

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

GRIBBEN, BOB
KDTN, Dubuque, Ia.
GRIDER, GEORGE
WJNC, Jacksonville, N. C.
GRIEB, HERBERT
WERC, Birmingham, Ala.
GROW, LOU DEAN
KLX, Oakland, Cal.
GUSS, EDDIE
WJPR, Greenville, Miss.

— H —

HACKETT, RAY
KQW, San Jose, Cal.
HAENSCHEN, GUSTAVE
NBC
American Album of Familiar
Music, Pet Milk Show With
Vic Damone
CBS
Saturday Night Serenade
HALE, DAVID
WSPB, Sarasota, Fla.
HALE, ETHELYN
WCKY, Cincinnati, O.
HALL, ROBERT C.
WVWV, Fairmont, W. Va.
HALL, WILLIAM J.
WKRT, Cortland, N. Y.
HALVERSON, RON
KSUD, Cedar City, Utah
HAMILTON, GUY
GGG, Gainsville, Fla.
HAMPY, HERMAN
WEEK, Peoria, Ill.
HANSON, EARLE B.
WIOD, Miami, Fla.
HARDAGE, CHRISTINE
WCTA, Andalusia, Ala.

HARDMAN, GLENN
KTUL, Tulsa, Okla.
HARRILL, NELSON J.
WGWR, Asheville, N. C.
HARRIS, GUY
WGL, Fort Wayne, Ind.
HARRIS, PHIL
Jack Benny Show
HARRIS, THOMAS W.
WHUE, Cookeville, Tenn.
HARRISON, JOHN
WEXL, Royal Oak, Mich.
HART, BILL
WTMV, East St. Louis, Ill.
HARTIGAN, RICHARD
WROW, Albany, N. Y.
HARTLEY, JAMES A.
WCGA, Gainesville, Ga.
HARTLINE, MARY
Junior Junction
ABC
HARTMAN, ROME
WIRK, W. Palm Beach, Fla.
HARVEY, RICHARD
WSAP, Portsmouth, Va.
HATCH, WILBUR
Screen Guild Players, CBS
HATHORN, ROGER
KWSL, Lake Charles, La.
HAUPT, WILLIAM H.
KVVC, Ventura, Cal.
HAYES, DON
WVDR, Syracuse, N. Y.
HEAPS, PORTER
Club Time, Ladies Be Seated
ABC
HEARD, BETTY
KTMC, McAlester, Okla.

HEATHERTON, RAY
NBC, CBS, MBS
HEIFETZ, BERNAR
NBC
"NBC String Quartette"
HELGESON, ROBERT
KISD, Sioux Falls, S. Dak.
HELLINGSWORTH, R. H.
WTPR, Paris, Tenn.
HENDRIX, CLIFFORD
KGHF, Pueblo, Colo.
HENLEY, DAVID B.
KFGO, Fargo, N. Dak.
HENNINGER, GEORGE
Eitel and Albert, Go for the
House, Johnny Thompson, Kier-
nan's Korner, Your Story for To-
day (ABC).
HENRICHS, ILLENA
KATE, Albert Lea, Minn.
HENTON, ETHEL
WVBF, Binghamton, N. Y.
HERMAN, LENNY
NBC, CBS, MBS.
HERMAN, WOODY
ABC, CBS
HERMANN, RALPH
WMAW, Milwaukee, Wis.
HERRON, JOEL
WGMN, New York, N. Y.
HESSLER, ROY
WDUZ, Green Bay, Wis.
HIBDON, MILTON
KTRB, Modesto, Cal.
HIGH, IVOR
WCCC, Hartford, Conn.
HILDEN, KENNETH F.
KBKR, Baker, Tex.

RAY BLOCH

PAUL LAVALLE

Cities Service "Band of America"

. . . Orchestra Leaders-Conductors-Organists—Radio-TV . . .

HILL, IRENE
KWBU, Corpus Christi, Tex.

HILLMAN, ROE
KLAC, Los Angeles, Cal.

HILTON, CHARLES
WNLK, Norwalk, Conn.

HIPPS, TOM
KAMQ, Amarillo, Tex.

HIRSCH, BERTRAND
NBC
"American Album of Familiar Music"

HOFFMAN, HOWARD
WTRC, Elkhart, Ind.

HOGAN, HARLAN
WSBT, South Bend, Ind.

HOLLAND, CLIFFORD
WOOK, Silver Springs, Md.

HOMESTEADERS (orchestra)
NBC
National Farm and Home Hour

HOTT, IRWIN
WRFD, Worthington, O.

HOUSER, ANN
WRUN, Utica, N. Y.

HOVDE, ANDREA
KMO, Tacoma, Wash.

HOVEY, DON
WHO, Des Moines, Ia.

HOWARD, GEORGE S., Major
(NBC)
"U. S. Army Air Forces Band"

HOWELL, BERNIE
KGNC, Amarillo, Tex.

HURBARD, JOYCE
WHEB, Portsmouth, N. H.

HUBER, FRANK
WEKR, Fayetteville, Tenn.

HUBER, FRANK
WSNY, Schenectady, N. Y.

HUGHES, JAS. L.
KSKY, Dallas, Tex.

HUOT, ED
KBRL, McCook, Neb.

HUTTO, MALCOLM
WJEJ, Hagerstown, Mass.

HYDE, WILLIAM, JR.
WLAG, LaGrange, Ga.

— I —

IDE, WILLIAM
WSCR, Scranton, Pa.

IRKKE, ELMER
WEMP, Milwaukee, Wis.

IMBROGLIO, JOSEPH
WFBZ, Baltimore, Md.

IRVING, GEORGE S.
WCMA, Corinth, Miss.

— J —

JAAP, GEORGE, JR.
WDBC, Escanaba, Mich.

JACKSON, STELLA M.
WKAB, Mobile, Ala.

JACOBSEN, BARBARA
KFAC, Los Angeles, Cal.

JACOBSEN, HANS
WKDK, Newberry, S. C.

JACOBSON, PATRICIA
WCLO, Jancsville, Wis.

JAHAM, HANK
KPRO, San Bernardino, Cal.

JARVIS, DON
WWOD, Lynchburg, Va.

JELENSIK, EUGENE
KDYL, Salt Lake City, Utah

JELLISON, WILLIAM
WTFW, Fort Wayne, Ind.

JENKINS, GORDON
CBS
Dick Haymes Show

JOHNSON, ARLENE
WKNA, Charleston, W. Va.

JOHNSON, LAURA
WJMS, Ironwood, Mich.

JOHNSON, R. H.
WSVA, Harrisonburg, Va.

JOHNSTON, W. R. JR.
WBIR, Knoxville, Tenn.

JONES, DARREL
KUIZ, Ottumwa, Ia.

JONES, DON
KWEI, Weiser, Ida.

JONES, RANDOLPH
WOBS, Jacksonville, Fla.

JONES, RUTH LEE
WMIE, Miami, Fla.

JONES, SPIKE
CBS
Spotlight Review

— K —

KAHL, GEORGE
WMAJ, State College, Pa.

KAHN, JOE
NBC
Musical Cameo (also called Cameos of Music)

KAHN, RUTH ANN
WCAW, Charleston, W. Va.

KALER, RANDALL
WFAS, White Plains, N. Y.

KATIMS, MILTON
Conductor, violinist; b. New York, N. Y.; Guest conductor, NBC Symphony (6 appearances); Eternal Light, Living—1948, Music for Tonight.

KATZ, BERNARD
(NBC)
NBC
"Hollywood Star Preview"

**VICTOR
YOUNG**

**DON
VOORHEES**

1948

Bell "Telephone Hour"

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

KAUFMANN, HARRY J.
WDAF, Kansas City, Mo.

KEATON, CHARLES
WOL, Washington, D. C.

KEITH, JANE
KALB, Alexandria, La.

KELLY, DAN
WRDO, Augusta, Me.

KELLY, JACK
WCFL, Chicago, Ill.

KELTON, LEE
WJAS, Pittsburgh, Pa.

KEPHART, RICHARD
KBUR, Burlington, Ia.

KERR, ANITA
WMAK, Nashville, Tenn.

KERR, SHIRLEY
WKST, New Castle, Pa.

KIBBEE, GORDON
NBC
"Date with Judy"

KILEY, JOHN
WMEY, Boston, Mass.

KINSEY, GLENN
KXOX, Sweetwater, Tex.

KIPEN, MAURICE
WTMJ, Milwaukee, Wis.

KIRESTEL, GEORGE
WJRI, Lenoir, N. C.

KLEIVE, JOHN
WEBC, Duluth, Minn.

KNEESE, LORAIN
WOAI, San Antonio, Tex.

KOSLOFF, LOU
NBC
"Life of Riley"

KOSTAL, IRVING
(with the Irving Kostal Trio)
NBC
"Once upon Our Time"

KOTTLER, MISCHA
WWJ, Detroit, Mich.

KOURY, RES
ABC
Abbott & Costello Kid Show.
Amazing Mr. Malone

KOVAR, NONIE
KIOX, Bay City, Tex.

KREBS, ELMER
WISN, Milwaukee, Wis.

KROLL, NATHAN
ABC
Theater USA

KRUEGER, KARL
ABC
The Detroit Symphony

KURTZ, SAMUEL
NBC
"U. S. Army Air Forces Band"

KYSER, KAY
ABC
College of Fun and Knowledge

— L —

LACHANCE, ROBERT
WHIM, Providence, R. I.

LAHSMAN, CLARENCE
WBFI, Newark, N. J.

LAMBERT, NORMAN
WLBZ, Bangor, Me.

LANDAU, IRVING
WINS, New York, N. Y.

LANE, LORNA
WROK, Rockford, Ill.

LAUZAU, FRANCES T.
WMMN, Fairmont, W. Va.

LAVALLE, PAUL
Musical conductor; Cities Service
BAND OF AMERICA.

LAVERY, DON E.
WJJD, Chicago, Ill.

LAVOIE, PAUL
WJR, Detroit, Mich.

LEACH, HERBERT
WMIK, Middlesboro, Ky.

LEAF, ANN
NBC
"Lorenzo Jones"
"Front Page Farrell"

LEDBETTER, GEORGIA
KFYO, Lubbock, Tex.

LEE, CARROLL S.
WLET, Toccoa, Ga.

LEE, DOROTHY
RPQ, Wenatchee, Wash.

LEE, JIMMY
WZIP, Covington, Ky.

LEIBERT, DICK
NBC
Stella Dallas.
When A Girl Marries

LEIGH, EDWARD
WCHA, Chambersburg, Pa.

LEURIG, HARRISON
WLPO, La Salle, Ill.

LEVANT, OSCAR
NBC
"Kraft Music Hall"

LEVI, DORYCE
WLAY, Muscle Shoals City, Ala.

LEVIN, SYLVAN
WOR, New York, N. Y.

LEVINE, HENRY
(Hot Lips)
Orchestra leader, trumpet player,
arranger; b. London, Eng.; ed.:
CCNY; studied trumpet and music
with Max Schlossberg, played



CONDUCTOR-COMPOSER

HANK SYLVERN

STRIKE IT RICH
BOSTON BLACKIE
BARRY WOOD SHOW
BOB HAWK CAMEL SHOW
THE NICK CARTER SHOW
THE MOREY AMSTERDAM SHOW

**LYN
MURRAY**

Composing
and
Conducting
Hallmark Playhouse
Life With Luigi

Win. Morris Agency

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

with original Dixieland jazz band and with NBC Symphony under Arturo Toscanini (author and composer of *Modern Dixieland Method*); Chamber Music Society of Lower Basin Street (WJZ), Strictly from Dixie, Solitaire Time, Carnival (NBC).

LEVY, HAROLD
ABC
Theater Guild on The Air

LEWIS, BEATRICE
KELP, El Paso, Tex.

LEWIS, EDNA VANN
WCPS, Tarboro, N. C.

LIEBERT, DICK
Our Gal Sunday
CBS

LILLY, DON
WENK, Union City, Tenn.

LIND, CHICK
WSRS, Cleveland Hgts., O.

LINDSAY, GEORGE
KKIN, Visalia, Cal.

LIPPMAN, BYRON
WPIT, Pittsburgh, Pa.

LITTLEPAGE, E. Y.
WMPF, Florence, Ala.

LIVELY, LEE
WLOW, Norfolk, Va.

LLOYD, DOLL YE
KRMD, Shreveport, La.

LOCKHART, HARRY E.
KTHS, Hot Springs, Ark.

LOCKWOOD, LEE
WHFB, Benton Harbor, Mich.

LOFTSNESS, RAY
KSOO, Sioux Falls, S. Dak.

LOKEY, FRANK, JR.
WORD, Spartanburg, S. C.

LOMBARDO, GUY
The Guy Lombardo Show
ABC

LONG, CLINT
WMBL, Morehead City, N. C.

LOPEZ, VINCENT
NBC
"Luncheon with Lopez"

LORENZEN, CLAYTON
KELO, Sioux Falls, S. Dak.

LUCKY PENNIES
NBC
"Circle Arrow Show"

LUKENS, STELLA
WMBH, Joplin, Mo.

LUND, JACK
KOOL, Phoenix, Ariz.

— Mc —

McAFEE, JUNE
KWKH, Shreveport, La.

McBRIDE, LESTER
KGLU, Stafford, Ariz.

McCAHIL, J. F.
KRSC, Seattle, Wash.

McCARTHY, RED
WHGB, Harrisburg, Pa.

McCRARY, JOHN
WCNU, Crestview, Fla.

McDONNELL, MARY
WGEM, Quincy, Ill.

McKAY, BILL
WPDX, Clarksburg, W. Va.

McKENNA, KAY
KSDN, Aberdeen, S. Dak.

McKENZIE, BEVERLY
WNEX, Macon, Ga.

McLAIN, DONALD
WBBO, Forest City, N. C.

McLEAN, DON
KFYR, Bismarck, N. Dak.

McMANUS, WALLACE
WEER, Buffalo, N. Y.

McNEELY, JIMMIE
WLVA, Lynchburg, Va.

McSLOY, SID
KFBC, Cheyenne, Wyo.

McSWAIN, JOHN
KYA, San Francisco, Cal.

— M —

MACKEY, CECIL
WAPX, Montgomery, Ala.

MACKEY, J. WRIGHT
WARK, Williamsport, Pa.

MADDEEN, SAMY
WEXT, Milwaukee, Wis.

MAGNANTE, CHARLIE
(leader of the Charlie Magnante Trio)
"Jack Berch Show"
NBC

MAGUIRE, JACQUELYN T.
KCRG, Cedar Rapids, Ia.

MAGUIRE, THOMAS
WCMD, Cambridge, Md.

MALLORY, K. T.
WKTG, Thomasville, Ga.

MALNECK, MATTY
Abbott & Costello Show
ABC
Duffy's Tavern
NBC

MALTBY, RICHARD
Conductor, arranger; b. Chicago, Ill., June 26, 1914; Ed. North-west University Music School; Strings, Reeds & Burnished Brass, Music by Maltby, Let's Listen to Music (ABC); Concert Orchestra, ABC Network.

LUD GLUSKIN

GENERAL MUSICAL DIRECTOR
CBS WESTERN DIVISION



RICHARD MALTBY

Conductor-Arranger

Circle 7-7431

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

MAMORSKY, MORRIS

NBC
Eternal Light
MANCIESTER, GARCE B.
WSPR, Springfield, Mass.
MANIS, LEONA
WJOB, Hammond, Ind.

MANN, CARL
KVET, Austin, Tex.
MANSFIELD, ANDY
KWKW, Pasadena, Cal.
MARCOTTE, DONALD A.
WMAQ, Chicago, Ill.

MARSHALL, SANFORD
WHIT, New Bern, N. C.
MARTIN, FREDDY
Jack Carson Show
CBS

MARTIN, LUCY
WWSO, Springfield, O.
MARTIN, NOEL
KOB, Albuquerque, N. Mex.

MASTREA, CARMEN N.

Musician, arranger, conductor; b. Cohoes, N. Y.; Songs by Morton Downey.

MATTHEWS, SAM R.
KGKB, Tyler, Tex.

MATTOLA, TONY
NBC
Jack Berch Show

MATTS, WARREN F.
WEAM, Arlington, Va.

MAUPIN, REX
Listen To This, Personal
Autograph, Star in The
Night
ABC

MAXSON, JOHN A.

KFIO, Spokane, Wash.
MAY, BILLY
Adventures of Ozie and
Harriet
CBS
You Bet Your Life
ABC

MAYO, BILLY
WFAA, Dallas, Tex.
MAYS, VERLIN
WFHJ, Bristol, Va.

MEEDER, BILL
NBC
"Pepper Young's Family"
"Right To Happiness"

MENDELSON, FRED
WBNX, New York, N. Y.

MERCK, LARRY
WMRC, Greenville, S. C.
MESERVEY, NORMAN
WOLF, Syracuse, N. Y.

METCALF, DON
KYUM, Yuma, Ariz.

METCHINECK, WILLIAM
WTCN, Minneapolis-St. Paul,
Minn.

MEYERS, STAN
You Bet Your Life
ABC

MILLER, ARNOLD B.
WSBC, Chicago, Ill.

MILLER, FRIEDA
WTOD, Toledo, O.

MILLER, GLENN
KLEE, Houston, Tex.

MILLER, JACK
CBS

MILLER, JOHNNY
NBC
"King Cole Trio Time"

MILLER, LARRY

WSBA, York, Pa.
MILLER, MAX
WBEN, Buffalo, N. Y.
MILLER, T. H.
KLWP, Lebanon, Mo.

MILLS, BILLY
NBC
"Fibber McGee & Molly"

MILLS, VERLYE
NBC
"The Tex and Jinx Show"

MILSOP, JOSEPH
WCPA, Clearfield, Pa.

MILTON, CHARLES
Meet the Missus, Dr. Christian,
Melody Trail, Money On the
Line, What Makes a Song,
Cahil Caravan.

MITCHELL, BOB
KFI, Los Angeles, Cal.

MITCHELL, JACK
WTIP, Charleston, W. Va.

MITTLER, FRANK
NBC
"First Piano Quartette"

MONAGHAN, FRANK
WGHI, Scranton, Pa.

MONROE, CARL
WCAP, Asbury Park, N. J.

MONROE, VAUGHN
Bandleader; b. Akron, Ohio, Oct.
7, 1911; Camel Show (CBS).

MONTGOMERY, PAUL
WFRG, Reidsville, N. C.

MOODY, WILLIAM
KIT, Yakima, Wash.

MOORE, EDWARD
KRES, St. Joseph, Mo.



HENRY
("Solitary Time")
HOT-LIPS
("Chamber Music Society of
Lower Basin Street")
LEVINE

EARL SHELDON

and His Orchestra

"JACK SMITH SHOW" — CBS

"MUSICAL BOUQUET" — CBS

"DRENE SHAMPOO" — NBC

Transcriptions for
Gulfspray and Bendix

CAPITOL RECORDS

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

MOORE, EUGENE
KCMO, Kansas City, Mo.

MOORE, HAL
WSPA, Spartanburg, S. C.

MOORE, OSCAR
NBC
"King Cole Trio"

MOORE, RAYMOND A.
WHUM, Reading, Pa.

MORGAN, JAMES
WNHC, New Haven, Conn.

MORRIS, JOHN J.
WTOR, Torrington, Conn.

MORRIS, MARGARET
KABC, San Antonio, Tex.

MORRIS, ROBERTA
WLEE, Richmond, Va.

MORSON, LESLIE
WNLC, New London, Conn.

MORTON, HELLEN
KTBS, Shreveport, La.

MORTON, HELEN
NBC
"World and Music"

MURFE, FRED
WLAC, Nashville, Tenn.

MURPHY, DENNIS
WREX, Duluth, Minn.

MURRAY, BRUCE J.
KWHK, Hutchinson, Kans.

MURRY, LYN
Composer, conductor; b. London, England, Dec. 6, 1909; Ford Theater, Hallmark Playhouse.

—N—

NASH, BARNES
WHIS, Bluefield, W. Va.

NEAL, PAUL
WBNS, Columbus, O.

NEDRY, ROGER
KPAS, Banning, Calif.

NEIGHBOR, HOWARD
KVGB, Great Bend, Kans.

NELMS, WILLIAM
WTAX, Springfield, Ill.

NELSON, BOB
WBBQ, Augusta, Ga.

NETHERY, SUE
WWXL, Peoria, Ill.

NEVINS, AL
NBC
"Three Suns Trio"
"The Three Suns Shine"

NEVINS, MORTY
NBC
"Three Suns Trio"
"The Three Suns Shine"

NICHOLSON, ROBERT
WKBW, Buffalo, N. Y.

NICKSON, GEORGE
KXXX, Colby, Kans.

NIDES, HARRY
WROL, Knoxville, Tenn.

NIESON, BILL
KDAC, Fort Bragg, Cal.

NIEVES, JONI
KICA, Clovis, N. Mex.

NGOCIA, HARRY
WJW, New Orleans, La.

NININGER, EVELYN
WDBJ, Roanoke, Va.

NOBLE, IGNACIO G.
WKAQ, San Juan, P. R.

NOBLE, RAY
NBC
"Charlie McCarthy Show"

NOBLE, ROGER
WSL, Jackson, Miss.

NORMAN, JEAN NORMA
WFUR, Grand Rapids, Mich.

NORMAN, RALPH
Saturday Strings, Your American Sport Page
ABC

NOVAK, FRANK
Take It Easy
MBS, CBS

NOVICH, LUCILLE
KWTX, Waco, Tex.

NYDEGGER, VERNE
KFBI, Wichita, Kans.

—O—

OAKS, HENRY
WXLW, Indianapolis, Ind.

O'BRIEN, GERALD C.
KTUC, Tucson, Ariz.

O'BRIEN, JAMES
WITM, Trenton, N. J.

ODOM, RAYMOND
KSTA, Coleman, Tex.

OLSEN, GEORGE
NBC
"George Olsen and Orchestra"

OLSON, WALLACE
WCCO, Minneapolis, Minn.

O'NEILL, JOE
KVOO, Tulsa, Okla.

OPPEL, JERRY
KOLE, Port Arthur, Tex.

ORNGARD, JAMES
WSBR, Superior, Wis.

OSBORNE, HAROLD
WMBD, Peoria, Ill.

OSSER, GLENN
Music of Glenn Osser.
Tea and Crumpets
ABC

OSUNA, ROBERTO F.
WVJP, Caguas, P. R.



CARMEN MASTREA

Conducting
"Songs By Morton Downey"
NBC



GEORGE WRIGHT

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

OVERSTREET, MAVIS

WSLS, Roanoke, Va.

OWEN, ELVYN

NBC

"Meet the Meeks"

OWEN, EMLYN

KXEL, Waterloo, Ia.

OWENS, JACK

WBHB, Fitzgerald, Ga.

O'WRIL, ROBERT

WPOR, Portland, Me.

— P —

PAGAN, MOISES

WKJB, Mayaguez, P. R.

PAGE CAVANAUGH TRIO

NBC

"Jack Paar Show"

PAGE, DOROTHY E.

WPAV, Portsmouth, O.

PAGE, ELIOT

WWSR, St. Albans, Vt.

PAGELS, DORIS

WMS, Michigan City, Ind.

PALMER, CARRUTH

KVIC, Victoria, Tex.

PALMER, JOHNNY

WRCS, Alostkie, N. C.

PALMER, WILLIAM

WDXB, Chattanooga, Tenn.

PAQUETTE, ARTHUR

WPCI, Pawtucket, R. I.

PARANOV, MOSHE

WTC, Hartford, Conn.

PASCOE, JOHN W.

WCNC, Elizabeth City, N. C.

PATTERSON, J.

WHHT, Durham, N. C.

PATTERSON, LYLE

WHL, Port Huron, Mich.

PAUL, CHARLES F.

Orchestra leader, composer, conductor, organist; b. New York, N. Y., Aug. 23, 1902; ed.: N. Y. College of Music, Leipzig Conservatory of Music; Mr. & Mrs. North (CBS); Brighter Tomorrow; Life Can Be Beautiful (NBC); Young Dr. Malone (CBS); Road of Life (NBC); Nora Drake (NBC).

PAUL, MAURY

KRKD, Los Angeles, Calif.

PEACOCK, MELVIN

WSAV, Savannah, Ga.

PECK, BERT

WNOE, New Orleans, La.

PENNARIO, LEONARD

NBC

"Kraft Music Hall"

PEREZ, MRS. E.

WIAC, San Juan, P. R.

PERRY, AL

KCSJ, Pueblo, Colo.

PETERSEN, ROBERT

WAIT, Chicago, Ill.

PETERSON, LAYERNE

WSAU, Wausau, Wis.

PETRICH, CAROLYN

WLCS, Baton Rouge, La.

PFEL, E. J.

WNMP, Evanston, Ill.

PFLEGER, GEORGE

WJTN, Jamestown, N. Y.

PHILLIPS, A. G.

WLTC, Gastonia, N. C.

PHILLIPS, GREGG

WJOL, Joliet, Ill.

PICHE, MAURICE

KYSM, Mankato, Minn.

PICKENS, CHARLES

WHBC, Canton, O.

PILDNER, HENRY

WGAR, Cleveland, O.

PINSKI, ANTHONY

KNEW, Spokane, Wash.

POINTEL, CHARLES H.

WRDW, Augusta, Ga.

PONDER, ROSE

WHMA, Anniston, Ala.

POTT, WILLARD

WHK, Cleveland, O.

POTTER, CLIFFORDEAN

WOMI, Owensboro, Ky.

POTWIN, DONALD

KYAK, Yakima, Wash.

POWELL, KEN

WELM, Elmira, N. Y.

POWERS, LENNIE

WESX, Salem, Mass.

PRENTICE, CHARLES D.

WHAI, Greenfield, Mass.

PRESTON, EVELYN

KVAI, Amarillo, Tex.

PRITCHARD, LORRAINE

WCEC, Rocky Mount, N. C.

PROCTER, GENE

KEPO, El Paso, Tex.

PULLIAM, LOUELLA

KERZ, Flagstaff, Ariz.

PURDY, DON

KCBC, Des Moines, Ia.

PURVIS, BETTELOU

WPGH, Pittsburgh, Pa.

PUTNAM, JAMES C.

WBSC, Bennettsville, S. C.

PYATT, JAMES

KWBW, Hutchinson, Kans.



PAUL TAUBMAN

composer • organist • conductor

"Rosemary"—"Perry Mason"

"True Detective"—"Mysterious Traveler"

"Adventures of Frank Merriwell"

RCA-Victor Recording Artist



LENNY HERMAN

and

His Orchestra

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

— R —

RABB, JACK
WJOU, Kokomo, Ind.

RAINEY, BRUCE
KSYL, Alexandria, La.

RAKOV, AVNER
WBZ-WBZA, Boston-Spring-
field, Mass.

RAMFY, JOE
KDSJ, Deadwood, S. Dak.

RAUCH, ESTHER
KWDM, Des Moines, Ia.

REARDON, RUSS
WTOB, Winston-Salem, N. C.

REBER, DON
KVNK, Logan, Utah

REDDICK, WILLIAM
KPHO, Phoenix, Ariz.

REED, JAMES
WSFA, Montgomery, Ala.

REEDER, CHARLES C.
WING, Dayton, O.

REYES, GRADY
WFUN, Huntsville, Ala.

REGAN, MATT
WBTA, Batavia, N. Y.

REJEBLAM, ARAM
KCBO, San Diego, Cal.

REPINE, BURT T.
WRVA, Richmond, Va.

REYNOLDS, CLARENCE
KOMA, Oklahoma City, Okla.

REYNOLDS, JACK
WAMS, Wilmington, Del.

RICE, ED
NBC
"Voices Down The Wind"

RICE, LEE
WBIZ, Eau Claire, Wis.

RICHARDS, HORACE
WPAM, Pottsville, Pa.

RICHARD, RONALD
This is For You
ABC

RICHARDSON, EDNA E.
WTMA, Charleston, S. C.

RICHARDSON, HELEN
WAGC, Chattanooga, Tenn.

RICHARDSON, MARY HESTER
WBML, Macon, Ga.

RICKEY, AL
Mr. Keen (CBS).

RIO, ROSA
My True Story, Second Honey-
moon, Ted Malone
ABC

ROBARDS, ARY L., SR.
WMMJ, Peoria, Ill.

ROBBINS, BERNARD
NBC
"NBC String Quartette"

ROBINSON, MARCIA
WNAB, Bridgeport, Conn.

ROMANDY, DION
KFWB, Hollywood, Cal.

ROMELLE, FAYE
NBC
Today's Children

ROMEO, PAUL
WQV, New York, N. Y.

ROONEY, VERNE
WLOL, Minneapolis, Minn.

ROSCO, MICHAEL
WHOM, Jersey City, N. J.

ROSS, ROY
WNEW, New York, N. Y.

ROTH, ALLAN
ABC

RUDD, WALTER
WDGY, Minneapolis, Minn.

RYAN, TOMMY
NBC
"Tommy Ryan's Orchestra"

— S —

SAATKAMP, JACK
NBC
"Circle Arrow Show"

SACK, AL
NBC
"Take It or Leave It"

SAGES, SULLIVAN J.
WMBS, Uniontown, Pa.

SALSBURG, JOE
WARM, Scranton, Pa.

SALTER, HARRY
Musical conductor; It Pays to Be
Ignorant; This Is Adventure
(ABC); Stop the Music (ABC);
CBS Documentaries.

SANDERS, CHRIS
KOVO, Provo, Utah

SANTELMANN, WILLIAM F.
Major
NBC
"U. S. Marine Band"

SANTIAGO, FELIX
WAPA, San Juan, P. R.

SASLOWSKY, NICHOLAS
WEVD, New York, N. Y.

SAVITT, JAN
Rhapsody In Rhythm
CBS

SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.

SCHAFER, BECKY
WANE, Fort Wayne, Ind.

SCHARE, WALTER
NBC

SCHROEDER, JERRY
WBBC, Flint, Mich.



GEORGE HENNINGER

"Ethel & Albert"
"Nelson Olmstead"
"Go For The House"
A B C



CHARLES PAUL

Conductor - Composer

"Mr. & Mrs. North"

C B S

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

SCOTT, BILL
WROM, Rome, Ga.

SCOTT, FRANK
WDAY, Fargo, N. Dak.

SCOTT, PHIL
KOGT, Orange, Tex

SCOTT, TED
KTMS, Santa Barbara, Cal.

SCOTT, WALTER
KOWH, Omaha, Neb.

SEAMAN, GORDON
WOKO, Albany, N. Y.

SECHTMAN, MORRIS
WONS, Hartford, Conn.

SELINSKY, VLADAMIR
FBI In Peace & War
CBS
The Big Store
NBC

SEXTON, EDITH
St. Petersburg, Fla.

SEYMOUR, JAY
WPAT, Paterson, N. J.

SHACKLEY, GEORGE
NBC
"The Art of Living"
"Highlights of the Bible"
"National Radio Pulpit"
ABC
National Vespers

SHANKLE, HUGH W.
WROB, West Point, Miss.

SHARPE, H. H.
WTRY, Troy, N. Y.

SHEAN, EARL
WJAR, Providence, R. I.

SHELDON, EARL
(Sheinker, Irving); Conductor, arranger; b. Jan. 1, 1915; N.Y.C.; Drene Shampoo Show (NBC); Mu-

sical Bouquet, Pinaud's Jack Smith Show (CBS); '48 "Gulf-spray," "Bendix" Transcriptions, Capitol Records.

SHELLEY, RAYMOND
KANS, Wichita, Kans.

SHOOP, DAVID
WHP, Harrisburg, Pa.

SHREDNIK, MILTON
KOA, Denver, Colo.

SHREDNIK, MILTON
NBC
"Music by Shrednik"
"Rhapsody of the Rockies"
"Sketches in Melody"

SILVER, CARL
WAGE, Syracuse, N. Y.

SILVERBERG, BEN
"Clevelandaires"
NBC

SILVERN, HAND
Strike It Rich, Morey Amsterdam Show, Bob Hawk Show
CBS

SILVERS, LOU
Lux Radio Theatre
CBS

SIMPSON, JOHN
KOTA, Rapid City, S. Dak.

SKEANS, JOHN
WHTN, Huntington, W. Va.

SKERDA, JOHN
WBPZ, Lock Haven, Pa.

SLATER, MILTON
WCAX, Burlington, Vt.

SLATTEKY, EDWARD
Your Song And Mine
CBS

SLAYTON, GLENN
WBEP, Huntsville Ala.

SLOOTMAKER, HOWARD
WLAV, Grand Rapids, Mich.

SMITH, BEASLEY
NBC
"Signed Beasley Smith"
WSM, Nashville, Tenn.

SMITH, BARBARA
KSAN, San Francisco, Cal.

SMITH, BEVERLY
WCUM, Cumberland, Md.

SMITH, CLAYTON
WAGM, Presque Isle Me.

SMITH, HELEN
KGER, Long Beach, Cal.

SMITH, HOWARD
Robert Q. Lewis Show
Bob Reid Sings, CBS

SMITH, JOHNNY
NBC
Betty Harris Show

SMITH, VIC
WCOG, Greensboro, N. C.

SODJA, JOE
NBC
"Fred Waring Show"

SONTAG, GEORGE O.
WOC, Davenport, Ia.

SOWDON, JAMES
WWSC, Glen Falls, N. Y.

SPAGNOLA, JUSTINE
WTUX, Wilmington, Del.

SPENCER, HARRY W.
WBTM, Danville, Va.

SPIVAK, CHARLIE
NBC, CBS, MBS

SPRINGER, HARRY
WNEY, Elmira, N. Y.



MILTON KATIMS

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. . . Orchestra Leaders-Conductors-Organists—Radio-TV . . .

SQUIRES, ALONZO G.
WAYS, Charlotte, N. C.

STANLEY, GEORGE
WKIX, Columbia, S. C.

STANLEY, JAY
WAAT, Newark, N. J.

STEELE, TED
WMCA

STEIN, RALPH
WEW, St. Louis, Mo.

STEINER, FRED
This Is Your FBI
ABC

STEPHENS DAVID
WCAU, Philadelphia, Pa.

STETLER, ROBERT Q.
WLAN, Lancaster, Pa.

STOESS, WILLIAM
Greatest Story Ever Told
ABC

STOKER, ED
KUTA, Salt Lake City, Utah

STORDAHL, AXEL
NBC
Your Hit Parade

SUMMERS, JOE
KVID, Denver, Colo.

SUTER, ANN RAY
WTH, Baltimore, Md.

SYBLERUD, JEROME
KMPC, Los Angeles, Cal.

SYLVERN, HENRY
"HANK"
Musical director, composer, organist; b. B'klyn, N. Y., March 26, 1911; ed.: NYU, Paris Conservatory, Leipzig Conservatory, College of Musical Art; Call All Girls; Strike It Rich; Barry Wood Show; Boston Blackie; Nick Carter; Motion Picture Spot Sales, MGM; Samuel Goldwyn Enterprise, 20th Century-Fox.

— T —

TAMBLYN, BOB
WCSC, Charleston, S. C.

TAUBMAN, PAUL
The Adventures of Frank Merriwell (NBC); Rosemary; Perry Mason; True Detective; Mysterious Traveler; RCA Victor Recording Artist.

TAYLOR, BETTY LEE
WKAT, Miami Beach, Fla.

THOMAS, MILLCENT
WALF, Arlington, Va.

THOMPSON, ALFRED M.
KSAL, Salina, Kans.

THREE SUNS TRIO
NBC
"Three Suns Trio," "The Three Suns Shmoo"

THUESON DEAN
KJ.O., Ogden, Utah

TORBETT, GENE
KGBS, Harlingen, Tex.

TORRELLAS, ESTHER
WNEI, San Juan, P. R.

TOSCANINI, ARTURO
NBC
"NBC Symphony Orchestra"

TOWNSEND, JACK
WGFM, Wilson, N. C.

TOWNSEND, RICHARD, CHIEF WARRANT OFFICER
NBC
"U. S. Navy Band"

TREPPEL, MIAMI
WLFB, New York, N. Y.

TROTTER, JOHN SCOTT
Bing Crosby Show
ABC

TRUDEAU, NED
WABY, Albany, N. Y.

TURPIN, IRA
WGAA, Cedarstown, Ga.

TUTTLE, LEE
WCLS, Lansing, Mich.

— U —

THILES, ALLEN
KPOJ, Portland, Ore.

UNDERWOOD, PIERSON
WQQW, Washington, D. C.

— V —

VAGNONI, FRANK
WJZ, New York, N. Y.

VAILE, ROLAND
KCMJ, Palm Springs, Cal.

VAN, JOHNNY
WGES, Chicago, Ill.

VAN DAMME, ART
NBC
Art Van Damme Quiltes In size For Living, Dave Garroway Show

VAN DUZER, JOHN D.
KFBK, Sacramento, Cal.

VAN STEEDEN, PETER
Mr. D. A.
NBC

VITO, ELAINE
Mommie and the Man, CBS

VITZ, KATHERINE
KDDD, Dallas, Tex.

VOGEL, FRANCES
WBOX, Doylestown, Pa.

VOGT, GERALD
WHEC, Rochester, N. Y.

VONDELL, JOHN
WHYN, Holyoke, Mass.

VOORHEES, DON
Telephone Hour, Cavalcade of America (NBC).

— W —

WACULA, CLEMMY
KITO, San Bernardino, Cal.

WALKER, EDWARD C.
WDAE, Tampa, Fla.

WALKER, FRANKY C.
WFOY, St. Augustine, Fla.

WALKER, GWEN
WGPC, Albany, Ga.

WALLACE, BILL
WIOA, Des Moines, Ia.

WALTERS, WILLIAM
WIBX, Utica, N. Y.

WARD, GEORGE M.
WESB, Bradford, Pa.

WARD, JACK
NBC
The

WARD, WILLIAM H.
WABB, Mobile, Ala.

WARING, FRED
Conductor, composer; b. June 9, 1900, Tyrone, Pa.; Penn State; Fred Waring Show, Johnson's Wax (NBC).

WARNER, FORD
KDON, Monterey, Cal.

WASHBURN, COUNTRY
NBC
"Saturday Night Roundup"

WAYNE, ROGER
WHLI, Hempstead, N. Y.

WEAVER, BEN
KIMA, Yakima, Wash.

WEBB, JERRY
KYJC, Medford, Ore.

WEBB, LOUIS
NBC
"Words and Music" "Lou Webb"

WEBER, HENRY
WGN, Chicago, Ill.

WEICADT, ARLO
WFBB, Altoona, Pa.

WEINER, MILTON
Wf.W., Cincinnati, O.

WELLS, MORTON
WOW, Omaha, Neb.

WESLEY, OZGOND
WLS, Chicago, Ill.

WESTON, PAUL
Jo Stafford Show
ABC

WHIPPLE, DOC
NBC
"Honeymoon in New York."

WHITE, LEW
Organist, composer; ed. Univ. of Penn.; Inher Sanctum, Grand Central Station, Rose of My Dreams (CBS); Partia Faces Life (NBC); RCA-Victor Recording Artist, Columbia Movie Shorts.

WHITE, ORSON
WRJN, Racine, Wis.

WHITEMAN, PAUL
ABC

WIGGINS, W. S.
KVOE, Santa Anna, Cal.

WILKINSON, ERIC
WIBC, Philadelphia, Pa.

WILLIAMS, GENE
WSPD, Toledo, O.

WILLSON, MEREDITH
Meredith Willson Show
ABC

WISS, JOHN H.
WIRE, Indianapolis, Ind.

WINTERS, JOHN
NBC
"The Adventures of Frank Merriwell," "Backstage Wife," "Young Wilder Brown"

WORTH, FRANK
First Nighter, CBS

WRIGHT, GEORGE
(Organist-pianist; b. Orland, Calif., 1920; ed.: College of the Pacific; Jack Berch Show (ABC); Songs by Morton Downey (MBS); Maytag (NBC); Your United Nations (NBC); The Tex & Jinx Show (NBC); NBC Thesaurus.

WYMAN, ALICE
WFBC, Greenville, S. C.

— Y —

YOUNG, VICTOR
Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; NBC's Texaco Show; Tony Martin Show (CBS); Texas Star Theatre (ABC).

YOUNTS, ELIZABETH M.
WEBB, Southern Pines, N. C.

— Z —

ZACHER, EUGENE
WHAM, Rochester, N. Y.

ZIEGENBEIN, FLEDA
KFOR, Lincoln, Neb.

ZIMMERMAN, HARRY
KHJ, Los Angeles, Cal.

ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

ZMUDA, JOHN
WSAR, Fall River, Mass.

ZUNDEL, D.
KPDQ, Portland, Ore.

Radio-TV Writers

Advertising Agency—Network—Free Lance

— A —

ADAMSON, EDWARD J.
Bulldog Drummond, Counter Spy

AFFELDER, PAUL
New York Philharmonic, E. Power Biggs, Trinity Choir of St. Paul's Chapel, CBS Staff

ALEEN, LEONARD
NBC Staff News, NBC News Commentaries, Linda Dale, NBC Staff

ALEXANDER, ALTON
Hollywood Screen Test (TV), Tales of the Red Caboose (TV), Movieland Quiz (TV)

ALEY ALBERT
Superman

ALLAND, WILLIAM S.
Doorway to Life, CBS

AMADON, EDNA
Kraft Music Hall

ARMOURY, DAISY
Ave Maria Hour

ARNOLD, WADE
NBC
Assistant Script Manager

ARTHUR, ERIC
A Treasury of American Folklore

ARTHUR, ROBERT A.
Mysterious Traveler, Carl Brisson Show, Strange Dr. Weird.

— B —

BANNER, MARIE
Romance of Helen Trent, CBS

BENTCOVER, JACK
Official Detective

BERKEY, RALPH
Radio Readers' Digest, Joyce Jordan, M.D., Aunt Jenny

BESTER, ALFIE
Harvest of Stars

BIXBY, CARL

BLAKE, PEGGY
Barry Cameron, Rose of My Dreams, Evelyn Winters

BLISS, CARL ALFRED
The Sparrow and the Hawk, Woman of Courage, Aunt Jenny's Stories

BLOOM, SI
Buzz & Bill, School of the Air, KDKA, Pittsburgh, Pa.

BORETZ, ALVIN
Front Page Farrell

BOYLE, FLORA
The Cocktail Hour

BRAUN, GILBERT
Writer, director; b. N.Y.C.; NYU, Frank Merriwell Program, Horatio Alger's Journal; Keys to Adventure; Adventures in Bibleland.

BRAUN, RUTH
Frank Merriwell; Horatio Alger's Journal; Keys to Adventures in Bibleland.

CARL BIXBY

Sturges Highway
Southport, Conn.



JERRY MCGILL

Writer - Producer
"Big Town" . . . NBC
Available
"Appointment . . . Tonight"

Radio-Television Writers

— C —

CARROLL, CARROLL
Club 15
CBS

CENEDELL, A. ROBERT
Electric Theater
CBS

CHEVIGNY, HECTOR
Mr. and Mrs. North

CHRISTENBERRY, CHARLES

CLARICE, KENDALL, WM.
CBS

COCHANE, CLIFFORD
Peter Donald Show

COLE, ALONZO DEEN
Crime Photographer. The
Witch's Tale
CBS

COLES, STEDMAN
Roger Kilgore. Public De-
feater, Crime Club

COLLINS, FRED
FBI In Peace and War
CBS

CONE, BOB
Robert Q. Lewis Show
CBS

COOPERSMITH, JEROME
Americana (TV)

COTT, TED
Children's Opy House Tom
Thumb; Mother Goose Party
for Merrie-Go-Round Record

COUSIN, MICKY
Armstrong Theater of Today
CBS Staff

CRISTY, PATRICIA
Johnny Thompson Rhythm
Roundup
ABC

— D —

DANA, RICHARD
March of Time We the People
Your Hit Parade

DAVIS, RICHARD E.
Solitaire Time Orchestras of
the Nation. Believe It Or Not
Ripley
NBC Staff

DEETS, ROY L.
Five Minute Mysteries

deMARS, ANITA
Hour at the Metropolitan
Events in American History

DENKER, HENRY
Greatest Story Ever Told.
Readers' Digest. Ethel Barry-
more Show.

DEVINE, JERRY
This Is Your FBI (ABC).

DISQUE, BRICE JR.
March of Time. Gaugbusters.
Cities Service Hour

DOWD, JIL
Adventures of Sam Spade
CBS

DUNBAR, HARRIETTE IRENE
Reflections from Glimmerglass.
FBI In Action

— E —

EHRlich, MAX
Big Story, Sherlock Holmes

EISENBERG, NAT BOGIN
Red Benson's Movie Matinee

EPSTEIN, MORRIS
World Over Playhouse

ERTHEIN, JAMES
Radio Reader's Digest. Police
woman

— F —

FABER, GEORGE D.
Fitch Bandwagon. Procter &
Gamble News Programs. It
Really Happened
CBS-NBC

FIMBERG, HAL
Spotlight Review
CBS

IRV TUNICK

CBS

for

"YOU ARE THERE"

LEE STEWART

WRITER

"Best Girl" . . . WOR



Television

"Help Wanted"

• • • **Radio-Television Writers** • • •

FISHER, AMEEL
That Strange Mr. Pertwee.
Famous Jury Trials

FISHER, MAGGIE
Piano Playhouse (ABC).

FOLLIOTT, DORIA
Woman of America. Open
Door. Mary Marlin

FOX, JOSEPH P.
Curtain Time

FRAMER, WALT
(Framer, Walter H.); Radio program producer, writer, director, MC; b. Pittsburgh, Pa., Apr. 7, 1908; Univ. of Pittsburgh, B.A.; Try 'n' Find Me, Break the Bank, Glamour Manor.

— G —

GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lou Little (Tele.).

GAST, HAROLD
Front Page Farrell. Real Stories from Real Life

GERSHON, ALICE
Get More Out of Life

GERSON, NOEL B.
Light of the World. David Harum. Harvest of Stars
CBS

GILBERT, TONI
CBS

GLUCK, CAROL WARNER
Mystery Theater

GRANICK, HARRY
The Human Adventure. Treasury Star Parade

GREEN, MORT
Mr. Ace & Jane

GREENE, JOHN L.
Blondie
CBS

GUSSMAN, CHARLES
Hollywood Story. Dr. Standish Medical Examiner. Young Doctor Malone
ABC Staff

— H —

HALMAN, DORIS
Kittly Fayle. Song of the Stranger. Aunt Jenny

HAMMOND, LAURENCE
Keeping Up With the Wigglesworths

HARWOOD, CRIS
Saturday Matinee. Kiddies' Carnival. This Magnificent Theater

HAY, NORMAN W.
County Fair

HENLEY, ART

Writing, production and consultation for radio and TV; Peter Donald Show, Honeymoon in New York, MGM Parade of Stars, Maxie Rosenbloom Show, TV Dream Girls, Welcome Wagon, WNBC Santa Claus Roundup; Author "Radio Comedy: How to Write It."

HENNING, PAUL
NBC
Burns and Allen

HERBERT, J. HUGH
Meet Corliss Archers
CBS

HERMAN, GEORGE E.
Elmo Roper Show
CBS Staff

HESTER, HARRIET H.
Stephen Graham Family Doctor. American Medical Assn., Homemakers' Hour

HOFFMAN, ELWOOD
CBS

HOLT, FELIX
Cimarron Tavern, Lone Ranger

HOLTON, LEONARD
Arthur's Place
CBS

HORRELL, MARTIN
Grand Central Station
CBS

**Ruth and Gilbert
Braun**

Writers — Directors — Producers



**"Let The Brauns Build It
For You"**



ART HENLEY

Mgt.—MCA

Radio-Television Writers

HOTCHKISS, BARBARA

NBC
Eddie Condon Show, United
National Festival, WNBC

HUMBERT FRANK AND ANN

Our Gal Sunday, Rose of My
Dreams
CBS

— J —

INGRAM, GAIL

Big Story

INGRAM, HARRY

Two On A Chue

— J —

JABLONS, MIKE

Labour Speaks
MBS

JAMPEL, CARL

Achieve, Andrews, Truth or
Consequences, Glamor Manor

JOHNSTON, (DeWITT)

JOHANNA
David Harum, House of Mys-
tery, Sing It Again
CBS Staff

JOHNSON, E. LOWELL

We Are World Citizens

JURIST, ED

Aldrich Family

— K —

KAGAN, BEN

The Listening Post, The Park-
er Family
NBC Staff

KAMMERMAN, ROY

The Henry Morgan Show, The
Herb Shriner Show

KANE, ALBERT M.

Growth of the Mind, Gems of
Life

KEATING, BARBARA M.

Margaret Arlen Program
CBS Staff

KELSEY, JACK

Just Plain Bill

KEMP, HUGH

NBC
Associate Editor, Ford Thea-
ter, Mercury Theater

KENT PRISCILLA

The Second Mrs. Burton, Those
Websters, The Parker Family
NBC Staff

KINOY, ERNEST

NBC
Radio City Playhouse, WNBC
Staff

KLEE, LAWRENCE

Mr. Keen, Tracer of Lost
Persons, The Cloak
CBS-ABC

KOGAN, DAVID

The Mysterious Traveller,
Sealed Book, Nick Carter

KRONMAN, HARRY

Seven Guild Players
CBS

— L —

LAFFERTY, PERRY F.

Horace Heidt, Block Party

LARLAN, CARLY

Martha Deane Program

LAW, Walter E.

WNBC Stamp Club
NBC Staff

LEFFERTS, GEORGE

Believe It Or Not, Hudson
Coal Show
NBC Staff

LENZ, ELINOR

Fashions On Parade (TV)

LEVIN, MORT

Willie Piper

LEWIS, IRWIN

Bushels of Fun, Man Behind
the Masterpiece

LEWIS, MILTON

Adventures of the Thin Man
CBS

LISS, JOSEPH

You Are There, Warriors of
Peace, Report to the Nation

LYONS, DANNY

Godfrey's Talent Scouts, Bos-
ton Blackie, Philo Vance

LYONS, JOSEPHINE

Betty Crocker Magazine of the
Air, Readers' Digest

— Mc —

McCONNOR, VINCENT

Studio One, Ford Theater
CBS

McDONAGH, RICHARD F.

NBC
Script Manager

McGILL, JERRY

(McGill, E. R.); Radio writer, di-
rector, producer; b. Bridgeport,
Conn., 1905; Univ. of Fla., B.A.;
Rhodes Scholar, Oxford; Cavalcade;
Helen Hayes, Mr. District
Attorney; Jury Trials; Big Town.

McKAY, TED

Bob Hope Show, Abbot &
Costello Show, Milton Berle

MABLEY EDWARD

CBS School of the Air

MacCRAE, DOLGLAS

The Listener

— M —

MACK, NILA

Let's Pretend
CBS

MALEY, BOB

Believe It Or Not, Fountain of
Fun, Life at Boys' Town

MARION, IRA

Our Job Is Manhattan, Ameri-
can Sport Page, Let's Go To
The Met
ABC

MARQUITH, MALCOLM

Dance Band Shows
ABC

MAYER, PEGGY L.

Real Stories From Real Life,
Mr. & Mrs. Gardner, Radio
Reader's Digest

MELTZER, LOU

Morey Amsterdam Show
CBS

MERLIN, MILTON

Man Called X
CBS

MERRILL, HOWARD

Sherlock Holmes, Arthur God-
frey, Beatrice Kay-Peter Lind
Hayes

MILLER, FLOYD

Harvest of Stars, The Sea
Hound, Kabe's Daughter

MONROE, CHARLES S.

Lux Radio Theater, Theater of
Romance
CBS Staff

MOORE, CARROLL, JR.

The Henry Morgan Show, The
Herb Shriner Show, Guest Star
U. S. Treasury

MOORE, NANCY

Laura Limited, John and Judy

MORGAN, AL

This is New York

MORRIS, MICHAEL

Mr. & Mrs. North, Hollywood
Story

MULLEN, VIRGINIA

Doorway to Life
CBS

— N —

NEHER, JACK

For These We Speak, Tonty
Man

NISS, STANLEY

Gangbusters, Counter-Spy, Ad-
ventures of the Falcon

— O —

OBBER, NORMAN

Adventures With Admiral
Byrd, Mission Accomplished
CBS Staff

OBOLER, ARCH

NBC, MBS

OKUN, LILIAN

Let's Listen To A Story,
Young Book Reviewers, This
is Our Town

OWEN, DEAN

Hawk Larabee
CBS

Radio-Television Writers

— P —

- PEREA, LYDIA**
Story to Order
- PERL, ARNOLD**
The Big Story (AM and AV),
The Eternal Light
- PERRIN, SAM**
NBC
The Jack Benny Show
- PHILLIPS, CARL**
Bordon Program
CBS
- PICARD JOHN**
Wendy Warren and the News
NBC
- PRAY, FOOT**
Mr. Ace & Jane, Ozzie &
Harriet, Kraft Music Hall

— R —

- RADCLIFFE, VIRGINIA**
Cavalcade of America
- RAFAEL, WILLIAM**
Milton Cross' Opera Album,
Famous Jury Trials, Buddy
Weed Show
ABC
- RANDOLPH, DAVID**
Music for the Connoisseur,
N. Y. Philharmonic Symphony
Orch., CBS Symphony Orchestra
- RAYMOND, JACK**
Mr. Ace & Jane, Henry Morgan,
Robt. Q. Lewis
- REFORD, BILL**
Philco Jingles, Ladies Be
Seated, Eton Boys
- RODMAN, HOWARD**
School of the Air
- ROSEN, ARNOLD**
Robert Q. Lewis, Milton Berle
- ROSS CLARIS A.**
NBC
Symphony, Staff WNBC
- ROSS, CLARIS A.**
Johnny Victor, World's Great
Novels, Ripley Believe It or
Not
NBC Staff
- ROSS, SAM**
Under Arrest
- ROSTEN, NORMAN**
The Telephone Hour
- ROTH, ROSEMARY**
The Fashion Story (TV), Your
Home Beautify, Margaret Arlen
ABC Staff
- ROTH, ROXY**
Milton Berle
- RUBEN, AARON**
Burns & Allen, Fred Allen,
Milton Berle

RUBIN, JACK
The O'Neills, Break the Bank,
Try and Find Me; By Popular
Demand, Pick & Pat Show.

RUSSELL, JOSEPH
Molle Mystery Theater, Suspense,
Silver Theater
CBS Staff

— S —

- SAFIR, LEONARD**
Tex and Jinx, We the People,
Gulf Road Show
- SCHULTZ, BOB**
According to the Record, Dr.
I. Q., Masterpieces in Miniature
- SHARP, JACK AND GRETCHEN**
Adventurers' Club
CBS
- SHAW, ROBERT J.**
Mr. District Attorney, Christopher
Wells, Philo Vance
CBS
- SHAYON, ROBERT LEWIS**
CBS
- SKLAR, MICHAEL**
You Are There
CBS
- SLOAN, D. MARJORIE**
Duminger Show, Listen the
Women, Earl Wrightson Program
- SPENCER, JANE**
Mary Lee Taylor
CBS
- STARK, SHELDON**
Straight Arrow, Headline Edition
ABC Staff
- STARR, MANYA**
Claudia

STEWART, LEE

STIRLING NORA
Serenade to America, Yours
for a Song, John Vandercook's
Air Age News

SYNOR, PAUL
Sunday Morning Concert Hall,
Brownlee Sisters, Music by
Ralph Norman
ABC

— T —

- TACKABERRY, JOHN**
NBC
The Jack Benny Show
- TALLMAN, BOB**
Adventures of Sam Spade
CBS
- THOMPSON PALMER**
Counterspy, The Falcon, Spotlight
On America
- TOKAR, NORMAN**
Aldrich Family
- TOVOROV, ORDIN**
Ma Perkins
CBS

TUNICK, IRVE
You Are There (CBS)

— W —

WOLPOLE, HELEN

Actress, radio writer, playwright;
b. Birmingham, Ala.; ed. private
schools in South; Stella Dallas,
Katie's Daughter; wrote Our Gal
Sunday for three years, Lora Lawton
for two, Second Husband for
one; Adventure in Reading for
three years; various mystery
shows.

WEISMAN, ELI L.
Special Assignment, Musical
Mysteries

WELCH, WILLIAM
NBC
Associate Editor, Frank Merriwell
Program

WELDON, MARTIN
This is New York

WHEDON, JOHN
The Great Gildersteeve

WILKINSON, RICHARD HILL
Murder is My Hobby, Family
Theater, California Caravan

WILSON, JOHN C.
NBC
Staff

WINEHOUSE, IRWIN
Dollar Book Club, Ernie The
Elf.

WISHENGRAD, MORTON
The Eternal Light

WITTY, DONALD
On Trial, Child's World, Second
Honeymoon
ABC

WOODWARD, VAN
NBC
Associate Editor

— Y —

YAEGER, MURRAY
"Concert Curtain Time"
KELP, El Paso, Tex.

YOUNG, ROGER A., JR.
Fred Waring Show

YUDKOFF, ALVIN
Common-Sense Counselor

— Z —

ZANER, RAY
"Poet, Scout"
WSBA, York, Pa.

ZELINKA, SID
Morey Amsterdam Show
CBS

ZIMMERMAN, JOSEPHINE
"Rhymaline Time," "Tune
Chasers"
KMBC, Kansas City, Mo.

ZOMER, KARL
"Memory's Garden"
KFXJ, Grand Junction, Colo.



GEOFF DAVIS

2nd year "Singing Battle Royal"
(12-3 p.m. Sundays) sold solid

3rd year American School
(7:15-7:30 Monday-Friday)

2nd year Pre and Post sportscast
before and after Yankee Baseball Games
(sponsored by Robert Hall for 2 years)

Daily Sportscast
(6:45-7:00 p.m. daily)
(sponsored by Strauss Stores)

ALL FOR WINS, NEW YORK, THE CROSLY BROADCASTING CORPORATION

Special assignments for Canadian sponsors
and the British Broadcasting Corporation.

Announcers

(RADIO AND TELEVISION)

-their work during 1948

- A -

AAROE, ALDEN
WRVA, Richmond, Va.

ACKERMAN, KEN
KQW, San Jose, Calif.

ABBOTT, TOM
WNQE, New Orleans, La.

ACHOR, DAVE
WBLJ, Dalton, Ga.

ACREE, JIMMY
WAGF, Dothan, Ala.

ADAMS, BARRY
KHVM, Eureka, Calif.

ADAMS, DANA
KTBB, Tyler, Tex.

ADAMS, GARRET E.
WNAR, Norristown, Pa.

ADAMS, JACK
WOMI, Owensboro, Ky.

AVERBACH, HY
Announcer; Bob Hope Show (NBC).

ADAMS, PAUL
KFRU, Columbia, S. C.

ADELL, BAY
WAYB, Waynesboro, Va.

AGNEW, THEODORE J.
KUBC, Montrose, Col.

AGOSTINO, JAMES
KFIO, Spokane, Wash.

AHARN, JOHN
KYJC, Medford, Ore.

AISTON, BILL
KCAN, Oroville, Calif.

ALARIA, PHILIP
KHMO, Hannibal, Mo.

ALBERTSON, ROBERT A.
KTM, San Rafael, Calif.

ALBRECHT, PAUL
WJMC, Rice Lake, Wis.

ALLEN, NORMAN
KXOL, Fort Worth, Tex.

ALDI, ALDO
WOV, New York N. Y.

ALDRIDGE, L. JAY
WROB, West Point, Miss.

ALEXANDER, BILL
WTIK, Durham, N. C.

ALEXANDER, JACK
KTUL, Tulsa, Okla.

ALFRED, JERRY
KPO, Wenatchee, Wash.

ALLEN, ANTHONY
WHLD, Niagara Falls, N. Y.

ALLEN, BOB
WDGY, Minneapolis, Minn.

ALLEN, BOYD
KROY, Sacramento, Calif.

ALLEN, DANIEL
WRUF, Gainesville, Fla.

ALLEN, DAVE
WARK, Hagerstown, Me.

ALLEN, EARNE
KFAB, Omaha, Neb.

ALLEN, EMORY
WRBL, Columbus, Ga.

ALLEN, JACK
WMTR, Morristown, N. J.

ALLEN, JOHN
WFAA, Dallas, Tex.

ALLEN, JOHN
WNOW, York, Pa.

ALLEN, MEL
Chesterfield Supper Club (NBC).

ALLEN, GARRET
WCOG, Greensboro, N. C.

ALLEN, JOHN
KPLT, Paris, Tex.

ALLENDER, FRANK
WCAW, Charleston, W. Va.

ALLGOOD, SAM
WKCT, Bowling Green, Ky.

ALLISON, GENE
WISH, Indianapolis, Ind.

ALLISON, JOE
KITE, San Antonio, Tex.

ALLAN, WILLIAM
WATR, Waterbury, Conn.

AMADON, ARTHUR
WBZ-WEZA, Boston-Springfield, Mass.

AMEN, DON
KIOA, Des Moines, Ia.

AMES, DOLG
WRAL, Raleigh, N. C.

AMOLS, MERVYN L.
WJLS, Berkeley, W. Va.

AMSPAUGH, KENNETH
WMTG, Yaneleve, Ky.

ANDERS, BILL
KPVO, Lubbock, Tex.

ANDERSON, CHARLES
KFI-TV, Los Angeles, Calif.

ANDERSON, ED
WTJC, Hartford, Conn.

ANDERSON, TOM
WLBY, Ludsmith, Wis.

ANDERSON, WILLIAM F.
KAKE, Wichita, Kans.

ANDRE, PIERRE
(ABC)
ANDREW, BOB
WKUK, Durham, N. C.

ANDREWS, ERIC
KDSH, Boise, Ida.

ANDREWS, NEIL
WKRT, Corland, N. Y.

ANDREWS, RUSS
WAAM, Baltimore, Md.

ANNAD, FRANK
WCHS, Charleston, W. Va.

ANSBRO, GEORGE
Announcer; Go For The House (ABC); Young Widder Brown (NBC).

ANDON, BRUCE
KWKI, Burbank, Calif.

ANTOINE, JON (Tex)
NBC-WNBC

ARCHER, DON
KHBG, Okmulgee, Okla.

ARCHER, JOHN
WCMB, Lemoyne, Pa.

ARENS, BILL
KIMO, Independence, Mo.

ARLAN, JAY
KGFJ, Hollywood, Calif.

ARMSTRONG, JOHN
WMMB, Melbourne, Fla.

ARNOLD, LEE
WPAI, Patterson, N. J.

ARNSMITH, HERB
KERN, Bakersfield, Calif.

ARTHUR, HAROLD W.
KTBC, Santa Fe, N. Mex.

ASH, KEN
WHAV, Haverhill, Mass.

ASHBURN, RON
WROL, Knoxville, Tenn.

ASHER, JOE
WLAP, Lexington, Ky.

ASHLEY, ARTHUR
WONS, Hartford, Conn.

ASHTON, WARREN C.
WIMS, Michigan City, Ind.

ASMAN, ROBERT
WCVA, Geneva, N. Y.

ATCHISON, CHARLES
WKAX, Birmingham, Ala.

ATKERSON, PAUL
KAGH, Pasadena, Calif.

ATKINS, JIMMY
WSSB, Durham, N. C.

ATKINSON, WAYNE
KDHL, Fairbault, Minn.

AUSTIN, BILL
WPLH, Huntington, W. Va.

AUSTIN, BOB
WFAK, Charleston, S. C.

AUSTIN, FLETCHER
WTE, Charlotte, N. C.

AVERY, LES
KRE, Berkeley, Calif.

AYCRIGG, BEN
WDBO, Orlando, Fla.

- B -

BABCOCK, FRANK
KXYZ, Houston, Tex.

BACON, CHARLES
WFVL, Waterville, Me.

BACON, BOB
WKNH, New Britain, Conn.

BAER, DANNY
WFOM, Marietta, Ga.

BAILEY, BILL
KTHS, Hot Springs, Ark.

BAILEY, BOB
WRFW, Eau Claire, Wis.

BAILY, CLIFFORD
KVEC, San Luis Obispo, Calif.

BAILY, DON
KWLK, Longview, Wash.

BAIR, PAUL
WEBQ, Harrisburg, Ul.

BAKER, BUD
KDAC, Fort Bragg, Calif.

BAKER, DON
Stroke U Rich. Sing U Again
CBS

BAKER, JOHN
KWPM, West Plains, Mo.

BAKER, PAUL J.
WGRC, Louisville, Ky.

BAKER, ROLAND
KTRI, Sioux City, Ia.

BAKER, RUSS
WOW, Omaha, Neb.

Announcers—Radio-Television

BALDRICA, MERV
WMIQ, Iron Mountain, Mich.

BALDWIN, BILL
KSO, Des Moines, Ia.

BALE, NORMAN
KTFS, Texaskana, Tex.

BALFE, KIERAN
WPGH, Pittsburgh, Pa.

BALL, NOEL
KSVM, Joplin, Mo.

BALL, ROGER
WALT, Tampa, Fla.

BALLARD, GEORGE
WAYS, Charlotte, N. C.

BALTHIS, AL
KNGS, Hanford, Calif.

BALTZER, LARRY
KHUZ, Borger, Tex.

BANGHART, KENNETH

Six O'Clock, Eleven O'Clock
News (WNBC); When A Girl
Marries (NBC); Who Said That
(NBC); Universal Pictures.

BANKS, HAL
WARL, Arlington, Va.

BANKS, ORVILLE CLAIR
KWVB, Walla Walla, Wash.

BARAGER, ROBERT
WNBZ, Saranac Lake, N. Y.

BARATHI, RAY
WTOG, Savannah, Ga.

BARBER, B. GEORGE, JR.
WCOS, Columbia, S. C.

BARBER, DON
WAGA, Atlanta, Ga.

BARBER, JULIAN
WAYS, Charlotte, N. C.

BARCLAY, AL
WAMS, Wilmington, Del.

BARENTS, BARRY
WTEE, Richmond, Va.

BARILE, LOUIS
WBX, Utica, N. Y.

BAKKER, ROBERT
KTTS, Springfield, Mo.

BARKLEY, CHARLES
WIOU, Kokomo, Ind.

BARKLEY, GEORGE
KFL-TV, Los Angeles, Calif.

BARLOW, JOHN
KGEM, Boise, Ida.

BARNES, TEDDY
WHAL, Shelbyville, Tenn.

BARRETT, BILL
KVOP, Plainview, Tex.

BARRETT, BILL
WCJU, Columbia, Miss.

BARRETT, RAY
(NBC) WNBC

BARRICKS, JOHNNY
WKAY, Glasgow, Ky.

BARRINGER, BOB
KRRV, Sherman-Deinson, Tex.

BARRINGTON, CHARLES
KDYL, Salt Lake City, Utah

BARRY, BOB
WCAP, Asbury Park, N. J.

BARRY, CHARLES
WCRO, Johnstown, Pa.

BARRY, JACK
WJOY, Burlington, Vt.

BARRY, JOSH
WFTL, Ft. Lauderdale, Fla.

BARRY, NORMAN
WMAQ, Chicago, Ill.

BARTELL, ED
WPGH, Pittsburgh, Pa.

BARTELL, PAUL
WFOX, Milwaukee, Wis.

BARTON, FRANK
KNBH, Hollywood, Calif.

BARRY, JACK
WOR, New York, N. Y.

BATAILLE, WILFRED M., JR.
WBCM, Bay City, Mich.

BATCHELDER, JOHN
WRC, Washington, D. C.

BATEMAN, DOUGLAS
WTAX, Springfield, Ill.

BATSON, VIC
WBRC, Birmingham, Ala.

BAXTER, CHARLES
WTOL, Toledo, O.

BAXTER, RAYMOND
KHUZ, Borger, Tex.

BAXTER, RAY
WBXX, New York, N. Y.

BEACH, NORMAN
WJRI, Lenoir, N. C.

BEAN, BOB
WBIG, Greensboro, N. C.

BEAR, CHET
WILS, Lansing, Mich.

BEASLEY, BOB
WCAW, Charleston, W. Va.

BEATTY, BILL
WFLA, Tampa, Fla.

BEATTY, ROSS
WELM, Elmira, N. Y.

BECK, AL
WDIA, Memphis, Tenn.

BECK, AL
WKBZ, Muskegon, Mich.

BECK, BARNEY
WFVA, Fredericksburg, Va.

BECKER, GEORGE
WEDC, Chicago, Ill.

HARRY VON ZELL

RADIO
EDDIE CANTOR SHOW
NBC — FRIDAYS

SMITHS OF HOLLYWOOD
(Transcribed)

Motion Pictures

HARRY VON ZELL
COMEDIES — COLUMBIA

"THE SAXON CHARM"
U-I

"DEAR WIFE"
Paramount

Public Relations
THE DON HIX ENTERPRISES
6404 Hollywood Blvd.
Hollywood (28), Calif.



Announcers—Radio-Television

BECKER, HARRY
 KWBW, Hutchinson, Kans.

BECKER, SANDY
 (Becker, Sanford George) An-
 nouncer-Actor; b. New York,
 N. Y., Feb. 19, 1922. Jack
 Smith; Once Upon A Tune; Roof-
 tops of the City; CBS Workshop;
 Give & Take; Second Mrs. Bur-
 ton.

BECKETT, RALPH
 KWIN, Ashland, Ore.

BEDAN, BIRD
 WEAV, Plattsburgh, N. Y.

BEEBE, JON
 KCOK, Tulare, Calif.

BEECH, CROWELL
 KWKW, Pasadena, Calif.

BEER, UMBERTO
 WAVZ, New Haven, Conn.

BELANEY, BILL
 WCOL, Columbus, O.

BELCHER, TOM
 KFBI, Wichita, Kans.

BELL, DICK
 WLIB, New York, N. Y.

BELL, TED
 KRSC, Seattle, Wash.

BELL, WAYNE
 WPTM, Maysville, Ky.

BELLAH, MILTON
 WDAE, Savannah, Ga.

BELL, MRS. MEL
 WCFL, Chicago, Ill.

BELMAN, DAVE
 KTIP, Porterville, Calif.

BELMONT, RON
 WEAT, Lake Worth, Fla.

BENEDICT, ANDREW
 WGBB, Freeport, N. Y.

BENESCH, BILL
 WNVA, Norton, Va.

BENFIELD, BERLIN
 WKSJ, Pulaski, Tenn.

BENGTSON, CHARLES
 WATR, Waterbury, Conn.

BENNETT, BERN
 CBS, WCBS-TV, New York,
 N. Y.

BENNETT, BILL
 WDOS, Oneonta, N. Y.

BENNETT, BING
 WSKY, Asheville, N. C.

BENNETT, DEAN
 KCSU, Provo, Utah

BENSON, FRANK
 WJRD, Tuscaloosa, Ala.

BENSUSSEN, SAM
 KIEV, Glendale, Calif.

BENUM, ARNOLD
 KITO, San Bernardino, Calif.

BENSON, HAL
 WMPS, Memphis, Tenn.

BERGE, GENE
 WGAY, Silver Rapids, Md.

BERGER, NORMAN
 WKBX, Youngstown, O.

BERGERSON, IVAN
 KCLL, Houma, La.

BÉRGSTROM, ART
 WMMW, Meriden, Conn.

BERLIN, PAUL
 WJHM, Memphis, Tenn.

BERRY, DICK
 WCNT, Centralia, Ill.

BERRY, JOHN
 WEBQ, Harrisburg, Ill.

BERRY, W. E.
 KENO, Las Vegas, Nev.

BERTRAND, JACK
 KOLE, Fort Arthur, Tex.

BETTERS, MITCHEL C.
 WTHF, Hartford, Conn.

BICKFORD, CHARLES
 WFGN, Gaffney, S. C.

BILL, CHUCK
 WJJD, Chicago, Ill.

BILLINGSLEY, JOHN
 KSFJ, Naacogdoches, Tex.

BINGHAM, BOB
 WCNC, Elizabeth City, N. C.

BINGHAM, DICK
 WTSP, St. Petersburg, Fla.

BINGMAN, FRANK
 NBC
 "Cavalcade of America"

BIRMINGHAM, JOHN
 WNBZ, Saranac Lake, N. Y.

BISH, DON
 KGEM, Boise, Ida.

BISHOP, CLAY
 KSEM, Moses Lake, Wash.

BISHOP, JEROME
 WTND, Orangeburg, S. C.

BIVENS, BILL
 NBC, Fred Waring Show

BLACK, ALAN
 WPTT, Pittsburgh, Pa.

BLACK, BERNIE
 WGPA, Bethlehem, Pa.

BLACK, CHARLIE
 WSAI, Cincinnati, O.

BLACK, JIM
 WIBK, Knoxville, Tenn.

BLACK, JOSEPH
 WHK, Cleveland, O.

BLACKBURN, BILL
 KROY, Sacramento, Cal.



CY HARRICE

announcing

WALTER WINCHELL

Announcers—Radio-Television

BLACKMON, BEN

KEYS, Corpus Christi, Tex.

BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

BLAGG, BOB

WDNE, Elkins, W. Va.

BLAINE, JAMES

Drew Pearson, Human Side of

The News, Music and Mr.

Blaine, ABC

BLAKE, TOMMY

KWHI, Breunham, Tex.

BLAND, CECIL

KTBS, Shreveport, La.

BLANKS, VICTOR

KFBK, Sacramento, Cal.

BLECKLEY, JOHN

WCJU, Columbia, Miss.

BLISS, HOMER

WHAM, Rochester, Mass.

BLOCK, MARTIN

NBC

Chesterfield Supper Club

BLOSS, WILLIAM

WKYB, Paducah, Ky.

BLUE, PAUL

KTLN, Denver, Colo.

BLUM, LARRY

WMAK, Nashville, Tenn.

BOARDMAN, FRANK

KSWO, Lawton, Okla.

BOARDWAY, JAY

KSON, San Diego, Cal.

BODKIN, LARRY

WTAL, Tallahassee, Fla.

BOGDEN, HILARY

WJAS, Pittsburg, Pa.

BOHACK, BILL

WPAT, Patterson, N. J.

BOHLIN, BILL

WEAU, Eau Claire, Wis.

BOIVIN, JAY

WFEA, Manchester, N. H.

BOLIN, ART

WARM, Scranton, Pa.

BOLLINGER, JIM

WINN, Louisville, Ky.

BOLTON, JOE

WPIX, New York, N. Y.

BOLTON, LESLIE R.

KARK, Little Rock, Ark.

BOND, FORD

David Harum, CBS

BONDARIN, AL

KFOR, Lincoln, Neb.

BOONE, BOB

WBYS, Canton, Ill.

BOOTH, LLOYD

KYOU, Greeley, Colo.

BOOTH, VIRGIL

WKBW, Buffalo, N. Y.

BORTHWICK, BILL

WBRC, Birmingham, Ala.

BOSCH, HENRY

WFUR, Grand Rapids, Mich.

BOST, RAY

WNNC, Newton, N. C.

BOSTIC, TOM

KIMA, Yakima, Wash.

BOTHE, RONALD F.

WMIQ, Iron Mountain, Mich.

BOYARD, BOB

KWBR, Oakland, Cal.

BOWEN, HUGH

KWDM, Des Moines, Ia.

BOWEN, REX

KRUX, Phoenix, Ariz.

BOWER, BOB

WTIP, Charleston, W. Va.

BOWERS, BILL

KAKC, Tulsa, Okla.

BOWLES, SHANNON

KELD, El Dorado, Ark.

BOWMAN, ROGER

NBC

American Album of Familiar

Music, General Foods Shows,

CBS Television Documentary

Shows

BOYD, FORREST

KAYZ, Waterloo, Ia.

BOYD, HARVEY

KWBC, Fort Worth, Tex.

BOYD, LEX

KROW, Oakland, Cal.

BOYLE, ED

WBUY, Lexington, N. C.

BOYLE, WILLIAM

WGRD, Grand Rapids, Mich.

BOYLES, CHARLES

KTOW, Oklahoma City, Okla.

BOYNTON, CECIL

KVAL, Amarillo, Tex.

BOYSEN, JIM

WTCN, Minneapolis-St. Paul,

Minn.

BRADFORD, JOHN

WINS, New York, N. Y.

BRADLEY, BOB

WMLO, Milwaukee, Wis.

BRADLEY, FRANK

WGFG, Kalamazoo, Mich.

BRADLEY, JACK

WSAZ, Huntington, W. Va.



JOE KING

*'Speaking for
The Coca-Cola
Company.'*

Announcers—Radio-Television

BRADLEY, TRUMAN

CBS
Suspense

BRADLEY, WILLIAM V.

WLYN, Lynn, Mass.

BRAGG, CHARLES

WGNB, Murfreesboro, Tenn.

BLAKE, WIN

WKXL, Concord, N. H.

BRALY, SAM

KSUE, Susanville, Cal.

BRAMHALL, BILL

WEMP, Milwaukee, Wis.

BRANCH, NEAL

WBIR, Knoxville, Tenn.

BRAND, JACK

WENR, Chicago, Ill.

BRANDT, MEL

NBC
WNBC, New York, N. Y.

BRANDL, MILT

WISN, Milwaukee, Wis.

BRAUDRICK, GEORGE

KFDX, Wichita Falls, Tex.

BREEZEY, CHUCK

KDLK, Del Rio, Tex.

BREITENMOSER, DON

KVOB, Alexandria, La.

BRENNARD, GEORGE

WLIP, Kenosha, Wis.

BRENNAN, JOE

KXOK, St. Louis, Mo.

BRENNAN, WILLIAM

WJOY, Burlington, Vt.

BREVIK, ERNIE

WDAY, Fargo, N. Dak.

BREWER, DON

KFMJ, Tulsa, Okla.

BRICE, EVELYN

KTKR, Taft, Cal.

BRIGGS, FRED

KITO, San Bernardino, Cal.

BRIMACOMB, LES

KXLO, Lewiston, Mont.

BRIN, HARRISE

KTLA, Los Angeles, Cal.

BRINKLEY, JACK

Judy and Jane; Night Manager and Announcer for WLS, Chicago; Recordist of "Breakfast in The Blue Ridge"; Producer of "Silver Sails" poetry program.

BRITTON, JACK

WKGN, Knoxville, Tenn.

BROOK, PHILIP

WNEB, Worcester, Mass.

BROOKS, BOB

WSCR, Scranton, Pa.

BROOKS, FARRELL

KRHD, Duncan, Okla.

BROOKS, FRANK

WBUD, Morrisville, Pa.

BROOKS, GILBERT

WKNA, Charleston, W. Va.

BROOKS, MIKE

WBIG, Greensboro, N. C.

BROOKS, PHIL

KRRD, Los Angeles, Cal.

BROOKS, TOM

WHAW, Weston, W. Va.

BROPHY, BILL

WKNY, Kingston, N. Y.

BROTHERS, BILL

WCBT, Roanoke Rapids, N. C.

BROWN, BERNARD

WAPO, Chattanooga, Tenn.

BROWN, BILL

WLW, Cincinnati, O.

BROWN, BOB

WISC, Madison, Wis.

BROWN, ED

KFDA, Amarillo, Tex.

BROWN, EDWIN

WJJK, Montgomery, Ala.

BROWN, EMERSON

WTRR, Sanford, Fla.

BROWN, GERALD

WGRC, Louisville, Ky.

BROWN, GORDON

WVLK, Lexington, Ky.

BROWN, HARVEY

WLBK, Leesburg, Fla.

BROWN, HOWARD

WFIL, Philadelphia, Pa.

BROWN, HILLIARD

WHOP, Hopkinsville, Ky.

BROWN, JAMES

WKMH, Dearborn, Mich.

BROWN, PHIL

WTBF, Troy, Ala.

BROWN, PHILLIP

WCOV, Montgomery, Ala.

BROWN, RED

WDXB, Chattanooga, Tenn.

BROWN, ROBERT

WEPM, Martinsburg, W. Va.

BROWN, TED

WOR, New York, N. Y.

BROWN, TOM

KCRS, Midland, Tex.

BROWN, WILLIAM

WNEB, Worcester, Mass.

BROWNE, HALBERT

WOLS, Florence, S. C.



BEN GRAUER

NBC

on week days, it's JACK
on Sundays, it's JOHN PATRICK

but ALWAYS,

COSTELLO

NBC

Announcers—Radio-Television

BROWNE, TOM
WKBC, North Wilkesboro, N. C.

BROWNING, DOUG
Harry Wismer, Kay Kyser (while in N. Y.), Paul Whiteman Record Show, ABC

BROWNING, GORDON
KRKD, Los Angeles, Cal.

BRUNNER, LARRY
WCKY, Cincinnati, O.

BUGGEMAN, VERN
KALL, Salt Lake City, Utah

BRUNER, BOB
WXLW, Indianapolis, Ind.

BRUNER, MARSHALL
WOMI, Owensboro, Ky.

BRYAN, BILL
KBYE, Oklahoma City, Okla.

BRYAN, GEORGE
Talent Scouts, Hit The Jackpot, CBS

BRYANT, GEORGE
WTIP, Charleston, W. Va.

BRYANT, KENNY
WKEY, Covington, Va.

BRYSON, JOHN
WENR-TV, Chicago, Ill.

BUCHANAN, PAUL
WTOM, Bloomington, Ind.

BUCK, BERNARD
WPTR, Albany, N. Y.

BUCK, LOUIE
WSM, Nashville, Tenn.

BUSKLEY, RICHARD
WANE, Fort Wayne, Ind.

BUCKMAN, GENE
WIL, St. Louis, Mo.

BUECHLER, JACK
WEXT, Milwaukee, Wis.

BUICE, ROBERT
KARK, Little Rock, Ark

BULLOCK, JACK
KTIP, Porterville, Ky.

BUMGARDNER, PAUL RUSSELL
WHBS, Huntsville, Ala.

BURGER, ROBERT L.
WCAX, Burlington, Vt.

BURGESS, RALPH
WSAC, Columbia, Ga.

BURGESS, TOM
WWNC, Asheville, N. C.

BURKA, BERNARD
WBLK, Clarksburg, W. Va.

BURKA, MEL
WCHS, Charleston, W. Va.

BURKE, ALAN
WNAO, Raleigh, N. C.

BURNS, GENE
KNEL, Brady, Tex.

BURKE, JACK
WICY, Malone, N. Y.

BURNS, DARREL
KXLE, Ellensburg, Wash.

BURNS, JOSEPH
WNHC, New Haven, Conn.

BURT, GARLAND
WLAK, Lakeland, Fla

BURT, JIM
KELO, Sioux Falls, S. Dak.

RUSH, HERB
KOAT, Albuquerque, N. Mex.

BUSSARD, ADELINE
KWVB, Walla Walla, Wash.

BUTHERUS, ED
KGW, Portland, Ore.

BUTLER, JAY
KFRM, Kansas City, Mo.

BUTLER, JAY
KMBC, Kansas City, Mo.

BUTZ, BOB
KBOL, Boulder, Colo

— C —

CABE, LESLIE
KVAN, Vancouver, Wash.

CABLE, LOWELL D.
KVOA, Tucson, Ariz.

CADDELL, GRAHAM
WJMX, Florence, S. C.

CADE, MARVIN
WJW, Cleveland, O.

CAIN, OLLIE
WABB, Mobile, Ala.

CALDWELL, JAY
WGH, Newport News, Va

CALDWELL, JOE
WNAO, Raleigh, N. C.

CALL, NEAL
WBUX, Doylestown, Pa.

CALLAHAN, JACK
WBYS, Canton, Ill.

CALLIGAN, CLAYTON V.
WFRP, Savannah, Ga.

CALVERT, ROBERT
WAJR, Morgantown, W. Va.

CAMPBELL, CLAUDE N., JR.
WCLA, Baton Rouge, La.

CAMPBELL, DAVE
WBT, Charlotte, N. C.

CAMPBELL, GEORGE
WJLL, Niagara Falls, N. Y.

CAMPBELL, REX
KSL, Salt Lake City, Utah



MILTON CROSS
"Metropolitan Opera"
Sat. 2 p.m.
"Metropolitan Auditions
Of The Air"
Sun. 4:30-5 p.m.
A B C



FRANK GALLOP

Announcers—Radio-Television

- CAMPCHERO, BOB**
WABY, Albany, N. Y.
- CANAMAR, BUD**
WMJK, Middlesboro, Ky.
- CANDLER, PETE**
WFVA, Fredericksburg, Va.
- CANNADAY, BILL**
WJMO, Cleveland, O.
- CANNON, SAM**
WCMD, Cambridge, Md.
- CAPFS, BOB**
KRUX, Phoenix, Ariz.
- CARDELL, GEORGE**
WSOY, Decatur, Ill.
- CAREY, DICK**
WMJK, Middlesboro, Ky.
- CARIKER, KEN**
KRBC, Abilene, Tex.
- CARLE, JIM**
WSRS, Cleveland Hgts. O.
- CARLE, PERRY**
KUJ, Walla Walla, Wash.
- CARLSON, ADE**
WEBC, Duluth, Minn.
- CARLSON, HARRY**
WOR, New York, N. Y.
- CARLSON, HOWDY**
WISH, Indianapolis, Ind.
- CARLSON, WILL**
WBCK, Battle Creek, Mich.
- CARLTON, BOB**
WMBD, Peoria, Ill.
- CARLTON, JOHN**
WJL, Niagara Falls, N. Y.
- CARMEN, JOHNNY**
KASA, Elk City, Okla.
- CARMONA, AL**
KGFJ, Hollywood, Cal.
- CAROTHERS, LARRY**
WCNT, Centralia, Ill.
- CARPENTER, BILL**
WOKO, Albany, N. Y.
- CARPENTER, ROBERT**
WBCM, Bay City, Mich.
- CARPENTER, ROBERT E.**
WKBB, Dubuque, Ia.
- CARROL, JAMES**
WBBB, Burlington, N. C.
- CARROLL, RALPH**
WNBF, Binghamton, N. Y.
- CARROLL, VINCENT**
WBAX, Wilkes-Barre, Pa.
- CARSWELL, TOM**
WORZ, Orlando, Fla.
- CARTER, CAL**
KAMD, Camden, Ark.
- CARTER, DUNCAN**
WTH, Port Huron, Mich.
- CARTER, JACK**
KSEO, Durant, Okla.
- CARTER, JERRY**
WKIP, Poughkeepsie, N. Y.
- CARTER, ROBERT**
KDB, Santa Barbara, Cal.
- CARTER, SAM**
WCAV, Norfolk, Va.
- CARUSO, CARL**
WOR, New York, N. Y.
- CASE, KEN**
KTBS, Shreveport, La.
- CASE, NELSON**
CBS, Lowell Thomas
Ford Theater
- CASEY, TOM**
WENR-TV, Chicago, Ill.
- CASHION, JOHN T.**
WDBC, North Wilkesboro,
N. C.
- CASSARA, ERNIE**
WBET, Brockton, Mass.
- CASSELL, CLARENCE**
KQW, San Jose, Cal.
- CASSELMAN, CHET**
KERN, Bakersfield, Cal.
- CASSIDY, TOM**
KFAC, Los Angeles, Cal.
- CATE, LOUIS C.**
WENY, Elmira, N. Y.
- CATUDAL, JACQUES**
CKAC, Montreal, Que.
- CAUDILL, CARL**
WWNF, Fayetteville, N. C.
- CAUSSEY, BID**
KONE, Monroe, La.
- CAUSEY, DON**
KHOZ, Harrison, Ark.
- CAUTHEN, BILLIE B.**
WMLT, Florence, Ala.
- CECIL, HERMAN**
KCMC, Texarkana, Tex.
- CESSNA, HAL**
WGFG, Kalamazoo, Mich.
- CHAMBERS, HUGH**
WNJR, Newark, N. J.
- CHAMBERS, JAMES**
WBNY, Buffalo, N. Y.
- CHAMBRUN, BILL**
WXKW, Albany, N. Y.
- CHANCELLOR, GREGG**
KOME, Tulsa, Okla.
- CHAMPMAN, ED**
WRRG, Mobile, Ala.
- CHAPMAN, FRED**
WILK, Wilkes-Barre, Pa.



"BROKENSIRE BROADCASTING"

9:30 a.m. WNBC 12:30 p.m.

United States Steel's
"THEATRE GUILD ON THE AIR"
ABC

Personal Management: Doug Storer



DAVID ROSS

Announcers—Radio-Television

CHAPMAN, JERRY
WIRE, Indianapolis, Ind.

CHARLES, GORDON
WTOM, Traverse City, Mich.

CHARLES, JERRY
WTOR, Torrington, Conn.

CHARLES, VAN
WIBK, Knoxville, Tenn.

CHASE, BOB
WLOO, Janesville, Wis.

CHASEMAN, JOEL
WAAM, Baltimore, Md.

CHATTERTON, LARRY
KTSL, Hollywood, Cal.

CHERNAULT, GEORGE
WLSL, Roanoke, Va.

CHESTER, HARVEY
WLAW, Lawrence, Mass.

CHESTER, JACK
KFBI, Wichita, Kans.

CHILDS, LELAND
WAPX, Montgomery, Ala.

CHRISTENSEN, DON
WOSH, Oshkosh, Wis.

CHRISTIE, LEWIS
KOCA, Kilgore, Tex.

CHRONICLE, DALE
KRBL, McCook, Neb.

CLARK, BILL
KHUZ, Borger, Tex.

CLARK, GORDON
KPBX, Beaumont, Tex.

CLARK, GORDON
KRAL, Rawlins, Wyo.

CLARK, HAROLD
WEAN, Providence, R. I.

CLARK, HENRY
WEAV, Plattsburg, N. Y.

CLARK, JAMES C.
WTYC, Rock Hills, S. C.

CLARK, TOM
WTNS, Coshocton, Wis.

CLARKE, HERB
WLOE, Lenksville, N. C.

CLARKE, JOHN H.
Narrator, Disc Jockey; b. Kingston, Ohio, May 10, '13; ed. U. of Cinn.; Cinn. Conservatory of Music, Miami U. (Ohio); Going to Town; Three Corner Club; Rittenhouse Chimes Show (Tele) Staff Announcer (WINS).

CLAYTON, OLIVER
KEPO, El Paso, Tex.

CLAYTON, ROBERT
WJIM, Lansing, Mich.

CLEAR, WILLIAM
WRTA, Altoona, Pa.

CLEARY, WILLIAM
KRDO, Colorado Springs, Colo.

CLEAVER, MARSHALL S.
WKAP, Allentown, Pa.

CLIFORD, NOEL
WEKR, Fayetteville, Tenn.

CLIFTON, CHARLES
KELD, El Dorado, Ark.

CLINE, KEN
WJBK, Detroit, Mich.

CLOWES, JOHN
KCMJ, Palm Springs, Cal.

CLUHE, GEORGE
WBTA, Batavia, N. Y.

COCHRAN, PAUL
KWHK, Hutchinson, Kans.

CODDON, HAL
KFMB, San Diego, Cal.

COE, JERRY
KIXL, Dallas, Tex.

COFFEY, RICHARD
KSWL, Council Bluffs, Ia.

COFFIN, TED
WAGM, Presque Isle, Me.

COHN, MORT
WCHS, Charleston, W. Va.

COKER, BOB
WTAN, Clearwater, Fla.

COLBY, JACK
KLIF, Dallas, Tex.

COLE, DAVE
WTAL, Tallahassee, Fla.

COLE, LOU
WWRU, New York, N. Y.

COLEMAN, VERNON E.
WOGB, West Yarmouth, Mass.

COLGAN, FRED
KELP, El Paso, Tex.

COLLIER, WALTER
WTRR, Sanford, Fla.

COLLINS, ART
KBOW, Butte, Mont.

COLLINS, BILL
KTAN, Sherman, Tex.

COLLINS, FRED
WNLK, Norwalk, Conn.

COLLINS, JOE
KAVE, Carlsbad, N. Mex.

COLLINS, JOHN
WBIR, Knoxville, Tenn.

COLLINS, STAN
KSYC, Yreka, Cal.

COLLINS, WAYNE LEROY
KGMB, Honolulu, T. H.

COLLISTER, VIETS
WICA, Ashtabula, O.



**GLENN
RIGGS**

free - lance
ANNOUNCER EMCEE

LEx. 2-1100



Gene Hamilton

Music Commentator—
everything from "Lower Basin Street"
to the Boston Symphony.

Director—Announcer
"Carnegie Hall" Concerts, American
Oil Company.

A.B.C.

Announcers—Radio-Television

COLLYER, BUD

(Collyer, Clayton); Quiz of Two Cities; Superman; Break the Bank (ABC); Life Can Be Beautiful (NBC); Mollie Mystery Theater (NBC); Winner Take All (CBS-CBS-TV).

COLTON, LAVERN

WLAN, Lewiston, Me.

COM, AL LA

KNEW, Spokane, Wash.

CONTE, GEORGE

WTMJ-TV, Milwaukee, Wis.

CONDON, JERRY

WMON, Montgomery, W. Va.

CONDON, STUART

KGNC, Amarillo, Tex.

CONFER, WILLIAM

WFBG, Altoona, Pa.

CONTER, RALPH

WVOR, Colorado Springs, Colo.

CONOVER, HUGH

Big Sister, Bob Hawk Show
CBS

CONRAD, BOB

WAPX, Montgomery, Ala.

CONRAD, GENE

WWSO, Springfield, O.

CONSIDINE, BOB

NBC
Fred Waring Show

COOK, CLARK

KTMS, Santa Barbara, Cal.

COOK, DICK

WCKY, Cincinnati, O.

COOK, JACK

KRDO, Colorado Springs, Colo.

COOK, JAMES R.

WGBA, Columbus, Ga.

COOK, WARREN

WANE, Fort Wayne, Ind.

COOKE, HENRY

WMAQ, Chicago, Ill.

COON, AL

KOLO, Reno, Nev.

COOPER, CHARLES

WKK, Erie, Pa.

COOPER, MARK

KDON, Monterey, Cal.

COPE, FRANK

KJBS, San Francisco, Cal.

CORCORAN, BILL

WJBO, Baton Rouge, La.

CORLEY, BOB

WQXI, Atlanta (Buckhead), Ga.

CORNELL, BOB

KFAC, Los Angeles, Cal.

COSTLEY, JAN

WINR, Binghamton, N. Y.

CORBETT, JOHN

WBEN-TV, Buffalo, N. Y.

CORBIN, LOU

WFBR, Baltimore, Md.

CORLEY, BILL

WBNS, Columbus, O.

CORNELL, DON

KFXJ, Grand Junction, Colo.

CORNING, TIBBITS

Fred Beck Show, CBS

CORNTHWAITE, BOB

KFOX, Long Beach, Cal.

COSLETT, FRANKLIN D.

WBRE, Wilkes-Barre, Pa.

**COSTELLO, JOHN
PATRICK (Jack)**

Announcer, Narrator, Commentator; b. Sauk Center, Minn.; St.

Bonaventure College, U. of Minn., Honorary Degree, Litt. D.; Music America Loves Best; RCA Victor; Kraft Music Hall; Hildegard Raleigh Room; Story of Music; Vacation With Music; Catholic Hour; First Piano Quartet (NBC); Eleventh Hour News (WNBC).

COTE, FRANK R.

WHA1, Greenfield, Mass.

COURTNEY, LEE

KXYZ, Houston, Tex.

COVINTON, DICK

KRDS, Paragonld, Ark.

COWLING, TERRY

WCOP, Boston, Mass.

COX BILL

WWDC, Washington, D. C.

COX, JIM

WMRF, Lewiston, Pa.

CRABBE, WILLIAM A.

KRUZ, Santa Cruz, Cal.

CRAIG, DICK

WCBI, Columbus, Miss.

CRAIG, GEORGE

KFDX, Wichita Falls, Tex.

CRANE, BEN

KXIC, Iowa City, Ia.

CRANE, LEO

KSON, San Diego, Cal.

CRANE, STEPHEN

WZIP, Covington, Ky.

CRAVEN, HAROLD

WHPE, High Point, N. C.

CRAWFORD, GEORGE

WINX, Washington, D. C.

CRAWFORD, PAUL

KRWK, Shreveport, La.

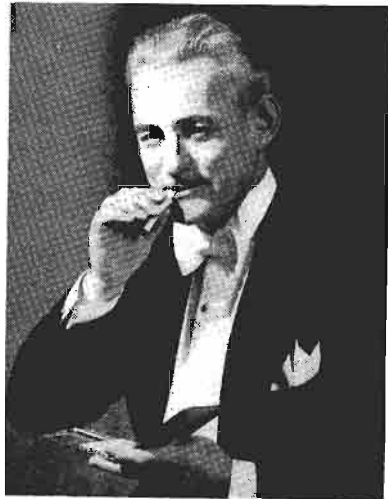


ALUN WILLIAMS

ANNOUNCING
RADIO and TELEVISION

LE. 2-1100

CI. 6-2200



KELVIN KEECH



... and still going strong!

Announcers—Radio-Television

CRENSHAW, PHIL
KVLH. Pauls Valley, Okla.
CROFFORD, GEORGE
KOCS. Ontario, Cal.
CROSATTO, DAVE
KJBS. San Francisco, Cal.
CROSS, GEORGE
WEXL. Royal Oak, Mich.

CROSS, MILTON
Metropolitan Opera, Metropolitan Auditions of the Air, Piano Playhouse (ABC).

CROUCHET, GEORGE
KPAC. Port Arthur, Tex.

CRUMP, GEORGE
WCRO. Johnstown, Pa.

CRUMPLEY, GUY
WRHP. Tallahassee, Fla.

CRUTCHER, JACK
KTOP. Topeka, Kans.

CULLEN, WILLIAM L.
Radio Announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Winner Take All (CBS); Hit the Jackpot; Crime Photographer.

CULVER, J. P.
WKIG. Dothan, Ala.

CUMMINGS, BOB
WTRK. W. Palm Beach, Fla.

CUMMINS, RAY
WMBL. Morehead City, N. C.

CUNNINGHAM, CHRIS
WPAT. Paterson, N. J.

CURTIN, DAVID
WRNY. Rochester, N. Y.

CURTIS, BILL
WDGY. Minneapolis, Minn.
CURTISS, RUSS
KGYI. Greenville, Tex.
CUTTING, DICK
KCSB. San Bernardino, Cal.

— D —

DABECO, HENRY
WJAS. Pittsburgh, Pa.

DAGG, BILL
WNOW. York, Pa.

DAHLBERG, JERRY
KROX. Crookston, Minn.

DALE, HAROLD B.
WKNS. Kinston, N. C.

DALE, STANLEY
WAIR. Winston-Salem, N. C.

DANE, MARSHALL
WJNO. West Palm Beach, Fla.

DANIELS, ED
WDLA. Memphis, Tenn.

DANIELS, JOE
WCSS. Amsterdam, N. Y.

DANIELS, PAUL
WVNH. Rochester, N. Y.

DANIELSON, JIM
KASH. Eugene, Ore.

D'ARCY, BOB
KPKW. Pasco, Wash.

DARLINGTON, GEORGE
WGC'D. Chester, S. C.

DARY, ALAN
WBRY. Waterbury, Conn.

DAUGHERTY, BILL, JR.
KJUN. Pecos, Tex.

DAVIDSON, BOB
WFAS. White Plains, N. Y.

DAVIDSON, PAUL
WKAN. Kankakee, Ill.

DAVIDSON, TOM
WCOA. Pensacola, Fla.
DAVIES, BILL
WLAQ. Rome, Ga.
DAVIS, DAN
KTOX. Bay City, Tex.
DAVIS, EDWARD
WFPG. Atlantic City, N. J.

DAVIS, FRED
KRPL. Moscow, Ida.

DAVIS, GEORGE
WRBL. Columbus, Ga.

DAVIS, HAL
KCMJ. Palm Springs, Cal.

DAVIS, JOHN
WWSW. Pittsburgh, Pa.

DAVIS, JOHN LEE
WKEY. Covington, Va.

DAVIS, LARRY
KRNT. Des Moines, Ia.

DAVIS, OVIDE
KCLL. Houma, La.

DAVIS, PAUL
KAVE. Carshad, N. Mex.

DAVIS, RUSS
WBKB. Chicago, Ill.

DAVIS, TOM
KXLR. No. Little Rock, Ark.

DAVISON, PHIL
WBCC. Bethesda-Chevy Chase, Md.

DAVY, BOB
KASH. Eugene, Ore.

DAWSON, GRAHAM
WELQ. Tupelo, Miss.

DAY, JACK
WFBR. Baltimore, Md.

DAY, MAX
WKMO. Kokomo, Ind.

WIN ELLIOT

Emcee "County Fair"
Borden Company—CBS

Emcee "Betty Crocker"
General Mills—ABC

Emcee "Quick As A Flash"
Helbros Watches—MBS

Narrator-Announcer
"Willie Piper"
General Electric—ABC

Emcee ET's for
United States Treasury

Television

N. Y. Ranger Hockey Games
WPIX

Ford Motors—CBS-TV

Maxwell House Coffee

Knox Hats



RADCLIFFE HALL
NBC NBT

Announcers—Radio-Television

DAYTON, LEE
 WMAL, Washington, D. C.
DeALESSI, GENE
 KTIM, San Rafael, Cal.
DEAN, JOHN
 WDNC, Durham, N. C.
DEARMAN, PAUL
 WSIC, Statesville, N. C.
DeBARDELABEN, ROB
 WTIK, Durham, N. C.
DeBARR, BERT
 WVLN, Olney, Ill.
DEEDS, WALTER
 KVOL, Lafayette, La.
DEEGAN, MICHAEL
 WJMJ, Philadelphia, Pa.
DEER, JIMMY
 WDAR, Savannah, Ga.
DeFAY, RICHARD
 KBIO, Butley, Ida.
DeGRAVELLE, ROU
 KROF, Abbeville, La.
DEINES, NAY
 KMMJ, Grand Island, Neb.
DELANEY, CHUCK
 WCBI, Columbus, Miss.
DELMAR, BILL
 KSMO, San Mateo, Cal.
DeMARSE, WILLIAM
 WRNY, Rochester, N. Y.
DEMERS, BOB
 WLAM, Lewiston, Me.
DENMAN, REX
 KREI, Farmington, Mo.
DENMON, PAUL
 WKWF, Key West, Fla.
DENNIS, LEE
 KRKO, Everett, Wash.
DENTLER, WARREN
 WCPO, Cincinnati, O.

DENTON, ROBERT
 NBC
DERBY, CLIFF
 WAOV, Vincennes, Ind.
DERRICK, JOHN
 KOJM, Havre, Mont.
DESMOND, WARREN
 WAZF, Yazoo City, Miss.
deSUZE, CARL
 WBZ-TV, Boston, Mass.
DEUEL, LES
 WOKO, Albany, N. Y.
DEVINE, OTIS
 WSM, Nashville, Tenn.
DEWES, TERRY
 WHYU, Newport News, Va.
DEWTITT, BILL
 WFBN, Indianapolis, Ind.
DeYOUNG, JOHN
 WGL, Fort Wayne, Ind.
DICKSON, WILFORD
 KBST, Big Springs, Tex.
DIETZ, ROBERT
 WSBK, Pensacola, Fla.
DILL, GLEN
 WTSP, St. Petersburg, Fla.
DILL, JACK A.
 WENK, Union City, Tenn.
DILLEHAY, GENE
 KBYE, Oklahoma City, Okla.
DILLNER, BILL
 WEDC, Chicago, Ill.
DILLON, MICHAEL
 KRDO, Colorado Springs, Colo.
DiMARCO, GENE
 WJVB, Jacksonville, Fla.
DISON, MASON
 KICD, Spencer, Ia.

DIX, AL
 KBOW, Butte, Mont.
DIXON, TOM
 KFAX, Los Angeles, Cal.
DIXON, ROY
 KTRM, Beaumont, Tex.
DOBBS, JOE
 WBNS, Columbus, O.
DOBBY, JOHN
 KFMJ, Tulsa, Okla.
DODD, THOMAS L., JR.
 WDEV, Waterbury, Vt.
DODDS, DON
 KIDH, Boise, Ida.
DODSON, EDDIE
 WLAB, Athens, Tenn.
DOHERTY, SIDNEY
 WJLS, Beckley, W. Va.
DOMEC, JOHNNIE
 KROF, Abbeville, La.
DONAHUE, TOM
 KMHL, Marshall, Minn.
DONALDSON, AL
 KDGE, Fergus Falls, Minn.
DONALDSON, ROBERT
 WJJJ, Montgomery, Ala.
DONZE, DONALD M.
 KSGM, St. Genevieve, Mo.
DOOLEY, CHARLES B.
 WJJS, Owensboro, Ky.
DOOLITTLE, DON
 KFI-TV, Los Angeles, Cal.
DOREMUS, WARREN
 WHEC, Rochester, N. Y.
DORSEY, BILL
 WSKY, Asheville, N. C.
DORSEY, HOWARD
 KMOX, St. Louis, Mo.
DOUBLEDAY, BILL
 RWBR, Oakland, Cal.



GEORGE ANSBRO

WJZ—ABC



ARTHUR GARY

NBC - WNBC - NBT

Announcers—Radio-Television

DOUGLAS, ALAN
WKMH, Dearborn, Mich.
DOUGLAS, JACK
KELO, Sioux Falls, S. Dak.
DOUGLAS, WOLLY
WCAV, Norfolk, Va.
DOVIS, BOB
WBAL-TV, Baltimore, Md.
DOWD, DON
WENR, Chicago, Ill.
DOWNEY, BILL
WISN, Milwaukee, Wis.
DOWNING, BERT
KUBA, Yuba City, Calif.
DOYLE, JIM
WTMV, East St. Louis, Ill.
DOYLE, NORMAN J., JR.
WCCM, Lawrence, Mass.
DRABANT, JACK
WCRO, Johnstown, Pa.
DRAKE, TOMMY
KSTB, Breckenridge, Tex.
DRAFER, LARRY
WFAU, Augusta, Me.
DREPPER, BOB
WLOW, Norfolk, Va.
DREWS, BOB
WNLK, Norwalk, Conn.
DRENLER, JIM
WMAM, Marinette, Wis.
DU BOIS, CHARLES
KBMY, Billings, Mont.
DUDLEY, DICK
NBC
DUDLEY, RALPH
WXGI, Richmond, Va.
DUFFY, JON
KALL, Salt Lake City, Utah
DUTY, FRED
KAUS, Austin, Minn.

DUHAMEL, GORDON
WCCM, Lawrence, Mass.
DUKE, KEN
KAMQ, Amarillo, Tex.
DULANE, CHUCK
WGAY, Silver Rapids, Md.
DUNBAR, EDWARD
WBBQ, Augusta, Ga.
DUNBAR, RUSS
WOR, New York, N. Y.
DUNCAN, CARL
WKOX, Frammingham, Mass.
DUNCAN, EDDIE
WEAO, Evansville, Ind.
DUNCAN, NORVIN
WFBC, Greenville, S. C.
DUNCAN, RICHARD
WBLK, Clarksburg, W. Va.
DUNFORD, HOWARD
WHRN, Marion, O.
DUNHAM, JIM
WMMW, Meriden, Conn.
DUNHAM, RICHARD H.
b. New York, N. Y., Feb. 26, 1916; ed. Rollins College; The Strange Romance of Evelyn Winters (CBS); Katie's Daughter (NBC); Rose of My Dreams (MB5); Mollie Mystery (NBC); Policewoman (ABC).
DUNHAM, JOHN
WBKB, Chicago, Ill.
DUNLAP, TED
WMAL, Washington, D. C.
DUNLAP, WALLACE B.
WLIZ, Bridgeport, Conn.
DUNN, EDDIE
NBC
Jack Berch Show

DUNN, JACK
KRE, Berkeley, Calif.
DUNN, MIKE
WXLW, Indianapolis, Ind.
DUNNE, BOB
WEXT, Milwaukee, Wis.
DUNPHY, JERRY
KOAT, Albuquerque, N. M.
DURBIN, EUGENE
KOCs, Oakland, Cal.
DUTCH, HAROLD
WABI, Bangor, Me.
DUTY, EDWARD
KRUZ, Santa Cruz, Cal.
DVORAK, GEORGE
KFI, Los Angeles, Cal.
DYER, HAROLD F.
WCSH, Portland, Me.
DYRE, ROBERT
KUBA, Yuba City, Cal.

— E —

EAGON, BRUCE
KVOO, Tulsa, Okla.
EAKINS, PHIL
KOAT, Albuquerque, N. Mex.
EARL, GLENN
KPBX, Beaumont, Tex.
EARLE, BILL
WHIT, New Bern, N. C.
EAST, HENRY
WSAC, Columbus, Ga.
EASTON, ALEX
WISC, Madison, Wis.
EATON, GORDON
WGST, Atlanta, Ga.
ECKERT, EDWARD
WKNY, Kingston, N. Y.
ECKLES, DAMON
WDAE, Tampa, Fla.

ART BAKER'S- NOTEBOOK

IN ITS 11th YEAR

KECA



JOE GIVEN

ANNOUNCER — NEWSCASTER — NARRATOR
WOV
LEx. 2-1100

Announcers—Radio-Television

EDDY, RAY
WPDQ, Jacksonville, Fla.

EDEN, FRED
WQQW, Washington, D. C.

EDGAR, RALPH
WGAR, Cleveland, O.

EDMONDS, BILL
WMGM, New York, N. Y.

EDNEY, KERMIT
WHKP, Hendersonville, N. C.

EDWARDS, BILL
KWEM, West Memphis, Ark.

EDWARDS, DON
WTAX, Springfield, Ill.

EDWARDS, FRANK
WHJB, Greensburg, Pa.

EDWARDS, JOHN
KATL, Houston, Tex.

EDWARDS, LARRY
WARD, Johnstown, Pa.

EDWARDS, MARTIN
WBMD, Matimore, Me.

EDWARDS, RAY
KXIC, Iowa City, Ia.

EGNER, NATE
WLDS, Jacksonville, Ill.

EICHER, ROBERT
WBEL, Beloit, Wis.

EICHORN, FRANK
WGLN, Grand Falls, N. Y.

EISWORTH, BOB
WXXW, Albany, N. Y.

ELIOT, BRUCE
WOR, New York, N. Y.

ELLERBE, CARROLL
KMO, Tacoma, Wash.

ELLIOTT, CHARLES
WMGY, Montgomery, Ala.

ELLIOT, IAN
KLIX, Twin Falls, Ida.

ELLIOT, WILLIAM I.
WHEB, Portsmouth, N. H.

ELLIOT, WIN
(Elliott, Irwin); Announcer, MC, Play by Play Sports; Univ. of Mich., AB Degrees; County Fair (CBS); N. Y. Rangers Hockey (CBS-Tele); Willie Piper (ABC); Sports & Special Events (CBS-Tele).

ELLIOTT, BILL
KERO, Bakersfield, Cal.

ELLIOTT, BILL
WNOE, New Orleans, La.

ELLIOTT, KEN
WNOE, New Orleans, La.

ELLIS, DICK
KTPS, Texarkana, Tex.

ELLIS, HAROLD
KOLT, Scottsbluff, Neb.

ELLISON, JACK
KMED, Medford, Ore.

ELM, ROGER E.
WSBR, Superior, Wis.

ELMONN, ART
WEAV, Plattsburg, N. Y.

EMERICK, BOB
WOR, New York, N. Y.

EMERSON, BILL
KXLL, Missoula, Mont.

EMERY, RALPH
KRKD, Los Angeles, Cal.

EMRICH, AL
KWLK, Longview, Wash.

EMSLIE, CARL
WTOL, Toledo, O.

ENDERSBE, FRANK W.
KWOA, Worthington, Minn.

ENGLE, ROBERT
KVOE, Santa Anna, Cal.

ENO, JOHN
WKBW, Buffalo, N. Y.

ERDOSSY, WILLIAM
WHP, Harrisburg, Pa.

ERHARD, CHARLES
WCPA, Clearfield, Pa.

ERICKSON, ARCHIE
KASA, Elk City, Okla.

ERWIN, GEORGE
KFJZ, Fort Worth, Tex.

ERWIN, TOMMY
KVOB, Alexandria, Pa.

ETON, JERRY
WRAL, Raleigh, N. C.

EVANS, AL
KCLA, Pine Bluff, Ark.

EVANS, JOHN
WMON, Montgomery, W. Va.

EVANS, TOBY
WCRA, Eflingham, Ill.

EWALD, BILL
KABR, Aberdeen, S. Dak.

EWING, BILL
WPTT, Pittsburgh, Pa.

EXFORD, DORR
WACE, Chicopee, Mass.

EYRE, ALFRED
WTOR, Torrington, Conn.

FAIRICH, DICK
WSIR, Winter Haven, Fla.

—F—

FABIAN, LOUIS
WARC, Rochester, N. Y.

FACENDA, FRANK
WGH, Newport News, Va.

FACENDA, JOHN
WIP, Philadelphia, Pa.

DICK DUNHAM



Radio Registry: PL. 7-0700



TONY MARVIN
C.B.S.

Announcers—Radio-Television

FAIRCHILD, CHUCK
WBIX, Doylstown, Pa.
FALLERT, RALPH
WCAE, Pittsburgh, Pa.
FALLO, JOHN H.
KOCY, Oklahoma City, Okla.
FARRAR, JACK
KTFI, Twin Falls, Ida.
FARRINGTON, FIELDEN
Romance of Helen Trent
CBS
FARRIS, GEORGE
WVIM, Vicksburg, Miss.
FARRIS, WAYNE
WGLE, Clearwater, Fla.
FEIN, MEL
WGAT, Utica, N. Y.
FELIX, JAMES
WFIL, Philadelphia, Pa.
FELIX, JIM
WFIL-TV, Philadelphia, Pa.
FENTON, WARD
WBEN-TV, Buffalo, N. Y.
FERGUSON, C. W., JR.
WCOG, Greensboro, N. C.
FERRIBY, ERNEST
WHLS, Port Huron, Mich.
FERRIE, ROBERT
KTFE, San Antonio, Tex.
FERRIS, JOHN
WVOM, Boston, Mass.
FICKEN, NEAL
WALT, Tampa, Fla.
FIELD, TOM
WNBK, Cleveland, O.
FIELD, TOM
WTAM, Cleveland, O.
FIELDING, JULES
WAGC, Chattanooga, Tenn.

FINCH, HOWARD
WJTM, Lansing, Mich.
FINGER, HOWARD
WSAM, Saginaw, Mich.
FINN, MICHAEL
WEOA, Evansville, Ind.
FINNERTY, HUGH
KBYE, Oklahoma City, Okla.
FIRESTONE, LEN
WEDO, McKeesport, Pa.
FISCHLER, JOSEPH H.
WHCU, Ithaca, N. Y.
FISHEL, WILLIAM P.
KSO, Des Moines, Ia.
FISHELL, DOUGLAS
KREO, Indio, Cal.
FISHER, JACK
KVEC, San Luis Obispo, Cal.
FISHER, JERRY
KRIO, McAllen, Tex.
FISHER, LEWIS
WINS, New York, N. Y.
FISK, JIM
KCKY, Coolidge, Ariz.
FITZ, STEVE
WSNY, Schenectady, N. Y.
FITZPATRICK, JAMES
WRAC, Williamsport, Pa.
FITZSIMMONS, JIM
KIND, Independence, Kans.
FLANAGAN, PAUL
WTRY, Troy, N. Y.
FLANNIGAN, PAT
WCAP, Asbury Park, N. J.
FLEISCHMAN, DEAN
WSPD, Sarasota, Fla.
FLEMING, ED
CBS
Our Gal Sunday

FLEMING, TOM
WSPA, Spartanburg, S. C.
FLETCHER, THOMAS
WHK, Cleveland, O.
FLETCHER, WARREN
KUTA, Salt Lake City, Utah
FLYNN, HOWARD
KMPG, Los Angeles, Cal.
FORBES, BOB
WJMX, Florence, S. C.
FORD, BILL
WKCT, Bowling Green, Ky.
FORDYCE, JERRY
WGRG, Louisville, Ky.
FORMAN, WIN
WARM, Scranton, Pa.
FORNEY, JOHN
WAPL, Birmingham, Ala.
FORSTER, ROGER
WEOA, Evansville, Ind.
FORSYTHE, LARRY
KOLH, Omaha, Neb.
FOSTER, BOB
WGNH, Gadsden, Ala.
FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.
FOSTER, MARK
WMBH, Joplin, Mo.
FOSTER, TERRY
WHBL, Sheboygan, Wis.
FOULKES, TOM
KSWO, Roswell, N. Mex.
FOUS, JIM
WRAX, Birmingham, Ala.
FOWLER, BILL
WGPC, Albany, Ga.
FOWLER, J. B.
WNGO, Mayfield, Ky.
FOWLER, JIM
WGPC, Albany, Ga.

HUGH JAMES

NBC
•
NBT
•
CBS
•
WABD



PL. 7-0700



DON HANCOCK

PL. 7-0700

Announcers—Radio-Television

FOWLER, WALTER
 WWNS, Statesboro, Ga.
FOX, ALDEN L.
 WELD, Niagara Falls, N. Y.
FOX, GARY
 KILO, Grand Forks, N. Dak.
FOX, MICKEY
 WBMD, Baltimore, Md.
FRANCIS, E. R.
 KHBG, Okmulgee, Okla.
FRANK, ALLAN
 KDYL, Salt Lake City, Utah
FRANK, DON
 WPEN, Philadelphia, Pa.
FRANK, PAUL B.
 WHKC, Columbus, O.
FRANKLIN, BOB
 KGW, Portland, Ore.
FRANKLIN, BOB
 KSWM, Joplin, Mo.
FRASER, GORDON
 Nancy Craig, Regular UN
 Commentator
 ABC
FRAZIER, HAL
 WMVA, Martinsville, Va.
FREDERICK, DON
 WOR, New York, N. Y.
FREDERICKS, DON
 KDSH, Boise, Ida.
FREDERICKS, JACK
 WKAL, Rome-Utica, N. Y.
FREDERICKSON, CARL
 WNHC-TV, New Haven, Conn.
FREDERICSON, CARL
 WNHC, New Haven, Conn.
FREED, ALA N
 WAKR, Akron, O.
FREEMAN, CLAUD
 WMRC, Greenville, S. C.

FREEMAN, PAUL
 KAFY, Bakersfield, Cal.
FRENCH, JACK
 WJPS, Evansville, Ind.
FRENCH, NED
 WLYN, Lynn, Mass.
FREY, WILLIAM
 KATL, Houston, Tex.
FRIBLEY, JOE
 WDSU-TV, New Orleans, La.
FRISCH, BOB
 WMAW, Milwaukee, Wis.
FROH, DAVE
 WLS, Lansing, Mich.
FROHOCK, JOE
 WDHL, Bradenton, Fla.
FRYE, MOSE
 KMUS, Muskegon, Okla.
FRYERS, DON
 WTRY, Troy, N. Y.
FULLER, BOB
 WKOX, Framingham, Mass.
FULLER, CLAUDE
 KVAL, Amarillo, Tex.
FULLER, JOE
 WHSC, Hartsville, S. C.
FULLER, ROBERT E.
 WBKA, Brockton, Mass.
FULMER, THURSTON
 WKOK, Sunbury, Pa.
FULTON, BOB
 KELP, El Paso, Tex.
FULTON, BOB
 WBUY, Lexington, N. C.
FULTON, DON
 WHBS, Huntsville, Ala.
FUNK, JACK
 KHMO, Hannibal, Mo.
FURMAN, CHUCK
 WHBS, Huntsville, Ala.

FURNO, PETER, JR.
 KIDO, Boise, Ida.
FUSCO, DAN
 WKAL, Rome-Utica, N. Y.

— G —

GAINES, JERRY
 WPPA, Pottsville, Pa.
GAINES, ZEKE
 WGAU, Athens, Ga.
GALLANT, NORMAN
 WFAU, Augusta, Me.
GALLOP, FRANK
 Family Hour (CBS); Milton Berle
 (NBC); Stella Dallas (NBC).
GALLOS, JOHN
 KYSM, Mankato, Minn.
GAMBLE, ROBERT
 KFOR, Lincoln, Neb.
GAMBLE, RON
 WJR, Detroit, Mich.
GANNON, MIKE
 WIS, Columbia, S. C.
GARCIA, GENE
 WALT, Tampa, Fla.
GARDINER, DON
 Monday Morning Headlines,
 News, Martin Agronsky, Gang-
 busters, ABC
GARDNER, JACK
 KLAC, Los Angeles, Cal.
GARDNER, MERVIN
 KWOA, Worthington, Minn.
GARDNER, RUSSELL
 WPDX, Clarksburg, W. Va.
GARNES, CLARENCE
 KRIG, Odessa, Tex.
GARRETT, LEE
 WROV, Roanoke, Va.

Richard Stark



ROD O'CONNOR

RED SKELTON SHOW
 DUFFY'S TAVERN SHOW
 PEOPLE ARE FUNNY SHOW
 MOTION PICTURES
 "FULLER BRUSH MAN"
 "SOUTHERN YANKEE"

Announcers—Radio-Television

GARRETT, LeROY
KLRN, Little Rock, Ark.

GARY, ARTHUR
Kenneth Bonghart Newscast
(WNBC); Bob Trout; Bill Stern's
Sport Newsreel; D & H Miners
(NBC); Camel Newsreel (NBC-
TV).

GARY, LEONARD
KNGS, Hanford, Cal.

GASTON, OTIS T.
WKZO, Kalamazoo, Mich.

GATES, JAMES
WFBG, Altoona, Pa.

GAYLE, BOB
WROV, Roanoke, Va.

GAYMAN, L. VAUGHN
WKBB, Dubuque, Ia.

GAYMAN, PARKER
KPRC, San Francisco, Cal.

GEARHART, VAL
KCSB, San Bernardino, Cal.

GEE, OLYN
WDWD, Dawson, Ga.

GEIS, ROBERT
WREF, Worthington, O.

GENTRY, WILLIAM G.
WCHV, Charlottesville, Va.

GEORGE, TOM
WDLP, Panama City, Fla.

GERARD, GEORGE
WPAY, Portsmouth, O.

GERARD, WARREN
WCAR, Pittsburgh, Pa.

GERON, NORM
WWSO, Springfield, O.

GERRI, BILL
WGAT, Utica, N. Y.

GERVAIS, SIDNEY
KATL, Houston, Tex.

GHIORSE, LARRY
WBET, Brockton, Mass.

GIBBS, JOHN D.
KQV, Pittsburgh, Pa.

GIBNEY, HAL
KNBH, Hollywood, Cal.

GIBSON, DALLAS
KMHT, Marshall, Tex.

GIBSON, GERALD
WJOY, Burlington, Vt.

GIBSON, PHIL
WMBD, Peoria, Ill.

GILBERT, AL
WIBA, Madison, Wis.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILL, DICK
WHUN, Huntington, Pa.

GILLEN, BOB
KGFJ, Hollywood, Cal.

GILLIS, BOB
KXLL, Missoula, Mont.

GILLIS, EARLE
WHBC, Columbus, O.

GILLIS, KONS
WRHP, Tallahassee, Fla.

GILMAN, HAL
WSLB, Ogdensburg, N. Y.

GILMORE, ART
Stars Over Hollywood, CBS;
Point Sublime, Murder & Mr.
Malone, ABC

GILREATH, HOWARD C.
WERD, Atlanta, Ga.

GIROUX, LEE
KGO, San Francisco, Cal.

GITTINGS, JIM
WHUN, Huntington, Pa.

GLACY, ROBERT
WKBW, Buffalo, N. Y.

GLADDEN, BILL
WAVE-TV, Louisville, Ky.

GLEASON, BOB
KNPT, Newport, Ore.

GLEBA, TOM
WCOL, Columbus, O.

GLINES, BOB
WVOM, Boston, Mass.

GLOVER, WILLARD
WFRS, Uniontown, Pa.

GOBEN, BOB
WSOY, Decatur, Ill.

GOBLIN, PAUL
KLO, Ogden, Utah

GOETZ, BILL
WLOH, Princeton, W. Va.

GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.

GOLLUB, MELVIN
WNAR, Norristown, Pa.

GOODING, KEN
KRBS, St. Joseph, Mo.

GOODWIN, BILL
NBC, Maxwell House Coffee
Time, Burns & Allen

GOODWIN, CARL
KTHH, Houston, Tex.

GOODWIN, GLENN
KSO (Des Moines, Ia.

GOODWIN, HAROLD
KTBC, Austin, Tex.

GORDON, BILL
WOV, New York, N. Y.

GORDON, DON
WHAT, Philadelphia, Pa.

GORDON, JACK
WFCR, Grand Rapids, Mich.

GORDON, JIM
WNDR, Syracuse, N. Y.

JAY STEWART

Master-of-Ceremonies

"SURPRISE PACKAGE!"

A.B.C.

Master-of-Ceremonies

"IT'S FUN TO BE YOUNG"

C.B.S.

Assisting

"TAKE IT OR LEAVE IT"

N.B.C.

HY

AVERBACH

THE BOB HOPE SHOW

Announcers—Radio-Television

GORDON, WILLIAM
WEAT, Lake Worth, Fla.

GORMAN, JACK
WSRS, Cleveland Hgts., O.

GOSS, FRANK
Hallmark Playhouse, Stars
Over Hollywood, Old Gold
Show, Fuller Paint News, CBS

GOULD, DICK
WLOW, Norfolk, Va.

GOULDING, PHIL
WMGM, New York, N. Y.

GOWEN, PAUL
WARK, Hagerstown, Me.

GRAM, AL
KXLR, No. Little Rock, Ark.

GRAMER, BILL
KUSN, San Diego, Cal.

GRANT, BRUCE
WHB, Kansas City, Mo.

GRANT, FELIX
WWDC, Washington, D. C.

GRANT, FRED
KBRC, Mount Vernon, Wash.

GRANT, HOWARD
WHOD, Homestead, Pa.

GRANT, LLOYD
WNAX, Yankton, S. Dak.

GRANTHAM, DON
WCRA, Effingham, Ill.

GRAUER, BEN
Announcer, radio, newsreels; b.
Staten Island, N. Y.; CCNY,
B.S. Degree; Home Is What You
Make It (NBC); NBC Symphony
of the Air; Jergens Journal with
Walter Winchell (ABC); Chester-
field Supper Club (NBC); Ameri-
ca United (NBC); News (NBC).

GRAY, JACK
WHOS, Decatur, Ala.

GRAY, JIM
WAIT, Chicago, Ill.

GRAY, JOHN
WGAT, Utica, N. Y.

GRAY, MARTIN
KTOP, Topeka, Kans.

GRAYSON, MEL
WSSV, Petersburg, Va.

GREAVES, GRANT
KYNO, Fresno, Cal.

GREEN, HAROLD
WFVA, Fredericksburg, Va.

GREEN, MILTON
WFNC, Fayetteville, N. C.

GREEN, ROBERT
WMMT, McMinnville, Tenn.

GREENE, FRED
WHGB, Harrisburg, Pa.

GREER, JAMES
KTXL, San Angelo, Tex.

GRESHAM, TOM
KWSL, Lake Charles, La.

GREY, MITCHELL
WJPA, Washington, Pa.

GRIBBLE, STAN
KGNO, Dodge City, Kans.

GRIFFIN, BOBBY
WHO, Des Moines, Ia.

GRIFFIN, WAYNE
WENR-TV, Chicago, Ill.

GRIFFITH, CHARLES
WTAD, Quincy, Ill.

GRIFFITH, JIM
KFDM, Beaumont, Tex.

GRIFFITH, LES
Elmer Davis, Abbott & Cos-
tello, Counterspy
ABC

GRIFFITHS, BILL
WKRT, Cortland, N. Y.

GRIGGS, NELSON
WQQW, Washington, D. C.

GRISWOLD, JACK
WCSS, Amsterdam, N. Y.

GROHMAN, JAMES
WPFG, Atlantic City, N. J.

GROPER, HAL
WRUN, Utica, N. Y.

GROVE, JERRY
WWNY, Schenectady, N. Y.

GROVES, GERRY
KURV, Edinburg, Tex.

GUERRERO, MAXIMO
KTXL, San Angelo, Tex.

GUILQUIST, RALPH
KOTA, Rapid City, S. Dak.

GULIHUR, DON
KSAM, Huntsville, Tex.

GUNDERSON, LEE
KGDE, Fergus Falls, Minn.

GUNN, GEORGE
Dick Tracy, ABC

GUSTAFSON, RODGER
WEBR, Buffalo, N. Y.

GUTTERY, WILLIAM
KSWI, Council Bluffs, Ia.

GWYN, BOB
KVET, Austin, Tex.

— H —

HAAS, CLAIR
WNDB, Daytona Beach, Fla.

HAASER, CHARLES
WMAS, Springfield, Mass.

HAASNI, HAROLD H.
KENO, Las Vegas, Nev.

HAWFNER, GEORGE
WHAM, Rochester, N. Y.

DICK WILLARD

Announcer

"Martha Deane Show"

* *

"6 O'Clock News"

* *

"8 O'Clock News"

* *

W O R

LEN STERLING

• Announcer

• Narrator

• Emcee

Available for all Networks

PL. 7-0700

Announcers—Radio-Television

HAGAN, STAN
KANS. Wichita, Kans.
HAGGATT, JERRY
WTCJ, Tell City, Ia.
HAGGERTY, FRED
WFPG, Atlantic City, N. J.
HAINES, PHIL
WTRC, Elkhart, Ind.
HALEY, TOM
WNBK, Cleveland, O.
HALL, CARL
WQAM, Miami, Fla.
HALL, NELSON
KALL, Salt Lake City, Utah

HALL, RADCLIFFE

Announcer; NBC Television Newsreel, Camel Newsreel, Ivan Sanderson's Natural Treasures, Want Ad Ventures, WNBT, NBC-TV; NBC Public Affairs (NBC); Narrator for Numerous Commercial and Industrial Films; ET series for A & P.

HALLECK, MARK
WLEX, Lexington, Ky.
HALLGREN, BOB
WDLB, Marshfield, Wis.
HALLOCK, MEL
WMT, Cedar Rapids, Ia.
HALLWOOD, DICK
WBBC, Flint, Mich.
HALYARD, O. C.
WVLC, Lexington, Ky.
HAMILTON, BILL
NBC

"Cavalcade of America" **HAMILTON, GENE**

Concert Commentator, Announcer, Director; b. Feb. 22, 1919,

Toledo, O.; "Carnegie Hall" concerts, Boston Symphony; Professor Quiz; Breck Beautiful Music Concerts; News and Sports for Bethlehem Steel; News Reporter; White Rose Trio.

HAMILTON, JOE
WLBK, Bowling Green, Ky.
HAMILTON, WARD
WVNY, Watertown, N. Y.
HAMM, RENE
KAMD, Camden, Ark.
HANCOCK, CHARLES
KTHH, Houston, Tex.

HANCOCK, DON

(Hancock, Donald T.); Announcer; b. Linwood, Ind., Oct. 10, 1910; Ind. Central Coll., AB; Harvest of Stars; Life Can Be Beautiful (NBC); Jock Smith Show; CBS News (CBS-TV); Perry Mason (CBS); Famous Jury Trials; Vox Pop; Original Amateur Hour; Party Time; Stop the Music (ABC); Loony Ross Show (NBC-TV).

HANCOCK, JOHN
WKTY, LaCrosse, Wis.
HANNAH, BOB
WKAT, Miami Beach, Fla.

HANNES, ARTHUR R.

Announcer, Narrator, Special Events, News, Television; b. Newport, Ky., July 28, 1920; Ed. St. Bonaventure College; CBS News Correspondent with Byrd Antarctic Expedition (1946-47); CBS Staff Announcer

HANSEN, BOB
KTRT, Sioux City, Ia.
HANSEN, DON
WEXL, Royal Oak, Mich.
HANSON, HARLEY
KOTA, Rapid City, S. Dak.
HANSON, ROY
WWDC, Washington, D. C.
HANSTROM, ART
WFRL, Freeport, Ill.
HARRER, JACK
KSML, Seminole, Okla.

HARDING, JIM
KCSB, San Bernardino, Cal.
HARGREAVES, BERNARD C.
WENY, Elmira, N. Y.
HARLAND, CLEM
WGRD, Grand Rapids, Mich.
HARMON, MERLE
KSPD, Trinidad, Colo.
HARNTSH, ROBERT
WLAN, Lancaster, Pa.

HARPEL, BILL
KMPC, Los Angeles, Cal.
HARPER, HUGH
WKZO, Kalamazoo, Mich.
HARPER, JOHNNY
WVRL, New York, N. Y.
HARPER, JOSEPH
WHP, Harrisburg, Pa.

HARRING, JAMES
WPEB, Middletown, O.
HARRELL, BILL
KVOP, Plainview, Tex.

HARRICE, CY

Announcer; b. March 1, 1915, Chicago, Ill.; Northwestern Univ., B.S.; Radio Readers Digest; Big Story; Quick As A Flash; Sherlock Holmes; Portia Faces Life.

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Announcers—Radio-Television

- HARRIEE, DAVID**
WNHC, New Haven, Conn.
- HARRIER, BOYD**
WSAP, Portsmouth, Va.
- HARRINGTON, BOB**
WHPE, High Point, N. C.
- HARRIS, BOB**
KFKE, Fresno, Cal.
- HARRIS, CHARLIE**
WJHP, Jacksonville, Fla.
- HARRIS, HERBERT J.**
WERD, Atlanta, Ga.
- HARRIS, JOHN**
KDWT, Stamford, Tex.
- HARRIS, LLOYD**
WMAZ, Macon, Ga.
- HARRIS, ROBERT**
KWRO, Coquille, Ore.
- HARRIS, TOM**
WHUB, Cookeville, Tenn.
- HARRIS, WILLIAM G.**
WBHP, Huntsville, Ala.
- HARRISON, JACK**
WLAY, Grand Rapids, Mich.
- HARRISON, JOHN D.**
KTOW, Oklahoma City, Okla.
- HARSHAW, DICK**
WISE, Asheville, N. C.
- HARTLEY, JAMES A.**
WGCA, Gainesville, Ga.
- HARTZELL, RICHARD F., JR.**
WBPZ, Lock Haven, Pa.
- HARVEZ, NEAL**
WPHL-TV, Philadelphia, Pa.
- HARVEY, TOM**
WVCH, Chester, Pa.
- HART, JOHN**
WLIH, Lowell, Mass.
- HASSETT, BUZZ**
KCRG, Cedar Rapids, Ia.
- HASSING, DOUGLAS**
WMCY, Montgomery, Ala.
- HATCHER, JACK**
WOPF, Dothan, Ala.
- HATHORN, ROGER**
KWSL, Lake Charles, La.
- HATTER, WALLY**
KGB, San Diego, Cal.
- HATTON, DICK**
WJW, Cleveland, O.
- HAYRILLA, ALOIS**
WNJR, Newark, N. J.
- HAWLEY, DICK**
WSGN, Birmingham, Ala.
- HAWLEY, GEORGE**
WVOK, Birmingham, Ala.
- HAYES, GEORGE**
Coffee Concert
ABC
- HAYES, TOM**
WMAK, Nashville, Tenn.
- HAYNES, BOB**
KCBQ, San Diego, Cal.
- HAYWARD, BOB**
KVI, Tacoma-Seattle, Wash.
- HAYWARD, JACK**
WINK, Fort Myers, Fla.
- HEADY, WAYNE**
KTOP, Topeka, Kans.
- HEALY, DANIEL**
WBRK, Pittsfield, Mass.
- HEALY, DEAN**
KJEN, San Jose, Cal.
- HEALY, NAUM**
KAFY, Bakersfield, Cal.
- HEARLE, PERCY**
WGST, Atlanta, Ga.
- HERLIHY, ED**
(Herlihy, Edward J.); Announcer, MC, Commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator-Universal Newsreels; Honeymoon in N. Y.
- HERMAN, CHARLES**
WLAJ, Grand Rapids, Mich.
- HERNANDEZ, PATSY**
WFOY, St. Augustine, Fla.
- HERRINGTON, HUGH**
KTBX, Beaumont, Tex.
- HESINGTON, CHECK**
KWTO, Springfield, Mo.
- HESTER, JEFF**
WSLI, Jackson, Miss.
- HETHERINGTON, KEITH**
KTLA, Los Angeles, Cal.
- HICKERSON, TOM**
WKBS, Oyster Bay, N. Y.
- HICKEY, WILLIAM**
WMNB, North Adams, Mass.
- HICKMAN, RUCCE**
WPIC, Sharon, Pa.
- HICKOK, BILL**
WKKW, Albany, N. Y.
- HICKS, BOB**
KANS, Wichita, Kans.
- HICKS, JOHN**
KEPO, El Paso, Tex.
- HICKS, JOHN**
WTAM, Cleveland, O.
- Commentator—Universal Newsreels; Honeymoon in N. Y.; Kraft Television Theater; The Hartmans (NBC-TV); Act It Out; Here's Herlihy (WNBT).
- HEATH, DON**
WREN, Topeka, Kans.
- HEATH, HAROLD**
WOC, Davenport, Ia.
- HECKMAN, FRED**
WTUX, Wilmington, Del.
- HEISS, BOB**
WTMJ-TV, Milwaukee, Wis.
- HELLER, BOB**
KVEF, Austin, Tex.
- HELLING, JACK**
KTLN, Denver, Colo.
- HELLYER, ART, JR.**
WISN, Milwaukee, Wis.
- HEMENWAY, STAN**
KXYZ, Houston, Tex.
- HENDERSON, MAX**
WTCN, Minneapolis-St. Paul, Minn.
- HENDRICKS, RICK**
KRNQ, San Bernardino, Cal.
- HENDRY, JOHN**
KSEK, Pittsburg, Kans.
- HENLEY, QUITMAN**
WLCS, Baton Rouge, La.
- HENNESEY, JIM**
KXOK, St. Louis, Mo.
- HENNESSY, TOM**
WGAC, Augusta, Ga.
- HENNIG, HAROLD**
WABY, Albany, N. Y.
- HENRY, DICK**
WOOD, Grand Rapids, Mich.
- HENTOFF, NATHAN**
WMEX, Boston, Mass.
- HENRICKSON, LES**
WCON, Atlanta, Ga.
- HENRY, BILL**
WDAK, Columbus, Ga.
- HENRY, JOAN**
WDAN, Danville, Ill.
- HERLIHY, ED**
(Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator-Universal Newsreels; Honeymoon in N. Y.
- HERMAN, CHARLES**
WLAJ, Grand Rapids, Mich.
- HERNANDEZ, PATSY**
WFOY, St. Augustine, Fla.
- HERRINGTON, HUGH**
KTBX, Beaumont, Tex.
- HESINGTON, CHECK**
KWTO, Springfield, Mo.
- HESTER, JEFF**
WSLI, Jackson, Miss.
- HETHERINGTON, KEITH**
KTLA, Los Angeles, Cal.
- HICKERSON, TOM**
WKBS, Oyster Bay, N. Y.
- HICKEY, WILLIAM**
WMNB, North Adams, Mass.
- HICKMAN, RUCCE**
WPIC, Sharon, Pa.
- HICKOK, BILL**
WKKW, Albany, N. Y.
- HICKS, BOB**
KANS, Wichita, Kans.
- HICKS, JOHN**
KEPO, El Paso, Tex.
- HICKS, JOHN**
WTAM, Cleveland, O.
- HIGDON, MAURICE**
WBCC, Bethesda-Chevy Chase, Md.
- HIGGINS, HAROLD**
WROB, West Point, Miss.
- HIGGINS, RICHARD**
WSYB, Rutland, Vt.
- HILL, BILL**
KUSN, San Diego, Cal.
- HILL, EDWARD**
WBNX, New York, N. Y.
- HILL, FRED, JR.**
WMAZ, Macon, Ga.
- HILL, HAROLD**
WAPP, McComb, Miss.
- HILL, HOLLIS W.**
KOFB, Las Cruces, N. Mex.
- HILL, JOE**
WKTG, Thomasville, Ga.
- HILL, ROY**
WDSU, New Orleans, La.
- HILL, TED**
KQOA, Siloam Springs, Ark.
- HILL, WILLIAM**
WICRG, Mobile, Ala.
- HILLER, BOB**
KXOK, St. Louis, Mo.
- HINDMAN, BILL**
WCOL, Columbus, O.
- HINDS, WILLIAM T.**
KDKA, Pittsburgh, Pa.
- HINKLE, CHARLES J.**
WVWV, Fairmont, W. Va.
- HINKLE, ED**
WTOM, Bloomington, Ind.
- HINSON, JAMES R.**
WROB, Ronceverte, W. Va.
- HITCHCOCK, JACK**
KCOL, Fort Collins, Colo.
- HITCHCOCK, ROBERT V.**
WTOR, Torrington, Conn.
- HODGE, RUSSELL J.**
WMC, Memphis, Tenn.
- HODGES, JOHN**
KXOX, Sweetwater, Tex.
- HOFFPAULR, J. C.**
KSLG, Crowley, La.
- HOGAN, GEORGE**
WDR, New York, N. Y.
- HOGAN, JAY**
KRED, Dallas, Tex.
- HOGAN, WILLIS C.**
WSTP, Southern Pines, N. C.
- HOLDEN, JACK**
WLS, Chicago, Ill.
- HOLLAND, BILL**
WNVA, Norton, Va.
- HOLLANDSWORTH, DENNIS**
WWNR, Beckley, W. Va.
- HOLLER, CARL**
WUPZ, Jasper, Ind.
- HOLLEY, KNOX**
WHAT, Shelbyville, Tenn.
- HOLLEY, WAKEFIELD**
WKY, Oklahoma City, Okla.
- HOLLIS, STEVE**
WBNX, New York, N. Y.
- HOLMAN, KNOX**
WSPA, Montgomery, Ala.
- HOLMES, MILT**
WHAT, Philadelphia, Pa.
- HOOPER, DON**
KHP, Durango, Colo.
- HOOPER, CORKY**
WJIG, Tullahoma, Tenn.
- HOPE, ROBERT M.**
WCOS, Columbia, S. C.
- HOPE, WINKIE**
WTAR, Norfolk, Va.
- HOPPE, HENRY**
WUSN, Charleston, S. C.
- HOPPE, MYRON**
WEEK, Peoria, Ill.
- HORTON, BOB**
WRMT, Mayfield, Ky.

Announcers—Radio-Television

HORTON, DON
WVLC, Versailles, Lexington, Ky.

HOWARD, BEREL
WAVZ, New Haven, Conn.

HOWARD, BILL
WVOD, Lynchburg, Va.

HOWARD, CHRIS
KHUM, Enreka, Cal.

HOWARD, DALE
KVOX, Moorhead, Minn.

HOWARD, PAUL
WTRF, Bellaire, O.

HOWARD, ROY
KIOA, Des Moines, Ia.

HOWARD, NED
WFAA, Dallas, Tex.

HOWELL, WAYNE
NBC

HOWRIGAN, CAL
WTYS, Marianna, Fla.

HOWZE, BILL
KDWT, Stamford, Tex.

HUBBARD, HENRY M.
KVOA, Tuscon, Ariz.

HUBLEY, LESLIE
WRDO, Augusta, Me.

HUBER, FRANK
WEKR, Fayetteville, Tenn.

HUFF, OSCAR
WLAP, Lexington, Ky.

HUFF, ROD
WPLH, Huntington, W. Va.

HUFFACHER, DON
KWOY, Sheridan, Wyo.

HUGHES, CHARLES
WJPF, Herrin, Ill.

HUGHES, CHARLIE
WBAC, Cleveland, Tenn.

HUGHES, HUGH
WFUN, Huntsville, Ala.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HUGHES, TOM
WSLS, Roanoke, Va.

HULL, CHARLES
KPAS, Banning, Cal.

HULL, DICK
WFRP, Savannah, Ga.

HULL, MARVIN
KFMB, San Diego, Cal.

HUMPHREY, GEORGE
KDB, Santa Barbara, Cal.

HUNDLEY, EARL
WLPN, Suffolk, Va.

HUNT, GLENN
WOAI, San Antonio, Tex.

HUNTER, AL
KFMB, San Diego, Cal.

HUNTER, GEORGE
WWJ, Detroit, Mich.

HUNTER, TODD
WISE, Asheville, N. C.

HURD, JOE
WJR, Detroit, Mich.

HURST, WILSON
KTHS, Hot Springs, Ark.

HUSEBY, LARRY
KVI, Tacoma-Seattle, Wash.

HUSON, PAT
KFOK, Long Beach, Cal.

HUTCHINGS, ROBERT
WXGI, Richmond, Va.

HUTCHINSON, RAYMOND L.
WURL, Arlington, Va.

HUTSON, JOHN
WMLK, Middlesboro, Ky.

HUXLEY, KEITH
WORK, Morristown, Tenn.

— I —

IDE, CARL
WNJR, Newark, N. J.

INGSTAD, BOB
KOVG, Valley City, N. Dak.

INGWERSEN, RICHARD
KOLT, Scottsbluff, Neb.

IRISH, JACK
WDDO, Chattanooga, Tenn.

IRWIN, PHIL
KGW, Portland, Ore.

IRVY, GIBSON
WLAQ, Rome, Ga.

— J —

JACK, LOWELL
WBUR, Burlington, Ia.

JACKSON, BILL
KGBC, Galveston, Tex.

JACKSON, BILL
WGTN, Wilson, N. C.

JACKSON, CLIFF
WBSR, Pensacola, Fla.

JACKSON, LEE
WMIX, Mt. Vernon, Ill.

JACKSON, WALKER
WBSO, Bennettsville, S. C.

JACKSON, WILL
WEAU, Eau Claire, Wis.

JACOBS, DAVE
WSID, Baltimore, Md.

JACOBSON, DICK
KOPP, Ogden, Utah.

JACOBSON, TOM
KNON, Great Falls, Mont.

JACKSON, SANDY
KBON, Omaha, Neb.

JAFFE, SID
WNHC-TV, New Haven, Conn.

JAMES, BILL
WHDF, Houghton, Mich.

JAMES, DENNIS
Announcer, Emcee, Sports-caster, b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B. S.; Bob Hawk Show (CBS); Con You Top This; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sports-caster (Boxing, Wrestling); Okay Mother; Old Gold Amateur Hour (WABD).

JAMES, HUGH
(McIlrevey, Hugh J.); Announcer, Narrator; b. New York, N. Y., Oct. 13, 1915; NYU, U. of Pa., George Washington U.; Voice of Firestone; A House in the Country; When a Girl Marries; Sunoco 3 Star Extra (NBC); Telenevareel (WABD); Second Mrs. Burton; Wendy Warren & The News (CBS); True Detective Mysteries (MBS); Special Assignment, Press Assoc.

JAMES, LLOYD
KLIX, Twin Falls, Ida.

JAMES, RALPH
KROY, Sacramento, Cal.

JANSEN, LEIF
WDRF, Hartford, Conn.

JARRETT, SCOTT
WRVA, Richmond, Va.

JAY, BILL
WNOX, Knoxville, Tenn.

JAY, GEORGE
KWIK, Burbank, Cal.

JELLISON, WILLIAM
WFTW, Fort Wayne, Ind.

JENKINS, ROBERT E.
KYAK, Yakima, Wash.

JENNINGS, AL
WCCP, Savannah, Ga.

JENSEN, PAUL
KOLN, Lincoln, Neb.

JENSEN, RAN
WIKB, Iron Mountain, Mich.

JESSE, BLAIR
WROM, Rome, Ga.

JESSEN, DICK
WMCK, McKeesport, Pa.

JOHES, JIMMIE
KHOZ, Harrison, Ark.

JOHN, DICK
KAKC, Tulsa, Okla.

JOHNSON, BILL
WLAC, Nashville, Tenn.

JOHNSON, BILL
WTAR, Norfolk, Va.

JOHNSON, BOB
WCMW, Canton, O.

JOHNSON, CULLEN
WRAL, Raleigh, N. C.

JOHNSON, DUANE
KCOY, Santa Maria, Cal.

JOHNSON, GLEN
WTJS, Jackson, Tenn.

JOHNSON, LOUIS
KPPW, Fort Smith, Ark.

JOHNSON, OSSIE
KSEK, Pittsburg, Kans.

JOHNSON, ROBERT
KFOR, Lincoln, Neb.

JOHNSON, RODNEY F.
KPDQ, Portland, Ore.

JOHNSON, WARREN
WCMJ, Ashland, Ky.

JOHNSTON, JOHNNY
WKAT, Miami Beach, Fla.

JOHNSTON, KEN
WCED, Dubois, Pa.

JOHNSTON, WILLIAM
WRHI, Rock Hill, S. C.

JONES, ART
WKOX, Framingham, Mass.

JONES, BILL
WMAW, Milwaukee, Wis.

JONES, BOB
KDAC, Fort Bragg, Cal.

JONES, EUGENE
KJSK, Columbus, Neb.

JONES, GEORGE
KCLA, Pine Bluff, Ark.

JONES, JAMES
WHLS, Port Huron, Mich.

JONES, LEN
WDNC, Durham, N. C.

JONES, MAL
WAPP, McComb, Miss.

JONES, PAUL
WLW, Cincinnati, O.

JONES, ROBERT
KFRU, Columbia, S. C.

JONES, ROBERT L.
WSPR, Springfield, Mass.

JONES, ROD
WNC, Jacksonville, N. C.

JONES, ROYCE
WDWD, Dawson, Ga.

JORDAN, FRANK
WRNY, Rochester, N. Y.

JORDAN, MCBRAY
WLIB, New York, N. Y.

JOY, DICK
Adventures of Sam Spade
CBS

JOYCE, FRANK
KCBD, Lubbock, Tex.

JOYCE, JOHNNY
WPAQ, Mt. Airy, N. C.

JUNKE, CARL
WDSU-TV, New Orleans, La.

— K —

KADELL, CARLTON
Amos 'n' Andy
CBS

KAIMAN, LAMBERT
KMOX, St. Louis, Mo.

KAISER, LOUIS
WPIK, Alexandria, Va.

KALLAY, ED
WAVE-TV, Louisville, Ky.

Announcers—Radio-Television

- KARLETON, JERRY**
KGXC, Sidney, Mont.
- KARRENBAR, WILLIAM**
WHBC, Canton, O.
- KAUFMAN, AL**
KCOR, San Antonio, Tex.
- KAUFMAN, ARNOLD**
WMBM, Miami Beach, Fla.
- KAY, BOB**
WAVE, Louisville, Ky.
- KAY, WALTER**
WJW, Cleveland, O.
- KEA, FRED**
WTOC, Savannah, Ga.
- KEARBEY, BYRON, JR.**
KWOC, Poplar Bluff, Mo.
- KEARNEY, GERALD**
WFEA, Manchester, N. H.
- KEARNS, ROY**
WKY, Oklahoma City, Okla.
- KEATING, LARRY**
First Nighter
CBS
This Is Your FBI
ABC
- KEECH, KELVIN**
(ABC)
- KEENE, BILL**
KBOL, Boulder, Colo.
- KEESE, KEN**
WDOD, Chattanooga, Tenn.
- KEHOE, JACK**
KOLO, Reno, Nev.
- KEISTER, STAN**
KMHT, Marshall, Tex.
- KEITH, LARRY F.**
WTNB, Birmingham, Ala.
- KEITH, FRANCIS**
WXLW, Indianapolis, Ind.
- KELLEHER, PHIL**
WQAM, Miami, Fla.
- KELLER, O. J., Jr.**
WTAX, Springfield, Ill.
- KELLEY, PAT**
WSFQ, Somerset, Ky.
- KELLY, DAN**
WRDO, Augusta, Me.
- KELLY, FRANK**
KWEM, West Memphis, Ark.
- KELLY, PAUL**
WDHL, Bradenton, Fla.
- KELLY, TOM**
WJMS, Ironwood, Mich.
- KEMBER, ROBERT S.**
KSGM, Ste. Genevieve, Mo.
- KEMP, JIM**
KTKN, Ketchikan, Alaska
- KEMPER, LOU**
WHB, Kansas City, Mo.
- KENDALL, BILL**
KHBC, Hilo, T. H.
- KENDALL, GEORGE**
WJLB, Detroit, Mich.
- KENDRICK, JIM**
KMA, Shandoah, Ia.
- KENDRICK, LEWIS**
WJLD, Bessemer, Ala.
- KENNEDY, FORD**
WOOD, Grand Rapids, Mich.
- KENNEDY, HERB**
KSFO, San Francisco, Calif.
- KENNEDY, JOHN MILTON**
Lux Radio Theater
CBS
- KENNEDY, LOU**
WORZ, Orlando, Fla.
- KENNEDY, RAY**
WRVA, Richmond, Va.
- KENNEDY, TOM**
WGAY, Silver Rapids, Md.
- KENNEY, JACK**
WDLB, Marshfield, Wis.
- KENT, FRANK**
WFPN, Philadelphia, Pa.
- KENT, TONY**
KSBW, Salinas, Calif.
- KENYON, CHRIS**
KWFT, Wichita Falls, Tex.
- KERN, BRUCE**
WTIC, Hartford, Conn.
- KERN, DON**
WDIA, Memphis, Tenn.
- KEPHER, RAYMOND C.**
KTRC, Santa Fe, N. Mex.
- KERR, DON**
WATV, Newark, N. J.
- KESTER, HOWARD**
WKBS, Oyster Bay, N. Y.
- KETTLE, GEORGE**
KGIW, Alamosa, Colo.
- KIDD, LEE**
KNPT, Newport, Ore.
- KIELTY, KEN**
WSAC, Columbus, Ga.
- KIENZLE, GEORGE**
WLAN, Lancaster, Pa.
- KIKER, PETE**
WADE, Wadesboro, N. C.
- KILGORE, BOB**
WRUN, Utica, N. Y.
- KILGORE, BOB**
WRUN, Utica, N. Y.
- KILLIAN, MAX**
WGRV, Greeneville, Ten.
- KILMER, BILL**
WHO, Des Moines, Ia.
- KILMER, KEN**
KXEL, Waterloo, Ia.
- KIMBRO, BOB**
WLEX, Lexington, Ky.
- KINDER, RICHARD**
WKDK, Newberry, S. C.
- KING, CARL**
WNEW, New York, N. Y.
- KING, CHARLES**
WKAL, Rome-Utica, N. Y.
- KING, DEL**
Mary Lee Taylor
CBS
- KING, FULTON A.**
WTON, Staunton, Va.
- KING, HAL**
WJVB, Jacksonville Beach,
Fla.
- KING, JOE**
Pause That Refreshes
Mr. and Mrs. North
CBS
- KING, JOSEPH M.**
(Joe King); Announcer; b. Birmingham, Ala., Sept. 20, 1915; Howard College; Songs by Morton Downey, Claudia, The Pause that Refreshes, Mr. & Mrs. North.
- KING, LANE B.**
KBLF, Red Bluff, Calif.
- KING, MEL**
KGXC, Sidney, Mont.
- KING, PAUL**
KXOB, Stockton, Calif.
- KING, PAUL**
WAOV, Vincennes, Ind.
- KING, ROBERT**
WMOH, Hamilton, O.
- KING, WALLACE**
WATR, Waterbury, Conn.
- KINGSLEY, DON**
KSJB, Jamestown, N. Dak.
- KIRBY, BILL**
WJOC, Jamestown, N. Y.
- KIRBY, DURWARD**
Here's To You
CBS
- KIRBY, OENE**
George Sokolsky
Town Meeting
ABC
- KISER, JIMMY**
WSOC, Charlotte, N. C.
- KISTER, GEORGE**
KMMJ, Grand Island, Neb.
- KISTLER, GLEASON**
WKLB, Dubuque, Ia.
- KITTELL, CLYDE**
NBC
WNBC
- KITTLESON, CURT**
KXLF, Butte, Mont.
- KLAR, ROBERT**
WRTA, Altoona, Pa.
- KLEMP, LLOYD**
KDN, Oroville, Calif.
- KLINKERMAN, DALE**
KMAC, San Antonio, Tex.
- KLISE, ROD**
KHQ, Spokane, Wash.
- KNAPP, PAUL**
KWDM, Des Moines, Ia.
- KNIGHT, KEN**
WTCO, Campbellsville, Ky.
- KNIGHT, JACK**
WCOS, Columbia, S. C.
- KNOPKE, BILL**
WRUF, Gainesville, Fla.
- KNUTSEN, KARYL**
WDSM, Superior, Wis.
- KOELLING, DONALD**
KWV, Muscatine, Ia.
- KOENIG, VERN**
KDTH, Dubuque, Ia.
- KOESTER, TONY**
KFBK, Sacramento, Calif.
- KOPP, JOE**
WOBT, Rhinelander, Wis.
- KOSTUCK, FRANK**
WTWT, Stevens Point, Wis.
- KOTEL, STAN**
WNV, Norton, Va.
- KOVACIC, FRANK**
KMVI, Wailuku, Maui, T. H.
- KRAEHLIN, BUD**
WTCN, Minneapolis-St. Paul,
Minn.
- KRAMER, BILL**
KRIG, Odessa, Tex.
- KRAMER, BILL**
WMMN, Fairmont, W. Va.
- KRAMER, JOE**
KJMO, Independence, Mo.
- KRANE, HARRY**
WHBY, Appleton, Wis.
- KRAESE, BERNARD**
WGY, Schenectady, N. Y.
- KREEGER, JERRY**
WISL, Shamokin, Pa.
- KRENK, MARVIN**
KORE, Eugene, Ore.
- KRIEGEL, GILBERT**
WITH, Baltimore, Md.
- KRIEGHOFF, ROBERT**
WTOL, Toledo, O.
- KROHN, RAY**
KSOO, Sioux Falls, S. Dak.
- KRUYER, PAUL**
WSBT, South Bend, Ind.
- KUEHNER, EARL**
WIL, St. Louis, Mo.
- KURTZ, SPYKER**
WRAK, Williamsport, Pa.
- KUSHEL, MEL**
WSBA, York, Pa.
- KUZNITSOV, WILLIAM**
WLB, Bowling Green, Ky.

— L —

- LABRANCHE, ERNEST**
WCCM, Lawrence, Mass.
- LACK, GORDON**
KPHC, Walsenburg, Colo.
- LA COSTE, AL**
KONO, San Antonio, Tex.
- LAFFOON, HAROLD E.**
KSGN, Sanger, Calif.

Announcers—Radio-Television

- LAKE, ED**
WEAR, Pensacola, Fla.
- LAMB, ARTHUR**
WEAM, Arlington, Va.
- LAMB, JAY**
WRID, West Point, Ga.
- LAMBERT, BILL**
KAKC, Tulsa Okla.
- LAMBERT, ED**
WCAV, Norfolk, Va.
- LANKIN, STEVE**
KVEC, San Luis Obispo, Calif.
- LAMUTIS, ALEX**
WGVA, Geneva, N. Y.
- LAND, CHARLES**
WTBF, Troy, Ala.
- LAND, ZACK**
WMAA, Springfield, Mass.
- LANDRY, JAMES**
WDSU, WDSU-TV, New Orleans, La.
- LANDSKADEL, ROBERT**
WKPA, New Kensington, Pa.
- LANE, HOMER**
KMHL, Marshall, Minn.
- LANG, BILL**
KRIC, Beaumont, Tex.
- LANG, BILL**
WJGM, New York, N. Y.
- LANGLEY, LAVALLE**
KAMD, Camden, Ark.
- LANE, ALAN**
WHUM, Reading, Pa.
- LANTZ, RICHARD**
WCCP, Savannah, Ga.
- LaPLANTE, JOY**
WFEN, Philadelphia, Pa.
- LARSON, DALE**
KFJY, Huron, S. Dak.
- LARSON, WAYNE**
WJAG, Norfolk, Neb.
- LASHER, SIDNEY**
WAGA, Atlanta, Ga.
- LASSITER, CHAD**
WDXI, Jackson, Tenn.
- LATIMER, TOM**
KCAC, Los Angeles, Cal.
- LAUGHNER, ROL**
KTAR, Phoenix, Ariz.
- LAUGHTER, HARVEY**
WNNC, Newton, N. C.
- LAUNER, ED**
KODY, North Platte, Neb.
- LAVRENCE, JACK**
WSPF, Portsmouth, Va.
- LAVIGNE, RICHARD**
WHYN, Holyoke, Mass.
- LAWFORD, VIN**
WNLK, Norwalk, Conn.
- LAWRENCE, BOB**
KTPS, Texarkana, Tex.
- LAWRENCE, JAMES H.**
KID, Idaho Falls, Ida.
- LAWRENCE, TEDD**
Announcer, Disc-Jockey, Sports Announcer; b. Miami, Fla., April 9, 1914; Swingtime Session; Robert Hall of Fame (WHN); New York, N. Y.
- LAWS, RAYMOND**
WHAM, Rochester, N. Y.
- LAWSON, BILL**
WPDX, Clarksburg, W. Va.
- LAWSON, JERRY**
WJOC, Jamestown, N. Y.
- LAV, ADRIAN**
WHOS, Decatur, Ala.
- LEAVITT, ART**
KDAC, Fort Bragg, Cal.
- LECICUS, EDWARD**
WOTW, Nashua, N. H.
- LEE, BILL**
WLAQ, Lakeland, Fla.
- LEE, BRUCE**
WHIT, New Bern, N. C.
- LEE, CARROLL**
KWAK, Stuttgart, Ark.
- LEE, DICK**
WHFB, Benton Harbor, Mich.
- LEE, GIL**
KÖOL, Phoenix, Ariz.
- LEE, TED**
WCFO, Cincinnati, O.
- LEE, TOM**
KDDD, Dallas, Tex.
- LEESDOM, DALE**
RGUC, Mandan, N. Dak.
- LEEFERS, BOB**
WMT, Cedar Rapids, Ia.
- LeFEVRE, BILL**
WFBK, Baltimore, Md.
- LEGGETT, PHIL**
WDNC, Durham, N. C.
- LEIGH, EDWARD**
WCHA, Chambersburg, Pa.
- LEIGHTEN, GEORGE**
WGLN, Glen Falls, N. Y.
- LEIGHTON, BEN**
KSTP-KSTP-TV, St. Paul-Minneapolis, Minn.
- LeMONT, CLEON**
KBOW, Butte, Mont.
- LEONARD, BUD**
WRBC, Jackson, Miss.
- LEONARD, HAL**
WIKK, Erie, Pa.
- LEONARD, JESSE**
KEX, Portland, Ore.
- LEONARD, VINCE**
WISH, Indianapolis, Ind.
- LePAGE, JEAN**
WMSA, Massena, N. Y.
- LERNER, SAUL**
WNLB, Ogdensburg, Pa.
- LESCH, GOMER**
WEBR, Buffalo, N. Y.
- LESLIE, JOHN**
WREX, Duluth, Minn.
- LESLIE, ROBERT**
WWJ, Detroit, Mich.
- LESTER, BILL**
KAV, Phoenix, Ariz.
- LeTOURNEAU, ARTHUR G.**
KIDO, Boise, Ida.
- LETSON, ED**
KSEF, San Francisco, Cal.
- LEVIN, ALLAN**
WHYN, Holyoke, Mass.
- LEVITAN, PHILIP**
WLBK, Lebanon, Pa.
- LEWIN, KERMIT**
WKWF, Key West, Fla.
- LEWIS, BILL**
WGNV, Newburgh, N. Y.
- LEWIS, CHARLES**
WWJ, Detroit, Mich.
- LEWIN, ED**
KFXI, Grand Junction, Colo.
- LEWIN, FRANK T.**
WLA, Baton Rouge, La.
- LEWIN, GEORGE**
WELL, New Haven, Conn.
- LEWIN, RALPH**
WTAD, Quincy, Ill.
- LEYDEN, BILL**
Announcer, Disc Jockey; b. Chicago, Ill.; ed. Northwestern U.; De Paul Univ.; A Song For You; Music Hall; The Bill Leyden Show; KMPC; Television (KTLA).
- LIDDLE, BOB**
KHQ, Spokane, Wash.
- LIGGITT, PAUL T.**
WJBC, Bloomington, Ill.
- LILLARD, KEN**
KLBK, La Grande, Ore.
- LILLY, BOB**
KCRG, Cedar Rapids, Ia.
- LINCOLN, ED**
WNOK, Columbia, S. C.
- LIND, IRVING**
WHAR, Clarksburg, W. Va.
- LIND, ROY**
WKIX, Columbia, S. C.
- LINDBERG, WALTER**
KSST, Sulphur Springs, Tex.
- LINHART, RUSS**
WPCH, Pittsburgh, Pa.
- LINKOIS, MELVIN**
WLSL, Roanoke, Va.
- LIPSEY, JAMES M.**
KXRJ, Russellville, Ark.
- LITCHFIELD, ELMORE**
WEAR, Charleston, S. C.
- LITTLE, GEORGE**
WTSE, Lumberton, N. C.
- LIVINGSTONE, BOB**
WFTM, Maysville, Ky.
- LLOYD, TOM**
WSWN, Belle Glade, Fla.
- LOCKETT, FRED, JR.**
WETR, Johnson City, Tenn.
- LOCKHART, JOHN**
KPAS, Banning, Cal.
- LOCKWOOD, DON**
WAVR, Lockwood, Mont.
- LOFTIN, LEONARD**
WKNS, Kingston, N. C.
- LOGAN, JAMES**
WWCO, Waterbury, Conn.
- LOKEY, FRANK, JR.**
WORD, Spartanburg, S. C.
- LOLLAR, SAM D.**
WTJS, Jackson, Tenn.
- LONGRAN, VINCE**
WDGY, Minneapolis, Minn.
- LONG, DICK**
KROD, El Paso, Tex.
- LONG, HARRY**
KYI, Tacoma-Seattle, Wash.
- LONG, JIM**
KKIN, Visalia, Cal.
- LONG, KENNETH B.**
WGAN, Portland, Me.
- LONG, PHIL**
WARL, Arlington, Va.
- LONG, RAY**
WGRV, Greeneville, Tenn.
- LONG, TED**
KCBK, Lubbock, Tex.
- LONGWELL, ROBERT**
WXYZ, Detroit, Mich.
- LOOPER, GENE**
KCBK, Lubbock, Tex.
- LORENZ, GEORGE**
WXRA, Buffalo, N. Y.
- LORIMER, DAVID**
WJLE, Cambridge, O.
- LOTAS, JOHNNY**
WWRT, New York, N. Y.
- LOTHER, JOHN**
WERC, Erie, Pa.
- LOUDEN, VERN**
KROW, Oakland, Cal.
- LOUNSBURY, JIM**
WLEX, Lexington, Ky.
- LOWE, CRAIG**
WSGN, Birmingham, Ala.
- LOWE, DON**
Ethel & Albert, Headline Editor, Arthur Gaeth, ABC
- LOWE, JIMMY**
KXOL, Fort Worth, Tex.
- LOWERY, BILL**
WQXI, Atlanta (Buckhead) Ga.
- LOWERY, GIL**
WTYC, Rock Hill, S. C.
- LOY, WILLIAM**
WTBO, Cumberland, Md.
- LLOYD, MORTON**
WHAL, Shelbyville, Tenn.
- LUCAS, BEN**
WRGA, Rome, Ga.

Announcers—Radio-Television

LUCE, DEAN
WMAL-TV, Washington, D. C.

LUDLAM, KENNEDY
WRC, Washington, D. C.

LUDLOW, DEAN J.
KOVQ, Provo, Utah

LUDWIG, LYELL
WFBM, Indianapolis, Ind.

LUMPKIN, LEE
WMFR, High Point, N. C.

LUND, DAN
WFRP, Savannah, Ga.

LUND, ROGER
WXRA, Buffalo, N. Y.

LUNDEEN, DOUGLAS
KYSM, Mankato, Minn.

LUNDQUIST, VERNON
WKGK, Knoxville, Tenn.

LUPTON, JOHN W.
WLAN, Lancaster, Pa.

LYBECK, DEAN
WJMC, Rice Lake, Wis.

LYDICK, MILLER
WJPA, Washington, Pa.

LYNAGH, JIM
WHGB, Harrisburg, Pa.

LYNCH, RALPH
KSFJ, Nacozgdoches, Tex.

LYNN, BOB
WIOD, Miami, Fla.

LYNN, DAVID
WGAP, Maryville, Tenn.

LYONS, JACK
KCKY, Coolidge, Ariz.

LYONS, TOM
WGRY, Greeneville, Tenn.

— Mc —

MacCORMACK, MALCOLM
WBZ-WBZA, Boston-Springfield, Mass.

MacDONALD, ARCH
WBZ-TV, Boston, Mass.

MacDONALD, ARCH
WBZ-WBZA, Boston-Springfield, Mass.

MacDONALD, KEN
WPAG, Ann Arbor, Mich.

MacDONALD, PHILIP
WEEL, Boston, Mass.

MacKELVIE, ART
KHQ, Spokane, Wash.

McBRIDE, JIM
KIST, Santa Barbara, Cal.

McBRIDE, NEIL
WCMW, Canton, O.

McCAHILL, J. F.
KRSC, Seattle, Wash.

McCAIN, BILL
WAGA, Atlanta, Ga.

McCALL, FRED
WOAI, San Antonio, Tex.

McCANN, LARRY
WXYZ, Detroit, Mich.

McCANN, RICHARD H.
KBON, Omaha, Neb.

McCARTHY, CHAS. F.
NBC
WNBC

McCARTY, MARSH
WCOM, Parkersburg, W. Va.

McCLAIN, DEAN
KWBC, Fort Worth, Tex.

McCLELLAN, ROBERT
KTXL, San Angelo, Tex.

McCONNEL, JIM
KLOU, Lake Charles, La.

McCORMICK, IRA, JR.
WIOU, Kokomo, Ind.

McCOY, RONALD J.
KFEL, Denver, Colo.

McCRARY, JOHNNY
WCRK, Morristown, Tenn.

McCREARY, MACK
KEBE, Jacksonville, Tex.

McCULLLEY, JOE
WSNJ, Bridgeton, N. J.

McCULLOUGH, DANIEL
WOR, New York, N. Y.

McCULLOUGH, THOMAS
WTAC, Flint, Mich.

McDONALD, AL
WSGN, Birmingham, Ala.

McDONALD, FRANK
WCOP, Boston, Mass.

McDOWELL, JIM
WHBF, Benton Harbor, Mich.

McELROY, JACK
Announcer, Singer, MC; b. Columbus, Kans., Oct. 21, 1913; Breakfast in Hollywood, Bride and Groom.

McEWEN, CHARLES
KTRB, Modesto, Cal.

McFARLAND, OWEN
WONS, Hartford, Conn.

McGEE, WILLIAM L.
WHOP, Hopkinsville, Ky.

McGINLEY, JOE
WBLI, Dalton, Ga.

McGOVERN, TOM
KRQD, El Paso, Tex.

McGOWAN, ED
KUTA, Salt Lake City, Utah

McINTYRE, JIM
WINN, Louisville, Ky.

McINTYRE, NEIL
KXOB, Stockton, Cal.

McKAY, JOHN
WBNY, Buffalo, N. Y.

McKEE, MODREI
WACO, Waco, Tex.

McKEE, ROY
KOMA, Oklahoma City, Okla.

McKINNEY, JIM
WSOY, Decatur, Ill.

McKINNEY, WILLIAM
KXRI, Russellville, Ark.

McKINNIN, BOB
WRFS, Alexander City, Ala.

McKNIGHT, JOHN M.
WHLI, Hempstead, L. I.

McLAUGHLIN, FRANCIS
WBRE, Wilkes-Barre, Pa.

McLAURIN, FRANK
KFXM, San Bernardino, Cal.

McLEAN, BRUCE
WBIZ, Eau Claire, Wis.

McLEAN, PHIL
WJLB, Detroit, Mich.

McLEOD, DON
WJBK, Detroit, Mich.

McMANUS, JAMES K.
WMAR-TV, Baltimore, Md.

McMILLAN, ROY
WSB, Atlanta, Ga.

McMILLEN, JIM
WVNF, Fayetteville, N. C.

McNEELEY, MARTY
WJMO, Cleveland, O.

McPHEE, JAMES
WJVA, South Bend, Ind.

McPHERSON, GAYLORD
WDOD, Chattanooga, Tenn.

McREYNOLDS, BILL
WOAI, San Antonio, Tex.

McSLOY, SID
KFBC, Cheyenne, Wyo.

— M —

MACK, BILL
WEDC, Chicago, Ill.

MACK, LLOYD
WHAR, Clarksburg, W. Va.

MACK, RUSSELL
KRQD, El Paso, Tex.

MACK, WALLY
WBWB, Burlington, N. C.

MACK, WAYNE
WGAR, Cleveland, O.

MADERIS, BOB
WKBZ, Muskegon, Mich.

MADIGAN, JACK
WTAL, Tallahassee, Fla.

MAEL, MERRILL E.
KOMO, Seattle, Wash.

MAGNER, WILLIAM
WFDF, Flint, Mich.

MAGRUDER, PHIL
WKYB, Paducah, Ky.

MAHANEY, ROBERT
WIBX, Utica, N. Y.

MAHER, BILL
WLIZ, Bridgeport, Conn.

MAHER, LARRY
KDDD, Dumas, Tex.

MAHONEY, BERNIE
WNOW, York, Pa.

MAHONEY, ED
WCVS, Springfield, Ill.

MAHONEY, JOHN
WKMO, Kokomo, Ind.

MAICOLM, BILL, JR.
NBC

MALLOY, DICK
Henderson, N. C.

MALONE, LEE
WJIG, Tallahoma, Tenn.

MANDEL, SID
WSBC, Chicago, Ill.

MANN, AL
KGNC, Amarillo, Tex.

MANN, AL
KRRV, Sherman-Denison, Tex.

MANN, DAVID
WESX, Salem, Mass.

MANN, JOE
KQV, Pittsburgh, Pa.

MANNERS, BILL
WHAT, Philadelphia, Pa.

MANNING, BILL
KIST, Santa Barbara, Calif.

MANSER, LYMAN
WVNY, Watertown, N. Y.

MANSFIELD, ROBERT S.
WGOV, Valdosta, Ga.

MANSON, LEE
WELI, New Haven, Conn.

MANUEL, FRANK
KONO, San Antonio, Tex.

MAPHET, DICK
KUSN, San Diego, Cal.

MARBLE, HARRY
Eric Sevareid and The News CBS

MARKEY, PAUL
WING, Dayton, O.

MARKS, GARNET
KGFN, Grass Valley, Cal.

MARLOW, MICHAEL
WWSW, Pittsburgh, Pa.

MARLOW, PAUL
WHTN, Huntington, W. Va.

MARROCCO, JOHNNY
WCPS, Tarboro, N. C.

MARS, PETER A.
WKLA, Ludington, Mich.

MARSH, ROY
WHLF, South Boston, Va.

MARSHALL, JEAN
WEW, St. Louis, Mo.

MARSHALL, JERRY
WNEW, New York, N. Y.

MARSHALL, JOHN
WGRD, Grand Rapids, Mich.

MARSHALL, MACK
KOPO, Tucson, Ariz.

MARSHALL, REX
WPIX, New York, N. Y.

MARSTON, BERT
WFAS, White Plains, N. Y.

MARTIN, BILL
WCCC, Hartford, Conn.

MARTIN, BILL
WNSR, Syracuse, N. Y.

Announcers—Radio-Television

- MARTIN, DON**
WHCU, Ithaca, N. Y.
- MARTIN, FRANK**
Mayor of the Town, ABC-CBS.
Dick Haynes Show
- MARTIN, GLEN**
KLZ, Denver, Colo.
- MARTIN, JIM**
KANS, Wichita, Kans.
- MARTIN, JOHNNIE**
WKY, Oklahoma City, Okla.
- MARTIN, KRIS**
WAGE, Chicopee, Mass.
- MARTIN, LOU**
KWTQ, Springfield, Mo.
- MARVIN, KEN**
WAAF, Chicago, Ill.
- MARVIN, TONY**
Announcer, Narrator, Actor, MC;
b. N. Y. C., N. Y., Oct. 12,
1912, St. Johns; Arthur Godfrey
Time, Crime Photographer, Win-
ner Take All, Staff (CBS).
- MARVIN, TONY**
WCBS-TV, New York, N. Y.
- MASON, BUD**
WBTA, Batavia, N. Y.
- MASON, WILLIAM**
KDIX, Dickinson, N. Dak.
- MASTERS, MIKE**
WXYZ-TV, Detroit, Mich.
- MASTERS, ROBERT**
KVVC, Ventura, Cal.
- MATEL, CHET**
WOOD, Grand Rapids, Mich.
- MATHEWS, BILL**
WJIB, New York, N. Y.
- MATHEWSON, DON**
WAMS, Wilmington, Del.
- MATHISON, SIG**
KRIC, Beaumont, Tex.
- MATTES, CLAIR**
WKLA, Ludington, Mich.
- MATTESON, DEAN**
WLAU, Laurel, Miss.
- MATTHEWS, JACK**
KLEE, Houston, Tex.
- MATTISON, HENRY**
KFH, Wichita, Kans.
- MAUGANS, BILL**
KSOK, Arkansas City, Kans.
- MAURER, ROBERT I.**
WTHT, Hartford, Conn.
- MAUS, STUART**
KPQ, Wenatchee, Wash.
- MAULI, JOHN**
WTNC, Thomasville, N. C.
- MAXWELL, CHUCK**
KGNC, Amarillo, Tex.
- MAXWELL, EDWARD C.**
WERD, Atlanta, Ga.
- MAYER, JACK**
WALB, Albany, Ga.
- MAYFIELD, BOB**
WMGY, Montgomery, Ala.
- MAYHEW, TOMMY**
WGN, Knoxville, Tenn.
- MAYO, WILLARD C.**
WHLA, Niagara Falls, N. Y.
- MEACHAM, JUSTIN**
WSBT, South Bend, Ind.
- MEAD, WARREN**
KERO, Bakersfield, Cal.
- MEADE, WARREN**
KGVO, Missoula, Mont.
- MEARIAN, MIKE**
WELM, Elmira, N. Y.
- MEARS, WES**
KWKW, Pasadena, Cal.
- MEATH, ED**
WHEC, Rochester, N. Y.
- MEECE, EDWARD**
KWEI, Weiser, Ida.
- MEEHAN, ROBERT**
WEAN, Providence, R. I.
- MEERS, DON J.**
WMOH, Hamilton, O.
- MEGLES, DOUG**
KSTP, St. Paul-Minneapolis,
Minn.
- MEISTER, R. B.**
WFHR, Wisconsin Rapids, Wis.
- MELANE, JACK**
WGBB, Freeport, N. Y.
- MELL, DEAN**
KFYO, Lubbock, Tex.
- MELTON, FRANK**
KGVL, Greenville, Tex.
- MEIVILLE, ROLLIE**
KCOL, Fort Collins, Colo.
- MENDEL, ED**
WGBA, Columbia, Ga.
- MERCIER, JOSEPH W.**
WBCM, Bay City, Mich.
- MERCIER, RAY**
WPOR, Portland, Me.
- MEREDITH, LEE C.**
WVJS, Owensboro, Ky.
- MERENS, LYMAN**
WRJN, Racine, Wis.
- MERRYMAN, BOB**
WELW, Cincinnati, O.
- MERRYMAN, BOB**
Kitchen Klub
WLW-T, Cincinnati, O.
- MESKILL, BOB**
WBBQ, Augusta, Ga.
- MESSER, FRANK**
WSKY, Asheville, N. C.
- MESSER, NORM**
WKXL, Concord, N. H.
- MESTELLE, BART**
WLDY, Ladysmith, Wis.
- METRIE, JACK**
WTMC, Ocala, Fla.
- MEYER, BILL**
WLDL, Jacksonville, Ill.
- MEYER, DON**
WKNX, Saginaw, Mich.
- MEYER, JOHN**
KFEL, Denver, Colo.
- MEYERS, BILL**
WGAX, Burlington, Vt.
- MICHAEL, BILL**
KWFT, Wichita Falls, Tex.
- MICHAEL, ED**
Mr. President
ABC
- MICHAEL, RAY**
WNBW, Washington, D. C.
- MICHAELS, BOB**
KWEM, West Memphis, Ark.
- MICHAELS, JOHN**
WPAY, Portsmouth, O.
- MICHELSON, BILL**
KWBW, Hutchinson, Kans.
- MIDDLETON, SAM**
WOMG, Douglas, Ga.
- MIKKALSON, ROBERT**
KDEC, Decorah, Ia.
- MILFORD, ROBERT W., JR.**
WCHV, Charlottesville, Va.
- MILLER, HARVEY**
WJSW, Altoona, Pa.
- MILLER, JACK**
WYON, Woonsocket, R. I.
- MILLER, LINDY**
WBZ-TV, Boston, Mass.
- MILLER, M. E.**
KROC, Rochester, Minn.
- MILLER, MAURICE**
KLZ, Denver, Colo.
- MILLER, REUBEN**
WFUN, Huntsville, Ala.
- MILLER, RICHARD**
WHUC, Hudson, N. Y.
- MILLER, SHELBY**
KIJV, Huron, S. Dak.
- MILLS, DEXTER**
WDBJ, Roanoke, Va.
- MILLS, FRANK**
WBAP, Fort Worth, Tex.
- MILLS, FRANK**
WBAP-TV, Fort Worth, Tex.
- MILLS, JIM**
WIBK, Knoxville, Tenn.
- MIMS, WILLIAM**
WCSC, Charleston, S. C.
- MIRES, RON**
WTHH, Port Huron, Mich.
- MITCHEL, ROY**
KLRA, Little Rock, Ark.
- MITCHELL, CHARLES R.**
WBIG, Greensboro, N. C.
- MITCHELL, JACK**
WTPF, Charleston, W. Va.
- MITCHELL, JIM**
WCVS, Springfield, Ill.
- MITCHELL, JIM**
WKBN, Youngstown, O.
- MITCHELL, MILFORD**
WACO, Waco, Tex.
- MITCHELL, RAY**
KGEM, Boise, Ida.
- MOCK, JACK**
WDLF, Panama City, Fla.
- MOFFETT, JERRY**
KTFF, Twin Falls, Ida.
- MOHER, BILL**
WDAY, Fargo, N. Dak.
- MOHR, ED**
WAPX, Montgomery, Ala.
- MOLL, ALLEN**
KDYL, Salt Lake City, Utah
- MONET, PIERRE**
WDLB, Marshfield, Wis.
- MONKMAN, ROBERT**
WRJN, Racine, Wis.
- MONROE, BOB**
WFTL, Ft. Lauderdale, Fla.
- MONROE, GEORGE**
KFDM, Beaumont, Tex.
- MONTGOMERY, BOB**
WFNC, Fayetteville, N. C.
- MONTGOMERY, BOB**
WGL, Fort Wayne, Ind.
- MONTGOMERY, DEAN**
KELO, Sioux Falls, S. Dak.
- MOODY, WILLIAM G.**
KIT, Yakima, Wash.
- MOONEY, FRANK**
WHUM, Reading, Pa.
- MOORE, CHARLES F.**
KPDQ, Portland, Ore.
- MOORE, DEANE**
KWIK, Burbank, Cal.
- MOORE, EDWARD**
KRES, St. Joseph, Mo.
- MOORE, FRED**
KFOX, Long Beach, Cal.
- MOORE, GEORGE**
WEAR, Pensacola, Fla.
- MOORE, L. P.**
WFAK, Charleston, S. C.
- MOORE, WALKER**
KEJZ, Fort Worth, Tex.
- MORAN, JACK**
KTAE, Taylor, Tex.
- MORATH, MAX**
KGHF, Pueblo, Colo.
- MORELAND, HARRY**
WROL, Knoxville, Tenn.
- MOREY, ART**
KWJJ, Portland, Ore.
- MORGAN, BILL**
WHAN, Charleston, S. C.
- MORGAN, GENE**
KCMJ, Palm Springs, Cal.
- MORGAN, JACK**
WMAW, Milwaukee, Wis.
- MORGAN, RICHARD**
WBOC, Salisbury, Md.
- MORRIS, ALLAN**
WNLC, New London, Conn.

Announcers—Radio-Television

- MORRIS, JOHN**
WTKX, Austin, Tex.
- MORRIS, JOHN**
WTWA, Thomson, Ga.
- MORRIS, PAUL**
WJBK, Detroit, Mich.
- MORRIS, ROY**
WGWR, Asheboro, N. C.
- MORRIS, ROY**
WJIG, Tullahoma, Tenn.
- MORRIS, VANCE**
WTND, Orangeburg, S. C.
- MORRISON, PHIL**
WTOM, Bloomington, Ind.
- MORRISON, WILBUR**
WRUN, Utica, N. Y.
- MORSE, SID**
KLOU, Lake Charles, La.
- MORSE, TONY**
KGO, San Francisco, Cal.
- MOSEBY, JAMES**
WITZ, Jasper, Ind.
- MOSTELLER, JERRY**
WMRC, Greenville, S. C.
- MOTLEY, KEN**
WMBE, Joplin, Mo.
- MOUNTEER, JOHN**
WOKO, Albany, N. Y.
- MOWERS, ROBERT**
WGAN, Portland, Mo.
- MOWRY, LEE**
WLAQ, Rome, Ga.
- MOYLE, WILLARD**
WKOK, Sunbury, Pa.
- MULHEEN, PAT**
WRDW, Augusta, Ga.
- MULLARKY, TOM**
KLIF, Dallas, Tex.
- MULLEN, FRANK**
KRUX, Phoenix, Ariz.
- MULLEN, FRANK**
WGLN, Glenn Falls, N. Y.
- MULLINIX, RAY**
KORA, Bryan, Tex.
- MUMFORD, ALEX**
WCOM, Parkersburg, W. Va.
- MUNT, PAUL**
KSDN, Aberdeen, S. Dak.
- MUNYAN, HARRY**
WIOD, Miami, Fla.
- MURPHEY, HARVEY**
WSFC, Somerset, Ky.
- MURPHY, DENNIS**
WREX, Duluth, Minn.
- MURPHY, PAUL**
WWSO, Springfield, O.
- MURPHY, WILLIAM**
CBS, Miami, Fla.
- MURPHY, WILLIAM**
WMIX, Mt. Vernon, Ill.
- MURRAY, BOB**
KENT, Shreveport, La.
- MURRAY, HAL**
WBBO, Forest City, N. C.
- MURRAY, JAMES A.**
WMTW, Portland, Me.
- MURRAY, PHILIP G.**
WMTW, Portland, Me.
- MURRAY, JAMES**
WSB, Atlanta, Ga.
- MUSLADIN, WILLIAM**
KJBS, San Francisco, Cal.
- MYERS, EDWARD**
WMEX, Boston, Mass.
- N —**
- NABORS, PAT**
WSOC, Charlotte, N. C.
- NAGLE, DAVID J.**
WCEV, Charlottesville, Va.
- NAKEL, PAUL**
WJMO, Cleveland, O.
- NARZ, JACK**
KIEV, Glendale, Cal.
- NASH, ROGER**
WEAR, Pensacola, Fla.
- NAUGHTON, CLIFF**
KSFO, San Francisco, Cal.
- NAVIN, DEAN**
KRNT, Des Moines, Ia.
- NEAL, DON**
KWLK, Longview, Wash.
- NEAL, HAL**
WXYZ, Detroit, Mich.
- NEALE, LOUIS M.**
WFGN, Gaffney, S. C.
- NEARNS, JOE**
KFFA, Helena, Ark.
- NEATHERY, JOHN**
KSAM, Huntsville, Tex.
- NEELY, JACK**
WKTM, Mayfield, Ky.
- NEFF, ERNIE**
WCAB, Pittsburgh, Pa.
- NEFF, HARRY E.**
WBAT, Marion, Ind.
- NEHER, DEALTON**
WIBA, Madison, Wis.
- NEHLING, WALLY**
WIRE, Indianapolis, Ind.
- NEIDIG, JOSEPH**
KVGB, Great Bend, Kans.
- NEIGHBOR, HOWARD**
KVGB, Great Bend, Kans.
- NEITZEL, LOUIS**
WJVA, South Bend, Ind.
- NELSON, ART**
KLIF, Dallas, Tex.
- NELSON, BOB**
WBBQ, Augusta, Ga.
- NELSON, CHARLES**
WFBG, Altoona, Pa.
- NELSON, CARL**
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**
KGBC, Galveston, Tex.
- NELSON, CY**
WEMP, Milwaukee, Wis.
- NELSON, DAVID**
WSAP, Portsmouth, Va.
- NELSON, GEORGE**
KOLQ, Reno, Nev.
- NELSON, LEE**
WFOR, Portland, Me.
- NELSON, TED**
KVET, Austin, Tex.
- NEWBERRY, FRANK**
KWAK, Stuttgart, Ark.
- NEWBY, LUTHER**
KLAC, KLAC-TV, Los Angeles, Cal.
- NEWMAN, JACK**
KOME, Tulsa, Okla.
- NIDEVER, BRUCE**
KASH, Eugene, Ore.
- NELSON, WALTER A.**
WCCO, Hartford, Conn.
- NIGHTINGALE, EARL**
KTAR, Phoenix, Ariz.
- NILES, DAVID**
WEVD, New York, N. Y.
- NILES, WENDELL**
The Man Called "X," CBS
- NIMMO, BILL**
Dance Time
- NIXON, NICK**
WLWT, Cincinnati, O.
- NOBLE, BOB**
WDAF, Savannah, Ga.
- NOLAN, BOB**
WRBU, Columbus, Ga.
- NORMAN, DON**
WAPO, Chattanooga, Tenn.
- NORMAN, IAL**
KFH, Wichita, Kans.
- NORMAN, RALPH**
WOMT, Manitowoc, Neb.
- NORMAN, RICHARD**
WQQW, Washington, D. C.
- NORRIS, CLARK**
KVOP, Plainview, Tex.
- NORTON, MILTON**
KVOR, Colorado Springs, Colo.
- NORVAL, BUD**
WFOR, Hattiesburg, Miss.
- NORWIG, GEORGE**
WCSC, Charleston, S. C.
- NORWOOD, CHARLES**
WVHT, Hartford, Conn.
- NOVELL, WALT**
KFRE, Fresno, Cal.
- O —**
- OKNER, MERV**
KSFZ, Trinidad, Colo.
- O'BRIEN, AL**
WBBI, Sheboygan, Wis.
- O'BRIEN, DAVID**
WDXI, Jackson, Tenn.
- O'BRIEN, ELLIS**
WCSH, Portland, Me.
- O'BRIEN, JOE**
(O'Brien, Joseph A.); Emcee, Announcer; Sports Announcer; b. Yonkers, N. Y., July 17, 1915; ed. Fordham College; Rosemary (CBS); Joyce Jordan (NBC); Quizdom Class (ABC); Brooklyn Dodger Football (WMCA); Tommy Dorsey Show; Amateur Hour; Du Mont Tele.
- O'BRIEN, JIM**
WKIP, Poughkeepsie, N. Y.
- O'CAIN, KEITH**
WRJN, Racine, W.
- O'CONNOR, DON**
WEMP, Milwaukee, Wis.
- O'CONNOR, ROD**
Announcer; b. Houston, Tex.; New Mexico Military Inst.; The Red Sexton Show, People Are Funny, Duffy's Tavern (NBC).
- O'CONNOR, TOM**
WBMD, Baltimore, Md.
- ODOM, GEORGE**
WMAZ, Macon, Ga.
- ODOM, HOMER**
KOMA, Oklahoma City, Okla.
- ODOM, RAYMOND**
KSTA, Coleman, Tex.
- O'FARREL, JOHN**
WRPW, Eau Claire, Wis.
- O'HALLORAN, HAL**
WBHL, Sheboygan, Wis.
- O'HARA, WILLIAM**
KWVB, Walla Walla, Wash.
- OLDS, MICHAEL**
WBOW, Terre Haute, Ind.
- OLIVENCIA, TOMAS**
WORA, Managquez, P. R.
- OLSON, BRAD**
KIXL, Dallas, Tex.
- OLSON, DONALD**
KSJB, Jamestown, N. Dak.
- OLSON, NATHAN**
KOOS, Coos Bay, Ore.
- OLSON, RAY**
WOW, Omaha, Neb.
- O'NEIL, PAUL**
WNMP, Evanston, Ill.
- ORFIELD, BENNETT**
WIS, Chicago, Ill.
- ORNEST, STAN**
WGBS, Miami Fla.
- ORNGARD, JAMES**
WSBR, Superior, Wis.
- ORR, WILLIAM**
WICY, Malone, N. Y.
- ORTEGA, LOLA**
KGIW, Alamosa, Colo.

Announcers—Radio-Television

ORUM, BILL
W.L. St. Louis, Mo.

OSBORNE, KARL
WADC, Akron, O.

OSBORNE, PAUL
WLOH, Princeton, W. Va.

OSBORNE, TIM
KTHB, Houston, Tex.

O'SULLIVAN, TIM
WGL, Fort Wayne, Ind.

OTT, WOODROW W.
WENY, Elmira, N. Y.

OUILLETTE, DEB
WNNH, Rochester, N. Y.

OYENDEN, KENNETH
WEEI, Boston, Mass.

OVERTON, DAVE
WBRC, Birmingham, Ala.

OWEN, EDWARD
WLBZ, Bangor, Me.

OWENS, JACK
WBHB, Fitzgerald, Ga.

OZMENT, HOWARD T.
WTMA, Charleston, S. C.

— P —

PAGE, FRANK
KWKH, Shreveport, La.

PAGE, SAM
WNBF, Binghamton, N. Y.

PAIGE, CARL
KRAM, Las Vegas, Nev.

PAIT, ANGUS
WLAT, Conway, S. C.

PALMER, EDWARD
WABI, Bangor, Me.

PALMER, GEORGE
WSAL, Cincinnati, O.

PALMER, WILLIAM
WDXB, Chattanooga, Tenn.

PARDO, DON
NBC

PARK, BOB
WACC, Chattanooga, Tenn.

PARK, CHARLES
WJR, Detroit, Mich.

PARKER, AL
WJJD, Chicago, Ill.

PARKER, ELZIE
KPPW, Fort Smith, Ark.

PARKER, JEE
WNAO, Raleigh, N. C.

PARKES, M.
WAIM, Anderson, S. C.

PARKS, BERT
Vaughn Monroe Show
CBS

PARSONS, FRED
WSB, Atlanta, Ga.

PARTON, RED
WOLF, Syracuse, N. Y.

PASCOE, KENNETH
KDE, Santa Barbara, Cal.

PASSE, LOEL
WTNB, Birmingham, Ala.

PATRICK, LAWRENCE
WAIR, Winston-Salem, N. C.

PATTERSON, JIMMY
WJSE, Asheville, N. Y.

PATTILO, JOE
WFOA, Marietta, Ga.

PAUL, BERT
WOMG, Douglas, Ga.

PAUL, RALPH
WOR, New York, N. Y.

PAULIN, ED
WCML, Ashland, Ky.

PAULSEN, VICTOR
KGYW, Vallejo, Cal.

PAULSON, RALPH
KFXD, Nampa, Ida.

PAYE, DON
WICY, Malone, N. Y.

PAYNE, A. M.
KOTN, Pine Bluff, Ark.

PAYNE, LLOYD
WDXB, Chattanooga, Tenn.

PAXTON, TOM
KGO, San Francisco, Cal.

PEALE, HUBERT
WHAN, Charleston, S. C.

PEARCE, ROY
KOMO, Carthage, Mo.

PEARCY, E. T.
KOTN, Pine Bluff, Ark.

PEARSON, AL
KWJJ, Portland, Ore.

PECK, ALBERT
KROS, Clinton, Ia.

PENDLEY, GEORGE
WGGG, Gainesville, Ga.

PEP WORTH, H. E.
WFEB, Sylacauga, Ala.

PERAZZO, DON
KBON, Omaha, Neb.

PERKINS, EUGENE F.
KDDO, Boise, Ida.

PERRIN, KEYES W.
Announcer, director; b. Albany, N. Y., Feb. 13, 1916; ed. Vincentian Academy; Let's Have a Party (WRGB Television); Record Riddles, Fulton Lewis, Jr. American F. B. Conference, Out of the Dark, Mutual Music Show.

PERRY, JACK
WGPA, Bethlehem, Pa.

PERRY, STU
WWSR, St. Albans, Vt.

PERRY, TONY
WFR, Freeport, Ill.

PERSICH, BILL
WGM, Madford, Wis.

PERSONS, BUCK
WAUD, Auburn, Ala.

PETERS, BRAD
KSCO, Santa Cruz, Cal.

PETERS, GEORGE
WSWN, Belle Glade, Fla.

PETERS, W. D.
WSTS, Southern Pines, N. C.

PETERSEN, KEN
WOC, Davenport, Ia.

PETERSON, ARNOLD
WATW, Ashland, Wis.

PETERSON, ART
WCPO, Cincinnati, O.

PETERSON, BOB
WEAU, Eau Claire, Wis.

PETERSON, DON
KURV, Edinburg, Tex.

PETERSON, DREXEL
KVPD, Fort Dodge, Ia.

PETERSON, GENE
WLAV, Grand Rapids, Mich.

PETERSON, JAMES
WOKZ, Alton, Ill.

PETERSON, JIM
KSL, Salt Lake City, Utah.

PETHICK, GEORGE THOMAS
WAVZ, New Haven, Conn.

PETRICH, LEE
KEDA, Amarillo, Tex.

PETTI, RALPH
WJAS, Pittsburgh, Pa.

PFIEFFER, BOB
WABD, New York, N. Y.

PFEL, JACK
WMAJ, State College, Pa.

PHILLIPPE, GENE
KBUR, Burlington, Ia.

PHILLIPS, BRAD
WINS, New York, N. Y.

PHILLIPS, BYRON
WBRF, Wilkes-Barre, Pa.

PHILLIPS, CHARLES
KABC, Okmulgee, Okla.

PHILLIPS, CONRAD M.
WGIV, Charlotte, N. C.

PHILLIPS, GREGG
WJOL, Joliet, Ill.

PHILLIPS, O.
KDON, Monterey, Cal.

PICKEL, CHARLES D.
WBIR, Knoxville, Tenn.

PIERCE, DON
WRRF, Washington, N. C.

PIERCE, JERRY
KGNU, Dodge City, Kans.

PIERCE, JOHN
WTAC, Flint, Mich.

PIERCE, NORMAN
WCFB, Chicago, Ill.

PIERSON, BILL
WHRK, Akron, O.

PIKE, DICK
WKNX, Saginaw, Mich.

PIPPERT, PAUL
KSMN, Mason City, Ia.

PLATT, DAVID
WHLI, Hempstead, L. I.

POIRIER, OMER, JR.
WOCB, West Yarmouth, Mass.

POLLACK, FRANK
WEXT, Milwaukee, Wis.

POLLARD, JAMES
WEEI, Boston, Mass.

POPPEK, JACK
WJOB, Hammond, Ind.

PORTA, PASCHAL
KFSA, Fort Smith, Ark.

PORTER, EVERETT
WRGA, Rome, Ga.

PORTER, RAY
KRHD, Duncan, Okla.

PORTER, WINSLOW
WINC, Winchester, Va.

POSENKE, BRAD
WNMP, Evanston, Ill.

POSEY, C. N.
KTRR, Rolla, Mo.

POSEY, HORACE
WVNC, Asheville, N. C.

POTTER, BOB
WBCB, Dubuque, Minn.

POUNDERS, FRANK
KSCC, Durant, Okla.

POWELL, JACK
KVVC, Ventura, Cal.

POWELL, KEN
WELM, Elmira, N. Y.

POWLESS, SAM
WHDU, Anderson, Ind.

PRATT, JIM
KCVS, Corpus Christi, Tex.

PRENTICE, CHARLES D.
WHAI, Greenfield, Mass.

PRENTICE, JOE
WGPA, Bethlehem, Pa.

PRICE, BILL
WCIL, Carbondale, Ill.

PRICE, GEORGE
KOME, Tulsa, Okla.

PRITTE, DON
WLEC, Sandusky, O.

PROCTER, GENE
KEPO, El Paso, Tex.

PLOCTOL, FRANK
WBML, Macon, Ga.

PROTSMAN, NORMAN
WMMB, Melbourne, Fla.

PROVOST, RICHARD
WMSA, Massena, N. Y.

FRUITT, CHARLES
WGWD, Gadsden, Ala.

PUMPHREY, HORACE
WKAX, Birmingham, Ala.

PUTNAM, JAMES C.
WBSC, Bennettsville, S. C.

PYATT, JAMES
KRBW, Hutchinson, Kans.

PYNE, JOE
WVCH, Chester, Pa.

Announcers—Radio-Television

— Q —

QUADE, WARREN
KCOY, Santa Maria, Cal.
QUAVE, MACKIE
WIS, Columbia, S. C.
QUINN, DOM
WBCK, Battle Creek, Mich.
QUINN, RAYMOND
WBKA, Brockton, Mass.

— R —

ROBB, JACK
WIOD, Kokomo, Ind.
RAEBURN, JOHNNY
WMIX, Mt. Vernon, Ill.
RAFFERTY, CHARLES
KJSK, Columbus, Neb.
RAGSDALE, NORMAN
WCNC, Elizabeth City, N. C.
RAHE, JOHN
WCMD, Cambridge, Md.
RAIBALL, WILLIAM
WCPA, Clearfield, Pa.
RAINEY, BRUCE
KSYL, Alexandria, La.
RAINS, DOUG
WACO, Waco, Tex.
RAMSEY, DAVE
KAWT, Douglas, Ariz.
RANDALL, BILL
WJLB, Detroit, Mich.
RANGER, JIM
KVSM, San Mateo, Cal.
RAXTINTIN, IRVING
WBCB, Chicago, Ill.
RASOR, JOHN
KSEL, Lubbock, Tex.
RATCLIFF, RAY
WLCS, Baton Rouge, La.
RAUHL, G.
WJVA, South Bend, Ind.
RAY, CURT
KMOX, St. Louis, Mo.
RAYLE, JACK
NBC
RAYMON, PAUL
WJRD, Tuscaloosa, Ala.
READ, BILL
WJBO, Baton Rouge, La.
REARDON, TOM
WHHM, Memphis, Tenn.
REBARAUGH, HAROLD
KGHF, Pueblo, Colo.
REDFERN, JACK
WGNV, Newburgh, N. Y.
REDFIELD, FRANK
KOY, Phoenix, Ariz.
REED, LYNNE
KOLN, Lincoln, Neb.
REES, WALTER
KWRN, Reno, Nev.
REESE, JAMES E.
WWWB, Jasper, Ala.
REEVES, GRADY
WFUN, Huntsville, Ala.
REYKES, MAX
KJSK, Columbus, Neb.
REID, CLARK
WHFB, Denton Harbor, Mich.
REID, HAL
WTAG, Green Bay, Wis.
REILLY, EARLE
KXA, Seattle, Wash.
REIMERS, ED
Our Job Is Manhattan, Ethel & Albert, Harrison Wood, ABC
REIMERS, TOM
WDVA, Danville, Va.
REITHE, FRED
WFLA, Tampa, Fla.
REITZ, ROBERT
WLEC, Sandusky, O.
REJBETAN, ARAM
KCBQ, San Diego, Cal.

REQUARD, JAY
WSID, Baltimore, Md.
REUTER, CHRIS
WTYS, Marianna, Fla.
REYNOLD, JOHN M.
WLOS, Asheville, S. C.
REYNOLDS, CLIFTON E.
WGOY, Bangor, Me.
REYNOLDS, GENE
WBAP-WBAP-TV, Fort Worth, Tex.
REYNOLDS, PAUL C.
WDAE, Tampa, Fla.
RHOADS, HOWARD
KUJ, Walla Walla, Wash.
RHODES, RICHARD
WAYB, Waynesboro, Va.
RICAU, LIONEL
NBC
RICE, ART
KWHK, Hutchinson, Kans.
RICE, LEE
WBIZ, Eau Claire, Wis.
RICE, RICHARD
WTOD, Toledo, O.
RICHARDS, BILL
WMON, Montgomery, W. Va.
RICHARDS, RODNEY
WYUB, Watsonville, Cal.
RICHARDSON, BILL
WITZ, Jasper, Ind.
RICHARDSON, CHARLES T.
WMOH, Hamilton, O.
RICHARDSON, DAVID
KXA, Seattle, Wash.
RIDDER, JACK
WCSS, Amsterdam, N. Y.
RIDDLE, BILL
WNEX, Macon, Ga.
RIDGEWAY, DICK
KUND, Independence, Kans.
RIDGEWAY, JACK
KTHR, Hot Springs, Ark.
RIED, PAUL
WKLT, Clanton, Ala.

RIGGS, GLENN

Announcer, MC; b. McKeesport, Pa., July 12, 1907; Juniata Coll.; My True Story, Boston Blackie, Philco Hall of Fame (ABC); Thin Man (CBS); Hop Harrigan, True or False (MBS).
RILEY, BOB
WMBD, Peoria, Ill.
RILEY, HARRY
WVVW, Fairmont, W. Va.
RILEY, JOHN
WRTA, Altoona, Pa.
RISING, RICHARD
WJBW, New Orleans, La.
RITCHY, MORLEY
KWRN, Reno, Nev.
RITZNAUER, BARRY
WIBX, Utica, N. Y.
ROARK, C. A.
KGY, Olympia, Wash.
ROBATOR, HAROLD G.
WSPR, Springfield, Me.
ROBB, MAJOR
WEAM, Arlington, Va.
ROBBINS, FRED
Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree, Teentimers Club; 1280 Club.
ROBERTS, ANDY
WJMJ, Philadelphia, Pa.
ROBERTS, BILL
KLEE, Houston, Tex.
ROBERTS, BOB
WSSC, Chicago, Ill.
ROBERTS, CHARLES
WGAR, Cleveland, O.

ROBERTS, CHARLES
WLAC, Nashville, Tenn.
ROBERTS, DON
KSSST, Sulphur Springs, Tex.
ROBERTS, FORD
KWDM, Des Moines, Ia.
ROBERTS, HOWARD
WCFL, Chicago, Ill.
ROBERTS, KEN
It Pays To Be Ignorant, Grand Central Station, Mr. Ace & Jane
CBS
ROBERTS, PETER
NBC
WNBC
ROBERTS, WILLIAM
KGYW, Vallejo, Cal.
ROBERTSON, DAMIAN
WJAC, Johnstown, Pa.
ROBERTSON, JIM
WMCK, McKeesport, Pa.
ROBEY, TOM
WTAD, Quincy, Ill.
ROBINETTE, MAX
WLAR, Athens, Tenn.
ROBINSON, BOB
WKAB, Mobile, Ala.
ROBINSON, WELDON
KFDA, Amarillo, Tex.
ROBINSON, WAYNE
KVOW, Littlefield, Tex.
ROCKE, LOUIS
WCAX, Burlington, Vt.
ROCKER, KEITH
WNBZ, Saranac Lake, N. Y.
RODDA, WALTER
WKAT, Miami Beach, Fla.
RODGERS, CLIFF
WHKK, Akron, O.
RODRIGUEZ, RAMON
WDUZ, Green Bay, Wis.
ROELUCK, JOHN
WTMA, Charleston, S. C.
ROGERS, RALPH
WAPL, Birmingham, Ala.
ROGERS, TOM
WJNC, Jacksonville, N. C.
ROHN, JIM
KSJB, Jamestown, N. Dak.
ROLESON, JOHN
KQVO, Missoula, Mont.
ROLLINS, CHAP
KAGH, Pasadena, Cal.
ROMANO, TOM
WNHC-TV, New Haven Conn.
ROODHOFF, TED
WDOS, Oneonta, N. Y.
ROPER, DON
WTG, Washington, D. C.
ROPER, PRES
WMAN, Mansfield, O.
ROSMOND, ROBERT
WTBO, Cumberland, Md.
ROSE, CARL
WBSN, Charleston, S. C.
ROSE, JOHN
WHK, Cleveland, O.
ROSHILL, DAVE
WKBS, Oyster Bay, N. Y.
ROSS, BOB
WWXL, Peoria, Ill.
ROSS, DAVID
Morton Downey Show, The Big Break, Guy Lombardo Show
MBS, NBC, CBS, ABC
ROS, DICK
KIRO, Seattle, Wash.
ROS, DON JOHN
WDR, Hartford, Conn.
ROSS, KAL
WADR, Syracuse, N. Y.
ROSS, PAUL
KRLD, Dallas, Tex.

Announcers—Radio-Television

- ROTH, BOB**
WLEE, Richmond, Va.
- ROTH, CARL**
KNEL, Waterloo, Ia.
- ROTZ, STEVE**
WHOD, Homeslead, Pa.
- ROUNTREE, GEORGE**
KVLH, Pauls Valley, Okla.
- ROWE, PAUL**
WKNA, Charleston, W. Va.
- ROWLAND, KEN**
WTUX, Wilmington, Del.
- ROWZIE, JACK**
WINX, Washington, D. C.
- ROY, MICHAEL**
Abbott and Costello Show
ABC
Screen Guild Players
CBS
- ROYALL, PAUL**
RSL, Salt Lake City, Utah
- RUCKLE, ROBERT E.**
WRDW, Augusta, Ga.
- RUCKMAN, PETE**
WABR, Mobile, Ala.
- RUFIN, HOMER**
KCLE, Cleburne, Tex.
- RUGGLES, DON**
WTUX, Wilmington, Del.
- RUILE, PAUL**
WALT, Chicago, Ill.
- RUMORE, JOE**
WYOK, Birmingham, Ala.
- RUSH, JIM**
WBBC, Flint, Mich.
- RUNK, CLAY**
WHO, Des Moines, Ia.
- RUSKIN, PHIL**
WSOO, Sault Ste. Marie, Mich.
- RUSSELL, ROGER**
KWOA, Worthington, Minn.
- RUTLEDGE, BILL**
KENT, Shreveport, La.
- RYAN, JACK**
WHUM, Reading, Pa.
- RYAN, JOHNNY**
KVOO, Tulsa, Okla.
- RYAN, RUSSELL S.**
WAAF, Chicago, Ill.
- S —
- SABIN, ROBERT**
Second Honeymoon
ABC
- SACERDOTI, RENZO**
WQV, New York, N. Y.
- SACKETT, HARRY**
KORE, Eugene, Ore.
- SAGE, AL**
KGFV, Kearney, Neb.
- ST. GEORGE, DORIAN**
Nelson Olmstead
ABC
- ST. LAWRENCE, ROBERT B.**
WSJS, Winston-Salem, N. C.
- SAMPLE, K. O.**
KFPW, Fort Smith, Ark.
- SANDERS, CHRISTIAN F.**
KOVO, Provo, Utah
- SANDERS, HUGH**
KITO, San Bernardino, Cal.
- SANDERS, ROBERT**
WSTV, Stevensville, O.
- SANDERS, ROBERT**
WTAQ, Green Bay, Wis.
- SANDS, MICHAEL**
WMBS, Uniontown, Pa.
- SANFORD, BUD**
WFTL, Ft. Lauderdale, Fla.
- SANFORD, CHARLES R.**
WGUY, Bangor, Me.
- SANTORO, BILL**
WARD, Johnstown, Pa.
- SAUNDERS, CURT**
WBEC, Flint, Mich.
- SAVVRY, RUSS**
KOCS, Oakland, Cal.
- SAWYER, HAL**
KTLA, Los Angeles, Cal.
- SAXE, ED. G.**
KBLF, Red Bluff, Cal.
- SAXON, JIM**
KTRM, Beaumont, Tex.
- SAXON, JOE**
WPAD, Paducah, Ky.
- SAYLES, FRED**
WATV, Newark, N. J.
- SCANLON, ART**
Announcer, MC, Humorist, Actor;
Songs of the Old Sod; Art Scan-
lon Show (WINS).
- SCANLON, JACK**
WJIZ, Bridgeport, Conn.
- SCHAEFER, HAL**
WJOC, Jamestown, N. Y.
- SCHAFFER, PAUL**
WANE, Fort Wayne, Ind.
- SCHABDT, DON**
WKRT, Cortland, N. Y.
- SCHAUGHENCY, EDWIN L.**
KDKA, Pittsburgh, Pa.
- SCHERER, JOSEPH**
KGHF, Pueblo, Colo.
- SCHIEGL, WARREN**
KOPO, Tucson, Ariz.
- SCHIRMER, E. CARLTON**
KFEQ, St. Joseph, Mo.
- SCHMELING, NORMAN**
KFGO, Fargo, N. Dak.
- SCHNECK, LEROY W.**
WNAE, Warren, Pa.
- SCHNEIDER, JOHN**
WBUD, Morrisville, Pa.
- SCHNEIDER, WALLY**
KIBX, Kirksville, Mo.
- SCHOFIELD, DICK**
Announcer, Actor, Newscaster;
Theater and Radio Actor, N. Y.,
Chicago, Kansas City, Southern
Calif.
- SCHON, CHARLES**
WTMC, Ocala, Fla.
- SCHORFEGGE, CHARLES**
KFYR, Bismarck, N. Dak.
- SCHREINER, RAY**
WBTM, Danville, Va.
- SCHROEDER, GARY**
WRFD, Worthington, C.
- SCHROEDER, PAUL**
WMS, Michigan City, Ind.
- SCHUCHARD, R. A.**
WMED, Medford, Ore.
- SCHWANN, GEORGE**
KTMC, McAlester, Okla.
- SCHWARTZ, HENRY**
KEYS, Corpus Christi, Tex.
- SCHWEIZER, JERRY**
WWJ-TV, Detroit, Mich.
- SCOFIELD, DAVID**
KFRG, San Francisco, Cal.
- SCOTT, DAVE**
KQV, Pittsburgh, Pa.
- SCOTT, ED**
KLZ, Denver, Colo.
- SCOTT, ED**
KOL, Seattle, Wash.
- SCOTT, FRED**
WABD, New York, N. Y.
- SCOTT, MARK**
WLOW, Norfolk, Va.
- SCOTT, SAM**
KEND, Bend, Ore.
- SCOTT, TED**
KTMS, Santa Barbara, Cal.
- SCOVILLE, ELLIOT**
KPIZ, Fond Du Lac, Wis.
- SCRIBNER, DAVE**
KXIT, Dalhart, Tex.
- SEARS, ZENAS**
WQXI, Atlanta (Buckhead),
Ga.
- SEAY, CARROLL**
WLVA, Lynchburg, Va.
- SEIDLEY, BRUCE**
KROW, Oakland, Cal.
- SELF, JAMES**
KCTX, Childress, Tex.
- SELLERS, BILL**
WCEC, Rocky Mount, N. C.
- SELLEY, ART**
WBAC, Cleveland, Tenn.
- SELTZER, EVERETT**
WONS, Hartford, Conn.
- SEMPLE, DICK**
KTRI, Sioux City, Ia.
- SEVERE, HOWARD**
WBEC, Rochester, N. Y.
- SEWEL, GRANT**
KCBQ, San Diego, Cal.
- SEYBOLD, WILLIAM**
KSEK, Pittsburg, Kans.
- SEYMOUR, BOB**
WKMH, Dearborn, Mich.
- SEYMOUR, DAN**
Aunt Jemmy
CBS
- SHAFER, FRED**
WSBA, York, Pa.
- SHAFFER, MAX**
WVAN, Danville, Ill.
- SHAFRAN, JOSEPH**
WMAJ, State College, Pa.
- SHAIN, NORMAN**
WMPB, Memphis, Tenn.
- SHALLENBERGER, DAVE**
WARD, Johnston, Pa.
- SHALTER, EODIE**
WXYZ-TV, Detroit, Mich.
- SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
- SHANNON, WILLIAM J.**
WBAT, Marion, Ind.
- SHARBUTT, DEL**
Meet Corliss Areber, Club 15
CBS
- SHARPE, BILL**
KWFT, Wichita Falls, Tex.
- SHAVER, NEIL**
KORN, Fremont, Neb.
- SHAW, DAVE**
KRNO, San Bernardino, Cal.
- SHAW, DON**
WEWO, Laurinburg, N. C.
- SHAW, CHARLES**
WOLF, Syracuse, N. Y.
- SHAW, STANLEY**
WCOP, Boston, Mass.
- SHAY, JIM**
WCLE, Clearwater, Fla.
- SHAY, ROBERT**
WEW, St. Louis, Mo.
- SHERMAN, BILL**
WDRG, Hartford, Conn.
- SHELDON, HERB**
Honeymoon in N. Y., Maggi's
Private Wire, Eileen Barton
Show, Fred Waring Show,
NBC
- SHELLEY, DAVE**
WSUA, Bloomington, Ind.
- SHELLY, WILSON**
KRLD, Dallas, Tex.
- SHELTON, BILL**
WKTM, Mayfield, Ky.
- SHELTON, FLOYD**
KSTA, Coleman, Tex.
- SHELTON, JIM**
KTAN, Sherman, Tex.
- SHEPARD, LAWRENCE**
KAYX, Waterloo, Ia.
- SHEPARD, TOMMY**
WWGP, Sanford, N. C.

Announcers—Radio-Television

- SHEPHERD, CHARLIE**
WDDK, Durham, N. C.
- SHEPARD, ED**
WGH, Newport News, Va.
- SHEPPE, BOB**
WFOY, St. Augustine, Fla.
- SHERMAN, CLAIRE**
WJTN, Jamestown, N. Y.
- SHERILL, DAVE**
WRLD, West Point, Ga.
- SHERRY, BOB**
Announcer, Narrator, Emcee, Newscaster; b. Chattanooga, Tenn., Oct. 15, 1918; ed. U. of Chattanooga, B.A., Adventures of Archie Andrews (NBC); Decision Now (NBC); Author meets the Critics (NBC); The Eternal Light (NBC); American Legion Junior Baseball Shows (NBC); Armstrong Theater of Today.
- SHEWALTER, ART**
WBEX, Chillicothe, O.
- SHIPE, ROBERT**
WTCO, Campbellsville, Ky.
- SHIRLEY, TOM**
Reader's Digest, Armstrong Theater of Today
CBS
- SHREVE, LEN**
KWJJ, Portland, Ore.
- SHKEVE, THERON**
WTAM, Flint, Mich.
- SHUE, PAUL M.**
WAYB, Waynesboro, Va.
- SHUMWAY, HARLEY M.**
KBLT, Red Bluff, Cal.
- SIDNEY, PETE**
KXIC, Iowa City, Ia.
- SILBERBERG, ROBERT**
WNCC, Norwich, Conn.
- SIMMONS, DAVE**
KIST, Santa Barbara, Cal.
- SIMMONS, S. E.**
KRUZ, Santa Cruz, Cal.
- SIMPKINS, PAUL**
WVIM, Vicksburg, Miss.
- SIMPSON, JAMES**
WQIC, Washington, D. C.
- SIMPSON, JIMMY**
WMRC, Greenville, S. C.
- SIMPSON, JOHN**
NBC
- SIMRALL, JOE**
WHB, Kansas City, Mo.
- SIMS, JAY**
Your Hit Parade, Call the Police
NBC
- SIMS, SAM**
WFBM, Indianapolis, Ind.
- SINGER, LAN**
WMLD, Milwaukee, Wis.
- SINOT, WARREN**
WVCG, Coral Gables, Fla.
- SJERIDAN, LEE**
WFIG, Sumter, S. C.
- SJIREK, JIM**
KFYR, Bismarck, N. Dak.
- SKELTON, JOHN R.**
KSAN, San Francisco, Cal.
- SKERDA, JOHN**
WBPZ, Lock Haven, Pa.
- SKILTON, DAN**
WAPQ, Chattanooga, Tenn.
- SKINNER, GEORGE**
Circle Arrow Show
NBC
- SKINNER, PAUL**
WTMJ-TV, Milwaukee, Wis.
- SKOGBERGH, EASTON**
KOMO, Seattle, Wash.
- SLATE, CHARLIE**
WGTM, Wilson, N. C.
- SLATTERY, JOE**
KWTO, Springfield, Mo.
- SLAYTON, GLENN**
WBHP, Huntsville, Ala.
- SLOAN, BILL**
KWHI, Brenham, Tex.
- SLOANE, AL**
WCMW, Canton, O.
- SMALL, MARSHALL**
KUTA, Salt Lake City, Utah
- SMITH, ARTHUR**
WNEB, Worcester, Mass.
- SMITH, BILL**
WAMS, Wilmington, Del.
- SMITH, BILLY**
WSFA, Montgomery, Ala.
- SMITH, BOB**
KCRS, Midland, Tex.
- SMITH, BOB**
KVOR, Colorado Springs, Colo.
- SMITH, BOB**
WCIO, Janesville, Wis.
- SMITH, BORDEN**
WGVA, Geneva, N. Y.
- SMITH, BURRELL**
WGY, Schenectady, N. Y.
- SMITH, CLAYTON**
WAGM, Presque Isle Me.
- SMITH, DALE**
KOMO, Seattle, Wash.
- SMITH, DAVID L.**
KTBC, Austin, Tex.
- SMITH, DON**
WRNS, Columbus, O.
- SMITH, FLETCHER**
WTNC, Thomasville, N. C.
- SMITH, FRED**
WEBC, Duluth, Minn.
- SMITH, HARRY**
KAKE, Wichita, Kans.
- SMITH, HARRY**
WZZ, Tuscola, Ill.
- SMITH, JAY**
WBA, Balaia, N. Y.
- SMITH, IRVING**
WCAM, Camden, N. J.
- SMITH, LEE**
WJBW, New Orleans, La.
- SMITH, PAUL**
WNOX, Knoxville, Tenn.
- SMITH, RALPH**
WIKB, Iron Mountain, Mich.
- SMITH, RICHARD**
WMTW, Portland Me.
- SMITH, ROBERT**
WCCP, Savannah, Ga.
- SMITH, RDRERT D.**
WABI, Bangor, Me.
- SMITH, VERNE**
Adventures of Ozzie and Harriet
CBS
- SMITH, VIC**
WCOG, Greensboro, N. C.
- SMITH, WHEELER**
KOL, Seattle, Wash.
- SNODDY, TOM**
KFEQ, St. Joseph, Mo.
- SNYDER, BOB**
WOLS, Florence, S. C.
- SNYDER, ED**
WDAK, Columbus, Ga.
- SOBLL, JOHNNY**
WILK, Wilkes-Barre, Pa.
- SOUTHARD, BOB**
WMAM, Marinette, Wis.
- SOUTHWICK, ROY**
KID, Idaho Falls, Ida.
- SPAUGH, ROGER**
KOOS, Coos Bay, Ore.
- SPAVENTO, CARL**
WBNI, Buffalo, N. Y.
- SPENCER, W. MONDELL**
KWAL, Wallace, Ida.
- SPENGLER, KEN**
WCVS, Springfield, Ill.
- SPOTTS, JIM**
WISL, Shamokin, Pa.
- SPRINGER, KIRK W.**
KWNW, Wenatchee, Wash.
- SPURLOCK, BOYD**
KQVL, Greenville, Tex.
- SQUIRES, ALONZO G.**
WAYS, Charlotte, N. C.
- STALEY, JOE**
KRE, Berkeley, Cal.
- STAMPS, BILL**
WLAC, Nashville, Tenn.
- STANGLAND, EIDER**
KSOO, Sioux Falls, S. Dak.
- STANLEY, GEORGE**
WKIX, Columbia, S. C.
- STANLEY, HAL**
WSSB, Durham, N. C.
- STANTON, BOB**
KXIT, Dalhart, Tex.
- STANTON, FRED**
KNEW, Spokane, Wash.
- STANTON, KARL**
KTRM, Beaumont, Tex.
- STAPLES, LLOYD**
WHEB, Portsmouth, N. H.
- STARBUCK, BERYL**
WMT, Cedar Rapids, Ia.
- STARK, CHARLES**
The Guiding Light, Bob Hawk Show
CBS
- STARK, RICHARD S.**
Announcer, writer, producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B.A. Degree; Jean Sablan; Pepper Young's Family; Joyce Jordan, MD.; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week; Christopher Wells; Hit The Jackpot (CBS)
- STARLING, DAVID**
KFL, Los Angeles, Cal.
- STEADMAN, FRED**
KNAP, Fredericksburg, Tex.
- STEELE, JAMES C.**
WIRK, W. Palm Beach, Fla.
- STEELE, JOHN**
KOCY, Oklahoma City, Okla.
- STEFFES, ART**
KWNO, Winona, Minn.
- STEIGER, BRAD**
WXRA, Buffalo, N. Y.
- STEIN, IRV**
KGGP, Coffeyville, Kans.
- STEMKAMP, JOHN**
KWIL, Albany, Ore.
- STENNERSEN, HOMER**
KKLO, Bozeman, Mont.
- STENGER, FRANK**
WHUC, Hudson, N. Y.
- STENGER, PETE**
WEPM, Martinsburg, W. Va.
- STEPHENS, GENE**
WINR, Binghamton, N. Y.
- STEPHENS, JOE**
WDWD, Dawson, Ga.
- STEPHENSON, BOB**
KLEE, Houston, Tex.
- STEPHENSON, BYRON**
KRLC, Lewiston, Ida.
- STEPHENSON, RON**
WJAC, Johnstown, Pa.
- STEPLER, HAROLD**
WMAL-TV, Washington, D. C.
- STERLING, LEN**
FBI in Peace & War; Ma Perkins (CBS); Sammy Kaye's Sunday Serenade (ABC); The Brighter Day; Life Can Be Beautiful (NBC); Dutch Masters News (WOR).
- STERRETT, ROBERT**
WTON, Staunton, Va.

Announcers—Radio-Television

- STEVENS, ALSTON**
WITH, Baltimore, Md.
- STEVENS, BURT**
WWGS, Tifton, Ga.
- STEVENS, ED**
WEOL, Elyria, O.
- STEVENS, GEORGE**
WFAA, Dallas, Tex.
- STEVENS, LOUIS**
KOJM, Havre, Mont.
- STEVENS, RALPH**
WTMA, Charleston, S. C.
- STEWART, AL**
KBRO, Bremerton, Wash.
- STEWART, DEANE**
KQW, San Jose, Cal.
- STEWART, FRED**
WNBW, Washington, D. C.
- STEWART, JAY**
MC Surprise Package (ABC); It's Fun To Be Young (CBS); Take It Or Leave It (NBC).
- STEWART, MURRAY**
KSOO, Sioux Falls, S. Dak.
- STEWART, ROBERT**
WBBY, Waterbury, Conn.
- STEWART, TOM**
WPAQ, Mt. Airy, N. C.
- STILL, JULIUS**
WGGA, Gainesville, Ga.
- STILLE, ELBERT, JR.**
WHKC, Columbus, O.
- STILLWELL, JACK**
WLS, Chicago, Ill.
- STIR, JACK**
WTSP, St. Petersburg, Fla.
- STOECKEL, RALPH**
KDTH, Dubuque, Ia.
- STONE, ALAN**
WPIL-TV, Philadelphia, Pa.
- STONE, CHARLES L.**
KMPC, Los Angeles, Cal.
- STORM, JOHN**
KNBH, Hollywood, Cal.
- STRAITON, DAVE**
KTOW, Oklahoma City, Okla.
- STRAND, PHIL**
WLPO, La Salle, Ill.
- STRIBLING, BILL**
WORD, Spartanburg, S. C.
- STROIE, EDWARD**
WMNC, Morgantown, N. C.
- STRONG, AL**
KSAM, Huntsville, Tex.
- STRONG, CASEY**
WWXL, Peoria, Ill.
- STROPE, ARNIE**
WFHR, Wisconsin Rapids, Wis.
- STROSHINE, ROBERT A.**
WSPR, Springfield, Mass.
- STROTHAM, WILLIAM**
KDAL, Duluth, Minn.
- STRUTHERS, JACK**
WDNE, Elkins, W. Va.
- STUART, ALLEN**
WMCA, New York, N. Y.
- STULLER, DON**
WHUN, Huntington, Pa.
- STURM, DEAN**
WHTN, Huntington, W. Va.
- SUGAR, DICK**
WEVD, New York, N. Y.
- SULLIVAN, DENNY**
WDOS, Oneonta, N. Y.
- SUNDY, RAY**
KRBC, Abilene, Tex.
- SUTIN, SCOTT**
WGGG, Gainesville, Fla.
- SVEHLA, WALT**
WQAM, Miami, Fla.
- SWANEY, FRED**
WRBC, Jackson, Miss.
- SWANSON, BOYD**
KOL, Seattle, Wash.
- SWANSON, ROBERT**
WISC, Madison, Wis.
- SWANWICK, WILLIAM**
WALL, Middletown, N. Y.
- SWEENEY, BROOKS**
WCAW, Charleston, W. Va.
- SWEENEY, WARREN**
Saturday Night Serenade
CBS
- SWENSON, WARD**
WILS, Lansing, Mich.
- SWIHART, WALTER**
WING, Dayton, O.
- SWOPE, RALPH**
WDBJ, Roanoke, Va.
- SYLVESTER, DICK**
KRPL, Moscow, Ida.
- SYMES, BILL**
KTSL, Hollywood, Cal.
- T —
- TABER, JIM**
WBUY, Lexington, N. C.
- TAPLER, VINCE**
WTPR, Paris, Tenn.
- TARKINSON, CHARLES**
WLAW, Lawrence, Mass.
- TATE, ART**
WBSR, Pensacola, Fla.
- TATE, VERNER**
WFBC, Greenville, S. C.
- TAYLOR, BILL**
WNNC, Newton, N. C.
- TAYLOR, BRAD**
WLBJ, Bowling Green, Ky.
- TAYLOR, CLAUDE**
WJP, Jacksonville, Fla.
- TAYLOR, DONALD A.**
WHEB, Portsmouth, N. H.
- TAYLOR, JACK**
WNN, Louisville, Ky.
- TAYLOR, PAUL**
KFRM, Kansas City, Mo.
- TAYLOR, PAUL**
KMBC, Kansas City, Mo.
- TAYLOR, WILL**
WSID, Baltimore, Md.
- TEAGUE, B. F.**
KWHI, Brenham, Tex.
- TEAS, WALTER**
KVOO, Tulsa, Okla.
- TELLER, DICK**
WSIR, Winter Haven, Fla.
- TEMPLETON, JOSEPH**
WNAE, Warren, Pa.
- TERFLER, RICHARD**
WCKB, Dunn, N. C.
- TERRANDO, JOSEPH**
WLPO, LaSalle, Ill.
- TERRY, AL**
KVOL, Lafayette, La.
- TERRY, CHEM**
WBAP-TV, Fort Worth, Tex.
- TESCH, RUD**
WBPN-TV, Buffalo, N. Y.
- TETRAULT, ERNEST**
WTRY, Troy, N. Y.
- THIBEAULT, JOSEPH**
WEAN, Providence, R. I.
- THOMAS, AL**
WAGC, Chattanooga, Tenn.
- THOMAS, CLYDE**
WROD, Daytona Beach, Fla.
- THOMAS, EARL**
WTND, Orangeburg, S. C.
- THOMAS, ED**
WOMT, Manitowoc, Neb.
- THOMAS, FRANK**
WTNC, Thomasville, N. C.
- THOMAS, D. GLENN**
WJEJ, Hagerstown, Md.
- THOMAS, GORDON**
WTMJ, Milwaukee, Wis.
- THOMAS, HAL**
KNEW, Spokane, Wash.
- THOMAS, PETER A.**
WMC, Memphis, Tenn.
- THOMAS, RAY**
WHAN, Charleston, S. C.
- THOMAS, ROLLIE**
KFI, Los Angeles, Cal.
- THOMAS, MATT**
WMAR-TV, Baltimore, Md.
- THOMAS, VERNE**
KOLE, Port Arthur, Tex.
- THOMAS, WILLIAM R.**
KORA, Bryan, Tex.
- THOMPSON, BOB**
KWSL, Lake Charles, La.
- THOMPSON, ELWOOD**
WTBO, Cumberland, Md.
- THOMPSON, GEORGE**
WELI, New Haven, Conn.
- THOMPSON, HAL**
KFJZ, Fort Worth, Tex.
- THOMPSON, RICHARD**
WKRZ, Oil City, Pa.
- THOMS, EARLE**
KXA, Seattle, Wash.
- THOMSEN, NORMAN**
KAYL, Storm Lake, Ia.
- THORNTON, CLARKE**
WTTG, Washington, D. C.
- THUESON, DEAN**
KLO, Ogden, Utah
- THUROW, DEAN**
KLFM, Minot, N. D.
- TIBBETTS, CARL V.**
KFXN, Austin, Tex.
- TIGHE, AL**
KMHL, Marshall, Minn.
- TIGHE, RONNIE**
WJAG, Norfolk, Neb.
- TILLMAN, JOHN**
WPIX, New York, N. Y.
- TITUS, FRANK**
WENE, Endicott, N. Y.
- TOBY, MARK**
WEVD, New York, N. Y.
- TOLBERT, JOE**
WNOX, Knoxville, Tenn.
- TOMPKINS, BILL**
KOGT, Orange, Tex.
- TOPMILLER, JAMES**
WKCT, Bowling Green, Ky.
- TOPP, WARREN**
WEW, St. Louis, Mo.
- TORRISI, TOM**
WJSW, Altoona, Pa.
- TOWER, JOHN**
KTAE, Taylor, Tex.
- TOWNE, GORDON**
WSIR, Winter Haven, Fla.
- TOWNSEND, SAM**
WCNU, Crestview, Fla.
- TRAMMEL, LAMAR**
WAGF, Dothan, Ala.
- TRANER, CHARLES**
WNAE, Warren, Pa.
- TRANUM, CHUCK**
WABD, New York, N. Y.
- TRAUTWEIN, JAMES**
WSPD-TV, Toledo, O.
- TRAVIS, HARRY**
WRZO, Kalamazoo, Mich.
- TRENT, RAY**
KAMQ, Amarillo, Tex.
- TRENT, ROBERT**
KYNO, Fresno, Cal.
- TREXLER, LARRY**
WMPS, Memphis, Tenn.
- TRIBLEY, HANK**
WGTC, Greenville, N. C.
- TRIGG, JACK**
KCMC, Texarkana, Tex.
- TRIPP, ROBERT**
WEEK, Peoria, Ill.
- TROTTER, JOHN**
KFSA, Fort Smith, Kans.

Announcers—Radio-Television

- TROUT, WAYNE**
WSBA, York, Pa.
- TUBBY, CARMEN**
WAVL, Apollo, Pa.
- TUCKER, FRANK**
WCOV, Montgomery, Ala.
- TUCKER, LINDSAY**
WKDK, Newberry, S. C.
- TUCKER, TED**
KTTE, Springfield, Mo.
- TUELL, GORDIE**
KIRO, Seattle, Wash.
- TUPPER, HOWARD**
WGY, Schenectady, N. Y.
- TURNER, DEAN**
KGGF, Coffeyville, Kans.
- TURNER, JIM**
KOCT, Orange, Tex.
- TURNER, PAUL**
WPIC, Sharon, Pa.
- TURNER, TINY**
WPRC, Reidsville, N. C.
- TURNER, S. O.**
WMOC, Covington, Ga.
- TUTEVILLER, CHARLIE**
WHNC, Henderson, N. C.
- TUTTLE, ROGER, JR.**
NBC
- TWOMEY, MORRIS**
KWVC, Vernon, Tex.
- U —
- UBEL, V.**
KROC, Rochester, Minn.
- ULBRICH, RAY**
W500, Sault Ste. Marie, Mich.
- ULMER, ROACH**
KSTP-TV, St. Paul-Minneapolis, Minn.
- UMBACH, BOB**
WLD, Bessemer, Ala.
- UNDERBILL, LEO**
WCKY, Cincinnati, O.
- UNDERWOOD, DON**
WDSR, Lake City, Fla.
- UNDERWOOD, HERB**
WCGG, Gainesville, Fla.
- URBAN, JOHN**
WWNY, Watertown, N. Y.
- UZZLE, FREDERICK B.**
KSOK, Arkansas City, Kans.
- V —
- VACCA, JOHN**
RECK, Odessa, Tex.
- VAINRIB, STAN**
WTNB, Birmingham, Ala.
- VALENTINE, JIMMY**
KSTP, St. Paul-Minneapolis, Minn.
- VALLE, DAN**
WFAS, White Plains, N. Y.
- VANDERLINGEN, LOU**
KIUP, Durango, Colo.
- VAN DERWERKER, HOMER**
KSON, San Diego, Cal.
- VAN DYKE, JOE**
WCMA, Corinth, Miss.
- VAN ELLS, NEAL**
WBOW, Terre Haute, Ind.
- VAN HORN, ARTHUR**
WOR, New York, N. Y.
- VAN KLEEK, BOB**
WOLF, Syracuse, N. Y.
- VANN, FRANK**
WTAR, Norfolk, Va.
- VAN SLYCKE, HARRY**
KNAT, Fredericksburg, Tex.
- VAN STEENBURGH, BILL**
WPTV, Albany, N. Y.
- VARBLE, LES**
WCTT, Corbin, Ky.
- VARNER, BOB**
KFRU, Columbia, S. C.
- VAENUM, GEORGE**
WPIT, Pittsburgh, Pa.
- VASTINE, ROY**
WAPY, Portsmouth, O.
- VAUGHN, ED**
WAJM, Anderson, S. C.
- VEGA, WILLIAM L.**
KCOR, San Antonio, Tex.
- VESEL, ROBERT**
WESA, Charleroi, Pa.
- VIGDER, FRED**
WTAG, Green Bay, Wis.
- VINES, LEE**
Studio One, County Fair
CBS
- VINROOT, FRED W.**
WGIV, Charlotte, N. C.
- VINSON, JIMMY**
WBML, Macon, Ga.
- VOGT, KEN**
WMLO, Milwaukee, Wis.
- VOLK, JOHN**
WALL, Middletown, N. Y.
- VONDELL, JOHN**
WHYN, Holyoke, Mass.
- VON ZELL, HARRY**
Radio Master of ceremonies,
comedian, motion picture actor;
b. Indianapolis, Ind., July 11,
1906; Eddie Cantor Shaw (NBC);
Duffy's Tavern (Guest) (NBC);
Frank Morgan Hope Chest (CBS);
Smiths of Hollywood.
- VOSEBURGH, RICHARD**
WENE, Endicott, N. Y.
- W —
- WADE, JESS**
KITS, Springfield, Mo.
- WADE, TOM**
WINX, Washington, D. C.
- WAGNER, BOB**
KBUC, Corona, Cal.
- WAGNER, MURRAY**
Double or Nothing
CBS
- WALK, LEONARD**
WHOD, Homestead, Pa.
- WALKER, BILL**
WROL, Knoxville, Tenn.
- WALKER, CHARLIE**
KVIC, Victoria, Tex.
- WALKER, EDDIE**
KVLH, Pauls Valley, Okla.
- WALKER, NORMAN**
WSSV, Petersburg, Va.
- WALLACE, NEAL**
KPBC, Cheyenne, Wyo.
- WALLER, ART**
WLOS, Asheville, N. C.
- WALLINGTON, JIMMY**
The Tony Martin Show
ABC
CBS
- WALRATH, GLEN**
WETR, Albany, N. Y.
- WALROD, TRUMAN**
KIOA, Des Moines, Ia.
- WALTERS, BILL**
WMAM, Marinette, Wis.
- WALTERS, JACK**
WCNC, Elizabeth City, N. C.
- WATMAN, LAVELLE**
WAVE, Louisville, Ky.
- WANDELL, JACK**
WSNY, Schenectady, N. Y.
- WAMKE, HUGH**
WITH, Baltimore, Md.
- WARD, BAXTER**
WMAL-TV, Washington, D. C.
- WARD, BOB**
WWSR, St. Albans, Vt.
- WARD, DARON**
WGBR, Goldsboro, N. C.
- WARD, ERNEST**
WKNY, Kingston, N. Y.
- WARD, GORDON**
WNBK, Cleveland, O.
- WARD, JAMES**
WBAX, Wilkes-Barre, Pa.
- WARE, JACK**
KCRG, Cedar Rapids, Ia.
- WARNER, CARL**
WJJD, Chicago, Ill.
- WARNER, FORD**
KDON, Monterey, Cal.
- WARREN, BASIL B.**
KVOA, Tucson, Ariz.
- WARREN, BAILY**
KGB, San Diego, Cal.
- WARREN, BOB**
NBC
- WARREN, CARLTON**
WOR, New York, N. Y.
- WARREN, JOE**
WEEB, Southern Pines, N. C.
- WASHBAUGH, RAY**
WOKZ, Alton, Ill.
- WASHINGTON, JOHN**
WGBB, Freeport, N. Y.
- WATKINS, DICK**
KSM, Sikeston, Mo.
- WATSON, AL**
WSIC, Statesville, N. C.
- WATSON, ED**
KEX, Portland, Ore.
- WATTS, CLAY**
WEEC, North Wilkesboro,
N. C.
- WATTS, SAM**
KWBR, Oakland, Cal.
- WAYNE, BERT**
WNEW, New York, N. Y.
- WEAVER, BEN**
KIMA, Yakima, Wash.
- WEAVER, JACKSON**
WMAL, Washington, D. C.
- WEAVER, TED**
WFAU, Augusta, Me.
- WEBB, BOB**
WRD, Daytona Beach, Fla.
- WEBB, DEWEY**
WBHP, Huntsville, Ala.
- WEBB, DON**
WSAI, Cincinnati, O.
- WEBBER, FRED**
WFIL, Philadelphia, Pa.
- WEBER, JOHN P.**
WIP, Philadelphia, Pa.
- WEBSTER, DAVIES**
WJNO, West Palm Beach, Fla.
- WEBSTER, JOSEPH**
WVPO, Stroudsburg, Pa.
- WEDGWOOD, ORRIN**
KIEV, Glendale, Cal.
- WEEKS, EDDIE L.**
KABR, Aberdeen, S. Dak.
- WEGMET, NORM**
KWYO, Sheridan, Wyo.
- WEGAND, JOHN**
WFRL, Freeport, Ill.
- WEIGLE, FRANN**
WAIT, Chicago, Ill.
- WEINTRAUB, WARREN**
KRAM, Las Vegas, Nev.
- WEIR, DEAN**
KOAM, Pittsburg, Kans.
- WEIR, TOM**
KPOW, Powell, Wyo.
- WEISHAAR, LYLE**
KSDN, Aberdeen, S. Dak.
- WEISS, FRED**
WIBA, Madison, Wis.
- WEIST, DWIGHT**
We the People, Grand Siam, Inner
Sanctum, Adventures of the
Thin Man (CBS); Aldrich Family
(NBC).
- WELCH, VAN**
KELK, Elko, Nev.
- WELLINGTON, JOHN**
WLBZ, Bangor, Me.
- WELLS, BOB**
WEBR, Buffalo, N. Y.

Announcers—Radio-Television

- WELLS, GERRY**
WMA5, Springfield, Mass.
- WELLS, RAY**
WJMS, Ironwood, Mich.
- WELTE, BOB**
KDYL, Salt Lake City, Utah
- WERMONT, IRVING**
WMEX, Boston, Mass.
- WESLEY, JIM**
WJPG, Green Bay, Wis.
- WESTERFIELD, JERRY**
WBYS, Canton, Ill.
- WESTERKAMP, DICK**
WTIC, Hartford, Conn.
- WESTON, ED**
WCCC, Hartford, Conn.
- WHEDBEE, CHARLES**
WGTC, Greenville, N. C.
- WHEELER, BILL**
WJNR, Binghamton, N. Y.
- WHEELER, TONY**
WARC, Rochester, N. Y.
- WHICHNER, JERRY**
WBUX, Doylestown, Pa.
- WHITAKER, GENE**
WDUK, Durham, N. C.
- WHITE, DON**
KIT, Yakima, Wash.
- WHITE, FRANK**
KFBC, Cheyenne, Wyo.
- WHITE, JAMES**
WSUA, Bloomington, Ind.
- WHITE, JERRY**
WJMJ, Philadelphia, Pa.
- WHITE, PAT**
WCMA, Corinth, Miss.
- WHITEFIELD, BETTY**
WINK, Fort Myers, Fla.
- WHITMAN, DON**
KRNO, San Bernardino, Cal.
- WHITNEY, DON**
KLCN, Blytheville, Ark.
- WHITNEY, PHIL**
WINC, Winchester, Va.
- WHITTAKER, EDWIN**
WNEF, Binghamton, N. Y.
- WHITTAKER, TOM**
WKLY, Hartwell, Ga.
- WHITEN, WILFRED**
WRDO, Augusta, Me.
- WICKERSHAM, HARRY**
KSNAN, San Francisco, Cal.
- WICKS, JOHNNY**
WATW, Ashland, Wis.
- WIDMARK, HERBERT**
KENT, Shreveport, La.
- WIENERT, A. C., JR.**
WMAR-TV, Baltimore, Md.
- WILSON, GLEN**
WPAR, Parkersburg, W. Va.
- WILBUR, GORT**
WJNC, Jacksonville, N. C.
- WILCOX, HARLOW**
Baby Snooks
CBS
- WILCOX, JOHN**
WIP, Philadelphia, Pa.
- WILEY, BOB**
WAKR, Akron, O.
- WILKE, HERBERT**
WUSN, Charleston, S. C.
- WILKINS, KIRK A.**
KCSU, Provo, Utah
- WILLARD, DICK**
WOR, New York, N. Y.
- WILLARD, SID**
WEAM, Arlington, Va.
- WILLFORD, CARL**
KANA, Anaconda, Mont.
- WILLIAMS, ALUN**
Radio Producer, Announcer, Commentator; b. Ferndale, Wales, G.B.; University of Washington, B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall, Joyce Jordan, Life of Riley (NBC); Serving Thru Science (WABC-Tele).
- WILLIAMS, BILL**
WILK, Wilkes-Barre, Pa.
- WILLIAMS, BUS**
KOPO, Tucson, Ariz.
- WILLIAMS, DAN H.**
KTXN, Austin, Tex.
- WILLIAMS, FRANK**
KFRM, Kansas City, Mo.
- WILLIAMS, FRANK**
KMBC, Kansas City, Mo.
- WILLIAMS, GERALD**
WKAP, Allentown, Pa.
- WILLIAMS, JACK**
WGBS, Miami, Fla.
- WILLIAMS, LYLE**
WJVB, Jacksonville Beach, Fla.
- WILLIAMSON, GORDON**
WTG, Washington, D. C.
- WILLING, SEYMOUR**
KWTC, Barstow, Cal.
- WILLIS, JOHN**
KTMS, Santa Barbara, Cal.
- WILLS, JOE**
KXOL, Fort Worth, Tex.
- WILLSE, BILL**
WVNR, Bechtley, W. Va.
- WILSON, DAVID M.**
KFH, Wichita, Kans.
- WILSON, DON**
KIMO, Independence, Mo.
- WILSON, DON**
The Jack Benny Show
NBC
- WILSON, GLENN**
WIRE, Indianapolis, Ind.
- WILSON, JIM**
KFMJ, Tulsa, Okla.
- WILSON, KEN**
WGST, Atlanta, Ga.
- WILSON, VAN**
WDAE, Tampa, Fla.
- WINDROW, AL**
KNPT, Newport, Ore.
- WINN, BERT**
KXOB, Stockton, Cal.
- WINN, PETER**
WDSR, Lake City, Fla.
- WINTERS, RICHARD**
WAAF, Chicago, Ill.
- WOBUS, BILL**
WJOB, Hammond, Ind.
- WOLF, JOHN ALLEN**
WJLJ, Montgomery, Ala.
- WOLFE, ROGER**
WDSU, New Orleans, La.
- WOLFIS, DICK**
WEBZ, Muskegon, Mich.
- WOLOSON, MIKE**
WSCR, Scranton, Pa.
- WOMACK, BURL**
WSB-TV, Atlanta, Ga.
- WOOD, EARL**
WJHP, Jacksonville, Fla.
- WOOD, FORREST**
WLOS, Asheville, S. C.
- WOODS, CHARLES**
Midnight Music Shop, Ethel & Albert
ABC
- WOODS, JACK**
WWXL, Peoria, Ill.
- WOODS, JIM**
WCNN, Atlanta, Ga.
- WOODWARD, HAL**
Junior Jamboree
WLW-T, Cincinnati, O.
- WOODWARD, RAY**
WWNF, Fayetteville, N. C.
- WOOLERY, DICK**
WMBM, Miami Beach, Fla.
- WOOLEY, HARRISON**
KFRG, San Francisco, Cal.
- WOOLF, CARL**
WMVQ, Milledgeville, Ga.
- WORKHOVEN, MERRILL**
WOW, Omaha, Neb.
- WREN, EVERETTE**
KTLN, Denver, Colo.
- WRIGHT, DOUGLAS**
WWJ-TV, Detroit, Mich.
- WRIGHT, HOLLY**
WRC, Washington, D. C.
- WRIGHT, RICHARD**
WALL, Middletown, N. Y.
- WRIGHT, WILL**
KDYL, Salt Lake City, Utah
- WULCHIN, STEVE**
KSYC, Yreka, Cal.
- WUNDERLICH, JOHN H.**
WGUY, Bangor, Me.
- WYMER, JACK**
WING, Dayton, O.
- WYNN, DICK**
KTSL, Hollywood, Cal.
- WYNN, JAMES**
WAIR, Winston-Salem, N. C.

— Y —

- YACK, GEORGE**
WMRP, Lewistown, Pa.
- YEAGER, JACK**
KGFV, Kearney, Neb.
- YEAROUT, WILLIAM**
WREN, Topeka, Kans.
- YEARSLEY, JULIE**
KBRC, Mount Vernon, Wash.
- YELLAND, E. STARR**
KOA, Denver, Colo.
- YORK, JOHN P.**
KGKB, Tyler, Tex.

YOUNG, CHARLES J.

(Jerry Strong); Announcer; b. Frederick, Md., Oct. 16, 1915; ed. Cassel Conservatory of Music, Jarvis School of Dramatics and Voice. MC 1 hour luncheon prog. Mon.-Sat.; MC 1 hour jazz prog. Sat.; Strong Reviews News, Mon.-Sat.; Motorola TV prog.; Special on sport broadcasts.

- YOUNG, DUANE**
WVNH, Rochester, N. Y.
- YOUNG, FRED**
KRAM, Las Vegas, Nev.
- YOUNG, JIM**
WGNH, Gadsden, Ala.
- YOUNG, JIMMY**
WHHM, Memphis, Tenn.
- YOUNG, O. C.**
WHIS, Bluefield, W. Va.
- YOUNG, PRESTON**
WHLP, South Boston, Va.
- YOUNG, ROBERT B.**
KOA, Denver, Colo.
- YOUNG, STAN**
WJBO, Baton Rouge, La.
- YOUNGISVER, JOHN**
WNOK, Columbia, S. C.
- YOUSE, ROBERT**
WBRK, Pittsfield, Mass.
- YOWELL, JOE**
KXOX, Sweetwater, Tex.
- YUKMAN, FRANK**
WADC, Akron, O.

— Z —

- ZAK, WILLIAM J., JR.**
KORA, Bryan, Tex.
- ZENT, MAX**
KRSW, Roswell, N. Mex.
- ZIMMERMAN, BOB**
WTNS, Coshocton, O.
- ZIMMERMAN, CARL**
WFOJ, Milwaukee, Wis.
- ZIMMERMAN, FRANK**
WNDB, Daytona Beach, Fla.
- ZUCCARO, A. BERNARD**
WCLA, Baton Rouge, La.
- ZUNDEL, DONOVAN**
RPDQ, Portland, Ore.

Backstage

people in network radio-TV production— 1948

— A —

ALLEN, GEORGE

Western Prog. Dir. (CBS); b. May 10, 1899, Spokane, Wash.; ed.: U. of Washington, Bush Conservatory; The Whistler, Your Stand-in, Meet the Missus, Free For All (CBS).

ALLISON, ROBERT

People's Platform, CBS

ANDERSON, ROWEY

Rocking Chair Ranch
KDYL, Salt Lake City, Utah

ARRIES, LES

Bob Wolff Show
WTFG, Washington, D. C.

AYERS, TED

WNBW, Washington, D. C.

— B —

BAGWELL, KEN

KLEE-TV, Houston, Tex.

BARRY, KEN

KSTP-TV, St. Paul-Hpls., Min.

BARTH, BERNIE

WLW-TV, Cincinnati, O.

BEAUMONT, AL

Grenadiers
WTMJ-TV, Milwaukee, Wis.

BERLOW, IRAN

WBZ-TV, Boston, Mass.

BERNARD, DON

Screen Guild Players, CBS

BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

BLAIR, JAMES

WOLC, Washington, D. C.

BLAIR, LEONARD

Superstition, ABC

BOURBON, DIANA

Club 15, CBS

BRINKLEY, JACK

Announcer, producer; Judy and Jane, night manager and announcer, WLS, Chicago; Recordist of Breakfast in the Blue Ridge; Producer, MC, of Silver Sail poetry program.

BYRON, EDWARD ARMOUR

Producer, director, writer; b. Newport, Ky., Oct. 22, 1905; Ohio State Univ.; Univ. of Cincinnati; Mr. District Attorney, Christopher Wells (CBS).

— C —

CAHAN, GEORGE M.

KECA, Los Angeles, Cal.

CARNEY, JOHN

Give and Take, Arthur Godfrey Scouts, Red Barber Club House, CBS.

CHANCE, AL

Mary Lee Taylor
CBS

CHRISTENSEN, CHARLES

WNBW, Washington, D. C.

CLEARV, JACK

Get Rich Quick
ABC

COTT, TED

Writer, director, producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program manager (WNEW); Producer, Rumpstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Round Record.

COTTEN, BOB

Ethel and Albert
ABC

CRANDALL, BRAD

WSB-TV, Atlanta, Ga.

CROTHERS, GEORGE

In My Opinion
CBS

— D —

DEVINE, JERRY

Writer, producer, director; b. Boston, Mass., Nov. 11, 1908; ed. Professional Children's School; This Is Your FBI (ABC).

DOUGLAS, MILTON

WABD, New York, N. Y.

DOWTY, BYRON

WDSU-TV, New Orleans, La.

— E —

ELLIS, ELMO

WSB-TV, Atlanta, Ga.

— F —

FATES, GILBERT

WCBS-TV, New York, N. Y.

FAUST, DON

WLW-TV, Cincinnati, O.

FAY, PAT

WABD, New York, N. Y.

FEIGAV PAUL

WCBS-TV, New York, N. Y.

FISHER, MAGGY

Finder's Keepers (NBC)
Piana Playhouse (ABC)

FLANAGAN, AL

Ballet Vignettes
KTSI, Hollywood, Cal.

FORBES, DON

KLAC-TV, Hollywood, Cal.

FURNESS, JAMES N.

WSB-TV, Atlanta, Ga.

— G —

GARDNER, PAUL

Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lou Little (Tele).

GARRISON, GREG

Stand By For Crime
WENR-TV, Chicago, Ill.

GAUNT, JOHN E.

Starlight Time Nocturne, Designed For Women
KNBH, Hollywood, Cal.

GIBNEY, JACK

Skip Farrell Show
WENR-TV, Chicago, Ill.

GIFFEN, RALPH

WBZ-TV, Boston, Mass.

GILBERT, LIVINGSTON

WAVE-TV, Louisville, Ky.

GOODSON, MARK

Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasure Salute, Winner Take All, Hit the Jackpot, Time's A-Wasting.

GOTTLIEB, LESTER

Sing It Again
CBS

GRAFF, E. JONNY

WBKB, Chicago, Ill.

GREEN, DAVE

WXYZ-TV, Detroit, Mich.

— H —

HALL, LEE

WHNC-TV, New Haven Conn.

HALLMAN, DON

WXYZ-TV, Detroit, Mich.

HENLEY, ART S.

Writer, producer; b. New York, N. Y., Sept. 9, 1921; ed. Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Lecturer: NYU, Radio Writers Guild Seminar, Gagwriters Institute; Honeymoon in N.Y. (NBC); 13 by Henley; Kate Smith Show; Lady Dick; The Welcome Wagon.

HENRY, FRED

KLAC-TV, Hollywood, Cal.

HIESTAND, ROBERT

KFL-TV, Los Angeles, Cal.

HIGGINS, KEN

KFL-TV, Los Angeles, Cal.

HOLLOWCHAK, E.

WWJ-TV, Detroit, Mich.

HORTAN, HERBERT

WFIL-TV, Philadelphia, Pa.

Production—Radio-Television

— J —

JACOBER, WARREN
WBEN-TV, Buffalo, N. Y.
JENNINGS, BOB
Go For The House, Mr. President
ABC
JONES, CLARK
Floor Show
WPIX, New York, N. Y.

— K —

KAIGLER DAVE
WCAU-TV, Philadelphia, Pa.
KALLAY, ED
WAVE-TV, Louisville, Ky.
KELLER, FRED
WBEN-TV, Buffalo, N. Y.
KENT, RIKEL
WLW-TV, Cincinnati, O.
KILIAN, FRED
ABC-TV Players
WENR-TV, Chicago, Ill.
KOSTE, WALTER
WWJ-TV, Detroit, Mich.

— L —

LEAMAN, JAMES
KFI-TV, Los Angeles, Cal.
LEWIS COLBY
What's New
WTMJ-TV, Milwaukee, Wis.
LOREN, JAMES
WAGA-TV, Atlanta, Ga.
LOVETON, JOHN
Mr. and Mrs. North
CBS
LOUGHRANE, BASIL
Light of the World (NBC); Sherlock Holmes (MBS).
LYMAN, JACK
Prevue, Game Room
KNBH, Hollywood Cal.

— Mc —

MaekGREGOR, JOCK
WOR, New York, N. Y.
McKINNIE, BYRON
WABD, New York, N. Y.
McNAMARA, JIM
KLAC-TV, Hollywood, Cal.

— M —

MACK, DICK
Joan Davis Show
CBS
MARCEAU, BILL
WABD, New York, N. Y.
MARQUIS, ARNOLD
The Key, ABC, Palm Springs
Fashion Roundup, March of Dimes, Suspense.
MARTINI, ROLAND
Saturday Night Serenade
CBS
MEREDITH, ROY A.
WCAU-TV, Philadelphia, Pa.

— O —

O'BRIEN, JEAN
WNHC-TV, New Haven, Conn.
O'MEARA, CARROLL
Views of Youth, Sunday at Home
KNBH, Hollywood, Cal.

— P —

PHELPS, STUART
KTTV, Los Angeles, Cal.
POWERS, CITARLES
Our Job Is Manhattan
ABC
PIERCE, SAM
Dick Haymes Show
CBS

— R —

RANALLO, CHARLES
WNBK, Cleveland, O.
RANGER DANNY
Television Workshop
KDYL, Salt Lake City, Utah
RAYEL, JACK
WABD, New York, N. Y.
RITTER, ROBERT
WWJ-TV, Detroit, Mich.
RITTS, PAUL
KTTV, Los Angeles, Cal.
ROBERTS, CLEDGE
The Drawing Game
WPIX, New York, N. Y.
ROLAND, WILL
Arthur Godfrey Show
CBS
ROPER, DON
Meet Mrs. Markel, Hayloft Conservatory
WTTG, Washington, D. C.
ROSE, DICK
The Gloria Swanson Hour
WPIX, New York, N. Y.
ROSS, BERNARD
WBEN-TV, Buffalo, N. Y.
RUBIN, JACK
Radio writer, director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neills, Break the Bank; Try and Find Me; By Popular Demand; Pick & Pat Show.
RUFEL, AL
TV Ranch, Holiday for Strings, Barbershop Quartet
WSPD-TV, Toledo, O.

— S —

SAWYER, THOMAS
WBZ-TV, Boston, Mass.
SIMMONS, STANLEY
Produced and directed 13-27 min. TV films, *It's a Woman's World*; Produced and directed 27 min. Musical TV series, *Album of Songs*; Produced and directed TV spots.
SPENCER, ROBERT J.
WNBK, Cleveland, O.
STRAND, PETER
WXYZ-TV, Detroit, Mich.
SUMMERHAYS, AL
Cafe Parisienne
KDYL, Salt Lake City, Utah

— T —

THOMAS SAUNDERS J.
WNBK, Cleveland, O.
THOMPSON, TOMMY
WBAP-TV, Fort Worth, Tex.
TODMAN, WILLIAM SELDEN
Radio writer, producer, director; b. New York, N. Y., July 31, 1916; Johns Hopkins Univ., B.S.; NYU, A.B.; Winner Take All (CBS); Treasury Salute, Quiz of Two Cities.

TOMALIN, LES
WABD, New York, N. Y.
TORME BOB
Buddy Wood Show
ABC

— U —

ULLRICH, JOHN
WFIL-TV, Philadelphia, Pa.

— V —

VALENTA, LEONARD
WCAU-TV, Philadelphia, Pa.
VINSON, ROBERT C.
Last Affair, Meet the Morans, The First DP's The Hard Way, Smile Time, MBS; One World or None, NBC.

— W —

WAHL, ROBERT
WFIL-TV, Philadelphia, Pa.
WALBER, ELBERT
What's The Name Of That Song
KTSL, Hollywood, Cal.
WEST GEORGE
Paul Whiteman Record Club, Chamber Music Hour
ABC

WILLIAMS, ALUN

Radio producer, announcer, commentator; b. Ferndale, Wales, Great Britain; Univ. of Wash., B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall (NBC); Joyce Jordan (NBC); Life of Riley (NBC); Tele: Serving Thru Science (WABD).

WILLIAMSON, GORDON
Arnold Fine Show, Mopet Show, Kiddie Kapers
WTTG, Washington, D. C.
WINCKLER, CARLTON
Don Lee Music Hall
KTSL, Hollywood, Calif.
WOOD BARRY
WCBS-TV, New York, N. Y.
WOODRUFF, FRANK
KTTV, Los Angeles, Calif.

— Y —

YOUNG, SCOTT
Sports Roundup
WMJ-TV, Milwaukee, Wis.

Radio-TV Directors

—and their work during 1948

— A —

ADAMS, TED
CBS

We the People

ALLEN, GEORGE W.

Westrn. Prog. Dir. CBS; b: Spokane, Wash. May 10, 1899; ed: Univ. of Wash. Bush Conservatory; The Whistler, Your Stand-In, Meet The Missus, Free For All (CBS).

ANDREWS, CLARK

The Fat Man. Famous Jury Trials
ABC

ANDREWS MARTIN

My True Story. We Care. Serenade For Strings
ABC

ASHLEY, IRA

Grand Central Station
CBS

ATWELL, MARTHA

David Harum. Young Widder Brown
CBS, NBC

AVERY, IRA

Armstrong's Theater of Today
CBS

— B —

BARNES, HOWARD

Joe Powers of Oakville
CBS

BASTOW, ANN

Theater of Today
CBS

BENSON MITCH

Stop Me If You've Heard This One
MBS

BERNS, LARRY

CBS, Jack Carson Show

BLAIR, LEONARD

Theater U. S. A. American Town Meeting of the Air
ABC

BLISS, TED

Adventures of Ozzie and Harriet
CBS

BOWER, ROGER

MBS
Broadway Talks Back

BRENNAN, WILLIAM

Jan August Show. Jack Smith Show
MBS, CBS

BROWN HIMAN

Adventures of the Thin Man. Inner Sanctum
CBS

BRYAN, EDWARD A.

Christopher Wells
CBS

BULOTTI, CHARLES, JR.

California Melodies
MBS

BUNKER, WALTER

Baby Snooks Show
CBS

BURCH, BILL

Gene Autry Show
CBS

BURNETT, MURRAY

Truo Detective
MBS

BURROWS, ABE

Abc Burrows Show
CBS

BURTON JAMES

MBS
Scarlet Queen

BURTON, KENNETH

Prudential Family Theater
CBS

BYRNE, JACK

Better Half
MBS

BYRON, EDWARD

Mr. District Attorney. Christopher Wells
NBC, CBS

— C —

CALLAHAN, JACK

Quiz Kids
MBS

CARLTON, LEONARD

County Fair
CBS

CARNEY, JACK

Arthur Godfrey's Talent Scouts. Give and Take
CBS

CARSON, MILTON

Voice of Prophecy
MBS

CASHMAN, EDMUND L.

Tony Martin Show
CBS

CHARLES, DICK

What Makes You Tick. Remember the Year. Concert of American Jazz
ABC

CHRISTENBERRY, CHARLES, W., JR.

CLEARY, JOHN

Kay Kyser Show
ABC

COLE JOHN

Shadow, Charlie Chan
MBS

COLLINS, TED

Kate Smith Speaks
MBS

CONDON, MAURICE

Victor H. Lindlahr
MBS

COOPER, WYLLIS

Quiet Please
MBS

CORDAY, TED

A Brighter Tomorrow. MBS
Better Crocker. ABC

— D —

DANIEL, OLIVER

Weekend With Murr
CBS

DAVIS, LUCIAN

Abe Burrows Show
CBS

DE ANGELO CARLO

Scotland Year
MBS

DICK, HENRY

Gems For Thought. What Makes You Tick. Anna & Eleanor Roosevelt
ABC

DIETZ, JOHN

Cabin 13
CBS

DODGE, FRANK

Arthur Godfrey, Winner Take All
CBS

DORN, LARRY

Emily Post. Quiz
MBS

DRUCE, OLGA

Hour of Mystery
MBS

DUCONVY, ALLEN

Melody Theater
MBS

— E —

EASTMAN, CARL

Mystery of The Week
CBS

EHRENREICH, DAN

Juvenile Jury
MBS

EMERY, BOB

Rainbow House (MBS); DuMont Television.

— F —

FASSET, JAMES

Philharmonic Symphony and News
CBS

Radio-Television Directors

FIMBERG HAL
Spotlight Review
CBS

FRAMER, WALT
Strike It Rich. CBS

FULLER, SAM
Jack Carson Show
CBS

— G —

GOLENPAUL, DAN
Information Please
MBS

GOODSON, MARK

Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasury Solute, Winner Take All.

GORMAN, WALTER
Young Dr. Malone
CBS

GRAHAME, JOSEPH
Candid Microphone
ABC

GRANT, DAVE
Heart's Desire
MBS

GRAYSON, MITCHELL
Superman
MBS

GROSS, STEVE
Lorenzo Jones, Our Gal Sunday
NBC, CBS

GUEDEL, JOHN
Truth or Consequences, House Party
NBC, CBS

— H —

HAFNER, LES

HAMILTON, WILLIAM
Ted Malone, This Changing World
ABC

HANCOCK, ORRIE
CBS World News Roundup
CBS

HANNA, ARTHUR
Front Page Farrell, Joyce Jordan, NBC
Perry Mason, CBS

HARDING, ARRY
Bob Reid and Orchestra, Strike It Rich
CBS

HARPER, LENIE
CBS, County Fair

HARRIS, LESLIE
Rosemary
CBS

HARRISON, JEANNE
ABC, Boston Blackie

RAWKES KIRBY
Captain Midnight
MBS

HAYS, LOYAL
What's The Name Of That Song?
MBS

HERBERT, CHARLES
Sound Off With Mark Warren
now
CBS

HIGHES, GORDON
Guiding Light
CBS

HIGHT, JEAN
Frontiers of Science
CBS

HOLINER, MANN
Old Gold Show
CBS

HOWARD, CY
My Friend Erma, Life With Luigi
CBS

HULL, HENRY, JR.
Here's To You
CBS

HUMMERT FRANK
American Melody Hour
CBS

HUSTON, TED
Big Sister
CBS

— J —

JOHNSTONE, JACK
Man Called X
CBS

— K —

KLOSE, WOODY
Red Hook 31
MBS

KOGAN, DAVID
Mysterious Traveler
MBS

KOPLIN, MERT
Your Ballad Man
MBS

KUHL, CARL
Club 16
CBS

— L —

LAFFERTY, PERRY
Block Party
MBS

LA FRANDRE, JACK
Chicago Theatre Of The Air
MBS

LAWRENCE, BILL
Screen Guild Players
CBS

LEADER, TONY
Suspense
CBS

LEONARD, RICHARD
Rose of My Dreams; Mr. Keene, Tracer of Lost Persons
CBS

LEVINE, LEON
People's Platform
CBS

LEWIS, AL
Our Miss Breaks
CBS

LEWIS, J. C.
Johnson Family
MBS

LEWIS, PAUL
Paul That Refreshes On The Air
CBS

LEWIS, RICHARD
Quick As A Flash
MBS

LOEB, MARX
Reader's Digest.
CBS

LOUGHRANE, BASIL
Sherlock Holmes (MBS); Light Of The World (NBC).

LOVETON, JOHN
Mr. & Mrs. North
CBS

— M —

McDERMOTT, TOM
Wendy Warren & News
CBS

McGILL, EARLE
ABC, MBS

MacGREGOR, JOCK
Nick Carter, Did Justice Triumph? For Your Approval
MBS

MacKEY, Fred
Lux Radio Theater
CBS

McKNIGHT, TOM
New Adventures of Sherlock
ABC

MACK, DICK
Joan Davis Show
CBS

MACK, HELEN
Let's Pretend, Bill Goodwin Show
CBS

MACK, NILA
Let's Pretend
CBS

MADEVILLE, BETTY
FBI In Peace and War

MANSFIELD, IRVING
Talent Scouts, Morey Amsterdam Show
CBS

MARKLE, FLETCHER
Studio One, Ford Theater
CBS

MAKSHALL, WILLIAM
Story For Today, Metropolitan Opera.
ABC

MARTIN, DON C.

MARTINI, ROLAND
Saturday Night Serenade
CBS

MAXWELL, JESSICA
Hop Harrigan, Adventure Parade
MBS

MILLER, HAL
Music For You
CBS

MONROE, BOB
High Adventure
MBS

Radio-Television Directors

MORGAN, JAMES

Queen For A Day
MBS

MORTON, MAURICE
Meet Me At Parky's
MBS

MOSS, HERB

Hildegarde, Vox Pop.

— O —

OCHS, ACE

Club 16
CBS

O'DONNELL, GEORGENE

Hint Hunt
CBS

O'KEEFE, LESTER

Electric Theater
CBS

OPPENHEIMER, JESS

My Favorite Husband
CBS

OWEN, FOREST

Lum 'n' Abner
CBS

— P —

PEMBERTON, MURDOCK

Maggi McNellis Show
ABC

PHILLIPS, CARL

Borden Program
CBS

PHILLIPS, PAUL

Borden Family
CBS

PIERCE, PAUL

Stars Over Hollywood
CBS

PIERCE, SAM

Dick Haynes Show
CBS

POLESIE, HERB

It Pays To Be Ignorant
CBS

POWERS, CHARLES

Our Job Is Manhattan. Famous
Jury Trials. Henry Morgan
Show
ABC

FRAGER, BERT

Meet Corlies Archer
CBS

— R —

REAGAN, NEIL

Dr. Christian
CBS

REDFORD, BILL

Hospitality Club
MBS

RICCA, ERNEST

Romance of Helen Trent.
Strange Romance of Evelyn
Winters
CBS

RICE, HERBERT

Lanny Ross Show
MBS

RIPLEY, JOSEPH

Hour Of Charm
CBS

RITTER, RICHARD

Edwin C. Hill
ABC

ROBSON WILLIAM N.

Doorway To Life. Hawk Lara-
bee, Escape
CBS

ROGERS, BEN

What The Veteran Wants To
Know
MBS

ROUNTREE, MARTHA

Meet The Press
MBS

RUDICH, NAT

Sport Court. NBC

— S —

SACK, VICTOR

Grand Slam
CBS

SANVILLE, RICHARD

Escape
CBS

SCANLAN, WALTER

Headline Edition
ABC

SEACREST CECIL

Tell Your Neighbor
MBS

SEYDEL, VIC

Fishing And Hunting Club Of
The Air
MBS

SHAYON, LEWIS ROBERT

You Are There
CBS

SHELDON, JAMES

We, The People
CBS

SIMMONS, STANLEY

Producer, Director; It's a Wo-
man's World, Album of Songs,
Spot TV Commercials.

SINCLAIRE, JOAN

Leave It To The Girls
MBS

SMITH, BEVERLY

Second Mrs. Burton
CBS

SOMERVILLE, WARREN

Betty Crocker, Woman of To-
morrow, Galen Drake
ABC

SOUVAINE, HENRY

A. L. Alexander's Mediation
Board
MBS

SPEARS, HARRY

Double or Nothing
CBS

SPIER, WILLIAM

Adventures of Sam Spade.
Suspense, Philip Morris Play-
house
CBS

STAHL, MYRTLE

Northwestern Reviewing Stand
MBS

STEL, BILL

Aunt Jenny
CBS

STEEN, ROBERT

On Trial
ABC

SULDS, IRVIN P.

American Forum Of The Air
MBS

— T —

TAYLOR GLENHALL

Fabulous Dr. Tweedy; Sher-
lock Holmes

TITOL, ROCCO

Sing It Again
CBS

TODMAN, BILL

Winner Take All, Hit The Jack-
pot, Time's A-Wasting (CBS).

TORMEY, ROBERT

Headline Edition, Maggi Mc-
Nellis
ABC

TRACY, STERLING

Sweeney & March
CBS

TYLER, JACK

Ed Murrow and the News
CBS

— V —

VAIL, LESTER

NBC. Aldrich Family

— W —

WARBURTON, CHARLES

My True Story
ABC

WARD, AL

Theater of Romance
CBS

WARWICK WILLIAM

Kay Kyser, Metropolitan Audi-
tions of the Air
ABC

WELLINGTON, JOHN

Song Of The Stranger
MBS

WIEST, GEORGE

Second Honeymoon. Music by
Glenn Osser
ABC

WOLFE, EDWIN

Ma Perkins
CBS

WRIGHT, WYNN

Official Detective. Stephen
Graham Family Doctor
MBS

— Y —

YOUNG, DAVE

Family Theater
MBS

Woman Commentators

HOME ECONOMISTS

of Radio Stations in the United States

Alabama

Adams, Carol WCOV, Montgomery
 Aly, Joanna WHMA, Anniston
 Bigbee, Nelle WMFT, Florence
 Brown, Camille WSPA, Montgomery
 Cousins, Sarah WMGY, Montgomery
 Hall, Martha WJJI, Montgomery
 Hawkins, Nancy WAUD, Auburn
 Hudgins, Jewell WERC, Birmingham
 Jetton, Joan WJLD, Bessemer
 Johnson, Dorothy WBHP, Huntsville
 Littlepage, Evelyn R. WMPT, Florence
 Mahoney, Esther WSPA, Montgomery
 Parrish, Agnes WSGN, Birmingham
 Perry, Dovey, W. WEBS, Huntsville
 Steadham, Jimmy WBEJ, Brewton
 Stout, Janette WTBP, Troy
 Wolf, Alva Craig WAPX, Montgomery

Arizona

Benoni, Virginia KOPO, Tucson
 Bentley, Elaine KTAR, Phoenix
 Brown, Pauline Bates KOY, Phoenix
 Day, Norma KCMC, Texarkana, Tex.
 Evans, "Johnnie" KCZY, Coolidge
 Hall, Lorraine KOOL, Phoenix
 May, Edna KAWT, Douglas
 Pulliam, Luella KWRZ, Flagstaff
 Richey, Jan KVOA, Tucson
 Weise, Edith KYUM, Yuma
 Weighl, Jeanne KOY, Phoenix

Arkansas

Asbell, Maeda KELD, El Dorado
 Gibb, Linda KSOK, Arkansas City
 Cordell, Ann KELD, El Dorado
 Crabaugh, Marjorie KXKJ, Russellville
 Plooy, Dorothy KWFC, Hot Springs
 Forster, Bobbie KXLR, No. Little Rock
 Houston, Ruby No. Little Rock
 Prickett, Maxine KCLA, Pine Bluff
 Spann, June KWAK, Stuttgart
 Vanatta, Ann KFFA, Helena

California

Alex, Susan KSAN, San Francisco
 Alegra, Taylor KCOK, Tulare
 Allen, Lucy KSRO, Santa Rosa
 Antone, Lilyan KSAN, San Francisco
 Bobbitt, Fashionists KTSL, Hollywood
 Barton, Emily KPFC, San Francisco
 Bye, Bess KFRC, San Francisco
 Casey, Mary Ann KIST, Santa Barbara
 Davis, Skip KRNO, San Bernardino
 Dewsnupp, Evelyn KWBR, Oakland
 Dunlop, Ruth KFBC, Sacramento
 Findley, Margaret KRNO, San Bernardino
 Gardner, Dorothy KTLA, Los Angeles
 Graham, Marion KHUM, Eureka
 Gray, Jeanne KMPC, Los Angeles
 Guy, Corris KTLA, Los Angeles
 Hall, Dorothy N. KPAS, Banning
 Hart, Trula KEEN, San Jose
 Heedeick, Peg KBUC, Corona
 Hepple, Barbara KRON, Monterey
 Hogan, Lee KNDH, Hollywood
 Holden, Ann KGO, San Francisco
 Jaden, Audrey KWKW, Pasadena
 Jarnon, Jean KFPM, San Bernardino
 Jewell, Isella JCBQ, San Diego
 Johnson, Dottie KSON, San Diego

Kerry, Katherine KQW, San Jose
 Kitchen, Katherine KFDR, Sacramento, RMJ.
 Pre-no. IKG, Stockton
 Lea, Lois KCSB, San Bernardino
 Lesly, Gale KTMS, Santa Barbara
 Lyn, Carole KFMB, San Diego
 McCloskey, Katherine KDB, Santa Barbara
 Mindelle, Grace KYNO, Fresno
 Morse, Molly KGB, San Diego
 Pauge, Francis KCRA, Sacramento
 Penny, Prudence KTSL, Hollywood
 Quinn, Frances KFRE, Fresno
 Schaer, Wanda KWBR, Oakland
 Scott, Betty KTIP, Porterville
 Sharron, Ann KSBW, Salinas
 Shapiro, Marjorie KRCO, San Bernardino
 Simmons, S. E. KRUZ, Santa Cruz
 Smith, Jane KVVC, Ventura
 Stearns, Kit KFPM, San Bernardino
 Stevenson, Edna KERN, Bakersfield
 Stewart, Georgia KSUE, Susanville
 Stuart, Mary Lou KIEM, Eureka
 Thompson, Ruth KYA, San Francisco
 Tracy, Virginia KAFY, Bakersfield
 Tunison, Alice KERN, Bakersfield

Colorado

Carson, Sue KLZ, Denver
 Cimino, Lena KSFT, Trinidad
 Collopy, Mary KCOL, Fort Collins
 Elliott, Nancy KIUP, Durango
 Hammesley, Evadna B. KOA, Denver
 Hay, Henrietta KFJX, Grand Junction
 Homan, Lois KBOL, Boulder
 Martin, Kay KFEL, Denver
 Mason, Alice Lee KCSJ, Pueblo
 Smith, Barbara KVOI, Colorado Springs
 Strange, Eda KPCH, Walsenburg
 Sylvester, Libby KRDO, Colorado Springs

Connecticut

Bergin, Kay WBRV, Waterbury
 Cobb, Jane C. WNLC, New London
 Colbert, Jean WVIC, Hartford
 Dolin, Irene WCCB, Hartford
 Gibson, Clara WONS, Hartford
 Godwin, Elizabeth WTHI, Hartford
 Gordon, Beverly WAVZ, New Haven
 Graham, Margaret WTOR, Torrington
 Hall, Lee WNHC, New Haven
 Harburt, Mignon WATR, Waterbury
 Jackson, Audrey WKNB, New Britain
 Jufimich, Patricia WAVZ, New Haven
 Maloney, Ellen WWCO, Waterbury
 Naughton, Russ WDRC, Hartford
 O'Brien, Jean WNHC, New Haven
 Parkes, Connie WLIZ, Bridgeport
 Patten, Betty WTHI, Hartford
 Porter, Jeanne WELI, New Haven
 Worlan, Lorraine WCCC, Hartford

Delaware

Day, Douen WAMS, Wilmington

District of Columbia

Allen, Betty WINX, Washington
 Crane, Ruth WMAL-TV, Washington
 Foreman, Marie WQQW, Washington
 Market, Hazel WTTG, Washington
 Osgood, Nancy WNBW, WRC, Washington

... Woman Commentators-Home Economists—Radio-TV ...

Florida

Barber, Eve.....WORZ Orlando
 Butler, June.....WGBS Miami
 Byron, Eva.....WALT Tampa
 Carter Mary Lucille.....WMBM Miami Beach
 Christopher, Marjorie.....WQAM Miami
 Cloward Patricia L.....WNNB Daytona Beach
 Cody, Yvonne.....WGGG Gainesville
 Colwell, Virginia.....WLDS Jacksonville
 Daly, Anne.....WPDQ Jacksonville
 Dowst, Kay.....WDAE Tampa
 Estes, Peggy.....WTAN Clearwater
 Fleming, Rosemary.....WBSH Pensacola
 Hamilton, Berta.....WGGG Gainesville
 Hildreth, Margery M.....WNDB Daytona Beach
 Jackson, Elizabeth.....WBSR Pensacola
 Low, Kay.....WJNO West Palm Beach
 Martio, Ann.....WEAR Pensacola
 Martin, Edie.....WJVB Jacksonville Beach
 Mend, Dottie.....WSPB Sarasota
 Moody, Emily Winston.....WELA Tampa
 Mosak, Ruth.....WLE Clearwater
 Newton, Ruth.....WKWF Key West
 O'Day, Billy.....WIOD Miami
 O'Quinn, Peggy.....WRUF Gainesville
 Parks, Jane.....WDBO Orlando
 Pierce, Jackie.....WVCG Coral Gables
 Ragsdale, Virginia.....WRUF Gainesville
 Rawls, Carolina.....WQBS Jacksonville
 Stanley, Kay.....WMBK Jacksonville
 Swaggerty, Mary.....WDHL Bradenton
 Tellegen, Eve.....WQAM Miami
 Whitfield, Betty.....WINK Fort Myers

Georgia

Alford, Kitty.....WRGA Rome
 Gauley, Virginia.....WKLY Hartwell
 Bell, Alice.....WERD Atlanta
 Connolly, Mary.....WAGA Atlanta
 Davis, Maggie.....WCON Atlanta
 DuPre, Horriense.....WVGS Titon
 Fanner, Helen.....WMAZ Macon
 Flournoy, Rose B.....WRBL Columbus
 Fuller, Geneva Smart.....WFRP Savannah
 Glass, Dorine H.....WTOG Savannah
 Hardin, Louise C.....WBHF Cartersville
 Heiman, Annemie.....WGGG Gainesville
 Hixon, Lucille.....WBHF Cartersville
 Houston, Evelyn B.....WJDW Augusta
 Howden, Joy.....WDAE Savannah
 Hughes, Elizabeth.....WALB Albany
 Huie, Mildred.....WGPC Albany
 Law, Grace Taylor.....WERD Atlanta
 McLean, Donn.....WSAG Columbus
 Porter, Jocelyn.....WDAK Columbus
 Porter, Juanita.....WKTC Thomasville
 Rossiter, Julie.....WDAE Savannah
 Ward, Del.....WNEX Macon
 Waslen, Alice.....WBML Macon

Idaho

Arnold, Kay.....KLIJ, Twin Falls
 Berlow, Joyce.....WVMV, Twin Falls
 Cornell, Barbara.....KIDO Boise
 Favaro, Virginia.....KRLC Lewiston
 McAllister, Ruth.....KRPL Moscow
 McMittan, Valerie.....KIEI Idaho Falls
 Mitchell, Pat.....KGEM Boise
 Morris, Carolyn.....KTPI Twin Falls
 Schultz, Florene.....KTPI Twin Falls
 Spencer, Betty.....KWAL Wallace
 Yates, Margaret.....KSEL Pocatello

Illinois

Ames, Barriell.....WTAX, Springfield
 Buettner, Howard, Mrs.....WOKZ, Alton
 Campbell, Jean.....WEEK, Peoria
 Chilton, Ruth.....WJMJ, Chicago
 Christine (Bibou).....WNMP, Evanston
 Crane, Martha.....WLS, Chicago
 Gleason, Patricia.....WCFL, Chicago

Grey, Ethel.....WQUA, Mohne
 Harper, Mary E.....WEBQ, Harrisburg
 Harris, Virginia.....WLBH, Maitton
 Hart, Elizabeth.....WMAQ, Chicago
 Hopper, Edna.....WTMV, East St. Louis
 Horner, Margaret.....WSIV, Pekin
 Jency, Sylvia.....WKAN, Kankakee
 Joyce, Helen.....WLS, Chicago
 Karney, Beulah.....WENR, Chicago
 Lauder, Ellen.....WWXL, Peoria
 Logan, Jane.....WSOY, Decatur
 Logan, Judy.....WAAF, Chicago
 Moutz, Wanda.....WTAX, Springfield
 Moore, Barbara.....WMBD, Peoria
 Oberto, Betty.....WLPO, La Salle
 White, Stella.....WALT, Chicago
 Wynn, June.....WCVS, Springfield

Indiana

Black, Virginia.....WJPS, Evansville
 Daniels, Catherine.....WISH, Indianapolis
 Davis, Eileen.....WJVA, South Bend
 Farrell, Rose Lee.....WFBM, Indianapolis
 Flood, Opal.....WFTW, Fort Wayne
 Jones, Bette.....WKJG, Fort Wayne
 McDonald, Mary.....WGL, Fort Wayne
 Maddox, Mary Lou.....WIKY, Evansville
 Osborn, Marion.....WSUA, Bloomington
 Pritchett, Ruth.....WIMS, Michigan City
 Reynolds, Ruth.....WIRE, Indianapolis
 Schafer, Becca.....WANE, Fort Wayne
 Tucker, Sue.....WKBY, Richmond

Iowa

Adams, Kay.....WMT, Cedar Rapids
 Barron, Alice Wallace.....KXCI, Fort Madison
 Craemer, Pamela.....KCRG, Cedar Rapids
 Currier, Bernice.....KMA, Shenandoah
 DuMond, Irene.....KXEL, Waterloo
 Herbst, Edna A.....KCRG, Cedar Rapids
 Jergenson, Johnette.....KICM, Mason City
 Kuen, Mary Ann.....WKHB, Dubuque
 Kier, Leota.....KIOA, Des Moines
 Marshall, Mary Louise.....WOC, Davenport
 Muller, Clare.....KBZ, Ottumwa
 Runkin, Mary.....KVPD, Fort Dodge
 Reckless, Sybil.....KXIC, Iowa City
 Schindler, Lorraine.....KTBL, Sioux City
 Shoemaker, Adella.....KMA, Shenandoah
 Shorten, Martha.....KDTH, Dubuque
 Strauss, Reda.....KSO, Des Moines
 Webber, Edith Doolan.....KWDM, Des Moines
 Wells, Betty.....KRNT, Des Moines

Kansas

Banner, Beverly.....KWBW, Hutchinson
 Cliner, Catherine.....KANS, Wichita
 Conner, Dorothy.....KSEK, Piusburg
 Davis, Helen.....KGNO, Dodge City
 Ewins, Dorothy.....KFBI, Wichita
 Newkirk, Grace Lee.....KXXX, Colby
 Stevenson, Esther.....KWHK, Hutchinson
 Wiley, Myrtle.....KGGF, Coffeyville
 Zerkle, Ethel Jane.....KFH, Wichita

Kentucky

Boyd, Dorothy.....WNGO, Mayfield
 Haas, Ruth.....WMTC, Vancelev
 Hensley, Sara T.....WVLK, Versailles
 Hubert, Ann.....WAVE, WAVE-TV, Louisville
 Jackson, Audrey.....WKCT, Bowling Green
 Kuekey, Bonnie E.....WHOP, Hopkinsville
 Kecheval, Mary Elizabeth.....WCMY, Ashland
 Lockwood, Jessie E.....WKAY, Glasgow
 Robertson, Dorothy.....WSON, Henderson
 Rutledge, Mary Lou.....WVJS, Owensboro
 Seay, Blanche.....WCMY, Ashland
 Shelton, Mary.....WKTM, Mayfield
 Weiler, Louise.....WINN, Louisville
 Wood, Dorothy.....WPTM, Maysville

... Woman Commentators-Home Economists—Radio-TV ...

Louisiana

Boyd, Daisy Lee.....WLCS, Baton Rouge
 Cressend, Lorraine.....WJWB, New Orleans
 Flettrick, Leonard, Mrs.....WDSU-TV, New Orleans
 Holmes, Helen.....WDSU-TV, New Orleans
 Jewell, Mary.....WNOE, New Orleans
 Koltun, Ruth.....WJBO, Baton Rouge
 Muse, Orlene.....WJBO, Baton Rouge
 Rosenfield, Rose.....KYSL, Alexandria
 Salassi, Elizabeth.....KTBS, Shreveport
 Stacey, Etta.....KSYL, Alexandria

Maine

Butler, Cecilia.....WLAM, Lewiston
 Carter, Charlotte.....WABI, Bangor
 Deane, Beth.....WGUY, Bangor
 Fuller, Dorothy.....WGOR, Portland
 McIntosh, Betty.....WLAM, Lewiston
 Murray, Mary Jane.....WRDO, Augusta
 Rice, Catherine.....WPAU, Augusta
 Standish, Martha.....WPOR, Portland
 Staples, Marguerite L.....WTVL, Waterville
 Wadman, Dorothy.....WGAN, Portland

Maryland

Canaday, Marion Beatty.....KIRX, Kirksville
 Carroll, Jeon.....WMAE-TV, Baltimore
 Cotton, Dorothy.....WSID, Baltimore
 Dierken, Katherine.....WAAM, Baltimore
 Dorsey, Polly.....WBMD, Baltimore
 Landis, Marry.....WBAL-TV, Baltimore
 Lewis, Marie.....WBOC, Salisbury
 Martin, Molly.....WBAL-TV, Baltimore
 Miller, Pat.....WJEF, Hagerstown
 Temple, Martha Ross.....WFBF, Baltimore
 Whitcraft, Marie.....WJEJ, Hagerstown

Massachusetts

Bailey, Mildred.....WCOP, Boston
 Barton, Betty.....WNBH, New Bedford
 Bolles, Janet.....WBET, Brockton
 Bradford, Ann.....WLLH, Lowell, Mass.
 Broeg, Heloise Parker (Mom Parker).....WEEI, Boston
 Brown, Mae.....WMAE, Springfield
 Cabot, Caroline.....WEEI, Boston
 Carlson, Mildred.....WBZ, WBZA, Boston-Springfield
 Cavanaugh, Audrey F.....WHA1, Greenfield
 Chase, Julie.....WTAG, Worcester
 Connelly, Jeanne.....WNEB, Worcester
 Finch, Bette.....WKOX, Framingham
 Flanders, Lyda.....WTAG, Worcester
 Fortescue, Priscilla.....WEEI, Boston
 Huse, Bertha.....WLaw, Lawrence
 King, Dorothea.....WSPR, Springfield
 Light, Lois.....WRMS, Ware
 Merrill, Joyce.....WNNB, North Adams
 Mills, Marjorie.....WBZ-WBZA, Boston, Springfield
 Putnam, Ruth.....WESX, Salem
 Smith, Jane.....WVARK, Hagerstown
 Sweeney, Marion Lane.....WBKA, Brockton
 Taylor, Phyllis.....WVOM, Boston
 Varnum, Elizabeth.....WCCM, Lawrence
 Victory, Evelyn.....WBMS, Boston
 Whitney, Florence.....WBRK, Pittsfield
 Winne, Fran.....WTAG, Worcester

Michigan

Allen, Virginia.....WHFB, Benton Harbor
 Callery, Lillian.....WTTH, Port Huron
 Clark, Agnes.....WJR, Detroit
 Cox, Florence.....WJLB, Detroit
 Dillingham, Peg.....WOAP, Owassa
 Gibbs, Agnes.....WCSH, Portland
 Harris, Fran.....WWJ, WWJ-TV, Detroit
 Hill, Jean.....WHTC, Holland
 Lane, Joy.....WHAM, Saginaw
 McBride, Jean.....WWJ-TV, Detroit
 McDowell, Peggy.....WHFB, Benton Harbor
 Melrose, Edythe Fern.....WXYZ, Detroit
 Milane, Frank.....WFUR, Grand Rapids

Miller, Nadine.....WGRD, Grand Rapids
 Milton, Peggy.....WHFB, Benton Harbor
 Page, Mrs.....WJR, Detroit
 Sills, Betty.....WLAV, Grand Rapids
 Silvers, Shirley.....WOOD, Grand Rapids
 Standish, Joanna.....WKZO, Kalamazoo, Mich.
 Stephenson, Ann.....WBBC, Flint
 Van Sickle, Ann.....WGFG, Kalamazoo

Minnesota

Atkinson, Judith.....KSTP-TV, St. Paul-Minneapolis
 Ballis, Mera.....KDHL, Fairbault, Minn.
 Binstian, Evelyn.....KROX, Crookston
 Carter, Sheelah.....WTCN, Minneapolis-St. Paul
 Coleman, Mary.....WDGY, Minneapolis
 Daniels, Elizabeth.....KDAL, Duluth
 Haerberle, Arlie.....WTCN, Minneapolis-St. Paul
 Herrala, Marion E.....

Woman's World, WXLT, Ely

Jo, Peggy.....KGDE, Fergus Falls
 Marshall, June.....KMHL, Marshall
 Mitchell, Marjorie.....KWNO, Winona
 Stafford Betty.....KDHL, Fairbault
 Wilson, Rae.....KFAM, St. Cloud

Mississippi

Covert, Ann.....WMOX, Meridian
 Dawley, Dorothy.....WSLI, Jackson
 Dunn, Margaret.....WELO, Tupelo
 Gollotte, Gwen.....WLOX, Biloxi
 Harris, Dorothy.....WLOX, Biloxi
 Lee, Margery.....WRBC, Jackson
 Pilkington, Constance.....WCCI, Columbus
 Steen, Rea.....WVIM, Vicksburg
 Vance, Sue.....WFOR, Hattiesburg
 Woodman, Genevieve.....WVIM, Vicksburg

Missouri

Barrow, Hallie.....KFEQ, St. Joseph
 Dean, Diana.....KTTS, Springfield
 Donze, Aileen.....KSGM, Ste. Genevieve
 Ellis, Caroline.....KFRM, KMBC, Kansas City
 Harvey, Helen.....KFRM, Kansas City
 Hayes, Tony.....KCMO, Kansas City
 Lea, Sandra.....WHB, Kansas City
 Lightfoot, Jean.....KWTO, Springfield
 Logan, Martha.....WHB, Kansas City
 Montalto, Mary Kay.....KTTR, Rolla
 Munsch, Louise.....WEW, St. Louis
 Parker, Betty.....KMBC, Kansas City
 Sims, Opal.....KWPM, West Plains
 Small, Annie Lee.....KFRU, Columbia

Montana

Day, Erin.....KGVO, Missoula
 Gordon, Lynda.....KAVR, Havre
 Halvorson, Fay.....KGCX, Sidney
 Lee, Joan.....KANA, Anaconda
 Morris, Margaret.....KXLF, Butte
 Reardon, Helen.....KBOW, Butte
 Stewart, Maily.....KMON, Great Falls
 Timmons, Pauline.....KOJM, Havre

Nebraska

Anderson, Florence L.....KJSK, Columbus
 Bohlsen, Martha.....KOWH, Omaha
 Epp, Louise.....KODY, North Platte
 Lucas, Dorothy.....KOLN, Lincoln
 Moore, Mary.....WJAG, Norfolk
 Nekuda, Lydia.....KFOR, Lincoln
 Neuhaus, Ruth D.....
 Talking It Over, KFAB, Omaha
 Strohecker, Mary.....KOLT, Scottsbluff
 Sullivan, Jean.....KOWH, Omaha
 West, Belle.....KOIL, Omaha

Nevada

Goff, Gerri G.....KENO, Las Vegas
 Kitchen, Katherine.....KOH, Reno
 Lane, Lucille.....KOLO, Reno
 Maestretti, Madlen.....KWRN, Reno

• • • Woman Commentators—Home Economists—Radio-TV • • •

Sando Florence.....WCAE, Pittsburgh
Tomlinson, Sara.....WPIT, Pittsburgh
Ulmer, Margie.....WLAN, Lancaster
Weaver, Dori.....WPGH, Pittsburgh
Welles Ruth.....KYW, Philadelphia

Rhode Island

Gunning, Betty.....WCFR, Pawtucket
Somerby, Hope.....WWOW, Woonsocket
Wallace, Carolyn.....Providence

South Carolina

Baum Pearl.....WCSC, Charleston
Dalton, Jane.....WSFA, Spartanburg
Daniels, Alberta.....WLAT, Conway
Jeffries, Mary Anne.....WORD, Spartanburg
Jervey, Belle.....WFSC, Greenville
Rhame, Anne.....WKIX, Columbia
Sherrard Mahle.....WAIM, Anderson
Wyman, Alice.....WFRC, Greenville

South Dakota

Baxter, Bee.....KSOO, Sioux Falls
Cook, Martha.....Pink Parasol, KOTA, Rapid City
Funk, Elinor Brown.....KSOO, Sioux Falls
Gundersen, Barbara.....KOFA, Rapid City
Horlen, Marie.....KELO, Sioux Falls
Hostess Helen.....KISD, Sioux Falls
Speece, Wynn.....WNAX, Yankton

Tennessee

Rock, Para Lee.....WNOX, Knoxville
Brown, Olivia.....WMC, Memphis
Carler, Patsy.....KGRV, Greenville
Cooney, Marjorie.....WSM, Nashville
McMen, Mary Frances.....WKRM, Columbia
Rentfro, Lucille.....WBAC, Cleveland
Richardson Helen.....WAGO, Chattanooga
Ross, Martha.....WMMT, McMinnville
Russell, Ann.....WSM, Nashville
Russell, Maxine.....WGRV, Greenville
Smith, Druce.....WDOD, Chattanooga
Taylor, Vivian.....WLAR, Athens

Texas

Bencil, Julie.....WFAA, Dallas
Caler, Jean.....KEPO, El Paso
Dees, Mildred Lyon.....KXYZ, Houston
Eastland, Ann.....KRIC, Beaumont
Erbanks, Patsy.....KOCA, Kilzore
Ewing LaVerne.....KIOX, Bay City
Faye, Alita.....WRR, Dallas
Fowler, Alena.....KFDX, Wichita Falls
George, Juana.....KLIF, Dallas
Graymont, Marilise.....KURV, Edinburg
Hancock, Jin.....WXOL, Fort Worth
Holliday Mary.....WAOO, Waco
Houston, Kath.....KTHE, Houston
Kobel, Beverly.....KLEE, Houston
Laurence, Thelma.....KSEL, Lubbock
Leop, Bernice.....KPAC, Port Arthur
Lehbanks, Lous.....KPFM, Beaumont
Lin Sue.....KAMQ, Amarillo
Linez, Rosanna.....KCOB, San Antonio
Lor, Georgianne.....KRIC, Beaumont
L. Virginia.....KTRM, Beaumont
Loman, Eula.....KPLT, Paris
Lora, June.....KDDD, Dumas
Loman, Tommy.....REBE, Jacksonville
L. Mary Anne.....KOLE, Port Arthur
Lips, Shirley.....KATL, Houston
L. Katie.....KOLE, Port Arthur
L. Ann.....KRBO, Abilene
L. Sherry.....KPLT, Paris
L. Nell, Auvaric.....KVWC, Vernon
L. p. Agda M.....KVIC, Victoria
Turner, Eve.....KFJZ, Fort Worth
Wilkinson, Lillian.....KPEX, Beaumont

Utah

Allard, Hazel.....KDYL, Salt Lake City

Anderson, Alice.....KBUH, Brigham City
Baker, Mildred.....KUTA, Salt Lake City
Gibson, Bonnie M.....KOPP, Ogden
Hardy, Dorris.....KDYL, Salt Lake City
Mower, June.....Provo
Perry, Phyllis.....KALL, Salt Lake City
Smith, Rose.....KSL, Salt Lake City
Tidhol, Beth.....KSOB, Cedar City
Yock Rita.....KJAM, Vernal

Vermont

Anderson, Kay.....WWSR, St. Albans
Casey, Winifred.....WJOY, Burlington
Dodd, Virginia.....WDEB, Waterbury
Nowlin Eleanor.....WCAX, Burlington

Virginia

Alexander, Mildred.....WCAV, Norfolk
Bell, Muriel.....WBOB, Galax
Carpenter, Mary.....WHLF, South Boston
Cleveland, Elnora Robinson.....WLVA, Lynchburg
Evans, Muriel.....WEAM, Arlington
Gray, Carolyn.....WEAM, Arlington
Griffin, Nellie Drake.....WGH, Newport News
Gutz, Becky.....WDVA, Danville
Huffman Helen M.....WAYB, Waynesboro
Inboden, Eleanore.....WPUV, Pulaski
King, Harriet.....WLSL, Roanoke
Nunnally, Katherine M.....WSSV, Petersburg
Packard, Louise.....WLOW, Norfolk
Roberts, Lyn.....WWOD, Lynchburg
White, Alice Brewer.....WTAR, Norfolk
Zimmerman, Barbara.....WMVA, Martinsville

Washington

Axworthy, Helen.....KNEW, Spokane
Baker Helen.....KPKW, Pasco
Bradford, Marjorie.....KWLK, Longview
Hansen, Ruth.....KIMA, Yakima
Hayes Fern.....KVAN, Vancouver
Kimball, Helen.....KIRO, Seattle
King, Carolyn.....KING, Seattle
MacIntyre, Jan.....KRSC-TV, Seattle
McIntyre, Jan.....KRSC, Seattle
Mock, Betty Jean.....KYAK, Yakima
Rand, Ruby.....KFIO, Spokane
Bucker, Gwendolyn.....KBRC, Mount Vernon
Smith, Margaret.....KHQ, Spokane
Taylor, Thyl.....KWOA, Worthington
Wise, Katherine.....KOMO, Seattle

West Virginia

Allen, Jane.....WCAW, Charleston
DeJon, Lathie Orme.....WRON, Ronceverte
Garner, Charlotte.....WSAZ, Huntington
Gerby, Jean.....WMON, Montgomery
King, Joe.....WCOM, Parkersburg
Parsons, Joanne.....WAJR, Morgantown
Parsons, Virginia Ruth.....WBTK, Clarksburg
Ruess, Jane.....WCHS, Charleston

Wisconsin

Casby, Mary.....WJPG, Green Bay
Croncy, Loraine.....WEXT, Milwaukee
Decker, Virginia.....WFHR, Wisconsin Rapids
Felker, Florence.....WMAW, Milwaukee
Ferguson, Albee.....WISC, Madison
Grey, Nancy.....WTMJ, WTMJ-TV, Milwaukee
Gross, Otoma.....WEMP, Milwaukee
LaMay, Ann.....WISN, Milwaukee
Leslie, Ann.....WISN, Milwaukee
Marward, Joanne.....WISC, Madison
May, Helen.....WMLO, Milwaukee
Obey, Betty.....WTAG, Green Bay
Schwicu, Marian.....WDUZ, Green Bay

Wyoming

Bennett, Beth.....KVOG, Casper
Michael Terry.....KRAL, Rawlins
Randolph, Jamie.....KFBC, Cheyenne
Spracklin, Nova.....KWYO, Sheridan

• • • Woman Commentators-Home Economists—Radio-TV • • •

Puccinelli, Margaret.....KELK, Elko
Smith, Roz.....ROLO, Reno

New Hampshire

Casseboom, Adeline.....WFEE, Manchester
Hetu, Ruth.....WOTW, Nashua
Mallory, Mariha.....WWNH, Rochester
Noyes, Marjorie.....WKNE, Keene
Towle, Dorothy S.....WHEB, Portsmouth

New Jersey

Bowne, Dorothy.....WCAP, Asbury Park
Carroll, Mildred.....WCAM, Camden
Corner, Jane.....WSNJ, Bridgeton
Conboy, Anita.....WWBZ, Vineland
Hunt, Adele.....WPAT, Paterson
Lakergren, Isabel.....WFPQ, Atlantic City
Lippman, Harriet.....WMID, Atlantic City
Lupo, Nan.....WNJR, Newark
Vallance, Joan.....WMTR, Morristown

New Mexico

Forcum, Beth.....KTRC, Santa Fe
Hill, Lil'um.....KTNM, Tucumcari

New York

Adams, Charlotte.....WOR, New York
Barratt, Maxine.....WABD, New York
Becker, Pat.....WWRL, New York
Blanchard, Bousie.....WGAT, Utica
Burrows, Alice.....WABD, New York
Campbell, Betty.....WOKO, Albany
Carroll, Barbara.....WMSA, Massena
Couchman, Marilyn.....WRUN, Utica
Craig, Nancy.....WJZ, New York
Crocker, Betty.....ABC, New York
Deane, Martha.....WOR, New York
Doan, Dorothy.....WCBS-TV, New York
Drooz, Elaine.....WABY, Albany
Frederick, Pauline.....ABC, New York
Gust, Peter.....WKBW, Buffalo
Hawley, Adelaide.....WABD, New York
Hubck, Helen.....WJLL, Niagara Falls
Hull, Margaret.....WCBS, New York
Humphrey, Helen.....WHCU, Ithaca
Kresge, Jean.....WEAV, Plattsburgh
Lucas, Dione.....WCBS-TV, New York
Mason, Ella.....WMGM, New York
Neville, Helen.....WKBW, Buffalo
Norris, Kathi.....WABD, New York
Parr, Dorothy.....WATN, Watertown
Patrick, Cletkie.....WXR, Buffalo
Ranney, Mary Alice.....WROW, Albany
Sampson, Mary.....WJOC, Jamestown
Shoemaker, Muriel.....WENY, Elmira
Siers, Betty.....WALL, Middletown
Sternberger, Estelle.....WKHW, Buffalo
Sternberger, Estelle M.....WLIE, New York
Swanson, Gloria.....WPIX, New York
Welles, Barbara.....WOR, New York

North Carolina

Burns, Emily Lou.....WCCE, Rocky Mount
Burnside, Me-Me.....WGV, Charlotte
Carter, Jane.....WLOS, Asheville
Eakes, Mary.....WGTC, Greenville
Eason, Polly.....WCKB, Dunn
Harris, Edith.....WJNC, Jacksonville
Hawkins, Mary Love.....WDIG, Greensboro
Hunt, Carol.....WSOO, Charlotte
Janssen, Dorothea.....WBT, Charlotte
Koonce, Zan.....WGTM, Wilson
Landon, Dorothy.....WBRR, Burlington
Moore, Maureen.....WWNF, Fayetteville
Padgett, Carol.....WNAO, Raleigh
Pressly, Harriet.....WPTF, Raleigh
Sedberry, Mildred.....WBBO, Forest City
Tavasso, Rachel.....WGTC, Greenville
Winstead, Mary.....WRFB, Washington
Wisecup, Trippie.....WAYS, Charlotte
Wogan, Patsy.....WSKY, Asheville

North Dakota

Graham, Peg.....KDIX, Dickinson
Wick, Hildar Marie.....KLR, Devils Lake

Ohio

Adams, Carol.....WHBC, Canton
Alexander, Marian.....WADC, Akron
Bennett, Virginia.....WWSO, Springfield
Brady, Betty.....WLW, Cincinnati
Cooper, Madge.....WWRN, Marion
Davis, Millicent.....WFIN, Findlay
Dennis, Lorel.....WTRF, Bellair
Funnell, Mildred.....WTAM, Cleveland
Gallespie, Virginia.....WLOK, Lima
Goodwin, Gretchen.....WHKK, Akron
Hackett, Rita.....WLWT, Cincinnati
Koeh, Catherine.....WLWT, Cincinnati
Lawrence, Lynn.....WAKR, Akron
Lyons, Ruth.....WLW, Cincinnati
Mullin, Ester.....WGAR, Cleveland
Kenner, Frankie.....WADC, Akron
Sharp, Fern.....WBNS, Columbus
Stevens, Jane.....WJW, Cleveland
Wells, Marjorie.....WTOL, Toledo

Oklahoma

Blanan, Estelle.....KVOO, Tulsa
Burns, Lucille.....KAKC, Tulsa
Croft, Vera.....KTUL, Tulsa
Fontaine, Ann.....KOME, Tulsa
Gillespie, Mily.....KTUL, Tulsa
Lever, Martha.....KBYE, Oklahoma City
Morgan, Helen.....KTOW, Oklahoma City
Ryzel, Joan.....KNUS, Muskogee
Smith, Ann.....KSWO, Lawton
Stapp, Peggy.....KBYE, Oklahoma City
Thomas, Katherine.....KOMA, Oklahoma City
Thompson, Lois.....KTUL, Tulsa

Oregon

Becker, Silvia.....KNPT, Newport
Brunton, Beverly.....KUGN, Eugene
Carlson, Fay.....KORE, Eugene
Daniels, Clara.....KWIN, Ashland
Forsman, Doris.....KWRC, Pendleton
Frederickson, Roxie.....KPOJ, Portland
Lee, Vivian.....KWJI, Portland
Mitchell, Ruth.....KORE, Eugene
Nulver, Laura.....KASH, Eugene
Pierce, Marjorie.....KLRN, La Grande
Pound, Blanche.....KWIL, Albany
West, Kay.....KEX, Portland

Pennsylvania

Dall, Jane Ellen.....WJAS, Pittsburgh
Beardsmore, Marian.....WMCK, McKeesport
Brillon, Nane.....WARD, Johnstown
Cannon, Dorsey.....WDAD, Indiana
Clark, Cleda.....WPIT, Pittsburgh
Cramer, Alina.....WARD, Johnstown
Crane, Kit.....WIP, Philadelphia
Culkin, Anne.....WSCR, Scranton
Ford, Jean.....WLAN, Lancaster
Gardiner, Evelyn.....KDKA, Pittsburgh
Gephart, Cecil.....WRAC, Williamsport
Gibson, Jane.....KQV, Pittsburgh
Gustafson, Bernice.....WCHA, Chambersburg
Hanna, Edna K.....WLAN, Lancaster
Heagy, Betsy.....WHGB, Harrisburg
Huey, Lois M.....WJSW, Altoona
Ives, Anice.....WFIL, Philadelphia
Lewis, Mary.....WNOW, York
Lynn, Lewis.....WSCR, Scranton
McCoy, Rita.....WMBF, Lewistown
McGuire, France.....WPIL-TV, Philadelphia
Mackill, Rita.....WSIL, Shamokin
Marlow, Fran.....WDUX, Doylestown
Michaels, Millie.....WFGB, Altoona
Oromancer, Annette.....WHAT, Philadelphia
Pulker, Gail.....WBRF, Wilkes-Barre
Peg, Harol.....WRTA, Altoona
Petto, Margaret.....WWSW, Pittsburgh

Managers and Agents

Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago



★ NEW YORK ★

Argueta, Nicholas
9 Rockefeller Plaza Columbus 5-0232

Alberti, Jules
299 Madison Ave. Murray Hill 7-9054

Alexander, Willard, Inc.
30 Rockefeller Plaza Circle 6-4224

Appel, James S.
400 Madison Ave. Plaza 3-7840

Ashley, Ted
30 Rockefeller Plaza Circle 7-5066

Bachelor Enterprises, Inc.
30 Rockefeller Plaza Circle 6-4224

Becker, V. S. Advertising Service
562 Fifth Ave. B'way 9-7577

Bentham, M. S.
48 West 48th St. Plaza 7-1855

Besry, Harry
1776 Broadway Circle 6-7094

Briscoe & Goldsmith, Inc.
522 Fifth Ave. Murray Hill 2-6214

Brooks, Ted
134 East 57th St. Plaza 9-1444

Brown, Chamberlain
145 West 45th St. B'way 9-8480

Century Artists, Ltd.
38 East 57th St. Plaza 3-1030

Chapman, Bruce
145 West 41st St. Wisconsin 7-9244

Chase, Cleveland B. Co., Inc.
424 Madison Ave. Eldorado 5-1520

Coc, Robert Associates
366 Madison Ave. Vanderbilt 6-3417

Collins, Ted
1819 Broadway Circle 7-0094

Columbia Artists Management, Inc.
113 West 57th St. Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza Columbus 5-3580

Cooper, Frank Associates
521 Fifth Ave. Vanderbilt 6-5661

DeGroot, Roy Consultants, Inc.
551 Fifth Ave. Murray Hill 7-9135

Downey, Wallace, Inc.
1819 Broadway Circle 6-6646

Dube, Harry S.
1270 Sixth Ave. Columbus 5-7035

Ebbins, Mill
1270 Sixth Ave. Circle 7-2160

Evans, George B.
1775 Broadway Circle 6-2765

Evans & Salter
113 West 57th St. Circle 7-6900

Fadiman Associates, Ltd.
1501 Broadway Laekawanna 4-3544

Famous Artists Corp. of N. Y.
810 Fifth Ave. Circle 7-6200

Fanchon & Marco, Inc.
1501 Broadway Chickering 4-3956

Fenton, Mildred
40 East 40th St. Plaza 9-8266

Fields, Freddie
1270 Sixth Ave. Circle 7-3025

Frederick Bros. Agency, Inc.
1270 Sixth Ave. Circle 6-2144

Gale, Inc.
48 West 48th St. Plaza 7-7100

General Artists Corp.
1270 Sixth Ave. Circle 7-7643

Getts, Clark H.
430 Park Ave. Plaza 8-0910

Gibbs, John E., & Co.
9 Rockefeller Plaza Columbus 5-4888

Glaser, Joe, Inc.
745 Fifth Ave. Plaza 6-5572

Goodman, Martin
38 East 57th St. Plaza 3-1030

Groslier, Abner J.
1270 Sixth Ave. Circle 7-3025

Grossman, Al
1270 Sixth Ave. Circle 5-8422

Haensel & Jones
113 West 57th St. Circle 7-6900

Hahlo, Sylvia
711 Fifth Ave. Plaza 9-6000

Hanna, Mark
654 Madison Ave. Templeton 3-8730

Hayward, Leland, Inc.
444 Madison Ave. Eldorado 5-4100

Hesse & McCaffrey
501 Madison Ave. Eldorado 5-1076

Hurok Attractions, Inc.
711 Fifth Ave. Plaza 9-6000

International Artists Corp.
420 Madison Ave. Plaza 9-7490

Karo, Estella H.
49 West 45th St. Vanderbilt 6-3860

Kerr, Bob
1270 Sixth Ave. Columbus 5-8051

Leddy, Mark J.
48 West 48th St. Plaza 7-3760

Leigel, William C. Literary Associates
67 West 44th St. Murray Hill 2-3606

Lipset, Benjamin B.
1350 Broadway Chickering 4-2466

Lipzig, Syd
730 Fifth Ave. Circle 5-7980

Lyons, A. & S., Inc.
515 Madison Ave. Plaza 3-5181

Management Corp. of America
745 Fifth Ave. Plaza 5-8900

Metro Artist Bureau
730 Fifth Ave. Circle 6-8470

Michael, Arthur T.
1619 Broadway Circle 7-2900

Mindling, Louis A.
113 West 57th St. Circle 5-3370

Morris, William Agency, Inc.
1270 Sixth Ave. Circle 7-2160

Moses, John H.
730 Fifth Ave. Circle 6-2677

Music Corp. of America
745 Fifth Ave. Plaza 5-8900

National Concert & Artists Corp.
711 Fifth Ave. Plaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway Columbus 5-71

North, Meyer B.
1564 Broadway Plaza 7-3-

O'Connor, John
1697 Broadway Circle 5-4-

Okun, Lillian
2 West 67th St. Trafalgar 7-8-

Peters, Dell
521 Fifth Ave. Vanderbilt 6-1-

Fruitt, Ben
322 East 50th St. Plaza 8-0-

Richard, Max
1776 Broadway Plaza 7-6-

Roth, Allen
48 West 48th St. Plaza 7-1162

Shank, Mary L.
9 Rockefeller Plaza Columbus 5-1332

Shurr, Louis
1501 Broadway Chickering 4-8240

Managers and Agents

Small, Franklin H.
149 West 61st St. Circle 6-9400

Souvaline, Henry, Inc.
30 Rockefeller Plaza Circle 7-5606

Special Attractions, Inc.
48 West 48th St. Plaza 7-3380

Stanley, Aileen
1619 Broadway Columbus 6-9025

Stark, Wilbur
561 Fifth Ave. Murray Hill 7-6320

Storer Douglas F.
1270 Sixth Ave. Circle 7-6325

Vallon, Mike
1270 Sixth Ave. Circle 7-0162

Waible, Fred
270 Park Ave. Plaza 8-0344

Weber, Edwin
156 West 44th St. Luxembourg 2-5188

Wilson, Roy
444 Madison Ave. Plaza 9-4961

Wolf Associates, Inc.
420 Madison Ave. Plaza 5-7620

Yost, Ben Enterprises
1050 Broadway Circle 6-8533

☆ LOS ANGELES ☆

Allen, Larry, Inc.
6381 Hollywood Blvd. Hempstead 0421

American Federation of Radio Artists
6331 Hollywood Blvd. Hillside 5126

Berg, Phil.—Allenberg, Bert, Inc.
121 S. Beverly Dr. (B. H.) Crestview 6-3131

Bergerman, Stanley, & Co.
9629 Brighton Way (B. H.) Crestview 6-3196

Bernie, Herman
206 S. Beverly Dr. (B. H.) Crestview 5-6685

Bloom, Phil
8506 Sunset Blvd. Crestview 4-8064

Blam, Ralph, Corp.
9441 Wilshire Blvd. (B. H.) Crestview 4-5411

Century Artists, Ltd.
6331 Hollywood Blvd. Hudson 2-1288

Cinema Authors & Artists Agency
9130 Sunset Blvd. Crestview 6-6241

Columbia Artists Management
6630 Hollywood Blvd. Hempstead 5316

Conley, Hallam, Agency
9111 Sunset Blvd. Crestview 5-6161

Cremer, Jack
1680 N. Vine St. Cladstone 9683

Crosby, Everett N.
9628 Sunset Blvd. Crestview 1-1171

Dolan, Ken, & Co.
1550 N. Wilcox Ave. Hollywood 3558

Famous Artists Corp.
9441 Wilshire Blvd. (B. H.) Crestview 4-5222

Features Agency, Inc.
8929 1/2 Sunset Blvd. Crestview 6-5096

Frederick Bros. Artists Corp.
214 N. Canon Dr. (B. H.) Crestview 1-6244

General Artists Corp.
9028 Sunset Blvd. Crestview 1-8101

Gertz, Mitchell, Inc.
8533 Sunset Blvd. Crestview 4-5491

Genr. Bruce, Agency
247 S. Beverly Dr. (B. H.) Crestview 6-1660

Goldstone Agency
9121 Sunset Blvd. Crestview 6-1071

Hanblburg, Mitchell J., Agency
8776 Sunset Blvd. Crestview 5-4171

Hyde, Donald, Agency, Inc.
218 N. Canon Dr. (B. H.) Crestview 4-5261

Jaffe, Sam, Agency
8553 Sunset Blvd. Crestview 6-8121

Irwin, Lou
9134 Sunset Blvd. Crestview 1-7131

Lazar, Irving Paul
328 S. Beverly Dr. (B. H.) Crestview 5-8153

Levee-Short Agency
9126 Sunset Blvd. Crestview 5-0020

Levee-Stark, Inc.
119 S. Beverly Dr. (B. H.) Crestview 1-5781

Linsk, Lester
9470 Santa Monica (B. H.) Crestview 6-4396

Lions, A. & S., Inc.
356 N. Camden Dr. (B. H.) Crestview 1-6131

Marshall, Reg. D., Agency
6071 Sunset Blvd. Hollywood 8236

MCA Artists Ltd.
9370 Santa Monica (B. H.) Crestview 6-2001

Minter, Ethel, Agency
205 S. Beverly Dr. (B. H.) Crestview 5-2776

Monter, Richard A.-Gray, Edw. M., Inc.
8738 Sunset Blvd. Crestview 1-1191

Morris, William, Agency
202 N. Canon Dr. (B. H.) Crestview 1-6161

National Concert & Artists Corp.
9059 Sunset Blvd. Crestview 1-7121

Radio Registry
1519 Crossroads of the World Hillside 8321

Polan & Rosenberg Agency
451 N. La Cienega Blvd. Crestview 1-8121

Radio Artists Corp.
366 N. Camden Dr. (B. H.) Crestview 5-4308

Rush, Art, Inc.
California Bk. Bldg., Selma & Vine, Hillside 5161

Salkow Agency, The
9119 Sunset Blvd. Crestview 1-9134

Saphier, James L., Agency
9537 Brighton Way (B. H.) Crestview 1-7231

Schwartz Agency
9155 Sunset Blvd. Crestview 4-6301

Shurr, Louis, Agency
327 N. Rodeo Dr. (B. H.) Crestview 1-1116

Sherman, Edward, Agency
5580 Sunset Blvd. Crestview 5-0186

Stempel-Olenick Agency
717 N. La Cienega Blvd. Crestview 1-7141

Volek, A. George, Inc.
9441 Wilshire Blvd. (B. H.) Crestview 6-3121

Winkler, D. M., Agency
9470 Santa Monica (B. H.) Crestview 1-7244

Wendling, Chas., Agency
9156 Sunset Blvd. Crestview 6-2348

☆ CHICAGO ☆

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave. Wabash 2-6701

Ben Theatrelic Agency
64 West Randolph St. Dearborn 2-6850

Colored Radio Artists Assn., Inc.
3458 S. State St. Wentworth 6-5434

Consolidated Radio Artists of Ill.
32 W. Randolph St. Franklin 2-8300

Ellsworth, W. M.
75 E. Wacker Drive. Central 2-0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive. State 2-0063

General Artists Corp.
360 N. Michigan Ave. State 2-6288

Gumbiner Management Co.
120 S. LaSalle St. State 2-6288

Jack & Jih Players Radio Artists Co.
180 E. Delaware St. Delaware 7-7394

Levin, W. Biggle
612 N. Michigan Ave. Superior 7-0506

Lutz, Estelle, Artists Bureau
25 E. Jackson Harrison 7-3436

Morris, William, Agency
303 N. Wabash Ave. State 2-3632

Morse, Sidney P.
64 E. Lake St. Anover 3-2878

Music Corporation of America
430 N. Michigan Ave. Delaware 7-1100

National Concert & Artists Corp.
222 W. No. Bank Dr. Superior 7-4042

Parks, James & Co.
333 N. Michigan Ave. Central 6-7980

Schuster, Milton
127 North Dearborn St. Dearborn 2-8033

WLS Artists Bureau
120 W. Washington Blvd. Monroe 6-9700

PROGRAMS

8

Commercially Sponsored

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Title

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Advertiser and Product

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Network

•

Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1948 —

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
James Abbe Observes	Fisher Flouring Mills Bisquet Mix, Flour	ABC—PC	Pacific National Adv. Agency
ABC Election Report	Kaiser-Frazer Sales Corp Autos	ABC	Morris F. Swaney, Inc.
Adventure with Christopher Wells	Chrysler Corp. De Soto-Plymouth Dealers De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventurers' Club	W. A. Sheaffer Pen Co. Pens, Pencils, Skrip, Leads	CBS	Russel M. Seeds Co., Inc.
Adventures of Archie Andrews	Swift & Co. Meat Products	NBC	J. Walter Thompson Co.
Adventures of Charlie Chan	Pharmaco, Inc. Chocoz	MBS	Ruthrauff & Ryan, Inc. New York
Adventures of Ozzie & Harriet	International Silver Co Sterling & 1847 Rogers Brothers Silver	CBS	Young & Rubicam, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Sterling Silver, Silver Plate	NBC—PC	Young & Rubicam, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventures of the Thin Man	Kaiser-Frazer Corp. Industries & Automobiles	MBS	Wm. H. Weintraub & Co. New York
Adventures of the Thin Man	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Afternoon Final	Fisher Flouring Mills Bisquet Mix Flour	ABC—PC	Pacific National Adv. Agency

The Aldrich Family	General Foods Corp. Jello Puddings, Jello Cornstarch, Tapioca Pudding	NBC	Young & Rubicam, Inc.
All-American Soap Box Derby	General Motors Corp. Chevrolet Motor Div Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
All-Star Baseball Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon Inc.
All-Star Football Game	Wilson Sporting Goods Co. Sports Equipment	MBS	Ewell & Thurber Associates Chicago
The Fred Allen Show	Ford Motor Co. Ford Dealers	NBC	J. Walter Thompson Co.
Mel Allen	U. S. Army Recruiting Service Recruiting	ABC	Gardner Advertising Co. St. Louis
The Amazing Mr. Malone	Wine Growers Guild Guild Wines	NBC	Honig Cooper Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
American Forum of the Air	Pilot Radio Corp. FM Radio Speaker Device	MBS	Grey Advertising, Inc. New York
American Forum of the Air	Universal Carloading & Distributing Co Institutional	MBS	Raymond Spector, Inc. New York
American Melody Hour	Sterling Drug Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Amos 'n' Andy	Lever Bros. Company Rinso	CBS	Ruthrauff & Ryan, Inc.
Amos 'n' Andy	Lever Bros. Co. Rinso	NBC—PC	Ruthrauff & Ryan, Inc.
American Radio Warblers	American Bird Products, Inc. Bird Food	MBS	Weston-Burnett, Inc.
Anacin Hollywood Star Theater	American Home Products Corp. Anacin, Kolydos	NBC—PC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Armstrong Theater of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum Products Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Army-Navy Football	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon Inc.
Jan August Show	Revere Camera Co. Cameras & Projectors	MBS	Roche, Williams & Cleary, Inc. Chicago
Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Bros. Company Spry	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Safeway Stores, Inc. Kitchen Craft Flour	NBC—PC	J. Walter Thompson Co.
Aunt Mary	Albers Milling Co. Cereal & Feeds, Friskies, Carnation Corn Flakes, Pancake Mix	NBC—PC	Erwin, Wasey & Co., Ltd.
B			
Baby Snooks Show with Fanny Brice	General Foods Corp. Jell-O Jello Puddings	CBS	Young & Rubicam, Inc.
Back to God	Christian Reform Church Religion	MBS	Evans Associates Chicago
Backstage Wife	Sterling Drug, Inc. Dr. Lyon's Tooth Paste, Double Danderine, Emulsified Coconut Oil Shampoo, Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.
Jim Backus Show	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc. New York
Fred Beck, Commentary	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS—PC	Wade Adv. Agy.
Behind the Front Page	Mutual Benefit Health & Accident Assoc. of Omaha Insurance	MBS	Ruthrauff & Ryan, Inc. New York
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Adv. Agency
Belmont Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC—PC	Foote, Cone & Belding, Inc. Batten, Barton, Durstine & Osborn, Inc.
The Jack Berch Show	Prudential Insurance Co. Insurance	NBC	Benton & Bowles, Inc.
Milton Berle Show	Texas Co. Gas, Oil	ABC	Kudner Agency, Inc.
The Milton Berle Show	Philip Morris & Co., Ltd. Cigarettes	NBC	Biow Co.
The Better Half	Volupte, Inc. Compacts & Cigarette Cases	MBS	Hirshon-Garfield, Inc. New York
Beulah	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

Big Sister	Procter & Gamble, Inc. Drene, Ivory Soap	CBS	Compton Advertising, Inc.
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Foote, Cone & Belding, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Sterling Drug Inc. Ironized Yeast, Phillips Milk of Magnesia	CBS	Pedlar & Ryan, Inc.
Big Town	Lever Brothers Co. Life Buoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Martin Block Show	R. B. Semler, Inc. Krem! Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Blondie	Colgate-Palmolive-Peet Co. Palmolive Soap, Super Suds	CBS	Wm. Esty & Co., Inc.
Blondie	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Super Suds	NBC—PC	William Esty & Co., Inc.
Blue Book of Sports	U. S. Sixth Army Command Recruiting	ABC—PC	Russell Harris & Wood Adv. Agency
Borden Program	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Boys Town Choir	Stanley Home Products Kitchen Equipment	ABC	Direct
Break the Bank	Bristol-Myers Co. Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Breakfast Club	Toni Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Foote, Cone & Belding
Breakfast Club	Philco Corp. Refrigerators, Radios, Television Receivers	ABC	Hutchins Adv. Co., Inc.
Breakfast Club	General Mills, Inc. Kix, Wheaties, Ginger Cake Mixes	ABC	Tatham-Laird, Inc.
Breakfast Club	Swift & Co. Meat, Meat Products, Shortening, Cooking Oils	ABC	J. Walter Thompson Co.
Breakfast in Hollywood	Kellogg Co. Pep, Rice Krispies	ABC	Kenyon & Eckhardt, Inc.
Breakfast in Hollywood	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv., Inc.
Bride & Groom	Sterling Drug, Inc. Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Multisified Shampoo	ABC	Dancer, Fitzgerald & Sample, Inc.
The Brighter Day	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Boxing	P. Ballantine & Sons Beer & Ale	MBS	J. Walter Thompson Co. New York
Abe Burrows Show	Lambert Co. Listerine Tooth Powder, Listerine Toonipaste	CBS	Lambert & Feasley, Inc.
California Caravan	Calif. Medical Assoc. Insurance Hospitalization & Physician's Service	ABC—PC	Lockwood, Shackleford Adv. Agency
Call For Music	Philip Morris & Co., Ltd. Cigarettes	NBC—PC	Biow Co., Inc.
Call For Music With Dinah Shore & Harry James' Orchestra	Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Call of the Cross	Mississippi Tabernacle Religion	MBS	Markes & Neese, Inc. Jackson, Miss.
Call the Police	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan, Inc.
Ned Calmer and the News	Luden's, Inc. Coughdrops	CBS	J. M. Mathes, Inc.
Can You Top This?	Colgate-Palmolive-Peet Co. Shave Cream, Dental Cream	NBC	Ted Bates, Inc. Sherman & Marquette, Inc.
Erwin D. Calham—Christian Science Monitor	Christian Science Publishing Co. Christian Science Monitor Newspaper	ABC	H. B. Humphrey Co.
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo, Supersuds	NBC—PC	Sherman & Marquette, Inc.
The Eddie Cantor Show	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC—PC	Warwick & Legler
Al Capp	The Frank H. Lee Co. Halls	ABC	William H. Weintraub & Co., Inc.
Captain Midnight	Wander Co. Ovalline		Hill Blackett & Co. Chicago
Carle Comes Calling	Electrical Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Carmen Cavallaro's Orchestra	Lewis-Howe Co. Tums	NBC	Roche, Williams & Cleary, Inc.
Carnation Contented Hour	Carnation Co. Carnation Milk	NBC, NBC—PC	Erwin Wasey & Co., Ltd.
Carnegie Hall	American Oil Co. Amoro Gas, Oil, Tires	ABC	Joseph Katz & Co.

Jack Carson Show	General Foods Corp Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Casey, Crime Photographer	Anchor Hocking Glass Corp. Anchorglass, Fire King, Ovenless Products	CBS	Wm. H. Weintraub & Co., Inc.
Cavalcade of America	E. I. DuPont de Nemours & Co., Inc. Institutional	NBC, NBC—PC ABC	Batten, Barton, Durstine & Osborn, Inc. Sherman & Marquette, Inc.
Challenge of the Yukon	Quaker Oats Co. Quaker Puffed Wheat, Sparkies, Quakers Puffed Rice Sparkies	ABC	MacManus, John & Adams, Inc.
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	NBC—PC	J. Walter Thompson Co.
The Charley McCarthy Show	Standard Brands, Inc. Chase & Sanborn Coffee, Royal Pudding, Tenderleaf Tea, Instant Tea	MBS	Gardner Advertising Agency St. Louis Brown & Bowers, Inc. Nashville
Checkerboard Jamboree	Ralston-Purina Co. Chow Products	NBC—PC	Newell-Emmett Co.
Chesterfield Supper Club	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Chesterfield Supper Club with Sammy Kaye	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS—PC	Makelim Assoc. Adv.
Chuckwagon Tales	H. Moffat Co. Meat Products	NBC	Bruce B. Brewer & Co.
The Circle Arrow Show	Western Auto Supply Co. Automobile Accessories & Household Appliances	NBC	Ellington & Co.
Cities Service Band of America	Cities Service Co. Gas and Oil	NBC	Ellington & Co.
Cities Service Highways in Melody	Cities Service Co. Gas and Oil	CBS	Ward Wheelock Co.
"Club 15" with Bob Crosby	Campbell Soup Co. Campbell Soups	ABC	Leo Burnett Co., Inc.
Club Time	Club Aluminum Products Co. Aluminum Household Utensils	CBS—PC	Brooks Advertising Agency
Charles Collingwood, News	Bekins Van & Storage Co. Storage	CBS—PC	LeVally, Inc.
Charles Collingwood, News	Household Finance Corp. Personal Loans	CBS—PC	Alvin Wilder
Charles Collingwood, News	Sealy Mattress Co. All Products		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Corliss Archer	Lever Brothers Co. Toothpaste & Toothpowder	NBC—PC	Foote, Cone & Belding, Inc.
Cotton Bowl Football Game	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	William Esty & Co. New York
Counter Spy	Schutter Candy Co. (Div. of Universal Match Co.) Schutter Candy, Bit-O-Honey, Old Nick Candy	ABC	Schwimmer & Scott, Inc.
County Fair	The Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Craftsman's Guild Annual Scholarship Awards	Fisher Body Div. of General Motors Institutional	ABC	Kudner Agency
Crime Photographer	The Toni Co. Toni Home Permanent Wave, Toni Cream Shampoo	CBS	Foote, Cone & Belding
Betty Crocker	General Mills, Inc. Softasilk Cake Flour	NBC	Knox Reeves Advertising, Inc.
Betty Crocker Magazine of the Air	General Mills, Inc. Gold Medal Flour, Bisquick, Cake Flour, etc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Bing Crosby	Philco Corp. Refrigerators, Radios, Television Receivers	ABC	Hutchins Adv. Co., Inc.
Curtain Time	Mars Inc. Candy	NBC	Grant Adv. Inc.
D			
The D & H Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.
A Date With Judy	Lewis Howe Co. Tums	NBC—PC	Roche, Williams & Cleary, Inc.
A Day in the Life of Dennis Day	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustrre Cream, Palmolive Soap	NBC—PC	Ted Bates Inc.
Day of Restoration	National Council of Protestant & Episcopal Churches Religion	MBS	H. B. Humphrey Co. Boston
Dizzy Dean	S. C. Johnson & Sons, Inc. Carnu	NBC	Needham, Louis & Brorby, Inc.
Dr. Christian With Jean Hersholt	Chesebrough Mfg. Co. Consolidated Vaseline Hair Tonic, Petroleum Jelly, Lip Ice	CBS	McCann-Erickson, Inc.
Dr. I. Q.	Mars, Inc. Candy	NBC	Grant Adv. Inc.
Dr. I. Q., Jr.	Mars, Inc. Candy	NBC	Grant Adv. Inc.

Dr. Paul	Safeway Stores, Inc. Sunny Bank Margarine	NBC—PC	J. Walter Thompson Co.
Don't You Believe It	Forty-Two Products, Ltd. "42" Oil Shampoo, "42" Hair Oil Tonic	ABC—PC	Brisacher, Van Norden & Staff, Inc.
Double or Nothing	Campbell Soup Co. Campbell's Soups, Pork & Beans	CBS	Ward Wheelock Co.
Double or Nothing	Campbell Soup Co. Soups, Franco-American Spaghetti, Beef Gravy, Pork & Beans	NBC—PC	Ward Wheelock Co.
Galen Drake	Pillsbury Mills, Inc. Family Flour, Pancake Mix, Cake Flour, Wheat Bran	ABC	Leo Burnett Co., Inc.
Galen Drake	Kellogg Co. Kellogg's Pep, Krumbles, Rice Krispies	ABC	Kenyon & Eckhardt, Inc.
Alex Dreier	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
Duffy's Tavern	Bristol-Myers Co. Ipana, Trushay, Vitalis	NBC—PC	Young & Rubicam
Jimmy Durante Show	Rexall Drug Co. Rexall Drugs	NBC—PC	N. W. Ayer & Son, Inc.
Jimmy Durante Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC—PC	William Esty Co., Inc.

F

Eight O'Clock News	Peter Paul, Inc. Candy & Gum	MBS	Platt-Forbes, Inc. New York
Electric Hour With Phil Spitalny's Orch.	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Electric Theater With Helen Hayes	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Elgin Two Hours of Stars	Elgin National Watch Co. Watches	NBC—PC	J. Walter Thompson
Bob Elson on the Century	Consolidated Royal Chemical Co. Krank's Shave Cream	ABC—PC	Arthur Meyerhoff & Co.
Everybody Wins, With Phil Baker	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.

F

Famous Jury Trials	General Mills, Inc. Kix, Cheerios	ABC	Knox Reeves Adv., Inc.
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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Fat Man	Norwich Pharmacal Co. Pepio-Bismol, Ungentine	ABC	Lawrence C. Gumbinner Adv. Agency
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
FBI in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.
Festival of Song	Longines-Wittnauer Watch Co., Inc. Longines-Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Festival of Music	Longines-Wittnauer Watch Co., Inc. Longines-Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Fibber McGee and Molly	S. C. Johnson & Sons, Inc. Johnson's Wax & Allied Products, Carna	NBC—PC	Needham, Louis & Brorby, Inc.
Jimmie Fidler	Carter Products Arrid	MBS	Sullivan, Stauffer, Colwell, Bayles, Inc. New York
Jimmie Fidler Show	Carter Products Arrid, Carter's Little Liver Pills	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
First Nighter	Campana Sales Co. All Products	CBS	Wallace-Ferry-Hanly Co.
George Fisher in Hollywood	L. B. Laboratories, Inc. L. B. Hair Oil	CBS—PC	Irwin-McHugh Adv.
George Fisher in Hollywood	Bendix Home Appliances, Inc. Washing Machines	CBS—PC	Tatham-Laird Adv. Agcy.
Fishing and Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	MBS	Walker & Downing Pittsburgh
Fitch Bandwagon	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
First Church of Christ Scientist	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co. New York
The Ford Theater	Ford Motor Co. Ford Motor Cars	CBS	Kenyon & Eckhardt, Inc.
The Ford Theater	Ford Motor Co. Automobiles, Institutional	NBC	Kenyon & Eckhardt, Inc.
Free for All	Lewis Food Co. Dog & Cat Food Products	CBS	Lenner & Mitchell, Inc.
Front Page Farrell	Whitehall Pharmacal Co. Kolyms, Hill's Cold Tablets	NBC	Dancer, Fitzgerald & Sample, Inc. Duane Jones Co., Inc.
Front Page Features With Knox Manning	Manhattan Soap Co. All Products	CBS—PC	Duane Jones Co., Inc.

Front Page Features With Knox Manning	Soil-Off Mfg. Co. All Products—Cleaning Fluids	CBS—PC	McCann-Erickson, Inc.
Front Page Features With Knox Manning	Washington State Apple Adv. Comm. Washington State Apples	CBS—PC	J. Walter Thompson Co.
Dorothy Fuldheim	Brotherhood of Railroad Trainmen Institutional	ABC	William Von Zehle & Co.
Arthur Gaeth	United Electrical Radio & Machine Workers of America Institutional	MBS	Mack & Arnold Co. New York
Arthur Gaeth	United Elec. Radio & Machine Workers Institutional	ABC	Weinstein & Co.
Game of the Week	U. S. Army Air Force Recruiting Service ; Recruiting	ABC	Gardner Adv. Co.
Gang Busters	Procter & Gamble Co. Tide, Soaps, Cleaners	ABC	Benton & Bowles
Gang Busters	L. E. Waterman & Co. Pens, Pencils, Ink	ABC	Charles Dallas Reach
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Bob Garred, News	Studebaker Corp. Studebaker Cars	CBS—PC	Roche, Williams & Cleary, Inc.
Bob Garred, News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	"42" Products, Inc. Hair Oil & Other Products	CBS	Brisacher, Van Norden & Staff
G. E. Houseparty	General Electric Co. Appliances & Merchandise Division	CBS	Young & Rubicam, Inc.
Gillette Fights	Gillette Safety Razor Co. Probak, Valet Auto Strop, Safety Razors & Blades	ABC	Maxon, Inc.
Give & Take	The Toni Co. Toni Home Permanent Wave, Toni Cream Shampoo	CBS	Foote, Cone & Belding
Arthur Godfrey's Talent Scouts	Lever Brothers Company Lipton's Tea, Lipton's Soup Mixes	CBS	Young & Rubicam
Arthur Godfrey	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey	Liggett & Myers Tobacco Company, Inc. Chesterfield Cigarettes	CBS	Newell-Emmett Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Arthur Godfrey	Gold Seal Co. Gold Seal Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Grand Central Station	Pillsbury Mills, Inc. Sno Sheen Cake Flour and other Pillsbury products	CBS	McCann-Erickson, Inc.
Grand Ole Opry	R. J. Reynolds Co. Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam With Irene Beasley	Continental Baking Co., Inc. Wonder Bread, Hostess Cake	CBS	Ted Bates, Inc.
The Great Gildersleeve	Kraft Foods Co. Parkay Kraft Dinner	NBC—PC	Needham, Louis & Brorby, Inc.
Great Scenes from Great Plays	Nat. Council of Protestant & Episcopal Churches Religion	MBS	H. B. Humphrey Co. Boston
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Institutional	ABC	Arthur Kudner Agency, Inc.
Green Hornet	General Mills, Inc. Betty Crocker Cereal Tray, Cheerios, Cake Flours	ABC	Dancer-Fitzgerald-Sample, Inc.
The Jack Gregson Show	Washington Cooperative Farmers Assoc. Poultry Products	NBC—PC	Pacific National Adv. Agency
Guiding Light	Procter & Gamble Co. Duz, Drene	CBS	Compton Advertising, Inc.

H

Hallmark Playhouse	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
Harkness of Washington	Pure Oil Co. Pure Oil & Petroleum Products	NBC	Leo Burnett Co., Inc.
Phil Harris—Alice Faye Show	Rexall Drug Co. Rexall Drugs	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Davis Harum	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.
Harvest of Stars With James Melton	International Harvester Co. All Products	CBS	McCann-Erickson, Inc.
Harvest of Stars	International Harvester Co. Institutional	NBC	McCann-Erickson, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.

Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	Wm. Esty & Co., Inc.
Sam Hayes	Mennen Co. Shaving Cream, Skin Bracer, Talcum Powder, Cream Hair Oil	NBC—PC	Duane Jones Co., Inc.
Sam Hayes	General Mills, Inc. Sperry Pancake, Waffle Flour, Wheaties	NBC—PC	Knox-Reeves Adv., Inc.
Dick Haymes Show	Electric Auto-Life Co. Spark Plugs, Batteries, Ignition Systems, etc.	CBS	Ruthrauff & Ryan, Inc.
Healing Ministry of Christian Science	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co. New York
Heart's Desire	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Gabriel Heatter	Carter Products, Inc. Carter's Little Liver Pills	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heatter	Noxzema Chemical Co. Noxzema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heatter	R. B. Semler, Inc. Krem! Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Gabriel Heatter	Serutan Co. Serutan—Nutrex & RDX	MBS	Roy S. Durstine, Inc. New York
Alvin Helfer	Appalachian Coal Co. Coal	MBS	Haehnle Adv. Cincinnati
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing, Brake Lining	CBS	J. Walter Thompson Co.
Bill Henry and the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Here's To You	Charles E. Hires Co. Root Beer	CBS	N. W. Ayer & Son, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Hint Hunt	Armour & Co. Armour's Meats, Chiffon Flakes, Armour's Chili	CBS	Foote, Cone & Belding
Hit the Jackpot	Chrysler Corp. De Soto-Plymouth Dealers De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.
Holiday Shows for Thanksgiving and Christmas	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Hollywood Headlines	Seeman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hollywood Star Preview	American Home Products Corp. Anacin	NBC-PC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Hop Harrigan	Lever Brothers Co. Pepsodent Dentifrice	MBS	Foote, Cone & Belding Chicago
Bob Hope	Lever Brothers Co. Tooth Paste & Tooth Powder, Swan Soap	NBC-PC	Foote, Cone & Belding, Inc. Young & Rubicam, Inc.
The Hope of Peace	Arabian-American Oil Co. Institutional	ABC	Kudner Agency, Inc.
Hormel Girls Corp.	George H. Hormel & Co. Spam	MBS	Batten, Barton, Durstine & Osborn, Inc. Minneapolis
House of Mystery	General Foods Sales Corp. Post Corn Toasties	MBS	Benton & Bowles, Inc. New York
How to Get More Out of Life, with Jane Jordan	Wm. H. Wise & Co. Books	CBS	Huber Hoge & Sons
How to Get More Out of Life With Jane Jordan	William H. Wise & Co. Books on Sewing, Cooking, Knitting, etc.	ABC	Huber Hoge & Sons
The Human Side of the News	Kelvinator Div. of Nash-Kelvinator Corp. Refrigerators, Electric Ranges, Home Freezers	ABC	Geyer, Newell & Ganger, Inc.
Ice Follies of 1949	Shipstad & Johnson Ice Follies	MBS	Smith, Bull & McCreery, Inc. Hollywood
Indianapolis Speedway Race	Perfect Circle Co. Piston Rings	MBS	Henri, Hurst & McDonald, Inc. Chicago
Inner Sanctum	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Inside of Sports	Bayuk Cigars, Inc. Phillies Cigars	MBS	Neal D. Ivey Co. Philadelphia
Burl Ives	Philco Corp. Radios	MBS	Hutchins Advertising Co., Inc. New York
Jack Armstrong	General Mills, Inc. Wheaties, Cheerios, Kix	ABC	Knox Reeves Adv., Inc.
Jergens Summer Journal	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.

Jersey Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors, Blades	CBS	Maxon, Inc.
Joyce Jordan, M.D.	Procter & Gamble Co Dreft	NBC	Dancer-Fitzgerald & Sample, Inc.
Junior Miss	Lever Bros. Company Pepsodent Tooth Powder, Rinso, Pepsodent Toothpaste, Lifebuoy	CBS	Needham, Louis & Brorby, Inc.
Dick Jurgens Orchestra	Coca-Cola Co Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Just Plain Bill	Whitehall Pharmaceutical Co. Anacin	NBC	Dancer, Fitzgerald & Sample, Inc.
Juvenile Jury	General Foods Sales Corp. Gaines Dog Food	MBS	Beaton & Bowles, Inc. New York

K

Kaltenborn Edits the News	Pure Oil Co. Pure Oil, Petroleum Products	NBC	Leo Burnett Co.
Katie's Daughter	Mahattan Soap Co Sweetheart Soap	NBC	Duane Jones Co., Inc.
Kentucky Derby	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter, Derby line of Canned Meats	ABC	Needham, Louis & Brorby, Inc.
Kay Kyser's College of Fun & Knowledge	Pillsbury Mills, Inc. Family Flour, Pancake Mix, Cake Flour, Wheat Bran	ABC	McCann-Erickson, Inc.
Kay Kyser's College of Music & Knowledge	Colgate-Palmolive-Peet Co. Palmolive Soap & Shave Cream	NBC—PC	Ted Bates, Inc.
King Cole Trio Time	Wildroot Co., Inc. Hair Tonic & Cream Oil	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kraft Music Hall	Kraft Foods Co Velveeta, Cream Cheese, Mayonnaise, Cheese Spreads, Miracle Whip	NBC—PC	J. Walter Thompson Co.

L

Ladies Be Seated	Toni, Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Foote, Cone & Belding
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour, Buckwheat Flour, Ken L-Ration	ABC	C. J. LaRoche & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Land of the Lost	Bosco Co. Bosco Milk Amplifier	ABC	McCann-Erickson, Inc.
Lassie	John Morrell & Co. Red Heart Dog Food	ABC	Henri, Hurst & McDonald, Inc.
Lassie	John Morrell & Co. Red Heart Dog Food	NBC—PC	Henri, Hurst & McDonald, Inc.
Leave It to the Girls	Continental Pharmaceutical Corp. Kyron	MBS	Arthur Meyerhoff & Co. Chicago
Ernie Lee's Omega Show	H. C. Cole Milling Co. Omega Flour	MBS	Gardner Advertising Co. St. Louis
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Let's Talk Hollywood	American Tobacco Co. Lucky Strikes	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
The Life of Riley	Procter & Gamble Co. Prel	NBC—PC	Benton & Bowles, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span, Ivory Flakes	NBC	Dancer-Fitzgerald & Sample, Inc. Blow Co., Inc.
Light of the World	General Mills, Inc. Softasilk, Cake Mix, Cheerios, Pyequick, Soup, Gold Medal Flour	NBC	Dancer-Fitzgerald-Sample, Inc.
Victor H. Lindlahr	Serutan Co. Serutan—Nutrex & RDX	MBS	Roy S. Durstine, Inc. New York
The Listening Post	Curtis Circulation Co. Saturday Evening Post	ABC	B. B. D. & O.
Guy Lombardo & Orchestra	Kaiser-Fraiser Corp. Automobiles & Industries	MBS	Wm. H. Weintraub & Co. New York
The Guy Lombardo Show	First National Stores, Inc. Food Products, Institutional Adv.	ABC	John C. Dowd, Inc.
Lone Ranger	General Mills, Inc. Cheerios, Kix, Pyequick	ABC	Dancer-Fitzgerald-Sample, Inc.
Longines Symphonette	Longines-Wittnauer Watch Co. Wittnauer Watches	MBS	Victor A. Bennett Co., Inc.
Lora Lawton	B. T. Babbitt, Inc. Bab-o	NBC	Duane Jones & Co.
Lorenzo Jones	Sterling Drug, Inc. Phillips Creams & Milk of Magnesia, Bayer Aspirin, Emergine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.

Lum 'n' Abner	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Lum 'n' Abner	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Lutheran Hour	Lutheran Laymen's League Religion	MBS	Gotham Advertising Co., Inc. New York
Lux Radio Theater	Lever Bros. Company Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

M

Ma Perkins	Procter & Gamble Co. Ivory Soap, Oxydol, Spic & Span	CBS	Compton Adv., Inc.
Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer, Fitzgerald & Sample, Inc.
Ted Malone	Westinghouse Electric Corp. Ranges, Laundromats, Refrigerators	ABC	McCann-Erickson, Inc.
Man Called X	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Manhattan Merry-Go-Round	Sterling Drug, Inc. Dr. Lyon's Tooth Powder, Tooth Paste	NBC	Dancer, Fitzgerald & Sample, Inc.
Zeke Manners	Whitehall Pharmacal Co. Anacin, Kolynos, Bisadol	ABC-PC	Dancer, Fitzgerald & Sample, Inc.
Knox Manning, News	Los Angeles Soap Co. All Products	CBS-PC	Raymond R. Morgan Co.
Knox Manning, News	S.O.S. Company All Products, (Soaps)	CBS-PC	McCann-Erickson, Inc.
Manor House Party	W. F. McLaughlin & Co. Manor House Coffee	NBC	Sherman & Marquette, Inc.
Groucho Marx Show	Elgin-American Div. of Ill. Watch Co. Compacts, Cigarette Cases	ABC	Weiss & Geller, Inc.
Perry Mason	Procter & Gamble Co. Camay, Crisco, Chipso, Ivory Flakes, Oxydol, Spic & Span, Tide Flakes	CBS	Pedlar & Ryan, Inc.
Mass. Handicap Horse Race	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC-PC	Benton & Bowles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema, Noxzema Shave Cream	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Smilin' Ed McConnell	Mantle Lamp Co. of America Electric & Kerosene Lamps, Kerosene Lanterns	ABC	William Hart Adler, Inc.
Smilin' Ed McConnell & His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC—PC	Leo Burnett Co., Inc.
Meet the Boss (Guy Lombardo)	Kaiser-Frazer Automobiles & Industries	MBS	William Weintraub Co.
Meet Corliss Archer	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Meet the Meeks	Swift & Co.	NBC	J. Walter Thompson Co.
Meet the Missus	Alsweet Margarine Chemicals, Inc.	CBS—PC	Garfield & Guild
Meet the Missus	Vano Household Chemical	CBS—PC	Capka & Kennedy
Meet the Misses	Evans Pen Corp. Evanette Ball Point Pens	CBS—PC	Campbell-Mithum, Inc.
Meet the Missus	Gold Seal Co. Gold Seal Wax	CBS—PC	Morgan Adv. Agency C. B. Juneau, Inc.
Meet the Missus	Interstate Laboratories, Inc. Oculine Eye Pacts	CBS—PC	Dan B. Miner Co., Inc.
Meet the Missus	Luer Packing Co. Fresh Meats	CBS—PC	W. Earl Bothwell, Inc.
Meet the Missus	Modglin Company, Inc. Perma Brooms	CBS—PC	McCann-Erickson, Inc.
Meet the Missus	Pillsbury Mills, Inc. All Products	CBS—PC	Ruthrauff & Ryan, Inc.
Meet the Missus	Sunnyvale Packing Co. Rancho Soups	CBS—PC	Morse International, Inc.
Meet the Missus	Vick Chemical Co. All Products	CBS—PC	Buchanan & Co., Inc.
Meet the Missus	Welch Grape Juice Co. Fruit Preserves	CBS—PC	Batten, Barton, Durstine & Osborn, Inc.
Meet the Missus	Wildroot Co., Inc. Wildroot Cream Oil	ABC	Mackenzie Adv.
Meet the Stars	Beauty Facteurs Instacurl	ABC	Buchanan & Co., Inc.
Metropolitan Opera	Texas Co. Gas, Oil	ABC	Warwick & Legler, Inc.
Metropolitan Opera Auditions of the Air	Farnsworth Television & Radio Corp. Farnsworth Twenty-Two TV Receivers	ABC	

Our Miss Brooks with Eve Arden	Colgate-Palmolive-Peet Co. Lustre Creme Shampoo; Palmolive Soap	CBS	Wm. Esty & Co., Inc.
The Mollie Mystery Theatre	Centaur Co. Molle Shave Cream & Double Danderine	NBC	Young & Rubicam
Monday Morning Headlines	Seaman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
The Henry Morgan Show	Standard Laboratories, Inc. Rayve Creme Shampoo, Hedy Wave Home Permanent	ABC	Roche, Williams & Cleary, Inc.
Mr. Ace and Jane	General Food Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
Mr. Chameleon	Sterling Drug Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol-Myers Co. Sal Hepatica, Vitalls, Ipana	NBC	Doherty, Clifford & Shenfield, Inc.
Mr. Information	S.O.S. Company All Products, (Soaps)	CBS	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. Anacin, Kolyinos	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. Cashmere Bouquet Soap, Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Edward R. Murrow	Campbell Soup Co. Franco-American Products, Pork & Beans	CBS	Ward Wheelock
Music from the Heart of America	Falstaff Brewing Corp. Beer	NBC	Dancer-Fitzgerald-Sample, Inc.
Music Hour from Hollywood	Bekins Van & Storage Co. Moving & Storage	NBC—PC	Brooks Advertising Agency
Musical Program	Dem. National Comm. Political	ABC	Warwick & Legler, Inc.
My Friend Irma	Lever Bros. Company Pepsodent Toothpaste, Swan Soap	CBS	Foote, Cone & Belding
My True Story	Libby, McNeill & Libby Canned & Frozen Juices, Meats, Fish, Fruit	ABC	J. Walter Thompson Co.
Mystery Theater	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia & Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.

N

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Advertising Co.
Nat'l Professional Football Championship Game	General Mills, Inc. Wheaties Wilson Sporting Goods Co.	ABC	Knox Reeves Adv., Inc. Ewell & Thurber Assoc.
Navy-Notre Dame Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	
New Faces	General Food Corp. Instant Maxwell House Coffee, Jell-O, Log Cabin Syrup	NBC	Maxon, Inc. Benton & Bowles, Inc.
New York Philharmonic Symphony	Standard Oil Company (New Jersey) Institutional	CBS	Marschalk & Pratt Co.
News	W. F. Fuller & Co. Paints	CBS-PC	McCann-Erickson, Inc.
News of the World	Miles Laboratory Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
Newscope	Kaiser-Frazer Corp. Automobile & Industries	MBS	Swaney, Drake & Bement, Inc. Chicago
Newsweek Looks Ahead	Forty-Two Products, Ltd. "42" Oil Shampoo, "42" Hair Oil Tonic	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Newsweek Looks Ahead	Butler Packing Co. Dennison's Food Products	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Newsweek Looks Ahead	Clary Multiplier Corp. Flo-Ball Writing Instruments	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc. Chicago
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC-PC	Fitzgerald Adv. Agency
Northfield 1000 Voice Choir	Stanley Home Products Kitchen Equipment	ABC	Direct
Official Detective	Pharmaco, Inc. Chooz	MBS	Ruthrauff & Ryan, Inc. New York

Old Gold Show with Frances Langford, Henry Morgan One Man's Family	P. Lorillard & Co. Old Gold Cigarettes Standard Brands, Inc. Fleishman's Yeast, Shefford Cheese, Tenderleaf Tea, Chase & Sanborn Coffee, Blue Bonnet Margarine	CBS NBC—PC	Lennen & Mitchell, Inc. J. Walter Thompson Co.
Orange Bowl Football Game	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Original Amateur Hour	P. Lorillard & Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Our Gal Sunday	American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.

P

The Padded Cell	Schutter Candy Co. Bit-O-Honey, Old Nick Candy Bars	CBS—PC	Russell M. Seeds Co., Inc.
Louella Parsons Show	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.
Pause That Refreshes On the Air	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Drew Pearson	The Frank H. Lee Co. Hats	ABC	William H. Weintraub & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC—PC	Russell M. Seeds Co.
Pepper Young's Family	Procter & Gamble Co. Camay Soap	NBC	Pedlar & Ryan, Inc.
Elmer Peterson	Planters Nuts & Chocolate Co. Planters Peanuts, Peanut Oil	NBC—PC	Raymond R. Morgan Co.
Elmer Peterson	White King Soap Co. Soap Products	NBC—PC	Raymond R. Morgan Co.
Pet Milk Show	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Sam Pettengill	America's Future, Inc. Book—"Constitution of U. S." by James Norton	ABC	Andrew Gahagan Assoc., Inc.
Pilgrim Hour	Fuller Foundation Religion	MBS	R. H. Alber Co. Los Angeles
Point Sublime	John Hancock Mutual Life Insurance Co. Life Insurance	ABC	McCann-Erickson, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Portia Faces Life	General Foods Corp. Instant Postum, Post's 40 Per Cent Bran Flakes, Post's Raisin Bran, Philip Morris & Co., Ltd. Cigarettes, Tobacco	NBC	Benton & Bowles
Philip Morris Night	Philip Morris & Co., Ltd.	NBC	Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Preakness Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Professor Quiz	American Oil Co. Gasoline & Oil, Amoco, Self-Polishing Wax	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.
Prudential Family Hour of Stars	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.

Q

Queen for a Day	Armour & Co. Star Shortening	MBS	Foote, Cone & Belding Chicago
Queen for a Day	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Queen for a Day	International Milling Co. Robin Hood Flour	MBS	Crook Advertising Agency Dallas
Queen for a Day	Miles Laboratories, Inc. Alka-Seltzer	MBS	Wade Advertising Agency Chicago
Quick As a Flash	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co., Inc. New York
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency

R

Radio Bible Class	Radio Bible Class, Inc. Religious Talks	MBS	Stanley G. Boynton Co. Detroit
The RCA-Victor Show	Radio Corp. of America Institutional	NBC	J. Walter Thompson Co.
The Railroad Hour	Assoc. of American Railroads Institutional	ABC	Benton & Bowles, Inc.
Readers Digest-Radio Edition	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding

Rentro Valley Folks	Ballard & Ballard Co. Ballard's Obelisk Flour and other milling products				
Revere All-Star Review	Revere Camera Co. Cameras & Projectors				
The Rexall Summer Theatre	Rexall Drug Co. Rexall Drugs				
Richfield Reporter	Richfield Oil Corp. Gasoline & Oil				
Richfield Reporter	Richfield Oil Corp. Petroleum Products				
The Right to Happiness	Procter & Gamble Co. Ivory Soap				
Road of Life	Procter & Gamble Co. Duz				
Romance of the Highways	Pacific Greyhound Lines Bus Transportation				
Romance of Helen Trent	American Home Products Corp. Aero Wax, Anti-Spray, Black Flag, Kolynos Dental, Wizard Glass Wax				
Roy Rogers Show	Quaker Oats Co. Oatmeal				
Rose of My Dreams	Manhattan Soap Co., Inc. Sweetheart Soap, Blu-White Flakes				
Billy Rose	Barbasol Co. Shaving Cream				
Billy Rose, Pitching Horseshoes	Musterole Co. Musterole				
Billy Rose, Pitching Horseshoes	R. B. Semler, Inc. Kreml Hair Tonic & Shampoo				
Rosemary	Procter & Gamble Co. Ivory Snow				
The Saint	Lever Bros. Company Trim Hair Tonic				
Saturday Night Serenade	Pet Milk Sales Co. -400-D Pet Milk				
Rentro Valley Folks	Ballard & Ballard Co. Ballard's Obelisk Flour and other milling products				
Revere All-Star Review	Revere Camera Co. Cameras & Projectors				
The Rexall Summer Theatre	Rexall Drug Co. Rexall Drugs				
Richfield Reporter	Richfield Oil Corp. Gasoline & Oil				
Richfield Reporter	Richfield Oil Corp. Petroleum Products				
The Right to Happiness	Procter & Gamble Co. Ivory Soap				
Road of Life	Procter & Gamble Co. Duz				
Romance of the Highways	Pacific Greyhound Lines Bus Transportation				
Romance of Helen Trent	American Home Products Corp. Aero Wax, Anti-Spray, Black Flag, Kolynos Dental, Wizard Glass Wax				
Roy Rogers Show	Quaker Oats Co. Oatmeal				
Rose of My Dreams	Manhattan Soap Co., Inc. Sweetheart Soap, Blu-White Flakes				
Billy Rose	Barbasol Co. Shaving Cream				
Billy Rose, Pitching Horseshoes	Musterole Co. Musterole				
Billy Rose, Pitching Horseshoes	R. B. Semler, Inc. Kreml Hair Tonic & Shampoo				
Rosemary	Procter & Gamble Co. Ivory Snow				
The Saint	Lever Bros. Company Trim Hair Tonic				
Saturday Night Serenade	Pet Milk Sales Co. -400-D Pet Milk				

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Screen Guild Players	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC—PC	William Esty & Co., Inc.
The (New) Sealtest Village Store With Jack Carson	Sealtest, Inc. Milk and Ice Cream	NBC—PC	McKee & Albright, Inc.
The (New) Sealtest Village Store With Ray Noble	Sealtest, Inc. Milk and Ice Cream	NBC—PC	McKee & Albright, Inc.
Sealtest Variety Theatre Starring Dorothy Lamour	Sealtest, Inc. Milk and Ice Cream	NBC—PC	N. W. Ayer & Son, Inc.
Second Mrs. Burton	General Foods Corp. Bakers Chocolate, Certo, Instant Swans Down, LaFrance, Satina, Minute Tapioca, Regular Swans Down	CBS	Young & Rubicam, Inc.
Eric Sevareid, News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
The Shadow	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan, Inc.
The Robert Shaw Corale	Standard Brands, Inc. Chase & Sanborn Coffee, Royai Pudding, Tenderleaf Tea	NBC	J. Walter Thompson
Sheaffer Parade	W. A. Sheaffer Pen Co. Pens, Pencil, Skrip	NBC	Russel M. Seeds Co., Inc.
Sherlock Holmes	Trimount Clothing Co., Inc. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
The Sheriff	Pacific Coast Borax Co. Twenty Mule Team Borax, Boraxo	ABC	McCann-Erickson, Inc.
William L. Shirer	Piedmont Shirt Co. Wing Shirts	MBS	William H. Weintraub & Co., Inc. New York
Dinah Shore, Harry James Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Herb Shriner Time	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Silver Summer View	International Silver Co. Sterling and 1847 Rogers Bros. Silver	CBS	Young & Rubicam, Inc.
Red Skelton Program	Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	NBC—PC	Russel M. Seeds Co., Inc.

The Red Skelton Show	Procter & Gamble Co. Tide	NBC—PC	Benton & Bowles, Inc.
Jack Smith Show	Procter & Gamble Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Songs	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Solitaire Time	Campana Sales Co. Solitaire Make-up	NBC	The Clements Co., Inc.
Song of the Stranger	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc. New York
Songs By Morton Downey	Coca Cola Co. Coca Cola	NBC, MBS	D'Arcy Advertising Co.
Speak Up America	Tucker Corp. Autos	ABC	Roy S. Durstine, Inc.
Spotlight: Review	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Sports	Gillette Safety Razor Co. Blades & Razors	MBS	Maxon, Inc.
Sports Newsreel of the Air	Colgate-Palmolive-Peet Co. Palmolive Shave Cream	NBC	Sherman & Marquette, Inc.
The Jo Stafford Show	Revere Camera Co. Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
The Standard Hour	Standard Oil Co. of Calif. Petroleum Products	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Standard School Broadcast	Standard Oil Co. of Calif. Petroleum Products	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Star Theater	Texas Company Texas Products	CBS	Kudner Agency, Inc.
Stars Over Hollywood	Bowey's, Inc. Darl-Rich Products	CBS	Sorensen & Co.
Stars Over Hollywood	Armour & Co. Dash Dog Food	CBS	Foote, Cone & Belding
Startime with Dorothy Kilgallen	Drackett Co. Drano, Windex	ABC	Young & Rubicam, Inc.
Stella Dallas	Sterling Drug, Inc. Phillips Milk of Magnesia & Tablets. Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Dr. Wallace Sterling. News	Day & Night Mfg. Co. Water Heaters & Eqpt.	CBS—PC	Hixson-O'Donnel Adv., Inc.
Dr. Wallace Sterling	Payne Furnace Co. Heating Appliances	CBS—PC	Knollin Adv. Agcy.
Stop the Music	Swerl Products Div., Allied Chemical & Dye Corp. Sweet	ABC	Maxon, Inc.
Stop the Music	Spiedel Co. Wristwatch Bands	ABC	Cecil & Presbrey, Inc.
Stop the Music	Smith Bros. Smith Bros. Cough Drops	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Stop the Music	P. Lorillard & Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Eversharp, Inc. Razors, Razor Blades, Pens, Pencils	ABC	Biow Co., Inc.
The Story of Holly Sloan	General Mills, Inc. Pyequick, Bean Soup	NBC—PC	Knox-Reeves Advertising, Inc.
Storyteller	Clear Weave Stores Stockings, Gloves, Purses	ABC	Doherty Adv. Co., Inc.
Strange Romance of Evelyn Winters	Manhattan Soap Co., Inc. Sweetheart Soap, Blue Barrel Soap	CBS	Duane Jones Co., Inc.
The David Street Show	Cardinet Candy Co. Candy Bars	NBC—PC	Elliott-Daly Co.
Strike It Rich	Luden's Inc. 5th Avenue Candy Bar	CBS	J. M. Mathes, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Sunday Evening Hour	Reckhold Chemical, Inc. Musical Digest Magazine, Vox Records	ABC	Kenyon & Eckhardt, Inc.
Sunoco Three Star Extra	Sun Oil Co. Gas & Oil Fuel Oil	NBC	Roche, Williams & Cleary, Inc.
Superman	E. J. Brach & Sons, Inc. Confections	MBS	George H. Hartman Co. Chicago
Surprise Package	McKesson & Robbins Tartan Surtan Oil	ABC—PC	Benton & Bowles
Surprise Package	Shontex Co. Shontex Hair Conditioner, Shampoo	ABC—PC	Fritz-Carlson-Cash, Inc.
Surprise Package (Participations in)	Mode O'Day Corp. Mode O'Day Wash Dresses	ABC—PC	Glasser, Gailey, Inc.

Surprise Theater with Knox Manning	Calif., Prune & Apricot Growers Assn. Sunsweet Tenderized Fruit	CBS	Long Adv. Service
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems and Other Auto Accessories	CBS	Newell-Emmett Co.
Sweeney & March	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Warren Sweeney, News	Curfiss Candy Co. Candy	CBS	C. L. Miller Co.
Take a Number	U. S. Tobacco Co. Model, Tween Dills Best	MBS	Kudner Agency New York
Take It or Leave It	Eversharp Inc. Pens & Pencils	NBC—PC	Blow Co., Inc.
Mary Lee Taylor	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
The Tales of Willie Piper	General Electric Co. Electric Lamps	ABC	B. B. D. & O.
Henry J. Taylor	General Motors Corp. Cars, Services	ABC	Kudner Agency, Inc.
Mary Lee Taylor Show	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Teen Timers Club	Teen Timers, Inc. Teen Timers Dresses	MBS	Buchanan & Co. New York
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son, Inc.
Terry & The Pirates	Quaker Oats Co. Puffed Wheat, Rice Sparkies	ABC	Sherman & Marquette, Inc.
Tex & Jinx	Bristol-Myers Co. Ipana & Vitalis	NBC	Young & Rubicam, Inc.
Texaco Star Theater	Texas Co. Gas, Oil	ABC	Kudner Agency, Inc.
Theatre Guild on the Air	U. S. Steel Corp. Institutional	ABC	B. B. D. & O.
This Changing World	Fruehauf Trailer Co. Trailers, Institutional Ad	ABC	Zimmer-Keller, Inc.
This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri Hurts & McDonald, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
This Is Nora Drake	The Toni Co. Toni Home Permanent Wave, Toni Creme Shampoo	CBS	Foote, Cone & Belding
This Is Nora Drake	Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.
This Is Your FBI	Equit. Life Assur. Soc. of U. S. Insurance	ABC	Warwick & Legler, Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour Cereals & Wheethes, Wheat Hearts	NBC—PC	Knox Reeves Adv., Inc.
Danny Thomas Show	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv. Inc.
Those Websters	Quaker Oats Co. Oatmeal	MBS	Ruthrauff & Ryan, Inc. Sherman & Marquette, Inc. Chicago
Today's Children	General Mills, Inc. Wheethes, Bean Soup, Bisquick	NBC—PC	Knox-Reeves, Inc.
Tom Mix & His Ralston Straight Shooters	Ralston-Purina Co. Ralston, Shredded Ralston, Instant Ralston	MBS	Gardner Advertising Agency St. Louis
Tomorrow's Headlines	Seeman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.
Mel Torme Show	Philip Morris & Co., Ltd. Cigarettes	NBC—PC	Biow Co., Inc.
Bob Trout and the News	Pillsbury Mills, Inc. Pie Crust Mix	NBC	Leo Burnett Co., Inc.
True Detective Mysteries	Williamson Candy Co. O'Henry Candy	MBS	Aubrey, Moore & Wallace, Inc.
True or False	Shotwell Mfg. Co. Confections	MBS	C. Wendel Muench & Co. Wade Advertising Chicago
Truth or Consequences	Procter & Gamble Duz	NBC—PC	Compton Adv., Inc.

Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Cecil Presbrey, Inc. New York
Dave Vaille, News	Metropolitan Life Insurance Co. Institutional	CBS—PC	Young & Rubicam, Inc.
The Voice of Firestone	Firestone Tire & Rubber Co. Tires & Tubes, Institutional	NBC	Sweeney & James Co.

V

Voice of Prophecy	Voice of Prophecy, Inc. Religious Talks	NBC	Western Advertising, Inc. Los Angeles
Vox Pop	American Express Co. Travelers Checks, Money Orders, Travel Service Field Warehousing Service	ABC	J. M. Mathes, Inc.

W

Bennie Walker's Tillamook Kitchen	Tillamook County Creamery Assoc. Cheese	NBC—PC	Botsford, Constantine & Gardner
Sydney Walton	William H. Wise & Co. "The Handyman" (publication)	ABC	Huber Hoge & Sons
Waltz Time	Sterling Drug Co. Phillips Milk of Magnesia	NBC	Dancer-Fitzgerald-Sample, Inc.
Fred Waring Program	American Meat Institute Meat & Allied Products	NBC	Leo Burnett Co., Inc.
Fred Waring Program	General Electric Co. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Fred Waring Program	Minnesota Valley Canning Co. Canned Vegetables	NBC	Leo Burnett Co., Inc.
Fred Waring Program	S. C. Johnson & Sons, Inc. Johnson's Wax, Allied Products	NBC	Needham, Louis & Brorby, Inc.
Wendy Warren & News	General Foods Corp. Maxwell House Coffee, Instant Maxwell House Coffee	CBS	Benton & Bowles, Inc.
George Washington—Country Squire	Grand Lodge of Free & Accepted Masons N. Y. Institutional	MBS	Direct

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
We Love and Learn	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co., Inc.
We, The People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
Buddy Weed Trio	Seeman Bros., Inc. White Rose Food Products	ABC	J. D. Tarcher & Co., Inc.
Welcome Travelers	Procter & Gamble Co. Ivory Snow	ABC	Compton Adv. Agency
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv. Agency
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	CBS	Compton Adv. Agency
What Makes You Tick?	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co., Inc. New York
What's My Name	General Electric Co. Electric Lamps	ABC	B. B. D. & O.
When a Girl Marries	General Foods Corp. Calumet, Swansdown, Birds Eye	NBC	Benton & Bowles, Inc. Young & Rubicam, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS—PC	Barton A. Stebbins Adv. Agency
The Whistler	Household Finance Corp. Personal Loans	CBS	LeVally, Inc.
The Paul Whiteman Record Club	Wesson Oil & Snowdrift Co. Wesson Oil, Snowdrift Shortening	ABC	Kenyon & Eckhardt
The Paul Whiteman Record Club	R. J. Reynolds Tobacco Co. Cigarettes, Pipe Tobacco	ABC	William Esty & Co.
The Paul Whiteman Record Club	Nestle's Co. Nescafe	ABC	Compton Adv. Agency, Inc.
The Paul Whiteman Record Club	National Biscuit Co. Crackers, Cereals, Cakes, Cookies, Bread	ABC	McCann-Erickson, Inc.
Whiz Quiz	Paul F. Beich & Co. Whiz & Pecan Pete Candy Bar	ABC	Olian Adv. Agency
Williams-Flores Lightweight Championship Fight	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.

Meredith Willson	General Foods Corp. Jell-O	ABC	Young & Rubicam, Inc.
Walter Winchell	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.
Winter Olympics	United States Rubber Co. U. S. Tires	MBS	Campbell-Ewald Co. New York
Woman in White	General Mills, Inc. Bisquick	NBC—PC	Knox-Reeves Advertising, Inc.
World Front	Bunte Brothers Candy	NBC	Presba, Fellers & Presba, Inc.
World Series	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon, Inc.
Y			
Young Dr. Malone	Procter & Gamble Co. Crisco	CBS	Compton Adv. Agency
Young Widder Brown	Sterling Drug, Inc. Haley's M-Q, Phillips Toothpaste, Phillips Creams	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC—PC	Foote, Cone & Belding, Inc. Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	Benjamin Moore & Co. Paints	ABC	St. Georges & Keyes, Inc.
Your Land & Mine	General Motors Corp. Institutional	MBS	Kudner Agency, Inc.
Your Lucky Strike Program	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Your Song & Mine	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Yours for a Song	Conti Products Shampoo	MBS	Bermingham, Castleman & Pierce
Young People's Church of the Air	Young People's Church of the Air, Inc. Religious Talks	MBS	Erwin, Wasey & Co. New York Alpha Advertising Agency Philadelphia

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NEXT it was ... **WTTG** WASHINGTON'S WINDOW ON THE WORLD

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gramming in the New
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P R E S E N T S

THE 1949
YEAR BOOK
OF
TELEVISION

Edited by
JACK ALICOATE

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TELEVISION

—1949 PREVIEW

As this is written 57 television stations are operating in key center cities throughout the country, 66 CP's have been granted and 317 applications for stations are pending before the FCC. These figures spell unprecedented progress in the new media of sight and sound.

Coupled with the station expansion, TV now boasts of networks which link the Atlantic seaboard and the midwest and carry programs as far west as the Mississippi River. In another year stations on the Pacific coast will be linked by coaxial cable. In 1950 transcontinental network television will become a reality.

The Year Book of Television is a progress report on these developments. In the pages that follow the whole story of the rapid growth of the new communications art unfolds. Here you find accurate information on the kind and quality of programming; statistics on the TV audience which in 1948 acquired 1,000,000 sets and a complete who's who of TV station management.

We are indebted to many for the editorial and statistical content of this 1949 Year Book of Television.

This is your volume—a progress report on the nation's fastest growing industry.

JACK ALICOATE
Editor.



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covering the Eastern Seaboard... two
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TEN YEARS OF TELEVISION

By WILL BALTIN, *Secretary-Treasurer, Television Broadcasters Association, Inc.*



Will Baltin

TEN years ago when television was struggling to wrest itself from the shackles that chained it to the laboratory, enthusiasts for the new art were few and far between. Those who sang the praises of television were, more often than not, characterized as wishful thinkers and dreamers.

Now that the flames of enthusiasm for TV are eating their way across the nation in the most startling conflagration of interest since the gold rush of '49, it may be well to pause momentarily and turn one's sights back on the decade that is to be rounded out on April 30, 1949—the 10th anniversary of electronic television broadcasting in the United States.

In the past 10 years there have been two champions in their own right who recognized another "champ" in embryo and did more than any others to accord him his just due. The "champ" of course is television and the supporters are Brig. Gen. David Sarnoff of RCA and Dr. Allen B. Du Mont, genius of the cathode ray tube and founder of a company by the same name. Both men gave the industry the initial drive that sent it on its way.

But behind the scenes were many other willing and hopeful figures who pitched in and contributed their share to the march of television progress. Back in the experimental days of television broadcasting (1936-1939), Thomas H. Hutchinson was the "Zanuck" of the lot. As top producer at W2XBS (now WNBT) Hutchinson dug his teeth into variety, drama, sports, news, etc.

It was only a short time after the opening of the World's Fair and the start of regularly telecasting by W2XBS that CBS' experimental station, W2XCW, (now WCBS-TV) took to the air with Gilbert Seldes at the production helm and Adrian Murphy and Leonard H. Hole in supervisory posts.

Du Mont's station, W2XWV (now WABD) entered the video sweepstakes in mid-1940. I had been pounding out a steady tat-tat-too of television verbiage charged with enthusiasm as a newspaperman from 1934 to 1940 when the arm of Dr. Du Mont reached out and collared me for the post of program manager of his station, W2XWV, on June 1, 1940.

Television expansion ran head-on into the war in 1942 and programming was limited to transmissions for national defense. Only other stations to reach the air prior to and during the early days of the war included WRGB in Schenectady, WPTZ in Philadelphia, WBKB in Chicago, KTLA and W6XAO in Los Angeles. And only about 8,500 receivers had been built and circulated before the war intervened.

In the period 1939 to 1941, television passed through several crises. The F.C.C. granted a "green" light to commercial telecasting, then took it away pending standardization of frames, lines, etc. Television in that period passed from 343 lines to 441 lines to 525 lines.

The National Television Standards Committee gave way to the Radio Technical Planning Board and television channels shrank from 26 to 18 to 13 to 12. The reason: new services born out of wartime development also required space.

Television having survived the whitening process was grabbed again in 1946 and sent through another governmental wringer—this one composed of rainbow hues. It wound up a bit washed out but still in its black and white garb.

The television "gold rush" started in mid-1947 when broadcasters suddenly discovered that in some centers television was really growing up. Television station applications jumped from about 60 to over 300 and channels that had gone begging for years were being fought over by competitive interests.

At the year's end the F.C.C. had virtually thrown up its hands in despair at the shortage of channels and "froze" the situation. It was just another impasse in a series of obstacles that confronted the forward-moving television industry through its 10-year cycle of national and international upheaval.

clear





**16% Clearer
on
WNBT**

The face on the living-room screen is 16 % clearer on WNBT than on the next best New York station . . . and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers . . . and the audience to NBC.

three to one

Images clearer on NBC, programs more popular, audiences larger . . . in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a *three to one* preference for NBC over the second ranking station.*

With a lead like this, it's no wonder that *four times* as many network advertisers are on NBC Television as on any other network.

**Complete details on request*

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