfg. sls., rental of professional motion picture & TV production eqpt., incl. cameras, sound recording, lights, dollies, film editing eqpt.

**Canadian General Electric Co., Ltd.**  
 Royce Works, 830 Lansdowne Ave.,  
 Toronto 4, Ont.  
 Phone: LEnnox 4-6511  
 (Electronic Equipment & Tube Dept.)

V.P., Gen. Mgr. .... R. M. Robinson  
 Mgr. Marketing ..... I. A. Mayson  
 Mgr. Bcst. Sls. & Planning ..... C. E. Spence  
 Broadcast Sales ..... E. J. Gareau  
 Adv. & Sales Prom. .... M. D. Locke  
**PRODUCTS:** Complete AM & TV broadcast transmitting and studio systems; consulting; systems, design & production engineering; facilities for development and manufacture of all electronic products.

**Canadian Marconi Co.**  
 2442 Trenton Ave., Montreal 16, Quebec, Can.  
 Phone: REgent 8-9441

President ..... S. M. Finlayson  
 Gen. Manager ..... W. V. George  
 Sec. Treas. .... A. G. McCaughey  
 Asst. General Manager ..... L. M. Daley  
 Equipment Mgr. .... A. B. Clapp  
 Mgr., Comm. Products Div. .... W. R. Bitcheno  
 Sales and Contracts Mgr. .... J. H. Martin  
**PRODUCTS:** Transmitters and studio equipment for AM-FM TV stations; transmitting and receiving tubes.

**Cannon Electric Co.**  
 3208 Humboldt St., Los Angeles 31, Calif.  
 Phone: CApitol 5-1251

Vice President, Sales ..... F. M. Cate  
**PRODUCTS:** Audio and TV camera connectors.

**Capehart Corporation**  
 87-46 123rd St., Richmond Hill 18, N.Y.  
 Phone: HIckory 1-4100

President ..... Jack M. Winer  
 Exec. Vice Pres. .... Seymour Levy  
 V.P., Eng. .... Pasquale Gabella  
 V.P., Manuf. .... Ben Goldner  
 V.P., Military and Ind. Div. .... J. D. Winer  
 V.P. and Treas. .... Leonard S. Jaffe  
 Sec. and Gen. Mgr. .... George Ginsburg  
 General Sls. Mgr. .... Dave Cole  
 Adv. Dir. .... Norman Axelband  
**PRODUCTS:** Stereo console phonos, also with AM-FM radios, AM-FM tuners, stereo and monaural amplifiers and speaker systems, speaker-amplifier systems.

**Caterpillar Tractor Co.**  
 Peoria, Ill.  
 Phone: 676-3311

N. Y. Phone: CRcle 5-9054  
 V.P., Engine Div. .... H. H. Howard  
 Sales Manager, Eng. Div. .... F. Y. Jacobs  
**PRODUCTS:** Diesel electric sets for use as prime or emergency power.

**CBS Electronics**  
 (A Div. of CBS Inc.)  
 100 Endicott St., Danvers, Mass.  
 Phone: SPring 4-2360

Newark, N.J.: WOrth 4-2181  
 Melrose Pk., Ill.: EStebrook 9-2100  
 Los Angeles, Cal.: RAYmond 3-9031  
 President ..... Clarence H. Hooper  
 V.P., Gen. Mgr., Semiconductor Oper. .... Robert G. Marchisio  
 V.P., Gen. Mgr., Receiving Tube Oper. .... Michael Callahan  
 V.P., Engineering ..... Norman L. Harvey  
 Mgr. Mktg. Svcs. .... Roy A. Juusola  
 General Mgr., Distrib. Sales ..... John H. Hauser  
 Mgr., Equip. Sales ..... O. Lee Ballengee  
 Semiconductor Sales Mgr. .... M. Ross Yeiter  
 Controller ..... Walter J. Hungerford  
 Credit Mgr. .... Malcolm S. Jones  
 Advertising Mgr. .... Harry G. Burnett  
 Dir. of Purchasing ..... Edward R. Carroll  
 Dir. of Personnel ..... Albert S. Nelson  
 Export Div. .... CBS International  
 Mgr. Research & Dev. (Tubes) Dr. Philip N. Hambleton

Mgr., Advanced Prod. Dept. .... E. W. Schaefer  
 Chief Eng. .... Wilson R. Smith  
**Plant Managers**

Danvers ..... Charles E. Coffin  
 Lowell (Cutting) Ph. Mgr. .... Robert G. Marchisio  
 Newburyport ..... Arthur A. Grenier  
**PRODUCTS:** Electron tubes and semiconductor products; cartridges and styli; tone arms; microphones; phonographs; microelectronics.

**Century Lighting, Inc.**  
 521 West 43rd St., New York 36, N. Y.  
 Phone: CH 4-7050

President ..... Edward Kook  
 Clann. & Exec. V.P. .... Saul Levy

**Branch Offices**  
 1477 N.E. 129th St., N. Miami, Fla.  
 1820-10 Berkeley St., Santa Monica, Calif.

**PRODUCTS:** TV and photographic lighting equipment, lighting accessories, lighting controls and dimmerboards C-I electronic lighting control, Port-O-Vox (wireless microphone), C-Core dimmer system.

**Cinema Engineering**  
 1100 Chestnut St., Burbank, Calif.  
 Phone: VICToria 9-5511

General Manager ..... James L. Fouch  
 Sales Service Mgr. .... Gloria M. Smith  
 N.Y.C. Representative ..... Sidney H. Baum  
**PRODUCTS:** Audio attenuators, equalizers, amplifiers, power supplies.

**Cellomatic Corp.**  
 756 Seventh Ave., New York 19, N. Y.  
 Phone: PLaza 7-7895

## EQUIPMENT MANUFACTURERS

Manager.....Thomas B. Howell  
**PRODUCTS:** Cellomatic projectors, new composite animation projector.

### Collins Radio Co.

5200 C Ave., N.E., Cedar Rapids, Iowa  
 Phone: EMpire 5-8111  
 Regional Sales Mgr.....R. M. Winston  
 N. Y. Phone: MURray Hill 7-6740  
 Best. Sales Mgr.....E. S. Gagnon

#### Branch Offices

261 Madison Ave., New York, N. Y.  
 Regional Sales Mgr.....Glen Bergmann  
 1510 W. Verdugo, Burbank, Cal.  
 Phone: Victoria 9-6011  
 Regional Sales Mgr.....G. R. Schneider  
 1900 N. Akard, Dallas, Tex.  
 Phone: RVerSide 8-0761

Regional Sales Mgr.....John Dalby  
 11 Bermondsey Rd., Toronto 16, Ont., Canada  
 Phone: PL 7-1101

**PRODUCTS:** Radio, AM & FM transmitters, FM antennas, phasing equipment, remote amplifiers, audio, studio, and Automatic Tape Control equipment, microphones, package radio stations and Mobile studios and stations, TV-STL, Microwave and Weather Radar.

### Commercial Radio Sound Corp.

652 First Ave., New York 16, N. Y.  
 Phone: ORegon 9-0400  
 General Manager.....A. W. Schneider  
**PRODUCTS:** Broadcast public address & audio systems, video & distribution systems.

### Community Engineering Corp.

Box 824, State College, Pa.  
 Phone: Adams 8-2461  
 President.....James R. Palmer  
 Vice-President.....Fred C. Thompson

**PRODUCTS:** Complete electronic eqpt. for RF distribution of TV signals for community antenna, master, closed circuit, educational & industrial systems. Ultra low noise preamplifiers & wide band amplifiers at VHF & UHF. Custom design & manufacturing.

### Comprehensive Filmtreat, Inc.

421 W. 54th St., New York 19, N. Y.  
 Phone: CO 5-0372  
 President.....Michael Freedman  
 Vice-Pres. ....Stanley Gliner  
 Sert. ....Jane Leni  
 Treas. ....Jules Leni

**PRODUCTS:** Comprehensive filmtreat process: For films in constant use; print life service; comprehensive film rejuvenation.

### Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.  
 Phone: EDgewood 5-0511  
 President.....W. J. Moreland  
 Vice-Pres., Engr.....J. Grayson Jones  
 Vice-Pres., Mfg.....R. M. Alston

Treasurer.....K. L. Peyton  
 Secretary.....M. C. Pick  
**PRODUCTS:** Video monitors, Off-the-air receivers for monitoring and re-broadcast applications.

### Consolidated Tower Service

1123 Michigan Ave., Fort Wayne 6, Ind.  
 Phone: ANthony 7-0202  
 General Manager.....N. I. Swager  
**PRODUCTS:** Erect, sell & service towers, spec. in package deals.

### Continental Electronics Manufacturing Company

(Subsidiary of Ling-Temco Electronics Corp.)  
 1212 S. Buckner Blvd., Dallas 17, Tex.  
 Phone: EVergreen 1-1135

President.....James Weldon  
 V.P., Engineering.....Mark W. Bullock  
 Director of Sales.....Thomas B. Moseley  
**PRODUCTS:** AM Broadcast transmitters (both standard and short wave), low frequency; transmitter remote control.

**STATIONS EQUIPPED IN 1960:** WOR, New York; KOA Denver; WSPD, Toledo; WMGM, New York; WORA, WKAQ, San Juan; KVOO, Tulsa; KSL, Salt Lake City; WCCO, Minneapolis; WNOE, New Orleans; KENS, San Antonio.

### Continental Mfg., Inc.

1612 Calif. St., Omaha 2, Neb.  
 Phone: 342-2753  
 President.....Ray B. McMarta  
 Chief Eng.....Leonard Hedlund  
**PRODUCTS:** Hi-fi components; multiplex receivers; monitor/relay receivers; amplifiers radio intercom systems.

### Sol Cornberg Associates, Inc.

1311 Broadway, New York 23, N. Y.  
 Phone: JUdson 2-6730  
 President.....Sol Cornberg  
**PRODUCTS:** Designers of TV-radio-theatre facilities & equipment; intercom TV systems. Consultants in application & procedure.

### Cozzens & Cudahy, Inc.

125 Old Orchard Arcade, Skokie, Ill.  
 Phone: ORchard 4-6700  
 General Manager.....Warren B. Cozzens  
 Sales Mgr.....Michael J. Cudahy  
**PRODUCTS:** Microwave relay equipment & systems.

### Crouse-Hinds Co.

Wolf & 7th N. Sts., Syracuse 1, N. Y.  
 Phone: GR 4-8411  
 Vice-Pres. Sales.....Erle R. Monesmith  
 Mgr., Illumination.....J. S. Haney  
**PRODUCTS:** Flashing beacons and aviation obstruction lights for marking radio and television towers.

# EQUIPMENT MANUFACTURERS

**Dage Television Div.**  
**(Thompson Ramo Wooldridge, Inc.)**  
 W. 10th St., Michigan City, Ind.  
 Phone: TR 4-3251

Gen. Manager.....J. L. Labey  
 Asst. Gen. Mgr., Gen.  
 Sales Mgr. ....W. C. Gordon  
 Chief Eng.....J. Alinsky

PRODUCTS: Television Equipment for both Closed-Circuit and Broadcast application.

## Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.  
 Phone: WYman 2-4300

V.P., Sales.....E. L. Grayson

PRODUCTS: Video distribution equipment, VTVM, attenuators, rotary switches, video attenuators, RF attenuators, transmission measuring equipment.

## Daystrom, Inc.

(Weston Instruments Div.)

614 Frelinghuysen Avenue, Newark 12, N. J.  
 Phone: BIGelow 3-4700

V.P. Chg. Sales.....W. H. Steinkamp  
 Advertising Mgr. ....C. B. Denton

### Branch Offices

5 Herbert Drive, Latham (Albany), N. Y.  
 Phone: STate 5-5161

66 Central St., Wellesley 81, Boston, Mass.  
 Phone: CEDar 5-4300

4446 Main St., Buffalo 26, N. Y.  
 Phone: CIRCLE 3355

213 Higley Bldg., Cedar Rapids, Iowa  
 Phone: Empire 3-9304

500 E. Morehead St., Charlotte, N. C.  
 Phone: EDison 2-6135

205 W. Wacker Dr., Chicago 6, Ill.  
 Phone: FR 2-4656

4866 Cooper Rd., Cincinnati 42, O.  
 Phone: SYcamore 1-6360

3951 Lee Rd., Cleveland 28, Ohio  
 Phone: SKYline 2-3030

11 W. Monument Ave., Dayton 2, Ohio  
 Phone: BALdwin 2-8164

17700 McNichols Rd., Detroit 35, Mich.  
 Phone: KENwood 2-5546

2336 Eastern Ave., S.E.,  
 Grand Rapids 7, Mich.  
 Phone: GLEndale 2-1448

1511 N. Front St., Harrisburg, Pa.  
 Phone: CEDar 8-4276

3405 Mercer, Houston 27, Tex.  
 Phone: JACKson 6-4115

2917 Sanderson Rd., Knoxville, Tenn.  
 Phone: KNOXville 5-5632

2001 S. Grand Ave., Los Angeles 7, Cal.  
 Phone: RICHmond 9-2361

617 N. 2nd St., Milwaukee 3, Wis.  
 Phone: BRoadway 2-1538  
 Rt. 22 & Caldwell Ave., Union, Newark, N. J.  
 Phone: MURdock 8-2020

407 Carondelet St., New Orleans, La.  
 Phone: JACKson 5-9794

50 Church St., New York 7, N. Y.  
 Phone: WORTH 4-3510

101 N. 33rd St., Philadelphia 4, Pa.  
 Phone: BARing 2-6443

4455 Miramar Rd., LaJolla, Cal.  
 Phone: GLEncourt 4-0421

221 E. Camelback Rd., Phoenix, Ariz.  
 Phone: AMherst 6-9036

875 Greentree Rd., Pittsburgh 20, Pa.  
 Phone: WALnut 2-4545

207 Burke Bldg., 5 St. Paul St.  
 Rochester 4, N. Y.  
 Phone: BAKER 5-9546

1122 Marshall St., Redwood City, Calif.  
 Phone: EMerson 9-4871

831 Airport Way, Seattle 4, Wash.  
 Phone: MUTual 2-3355

4308 E. Genesee St.  
 Dewitt 14, (Syracuse), N. Y.  
 Phone: GIBson 6-4330

Pa. Bldg., 425 13th St., NW, Washington 4,  
 D. C.  
 Phone: DISTRICT 7-3636

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

## Dewald Radio

(Div. of United Scientific Labs., Inc.)

35-15 37th Ave., Long Island City, N. Y.  
 Phone: STILLwell 4-9334

President.....David Wald  
 Engineer.....Mark Glaser  
 Sales Mgr.....Edwin Weisl, Jr.

PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers. Stereo tuners & amplifiers.

## Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio  
 Phone: OLIVE 3-6540

N.Y. Phone: MURray Hill 2-7080

President.....W. J. Fitzburgh  
 Gen. Mgr., Electronics Div....D. J. Tricebock

PRODUCTS: Industrial TV systems, TV camera pickup tubes, video monitors, industrial TV accessories.

## Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.  
 Phone: EDDgewood 4-3200

## EQUIPMENT MANUFACTURERS

President ..... Arthur Dorne  
 Vice-Pres., Treas. .... Joseph Margolin  
**PRODUCTS:** Antenna research, develop-  
 ment and production.

### Dresser-Ideco Company

875 Michigan Ave., Columbus 15, Ohio  
 Phone: AX 9-2123  
 N. Y. Phone: OX 7-2800  
 Pres. and Gen. Mgr. .... Henry Knippenberg  
 Manager Tower Div. .... J. M. Hogan  
 Comm. Sales Mgr. .... J. R. Hayden  
 Tower Design Mgr. .... Orville Pelkey  
 Tower Sales .... Jess Rodriguez  
**PRODUCTS:** Broadcast TV Towers.

**STATIONS EQUIPPED IN 1960:** WSAV,  
 Savannah, Ga.; WTOL-TV, Toledo, O.;  
 WVEC-TV, Hampton, Va.; KFDX-TV,  
 Wichita Falls, Tex.; KTSM-TV, El Paso,  
 Tex.; WLEX-TV, Lexington, Ky.; KNME-  
 TV, U. of New Mexico, Albuquerque, N.M.;  
 KHOU-TV, Houston, Tex.

### Allen B. Du Mont Laboratories

(Div. of Fairchild Camera & Inst. Corp.)  
 750 Bloomfield Ave., Clifton, N. J.  
 Phone: PRescott 3-2000

Group General Mgr. .... Dr. Allen B. DuMont  
 Controller. .... Eugene J. Tanner  
 Administrative Svcs. .... Adolph A. Katz  
 Quality Control .... Charles Muscietta  
 Purchasing .... William J. Voss  
 Superintendent .... William Clark  
 Ind. Rel. Dir. .... Martin C. Flynn  
 Public Relation Director. .... Edward Allen, Jr.  
**ELECTRONIC TUBE DIV.**

General Mgr. .... Dr. Allen B. Du Mont  
 Admin. Asst. .... Robert H. Hull  
 Sales .... Daniel Echo  
 Engineering & Rsch. .... Albert E. Beckers  
 Manufacturing. .... James G. McLaughlin, Jr.  
 Cathode-Ray Tube Lab. .... Joseph G. Burns  
 Photosensitive Devices

Lab. .... Joseph G. Koosman  
 Storage Tube Lab. .... Victor Le Gendre  
 Microwave Tube Lab. .... John Rothwell  
 Advertising .... Richard Sparnon

**INDUSTRIAL ELECTRONICS DIVISION**  
 General Manager .... Nicholas De Falco  
 Admin. Asst. .... Joseph Roman  
 Marketing Mgr. .... George Tirone  
 Mobile Radio Sales. .... Jeremiah F. McCarthy  
 Ind. TV Sales. .... Patrick Gambuti  
 Mobile Radio Engr. .... Stewart Meyer  
 Ind. TV Engr. .... Donald Quinlan

### INTERNATIONAL DIVISION

515 Madison Ave., New York, N. Y.  
 Phone: PLaza 1-1652

Director. .... Ernest A. Marx  
 Asst. Dir. .... Robert I. Gaines

**PRODUCTS:** Industrial & spec. cathode-  
 ray tubes, multiplier phototubes, direct-view  
 storage tubes, microwave tubes, industrial &  
 closed-circuit TV systems, two-way mobile  
 radio equipment, automotive test equipment,  
 oscilloscopes & other electronic test instru-  
 ments.

### Eastman Kodak Co.

343 State St., Rochester 4, N. Y.  
 Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.  
 Donald E. Hyndman  
 342 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-7080

Mgr., East Coast Office. .... E. M. Stifle  
 130 E. Randolph Dr., Chicago 1, Ill.  
 Phone: RANDolph 6-7476

Mgr., Midwest Office. .... K. M. Mason  
 6706 Santa Monica Blvd., Hollywood 38, Calif.  
 Phone: HOLLYwood 9-3101

Mgr., West Coast Office. .... N. L. Simmons  
**PRODUCTS:** Motion picture film and  
 equipment for TV use, camera lenses, televi-  
 sion film projectors.

### Eidson Electronic Company

1902 N. Third St., Temple, Texas  
 Phone: PROspect 3-3901

Owner. .... M. Eidson  
**PRODUCTS:** Sta. frequency measuring  
 service for AM-FM-TV; quartz crystal units  
 for frequency control.

### Eitel-McCullough, Inc.

301 Industrial Way, San Carlos, Calif.  
 Phone: LYtell 1-1451

Dir. of Marketing. .... F. A. Speaks  
**PRODUCTS:** Eimac Electron, power trans-  
 mitting tubes.

### Electrical Tower Service, Inc.

325 S. W. Washington St., Peoria 2, Ill.  
 Phone: 3-9846

President. .... Stanley Bernstein  
**PRODUCTS:** Erection and maintenance of  
 radio & TV towers.

### Electro-Voice, Inc.

Cecil & Carroll Sts., Buchanan, Mich.  
 Phone: OXbow 5-6831

V.P., Marketing. .... Lawrence LeKashman  
 Mgr., Comm. Prod. .... George Riley  
 Sales Mgr., OEM Products. .... Howard Durban  
 Mgr. Adv. & Sales Prom. .... D. H. Kirkendall  
**PRODUCTS:** Professional microphones  
 for radio & TV.

### Electron Corp.

(Sub. of Ling-Temco Electronics, Inc.)  
 747 S. Central Expressway, Richardson, Tex.  
 Phone: ADams 5-3424

President. .... M. Zimmerman  
 V.P., Sec.-Treas. .... John Duke  
 Sales .... Bill O'Fallon  
 Prod. Mgr. .... Carl Griffin  
**PRODUCTS:** Closed-circuit cameras, UHF-  
 VHF TV Transmitters, Broadcast TV Cam-  
 eras, Video-Audio Switches and Monitors,  
 Slide and Film Chains, TV Translators.

### Electronic Applications, Inc.

194 Richmond Hill Ave., Stamford, Conn.  
 Phone: DAVis 5-1574



## EQUIPMENT MANUFACTURERS

President.....V. J. Skee  
 V.P.'s.....W. Franz, H. H. Uihlein  
 Sec.-Treas.....T. M. Skee  
 PRODUCTS: AKG dynamic & condenser microphones, boom sets; EMT turntables prof. instrumentation, reverberation unit, cables; NAGRA portable tape-recorders, studer prof. tape units.

### Electronics Development Co., Inc.

3743 Cahuenga Blvd., N. Hollywood, Calif.  
 Phone: TRiangle 7-3223

Pres., Chief Eng.....Joseph H. Leaming  
 Sec., Treas.....Fred P. Leaming  
 Vice Pres.....C. G. W. Anderson  
 PRODUCTS: Audiplex sound duplexing units, high speed data TV transmission, systems, design and development of special studio equipment, low power 200 watt TV transmitters.

### Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.  
 Phone: SWartlmore 5-3500

President.....B. Abram  
 Secretary-Treasurer.....M. Abram  
 Exec. Vice-Pres.....Dorman D. Israel  
 Sr. V.P., Purch., Cons. Prod.

Engr., Mfg.....Harvey Tullo  
 V.P. Govt. Elec.....Morton P. Rome  
 V.P., Research Lab.....Harold Goldberg  
 V.P., Gov't Rel.....John D. Small  
 Dir. of Sales.....Arnold M. Henderson  
 Dir. of Adv.....Eugene Van Cleave  
 V.P., Controller.....Abraham Vogel  
 V.P., Comm. Eng.....Maurice Levy  
 Dir. Public Rel.....I. H. Liberman  
 Export Manager.....Joseph Kattan

PRODUCTS: TV receivers, radios, phonographs, air conditioners, air health conditioners & electronic equipment for Govt. Defense Pgmts.

### Engineering Assoc.

434 Patterson Rd., Dayton 19, Ohio  
 Phone: AXminster 3-1662

President.....C. C. Littel, Jr.  
 PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies, Microwave equipment.

### Esquire Radio Corp.

6201 15th Ave., Brooklyn, N.Y.  
 Phone: BENsonhurst 6-2755

President.....A. R. Lieberman  
 Vice President.....T. S. Block  
 Chief Engineer.....Paul Smith  
 Production Mgr.....Anthony Umino  
 Nat. Sls. Mgr.....Simon Lynn  
 Purchasing Agent.....Ernie Cooke  
 Controller.....L. Saqqual

PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations, Import manufacturers for German & Japanese prods.

### E-Z Way Towers, Inc.

5901 E. Broadway, Tampa 5, Fla.

Phone: 4-2171

President.....Clarence Jax  
 PRODUCTS: Steel towers for main station; telescopic towers adaptable to mounting on equipment van for remote microwave transmission.

### Fairchild Camera & Instrument Corp.

Robbins Lane, Syosset, Long Island, N. Y.  
 Phone: WEHs 1-4500

PRODUCTS: (AM-FM) Miniature beacon transmitters, Automatic voice data link, Fairchild motion analysis camera, high speed 16 mm motion picture camera for special effects color or B & W. Facsimile & telephoto transmitters & receivers.

### Fairchild Recording Equipment Corp.

10.40 45th Ave., Long Island City 1, N.Y.  
 Phone: STillwell 4-6163

President.....Donald J. Plunkett  
 Sales Admin.....Margaret P. McLaughlin  
 Chief Engineer.....George Alexandrovich  
 PRODUCTS: Broadcast transcription tables, tone arms and cartridges, equalizers, power amplifiers, limiters, cutters (stereo and monophonic), recording and playback equipment, filters.

### Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.  
 Phone: NE 6-1300

PRODUCTS: Optical elements including: Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

### C. H. Fisher & Assoc.

6100 NE Columbia Blvd., Portland 13, Ore.  
 Phone: ATLantic 7-7303

President.....C. H. Fisher  
 PRODUCTS: AM, FM & TV towers and ground systems; lighting & painting.

### Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.  
 Phone: EXeter 2-2500

President.....Avery Fisher  
 V.P. and Gen. Mgr.....B. L. Arons  
 V.P., Eng.....Fred Mergner  
 V.P., Purch.....Walter O'Donnell  
 V.P., Director of Sales.....J. J. Parks

PRODUCTS: Hi-Fi Radio, Phonographs, tape recorders, Hi-Fi stereo FM-AM tuners and receivers, master audio controls, amplifiers, pre-amplifiers, and speaker systems.

### Florman & Babb, Inc.

68 West 45th St., New York 36, N. Y.  
 Phone: MU 2-2923

President.....Arthur Florman  
 Vice-President.....John Babb  
 Secretary.....Shirley Babb

# EQUIPMENT MANUFACTURERS

**PRODUCTS:** Mfg., sls., & rental of everything in 16 & 35 mm motion picture eqpt.

## Foto-Video Electronics, Inc.

36 Commerce Rd., Cedar Grove, N. J.  
Phone: CEntral 9-6100

Pres., Chief Eng. . . . . A. J. Baracket  
Vice President . . . . . Angelo R. Fiore  
Plant Mgr. . . . . George Houlroyd  
Purchasing Agent . . . . . William Humm  
Eastern Sls. Mgr. . . . . Herbert Michels  
Western Sls. Mgr. . . . . Jess E. Dines  
Secretary . . . . . Catherine E. Baracket

**PRODUCTS:** Image orthicon orbiter, video equalizer-amplifier, fotovideo aperture & phase corrector, keyed video signal generator, transistorized plug-in vidicon camera, kinescope recording monitors, color synchronizing generators, burst keying units, special camera & monitor light boxes, radar scan conversion alignment & measuring instruments, TV radar bar-dot generator.

## Gates Radio Co.

123 Hampshire St., Quincy, Ill.  
Phone: Baldwin 2-8202

N. Y. Phone: MURray Hill 7-7971

President . . . . . P. S. Gates  
V.P., Opera . . . . . G. L. Mallory  
V.P., Sales . . . . . L. J. Cervone  
Mdsng. & Adv. Dir. . . . . John Price  
V.P., Engr. . . . . N. L. Jochem  
Works Manager . . . . . Howard Young  
Secretary . . . . . A. S. Petzoldt  
Purchasing Agent . . . . . John Bowers

**PRODUCTS:** Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems; spot recorders, cartridge tape systems.

## General Communications

Janesville Rd., Fort Atkinson, Wisc.  
Phone: JORDan 3-5547

President . . . . . E. D. Petersen  
Secy.-Treas. . . . . C. O. Bell

**PRODUCTS:** Monitors, power supplies, camera, program and dial monitor switching systems.

## General Electric Co.

Electronics Park, Syracuse, N. Y.  
Phone: GRAnite 6-4411

### *Defense Electronics Div.*

Electronics Park, Syracuse, N.Y.

Phone: GRAnite 6-4411

V.P., General Manager . . . . . George L. Haller

1. *Communication Products Dept.*

Mountain View Rd., Lynchburg, Va.

Phone: VI 6-7311

General Manager . . . . . H. Van Aken

Manager-Marketing . . . . . Glenn R. Peterson

**PRODUCTS:** Mobile communication equipment, two-way-radio, microwave, radio traffic coordination units, power line carrier, terminal equipment.

### 2. *Technical Products Operation*

Electronics Park, Syracuse 1, N. Y.

Gen. Mgr. . . . . R. L. Casselberry

**PRODUCTS:** Radio and TV broadcast equipment, including transmitters, antennas and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

### *Radio & Television Div.*

Shoppingtown Plaza, DeWitt 14, N. Y.

Phone: GI 6-5555

General Mgr. . . . . Hershner Cross

#### 1. *TV Receiver Dept.*

Electronics Park, Syracuse, N. Y.

General Manager . . . . . Herbert Riegelman

Manager Marketing . . . . . S. Martin Fassler

**PRODUCTS:** TV Receivers.

#### 2. *Radio Receiver Dept.*

1001 Broad St., Utica, N. Y.

Phone: SWift 7-0750

General Manager . . . . . Robert C. Wilson

Manager-Marketing . . . . . William B. Clemmens

**PRODUCTS:** Full line of portable radios, clock-radios, table radios. High fidelity components.

### *Electronic Components Division*

316 East 19th St., Owensboro, Ky.

Phone: MURray 3-2401

V.P., General Manager . . . . . L. B. Davis

#### 1. *Receiving Tube Dept.*

316 East 19th St., Owensboro, Ky.

Phone: MURray 3-2401

General Manager . . . . . I. D. Daniels

Manager-Marketing . . . . . W. F. Greenwood

**PRODUCTS:** Radio and TV receiving tubes, "Five-Star" high reliability tubes micro-miniature metal ceramic receiving tubes.

#### 2. *Power Tube Dept.*

1 River Rd., Schenectady 5, N.Y.

Phone: FRAnklin 4-2211

General Manager . . . . . J. F. McAllister

Manager-Marketing . . . . . F. L. Miller

**PRODUCTS:** Metal-ceramic transmitting tubes, TV camera tubes, microwave tubes, industrial power tubes, tank-type ignitrons.

#### 3. *Cathode Ray Tube Dept.*

Electronics Park, Syracuse 1, N. Y.

Phone: GRAnite 6-4411

## EQUIPMENT MANUFACTURERS

General Manager .....David C. Scott  
**PRODUCTS:** TV picture tubes, industrial cathode ray tubes, radar indicator tubes.

4. **Semiconductor Products Dept.**  
 Electronics Park, Syracuse 1, N. Y.  
 Phone: GRanite 6-4411

General Manager.....H. B. Fancher  
 Manager Marketing.....J. H. Sweeney

**PRODUCTS:** Transistors (germanium and silicon) for all entertainment, commercial, and military markets; germanium and silicon rectifiers for electronic and electrical equipment; germanium and silicon diodes for electronic and electrical equipment.

5. **Rectifier Components Dept.**  
 W. Genesee St., Auburn, N. Y.  
 Phone: AL 3-7321

General Manager .....C. G. Lloyd  
 Manager-Marketing .....W. H. Hall  
**PRODUCTS:**Rectifiers

### General Electronic Labs, Inc.

18 Ames St.—195 Mass. Ave.,  
 Cambridge, Mass.

Phone: UNiversity 4-8500

Broadcast Sales Mgr.....Sal Fulchino

**PRODUCTS:** FM transmitters with FM multiplex exciters.

### General Radio Co.

22 Baker Ave., W. Concord, Mass.

Phone: EMerson 9-4400

N. Y. Phone: WOrth 4-2722

President.....C. C. Carey  
 Bd. Chairman.....A. E. Thiessen  
 Treasurer.....Lawrence H. Pexton  
 Secretary.....John D. Quackenbos  
 Director of Sales.....M. T. Smith  
 Export Manager.....S. W. DeBlois  
 V.P., Engr.....D. B. Sinclair  
 Publicity Manager.....C. E. Worthen  
 Service Manager.....H. H. Dawes

**PRODUCTS:** AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

### GPL Division, Gen. Precision, Inc.

63 Bedford Rd., Pleasantville, N. Y.

Phone: ROgers 9-5000

President.....R. W. Lee  
 V.P. and Gen. Mgr.....W. P. Hilliard  
 V.P., Ind. Products.....Blair Foulds  
 V.P., Sls. and Eng.....W. J. Tull  
 Dir., Sls. and Svc. Div.....R. Tate  
 Assoc. Dir., Industrial Prod.....N. M. Marshall

**PRODUCTS:** Studio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems; simplex motion picture projectors and sound systems.

### Granco Products, Inc.

83-30 Kew Gardens Rd.

Kew Gardens 15, N. Y.

Phone: VIRginia 9-8900

President.....Henry Fogel  
 V.P. Engineering.....Seymour Napolin  
**PRODUCTS:** AM-FM table & car radios, hi fi consoles, FM front end tuner.

### Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.

Phone: DAYton 8-2600

President.....B. E. Alpern  
**PRODUCTS:** Manufactures and erects towers.

### Graybar Electric Co., Inc.

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

Phone: LEXington 2-4000

Sales Manager.....J. O'Connell

**PRODUCTS:** Microphones, amplifiers, magnetic tape recorders, lighting eqpt.

### J. M. Hamilton, Inc.

1106 N. Oakwood St., Gastonia, N. C.

Phone: UNiversity 4-2115

President.....J. M. Hamilton

**PRODUCT:** Paint and erect radio and TV towers.

### The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.

Phone: LONGacre 5-1300

President.....Lloyd A. Hammarlund

Vice-Pres.....Hugh A. McCloskey

Sls. Mgr., Engr. Prod.....L. C. Menkes

Mgr., Comm'l Prod.....F. Lester

Dir. of Engr.....P. L. Epstein

Comptroller.....Walter Knorr

Advertising & Promotion

Manager.....Lescarbourg Agency

Personnel Director.....George Froehlich

Purchasing Agent.....William Griffin

**PRODUCTS:** Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

### The Harwald Company

1245 Chicago Ave., Evanston, Ill.

Phone: DAVIS 8-7070

President.....Robert Grunwald

Sales Engineer.....Sam Caldwell

**PRODUCTS:** (TV) Inspect-O-Film automatic film inspecting machine; Splice-O-Film automatic hot splicer; Protect-O-Film film cleaner; Cement-O-Film film cement; Admatic automatic slide projector.

### Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.

Phone: DAVenport 5-4451

President.....David Packard

Sales Mgr.....C. Van Rensselaer

**PRODUCTS:** TV & FM monitors and test equipment.

### Hinners-Galanek Radio Corp.

66-02 Austin St., Forest Hills 74, N. Y.

Phone: ILlinois 9-0800

## EQUIPMENT MANUFACTURERS

President, Chg. of Sales....Frank A. Hinners  
V.P., Treas.....Leo J. Galanek  
Ass't V.P.....Grace V. Ramey  
Chief Engineer.....Daniel P. Brand  
Purchasing....Milton Landau, Charles Avery  
Office Mgr.....Claire J. Sassi  
Prod. Mgr.....Seymour Smolin  
Traffic Mgr.....Mach Wachs  
Plant Mgr.....Paul Swist

PRODUCTS: AM/FM, AM, Table and clock model radios, transistor radios (portable), monaural and Stereo portable phonographs, Stereo consolettes.

### Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.

Phone: RICHmond 7-4488

President.....H. Leslie Hoffman  
Vice-Pres., Treas.....C. E. Underwood

#### Consumer Products Division

V.P., Sales.....P. E. Bryant  
V.P., Mfg.....J. Stevens  
V.P., Admin.....M. G. Whitney  
Asst. Sls. Mgr., Radio & Hi Fi....P. L. Henry  
V.P. Indust. Rel.....Ted S. Hoffman

#### Laboratories Division

President.....J. D. McLean  
Treasurer.....J. Kuhner

#### Semiconductor Division

Exec. Vice President.....M. E. Paradise  
Treas., Asst. Gen. Mgr.....J. S. McGee

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment, semiconductor devices.

### Houston-Fearless Corporation

(Houston-Fearless Div.)

11801 W. Olympic Blvd., Los Angeles, Calif.

Phone: BRadshaw 2-4331

Sales Mgr.....A. J. Kjonvedt  
Field Representatives

1411 K St., N.W., Washington 5, D.C.

Phone: EX 3-3838. Richard E. Holtzworth.

Flagg Rd., Southboro, Mass.

Phone: OLYmpia 5-1880 (Natick, Mass.)

James R. Carrouth

321 Orangewood Dr., Dayton 29, O.

Phone: AX 8-3861. John Petry

PRODUCTS: Tripods, dollies, pedestals, camera cranes, remote control camera heads & mounts, tripod accessories; motion picture film processors.

### Huggins Laboratories, Inc.

999 E. Arques, Sunnyvale, Calif.

Phone: REgent 6-9330

President.....Richard A. Huggins  
Sales Manager.....V. D. Varenhorst  
Plant Manager.....J. J. Gilleran  
Business Manager.....W. S. Floyd

PRODUCTS: Manufacturer and developer of traveling wave tubes, backward wave oscillators, permanent magnet and electrostatic focused tubes.

### Hughey & Phillips, Inc.

3200 N. San Fernando Blvd., Burbank, Calif.

Phone: VICToria 9-1104

V.P., Gen'l Mgr.....J. H. Ganzenhuber

PRODUCTS: 300 mm. beacons, obstruction lights, photo-electric controls, beacon flashers, special junction boxes, microwave tower light control & alarm systems, and complete kits for: tower lighting, sleet melter power and control.

### Industrial Transmitters & Antennas Inc.

130 E. Baltimore Ave., Lansdowne, Pa.

Phone: CLearbrook 9-8200

President.....Bernard Wise  
Mkt. Mgr., Best. Sls.....Joseph Novik  
Mkt. Mgr., Govt. & Ind.....Eliot S. Baker  
Dir. of Engr.....Joseph Roberts  
Purchasing Agent.....Joseph Scanlon  
Plant Mgr.....Robert Jordan

PRODUCTS: AM, FM & short wave best. & communication transmitters, remote control, AM & FM monitors, STL equipment, custom receivers, associated best. test & studio equipment.

### Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.

Phone: CEntral 2-0806

Vice President.....R. K. Soderquist

PRODUCTS: Inert gas-filled thyratrons for use in TV studios in the dimming circuits of main control panels. Our tube types for above use include: 5665/C16J, 718 & 710/6011.

### Internat'l. Electronics Corp.

81 Spring St., New York 12, N. Y.

Phone: WORTH 6-0790

President.....B. B. Grossman  
Secy., Treas.....M. Grossman  
Vice President.....E. J. Porto

PRODUCTS: Mullard products: Audio & radio & spec. purpose tubes; semi-conductor & photo conductive devices; ultrasonic eqpt.; electrical testing apparatus.

### International Telemeter Co.

(Div. Paramount Pict. Corp.)

1501 Broadway, New York 36

Phone: BR 9-8700

Chairman.....Paul Raibourn  
President.....L. A. Novins  
Vice-Pres.....P. MacNamara, C. I. Lappen  
Secretary.....Jacob Karp  
Treas.....James H. Richardson  
Asst. Secy.....Arthur Israel, Jr.

PRODUCTS: Telemeter system of Pay-as-You-See TV.

### Internat'l Telephone & Telegraph Corp.

67 Broad St., New York 4, N. Y.

Phone: BOWling Green 9-3800



## EQUIPMENT MANUFACTURERS

V.P. Chg. Marketing.....P. R. Roehm

PRODUCTS: Mobile radio systems, closed-circuit TV systems, tubes, rectifiers & condensers.

### ITT Components Division

(A Div. of IT & T)

100 Kingsland Road, Clifton, N. J.

Phone: NOrth 2-3600

N. Y. Phone: BOWling Green 9-3800

President.....Burrell A. Parkhurst  
V.P. Chg. Mfg.....William P. Maginnis  
V.P. Chg. Mktg.....Frank M. Viles, Jr.  
Comptroller.....George Neaderhouser  
Advertising Manager.....Edward L. Shaw

PRODUCTS: Selenium & silicon rectifiers, tantalum & aluminum capacitors, hermetic seals, miniature switches, power, traveling wave, hydrogen thyratron & image storage tubes.

### ITT Federal Division

100 Kingsland Road, Clifton, N. J.

Phone: NO 2-3600

President.....Delbert L. Mills  
Vice President.....Theodore M. Douglas  
V.P., Administration.....Robt. E. Chasen  
V.P., Engr.....Walter H. Hawk  
Pub. Rel. Dir.....Joseph A. Abbott  
General Sales Manager.....John D. Phelan  
Purchasing Agent.....Charles Messner

PRODUCTS: Communications transmitting-receiving systems & eqpt., conventional, time & frequency sharing, pulse coded.

### ITT Laboratories

(A Div. of Internat'l Tel. & Tel. Corp.)

500 Washington Ave., Nutley 10, N. J.

Phone: NOrth 1-1100

President.....Henri Busignies  
V.P.'s.....R. S. Caruthers, Peter C. Sandretto, Armig G. Kandoian  
Lab Director.....William Sichak

PRODUCTS: Microwave radio systems & path loss test eqpt. for point-to-point & over-the-horizon transmission.

### Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.

Phone: BALdwin 4-0367

President.....J. E. Beery  
Sales Mgr.....James A. Hawkins  
Purch. Agent.....D. F. Eltzroth

PRODUCTS: Radio-TV electronic test equipment.

### Jampro Antenna Co.

7500-14th Ave., Bldg. 9, Sacramento 20, Calif.

Phone: GL 1-4375

General Mgr.....Peter K. Onnigian  
Production Mgr.....Taro Yodogawa  
Ch. Engr.....Floyd Overhauser

Foreign Representatives

Rock International Corp.

13 E. 40th St., New York 16, N. Y.

Phone: MU 9-0200

2442 Trenton Ave., Montreal, Que., Can.

PRODUCTS: Transmitting antennas for FM & TV stations, special designs, emergency antennas.

### Jenfred, Inc.

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

Phone: CIRCLE 7-1429

President.....Claude Frederick

Vice President.....Grace V. Frederick

PRODUCTS: Stock pictures for projection, etc.; overhead, rear or front projection eqpt.; slide files—projection eqpt., rear & front screen & overhead projection.

### Jerrold Electronics Corp.

15th & Lehigh Ave., Philadelphia, Pa.

Phone: BALdwin 6-3456

N. Y. Phone: SYcamore 2-3700

President.....Milton Shapp

V.P.'s...Henry J. Arbeiter, Caywood Cooley

Asst. to the Pres.....Zalmon H. Garfield,

Sales Manager.....William Miller

Dir. of Pub. Rel.....Daniel Aaron

Distrib. Sales Mgr.....Walter Goodman

PRODUCTS: TV receptor, Jerrold Home System, FM range extenders, antenna, closed circuit TV, and data transportation systems, test instruments, cable theatre, meters, converters, two set couplers.

### Johns-Manville

22 E. 40th St., New York 16, N. Y.

Phone: LEXington 2-7600

Manager.....P. J. Washburn

PRODUCT: Acoustical materials.

### E. F. Johnson Co.

Waseca, Minn.

Phone: 990

General Manager.....E. F. Johnson

TV Sales.....C. Wilson

PRODUCTS: Antenna insulators, RF connectors, isolation inductors, inductors (fixed & variable), shaft couplings (flexible & rigid), static drain chokes, tower lighting filters, phase samplings loops, make-before-break switches, counter dials, feed-thru bowl insulators.

### Kaar Engineering Corp.

2995 Middlefield Rd., Palo Alto, Cal.

Phone: DAVenport 6-5050

General Manager.....Norman Helwig

Sales Manager.....F. Genocchio

Chief Engineer.....Bob Hamilton

PRODUCTS: Mobile radio, conelrad monitor.

### Kahn Research Laboratories, Inc.

81 So. Bergen Pl., Freeport, N.Y.

Phone: FRReport 9-8800

President.....Leonard R. Kahn

V.P. Chg. of Sls.....Kenneth B. Boothe

PRODUCTS: Compatible single-sideband system for AM broadcast transmitters; Symmetra-peak, a network to maintain symmet-



## EQUIPMENT MANUFACTURERS

rical waveform modulation (AM-FM and TV transmitters), Dual sideband AM stereo adapters.

### Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.  
Phone: CApital 6-4000

Partner.....Harry R. Foster  
Partner, Chief Eng.....Elmo E. Crump  
Sales Manager.....John Gilmore

PRODUCTS: Broadcast test equipment.  
PRODUCTS: Hi-Fi stereo & TV units.

### Kierulff Sound Corp.

1015 S. Figueroa St., Los Angeles 15, Calif.  
Phone: RIchmond 7-0271

President.....C. T. Kierulff  
Vice President.....R. E. Carson  
Operations Mgr.....Glenn Williams

PRODUCTS: Distributor of electronic equipment.

### Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)  
405 Madison Ave., Toledo 1, Ohio  
Phone: CHerry 2-6543

President.....W. J. Stewart  
*Industrial & Electronic Prod. Div.:*

V.P., Gen. Mgr.....J. P. Kearney  
V.P., Product Mgr.....G. P. Molloy  
Sales Mgrs...J. H. Chandler, R. W. M. Ritter  
Dir. Prod. Stand. &

Field Engr.....L. C. Pierzechala  
Chief Devel. Eng.....R. W. Mayhew  
General Mgr., Interntl. Div...J. L. Gushman  
V.P., Dir. Sales.....E. B. Dennis, Jr.  
V.P., Technical Dir.....F. D. Pinotti  
Sales Promotion Mgr.....W. D. Plummer

PRODUCTS: Glass envelopes for TV picture tubes, special-purpose cathode-ray, display, power, transmitting, x-ray & other electronic tube applications; special electronic glasses.

### Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.  
Phone: COlumbus 5-0130

Vice President.....Herbert A. Kliegl  
TV Sales Mgr.....Herbert R. More

PRODUCTS: TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards.

### Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.  
Phone: AL 4-0301

President.....B. H. Kline  
Sales Manager.....J. R. Trotter  
Chief Tower Eng.....F. L. Anderson, Jr.

PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave and communication systems.

### Kriss Electronics Corp.

191 Oraton St., Newark, N. J.  
Phone: HU 4-3137

President.....Charles J. Kriss  
Prod. Mgr.....Emanuel Jasuik

PRODUCTS: TV picture tubes, cathode ray tubes.

### Lambda-Pacific Engineering, Inc.

14725 Armita St., Van Nuys, Calif.  
Phone: TRiangle 3-2400

President.....L. W. Mallach

PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome. 5600 mc to 12,000 mc.

### Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.  
Phone: WHitehall 4-1424

Gen. Sls. Mgr.....E. A. Murphy  
PRODUCTS: Vertical radiators, supporting towers, relay towers.

### John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.  
Phone: WOODlawn 4-0487

PRODUCTS: Antenna supporting poles & transmitting antennas.

### Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.  
Phone: FIreside 8-7511

President.....W. E. Stevenson  
Mgr., Elect. Tube Sales.....R. E. Nelson  
Mgr., Photosensitive

Prod. Sls.....A. F. Wegener  
Field Eng., East. Dist.....R. S. Schoedler  
Field Eng., East. Dist.....R. A. Hoffman  
Mgr., West. Dist. Sls.....E. H. Gilbert  
Mgr., Central Dist. Sls.....D. S. Frankel  
Mgr., Mdsing & Adv.....R. N. Rose

PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM & FM transmitters. TV transmitter electron tubes; vidicon & image orthicon TV camera tubes.

### MacKenzie Electronics, Inc.

1025 N. McCadden Place, Hollywood 38, Cal.  
Phone: HIO 3-5186

President.....Louis G. MacKenzie  
General Manager.....Norman J. Ostby

PRODUCTS: Multi-channel program repeaters, single channel recorder-playback units, telephone answering sets, magnetic tape magazines.

# EQUIPMENT MANUFACTURERS

## Magnasync Corporation

5546 Satsuma Ave., North Hollywood, Cal.  
Phone: TRiangle 7-0965

President.....D. J. White  
Exec. V.P.....W. H. Stutz  
V.P., Chief Eng.....J. W. Green  
Dir. Customer Svc.....R. H. Sogge

PRODUCTS: Portable mixers, studio mixing console, microphone boom, program equalizers, magnetic tape erasers, magnetic recording & reproducing equipment, etc.

## The Magnavox Company

2131 Bueter Rd., Ft. Wayne 4, Ind.  
Phone: EAstbrook 9721

Chairman.....Richard A. O'Connor  
President.....Frank M. Freimann  
V.P., Secy.....Gerard M. Ungaro  
V.P., Treas.....John S. Sturgeon  
V.P.....Edwin S. Pridham  
V.P., Govt. & Indust. Div....Gen. C. F. Smith  
General Comptroller.....J. A. Robinson, Jr.  
Corporate Comptroller.....Jack W. Schrey  
Asst. Secy.'s.....Catherine M. Kelly, Stanley S. Sondles, Jas. M. Barrett, Jr., M. W. Dobrzensky

Asst. to Pres.....C. Wesley La Blanc, Jr.  
V.P., Merchandising.....George Fezell  
V.P. Sales.....T. Elwood Reeves  
Retail Ad Mgr.....Robert K. Daniel  
Adv. Art Dir.....Alyn N. Farmer  
Dir. of Sales Plan.....Stewart Roberts  
Sls. Prom. Mgr.....Charles H. Strawbridge  
Dir. Public Relations.....Dawson Newton  
Export Mgr.....M. A. Newman  
Advertising Manager.....Karl Carstens  
Purchasing Director.....Warren Frebel  
Nat'l Service Manager.....Ray Yeranko

PRODUCTS: (AM-FM) Stereo Hi-Fidelity radios. (TV) 17, 21 & 24" & color: UHF & VHF; two-way combinations; three-way combinations.

## Marconi Instruments Ltd.

111 Cedar Lane, Engelwood, N. J.  
Phone: LOwell 7-0607

Manager.....R. J. Bailey  
Sls. Mgr.....W. A. Buck  
Ch. Eng.....S. Ellam

PRODUCTS: Measuring instruments for FM mobile radio, measuring instruments for bestg. stations, FM/AM signal generators, frequency standards, deviation monitors, TV sideband analyzers, etc.

## Mattison Electronics Corp.

2966-68 Jerome Ave., New York 68, N. Y.  
Phone: CY 8-1400

President, Treasurer.....Richard Mattison  
PRODUCTS: TV receivers, hi-fi eqpt., radio-phonograph combinations.

## J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.  
Phone: STillwell 4-4600

President.....Daniel R. Ehrlich  
V.P., Treasurer.....Ben Cohen  
V.P., Secy.....Herman Cohen  
Asst. Secy.....Lee Shaw

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers, kinescope recording equipment 16 mm., rapid processing equipment for 16 and 35 mm. film.

## The Mectron Co.

166 Ridge Ave., N. Plainfield, N. J.  
Phone: 6-6513

Sales Manager.....J. F. Cosgrove  
Production Mgr.....Saul Esocoff

PRODUCTS: Insulated Coaxial transmission lines and fittings, ohm replacement parts, coaxial switches, harmonic filters.

## Metropolitan Electric Mfg. Co.

(Lumitron Division)  
2250 Steinway St., Long Island City 5, N. Y.  
Phone: AStoria 8-3200

Gen. Mgr.....James J. Shelley  
Assoc. Gen. Mgr.....Charles Shelvin  
PRODUCTS: Studio lighting control.

## Metropolitan Telecommunications Corp.

964 Dean St., Brooklyn 38, N. Y.  
Phone: NEvins 8-5900

President.....S. Beidler  
PRODUCTS: Cameramen's telephone head & chest sets, telephone jacks, plugs, switchboards & assoc. eqpt.

## Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.  
Phone: SPring 7-7670

President.....G. Ruskin  
Adv. Mgr., Treas.....B. Burns  
Chief Engineer.....I. W. Kay  
Secretary.....J. M. Kulilik  
PRODUCTS: Briefcase interview recorder.

## Milo Electronics Corp.

530 Canal St., New York 13, N. Y.  
Phone: BEekman 3-2980

Sales Mgr.....Robert A. Smith  
PRODUCTS: Audio components, test instruments, tubes, recording & playback eqpt., wire, cable, connectors.

## Minnesota Mining and Mfg. Co.

900 Bush Ave., St. Paul 6, Minn.  
Phone: PRospect 6-8511

Div. V.P., Magnetic Prod..Dr. W. W. Wetzel  
Gen. Sales Mgr., Magnetic Prod. Dan Denham  
Sales Mgr., Dist. Trades.....W. H. Madden  
Branch Offices  
6850 S. Harlem Ave., Argo P.O.

## EQUIPMENT MANUFACTURERS

Bedford Park, Ill.

Sales Manager.....D. T. Windahl  
6023 S. Garfield Ave., Los Angeles 22, Calif.

Sales Manager.....A. J. Blower  
700 Grand Ave., Ridgefield, N. J.

Sls. Mgr.....W. F. Enright  
2121 Santa Anna Ave., Dallas 28, Tex.

Sls. Mgr.....R. A. Henderson  
732 Ashby St., N. W., Atlanta 18, Ga.

Sls. Mgr.....L. C. Atkins  
367 Grove St., St. Paul 1, Minn.

1330 Centre St., Newton Center 59, Mass.  
Box 2012, Buffalo 5, N. Y.

5698 Rising Sun Ave., Philadelphia 20, Pa.  
4835 Para Dr., Cincinnati, Ohio

12200 Brookpark Road, Cleveland 30, Ohio  
411 Piquette, Detroit 2, Mich.

320 Shaw Rd., S. San Francisco, Calif.  
10725 Baur Blvd., St. Louis 14, Mo.

Box 151, High Point, N. C.

1410 Kapiolani Blvd., Honolulu 14, Hawaii  
3663 1st Ave., S., Seattle 4, Wash.

PRODUCTS: Magnetic and video tape and magnetic film & accessories.

### Miratel, Inc.

1st St., S.E. & Richardson,  
New Brighton 12, Minn.

Phone: MELrose 3-1742

President.....William S. Sadler  
General Manager.....N. C. Ritter

Sales Mgr.....H. E. Kurzweg

PRODUCTS: Television video monitors, video distribution amplifiers, regulated power supplies, conelrad equipment, voice operated relay, aperture correctors.

### Missile Systems Corp.

11949 Vose St., N. Hollywood, Calif.  
Phone: POplar 5-9041

General Mgr.....Richard E. Oswald

PRODUCTS: Commercial microwave equipment, microwave relay system & terminal end, microvan remote unit, portable microwave relay system, subcarrier discriminator monitor, ling telemetry decommutator, phase & gain equalizer.

### Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.  
Phone: CHApman 5-1086

President.....Mrs. Eva Fox  
V.P.....J. D. McCall

V.P. & Mgr.....Victor T. Carbone

PRODUCTS: Film cameras and accessories.

### Mole Richardson Co.

937 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: OLdfield 4-3660

President.....W. K. Parker

PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

### Mycalex Corporation of America

125 Clifton Blvd., Clifton, N. J.

Phone: PRescott 9-8866

N.Y. Phone: COLUMbus 5-5989

Pres.....Jerome Taishoff  
Vice President.....Sol Taishoff

V.P., Operations.....A. S. Backus  
PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica commutation switches.

### Narda Microwave Corp.

118 Herricks Rd., Mineola, N. Y.

Phone: PioneER 6-4650

President.....W. A. Bourke

PRODUCTS: Microwave test equipment; antenna horns.

### National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.

Phone: Circle 6-0348

President.....John Clemens  
Sec'y.-Treas.....Erwin G. Harwood

PRODUCTS: Crab-Hydrolly, Hydrolly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment, 1 hr. magazines for film recording for 16 mm. & 35 mm. fluid Pan and tilthead tripod.

### Nat'l Engr. & Mfg. Co.

1579 Morristown St., Orlando, Fla.

Phone: GARDen 4-9715

Execs.....D. L. Dine, R. D. Sidwell

PRODUCTS: On-air lights, electronic fabrication, towers.

### National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.

Phone: PR 8-5900

Pres., Sales Director.....John Sansone  
Sec'y.-Treas., Engr.....A. Wasek

PRODUCTS: Cathode Ray Tubes.

### Neumade Products Corp.

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

Phone: JUDson 6-5810

Exec., V.P.....Lee E. Jones

PRODUCTS: Film cabinets and racks, slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables; storage equipment for video tape reels.

### Gunnar A. Olsen Corp.

215-11 42 Ave., Bayside, L.I., N.Y.

Phone: BAyside 9-8092

President.....Gunnar A. Olsen  
Vice President.....Gunnar Olsen

PRODUCTS: Tower Antenna systems installations & maintenance.

### Orr Industries Co.

(Div. of Ampex Corp.)

P.O. Box 190, Opelika, Ala.

Phone: SHERwood 5-7643

V.P. and Mgr.....John M. Leslie, Jr.

Mkt. Mgr.....J. Reynolds Carey  
Engineering Mgr.....George Ziadeh  
Quality Control Mgr.....R. D. Browning

## EQUIPMENT MANUFACTURERS

PRODUCTS: Recording tapes, various lengths, widths & types for broadcast, industrial, gov't. & consumer uses.

### Pacific Mercury Electronics

8345 Hayvenhurst Ave., Sepulveda, Calif.  
Phone: EMpire 2-3131  
N.Y. Phone: EM 1-3084

President.....Joe Benaron  
V.P., Engr. Dir.....S. Cutler  
Comm. Sls. Mgr.....J. F. Walsh  
Manufacturing Dir.....T. McAuliffe  
Purchasing Director.....D. Stein  
Ch. TV Engineer.....Sava Jacobson  
Indus. Relations Dir.....George Brudney

PRODUCTS: Silvertone TV sets, stereo radio phonograph combinations, Thomas-organ-stereo phonograph combinations, electric organs.

### Page Communications Engineers, Inc.

(Subsidiary of Northrop Corp.)

2001 Wisconsin Ave., N.W., Washington, D.C.  
Phone: FEderal 7-7600

President.....Esterly C. Page  
Exec. V.P.....Joseph A. Waldschmitt  
Sr. V.P., Staff Svcs.....F. W. Donkin  
Sr. V.P., Contract Svcs.....C. J. Seeley  
Sr. V.P., Eng., R&D.....Ross Bateman  
V.P., Dir. Telecomm Sys.....Charles A. Parry  
V.P., Dir. Eng.....Francis M. Ryan  
V.P., Dir. R&D.....Dr. Charles R. Burrows  
V.P., Dir. M&O.....Edward R. Wagner  
Dir. Customer Rel.....Walter R. Brehm

PRODUCTS: Design, construction, testing, maintenance and operation of ionospheric & tropospheric scatter propagation & other advanced radio communications systems.

### Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)

620 Depot St., Parkersburg, W. Va.  
Phone: HUDson 5-4521

N. Y. Phone: YUKon 6-5166

President.....B. P. McDonough  
V.P., Sales Mgr.....J. W. Robbins  
Secy., Treas.....H. N. Wilson

PRODUCTS: (AM-FM) Radio transmission towers; micro wave towers. (TV) Towers.

### Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.  
Phone: REpublic 1-3111

Mgr.....L. M. Wutke  
PRODUCTS: "Pemar" and "Telinc" projectors, and accessories.

### Pentron Sales Co., Inc.

(Sub. of Pentron Electronics Corp.)

777 South Tripp Ave., Chicago 24, Ill.  
Phone: SACramento 2-3201

President.....Irving Rossman  
Chief Engineer.....Irving Brenholdt  
*Eastern Division*

58-08 37th Ave., Woodside, L.I., N.Y.

Phone: DEfender 5-1050

PRODUCTS: Stereo recorders, stereo play-

monaural tape recorders, dual preamplifiers, preamplifiers, microphone mixers, speaker/amplifiers, tape decks (stereo & monaural).

### Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3200

President.....H. T. Brinton  
Sales Manager.....F. W. Lemly

PRODUCTS: Styroflex®, Spirafil, Foamflex coaxial cable.

### Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100

*Corporate Division*

President.....James Skinner, Jr.  
V.P., Oper.....Joseph H. Gillies  
Exec. V.P., Res. & Eng.....Leslie J. Woods  
Vice President.....Harold W. Butler  
V.P., Res. & Eng.....Leslie J. Woods  
V.P., Technical Planning.....David B. Smith  
General Counsel.....Philip Dechert  
V.P. Fin. & Treasurer.....William R. Wilson  
Secretary.....Charles F. Steinruck, Jr.  
Dir. of Pub. Rel.....Robert M. Jones

*Consumer Products Division*

V.P., Gen. Mgr.....Larry F. Hardy  
V.P., Marketing.....Henry E. Bowes  
Gen. Mgr.-Spec. Mkt. Planning.....John L. Utz  
V.P., Prod. Dev. & Planning—

Electronics.....Armin E. Allen  
V.P., Electronics Oper.....E. S. Brotzman  
V.P., Engr.-Electronics

Oper.....Palmer M. Craig  
V.P., Prod. Dev. & Planning—

Appliances.....Harold W. Schaefer  
V.P., Appliance Oper.....William A. McCracken

Gen. Mgr.-Appl. Eng.....Frank Edwards  
V.P., Purchasing.....Wilson H. Oelkers  
V.P., Asst. to V.P. &

Gen Mgr.....Oscar O. Schreiber  
*(Lansdale Tube Co. Div.)*

Church Road, Lansdale, Pa.

Phone: ULysses 5-4681

N. Y. Phone: STilwell 6-8400

Vice-Pres., Gen. Mgr.....W. J. Peltz  
Gen. Sales Mgr.....C. H. Warshaw  
Distributor Sls. Mgr.....J. E. O'Hanlon

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Stereophonic Hi-Fidelity phonographs.

### Philmore Manufacturing Co., Inc.

130-01 Jamaica Ave., Richmond Hill 18, N. Y.  
Phone: HICKory 1-5000

President.....M. L. Granat  
Vice-President.....Gary Granat  
Chief Engineer.....Fred Kaufman  
Treasurer.....Murray Granat  
Sec'y.-Sls. Mgr.....Jerry Granat  
Office Mgr.....Milton Greenker

PRODUCTS: Transistor portable radio kits, 3 tube, 2 band AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use communication re-

## EQUIPMENT MANUFACTURERS

ceiver and transceiver units, citizen band equipment.

### Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.  
Phone: STillwell 4-5454

President.....Isidor Goldberg  
Secretary-Treasurer.....I. W. Wyckoff  
V.P. Sales Manager.....L. M. Sandwick  
Purchasing Agent.....Paul Lefko  
Field Sales Manager.....Don Ross  
Adv. Sls. Prom. Mgr.....Ira L. Joachim  
Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners-stereo: FM-AM, Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components.

### Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.  
Phone: EXeter 2-4500

President.....Dr. D. I. Jaffe  
Exec. V.P.....P. H. Odessey  
Mgr. of Marketing.....J. P. Schindler  
Sls. Mgr.....A. A. Goldberg

PRODUCTS: Microwave test equipment, signal generators, signal sources, spectrum analyzers, microwave reception equipment, accessories and components, general lab equipment.

### Precision Apparatus Company, Inc.

70-31 84th St., Glendale 27, N. Y.  
Phone: DAvenport 6-3982

Pres. & Gen. Mgr.....S. M. Weingast  
V.P. & Dir. of Eng.....G. N. Goldberger  
V.P., Chg. of Sales.....S. S. Sparer  
Sec.....A. S. Weingast  
Treas.....A. D. Mentzer

PRODUCTS: RF Signal Generators, vacuum tube testers, VTVM's V-O-M's, transistor testers, cathode ray oscillographs, sine-square wave generators, and other test and measuring instruments.

### Prodelin Inc.

307 Bergen Ave., Kearny, N. J.  
Phone: WYman 1-8600

Pres.....L. A. Bondon  
V.P., Gen. Mgr.....A. Haselman

PRODUCTS: Coaxial transmission line and connectors, antennas, telemetering buoys.

### Pro-Tex Reel Band Co.

2108 Payne Ave., Cleveland 14, Ohio  
Phone: TOwer 1-2624

Owner.....T. Kulka  
PRODUCTS: Film reel protective band, tape reel fastening clip, all size reels.

### Radex Corporation

2076 Elston Ave., Chicago 14, Ill.  
Phone: ARmitage 6-6900

President.....R. Cook  
PRODUCTS: Radio test eqpt., electrostatic air cleaners, negative ionizers, air purifiers.

### Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza  
New York 20, N. Y.  
Phone: COLUMbus 5-5900

Ch. of the Board.....David Sarnoff  
President.....John L. Burns  
Ch. Exec. Comm. of Bd...Frank M. Folsom  
Sr. Exec. Vice-Pres.....E. W. Engstrom  
Group Exec. V.P.'s.....C. M. Odorizzi,  
W. W. Watts

#### Industrial Electronic Products

Front & Cooper Sts., Camden, N. J.

Exec. V.P.....T. A. Smith  
Pres., RCA Comm. Inc.....T. H. Mitchell  
Mgr. Personnel.....W. R. Fitzpatrick  
Mgr., Bus. Analysis.....M. W. Poppei  
Controller, Finance.....J. H. Walker  
Div. V.P., & Gen. Mgr. Best.  
& TV Equip. Div.....C. H. Colledge  
Div. V.P., & Gen. Mgr. Communica.  
& Controls Div.....J. J. Graham  
V.P. & Gen. Mgr. Elect. Data  
Processing Div.....D. H. Kunsman

#### RCA Electron Tube Division

415 S. 5th St., Harrison, N. J.

Group Exec. V.P.....W. W. Watts  
V.P., Gen. Mgr.....Douglas Y. Smith  
Mgr., Planning.....L. R. Day  
Controller.....M. Kalen  
Div. V.P., Enter. Tube Prod....J. B. Farese  
Chief Engineer.....G. R. Shaw  
Purch. Agent.....T. J. Scanlon  
Mgr., Personnel.....L. A. Kameen  
Gen. Comm. Mgr.....L. S. Thees  
Mgr., Dist. Products Dept....H. F. Bersche  
Div. V.P., Ind. Tube Prod....C. E. Burnett  
Mgr., Distributor Sales.....K. B. Shaffer  
Mgr. Marketing-Enter. Tubes...M. J. Carroll  
Mgr., Mkt. Ind. Tubes.....G. W. Duckworth  
*RCA Semiconductor and Materials Division*

Somerville, N. J.

Group Exec. V.P.....W. W. Watts  
V.P., Gen. Mgr.....Dr. A. M. Glover  
Div. V.P., Opera. Plan.....W. H. Painter  
Mgr., Mktg. Dept.....T. R. Hays  
Mgr., Enter. Semiconductor  
Prod.....N. H. Green  
Mgr., Microelectronics Dept...R. E. Koehler  
Mgr., Computer Prod. &  
Material Dept.....K. M. McLaughlin  
Mgr., Personnel.....C. E. Sharp  
Controller.....F. R. Buchanan  
Mgr., Ind. Semicond.

Prod. Dept.....C. H. Lane  
Mgr., Needham Materials Opera. F. E. Vinal

#### RCA Sales Corporation

Cherry Hill, Camden 8, N. J.

Ch. & President.....W. W. Watts  
Operating V.P.....D. L. Mills  
Controller.....O. G. Delk  
V.P., Marketing.....R. W. Saxon  
Vice President.....J. M. Toney  
V.P., Adv. & Sales Prom.....J. M. Williams  
Mgr., Prod. Plan. & Devel....C. R. Johnston

*RCA Victor Home Instruments Div.*

Indianapolis, Ind.



## EQUIPMENT MANUFACTURERS

Group Exec. V.P. .... W. W. Watts  
 Div. Vice Pres. .... D. L. Mills  
 Mgr., Home Inst. Mfg. .... W. E. Albright  
 Controller .... O. G. Delk  
 Mgr., Personnel .... P. R. Slaninka

### *RCA Victor Distributing Corp.* Chicago, Ill.

Group Exec. V.P. .... W. W. Watts  
 Ch. of the Board .... W. M. Norton  
 President .... L. F. Holleran  
 V.P. Los Angeles Branch .... C. A. Malin  
 V.P. Detroit Branch .... N. A. Corbett  
 V.P. Chicago Branch .... J. A. Curl  
 V.P. Buffalo Branch .... L. A. Baumgartner  
 V.P. Kansas City Branch .... A. W. Sayers  
 V.P. Davenport Branch .... E. E. Hart  
 Mgr. Wichita Branch .... W. J. Walsh  
 V.P. Atlanta Branch .... G. H. Bahl

### *RCA Victor Record Division* 135 East 24th St., New York, N. Y.

Group Exec. V.P. .... C. M. Odorizzi  
 V.P. & Gen. Mgr. .... G. R. Marek  
 Div. V.P. & Opera. Mgr. .... N. Racusin  
 Mgr., Adv. Pub. & Prom. .... W. L. Alexander  
 Div. V.P., Mkt. Svcs. &  
 Bus. Affairs .... W. W. Bullock  
 Div. V.P., Comm. Sales Dept. .... J. Y. Burgess  
 Div. V.P., Record Opera. Dept. .... J. P. Davis  
 Div. V.P., Comm. Records  
 Creat. Dept. .... R. L. Yorke

PRODUCTS: Television receivers table and console black and white and color models; Stereo-Orthophonic High Fidelity "Victrola" Phonographs; radio receivers AM, AM-FM, table models; AM clock radios; electronic data processing equipment; AM, FM and TV transmitting equipment; broadcast station studio equipment; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antennaplex antenna systems; communications equipment; electron tubes; receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; sixteen millimeter projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

### **Radio Engineering Laboratories, Inc.**

29-01 Borden Ave., Long Island City 1, N. Y.  
 Phone: STillwell 6-2100

Board Chairman .... C. R. Runyon, Jr.  
 Exec. V.P., Gen. Mgr. .... F. A. Gunther  
 V.P. Engineering .... J. R. Day  
 Vice President, Finance .... Joseph Behr  
 Chief Engineer .... R. E. Hull  
 Treasurer .... James A. Cronin  
 Sec. & Ind. Rel. Mgr. .... C. R. Runyon, III.  
 Personnel Mgr. .... James J. Kelly  
 Purchasing Agent .... J. W. Brangan

PRODUCTS: Tropospheric scatter radio systems, point-to-point radio relay equipment, specialty transformers, RF & AF filters, mobile remote broadcast links, FM & TV transmitters.

### **Radio Receptor Co., Inc.** *(Subsid. of Gen. Instrument Corp.)*

240 Wythe Ave., Brooklyn 11, N. Y.  
 Phone: EVergreen 8-6000

President .... J. G. Mayer  
 V.P. .... Ralph Mendel  
 Treasurer .... Al Konecny, Jr.  
 PRODUCTS: Industrial TV systems.

### **Rangertone, Inc.**

73 Winthrop St., Newark 4, N. J.  
 Phone: HUmboldt 5-2550  
 N.Y. Phone: COrtlandt 7-0694

Pres., Treas. .... R. H. Ranger  
 PRODUCTS: (AM-FM) Magnetic tape recorders, studio type stereophonic recorders. (TV) Synchronized magnetic tape recorders for TV films; tape dubbers & editing eqpt., tape code marker.

### **Raven Screen Corp.**

124 E. 124th St., New York, N. Y.  
 Phone: LEhigh 4-8408

Sec'y.-Treas. .... Ernest D. Reif  
 Manager .... Fred Rose  
 Engineer .... Thomas Yanelli

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

### **Raytheon Manufacturing Co.**

100 River St., Waltham 54, Mass.  
 Phone: Twin Brook 3-5860

Manager .... Joseph J. Sedik  
 PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

### **Reeves Soundcraft Corp.**

Great Pasture Rd., Danbury, Conn.  
 Phone: PIONEER 3-7601  
 N. Y. Phone: PLaza 9-2644

President .... Hazard Reeves  
 Exec. Vice Pres. .... Frank B. Rogers, Jr.  
 Vice Pres. .... Wm. H. Deacy  
 Sales .... George Bassett  
 Adv. Mgr. .... Thomas Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic recording film, striped magnetic film, and raw stock styli.

### **Rek-O-Kut Company, Inc.**

38-19 108th St., Corona 68, N. Y.  
 Phone: DEfender 5-3500

## EQUIPMENT MANUFACTURERS

Pres. .... George Silber  
 Vice Pres., Sales..... R. R. Sherwood  
 Sales Manager..... Avery Yudin  
 Marketing Mgr. .... Clifford Shearer  
**PRODUCTS:** Instantaneous Recording  
 Equipment, Transcription Turntables, Rhythmaster, a continuous variable speed phonograph and portable PA system; Imperial disc recorder; Stereo turntables series and Recitalists system & Stereo Tone arms.

### Rheem Califone Corp.

5922 Bowercroft Ave., Los Angeles 16, Calif.  
 Phone: HO 2-2353

President ..... C. V. Coons  
 V.P. & Gen. Mgr..... O. K. Pitney  
 V.P., Research & Devel..... R. G. Metzner  
 Ch. Engineer ..... B. W. Farber  
 Sales Mgr. .... R. J. Margolis  
 Advertising Mgr. .... G. Langsner  
**PRODUCTS:** Portable transcription players, hi fi magnetic tape recorders.

### Rissi Electronic Supply Co.

14405 Wyoming Ave., Detroit 38, Mich.  
 Phone: TEexas 4-8420

Manager..... V. Wilton  
 Radio Electronic Supply Co.  
 505 Jefferson SE, Grand Rapids 3, Mich.  
 Phone: GLendale 9-4611

Manager ..... Don Chase  
**PRODUCTS:** Tubes, vidicons, audio tape & discs, maintenance supplies. Electro-voice microphones, tape recorders, image orthicons.

### Roberts Electronics, Inc.

829 No. Highland Ave., Hollywood 38, Calif.  
 Phone: HO 2-6631  
 N.Y. Phone: PLaza 7-2164

President..... Robert G. Metzner  
 Vice-Pres. .... Robert Craig  
 Vice-Pres. .... Eugene J. Freeman  
 Sales Prom. Mgr..... D. Monroe  
 Production Mgr..... J. V. Short  
**PRODUCTS:** AM-FM stereo tuners, monaural & stereo preamplifiers-amplifiers, professional & semi-professional tape recorders, speaker-amplifier combinations in portable cases, dual track tape recorders, negative ion generators.

### Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.  
 Phone: WALnut 2-6800

Owner..... W. Robinson  
**PRODUCTS:** Precision 3 speed turntables.

### Rohn Manufacturing Company

6718 West Plank Rd., Peoria, Ill.  
 Phone: 637-8416

President ..... Dwight Rohn  
 Sales Manager..... R. A. Kleine  
 Traffic Mgr. & Sales..... William Hall  
**PRODUCTS:** Radio, TV, microwave, & communication towers and accessories.

### Schafer Custom Engineering

(Div. of Tectron Electronics, Inc.)  
 235 S. Third St., Burbank, Calif.

Phone: TH 5-3561

President..... Paul C. Schafer  
 Sales Manager..... R. Paul Comstock Jr.  
 Dir. of Engr..... James W. Harford  
 Dir. of Mfg..... Ernest W. Wodiske  
 Controller ..... Robert J. Watkins  
**PRODUCTS:** Automation equipment; remote control equipment.

### Self Winding Clock Co., Inc.

41 East 11th St., New York, N. Y.  
 Phone: AL 4-3110

Sales Manager..... Laurence Hill  
**PRODUCTS:** Sweep seconds, dry-cell self-powered, hourly corrected clocks; receive automatic synchronizing pulses from Western Union Naval Observatory Time Service; also manual sync. by control kit.

### Setchell-Carlson, Inc.

New Brighton, St. Paul 12, Minn.  
 Phone: MELrose 3-3131

President..... B. T. Setchell  
 V.P. & Off. Mgr..... A. P. Chermak  
 Sales Admns..... Cal Karnstedt,  
**PRODUCTS:** (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unitized TV, incl. with monophonic & stereophonic radio & record player combinations; TV monitors.

### Shields Studio

5537 Suburban Tracks, St. Louis, Mo.  
 Phone: FOrrest 7-2535

Owner ..... Tom Shields  
**PRODUCTS:** St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

### Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.  
 Phone: WATkins 4-7060

President ..... Arthur Levey  
 Exec. V.P..... Kenneth L. King  
 Secretary-Treas..... Frank W. Quigley  
 Ass't Sec..... Thomas F. O'Brien  
**Services Offered:** Electronic equipment, Subscriber-Vision research & development TV and electronics.

### Small Motors, Inc.

2076 Elston Ave., Chicago 14, Ill  
 Phone: ARmitage 6-6900

Sales Manager..... R. R. Cook  
**PRODUCTS:** Radio dynamotors, blowers. fractional hp motors.

### Sonetone Corp.

Elmsford, N. Y.  
 Phone: LYric 2-9600

Pres., Gen. Mgr..... Irving I. Schachtel  
 Sls. Mgr., Electronic  
 Applications..... Robt. L. Lewis  
**PRODUCTS:** Sales & design of broadcast cartridges, magnetic tape heads, ceramic mi-

## EQUIPMENT MANUFACTURERS

crophones, nickel cadmium batteries, speakers.

### **S.O.S. Cinema Supply Corp.**

602 W. 52nd St., New York, N. Y.

Phone: PLaza 7-0440

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 7-2124

President, Gen. Mgr. .... J. A. Tanney  
Vice-Pres., Sales Mgr. .... Dominick Capano  
Sales Prom. Mgr. .... Oliver E. Cain

PRODUCTS: Animation, film titling, processing, lighting & sound equipment; cameras, editing, film handling equipment, rear projection systems, screens, etc. Design & engineering of custom built equipment. Manuf. & distributors; sales & leasing.

### **Space Communications Corp.**

1811 Broadway, New York 23, N. Y.

Phone: JUDson 2-6530

President ..... Sol Cornberg

PRODUCTS: Sales & design of broadcast and intercom TV systems & equipment.

### **Spencer-Kennedy Laboratories, Inc.**

1320 Soldiers Field Rd., Boston 35, Mass.

Phone: ALgonquin 4-5400

Chairman ..... George W. W. Brewster  
President & Treas. .... Donald Spencer  
Sales Manager ..... W. K. Headley

PRODUCTS: Community antenna and industrial TV systems.

### **Stainless, Inc.**

Third St., North Wales, Pa.

Phone: OXbow 9-4871

President ..... Walter L. Guziewicz  
Vice-President ..... Henry J. Guziewicz  
Sales ..... John F. Guziewicz, John S. Fisher

PRODUCTS: Self-supporting guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

### **Stancil-Hoffman Corporation**

845 N. Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-7461

President ..... William V. Stancil

PRODUCTS: Magnetic recorder/reproducer for tape and for 16mm, 17.5mm & 35mm film. Self contained battery operated for standard recording, stereo or synchronized with film. M/r/r up to 32 tracks, all transistor, for communications recording & language labs.

### **Standard Electronics**

(Div. of Reeves Instrument Corp.)

Lakewood Road, Farmingdale, N. J.

Phone: WEbster 8-6671

General Mgr. .... R. M. Dougherty  
Chief Eng. .... A. R. Taylor  
Plant Supervisor ..... M. Spector  
Field Eng. .... Joseph Ewansky

District Sales Engineering Managers

District Sls. Eng. Mgr. .... J. T. Campbell

1026 17th St., N.W., Wash 6, D. C.

Phone: REpublic 7-2246

PRODUCTS: Transmitters, transformers, dummy loads & filters for AM, FM, & TV; FM antennas; TV color equipment.

### **Stephens Trusonic Inc.**

8538 Warner Dr., Culver City, Calif.

Phone: UPton 0-6671

President, Gen. Mgr. .... Emile J. Petre  
V.P. & Sales Mgr. .... Richard Rose  
Secretary ..... R. Applin

PRODUCTS: Wireless and condenser microphones, environmental test equipment.

### **Stereovision, Inc.**

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

Phone: COlumbus 5-5400

President ..... Fred Pittera  
Exec. V.P. & Tech. Dir. .... Merrill Braverman  
Secy-Treas. .... Geri Lynn  
Art Director ..... Adam Mark  
Public Relations ..... Bosh Stack  
Gen. Counsels ..... S. D. Reidel,  
J. W. M. Rutenberg

PRODUCTS: 3D-TV films for compatible reproduction. Optical devices, stereo lenses.

### **Strong Electric Corp.**

87 City Park Ave., Toledo, O.

Phone: CHerry 8-3741

President ..... Arthur J. Hatch  
Vice Pres. .... Leo A. Altenbach

PRODUCTS: Incandescent and arc spot-Treasurer ..... Lee T. Nelson  
lights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector for background.

### **Studio Television Products Sales Corporation**

356 W. 40th St., New York 18, N.Y.

Phone: PENnsylvania 6-5849

Manager ..... James B. Tharpe

PRODUCTS: Pneumatic-balance camera dolly, color & B & W.

### **Swager Tower Company**

R. R. No. 2, Fremont, Indiana

Phone: 4625

Pres. .... W. E. Swager

PRODUCTS: Radio & TV and microwave broadcast towers.

### **Sylvania Electric Products, Inc.**

730 Third Ave., N.Y.C.

Phone: JUDson 6-2424

Board Chairman ..... Don G. Mitchell  
President ..... Robert E. Lewis  
Sr. V.P. .... Matthew D. Burns  
Dir. Indust. Rel. .... David G. Christie  
Sr. V.P., Marketing ..... B. K. Wickstrum  
Dir. Pub. Rel. .... Herbert Johnson, Jr.  
V.P. Elec. Tube Sls. .... Donald W. Gunn

PRODUCTS: Tubes, radio & TV.

**Sarkes Tarzian Inc.**

(Broadcast Equipment Div.)  
E. Hillside Dr., Bloomington, Ind.  
Phone: 7251

President .....Sarkes Tarzian  
Comm. Manager.....Biagio Presti  
PRODUCTS: TV transmitters.

**Tech-Master Corp.**

75 Front St., Brooklyn, N. Y.  
Phone: ULster 5-3535

President .....L. Lazoff  
Gen. Mgr.....R. Lazoff  
Sales Manager.....A. Lazoff  
PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps, radios.

**Technical Appliance Corporation**

1 Taco St., Sherburne, New York  
Phone: ORchid 4-2211

President .....H. H. Brown  
Exec. V.P.....T. Lundahl  
V.P., Dir. Engr.....Robert T. Leitner  
Sales Engineer.....Carroll Blackman  
Dist. Sales, East. Div.....Gerard White  
Dist. Sales, West. Div.....Carl Cox  
Sales Prom. Mgr.....F. R. Voorhaar  
Chief Engineer.....N. Rea  
Sales Mgr.....S. K. McNeil  
PRODUCTS: Receiving antennas and allied products for TV & FM reception.

**Telechrome Mfg. Corp.**

28 Ranick Dr., Amityville, N. Y.  
Phone: LIncoln 1-3600

President.....J. R. Popkin-Clurman  
Exec. V.P.....S. Dubin  
Vice-Pres., Sales.....H. C. Riker  
Admin. V.P.....Joseph McPhee  
Chief Engineer.....Sol Hudes  
Division Manager.....Jack Horowitz  
Prod. Mgr.....Mal Albaum  
Sales Manager.....B. Yagerman  
*Western Engineering Div.*  
13635 Victory Blvd., Van Nuys, Calif.  
Phone: ST 2-7479

Director.....S. Krinsky  
*Mid-West Engineering Div.*  
106 W. St. Charles Rd., Lombard, Ill.  
Phone: MAYfair 7-6026

Director.....D. Chapman  
*Southwestern Engineering Div.*  
4207 Gaston Ave., Dallas, Tex.  
Phone: TAYlor 3-3291

Director.....R. F. Wulfe  
PRODUCTS: Color and monochrome test equipment; video test signal generators & receivers; image orthicon cameras.

**Telecontrol Corp.**

1418 W. 166th St., Gardena, Calif.  
Phone: FAculity 1-5701

President.....John W. Doering  
Ch. Devel. Eng.....L. Jorgenson  
Sales Engineer.....Duane E. Heft  
Dir. Manuf.....Robert Fitzgerald  
PRODUCTS: Audio-video distribution

switchers & exchanges, studio switching centers, master control switching systems, mobile video switchers, house monitoring systems, audio-video automation switchers, video & pulse amplifiers.

**Telectro Industries Corporation**

35-16 37th St., Long Island City 1, N. Y.  
Phone: YELLOWstone 2-8600

President.....H. Sussman  
General Manager.....Edward Waldman  
Secretary.....Stanley Rosenberg  
Chief Engineer.....George Brown  
P.A.....Maxwell Ross  
Engineer, Radio.....Abe Zeder  
Engineer, TV.....Frank Oster  
PRODUCTS: Transistorized receivers & recorders, special designs, etc.; closed circuit TV system to transmit over telephone lines.

**TelePrompTer Corporation**

311 W. 43rd St., N. Y. 36, N. Y.  
Phone: JUDson 2-3800

Chairman, Pres.....Irving B. Kahn  
V.P. Engineering.....Hubert J. Schlafly, Jr.  
Exec. V.P.....William Sargent  
V.P., Communication Syst.....N. C. Myers, Jr.  
Sec.-Treas.....Monroe Rifkin  
TV, Film Serv. Mgr.....George Kasimatis  
Public Rel. Dir.....John Barrington  
Dir. Marketing.....E. J. Spiro  
Prog. & Prod. Mgr.....Robert M. Rosencrans

PRODUCTS: TelePrompTer reading unit and accessories, cueing equipment for film, TV, public speaking; TelePro rear screen projection; TeleMation for automatic cueing; lights; audio systems; TeleStage portable stage structures; custom built sound systems; the Presidential Lectern; large screen cl. circ. TV.

**Tele-Tone Company of America**

1668 Webster Ave., New York 57, N. Y.  
Phone: CY 9-1900

President.....Isidore Rothman  
Vice President.....M. Perlmutter  
Chief Eng.....B. Berger  
PRODUCTS: AM-FM radios, AM clock radios.

**Telescript-CSP Inc.**

157 W. 72nd St., New York 23, N. Y.  
Phone: SUSquehanna 7-8111

President.....Peter Jackson  
Exec. V.P.....Harrison Reader  
V.P. Sales.....Curtis R. Howard  
Mgr., Service.....Trygve W. Lund  
Mgr., Tech. Facilities.....Charles R. Krum  
*Branch Office*

832 N. La Brea, Los Angeles, Calif.  
Phone: HO 9-7287

Manager....."Scrappy" Lambert  
PRODUCTS: TV studio prompting eqpt., rear screen projector, video tape editor (electronic), portable stages.

# EQUIPMENT MANUFACTURERS

## Television Utilities Corp.

112-33 Colonial Ave., Corona 68, N. Y.  
Phone: TW 8-1000

President.....A. E. Siegel  
V.P., Ch. Engr.....C. H. Odom  
V.P., Sls. Engr.....Miles Breger  
Design Engineer.....Ken Worthington  
Production Engineer.....Mark Tamburrelli

PRODUCTS: Scan-A-Graph visual communications systems, camera-less transmission of video information to unlimited locations; best. sta. & closed circ. TV video monitors; Pulse Cross Monitors; SYNC generators; line & video amplifiers; Kine recording eqpt.; Flying Spot scanners.

## Television Zoomar Co. Zoomar Television

500 Fifth Ave., New York, N. Y.  
Phone: BRyant 9-5835

President.....Jack A. Pegler  
Design, Research & Dev.....Dr. Frank G. Back  
Sales Manager.....Bill Pegler

PRODUCTS: Lenses — Super Universal Zoomar & Super Studio Zoomar, for 3 & 4½" image orthicon cameras.

## Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.  
Phone: WEbster 3-1600

V.P., Sales Mgr.....E. W. Brinkerhoff  
PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

## TNT Tele-Sessions, Inc. & Theatre Network Television, Inc.

575 Madison Ave., N. Y. 22, N. Y.  
Phone: MU 8-3220

President.....Nathan L. Halpern  
Exec. Producer.....Marshall Jamison  
Dir. of Prod.....Robert F. White  
Dir. of Pgms.....Al deCaprio  
Dir. of Oper.....Edward F. Addiss  
Dir. of Sales Develop.....Bart Swift  
Mgr., Eastern Div.....J. B. O'Connor  
Sec.-Treas.....George Frank

### Branch Offices

719 Fisher Bldg., Detroit 2, Mich.  
Phone: TRinity 3-1566

Midwest Div. Mgr.....John L. Beers  
1137 N. Cole Ave., Los Angeles 38, Cal.  
Phone: HOLlywood 2-2480

250 Golden Gate Ave., San Francisco, Calif.  
Phone: ORDway 3-0750

Pac. Coast Div. Mgr.....Douglas George  
PRODUCTS: Closed-circuit TV for business, industry, and paid box office admissions.

## Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa  
Phone: 2-3631

Owner.....M. M. Lasensky  
Gen. Mgr.....C. A. Wright  
Ass't Sales Mgr.....G. S. Chesen  
Eng. Mgr.....L. J. Tokarczyk  
PRODUCTS: Microwave towers, passive

reflectors, microwave bldgs. & tower erections. Radio towers, AM, VHF.

## Tower Sales & Erecting Company

6100 N.E. Columbia Blvd., Portland 18, Ore.  
Phone: ATLantic 7-7303

President.....C. Fisher  
PRODUCTS: AM, FM & TV guyed & self-supporting towers & ground systems; tower lighting & painting.

## Trans-Lux Television Corp.

625 Madison Ave., New York 22, N. Y.  
Phone: PL 1-3110

President.....Richard Brandt  
Vice Pres.....Richard Carlton  
Asst. V.P.....Sidney Ginsberg  
East. Div. Sales Mgr.....Leo Brody  
Asst. to V.P.....Robert Miller  
Dir. of Public Rel.....Lou Gerard

PRODUCTS: Background scenes by Trans-Lux; rear view slide projectors; translucent screens; & aluminum screen frames.

## Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.  
Phone: HArrison 7-9151

President.....Joe Friedman  
V.P. & Gen. Sales Mgr.....I. Edelstein  
Vice-Pres., Mfg.....Ellis Friedman  
Adv. Mgr.....R. Bruce Ruttenberg  
TV Ch. Eng.....Gene Harralo  
Radio & Phono.

Ch. Eng.....Richard J. O'Brien  
PRODUCTS: Table, transistor & clock radios, hi fi portable & stereo & console phonographs hi fi & stereo tape recorders. Portable, table & console TV & combination sets.

## John D. Trilsch, Inc.

Box 14201, Houston 21, Texas  
Phone: REpublic 4-2545

President & Treas.....John D. Trilsch  
Vice President.....E. E. Armstrong  
Secretary.....Chilton Bryan  
PRODUCTS: Radio, microwave and radar towers, design, fabrication & erection.

## Tung-Sol Electric Inc.

One Summer Ave., Newark 4, N.J.  
Phone: HUmboldt 4-8500

Chairman.....Louis Rieben  
President.....Milton Schulte  
Vice-Pres., Sales.....G. W. Keown  
V.P., Oper. & Eng.....Dr. A. K. Wright  
V.P.....Donald A. Harper  
Sec.....Paul Hemschoot  
Treas.....H. Merle Darling  
Comptroller.....George Hallett  
Gen. Mdse. Mgr.....Daniel J. Webster  
Mgr., Mkt. Svcs.....Harold F. Cook

PRODUCTS: Electron tubes, transistors, semi-conductor rectifiers, miniature lamps, cathode ray tubes.

## United Transformer Corporation

150 Varick St., New York 13, N. Y.  
Phone: ALgonquin 5-3500



## EQUIPMENT MANUFACTURERS

Sales Manager.....H. Russell  
**PRODUCTS:** Radio transformers, filters, equalizers, high Q coils.

### Vacuum Tube Products Co., Inc.

(Div. of Hughes Aircraft)  
 506 S. Cleveland St., Oceanside, Calif.  
 Phone: SARatoga 2-6567  
 N. Y. Phone: HUnter 2-9320

Vice Pres.....James J. Sutherland  
**PRODUCTS:** Special cathode ray tubes, Xenon Thyratrons, high vacuum rectifiers, vacuum gauges and controls.

### Vallen Inc.

225 Bluff St., Akron, Ohio  
 Phone: BLackstone 3-4933

President.....E. J. Vallen  
**PRODUCTS:** Vallen panorama track, all-steel and aluminum tracks, electric curtain controls.

### Vega Electronics Corp.

Box 145, Cupertino, Calif.  
 Phone: ALpine 2-8704  
 N. Y. Address: 44 Wall St., N. Y.

Bd. Chmn., President....Russell J. Tinkham  
 V.P., Ch. Engr.....Walter C. Hironimus  
 Marketing Mgr.....C. Arthur Foy  
 Secretary.....Marvin J. Colangelo  
**PRODUCTS:** Vega-Mike wireless microphone system.

### Visual Electronics Corp.

356 W. 40th St., New York 18, N. Y.  
 Phone: PENnsylvania 6-5849

President.....James B. Tharpe  
 Vice-President.....John P. Gallagher  
 Home Office Mgr.....Louis A. Whitson  
 Export Sales Mgr.....Bert Kupperman  
 Mgr., Closed Cir. Oper.....M. A. Mayers  
 Sales Eng. Mgr.....Leo Darrigo  
 Secretary.....Jess Rafsky  
**PRODUCTS:** All AM-FM-TV best. tech. eqpt. & supplies; nat'l & foreign distribution. Mfg. & dist. of Orth Savers, Spot Saver-TV automation system, aural multiplex units.

### Vitro Electronics

(Div. of Vitro Corp. of America)

919 Jesup Blair Dr., Silver Spring, Md.  
 Phone: JUNiper 5-1000

General Mgr.....W. Perrine  
 Vice President.....V. N. Scetterholm  
 Dir. of Engr.....P. N. Dudeney  
 Sales Engineer.....R. C. Curry  
**PRODUCTS:** Rebroadcast receivers, field strength meters, phase meters, patching equip., multicouplers, RF test sets, jack panels, video patch cords & looping plugs.

### Westinghouse Electric Corp.

(Television-Radio Division)

Route 27 & Vineyard Rd., Metuchen, N.J.  
 Phone: LIBerty 8-3000

Vice-Pres.....Chris Witting  
 Gen. Mgr.....O. H. Yoxsimer  
 Asst. to Gen. Mgr.....W. H. Entzy  
 Mgr. Mfg.....M. N. Cinelli

Mgr. Market.....C. J. Urban  
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 Service Mgr.....K. H. Brown  
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 Purchasing Agent.....L. W. Tomlinson  
**PRODUCTS:** Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

### Wheeler Laboratories, Inc.

(Subsidiary of Hazeltine Corp.)  
 122 Cutter Mill Rd., Great Neck, N. Y.  
 Phone: HUnter 2-7876

President.....Harold A. Wheeler  
 V.P. Ch. Engr.....David Dettinger  
 Treas., Asst. Ch. Engr....Frank H. Williams  
 Antenna Lab (Smithtown)  
 Engr. in Chg.....Ned A. Spencer  
**PRODUCTS:** Engineering services—Consulting, research, development, design, models; specializing in microwave components, antennas, test eqpt.

### Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.  
 Phone: CONgress 6-1000

President.....E. A. Springer  
 Vice-President.....A. A. Wollensak  
**PRODUCTS:** TV & motion picture camera lenses.

### Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.  
 Phone: BERkshire 7-7500  
 N. Y. Phone: CIRCLE 5-1400

Chrm. of Bd.....Hugh Robertson  
 Pres. and Gen. Mgr.....Joseph S. Wright  
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**PRODUCTS:** RADIOS—Table: AM, AM-FM; Radio-stereophonic high-fidelity combinations; Portables: Transistor battery only, battery AC-DC.  
**TELEVISION:** Portable, table, & console, radio-TV-stereo phono combinations; hearing aids.

# Electronic Industries Association

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Phone: NATIONAL 8-3902

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117 1/2 S. 2nd St., Palatka, Fla. . . . . EA 5-7981

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10412 Jefferson Hwy., New Orleans. . . KE 7-2661

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Keen, Walter F.  
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Kear, Frank G.  
1302 18 St., NW, Wash., D. C., HU 3-9000

Keel, John J.  
1121 E. Capitol St., Wash., D. C., LI 4-5131

Kennedy, Robt. E. L.  
1302 18 St., NW, Wash., D. C., HU 3-9000

Kershner, Stephen W.  
1710 H St., NW, Wash., D. C., RE 7-2347

Kowalski, Carl L.  
1405 G St., NW, Wash., D. C., RE 7-6646

Kramer, A. W.  
Box 225 B, Bob Sikes Rd., De Funiak  
Springs, Fla., TW 4-8041

— L —

Lappas, Frank  
141 W. Jackson, Chicago, Ill., WA 2-4123

Lautz, Robt. F.  
1710 H St., NW, Wash., D. C., RE 7-2347

Lawson, Melvin E.  
930 Warner Bldg., Wash., D. C., NA 8-7757

Lee, Paul H.  
5209 Bangor Dr., Kensington, Md., WH 6-7238

Lindberg, Carl  
141 W. Jackson, Chicago, Ill., WA 2-4123

Littlefield, J. G.  
Upper Montclair, N. J., PI 6-3000

Lohnes, George M.  
Munsey Bldg., Washington, D. C., DI 7-8215

Lorentz, Edwards F.  
1319 F St., N.W., Wash., D. C., DI 7-1319

Lubecke, Harry R.  
2443 Creston Way, Hollywood, Cal., HO 9-3266

Luckett, Thomas  
1302 18th St., NW, Wash., D. C., HU 3-9000

— M —

May, Russell P.  
711 14 St., NW, Wash., D. C., RE 7-3984

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2404 Columbia Pk., Arlington, Va., JA 8-8000

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1906 M St., N.W., Wash., D. C. .... ME 8-4477

**McNary, James C.**  
Nat'l Press Bldg., Wash., D. C. .... DI 7-1205

**Miller, Jerrold D.**  
1610 I St., N.W., Wash., D. C. .... EX 3-1230

**Mitchell, Frank T., Jr.**  
1339 Wise Ave., N.W., Wash., D. C. FE 3-4800

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**Munn, E. Harold, Jr.**  
57 Edison Ct., Coldwater, Mich. .... BR 8-6733

**Myse, Daryal Assoc.**  
1411 Pa. Ave., NW, Wash., D. C. .... RE 7-7040

— O —

**Oakley, Ron**  
4629 Encinas Rd., LaCanada, Calif. .... SY 0-2105

— P —

**Page, Esterly C.**  
1413 "K" St., N.W., Wash., D. C. .... EX 3-5670

**Peterson, D. A.**  
Inwood Post Office, Dallas, Tex. .... FL 7-8447

**Pooley, Richard R.**  
3153 N.E. 83rd Ave., Portland, Ore. .... AL 3-7450

**Ports, Delmer C.**  
1339 Wise Ave., N.W., Wash., D. C. FE 3-4800

— R —

**Reed, Oscar W. B., Jr.**  
1339 Wise Ave., N.W., Wash., D. C. FE 3-4800

**Renner, John J.**  
1339 Wise Ave., N.W., Wash., D. C. FE 3-4800

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**Ring, Andrew D.**  
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**Rohrer, Raymond E.**  
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Box 9044, Austin, Tex. .... GL 2-3072

— S —

**Saxon, Merl**  
622 Hoskins St., Lufkin, Tex. .... NE 4-9558

**Schalrer, Neil J.**  
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**Segal, Bernard R.**  
1426 G St., N.W., Wash., D. C. .... EX 3-4616

**Sharp, Nugent S.**  
501 130th St., N.W., Wash., D. C. .... DI 7-4443

**Sharpe, Gerald C.**  
237 E. 39th St., New York, N. Y. .... MU 6-7445

**Sheikofsky, C. I.**  
118 Rowe Ave., Panama City, Fla.

**Silliman, Robt. M.**  
1405 G St., NW, Wash., D. C. .... RE 7-6646

**Singleton, Harold C.**  
4488 SW C. C. Dr., Portland, Ore. .... CA 3-1201

**Sklom, George M.**  
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**Smeby, Lynne C.**  
7615 Lynn Dr., Wash., D. C. .... OL 2-8520

**Smith, Carl E.**  
8200 Snowville Rd., Brecksville, Ohio, JA 6-4386

**Sparks, A. B.**  
1710 H St., N.W., Wash., D. C. .... RE 7-2347

**Steel, David L., Sr.**  
1413 K St., N.W., Wash., D. C. .... EX 3-5670

**Strain, Charles E.**  
4556 Northside Dr., N.W., Atlanta, Ga. .... BL 5-4556

**Stogoff, Alfred**  
1 LeFevre Ln., New Rochelle, N. Y. .... 6-1620

— T —

**Tapp, Jay E.**  
2557 Atlantic Ave., Long Beach, Cal. .... GA 4-2015

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420 Taylor St., San Francisco, Calif. .... PR 5-3100

— W —

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**Webster, Edward M.**  
9518 E. Stanhope Rd., Kensington, Md. .... OL 4-1523

**White, Edwin L.**  
460 Coffee Pot Riviera, St. Peterburg, Fla. .... 5-7739

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**Williams, Nathan**  
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**Willette, Raymond M.**  
Warner Bldg., Washington, D. C. .... NA 8-4619

**Wilson, Henry C.**  
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**Wolfskill, Robt.**  
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**Worsley, Chas. C.**  
1319 F St., NW, Wash., D. C. .... DI 7-1319

**Wrathall, Grant C.**  
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**Wrenn, Joseph**  
1121 E. Capitol St., Wash., D. C. .... LI 4-6131

**Wright, Charles S.**  
1710 H St., N.W., Wash., D. C. .... RE 7-2347

**Wright, Lowell R.**  
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**Wright, T. A., Jr.**  
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# Color Equipped Stations In The U. S. A.

• As of February 1, 1961

## CBS-TV

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION FILM	STUDIO
<b>Eastern Time Zone</b>					
New York	WCBS-TV	•	•	•	•
Albany	W-TEN	•	•	•	•
Altoona	WFRG-TV	•	•	•	•
Anderson	WAIM-TV	•	•	•	•
Atlanta	WAGA-TV	•	•	•	•
Augusta	WRDW-TV	•	•	•	•
Baltimore	WMAR-TV	•	•	•	•
Bangor	WABL-TV	•	•	•	•
Binghamton	WNBF-TV	•	•	•	•
Boston	WNAC-TV	•	•	•	•
Buffalo	WBEN-TV	•	•	•	•
Burlington	WCAX-TV	•	•	•	•
Cadillac	WWTW	•	•	•	•
Charleston, S. C.	WCSC-TV	•	•	•	•
Charlotte	WBTV	•	•	•	•
Chattanooga	WDEF-TV	•	•	•	•
Cincinnati	WKRC-TV	•	•	•	•
Clarksburg, W. Va.	WBOY-TV	•	•	•	•
Cleveland	WJW-TV	•	•	•	•
Columbia, S. C.	WNOK-TV	•	•	•	•
Columbus, Ga.	WRBL-TV	•	•	•	•
Columbus, Ohio	WBNS-TV	•	•	•	•
Dayton	WHIO-TV	•	•	•	•
Detroit	WJLB-TV	•	•	•	•
Durham	WTVD	•	•	•	•
Erie	WSEE-TV	•	•	•	•
Florence, S. C.	WBTW	•	•	•	•
Greensboro	WFMY-TV	•	•	•	•
Greenville, N. C.	WNCT	•	•	•	•
Harrisburg	WHP-TV	•	•	•	•
Harrisonburg	WSVA-TV	•	•	•	•
Hartford	WTIC	•	•	•	•
Huntington, W. Va.	WHTN	•	•	•	•
Indianapolis	WISH-TV	•	•	•	•
Jacksonville	WJXT-TV	•	•	•	•
Johnson City	WJHL-TV	•	•	•	•
Johnstown	WARD-TV	•	•	•	•
Kalamazoo	WKZO-TV	•	•	•	•
Knoxville	WBIR-TV	•	•	•	•
Lancaster	WGAL-TV	•	•	•	•
Lansing	WJIM-TV	•	•	•	•
Macon	WMAZ-TV	•	•	•	•
Miami	WTVJ	•	•	•	•
Norfolk	WTAR-TV	•	•	•	•
Oak Hill, W. Va.	WOAY-TV	•	•	•	•
Orlando	WDBO-TV	•	•	•	•
Philadelphia	WCAU-TV	•	•	•	•
Pittsburgh	KDKA-TV	•	•	•	•
Portland, Me.	WGAN-TV	•	•	•	•
Providence	WPRO-TV	•	•	•	•
Richmond	WRVA-TV	•	•	•	•
Roanoke	WDBJ-TV	•	•	•	•
Rochester	WHEC-TV / WVET-TV	•	•	•	•
Saginaw	WKNX-TV	•	•	•	•
Savannah	WTOG-TV	•	•	•	•
Seranton	WDAU-TV	•	•	•	•
Spartanburg	WSPA-TV	•	•	•	•
Springfield, Mass.	WHYN-TV	•	•	•	•
Steubenville	WSTV	•	•	•	•
Syracuse	WHEN-TV	•	•	•	•
Tampa	WTVT	•	•	•	•

# COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION FILM	STUDIO
Toledo	WTOL-TV	•	---	---	---
Washington	WTOP-TV	•	•	•	---
Watertown	WCNY-TV	---	---	---	---
Youngstown	WKBN-TV	•	---	---	---

## Central Time Zone

Amarillo	KFDA-TV	---	---	---	---
Austin	KTBC-TV	•	---	---	---
Baton Rouge	WAFB-TV	---	---	---	---
Beaumont	KFDM-TV	•	---	---	---
Birmingham	WBRC-TV	•	---	---	---
Cape Girardeau	KFVS-TV	•	---	---	---
Cedar Rapids	WMT-TV	---	---	---	---
Champaign	WCIA-TV	•	---	---	---
Chicago	WBBM-TV	•	---	---	---
Corpus Christi	KZTV	•	---	---	---
Dallas	KRLD-TV	•	•	•	---
Des Moines	KRNT-TV	•	---	---	---
Duluth	KDAL-TV	---	---	---	---
Evansville	WEHT	•	---	---	---
Fort Smith	KNAC-TV	•	---	---	---
Fort Wayne	WANE-TV	•	---	---	---
Green Bay	WBAV-TV	•	---	---	---
Harlingen	KGHT-TV	---	---	---	---
Houston	KHOU-TV	•	---	---	---
Jackson, Miss.	WJTV	•	---	---	---
Jefferson City	KRCG-TV	•	---	---	---
Joplin	KODE	•	---	---	---
Kansas City	KCMO-TV	•	---	---	---
Kearney	KHOL-TV	•	---	---	---
La Crosse	WKBT-TV	•	---	---	---
Lafayette, La.	KLFY-TV	•	---	---	---
Lincoln	KOLN-TV	•	---	---	---
Little Rock	KTHV	•	---	---	---
Louisville	WHAS-TV	•	---	---	---
Lubbock	KDUB-TV	•	•	•	---
Madison	WISC-TV	•	---	---	•
Mason City	KGLO-TV	•	---	---	---
Memphis	WREG-TV	•	---	---	---
Meridian	WTOK-TV	•	---	---	---
Milwaukee	WITI-TV	•	---	---	---
Minneapolis	WCCO-TV	•	---	---	•
Minot	KXMC-TV	•	---	---	---
Mobile	WKRQ-TV	•	---	---	---
Monroe	KNOE-TV	•	---	---	---
Montgomery	WCOV-TV	•	---	---	---
Nashville	WLAC-TV	•	---	---	---
New Orleans	WWL-TV	•	---	---	---
Odessa	KOSA-TV	---	---	---	---
Oklahoma City	KWTV	•	---	---	---
Omaha	WOW-TV	•	---	---	---
Peoria	WMBD-TV	•	---	---	---
Quincy	KHQA-TV	•	---	---	---
Rock Island	WHBF-TV	•	---	---	•
Rockford	WREX-TV	•	---	---	•
San Angelo	KCTV	---	---	---	---
San Antonio	KENS-TV	•	---	---	---
Shreveport	KSLA-TV	•	---	---	---
Sioux City	KVTV	•	---	---	---
Sioux Falls	KELO-TV	•	•	•	---
South Bend	WSBT-TV	•	---	---	---
Springfield, Mo.	KTTS-TV	•	---	---	---
St. Joseph	KFEQ-TV	---	---	---	---
St. Louis	KMOX-TV	•	---	---	---
Terre Haute	WTHI-TV	•	---	---	---
Texarkana	KCMC-TV	•	---	---	---
Topeka	WIBW-TV	•	---	---	---
Tulsa	KOTV	•	---	---	---
Valley City	KXJB-TV	•	•	•	---
Waco	KWTX-TV	•	---	---	---
Wausau	WSAU-TV	•	---	---	---
Wichita	KTVH	•	---	---	---
Wichita Falls	KSYD-TV	•	---	---	---

## Mountain Time Zone

Albuquerque	EGGM-TV	•	---	---	---
Billings	KOOK-TV	---	---	---	---
Boise	KBOI-TV	---	---	---	---
Butte	KXLF-TV	---	---	---	---

(Continued on Next Page)

# COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	LOCAL ORIGATION		
			SLIDE	FILM	STUDIO
Cheyenne	KFBC-TV	•	---	---	---
Colorado Springs	KKTV	---	---	---	---
Denver	KLZ-TV	•	---	---	---
El Paso	KRDD-TV	•	---	---	---
Idaho Falls	KID-TV	---	---	---	---
Great Falls	KFBB-TV	---	---	---	---
Phoenix	KOOL-TV	---	---	---	---
Salt Lake City	KSL-TV	•	---	---	---
Tucson	KOLD-TV	---	---	---	---

## Pacific Time Zone

Bakersfield	KBAK-TV	---	---	---	---
Chico	KHSL-TV	---	---	---	---
Eureka	KIEM-TV	---	---	---	---
Fresno	KFRE-TV	•	---	---	---
Los Angeles	KNXT	•	•	•	•
Medford	KBES-TV	•	---	---	---
Portland, Ore.	KOLN-TV	•	---	---	---
Reno	KOLO-TV	•	---	---	---
Sacramento	KXTV	•	•	•	---
Salinas	KSBW-TV	•	---	---	---
San Diego	KFMB-TV	•	---	---	---
San Francisco	KPIX-TV	•	---	---	---
Seattle	KIRO-TV	•	---	---	---
Spokane	KXLY-TV	•	---	---	---
Yakima	KIMA-TV	•	---	---	---

## Emp Network

Agana, Guam	KUAM-TV	---	---	---	---
Bellingham, Wash.	KVOS-TV	---	---	---	---
Bryan, Texas	KBTX	---	---	---	---
Carlsbad	KAVE-TV	---	---	---	---
Casper, Wyo.	KSPR-TV	---	---	---	---
Clovis, N. M.	KIGA-TV	---	---	---	---
Columbus, Miss.	WCBI-TV	---	---	---	---
Decatur, Ala.	WMSL-TV	---	---	---	---
Dickinson	KDIX-TV	---	---	---	---
Dothan, Ala.	WTVY	---	---	---	---
Ephrata	KBAS-TV	•	---	---	---
Florence, Ala.	WOWL-TV	---	---	---	---
Fort Myers, Fla.	WINK-TV	---	---	---	---
Glendive, Mont.	KXGN-TV	---	---	---	---
Goodland, Kan.	KBLL-TV	---	---	---	---
Grand Junction, Colo.	KREX-TV	---	---	---	---
Jackson, Tenn.	WDXI-TV	•	---	---	---
Juneau	KINY-TV	---	---	---	---
Kalispell	KULR-TV	---	---	---	---
Klamath Falls	KOTI-TV	---	---	---	---
Lafayette, Ind.	WFAM-TV	•	---	---	---
Lake Charles, La.	KTAG-TV	---	---	---	---
Laredo	KGNS-TV	---	---	---	---
Las Vegas, Nev.	KLAS-TV	•	---	---	---
Lewiston	KLEW-TV	•	---	---	---
Lexington	WKYT	---	---	---	---
Marquette	WDMJ-TV	---	---	---	---
Missoula, Mont.	KMSO-TV	---	---	---	---
Ottumwa, Ia.	KTVO	•	---	---	---
Panama City, Fla.	WJDM-TV	---	---	---	---
Parkersburg	WTAP	---	---	---	---
Pasco	KEPR-TV	•	---	---	---
Pembroke, Bermuda	ZBM-TV	---	---	---	---
Presquo Isle	WAGM-TV	---	---	---	---
Rapid City, S. D.	KOPA-TV	•	---	---	---
Riverton, Wyo.	KWRB-TV	---	---	---	---
Salisbury, Md.	WBOC	---	---	---	---
Sweetwater	KPAR-TV	•	---	---	---
Twin Falls, Ida.	KLIX-TV	---	---	---	---
Walliston, N. D.	KUMV-TV	---	---	---	---
Yuma	KIVA-TV	---	---	---	---

- Equipment in use.
- No equipment.



# NBC-TV

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION FILM	STUDIO
Aberdeen, S. D.	KXAB-TV	•	---	---	---
Abilene, Tex.	KRBC-TV	•	---	---	---
Albany, Ga.	WALB-TV	•	---	---	---
Albuquerque, N. M.	KOB-TV	•	---	---	---
Alexandria, La.	KALB-TV	•	---	---	---
Alexandria, Minn.	KCMT	•	---	---	---
Amarillo, Tex.	KGNC-TV	•	---	---	---
Anchorage, Alaska	KENI-TV	---	---	---	---
Ardmore, Okla.	KXII-TV	•	---	---	---
Asheville, N. C.	WISE-TV	---	---	---	---
Atlanta, Ga.	WSB-TV	•	•	•	---
Augusta, Ga.	WJBF	•	---	---	---
Austin, Tex.	KTBC-TV	•	---	---	---
Bakersfield, Cal.	KERO-TV	•	---	---	---
Baltimore, Md.	WBAL-TV	•	•	•	---
Bangor, Me.	WLBZ-TV	•	---	---	---
Baton Rouge, La.	WBRZ	•	---	---	---
Beaumont-Pt. Arthur	KPAC-TV	•	---	---	---
Billings, Mont.	KGHL-TV	•	---	---	---
Binghamton, N. Y.	WINR-TV	•	---	---	---
Birmingham, Ala.	WAPI-TV	•	•	•	---
Bismarck, N. D.	KFYR-TV	•	---	---	---
Bluefield, W. Va.	WHIS-TV	•	---	---	---
Boise, Idaho	KTVB	•	---	---	---
Boston, Mass.	WBZ-TV	•	---	---	---
Bristol, Va.- Johnson City, Tenn.	WCYB-TV	•	•	•	---
Buffalo, N. Y.	WGR-TV	•	---	---	---
Butte, Mont.	KXLF-TV	---	---	---	---
Helena, Mont. (S)	KXLJ-TV	---	---	---	---
Casper, Wyo.	KTWO-TV	•	---	---	---
Charleston, S. C.	WUSN-TV	•	---	---	---
Charlotte, N. C.	WSOC-TV	•	---	---	---
Chattanooga, Tenn.	WRGP-TV	•	---	---	---
Cheyenne, Wyo.	KFCB-TV	•	---	---	---
Scotts Bluff, Neb. (S)	KSTP	•	---	---	---
Chicago, Ill.	WNBQ	•	•	•	•
Cincinnati, O.	WLWT	•	•	•	•
Clarksburg, W. Va.	WBOY-TV	•	---	---	---
Cleveland, O.	KYW-TV	•	---	---	---
Columbia, Mo.	KOMU-TV	---	---	---	---
Columbia, S. C.	WIS-TV	•	---	---	---
Columbus, Ga.	WTVM	•	---	---	---
Columbus, Miss.	WCBI-TV	•	---	---	---
Columbus, O.	WLW-C	•	---	---	•
Corpus Christi, Tex.	KRIS-TV	•	---	---	---
Davenport, Iowa	WOC-TV	•	---	---	---
Dayton, O.	WLW-D	•	---	---	---
Daytona Beach-Orlando, Fla.	WESH-TV	•	---	---	---
Decatur, Ala.	WMSL-TV	•	---	---	---
Denver, Colo.	KOA-TV	•	---	---	---
Des Moines, Iowa	WHO-TV	•	---	•	•
Detroit, Mich.	WWJ-TV	•	•	•	---
Duluth, Minn.- Superior, Wisc.	WDSM-TV	•	---	---	---
Eau Claire, Wisc.	WEAU-TV	•	---	---	---
Eldorado, Ark.	KTVE	•	---	---	---
El Paso, Tex.	KTSM-TV	•	---	---	---
Erie, Pa.	WICU-TV	•	---	---	---
Eugene, Ore.	KVAL-TV	•	---	---	---
Roseburg, Ore. (S)	KPIC-TV	---	---	---	---
Eureka, Cal.	KVIQ-TV	---	---	---	---
Evansville, Ind.	WFIE-TV	•	---	---	---
Fairbanks, Alaska	KFAR-TV	---	---	---	---
Fargo, N. D.	WDAY-TV	•	---	---	---
Florence, Ala.	WOWL-TV	---	---	---	---
Fort Dodge, Ia.	KQTV	---	---	---	---
Fort Smith, Ark.	KFSA-TV	•	---	---	---
Fort Wayne, Ind.	WKJG-TV	•	---	---	---
Fort Worth, Tex.	WBAP-TV	•	•	•	•
Fresno, Cal.	KMJ-TV	•	•	•	•
Grand Junction, Colo.	KREX-TV	---	---	---	---
Montrose, Colo. (S)	KREY-TV	---	---	---	---
Grand Rapids, Mich.	WOOD-TV	•	---	---	---
Great Bend, Kans.	KCKT-TV	•	---	---	---
Garden City, Kans. (S)	KGLD-TV	•	---	---	---
McCook, Nebr. (S)	KOMC-TV	•	---	---	---
Great Falls, Mont.	KFBB-TV	---	---	---	---

(Continued on Next Page)

# COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	LOCAL ORIGATION		
			SLIDE	FILM	STUDIO
Green Bay, Wis.	WFRV-TV	•	—	—	—
Greenville- Spartanburg, S. C.	WFBC-TV	•	—	—	—
Harrisonburg, Va.	WSVA-TV	•	—	—	—
Hartford- New Britain, Conn.	WHNB-TV	•	—	—	—
Hastings-Kearney, Neb.	KHAS-TV	•	—	—	—
Hattiesburg-Laurel, Miss.	WDAM-TV	•	—	—	—
Honolulu, Hawaii (Wailuku (S) )	KONA (KALA)	—	—	—	—
Houston, Tex.	KPRC-TV	•	•	•	—
Huntington- Charleston, W. Va.	WSAZ-TV	•	•	•	•
Indianapolis, Ind.	WFBM-TV	•	•	—	•
Jackson, Miss.	WLBT	•	—	—	—
Jacksonville, Fla.	WFGA-TV	•	•	•	•
Johnstown, Pa.	WJAC-TV	•	•	•	•
Kansas City, Mo.	WDAF-TV	•	•	•	—
Knoxville, Tenn.	WATE-TV	—	—	—	—
La Crosse, Wisc.	WKBT	—	—	—	—
Lake Charles, La.	KPLC-TV	•	—	—	—
Lancaster-Harrisburg- York, Pa.	WGAL-TV	•	•	•	•
Lansing-Onondaga, Mich.	WILX-TV	•	—	—	—
Laredo, Tex.	KGNS-TV	•	—	—	—
Las Vegas- Henderson, Nev.	KLRJ-TV	•	—	—	—
Lexington, Ky.	WLEX-TV	•	—	—	—
Lima, O.	WIMA-TV	•	—	—	—
Little Rock, Ark.	KARK-TV	•	—	—	—
Los Angeles, Cal.	KRCA	•	•	•	•
Louisville, Ky.	WAVE-TV	•	—	—	—
Lubbock, Tex.	KCBD-TV	•	—	—	—
Lufkin	KTRE-TV	•	—	—	—
Macon, Ga.	WMAZ-TV	•	—	—	—
Madison, Wisc.	WMTV	•	—	—	—
Medford, Ore.	KBES-TV	—	—	—	—
Memphis, Tenn.	WMCT	•	—	—	—
Meridian, Miss.	WTOK-TV	•	—	—	—
Miami, Fla.	WCKT	•	•	•	—
Midland-Odessa, Tex.	KMID-TV	•	—	—	—
Milwaukee, Wisc.	WTMJ-TV	•	•	•	•
Minneapolis-St. Paul, Minn.	KSTP-TV	•	•	•	—
Minot N. D.	KMOT-TV	•	—	—	—
Williston, N. D. (S)	KUMV-TV	—	—	—	—
Mobile, Ala.- Pensacola, Fla.	WALA-TV	•	—	—	—
Montgomery, Ala.	WSFA-TV	•	—	—	—
Muncie, Ind.	WLBC-TV	•	—	—	—
Nashville, Tenn.	WSM-TV	•	•	•	—
New Orleans, La.	WDSU-TV	•	•	•	•
New York, N. Y.	WNBC-TV	•	•	•	•
Norfolk, Va.	WAVY-TV	•	•	•	—
North Platte, Neb.	KNOP-TV	•	—	—	—
Oklahoma City, Okla.	WKY-TV	•	•	•	•
Omaha, Neb.	KMTV	•	•	•	•
Ottumwa, Ia. Kirksville, Mo.	KTVO	•	—	—	—
Paducah, Ky.	WPSD-TV	•	—	—	—
Palm Beach, Fla.	WPTV	•	—	—	—
Panama City, Fla.	WJDM	—	—	—	—
Parkersburg, W. Va.	WTAP-TV	•	—	—	—
Peoria, Ill. LaSalle, Ill. (S)	WEEK-TV	•	—	—	—
Philadelphia, Pa.	WEEQ-TV	•	—	—	—
Phoenix-Mesa, Ariz.	WRCV-TV	•	•	•	•
Pittsburg, Kan.- Joplin, Mo.	KVAR	•	—	—	—
Pittsburgh, Pa.	KOAM-TV	•	—	—	—
Plattsburgh, N. Y.- Burlington, Vt.	WIIC	•	—	—	—
Pocatello, Idaho	WPTZ	•	—	—	—
	KTLE	•	—	—	—

## COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION	
				FILM	STUDIO
Portland, Me.	WCSH-TV	●	—	—	—
Portland, Ore.	KGW-TV	●	●	●	●
Providence, R. I.	WJAR-TV	●	—	—	—
Pueblo, Colo.	KCSJ-TV	●	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	●	●	●	—
Raleigh-Durham, N. C.	WRAL-TV	●	●	●	—
Rapid City, S. D.	KRSD-TV	—	—	—	—
Redding, Cal.	KVIP-TV	—	—	—	—
Reno, Nev.	KOLO-TV	●	—	—	—
Richmond-Petersburg, Va.	WXEX-TV	●	●	●	—
Roanoke, Va.	WSLS-TV	●	●	●	—
Rochester, Minn.	KROC-TV	●	—	—	—
Rochester, N. Y.	WROC-TV	●	—	—	—
Rockford, Ill.	WTVO	●	—	—	—
Roswell, N. M.	KSWs-TV	●	—	—	—
Sacramento, Cal.	KCRA-TV	●	●	●	—
Saginaw-Bay City, Mich.	WNEM-TV	●	●	●	—
Salinas-Monterey, Cal.	KSBW-TV	●	—	—	—
San Luis Obispo, Cal. (S)	KSBY-TV	—	—	—	—
Salt Lake City, Utah	KCPX	●	●	●	—
San Angelo, Tex.	KCTV	—	—	—	—
San Antonio, Tex.	WOAI-TV	●	●	●	●
San Diego, Cal.	KFSD-TV	●	●	●	—
San Francisco, Cal.	KRON-TV	●	●	●	●
Santa Barbara, Cal.	KEY-T	●	—	—	—
Savannah, Ga.	WSAV-TV	●	—	—	—
Schenectady, N. Y.	WRGB	●	—	—	—
Seattle-Tacoma, Wash.	KING-TV	●	●	●	—
Shreveport, La.	KTBS-TV	●	—	—	—
Sioux City, Ia.	KTIV	—	—	—	—
Sioux Falls, S. D.	KSOO-TV	●	—	—	—
South Bend-Elkhart, Ind.	WNDU-TV	—	—	—	—
Spokane, Wash.	KHQ-TV	●	●	●	●
Springfield, Ill.	WICS	●	—	—	—
Champaign-Urbana, Ill. (S)	WCHU	●	—	—	—
Springfield, Mo.	KYTV	—	—	—	—
Springfield-Holyoke, Mass.	WWLP	●	●	●	—
Greenfield, Mass. (S)	WRLP	●	—	—	—
St. Louis, Mo.	KSD-TV	●	●	●	—
Syracuse, N. Y.	WSYR-TV	●	●	●	—
Elmira, N. Y. (S)	WSYE-TV	●	—	—	—
Tampa-St. Petersburg, Fla.	WFLA-TV	●	●	●	—
Temple-Waco, Tex.	KCEN-TV	●	—	—	—
Traverse City, Mich.	WPBN-TV	—	—	—	—
Cheboygan, Mich. (S)	WTOM-TV	—	—	—	—
Tucson, Ariz.	KVOA-TV	●	—	—	—
Tulsa, Okla.	KVOO-TV	●	●	●	—
Twin Falls, Idaho	KLIX-TV	—	—	—	—
Tyler, Tex.	KLTV	●	—	—	—
Utica, N. Y.	WKTV	—	—	—	—
Washington, D. C.	WRC-TV	●	●	●	●
Washington-Greenville, N. C.	WITN	●	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	●	—	—	—
Wausau, Wis.	WSAU-TV	—	—	—	—
Weslaco, Tex.	KRGV-TV	—	—	—	—
Wheeling, W. Va.	WTRF-TV	—	—	—	—
Wichita, Kans.	KARD-TV	●	●	●	●
Wichita Falls, Tex.	KFDX-TV	●	●	●	—
Wilkes Barre-Scranton, Pa.	WBRE-TV	●	●	●	●
Wilmington, N. C.	WECT	●	—	—	—
Winston-Salem-Greensboro, N. C.	WSJS-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—
Ephrata, Wash. (S)	KBAS-TV	●	—	—	—
Lewiston, Ida. (S)	KLEW-TV	●	—	—	—
Pasco, Wash. (S)	KEPR-TV	●	—	—	—
Youngstown, O.	WFMJ-TV	—	—	—	—
Yuma, Ariz.	KIVA	—	—	—	—
Zanesville, O.	WHIZ-TV	●	—	—	—

● Equipment in use.  
 — No equipment.  
 (S) Satellite Station.

(Continued on Next Page)

# ABC-TV

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGINATION FILM	STUDIO
Aberdeen, S. D.	KXAB-TV	•	---	---	---
Ada, Okla.	KTEN	•	---	---	---
Albany, Ga.	WALB-TV	•	---	---	---
Altoona, Pa.	WFBG-TV	•	---	---	---
Asheville, N. C.	WLOS-TV	•	---	---	---
Augusta, Ga.	WJBF	•	---	---	---
Austin, Tex.	KTBC-TV	•	---	---	---
Baltimore, Md.	WJZ-TV	•	---	---	---
Bangor, Me.	WABI-TV	•	---	---	---
Baton Rouge, La.	WBRZ	•	---	---	---
Beaumont, Tex.	KFDM-TV	•	---	---	---
Binghamton, N. Y.	WNBH-TV	•	---	---	---
Birmingham, Ala.	WAPI-TV	•	•	•	---
Birmingham, Ala.	WBRC-TV	•	---	---	---
Bismarck, N. D.	KFYR-TV	•	---	---	---
Boise, Ida.	KTYB	•	---	---	---
Boston, Mass.	WHDH-TV	•	•	•	•
Bristol, Va.	WCYB-TV	•	•	•	---
Buffalo, N. Y.	WKBW-TV	•	•	•	---
Casper, Wyo.	KTWO-TV	•	---	---	---
Charleston, S. C.	WCSC-TV	•	---	---	---
Charleston, W. Va.	WCBS-TV	•	---	---	---
Charlotte, N. C.	WSOC-TV	•	---	---	---
Cheyenne, Wyo.	KFBC-TV	•	---	---	---
Chicago, Ill.	WBKB	•	---	---	---
Chicago, Ill.	KHSL-TV	•	---	---	---
Cleveland, O.	WEWS	•	---	---	---
Colorado Springs, Colo.	KRDO-TV	•	---	---	---
Columbia, S. C.	WIS-TV	•	---	---	---
Columbus, Ga.	WRBL-TV	•	---	---	---
Corpus Christi, Tex.	KRIS-TV	•	---	---	---
Corpus Christi, Tex.	KZTV	•	---	---	---
Dallas, Tex.	WEAA-TV	•	•	•	---
Dayton, O.	WLWD	•	---	---	---
Des Moines, Ia.	WOL-TV	•	---	---	---
Detroit, Mich.	WXYZ-TV	•	---	---	---
Duluth, Minn.	WDSM-TV	•	---	---	---
Durham, N. C.	WTVD	•	---	---	---
Eau Claire, Wis.	WEAU-TV	•	---	---	---
Erie, Pa.	WICU-TV	•	---	---	---
Eureka, Cal.	KIEM-TV	•	---	---	---
Evansville, Ind.	WTWV	•	•	•	---
Flint, Mich.	WJRT	•	---	---	---
Florence, S. C.	WBTW	•	---	---	---
Fresno, Cal.	KJEO	•	---	---	•
Green Bay, Wis.	WLUK-TV	•	---	---	---
Greensboro, N. C.	WEMY-TV	•	---	---	---
Greenville, N. C.	WNCN	•	---	---	---
Harrisburg, Pa.	WTPA	•	---	---	---
Harrisonburg, Va.	WSVA-TV	•	---	---	---
Hastings, Neb.	RHAS-TV	•	---	---	---
Hattiesburg, Miss.	WDAF-TV	•	---	---	---
Honolulu, Hawaii	KHVE-TV	•	---	---	---
Houston, Tex.	KTRK-TV	•	•	•	---
Indianapolis, Ind.	WLAI	•	•	•	---
Jackson, Miss.	WLBT	•	•	•	---
Jacksonville, Fla.	WFGA-TV	•	•	•	•
Joplin, Mo.	KODE-TV	•	---	---	---
Kalamazoo, Mich.	WKZO-TV	•	•	•	---
Kansas City, Mo.	KMBC-TV	•	---	---	---
Kearney, Neb.	KHOL-TV	•	---	---	---
Lake Charles, La.	KPLC-TV	•	---	---	---
Lawton, Okla.	KSWO-TV	•	---	---	---
Lebanon, Pa.	WLYH-TV	•	---	---	---
Lexington, Ky.	WLFX-TV	•	---	---	---
Lima, O.	WIMA-TV	•	---	---	---
Los Angeles, Cal.	KABC-TV	•	---	---	---
Louisville, Ky.	WAVE-TV	•	---	---	---
Lubbock, Tex.	KCBD-TV	•	---	---	---
Macon, Ga.	WMAZ-TV	•	---	---	---
Madison, Wis.	WKOW-TV	•	---	---	---
Meridian, Miss.	WTOK-TV	•	---	---	---
Miami, Fla.	WPST-TV	•	---	---	---
Milwaukee, Wis.	WISN-TV	•	•	•	---
Monroe, La.	KNOE-TV	•	---	---	---
Montgomery, Ala.	WSFA-TV	•	---	---	---
Muncie, Ind.	WLBC-TV	•	---	---	---

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGINATION FILM	STUDIO
New Haven, Conn.	WNHC-TV	•	•	•	—
New York, N. Y.	WABC-TV	•	—	—	—
Norfolk, Va.	WVEC-TV	•	—	—	—
Oklahoma City	KOCO-TV	•	—	—	—
Omaha, Neb.	KETV	•	—	—	—
Parkersburg, W. Va.	WTAP-TV	•	—	—	—
Peoria, Ill.	WTVH	•	—	—	—
Philadelphia, Pa.	WFLC-TV	•	—	—	•
Phoenix, Ariz.	KTVK	•	•	•	—
Pittsburg, Kan.	KOAM-TV	•	—	—	—
Pittsburgh, Pa.	WTAE	•	—	—	—
Plattsburgh, N. Y.	WPTZ	•	—	—	—
Providence, R. I.	WJAR-TV	•	—	—	—
Quincy, Ill.	WGEM-TV	•	•	•	—
Quincy, Ill.	KHQA-TV	•	—	—	—
Redding, Cal.	KVIP-TV	•	—	—	—
Reno, Nev.	KOLO-TV	•	—	—	—
Richmond, Va.	WRVA-TV	•	—	—	—
Rochester, N. Y.	WHBC-TV	•	—	—	—
Rochester, N. Y.	WVET-TV	•	•	•	—
Rochester, N. Y.	WROC-TV	•	—	—	—
Rockford, Ill.	WREX-TV	•	•	•	—
Rock Island, Ill.	WHBF-TV	•	—	—	—
Roswell, N. M.	KSWS-TV	•	—	—	—
Sacramento, Cal.	KOVR	•	—	—	—
St. Louis, Mo.	KPLR-TV	•	•	•	—
Saltinas, Cal.	KSBW-TV	•	—	—	—
Salt Lake City	KUTV	•	—	—	—
San Antonio, Tex.	KONO-TV	•	—	—	—
San Diego, Cal.	XETV	•	—	—	—
San Francisco, Cal.	KGO-TV	•	—	—	—

## Independent Stations

Chicago, Ill.	WGN-TV	—	•	•	•
Denver, Colo.	KTVR-TV	—	—	—	—
Detroit, Mich.	CIGLW-TV	—	—	—	—
Duluth, Minn.	WHYZ-TV	—	—	—	—
El Paso, Tex.	XBJ-TV	—	—	—	—
Fort Worth, Tex.	KFJZ-TV	—	—	—	—
Grand Forks, N. D.	KNOX-TV	•	—	—	—
Great Falls, Mont.	KRTV	—	—	—	—
Hartford, Conn.	WHCT	•	—	—	—
Indianapolis, Ind.	WTVP	—	—	—	—
Los Angeles, Cal.	KCOP-TV	—	—	—	—
Los Angeles, Cal.	KHJ-TV	—	—	—	—
Los Angeles, Cal.	KTLA	•	•	•	•
Los Angeles, Cal.	KTPV	•	—	—	—
Manchester, N. H.	WMUR-TV	—	—	—	—
Milwaukee, Wisc.	WXIX-TV	—	—	—	—
Minneapolis, Minn.	KMSP-TV	•	—	—	—
Mitchell, S. D.	KORN-TV	•	—	—	—
New York, N. Y.	WNEW-TV	—	—	—	—
New York, N. Y.	WOR-TV	—	—	—	—
New York, N. Y.	WPIX	•	—	—	—
Newark, N. J.	WNTA-TV	—	—	—	—
Norfolk, Va.	WTOV-TV	—	—	—	—
Phoenix, Ariz.	KPHO-TV	•	—	—	—
St. Louis, Mo.	KPLR-TV	•	•	•	—
San Antonio, Tex.	KCOR-TV	—	—	—	—
San Francisco, Cal.	KTVU	•	•	•	—
Seattle-Tacoma, Wash.	KTNB-TV	•	—	—	—
Seattle-Tacoma, Wash.	KPWV-TV	—	—	—	—
Selma, Ala.	WSLA-TV	—	—	—	—
Tupelo, Miss.	WTWV	•	—	—	—
Washington, D. C.	WTTG-TV	•	—	—	—
Weston, W. Va.	WSPB-TV	•	—	—	—

• Equipment in use.  
— No equipment.



# Radio And Television Service Firms

(ALSO SEE EQUIPMENT MANUFACTURERS)

## Large Screen

**Bodde Screen Co.**, 11541 Bradley Ave., San Fernando, Calif. . . . . EMpire 5-2551  
**General Precision Laboratory, Inc.**, 63 Bedford Rd., Pleasantville, N. Y.  
 Radio Corporation of America, Camden, N. J. . . . . WD 3-8000  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. . . . . PLaza 7-0440

## Lenses

**Bausch & Lomb Optical Co.**, 79261 Bausch St., Rochester, N. Y. . . . . LO 2-3000  
**Camera Equipment Co.**, 315 W. 43rd St., New York, N. Y. . . . . JUdson 6-1420  
**Century Projector Corp.**, 729 7th Avenue, New York, N. Y. . . . . CIrcle 5-7048  
**National Theatre Supply**, 92 Gold St., New York, N. Y. . . . . BE 3-4170  
**Projection Optics Co., Inc.**, 271 Eleventh Ave., E. Orange, N. J. . . . . OR 6-6509  
**Raytone Screen Co.**, 165 Clermont Ave., Brooklyn 5, N. Y. . . . . TRiangle 5-4152  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. . . . . PLaza 7-0440

## Laboratories

### LOS ANGELES, CALIF.

**Acme Film Laboratories, Inc.**  
 1161 N. Highland Ave. (38) . . . . . HOllywood 4-7471  
**Anso Processing Lab.**  
 1001 No. LaBrea (38) . . . . . OLdfield 4-0550  
**BBM Film Co.**  
 8235 1/2 W. Third . . . . . WEbster 1-6602  
**Cinema Research**  
 716 N. LaBrea . . . . . WEbster 3-9301  
**Color Reproduction Co.**  
 7936 Santa Monica Blvd. (46) . . . . . OLdfield 4-8010  
**Consolidated Film Industries**  
 959 Seward St. (38) . . . . . HOllywood 9-1441  
**DeLuxe Labs.**  
 1418 N. Western . . . . . HOllywood 9-3141  
**Dunn, Linwood G.**  
 1153 N. Highland Ave. . . . . HOllywood 9-5808  
**Eastman Kodak Research Laboratory**  
 1017 N. Las Palmas Ave. (38) . . . . . HOllywood 5-7151  
**Film Effects of Hollywood**  
 1153 N. Highland (38) . . . . . HOllywood 9-5808  
**Film Service Laboratories**  
 6327 Santa Monica Blvd. . . . . HOllywood 2-3237  
**Flora Color**  
 1715 N. Mariposa St. (27) . . . . . NOrmandy 3-2291  
**General Film Labs Corp.**  
 1546 N. Argyle Ave. . . . . HOllywood 2-6171  
**Hollywood Film Enterprises Inc.**  
 6060 Sunset Blvd. (28) . . . . . HOllywood 4-2181  
**Houston Color Film Labs.**  
 230 W. Olive Ave., Burbank . . . . . VIctoria 9-4627  
**Mercer, Ray, & Co.**  
 4241 Normal Ave. (29) . . . . . NOrmandy 3-9331  
**Modern Movies, Inc.**  
 6018 Fountain Ave. . . . . HOllywood 4-7293  
**National Screen Service**  
 7026 Santa Monica Blvd. . . . . HOllywood 5-3136  
**Pacific Colorfilm**  
 8248 Santa Monica Blvd. . . . . OLdfield 4-0747  
**Pathe Laboratories, Inc.**  
 6823 Santa Monica Blvd. . . . . HOllywood 9-5981  
**Peerless Film Processing**  
 959 Seward . . . . . HOllywood 4-7156

**Permafilm, Inc.**  
 1320 Cabuenga Blvd. . . . . HOllywood 4-4168  
**Producers Photographic Lab. Inc.**  
 6556 Santa Monica Blvd. . . . . HOllywood 2-1334  
**Technicolor Motion Picture Corp.**  
 6311 Romaine St. . . . . HOllywood 7-1101  
**Telefilm, Inc.**  
 6039 Hollywood Blvd. . . . . HOllywood 9-7205  
**Westheimer Co.**  
 6585 Santa Monica Blvd. . . . . HOllywood 2-6381

### SAN FRANCISCO, CALIF.

**Ball Film Laboratory**  
 1256 Howard St. . . . . UNderhill 1-8638  
**Cinematic Developments Co.**  
 2125 - 32nd Ave. . . . . MOntrose 4-2435  
**Commercial Film Enterprises**  
 125 Hyde St. . . . . ORdway 3-9162  
**D. D. Monaco Proc. Lab.**  
 2434 Leavenworth . . . . . ORdway 3-0511  
**Motion Picture Service Co.**  
 135 Hyde St. . . . . ORdway 3-9162  
**Multichrome Laboratories**  
 760 Gough St. . . . . HEmlock 1-6567  
**Sola Photo & Sound**  
 37 Prospect Ave. . . . . ATwater 2-6004

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 COLUMBUS 5-5530

# RADIO & TV SERVICE FIRMS

## COLORADO

Alexander Film Co.  
 Colorado Springs .....MAn 4200  
 Johnson Tele-Visuals  
 Wheatridge, Colo. ....BELmont 3-6231  
 Western Cine Service  
 114 East Eighth Ave., Denver. .AMherst 6-3061

## WASHINGTON, D. C.

Byron, Inc.  
 1226 Wisconsin Ave., N.W. ....FEderal 3-4000  
 Capital Film Laboratories, Inc.  
 1905 Fairview Ave., N.E. ....LAwrence 6-4634  
 Koster Film Facillties, Inc.  
 1017 N. J. Ave., S.E. ....LIncoln 4-4410  
 Nat'l Cine Labs.  
 2006 Powhatan Rd., Hyattsville. .HA 2-4333

## ATLANTA, GA.

Beeland Wood Films, Inc.  
 752 Spring St., N.W. ....TRinity 6-7558  
 Paramount News  
 135 Cain, N.W. ....JAckson 3-1636  
 Strickland Film Co.  
 220 Pharr Rd., N.E. ....CEdar 3-5317

## CHICAGO, ILL.

Atlas Film Corp.  
 1111 S. Boulevard, Oak Pk. ....AUstin 7-8620  
 Bell and Howell Co.  
 7100 McCormick, Lincolnwood. ....AM 2-1600  
 Chicago Film Laboratory, Inc.  
 1322 W. Belmont Ave. ....BLitterweet 8-6780  
 Colburn, Geo. W., Laboratory  
 165 N. Wacker Dr. ....DEarborn 8-6780  
 Crescent Film Laboratories  
 7510 N. Ashland. ....AMbaassador 2-6000  
 Eskay Color Print, Inc.  
 1325 S. Wabash. ....WAbash 2-8583  
 Filmack Studios  
 1327 S. Wabash Ave. ....HARRison 7-3395  
 Wilding Picture Productions Inc.  
 1345 W. Argyle St. ....LONgbeach 1-8410

## DES MOINES, IOWA

Parrot Films Studio  
 1000 - 14th Pl. ....ATlantic 2-4211

## GARY, INDIANA

Lakeside Laboratory  
 5929 E. Dunes Hwy. ....GARy 8-1114

## INDIANAPOLIS, IND.

Robert Young Studio  
 1050 S. Holt Rd. ....CHapel 4-9526

## NEW ORLEANS, LA.

Motion Picture Advertising Service Co. Inc.  
 1032 Carondelet St. ....RAYmond 2253

## BALTIMORE, MD.

Alpha Film Laboratories  
 6000 Pimlico Rd. ....LIberty 6216

## BOSTON, MASS.

Master Motion Picture Co.  
 50 Piedmont St. ....HANcock 6-3592

## DETROIT, MICH.

General Film Laboratory, Inc.  
 66 Sibley ....WOOdward 1-7818

Jam Handy Organization  
 2821 E. Grand Blvd. ....TRinity 5-2450

Wilding Picture Prod., Inc.  
 4925 Cadieux St. ....TUxedo 5-3740

## ST. PAUL, MINN.

Reld H Ray Film Industries  
 2269 Ford Parkway. ....MIdway 9-1393

## KANSAS CITY, MO.

The Calvin Co  
 1105 Truman Rd. ....HARRison 1-1230  
 Eao-S Pictures  
 1121 W. 47th St. ....VAleentine 1-8780  
 Studna, Louls, Films  
 3214 Gilham Rd. ....LOgan 1-6300

## FORT LEE, N. J.

Consolidated Film Industries  
 Main Street ....WINDsor 4-3400

## NEW YORK, N. Y.

Color Service Co.  
 115 W. 45th St. ....JUdson 6-0853  
 Comprehensive Filmtreat Inc.  
 421 W. 54th St. ....COlumbus 5-0372  
 Consolidated Film Industries  
 Div. of Republic Pictures Corp.  
 521 W. 57th St. ....CI 6-0210  
 550 Main St., Fort Lee, N. J. .WINDsor 7-7516  
 Criterion Film Labs, Inc.  
 33 W. 60th St. ....COlumbus 5-2180  
 Custom Film Lab.  
 1780 Broadway. ....CIrcle 5-4830  
 Deluxe Laboratories, Inc. (20th Century-Fox)  
 450 Tenth Ave. ....CIrcle 7-3220  
 Du-Art Film Laboratories, Inc.  
 245 W 65th St. ....PLaza 7-4580  
 FilmLab, Inc.  
 126 W. 46th St. ....JUdson 2-2863  
 Guffanti Film Laboratories, Inc.  
 630 Ninth Ave. ....COlumbus 5-5530  
 Kin-O-Lux, Inc.  
 17 W. 45th St. ....JUdson 6-1880  
 Lab-TV  
 723 Seventh Ave. ....JUdson 6-2293  
 Malcolm Laboratories Corp.  
 244 W. 49th St. ....CIrcle 6-6150  
 Mecca Film Laboratories, Inc.  
 630 Ninth Ave. ....COlumbus 5-7676  
 Mercury Film Laboratories Inc.  
 723 Seventh Ave. ....CIrcle 5-4930  
 Movielab Color Corp.  
 619 W. 54th St. ....JUdson 6-0360  
 National Screen Service Corp.  
 1600 Broadway. ....CIrcle 6-5700  
 Paramount Laboratory  
 34-54 35th St., Long Island City. .RA 8-8000  
 Pathe Laboratories, Inc.  
 105 E. 106th St. ....TRafalgar 6-1120  
 Peerless Film Processing  
 165 W. 46th St. ....PLaza 7-3630  
 Precision Film Laboratories  
 21 W. 46th St. ....JUdson 2-3970  
 Quality Film Lab.  
 450 W. 56th St. ....JUdson 6-4912  
 Rapid Film Technique, Inc.  
 37-02 - 27th St., L. I. C. ....STillwell 6-4601  
 Swift Motion Picture Lab.  
 1183 University Ave. ....CY 3-2400  
 Titra Film Labs  
 1600 Broadway. ....PLaza 7-6681  
 Tri Art Color Corp.  
 245 W. 55th St. ....PLaza 7-4580  
 Video Film Laboratories  
 350 W. 50th St. ....JUdson 6-7196  
 CLEVELAND, O.  
 Escar Motion Picture Service, Inc.  
 7315 Carnegie Ave. ....ENdicott 1-2707  
 DAYTON, O.  
 Film Assoc., Inc.  
 4600 S. Dixie Ave. ....ZENith 1-2164

# RADIO & TV SERVICE FIRMS

## PHILADELPHIA, PA.

**Beawick, Harold W.**  
1017 W. Allegheny Ave. . . . . Baldwin 9-9356

**News Reel Laboratory**  
1729 Sansom St. . . . . Rittenhouse 6-3892

**Welsh Studios**  
1209 E. Chelton Ave. . . . . Livingstone 8-4611

## DALLAS, TEX.

**Big D Film Lab**  
4215 Gaston Ave. . . . . Taylor 4-1341

**Jamieson Film Co.**  
3825 Bryan . . . . . Taylor 3-8158

**Southwest Film Laboratory, Inc.**  
3024 Fort Worth . . . . . Whitehall 6-2184

**Variety Pictures, Inc.**  
3825 Bryan . . . . . Taylor 3-8158

## MILWAUKEE, WISC.

**Film Arts Productions, Inc.**  
1700 S. 19th St. . . . . Mitchell 5-0523

## CANADA CALGARY

**Barnes Calgary Film Production Co.**

## MONTREAL

**Associated Screen News, Ltd.**  
5271 Western Ave. . . . . Dexter 1156

**Cinecraft Studios, Inc.**  
1184 St. Catherine St. W. . . . . Lancaster 8092

**Northern M. P. Labs, Inc.**  
10 Dell Park Ave. . . . .

## TORONTO

**Associated Screen News, Ltd.**  
100 Adelaide St. W. . . . . Waverly 4671

**Audio Pictures, Ltd.**  
310 Lake Shore Rd. . . . . Clifford 1-5211

**S. W. Caldwell Ltd.**  
447 Jarvis St. . . . . WA 2-2103

**Film Laboratories of Canada, Ltd.**  
310 Lakeshore Rd. . . . . Clifford 1-5211

**Shelly Films, Ltd.**  
156 King St. W. . . . . Lyndhurst 3431

## OTTAWA

**Crawley Films, Ltd.**  
19 Fairmont Ave.

**National Film Board of Canada**  
John & Sussex Sts. . . . . Dideau 9-5730

## REGINA, SASK.

**General Films, Ltd.**  
1824 Rose St.

## VANCOUVER

**Motion Skreenadz, Ltd.**  
Film Exchange Bldg.

**Trans-Canada Films, Ltd.**  
1210 Burrard St. . . . . PA 1458

**Vancouver Motion Pictures, Ltd.**  
Film Exchange Bldg.

## Color Processes

**Acme Film Labs**  
1161 N. Highland, Hollywood 38, Calif.; HOLlywood 4-7471.

**Anso Color**  
Anso Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; OXFord 7-8161; 1001 N. LaBrea, Los Angeles; OLdfield 4-0550.

**Cinema Research**  
716 N. La Brea, Hollywood 38, Calif.; WEbster 3-9301.

**Color Reproduction Co.**  
7936 Santa Monica Blvd., Hollywood 46, Calif.; OLdfield 4-8010.

**Consolidated Film Ind.**  
959 N. Seward St., Hollywood; HOLlywood 9-1441.

**De Luxe Laboratory**  
850 Tenth Ave., N. Y. C.; Circle 7-3220; 1418 N. Western Ave.; HOLlywood, Calif.; HOLlywood 9-3141.

**Eastman Kodak Co.**  
Rochester, N. Y.

**Eastman Kodak Research Lab.**  
1017 N. Las Palmas Ave., Hollywood; HOLlywood 5-7151.

**Film Effects**

1153 N. Highland Ave., Hollywood 38, Calif.; HOLlywood 9-5808.

**Flora Color**

1715 N. Mariposa, Hollywood, Calif.; NORmandy 3-2201.

**Kodachrome**

Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Sunset Blvd., Hollywood; HO 4-2181.

**Mercer, Ray, & Co.**

4241 Normal Ave., Hollywood; NORmandy 3-9331.

**Pathe Lab., Inc.**

6823 Santa Monica Blvd., Hollywood; HOLlywood 9-3961.

**Polarcolor Process**

Polaroid Corp., Cambridge 39, Mass.

**Technicolor Motion Picture Corp.**

6311 Romaine St., Hollywood 38, Calif.; HOLlywood 7-1101; Office: 30 Rockefeller Plaza, New York, N. Y.; Circle 7-7934.

**Video Color, Inc.**

11 E. 48th St., N. Y.; MURray Hill 8-8190.

## Projectors

**Ballantyne Co.**, 1712 Jackson, Omaha 2, Nebr.

**Bodde Projector Co.**, 11541 Bradley Ave., San Fernando, Calif.; EMPIre 5-2551

**Century Projector Corp.**, 729 7th Ave., New York N. Y. . . . . Circle 5-7048

**Camera Equipment Co.**, 315 W. 43rd St., New York, N. Y. . . . . JUDson 6-1420

## Spot and Flood Lamps

**Adams Lighting, Inc.**, 10 First St., Pelham, N. Y. PELham 8-4003

**Ariel Davis Supply Co.**, 3687 S. State St., Salt Lake City, Utah.

**Capitol Stage Lighting Co.**, 527 W. 45th St., New York, N. Y. . . . . Circle 6-7770

**Compeo Corp.**, 1800 N. Spaulding Ave., Chicago 47, Ill. . . . . EVERglade 4-1000

**General Electric Co.**, 1013 Williamson Bldg., Cleveland, O.

**International Motion Picture Consultants, Inc.**, National Press Building, Washington, D. C.

**Kilegl Bros.**, 321 W. 50th St., New York, N. Y. COLUMbus 5-0130

**Mitchell Camera Corp.**, 666 West Harvard St., Glendale 4, Calif. . . . . CHApman 5-1085

**Motigraph, Inc.**, 4441 W. Lake St., Chicago 24, Ill. . . . . ES 8-6600

**National Theater Supply**, 92 Gold St., New York, N. Y. . . . . BE 3-4170

**Radiant Lamp Corp.**, 300 Jelliff Ave., Newark 8, N. J. . . . . BI 3-6850

**Radio Corp. of America**, Front & Cooper Sts., Camden, N. J.

**S.O.S. Cinema Supply Corp.**, 602 W. 52nd St., New York 19, N. Y. ....PL 7-0440  
**Sylvania Electric Products Co.**, 1740 Broadway, New York, N. Y. ....JUdson 6-2424  
**Wenzel Projector Co.**, 2509 S. State St., Chicago 16, Ill. ....CA 5-6285  
**Westinghouse Electric Corp.**, 2519 Wilkens Ave., Baltimore 3, Md.

**NEW YORK, N. Y.**

**Bonded Film Storage Corp.**  
 630 Ninth Ave. ....JUdson 6-1030  
**Consolidated Film Industries, Div. of Republic Pictures Corp.**  
 10 Columbus Circle. ....JUdson 6-1700  
**Movielab Theatre Service, Inc.**  
 619 W. 54th St. ....JUdson 6-0360

**Carpets**

**Bigelow Carpet Co.**, 140 Madison Ave., New York, N. Y. ....ORegion 9-3000  
**Hardwick & Magee Co.**, Lehigh Ave. & 7th St., Philadelphia 33, Pa. ....BALDwin 3-2000  
**A. & M. Karagheusian, Inc.**, 295 5th Ave., New York, N. Y. ....ORegion 9-1220  
**James Lees & Sons Co.**, Bridgeport, Pa.  
**C. H. Masland & Sons, Carlisle, Pa.**  
**Alexander Smith, Inc.**, 295 5th Ave., New York 16, N. Y. ....MUrray Hill 9-1300

**Stock Shot Libraries**

**LOS ANGELES, CALIF.**

**ABC Film Library**  
 4151 Prospect .....NOrmandy 3-3311  
**Bailey Color Stock Library**  
 7934 Santa Monica, Hollywood, Calif.:  
 OLdfield 4-8197  
**Elmer Dyer**  
 711 N. La Jolla Ave. (46) ....WEbster 9-8308  
**Lee Green Stock Footage**  
 1400 Ridgewood Place .....HOllywood 2-1281  
**Sherman Grinberg Film Libraries**  
 1438 N. Gower .....HOllywood 4-7491  
**Holbrook's Film Library**  
 1426 N. Beachwood .....HOllywood 7-7715  
**Mercer, Ray & Co.**  
 4241 Normal Ave. (27) ...NOrmandy 3-9331  
**Smith & Holst Films**  
 2408 W. Seventh St. ....DUnkirk 7-8228

**Background Processes**

**LOS ANGELES, CALIF.**

**Acme Film Laboratories, Inc.**  
 1161 N. Highland Ave. (38) .HOllywood 4-7471  
**Anderson, Howard A., Co.**  
 751 N. Fairfax .....OLive 3-4880  
**Bodde Screen Co.**  
 11541 Bradley Ave., San Fernando, Calif.  
 EMpire 5-2551  
**Cinema Research**  
 716 N. LaBrea, Los Angeles. .WEbster 3-9301  
 HOllywood 2-7464  
**Consolidated Films Industries, Inc.**  
 959 Seward St. ....HOllywood 9-1441  
**Mercer, Ray**  
 4241 Normal Ave. ....NOrmandy 3-9331  
**Pathe Laboratories, Inc.**  
 6823 Santa Monica Blvd. ....HOllywood 9-3961  
**Technicolor Motion Picture Corp.**  
 6311 Romaine St. ....HOllywood 7-1101

**NEW YORK, N. Y.**

**Stock Shots To Order, Inc.**  
 550 Fifth Ave. ....CIrcle 6-0690

**Cartoon Producers**

**LOS ANGELES, CALIF.**

**Animation, Inc.**  
 736 N. Seward St., Hollywood (38)  
 HOllywood 4-1117  
**Avery, Tex, Cartoons**  
 10681 Santa Monica Blvd., Los Angeles (25)  
 GRanite 7-3325  
**Cain, Mary, I & P Service**  
 7107 DeLongpre, Hollywood (46)  
 HOllywood 4-5186  
**Cascade Pictures**  
 1027 N. Seward St., Los Angeles (38)  
 HOllywood 2-6481  
**Churchill-Wexler**  
 801 No. Seward St., Los Angeles (38)  
 HOllywood 2-6671  
**Cinema Research Corp.**  
 716 N. LaBrea .....WEbster 3-9301  
**Disney, Walt**  
 500 S. Buena Vista, Burbank. .VIctoria 9-3411  
**Glenar (Sid) Productions**  
 6818 1/2 Sunset Blvd. (38) ...HOllywood 4-0406  
**H-R Productions**  
 1416 N. LaBrea, Hollywood (38)  
 HOllywood 3-2141  
**Lantz, Walter**  
 861 Seward St. ....HOllywood 9-2907  
**Mercer, Ray**  
 4241 Normal Ave. ....NOrmandy 3-9331  
**Miles, Celine, I & P Service**  
 6350 DeLongpre, Hollywood (28)  
 HOllywood 9-3009  
**Munk, Hedy, I & P Service**  
 923 Seward, Hollywood (28) .HOllywood 4-5496  
**Patin, Ray, Productions, Inc.**  
 6650 Sunset Blvd., Hollywood (28)  
 HOllywood 2-1147  
**Playhouse Pictures**  
 1401 No. La Brea, Hollywood (28)  
 HOllywood 5-2193

**Raw Stock**

**Anso**  
 Anso Division of General Aniline & Film Corp., Binghamton, N. Y. 405 Lexington Ave., OXFord 7-6161, New York 19, N. Y.; 1001 N. LaBrea, OLdfield 4-0550, Los Angeles, Calif.  
**DuPont**  
 I. E. du Pont de Nemours and Co. (Inc.), Photo Products Division, Wilmington, Del.: 7051 Santa Monica Blvd., HOllywood 9-5147, HOllywood 38, Calif. Factories: Parlin, N. J.  
**Eastman**  
 See W. J. German, Inc., Factories: Eastman Kodak Co., Rochester, N. Y.  
**German, W. J., Inc.**  
 Distributor of Eastman motion picture film. John St., Fort Lee, N. J., WInsdor 8-5100; 6077 Santa Monica Blvd., HOllywood 4-6131 HOllywood 38, Calif.

**Storage Vaults**

**LOS ANGELES, CALIF.**

**Hollywood Film Co.**  
 956 Seward St. ....HOllywood 2-3284  
**Seward Film Vaults**  
 1010 N. Seward St. ....HOllywood 4-0141

# RADIO & TV SERVICE FIRMS

- Quartet Films**  
5631 Hollywood Blvd., Hollywood (28)  
HOLlywood 4-9225
- Sketchbook Films**  
11465 Chandler, No. Hollywood  
TRiangle 7-4729
- Sutherland Productions, Inc.**  
201 No. Occidental Blvd., Los Angeles (26)  
DUnkirk 8-5121
- Technique Productions**  
9424 Dayton Way, Beverly Hills... CR 5-8646
- Thompson's, Auril, I & P Service**  
11459 Riverside Drive, No. Hollywood  
POplar 6-5723
- UPA**  
4440 Lakeside Dr., Burbank... TH 2-7171
- Werner Bros. Cartoons, Inc.**  
461 S. Calif. St., Burbank... THornwall 5-2633
- NEW ROCHELLE, N. Y.**
- Terrytoons**  
38 Centre Ave... NEW Rochelle 2-3460
- NEW YORK, N. Y.**
- Disney, Walt, Productions**  
477 Madison Ave... PLaza 9-3880
- Eshbaugh, Ted, Studios, Inc.**  
109 W. 64th St... TRafalgar 3-0720
- Paramount Pictures Corp.—Cartoon Studio**  
25 W. 45th St... JUdson 2-4500
- Radio & TV Packagers, Inc.**  
11 E. 40th St. (16)... LExington 2-1717
- Smith, Fletcher, Studios, Inc.**  
321 E. 44th St... MUrray Hill 5-9010

## Prizes, Premiums, Etc.

- Certified Projects, Inc.**  
408 W. 57th St., N.Y. 19... PL 7-8150
- Community Club Service**  
20 E. 46th St... MUrray Hill 7-4466
- The Reuben H. Donnelley Corp.**  
305 East 45th St., N. Y. C... ORegon 9-4000
- Ethos**  
141 E. 44th St., N. Y. C... OXford 7-3047
- Robert A. Gold**  
302 East 4th St., N. Y. C... ORegon 7-3880
- Dunnan & Jeffrey**  
730 Fifth Ave., N. Y. C... PL 7-9500
- Robert Marr**  
80 Eighth Ave., N. Y. C.
- Merchandising Mart, Inc.**  
175 Fifth Ave., N.Y.C... GR 7-2205
- Al Petker**  
59 East 54th St., N.Y.C... EL 5-2687
- Promotional Services, Inc.**  
743 Fifth Ave., N. Y. C... PL 5-1069
- Ramee-Duke Ltd., Inc.**  
408 W. 57th St., N.Y. 19... PL 7-8150
- S. J. Reiner Co., Inc.**  
135 Mineola Blvd... MUrray Hill 2-8540
- Richard S. Robbins**  
163 Bleecker St., N. Y. C... SPring 7-2568
- Shopper Topper**  
60 E. 42nd St., N. Y. C... OXford 7-0306
- Spotlight Promotions**  
1150 6th Ave., N. Y. C... OXford 7-3322
- Storecast Corporation of America**  
11 West 42nd St., N. Y. C... Lo 5-7715

## Radio-TV Station Brokers

- Blackburn & Co.**  
Washington, D. C.: Washington Bldg., STerling  
3-4341. James W. Blackburn, partner.  
Chicago, Ill.: 333 N. Michigan Ave., FInancial  
6-6460. West Coast: 9414 Wilshire Blvd.,  
Beberly Hills, Calif.—CRestview 4-2770; South-  
ern Office—Healey Bldg., Atlanta, Ga., JACKson  
5-1576.
- Haskell Bloomberg**  
Lowell, Mass.: 208 Fairmount St., GLEnview  
5-5823. Haskell Bloomberg, Gen. Mgr.; Muriel  
Joan Bloomberg, Asst. Gen. Mgr.
- R. C. Crisler Co.**  
Cincinnati, O.: Fifth-Third Bank Bldg., DUbar  
1-7775.  
New York: 41 E. 42nd St., MU 7-8436.
- Hamilton, Stubblefield, Twining & Assoc.**  
Washington, D. C.: 1737 DeSales St., N.W., EX  
3-3456. Wm. T. Stubblefield.  
Cleveland, Ohio: 2414 Terminal Tower, TO  
1-6727. Jackson B. Maurer.  
Chicago, Ill.: Tribune Tower, DE 7-2754. Ray  
V. Hamilton, Barney Ogle.  
San Francisco, Calif.: 111 Sutter St., EX 2-5671.  
W. R. Twining.
- David Jaret Corp.**  
150 Montague St., Brooklyn, N. Y.
- Kander, Allen & Co.**  
Washington, D. C.: 1625 Eye St., N.W., NA-  
tional 8-1990.  
New York 17, N. Y.: 60 E. 42nd St., MUrray  
Hill 7-3727.  
Chicago 1, Ill.: 35 E. Wacker Dr., RAndolph  
6-6760.  
Denver, Colo.: 1700 Broadway, AComa 2-3623.
- Frederick Pittera Associates**  
New York: 500 Fifth Ave., Columbus 5-5400.
- Radio Broadcast/Management Associates**  
Wirthman Bldg., Kansas City 9, Mo.; West-  
port 1-3322. Executive Consultants, John L.  
Humphreys and N. E. Paton.
- Howard E. Stark**  
New York 22, N. Y.: 50 East 58th St., EL-  
dorado 5-0405.
- Jack L. Stoll & Assoc.**  
Hollywood 28, Cal., 6381 Hollywood Blvd.  
HOLlywood 4-7279.
- Edwin Tornberg & Co., Inc.**  
60 E. 42nd St., N. Y. C... MU 7-4242;  
West Coast—860 Jewell Ave., Pacific Grove,  
Calif., FRontier 2-7475; Washington—1625 Eye  
St. N.W., District 7-8531.
- Screening Rooms**  
**NEW YORK, N. Y.**
- Bonded's Film Center Theater**  
630 Ninth Ave... JUdson 6-1030
- International Theatre (210 seats)**  
120 W. 42nd St... WIsconsin 7-9907
- Johnny Victor Theater**  
40 W. 49th St... JUdson 6-3800



**RADIO-TV SERVICE FIRMS-SPOT TV EXPENDITURES**

**MovieLab Theatre Service, Inc.**  
 619 W. 54th St.....Judson 6-0360

**Preview Theater**  
 1600 Broadway .....Circle 6-0865

**R.C.A. Victor**  
 411 Fifth Ave.....Murray Hill 3-7611

**Brooks Costumes**  
 3 W. 61st St.....PLaza 7-5800

**Eaves Costume Co., Inc.**  
 151 W. 46th St.....PLaza 7-3730

**Lillian Costume Co.**  
 56 W. 56th St.....Circle 5-5199

**Stage Costumes, Inc.**  
 3 W. 61st St.....Circle 6-9500

**Commercials Monitoring**

**National TV Monitor, Inc.**  
 601 Madison Ave., N.Y.C...Murray Hill 8-1071

**Timing Devices**  
 NEW YORK, N. Y.

**M. Ducommun Co.**  
 580 Fifth Ave., New York, N. Y.  
 PLaza 7-2540

**Costumes**

NEW YORK, N. Y.

**Bally-Hoo Theatrical Costume Co.**  
 160 W. 48th St.....Circle 5-5634

**Berthe, Mme.**  
 110 W. 47th St.....PLaza 7-4170

**Intnat'l TV Shippers**  
 NEW YORK, N. Y.

**Barnett International Forwarders**  
 543 W. 43rd St., New York, N. Y.  
 BRyant 9-1616

**Spot TV Expenditures**  
**By Time Of Day & Type Of Product**

<i>Time of Day</i>	<i>Amount</i>	<i>Percent</i>
Day .....	\$ 50,491,000	31.0
Early Evening .....	29,177,000	17.9
Prime Night.....	52,262,000	32.0
Late Night .....	31,130,000	19.1
<b>Total .....</b>	<b>\$163,060,000</b>	<b>100.0</b>

<i>Type of Activity</i>	<i>Amount</i>	<i>Percent</i>
Announcements .....	\$124,610,000	76.4
ID's .....	17,177,000	10.5
Programs .....	21,273,000	13.1
<b>Total .....</b>	<b>\$163,060,000</b>	<b>100.0</b>

Source: TvB

# Toll Television Firms

ORGANIZATIONS AND MANUFACTURERS

## ENTRON, INC.

4902 Lawrence St., Bladensburg, Md.  
APpleton 7-9585

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(Closed Circuit Programming)

901 Livernois Ave., Ferndale 20, Mich.  
LIncoln 8-2500  
1280 Fifth Ave., New York, N. Y.  
EN 9-3000

Richard L. Colten.....Exec. in Charge

## INTERNATIONAL TELEMETER CO.

(Division of Paramount Pictures Corp.)  
1501 Broadway, New York 36, N. Y.  
BRyant 9-8700

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## JERROLD ELECTRONICS CORP.

15th & Lehigh, Philadelphia 32, Pa.  
BALdwin 6-3456

Milton J. Shapp.....President

Zalmon Garfield.....Asst. to President

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1585 Broadway, New York  
CIRcle 5-4800

Phil Harling.....Chairman

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WATkins 4-7060

Arthur Levey.....President

Frank V. Quigley.....Secy.-Treas.

## SKIATRON TV INC.

400 Park Ave., New York 5, N. Y.  
PLaza 3-5600

Matthew Fox.....President

## SPENCER-KENNEDY LABORATORIES INC.

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ALgonquin 4-5400

George W. W. Brewster.....Chairman

Donald Spencer.....Pres., Treas.

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231 S. LaSalle St., Chicago 4, Ill.  
FINancial 6-3499

S. I. Marks.....President

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400 Madison Ave., New York, N. Y.  
ELdorado 5-0010

Solomon Sagall.....President

## TOLVISION OF AMERICA

445 Park Ave., New York, N. Y.  
PL 4-6800

Matthew Fox.....President

## VIDEO INDEPENDENT THEATERS INC.

11 N. Lee Ave., Oklahoma City, Okla.  
REgent 9-0681

Henry S. Griffing.....President

## ZENITH RADIO CORP.

6001 Dickens Ave., Chicago 39, Ill.  
BERkshire 7-7500

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# Research Organizations

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Phone: WEBster 5-2600

Director.....James W. Seiler  
General Mgr.....John Landreth  
Dir. of Research.....E. H. Clay

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RA 3-8536  
Chicago—435 N. Mich. Ave.....SU 7-3388

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President .....Al Petker

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Phone: YUkon 6-8410

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V.P. Research.....Josef B. Rosenberg

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Phone: CHarter 9-1800

New York Phone: WHitehall 4-7023

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To establish, maintain and advance high ethical standards among members in the conduct of their individual business of representing persons engaged in the theatrical business and allied activities.

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Henri Audet, CKTM-TV, Trois Rivières, P. Q.; Andre Lecomte, CJBR, Rimouski, P.Q.; Paul L'Anglais, CFTM-TV, Montreal, P.Q.; Dumont Lepage, CFRG, Gravelbourg, Sask.; Conrad Lavigne, CFCL, Timmins, Ont.

### FUNCTIONS

An organization which represents and looks after the interests of Canadian Radio and Television broadcasting in French.

## ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N Street, N. W., Washington 6, D. C.  
Phone: DE 2-9300

### OFFICERS

President ..... Bruce Linton  
Vice-President ..... W. Earl Dougherty  
Secy.-Treas. .... Richard M. Brown  
Directors ..... Richard J. Goggin,  
Kenneth Harwood, William Holm, John W. Jacobs,

## INDUSTRY ORGANIZATIONS

Jr., Leo Martin, Harold Niven, W. C. Swartley.  
Exec. Secretary.....Howard Bell

### FUNCTIONS

The purpose of the Association is to promote better understanding between broadcasters and schools which offer pre-professional training in the broadcast media.

## ASSOC. OF CANADIAN ADVERTISERS, INC.

85 Richmond St., West, Toronto 1, Ontario  
Phone: EMpire 3-8046

### OFFICERS

President.....A. B. Yeates  
Exec. Vice-Pres.....K. J. Farthing  
V.P.'s.....E. T. Gater,  
J. W. Cook, P. J. McGinnis.  
V.P., Treas.....E. J. Coleman  
Gen. Mgr., Secy.....B. E. Legate

### FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

## ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.  
Phone: DIstrict 7-5412

### OFFICERS

President.....Jack Harris  
1st Vice-Pres.....Charles H. Crutchfield  
2nd Vice-Pres.....Donald D. Davis  
Secy.-Treas.....Harold Essex  
Ass't. Secy.-Treas., Exec. Dir.....Lester W. Lindow

### BOARD OF DIRECTORS

C. Howard Lane, J. H. DeWitt, Jr., Harold Hough, Robert D. Swezey, Harold C. Stuart, John S. Hayes, Lawrence H. Rogers, II, Carter M. Parham, Ward Quaal, Roger Clipp, Joseph B. Epperson, Jack Harris, Alex Keese, C. Wrede Petersmeyer, Charles H. Crutchfield, Donald D. Davis, Harold Essex, Lester Lindow, David C. Moore, Edwin K. Wheeler, Henry E. Rhea.

### FUNCTIONS

AMST is dedicated to insuring maximum television service to the American people. Consistent with this objective it favors efforts to expand and develop television service throughout the United States but opposes any compromise or deterioration of the technical quality or service now being provided.

## ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.  
Phone: Oxford 7-5950.

### OFFICERS

Chairman.....Roger H. Bolin  
Vice-Chairman.....John Vockly  
President.....Peter W. Allport  
V.P.'s.....Cy Norton,  
Lowell McElroy, J. M. Allen.  
General Counsel.....Gilbert H. Weil

### DIRECTORS

Douglas L. Smith, G. Bradford, Norbert A. Considine, Jr., Richard S. Lowell, K. L. Skillin, Gene Wedercit, Melvin S. Hattwick, Edward E. Rothman, H. F. Schroeter, R. G. Stolz, John T. Morris, Max Banzhaf, Stanley W. Koenig, H. F. Griswold, Thomas B. McCabe, Jr.

### FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

## ASSOCIATION OF RADIO-TELEVISION NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.  
Phone: OXford 7-5300

### OFFICERS

President.....Merrill Mueller  
V.P.'s.....Leon Pearson, William Downs  
Secretary.....Blair Clark  
Treasurer.....Cesar Saerchinger  
Executive Committee.....Robert Trout,  
H. V. Kaltenborn, Wilson Hall

### FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

## THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
Phone: MUrray Hill 9-4950

### OFFICERS

President.....Pearl S. Buck  
Vice-President.....Cleveland Amory  
Secretary.....John Vandercook  
Membership Secretary.....Edith Mackin

### FUNCTIONS

National business organization of authors in the publication field.

## THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
Phone: MUrray Hill 9-4950

### OFFICERS

President.....Moss Hart  
Vice-President.....Rex Stout  
Treasurer.....Arthur Schwartz  
Secretary.....Ann Petry  
Executive Secretary.....Mills Ten-Eyck, Jr.

### FUNCTIONS

The national business organization of authors and dramatists.

## BRAND NAMES FOUNDATION, INC.

437 Fifth Ave., New York 16, N. Y.  
Phone: MUrray Hill 5-0888

### OFFICERS

Chmn. of Bd.....John H. Breck, Jr.  
Vice-Chmn.....Clay Buckhout  
Vice-Chmn.....Frank Armour, Jr.  
Chmn. Exec. Committee.....Carlton M. Fishel  
Vice-Chmn. Exec. Comm.....Paul Shoemaker  
President.....Henry E. Abt  
Treasurer.....John B. Poor  
General Counsel.....William Coogan

### FUNCTIONS

Conducts a year 'round promotional program in Radio, TV, and other media which emphasizes to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising. Non-profit educational organization.

## THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 20, N. Y.  
Phone: Circle 7-0656

### OFFICERS

U. S. Representative.....Derek Russell  
Ch. Ass't (TV).....Dennis Scuse  
Program Assistant.....Lillian Lang  
News Assn.....Sally Gannon  
Transcription Assistant.....Marion Moss  
Chief Engineer.....Arthur S. Toby

### BRANCH OFFICES

United Nations Office Room C-309, United Nations,

# INDUSTRY ORGANIZATIONS

N. Y. Phone: PLaza 4-1234, Ext. 3121. J. C. Crawley, U. N. Correspondent.  
 907 Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465. Douglas Stuart, Gerald Priestland, Washington correspondents.

**FUNCTIONS**  
 Promotes and distributes BBC Radio & TV programs in the U. S., and produces Radio & TV material for British audiences.

## BRITISH INFORMATION SERVICES

45 Rockefeller Plaza, New York 20, N.Y.  
 Phone: Circle 6-5100

### OFFICER

Director, Radio-TV Div. .... Rodney C. Chalk

### BRANCH OFFICES

British Embassy, 3100 Massachusetts Ave., Washington, D. C. Phone: HObart 2-1340. David de Boinville, Information Officer.

British Consulate General, 200 S. Michigan Ave., Chicago 4, Ill. Phone: WEBster 2-1340. Alan Harvey, Information Officer.

British Consulate General, 2516 Pacific Ave., San Francisco 15, Cal. Phone: FILLmore 6-3033. Donald Stokes, Information Officer.

British Consulate General, 448 S. Hill St., Los Angeles 13, Cal. Phone: MADison 6-4411. Basil Block, Information Officer.

### FUNCTIONS

Produce and distribute Radio-TV public service programs: film and news features.

## BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.  
 Phone: ORegon 9-2968

### OFFICERS

Exec. Dir. .... S. Franklin MacL  
 Assoc. Exec. Dir. .... Wesley B. Goodman  
 Bus. Mgr. .... Arthur W. Rhinow  
 Dir., Program Oper. .... Ben E. Wilbur  
 Dir. of Films .... Alexander B. Ferguson  
 Dir., Program Prom. .... Carl Cannon  
 Dir. of Special Proj. .... Arthur Austin  
 Dir., Best. Tng. .... Charles H. Schmitz  
 and Enlistment  
 Assoc. Prod. .... Richard A. Cobb  
 Dir., Film Dist. .... Margaret Carter

### BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 4-7464. George Heimrich, Director.

## BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-1668

Manager ..... Martin Lawrence  
 Editor ..... Julieanne (Judy) Dupuy

### FUNCTIONS

Publishers of TV film source books; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

## BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.  
 Phone: PLaza 9-1500

### OFFICERS

President ..... Carl Haverlin  
 Vice-President—General Counsel. .... Sydney M. Kaye  
 Vice-Pres. in charge Station Relations. .... Glenn Dalberg  
 Vice-Pres. in charge Foreign Relations. .... Jean Geiringer  
 Vice-Pres. in charge Domestic Performing Rights Administration & Secy. .... Robert J. Burton  
 Vice-Pres. in charge Writer Relations. .... Robert B. Sour  
 Ass't. VP in charge Publisher Relations. .... Theodora Zavin  
 Comptroller ..... Edward J. Molinelli  
 Ass't Secretary-Treasurer. .... Robert J. Higgins

### BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover 3-5394.  
 190 N. Canon Dr., Beverly Hills, Calif. Phone: 3Radshaw 2-6060.

### BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Alfred R. Beckman, John Elmer, Carl Haverlin, Dwight Martin, Herbert Hollister, Leonard Kapner, Paul W. Moresny, John F. Patt, William Regan, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shafro, E. R. Vadenboeour.

### STATION RELATIONS

Vice-Pres., Glenn Dalberg; Field Staff: Justin Bradshaw, Turner Cooke, Richard Crans, Graeme Fletcher, Bob Fuller, Wayland Fullington, Charles Heltman, Al Martin, Dorsey Owings, Lin Pattee, Ken Sparron.

### FUNCTIONS

The function of BMI is to license to music users public performance rights in the music of a group of affiliated publishers, writers and organizations.

## BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.  
 Phone: PLaza 9-1500

### NATIONAL OFFICERS

President ..... Sol Taishoff  
 1st Vice-Pres. .... Gordon Gray  
 Vice-Presidents ..... Arthur Hull Hayes, Ward A. Quaal  
 Secretary ..... Raymond F. Guy  
 Treasurer ..... Robert J. Higgins  
 Exec. Sec'y ..... M. H. Shapiro

### NEW YORK CHAPTER OFFICERS

President ..... Arthur Simon  
 Vice-Presidents ..... Vincent Lopez, Peggy Stone, Charles Godwin  
 Secretary ..... Sam Kaufman  
 Treasurer ..... Robert J. Higgins

### COMMITTEE CHAIRMEN, N. Y.

Membership ..... Eli Harris  
 Program ..... Irene Wicker  
 Entertainment ..... May Singhi Breen  
 Special Projects ..... Dorothy Gordon  
 Reception ..... Henriette Harrison, Bob Queen  
 Publicity ..... Bernard Platt  
 House ..... Peggy Stone  
 Advisory ..... William S. Hedges, Frank E. Pellegrin, Frank Silvernail, Jeff Sparks, M. H. Shapiro

### FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purpose of friendship and education. The Club shall be a central house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

## BROADCASTERS' FOUNDATION, INC.

(Sponsored by the N. Y. Chapter of Broadcast Pioneers)  
 589 Fifth Ave., New York 17, N. Y.  
 Phone: PLaza 9-1500

### OFFICERS

President ..... Arthur Simon  
 Vice-President ..... Peggy Stone  
 Treasurer ..... Jeff Sparks  
 Secretary ..... Henriette Harrison  
 Chairman, Fund Raising Comm. .... Phil Edwards

### FUNCTIONS

To foster and promote the welfare of persons in need of assistance who have been employed or engaged in the field of Radio broadcasting for twenty years or more, or in television broadcasting for ten years or more, and to assist them in times of illness, emergency or financial need.

## BROADCASTERS' PROMOTION ASS'N., INC.

P. O. Box 9736, Cleveland 40, Ohio

### OFFICERS

President ..... John Hurlbut  
 WFBM, Indianapolis, Ind.  
 First Vice-Pres. .... Don Curran  
 KTVI, St. Louis, Mo.  
 Second Vice-Pres. .... Harvey M. Clarke



## INDUSTRY ORGANIZATIONS

CFPL, London, Ont., Can.  
 Sec.-Treasurer..... F. P. Sullivan  
 KYW-TV, Cleveland, O.

### DIRECTORS

Dorothy Sanders, WLWD, Dayton; Ken Chernin, WFIL-TV, Philadelphia; L. Walton Smith, WROC-TV, Rochester, N. Y.; Austin Heywood, KNXT, Los Angeles; Robert Freeland, KOTV Tulsa; Kirt Harris, KPRC-AM-TV, Houston; James Bowermaster, WMT, Cedar Rapids, Ia.; Heber Darton, WHBF-AM-TV, Rock Island, Ill.; Clark Grant, WOOD-AM-TV, Grand Rapids, Mich.; Doug Duperrault, WFLA-AM-TV, Tampa; Paul Woodland, WGAL-AM-TV, Lancaster, Pa.; Galcy Augustine, WIIC, Pittsburgh; Gene Godt, KYW-TV, Cleveland.

### FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-telesharing business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

## THE BUREAU OF BROADCAST MEASUREMENT

75 Eglinton Ave. East, Toronto 12, Ontario  
 Phone: Hudson 5-9464

### OFFICERS

President..... George S. Bertram  
 Vice-President..... Ray B. Collett  
 Vice-President..... Ross A. McCreath  
 Exec. V. P..... Duncan G. Grant  
 Research & Development Director..... Wilfred L. Hudson  
 Secretary & Treasurer..... Charles J. Follett  
 Honorary President..... Charles R. Vint  
 Chmn. Advisory Comm..... Horace N. Stovin  
 Member Relations..... Graham Wallace

### DIRECTORS

Wm. H. Erskine, Montreal; George Meen, Toronto; Andre Daveluy, CKAC, Montreal; Ernest T. Gater, Aurora, Ont.; T. Ralph Hart, Toronto; Wm. N. Hawkins, CFOS, Owen Sound, Ont.; W. Harold Poole, Toronto; Ralph T. Snelgrove, CKBB, Barrie, Ont.; Patrick S. Milsom, Toronto; Wm. W. Vanderburgh, Toronto; W. Clifford Wingrove, CFPL-TV, London, Ont.; Hugh J. Anderson, Toronto; John O. Blick, CJOB, Winnipeg, Man.; Ralph G. Draper, Toronto; John F. Glasier, Toronto; Gordon J. Hill, Toronto; John F. Hirtle, CKBW, Bridgewater, N. S.

### FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

## CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada  
 Phone: CE 3-4035

### OFFICERS

President..... M. T. Brown  
 Executive Vice-President..... T. J. Allard  
 Vice-President Radio..... R. T. Snelgrove  
 Vice-President Television..... R. G. Chapman  
 Immediate Past Pres..... D. M. Neill

### DIRECTORS

Atlantic Region—J. A. Manning, CKCL, Truro, and R. F. Large, CFXY, Charlottetown, Radio, D. Jamieson, CJON-TV, St. John's, TV, Central Canada—H. C. Caine, CHWO, Oakville; M. T. Brown, CFPL, London; Allan Waters, CHUM, Toronto, and T. D. French, CKLC, Kingston, Radio, R. T. Snelgrove, CKVR-TV, Barrie, TV, Prairies—J. O. Blick, CJOB, Winnipeg; J. Love, CFNC, Calgary and E. A. Rawlinson, CKBI, Pr. Alb., Radio, Blair Nelson, CFQC-TV, Saskatoon, TV, Pacific—J. L. Sayers, CFUN, Vancouver and K. Hutcheson, CJAV, Port Alberni, Radio, R. G. Chapman, CHBC-TV, Kelowna, TV, French Language—D. A. Gourd, CKRN, Rouyn; Roland Couture, CKSB, St.

Boniface and T. Fortier, Quebec, Radio, T. Burham, CKRS-TV, Jonquiere, TV.

### TORONTO BRANCH

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: Walnut 2-2334; M. Harris, Office Manager.

### FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 163 privately owned (independent) radio broadcasting stations and 49 television stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Piccadilly, 227 W. 45th St., New York 36, N.Y.  
 Phone: Circle 6-5566

### OFFICERS

President..... Horace McMahon  
 Vice-Presidents..... Ed Begley, Pat O'Brien  
 Chmn. Exec. Bd..... Walter Klavun  
 Recording Sec..... Lee Sullivan  
 Historian..... Kay MacDonald  
 Exec. Secy..... Fred Kelly  
 Cnaplain..... Rt. Rev. Msgr. Vincent J. Brosnan  
 Treasurer..... Very Rev. Msgr. Francis M. Costello

### FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the theatrical profession, regardless of creed. In particular, every effort is made to assure care and attention in the case of illness, hospitalization, burial whenever the need arises.

## CENTRAL CANADA BROADCASTERS ASS'N

c/o R. E. Misener, Pres., CFCF-AM-TV, Montreal, Que., Can.

### OFFICERS

President R. E. Misener, CFCF AM-TV, Montreal, Que.  
 First V.P..... John Moore, CHLO, St. Thomas, Ont.  
 Second V.P..... Wm. McGregor, CKCO-TV, Kitchener, Ont.  
 Secretary..... Gordon Keeble, CHIC, Brampton, Ont.  
 Treasurer..... Gordon Garrison, CKLB, Oshawa, Ont.  
 Directors..... E. A. Bastail, CKCY, Sault Ste. Marie, Ont.; Karl Monk, CHOK, Sarnia, Ont.  
 CAB Bd. of Directors: T. F. French, CKCL, Kingston, Ont.; Howard Caine, CHWO, Oakville, Ont.; Murray Brown, CFPL, London, Ont.; Ralph Snelgrove, CKVR-TV, Barrie, Ont.; Allen Waters, CHUM, Toronto, Ont.

## COMPOSERS AND LYRICISTS GUILD OF AMERICA

12924 Sarah Street, North Hollywood, Calif.  
 Phone: PO 2-8377

292 Madison Ave., No. 1204, New York 17, N. Y.  
 Phone: MU 3-0966

### OFFICERS

President..... Leith Stevens  
 1st Vice-President..... Elie Siegmeyer  
 2nd Vice-President..... David Raksin  
 3rd Vice-President..... John Gart  
 Secretary-Treasurer..... Jerry Livingston  
 Asst. Sec.-Treasurer..... David Terry  
 Executive Secretary..... Elsa Clay

### FUNCTIONS

CLGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

## COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

(CAWMBA)

730 Fifth Ave., New York 19, N. Y.  
 Phone: COLUMBUS 5-3530

# INDUSTRY ORGANIZATIONS

## OFFICERS

Founder & Director	Charles Bernard
President	Kurt A. Meer (KCUL)
Exec. V.P.	Cal Young (WENO)
First V.P.	Henry Hilton (KSOP)
Second V.P.	Gene Cook (WHY)
Third V.P.	Bud Messner (WCBG)
Asst. to Pres.	Carl Brenner (WBMD)
Secretary	Marshall Rowland (WQIK)
Treasurer	Leroy Gloger (KRCT)
Delegate at Large	Ray Odum (KHAT)
Dir. of Research	Morey DeVolt (KLAK)
Dir. of Public Rel.	William Hill (WTJH)
Dir. Legal Affairs	Nick Arundel (WAVA)
Dir. Social Affairs	Bob Johnson (WAXU)
Dir. Northern U. S.	Jerry Prouty (WREM)
Dir. Eastern U. S.	Roy LaMere (WCMS)
Dir. Southern U. S.	Jack Nobles (WMIE)
Dir. Mid-West U. S.	Dal Stallard (KCKN)
Dir. Far-West U. S.	Max Resnick (KFOX)

## FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed along to nat'l advertisers. Memberships open to stations primarily programming "Country & Western" music.

## DIRECTORS GUILD OF AMERICA, INC.

114 E. 52nd St., New York 22, N. Y.  
Phone: Plaza 9-8215  
7950 Sunset Blvd., Hollywood 46, Calif.  
Phone: Oldfield 6-1220

## OFFICERS

President	Frank Capra
Vice Presidents	Michael J. Kane, Frank Borzage, Jack Sughrue, Franklin Schaffner, John Rich, Shields Dierkes
Secretaries	Claude Binyon, Tom Donovan
Treasurers	Howard W. Koch, Lamar Caselli

## NATIONAL BOARD MEMBERS

William Beaudine, Jr., Willis Goldbeck, R. Bennett, George Schaefer, George Sidney, George Stevens, Josef Von Sternberg, Don Weis; Exec. Sec., Hollywood, Joseph C. Youngerman; Exec. Sec., N. Y., Newman H. Burnett.

## FUNCTIONS

A national organization to advance, foster, promote, and benefit the interests of directors, assistant directors, associate directors and stage managers of TV, radio programs, and theatrical releases, and to protect and secure their rights in their professional activities.

## DISC JOCKEY ASSOCIATION, INC.

114 Sansome St., San Francisco, Calif.  
Phone: EXbrook 2-7077

## OFFICERS

President	Jim Hawthorne
First V.P.	Scott Muni
Vice-Pres., Treas.	Bill Gavin

## FUNCTIONS

Non-profit corporation dedicated to high ideals of broadcasting.

## THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
Phone: MURray Hill 9-4950

## OFFICERS

President	Alan Jay Lerner
Vice-President	Howard Lindsay
Secretary	Sidney Kingsley

## COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields,

Joseph Fields, Moss Hart, Lillian Hellman, Arnold B. Horwitt, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Mills Ten Eyck, Jr., Executive Secretary; Luise M. Silcox, Secretary to the Council; Irwin Karp, Counsel.

## FUNCTIONS

The national business organization of dramatists.

## ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
Phone: WALnut 1-2898

## OFFICERS

Pres., Chrm. of Board	J. Key
V.-P., Chrm. Receiver Div.	W. F. Wansbrough
V.-P., Chrm., Components Div.	D. Knapp
1st V.-P., Chrm., Electronics Div.	J. D. Holding
Director of Engineering	R. A. Hackbusch
General Manager	F. W. Radcliffe

## FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV-electronics manufacturing industry in Canada.

## EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.  
Phone: MURray Hill 5-2927

## OFFICERS

Hon. Presidents	Most Rev. Arthur C. Lichtenberger, Rt. Rev. Horace W. B. Donegan
President	Vinton Freedley
Vice-Presidents	Rev. Randolph Ray, Rev. Orin A. Griesmyer, Charles Coburn, Peggy Wood, Robert Fryer
Rec. Secy.	Rev. Chas. Breck Ackley
Treasurer	John Knight
Exec. Secy.	Helen Morrison
General Counsel	Philip W. Lowry
Publicity Director	Suzette G. Stuart

## COUNCIL

Rev. John Ellis Large, Elizabeth Watts, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Helen Bonfils, Margaret Dale, Lawrence Carr, Tessa Kosta, Raymond Massey, Nat Burns, Carmen Mathews, Margery Maude, G. B. Clarke, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Tom H. Sand, James Jolley, Anne Seymour, Mrs. Leonard C. Feathers, Jean Dixon, John Alexander, William Adams, Lorraine Sherwood, Harriet E. MacGibbon, Eugenia Rawls.

## FUNCTION

Cultural, social, philanthropic. Membership open to actors and friends of the theatre. Not denominational in its services. National headquarters, Church of the Transfiguration (Little Church Around The Corner.)

## FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.  
Phone: EXecutive 3-6800

## OFFICERS

Chairman	Paul Rand Dixon
Commissioner	Edward K. Mills
Commissioner	Sigurd Anderson
Commissioner	William C. Kern
Commissioner	Robert T. Secrest
Exec. Dir. & Secretary	Robert M. Parrish
General Counsel	PGad B. Morehouse (Acting)
Director of Public Information	S. F. Stowe
Director of Hearing Examiners	Earl J. Kolb

## BUREAU DIRECTORS

Dir., Bur. of Consultation	John R. Heim
Dir. Bur. of Economics	Simon N. Whitney
Dir., Bur. of Investigation	Sherman R. Hill

**Dir., Bureau of Litigation.....Joseph E. Sheehy**

**BRANCH OFFICES**

- U. S. Court House, Foley Square, New York 7, N. Y.
- Albert G. Seidman, Attorney in Charge.
- Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.
- William F. Lemke, Jr., Attorney in Charge.
- Room 306, Pacific Bldg., San Francisco 3, Cal.
- Raymond J. Lloyd, Atty. in Chg.
- Room 811, U. S. Court House, Seattle 4, Wash.
- Walter W. Harris, Atty. in Chg.
- Room 1001, 131 State St., Boston 9, Mass.
- Robert R. Sills, Attorney in Charge.
- Room 413, Masonic Temple Bldg., New Orleans, La.
- William B. Lott, Atty. in Chg.
- Room 1128, Standard Bldg., Cleveland, Ohio.
- Vernon E. Taylor, Atty. in Chg.
- 2806 Fed. Off. Bldg., Kansas City, Mo.
- Floyd M. Brown, Atty. in Chg.
- 915 Forsyth Bldg., Atlanta 3, Ga.
- Edward S. Ragsdale, Atty. in Chg.
- Room 102, FTC Bldg., Washington, D. C.
- Joseph J. Gercke, Atty. in Chg.

**FUNCTIONS**

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

**FILM PRODUCERS ASSOCIATION OF NEW YORK**

15 E. 48th St., New York 17, N. Y.  
Phone: PLaza 1-1920

**OFFICERS**

- President.....Lee Blair
- Executive V. P.....William Van Praag
- First V. P.....Robert Lawrence
- Second V. P.....Robert Crane
- Secretary.....Albert Hecht
- Treasurer.....Edward Lamm
- Legal Counsel.....Herbert Burstein
- Executive Director.....Harold Klein

**BOARD MEMBERS**

David I. Pincus, Peter J. Mooney, Walter Lowendahl, Harold Wondsel, Sanford Greenberg, Robert Gross, David Horne, Robert Klueger, Nathan Zucker, Stephen Elliot.

**FUNCTIONS**

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations.

**FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA**

6399 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WE 6-1186

**OFFICERS**

- President.....John B. Kiefci
- Secretary.....Maurice Buchen

**THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA (Radiodiffusion-Television Francaise, N. American Branch)**

972 Fifth Ave., New York 21, N. Y.  
Phone: REgent 4-1501

**OFFICERS**

- Director.....Pierre Crenesse
- Ass't. Dir.....Alice Lewitin
- Administrator.....Suzanne Weltman
- Program Director.....Ann McMillan
- Public Relations.....Kenneth Tepfer

**FUNCTIONS**

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

**THE INSTITUTE OF RADIO ENGINEERS, INC.**

1 East 79th St., New York 21, N. Y.  
Phone: LEhigh 5-5100

**OFFICERS**

- President.....R. L. McFarlan
- Vice-President (No. America).....J. N. Dyer
- V.P., (Outside N. Amer.).....J. A. Ratcliffe
- Editor.....F. Hamburger, Jr.
- Exec. Sec'y.....G. W. Bailey

**DIRECTORS**

E. F. Carter, L. C. Vonatta, W. G. Shepherd, George Sinclair, Charles F. Horne, B. M. Oliver, A. N. Goldsmith, P. E. Haggerty, E. E. Noble, J. B. Russell, A. D. Giordano, B. J. Dasher, A. B. Breskin, R. E. Mol, M. Bulloch, C. W. Carnahan, B. R. Tupper.

**FUNCTIONS**

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

**INTER-AMERICAN ASSN. OF BROADCASTERS**

- Avenida Uruguay 1031, Montevideo, Uruguay
- President.....Raul Fontaina
- 1st Vice-President.....Jose Luis Fernandez
- 2nd Vice-President.....Fernando Eleta
- Secretary.....Raul Travanino

**DIRECTORS**

Raul Fontaina, Mercedes 973, Montevideo, Uruguay; Jose Luis Fernandez, Avda. Chapultepec No. 18, Mexico, D. F., Mexico; Fernando Eleta, Apartado 1795, Panama, Panama; Raul Trabanino, 50. Calle Poniente 9, San Salvador, El Salvador; Ramiro Garcia, Cordoba 1114, Buenos Aires, Argentina; Malcolm Neill, CFNB Station, Fredericton, N. Brunswick, Canada; Fernando Londono Henao, Calle 19 No. 8-48, Bogota, Columbia; Goar Mestre, Circuito CMQ, La Habana, Cuba; Enrique Sanchez Matte, Casilla 3591, Santiago, Chile; Herbert E. Evans, 246 North High St., Columbus 16, Ohio; Carlos Bock Milla, Apartado 981, Guatemala, Guatemala; Avelina Aramburu, Jiron Ocona 476, Lima, Peru; Manuel Caballero Ferreira, Dr. Jose Scoseria 2885, Montevideo, Uruguay; Jose Ramon Quinones, Box 4563, San Juan 23, Puerto Rico; Felix Cardona Moreno, Apartado 3955, Caracas, Venezuela; Manuel Caballero Ferreira, Avda. Uruguay 1031, Montevideo, Uruguay (treasurer and Gen. Mgr.).

**INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (AFL-CIO)**

1200 15th St., N.W., Washington 5, D. C.  
Phone: COLUMBIA 5-8040

**OFFICERS**

- Intl. President.....Gordon M. Freeman
- Intl. Sec.....Joseph D. Keenan
- Dir., Radio-TV Recording Div.....Albert O. Hardy

**FUNCTIONS**

Labor organization: radio, TV and recording.

**JEWISH THEATRICAL GUILD OF AMERICA, INC.**

1564 Broadway, New York 36, N. Y.  
Phone: PLaza 7-5237

**OFFICERS**

- Chairman, Bd. of Directors....Wm. Degan Weinberger
- President.....Eddie Cantor
- Exec. Vice-Pres.....Harry E. Gould
- 1st Vice-Pres.....George Jessel
- Vice-Presidents.....Jack Benny, Emil Friedlander, Dr. Leo Michel, Ted Lewis, Robert K. Shapiro, Wm. Morris, Jr., Milton Weintraub, Leo Jaffe, Louis A. Lotito, Moe Gale, Robt. M. Weitman, Max E. Youngstein.
- Treasurer.....Abe Lastfogel
- Asst. Treasurer.....Nat Lefkowitz

## INDUSTRY ORGANIZATIONS

Legal Committee..... Henry M. Katz  
 Chaplain..... Rabbi Abraham Burstein  
 Executive Secretary..... Leonard B. Sung

### BOARD OF DIRECTORS

Wm. Degen Weinberger, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Latifo, Wm. Morris, Jr., Robert K. Shapiro, Robt. M. Weitman, Max E. Youngstein, Moe Gale.

### FUNCTION

Non-sectarian theatrical assistance agency.

## JOINT COUNCIL ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N.W., Washington 6, D. C.  
 Phone: HUDson 3-6628

### OFFICERS

Chairman..... Dr. Albert N. Jorgensen  
 Executive Director..... David C. Stewart  
 Eng. Cons..... Cyril M. Braum

### JCET MEMBERS

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; John F. White, Educational Television and Radio Center; William Harley, Nat'l Assn. of Educational Broadcasters Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Delmas Miller, Nat'l Congress of Parents & Teachers Dr. Lyle Ashby, National Education Association of the United States.

### FUNCTIONS

The JCET is concerned with the preservation and utilization of educational TV channels, and represents the educational TV movement before the FCC, Congressional committees, and other government agencies. It also gives legal and technical advice to any group seeking to activate an educational TV channel.

## THE LAMBS

130 W. 44th St., New York 36, N. Y.  
 Phone: JUDson 2-1515

### OFFICERS

Shepherd..... William Gaxton  
 Boy..... Walter Kiernan  
 Corresponding Secretary..... Martin Begley  
 Recording Secretary..... Frank Thomas, Jr.  
 Treasurer..... Thomas Kilpatrick  
 Librarian..... Cy Mann

### DIRECTORS

Mickey Alpert, Edward H. Ford, John W. Hundley, Jack Whiting, Otto Kruger, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Negel, Edgie Dowlin, Ed Begley, Herman Phillips, Robert Marcato, Frank Thomas Sr., Emil Friedlander, David Seldman, Jack Waldron, Irving Wall.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

### FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed at the discretion of the Council of the Club

## LEAGUE OF ADVERTISING AGENCIES, INC.

220 W. 42nd St., New York 36, N. Y.  
 Phone: LACKawanna 4-9735

### OFFICERS

President..... Bernard Reiss  
 Exec. Sec'y..... Julian Ross  
 Vice-Presidents..... Wm. G. Seidenbaum, Max B. Pearlman, Jay Victor.  
 Secretary..... Arthur Bandman  
 Treasurer..... Theodore H. Bernstein  
 Legal Counsel..... Louis N. Field, Morton J. Simon  
 Fiscal Advisor..... Lucius H. Coleman  
 Public Relations Counsel..... Bosh Stack

## MOTION PICTURE INDUSTRY CREDIT GROUP

(Of the National Association of Credit Management)  
 44 East 23rd St., New York 10, N. Y.  
 Phone: OREGon 4-5100

### OFFICERS

Chairman..... Walter J. Lynch  
 Vice-Chairman..... Jack Fellors  
 Committee Man..... Geo. Elstad,  
 Robt. J. Kingsley, Daniel Nemeth, Howard Funsch.  
 Secretary..... Ira Mermer

### FUNCTIONS

Provides credit information, financial information and collection service to suppliers, equippers and processors.

## MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION

1270 Sixth Avenue, New York 20, N. Y.  
 Phone: CO 5-7364

### OFFICERS

President..... Leo Diston  
 Vice-President..... B. Pollack

### MEMBERS OF EXECUTIVE COUNCIL

Max Kendrick, G. Lewin, B. Scherer, Sam Taylor, Frank Lamarr, Mac Wolfson.

### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer,  
 Regional Dir.; 128 S. LaJollave, Los Angeles, Cal.,  
 Al Solomon, Reg. Dir.; 36 E. 5th St., Cincinnati, Ohio,  
 Danny Engel, Reg. Director.

### FUNCTIONS

Labor Union.

## MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.  
 Phone: PLaza 1-1930

### OFFICERS

Chairman of the Board..... Walter G. Douglas  
 President..... Louis Bernstein  
 Vice-President..... Jack Mills  
 Secretary..... Arthur Israel, Jr.  
 Treasurer..... Maurice Scopp  
 Agent and Trustee..... Harry Fox

## MUSICAL COMMERCIAL PRODUCERS ASSOCIATION, INC.

520 Fifth Ave., New York 36, N. Y.  
 Phone: MURray Hill 2-5844

### OFFICERS

President..... Phil Davis  
 1st Vice-President..... Alan Scott  
 2nd Vice-President..... Hank Sylvern  
 Secretary..... Victor Sack  
 Treasurer..... Gene Forrell

### DIRECTORS

Alan Scott, Phil Davis, Tony Faillace, Gene Forrell, Hank Sylvern, Curt Biever, Morris Mamorsky, Jerry Jerome, Travis Johnson, Ralph Cummings.

### FUNCTIONS

Leading writers, creators and producers of musical commercials, dedicated to provide service to the industry of the highest calibre and integrity. Our support is pledged to the formation of an association (or guild) through which we can work together toward the following aims: To foster a better concept of our function in the advertising business.

## MUSICIANS GUILD OF AMERICA

6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLLYwood 1-9461

### OFFICERS

Chairman..... Cecil F. Reed  
 Vice-Chairman..... Justin Gordon  
 Recording Secretary..... Ted Nash  
 Treasurer..... Larry Sullivan

### FUNCTIONS

Independent trade union for professional musicians in major motion picture studios.

## THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

9126 Sunset Blvd., Los Angeles 46, Cal.

## INDUSTRY ORGANIZATIONS

Phone: CRestview 4-5209

### OFFICERS

President	Harry S. Ackerman
Exec. Vice-President	Mike Wallace
V.P., Los Angeles	Gail Patrick Jackson
V.P., Baltimore	Robert B. Cochran
V.P., Chicago	Irv Kupcinet
V.P., Washington, D. C.	David Brinkley
V.P., Seattle	Lee Schulman
V.P., Arizona	Gene Blanpied
Secretary	Betty Furness
Treasurer	Louis F. Edelman
Executive Director	Kenneth Leedom

### BRANCH OFFICES

2 West Redwood Sun Sq., Baltimore 3, Md.	
Phone: MUltberry 5-5670	
President	Robt. B. Cochran
Suite 1108, 203 N. Wabash, Chicago 1, Ill.	
Phone: FInancial 6-8320	
President	Alex Dreier
200 Central Park S., New York 19, N. Y.	
Phone: JUdson 6-3833	
President	Henry S. White
511 West Adams St., Phoenix, Ariz.	
Phone: ALpine 3-3121	
President	Gene Blanpied
320 Aurora Ave., Seattle 9, Wash.	
Phone: MUltual 2-3555	
President	Lee Schulman
4461 Connecticut Ave., N.W., Washington, D. C.	
Phone: KEllogg 7-1100	
President	David Brinkley

### FUNCTIONS

National non-profit organization dedicated to advancement of arts and sciences of television. One of the most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry. Through public information, lecture and service bureau, provides lectures, advisers, and consultants to colleges and universities offering courses in television.

## NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.  
Phone: WEbster 4-7830

### OFFICERS

President	Mrs. Clara S. Logan
1st Vice-Pres.	Dr. Lee de Forest
2nd Vice-Pres.	Dr. Francis W. Noel
Secretary	Mrs. Victor Roberts
Treasurer	Mrs. Gertrude Blackstack

### FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

## NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

89 E. Jackson Blvd., Chicago 4, Ill.  
Phone: WA 2-2462

### OFFICERS

International President	George Smith
International Vice-President	N. James Green
International Sec'y-Treasurer	Arthur Hjorth
Int'l Asst. Sec'y-Treasurer	Jiacoimo Papa

### BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 433 Jarvis St., Toronto, Ont.; 120 Delaware Ave., Buffalo 2, N. Y.; 1410 Stanley, Montreal, P. Q.

### FUNCTIONS

NABET has contracts for its 5,862 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with

CBC and more than 25 private Radio and TV stations and film studios in Canada.

## NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.  
Phone: JUdson 2-5130

### OFFICERS

National Chairman.....Oliver W. Nicoll

### FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

## NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 Gregory Hall, Urbana, Ill.  
Phone: EMpire 7-6611, Ext. 3394  
Washington, D. C. Address: 1346 Connecticut Ave., N.W.  
Phone: NOrth 7-6000

### OFFICERS

President.....William G. Harley (Wash., D. C.)  
Admin. Vice-Pres.....Harold E. Hill (Wash., D. C.)

### DIRECTORS

TV Board: Region I, Richard S. Burdick; Region II, Raymond D. Hurlbert; Region III, Richard Hull; Region IV, Dr. John C. Schwarzwalder; Region V, Howard L. Johnson; Region VI, Loren B. Stone.

Radio Board: Region I, Albert Fredette; Region II, Roy Flynn; Region III, James S. Miles; Region IV, Carl Menzer; Region V, Edwin Browne; Region VI, Ken Kager.

Other Members: Director-at-Large, Kenneth A. Christiansen, Leslie P. Greenhill; Individual Member Director, Harry J. Skornia.

### FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers & closed circuit TV installations owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

## NATIONAL ASSOCIATION OF FM BROADCASTERS

Radio Station KITT, Suite 525, U. S. Grant Hotel, San Diego 1, Calif.

### OFFICERS

President.....Fred Rabell, KITT, San Diego, Calif.  
Exec. V.P.....T. Mitchell Hastings, Concert Network  
Treasurer.....Bill Tomberlin, KMLA, Los Angeles, Calif.  
Secretary.....Frank Knorr, Jr., WPKM, Tampa, Fla.

### DIRECTORS

T. Mitchell Hastings, Jr., Concert Network; Thomas J. Daugherty, WKJF, Pittsburgh; Frank Knorr, Jr., WPKM, Tampa; William G. Drenthe, WCLM, Chicago; Jack L. Katz, KQAL, Omaha; Lynn Christian, KHGM, Houston; Gary Gielow, KPEN, San Francisco; Fred Rabell, KITT, San Diego; Harold I. Tanner, WLDM, Detroit; Henry W. Slavick, WMCF, Memphis; William Tomberlin, KMLA, Los Angeles.

### FUNCTIONS

To develop FM broadcasting as a communications medium, through promotion of home listening in FM, the sale of advertising time based on circulation, and the betterment of programming on FM stations. We act primarily as a clearing house of information on FM stations, exchanges of ideas, and contact with national advertisers and their agencies.



# INDUSTRY ORGANIZATIONS

## NATIONAL ASSN. OF PERFORMING ARTISTS

640 Fifth Ave., New York 19, N. Y.  
Phone: ClrCrc 5-0200

### OFFICERS

President ..... Fred Waring  
General Counsel ..... Alfred Rice

### FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

## NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.  
Phone: TRafalgar 9-6070

### OFFICERS

President ..... Peter Goelet  
Treasurer ..... David J. Colton  
New York Coordinator ..... Dale Clark  
Newsletter Editor ..... Susan Harrison

### BRANCH OFFICES

2430 Pennsylvania Ave., N.W., Washington, D. C.,  
FE 3-4212, Leo Solomon; 625 Cheney St., San Francisco 12, Calif., JUNiper 5-7575, Hal Light, Coordinator; 1441 W. Chase, Chicago 26, Ill., ROgers Park 4-4330, Mrs. Jos. P. Hector, Coordinator; Hajime Ishii, Apt. 49-206; Maehara-danchi Funabashi, Chiba, Japan.

### FUNCTIONS

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

## NATIONAL BETTER BUSINESS BUREAU, INC.

230 Park Ave., New York 17, N. Y.  
Phone: MU 4-7377

### OFFICERS

Chmm. of Bd. .... Wallace E. Campbell  
President ..... Kenneth B. Willson  
Exec. V. P. .... Allan E. Backman  
Secretary ..... DeWitt J. Paul  
Treasurer ..... Lowell Shumway

### DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallame E. Campbell, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Felio, Jules Herbuveaux, John A. Spooner, William G. Weisbrod.

### FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

## NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.  
Phone: ME 8-1415

### OFFICERS

President ..... William Dalton  
Executive Director ..... Edward P. Whitney  
Bd. Chairman ..... Edward F. Randolph  
Vice-President ..... Larry Boggs  
Secretary ..... Charles Clements  
Treasurer ..... Glenn H. Flinn  
Public Relations Mgr. .... Frank H. Nowaczek, Jr.  
General Counsel ..... E. Stratford Smith

### DIRECTORS

M. William Adler, George J. Barco, Jack R. Crosby, Bill Daniels, Dean M. DeVoe, Curtis M. Farris, Fred G. Goddard, Norman A. Hendry, Paul B. McAdam, Jack E. Pryor, J. Holland Rannels, Albert J. Ricci, Gene W. Schneider, Ray V. Schneider, Milton J. Shapp, Ralph S. Shepler, John M. Spottswood, Fred J. Stevenson, R. L. Stoner, Frank P. Thompson.

### FUNCTIONS

A national non-profit trade association to assist the growth and development of community antenna television systems.

## STATE & REGIONAL ASSNS.

Arizona Community TV Assoc. ....	Membership 11
California CTV Assoc. ....	Membership 23
Mississippi CATV Assoc. ....	Membership 8
Montana CATV Assoc. ....	Membership 11
New England CATV Assoc. ....	Membership 12
New York CTV Assoc. ....	Membership 22
Okla. Kan. Tex. CATV Assoc. ....	Membership 26
N. Central CATV Assoc. ....	Membership 15
Pacific Northwest CTV Assoc. ....	Membership 82
Pennsylvania CATV Assoc. ....	Membership 45
South-Central CATV Assoc. ....	Membership 35
Texas CATV Assoc. ....	Membership 41
West Virginia CTV Assoc. ....	Membership 25
Wyoming CATV Assoc. ....	Membership 13

## NATIONAL EDUCATIONAL TV AND RADIO CENTER

10 Columbus Circle, New York 19, N. Y.  
Phone: JUdson 6-0055

### DISTRIBUTION OFFICE

2320 Washtenaw Ave., Ann Arbor, Michigan

### OFFICERS

President ..... John F. White  
Vice President for Programming ..... R. B. Hudson  
Vice Pres. for Business & Legal Affairs ..... K. Yourd  
Vice Pres. for Development ..... W. A. Kraetzer  
Vice Pres. for Network Affairs ..... Paul Owen  
Director of Legal & Bus. Affairs ..... E. N. Alcinikoff  
Director of Public Information ..... N. Kerkezian  
Director of TV Programming ..... D. F. Feddersen  
Director of Station Rel. .... Paul H. Owen  
Director of Distrib. Serv. .... D. L. Sandberg  
Director, International Exchange Div. (Broadcasting Foundation of America) ..... Basil Thornton  
Director of Technical Services ..... H. W. Town

### FUNCTIONS

To provide its coast-to-coast network of 50 affiliated ETV stations with challenging and imaginative television programming for adults in the areas of the humanities, social and natural sciences, and public affairs, as well as special programs for children. To distribute, through the Broadcasting Foundation of America, its International Division, radio programs of outstanding interest in music and news analysis. To provide assistance to communities interested in establishing ETV stations. To maintain a film library to make its programs available to community, civic or educational groups on a non-commercial basis.

## NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION

Suite 1414, 343 South Dearborn St., Chicago 4, Ill.  
Phone: HArrison 7-5526

### OFFICERS

Chairman of Bd. .... V. N. Zachariah  
President ..... Mauro E. Schifino  
1st Vice-President ..... Roy J. Schneider  
2nd Vice-President ..... Rubin Green  
Vice-President, Industrial ..... Samuel Poncher  
Sec.-Treasurer ..... Meyer J. Spiro  
Executive Vice-Pres. .... Gail S. Carter

**NATIONAL VARIETY ARTISTS, INC.**

232 W. 48th St., New York 36, N. Y.  
Phone: COLUMBUS 5-0956

**OFFICERS**

President ..... Louis Handin  
1st Vice-Pres. .... Joe Woods  
2nd Vice-Pres. .... Frank O'Connell  
Secy., Treas. .... Edna Osborne

**DIRECTORS**

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Sollisch, Lillian Weed, Lou Willis.

**NEGRO ACTORS GUILD OF AMERICA, INC.**

1674 Broadway, New York 19, N. Y.  
Phone: Circle 5-4343

**OFFICERS**

President ..... Leigh Whipper  
Vice-President ..... Edith Wilson  
Executive Secretary ..... Virginia Girvin  
Treasurer ..... A. Edward Walters  
Recording Secretary ..... Lillian Roberts McBride  
Admin. Secy. .... Thomas W. Moseley  
Chaplain ..... Dr. John H. Johnson  
Counsel ..... Percy Sutton, Simon Feinstein

**FUNCTIONS**

Welfare organization serving people of the theatre regardless of race, color or creed.

**NEGRO RADIO ASSOCIATION**

P. O. Box 10063, Charlotte, N. C.

**OFFICERS**

President ..... Francis M. Fitzgerald  
Vice-President ..... Robert Rounsaville  
Treasurer ..... Samuel Feldmon  
Secretary ..... James McLendon  
Asst. Secretary ..... Frances Crowell

**NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.**

Hotel Manhattan, New York, N. Y.  
Phone: Circle 5-3838-9

President ..... James Antone  
1st Vice-President ..... Edward McCarthy  
2nd Vice-President ..... Harry Singer  
Secretary ..... Jack Fox  
Treasurer ..... Joseph Schaefer  
Financial Secretary ..... Al Law  
Corresponding Secy. .... Tom Collins  
Sergeant-at-Arms ..... Mike Pearl

**PROFESSIONAL MUSIC MEN, INC.**

1270 Sixth Ave., New York 20, N. Y.  
Phone: COLUMBUS 5-7362

**OFFICERS**

Honorary President ..... Rocco Vocca  
President ..... Robert Miller  
Vice-President ..... Leo Diston  
Treasurer ..... Irving Tanz  
Executive Director ..... Bob Miller  
Board of Governors ..... Joe Santly, Irving Tanz,  
Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor, Mickey Glass.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill.  
Regional Director ..... Morton Schaefer  
36 E. 5th St., Cincinnati, O.  
Regional Director ..... Danny Engel  
225 - 26th St., Santa Monica, Calif.  
Regional Director ..... Al Comparte

**FUNCTIONS**

Charitable and Benevolent Organization.

**PUBLICISTS LOCAL NO. 872**

**I.A.T.S.E.**

100 Central Park, S., New York 19, N. Y.  
Phone: JUDSON 6-6385

**OFFICERS**

President ..... Harry Rice  
1st Vice-President ..... Alvin Adams  
2nd Vice-President ..... P. Dale Soriano  
3rd Vice-President ..... Harry E. Rice  
Secretary-Treasurer ..... Thomas Kirby  
Business Agent ..... David Cassidy

**FUNCTIONS**

Labor organization with jurisdiction over television, radio, motion pictures, and advertising agency publicists.

**RADIO ADVERTISING BUREAU INC.**

460 Park Ave., New York 22, N. Y.  
Phone: MURRAY Hill 8-4020

**OFFICERS**

Chairman of Bd. .... Frank P. Fogarty  
President ..... Kevin B. Sweeney  
Mgr. Service Dept. .... Maurice E. Fidler  
Director of Promotion ..... Hill W. Hastings  
Secretary ..... Weston C. Pullen, Jr.  
Treasurer ..... Harold Krelstein  
Asst. Secy.-Treas. .... William L. Morison

**FUNCTIONS**

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

**RADIO FREE EUROPE**

Two Park Ave., New York 16, N. Y.  
Phone: LE 2-8900

**OFFICERS**

Director ..... Thomas H. Brown, Jr.  
Asst. Director ..... John L. Dunning  
Executive Asst. .... Keith E. Kinyon  
N. Y. Prog. Mgr. .... Jos. L. Ranft  
PR Dir. .... Alton Kastner  
Tech. Dir. .... Russell E. Geiger  
Eur. Dir. (Munich) ..... Erik Hazelhoff  
Mng. Dir. (Lisbon) ..... Henry Lollitt

**FUNCTIONS**

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 28 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

**RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOC. INC.**

527 Lexington Ave., New York 17, N. Y.  
Phone: PLAZA 1-2720

**OFFICERS**

President ..... Gabe Pressman  
1st Vice-President ..... Herb Schwartz  
2nd Vice-President ..... Tom O'Brien  
Secretary ..... Charles Campbell  
Asst. Secy ..... Irving Heitzner  
Treasurer ..... Richard Milbauer  
Sergeant-at-Arms ..... George Jordan

**FUNCTIONS**

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

**RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.**

515 Madison Ave., New York 22, N. Y.  
Phone: PLAZA 8-2450

# INDUSTRY ORGANIZATIONS

## OFFICERS

President ..... Richard S. Salant  
 1st Vice-President ..... Robert H. Teter  
 V.P.'s ..... Ernest L. Jahncke, Jr., David C. Moore  
 Secretary ..... Mary McKenna  
 Treasurer ..... Edward J. DeGray  
 Executive Director ..... Claude Barrere

## BOARD OF GOVERNORS

Ted Bergmann, Sidney N. Berry, R. David Kimble, Albert B. Shepard, Edward P. Shurick, Sol Paul, Frank E. Pellegrin, Sam Cook Digges, Josef C. Dine, Jayne Shannon, P. A. Sugg.

## FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

## RADIO-TV CORRESPONDENTS' ASSN.

U. S. Capitol, Washington, D. C.  
 Phone: CApitol 4-3121, Ext. 6421

## OFFICERS

Chmn. .... Ann M. Corrick (Westinghouse Bcstg. Co.)  
 Vice Chmn. .... Robert H. Fleming (ABC)  
 Secretary ..... Elmer W. Lower (NBC)  
 Treasurer ..... Ted Koop (NBC)  
 Members-at-Large ..... Steve McCormick (MBS);  
 Bill Roberts (Time-Life); Ellen McDonnell (UP-Movietone); Lou Shollenberger (CBS), member ex-officio.

Senate Radio-TV Gallery Super. .... Robert C. Hough  
 House Radio-TV Gallery Super. .... Robert M. Menaugh

## FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

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## FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin. Annual convention and awards. Spot news, editorializing and community problem coverage.

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717 Fifth Ave., New York 22, N. Y.  
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## OFFICERS

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 Exec. V.P., Dir. .... Giorgio E. Padovano  
 Secretary ..... George Funaro  
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 Asst. Director ..... Vera Giannini  
 U. S. Correspondent ..... Ruggero Orlando

## FUNCTIONS

The RAI Corporation aims to promote the exchange of radio and TV programs, ideas, talent, technical facilities and information between the U. S and Italy. English language programs distributed to U. S. stations feature Italian life and culture.

## RECORDING INDUSTRIES MUSIC PERFORMANCE TRUST FUNDS

816 Pennsylvania Bldg., 225 West 34th St.,  
 New York 1, N. Y.  
 Phone: LO 5-5693

Trustee ..... Samuel R. Rosenbaum

## FUNCTIONS

Engages musicians in single engagements to play free for the public, in schools, hospitals, playgrounds, and on public service occasions such as parades, local and national patriotic observances and celebrations.

## REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

5a. Calle Poniente No. 9  
 San Salvador, El Salvador

## OFFICER

President ..... Boris Eserski

## FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

## SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.  
 Phone: HOLlywood 9-7311

## OFFICERS

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11 Beacon Street, Room 624, Boston 8, Mass. Phone: RIchmond 2-0208. Mr. Robert M. Segal, Executive Secretary.

436 O'Farrell St., 4th Flr., San Francisco 2, Calif. Phone: PRospect 5-3070. Diane Fivey, Executive Secretary.

## FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television and theatrical motion pictures, etc.

## SCREEN COMPOSERS' ASSOCIATION

9250 Wilshire Blvd., Beverly Hills, Calif.

## INDUSTRY ORGANIZATIONS

Phone: CRestview 6-3123  
292 Madison Ave., New York, N. Y. c/o Zissu & Marcus  
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### FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

## SCREEN DIRECTORS INTERNATIONAL GUILD

250 W. 57th St., New York 19, N. Y.  
JUdson 2-5470

### OFFICERS

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### FUNCTION

Labor organization.

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### FUNCTIONS

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## SOUTHERN CALIFORNIA BROADCASTERS ASS'N

6047 Hollywood Blvd., Hollywood 28, Calif.  
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COVERING THE FIELD OF RADIO—TELEVISION—FM

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Editor.....John Crichton  
Managing Editor.....Jarlath J. Graham

## ANNY, ADVERTISING NEWS OF NEW YORK

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Editor.....Joe Morris  
Assoc. Editor.....David Halliday  
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1564 Broadway, New York, N. Y.  
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V.P., Sales Manager.....Winfield R. Levi  
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(See listing under VARIETY)

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Editor.....Gene Lees  
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# TRADE PUBLICATIONS

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SEE PAGE 1004



FOR FOREIGN  
TV STATIONS  
SEE PAGE 1060



FOR PLAY & STORY  
BROKERS  
SEE PAGE 1073



FOR PROGRAM  
PRODUCERS  
SEE PAGE 839



1961

**COMMERCIAL  
RADIO  
NETWORK  
PROGRAMS**



ALPHABETICALLY BY TITLE

NETWORK

SPONSOR

PRODUCT

ADVERTISING AGENCY

# Commercial Radio Network Programs, 1960

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1960. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC.

## — A —

### **Academy Awards—1960 (NBC)**

Advertiser and Product:  
Academy of Motion Picture Arts and Sciences  
and MPAA

### **Address By Adlai Stevenson, An (CBS)**

Advertiser and Product:  
AFL-CIO Textile Workers Union of America  
Ad Agency—Alan S. Becker Adv.

### **All-Service Football (MBS)**

Advertiser and Product:  
Minnesota Mining and Manufacturing Co.  
Ad Agency—BBD and O

### **All Star Baseball (NBC)**

Advertiser and Product:  
Gillette  
Ad Agency—Maxon

### **All Star Game (NBC)**

Advertiser and Product:  
Gillette  
Ad Agency—Maxon

### **Amos 'n' Andy (CBS)**

Advertiser and Product:  
Chrysler Corp.  
Ad Agency—Leo Burnett Co., Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
Fram Corp.  
Ad Agency—McCann-Marschalk Co.—Div. of MC and E  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.

The Frito Co. Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.; Gardner Adv. Co.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
Maico Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.  
The Welch Grape Juice Co., Inc.  
Ad Agency—Richard K. Manoff, Inc.  
Whitehall Laboratories, Inc.—Div. of American Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

### **Army-Navy Game (NBC)**

Advertiser and Product:  
Singer  
Sylvania Electric  
Ad Agency—Kudner

## — B —

### **Backgrounding The News (CBS)**

Advertiser and Product:  
American-Telephone and Telegraph Co.  
Ad Agency—N. W. Ayer and Son, Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine and Osborn, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers, and Shanfield, Inc.  
Tyrex, Inc.  
Ad Agency—McCann-Erickson, Inc.

### **Back To God (NBC, MBS)**

Advertiser and Product:  
Christian Reformed Church  
Ad Agency—Stoetzel and Assoc., Inc.

## COMMERCIAL AM NETWORK PROGRAMS

### **Baltimore Colts Football (MBS)**

Advertiser and Product:  
National Brewing Co.  
Ad Agency—W. B. Doner Co.

### **Behind The News (CBS)**

Advertiser and Product:  
The AP Parts Corp.  
Ad Agency—Gray and Rogers

### **Belmont Stakes (CBS)**

Advertiser and Product:  
Joseph Schlitz Brewing Co.  
Ad Agency—J. Walter Thompson

### **Best Seller (CBS)**

Advertiser and Product:  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson

### **Bible Study Hour (NBC)**

Advertiser and Product:  
Evangelical Foundation  
Ad Agency—Faul Liche Adv. Co.

### **Blue-Gray Football Game (NBC)**

Advertiser and Product:  
GMC  
Gillette Safety Razor Co.  
Ad Agency—Maxon

### **Bob & Ray (CBS)**

Advertiser and Product:  
Chrysler Corp.  
Ad Agency—Leo Burnett Co., Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
Fram Corp.  
Ad Agency—McCann-Marschalk Co.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
Ad Agency—Gardner Adv. Co.  
Kellogg Co.  
Ad Agency—Leo Burnett, Inc.  
Maico Electronics, Inc.

Ad Agency—Bozell and Jacobs, Inc.  
Pepsi-Cola Co.  
Ad Agency—Denyon and Eckhardt, Inc.

### **Bob Richards Show (ABC)**

Advertiser and Product:  
General Mills, Inc.  
Ad Agency—Knox, Reeves Adv., Inc.

### **Boxing Bouts (NBC)**

Advertiser and Product:  
Gillette Safety Razor Co.  
Ad Agency—Maxon

### **Breakfast Club (ABC)**

Advertiser and Product:  
A. E. Staley Mfg. Co. (Sta-Puf, Sta-Flo)  
Ad Agency—Erwin Wasey, Ruthrauff and Ryan  
All Purpose Gelatin Products (Gelatin Capsules)  
Ad Agency—Walter Leftwick Adv.  
Bankers Life and Cas. Co. (White Cross Hosp. Plan)  
Ad Agency—Phillips and Cherbo, Inc.  
Curtis Circulation (Saturday Evening Post, Ladies Home Journal)  
Ad Agency—B B D and O  
Dow Chemical (Saran Wrap)  
Ad Agency—Mac Manus, John and Adams  
E. L. Bruce Co. (Floor Wax)  
Ad Agency—Christiansen Adv.  
Ex-Lax (Ex-Lax)  
Ad Agency—Warwick and Legler  
Food Specialties (Appian Way Pizza Pie Mix)  
Ad Agency—Charles F. Hutchinson  
Frito (Frito's Corn Chips)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Foods (D-Zerta)  
Ad Agency—Foote, Cone and Belding  
General Foods (Kool-Aid)  
Ad Agency—Foote, Cone and Belding  
General Mills (Cheerios)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Nutrition Corp. (Vitamin Sales Catalog)  
Ad Agency—Fairfax, Inc.  
Grossett and Dunlap (Books)  
Ad Agency—Friends-Reiss Adv.  
Hudson Vitamin (Vitamin Catalog)  
Ad Agency—Pace Adv.  
International Milling (Robin Hood Flour)  
Ad Agency—H. W. Kastor and Sons  
Kretchmer Corp. (Wheat Germ)  
Ad Agency—George H. Hartman  
KVP (Freezer Wrapping and Shelving)  
Ad Agency—Grant Adv.  
Levolor Lorentzen (Levolor Venetian Blinds)  
Ad Agency—Friends-Reiss Adv.  
Magla Products (Wiskin' Wipe Sponges)  
Ad Agency—Ed Lieb Adv.  
McCall Corp. (McCall's Magazine)  
Ad Agency—Donahue and Coe  
National LP-Gas Council (Bottled Gas)  
Ad Agency—Bozell and Jacobs

## COMMERCIAL AM NETWORK PROGRAMS

Olson Rug Co. (Rugs)  
 Ad Agency—Feller and Fresba  
 Parker Pen Co. (Pens)  
 Ad Agency—Tatham Laird  
 Peelers Co. (Canned Shrimp Prods.)  
 Ad Agency—Bauerlein, Inc.  
 Peter Paul (Candy Products)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Pfaff American Sales Corp. (Sewing Machines)  
 Ad Agency—Don Remper Co.  
 Plantabbs Corp. (Plant Food)  
 Ad Agency—W. B. Doner and Co.  
 Redbook (Redbook Magazine)  
 Ad Agency—Lawrence C. Gumbinner  
 Scholl Mfg. Co. (Zino Fads)  
 Ad Agency—Donahue and Coe  
 Small Equipment Sales (Econ-O-Wash Coin Oper-  
 ated Laundries)  
 Ad Agency—Farson, Huff and Northlich, Inc.  
 Sofskin, Inc. (Hand Cream)  
 Ad Agency—Kastor, Hilton, Chesley, Clifford and  
 Atherton, Inc.  
 Standard Labs, Inc. (Sloan's Liniment)  
 Ad Agency—The Rockmore Co.  
 Swanson Cookie Co. (Archway Cookies)  
 Ad Agency—Grant Adv.  
 Sylvania Electric Products (Photolamp Flash  
 Bulbs)  
 Ad Agency—Kudner Agency  
 Union Carbide (6-12 Insect Repellent)  
 Ad Agency—J. M. Mathes, Inc.  
 Whitehall (Dristan)  
 Ad Agency—Tatham Laird  
 Woolite, Inc. (Woolite)  
 Ad Agency—Daniel and Charles

### **British Royal Wedding, The (CBS)**

Advertiser and Product:  
 Elgin National Watch Co.  
 Ad Agency—J. Walter Thompson Co.

### **Burns & Allen (CBS)**

Advertiser and Product:  
 Curtis Circulation Co.  
 Ad Agency—Batten, Barton, Durstine, and Os-  
 born, Inc.  
 The Frito Co., Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 Kellogg Co.  
 Ad Agency—Leo Burnett Co., Inc.  
 Whitehall Laboratories, Inc.—Div. of American  
 Home Products Corp.  
 Ad Agency—Tatham-Laird, Inc.

### **Business Final (ABC)**

Advertiser and Product:  
 Standard and Poor's (Standard and Poor's Finan-  
 cial)

— C —

### **Calling America (CBS)**

Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting  
 System, Inc.

### **Camerer On Sports (CBS)**

Advertiser and Product:  
 Liggett and Myers Tobacco Co.  
 Ad Agency—M-E Productions—Div. of McCann-  
 Erickson, Inc.

### **Campaign Addresses (MBS)**

Advertiser and Product:  
 National Nixon-Lodge Club  
 Ad Agency—Campaign Associates, Inc.

### **Christmas Music For Sunday Morning (CBS)**

Advertiser and Product:  
 Brigade Record Corp.  
 Ad Agency—Victor and Richards, Inc.

### **Christmas Sing With Bing (CBS)**

Advertiser and Product:  
 Insurance By North America  
 Ad Agency—N. W. Ayer and Son, Inc.

### **Coleman On Sports (CBS)**

Advertiser and Product:  
 Philip Morris, Inc.  
 Ad Agency—Leo Burnett, Inc.

### **Combs, George Hamilton (News Commentary) (MBS)**

Advertiser and Product:  
 Dictograph Products, Inc.  
 Ad Agency—Weston Co.

### **Conventions And Elections (MBS)**

Advertiser and Product:  
 Liggett and Myers Tobacco Co.  
 Ad Agency—McCann-Erickson

### **Couple Next Door (CBS)**

Advertiser and Product:  
 California Packing Corp.  
 Ad Agency—McCann-Erickson, Inc.  
 Campbell Soup Co.  
 Ad Agency—Batten, Barton, Durstine, and Os-  
 born, Inc.  
 Curtis Circulation  
 Ad Agency—Batten, Barton, Durstine, and Os-  
 born, Inc.  
 Ex-Lax, Inc.  
 Ad Agency—Warwick and Legler, Inc.  
 Foster-Milburn Co.  
 Ad Agency—Street and Finney, Inc.  
 The R. T. French Co.

## COMMERCIAL AM NETWORK PROGRAMS

Ad Agency—J. Walter Thompson Co.  
The Frito Co.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.  
Hearst Pub.  
Ad Agency—Ellington and Co., Inc.  
Kellogg Co.  
Ad Agency—Leo Burnett, Inc.  
Majco Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
McCall Corp.  
Ad Agency—Donahue and Coe, Inc.  
Northam Warren Corp.  
Ad Agency—Ellington and Co., Inc.  
Scott Paper Co.  
Ad Agency—J. Walter Thompson Co.  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson Co.  
Whitehall Laboratories, Inc.—Div. of American Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

### **Crosby, Bing-Clooney, Rosemary** (CBS)

Advertiser and Product:  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
Fels and Co.  
Ad Agency—The Aitken-Kynett Co., Inc.  
General Electric Co. Large Lamps Div.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-Myers  
Ad Agency—Cohen, Dowd and Aleshire, Inc.  
McCall Corp.  
Ad Agency—Donahue and Coe, Inc.  
Meredith Pub. Co.  
Ad Agency—W. D. Lyon Co.  
Norcross, Inc.  
Ad Agency—Young and Rubicam, Inc.  
The Squirt Co.  
Ad Agency—Honig, Cooper, and Harrington  
Turtle Wax, Inc.  
Ad Agency—Bozell and Jacobs, Inc.

— D —

### **Daly, John (News)** (ABC)

Advertiser and Product:  
General Motors Corp. (Cadillac cars)  
Ad Agency—MacManus, John and Adams

### **Day, Dennis Show** (ABC)

Advertiser and Product:  
Swanson Cookie Co. (Archway Cookies)  
Ad Agency—Grant Adv.

### **Drake, Galen (News)** (MBS)

Advertiser and Product:  
R. T. French Co.  
Ad Agency—J. Walter Thompson Co.

### **Drier, Alex Farm News** (NBC)

Advertiser and Product:  
Morton Salt Co.  
Ad Agency—Needham, Louis Braby

### **Durocher, Leo, (Sports News)** (MBS)

Advertiser and Product:  
Monroe Automotive Equipment Co.  
Ad Agency—Aitken-Kynett, Inc.

— E —

### **East-West Game** (NBC)

Advertiser and Product:  
Savings and Loan Foundation  
Ad Agency—McCann-Erickson

### **East-West Popularity Contest** (CBS)

Advertiser and Product:  
The Grove Laboratories, Inc.—Div. of Bristol-Myers  
Ad Agency—Cohen, Dowd and Aleshire, Inc.

### **Election Returns** (CBS)

Advertiser and Product:  
Westinghouse Electric Corp.  
Ad Agency—Ketchum, MacLeod and Grove, Inc.

### **Emphasis** (NBC)

Advertiser and Product:  
Ald, Inc.  
Ad Agency—Herbert Baker  
Chapstick Co.  
Ad Agency—Gunbinner  
Chrysler Corp.  
Ad Agency—Leo Burnett  
Curtis Circulation Co.  
Ad Agency—BBD and O  
Electric Auto Lite  
Ad Agency—Grant Adv.  
Ex-Lax  
Ad Agency—Warwick and Legler  
Foster Milburn  
Ad Agency—Street and Finney  
R. T. French Co.  
Ad Agency—JWT  
The Frito Co.  
Ad Agency—Dancer, Fitzgerald  
GMC Chevy Div.  
Ad Agency—Campbell-Ewald  
I. J. Grass Noodle  
Ad Agency—Arthur Myerhoff



## COMMERCIAL AM NETWORK PROGRAMS

Grove Labs  
Ad Agency—Gardner Adv.  
Lewis Howe  
Ad Agency—McCann-Erickson  
McCall Corp.  
Ad Agency—Donahue and Coe  
Metropolitan Life  
Ad Agency—Young and Rubicam, Inc.  
Mogen David  
Ad Agency—Edward Weiss  
Pepsi Cola  
Ad Agency—BBD and O  
Quaker Oats  
Ad Agency—Compton  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Renault  
Ad Agency—Kudner  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sunsweet Growers, Inc.  
Ad Agency—Long Adv.  
Sylvania  
Ad Agency—Kudner  
Time-Life  
Ad Agency—Young and Rubicam

### — F —

#### **Fisher Craft Award Dinner (NBC)**

**Advertiser and Product:**  
Fisher Bodies Div. of GM Motors  
Ad Agency—Kudner

#### **Flair (ABC)**

**Advertiser and Product:**  
Hudson Vitamin Products (Vitamin Catalog)  
Ad Agency—Pace Adv.  
Curtis Circulation (Ladies' Home Journal)  
Ad Agency—BBD and O

#### **Flynn, John T. (News Commentary) (MBS)**

**Advertiser and Product:**  
America's Future, Inc.  
Ad Agency—Bert Hauser Adv.

#### **Foley, Red, Show (NBC)**

**Advertiser and Product:**  
McCulloch Corp.  
Ad Agency—Fuller, Smith and Ross

#### **Follow Up (CBS)**

**Advertiser and Product:**  
CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
The Frito Co.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.

Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency

#### **Francis, Arlene (News) (MBS)**

**Advertiser and Product:**  
General Foods Co.  
Ad Agency—Young and Rubicam; Foote, Cone and Belding

#### **Frank & Ernest (ABC)**

**Advertiser and Product:**  
Dawn Bible Students' Assoc.  
Ad Agency—William Gleeson Co.

#### **Funny Side Up (CBS)**

**Advertiser and Product:**  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.

### — G —

#### **Game Of The Day (MBS)**

**Advertiser and Product:**  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty

#### **Godfrey, Arthur, Time (CBS)**

**Advertiser and Product:**  
Aluminum Company of America  
Ad Agency—Ketchum, MacLeod, and Grove, Inc.  
The Borden Company, Inc.  
Ad Agency—Young and Rubicam, Inc.  
Calgon Co.  
Ad Agency—Ketchum, MacLeod and Grove, Inc.  
Clairol, Inc.—Div. of Bristol-Myers Co.  
Ad Agency—Foote, Cone and Belding, Inc.  
Coats and Clark's Sales Corp.  
Ad Agency—Fuller and Smith and Ross, Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine and Osborn, Inc.  
Helene Curtis Industries, Inc.  
Ad Agency—Campbell-Mithun, Inc.  
Dumas-Milner Corp.  
Ad Agency—Gordon Best Co., Inc.  
General Foods Corp.  
Ad Agency—Foote, Cone and Belding, Inc.  
Hartz Mountain Products Corp.  
Ad Agency—George H. Hartman Co.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
Kitchens of Sara Lee  
Ad Agency—Cunningham and Walsh, Inc.  
Magnus Organ Corp.  
Ad Agency—The Wexton Co., Inc.  
McCall Corp.  
Ad Agency—Donahue and Coe, Inc.  
Mutual Benefit Health and Accident Ass'n  
Ad Agency—Bozell and Jacobs, Inc.

## COMMERCIAL AM NETWORK PROGRAMS

Niagara Therapy Mfg. Co.  
Ad Agency—George L. Mallis, Inc.; Maldrum and  
Fewsmith  
Puritron Corp.  
Ad Agency—Maxwell Sackheim and Co., Inc.;  
Maxwell Sackheim-Franklin Bruck, Inc.; Doyle  
Dane Bernbach, Inc.  
The Sandura Co.  
Ad Agency—Hicks and Griest, Inc.  
Sweets Co. of America, Inc.  
Ad Agency—Henry Eisen Adv. Agency  
Sylvania Electric Products, Inc. Electronic Tubes  
Div.—Lighting Div.  
Ad Agency—Kudner Agency  
Tetley Tea Co.  
Ad Agency—Ogilvy, Benson and Mather, Inc.  
William Underwood Co.  
Ad Agency—Kenyon and Eckhardt, Inc.  
United States Plywood Corp.  
Ad Agency—Kenyon and Eckhardt, Inc.  
Warner-Lambert Pharmaceutical Co., Warner  
Lambert Products Div.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.

### **Gorme, Eydie (ABC)**

**Advertiser and Product:**  
General Motors Corp. (Guardian Maintenance  
Service Centers)  
Ad Agency—D. P. Brother and Co.

### **Grand Ole Opry (NBC)**

**Advertiser and Product:**  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty

### **Grand Prix (CBS)**

**Advertiser and Product:**  
American Oil Co.  
Ad Agency—The Joseph Katz Co.

### **Griffith, Andy (CBS)**

**Advertiser and Product:**  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty Co., Inc.

### **Gunsmoke (CBS)**

**Advertiser and Product:**  
American Telephone and Telegraph Co.  
Ad Agency—N. W. Ayer and Son, Inc.  
Foster-Milburn Co.  
Ad Agency—Street and Finney, Inc.  
Fram Corp.  
Ad Agency—McCann-Marschalk Co.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson  
The Frito Co., Inc.

Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
General Motors Corp.—Service Section  
Ad Agency—D. P. Brother and Co.  
The Grove Laboratories, Inc.—Div. of Bristol-  
Myers Co.  
Ad Agency—Cohen, Dowd, and Aleshire, Inc.;  
Gardner Adv. Co.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
Maico Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
The Mentholatum Co., Inc.  
Ad Agency—J. Walter Thompson Co.  
Pepsi Cola Co.  
Ad Agency—Kenyon and Eckhardt, Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

— H —

### **Harvey, Paul (News) (ABC)**

**Advertiser and Product:**  
Bankers Life and Casualty Co. (White Cross Hos-  
pital Plan)  
Ad Agency—Phillips and Cherbo  
Frigikar Corp. (TV Antenna)  
Ad Agency—Gourfain-Loeff, Inc.  
Hastings Mfg. Co. (Casite)  
Ad Agency—Bozell and Jacobs  
Lindsay Co. (Water Softner)  
Ad Agency—Biddle and Co.

### **Have Gun, Will Travel (CBS)**

**Advertiser and Product:**  
American Telephone and Telegraph Co.  
Ad Agency—N. W. Ayer and Son, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
Foster-Milburn Co.  
Ad Agency—Street and Finney, Inc.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
General Motors Corp.—Service Section  
Ad Agency—D. P. Brother and Co.  
The Grove Laboratories, Inc.—Div. of Bristol-  
Myers Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.,  
Gardner Adv. Co.  
Maico Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.  
Pepsi-Cola Co.  
Ad Agency—Kenyon and Eckhardt, Inc.; Batten,  
Barton, Durstine, and Osborn, Inc.  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty Co., Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.  
Whitehall Laboratories, Inc.—Div. of American  
Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

**Headliner, The  
(CBS)**

**Advertiser and Product:**

The Frito Co.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Sylvania Electric Products, Inc.—Div. of Photo-  
lamps  
Ad Agency—Kudner Agency, Inc.

**Heatter, Gabriel (News)  
(MBS)**

**Advertiser and Product:**

Carter Products Co.  
Ad Agency—Kastor, Hilton, Chesley, Clifford and  
Afferton

**Herald Of Truth  
(ABC, MBS)**

**Advertiser and Product:**

Highland Church Of Christ  
Ad Agency—Fidelity Adv.

**Hess & Clark Jamboree  
(NBC)**

**Advertiser and Product:**

Hess and Clark  
Ad Agency—Klan, Van Peterson, Dunlap, Inc.

**Hidden Revolution Series  
(CBS)**

**Advertiser and Product:**

Nationwide Insurance Series  
Ad Agency—Ben Sackheim, Inc.

**Hour Of Decision  
(ABC, MBS, NBC)**

**Advertiser and Product:**

Billy Graham Evangelistic Assn.  
Ad Agency—Walter F. Bennett

**Houseparty  
(CBS)**

**Advertiser and Product:**

American Laundry Machinery Co.—Small Equip-  
ment Div.  
Ad Agency—Farson, Huff and Northlick, Inc.  
American Molasses Co.  
Ad Agency—Kaster, Hilton, Chesley and Ather-  
ton, Inc.  
Ben-Mont Papers, Inc.  
Ad Agency—Woodward, Voss and Hevenor, Inc.  
Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers, and Shen-  
field, Inc.  
California Packing Corp.  
Ad Agency—McCann-Erickson, Inc.  
Campbell Soup Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.

The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
General Foods Corp.  
Ad Agency—Foote, Cone and Belding, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-  
Myers Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
Maico Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
McCall Corp.  
Ad Agency—Donahue and Coe, Inc.  
The Mentholatum Co., Inc.  
Ad Agency—J. Walter Thompson Co.  
Meredith Pub. Co.  
Ad Agency—W. D. Lyon Co.  
Northam Warren Corp.  
Ad Agency—Ellington and Co., Inc.  
Peter Paul, Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Real-Kill Co.—Div. of Cook Chemical Co.  
Ad Agency—Allmayer, Fox and Reshkin Agency,  
Inc.  
Thomas D. Richardson Co.  
Ad Agency—Pritchard, Daniels and Dreher  
Sea-Breeze Laboratories, Inc.  
Ad Agency—Maxwell Sackheim-Franklin Bruck,  
Inc.  
A. E. Staley Mfg. Co.  
Ad Agency—Erwin Wasey, Ruthrauff and Ryan,  
Inc.  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson Co.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.  
Vitamin Specialties Corp.  
Ad Agency—Henry S. Goodsett Agency  
The Welch Grape Juice Co., Inc.  
Ad Agency—Richard K. Manoff, Inc.  
Whitehall Laboratories, Inc.—Div. of American  
Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

**How Christian Science Heals  
(MBS)**

**Advertiser and Product:**

First Church of Christ, Scientist, Boston  
Ad Agency—Hoag and Provandie

— I —

**Information Central  
(CBS)**

**Advertiser and Product:**

CBS Electronics—Div. of Columbia Broadcasting  
System, Inc.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson Co.  
Sterling Drug, Inc.—Glenbrook Labs. Div.  
Ad Agency—Brown and Butcher, Inc.  
Sylvania Electric Products, Inc.—Div. of Photo-  
lamps  
Ad Agency—Kudner Agency, Inc.

**In Person—Ron Cochran  
(CBS)**

**Advertiser and Product:**

American Telephone and Telegraph Co.  
Ad Agency—N. W. Ayer and Son, Inc.  
CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers and Shenfield, Inc.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
The Mentholatum Co., Inc.  
Ad Agency—J. Walter Thompson Co.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.  
Pepsi-Cola Co.  
Ad Agency—Kenyon and Eckhardt, Inc.; Batten, Barton, Durstine and Osborn, Inc.  
Sylvania Electric Products, Inc.—Div. of Photolamps  
Ad Agency—Kudner Agency, Inc.

— J —

**Jackson, Allan (News)  
(CBS)**

**Advertiser and Product:**

General Motors Corp.—Chevrolet Dev.  
Ad Agency—Campbell-Ewald Co.

**Jazz Festival  
(CBS)**

**Advertiser and Product:**

Studebaker Packard Corp.  
Ad Agency—D'Arcy Adv. Co.

**Just Entertainment  
(CBS)**

**Advertiser and Product:**

William Wrigley Jr. Co.  
Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.

— K —

**Kennedy-Lehman Speech  
(NBC)**

**Advertiser and Product:**

Liberal Party of New York State

**Kentucky Derby  
(CBS)**

**Advertiser and Product:**

Joseph H. Schlitz Brewing Co.  
Ad Agency—J. Walter Thompson Co.

**Kingston Trio  
(CBS)**

**Advertiser and Product:**

The Seven Up Co.  
Ad Agency—J. Walter Thompson Co.

— L —

**Lewis, Fulton Jr.  
(MBS)**

**Advertiser and Product:**

Lewis Food Co. and D. B. Lewis Co.  
Ad Agency—Rockett Lauritzen, Inc.

**Lutheran Hour  
(MBS, NBC)**

**Advertiser and Product:**

Lutheran Layman's League  
Ad Agency—Gotham-Vladmir Co.

— M —

**Man And Wife  
(CBS)**

**Advertiser and Product:**

CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
The Frito Co.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Mentholatum Co., Inc.  
Ad Agency—J. Walter Thompson Co.  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson Co.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

**Ma Perkins  
(CBS)**

**Advertiser and Product:**

Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers, and Shenfield, Inc.  
CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
California Packing Corp.  
Ad Agency—McCann-Erickson, Inc.  
Campbell Soup Co.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
Cowles Magazines, Inc.  
Ad Agency—McCann-Erickson, Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
Foster-Milburn Co.  
Ad Agency—Street and Finney, Inc.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
General Foods Corp.

Ad Agency—Foote, Cone and Belding, Inc.  
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
 Ad Agency—Cohen, Dowd and Aleshire, Inc. Kellogg Co.  
 Ad Agency—Leo Burnett Co., Inc. Maico Electronics, Inc.  
 Ad Agency—Bozell and Jacobs, Inc. McCall Corp.  
 Ad Agency—Donahue and Coe, Inc. The Mentholatum Co., Inc.  
 Ad Agency—J. Walter Thompson Co. Northam Warren Corp.  
 Ad Agency—Ellington and Co., Inc. Scott Paper Co.  
 Ad Agency—J. Walter Thompson Co. A. E. Staley Mfg. Co.  
 Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.  
 Sterling Drug, Inc.—Glenbrook Labs. Div.  
 Ad Agency—Brown and Butcher, Inc. Tetley Tea Co.  
 Ad Agency—Ogilvy, Benson and Mather, Inc. The Welch Grape Juice Co., Inc.  
 Ad Agency—Richard K. Manoff, Inc. Whitehall Laboratories, Inc.—Div. of American Home Products Corp.  
 Ad Agency—Tatham-Laird, Inc.

**Marx, Groucho  
(NBC)**

**Advertiser and Product:**

Chrysler  
 Ad Agency—Leo Burnett  
 The Frito Co.  
 Ad Agency—Dancer  
 I. J. Grass Noodle  
 Ad Agency—Arthur Myerhoff  
 Pepsi Cola  
 Ad Agency—Kenyon and Eckhardt  
 Sylvania  
 Ad Agency—Kudner

**Masters Golf Tournament  
(CBS)**

**Advertiser and Product:**

American Express Co.  
 Ad Agency—Benton, and Bowles, Inc.  
 Travelers Insurance Co.  
 Ad Agency—Young and Rubicam, Inc.

**Metropolitan Opera  
(CBS)**

**Advertiser and Product:**

Texaco, Inc.  
 Ad Agency—Cunningham and Walsh, Inc.

**Miller, Mitch  
(CBS)**

**Advertiser and Product:**

American Telephone and Telegraph Co.  
 Ad Agency—N. W. Ayer and Son, Inc.  
 Cowles Magazines, Inc.  
 Ad Agency—McCann-Erickson, Inc.  
 Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.  
 The Frito Co., Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 General Motors Corp.—Service Section  
 Ad Agency—D. P. Brother and Co.  
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
 Ad Agency—Cohen, Dowd, and Aleshire, Inc. Kellogg Co.  
 Ad Agency—Leo Burnett Co., Inc. Maico Electronics, Inc.  
 Ad Agency—Bozell and Jacobs, Inc. Philip Morris, Inc.  
 Ad Agency—Leo Burnett Co., Inc. Pepsi-Cola Co.  
 Ad Agency—Kenyon and Eckhardt, Inc.; Batten, Barton, Durstine and Osborn, Inc.  
 R. J. Reynolds Tobacco Co.  
 Ad Agency—William Esty Co., Inc. Sylvania Electric Products, Inc.—Photolamp Div.  
 Ad Agency—Kudner Agency, Inc.

**Mobil Economy Run  
(NBC)**

**Advertiser and Product:**

Socony Mobil  
 Ad Agency—Compton

**Monitor  
(NBC)**

**Advertiser and Product:**

Alcoa  
 Ad Agency—Fuller, Smith and Ross  
 American Motors  
 Ad Agency—Geyer, Morey, Madden  
 American Telephone and Telegraph  
 Ad Agency—N. W. Ayer  
 The Anderson Co.  
 Ad Agency—Reincke, Meyer and Finn  
 Bankers Life Casualty  
 Ad Agency—Phillips and Cherbo  
 Bell Telephone System  
 Ad Agency—N. W. Ayer  
 Brigade Record Corp.  
 Ad Agency—Curtis Adv.  
 Champion Spark Plug Co.  
 Ad Agency—J. W. Thompson  
 Chapstick Co.  
 Ad Agency—Lawrence Gumbinner  
 Chrysler Corp.  
 Ad Agency—Leo Burnett  
 Curtis Circulation  
 Ad Agency—BBD and O  
 El Producto Cigar  
 Ad Agency—Compton  
 Fedders Corp.  
 Ad Agency—Hicks and Griest  
 Formica  
 Ad Agency—Perry Brown  
 R. T. French  
 Ad Agency—J. W. Thompson  
 The Frito Co.  
 Ad Agency—Dancer-Fitzgerald  
 Gabriel Corp.  
 Ad Agency—Grey and Rogers



## COMMERCIAL AM NETWORK PROGRAMS

General Insurance  
Ad Agency—Cole and Weber  
General Mills  
Ad Agency—Dancer-Fitzgerald  
General Motors  
Ad Agency—Campbell-Ewald  
Grove No-Doz  
Ad Agency—Gardner  
Hamilton Beach Co.  
Ad Agency—Clinton E. Frank  
Hazel Bishop  
Ad Agency—Donahue and Coe  
Hollingshead Corp.  
Ad Agency—Gray and Rogers  
Kiplinger Washington  
Ad Agency—Albert Frank-Guenther Law, Inc.  
Lever Brothers  
Ad Agency—Foote, Cone, Warwick, J. Thompson  
Lewis Howe Tums  
Ad Agency—McCann-Erickson  
Liggett and Myers  
Ad Agency—McCann, Dancer, Fitzgerald  
Longines Wittenauer  
Mack Trucks  
Ad Agency—Doyle Kitchen McCormick  
McCalls  
Ad Agency—Donahue and Cole  
McGregor Doniger  
Ad Agency—McCann-Erickson  
Metro-Goldwyn-Mayer  
Ad Agency—Donahue and Cole  
Minneapolis Honeywell  
Ad Agency—Foote, Cone  
Mogen David  
Ad Agency—Edward Weiss  
Outboard Marine Johnson  
Ad Agency—Erwin Wasey, Ruthrauff and Ryan  
Pepsi-Cola  
Ad Agency—K and E  
Purolator  
Ad Agency—J. W. Thompson  
Quaker Oats  
Ad Agency—Compton  
RCA  
Ad Agency—J. W. Thompson  
Raybestos  
Ad Agency—Gray and Rogers  
Reader's Digest  
Ad Agency—J. W. Thompson  
R. J. Reynolds Tobacco  
Ad Agency—William Esty  
Scott Paper Co.  
Ad Agency—J. W. Thompson  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden  
Socony Mobil  
Ad Agency—Compton  
Sylvania Electric  
Ad Agency—Kudner  
Textile Mills  
Ad Agency—Gourfain-Loeff, Inc.  
Time, Inc.  
Ad Agency—Young and Rubicam  
Tipon  
Ad Agency — Rothstein Simmons, Pascoe and  
Davis

Tyrex, Inc.  
Ad Agency—McCann-Erickson  
Union Carbide  
Ad Agency—J. Mathes  
United Insurance  
Ad Agency—Joy, Inc.  
Vick Chemical Co.  
Ad Agency—Morse  
Wagner Electric Corp.  
Ad Agency—Arthur Mogge  
William Wrigley Jr. Co.  
Ad Agency—Arthur Myerhoff

### **Moore, Gary, Show (CBS)**

**Advertiser and Product:**  
Amana Refrigeration, Inc.  
Ad Agency—Maury, Lee and Marshall  
Niagara Therapy Mfg. Co.  
Ad Agency—George L. Mallis, Inc.  
Pittsburgh Plate Glass Co.  
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.

### **Morgan, Edward P. (ABC)**

**Advertiser and Product:**  
AFL-CIO  
Ad Agency—Furman, Feiner and Co.

### **Moscow Scene (CBS)**

**Advertiser and Product:**  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.

— N —

### **National Farm And Home Hour (NBC)**

**Advertiser and Product:**  
Allis Chalmers  
Ad Agency—Bert S. Gitlins

### **National Presidential Conventions (CBS)**

**Advertiser and Product:**  
Westinghouse Electric  
Ad Agency—Ketchum, MacLeod and Grove, Inc.

### **News: 10 A.M., Monday-Friday (CBS)**

**Advertiser and Product:**  
California Packing Corp.  
Ad Agency—McCann-Erickson, Inc.  
Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.  
 The R. T. French Co.  
 Ad Agency—J. Walter Thompson Co.  
 The Frito Co., Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
 Ad Agency—Doherty, Clifford, Steers, and Shenfield, Inc.  
 Kellogg Co.  
 Ad Agency—Leo Burnett Co., Inc.  
 Philip Morris, Inc.  
 Ad Agency—Leo Burnett Co., Inc.  
 A. E. Staley Mfg. Co.  
 Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.  
 Sylvania Electric Products, Inc.—Photolamp Div.  
 Ad Agency—Kudner Agency, Inc.

**News: 11 A.M.,  
 Monday-Friday  
 (CBS)**

**Advertiser and Product:**

California Packing Corp.  
 Ad Agency—McCann-Erickson, Inc.  
 Cowles Magazines, Inc.  
 Ad Agency—McCann-Erickson, Inc.  
 Curtis Circulation Co.  
 Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
 Ex-Lax, Inc.  
 Ad Agency—Warwick and Legler, Inc.  
 Foster-Milburn Co.  
 Ad Agency—Street and Finney, Inc.  
 The R. T. French Co.  
 Ad Agency—J. Walter Thompson Co.  
 The Frito Co., Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
 Ad Agency—Doherty, Clifford, Steers and Shenfield, Inc.  
 Kellogg Co.  
 Ad Agency—Leo Burnett Co., Inc.  
 Maico Electronics, Inc.  
 Ad Agency—Bozell and Jacobs, Inc.  
 McCall Corp.  
 Ad Agency—Donahue and Coe, Inc.  
 The Mentholatum Co., Inc.  
 Ad Agency—J. Walter Thompson Co.  
 Philip Morris, Inc.  
 Ad Agency—Leo Burnett Co., Inc.  
 Scott Paper Co.  
 Ad Agency—J. Walter Thompson Co.  
 A. E. Staley Mfg. Co.:  
 Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.  
 Standard Brands, Inc.  
 Ad Agency—J. Walter Thompson Co.  
 Sylvania Electric Products, Inc.—Photolamp Div.  
 Ad Agency—Kudner Agency, Inc.  
 The Welch Grape Juice Co., Inc.  
 Ad Agency—Richard K. Manoff, Inc.  
 Whitehall Laboratories, Inc.—Div. of American Home Products Corp.  
 Ad Agency—Tatham-Laird, Inc.

**News: 1 P.M.,  
 Monday-Friday  
 (CBS)**

**Advertiser and Product:**

Foster-Milburn Co.  
 Ad Agency—Street and Finney, Inc.  
 The Frito Co.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 The Mentholatum Co., Inc.  
 Ad Agency—J. Walter Thompson Co.  
 Philip Morris, Inc.  
 Ad Agency—Leo Burnett Co., Inc.

**News: 2 P.M.,  
 Monday-Friday  
 (CBS)**

**Advertiser and Product:**

CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
 California Packing Corp.  
 Ad Agency—McCann-Erickson, Inc.  
 Curtis Circulation Co.  
 Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
 The R. T. French Co.  
 Ad Agency—J. Walter Thompson Co.  
 The Frito Co., Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 Kellogg Co.  
 Ad Agency—Leo Burnett Co., Inc.  
 Maico Electronics, Inc.  
 Ad Agency—Bozell and Jacobs, Inc.  
 Philip Morris, Inc.  
 Ad Agency—Leo Burnett Co., Inc.  
 Pepsi-Cola Co.  
 Ad Agency—Kenyon and Eckhardt, Inc.; Batten, Barton, Durstine, and Osborn, Inc.  
 Scott Paper Co.  
 Ad Agency—J. Walter Thompson Co.  
 Sylvania Electric Products, Inc.—Photolamp Div.  
 Ad Agency—Kudner Agency, Inc.  
 Time, Inc.  
 Ad Agency—Young and Rubicam, Inc.  
 Whitehall Laboratories, Inc.—Div. of American Home Products Corp.  
 Ad Agency—Tatham-Laird, Inc.

**News: 3 P.M.,  
 Monday-Friday  
 (CBS)**

**Advertiser and Product:**

CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
 California Packing Corp.  
 Ad Agency—McCann-Erickson, Inc.  
 Curtis Circulation Co.  
 Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.  
 The R. T. French Co.  
 Ad Agency—J. Walter Thompson Co.  
 The Frito Co.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 Hearst Pub.  
 Ad Agency—Ellington and Co., Inc.

## COMMERCIAL AM NETWORK PROGRAMS

Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.  
Scott Paper Co.  
Ad Agency—J. Walter Thompson Co.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.  
Time, Inc.  
Ad Agency—Young and Rubicam, Inc.  
Whitehall Laboratories, Inc.—Div. of American  
Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

### **News: 4 P.M., Monday-Friday (CBS)**

**Advertiser and Product:**  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
The Frito Co.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

### **News: 5 P.M., Monday-Friday (CBS)**

**Advertiser and Product:**  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.

### **News: 7 P.M., Monday-Friday (CBS)**

**Advertiser and Product:**  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-  
Myers Co.  
Ad Agency—Doherty, Clifford, Steers, and Shen-  
field, Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

### **News Analysis: 7:30 P.M., Monday-Friday (CBS)**

**Advertiser and Product:**  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
The Scholl Mfg. Co.  
Ad Agency—Donahue and Coe, Inc.

### **News Analysis: 7:05 P.M., Saturday (CBS)**

**Advertiser and Product:**  
The Frito Co.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.  
Whitehall Laboratories, Inc.—Div. of American  
Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

### **News Analysis: 5:55 P.M., Sunday (CBS)**

**Advertiser and Product:**  
Whitehall Laboratories, Inc.—Div. of American  
Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

### **News Analysis: 7:30 P.M., Sunday (CBS)**

**Advertiser and Product:**  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner, Inc.

### **News Around The World (ABC)**

**Advertiser and Product:**  
Ex-Lax (Ex-Lax)  
Ad Agency—Warwick and Legler  
Foster-Milburn (Doans Pills)  
Ad Agency—Street and Finney  
R. J. Reynolds (Camel and Winston Cigarettes)  
Ad Agency—William Esty

### **News Of The World (NBC)**

**Advertiser and Product:**  
A. T. and T. Long Lines Div.  
Ad Agency—N. W. Ayer  
Chapstick  
Ad Agency—Gumbinner  
Curtis Circulation  
Ad Agency—BBD and O  
Ex-Lax  
Ad Agency—Warwick and Legler  
The Frito Co.  
Ad Agency—Dancer, Fitzgerald  
General Motors GMC Trucks  
I. J. Grass Noodle  
Ad Agency—Arthur Myerhoff  
Grove Labs.  
Ad Agency—Gardner Adv.  
Lewis Howe  
Ad Agency—McCann-Erickson  
Lockhead Aircraft Corp.  
Mogen David  
Ad Agency—Edward Weiss  
Pepsi-Cola  
Ad Agency—K and E

## COMMERCIAL AM NETWORK PROGRAMS

Plastone Turtle Wax  
Ad Agency—Bozzell and Jacobs, Inc.  
Quaker Oats  
Ad Agency—Compton  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Socony Mobil  
Ad Agency—Compton  
Sylvania  
Ad Agency—Kudner

### News On The Hour (NBC)

#### Advertiser and Product:

Electric Auto Lite  
Ad Agency—Grant  
GMC Chevrolet  
Ad Agency—Campbell-Ewald  
Life Magazine  
Ad Agency—Young and Rubicam  
Longines Wittnauer  
Ad Agency—Walter Bennett  
McCalls Corp.  
Ad Agency—Donahue and Coe  
Metropolitan Life  
Ad Agency—Young and Rubicam  
Midas Muffler Co.  
Ad Agency—Edward Weiss  
Pepsi-Cola  
Ad Agency—K and E  
Renault  
Ad Agency—Kudner  
Standard Brands  
Ad Agency—J. W. Thompson  
Sterling Drug  
Ad Agency—Dancer, Fitzgerald  
Sunsweet Growers  
Ad Agency—Long Adv.  
Sylvania Electric  
Ad Agency—Kudner  
Time, Inc.  
Ad Agency—Young and Rubicam  
Vick Chemical Co.  
Ad Agency—Morse  
Wagner Electric Corp.  
Ad Agency—Arthur Mogge

### News Programs (Special) (MBS)

#### Advertiser and Product:

A.L.D., Inc. (Westinghouse)  
Ad Agency—H. Baker Adv.  
American Association of Retired Persons  
Ad Agency—Sackheim Bruck  
American Telephone and Telegraph Co.  
Ad Agency—N. W. Ayer, Inc.  
Beltone Hearing Aid Co.  
Ad Agency—Olian and Bronner  
Cadie Chemical Products, Inc.  
Ad Agency—Joe Gans  
Carter Products, Inc.  
Ad Agency—Kastor, Hilton, Chesley, Clifford and  
Afferton  
Champion Spark Plug Co.  
Ad Agency—J. Walter Thompson

Chrysler Corp.  
Ad Agency—Leo Burnett Co.  
Curtis Circulation Co.  
Ad Agency—BBD and O  
Church and Dwight, Inc.  
Ad Agency—J. Walter Thompson  
D-Con Co.  
Ad Agency—Thompson Koch Co.  
Denver Chemical Co.  
Ad Agency—Kastor, Hilton, Chesley, Clifford and  
Afferton  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler  
F. and F. Laboratories, Inc.  
Ad Agency—Lillian Feld  
Fram Corp.  
Marschalk and Pratt Div. McCann-Erickson  
R. T. French Co.  
Ad Agency—J. Walter Thompson  
General Foods Corp.  
Ad Agency—Y and R; F. C. and B.  
General Mills  
Ad Agency—Knox, Reeves Adv.  
Hudson Vitamin Corp.  
Ad Agency—Pace Adv.  
Revere Camera Co.  
Ad Agency—Keyes, Madden and Jones  
Christmas Club Corp.  
Ad Agency—Brooke, Smith, French and Dorrance  
Pepsodent Co., Lever Bros.  
Ad Agency—Foote, Cone and Belding  
Liggett and Myers Tobacco Co.  
Ad Agency—D. F. and S.; McCann-Erickson  
Minnesota Mining and Manufacturing Co.  
Ad Agency—B B D and O  
Nylonet Corp.  
Ad Agency—Desser Associates  
Outdoor Life Magazine  
Ad Agency—Schwab, Beatty and Porter  
Pepsi-Cola, Inc.  
Ad Agency—BBD and O; Kenyon and Eckhardt  
Pharmaco, Inc.  
Ad Agency—N. W. Ayer, Inc.  
Popular Science Magazine  
Ad Agency—Schwab, Beatty, and Porter  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Sinclair Refining Co.  
Ad Agency—Geyer, Morey, Madden and Ballard  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson  
Sterling Drug Co.  
Ad Agency—Brown and Butcher  
Walker Marketing Corp.  
Ad Agency—Aitken-Kynett, Inc.

### News Saturday, 1 P.M. (CBS)

#### Advertiser and Product:

Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.

# COMMERCIAL AM NETWORK PROGRAMS

## **News Saturday, 6 P.M. (CBS)**

### **Advertiser and Product:**

The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.

## **News Sunday, 9 P.M. (CBS)**

### **Advertiser and Product:**

Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.

## **New York Giants Football Game (CBS)**

### **Advertiser and Product:**

American Oil Co.  
Ad Agency—The Joseph Katz Co.  
P. Ballentine and Sons  
Ad Agency—William Esty Co., Inc.  
General Cigar Co.  
Ad Agency—Young and Rubicam, Inc.

— O —

## **Old Fashioned Revival Hour (ABC)**

### **Advertiser and Product:**

Gospel Broadcasting Assn.  
Ad Agency—R. H. Alber Co.

## **On The Line With Bob Considine (NBC)**

### **Advertiser and Product:**

Mutual of Omaha

## **Oral Roberts Broadcast (ABC)**

### **Advertiser and Product:**

Oral Roberts Evangelistic Assn.  
Ad Agency—Swan and Mason Adv.

## **Orange Bowl Football Game (CBS)**

### **Advertiser and Product:**

American Oil Co.  
Ad Agency—The Joseph Katz Co.

— P —

## **People Are Funny (NBC)**

### **Advertiser and Product:**

Chrysler  
Ad Agency—Greyhound  
The Frito Co.

## **Personal Story (CBS)**

### **Advertiser and Product:**

CBS Electronics—Div. of Columbia Broadcasting

System, Inc.

Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.

The Frito Co., Inc.

Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Standard Brands, Inc.

Adv. Agency—J. Walter Thompson Co.

Sterling Ddug, Inc.—Glenbrook Labs. Div.

Ad Agency—Brown and Butcher, Inc.

Sylvania Electric Products, Inc.—Photolamp Div.

Ad Agency—Kudner Agency, Inc.

## **Peter & Mary (ABC)**

### **Advertiser and Product:**

A. E. Staley Mfg. Co. (Sta-Puf, Sta-Flo, Staley Syrup, Cream Corn Starch, Hip-o-Lite Marshmallow Topping)

Ad Agency—Erwin Wasey, Ruthrauff and Ryan

## **Pierce, Dr. Bob (ABC)**

### **Advertiser and Product:**

World Vision

Ad Agency—Walter F. Bennett

## **Preakness (CBS)**

### **Advertiser and Product:**

Joseph Schlitz Brewing Co.

Ad Agency—J. Walter Thompson Co.

## **Pre-Convention Programs (CBS)**

### **Advertiser and Product:**

Westinghouse Electric Corp.

Ad Agency—Ketchum, MacLeod and Grove, Inc.

## **Presidential Countdown (CBS)**

### **Advertiser and Product:**

Westinghouse Electric Corp.

Ad Agency—Ketchum, MacLeod and Grove, Inc.

## **Princess Margaret Wedding (NBC)**

### **Advertiser and Product:**

Pepsi-Cola

Ad Agency—Kenyon and Eckhardt

Banker's Life and Casualty

Ad Agency—Phillips and Cherbo, Inc.

## **Princess Marries, A (CBS)**

### **Advertiser and Product:**

Elgin National Watch Co.

Ad Agency—J. Walter Thompson

## **Pro-Champion Football (NBC)**

### **Advertiser and Product:**

GMC Buick

Ad Agency—McCann-Erickson

Hygrade Food Products



Ad Agency—W. B. Doner and Co.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett  
Savings and Loan

— Q —

**Quotes Of The Week  
(CBS)**

**Advertiser and Product:**  
CBS Electronics—Div. of Columbia Broadcasting  
System, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.

— R —

**Radio Bible Class  
(ABC, MBS)**

**Advertiser and Product:**  
Radio Bible Class  
Ad Agency—J. M. Camp and Co.

**Revivaltine  
(ABC)**

**Advertiser and Product:**  
Assemblies of God  
Ad Agency—Walter F. Bennett

**Richards, Bob (Sports News)  
(CBS, MBS)**

**Advertiser and Product:**  
General Mills, Inc.  
Ad Agency—Knox, Reeves Adv.

**Right To Happiness  
(CBS)**

**Advertiser and Product:**  
Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers and Shen-  
field, Inc.  
CBS Electronics—Div. of Columbia Broadcasting  
System, Inc.  
Cowles Magazines, Inc.  
Ad Agency—McCann-Erickson, Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
Ex-Lax, Inc.  
Warwick and Legler, Inc.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Grove Laboratories, Inc.—Div. of Bristol-Myers  
Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.  
Maico Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
McCall Corp.  
Ad Agency—Donahue and Coe, Inc.  
The Mentholatum Co., Inc.  
Ad Agency—J. Walter Thompson Co.  
Northam Warren Corp.  
Ad Agency—Ellington and Co., Inc.

Scott Paper Co.  
Ad Agency—J. Walter Thompson Co.  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson Co.  
Whitehall Laboratories, Inc.—Div. of American  
Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

**Romance Of Helen Trent  
(CBS)**

**Advertiser and Product:**  
California Packing Corp.  
Ad Agency—McCann-Erickson Co., Inc.  
Campbell Soup Co.  
Ad Agency—Batten, Barton, Durstine, and Os-  
born, Inc.  
Cowles Magazines, Inc.  
Ad Agency—McCann-Erickson, Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine and Os-  
born, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
Foster-Milburn Co.  
Ad Agency—Street and Finney, Inc.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.  
The Frito Co.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-  
Myers Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.  
Hearst Pub.  
Ad Agency—Ellington and Co., Inc.  
Maico Electronics, Inc.  
Bozell and Jacobs, Inc.  
McCall Corp.  
Ad Agency—Donahue and Coe, Inc.  
Northam Warren Corp.  
Ad Agency—Ellington and Co., Inc.  
Tetley Tea Co.  
Ad Agency—Ogilvy, Benson and Mather, Inc.  
Vitamin Specialties Corp.  
Ad Agency—Henry S. Goodsett Agency  
Whitehall Laboratories, Inc.—Div. of American  
Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

**Rose Bowl Football Game  
(NBC)**

**Advertiser and Product:**  
Gillette Safety Razor Co.

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**Say The Word  
(CBS)**

**Advertiser and Product:**  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

**Science Beat  
(CBS)**

**Advertiser and Product:**  
 CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
 The Frito Co., Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 Sylvania Electric Products, Inc.—Photolamp Div.  
 Ad Agency—Kudner Agency

**Second Mrs. Burton  
(CBS)**

**Advertiser and Product:**  
 CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
 Cowies Magazines, Inc.  
 Ad Agency—McCann-Erickson, Inc.  
 Curtis Circulation Co.  
 Ad Agency—Batten, Barton, Durstine and Osborn, Inc.  
 Ex-Lax, Inc.  
 Ad Agency—Warwick and Legler, Inc.  
 The R. T. French Co.  
 Ad Agency—J. Walter Thompson Co.  
 The Frito Co., Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
 Ad Agency—Cohen, Dowd and Aleshire, Inc.  
 Hearst Pub.  
 Ad Agency—Ellington and Co., Inc.  
 Maico Electronics, Inc.  
 Ad Agency—Bozell and Jacobs, Inc.  
 McCall Corp.  
 Ad Agency—Donahue and Coe, Inc.  
 Northam Warren Corp.  
 Ad Agency—Ellington and Co., Inc.  
 Scott Paper Co.  
 Ad Agency—J. Walter Thompson Co.  
 Standard Brands, Inc.  
 Ad Agency—J. Walter Thompson, Inc.  
 Sterling Drug, Inc.—Glenbrook Labs. Div.  
 Ad Agency—Brown and Butcher, Inc.  
 Tetley Tea Co.  
 Ad Agency—Ogilvy, Benson, and Mather, Inc.  
 Whitehall Laboratories, Inc.—Div. of American Home Products Corp.  
 Ad Agency—Tatham-Laird, Inc.

**Sidelights  
(CBS)**

**Advertiser and Product:**  
 The Frito Co., Inc.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 Philip Morris, Inc.  
 Ad Agency—Leo Burnett Co., Inc.  
 Sylvania Electric Products, Inc.—Photolamp Div.  
 Ad Agency—Kudner Agency, Inc.

**Frank Singiser, News  
(MBS)**

**Advertiser and Product:**  
 H. D. Lee Co.  
 Ad Agency—Gray Adv.

**Soap Box Derby  
(CBS)**

**Advertiser and Product:**  
 General Motors Corp.—Chevrolet Div.  
 Ad Agency—Campbell-Ewald Co.

**Sound Story, The  
(CBS)**

**Advertiser and Product:**  
 The Frito Co.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 Sylvania Electric Products, Inc.—Photolamp Div.  
 Ad Agency—Kudner Agency, Inc.

**Space Scope  
(ABC)**

**Advertiser and Product:**  
 Martin Co. (Institutional)

**Speaking Of Sports  
(ABC)**

**Advertiser and Product:**  
 Chrysler Corp. (Chrysler Cars)  
 Ad Agency—Leo Burnett  
 Johnson Motors (Outboard Marine Motors)  
 Ad Agency—J. Walter Thompson  
 Mennen Co. (Spray Deodorant, Skin Bracer, Shaving Cream, Stick Deodorant)  
 Ad Agency—Warwick and Legler  
 Sylvania Electric Products (Photolamp Bulbs)  
 Ad Agency—Kudner Agency

**Special From London  
(CBS)**

**Advertiser and Product:**  
 CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
 The Frito Co.  
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
 Philip Morris, Inc.  
 Ad Agency—Leo Burnett Co., Inc.

**Speech Berle Dem.  
(NBC)**

**Advertiser and Product:**  
 ILGWU Campaign Comm.  
 Ad Agency—Furman Feines

**Speech By George Meany  
(NBC)**

**Advertiser and Product:**  
 Political AFL-CIO  
 Ad Agency—Furman, Feiner Co.

**Speech Niebuhr Dem.  
(NBC)**

**Advertiser and Product:**  
 ILGWU Campaign Comm.  
 Ad Agency—Furman Feines

**Sports Time  
(CBS)**

**Advertiser and Product:**  
 Maremont Automotive Products, Inc.

Ad Agency—Waldie and Briggs, Inc.  
The Mennen Co.  
Ad Agency—Warwick and Legler, Inc.  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty Co., Inc.  
Stewart-Warner Corp.—Alemite Div.  
Ad Agency—MacFarland, Aveyard and Co.

**Squaw Valley  
Winter Olympics  
(NBC)**

**Advertiser and Product:**  
Longines Wittnauer

**Stern, Bill (Sport News)  
(MBS)**

**Advertiser and Product:**  
American Machine and Foundry Co.  
Ad Agency—Cunningham and Walsh  
The Mennen Co.  
Ad Agency—Warwick and Legler  
Monroe Automotive Equipment Co.  
Ad Agency—Aitken-Kynett, Inc.  
Walker Distributing Co.  
Ad Agency—Aitken-Kynett, Inc.

**Summer Olympics, 1960  
(NBC)**

**Advertiser and Product:**  
Sylvania Electric Products  
Ad Agency—Kudner

**Sunday Commentaries  
By Dr. Daniel S. Poling  
(MBS)**

**Advertiser and Product:**  
Christian Herald Magazine  
Ad Agency—Bert Hauser Adv.

**Sunoco Three Star Extra  
(NBC)**

**Advertiser and Product:**  
Sun Oil Co.  
Ad Agency—William Esty Co.

**Suspense  
(CBS)**

**Advertiser and Product:**  
American Telephone and Telegraph Co.  
Ad Agency—N. W. Ayer and Son, Inc.  
Fram Corp.  
Ad Agency—McCann-Marschalk Co.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
General Motors Corp.—Service Section  
Ad Agency—D. P. Brother Co.  
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.; Gardner Adv. Co.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.

Maico Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
Phillip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.  
Pepsi-Cola Co.  
Ad Agency—Kenyon and Eckhardt, Inc.; Batten, Baraton, Durstine and Osborn, Inc.  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty Co., Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

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**Thomas, Lowell  
(CBS)**

**Advertiser and Product:**  
General Motors Corp. Oldsmobile Div.  
Ad Agency—D. P. Brother and Co.

**Time To Travel  
(CBS)**

**Advertiser and Product:**  
CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
The Frito Co.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

**Tips From Changing Times  
(NBC)**

**Advertiser and Product:**  
Kiplinger Washington Agency  
Ad Agency—Albert Frank-Guenther Law, Inc.

**Trout, Robert (News)  
(CBS)**

**Advertiser and Product:**  
General Motors Corp.—Chevrolet Div.  
Ad Agency—Campbell-Ewald Co.

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**Voice Of Prophecy  
(ABC, MBS, NBC)**

**Advertiser and Product:**  
Voice of Prophecy  
Ad Agency—Milton Carlson Co.

— W —

**Weekday News  
(ABC)**

**Advertiser and Product:**  
ALD Co. (Westinghouse Laundromats)  
Ad Agency—Baker Advertising  
A T and T (Telephone Service)  
Ad Agency—N. W. Ayer  
Chrysler Corp. (Chrysler Cars)  
Ad Agency—Leo Burnett  
Curtis Circulation (Saturday Evening Post and Ladies' Home Journal)  
Ad Agency—B B D and O  
Esquire (Coronet Magazine)

## COMMERCIAL AM NETWORK PROGRAMS

Ex-Lax (Ex-Lax)

Ad Agency—Warwick and Legler

Frito (Frito's Corn Chips)

Ad Agency—Dancer-Fitzgerald-Sample

General Mills (Cheerios)

Ad Agency—Dancer-Fitzgerald-Sample

Grey Rock (Brake Linings)

Ad Agency—Gray and Rogers

Johnson Motors (Outboard Marine Motors)

Ad Agency—J. Walter Thompson

Lewis Howe Co. (NR Tablets)

Ad Agency—MacFarland, Aveyard and Co.

McCall Corp. (McCall's Magazine)

Ad Agency—Donahue and Coe

Pepsi-Cola Co. (Pepsi-Cola)

Ad Agency—Kenyon and Eckhardt; B B D and O

Pharmaco (Feen-A-Mint and Chooz)

Ad Agency—Dougherty,, Clifford, Steers and Shenfield

R. J. Reynolds (Camel and Winston Cigarettes)

Ad Agency—William Esty

R. T. French (Worcestershire Sauce)

Ad Agency—J. Walter Thompson

Sofskin (Hand Cream)

Ad Agency—Kastor, Hilton, Chesley, Clifford, and Atherton, Inc.

Standard Brands (Chase and Sanborn Coffee)

Ad Agency—Compton

Sylvania Electric Products (Photolamp Flash Bulbs)

Ad Agency—Kudner Agency

Tan-O-Rama, Inc. (Tanning Lotion)

Ad Agency—Dunnam and Jeffrey, Inc.

Vick Chemical (Vick's Vapo Rub and Cough Syrup)

Ad Agency—Morse International

Vitamin Corp. of America (Rybutol Vitamin)

Ad Agency—Dunnam and Jeffrey

### Weekend News (ABC)

#### Advertiser and Product:

Burma-Vita (Burma-Shave Prod.)

Ad Agency—Bozell and Jacobs, Inc.

Chrysler Corp. (Chrysler Cars)

Ad Agency—Leo Burnett

Ex-Lax (Ex-Lax)

Ad Agency—Bozell and Jacobs, Inc.

Johnson Motors (Outboard Marine Motors)

Ad Agency—J. Walter Thompson

Pharmaco (Feen-A-Mint and Chooz)

Ad Agency—Dougherty, Clifford, Steers and Shenfield.

R. J. Reynolds (Camel and Winston Cigarettes)

Ad Agency—William Esty

R. T. French (Worcestershire Sauce)

Ad Agency—J. Walter Thompson

Sylvania Electric Products (Photolamp Flash Bulbs)

Ad Agency—Kudner Agency

Tan-O-Rama, Inc. (Tanning Lotion)

Ad Agency—Dunnam and Jeffrey, Inc.

### Week In Space, The (CBS)

#### Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting System, Inc.

The Frito Co.

Ad Agency—Dancer-Fitzgerald-Sample, Inc.

Philip Morris, Inc.

Ad Agency—Leo Burnett Co., Inc.

### Whispering Streets (CBS)

#### Advertiser and Product:

Bristol-Myers Co.

Ad Agency—Doherty, Clifford, Steers and Shenfield, Inc.

CBS Electronics—Div. of Columbia Broadcasting System, Inc.

California Packing Corp.

Ad Agency—McCann-Erickson, Inc.

Campbell Soup Co.

Ad Agency—Batten, Barton, Durstine and Osborn, Inc.

Cowles Magazines, Inc.

McCann-Erickson, Inc.

Curtis Circulation Co.

Ad Agency—Batten, Barton, Durstine and Osborn, Inc.

Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.

The Frito Co., Inc.

Ad Agency—Dancer-Fitzgerald-Sample, Inc.

The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.

Ad Agency—Cohen, Dowd and Aleshire, Inc.

Hearst Pub.

Ad Agency—Ellington and Co., Inc.

Kellogg Co.

Ad Agency—Leo Burnett Co.

Maico Electronics, Inc.

Ad Agency—Bozell and Jacobs, Inc.

McCall Corp.

Ad Agency—Donahue and Coe, Inc.

The Mentholatum Co., Inc.

Ad Agency—J. Walter Thompson Co.

Northam Warren C. rp.

Ad Agency—Ellington and Co., Inc.

Scott Paper Co.

Ad Agency—J. Walter Thompson Co.

A. E. Staley Mfg. Co.

Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.

Standard Brands, Inc.

Ad Agency—J. Walter Thompson Co.

Tetley Tea Co.

Ad Agency—Ogilvy, Benson and Mather, Inc.

Whitehall Laboratories, Inc.—Div. of American Home Products Corp.

Ad Agency—Tatham-Laird, Inc.

### Wings Of Healing (MBS)

#### Advertiser and Product:

Wings of Healing Association

Ad Agency—Century Adv. Co.

**Winter Olympic Report  
(CBS)**

**Advertiser and Product:**  
Longines-Wittnauer Watch Co.  
Ad Agency—Victor A. Bennett Co., Inc.

**Woman's Washington, A  
(CBS)**

**Advertiser and Product:**  
CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler, Inc.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
The Mentholatum Co., Inc.  
Ad Agency—J. Walter Thompson Co.  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson Co.  
Sterling Drug, Inc.—Glenbrook Labs. Div.  
Ad Agency—Brown and Butcher, Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

**Word Of Life Hour  
(MBS)**

**Advertiser and Product:**  
Word of Life Assoc.  
Ad Agency—Walter F. Bennett Co.

**World Series Baseball  
(NBC)**

**Advertiser and Product:**  
General Motors Corp.  
Ad Agency—Campbell-Ewald  
Gillette Safety Razor Corp.  
Ad Agency—Maxon

**World Series Warm-Up  
(NBC)**

**Advertiser and Product:**  
International Harvester  
Ad Agency—McCann

**World Today, The  
(MBS)**

**Advertiser and Product:**  
American Telephone and Telegraph Co.  
Ad Agency—N. W. Ayer, Inc.  
Champion Spark Plugs Co.  
Ad Agency—J. Walter Thompson  
Chrysler Corp.  
Ad Agency—Leo Burnett  
Curtis Publishing Co.  
Ad Agency—BBD and O  
Ex-Lax, Inc.  
Ad Agency—Warwick and Legler  
Fram Corp.  
Ad Agency—Marshall and Fratt Div., McCann-Erickson  
Hudson Vitamin Corp.  
Ad Agency—Pace Adv.  
Revere Camera Co.

Ad Agency—Keyes, Madden and Jones  
Christmas Club Corp.  
Ad Agency—Brooke, Smith, French, and Dorrance  
Liggett and Myers Tobacco Co.  
Ad Agency—Dancer, Fitzgerald, Sample; McCann-Erickson  
The Mennen Co.  
Ad Agency—Warwick and Legler  
Pepsi-Cola, Inc.  
Ad Agency—Kenyon and Eckhardt and BBD and O  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
General Foods, Inc.  
Ad Agency—Young and Rubicam and Foote, Cone and Belding  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson  
Pepsodent Co.  
Ad Agency—Foote, Cone and Belding  
Norwich Pharmacal Co.  
Ad Agency—Benton and Bowles  
Watchmakers of Switzerland  
Ad Agency—Cunningham and Walsh

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**Young Dr. Malone  
(CBS)**

**Advertiser and Product:**  
CBS Electronics—Div. of Columbia Broadcasting System, Inc.  
California Packing Corp.  
Ad Agency—McCann-Erickson, Inc.  
Campbell Soup Co.  
Ad Agency—Batten, Barton, Durstine and Osborn, Inc.  
Cowles Magazines, Inc.  
Ad Agency—McCann-Erickson, Inc.  
Curtis Circulation Co.  
Ad Agency—Batten, Barton, Durstine and Osborn, Inc.  
Foster-Milburn Co.  
Ad Agency—Street and Finney, Inc.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.  
Hearst Pub.  
Ad Agency—Ellington and Co., Inc.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
Maico Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
McCall Corp.  
Ad Agency—Donahue and Coe, Inc.  
The Mentholatum Co., Inc.  
J. Walter Thompson Co.  
Northam Warren Corp.  
Ad Agency—Ellington and Co., Inc.  
Scott Paper Co.  
Ad Agency—J. Walter Thompson Co.  
A. E. Staley Mfg. Co.  
Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.  
Standard Brands, Inc.



## COMMERCIAL AM NETWORK PROGRAMS

Ad Agency—J. Walter Thompson Co.  
Sterling Drug, Inc.—Glenbrook Labs. Div.  
Ad Agency—Brown and Butcher, Inc.  
Tetley Tea Co.  
Ad Agency—Ogilvy, Benson and Mather, Inc.  
Whitehall Laboratories, Inc.—Div. of American  
Home Products Corp.  
Ad Agency—Tatham-Laird, Inc.

### **Your Man In Paris (CBS)**

**Advertiser and Product:**

CBS Electronics—Div. of Columbia Broadcasting  
System, Inc.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
Standard Brands, Inc.  
Ad Agency—J. Walter Thompson Co.

### **Yours Truly, Johnny Dollar (CBS)**

**Advertiser and Product:**

Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.  
The R. T. French Co.  
Ad Agency—J. Walter Thompson Co.  
The Frito Co., Inc.  
Ad Agency—Dancer-Fitzgerald-Sample, Inc.  
The Grove Laboratories, Inc. Div. of Bristol-  
Myers Co.  
Ad Agency—Cohen, Dowd and Aleshire, Inc.;  
Gardner Adv. Co.  
Kellogg Co.  
Ad Agency—Leo Burnett Co., Inc.  
Maico Electronics, Inc.  
Ad Agency—Bozell and Jacobs, Inc.  
Philip Morris, Inc.  
Ad Agency—Leo Burnett Co., Inc.  
Pepsi-Cola Co.  
Ad Agency—Kenyon and Eckhardt, Inc.; Batten,  
Barton, Durstine and Osborn, Inc.  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty Co., Inc.  
Sylvania Electric Products, Inc.—Photolamp Div.  
Ad Agency—Kudner Agency, Inc.

FOR PUBLIC RELATIONS  
AND PUBLICITY FIRMS  
SEE PAGE 1111



FOR WHO'S WHO AMONG TELEVISION  
PRODUCERS AND DISTRIBUTORS  
SEE PAGE 968



FOR BEHIND THE MIKE TALENT  
SEE PAGE 1079



FOR JINGLE PRODUCERS  
SEE PAGE 987

**1961**

**COMMERCIAL  
TELEVISION  
NETWORK  
PROGRAMS**



ALPHABETICALLY BY TITLE  
NETWORK  
SPONSOR  
PRODUCT  
ADVERTISING AGENCY

# Commercial Television Network Programs, 1960

*The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1960. The programs listed are for the 12-month period ending Dec. 31, 1960. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS and NBC.*

## ABC-TV DAYTIME PROGRAMMING

### — A —

#### Advertiser and Product:

- Adolph's Ltd.  
Ad Agency—McCann-Erickson
- A. E. Staley  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
- Alberto-Culver  
Ad Agency—Geoffrey Wade
- American Cyanamid  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
- Armour  
Ad Agency—Foote, Cone and Belding
- Beechnut  
Ad Agency—Cole, Fischer, Rogin, Inc.
- Beechnut-Reg.  
Ad Agency—Charles W. Hoyt Co.
- Best Foods  
Ad Agency—Dancer-Fitzgerald-Sample
- Better Vision  
Ad Agency—Doherty, Clifford, Steers and Shenfield
- Block Drug  
Ad Agency—L. C. Gumbinner
- Bon Ami  
Ad Agency—Cole, Fischer, Rogin, Inc.
- Borden  
Ad Agency—Dancer-Fitzgerald-Sample
- Brillo  
J. Walter Thompson
- Bristol Myers  
Ad Agency—Ogilvy, Benson & Mather
- Bristol Myers  
Ad Agency—Young & Rubicam
- Campbell  
Ad Agency—Needham, Louis & Brorby
- Carters Little Pills  
Ad Agency—Ted Bates
- Chemway Corp.  
Ad Agency—Cohen & Aleshire
- Chesebrough  
Ad Agency—J. Walter Thompson
- Coleman  
Ad Agency—Ports-Woodbury
- Coty  
Ad Agency—Batten, Barton, Durstine & Osborn
- Crackerjack  
Ad Agency—Leo Burnett & Co.  
Curtiss Publications  
Ad Agency—Batten, Barton, Durstine & Osborn
- Cyanamid  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
- Dow Chemical  
Ad Agency—Norman, Craig, and Kummel
- Dow Corning  
Ad Agency—Shirurg & Cairns
- Drackett  
Ad Agency—Young & Rubicam
- Durkee  
Ad Agency—Meldrum & Fewsmith
- Ex-Lax  
Ad Agency—Warwick & Legler
- Filbert  
Ad Agency—Young & Rubicam
- General Foods  
Ad Agency—Young & Rubicam; Foote, Cone, & Belding; Ogilvy, Benson & Mather; Dancer-Fitzgerald-Sample; Batten, Barton, Durstine, & Osborn
- Glenbrook  
Ad Agency—Brown & Butcher
- Grocery Products  
Ad Agency—Ted Bates
- Gillette (Toni)  
Ad Agency—North Adv.
- Hartz Mountain  
Ad Agency—George Hartman Agency
- J. B. Williams  
Ad Agency—Parkson Adv.
- Johnson and Johnson  
Ad Agency—Young & Rubicam
- Knapp Monarch  
Ad Agency—Frank Block Assoc.
- Knomark  
Ad Agency—Mogul, Williams & Saylor
- Lever  
Ad Agency—Foote, Cone & Belding
- Mastic Tile  
Ad Agency—Dancer-Fitzgerald-Sample
- Miles Labs  
Ad Agency—Wade Adv.
- Minute Maid  
Ad Agency—Dancer-Fitzgerald-Sample
- Mystic Tape  
Ad Agency—George Hartman
- National Biscuit  
Ad Agency—Ted Bates

Noxzema  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Old London  
 Ad Agency—Richard K. Manoff  
 Pan American Coffee  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Paper Novelty  
 Ad Agency—Howe Co.  
 Peter Pan  
 Ad Agency—Ben Sackheim  
 Peter Paul  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Renuzit  
 Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
 Restonic  
 Bozell & Jacobs  
 Reynolds  
 Ad Agency—Lennen & Newell  
 S. C. Johnson  
 Ad Agency—Foote, Cone & Belding  
 Shulton  
 Ad Agency—Wesley Associates  
 Staley  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Sterling Drug  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Sweets  
 Sweets Co. of America  
 Vitamin Sales Co.  
 Ad Agency—Fairfax, Inc.  
 Warner-Lambert  
 Ad Agency—Lambert & Feasley, Inc.  
 Westgate-California  
 Ad Agency—Fenwick & Haynes  
 Welch  
 Ad Agency—Richard K. Manoff  
 Whitehall  
 Ad Agency—Ted Bates

**About Faces  
 (ABC-TV)**

(See ABC-TV Daytime Programming)

**Action Cartoon Series  
 (ABC-TV)**

Advertiser and Product:  
 A. C. Gilbert  
 Ad Agency—Banning Repplier  
 American Home Foods  
 Ad Agency—Young & Rubicam  
 Chevrolet  
 Ad Agency—Campbell-Ewald  
 Best Foods  
 Ad Agency—Donahue & Coe  
 Crackerjack  
 Ad Agency—Leo Burnett  
 General Foods  
 Ad Agency—Foote, Cone & Belding  
 General Mills  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Sweets Company  
 Ad Agency—Sweets Co. of America

**Adventures in Paradise  
 (ABC-TV)**

Advertiser and Product:

Armour & Co.  
 Ad Agency—Foote, Cone & Belding  
 Brillo  
 Ad Agency—J. Walter Thompson  
 Burlington Hosiery  
 Ad Agency—Donahue & Coe  
 Cluett Peabody  
 Ad Agency—Lennen & Newell  
 Dow Chemical  
 Ad Agency—MacManus, John & Adams  
 DuPont  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Liggett & Myers  
 Ad Agency—McCann-Erickson  
 Luden's  
 Ad Agency—J. M. Mathes  
 J. B. Williams  
 Ad Agency—Parkson Advertising  
 Noxzema  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Procter & Gamble  
 Ad Agency—Benton & Bowles  
 Reynolds Metals  
 Ad Agency—Clinton E. Frank  
 Scripto  
 Ad Agency—Donahue & Coe  
 Whitehall  
 Ad Agency—Ted Bates

**Adventures of Ozzie & Harriet,  
 The  
 (ABC-TV)**

Advertiser and Product:

Coca-Cola  
 Ad Agency—McCann-Erickson  
 Eastman Kodak Co.  
 Ad Agency—J. Walter Thompson  
 Quaker Oats Co.  
 Ad Agency—J. Walter Thompson

**Alaskans, The  
 (ABC-TV)**

Advertiser and Product:

Anahist  
 Ad Agency—Ted Bates  
 Armour & Co.  
 Ad Agency—Foote, Cone & Belding  
 Bulova  
 Ad Agency—McCann-Erickson  
 Corning Glass  
 Ad Agency—N. W. Ayer  
 Chevrolet  
 Ad Agency—Campbell-Ewald  
 Dow Chemical  
 Ad Agency—MacManus, John & Adams  
 DuPont  
 Ad Agency—BBDO  
 General Foods  
 Ad Agency—Benton & Bowles  
 Johnson & Johnson  
 Ad Agency—Young & Rubicam  
 Liggett & Myers  
 Ad Agency—McCann-Erickson  
 Luden's  
 Ad Agency—J. M. Mathes

## COMMERCIAL TV NETWORK PROGRAMS

Mutual of Omaha  
Ad Agency—Bozell & Jacobs  
National Carbon  
Ad Agency—William Esty  
Polk-Miller  
Ad Agency—N. W. Ayer  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Scripto  
Ad Agency—Donahue & Coe  
7-Up  
Ad Agency—J. Walter Thompson

### **Alcoa-Goodyear Theatre (NBC-TV)**

#### Advertiser and Product:

Alcoa  
Ad Agency—Fuller, Smith & Ross  
Goodyear  
Ad Agency—Young & Rubicam

### **Alcoa Presents (ABC-TV)**

#### Advertiser and Product:

Aluminum Company of America  
Ad Agency—Fuller, Smith & Ross

### **Allakazam (CBS-TV)**

#### Advertiser and Product:

Kellogg Co. (Kellogg Cereals)  
Ad Agency—Leo Burnett

### **Allen, Steve Show (NBC-TV)**

#### Advertiser and Product:

Plymouth  
Ad Agency—N. W. Ayer

### **All Star Golf (ABC-TV)**

#### Advertiser and Product:

Reynolds Metals  
Ad Agency—Clinton E. Frank

### **American Bandstand (ABC-TV)**

#### Advertiser and Product:

Beecham  
Ad Agency—Kenyon & Eckhardt  
Beechnut-Lifesavers  
Ad Agency—Young & Rubicam  
Best Foods  
Ad Agency—Dancer-Fitzgerald-Sample  
Bluebell, Inc.  
Ad Agency—N. W. Ayer & Son  
Borden  
Ad Agency—Dancer-Fitzgerald-Sample  
Carter  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Coty  
Ad Agency—Batten, Barton, Durstine & Osborn  
DuPont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Elgin  
Ad Agency—J. Walter Thompson

Gaylord Products  
Ad Agency—Rothbard & Haas  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North Advertising  
Goodrich  
Ad Agency—Foote, Cone, Belding  
Hazel Bishop  
Ad Agency—Raymond Spector  
Hollywood Brand, Inc.  
Ad Agency—Grubb & Peterson  
Jantzen, Inc.  
Ad Agency—Hockaday Assoc., Inc.  
Kurlash  
Ad Agency—Stanley Ehrlich  
Lever Bros.  
Ad Agency—Foote, Cone & Belding  
Luden's  
Ad Agency—J. M. Mathes, Inc.  
Mennen  
Ad Agency—Warwick & Legler  
Northam Warren  
Ad Agency—Doyle, Dane & Bernbach  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Old London  
Ad Agency—Richard K. Manoff  
Plough  
Ad Agency—Lake-Spiro-Shurman  
Polk-Miller  
Ad Agency—N. W. Ayer  
Pond's  
Ad Agency—Flack Advt.  
Positan  
Ad Agency—Kastor, Hilton, Chesley, Clifford & Atherton  
Stri-Dex  
Ad Agency—Ted Bates  
Vick Chemical  
Ad Agency—Lennen & Newell  
Warner Lambert  
Ad Agency—Lambert & Feasley  
Welch  
Ad Agency—Richard K. Manoff  
Western Tablet  
Ad Agency—Bozell & Jacobs

### **American Football League (ABC-TV)**

#### Advertiser and Product:

Carlings  
Ad Agency—Lang, Fisher & Stashower  
Colgate-Palmolive  
Ad Agency—Ted Bates  
General Cigar Co.  
Ad Agency—Young & Rubicam  
No/South Calif. Renault  
Ad Agency—Len Weissman  
Pabst  
Ad Agency—Kenyon & Eckhardt  
Schick  
Ad Agency—Compton Advertising  
Sinclair Oil  
Ad Agency—Geyer Advt.



**Angel  
(CBS-TV)**

**Advertiser and Product:**  
 General Foods Corp. (Post Cereals, Yuban Coffee)  
 Ad Agency—Benton & Bowles  
 S. C. Johnson & Son, Inc. (Johnson's Glade, Klear  
 Wax, Pledge, Shoe Polish)  
 Ad Agency—Benton & Bowles

**Aquanauts  
(CBS-TV)**

**Advertiser and Product:**  
 American Home Products Corp. (Anacin, Dristan)  
 Ad Agency—Ted Bates  
 Block Drug Co. (Polident)  
 Ad Agency—Grey  
 Carter Products, Inc. (Arrid, Rise Shave Cream)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 General Foods Corp. (Maxwell House Instant  
 Coffee)  
 Ad Agency—Benton & Bowles  
 Kellogg Co. (Kellogg's Concentrate, Cereals)  
 Ad Agency—Leo Burnett  
 P. Lorillard Co. (Kent Cigarettes)  
 Ad Agency—Lennen & Newell  
 Richardson-Merrell, Inc. (Vick's Cough Syrup,  
 VapoRub)  
 Ad Agency—Morse International  
 Union Carbide Corp. (Prestone Spray De-Icer)  
 Ad Agency—Wm. Esty

**Armstrong Circle Theatre  
(CBS-TV)**

**Advertiser and Product:**  
 Armstrong Cork Co. (Institutional Floors and  
 Walls)  
 Ad Agency—Batten, Barton, Durstine & Osborn

**As the World Turns  
(CBS-TV)**

**Advertiser and Product:**  
 Atlantis Sales Corp. (R. T. French Co.)  
 (French's Instant. Potatoes)  
 Ad Agency—J. Walter Thompson  
 Carnation Co. (Carnation Instant Dry Milk &  
 Chocolate Drink, General Promotion)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Corn Products Co. (Hellmann's Salad Dressing,  
 Mazola Oil, Nucoa Margarine, Nusoft)  
 Ad Agency—McCann-Erickson  
 General Mills, Inc. (Betty Crocker Cake Mixes,  
 Bisquick, Cereals, Gold Medal Flour)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Procter & Gamble Co. (Camay Soap, Cheer,  
 Comet, Dash, Ivory Soap, Joy and Other Prod-  
 ucts)  
 Ad Agency—Young & Rubicam  
 Quaker Oats Co. (Aunt Jemima Mixes, Ken L Dog  
 Foods, Puss n Boots Cat Foods, Quaker Oats)  
 Ad Agency—J. Walter Thompson  
 Richardson-Merrell, Inc. (Lavoris, Vick's Products)  
 Ad Agency—Morse International  
 Standard Brands, Inc. (Blue Bonnet Margarine,  
 C & S Coffee, Royal Desserts, Tenderleaf Tea)  
 Ad Agency—J. Walter Thompson

Sterling Drug, Inc. (Bayer Aspirin, Dr. Lyons  
 Tooth Powder, Haley's Mo Phillips M & M,  
 Yeast Tablets)  
 Ad Agency—Dancer-Fitzgerald-Sample

— B —

**Bachelor Father  
(NBC-TV)**

**Advertiser and Product:**  
 American Home Products  
 Ad Agency—Ted Bates  
 American Tobacco  
 Ad Agency—Gumbinner

**Baseball Game of the Week  
(CBS-TV)**

**Advertiser and Product:**  
 Canadian Breweries Ltd. (Carlings Beer & Ale)  
 Ad Agency—McKim Advertising  
 Colgate Palmolive Co. (Palmolive Shave Cream)  
 Ad Agency—Ted Bates.  
 Falstaff Brewing Corp. (Falstaff Beer)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Mills, Inc. (Wheaties)  
 Ad Agency—Knox Reeves  
 State Farm Insurance Co. (Auto Insurance)  
 Ad Agency—Needham, Louis & Brorby

**Bat Masterson  
(NBC-TV)**

**Advertiser and Product:**  
 Hills Brothers  
 Ad Agency—N. W. Ayer  
 Sealtest  
 Ad Agency—N. W. Ayer

**Beat the Clock  
(ABC-TV)**

(See ABC-TV Daytime Programming)

**Bell & Howell Close-Up!  
(ABC-TV)**

**Advertiser and Product:**  
 Bell & Howell  
 Ad Agency—McCann-Erickson

**Bell Telephone Hour  
(NBC-TV)**

**Advertiser and Product:**  
 AT & T  
 Ad Agency—N. W. Ayer

**Benny, Jack Show  
(CBS-TV)**

**Advertiser and Product:**  
 Lever Brothers Co. (Soap, Detergent, Toothpaste)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 State Farm Insurance Co.'s (Auto Insurance)  
 Ad Agency—Needham, Louis & Brorby

**Be Our Guest  
(CBS-TV)**

**Advertiser and Product:**  
 American Home Products Corp. (Anacin, Dristan  
 Tablets)  
 Ad Agency—Ted Bates

## COMMERCIAL TV NETWORK PROGRAMS

Hazel Bishop, Inc. (Lipstick, Eye Make-Up)  
Ad Agency—Donahue & Coe  
General Nutrition Corp. (Vitamins)  
Ad Agency—Fairfax, Inc.  
Helen Curtis Industries, Inc. (Enden, Suave)  
Ad Agency—Edward H. Weiss  
Manhattan Shirt Co. (Shirts)  
Ad Agency—Daniel & Charles  
Scripto, Inc. (Ball Point Pen)  
Ad Agency—Donahue & Coe

### **Black Saddle (ABC-TV)**

#### Advertiser and Product:

Alberto-Culver  
Ad Agency—Wade Advertising  
Carter  
Ad Agency—Ted Bates  
Chevrolet  
Ad Agency—Campbell-Ewald  
Liggett & Myers  
Ad Agency—McCann-Erickson

### **Bonanza (NBC-TV)**

#### Advertiser and Product:

American Tobacco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Congo-Nairn  
Ad Agency—Keyes, Madden and Jones  
Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Foods  
Ad Agency—Foote, Cone & Belding  
Gold Seal  
Ad Agency—Campbell-Mithun  
Johnson  
Ad Agency—J. Walter Thompson  
L and M.  
Ad Agency—McCann-Erickson  
Miles  
Ad Agency—Wade  
Procter and Gamble  
Ad Agency—Leo Burnett  
RCA  
Ad Agency—J. Walter Thompson  
Revlon  
Ad Agency—Warwick and Legler  
H. F. Ritchie  
Ad Agency—Kenyon and Eckhardt

### **Boone, The Pat, Chevy Showroom (ABC-TV)**

#### Advertiser and Product:

Chevrolet Motor Division of General Motors Corp.  
Ad Agency—Campbell-Ewald

### **Bourbon Street Beat (ABC-TV)**

#### Advertiser and Product:

Alberto-Culver  
Ad Agency—Wade Advertising

Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Brown & Williamson  
Ad Agency—Ted Bates  
Burlington Mills  
Ad Agency—Donahue & Coe  
DuPont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Helene Curtis  
Ad Agency—Edward Weiss  
Isodine  
Ad Agency—Reach McClinton  
Libby-Owens-Ford  
Ad Agency—Fuller, Smith & Ross  
Maxwell House  
Ad Agency—Donahue & Coe  
Philips-Van Heusen  
Ad Agency—Grey Advertising  
Polk-Miller  
Ad Agency—N. W. Ayer  
Procter & Gamble  
Ad Agency—Leo Burnett & Compton  
Reynolds Metals  
Ad Agency—Clinton Frank  
Scripto  
Ad Agency—Donahue & Coe

### **Brighter Day (CBS-TV)**

#### Advertiser and Product:

Armstrong Cork Co. (Armstrong Floors, Walls)  
Ad Agency—Batten, Barton, Durstine & Osborn  
Corn Products Co. (Hellman's Salad Dressing,  
Mazola Oil, Nocola, NuSoft)  
Ad Agency—McCann-Erickson  
Drackett Co. (Drano, Twinkle, Vanish, Windex)  
Ad Agency—Young & Rubicam  
Helene Curtis Industries, Inc. (Shampoo, Spray  
Net, Hairdressing)  
Ad Agency—Edward H. Weiss  
Lever Brothers Co. (Lux Liquid, Wisk Liquid)  
Ad Agency—J. Walter Thompson  
Procter & Gamble Co. (Cascade, Cheer, Dreft,  
Gleem, Mr. Clean, Zest)  
Ad Agency—Young & Rubicam  
Richardson-Merrell, Inc. (Lavoris, Vick's Cough  
Syrup, Vaporub)  
Ad Agency—Morse International  
U. S. Borax & Chemical Corp. (20 Mule Team  
Borax)  
Ad Agency—McCann-Erickson

### **Bringing Up Buddy (CBS-TV)**

#### Advertiser and Product:

Scott Paper Co. (Cut-Rite Wax Paper Products,  
Scott Paper Products)  
Ad Agency—J. Walter Thompson

### **Broken Arrow (ABC-TV)**

#### Advertiser and Product:

Mars, Inc.  
Ad Agency—Needham, Louis & Brorby

**Bronco/Sugarfoot  
(ABC-TV)**

**Advertiser and Product:**

American Chicle  
Ad Agency—Ted Bates  
Anahist  
Ad Agency—Ted Bates  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Brown & Williamson  
Ad Agency—Ted Bates  
Carnation  
Ad Agency—Ruthrauff & Ryan  
Chevrolet  
Ad Agency—Campbell-Ewald  
DuPont  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Foods  
Ad Agency—Benton & Bowles  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Hagger Co.  
Ad Agency—Tracey-Locke  
Helen Curtis  
Ad Agency—Ed Weiss  
Polk-Miller  
Ad Agency—J. M. Mathes  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson

**Bugs Bunny  
(ABC-TV)**

**Advertiser and Product:**

Colgate-Palmolive  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Benton & Bowles  
Perkins  
Ad Agency—Foote, Cone & Belding

— C —

**Candid Camera  
(CBS-TV)**

**Advertiser and Product:**

Bristol-Myers Co. (Ban, Bufferin, Ipana)  
Ad Agency—Young & Rubicam  
Lever Brothers Co. (Airwick, Handy Andy,  
Imperial Margarine, Lux Liquid, Lux Soap)  
Ad Agency—J. Walter Thompson

**Captain Gallant  
(NBC-TV)**

**Advertiser and Product:**

General Mills  
Ad Agency—Dancer-Fitzgerald-Sample

**Captain Kangaroo  
(CBS-TV)**

**Advertiser and Product:**

American Character Doll Corp. (Dolls)  
Ad Agency—Webb Assoc.

Arnold, Schwinn & Co. (Bicycles)  
Ad Agency—George Bond  
Binney & Smith Co. (Toys)  
Ad Agency—James T. Chirurg  
Borden Co. (Chocolate Drink)  
Ad Agency—Young & Rubicam  
Brunswick Corp. (Skates)  
Ad Agency—Graceman Adv.  
Colgate-Palmolive Co. (Dental Cream, Reg. &  
Aerosol)  
Ad Agency—Ted Bates  
Colorforms, Inc. (Toys)  
Ad Agency—Kudner  
Consolidated Foods Corp. (Gen. Prom, Sara Lee  
Baked Goods)  
Ad Agency—Cunningham & Walsh  
Continental Baking Co. (Hostess Cake, Wonder  
Bread)  
Ad Agency—Ted Bates  
General Mills, Inc. (Pick-a-Pack, Cereals, Gen.  
Promotion)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gerber Products Co. (Baby Foods, Gen. Prom.)  
Ad Agency—D'Arcy  
Glidden Co.  
Ad Agency—Meldrum & Fewsmith  
Hanes Knitting Mills Co. (Children's Sleepwear)  
Ad Agency—N. W. Ayer  
Hollywood Brands, Inc. (Candy Bars)  
Ad Agency—Grubb & Petersen  
Kayser-Roth Corp. (Fruit-of-Loom Socks)  
Ad Agency—Daniel & Charles  
Kellogg Co.  
Ad Agency—Leo Burnett  
Little Crow Milling Co. (Coco Wheats)  
Ad Agency—Edward H. Weiss  
National Grape Co-Op Assn., Inc. (Jams, Jellies,  
Juice)  
Ad Agency—R. Manoff  
North Woods Coffee Co. (Pop Ice)  
Ad Agency—Clinton Frank  
Philadelphia & Reading Corp. (Deluxe Reading  
Corp.)  
Ad Agency—Zlowe  
Plough, Inc. (Paas Egg Coloring)  
Ad Agency—Lake-Spiro-Shurman  
Rainbow Crafts, Inc. (Toys)  
Ad Agency—Joseph McVicker  
W. H. Schaper Manufacturing (Games)  
Ad Agency—Robert Mullin  
A. G. Spalding Brothers, Inc. (Tinker Toys)  
Ad Agency—George Bond  
Sweets Co. of America, Inc. (Fudge, Pops)  
Ad Agency—Sweets Co. of America  
Swift & Co. (Peter Pan Peanut Butter)  
Ad Agency—McCann-Erickson  
Texaco, Inc.  
Ad Agency—Cunningham & Walsh  
Wander Co. (Ovaltine)  
Ad Agency—Tatham-Laird  
Warner-Lambert Pharmaceutical Co. (Fizzies Soft  
Drink)  
Ad Agency—Lambert & Feasley  
Wyler & Co. (Bouillon & Soup Mixes, Juice Mix)  
Ad Agency—R. Jack Scott

**Carson, The Jeannie, Show  
(ABC-TV)**

**Advertiser and Product:**  
American Chiclé  
Ad Agency—Ted Bates  
P & G  
Ad Agency—Grey Advertising

**Cavalcade of Sports  
(NBC-TV)**

Gillette  
Ad Agency—Maxon

**CBS Reports  
(CBS-TV)**

**Advertiser and Product:**  
Bell & Howell Co. (Cameras, Photo Equipt.)  
Ad Agency—McCann-Erickson  
B. F. Goodrich (Tires, Shoes, Gen. Promotion)  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philip Morris, Inc. (Alpine, Commander, Marlboro  
Cigarettes)  
Ad Agency—Leo Burnett

**Championship Bridge  
(ABC-TV)**

**Advertiser and Product:**  
North Amer. Van Lines  
Ad Agency—The Biddle Co.  
Kitchens of Sara Lee  
Ad Agency—Cunningham & Walsh  
Shwayder Bros.  
Ad Agency—Grey Advertising  
West Bend Aluminum Co.  
Ad Agency—Western Advertising Agcy.

**Checkmate  
(CBS-TV)**

**Advertiser and Product:**  
Brown & Williamson Tobacco Corp. (Belair,  
Raleigh, Viceroy Cigarettes)  
Ad Agency—Ted Bates  
Kimberly-Clark Corp. (Delsey & Kleenex Line  
Paper Products)  
Ad Agency—Foote, Cone & Belding  
Lever Brothers Co. (Air Wick, All, Imperial Mar-  
garine, Praise Soap, Stripe Toothpaste)  
Ad Agency—Kenyon & Eckhardt

**Chevy Mystery Theatre  
(NBC-TV)**

**Advertiser and Product:**  
Chevrolet  
Ad Agency—Campbell-Mithun

**Cheyenne  
(ABC-TV)**

**Advertiser and Product:**  
A. C. Spark Plug  
Ad Agency—D. P. Brother  
American Chiclé  
Ad Agency—Ted Bates  
Armour  
Ad Agency—Foote, Cone & Belding

Beecham  
Ad Agency—Kenyon & Eckhardt  
Brillo  
Ad Agency—J. Walter Thompson  
Bristol Myers  
Ad Agency—Ogilvy, Benson and Mather  
Coleman Co.  
Ad Agency—Potts-Woodbury  
Dow Chemical  
Ad Agency—MacManus, John and Adams  
DuPont  
Ad Agency—N. W. Ayer & Son  
Johnson and Johnson  
Ad Agency—Young and Rubicam  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter and Gamble  
Ad Agency—Benton and Bowles  
Ralston Purina  
Ad Agency—Gardner Adv.  
R. J. Reynolds  
Ad Agency—William Esty  
Union Carbide  
Ad Agency—William Esty

**Churchill, Winston—  
The Valiant Years  
(ABC-TV)**

**Advertiser and Product:**  
Bell & Howell  
Ad Agency—McCann-Erickson

**Cimarron City  
(NBC-TV)**

**Advertiser and Product:**  
Union Carbide  
Ad Agency—William Esty

**Circus Boy  
(NBC-TV)**

**Advertiser and Product:**  
Nestle  
Ad Agency—William Esty  
Miles  
Ad Agency—Wade

**Clark, The Dick, Show  
(ABC-TV)**

**Advertiser and Product:**  
Beechnut-Lifesavers  
Ad Agency—Young & Rubicam

**Clear Horizon  
(CBS-TV)**

**Advertiser and Product:**  
Colgate-Palmolive Co. (Ad, Ajax, Dental Cream,  
Florient, Vel)  
Ad Agency—Lennen & Newell  
Eastman Kodak Co. (Cameras, Photo Supplies,  
Man-Made Fibers)  
Ad Agency—J. Walter Thompson  
Gillette Co. (Toni Div.) (Paper-Mate Pens, Toni &  
Tonette Home Permanents  
Richardson-Merrell, Inc. (Lavoris, Vicks Cough  
Syrup, Vaporub)  
Ad Agency—Morse International





## COMMERCIAL TV NETWORK PROGRAMS

### **Dante (NBC-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Wade  
Singer  
Ad Agency—Young and Rubicam

### **Day in Court (ABC-TV)**

(See ABC-TV Daytime Programming)

### **December Bride (CBS-TV)**

#### **Advertiser and Product:**

Colgate-Palmolive Co. (Detergents, Cleanser, Deodorizers, Shampoo)  
Ad Agency—J. Walter Thompson  
Corn Products Co. (Mazola, Nuccoa, Nusoft)  
Ad Agency—McCann-Erickson  
Eastman Kodak Co. (Fibers)  
Ad Agency—J. Walter Thompson  
General Foods Corp. (Dog Foods, Cereals)  
Ad Agency—Benton & Bowles  
Gillette Co. (Toni Div.) (Ball Point Pens, Home Permanents)  
Ad Agency—Tatham-Laird  
Helene Curtis Industries, Inc. (Shampoo, Spray Net, Suave Hairdressing)  
Ad Agency—Edward H. Weiss  
Lever Brothers Co. (Lipton Tea, Pepsodent Toothbrushes)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Richardson-Merrell, Inc. (Lavoris, Cough Syrup, Vaporub)  
Ad Agency—Morse International  
Scott Paper Co. (Wax Paper, Sandwich Bags, Toilet Tissue, Towels)  
Ad Agency—J. Walter Thompson  
Simoniz Co. (Floor Wax)  
Ad Agency—Young & Rubicam  
Standard Brands, Inc. (Margarine, Coffee, Tea)  
Ad Agency—Ted Bates  
U. S. Borax & Chemical Corp. (20 Mule Team Borax)  
Ad Agency—McCann-Erickson

### **Dennis The Menace (CBS-TV)**

#### **Advertiser and Product:**

Corn Products Co. (Bosco Chocolate Syrup, Skippy Peanut Butter)  
Ad Agency—Guild, Bascom & Bonfigli  
Kellogg Co. (Gro Pup Dog Foods, Kellogg Cereals)  
Ad Agency—Leo Burnett

### **Deputy, The (NBC-TV)**

#### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Young and Rubicam  
DuPont  
Ad Agency—BBD and O

General Cigar  
Ad Agency—William Esty  
General Foods  
Ad Agency—Ogilvie, Benson and Mather  
Kellogg  
Ad Agency—Leo Burnett  
Polaroid  
Ad Agency—Doyle, Dane and Bernbach  
Timex  
Ad Agency—Doner and Peck

### **Desilu Playhouse (CBS-TV)**

#### **Advertiser and Product:**

Westinghouse Electric Corp. (Westinghouse Home & Kitchen Appliances, Radio & Television Sets, Lamps)  
Ad Agency—McCann-Erickson

### **Detective's Diary (NBC-TV)**

#### **Advertiser and Product:**

Sterling  
Ad Agency—Dancer, Fitzgerald

### **Diagnosis Unknown (CBS-TV)**

#### **Advertiser and Product:**

Chrysler Corp. (Plymouth, Valiant Passenger cars)  
Ad Agency—Doyle, Dane, Bernbach  
S. C. Johnson & Son, Inc. (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Polaroid Corp. (Polaroid LandCamera)  
Ad Agency—Doyle, Dane, Bernbach

### **Disney, Walt, Presents (ABC-TV)**

#### **Advertiser and Product:**

Brillo  
Ad Agency—J. Walter Thompson  
Bristol Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Pictures  
Ad Agency—Donahue & Coe  
Derby Foods  
Ad Agency—McCann-Erickson  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Hills Bros.  
Ad Agency—N. W. Ayer  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Luden's  
Ad Agency—J. M. Mathes  
Mars  
Ad Agency—Needham, Louis & Brorby  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Ward Baking  
Ad Agency—Grey Advertising

**Dobbie Gillis  
(CBS-TV)**

**Advertiser and Product:**

Philip Morris, Inc. (Alpine, Commander, Marlboro)  
Ad Agency—Leo Burnett  
Pillsbury Co. (Cake, Cookie, Frosting, Biscuit & Pancake Mixes)  
Ad Agency—Leo Burnett

**Dough Re Mi  
(NBC-TV)**

**Advertiser and Product:**

Beechnut  
Ad Agency—Young and Rubicam  
Block Drug  
Ad Agency—Grey Adv.  
Brown and Williamson  
Ad Agency—Keyes, Madden and Jones  
General Mills  
Ad Agency—BBD and O  
Glenbrook  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal  
Ad Agency—Campbell-Mithun  
Hartz  
Ad Agency—George H. Hartman  
Jergens  
Ad Agency—Cunningham and Walsh  
Leeming  
Ad Agency—William Esty  
Nabisco  
Ad Agency—McCann-Erickson  
Proctor-Silex  
Ad Agency—Weiss and Geller  
Rexall  
Ad Agency—BBD and O  
Sweets  
Ad Agency—Henry Eisen  
Vitamin Sales  
Ad Agency—Fairfax, Inc.

**Du Pont Show of the Month  
(CBS-TV)**

**Advertiser and Product:**

DuPont (Fibers; Institutional)  
Ad Agency—Batten, Barton, Durstine & Osborn

**Du Pont Show  
with June Allyson  
(CBS-TV)**

**Advertiser and Product:**

DuPont (Fibers)  
Ad Agency—Batten, Barton, Durstine & Osborn

**Edge of Night  
(CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Aerowax, Anacin, Bisodol, Black Flag, Easy-Off, Freezone, Shoe Polish, Heet, InfraRub, Outgro, Sani-Flush, Sleep-eze, Deodorizers)  
Ad Agency—Ted Bates  
Armstrong Cork Co. (Institutional, Floors, Walls)  
Ad Agency—Batten, Barton, Durstine & Osborn

Atlantis Sales Corp. (R. T. French Co.) (Instant Potatoes)

Ad Agency—J. Walter Thompson  
Drackett Co. (Drano, Vanish, Windex)  
Ad Agency—Young & Rubicam  
Helene Curtis Industries, Inc. (Shampoo, Bath-oil, Spraynet, Hairdressing)  
Ad Agency—Edward H. Weiss  
S. C. Johnson & Son, Inc., (Pride, Stride)  
Ad Agency—Needham, Louis & Broby  
Mentholatum Co. (Colban, Mentholatum, Deep Heat Rub)  
Ad Agency—J. Walter Thompson  
National Biscuit Co. (Cookies, Crackers, Pretzels, Cereals, Dog Food)  
Ad Agency—Kenyon & Eckhardt  
Pet Milk Co. (Evaporated Milk, Milk Products, Frozen Fies, Gen. Prom.)  
Ad Agency—Gardner Advertising  
Pillsbury Co. (Cake, Cookie, Biscuit, Pancake Mixes, Best Flour)  
Ad Agency—Campbell-Mithun  
Procter & Gamble Co. (Soaps, Detergents, Toothpaste, Peanut Spread)  
Ad Agency—Benton & Bowles  
Quaker Oats Co. (Coffecake, Corn Break, Pancake Mix, Pet Food, Cereals)  
Ad Agency—J. Walter Thompson  
Richardson-Merrell, Inc. (Cough Syrup, Vaporub)  
Ad Agency—Morse International  
Standard Brands, Inc. (Margarine, Coffee, Tea, Pudding, Pie Filling)  
Ad Agency—Ted Bates  
Sterling Drug, Inc. (Aspirin, Yeast Tablets, Milk of Magnesia)  
Ad Agency—Dancer-Fitzgerald-Sample

**Edwards, Douglas  
with the News  
(CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Aerowax, Anacin, Bisodol, Insecticide, Chef-Boy-ar-Dee Products, Dondril, Dristan, Easy-Off)  
Ad Agency—Ted Bates  
Carter Products, Inc. (Arrid, Little Pills, Shave Cream, Salad Dressing)  
Ad Agency—Ted Bates  
Equitable Life Assurance Society of the U.S. (Life Insurance)  
Ad Agency—Foote, Cone & Belding  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Philip Morris, Inc.  
Ad Agency—Leo Burnett  
Jos. Schlitz Brewing Co.  
Ad Agency—J. Walter Thompson

**Ewell, Tom, Show  
(CBS-TV)**

**Advertiser and Product:**

Procter & Gamble Co. (Crest, Joy, Prell)  
Ad Agency—Leo Burnett  
Quaker Oats Co. (Aunt Jemima Mixes, Ken'l Dog Foods, Quaker Oats)  
Ad Agency—J. W. Thompson

## COMMERCIAL TV NETWORK PROGRAMS

### **Expedition (ABC-TV)**

**Advertiser and Product:**

Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli

### **Eyewitness to History (CBS-TV)**

**Advertiser and Product:**

Firestone Tire & Rubber Co. (Batteries, Tires, Dealers)  
Ad Agency—Campbell-Ewald

— F —

### **Face the Nation (CBS-TV)**

**Advertiser and Product:**

Knomark, Inc. (Esquire Shoe Polish)  
Ad Agency—Mogul, Williams & Saylor  
Schick, Inc. (Lady Schick & Reg. Electric Shavers)  
Ad Agency—Benton & Bowles

### **Father Knows Best (CBS-TV)**

**Advertiser and Product:**

Bristol-Myers Co. (Bufferin, Ipana)  
Ad Agency—Young & Rubicam  
Kellogg Co. (Cereals)  
Ad Agency—Leo Burnett  
Lever Brothers Co. (Dove Soap, Lipton Tea, Pepsodent)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Wax Paper, Tissues, Towels, Sandwich Bags, Napkins)  
Ad Agency—J. Walter Thompson

### **Fight of the Week, The (ABC-TV)**

**Advertiser and Product:**

Gillette  
Ad Agency—Maxon Advertising  
Miles Labs  
Ad Agency—Wade Advertising

### **Flintstones, The (ABC-TV)**

**Advertiser and Product:**

Miles  
Ad Agency—Wade Advertising  
R. J. Reynolds  
Ad Agency—William Esty

### **Ford Show, The (NBC-TV)**

**Advertiser and Product:**

Ford  
Ad Agency—J. Walter Thompson

### **For Better or Worse (CBS-TV)**

**Advertiser and Product:**

Dumas Milner Corp. (Perma Starch, Pine Sol)  
Ad Agency—Gordon Best

Gillette Co. (Ball Point Pens, Home Permanents, Creme Rinse)

Ad Agency—Tatham-Laird

Gold Seal Co. (Snowy Bleach)

Ad Agency—Campbell Mithun

Lever Brothers Co. (Air Wick, Breeze, Praise)

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Richardson-Merrell, Inc. (Cough Syrup, Vaporub)

Ad Agency—Morse International

Simoniz Co. (Floor Wax)

Ad Agency—Young & Rubicam

### **From These Roots (NBC-TV)**

**Advertiser and Product:**

Alberto-Culver

Ad Agency—Wade

Beechnut

Ad Agency—Young and Rubicam

Brown and Williamson

Ad Agency—Keyes, Madden and Jones

Dumas

Ad Agency—Gordon Best Co.

General Mills

Ad Agency—Batten, Barton, Durstine & Osborn  
Heinz

Ad Agency—Maxon

Helene Curtis

Ad Agency—Edward H. Weiss

Jergens

Ad Agency—Cunningham and Walsh

Lever

Ad Agency—Batten, Barton, Durstine & Osborn  
Mentholatum

Ad Agency—J. Walter Thompson

Nestle

Ad Agency—McCann-Erickson

Plough

Ad Agency—Lake, Spiro, Shurman

Proctor-Silex

Ad Agency—Weiss and Geller

Purex

Ad Agency—Edward H. Weiss

Simoniz

Ad Agency—Dancer-Fitzgerald-Sample

Standard Brands

Ad Agency—Ted Bates

### **Full Circle (CBS-TV)**

**Advertiser and Product:**

Drackett Co. (Twinkle Cooper Cleaner, Windex)

Ad Agency—Young & Rubicam

Gillette Co. (Toni Div.) (Ball Point Pens, Home

Permanents, Creme Rinse)

Ad Agency—Tatham-Laird

Lever Brothers Co. (Detergents, Soaps, Deodorizers)

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

### **Fury (NBC-TV)**

**Advertiser and Product:**

General Foods

Ad Agency—Benton and Bowles

Miles

Ad Agency—Wade

COMMERCIAL TV NETWORK PROGRAMS

Nabisco  
Ad Agency—Kenyon and Eckhardt  
Sweets  
Ad Agency—Sweets Co. of America

— G —

**Gas Co. Playhouse  
(NBC-TV)**

Advertiser and Product:  
American Gas Co.  
Ad Agency—Lennen and Newell

**GE College Bowl  
(CBS-TV)**

Advertiser and Product:  
General Electric Co. (Appliances)  
Ad Agency—Maxon, Inc.

**General Electric Theatre  
(CBS-TV)**

Advertiser and Product:  
General Electric Co. (Chemicals, Appliances)  
Ad Agency—Batten, Barton, Durstine & Osborn

**George Gobel Show  
(CBS-TV)**

Advertiser and Product:  
Lever Brothers Co. (Handy Andy, Detergent, Soap,  
Toothpaste)  
Ad Agency—J. Walter Thompson

**Griffith, Andy, Show  
(CBS-TV)**

Advertiser and Product:  
General Foods Corp. (Post Cereals, SOS Magic  
Scour Pads, Sanka Instant Coffee, Tang, Tuffy)  
Ad Agency—Benton & Bowles

**Guestward Ho!  
(ABC-TV)**

Advertiser and Product:  
Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli  
Seven Up  
Ad Agency—J. Walter Thompson

**Guiding Light  
(CBS-TV)**

Advertiser and Product:  
Procter & Gamble Co. (Detergents, Cleanser,  
Shortening)  
Ad Agency—Comptom

**Gunsmoke  
(CBS-TV)**

Advertiser and Product:  
Liggett & Myers Tobacco Co. (L & M)  
Ad Agency—Dancer-Fitzgerald-Sample  
Sperry Rand Corp. (Electric Shavers, Typewriters)  
Ad Agency—Young & Rubicam

**John Gunther's High Road  
(ABC-TV)**

Advertiser and Product:  
Ralston Purina Co.  
Ad Agency—Guild, Bascom & Bonfigli

— H —

**Happy  
(NBC-TV)**

Advertiser and Product:  
Kraft  
Ad Agency—J. Walter Thompson

**Harrigan & Son  
(ABC-TV)**

Advertiser and Product:  
Reynolds Metals  
Ad Agency—Clinton E. Frank

**Have Gun—Will Travel  
(CBS-TV)**

Advertiser and Product:  
American Home Products Corp. (Anacin, Bisodol,  
Dondril, Heet, Shoe Polish)  
Ad Agency—Ted Bates  
Cluett, Peabody & Co. (Arrow Shirts)  
Ad Agency—Lennen & Newell  
Elgin National Watch Co. (Elgin Watches)  
Ad Agency—J. Walter Thompson  
Lever Brothers Co. (Soap, Detergents, Tooth-  
brushes, Toothpaste)  
Ad Agency—J. Walter Thompson

**Hawaiian Eye  
(ABC-TV)**

Advertiser and Product:  
American Chicle  
Ad Agency—Ted Bates  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Carter Products  
Ad Agency—Ted Bates  
Colgate-Palmolive  
Ad Agency—Ted Bates  
Oldsmobile  
Ad Agency—D. P. Brother  
Whitehall  
Ad Agency—Ted Bates

**Heckle & Jeckle  
(CBS-TV)**

Advertiser and Product:  
General Mills, Inc. (Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample

**Hennesey  
(CBS-TV)**

Advertiser and Product:  
General Foods Corp. (Gelatin, Puddings, Coffee)  
Ad Agency—Young & Rubicam  
P. Lorillard Co. (Kent)  
Ad Agency—Lennen & Newell

# COMMERCIAL TV NETWORK PROGRAMS

## Here's Hollywood (NBC-TV)

### Advertiser and Product:

Alberto-Culver  
Ad Agency—Compton  
Beechnut  
Ad Agency—Young and Rubicam  
Block  
Ad Agency—Grey  
Colgate  
Ad Agency—Ted Bates  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal  
Ad Agency—Campbell-Mithun  
Heinz  
Ad Agency—Maxon  
Proctor-Silex  
Ad Agency—Weiss and Geller  
Toni  
Ad Agency—Wade  
Whitehall  
Ad Agency—Ted Bates

## Hitchcock, Alfred Presents (CBS-TV)

### Advertiser and Product:

Bristol-Myers Co. (Ban, Bufferin, Ipana, Miss  
Clairol, Ipana, Vitalis)  
Ad Agency—Young and Rubicam

## (NBC-TV)

### Advertiser and Product:

Ford  
Ad Agency—Kenyon and Eckhardt

## Hong Kong (ABC-TV)

### Advertiser and Product:

Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Brillo  
Ad Agency—J. Walter Thompson  
Derby Foods  
Ad Agency—McCann-Erickson  
DuPont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Kaiser Industries  
Ad Agency—Young & Rubicam  
Pan American Coffee  
Ad Agency—Batten, Barton, Durstine & Osborn  
Scripto  
Ad Agency—Donahue & Coe

## Hotel de Paree (CBS-TV)

### Advertiser and Product:

Carter Products, Inc. (Deodorant, Salad Dressing,  
Depilatory, Shave Cream)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Kellogg Co. (Cereals)  
Ad Agency—Leo Burnett  
Liggett & Myers Tobacco Co. (L & M)  
Ad Agency—Dancer-Fitzgerald-Sample

## Howdy Doody (NBC-TV)

### Advertiser and Product:

Continental Baking  
Ad Agency—Ted Bates  
Nabisco  
Ad Agency—Kenyon and Eckhardt

## Hunter, Tab Show (NBC-TV)

### Advertiser and Product:

P. Lorillard  
Ad Agency—Lennen and Newell  
Westclox  
Ad Agency—Batten, Barton, Durstine & Osborn

## Hutton, Betty, Show (CBS-TV)

### Advertiser and Product:

General Foods Corp. (Gaines Dog Food, Post's  
Cereals, Tang)  
Ad Agency—Benton & Bowles

— I —

## I Love Lucy (CBS-TV)

### Advertiser and Product:

Armstrong Cork Co. (Institutional, Floor, Walls)  
Ad Agency—Batten, Barton, Durstine & Osborn  
Corn Products Co. (Salad Dressing, Margarine,  
Fabric Softener)  
Ad Agency—McCann-Erickson  
Eastman Kodak Co. (Fibers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
General Mills, Inc. (Betty Crocker Mixes, Cereals,  
Flour)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gerber Products Co. (Baby Foods)  
Ad Agency—D'Arcy  
Lever Brothers Co. (Soaps, Detergents, Soup  
Mixes)  
Ad Agency—Kenyon & Eckhardt  
Mennen Co. (Baby Magic, Baby Powder)  
Ad Agency—Grey Adv.  
Mentholatum Co. (Colban, Mentholatum, Heat  
Rub)  
Ad Agency—J. Walter Thompson  
Richardson-Merrell, Inc. (Lavoris, Cough Syrup,  
Vaporub)  
Ad Agency—Morse International  
Scott Paper Co. (Wax Paper, Tissues, Towels)  
Ad Agency—J. Walter Thompson  
Simoniz Co. (Floor Wax)  
Ad Agency—Young & Rubicam  
U. S. Steel Corp. (General Prom.)  
Ad Agency—Batten, Barton, Durstine & Osborn

## Islanders, The (ABC-TV)

### Advertiser and Product:

Anahist  
Ad Agency—Ted Bates  
Brillo  
Ad Agency—J. Walter Thompson



## COMMERCIAL TV NETWORK PROGRAMS

DuPont  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 L & M  
 Ad Agency—McCann-Erickson  
 Luden's  
 Ad Agency—J. M. Mathes  
 Procter & Gamble  
 Ad Agency—Benton & Bowles  
 United Motors  
 Ad Agency—Campbell-Ewald  
 J. B. Williams  
 Ad Agency—Parkson Advertising

### **It Could Be You (NBC-TV)**

**Advertiser and Product:**  
 Alberto-Culver  
 Ad Agency—Wade  
 American Home Products  
 Ad Agency—Ted Bates  
 Block  
 Ad Agency—Grey  
 Brillo  
 Ad Agency—J. Walter Thompson  
 Congo-Nairn  
 Ad Agency—Keyes, Madden and Jones  
 Frigidaire  
 Ad Agency—Dancer, Fitzgerald, Sample  
 General Mills  
 Ad Agency—Dancer, Fitzgerald, Sample  
 Heinz  
 Ad Agency—Maxon  
 Leeming  
 Ad Agency—William Esty  
 Mentholatum  
 Ad Agency—J. Walter Thompson  
 Miles  
 Ad Agency—Wade  
 Nabisco  
 Ad Agency—McCann-Erickson  
 Nestle  
 Ad Agency—William Esty  
 Ponds  
 Ad Agency—J. Walter Thompson  
 Procter and Gamble  
 Ad Agency—Dancer, Fitzgerald, Sample  
 Proctor-Silex  
 Ad Agency—Weiss and Geller  
 Standard Brands  
 Ad Agency—Ted Bates

### **I've Got a Secret (CBS-TV)**

**Advertiser and Product:**  
 Bristol-Myers Co. (Bufferin, Ipana, Clarinol)  
 Ad Agency—Young & Rubicam  
 R. J. Reynolds Tobacco (Winston)  
 Ad Agency—Wm. Esty

— J —

### **Jackpot Bowling (NBC-TV)**

**Advertiser and Product:**  
 Bayuk  
 Ad Agency—Werman and Schoor

Brunswick  
 Ad Agency—McCann-Erickson

### **Johnny Ringo (CBS-TV)**

**Advertiser and Product:**  
 S. C. Johnson & Son, Inc. (Floor Wax, Furniture Polish)  
 Ad Agency—Needham, Louis & Brorby  
 P. Lorillard Co. (Kent)  
 Ad Agency—Lennen & Newell

### **Johnny Staccato (ABC-TV)**

**Advertiser and Product:**  
 Alberto-Culver  
 Ad Agency—Wade Adv.

### **Jubilee, U.S.A. (ABC-TV)**

**Advertiser and Product:**  
 Carter  
 Ad Agency—Ted Bates  
 Gulf Guaranty Co.  
 Ad Agency—Paul Venze Assoc.  
 Massey-Ferguson  
 Ad Agency—Needham, Louis & Brorby  
 National Carbon  
 Ad Agency—William Esty  
 Polk-Miller  
 Ad Agency—N. W. Ayer  
 Williamson-Dickie  
 Ad Agency—Fuller, Smith & Ross

— K —

### **Keep Talking (ABC-TV)**

**Advertiser and Product:**  
 Mutual of Omaha  
 Ad Agency—Bozell & Jacobs

### **Kovacs', Ernie Take a Good Look (ABC-TV)**

**Advertiser and Product:**  
 Dutch Masters Cigar  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan

— L —

### **Laramie (NBC-TV)**

**Advertiser and Product:**  
 American Safety Razor  
 Ad Agency—Kenyon and Eckhardt  
 Beechnut  
 Ad Agency—Young and Rubicam  
 California Packing  
 Ad Agency—McCann-Erickson  
 Colgate  
 Ad Agency—Ted Bates  
 Dow  
 Ad Agency—McManus, John and Jones  
 Elgin  
 Ad Agency—J. Walter Thompson

## COMMERCIAL TV NETWORK PROGRAMS

Ford  
 Ad Agency—J. Walter Thompson  
 General Foods  
 Ad Agency—Ogilvie, Benson, Mather  
 Johnson Motors  
 Ad Agency—J. Walter Thompson  
 Liggett and Myers  
 Ad Agency—McCann-Erickson  
 Midas  
 Ad Agency—Edward H. Weiss  
 Miles  
 Ad Agency—Wade  
 Nestle  
 Ad Agency—William Esty  
 Pan American Coffee  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Pepsi Cola  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Philip Morris  
 Ad Agency—Leo Burnett  
 Pittsburgh Plate Glass  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Revlon  
 Ad Agency—Warwick and Legler  
 Reynolds  
 Ad Agency—William Esty  
 Simoniz  
 Ad Agency—Young and Rubicam  
 Standard Brands  
 Ad Agency—J. Walter Thompson  
 Sunshine  
 Ad Agency—Cunningham and Walsh  
 Union Carbide  
 Ad Agency—William Esty  
 Warner-Lambert  
 Ad Agency—Ted Bates

### **Lassie (CBS-TV)**

**Advertiser and Product:**  
 Campbell Soup Co. (Soups, Beans & Franks,  
 Franco-Amer. Products)  
 Ad Agency—Batten, Barton, Durstine & Osborn

### **Law & Mr. Jones, The (ABC-TV)**

**Advertiser and Product:**  
 Procter & Gamble  
 Ad Agency—Compton Advertising

### **Lawman (ABC-TV)**

**Advertiser and Product:**  
 R. J. Reynolds  
 Ad Agency—William Esty  
 Whitehall  
 Ad Agency—Ted Bates

### **Law of the Plainsman (NBC-TV)**

**Advertiser and Product:**  
 American Tobacco  
 Ad Agency—Sullivan, Stauffer, Colwell and  
 Bayles  
 Glenbrook  
 Ad Agency—Dancer-Fitzgerald-Sample

Midas  
 Ad Agency—Edward H. Weiss  
 Procter and Gamble  
 Ad Agency—Benton and Bowles  
 Revlon  
 Ad Agency—Warwick and Legler  
 Standard Brands  
 Ad Agency—J. Walter Thompson  
 Sunshine  
 Ad Agency—Cunningham and Walsh

### **Leave It To Beaver (ABC-TV)**

**Advertiser and Product:**  
 Dow Chemical  
 Ad Agency—McManus, John & Adams  
 Eastman Kodak  
 Ad Agency—J. Walter Thompson  
 General Electric  
 Ad Agency—Grey Advertising  
 Ralston Purina  
 Ad Agency—Gardner Advertising & Guild,  
 Bascom & Bonfigli  
 Scripto  
 Ad Agency—Donahue & Coe  
 Vick Chemical  
 Ad Agency—Ogilvy, Benson & Mather

### **Lewis, The Shari Show (NBC-TV)**

**Advertiser and Product:**  
 American Doll and Toy  
 Ad Agency—Webb Associates  
 Cracker Jack  
 Ad Agency—Leo Burnett  
 General Foods  
 Ad Agency—Foote, Cone, Belding  
 Nabisco  
 Ad Agency—Kenyon and Eckhardt  
 Remco  
 Ad Agency—Webb Associates

### **Life and Legend of Wyatt Earp, The (ABC-TV)**

**Advertiser and Product:**  
 General Mills  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Procter & Gamble  
 Ad Agency—Compton Advertising

### **Linkletter's, Art, House Party (CBS-TV)**

**Advertiser and Product:**  
 Armstrong Cork Co. (Institutional, Floors, Walls)  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Carnation Co. (General Promotion, Evaporated  
 Milk, Instant Dry Milk, Chocolate Drink &  
 Various other Products)  
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan  
 Drackett Co. (Drano, Twinkle, Vanish, Windex)  
 Ad Agency—Young & Rubicam  
 Gillette Co. (Toni Div.) (Adorn, Deepmagic,  
 Tonette & Toni Perm., White Rain Shampoo)  
 Ad Agency—North Advertising

## COMMERCIAL TV NETWORK PROGRAMS

Hoover Co. (Hoover Electric Cleaners, Waxes, Polishers, Irons)  
 Ad Agency—Leo Burnett  
 S. C. Johnson & Son, Inc. (Pride, Stride Wax)  
 Ad Agency—Needham, Louis & Broby  
 Kellogg Co. (Gro Pup Dog Foods, Kellogg Cereals)  
 Ad Agency—Leo Burnett  
 Kendall Co. (Bauer & Black Div..) (Curad Bandages, Blue Jay Corn Plasters, B&B Elastic Stockings)  
 Ad Agency—Leo Burnett  
 Lever Brothers Co. (Air Wick, Frozen Dinners, Dove Soap, Handy Andy, Imperial Margarine, Lipton Tea, Soup Mix, Lux, Rinso, Stripe Toothpaste, Wise Bone Salad Dressing, Wisk)  
 Ad Agency—J. Walter Thompson  
 Pillsbury Co. (Pillsbury Best Flour, Cake Mixes, Pancake Mix, Hot Roll Mix, Instant Potatoes)  
 Ad Agency—Campbell-Mithun  
 Scott Paper Co. (Cut-Rite Wax Paper Products, Scott Paper Products)  
 Ad Agency—J. Walter Thompson  
 Van Camp Seafood Co. (Chicken of the Sea Tuna)  
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan  
 J. B. Williams Co., Inc. (Mevarex, Geritol, Sominex)  
 Ad Agency—Farkson Advertising

### **Lone Ranger (ABC-TV)**

**Advertiser and Product:**

General Mills  
 Ad Agency—Dancer, Fitzgerald, Sample  
 Lionel Corp.  
 Ad Agency—Grey Adv.  
 Sweets Co.  
 Ad Agency—Sweets Co. of America

### **(CBS-TV)**

**Advertiser and Product:**

General Mills  
 Ad Agency—Dancer, Fitzgerald, Sample

### **(NBC-TV)**

**Advertiser and Product:**

General Mills  
 Ad Agency—Dancer, Fitzgerald, Sample

### **Love of Life (CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Aerowax, Anacin, Bisodol, Bristan, Dondril, Easy-Off, Freezone, Shoe Polish, Heet, Outgro. Wizard Deodorizers)  
 Ad Agency—Ted Bates  
 Armstrong Cork Co. (Institutional, Floors, Walls)  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Atlantis Sales Corp. (R. T. French Co.) (Instant Potatoes)  
 Ad Agency—J. Walter Thompson  
 Corn Products Co. (Mayonnaise, Mazola, Nucoa Margarine & NuSoft)  
 Ad Agency—McCann-Erickson  
 Drackett Co. (Drano, Twinkle, Vanish, Windex)  
 Ad Agency—Young & Rubicam  
 Dumas Milner Corp. (Perma Starch Pine Sol)  
 Ad Agency—Gordon Best

General Mills, Inc. (Betty Crocker Mixes, Cereals, Flour)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Gillette Co. (Ball Point Pens, Home Permanents, Shampoo)  
 Ad Agency—Tatham-Laird  
 Gold Seal Co. (Snowy Bleach)  
 Ad Agency—Campbell-Mithun  
 Helene Curtis Industries, Inc. (Shampoo, Spray-net, Hairdressing)  
 Ad Agency—Edward H. Weiss  
 Lever Brothers Co. (Air Wick, Lipton Tea & Soups, Toothpaste, Detergent)  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 National Biscuit Co. (Dog Food, Crackers, Cereals)  
 Ad Agency—Kenyon & Eckhardt  
 Pet Milk Co. (Milk Products, Frozen Pies)  
 Ad Agency—Gardner Adv.  
 Quaker Oats Co. (Aunt Jemima Mixes, Pet Food, Cereals)  
 Ad Agency—J. Walter Thompson  
 Sperry Rand Corp. (Lady's Electric Shavers)  
 Ad Agency—Young & Rubicam  
 Standard Brands, Inc. (Margarine, Coffee, Fie Filling, Tea)  
 Ad Agency—Ted Bates  
 Standard Oil Co. of N.J. (Esso) (Flit Insecticide)  
 Ad Agency—McCann-Erickson  
 U.S. Borax & Chemical Corp. (20 Mule Team Borax)  
 Ad Agency—McCann Erickson

### **Love That Bob (ABC-TV)**

(See ABC-TV Daytime Programming)

### **Lunch with Soupy Sales (ABC-TV)**

**Advertiser and Product:**

General Foods  
 Ad Agency—Young & Rubicam

### — M —

### **Mack, Ted, & the Original Amateur Hour (ABC-TV) (CBS-TV)**

**Advertiser and Product:**

J. B. Williams (Shave Lotion, Geritol, Serutan, Sominex, Zayumin)  
 Ad Agency—Parkson Agency

### **Major League Baseball (ABC-TV)**

**Advertiser and Product:**

Gillette  
 Ad Agency—Maxon Adv.

### **(NBC-TV)**

**Advertiser and Product:**

Anheuser-Busch  
 Ad Agency—Gardner

## COMMERCIAL TV NETWORK PROGRAMS

Bayuk  
Ad Agency—Wermen and Schorr  
National Brewing  
Ad Agency—W. B. Doner

### **Make Room for Daddy (NBC-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Wade  
Frigidaire  
Ad Agency—Dancer, Fitzgerald, Sample  
General Mills  
Ad Agency—Knox, Reeves  
Heinz  
Ad Agency—Maxon  
Leeming  
Ad Agency—William Esty  
Proctor and Gamble  
Ad Agency—Gardner

### **Make That Spare (ABC-TV)**

**Advertiser and Product:**  
Brown & Williamson  
Ad Agency—Ted Bates  
Gillette  
Ad Agency—Maxon Advertising

### **Man and the Challenge (NBC-TV)**

**Advertiser and Product:**  
Chemstrand  
Ad Agency—Doyle, Dane, Bernbach  
Polaroid  
Ad Agency—Doyle, Dane, Bernbach  
R. J. Reynolds  
Ad Agency—William Esty

### **Man from Black Hawk (ABC-TV)**

**Advertiser and Product:**  
Miles Labs  
Ad Agency—Wade Advertising  
R. J. Reynolds  
Ad Agency—William Esty

### **Man from Interpol (NBC-TV)**

**Advertiser and Product:**  
Glenbrook  
Ad Agency—Dancer, Fitzgerald, Sample

### **Man with a Camera (ABC-TV)**

**Advertiser and Product:**  
General Electric  
Ad Agency—Grey Advertising  
Helene Curtis  
Ad Agency—Edward Weiss

### **Markham (CBS-TV)**

**Advertiser and Product:**  
Renault, Inc. (Dauphine Pass. Cars, Gen. Prom.)  
Ad Agency—Kudner Adv.

Jos. Schlitz Brewing Co. (Beer)  
Ad Agency—J. Walter Thompson

### **Mason, Perry, Show (CBS-TV)**

**Advertiser and Product:**  
Colgate-Palmolive Co. (Soaps, Detergents,  
Cleansers)  
Ad Agency—Ted Bates  
Drackett Co. (Drano, Vanish, Windex)  
Ad Agency—Young & Rubicam  
Gulf Oil Co. (Cars, Oil, Dealers)  
Ad Agency—Young & Rubicam  
Theo. Hamm Brewing Co. (Beer)  
Ad Agency—Campbell-Mithun  
M & R Dietetic Labs, Inc. (Pream Instant Cream)  
Ad Agency—Benton & Bowles  
Philip Morris, Inc. (Commander, Parliament)  
Ad Agency—Benton & Bowles  
Sterling Drug, Inc. (Aspirin)  
Ad Agency—Dancer-Fitzgerald-Sample

### **Masquerade Party (NBC-TV)**

**Advertiser and Product:**  
Block Drug  
Ad Agency—Grey  
Hazel Bishop  
Ad Agency—Donahue and Cole

### **Matty's Funday Funnies (ABC-TV)**

**Advertiser and Product:**  
Mattel  
Ad Agency—Carson, Roberts

### **Maverick (ABC-TV)**

**Advertiser and Product:**  
Armour  
Ad Agency—Foote, Cone & Belding  
Brillo  
Ad Agency—J. Walter Thompson  
Derby Foods  
Ad Agency—McCann-Erickson  
Drackett  
Ad Agency—Young & Rubicam  
DuPont  
Ad Agency—N. W. Ayer  
Kaiser Aluminum  
Ad Agency—Young & Rubicam  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
R. J. Reynolds  
Ad Agency—William Esty  
Union Carbide  
Ad Agency—William Esty

### **Meet the Press (NBC-TV)**

**Advertiser and Product:**  
U. S. Tobacco  
Ad Agency—C. J. La Roche

**Men Into Space  
(CBS-TV)**

**Advertiser and Product:**  
 American Tobacco Co. (Lucky Strike)  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 General Foods Corp. (Maxwell House Coffee)  
 Ad Agency—Ogilvy, Benson & Mather  
 Gulf Oil Co. (Gasoline, Dealers Service)  
 Ad Agency—Young & Rubicam

**Michael Shayne  
(NBC-TV)**

**Advertiser and Product:**  
 DuPont  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Oldsmobile  
 Ad Agency—D. P. Bros.  
 Pittsburgh Plate Glass  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Warner-Lambert  
 Ad Agency—Lambert and Feasley

**Mighty Mouse Playhouse  
(CBS-TV)**

**Advertiser and Product:**  
 Colgate Palmolive Co. (Dental Cream)  
 Ad Agency—Ted Bates  
 General Foods Corp. (Cereals)  
 Ad Agency—Benton & Bowles  
 Nestle Co., Inc. (Quik)

**Millionaire  
(CBS-TV)**

**Advertiser and Product:**  
 Colgate-Palmolive Co. (Detergents, Soap, Shampoo, Cleanser, Dental Cream)  
 Ad Agency—Lennen & Newell  
 Corn Products Co. (Mazola Oil, Nucoa Margarine, Nusoft)  
 Ad Agency—Guild, Bascom & Bonfigli  
 Drackett Co. (Drano, Vanish, Windex)  
 Ad Agency—Young & Rubicam  
 Gen. Mills (Betty Crocker Mixes)  
 Gerber Products Co. (Baby Foods)  
 Ad Agency—D'Arcy Adv.  
 S. C. Johnson & Son, Inc. (Pride, Stride)  
 Ad Agency—Needham, Louis & Brorby  
 National Biscuit (Cracker, Pet Food, Cereals)  
 Ad Agency—McCann-Erickson  
 Quaker Oats Co. (Aunt Jemima Mixes, Flako Mixes, Pet Food)  
 Ad Agency—J. Walter Thompson  
 Richardson-Merrell, Inc. (Lavoris, Cough Syrup, Vaporub)  
 Ad Agency—Morse International  
 Scott Paper Co. (Napkins, Toilet Tissue)  
 Ad Agency—J. Walter Thompson  
 Simoniz Co. (Floor Wax)  
 Ad Agency—Young & Rubicam  
 Singer Mfg. Co. (Sewing Machines, Vacuum Cleaners)  
 Ad Agency—Young & Rubicam  
 Standard Brands (Margarin, Coffee, Tea, Pie Fillings)  
 Ad Agency—J. Walter Thompson

**Moment of Fear  
(NBC-TV)**

**Advertiser and Product:**  
 Helene Curtis  
 Ad Agency—Campbell-Mithun  
 Lever  
 Ad Agency—SSCB  
 Norwich  
 Ad Agency—Benton and Bowles  
 Revlon  
 Ad Agency—Warwick and Legler

**Moore, Garry, Show  
(CBS-TV)**

**Advertiser and Product:**  
 Chrysler Corp. (Plymouth, Valiant Passenger Cars)  
 Ad Agency—N. W. Ayer  
 S. C. Johnson & Son, Inc., (Wax, Furniture Polish, Insecticide)  
 Ad Agency—Needham, Louis & Brorby  
 Kellogg Co. (Cereals, Dog Food)  
 Ad Agency—Leo Burnett  
 Pittsburgh Plate Glass Co. (Chemicals, Glass, Paints)  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Polaroid Corp. (Land Camera)  
 Ad Agency—Doyle, Dane, Bernbach  
 Scott Paper Co. (Tissues, Towels)  
 Ad Agency—J. Walter Thompson

**Morning Court  
(ABC-TV)**

(See ABC-TV Daytime Programming)

**Mr. Garlund  
(CBS-TV)**

**Advertiser and Product:**  
 Chrysler Corp. (Plymouth, Valiant Cars)  
 Ad Agency—N. W. Ayer  
 Liggett & Tobacco Co. (L & M Filter Cigarettes)  
 Ad Agency—Dancer-Fitzgerald

**Mr. Lucky  
(CBS-TV)**

**Advertiser and Product:**  
 Brown & Williamson Tobacco Corp. (Life)  
 Ad Agency—Ted Bates  
 Cluett, Peabody & Co. (Arrow Shirts)  
 Ad Agency—Lennen & Newell  
 Lever Brothers Co. (Soaps, Detergents)  
 Ad Agency—Kenyon & Eckhardt

**M-Squad  
(NBC-TV)**

**Advertiser and Product:**  
 Alberto-Culver  
 Ad Agency—Compton  
 American Tobacco  
 Ad Agency—SSCB  
 Glenbrook  
 Ad Agency—Dancer-Fitzgerald-Sample



# COMMERCIAL TV NETWORK PROGRAMS

## **Murray, Arthur, Dance Party (NBC-TV)**

### Advertiser and Product:

Block  
Ad Agency—Grey  
P. Lorillard  
Ad Agency—Lennen and Newell  
Sterling  
Ad Agency—Dancer-Fitzgerald-Sample

## **Murray, Jan, Show (NBC-TV)**

### Advertiser and Product:

Alberto-Culver  
Ad Agency—Compton  
American Home  
Ad Agency—Ted Bates  
Block  
Ad Agency—Grey  
General Mills  
Ad Agency—Batten, Barton, Durstine & Osborn  
Mogen-David  
Ad Agency—Edward H. Weiss  
Nabisco  
Ad Agency—McCann-Erickson  
Proctor-Silex  
Ad Agency—Weiss and Geller

## **My Sister Eileen (CBS-TV)**

### Advertiser and Product:

Colgate-Palmolive Co. (Soap, Detergent, Dental Cream, Deodorant)  
Ad Agency—Lennen & Newell  
Pillsbury Co. (Cake Mixes, Instant Potatoes)  
Ad Agency—Leo Burnett

## **My Three Sons (ABC-TV)**

### Advertiser and Product:

Chevrolet Division of General Motors  
Ad Agency: Campbell-Ewald

— N —

## **Naked City (ABC-TV)**

### Advertiser and Product:

A. C. Spark Plug  
Ad Agency—D. P. Brother  
Brillo  
Ad Agency—J. Walter Thompson  
Bristol Myers  
Ad Agency—Ogilvy, Benson & Mather  
Brown & Williamson  
Ad Agency—Ted Bates  
Derby  
Ad Agency—McCann-Erickson  
Dow Chemical  
Ad Agency—MacManus, John & Adams  
DuPont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Hagger  
Ad Agency—Tracey-Locke  
Ludens  
Ad Agency—J. M. Mathes

P&G

Ad Agency—Benton & Bowles  
Shwayder Bros.  
Ad Agency—Grey Advertising  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Warner-Lambert  
Lambert & Feasley

## **National Velvet (NBC-TV)**

### Advertiser and Product:

General Mills  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn

## **NBA Pro Basketball (NBC-TV)**

### Advertiser and Product:

Anheuser-Busch  
Ad Agency—Gardner  
Bayuk  
Ad Agency—Wermen and Schorr  
General Mills  
Ad Agency—Knox Reeves  
Schick  
Ad Agency—Compton

## **NBC News Day Report (NBC-TV)**

### Advertiser and Product:

General Mills  
Ad Agency—Knox, Reeves

## **NCAA Football (ABC-TV)**

### Advertiser and Product:

Competition Motors  
Ad Agency—Doyle-Dane-Bernbach  
Gillette  
Ad Agency—Maxon Advertising  
Humble Oil & Refining  
Ad Agency—McCann-Erickson  
L & M  
Ad Agency—Dancer-Fitzgerald-Sample

— O —

## **O'Keefe, Dennis, Show (CBS-TV)**

### Advertiser and Product:

General Motors Corp. (Oldsmobile Div.)  
Ad Agency—D. P. Brother

## **On the Go (CBS-TV)**

### Advertiser and Product:

American Cyanamid Co. (Melmac Plastic Dinnerware)  
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan  
Commonwealth Products, Inc. (Copper Cleaners)  
Ad Agency—R. Jack Scott  
General Nutrition Corp. (Vitaman Sales Co.)  
Ad Agency—Fairfax, Inc.

Helene Curtis Industries, Inc. (Enden, Suave)  
 Ad Agency—Edward H. Weiss  
 S. C. Johnson & Son, Inc. (Pride, Stride)  
 Ad Agency—Needham, Louis & Brorby  
 Kayser-Roth Corp. (Supp-Hose)  
 Ad Agency—Daniel & Charles  
 Lawry's Products, Inc. (Seasoning, Spaghetti  
 Sauce)  
 Ad Agency—Doyle, Dane, Bernbach  
 J. B. Williams Co., Inc. (Geritol, Sominex)  
 Ad Agency—Parkson Adv.

**Overland Trail  
 (NBC-TV)**

**Advertiser and Product:**

American Safety Razor  
 Ad Agency—Kenyon and Eckhardt  
 Breck  
 Ad Agency—Reach, McClinton, Inc.  
 Bristol-Myers  
 Ad Agency—Young and Rubicam  
 Corn Products  
 Ad Agency—Lennen and Newell  
 P. Lorillard  
 Ad Agency—Lennen and Newell  
 North American Phillips  
 Ad Agency—C. J. La Roche  
 Pillsbury  
 Ad Agency—Leo Burnett  
 Proctor and Gamble  
 Ad Agency—Benton and Bowles  
 Rexall  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Scripto  
 Ad Agency—Donahue and Coe  
 Standard Brands  
 Ad Agency—J. Walter Thompson  
 Warner-Lambert  
 Ad Agency—Lambert and Feasley

— P —

**People Are Funny  
 (NBC-TV)**

**Advertiser and Product:**

Block Drug  
 Ad Agency—Grey  
 Glenbrook  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Midas  
 Ad Agency—Edward H. Weiss  
 Squibb  
 Ad Agency—Donahue and Coe

**Person To Person  
 (CBS-TV)**

**Advertiser and Product:**

Burlington Industries, Inc. (Supp Stockings)  
 Ad Agency—Donahue & Coe

Carter Products, Inc. (Deodorant, Salad Dressing,  
 Little Pills, Shave Cream)  
 Ad Agency—Ted Bates  
 Lanolin Plus, Inc. (Shampoos)  
 Ad Agency—C. J. La Roche  
 Polaroid Corp. (Land Camera)  
 Ad Agency—Doyle, Dane, Bernbach  
 Revlon, Inc. (Knomark Mfg. Co.) (Esquire Shoe  
 Polish)  
 Ad Agency—Mogul, Wililams & Saylor  
 Scripto, Inc. (Pens, Lighters)  
 Ad Agency—Donahue & Coe  
 American Home Products Corp. (Anacin Tablets)  
 Ad Agency—Ted Bates  
 Sears, Roebuck & Co. (Allstate Insurance)  
 Ad Agency—Leo Burnett  
 Union Carbide Corp. (Nat'l Carbon) (Prestone  
 Anti-Freeze)  
 Ad Agency—Wm. Esty  
 Wander Co. (Minvitine Reducing Aid)  
 Ad Agency—Clinton Frank  
 Warner-Lambert Pharmaceutical Co. (Home  
 Permanents)  
 Ad Agency—Lambert & Feasley  
 Lanvin Parfums Inc. (Fragrances & Toiletries)  
 Ad Agency—North Adv.  
 J. B. Williams Co., Inc. (Geritol, Serutan,  
 Sominex)  
 Ad Agency—Parkson

**Peter Gunn  
 (ABC-TV)  
 (NBC-TV)**

**Advertiser and Product:**

Bristol-Myers  
 Ad Agency—Doherty, Clifford, Stern and  
 Shenfield  
 R. J. Reynolds  
 Ad Agency—William Esty

**Philip Marlowe  
 (ABC-TV)**

**Advertiser and Product:**

Brown and Williamson  
 Ad Agency—Ted Bates  
 Whitehall Labs  
 Ad Agency—Ted Bates

**Play Your Hunch  
 (Daytime)  
 (Nighttime)  
 (NBC-TV)**

**Advertiser and Product:**

American Home Products  
 Ad Agency—Ted Bates  
 Block  
 Ad Agency—Grey

## COMMERCIAL TV NETWORK PROGRAMS

Brown and Williamson  
 Ad Agency—Keyes, Madden and Jones  
 Colgate  
 Ad Agency—Ted Bates  
 Coty  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 General Mills  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Glenbrook  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Hartz  
 Ad Agency—George H. Hartman  
 Heinz  
 Ad Agency—Maxon  
 Mentholatum  
 Ad Agency—J. Walter Thompson  
 Miles  
 Ad Agency—Wade  
 Proctor-Silex  
 Ad Agency—Weiss and Geller  
 Rexall  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Simoniz  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Tussy  
 Ad Agency—Young and Rubicam  
 Vitamin Sales  
 Ad Agency—Fairfax, Inc.  
 Warner-Lambert  
 Ad Agency—Lambert and Feasley

### **Powell's, Dick Zane Grey Theatre (CBS-TV)**

**Advertiser and Product:**  
 General Foods Corp. (Kool-Aid, Maxwell House  
 Coffee, S.O.S.)  
 Ad Agency—Ogilvy, Benson & Mather  
 S. C. Johnson & Son, Inc. (Johnson's Wax,  
 Cleaners, Polishers, Insecticides, Deodorizers)  
 Ad Agency—Benton & Bowles  
 P. Lorillard Co. (Kent Cigarettes)  
 Ad Agency—Lennen & Newell

### **Price Is Right, The (Daytime) (Nighttime) (NBC-TV)**

**Advertiser and Product:**  
 Alberto-Culver  
 Ad Agency—Wade  
 American Home Products  
 Ad Agency—Ted Bates  
 Beechnut  
 Ad Agency—Young and Rubicam  
 Chemstrand  
 Ad Agency—Doyle, Dane, Bernbach  
 Congoleum-Nairn  
 Ad Agency—Keyes, Madden and Jones  
 Drackett  
 Ad Agency—Young and Rubicam  
 Frigidaire  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Mills  
 Ad Agency—Knox, Reeves  
 Glenbrook  
 Ad Agency—Dancer-Fitzgerald-Sample

Heinz  
 Ad Agency—Maxon  
 Leeming  
 Ad Agency—William Esty  
 Lever  
 Ad Agency—Batten, Barton, Durstine & Osborn;  
 Ogilvy, Benson, Mather  
 Mentholatum  
 Ad Agency—J. Walter Thompson  
 Miles  
 Ad Agency—Wade  
 Nabisco  
 Ad Agency—Kenyon and Eckhardt  
 Ponds  
 Ad Agency—J. Walter Thompson  
 Speidel  
 Ad Agency—Norman, Craig, Kummel  
 Standard Brands  
 Ad Agency—Ted Bates  
 Sweets  
 Ad Agency—Henry Eisen  
 Toni  
 Ad Agency—Maxon  
 Tussy  
 Ad Agency—Young and Rubicam

### **Producer's Choice (NBC-TV)**

**Advertiser and Product:**  
 Bristol-Myers  
 Ad Agency—Young and Rubicam  
 R. J. Reynolds  
 Ad Agency—William Esty

### **Professional Football (NBC-TV)**

**Advertiser and Product:**  
 Anheuser Busch  
 Ad Agency—Gardner  
 Minnesota Brewing  
 Ad Agency—Knox, Reeves  
 National Brewing  
 Ad Agency—W. B. Doner  
 Pearl Brewing  
 Ad Agency—Tracey-Locke  
 Phillips Petroleum  
 Ad Agency—Lambert and Feasley

### **Pro Football Games (CBS-TV)**

**Advertiser and Product:**  
 P. Ballantine & Sons, Inc. (Beer)  
 Ad Agency—Wm. Esty  
 Colgate-Palmolive Co. (Shave Cream & Hair  
 Prep.)  
 Ad Agency—Ted Bates  
 Falstaff Brewing Co. (Beer)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 American Home Products Corp. (Anacin)  
 Ad Agency—Ted Bates  
 Theo. Hamm Brewing Co. (Beer)  
 Ad Agency—Campbell-Mithun  
 National Brewing Co. (Beer)  
 Ad Agency—W. B. Doner  
 Ohio Oil Co. (Speedway Petroleum) (Gas, Oil)  
 Ad Agency—W. B. Doner

Philip Morris, Inc. (Marlboro, Pal Injector Blades)  
 Ad Agency—Leo Burnett  
 Shell Oil Co. (Gas, Oil)  
 Ad Agency—J. Walter Thompson  
 Standard Oil Co. of Indiana (Oil)  
 Ad Agency—D'arcy  
 Studebaker-Packard Corp. (Lark)  
 Ad Agency—D'arcy  
 Sun Oil Co. (Oil)  
 Ad Agency—Wm. Esty  
 Union Oil Co. (Oil)  
 Ad Agency—Young & Rubicam

**Pro Football Kickoff  
(CBS-TV)**

**Advertiser and Product:**  
 Bristol-Myers Co. (Hair Tonic)  
 Ad Agency—Young & Rubicam  
 Carter Products, Inc. (Shave Cream, Arrid)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles

**Pro Football Review  
(CBS-TV)**

**Advertiser and Product:**  
 Studebaker-Packard Corp.

— Q —

**Queen for a Day  
(ABC-TV)**

(See ABC-TV Daytime Programming)  
**(NBC-TV)**

**Advertiser and Product:**  
 Alberto-Culver  
 Ad Agency—Compton  
 Bayuk  
 Ad Agency—Warman and Schorr  
 Block  
 Ad Agency—Grey  
 Congoleum-Nairn  
 Ad Agency—Keyes, Madden, Jones  
 Hartz  
 Ad Agency—George H. Hartman  
 Heinz  
 Ad Agency—Maxon  
 Leeming  
 Ad Agency—William Esty  
 Miles  
 Ad Agency—Wade  
 Nabisco  
 Ad Agency—McCann-Erickson  
 Nestle  
 Ad Agency—William Esty  
 Ponds  
 Ad Agency—J. Walter Thompson  
 Procter and Gamble  
 Ad Agency—Young and Rubicam  
 Rexall  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Sterling  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Vitamin Sales  
 Ad Agency—Fairfax, Inc.  
 Warner-Lambert  
 Ad Agency—Lambert and Feasley

— R —

**Rawhide  
(CBS-TV)**

**Advertiser and Product:**  
 American Home Products Corp. (Anacin)  
 Ad Agency—Ted Bates  
 Bristol-Myers Co. (Bufferin, Ipana)  
 Ad Agency—Young & Rubicam  
 Colgate-Palmolive Co. (Dental Cream, Shampoo,  
 Shave Cream)  
 Ad Agency—Lennen & Newell  
 Elgin Watch Co. (Watches)  
 Ad Agency—J. Walter Thompson  
 Drackett Co. (Drano, Windex)  
 Ad Agency—Young & Rubicam  
 General Foods Corp. (Maxwell House Coffee)  
 Ad Agency—Benton & Bowles  
 Gulf Oil Corp. (Oil, Gas)  
 Ad Agency—Young & Rubicam  
 Theo. Hamm Brewing Co. (Beer)  
 Ad Agency—Campbell-Mithun  
 M & R Dietetic Labs, Inc. (Pream)  
 Ad Agency—Benton & Bowles  
 Mutual Benefit Health & Accident Ass'n.  
 (Insurance)  
 Ad Agency—Bozell & Jacobs  
 National Biscuit Co. (Crackers)  
 Ad Agency—McCann-Erickson  
 Outboard Marine Corp. (Johnson Motors)  
 Ad Agency—J. Walter Thompson  
 Peter Paul, Inc. (Candy)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Philip Morris, Inc. (Alpine, Commander,  
 Parliament)  
 Ad Agency—Benton & Bowles  
 Richardson-Merrell, Inc. (Vicks Cold Remedies)  
 Ad Agency—Ogilvy, Benson & Mather  
 Van Camp Sea Food Co., Inc. (Chicken of Sea  
 Tuna)  
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan  
 Wm. Wrigley Jr., Co. (Gum)  
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan

**Real McCoys, The  
(ABC-TV)**

**Advertiser and Product:**  
 Procter & Gamble  
 Ad Agency—Compton Advertising

**Rebel, The  
(ABC-TV)**

**Advertiser and Product:**  
 Liggett & Myers  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Procter & Gamble  
 Ad Agency—Young & Rubicam  
 Union Carbide  
 Ad Agency—William Esty

**Donna Reed Show, The  
(ABC-TV)**

**Advertiser and Product:**  
 Campbell Soup  
 Ad Agency—Batten, Barton, Durstine & Osborn

## COMMERCIAL TV NETWORK PROGRAMS

Johnson & Johnson  
Ad Agency—Young & Rubicam

### **Revlon Revue (CBS-TV)**

Advertiser and Product:  
Revlon, Inc. (Lipstick, Nail Polish, Lady's  
Shavers, Perfumes, Hair Care Products)  
Ad Agency—Warwick & Legler

### **Rifleman, The (ABC-TV)**

Advertiser and Product:  
Miles Laboratories  
Ad Agency—Wade Advertising  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Ralston Purina Co.  
Ad Agency—Gardner Advt.

### **Riverboat (NBC-TV)**

Advertiser and Product:  
American Safety Razor  
Ad Agency—Kenyon and Eckhardt  
Block  
Ad Agency—SSCB  
Brown and Williamson  
Ad Agency—Keyes, Madden and Jones  
California Packing  
Ad Agency—McCann-Erickson  
Dow  
Ad Agency—McManus, John and Adams  
DuPont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ford  
Ad Agency—J. Walter Thompson  
Glenbrook  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal  
Ad Agency—Campbell-Mithun  
Max Factor  
Ad Agency—Kenyon and Eckhardt  
Mogen-David  
Ad Agency—Edward H. Weiss  
Nestle  
Ad Agency—William Esty  
Norwich  
Ad Agency—Benton and Bowles  
Noxema  
Ad Agency—SSCB  
Pan American Coffee  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle, Dane, Bernbach  
Procter & Gamble  
Ad Agency—Denton and Bowles  
Revlon  
Ad Agency—Warwick and Legler  
H. F. Ritchie  
Ad Agency—Kenyon and Eckhardt  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample

Standard Brands  
Ad Agency—J. Walter Thompson  
Studebaker  
Ad Agency—D'Arcy  
Sunshine  
Ad Agency—Cunningham and Walsh  
Warner-Lambert  
Ad Agency—Ted Bates

### **Road to Reality (ABC-TV)**

(See ABC-TV Daytime Programming)

### **Roaring 20's, The (ABC-TV)**

Advertiser and Product:  
American Chicle  
Ad Agency—Dancer-Fitzgerald-Sample  
American Chicle  
Ad Agency—Ted Bates  
Anahist  
Ad Agency—Ted Bates  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Brillo  
Ad Agency—J. Walter Thompson  
Burlington Mills  
Ad Agency—Donahue & Coe  
Carter  
Ad Agency—Ted Bates  
Colgate  
Ad Agency—Ted Bates  
Derby Foods  
Ad Agency—McCann-Erickson  
DuPont  
Ad Agency—Batten, Barton, Durstine & Osborn

### **Rocky & His Friends (ABC-TV)**

Advertiser and Product:  
American Chicle  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample

### **Route 66 (CBS-TV)**

Advertiser and Product:  
General Motors Corp. (Chevrolet, Corvair Cars &  
Trucks)  
Ad Agency—Campbell-Ewald  
Philip Morris, Inc. (Commander, Marlboro)  
Ad Agency—Leo Burnett  
Sterling Drug, Inc. (Aspirin, Milk of Magnesia)  
Ad Agency—Dancer-Fitzgerald-Sample

### **Ruff and Reddy (NBC-TV)**

Advertiser and Product:  
General Foods  
Ad Agency—Benton and Bowles



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**Search for Tomorrow  
(CBS-TV)**

**Advertiser and Product:**

Procter & Gamble Co. (Soaps, Detergents, Cleansers)  
Ad Agency—Leo Burnett

**Secret Storm  
(CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Aerowax, Bisodol, Easy-Off, Wizard)  
Ad Agency—Ted Bates  
Atlantis Sales Corp. (R. T. French) (Instant Potatoes)  
Ad Agency—J. Walter Thompson  
General Mills Inc. (Betty Crocker Mixes)  
Ad Agency—Dancer-Fitzgerald-Sample  
Peter Paul, Inc. (Candy)  
Ad Agency—Dancer-Fitzgerald-Sample  
Quaker Oats Co. (Aunt Jemima Mixes, Pet Food)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Wax Paper, Tissues, Towels)  
Ad Agency—J. Walter Thompson  
Sperry Rand Corp. (Electric Shavers)  
Ad Agency—Young & Rubicam  
Standard Brands, Inc. (Margarine, Coffee, Tea, Desserts)  
Ad Agency—Ted Bates

**Shore, Dinah, Chevy Show  
(NBC-TV)**

**Advertiser and Product:**

Chevrolet  
Ad Agency—Campbell-Mithun

**Skelton, Red, Show  
(CBS-TV)**

**Advertiser and Product:**

S. C. Johnson & Son, Inc. (Floor Wax, Furniture Polish)  
Ad Agency—Foote, Cone & Belding  
Pet Milk Co. (Milk Product)  
Ad Agency—Gardner Adv.

**Sky King  
(CBS-TV)**

**Advertiser and Product:**

National Biscuit Co. (Cookies, Cereals)  
Ad Agency—McCann-Erickson

**Small World  
(CBS-TV)**

**Advertiser and Product:**

Olin Mathieson Chemical Corp. (Aluminum, Drug Products, Winchester, Fire & Ammunition)  
Ad Agency—D'Arcy Adv.

**Smith, Kate, Show  
(CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Aero Shave, Aerowax, Anacin, Bisodol, Dristan, Easy-Off,

Freezone, Shoe Polish, Heet, Outgro, Sleepeze, Deodorizers)  
Ad Agency—Ted Bates

**Sothorn, Ann, Show  
(CBS-TV)**

**Advertiser and Product:**

General Foods Corp. (Gaines Dog Meal, Post Cereals, SOS, Tang, Tuffy, Yuban Coffee)  
Ad Agency—Benton & Bowles  
S. C. Johnson & Son, Inc. (Johnson's Glade, Klear Wax, Pledge, Pride, Shoe Polish)  
Ad Agency—Benton & Bowles

**Staccato, Johnny  
(ABC-TV)**

**Advertiser and Product:**

Alberto-Culver  
Ad Agency—Wade Adv.

**Stagecoach West  
(ABC-TV)**

**Advertiser and Product:**

Brown & Williamson  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
General Motors (UMS)  
Ad Agency—Campbell-Ewald  
Miles Labs  
Ad Agency—Wade Advertising  
Ralston Purina  
Ad Agency—Gardner Advt.

**Stanwyck, Barbara, Show  
(NBC-TV)**

**Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Gas  
Ad Agency—Lennen and Newell

**Storm, The Gale, Show  
(ABC-TV)**

**Advertiser and Product:**

Warner-Lambert  
Ad Agency—Lambert & Feasley

**Sullivan, Ed, Show  
(CBS-TV)**

**Advertiser and Product:**

Colgate-Palmolive Co. (Soaps, Detergents, Shampoo, Dermassage Emollient, Rapid Shave)  
Ad Agency—Ted Bates  
Eastman Kodak Co. (Fibers)  
Ad Agency—J. Walter Thompson

**Sunday News Special  
(CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Anacin, Bisodol, Dondril, Dristan, Freezone, Infra Rub, Outgro, Sleepeze)  
Ad Agency—Ted Bates  
Carter Products, Inc. (Arrid, Salad Dressing, Little Pills, Rise)  
Ad Agency—Ted Bates

# COMMERCIAL TV NETWORK PROGRAMS

## **Sunday Sports Spectacular (CBS-TV)**

### Advertiser and Product:

Brunswick Corp. (Bowling Equipment)  
Ad Agency—McCann-Erickson  
Jos. Schlitz Brewing Co. (Beer)  
Ad Agency—J. Walter Thompson

## **77 Sunset Strip (ABC-TV)**

### Advertiser and Product:

American Chicle  
Ad Agency—Ted Bates  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Reynolds Tobacco  
Ad Agency—William Esty  
Whitehall  
Ad Agency—Ted Bates

## **Surfside 6 (ABC-TV)**

### Advertiser and Product:

Brown & Williamson  
Ad Agency—Ted Bates  
Cluett Peabody  
Ad Agency—Lennen & Newell  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Pontiac  
Ad Agency—MacManus, John & Adams  
Whitehall Labs  
Ad Agency—Ted Bates

— T —

## **Tales of Wells Fargo (NBC-TV)**

### Advertiser and Product:

American Tobacco  
Ad Agency—SSCB  
Colgate  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Ogilvy, Benson, Mather  
Procter and Gamble  
Ad Agency—Compton

## **Tall Man (NBC-TV)**

### Advertiser and Product:

Beechnut  
Ad Agency—Young and Rubicam  
R. J. Reynolds  
Ad Agency—William Esty

## **Tate (NBC-TV)**

### Advertiser and Product:

Kraft  
Ad Agency—J. Walter Thompson

## **Taylor, Robert in the Detectives (ABC-TV)**

### Advertiser and Product:

Procter & Gamble  
Ad Agency—Benton & Bowles

## **Temple, Shirley, Show (NBC-TV)**

### Advertiser and Product:

Beechnut  
Ad Agency—Young and Rubicam  
Malt-O-Meal  
Ad Agency—Campbell-Mithun  
Max Factor  
Ad Agency—Kenyon and Eckhardt  
Pillsbury  
Ad Agency—Leo Burnett  
Procter and Gamble  
Ad Agency—Benton and Bowles  
RCA  
Ad Agency—J. Walter Thompson  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Walt Disney  
Ad Agency—Walt Disney Productions

## **Texaco Huntley-Brinkley Report (NBC-TV)**

### Advertiser and Product:

Texaco  
Ad Agency—Cunningham and Walsh

## **Texan, The (ABC-TV)**

(See ABC-TV Daytime Programming)

## **(CBS-TV)**

### Advertiser and Product:

Brown & Williams Tobacco Corp. (Kentucky,  
Kings, Kool, Life, Raleigh, Viceroy)  
Ad Agency—Ted Bates  
Sears, Roebuck & Co. (Allstate) (Insurance)  
Ad Agency—Leo Burnett  
J. B. Williams Co., Inc. (Shave Lotion, Geritol)  
Ad Agency—Parkson Adv.

## **This Is Your Life (NBC-TV)**

### Advertiser and Product:

Procter and Gamble  
Ad Agency—Leo Burnett

## **Thomas, Danny, Show (CBS-TV)**

### Advertiser and Product:

General Foods Corp. (Gaines Dog Food, Maxwell  
House Coffee, Post Cereals, SOS, Tang)  
Ad Agency—Benton & Bowles

## **Thriller (NBC-TV)**

### Advertiser and Product:

Allstate Insurance

Ad Agency—Leo Burnett  
 American Tobacco  
 Ad Agency—SSCB  
 Beechnut  
 Ad Agency—Young and Rubicam  
 DuPont  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Glenbrook  
 Ad Agency—Dancer-Fitzgerald-Sample

**Tightrope  
 (CBS-TV)**

**Advertiser and Product:**  
 J. B. Williams Co., Inc. (Shave Lotion, Geritol,  
 Sominex)  
 Ad Agency—Parkson Adv.

**Time Present  
 (NBC-TV)**

**Advertiser and Product:**  
 American Photocopy Equipment  
 Ad Agency—I. Rosenbloom, Inc.  
 Kemper  
 Ad Agency—Clinton E. Frank

**Today On the Farm  
 (NBC-TV)**

**Advertiser and Product:**  
 Massey  
 Ad Agency—Ferguson  
 Needham  
 Ad Agency—Louis, Brorby

**To Tell the Truth  
 (CBS-TV)**

**Advertiser and Product:**  
 American Home Products Corp. (Anacin, Bisodol,  
 Black Flag, Dristan, Easy-Off, Freezone, Griffin  
 Shoe Polish, Infra Rub, Outgro, Sani Flush,  
 Sleep Eze, Wizard Deodorizer)  
 Ad Agency—Ted Bates  
 Carter Products, Inc. (Arrid, Little Pills, Rise  
 Shave Cream)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Gillette Co. (Toni Div.) (Hair Spray, Ball Point  
 Pens, Creme Rinse, Home Permanents,  
 Shampoo)  
 Ad Agency—North Adv.  
 Helene Curtis Industries, Inc. (Enden, Bath Oil,  
 Spray Net, Suave)  
 Ad Agency—McCann-Erickson  
 R. J. Reynolds Tobacco Co. (Camel Cigarettes)  
 Ad Agency—Wm. Esty

**Troubleshooters  
 (NBC-TV)**

**Advertiser and Product:**  
 Boyer Labs  
 Ad Agency—R. J. Scott  
 Philip Morris  
 Ad Agency—Leo Burnett

**True Story  
 (NBC-TV)**

**Advertiser and Product:**  
 Sterling  
 Ad Agency—Dancer-Fitzgerald-Sample

Sweets  
 Ad Agency—Henry Elsen

**Truth or Consequences  
 (NBC-TV)**

**Advertiser and Product:**  
 Alberto-Culver  
 Ad Agency—Wade  
 American Home Products  
 Ad Agency—Ted Bates  
 Beechnut  
 Ad Agency—Young and Rubicam  
 Congoleum-Nairn  
 Ad Agency—Keyes, Madden and Jones  
 Drackett  
 Ad Agency—Young and Rubicam  
 Frigidaire  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Mills  
 Ad Agency—Knox, Reeves  
 Hartz  
 Ad Agency—George H. Hartman  
 Heinz  
 Ad Agency—Maxon  
 Miles  
 Ad Agency—Wade  
 Nabisco  
 Ad Agency—Kenyon and Eckhardt  
 Ponds  
 Ad Agency—J. Walter Thompson  
 Procter and Gamble  
 Ad Agency—Compton  
 Proctor-Silex  
 Ad Agency—Weiss and Geller  
 Rexall  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Standard Brands  
 Ad Agency—Ted Bates

**Twentieth Century  
 (CBS-TV)**

**Advertiser and Product:**  
 Prudential Insurance Co. of America  
 (Institutional)  
 Ad Agency—Reach, McClinton

**Twilight Zone  
 (CBS-TV)**

**Advertiser and Product:**  
 Colgate-Palmolive Co. (Dental Cream, Florient,  
 Halo, Vel Liquid, Veto, Wildroot Cream Oil)  
 Ad Agency—McCann-Erickson  
 General Foods Corp. (SOS, Instant Sanka)  
 Ad Agency—Young & Rubicam  
 Kimberly-Clark Corp. (Delsey & Kleenex Paper  
 Products)  
 Ad Agency—Foote, Cone & Belding

— U —

**Untouchables, The  
 (ABC-TV)**

**Advertiser and Product:**  
 Armour  
 Ad Agency—Foote, Cone & Belding  
 Anahist  
 Ad Agency—Ted Bates

## COMMERCIAL TV NETWORK PROGRAMS

Beecham  
Ad Agency—Kenyon & Eckhardt  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Colgate  
Ad Agency—Ted Bates  
DuPont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Elgin Watch Co.  
Ad Agency—J. Walter Thompson  
Lewis Howe  
Ad Agency—McCann-Erickson  
Liggett & Myers  
Ad Agency—McCann-Erickson  
Luden's  
Ad Agency—J. M. Mathes  
7-Up  
Ad Agency—J. Walter Thompson  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Union Carbide  
Ad Agency—William Esty  
Whitehall  
Ad Agency—Ted Bates

### **U. S. Steel Hour (CBS-TV)**

**Advertiser and Product:**  
U. S. Steel Corp. (Institutional)  
Ad Agency—Batten, Barton, Durstine & Osborn

— V —

### **Verdict Is Yours (CBS-TV)**

**Advertiser and Product:**  
American Home Products Corp. (Aerowax, Sleep-Eze, Anacin Tablets, Bisodol, Black Flag, Wizard, Dondril, Dristan, Easy-Off Cleaners, Griffin Shoe Polish, Heet, Hoppers, Infra-rub)  
Ad Agency—Ted Bates  
Armstrong Cork Co. (Floor & Walls)  
Ad Agency—Batten, Barton, Durstine & Osborn  
Drackett Co. (Drano, Twinkle, Vanish, Windex)  
Ad Agency—Young & Rubicam  
Dumas Milner Corp. (Perma Starch, Pine Sol)  
Ad Agency—Gordon Best  
General Mills, Inc. (Betty Crocker Mixes, Potatoes, Bisquick, Gold Medal Flour, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette Co. (Toni Div.) (Deep Magic, Paper Mate Ball Point Pens, Prom, Tonnette, Tame)  
Ad Agency—Tatham Laird  
Helene Curtis Industries, Inc. (H. C. Shampoo, Suave)  
Ad Agency—Edward H. Weiss  
Lever Brothers Co. (Air Wick, All, Dove Soap, Handy Andy, Pepsodent, Praise Soap)  
Ad Agency—Ogilvy, Benson & Mather  
Mentholatum Co. (Colban, Mentholatum & Deep Heat Rub)  
Ad Agency—J. Walter Thompson  
Quaker Oats Co. (Aunt Jemima Mixes, Flako, Ken L Dog Foods, Puss & Boots Cat Food, Quaker Oats)  
Ad Agency—J. W. Thompson  
Richardson-Merrell, Inc. (Lavoris, Vicks Prods)

Ad Agency—Morse International  
Scott Paper Co. (Cut-Rite & Scott Paper Prods)  
Ad Agency—J. W. Thompson  
Simoniz Co. (Simoniz Floorwax, Tone Wax)  
Ad Agency—Young & Rubicam  
Sperry Rand Corp. (Remington Lady Elec. Shaver)  
Ad Agency—Young & Rubicam  
Standard Brands, Inc. (Blue Bonnet Margarine, Chase & Sanborn Coffee, Royal Desserts, Tea)  
Ad Agency—Ted Bates  
Standard Oil Co. of N.J. (Esso) (Flit Insecticide)  
Ad Agency—McCann-Erickson  
Sterling Drug, Inc. (Bayer Aspirin, Fizin, Fletchers Castoria, Haley SMO., Yeast, M of M)  
Ad Agency—Dancer-Fitzgerald-Sample  
Van Camp Sea Food Co., Inc. (Chicken of the Sea & White Star Tuna)  
Ad Agency—Erwin, Wasey, Ruthrauff

### **Video Village (CBS-TV)**

**Advertiser and Product:**  
American Home Products Corp. (Aeroway, Anacin, Sleep-Eze, Dondril, Dristan, Easy-On, Freezone, Heet, Sani-Flush)  
Ad Agency—Ted Bates  
Colgate-Palmolive Co. (Ajax, Fab, Florient, Halo)  
Ad Agency—Lennen & Newell  
Eastman Kodak Co. (Chromspun, Estron Acetate, Verel, Kodak Fibers, Photo Supplies, Cameras)  
Ad Agency—J. Walter Thompson  
Lever Brothers Co. (Handy Andy, Lipton Soup Mixes, Lux Liquid)  
Ad Agency—Young & Rubicam  
& Kenyon & Eckhardt  
Procter & Gamble Co. (Crest, Liit, Secret)  
Ad Agency—Benton & Bowles  
Richardson-Merrell, Inc. (Lavoris & Vicks Prods.)  
Ad Agency—Morse International  
Sperry Rand Corp. (Remington Electric & Ladys Shavers)  
Ad Agency—Young & Rubicam  
U. S. Borax & Chemical Corp. (20 Mule Team Borax)  
Ad Agency—McCann-Erickson  
J. B. Williams Co., Inc. (Devarex, Geritol, Serutan, Sominex)  
Ad Agency—Parkson Adv.

— W —

### **Wagon Train (NBC-TV)**

**Advertiser and Product:**  
Ford  
Ad Agency—J. Walter Thompson  
Nabisco  
Ad Agency—McCann-Erickson  
R. J. Reynolds  
Ad Agency—William Esty

### **Wanted Dead or Alive (CBS-TV)**

**Advertiser and Product:**  
Brown & Williamson Tobacco Co. (Kentucky King, Kool, Viceroy Cigarettes)

COMMERCIAL TV NETWORK PROGRAMS

Ad Agency—Ted Bates  
 Kimberly-Clark Corp. (Delsey & Kleenex Paper Products)  
 Ad Agency—Foote, Cone & Belding

**Weaver, Charley, Show  
 (ABC-TV)**

Advertiser and Product:  
 Mogen David Wine Corp.  
 Ad Agency—Edward Weiss

**Wednesday Night Fights  
 (ABC-TV)**

Advertiser and Products:  
 Brown & Williamson  
 Ad Agency—Ted Bates  
 Miles Laboratories  
 Ad Agency—Wade Advertising

**Welk, The Lawrence, Show  
 (ABC-TV)**

Advertiser and Product:  
 Block Drug  
 Ad Agency—Grey Advertising  
 Burlington Mills  
 Ad Agency—Donahue & Coe  
 Dodge Division of the Chrysler Corp.  
 Ad Agency—Grant Advt.  
 National Carbon  
 Ad Agency—William Esty  
 Polaroid Co.  
 Ad Agency—Doyle, Dane & Bernbach  
 J. B. Williams  
 Ad Agency—Parkson Advertising

**Westerner, The  
 (NBC-TV)**

Advertiser and Product:  
 Beechnut  
 Ad Agency—Young and Rubicam  
 Simoniz  
 Ad Agency—Dancer, Fitzgerald, Sample  
 Warner-Lambert  
 Ad Agency—Ted Bates

**What's My Line  
 (CBS-TV)**

Advertiser and Product:  
 Florida Citrus Commission (Florida Citrus Fruits, Frozen Juices)  
 Ad Agency—Benton & Bowles  
 Kellogg Co. (Kellogg Cereals)  
 Ad Agency—Leo Burnett  
 Sunbeam Corp. (Sunbeam Home Appliances)  
 Ad Agency—Perrin Paus

**Who Do You Trust?  
 (ABC-TV)**

(See ABC-TV Daytime Programming)

**Wichita Town  
 (NBC-TV)**

Advertiser and Product:  
 American Safety Razor

Ad Agency—Kenyon and Eckhardt  
 Bayuk  
 Ad Agency—Wermen and Schorr

**Winchell, The Paul, Show  
 (ABC-TV)**

Advertiser and Product:  
 General Mills  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Hartz Mountain  
 Ad Agency—George Hartman Co.

**Witness  
 (CBS-TV)**

Advertiser and Product:  
 Helene Curtis Industries, Inc. (Enden, Bath Oil, Suave)  
 Ad Agency—McCann-Erickson  
 Revlon, Inc. (Knowmark Mfg. Co.) (Lady Schick Electric Shaver, Esquire Shoe Polish, Schick Elec. Shaver)  
 Ad Agency—Mogul, Williams & Saylor  
 R. J. Reynolds Tobacco Co. (Camel Cigarettes)  
 Ad Agency—Wm. Esty

**World Wide 60  
 (NBC-TV)**

Advertiser and Product:  
 Longines  
 Ad Agency—Longines Watch Co.

— Y —

**You Bet Your Life  
 (NBC-TV)**

Advertiser and Product:  
 Cluet, Peabody  
 Ad Agency—Lennen and Newell  
 Gillette  
 Ad Agency—North Adv.  
 Lever  
 Ad Agency—SSCB  
 Lorillard  
 Ad Agency—Lennen and Newell  
 Pharmcraft  
 Ad Agency—J. Walter Thompson

**Young Dr. Malone  
 (NBC-TV)**

Advertiser and Product:  
 Alberto-Culver  
 Ad Agency—Compton  
 Block  
 Ad Agency—Grey  
 Brown and Williamson  
 Ad Agency—Keyes, Madden, Jones  
 Chemstrand  
 Ad Agency—Doyle, Dane, Bernbach  
 Coty  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 General Mills  
 Ad Agency—Dancer-Fitzgerald-Sample



**WHEN YOU CAN  
HAVE THE BEST,  
WHY BE  
SATISFIED  
WITH LESS?**



Glenbrook  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Gold Seal  
 Ad Agency—Campbell-Mithun  
 Heinz  
 Ad Agency—Maxon  
 Jergens  
 Ad Agency—Cunningham and Walsh  
 Leeming  
 Ad Agency—William Esty  
 Lever  
 Ad Agency—J. Walter Thompson  
 Mennen  
 Ad Agency—Grey  
 Miles  
 Ad Agency—Wade  
 Nabisco  
 Ad Agency—Kenyon and Eckhardt  
 Plough  
 Ad Agency—Lake, Spiro, Shurman  
 Procter and Gamble  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Proctor-Silex  
 Ad Agency—Weiss and Geller  
 Rexell  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Simoniz  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Standard Brands  
 Ad Agency—Ted Bates  
 Warner-Lambert  
 Ad Agency—Lambert and Feasley

**Young, The Loretta, Show  
 (NBC-TV)**

**Advertiser and Product:**  
 Philip Morris  
 Ad Agency—Benton and Bowles  
 Toni  
 Ad Agency—Maxon  
 Warner-Lambert  
 Ad Agency—Lambert and Feasley  
 Beechnut  
 Ad Agency—Young and Rubicam  
 Chemstrand  
 Ad Agency—Doyle, Dane, Bernbach  
 Drackett  
 Ad Agency—Young and Rubicam  
 Frigidaire  
 Ad Agency—Dancer, Fitzgerald, Sample  
 General Mills  
 Ad Agency—Dancer, Fitzgerald, Sample  
 Gold Seal  
 Ad Agency—Campbell-Mithun  
 Heinz  
 Ad Agency—Maxon  
 Knox  
 Ad Agency—Charles W. Hoyt  
 Nestle  
 Ad Agency—William Esty  
 Simoniz  
 Ad Agency—Dancer, Fitzgerald, Sample  
 Toni  
 Ad Agency—North Adv.

**FOR COMMERCIAL PRODUCERS  
 SEE PAGE 927**



**FOR NETWORK TELEVISION LISTINGS  
 SEE PAGE 713**



**FOR TRANSCRIPTION & RECORDING COS.  
 SEE PAGE 860**



**FOR STATE BROADCASTERS ASSOCIATIONS  
 SEE PAGE 659**

# Television Channel Allocations Assigned By The FCC

## CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.
<b>ALABAMA</b>	
Andalusia	*2-, 29
Anniston	70+
Auburn	56
Bessemer	54
Birmingham	6-, *10-, 13-, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23-
Demopolis	18
Dothan	4, 19
Enterprise	40+
Eufaula	44
Florence	15
Fort Payne	19
Gadsden	21+, 37-
Greenville	49
Guntersville	40
Huntsville	31+
Jasper	17
Mobile	5+, 10+, *42, 48+
Montgomery	12, 20, *26+, 32
Munford	*7-
Opelika	22-
Selma	8-, 58+
Sheffield	47-
Sylacauga	24
Talladega	64
Thomasville	27-
Troy	38-
Tuscaloosa	45, 51-
Tuskegee	16-
University	*74+

<b>ALASKA</b>	
Anchorage	2-, *7-, 11, 13-
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4-, 9
Sitka	13

<b>ARIZONA</b>	
Ajo	19-
Bisbee	54
Casa Grande	18-
Clifton	25-
Coolidge	36+
Douglas	3-, 35
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6-
Mesa	12-
Miami	28+
Moreno	31
Nogales	16, 32, 44+
Phoenix	3+, 5-, *8+, 10-

	Channel No.
Prescott	15
Safford	21
Tucson	4-, *6+, 9-, 13-
Williams	25
Winslow	16-
Yuma	11-, 13+, 22+, 60

<b>ARKANSAS</b>	
Arkadelphia	34+
Batesville	30-
Benton	40
Blytheville	64+, 74
Camden	50
Conway	62
El Dorado	10-, 26-
Fayetteville	*13-, 41-
Forrest City	22+
Fort Smith	5-, *16, 22, 39
Harrison	24
Helena	54-
Hope	15-
Hot Springs	9+, 52+
Jonesboro	8, 39+
Little Rock	*2-, 4, 7-, 11+, 17-, 23+
Magnolia	28+
Maivern	46
Morrilton	43-
Newport	28
Paragould	58-
Pine Bluff	36
Russellville	19
Searcy	33
Springdale	35-
Stuttgart	14+

<b>CALIFORNIA</b>	
Alturas	9
Bakersfield	*10-, 17, 29, 39
Bishop	19
Brawley	16
Chico	12-
Corona	52
Delano	37+
El Centro	26-, 48
Eureka	6-, 3-, 13-
Fresno	12+, *18-, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	59
Merced	34-, 66
Modesto	14+, 58
Monterey. (See Salinas.)	
Napa	62
Oakland. (See Francisco.)	
Oxnard	32
Palm Springs	19+
Petaluma	68
Pittsburg	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46+
Salinas-Monterey	8+, 35
San Bernardino	18, *24-, 30
San Buenaventura	38-
San Diego	8, 10, *15+, 27, 39, 51
San Francisco-Oakland	2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44-
San Jose	11+, 48, *54, 60
San Luis Obispo	6+
Santa Barbara	3-, 20, 26

# TV CHANNEL ALLOCATIONS

	Channel No.			Channel No.
Santa Cruz	56		Sarasota	34+
Santa Maria	44		Tallahassee	*11—, 24, 51
Santa Paula	16+		Tampa-St. Petersburg	*3, 8—, 10—, 13—, 38
Santa Rosa	50		West Palm Beach	5, 12, *15, 21+
Stockton	13+, 36, *42, 64		<b>GEORGIA</b>	
Tulare	27+		Albany	10, 25
Ukiah	18		Americus	31
Visalia	43, 49		Athens	*8, 60—
Watsonville	22—		Atlanta	2, 5—, 11+, *30, 36
Yreka City	19		Augusta	6+, 12+
Yuba City	52—		Bainbridge	35—
<b>COLORADO</b>			Brunswick	28—, 34
Alamosa	3—, 19+		Cairo	45+
Boulder	*12, 22+		Carrollton	33
Canon City	36		Cartersville	63—
Colorado Springs	11, 13, *17+, 23+		Cedartown	53—
Craig	19		Columbus	3, 9, *34
Delta	24—		Cordele	43
Denver	2, 4—, *6—, 7, 9—, 20, 26+		Dalton	25+
Durango	6+, 15		Douglas	32—
Fort Collins	44+		Dublin	15
Fort Morgan	15+		Elberton	24+
Grand Junction	5—, 21+		Fitzgerald	53+
Greeley	50		Fort Valley	18+
La Junta	24		Gainesville	52
Lamar	12—, 18—		Griffin	39+
Leadville	14+		La Grange	50
Longmont	32		Macon	13+, *41+, 47+
Loveland	38		Marietta	57+
Montrose	10+, 18		Milledgeville	51+
Pueblo	5, *8, 28+, 34—		Moultrie	48—
Salida	25		Newnan	61+
Sterling	3, 25—		Rome	59
Trinidad	21—		Savannah	3+, *9—, 11
Walsenburg	30—		Statesboro	22
<b>CONNECTICUT</b>			Swainsboro	20—
Bridgeport	43—, 49—, *71		Thomasville	6, 27
Hartford	3+, 18—, *24		Tifton	14—
Meriden	65—		Toccoa	35
New Britain	30+		Valdosta	37+
New Haven	8+, 59+		Vidalia	26
New London	26+, 81		Waycross	8+, 16
Norwalk. (See Stamford.)			<b>HAWAII</b>	
Norwich	57+, *63—		Hilo, Hawaii	2, *4, 7, 9, 11, 13
Stamford-Norwalk	27		Honolulu, Oahu	2+, 4—, 9—, 11+, 13—
Waterbury	53		Lihue, Kauai	3+, *8—, 10+, 12—
<b>DELAWARE</b>			Wailuku, Maui	3, *10, 12
Dover	40		<b>IDAHO</b>	
Wilmington	12, *59—, 83+		Blackfoot	33
<b>DISTRICT OF COLUMBIA</b>			Boise	2, *4+, 7
Washington	4—, 5—, 7+, 9, 14—, 20+, *26—, 50—		Burley	15—
<b>FLORIDA</b>			Caldwell	9—
Belle Glade	27+		Emmett	26—
Bradenton	28—		Gooding	23
Clearwater	32+, 50		Idaho Falls	3, 8+
Daytona Beach	2—, 53		Jerome	17
De Land	44+		Kellogg	36
Fort Lauderdale	17—, 39		Lewiston	3—
Fort Myers	11+		Moscow	12—, *15
Fort Pierce	19		Nampa	6, 12+
Gainesville	*5—, 20+		Payette	14+
Jacksonville	4+, *7, 12—, 30+, 36—		Pocatello	6—, 10
Key West	14+		Preston	41
Lake City	33+		Rexburg	27+
Lakeland	16+, 22+		Rupert	21
Lake Wales	14		Sandpoint	23—
Leesburg	28—		Twin Falls	11, 13—
Marianna	17+		Wallace	27—
Melbourne	37—		Weiser	20—
Miami	*2, 4, 6, 7—, 10+, 23—, 33		<b>ILLINOIS</b>	
Ocala	15+		Alton	48
Orlando	6—, 9, 18, *24—, 47		Aurora	75
Palatka	17		Belleville	54+
Palatka	17		Bloomington	15—
Panama City	7+, 13, *30, 36+		Cairo	24—
Pensacola	3—, 15—, *21, 46		Carbondale	*8, 34, 61—
Quincy	54+		Centralia	32+, 59+
St. Augustine	25+		Champaign-Urbana	3+, *12—, 21, 27, 33
St. Petersburg. (See Tampa.)			Chicago	2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44
Sanford	35+		Danville	24
			Decatur	17, 23+
			DeKalb	67

(Continued on Next Page)

# TV CHANNEL ALLOCATIONS

	Channel No.
Dixon	47+
Elgin	83
Freeport	23
Galesburg	77
Harrisburg	3, 22
Jacksonville	49-
Joliet	48+
Kankakee	14
Kewanee	60-
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46-
Moline. (See Davenport, Iowa.)	
Mt. Vernon	38-
Olney	16-
Pekin	69+
Peoria	19, 25+, 31+, *37-
Quincy	10, 21+
Rockford	13+, 39+, *45+
Rock Island. (See Davenport, Iowa.)	
Springfield	20+, 26-, 36-, *66+
Streator	65-
Urbana. (See Champaign.)	
Vandalla	28-
Waukegan	79+

## INDIANA

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30-
Columbus	42-
Connersville	38+
Elkhart (see South Bend)	
Evansville	7, *9+, 14-, 50-
Fort Wayne	15+, 21+, *27+, 33-, 69
Gary	50, *66
Hammond	56-
Indianapolis	6, 8-, 13-, *20-, 39, 67-
Jasper	19+
Kokomo	29+
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25-
Marion	31
Michigan City	62+
Muncie	49, 55+, *71
Plymouth	34-
Princeton	52+
Richmond	32-
Sheibyville	58+
South Bend-Elkhart	16, 22, 28+, *52
Tell City	78
Terre Haute	2+, 10, *57+, *63-, 73+
Vincennes	44+
Washington	60+

## IOWA

Algona	37+
Ames	5, 25-
Atlantic	45-
Boone	19-
Burlington	32-, 38+
Carroll	39
Cedar Rapids	2, 9-, 20-, *26+
Centerville	31-
Charles City	18-
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	4+, 6+, 8, *30+, 42-, 68
Decorah	44+
Des Moines	8-, *11+, 13-, 17+, 23-
Dubuque	56+, 62-
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	71
Iowa City	*12+, 24-

	Channel No.
Keokuk	44-
Knoxville	33-
Marshalltown	49
Mason City	3+, 35-
Muscatine	58
Newton	65+
Oelwein	28
Oskaloosa	52+
Ottumwa	15+, 63
Red Oak	32+
Shenandoah	20+
Sioux City	4-, 9, *30, 36-
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16-, *22-, 46+
Webster City	27

## KANSAS

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50-
Coffeyville	33-
Colby	22-
Concordia	47-
Dodge City	23
El Dorado	55+
Emporia	39-
Ensign	6+
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7-, 20-
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15-
Lawrence	*11, 17-
Leavenworth	54-
Liberal	14
McPherson	26-
Manhattan	*8, 23+
Newton	14+
Olathe	52-
Ottawa	21-
Parsons	46-
Pittsburg	7+, 38-
Pratt	36+
Salina	34
Topeka	13+, 42, *48+
Wellington	24-
Wichita	3-, 10-, 16-, *22+
Winfield	43+

## KENTUCKY

Ashland	59-
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43-
Glasgow	28+
Harlan	73+
Hazard	19-
Hopkinsville	18-
Lexington	18+, 27-, 64, 70+
Louisville	3-, 11+, *15, 21-, 41-, 51-
Madisonville	26
Mayfield	63
Maysville	24+
Middlesboro	57, 63+
Murray	33-
Owensboro	56-, 62
Paducah	6+, 43, 72
Pikeville	14-
Princeton	45-
Richmond	60
Somerset	29-
Winchester	37+



# TV CHANNEL ALLOCATIONS

	Channel No.
<b>LOUISIANA</b>	
Abbeville	27+
Alexandria	5, 62+, 74
Bastrop	53+
Baton Rouge	2, 9-, 18-, 28, *34, 40-
Bogalusa	69, 78
Crowley	76
De Ridder	70
Eunice	64-
Franklin	46+
Hammond	57
Houma	11, 30+
Jackson	59
Jennings	48
Lafayette	10, 38-, 67-
Lafayette-Lake Charles	3
Lake Charles	7-, *14, 25, 60+
Minden	30
Monroe	8+, *13, 43+
Monroe-El Dorado	10
Morgan City	36+
Natchitoches	17+
New Iberia	15+
New Orleans	4+, 6+, *8, 12, 20-, 26, 32+, 61
Oakdale	54+
Opelousas	58
Ruston	20
Shreveport	3-, 12
Thibodaux	24
Winnfield	22-
<b>MAINE</b>	
Auburn	23+
Augusta	10-, 29-
Bangor	2-, 5+, *16-
Bar Harbor	22-
Bath	65
Belfast	41-
Biddeford	59
Calais	7-, 20-
Dover-Foxcroft	18+
Fort Kent	17+
Foxcroft (See Dover)	
Houlton	24
Lewiston	8-, 17
Millinocket	14+
Orono	*12-
Portland	6-, 13+, *47-, 53+
Presque Isle	8, 10+, 19
Rockland	25-
Rumford	55-
Van Buren	15-
Waterville	35+
<b>MARYLAND</b>	
Annapolis	53-
Baltimore	2+, 11-, 13+, 18, *24+, 72-
Cambridge	22+
Cumberland	17+, 30-
Frederick	62
Hagerstown	52, 68+
Salisbury	16+
<b>MASSACHUSETTS</b>	
Amherst	*82
Barnstable	25+
Boston	*2+, 4-, 5-, 7+, 38, 44+, 56
Brookton	62
Easthampton	61
Fall River	46-, 68
Greenfield	32+, 58-
Holyoke (See Springfield.)	
Lawrence	72
Lowell	78
New Bedford	6+, 28-, 34+
North Adams	19, *80+
Pittsfield	64+
Springfield-Holyoke	22, 40
Worcester	14, 20
<b>MICHIGAN</b>	
Alma	41+
Alpena	9+, *11, 30-

	Channel No.
Ann Arbor	20+, *26-
Bad Axe	46-
Battle Creek	58-, 64-
Bay City	5-, 63-, *73+
Benton Harbor	40+
Big Rapids	39-
Cadillac	13-, 45
Calumet	5
Cheboygan	4+, 36+
Coldwater	24-
Detroit	2+, 4, 7-, 50-, *56, 62
East Lansing	60+
East Tawas	25-
Escanaba	3+, *49
Flint	12-, 16-, *22-, 28
Gladstone	40-
Grand Rapids	8+, *17+, 23-
Houghton	19, *25
Iron Mountain	8-, 27
Iron River	33-
Ironwood	12-, 31-
Jackson	48
Kalamazoo	3-, 36-, *74
Lansing	6-, 54
Ludington	33
Manistee	15-
Manistique	14+
Marquette	6-, 13+, 17, *35
Midland	*14, 19+
Mount Pleasant	47-
Muskegon	29-, 35+
Parma-Onondago	10-
Petoskey	31
Pontiac	44+
Port Huron	34+
Rogers City	24-
Saginaw	51-, 57-
Sault Ste. Marie	8, 10+, 28-, *34
Traverse City	7+, 20-, *26+
West Branch	21
<b>MINNESOTA</b>	
Albert Lea	57-
Alexandria	7, 36
Appleton	*10-
Austin	6-, 51+
Bemidji	9, 24-
Brainerd	12
Cloquet	44
Crookston	21-
Detroit Lakes	18+
Duluth-Superior, Wis.	3, 6+, *8, 10+, 32, 38
Ely	16
Fairmont	40+
Faribault	20
Fergus Falls	16-
Grand Rapids	20-
Hastings	29+
Hibbing	13-
International Falls	11
Little Falls	14+
Mankato	12, 15-
Marshall	22+
Minneapolis-St. Paul	*2-, 4, 5-, 9+, 11-, 17, 23+
Montevideo	19
New Ulm	43-
Northfield	26
Owatonna	45
Red Wing	63-
Rochester	10, 55-
St. Cloud	33
St. Paul. (See Minneapolis.)	
Stillwater	39-
Thief River Falls	15
Virginia	28+
Wadena	27+
Willmar	31+
Winona	61
Worthington	32
<b>MISSISSIPPI</b>	
Biloxi	13+, *44+, 50-
Brookhaven	37+
Canton	16

(Continued on Next Page)

# TV CHANNEL ALLOCATIONS

	Channel No.
Clarksdale	32
Columbia	35+
Columbus	4, 28-
Corinth	41
Greenville	21-, 27
Greenwood	6, 24+
Grenada	44
Gulfport	56-
Hattiesburg	17-
Jackson	3+, 12+, *19+, 25-
Kosciusko	52-
Laurel	33-
Laurel-Pachuta	7
Louisville	46-
McComb	31
Meridian	11-, 30-, *36-
Natchez	29+
Pachuta (see Laurel)	
Pascagoula	22
Picayune	14
Starkville	34
State College	*2+
Tupelo	9-, 38
University	*20+
Vicksburg	41+
West Point	56+
Yazoo City	49

## MISSOURI

Cape Girardeau	12, 18+, 69
Carthage	56-
Caruthersville	27-
Chillicothe	14
Clinton	49
Columbia	8+, 16+, 22
Farmington	52
Festus	25-
Fulton	24+
Hannibal	7-, 27+
Jefferson City	13, 33+
Joplin	12+, 30+
Kansas City	4, 5+, 9+, *19+, 25+, 65
Kennett	21
Kirksville	3-, 18
Lebanon	23
Marshall	40+
Maryville	26
Mexico	45
Moberly	35+
Monett	14
Nevada	18-
Poplar Bluff	15+
Rolla	46
St. Joseph	2-, 30-, *36-
St. Louis	2, 4-, 5-, *9, 11-, 30, 42+
Sedalia	6-, 28+
Sikeston	37
Springfield	3+, 10, *26+, 32
West Plains	20-

## MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22-
Butte	4, 6+, *7-, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	5+, 18-
Great Falls	3+, 5+, *23-
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	9-
Laurel	14+
Lewiston	13
Livingston	16-
Miles City	3-, *6, 10
Missoula	8-, *11-, 13-, 21+
Polson	18
Red Lodge	18+
Shelby	14-
Sidney	14

	Channel No.
Whitefish	16+
Wolf Point	20-

## NEBRASKA

Alliance	13-, 21
Beatrice	40
Broken Bow	14-
Columbus	49+
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11-, 21+
Hastings	5-, 27-
Hay Springs	4+
Hayes Center	6
Kearney	13, 19
Lexington	23-
Lincoln	10+, *12-, 18+, 24
McCook	8-, 17
Nebraska City	50
Norfolk	33+
North Platte	2-, 9+
Omaha	3, 6+, 7-, *16, 22, 28-
Scottsbluff	10-, 16+
York	15

## NEVADA

Boulder City	4+
Carlin	14
Carson City	37
Elko	10-
Ely	3-, 6+
Fallon	29-
Goldfield	5-
Hawthorne	31
Henderson	2-
Las Vegas	8-, *10+, 13-
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27-
Tonopah	9-
Winnemucca	7+
Yerington	33

## NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	76
Durham	*11
Hanover	*27+
Keene	45-
Laconia	43
Littleton	24-
Manchester	9-, 48+
Nashua	54
Portsmouth	15
Rochester	51

## NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64-
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13-
New Brunswick	*19-, 47+
Paterson	37+
Trenton	41+
Wildwood	48-

## NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	18+
Belen	24+
Carlsbad	6-, 23

# TV CHANNEL ALLOCATIONS

	Channel No.
Clayton	27-
Clovis	12+, 35
Columbus	16-
Deming	14+
Farmington	12+, 17-
Five Points (see Atrisco)	
Galup	3, *8-, 10
Hobbs	46
Hot Springs	19
Las Cruces	22-
Las Vegas	14
Lordsburg	23+
Los Alamos	20-
Lovington	27
Portales	22+
Raton	46-, *52
Roswell	*3+, 8, 10
Santa Fe	2+, *9+, 11-
Silver City	*10+, 12
Socorro	15+
Truth or Consequences	19
Tucumcari	25+

## NEW YORK

Albany-Schenectady-Troy	6, 13, *17+, 23-, 35, 41
Amsterdam	52-
Batavia	33-
Binghamton	12-, 40-, *46+, 56+
Buffalo	17, *23
Buffalo-Niagara Falls	2, 4-, 7+, 29+
Carthage	7-
Clymer	37
Cortland	72
Dunkirk	46
Elmira	18+, 24-, 30
Glens Falls	39+
Gloversville	29-
Hagaman	29
Hornell	50
Ithaca	*14+, 20-
Jamestown	58+
Kingston	66
Lake Placid	5
Malone	20+, *66
Massena	14
Middletown	60
New York	2, 4, 5+, 7, 9+, 11+, *25, 31-
Niagara Falls. (See Buffalo-Niagara Falls.)	
Ogdensburg	24+
Olean	54+
Oneonta	62-
Oswego	31
Patchogue	75
Plattsburgh	28+
Poughkeepsie	21-, *83
Rochester	5-, 10+, 15-, *21, 27+
Rome. (See Utica.)	
Saranac Lake	18
Schenectady. (See Albany.)	
Syracuse	3-, 8, *43+
Troy. (See Albany.)	
Utica-Rome	2-, *25+, 54
Vail Mills	10-
Watertown	48

## NORTH CAROLINA

Ahoskie	53
Albemarle	53
Asheville	13-, *56-, 62+, 78
Burlington	63
Burnsville	18
Chapel Hill	*4+
Charlotte	3, 9+, 36+, *42+
Durham	11+, *40-, 46+, 73
Elizabeth City	31+
Fayetteville	18-, 54
Gastonia	48
Goldensboro	34, 72
Greensboro-High Point-Winston Salem	8-
Greensboro	2-, *51-, 57
Greenville	9
Henderson	52-

	Channel No.
Hendersonville	27
Hickory	30-
High Point	15+
Jacksonville	16
Kannapolis	59+
Kinston	45
Laurinburg	41-
Lumberton	21+
Mount Airy	55
New Bern	12+
Raleigh	5, *22-, 28-
Roanoke Rapids	30+
Rocky Mount	50+
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64-
Washington	7
Wilmington	3-, 6, 29-, *35+
Wilson	56
Winston-Salem	12, 26+, *32-

## NORTH DAKOTA

Bismarck	5, 12-, 18, *24
Bottineau	16+
Carrington	26-
Devils Lake	8+, 14
Dickinson	2+, 4, *17
Fargo	6, 11+, *34-, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7-, 42
Lisbon	23
Minot	*6+, 10-, 13+
New Rockford	20+
Pembina	12
Rugby	38-
Valley City	4-, 32
Wahpeton	45+
Williston	8-, 11-, *34+

## OHIO

Akron	49+, *55-, 61+
Ashtabula	15
Athens	62-
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5-, 9, 12, *48-, 54-, 74
Cleveland	3, 5+, 8, 19, *25+, 65+
Columbus	4-, 6+, 10+, *34, 40
Coshocton	20
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28-
Lima	35-, 73
Lorain	31-
Mansfield	36+
Marion	17-
Massillon	23+
Middletown. (See Hamilton.)	
Mount Vernon	58
Newark	60-
Oxford	*14+
Piqua	44-
Portsmouth	30
Sandusky	42+
Springfield	52-, 76
Steubenville. (See Wheeling, W. Va.)	
Tiffin	47+
Toledo	11-, 13, *30+, 79
Warren	67+
Youngstown	21-, 27, 33, 73
Youngstown, Ohio-New Castle, Pa.	45-
Zanesville	18-, 50-

(Continued on Next Page)

# TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.	
<b>OKLAHOMA</b>				
Ada	10+	50+	Meadville	62+
Altus		36	New Castle (see Youngstown, Ohio)	
Alva		30	Oil City	64
Anadarko		58-	Philadelphia	3, 6-, 10, 17-, 23+, 29, *35-
Ardmore		12-	Pittsburgh	2-, 4+, 11, *13-, *16, 22, 53+, 73-
Bartlesville		62	Reading	33+, 61-
Blackwell		51-	Scranton	16-, 22-, 44
Chickasha		64	Shamokin	65
Claremore		15	Sharon	39+
Clinton		32-	Shinglehouse	26+
Duncan		39-	State College	*48+
Durant		27-	Sunbury	38
Elk City	8+, 15+	26+	Wilkes-Barre	28, 34
El Reno		56+	Williamsport	36-
Enid	5, 21,	*27+	York	43, 49
Frederick		44		
Guthrie		48	<b>RHODE ISLAND</b>	
Guymon		20+	Providence	10+, 12+, 16, *36+
Hobart		23+		
Holdenville		14-	<b>SOUTH CAROLINA</b>	
Hugo		21+	Aiken	54
Lawton	7+, *28+	34	Anderson	40, 58-
McAlester		47	Camden	14
Miami		58+	Charleston	2+, 4, 5+, *7-, 17+
Muskogee	*45+	68+	Clemson	*68
Norman	31-	*37-	Columbia	10-, *19+, 25-, 67+
Oklahoma City	4-, 9-, *13, 19+	25-	Conway	23-
Okmulgee		26	Florence	13+, 60
Pauls Valley		61	Georgetown	27-
Ponca City		40-	Greenville	4-, 23+, *29
Pryor Creek		54	Greenwood	21-
Sapulpa		42-	Lake City	55+
Seminole		59	Lancaster	31-
Shawnee		53-	Laurens	45-
Stillwater	29-	*69	Marion	43-
Tulsa	2+, 6, *11-, 17+, 23, 8-		Newberry	70
Vinita		28-	Orangeburg	44-
Woodward		35+	Rock Hill	61-
			Spartanburg	7+, 17-, 74-
			Sumter	47
			Union	65-
<b>OREGON</b>				
Albany		55+	<b>SOUTH DAKOTA</b>	
Ashland		14-	Aberdeen	9-, 17+
Astoria		30-	Belle Fourche	23+
Baker		37+	Brookings	*8, 25
Bend		15-	Hot Springs	17+
Brookings		8+	Huron	12+, 15+
Burns		16	Lead	5-, 26
Coos Bay		11	Madison	46
Corvallis	*7-, 49-		Mitchell	5+, 20-
Eugene	9+, 13, 20+, 26		Mobridge	27-
Grants Pass		30	Pierre	10+, *22+
Klamath Falls	2-, 17		Rapid City	3+, 7+, 15
La Grande		13+	Reliance	6
Lebanon		43+	Sioux Falls	11, 13+, 38+, *44
McMinnville		46-	Sturgis	20
Medford	5, 10+		Vermillion	*2+, 41
North Bend		16+	Watertown	3-, 35+
Pendleton		28	Winner	18-
Portland	2, 6+, 8-, *10, 12, 21-	27+	Yankton	17-
Roseburg		4+, 28+		
Salem	3+, *18-, 24+	66		
Springfield		37-		
The Dalles		32		
<b>PENNSYLVANIA</b>				
Allentown		39, 67	<b>TENNESSEE</b>	
Altoona	10-	25-	Athens	14+
Bethlehem		51-	Bristol, Tenn.-Bristol, Va.	5+, 46-
Bradford		80-	Chattanooga	3+, 9, 12-, 43+, 49+, *55-
Butler		43-	Clarksville	53
Chambersburg		46-	Cleveland	38+
Du Bois		31+	Columbia	39-
Easton		57-	Cookeville	24, *69
Emporium		42-	Crossville	*77
Erle	12, 35+, *41-	66+	Dovington	19-
Harrisburg	27-, 55+	71+	Dyersburg	46+
Hazleton		63	Elizabethton	22+
Johnstown	6, 19+	56-	Fayetteville	27+
Lancaster	8-	21+	Gallatin	48+
Lebanon		15+	Harriman	67
Lewistown		75-	Humboldt	25
Lock Haven		32-	Jackson	7+, 16+

# TV CHANNEL ALLOCATIONS

	Channel No.
Johnson City	11—, 34+
Kingsport	28
Knoxville	6, 10+, *20+
Lawrenceburg	50+
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3—, 5+, *10+, 13+, 42—, 48—
Morristown	54+
Murfreesboro	18—
Nashville	*2—, 4+, 5, 8+, 30+, 36+
Oak Ridge	32+
Paris	51+
Pulaski	44—
Shelbyville	56
Sneedville	*2+
Springfield	42
Tulahoma	68—
Union City	55

## TEXAS

Abilene	9+, 33—
Alice	34+
Alpine	12—
Amarillo	*2—, 4, 7, 10
Athens	25+
Austin	7+, 18—, 24, *70—
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4—, 6—, 12—, 31+, *37
Beeville	38—
Big Spring	4—, 34+
Bonham	43
Borger	33
Brady	15—
Breckenridge	14+
Brenham	52—
Brownfield	15
Brownsville	26, 44
Brownsville-Harlingen-Weslaco <sup>1</sup>	4+, 5—
Brownwood	19
Bryan	54—
Bryan-College Station (also see College Station)	3+
Childress	40
Cleburne	57
Coleman	21—
College Station (also see Bryan-College Station)	*48—
Conroe	20+
Corpus Christi	6+, 10—, *16+, 22, 43
Corsicana	47+
Crockett	56
Crystal City	44+
Cuero	25—
Dalhart	16
Dallas	4+, 8, *13+, 23, 29, 73
Del Rio	16, 52+
Denison	52
Denton	*2, 17
Eagle Pass	22—, 64
Edinburg	60
El Campo	27
El Paso	4, *7, 9, 13, 26+, 38, 50, 62
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5+, 11—, 20—, *26—
Gainesville	49—
Galveston	35—, 41—, *47—
Gonzales	64+
Greenville	69—
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebbornville	58
Henderson	42+
Hereford	19—
Hillsboro	63
Houston	2—, *8—, 11+, 13—, 23+, 29—, 39—

<sup>1</sup>These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

	Channel No.
Huntsville	15
Jacksonville	36—
Jasper	49+
Kermit	14
Kilgore	59—
Kingsville	40
Lamesa	28
Lampasas	40—
Laredo	8, 13, *15+, 27—, 39
Levelland	38—
Littlefield	32
Longview	32, 38+
Lubbock	5—, 11, 13—, *20, 26
Lufkin	9, 46—
McAllen	20—
McKinney	65—
Marfa	19+
Marshall	16—
Mercedes	66
Mexia	50—
Midland	2+, 18
Mineral Wells	38
Mission	70+
Monahans	9—
Mount Pleasant	35
Nacogdoches	19—, 40+
New Braunfels	62—
Odessa	7—, 24
Orange	43—
Pampa	17—
Paris	33+
Pearsall	31
Pecos	16+
Perryton	22
Plainview	29+
Port Arthur. (See Beaumont.)	
Presidio	21
Quanah	42
Raymondville	64—
Rosenberg	17—
San Angelo	3—, 8+, 17+, *23—
San Antonio	4, 5, *9—, 12+, 35+, 41+
San Benito	48
San Marcos	53+
Seguin	14—
Seymour	24+
Sherman	46+
Snyder	30+
Stephenville	32+
Sulphur Springs	41
Sweetwater	12
Taylor	58+
Temple	6, 16, 22+
Terrell	53
Texarkana	6+, *18, 24—
Tyler	7, 61+, 72
Uvalde	20
Vernon	18+
Victoria	19+
Waco	10+, *28—, 34
Waxahachie	45—
Weatherford	51
Weslaco. (See Brownsville-Harlingen-Weslaco.)	
Wichita Falls	3, 6—, *16+, 22—
Zapata	49

## UTAH

Brigham	36—
Cedar City	5
Logan	12—, 30, *46
Ogden	9+, *18—, 24
Price	6
Provo	11+, 22, *28
Richfield	13+
St. George	18+
Salt Lake City	2—, 4—, 5+, *7—, 20+, 26
Tooele	44
Vernal	3+

## VERMONT

Bennington	68—
Brattleboro	77+
Burlington	3, *16+, 22+

(Continued on Next Page)



# TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.
Montpelier .....	57	Morgantown .....	*24
Newport .....	46	Parkersburg .....	15-
Rutland .....	49+	Welch .....	25
St. Albans .....	34-	Weston .....	5, 32
St. Johnsbury .....	30	Wheeling .....	*57+
		Wheeling-Steubenville, Ohio .....	7, 9+, *51+
		Williamson .....	17
<b>VIRGINIA</b>			
Blacksburg .....	*60+		
Bristol. (See Bristol, Tenn.) .....		<b>WISCONSIN</b>	
Charlottesville .....	*45+, 64+	Adams .....	*58+
Covington .....	44+	Appleton .....	42+
Danville .....	24	Ashland .....	15+
Emporia .....	25+	Beaver Dam .....	51-
Farmville .....	19	Beloit .....	57
Fredericksburg .....	47	Chilton .....	*31+
Front Royal .....	39-	Eau Claire .....	13, *19+, 25+
Harrisonburg .....	3-, 34-	Fond du Lac .....	54+
Lexington .....	54	Green Bay .....	2+, 5+, 70+
Lynchburg .....	13, 16-	Janesville .....	63+
Marion .....	50	Kenosha .....	61-
Martinsville .....	35-	La Crosse .....	8+, *32+, 58-, 72
Newport News. (See Norfolk-Ports-		Madison .....	3, *21-, 27-, 33+
mouth-Newport News.) .....		Manitowoc .....	65
Norfolk-Portsmouth .....	27	Marinette .....	11+, 32-, *38+
Norfolk-Portsmouth-Newport News		Milwaukee .....	4-, *10+, 12, 18+, 24+, 30
3+, 10+, 13-, 15, *21-, 33		Oshkosh .....	48-
Norton .....	52+	Park Falls .....	*18
Petersburg .....	8, 41	Portage .....	17-
Portsmouth. (See Norfolk-Portsmouth		Prairie du Chien .....	34
and also see Norfolk, Portsmouth-		Racine .....	49-, 55
Newport News.) .....		Rhineland .....	22
Pulaski .....	37-	Rice Lake .....	21+
Richmond .....	6+, 12-, *23, 29+	Richland Center .....	15, *66-
Roanoke .....	7-, 10, 27+, *33-	Sheboygan .....	59-
South Boston .....	14+	Shell Lake .....	*30
Staunton .....	36	Sparta .....	50-
Waynesboro .....	42	Stevens Point .....	20+, 26-
Williamsburg .....	17	Sturgeon Bay .....	44-
Winchester .....	28+	Superior. (See Duluth, Minn.) .....	
		Wausau .....	9, 7-, 16+, *46-
<b>WASHINGTON</b>			
Aberdeen .....	58	Whitefish Bay .....	6
Anacortes .....	34	Wisconsin Rapids .....	14-
Bellingham .....	12+, 18+, 24-	<b>WYOMING</b>	
Bremerton .....	44, 50	Buffalo .....	29
Centralia .....	17	Casper .....	2+, 6+
Clarkston .....	34+, 40+	Cheyenne .....	5+
Ellensburg .....	49, *65	Cody .....	24-
Ephrata .....	16-, 43	Douglas .....	14
Everett .....	22-, 28-	Evanston .....	14-
Grand Coulee .....	37	Gillette .....	31-
Hoquiam .....	52	Green River .....	16
Kelso .....	39	Greybull .....	40
Kennewick .....	31	Lander .....	17-
Kennewick-Richland-Pasco .....	*41	Laramie .....	*8+, 18+
Longview .....	33	Lovell .....	36+
Moses Lake .....	33	Lusk .....	19-
Okanogan. (See Omak.) .....		Newcastle .....	28+
Olympia .....	60	Powell .....	30+
Omak-Okanogan .....	*35-	Rawlins .....	11-
Pasco (also see Kennewick-Richland-		Riverton .....	10+
Pasco) .....	19-	Rock Springs .....	13
Port Angeles .....	16-	Sheridan .....	9-, 12+
Pullman .....	*10-, 24	Thermopolis .....	15
Richland (also see Kennewick-Richland-		Torrington .....	27
Pasco) .....	25	Wheatland .....	24+
Seattle .....	4, 5+, 7, *9, 20, 26+	Worland .....	34
Spokane .....	2-, 4-, 6-, *7+	<b>U. S. TERRITORIES AND POSSESSIONS</b>	
Tacoma .....	11+, 13-, *56, 62	Agana .....	8, 10
Walla Walla .....	22, 44-, *50	<b>GUAM</b>	
Wenatchee .....	*45, 55-, 55		
Yakima .....	23+, 29+, *47	<b>PUERTO RICO</b>	
<b>WEST VIRGINIA</b>			
Beckley .....	4, 21, 66	Arecibo-Aguadilla .....	12+
Bluefield .....	6-, 41+	Caguas .....	11-
Charleston .....	8+, *43+, 49-	Fajardo .....	13+
Clarksburg .....	12+, 69-	Mayaguez .....	3+, 5-
Elkins .....	40+	Ponce .....	7+, 9-
Fairmont .....	35	San Juan .....	2+, 4-, *6+
Hinton .....	31	<b>VIRGIN ISLANDS</b>	
Huntington .....	3+, 13+, *53-	Charlotte Amalle .....	10-
Logan .....	23-	Christiansted .....	8+
Martinsburg .....	58-		

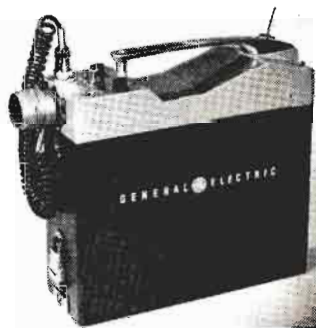
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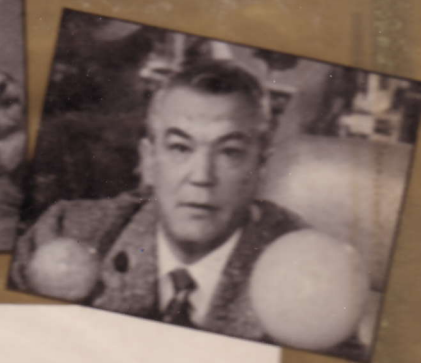
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