

SALESVERTISING ASSOCIATES, INC.

1202 Dickens Ave., Chicago 4, Ill.
Phone: Graceland 7-2350

PresidentDouglass Doolittle
Secy.....G. S. Doolittle

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.
Phone: Li. 2-5332

Pres., Copy Chief, Rep. & Radio
Time Buyer.....Richard Salinger
Art, Media, TV & Publ. Div...Irving I. Sacks
Prod. Mgr., Research Dir....Jos. W. Bourke
Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Stasey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.
TV Accounts: Lehrbuger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES

82 Lexington Ave., Passaic, N. J.
Phone: GRegory 3-1414
ABP—ANPA

Acct. Execs: H. H. Salow, Frank Lindsay, Paul Josephson.
Art DirectorDonald Canter
Copy Chief.....Margaret Tepper
Production Dir.....William Hapchak
TV & Radio....Paul Josephson, H. H. Salow
TV Accounts: Tel-O. Tube Corp. of America (Cathode Ray Tubes), E. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliances), Passaic, N. J.

WALKER SAUSSY ADVERTISING

318 Carondelet St., New Orleans 12, La.
Phone: Magnolia 3218

ABP—ANPA—NOAB—PPA—SNPA

OwnerWalker Saussy
General Manager.....W. S. Pleasants
Account Executives.....Moise Bloch
Charles Bloom, II, John Arthur, P. J. Stakelum, Jr.
Art Director.....J. J. Wolf, Jr.
Copy Chief & Acct. Exec.

Dorothea Schlesinger

Office Manager.....Alvin Camus
Radio-TV Dept.

Production Mgr....Edmond B. Martin, Jr.
Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Stephens Buick Co. (Parking & Service), Wembley, Inc. (Men's Neckties), New Orleans, La.

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm.

B. Reily Co., Inc. (Luzianne Coffee & Tea), Stephen Buick Co. (Parking & Service), New Orleans, La.

FRANK B. SAWDON, INC.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 5-2516

President.....Frank B. Sawdon
V-P, Radio-TV Dir.....Jerry Bess
Treasurer.....Frank B. Sawdon
Secretary.....Victor Sawdon
Acct. Execs....Frank B. Sawdon, Jerry Bess

Branch Office

75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826

Office ManagerMarty Hogan
Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Small's, Inc. (Jewelers), Rochester, N. Y.; Bond Television (Manufacturers of TV Sets), Oklahoma Oil Products (Gas & Oil Products), Chicago, Ill.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480

ABC—ABP—NOAB—ANPA—APA—PPA
President.....Julius Scheck
V. P. & Treas.....Morris Scheck
V. P.E. Grant Scheck
Art Dir.Ernest D. Barnham
Prod. Mgr.....Henry R. Scheck
Copy ChiefCarlton S. Smith
Space Buyer.....Frank M. Craumer
Radio & TV Dir.....E. Grant Scheck
Account Executives...William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip Topping), Harrison, N. J.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Marlon Confections, New York; Holiday Motors, Newark, N. J.

SCHENKER COMPANY

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

Pres., Media Dir., Space Buyer
Sydney R. Raiké
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space BuyerC. D. Domin

• • • Advertising Agencies • • •

Account Executives S. R. Raike,
J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 13, Calif.
Phone: Michigan 2396

President..... Wm. G. Scholts
Radio Director T. D. Scholts
Art Director L. G. Mynro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4813-45

ABP—ANPA—APA—NOAB—PPA—AAAN
Pres. & Treas..... Gordon Schonfarber
Vice-President..... Russell C. Edwards
Secretary..... Amanda C. J. Olsson
Radio & TV Director..... Claire R. Grenier
Account Executive..... Gordon Schonfarber
Radio Accounts: Colonial Laundries (Laundry-Cleaning-Storage), Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I., United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.

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

AAAA—ABP—ANAPA—PPA—APA

Pres. & Treas..... R. J. Scott
Vice-Pres..... W. Schwimmer
Copy Chief L. Krakover
Media Dir..... E. Vanderploeg
Art. Dir..... A. Thaler
Secretary H. Heilig
Act. Execs..... E. Guy,
C. H. Lillienfeld, Fred Vosse, Gene Colin,
Robert Knapp, Holman Faust
Radio Dir..... Earl Bronson
Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Shutter Candy Co., Walgreen Co., Hawthorne-Mellody Farms Dairy, Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; Coronet Magazine, Lehon Co. (Mulchide Roofing), London House Rest, F. & F. Laboratories (Cough Lozenges), Continental Soap Co. (Bubbulated Fazl), American Frigid Dough Co. (Frozen Foods), Cain's English Muffins, Goodman Bros. (Yarns), Nu-Enamel Corp., Chicago; Nicolay-Dancy, Inc. (Nu-Era Potato Chips), Sanford Ink Co. (Inks & Adhesives), Bellwood, Ill.; Citrus Products Co. (Kist-Bottled Orange Juice), Glaser-Crandall Co. (Everbest Preserves), Eric Clothing Co. (Men's Clothing), Chicago, Ill.

SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone: CApitol 7-2425

Pres., Treas., Space Buyer, Radio
Dir. & Buyer Radio Time

George L. Stingel

Secretary..... Edith M. Ripley

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 9397

ABP—APA

Owner & Director..... J. B. Sebrell
Media..... P. W. Thomas
Act. Executives.... Harry Page, K. T. Pyle,
Ann McKechnie, Dean Henry

Radio Director J. B. Sebrell
Television & Time Buyer.... P. W. Thomas
Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Budro (Hardware), Los Angeles, Calif.
TV Accounts—Same as above.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-1045

ANPA—APA—PPA

President Freeman Keyes
Exec. Vice President..... George Bayard
Vice-Presidents..... A. D. Keyes,
Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Hub Jackson, Fred W. Swanson,
John H. Miller

Treasurer Jack Harding
Secretary..... E. V. Owen
Director of Res..... James Witherell
Art Director..... Jerry Bryant
Time Buyer Merle Myers
Space Buyer A. H. Bergsten
Media Dir..... Hub Jackson
Media Res..... Katherine Messick
Radio-TV Director..... Jack Simpson

Branch Offices

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

V.P. in Chg..... Paul Richey
1469 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1206

Manager..... Lionel C. Place
Radio Accounts—American Medical Assn., Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; House of Crane (Londonaire Pipes & Tobacco), Indianapolis; The Pinex Co. (Cough Syrup), Fort Wayne, Princeton Farms (Popcorn), Princeton, Ind.; The Procter & Gamble Co. (Tide), Cincinnati, O.; C. H. Waltherich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

Advertising Agencies

TV Accounts: Princeton Farms (Popcorn), Princeton, Ind.; W. A. Sheaffer Pen Co. ("Touchdown Pens), Fort Madison, Iowa.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445

Owner, Space Byr. Radio Div....R. W. Segar
Sec.-Treas., Acct. Exec.....D. D. Segar
Radio Accounts: Spot: Geo. B. Wallace Co., Niklas & Son.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone: GARfield 1-0360
ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.
Phone: Tu 2251
SNPA—ABP—AAAN

PresidentGranville Sewell
Vice-Pres...R. V. Caire, Kenneth Thompson
Production Mgr.....Ken Franz
Account Executives.....Lamie Chatelaine
TV Accounts: Dixie Beer.

**SHAFFER, BRENNAN, MARGULIS
ADV. CO.**

4 No. Eighth St., St. Louis 1, Mo.
Phone: MAin 2579
ANPA—APA—PPA

Partner-Space Buyer.....S. I. Rosenfeld
Partner-Space Buyer-Radio Dir.
Sam B. Margulis
Account Execs. & Space Byrs...S. B. Margulis,
S. I. Rosenfeld, R. W. Bickelhaupt, Sid-
ney Nehmen.

ED SHAPIRO ADVERTISING

703 Fox Bldg., 1612 Market St.,
Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP

PresidentEdward Shapiro
Vice-Presidents.....H. H. Shapiro,
Leonard Goldsmith
Account Executives.....George Mallis,
Edward Shapiro, H. H. Shapiro, L. Gold-
smith, L. N. Cohann
SecretaryMartin Sacks
Media Dir.....R. Goddes

JOHN W. SHAW ADVERTISING, INC.

222 N. LaSalle St., Chicago 1, Ill.
Phone: DEarborn 2-5082
ANPA—APA—PPA—NOAB

President & Treas.....John W. Shaw
Secretary.....Augusta Young
Copy Chief.....Frank Walsh
Radio Accounts: Jacob E. Decker & Sons
(Div. of Armour & Co.) (Meat), Mason
City, Iowa; Drummond Packing Co. (Div.
of Armour & Co.) (Meat), Eau Claire, Wis.;
Chicago Laundry Owners Assn. (Laundry
Service), Chicago, Ill.

TV Accounts: Standard Milling Co. (Fam-
ily Flour), Chicago, Ill.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA

President.....Kenneth E. Shepard
Vice-President.....B. F. Homan
Art Dir.....Richard L. Felden
Secy.-Treas.Frank E. McBride
Prod. Mgr.....B. Shepard
Radio Accounts: Wilson & Co., National
Assn. of Homebuilders.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAAA—ABC—ANAPA—APA
NOAB—PPA—ABP

Partners.....Stuart Sherman,
Arthur Marquette
Radio & TV Director.....Louis T. Tilden
Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-6400

Radio & TV Div.....Stuart Ludlum
Radio Accounts: The Quaker Oats Co.,
(Quaker Puffed Wheat & Puffed Rice, Pack-
O-Ten, Pettijohns Ful-O-Pep Feeds, Quaker
Oats and Mother's Oats, Mother's Premium
Oats), Chicago, Ill.; Oscar Mayer & Co. (Do-
mestic Meats & Canned Meats), Madison,
Wis.; Colgate-Palmolive-Peet Co. (Ajax
Cleanser, Cashmere Bouquet Face Powder,
Colgate Shave Creams, Colgate Talcum
Powder, Colgate Tooth Powder, Cashmere
Bouquet Soap, Halo Shampoo), Jersey City,
N. J.

TV Accounts: The Quaker Oats Co.
(Quaker Ots & Mother's Oats), Chicago, Ill.;
Colgate-Palmolive-Peet Co. (Ajax), Jersey
City, N. J.

THE SHERWOOD CO.

147 West 42d St., N. Y. C.
Phone: LO 3-0326

PartnerLeo Greenland
PartnerOscar S. Lerman
Art Direc.....Irvin Solomon
Account Execs.....Max Lerman, Phil Green

**SHOWALTER LYNCH
ADVERTISING AGENCY**

Oregonian Bldg., Portland 1, Oregon
Phone: BRoadway 0525

OwnerShowalter Lynch
Production Manager.....Fritz Timmen
Art Director.....Mo Martindale

Advertising Agencies

Copy Chief.....Dick Laird
 Media Buyer.....(Mrs.) Cathy Gove
Radio Accounts: Haley Canning Co.
 (Canned Meat Products), Hillsboro, Ore.;
 Lipman Wolfe & Co. (Department Stores),
 Spellman's Shoes, Inc. (Adults & Children's
 Shoes), Jantzen Beach Park (Amusement
 Park), Portland, Ore.; Multnomah County
 Fair, Gresham, Ore.; Oregon State Fair,
 Salem, Ore.

SIMMONDS & SIMMONDS, INC.

201 No. Wells St., Chicago 6, Ill.

Phone: ANdover 3-6645

ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.
 Exec. Vice-Pres.....F. M. Simmonds, Jr.
 Vice-Presidents.....Albert M. Wolf,
 James A. Grieg, Phil W. Tobias, Jr., L.
 Dale Wilson.

Art Dir.....Edward Zubbrick

Prod. Mgr.....Sheldon Wasserman

Space Buyer.....George Xenos

Tadio.....Sherwin Tobias

Account Executives.....Phil W. Tobias, Jr.,

F. M. Simmonds, Jr., Russell Mullins,

Albert M. Wolf, L. Dale, James A. Grieg,

G. Croupier, Jr., Wilson

Branch Office

611 Olive St., St. Louis 1, Mo.

Vice-Pres. & Mgr.....Merle Fuller

Vice-Pres.....A. S. Gale

Asst. to V.-P.....Dorothy van Horn

Radio Accounts: Dr. LeGear Medicine Co.,

Security Mills, Inc., Haynes Milling Co.,

Jabes H. Gray Milling Co.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.

Phone: 5-2404

SNPA—ANPA—APA—NOAB

ABP—FAAC

Partners.....Milton Simon, H. N. Gwynn

Copy Chief.....W. B. Campbell

Radio Accounts: American Snuff Co.,

Donald Furniture Co., The Humko Co., Ro-

bilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA

President-Treas.....Leonard N. Simons

VP & Sec.....Lawrence J. M. Michelson

Prod. Mgr.....Arthur H. Copland

Space Buyer.....C. Allison Belcher

Art Director.....Al Sielaff

Radio & TV Director, Time Buyer

Helen Anderson

Radio Accounts: Campus Record Shop

(Music), Cunningham's Drug Stores (Drug,

etc.), House of Chairs (Furniture), Koep-

plinger Bakery (Baked Goods), Krun-Chee

Potato Chips (Potato Chips, Pretzels), Ma-

rine Foods, Inc. (Pepe Herring), Detroit,
 Michigan; Marshall Drug Company (Drugs),
 Cleveland, Ohio; Benjamin Rich (Real Es-
 tate), Sealy Mattess Co. (Mattresses), Tay-
 lor's Inc (Dodge-Plymouth), Detroit, Mich-
 igan; Velvet Peanut Products (Peanut But-
 ter), Worth Clothes (Clothing), Colonial
 Dept. Store (Clothing, etc.), Frazer Paint
 Co. (Paint), The Schmidt Brewing Co.
 (Schmidt's Beer), Detroit, Mich., Mansfield,
 Ohio.; Scotland Woolen Co. (Yard Goods),
 Detroit Free Press (Newspaper), Detroit,
 Mass.

TV Accounts: Cheerio Toys (Yo Yos),
 Buffalo, N. Y.; Cunningham's Drug Stores
 (Drugs, etc.), Dossin's Food Products (Pep-
 si Cola), Gerson's Jewelers (Jewelry), Koep-
 plinger Bakery (Baked Goods), Krun-Chee
 (Potato Chips), People's Outfitting Co.
 (Dept. Store), Sealy Mattress Co. (Mattress
 Mfg.), Serlin's Jewelers (Jewelry), Detroit,
 Michigan; Taylor's Inc. (Automotive), Vel-
 vet Peanut Products (Peanut Butter, Worth
 Clothes, Inc. (Clothier), Detroit, Mich.

R. C. SMITH & SON, LTD.

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

Phone: EL 9396

CAAA—CDNA—ABC

President.....Adam F. Smith

Secretary.....M. A. Stoakley

Treasurer.....M. M. Marugg

Space Buyer.....M. E. Craven

Managing Director.....G. A. Phare

Account Execs....E. C. Bradley, S. K. Arnott

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith

Vice-Pres. & Secy.....G. B. Smith

Art Dir.....F. J. Thomas

Prod. Mgr.....L. M. Fallon

Media Dir. & Copy Chief.....H. D. Peltier

Radio Dir.....I. M. Diebold

Space Buyer.....H. D. Peltier

Account Executives.....Julian L. James,

P. M. Shaughnessy, H. D. Peltier, W. J.

Smith.

Radio Accounts: Peerless Mfg. Co., Strat-

ton & Terstegge Co.

SMITH & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.

Phone: HEMpstead 5671

ABP—ANPA—NOAB—CNPA

Partner.....V. R. Dick Smith

Partner.....Frank Bull

Dir. of Publicity.....Henry R. Konysky

Acct. Exec.....Mel Roach

Acct. Exec.....Elliott Wolf

Time Buyer.....Georgina Small

Asst. Time Buyer.....Marion Vilmore

Space Buyer.....Virginia Gotthardt

Advertising Agencies

Branch Office

333 N. Michigan Ave., Chicago, Ill.
 Manager Georgina Small
Radio Accounts: Seaboard Finance Co. (Finance), Triangle Publication (Western Division) (Racing), Marshall & Clampett (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles, Calif.; J. E. Coberly (Autos), Milton J. Wershow Co. (Auctions), Western Harness Racing Association (Racing), Los Angeles, Calif.

TV Accounts: Western Harness Racing Association (Racing), Seaboard Finance Co. (Finance), Marshall & Clampett (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
 Phone: ATLantic 1-9312

ABP—ANPA—APA—FAAG—PPA

President.....Ronald P. Taylor
 Chairman of the Board...Robert M. Jenkins
 Radio & TV Dir....Thomas J. MacWilliams
 Script & Production.....Les Sterne
 Art Director.....Phil Demme
 Copy & Prod. Asst.....Morris Tandy
 FilmsCook Thompson
 Musical Director.....Al Marsico
 Account Executives.....Vaughn R. King,
 Jules Petreus, Robert, Quaid, W. C. Sutherland, Ed Hudson, Floyd H. Nickeson

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.
 Phone: 3-3185

A NPA—APA—ABP—FAAG

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 Vice-Pres.....O. D. McKasson, Jr.
 SecretaryG. Hupp
 Treasurer.....N. H. Son De Regger
 Art Dir.....D. D. Neal
 Prod. Mgr.....Joseph Daniels
 Act. Execs.....Fred Carl, Gus Strauss,
 Les Son De Regger, O. D. McKasson
Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

864 No. Michigan Ave., Chicago, Ill.
 Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
 Art Dir.....W. D. MacCourt
 Space Buyer.....D. Samer
Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
 Phone: 3-4789

Pres., Treas. & Radio Time Buyer
 C. Jerry Spaulding
 Secretary.....H. H. Hartwell

Art Director.....Harvey Ball
 Prod. Mgr.....Robert F. Hayward
 Acct. Exec.....Seth Martin

Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, W. H. Bacheller, Inc., Worcester, Mass.

SPITZ & WEBB ADV.

206 E. Genesee St., Syracuse 2, N. Y.
 Phone: 2-7228

ABP—ANPA—APA

Partners, Acct. Executives...William Spitz,
 Stephen M. Webb
 Production Manager.....Eleanor Bellinger
 Space Buyer.....Theresa Connelly
Radio Accounts: Grange Silo Co., Inc. (Grange Silos), Red Creek; Greenway's, Inc. (Panda Beer), Renee Packing Co., Inc. (Meat Products), Syracuse Glass Co. (Store Fronts, Mirrors, etc.), Syracuse, N. Y.

SPITZER & MILLS LIMITED

50 King St., W., Toronto 1, Ont., Canada
 Phone: PLaza 2811

President.....G. F. Mills
 Exec. Vice-Pres.....J. W. Spitzer
 General Manager.....W. H. Reid
 Radio Director (Montreal).....P. E. Corbeil

Branch Offices

Dominion Sq. Bldg., Montreal, Que.
 Phone: HArbour 9147

Vice-Pres.....V. L. Hanna
 701 Royal Bank Bldg., Vancouver, B. C.
 Acct. Execs.....J. H. Randle, H. M. Power
Radio Accounts: Bell Telephone Co. of Canada (Yellow Pages), Montreal, Que.; Can. Breweries, Ltd. (Brading's and British American Ales), Colgate-Palmolive-Peet Co., Ltd., Eagle-Lion Films of Can. Ltd., Toronto, Ont.; Fruitatives Products Ltd. (Fruitatives), Hull, Que.; General Bakeries Ltd., Montreal and Toronto; Langley's Ltd. (Dry cleaning), Toronto, Ont.; Monarch Overall Mfg. Co. Ltd. (Work clothes, Babys, Playalls), Winnipeg, Man.; Pacific Meat Ltd., Vancouver, B. C.; The Quaker Oats Co. of Can. Ltd., Peterborough, Ont.; R.C.A. Victor Co. Ltd., Toni Division, Gillette Safety Razor (Can.) Ltd. (Home permanents, shampoos), Montreal, Que.

BARTON A. STEBBINS ADVTG.

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

Owner.....Barton A. Stebbins
 Act. Execs.....Walter Jensen,
 A. W. Gudelman, Nat Jeffras
 Time Buyer.....A. W. Gudelman
 Program Director.....E. C. Bloodworth
Radio Accounts: Signal Oil Co., Golden Creme Farms (Dairy Products), Los Angeles, Calif.

TV Accounts: Fortner & Perrin (Topper Pants-Skirt Hanger), Mrs. Lees' Pies (Simple Simon Frozen Pies), B. Slim Laboratories

Advertising Agencies

(B. Slim), Ready to Bake Foods (Puffin Biscuits), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone: LOnacre 5-4614
PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Vice-President.....Ray Hanna
Secretary, Space Buyer.....William Forray
Treasurer.....Herbert Goldsmith
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 4-9339
NAAN

Partners.....Fred D. Stevens,
Gerald S. Stevens
Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

First National Bank, Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02

AAAA-ABP-ANPA-NOAB-APA-PPA
Chairman of Board.....Eric W. Stockton
Pres. & Treas.....William Z. Burkhart
V.-P., Sec., & Copy Dir.....Ranald S. West
V.-P. & Art Dir.....C. Thomas Martin
Research Dir.....R. A. McDowell
Radio & TV Dir., Time Byr..Richard Dunn
Radio Accounts: Ohio Oil Co. (Gasoline & Oil), Findlay; Cin. Gas & Electric (Utilities), Gibson Wine Co. (Wine), Central Trust Co. (Banking Institution), U. S. Shoe Co. (Women's Shoes), Cincinnati, O.

TV Accounts: Ohio Oil Co. (Gasoline & Oil), Findlay, O.

STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.
Phone: Murray Hill 7-4460
ANPA-PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres., Treas...Edward Klein
V.-Pres. & Research Dir...Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka
Radio Accounts: The Tintex Company, New York City (Tints and dDyes); Park & Tilford, New York City (Perfumes and Cosmetics).

C. R. STOUT ADVERTISING

1316 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 2-7074

Owner.....C. R. Stout
Office Manager.....Gene Macauley
Art Director.....John O. Meyers

STRAUCHEN & MCKIM

6 E. Fourth St., Cincinnati 2, O.
AAAA-ABC-APA-BMB-NOAB

Account Executives.....E. R. Strauchen,
Gordon F. McKim

Radio & TV Director.....Howard M. Paul
Radio, TV Time Buyer.....Betty Jo Hogan
Radio Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana, Ky., West Va.; The Crosset Co. (Packaged vegetables), Geo. Beyers Sons (Automobile Agency), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.

TV Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana; Beyers Sons (Automobile Dealer), The Crosset Co. (Packaged Vegetables), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O. O.

DANIEL F. SULLIVAN CO.

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

AAAA-ABP-ANPA-APA-NOAB-PPA
Radio Accounts: Carling's Red Cap Dist. (Beers & Ales), Chelsea Clocks (Clocks), Boston; Davis Bros. Fisheries Co. (Canned Fish), Gloucester; Eastern Mass. St. Ry. Co. (Bus service 74 cities), Gould Negative Ion Co. (Medications), Granada Wines, Inc. (Wines), Boston; Hamid-Morton Circus (Circus), Sarasota, Fla.; Hampton Beach Casino (Resort), Hampton Beach, N. H.; Hickox Secretarial School (Education), Kaler, Carney, Liffer & Co. (Insurance), Maloney Motors, Inc. (Studebaker Dist.), Metro Dist. Inc. (Appliances), Nutters System (Truck Rentals), Boston; Plastex Co. (Floor Wax), Cambridge; Plasticlear Products, Inc. (Auto Polishes), Malden; Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburg), Pine Point, Me.; Wilbur and Williams (Paint Products), Boston, Mass.

TV Accounts: R. S. Robie, Inc. (Auto Rentals), Cambridge; Granada Wines, Inc. (Wines), Boston; Revere Racing Assn. (Wonderland Greyhound Track), Revere, Mass.; Studebaker Dealers of Greater Boston.

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Branch Office

6253 Hollywood Blvd., Hollywood, Calif.
 Phone: Gladstone 5048

Vice-Pres.....Jack Van Nostrand
Radio Accounts: American Cigarette & Cigar Co. (Pall Mall Cigarettes), Carter Products Inc. (Arrid & Rise), New York, N. Y.; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), Baltimore, Md.; Grove Laboratories, Inc. (Antamine), St. Louis, Mo.; Lever Brothers Co. (Lifebuoy Health Soap & Silverdust), New York, N. Y.; McCormick & Co. Inc. (McCormick Teas, Spices, Flavoring Extracts, Insecticides), Baltimore, Md.; Noxzema Chemical Co. (Noxzema Skin Cream), Baltimore, Md. & Toronto, Ont.; The Simoniz Co. (Simoniz Products), Chicago, Ill.; Smith Bros. (Smith Bros. Cough Drops & Cough Syrup), Poughkeepsie, N. Y.; Whitehall Pharmacal Co. (Bisodol Powder, Bisodol Mints), New York, N. Y.

TV Accounts: American Cigarette & Cigar Co. (Pall Mall Cigarettes), Carter Products Inc. (Arrid & Rise), New York, N. Y.; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), McCormick & Company, Inc. (McCormick Teas, Spices, Flavoring Extracts, Insecticides), Baltimore, Md.; Speidel Corp. (Watch Bands & Other Jewelry Items), Providence, R. I.

SWEENEY & JAMES CO.

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 Phone: Main 7142

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 Copy.....J. C. Burton
 Sales Promotion.....Wm. A. Jensen
Radio Account: Network: Firestone Tire & Rubber Co.

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Mgr. Radio-TV.....Bob Kelly
 Acct. Execs.....Jack Tarcher,
 Bruno Randallolph, E. C. Ridley, Len. Tarcher
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TV Accounts: Benrus Watch Co., McKesson & Robbins.

SAMUEL TAUBMAN & CO.

1541 Sanson St., Philadelphia 2, Pa.
 Phone: LOcust 4-0792

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 Radio-TV Directors.....M. C. Taylor,
 Raymond H. Love

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 410 N. Michigan Ave., Chicago 11, Ill.
 Vice-Pres. & Gen. Mgr.....Henry T. Stanton
 Radio Director.....Harold R. Rorke
 Radio Tele Time Buyer...E. R. Fitzgerald
 320 Calif. St., San Francisco, Calif.

ManagerFred Fidler
 Radio Time Buyer.....Frances Austin
 645 South Flower St., Los Angeles 36, Calif.
 General Manager.....James L. Thompson
 Radio Time Buyer.....Jane Hubert

Radio-TV Accounts: Atlantis Sales Corp., P. Ballantine & Sons, F. W. Boltz Corp., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, Homestead Bakery, Indiana Bell Telephone, Johns-Manville Corp., Kraft Foods Co., Lamont-Corliss, Langendorf United Bakeries, Inc., Lever Brothers Co., Libby McNeill & Libby, Leo J. Meyberg Co., Northern Trust Co., Pan American World Airways, Pharma-Craft Corp., Penick & Ford, Ltd., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Standard Brands Inc., Swift & Co., Thompson Products, Times, Mirror Co., Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., Eastman-Kodak Co., Scott Paper Co., Wine Advisory Bd., General Cigar Corp. (White Owl).

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 Secy.-Treas.....Shirley F. Prosnit
Radio Accounts: Vogue School of Model-

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ing (Model School), Taus School of Watchmaking, New York; Solon Palmer (Cosmetics), Newark, N. J.

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850 Broad St., Newark 2, N. J.
Phone: MITchell 2-2561
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Partner & Space Buyer.....M. E. Bach
Radio Dir. & Buyer Radio Time...N. Tokar

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Radio Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; Three Vee Co. (Meat Tenderizer), Chin & Lee Co., Inc., New York, N. Y.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.;

TV Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Gristede Bros. Inc., New York.

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Radio Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Division) (Milk and Ice Cream), Burrus Mill & Elev. Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Newhoff Bros., Packers (Meat), Republic National Bank (Commercial Banking), Dallas; Resistol Hats, Inc. (Men's Hats), Garland; Tex Tan of Yoakum (Leather belts & billfolds), Yoakum, Texas.

TV Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Haggard Company (Men's Slacks), Dallas; King Candy Co. (Chocolates), Ft. Worth; Neuhoff Bros., Packers (Meat), Re-

public National Bank (Commercial Banking), Dallas; Tex Tan of Yoakum, (Belts and Billfolds), Yoakum, Texas.

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6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6831

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Vice-Pres....Earl Willhite, Ross McCollum
TV Director.....Ben Lang
Time Buyer.....Willy Brasile

Radio Accounts: Helley Kar Co. (Used Cars), Los Angeles; Balian Ice Cream Co. (Vanilla Ice Cream), South Gate; Vacuum Cleaner Co. of America (Vacuum Cleaners), Rogers Upholstering Co. (Reupholstering, Furniture Service), Los Angeles, Calif.

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113 W. 4th St., Weslaco, Tex.
Phone: WEslaco 175

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Art Director.....L. Blancett
Production Manager.....F. Schultz
Radio Accounts: Borderland Citrus Groves, Valley Grande Academy.

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Copy Chief.....William T. Malone
Radio Accounts: Dolcin Corp., Dolcin, Ltd., Jamane, Inc., C. F. Matilage Sales Co.

VAN DINE ADV. AGENCY

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Art Dir., Space Buyer...Felice Gronvenetti
Acct. Executives.....Jules Grosby, Joseph H. Swartz, A. B. Swartz
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327 Federal Square Bldg.
Grand Rapids 2, Mich.
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Radio Account: Pyroil Co.

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Space & Time Buyer... Gertrude M. Talbot
Director, Radio & TV.... Robert V. Walsh
Assistant Rita Eastman

Radio Accounts: Anchor Post Products, Inc. (Anchor Fence, Fluid Heaters), Baltimore, Md.; Black & Decker Mfg. Co. (Home Utility Power Tools), Towson, Md.; The Crosse & Blackwell Co. (Canned Foods), The Equitable Trust Co. (Banking), Baltimore, Md.; A. B. Farquhar Co. (Farm Machinery), York, Pa.; Fram Corp. (Automotive Filters), Providence, R. I.; Gibbs & Co., Inc. (Canned Foods), International Bedding Co. (Mattresses), Baltimore, Md.; Koppers Co., Inc. (American Hammered Piston Rings), Pittsburgh, Pa.; Manhattan Laundry (Laundry & Drycleaning), Washington, D. C.; The Glenn L. Martin Co. (Aircraft & Development), Baltimore, Md.; F. S. Royster Guano Co. (Fertilizer), Norfolk, Va.; Schluderberg-Kurdle Co. (Esssay Meat Products), Sherwood Brothers Inc. (Betholine-Sinclair Gasolines), Baltimore, Md.; B. F. Shriver Co. (Canned Food), Westminster, Md.; U. S. F. & G. and F. & G. Co. (Insurance), Baltimore, Md.; Weaver Brothers (Real Estate), Interstate Savings (Banking), Washington, D. C.; York Wallpaper Co. (Wallpaper-White Rose), York, Pa.; Second Army (Recruiting), Fort Meade, Md.

TV Accounts: Anchor Post Products, Inc. (Anchor Fence), Baltimore, Black & Decker Mfg. Co. (Home Utility Tools), Towson, Gibbs & Company, Inc. (Canned Foods), Baltimore, Md.; Manhattan Laundry (Laundry & Drycleaning), Washington, D. C.; Schluderberg-Kurdle Co. (Esssay Meat Products), Sherwood Brothers Inc. (Betholine-Sinclair Gasolines), Baltimore, Md.; B. F. Shriver Co. (Canned Foods), Westminster, Md.; Weaver Bros. (Real Estate), Interstate Savings (Banking), Washington, D. C.

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Secy. & Prod. Mgr..... P. R. Harrover

Treas. & Buyer Space & Radio Time

D. B. Mescher

Acct. Execs..... B. Venable, G. L. Service,
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152 W. 42nd St., New York 18, N. Y.

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Secretary..... Ann T. Viola
Production Gene Scognamiglio

Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co., Andrews Coffee Co., Raytheon Television, Stromberg-Carlson Television, Liberty Title & Trust Co.

TV Accounts: Paramount Macaroni Mfg. Co., De Nobili Cigar Co., Lazzara Breads & Cake Co.

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Comptroller..... J. B. Mills
Head of Creative Dept..... R. O. Archer

Art Manager..... Kenneth Banes
Production Manager..... E. A. Beane

Copy Chief..... L. W. Davidson
Media Director..... L. J. Nelson

Space & Radio Time Buyer... D. S. Williams
Radio Director..... Jeff Wade

Research Director..... Gordon Norberg
Acct. Exec..... Booth Luck

Branch Office

6223 Selma Ave., Hollywood 28, Calif.

Phone: Hillside 7457

Manager..... Robt. E. Dwyer
Radio Director..... Forrest F. Owen

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.;

Miles California Co. Los Angeles, Calif.;
Murphy Products Co. (Feeds), Burlington,
Wisc.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.;

Miles California Co., Los Angeles, Calif.

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Talbot Bldg., Dayton 2, Ohio

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 Consumer Div.....W. L. Guisewite
 Acct. Executive.....W. H. Ford
 Radio Director.....F. R. Harwood
 TV Director.....Lincoln Scheurle

Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (Drug Store Chain), Lowe Brothers Paint Store (Retail Paints, Wallpaper), Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Ohio Yellow Cab Company (Taxi Cab Service), Dayton, Ohio; The Savings Society (Mutual Savings Bank), Springfield, Ohio; Phil T. Williams Oil Co. (Service Stations), Indianapolis, Ind.

TV Accounts: Anderson Piano Co. (Dealer—Musical Instruments), Dairy Council (Distributors—Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; House of Lowell, Inc. (Hand Cream & Deodorant), Piqua, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo), Sears, Roebuck & Co. (Retail Department Store), Third National Bank & Trust Co. (General Banking Services), Dayton, Ohio.

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 C. C. Urguhart

Radio Accounts: Duquesne Brewing Co. (Beer), Colonial Biscuit Co. (Crackers), Pittsburgh, Pa.; Hagan Milk & Ice Cream (Milk, Ice Cream), Uniontown, Pa.; Sterling Oil Div., Quaker State Oil Refining Corp., Pittsburgh Consolidation Coal Co. (Solid Fuels), Wilkins Jewelry (Jewelry), Galen Laboratories (Skin Medications), Coal Heating Service (Coal Dealers), Samson Buick Co. (Cars), Champion Coal Co. (Solid Fuels), Pittsburgh, Pa.

TV Accounts: Duquesne Brewing Co., Pittsburgh, Pa.; Hagan Milk & Ice Cream Co., Uniontown, Pa.; Kaufman's Dept. Store, Wilkins Jewelry, Jersey Farm Products, Pittsburgh Consolidation Coal Co., Allegheny Ludlum Steel Corporation, Fan Tan

Chewing Gum, Coal Heating Service, Wm. G. Johnston Co. (Printers), Galen Laboratories, Pittsburgh, Pa.

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 Radio Director.....S. T. Delaney
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TV Accounts: Sachs Quality Stores, Vim Stores, Strauss Stores, Marlon Candy, Clara Lane, Save By Television, Hum-A-Tune Corp., Spear & Co., Westchester Aquarium, Lord & Taylor, Ritz Thrift Shop, Flag Dog Food, Alexander Dept. Store, Warren Connolly.

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Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: Hempstead 8163

Radio Director.....Cecil Underwood
Radio Accounts: Pabst Sales Co. (Pabst Blue Ribbon Beer), Chicago, Ill.; Equitable Life Assurance Society of the U. S., New York, N. Y.

TV Accounts: Pabst Sales Co., Chicago, Ill.; Larus & Bro. Co. (Edgeworth & Holiday Tohaccos), Richmond, Va.

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 Radio-TV Director.....Don S. Mitchell

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316 Fidelity Bldg., Dallas, Tex.

ManagerBurke Gilliam
 Acc. Exee. (Dallas).....Marie Callahan
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Radio Accounts: Oklahoma Tire & Supply Co., Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sisk & Associates, First Natl. Bank, White Auto Stores, Mayo Hotel, Southern Milk & Mfg. Co., Tulsa Insurance Bd., Suburban Furniture Co., Bryan & Sons, Tennessee Dairies.

TV Accounts: Oklahoma Tire & Supply Co., Mid West Chevrolet Corp., Southwest Weathermakers First National Bank & Trust Co.

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 Leigh Kelley, Mrs. Carolyn H. Harris,
 Matthew Connor

Radio & TV Director.....D. D. Connah
 Media Director.....C. C. Fuller

Radio Accounts: American Bakeries (Bread & Cake), U. S. Third Army, Southern Bell Tel. & Tel. Co. (Utility), Atlanta, Ga., J. A. Len Smith & Company (Flour), Knoxville, Tenn.; Southern Dairies (Ice Cream & Dairy Prod.), Washington, D. C.

TV Accounts: American Bakeries (Bread & Cake), Southern Spring Bed Co. (Beds, Springs, Mattresses), Norris Candy Co. (Candy), Atlanta, Ga.; J. Allen Smith & Company (Flour), Knoxville, Tenn.; South-

ern Dairies (Ice Cream & Dairy Prod.), Washington, D. C.

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., Saint Paul 1, Minn.

Phone: Cedar 3777

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 Executive Assistant.....Ella F. Manley
 Auditor.....A. J. Bergevin
 Secretary.....Blanche G. Anderson
 Radio & TV Director.....Luther Weaver
Radio Accounts: Twin City Wholesale Grocer Co., Saint Paul, Minn., and Fargo, N. D.; Twin Ports Wholesale Grocer Co., Duluth; Minnesota Hospital Service Assn.—Blue Cross—Blue Shield, Saint Paul; Stewart Paint Mfg. Co., Minneapolis; Falcon and Pilgrim Cleaners (Dry-Cleaners), Saint Paul & Minneapolis, Minn.

TV Account: Twin City Wholesale Grocer Co., St. Paul, Minn.; Falcon and Pilgrim Dry Cleaners and Launderers, St. Paul & Minneapolis, Minn.

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816 W. 5th St., Los Angeles 17, Calif.

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 Vaughn Shedd, Joy Garrison Berghell
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TV Account: The Bramhall Co. (Unmask), Pasadena, Calif.

WILLIAM H. WEINTRAUB & CO., INC.

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

Phone: MURray Hill 8-4110

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 Time Buyer Gladys York
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 Dearborn, Mich.

Office Manager Verne Kirby
 Ring Bldg., Washington, D. C.

Office Manager Carl Levin
Radio Accounts: Adam Hat Stores, Inc.
 (Adam Hats), Seeman Bros., Inc. (Air-Wick,
 White Rose Tea, White Rose Coffee), New
 York, N. Y.; Kaiser-Frazer Sales Corp. (Kai-
 ser and Frazer Cars), Detroit, Mich.

TV Accounts: Seeman Brothers (Air-
 Wick), Maiden Form Brassiere Co., Inc.
 (Maiden Form Brassieres), New York, N. Y.,
 Anchor-Hocking Glass Corp., Blatz Beer,
 Television Dept. Stores, Inc., B. T. Babbitt,
 Kaiser-Frazer.

WEISS & GELLER NEW YORK, INC.

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Phone: PLaza 3-4070

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Gen. Mgr., Radio & TV Dir. Lester J. Mallets
Copy Chief M. Peter Artzt
Media Dir. & Office Mgr. Max Tendrich
Art Director Arthur Gordon
Production Manager Sally Green
Radio & TV Dir. Lester J. Mallets
Time Buyer & Asst. Radio TV Dir.

Max Tendrich

Radio Accounts: Nedick's Inc. (Stores &
 Concentrate for Orange Drink), New York,
 N. Y.; Albert Ehlers, Inc. (Coffee), Brook-
 lyn, N. Y.

TV Accounts: Nedick's, Inc. (Concentrate
 for Orange Drink), New York, N. Y.; Flag-
 staff Foods (Wholesale Foods), Perth Am-
 boy, N. J.; Albert Ehlers, Inc. (Ehlers
 Coffee), Brooklyn, N. Y.

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315 N. 7th St., St. Louis 1, Mo.

Phone: Garfield 4080

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 Frank Block

Account Executives Wm. H. Mullgardt,
 Wm. M. Wider, Wm. T. Gangle

Production Manager Vernon Koby
Time & Space Buyer John Martin

Radio Accounts: Schutter Candy Com-
 pany (Old Nick & Bit-O-Honey Candy Bars),
 St. Louis, Mo.; Centlivre Brewing Corp.
 (Old Crown Beer and Ale), Peter Eckrich
 and Sons (Packing Company), Fort Wayne,
 Ind.; Freund Jewelry Company, Disco Dis-

tributing Co. (Motorola Distributors), E.
 B. Jones Motor Co. (Plymouth-Dodge dis-
 tributors), Sears, Roebuck and Co. (Depart-
 ment Store), Staten Island Cleaners (Clean-
 ing and Dyeing), St. Louis, Mo.; Ripon
 Foods, Inc. (Kiddie Kookies), Ripon, Wis.;
 Valley Farm Dairy (Dairy Products), Mu-
 tual Bank and Trust Co., St. Louis, Co.,
 Seymour Wallas Co. (Novelties), Dodge
 Dealers of Greater St. Louis, Inc., Walter
 Freund Bread Co.

TOM WESTWOOD ADV. AGENCY

416 W. 8th St., Los Angeles 14, Calif.

Phone: TRinity 8496-7

SCBA

Account Executive Tom Westwood
Time Buyer Agnes M. Larson

Radio Accounts: Hebrew Christian Hour,
 Voice of China, So. Calif. Lutheran Synod,
 Fundamental Evangelistic Assn., Evangelist
 Temple, Los Angeles, Calif.

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Lincoln-Liberty Bldg., Philadelphia 7, Pa.

Phone: RLttenhouse 6-7500

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Radio Account: Campbell Soup Co.

TV Account: Stephen F. Whitman & Son,
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 cal Co. (Fertilizer), Foley's (Department
 Store), Humble Oil and Ref. Co. (Petroleum
 Products), Houston Natural Gas Corp. (Nat-
 ural Gas Service), Kuhn Paint Co. (Paints),
 Raymond Pearson (Lincoln-Mercury-Ford
 Dealer), Retail Merchants Assn. ("Shop
 Earlier for Xmas"), The Shamrock (Hotel),
 Texas Gulf Sulphur Co. (Producers of
 Sulphur), Houston, Texas; Western Cotton-
 oil Co. (Feeds and Seeds), Abilene, Texas.

TV Accounts: Humble Oil and Ref. Co.
 (Petroleum Products), Foley's (Department
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 Texas.

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Phone: Chestnut 6380

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Radio-TV Director.....Vernon L. Morelock
Asst. Radio-TV Dir.....Rosalie A. Babich
Radio Accounts: American Packing Co.—
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St. Louis, Mo.; Endicott Johnson Corp.
(Shoes), Emerson Electric Mfg. Co. (Fans,
Heaters, Motors), Endicott, N. Y.; Deep
Rock Oil Corp. (Petroleum Products), Chi-
cago, Ill.; Missouri-Kansas-Texas RR, Senoret
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WOLFE-JICKLING-CONKEY, INC.

76 W. Adams, Detroit 26, Mich.
Phone: Woodward 1-1865

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Account Executives.....John T. Chandler,
Richard Allman
Radio TV Dir.....James F. Land
Supervisor-ContinuityRuth Rice
Radio Accounts: Employers Assn., Rollie
Barrett, Inc., Detroit, Mich.
TV Account: Morley Bros. (Whirlpool
Washer Coolerator, Air King TV), Detroit,
Mich.

WORTMAN, WILCOX & CO., INC.

(Formerly Wortman, Barton & Goad, Inc.)
345 Madison Ave., New York 17, N. Y.

Phone: MURray Hill 4-5920
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Vice-Pres. & Secy.D. N. Wortman
Media Director.....H. Essler
TV Accounts: Esquire Novelty Co. (Pony
Boy Gun & Holster Set), Jersey City, N. J.;
Balcony Downs Plantation (Oil Paintings),
Glasgow, Va., Bush & Fewer (Liquidizer).

ROBERT B. YOUNG, ADV. AGENCY

625 Market St., San Francisco 5, Calif.
Phone: SU 1-5411

APA—ABP—AAAN

President & Space Buyer.....R. B. Young
Radio Accounts: Northern Calif. Floral
Industry, Sierra Candy Co.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 9-5000

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V.P. Adv. Service.....Eldon E. Smith
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Foods Corp., Gulf Oil Corp., Life Savers
Corp., Thomas J. Lipton, Inc., Metropolitan
Life Insurance Co., The National Sugar Re-
fining Co., Petri Wine Co., Purity Bakeries,
Rath Packing Co., Rosefield Packing Co.,
Jos. Schlitz Brewing Co., Singer Sewing Ma-
chine Co.

TV Accounts: Bigelow-Sanford Carpet Co.,
Inc., The Borden Co., Duffy-Mott Co., Inc.,
General Electric Co., General Foods Corp.,
The Goodyear Tire & Rubber Co., Inc., Gulf
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ManagerRoy McLaughlin

Phone: AN 3-7800

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ManagerJoseph Molin

Phone: WO 3-8321

155 Montgomery St., San Francisco, Calif.

Phone: EX 2-6544

ABC, Hollywood 27, Calif.

Manager (TV)Robert Laws

Manager (AM)Amos Barron

Phone: HU 2-3141

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Radio Luxembourg Advt., Ltd., 36 Davies St.,
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ManagerFrank Lee
Stations Represented—Radio Luxembourg

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TV Stations Represented—WJAR-TV, Providence, R. I.

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Asst. Mgr. Mildred Biddick
Office Mgr. Josephine Corbet
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Phone: MU 9-6084

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100 Park Ave., New York 16, N. Y.
Phone: MU 6-6263

Mgr., Sales Dev. Wells H. Barnett, Jr.

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1115 Book Bldg., Detroit 28, Mich.
Phone: WO 5-3230

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Phone: CE 7955
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 Secretary.....Robert H. Bolling

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

Phone: Dearborn 2-5277

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 6912 Hollywood Blvd., Hollywood 28, Calif.

Phone: Granite 2248

Executive-in-Charge.....Norman E. Noyes
 Nob Hill Circle, San Francisco, Calif.

Phone: Yukon 6-2187

Executive-in-Charge.....B. Newlin
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TV Stations Represented — WNEF-TV, Binghamton.

Network Represented—Granite State Network.

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Phone: Central 6-5726

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 V. P.....C. B. Peterson
 7236 General Motors Bld., Detroit 2, Mich.

Phone: Trinity 1,0440

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 First National Bank Bldg., Dallas 1, Tex.

Phone: Riverside 4884


Executive-in-Charge.....J. S. McCauley
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Phones Garfield 1-6740

Executive-in-Charge.....George D. Close
2978 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8158

Executive-in-Charge.....Jesse M. Laughlin
612 Commercial National Bank Bldg.,

Charlotte 2, N. C.

Phone: 8839

Executive-in-Charge.....B. C. Finch
1018 Sterick Bldg., Memphis 3, Tenn.

Phone: 8-2344

Executive-in-Charge.....Sidney L. Nichols

AM & FM Stations Represented—WABB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; WGBA, Columbus, WNEK, Macon, Ga.; WTPS, New Orleans, La.; KWKH, Shreveport, La.; WRBC, Jackson, Miss.; WCPO, Cincinnati, O.; WDEF, Chattanooga, WTJS, Jackson, WNOX, Knoxville, WMC, Memphis, Tnen.; KFDA, Amarillo, KRIC, Beaumont, KWBU, Corpus Christi, KAND, Corsicana, KRLD, Dallas, Tex.; WCHS, Charleston, WBLK, Clarksburg, WSAZ, Huntington, WPAR, Parkersburg, W. Va.

TV Stations Represented—KFMB-TV, San Diego, Calif.; WCPO-TV, Cincinnati, WEWS, Cleveland, Ohio; WMCT, Memphis,

Tenn.; KRLD-TV, Dallas, Tex.

BURN-SMITH CO., INC.

19 W. 44 St., New York 18, N. Y.

Phone: MU 2-3124-5

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

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

Phone: Central 6-4437

Pres.-Treasurer.....John A. Toothill
646 Chamber of Commerce Bldg.

Los Angeles 15, Calif.

Phone: Richmond 6184

Manager.....Clark Barnes

AM & FM Stations Represented—KRIZ, Phoenix, Ariz.; WFOX, Long Beach, KLX, Oakland, KSBW, Salinas, Cal.; WRUF, Gainesville, Fla.; WALB, Albany, WBGE, Atlanta, Ga.; WWXL, Peoria, Ill.; WCNB, Connersville, WTRC, Elkhart, WJVA, South Bend, Ind.; KCRG, Cedar Rapids, Iowa; WLBK, Bowling Green, WHLN, Harlan, WVLC, Lexington, WKYW, Louisville, WOMI, Owensboro, Ky.; WBOC, Salisbury, Md.; WBCK, Battle Creek, WKLA, Ludington, WKBZ, Muskegon, Mich.; WCMA, Corinth, Miss.; WKOP, Binghamton, N. Y.; WCNC, Elizabeth City, WFLB, Fayetteville, WGBC, Greensboro, WMFR, High Point, WFTC, Kinston, WSTP, Salisbury, WMFD, Wilmington, N. C.; KWJJ, Portland, Ore.;

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Manager.....Tracy Moore

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Phone: DUnkirk 2-8458

and

235 Montgomery St., San Francisco 4, Calif.

Phone: DOuglas 2-1323

Radio Department

Manager (SF).....W. Hubbard Keenan

TV Department

TV Dept. Head (LA).....Frank Dougherty

TV Dept. Head (SF).....Maxwell Hunter

Branch Office

333 S.W. Oak St., Portland 4, Ore.

Phone: BRoadway 3210

Executive-in-charge.....Frank J. McHugh

AM & FM Stations Represented—WTNB, Birmingham, WGWD, Gadsden, WCOV, Montgomery, WGWC, Selma, Ala.; KFSA, Ft. Smith, KBRS, Springdale, KLRA, Little Rock, Ark.; KCSJ, Pueblo, Col.; WJBF, Augusta, WBML, Macon, Ga.; KBUR, Burlington, KFNF, Shenandoah, KTRI, Sioux City, Ia.; KANS, Wichita, Kan.; WINN, Louisville, Ky.; KMLB, Monroe, KRMD, Shreveport, La.; KRVN, Lexington, Nebr.; KICA, Clovis, KAVE, Carlsbad, KSIL, Silver City, KGFL, Roswell, KWEW, Hobbs, N. M.; WLOS, Asheville, WTOB, Winston-Salem, N. C.; WHBC, Canton, WMAN, Mansfield, WPAY, Portsmouth, WRFD, Worthington, Ohio; KTOK, Oklahoma City, KADA, Ada, KVSO, Ardmore, KCRC, Enid, KSWO, Lawton, KTMC, McAlester, KBIX, Muskogee, KGFF, Shawnee, Okla.; WIKK, Erie, Pa.; WCOS, Columbia, S. C.; KCMC, Texarkana, KTBC, Austin, KXZY, Houston, KFDX, Wichita Falls, KGNC, Amarillo, KFYO, Lubbock, KWKC, Abilene, KTXL, San Angelo, KOSA, Odessa, KR0D, El Paso, KFDM, Beaumont, KEYS, Corpus Christi, KRGV, Weslaco, KTRF, Lufkin, KTBB, Tyler, Tex.; WDUZ, Green Bay, WKBH, LaCrosse, WHBL, Sheboygan, Wis.; WOL, Washington, D. C.; WOR, New York, N. Y.; WGN, Chicago, Ill.

TV Stations Represented—WGN-TV, Chicago, Ill.; WAAM-TV, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, WOR-TV, New York, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wis.

KETTELL-CARTER

John Hancock Bldg., Boston 16, Mass.

Phone: Liberty 2-5799

Partner.....Elmer Kettell

Partner.....Marjorie Carter

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TV Stations Represented—WOR-TV, New York, WSYR-TV, Syracuse, N. Y.

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Phone: MURray Hill 2-8755

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Vice-President.....Helen Gill

Branch Offices

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

Phone: State 2-5282

Manager.....Howard M. Keefe

684 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

Phone: DUnkirk 7-4388

Manager.....Robert W. Walker

68 Post St. San Francisco, Calif.

Phone: SUTter 1-5568

Manager.....Rogers Parratt

Rhodes-Haverty Bldg., Atlanta, Ga.

Phone: WALnut 6390

Manager.....Laurence A. Weaver, Jr.

(Declined to list stations represented)

ROBERT MEEKER ASSOCIATES INC.

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

Phone: MURray Hill 2-2170

General Manager.....Robert D. C. Meeker

Eastern Manager.....Louis J. F. Moore

Salesman.....Edgar B. Filron

Branch Offices

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

Phone: CE 6-1742

Midwest Manager.....Don Pontius

8 West King St., Lancaster, Pa.

Phone: LAN. 5251

Manager.....Robert L. Dreher

6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HO 9-5408

West Coast Manager.....Tracy Moore

79 Post St., San Francisco, Calif.

Phone: YUKon 6-4112

Manager.....Jack Q. Hall

AM & FM Stations Represented—WMGY, Montgomery, Ala.; KCRA, Sacra-

Radio-TV Station Representatives

mento, Calif.; WDEL, Wilmington, Del.; WJNO, W. Palm Beach, Fla.; WDWS, Champaign, Ill.; WTTS, Bloomington, WKBV, Richmond, Ind.; WKBB, Dubuque, Iowa; KVOL, Lafayette, La.; WCUM, Cumberland, Md.; WKNY, Kingston, WGAT, Utica, N. Y.; WHKK, Akron, WCLT, Newark, O.; KUGN, Eugene, KMED, Medford, Ore.; WHOL, Alleentown, WRTA, Altoona, WEST, Easton, WKBO, Harrisburg, WAZL, Hazleton, WGAL, Lancaster, WRAW, Reading, WMBS, Uniontown, WORK, York, Pa.; WGKV, Charleston, W. Va.; WMAM, Marinette, WSAU, Wausau, Wis.

TV Stations Represented—WDEL-TV, Wilmington, Del.; WTTV, Bloomington, Ind.; WGAL-TV, Lancaster, Pa.

NATIONAL BROADCAST SALES

25 King St. W., Toronto, Ontario

Phone: Adelaide 8895

President.....R. A. Leslie
Vice-President.....E. F. Kavanagh

Branch Office

106 Medical Arts Bldg.,

Guy & Sherbrooke Sts., Montreal, Quebec

Phone: FI 2439

Manager.....E. F. Kavanagh

AM & FM Stations Represented—CJCH, Halifax, N. S.; CJAD, Montreal, P. Q.; CKWS, Kingston, Ont.; CJFX, Antigonish, N. S.; CHEX, Peterboro, CKTB, St. Catharines, CHOK, Sarnia, CFCH, North Bay, CJKL, Kirkland Lake, CKGB, Timmins, Ont.; ZFY, Georgetown, CKMO, Vancouver, CHUB, Nanaimo, B. C.; CKBB, Barrie, CKEY*, Toronto, CHML*, Hamilton, Ont.; CKXL, Calgary, Alta.; CKOY, Ottawa, Ont.

* Represented by Montreal office only.

NATIONAL BROADCASTING COMPANY

National Spot and Local Sales Division

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

Phone: Circle 7-8300

Director.....James V. McConnell
East. Radio Sales Mgr.....Richard H. Close
Eastern TV Sales Mgr.....Charles Philips
Advertising & Prom. Mgr.....Jacob A. Evans
Sales Service Mgr.....Caroline Herbert

Branch Offices

Merchandise Mart, Chicago 54, Ill.

Phone: Superior 7-8300

Manager.....Oliver Morton
NBC Bldg., Cleveland 4, Ohio

Phone: Cherry 0942

Sales Representative.....John C. Treacy
Sunset & Vine, Hollywood 28, Calif.

Phone: Hollywood 9-6161

Manager.....Robert Howard
NBC Bldg., San Francisco 2, Calif.

Phone: Greystone 4-8700

Sales Representative.....Carl A. Nielsen

AM & FM Stations Represented—WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WTAM, Cleveland, O.; WRC, Washington, D. C.; KNBC, San Francisco, Calif.; KOA, Denver, Col.; WGY, Schenectady, N. Y.

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

NATIONAL TIME SALES

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

Phone: Murray Hill 2-0810

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

Branch Office

1151 So. Broadway, Los Angeles 15, Calif.

Phone: Richmond 6184

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

AM & FM Stations Represented—WGAY, Silver Spring, Md.; KNOX, Grand Forks, N. D.; WPWA, Chester, Pa.; KCOH, Houston, Tex.; WMVI, Biloxi, Miss.; WLPO, LaSalle, Ill.

PAN AMERICAN BROADCASTING CO.

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

Phone: MU 2-0810

Vice-President.....Eugene Bernald
Manager.....Arthur Gordon

Asst. Mgr.....Robt. J. Kizer

Branch Offices

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

Phone: State 2-5096

Executive-in-charge.....Fred Jones
2978 Wilshire Blvd., Los Angeles 18, Calif.

Phone: Mich 6203

Executive-in-charge.....A. O. Dillenbeck
Mills Bldg., San Francisco, Calif.

Phone: Gar 1-7950

Executive-in-charge.....Duncan Scott

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

Phone: PLaza 8-2255

Owner.....John E. Pearson
Executive-in-charge.....Russel Walker, Jr.

Account Executive.....John S. Stewart

Radio-TV Station Representatives

Branch Offices

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

Phone: Fr 2-2359

Executive-in-chargeGeorge Clark
Account Executive.....Kay Fisher
Account Executive.....John P. Rohrs
684 So. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: Dunkirk 7-4388

Executive-in-charge.....R. W. Walker
68 Post St., San Francisco 4, Calif.

Phone: Sutter 1-5568

Executive-in-chargeRogers Parratt
(Declined To Reveal Stations Represented)

JOHN H. PERRY ASSOCIATES

310 E. 45 St., New York 17, N. Y.

Phone: MU 4-1647

General Manager.....Wm. K. Dorman
Salesman.....R. S. Mandeville
SalesmanW. T. Kelly

Branch Offices

122 S. Michigan Ave., Chicago 3, Ill.

Phone: Harrison 7-8085

Executive-in-Charge.....F. W. Thurnau
12 S. 12th St., Philadelphia 7, Pa.

Phone: Walnut 2-3555

Executive-in-Charge.....Robert Hitchings
Room 8-150, General Motors Bldg., Detroit 2,
Mich.

Phone: Trinity 5-1803

Executive-in-Charge.....John F. Cole
72 Eleventh St., N.E., Atlanta, Ga.

Phone: Emerson 2956

Executive-in-Charge.....Mrs. Alice Grant
2978 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8158

Exec-in-Charge.....H. James Thacker, Jr.
5 3d St., San Francisco 3, Calif.

Phone: Garfield 1-6740

Exec-in-Charge.....Myron A. Elges
AM & FM Stations Represented—WDLP,
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Jacksonville, WCOA, Pensacola, WALT,
Tampa, WINZ, Miami Beach, WNDB, Day-
tona Beach, WTMC, Ocala, WKWF, Key
West, Fla.

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

Phone: MUrray Hill 8-0200

Radio Department

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Exec. Vice-Pres.....Edward E. Voynow
V-P & Eastern Sales Mgr.....H. E. Ringgold
Secy.-Treas.Henry I. Christal
Sales Prom. Mgr.....Seth Dennie
Asst. Sales Prom. Mgr....Thos. B. Ellsworth
Research Mgr.William H. Steese

TV Department

Mgr. TV Sales.....Tom Dawson
Sales Prom. Mgr.....Robert L. Hutton, Jr.
Asst. Sales Prom. Mgr...LeGrand S. Redfield
Research Mgr.....Howard L. Selger

Branch Offices

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

Phone: Whitehall 4-0011

Exec. V-P.....Edward E. Voynow
Sales Mgr.....John Ashenhurst
Genl. Motors Bldg., Detroit 2, Mich.

Phone: Trinity 5-1035

Executives: William Cartwright (AM),
Franklin M. Walker (TV)

Russ Bldg., San Francisco 4, Cal.

Exec-in-Charge.....Earle H. Smith
Phone: Garfield 1-4082

601 W. Fifth St., Los Angeles, 13, Cal.

Exec-in-Charge.....Charles G. Matson
Phone: Michigan 8729

Shell Bldg., St. Louis 3, Mo.

Exec-in-Charge.....George Kercher
Phone: Chestnut 7191

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Conn.; WBEN, Buffalo, N. Y.; WGAR,
Cleveland, Ohio; FAA, Dallas-Ft. Worth,
Tex.; KSO, Des Moines, Iowa; WJR, Detroit,
Mich.; KARM, Fresno, Calif.; KPRC, Hous-
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KFOR, Lincoln, Nebr.; KARK, Little Rock,
Ark.; KFI, Los Angeles, Calif.; WHAS,
Louisville, Ky.; WTMJ, Milwaukee, Wis.;
KSTP, Minneapolis-St. Paul, Minn.; WSM,
Nashville, Tenn.; WSMB, New Orleans, La.;
WTAR, Norfolk, Va.; KOIL, Omaha, Nebr.;
WIP, Philadelphia, Pa.; KPHO, Phoenix,
Ariz.; KGW, Portland, Ore.; WEAN, Provi-
dence, R. I.; WRNL, Richmond, Va.; WOAI,
San Antonio, Tex.; KOMO, Seattle, Wash.;
KTBS, Shreveport, La.; KGA, Spokane,
Wash.; WMAS, Springfield, Mass.; WAGE,
Syracuse, N. Y.; KVOO, Tulsa, Okla.;
WWVA, Wheeling, West Va.; KFH, Wichita,
Kansas; The Yankee Network; Texas Qual-
ity Network.

TV Stations Represented—WSB-TV, Atlan-
ta, Ga.; WBAL-TV, Baltimore, Md.; WNAC-
TV, Boston, Mass.; WFAA-TV, Dallas, Tex.;
KPRC-TV, Houston, Tex.; KFI-TV, Los An-
geles, Calif.; WHAS-TV, Louisville, Ky.;
KSTP-TV, Minneapolis-St. Paul, Minn.;
WSM-TV, Nashville, Tenn.; WTAR-TV,
Norfolk, Va.; KPHO-TV, Phoenix, Ariz.;
WOAI-TV, San Antonio, Tex.

RA-TEL REPRESENTATIVES, INC.

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

Phones: MUrray Hill 4-2549-50-51

PresidentC. A. G. Kuipers
Vice PresidentA. W. Howe
TreasurerS. P. Mahoney
SecretaryC. W. Beller
General Manager.....J. W. LeBaron

Branch Offices

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

Phone: Franklin 2-7979

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Phone: Walnut 1334

Exec-in-Charge Alice Grant
558—1st Nat. Bank Bldg., Oklahoma City 1,
Okla.
Phone: 7-7417

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521 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022

Exec-in-Charge Lee O'Connell
544 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-4536

Exec-in-Charge William A. Ayres
306 Empire State Bank Bldg., Dallas 1, Tex.
Phone: Prospect 7-5280

Exec-in-Charge Frederick Folks
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vette, WIMS, Michigan City, Ind.; KTOP,
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KSYL, Alexandria, KNOE, Monroe, WNOE,
New Orleans, La.; WAAB, Worcester, Mass.;
*WEBC, Duluth. *WMFG, Hibbing, KROC,
Rochester, *WHLB, Virginia, Minn.; WCEC,
Rocky Mt., N. C.; WHHH, Youngstown, O.;
KSPI, Stillwater, Okla.; WESB, Bradford,
Pa.; KGBS, Harlingen, Texas; WSAP, Nor-
folk, Va.; WEAU, Eau Claire. *WISC,
Madison, WOMET, Manitowoc, WFOX, Mil-
waukee, WJMC, Rice Lake, Wis.; WJON,
St. Cloud, Minn.

*Arrowhead Network.

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Phone: MU 8-4342

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Vice President Frank Sawdon
Vice President Peggy Stone
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Vice-Pres. John North
Phone: FI 6-0964

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Exec-in-Charge Tracy Moore
Phone: Hollywood 9-5408

78 Post Street, San Francisco, Cal.
Exec-in-Charge Tracy Moore
Phone: Exbrook 2-8033

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Sales Manager J. S. Scott
Salesman A. E. Bedard
Secretary-Treasurer V. Murphy

Branch Offices

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Canada

Manager W. C. Dippie
Phone: HA. 7811

Lindsay Bldg., Winnipeg, Manitoba, Canada
Manager A. J. Messner
Phone: 9-6374

505 Dunsmuir Ave., Vancouver, B. C., Can.
Manager J. N. Hunt
Phone: PA. 2888

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CJIB, Vernon, CJDC, Dawson Creek, B. C.;
CFCN, Calgary, CKRD, Red Deer, CFRN,
Edmonton, Alta.; CFQC, Saskatoon, Sask.;
CKX, Brandon, CJOB, Winnipeg, Man.;
CKPR, Fort William, CKLO, St. Thomas,
CJOY, Guelph, Ont.; KKBW, Bridgewater,
N.S.; CJRW, Summerside, P. E. I.; CKDA,
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General Sales Manager Carl J. Burkland
Gen. Service Mgr. Fred Mahlstedt
AM Sales Mgr. Wm. D. Shaw
TV Sales Mgr. George Dunham

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Manager Gordon Hayes
TV Sales Manager Sam C. Digges
Phone: Whitehall 4-6000

63 South Main St., Memphis 3, Tenn.
Manager H. H. Holtshouser
Phone: Memphis 37-8612

902 Fisher Bldg., Detroit 2, Mich.
Manager Ralph Patt, Jr.
Phone: Trinity 2-5500

Palace Hotel, San Francisco 5, Calif.
AM Sales Mgr. Hugh Stump
TV Sales Mgr. L. L. Thompson
Phone: Yukon 2-7000

6121 Sunset Blvd., Los Angeles 28, Calif.
Manager Richard Elpers
Phone: Hollywood 9-1212

AM & FM Stations Represented—WAPI,
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WTOP, Washington, D. C.; WBBM, Chicago,
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apolis, Minn.; KMOX, St. Louis, Mo.;
WCBS, New York, N. Y.; WCAU, Phila-
delphia, Pa.; WBT, WBT-FM, Charlotte,
N. C.; KSL, KSL-FM, Salt Lake City, Utah;
WRVA, Richmond, Va.; Columbia Pacific
Network; Columbia Calif. Network.

TV Stations Represented—WAFM-TV,
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Calif.; WCBST-TV, New York, N. Y.; WBTV,
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TV, Washington, D. C.

Radio-TV Station Representatives

WILLIAM G. RAMBEAU CO.

Chanin Building, New York 17, N. Y.
Phone: Murray Hill 6-5940
 President William G. Rambeau
 Executive Vice Pres..... William M. Wilson
 Secty..... Mary Rudd

Branch Offices

333 N. Michigan Avenue, Chicago 1, Ill.
Phone: And. 3-5566
 Exec-in-Charge Robert Brockman
 1746 N. Las Palmas Ave., Los Angeles 28,
 Calif.

Phone: Hillside 0388

Exec-in-Charge Jack Porter
AM & FM Stations Represented—WNAB,
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 Cal.; KMYR, Denver, Colo.; WDOV, Dover, Del.;
 WMBM, Miami Beach, Fla.; WGIL, Galesburg, Ill.;
 KXIC, Iowa City, Iowa; KARE, Atchison, Kan.;
 WVJS, Owensboro, Ky.; WLCS, Baton Rouge,
 WJBW, New Orleans, La.; WILS, Lansing, Mich.;
 KEYD, Minneapolis, Minn.; WLOX, Biloxi, Miss.;
 KSWM, Joplin, Mo.; WHOB, Gardner, WBSM,
 Boston, Mass.; WJTN, Jamestown, WHLI,
 Hampstead, WXR, Buffalo-Kenmore, WNDR,
 Syracuse, N. Y.; WSKY, Asheville, N. C.;
 WJNR, Newark, N. J.; WLIO, E. Liverpool,
 WERE, Cleveland, Ohio; KGWA, Enid, Okla.;
 WLBR, Lebanon, WMCK, McKeesport, WPEN,
 Philadelphia, Pa.; KSEL, Lubbock, KLUF,
 Galveston, KWBC, Ft. Worth, Tex.; WAGC,
 Chattanooga, Tenn.; WJOY, Burlington, Vt.;
 KXA, Seattle, Wash.; WGEZ, Beloit, WCLO,
 Janesville, WLIN, Merrill, Wis.

PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570

President..... Paul H. Raymer
 Asst. Sales Mgr..... Ralph E. McKinney
 V. P. & Mgr. TV..... Reynold R. Kraft
 Salesman..... Charles A. Hammarstrom
 Salesman..... Lawrence Van Dolen, Jr.
 Salesman..... John S. Hughes
 TV-Salesman..... John R. Porterfield

Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.
 Exec. Vice-Pres..... Fred Brokaw
Phone: Superior 7-4473
 507 Statler Office Bldg., Boston 16, Mass.
 Exec-in-Charge..... Robert C. Foster
Phone: Hubbard 2-3225

28 W. Adams Ave., Detroit 26, Mich.
 Exec-in-Charge..... Robert B. Rains
Phone: Woodward 3-0764
 1680 Vine St., Hollywood 28, Calif.
 Exec-in-Charge..... John D. Gale
Phone: Hudson 2-2376

1672 Russ Bldg., San Francisco 4, Calif.
 Exec-in-Charge Ray Rhodes
Phone: Douglas 2-8909

AM & FM Stations Represented—WBRC,
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 Bakersfield, KFBK*, Sacramento, KFSD*,
 San Diego, KMJ*, Fresno, KTMS, Santa
 Barbara, KWG, Stockton, KXO, El Centro,
 Calif.; KVOR, Colorado Springs, Colo.;
 WDRC*, Hartford, Conn.; WLOF, Orlando,
 Fla.; WKJG*, Fort Wayne, WSBT, South
 Bend, Ind.; KIOA, Des Moines, Iowa;
 WGAN, Portland, WGUW*, Bangor, Maine;
 WCAO*, Baltimore, Md.; WLAW*, Law-
 rence, WTAG*, Worcester, Mass.; WTAC,
 Flint, Mich.; KOH, Reno, Nevada; WARC,
 Rochester, WOXR*, New York, N. Y.;
 WDNC*, Durham, N. C.; WHK*, Cleveland,
 WHKC*, Columbus, WKBN*, Youngstown,
 WTOL*, Toledo, Ohio; WPRO*, Providence,
 R. I.; KIH, Sioux Falls, S. Dakota;
 WDOD*, Chattanooga, WLAC, Nashville,
 Tenn.; Arizona Broadcasting System, Mc-
 Clatchy Beeline, New England Major Mar-
 kets Group.

*Also FM.

TV Stations Represented—WBRC-TV, Bir-
 mingham, Ala.; KTLA-TV, Hollywood, Calif.

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612 N. Michigan Ave., Chicago, Ill.
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President..... B. H. Sears
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295 Madison Ave., New York, N. Y.
 Exec-in-Charge P. J. Bogner
Phone: Murray Hill 9-2586-87
 15 W. 10th St., Kansas City, Mo.
 Exec-in-Charge..... William Temple
Phone: Victor 0021

5225 Wilshire Blvd., Los Angeles, Calif.
 Exec-in-Charge..... Gene Grant
Phone: York 8812

681 Market St., San Francisco, Calif.
 Exec-in-Charge..... Gene Grant
Phone: Yukon 6-0621

AM & FM Stations Represented—WFRS,
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 WFUN, Huntsville, WHBB, Selma, WTBC,
 Tuscaloosa, Ala.; KWFC, Hot Springs,
 KNEA, Jonesboro, Ark.; KSDO, San Diego,
 KVSM, San Mateo, Calif.; WLCR, Torrington,
 Conn.; WBYS, Canton, WROY, Carmi,
 WHFC, Cicero, WCNT, Centralia, WOKZ,
 Alton, WTMV, East St. Louis, WFRL, Free-
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 Ill.; WFTL, Ft. Lauderdale, Fla.; WSON,
 Henderson, WHOP, Hopkinsville, WLOU,
 Louisville, WCIF, Madisonville, WKTM,
 Mayfield, WPAD, Paducah, Ky.; KSLO,
 Opelousas, La.; WGRO, Bay City, Mich.;
 WPBC, Minneapolis, Minn.; WCGM, Gulf
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 Miss.; KWOS, Jefferson City, WMBH, Joplin,
 KIRX, Kirksville, KSGM, Ste. Genevieve,

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Phone: ADeLaide 9184

President.....H. N. Stovin

Sales Manager.....A. A. McDermott

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Manager.....R. J. Judge

Phone: PLateau 8749

432 Main St., Winnipeg, Manitoba

Manager.....J. A. Whitehouse

Phone: 93 1531

846 Main Howe St., Vancouver, B. C.

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HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

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

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

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Broadcast Services," and "Standards of Good Engineering Practice."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted

• • • **How To Apply For FCC License** • • •

interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

Hearings

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

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

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

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

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements,

the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved *may* file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS



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Natl. Assn. of Radio-TV Broadcasters

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Glenn Shaw KLX, Oakland, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Im-perial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Calvin J. Smith KFAC, Los Angeles, California.	16	Arizona, California, including the coun-ties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, and Nevada, includ-ing the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
H. Quenton Cox KGW, Portland, Ore.	17	Alaska, Oregon and Washington.

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Small Stations

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District 5
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U. S. Radio-TV Editors

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

ALABAMA

Alexander City Outlook: Carl Wolsoncraft.
Birmingham Post: Lillie Mae Caldwell.
Gadsden Times: Carl Hofferbert.
Mobile Press: Michael McEvoy.
Mobile Register: Tony Walker.
Montgomery Advertiser: Mel O. Davis.

ARIZONA

Arizona Republic: Ralph Mahoney.
Phoenix Gazette: Julian DeVries.
Mesa Daily Tribune: Barney Mergen.
Tucson Daily Citizen: Norman Harrington.

ARKANSAS

Fort Smith Times Record: Bill Barksdale.
Southwest American (Fort Smith): Ralph Lee.
Arkansas Democrat (Little Rock): Geraldine Stroud.
Arkansas Gazette (Little Rock): Jerry Campbell.

CALIFORNIA

Fresno Bee: Ed Clow.
Fresno Guide: Hap Haggard.
Hollywood Citizen News: Zuma Palmer.
San Diego Tribune-Sun: Dorothy Mahoney.
San Diego Union: Marian Mitchell.
The Chronicle (San Francisco): Terrence O'Flaherty.
San Francisco Examiner: Dwight Newton.
Shopping News (San Francisco): Tom Tyrell.
San Francisco News: Dorothy Beck.
San Francisco Call-Bulletin: Les Malloy.
Tribune (Oakland): Barbara Howell.
Pasadena Independent: Bill Bld.
Star News (Pasadena): Charles Purlee.
San Bernardino Daily Sun: James A. Guthrie.
Santa Ana Register: Pat Cooley.
Los Angeles Examiner: Pat Hogan.
Los Angeles Daily News: Paul Price.
Los Angeles Mirror: Hal Humphrey.
Los Angeles Times: Walt Ames.
Los Angeles Examiner: Pat Hogan.
Herald-Express (Los Angeles): Owen Callin.
Valley Times (N. Hollywood): Allen Rich.

COLORADO

Free Press (Colorado Springs): Joe Givando.
Denver Post: Ken White.
Rocky Mountain News (Denver): Glenda Randow.
Denver Times: John W. Fishback.
Durango News: Leo Burrington.
Herald-Democrat (Durango): Tim O'Connor.

CONNECTICUT

Bridgeport Herald: Leo Miller.
Bridgeport Post: Rocky Clark.
Hartford Courant: M. Oakley Stafford.
Hartford Times: Ann Norman.
Stamford Advocate: Len Massell.
Torrington Register: Walter Gebrecht.
Waterbury American: E. Christy Erk.

DELAWARE

Morning News (Wilmington): Lew Gerlack.

DISTRICT OF COLUMBIA

Times-Herald (Washington): Bernie Harrison.
Washington Post: Sonja Stein.
Evening Star (Washington): Harry MacArthur.
The Daily News (Washington): Henry Frankhauser.

FLORIDA

Miami Herald: Marion Althison.
Miami News: Louis Leydon.
Journal and News (Pensacola): Maurice Harling.
St. Petersburg Times: Jack Faulkner.
Tampa Morning Tribune: Phil Barney.
St. Augustine Record: Harvey Lopez.

GEORGIA

Atlanta Constitution: Rita Van Pelt.
Atlanta Journal: Lauren Norvell.

ILLINOIS

Chicago Tribune: Larry Wolters.
Chicago Daily News: Sam Lesner.
Chicago Sun-Times: Bill Irvin.
Chicago Herald-American: Bill McHugh.
Rock Island Argus: Frank Harrington.

INDIANA

Anderson Herald: Maurice Hockett.
Bulletin (Anderson): Juliet Crittenberger.
Pt. Wayne News-Sentinel: Bud Manth.
Indianapolis News: Martha McHatton.
Indianapolis Star: George Dyllin.
Indianapolis Times: Robert Sehall.
Kokomo Tribune: Charlene Marguiss

IOWA

Cedar Rapids Gazette: Nadine Subotnik.
Ames Tribune: Arthur H. Hogg.
Davenport Democrat: Ina Wickham.
Daily Times (Davenport): Jennie Strezlecki.
Waterloo Daily Courier: Joyce Mascik.
Journal-Tribune (Sioux City): Willis Forbes.

KANSAS

Topeka State Journal: Tom Klene.
Topeka Daily Capital: Jim Reed.
The Wichita Beacon: Sidney Coleman.
The Wichita Eagle: Russ Johnson.

KENTUCKY

Courier-Journal (Louisville): Bill Ladd.
Louisville Times: Angela Pries.

LOUISIANA

Morning Advocate (Baton Rouge): Bob Wilson.
New Orleans Item: Ted Liuzza.
New Orleans States: Bob Cablette.
Times-Picayune (New Orleans): Ed Brooks.
Illustrated Press (New Orleans): H. C. Alfred.

MAINE

Press Herald, Evening Express (Portland): Otis Williams.

MARYLAND

The Morning Sun (Baltimore): Robert Snyder.
The Sunday Sun (Baltimore): M. Holland.
Baltimore American: Jennie Lea Bld.
Cumberland Sunday Times: William Hunt.
Cumberland News: H. H. Robinson.
Cumberland Evening Times: Gene Gunning.
Morning Herald (Hagerstown): Joseph Harp.
Daily Mail (Hagerstown): Garving Hager.
Hagerstown Globe Independent: Stewart Douglas.

MASSACHUSETTS

Boston Post: Howard Fitzpatrick.
Boston Herald & Traveler: Rudolph Elle.
Boston Globe: Elizabeth Sullivan.
Christian Science Monitor (Boston): Al Hughes.
Boston Record-American: Joseph Anderson.
The Fall River Herald News: Pete Dube.
Eagle-Tribune (Lawrence): Stanley Greenhalgh.
Lynn Daily Item: Doris Latimer.
Newton Villager: Phillip Ahlin.
Belmont Citizen: G. B. Seavey.
Waltham News-Tribune: Thomas Murphy.
Berkshire Eagle (Pittsfield): Ed Farrell.
Springfield Union & News: Harvey Grey.
Springfield Daily: Robert Price.
Watertown Sun: Fred Green.
Wellesley Townsman: A. E. Larsson.
New Bedford Etandard-Times: George Geiger.
Worcester Telegram: Frederick L. Rushton.
Evening Gazette (Worcester): James Gourgas.
Sunday Telegram (Worcester): Don Williams.

MICHIGAN

The Detroit News: **Herschell Hart**.
The Detroit Times: **Vera Brown**.
The Detroit Free Press: **Mark Beltaire**.
Flint Journal: **Dorothy Acheson**.
Flint News-Advertiser: **Tom Carstens**.
Flint Weekly Review: **Marshall Boor**.

MINNESOTA

Minneapolis Star & Tribune: **Will Jones**.
Evening Telegram (Superior): **Seegar Swanson**.
St. Paul Dispatch: **Ernestine Kogi**.

MISSISSIPPI

Grenada Daily Star: **Nell Caughman**.

MISSOURI

Kansas: **C. H. Nohe**.
Kansas City Star: **Robert Hoyland**.
St. Louis Globe Democrat: **Harry La Mertha**.
St. Louis Post Dispatch: **James Spencer**.
St. Louis Star-Times: **Ralph Gentles**.
Springfield News & Leader: **Eddie Bass**.

NEBRASKA

Lincoln Star: **Jim Lawrence**.
Lincoln State Journal: **Ray McConnell**.
Omaha World-Herald: **Jake Rachman**.

NEVADA

Reno Evening Gazette: **Shirley Platt**.
Nevada State Journal (Reno): **Frank Sullivan**.

NEW HAMPSHIRE

Monitor-Patriot (Concord): **James M. Langley**.

NEW JERSEY

Press-Union Newspapers (Atlantic City): **Dorothy Shremer**.
Newark News: **Robert Taylor**.
Passaic Herald News: **William Pohle**.
Trentonian: **Ernie Kovacs**.

NEW MEXICO

Health City Sun (Albuquerque): **Betty Shaffer**.

NEW YORK

Knickerbocker News (Albany): **Bob O'Brien**.
Albany Times Union: **John F. Archer**.
Binghamton Sun: **Doris Lyon**.
Binghamton Press: **R. Sturdevant**.
Buffalo Evening News: **Dick Wesp**.
Courier-Express (Buffalo): **Don Trauter**.
Associated Press (N. Y.): **Wayne Oliver**.
N. Y. Daily Compass: **Fred Kayfield**.
N. Y. Daily Mirror: **Nick Kennly**.
N. Y. Daily News: **Ben Gross**.
N. Y. Post: **Al Cusick**.
N. Y. Herald Tribune: **John Crosby**.
N. Y. Times: **Jack Gould, Val Adams**.
N. Y. World Telegram & Sun: **Harriet Van Horne**.
N. Y. Journal American: **Jack O'Brien**.
Rochester Times Union: **Don Yerger**.
Rochester Sun: **Beverly Crowe**.
Syracuse Herald-Journal: **Tom Collican**.
Syracuse Post Standard: **Peg Simpson**.
Schenectady Gazette: **Arthur F. Casey**.

NORTH CAROLINA

Charlotte Observer: **Dick Pitts**.
Charlotte News: **Emery Wister**.
The Democrat (Greensboro): **Palge C. Holder**.
Greensboro Free Press: **T. E. Wagg**.
Concord Tribune: **Ray Hull**.
Durham Herald & Sun: **Wyatt Dixon**.
Raleigh Times: **Lynn Nisbet**.
Raleigh News & Observer: **Jane Hall**.
Salisbury Post: **Tenus Cheney**.
Journal-Sentinel (Winston-Salem): **Pat Kelly**.

NORTH DAKOTA

Fargo Forum: **Roy Johnson**.
Bismarck Capital: **Gaylord Conrad**.
Bismarck Tribune: **William Moeller**.

OHIO

Akron Beacon Journal: **Bee Offincer**.
Canton Repository: **Rose Kesel**.
Cincinnati Post: **Mary Woods**.
Cincinnati Times Star: **Charlton Wallace**.
Cincinnati Enquirer: **Magee Adams**.
Plain Dealer (Cleveland): **George Condon**.

Cleveland News: **Elmore Bacon**.
Cleveland Press: **Stanley Anderson**.
Columbus Dispatch: **Dean Myers**.
Columbus Star: **Dick Corum**.
Columbus Citizen: **Joe Bradley Reed**.
Ohio State Journal (Columbus): **Mary McG. Koehel**.
Dayton News: **Bill Barton**.
Portsmouth Times: **Charles D. Mowry**.
Toledo Blade: **Ruth Driftmeyer**.
Toledo Times: **Betty Gilmore**.

OKLAHOMA

Oklahoma City Advertiser: **Leon Hatfield**.
This Week (Okla. City): **Colonel Nelson**.
Tulsa Tribune: **John Booker**.
Tulsa World: **Russell Gideon**.

OREGON

Oregon Journal (Portland): **Joe Stein**.
Oregonian (Portland): **William Moyes**.
Medford Mail Tribune: **E. C. Ferguson**.

PENNSYLVANIA

Call-Chronicle (Allentown): **Sam Miller**.
Altoona Mirror: **Richard Beeler**.
Erie Dispatch: **Wesley First**.
Erie Times: **Peg Parsons**.
Johnstown Observer: **Lou Pettigue**.
Pittsburgh Post Gazette: **Harold Cohen**.
Pittsburgh Press: **Si Steinhauer**.
Pittsburgh Sun-Telegraph: **Wilbur D. Clark**.
Philadelphia Daily News: **Jerry Gaghan**.
Philadelphia Inquirer: **Frank Brookhauser**.
Philadelphia Evening Bulletin: **Elmer Cull**.
Reading Eagle: **Owen Thompson**.
Reading Times: **Louis Schlosberg**.

RHODE ISLAND

Westerly Sun: **Abe Solovetzek**.

SOUTH CAROLINA

News & Courier (Charleston): **Pearl Baum**.
Charleston Evening Post: **Belvin Houes**.

TENNESSEE

Jackson Sun: **Harris Brown**.
Knoxville News-Sentinel: **Hugh Allen**.
Knoxville Journal: **Juanita Glenn**.
Memphis Press Scimitar: **Louise Nolan**.
Memphis Commercial Appeal: **Mike McGee**.

TEXAS

Abilene Reporter News: **Katherine Duff**.
Austin American-Statesman: **Dudley Early**.
Daily Texan (Austin): **Ronnie Duger**.
Beaumont Enterprise: **Merita Mills**.
Beaumont Journal: **Anita George**.
Dallas Morning News: **Fairfax Nesbitt**.
Dallas Daily Times Herald: **Douglas Hawley**.
Sun Tribune (El Paso): **Dick Loving**.
Ft. Worth Press: **Jack Gordon**.
Ft. Worth Star Telegram: **Jo White**.
Houston Chronicle: **Mildred Stockard**.
Houston Press: **Bill Roberts**.
Houston Post: **L. Rowsey**.
Port Arthur News: **Grace Foot**.

VERMONT

Burlington Free Press: **Edward Crane**.
Burlington Daily News: **Charles Weaver**.

VIRGINIA

Virginian Pilot (Norfolk): **Warner Twyford**.
Richmond Times-Dispatch: **Norman Rowe**.
Richmond News-Leader: **John Stratton**.
Roanoke Times: **William Atkinson**.
Roanoke World News: **William C. Stouger**.

WASHINGTON

Seattle Times: **Nat Lund**.
Seattle Post-Intelligencer: **Dick Mything**.
Seattle Shopping News: **Henry Larson**.

WISCONSIN

Beloit Daily News: **Minnie Mills**.
Milwaukee Journal: **Boa Pepan**.
Milwaukee Sentinel: **Buck Herzog**.
Wisconsin State Journal (Madison): **Wm. L. Doudna**.

WYOMING

Wyoming State Tribune: **Lewis E. Bates**.
Wyoming Eagle: **R. F. MacPherson**.

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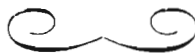
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The answer is simple. Ask your national representative.

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Don't overlook your national representative.

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The shortest distance between buyer and seller

PUERTO RICAN RADIO IN 1951

By HARWOOD HULL, JR., General Manager, WAPA, San Juan, Puerto Rico



Harwood Hull Jr.

NINETEEN HUNDRED AND FIFTY-ONE looms as one of the brightest in history for broadcasters in Puerto Rico—the 350 million dollar U. S. market in the Caribbean.

National as well as local advertisers are increasingly aware of the importance of radio as a means of reaching this mass market of over two and a quarter million

U. S. citizens and have during the past few years relied more and more on Radio for their sales message.

Radio facilities in Puerto Rico following the end of World War II increased markedly and at present there are twenty-four AM stations in operation throughout the island's principal cities, each striving towards better programming and improved service to listeners.

With a decided increase in purchasing power in Puerto Rico, plus the increase in outlets, the number of radio receivers in the island has also shot up amazingly and it is now conservatively estimated that there are at least 350,000 sets in use. These figures prove that the island is first in the number of radio homes per thousand in the entire Caribbean area. Add to this the fact that the listener per set figure in Puerto Rico is among the highest in the world and it becomes evident that broadcasting is today playing a more important role in education, entertainment, and sales than ever before.

Puerto Rican purchases from the U. S. mainland increased sharply in the last half of 1950, especially in the two months following the outbreak in Korea. Compared to the same months of 1949, shipments to the island during July and August rose \$22,000,000, or 48 per cent. Every major item, except pork products, participated in the increase, which was equivalent to almost an extra month's purchases. Flour purchases rose 4 per cent in quantity and gasoline shipments were

7 per cent higher. Fertilizer increased 132 per cent and lard was 101 per cent higher. Rice, the territory's leading food staple, gained 78 per cent for the two months.

The value of textiles sent to the island for the needlework industry rose 96 per cent, and buildings material shipments, which had been on a decline for some months, went up 26 per cent in value.

As a result of the post-Korean buying, the island's purchases for the first eight months of the calendar year showed an increase of 15 per cent over the same period a year ago, totaling \$234,000,000.

Island broadcasters themselves are well aware of the encouraging prospects for 1951 and are investing in station improvement in both the technical and programming fields. With the aid of the Puerto Rican Association of Broadcasters, to which all island stations belong, wide improvements in techniques, practices and policies have been instituted. This will continue to reap results in the year ahead. Rate structures have been stabilized and improved methods of operation have also been instituted as a result of the Broadcasters Association.

Theodor Saba, President of the Advertising Agency Association of Puerto Rico, states: "Radio in Puerto Rico has taken giant strides in the right direction during 1950. All agencies have seen better programming, more accurate scheduling, and most important, definite sales results for clients in this top medium. The time-buyer can be assured that no other media in Puerto Rico offers such a wide, universal appeal as does radio and that no major advertising program can afford to be without radio for complete coverage at the lowest cost per impression."

A consensus of opinion from the broadcasters themselves indicates that from contracts already placed by leading national as well as local clients, 1951 appears likely to be a banner year in Puerto Rican radio. The island broadcasters agree, however, that the turn of events in the world situation will be a decisive factor in the economy of the nation which will reflect itself on insular trade and advertising dollars. Economically, Puerto Rico faces 1951 as one of the most encouraging on record.



TIDE Leads in Radio-TV Promotion year after year . . .

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1948 — TIDE 25% OVER second publication
1949 — TIDE 34% OVER second publication
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. . . in pages of Radio-TV advertising in the advertising press:

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(*10 months of 1950)

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. . . are you getting the full benefit of this direct, effective and economical way to promote yourself nationally?

It will pay to investigate —

TIDE

**The Newsmagazine for Advertising Executives
232 Madison Avenue — New York 16, New York**



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LEADER...in nearly 1/10th of America

This is a BIG market—13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media... WLW reaches

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RADIO and television in America are geared to meet the demands of the public and the government in the national emergency.

We know that the audience in both radio and television is staying close to their receivers in order to keep abreast of current developments on the home front as well as overseas. They are turning to radio and television in ever increasing numbers for this information. In addition the audience for variety, public interest, entertainment and other programming fare constantly is increasing.

To see this picture as it stands at the close of 1950 it is necessary to look at the economic position of radio and television. Here, we find that radio, still way out front in circulation and billings over its younger brother—Television—is getting its second wind.

Looking over the advertising picture as a whole, it seems apparent that more and more advertisers are turning to radio to do their mass audience selling and that, as in the past, they will concentrate on the medium for this job while using other media, including television, for specialized sales efforts.

Looking first at radio we find that it is today the most effective medium for delivering the biggest audience for the advertiser's dollar. Ninety-five percent of the nation's 42,843,800 families are radio families. Radio sponsorship has been increasing steadily, even against the competition of television and other media, and radio gross billings have swelled from \$374,086,686 in 1947 to \$428,990,000 at the end of 1949.

During 1950 production of radio sets—home, automobile, portable—approximated 12,800,000 and current surveys indicate a production of some 7,000,000 sets during the coming year. Certainly this adds up to a picture of a healthy, flourishing industry.

There is, of course, no gainsaying that television has been the "glamour boy" of the advertising world during the past year and that the effect of its impact is just beginning to be realized. We at the American Broadcasting Company are quite cognizant of this.

At the beginning of this year we had eight television advertisers. We now have forty-three commercial television accounts—a five hundred percent increase. Our television network comprises sixty-four stations. ABC's gross television billings are running at the rate of \$21,500,000 a year.

With some 9,845,300 sets installed television now reaches nearly 24 percent of the nation's families. Estimates are that four million more television sets will be produced next year. So that, even with foreseeable cutbacks, the number of TV sets in use during 1951 will be almost double that prevailing during the past year.

With the greatly expanded audience thus available, there is no doubt that television will achieve great strides in its every phase—programming, production, advertising impact.

The increasing overlap of the radio and television audience calls for the most stringent attention on the part of the broadcaster and the advertiser for the best utilization of both media.

With the uncertainties surrounding the world situation and its constantly changing effect on the domestic economy no clear-cut prediction can be made concerning the future for the industry as a whole. However, this much is certain.

The close of 1950 finds the American Broadcasting Company looking back on a year in which much has been accomplished in both radio and television and the advent of 1951 with its many questions and problems looming ahead finds the company's radio and television networks geared to shoulder their full responsibilities and, by the same token, to shoulder the needs of local and national advertisers for reaching mass audiences on an intimate basis.

AMERICAN

Broadcasting Company, Inc.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number Circle 7-5700)*

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Earl Salmon.....Mgr. of Radio Spot Sales
Ted Oberfelder.....Mgr. of WJZ
Ludwig Simmel.Mgr. of Co-operative Prog. Sales

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James Connolly...Vice-President for AM Stations
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Richard Rawls.....Mgr. TV Sta. Relations
Reginald Willcocks.....Traffic Manager
William Wiley.....Mgr. A, Sta. Relations

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Aaron Rubin.....Asst. Treasurer
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1703 K Street

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1700 Stroh Bldg., Detroit, Mich.
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Secty., Gen. Atty. & Asst. to the Pres.
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William Phillipson.....Attorney
Geraldine B. Zorbaugh.Asst. Gen. Atty., Asst. Sec.

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 John W. Pacey.....Dir. of Publicity
 Ruth Trexler.....Mgr. of Religious & Educ. Act.

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 Paul Mowrey.....Nat'l Dir. of TV Prog. Sales

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 John Madigan.....Director of News
 Donald Coe.....Director of Special Events
 Paul Scheffels.....Assistant to Vice-President

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 Richard Banner...Dir. of Mus. Rts. & Music Lib.
 Leonard Blair...Eastern Production Mgr.—AM
 Raymond Diaz.....Dir. of Prog. Operations
 J. Ward Mitchell..Mgr. of Script & Prog. Prom.
 Frank Vagnoni.....Mgr. of Music Division
 Mort Weinbach.....Prog. Dept. Bus. Mgr. AM

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 Harold Morgan.....Nat'l Dir. of TV Operations
 Burke Crotty.....Exec. Producer
 Nat Fowler.....Film Dir.
 Anthony Hennig.....Business Mgr.
 Charles Holden.....Prod. Mgr.
 Robert Holland.....Mgr. of Film Services

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 Charles T. Ayres.....Dir. of Radio Sales
 Slocum Chapin.....Eastern TV Sales Mgr.
 William Ensign.....Eastern Radio Sales Mgr.

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 Robert Atwood.....Sales Service Mgr.
 Dick Woollen.....Radio Prog. Mgr.
 Kenneth Christiansen..Mgr. of Traffic & Com.
 Walter L. Emerson.....Legal Counsel
 E. C. Horstman.....Engineering Manager
 Donald Kilian.....Dir. of TV Programs
 Burr E. Lee.....Radio Production Manager

Dean Linger.....Mgr. of Sales Prom.
 Jack McCord.....Prog. Business Mgr.
 Robert McKee.....Sales Mgr. Network Radio
 Roy McLaughlin.....Mgr. WENR,
 Nat'l Spot & Local Sales Mgr.
 Francis McNulty.....Music Rights Supvr.
 Cornelius O'Dea.....News Supervisor
 Robert M. Savage.....Continuity Supervisor
 James L. Stirton.....General Mgr. & Sales Mgr.
 Gerald R. Vernon.....Coordinator of TV Sales

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Frank Samuels.....Vice-President
 Clifford Anderson..Radio Program Business Mgr.
 Amos Baron.....Western Div. Radio Sales Mgr.
 Dorothy L. Brown..Continuity Acceptance Editor
 Philip G. Caldwell
 West. Div. Mgr. of Tech. Operations
 Francis Conrad
 West. Div. Dir. of Radio & Mgr. of Station KECA
 Dresser M. Dahlstead..Radio Prod. Manager

John I. Edwards..Program Manager Western Div.
 Ernest Felix..Asst. Treas., Per. Dir. & Office Mgr.
 Jerry Ross.....Publicity Manager
 Robert Laws.....Western Div. TV Sales Mgr.
 Richard A. Moore..Asst. Gen. Mgr. & Dir. of TV
 Operations, and Mgr. KECA-TV
 William K. McDaniel.....KECA-TV Sales Mgr.
 Harry Walstrom.....KECA Radio Oprs. Mgr.

Western Division—San Francisco

Gayle Grubb.....General Mgr. KGO
 Maurice Baker..Adv. Promotion & Publicity Mgr.
 A. E. Evans.....Engineering Manager

Vincent A. Francis.....Local Sales Manager
 Victor Reed.....News Editor
 Bloyce Wright.....Program Manager

Stations Owned and Operated by ABC

WJZ.....New York
 WXYZ.....Detroit
 WENR.....Chicago
 KECA.....Los Angeles
 KGO.....San Francisco

Stations Planning and Advisory Committee

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 trict 5
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Detroit is not only the world's greatest automotive center, it is also one of the nation's most important radio production centers. And the center of Detroit's radio production is



TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER*



Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m. on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m. on ABC network.

CHALLENGE of the YUKON p.m. Saturday and 3:00 to 3:30 on the Mutual Network.



5:30 to 6:00 p.m. Sunday

AMERICAN AGENT, 8:00 to 8:30 p.m. every Wednesday on ABC.

THE GREEN HORNET future.



about to go on television in the very near

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan



*Frank Stanton
President*

Columbia Broadcasting System

serve our country in time of crisis, and to protect and defend the present and future of America.

The recent critical months have once again served to demonstrate the continuing vitality and importance of radio.

Once again the people turn to radio as their swiftest and best source of information about the things that most matter to them. It is reassuring to us in broadcasting, as I am sure it must be to our government, to know that radio's power, authority and vigor are undiminished; that today it stands fully prepared to serve the country to its utmost.

And now television has assumed a like stature in many of our communities and is equipped to aid in bringing our people a clear and vivid picture of their times.

We at CBS view the future with the same hopes and the same anxious fears all Americans feel today. But we are confident that the network was never in a better position to serve the needs of the people; to provide them with the fullest, swiftest and most trustworthy news and information; to lighten their burdens with the best of entertainment.

During the past 12 months, CBS has extended the scope of its listening to the highest point in history. In addition to the national favorites familiar to all radio listeners, CBS introduced many new programs and personalities, in every field of programming, and in both radio and television.

Notables names added to the list of exclusive CBS contracts included Frank Sinatra, Harold Peary, Alan Young and Sam Levenson. Additions to CBS schedules included Horace Heidt and Morton Downey in both radio and television; and

Perry Como, Gene Autry and Vaughn Monroe in television. Important and successful television debuts were made during the year by Jack Benny, Edgar Bergen and Charlie McCarthy, Burns and Allen, Ken Murray, and Garry Moore.

The outbreak of hostilities in Korea brought about an acceleration and heightening of CBS news programming. Top news teams were sent at once to the battlefields, and through tape recordings and motion picture films were able to provide important news coverage for both radio and television audiences.

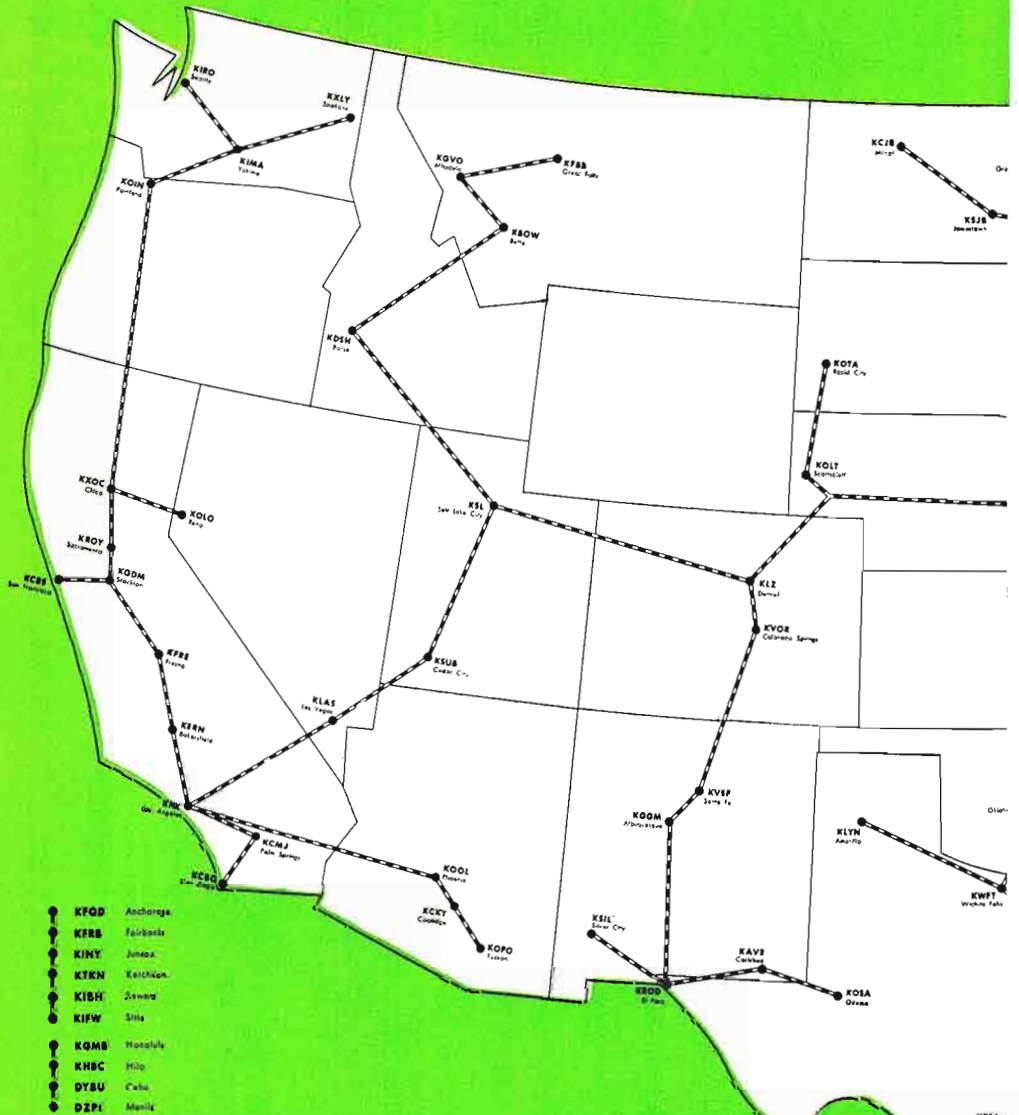
CBS television coverage of the United Nations Security Council and General Assembly sessions won widespread praise from press and public.

Two New Year's broadcasts, one in 1950, one in 1951, brought to the radio and television audiences the voices and faces of top CBS newsmen from all over the world, who had flown to New York for these significant broadcasts, and brought listeners and viewers alike a clear sense of the complex, tense and dramatic world picture. And late in the year a new concept of news programming was introduced with the debut of the program, "Hear It Now," produced by Edward R. Murrow and Fred Friendly, bringing the week's important events in the actual voices of the people who made the news.

During this same year, CBS has extended the services of both its radio and television networks. And it has won substantial recognition from industry, which has expressed confidence in CBS by sponsoring more program time than ever before in the network's history.

With this abundant testimony to the strength of the network in both radio and television, we at CBS face the present year with the firm confidence that never in our history have we been in a stronger or more vigorous position to accept the challenge ahead — and to perform the services radio and television are uniquely designed to accomplish.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF FEB. 1, 1951**

C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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	General Counsel.....	Rosenman, Goldmark, Colin & Kaye.	

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J. W. Wright.....Chief Radio Engineer

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Henry White.....Business Manager
Merritt Coleman.....Assistant to Director
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Kenneth L. Yourd...Director of Business Affairs,
Network Programs, Hollywood
Martin Leeds.....Associate Director

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Richard Redmond...Dir. General TV Operations
R. L. Hopkins.....Director, Set Construction
James Connors.....TV Business Manager
R. G. Thompson...Manager, Technical Operations,
and Chief Engineer of WCBS
Paul Wittlig...Manager, TV Technical Opera.
Harold Meier...Manager of Program Operations
Horace Guillotte...Manager, Network Operations
Hugh Cowham.....Traffic Manager
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Lucile Singleton...Director, Vocal Auditions and
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Emily Scheiner.....Supervisor of Ediphone
Walter Pierson...Manager, TV Studio and
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James Swenson...Manager, Building Operations

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Richard Mahler.....Industrial Consultant

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Leon Levine...Director of Discussion Broadcasts
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John Derr.....Associate Director of Sports

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Charles Burt.....Personnel Administrator
Dr. Jack Nelson.....Director Medical Office

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David Sutton.....TV Sales Manager
William J. Fagan.....Administrative Mgr. AM
Allyn Jay Marsh...Dir. of Program Sales AM
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Arthur Duram...Market Research Counsel (TV)
T. P. Maguire.....Sales Service Manager
Ben Margolis...Sales Service Manager (TV)
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Wendell Campbell...Western Manager
Detroit Office Network Sales
Fisher Building
Joseph Spadea.....Manager

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Henry Howard, Jr.....Senior Attorney

Budget Department

Paul Nagel.....Director

Auditing and Tax Department

Arthur S. Padgett.....General Auditor
Norman DuFrane.....Chief Auditor

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Lester Gottlieb...N. P. Dir. of Programs (AM)
Harry Ommerle.....Director, TV Programs
Guy della Cioppa...Associate Director of Network
Programs, Hollywood (AM & TV)
Gerald Maulsby...Manager of Broadcasts (AM)
Charles Underhill...General Manager, NY
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Allan Parr.....TV Program Manager
James Fassett.....Director, Serious Music
Charles Monroe.....Associate Script Editor
Hal Hudson...Manager, TV Network Programs,
Hollywood

News

Edmund A. Chester.....Director, CBS News
Wells Church.....Editor-in-Chief
Robert Bendick.....Director, Special Events
Theodore Koop...Director of News, Washington

Press Information

George Crandall.....Director of Press Information
Michael J. Foster.....Assistant Director
Michael Bosica.....Executive Assistant
Harry Feeney.....Trade News Editor
Harry Warner.....Manager of Operations
Walter Seigal.....Mgr. of Photographic Division
Anne Harding.....Manager of Service Division
Dorothy Leffler...Manager of Magazine Division

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Agnes Law Librarian

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Harper Carraine.....Asst. Dir. Research
Edward Reeve.....Research Projects Manager

Housewives' Protective League Productions

Edward W. Wood.....General Sales Manager

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Southern Sales Manager (AM), Memphis
Hugh Stump...AM Sales Manager, San Francisco
Lamont Thompson
TV Sales Manager, San Francisco
Richard Elpers
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Ralph Patt.....AM-TV Sales Manager, Detroit

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Charles Oppenheim
Manager of Program Promotion
Henry Brenner.....Manager of Trade Promotion

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V.P. in Charge of Station Administration
Edward DeGray...Executive Asst. to the President

COLUMBIA BROADCASTING SYSTEM

Standard Stations:

KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York

WCCO, Minneapolis
WEEI, Boston
KCBS, San Francisco

FM Stations:

KNX-FM, Los Angeles

WBBM-FM, Chicago
WCBS-FM, New York
WEEI-FM, Boston

TV Station:

CBS-TV, New York



FRANK WHITE
President

Mutual Broadcasting System

IT seems to me that one of the purposes served by the Annual Statement tradition lies in the fact that the writing of a president's yearly review requires a time-out look at things from a better perspective than can be had during day-to-day operations. So, let's take time out and see how things look at the beginning of 1951.

One sound effect still being heard throughout the advertising business is the tinkle of the crystal balls belonging to those seers who only a few months back could still see nothing but the prompt obsolescence of all AM radio at the hands of TV. The figures now available reveal that television had a most handsome year in 1950—but so did that segment of network radio with which I am most familiar. So, it is especially gratifying to hear these sages now repudiating their premature AM obituaries.

In this same connection it is also a pleasure for me to report that throughout a large part of 1950 more people were listening to Mutual stations than in 1949. The first December ratings are the latest available from Nielsen as I write this, and they show that nearly 10 per cent more homes were tuned to the average commercial program on Mutual than a year ago. An amiable year-end chat like this is hardly the place to labor the fact that Mutual does seem to be peculiarly resistant to TV—since it is the *only* network to show *any* audience gain during the year.

Why this special improvement against the general trend? Twelve months ago we felt that 1950 was a year for sensible, ear-to-ground, eye-to-horizon planning . . . a time for consolidating assets and accurately weighing their potential value. As to the working out of these plans, the daily pages of this journal have offered

a better chronicle of our progress, month by month, than I could attempt to detail here. But the precise measurement of certain plusses, which helped the progress along, does merit mention in this review.

In the spring of last year, we got Crossley to blaze some trails into little-known areas of the U. S., well off the highways of regular research. His methods were regular enough (coincidental-telephone technique) but his field was that unexplored territory where only one network has a station inside each market. Half a million interviews made this the biggest such study ever made—and advertiser-interest in the findings has fully justified the effort they took.

Home-town audiences listen most to home-town stations . . . in retrospect, that conclusion seems obvious. But since we have far and away the most home-town stations, and since our home-town America adds up to a full fourth of the U. S., it was clearly up to us to prove that conclusion, down to decimal points. So we did—and came up with corollary evidence that TV, significantly, gets into that whole, aggregate market to the extent of less than one-tenth of 1 per cent.

No report on Mutual is complete without a nod to Mister Plus—largely because this trade character is charged with the job of keeping people posted on all the specific advantages that work here. Mister Plus hit his first regular stride in 1950, and he has made it our job to keep him supplied with practical, proven advantages to report. Between us, we plan to keep each other busy through all of the foreseeable future.

What else can I say about the future? Strictly on its performance in 1950, network radio has earned itself the soundest prospects in its history. The only thing original about my own optimism regarding the future of AM lies in the methods of Mutual and its 500-plus AM stations in helping the medium fulfill those prospects.

CASTING SYSTEM



MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, PENnsylvania 6,9600

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McGoldrick & Dannett.....New York
Elisha Goldfarb.....MBS Counsel

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Sigrid Ramberg.....Supervisor, File & Reception

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Paul Jonas.....Director of Sports
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Sally Raynor...Asst. Director of Co-op Programs
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 Isabel S. Biasini
 Asst. Director of Religious Programs
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 Hugo Seiler, Frank Miller
 Night Program Supervisors
 Idella Grindlay.....Day Program Supervisor

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 Robert Carpenter.....Eastern Mgr.-Sta. Rel.
 Roy Danish.....Western Mgr.-Sta. Rel.
 Ruth Jaffe.....Supervisor of Station Traffic
 Robert O'Connor... Mgr. of Station Information
 Leslie Learned.....Chief of Engineering Traffic
 James Chapman.... Supt. of Engineering Traffic
 Margaret Riordan. Supv. of Wire Communications
 Lewis Tower.....Chief Facilities Engineer
 Margaret Kelly.....Telephone Supervisor

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 James Tyler.... Manager of Adv. and Promotion
 James E. O'Bryon.....Director of Publicity
 Francis X. Zuzulo.... Asst. Director of Publicity
 Richard Puff... Director of Research and Planning
 Paul Benson.....Assistant Director of Research

F. Carleton McVarish.... Mgr. of Audience Prom.
 Arnold Roston..... Art Director
 Winifred Hall.....Production Supervisor

Sales Department

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 Sidney P. Allen
 Administrative Manager Network Sales
 John R. Overall.....Eastern Sales Mgr.
 Carroll Marts.....Midwestern Sales Mgr.
 Alma Graef.....Manager of Sales Service
 Torrence Danley.....Manager of Sales Traffic
 Eda Purcell.....Manager of Contracts

Accounting Department

George Ruppel.....Assistant Controller
 Richard Groome Auditor
 George Westby.....Budget Director
 Madeline Pellingier.....Supervisor of Affidavit

Chicago Staff

Carroll Marts.....Midwestern Sales Manager
 Dorothy Reynolds... Midwest Sales Service Mgr.
 Myrtle Goulet.... Office Mgr. & Program Traffic
 George Herro.....Director of Prom. & Publicity

Washington Staff

Hollis Seavey... Washington Program Coordinator
 William Hillman.... Presidential Correspondent

Hollywood Staff

Ned Tollinger.....Program Manager
 Harriet Crouse.....Publicity Director



**IF KSTP WORE
SERVICE BARS
FOR RENEWALS...**

**Average Spot Contract Life on
KSTP since 1928 ... 11¹/₄ years.
Proof of KSTP's remarkable
Consumer Influence.**

KSTP-TV is the Television Service of ...

**50,000 WATTS - CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.**





J. H. McCONNELL
President

National Broadcasting Company

IN a world of change the radio and television industry is at home. Growth and constant innovation are the nature of our industry. Indeed, a world of change, of development and expansion, creates the climate in which our versatile industry thrives. These are the very elements which give us stability. Thoughtful men are rightfully concerned for the future, but we would fail to understand the basic characteristics of our own business if we did not look ahead to 1951 with confidence.

Of course 1951 will be a year of growth for radio and television. To my mind, it is a question only of velocity, of the rate of growth. The nation's defense needs, beyond question, will be our No. 1 priority. Production facilities may be required for military purposes. The field of scientific research will also give precedence to defense needs. In whatever degree these requirements may develop, they will not affect the quality of programming of either radio or television.

Television, in a few swift months in 1950 expanded from its bare infancy to a truly first-rank medium for advertising and entertainment. This was a momentous development. But as we look ahead we ought steadily to remember that in 1950 we recaptured our self-confidence, and then the advertiser's confidence in radio as the great medium of high circulation and low cost. There were some hard lessons learned in both radio and television. These—what we have learned—are our assurance that we will continue to progress through 1951 in the face of all the imponderables.

At the end of this year, television covered areas in which live 90,000,000 people! Advertisers, through experience, demonstrated increased appreciation for its pulling power. Picture quality, programming and production were all immensely improved. There was no question that television had come of age as a truly national advertising medium. Should the government rescind its freeze on new stations, television will be extended to

new areas in 1951. Additional stations and receivers will mean more hours of broadcasting, better programs.

Besides finding ways to meet Television's drain on creative talent, at NBC we have pioneered in finding ways for smaller advertisers to join in major shows previously only available to high budget sponsors. This should provide a wider economic base for television and make it available to more sponsors in the coming year.

Public response to NBC's Sunday night "Big Show" brought the entertainment value of Radio to a fresh summit. And "Operation Tandem" proved that new techniques can sell radio on a basis which is healthy for both the Network and the advertiser, and yet bring the cost of radio advertising to a new low.

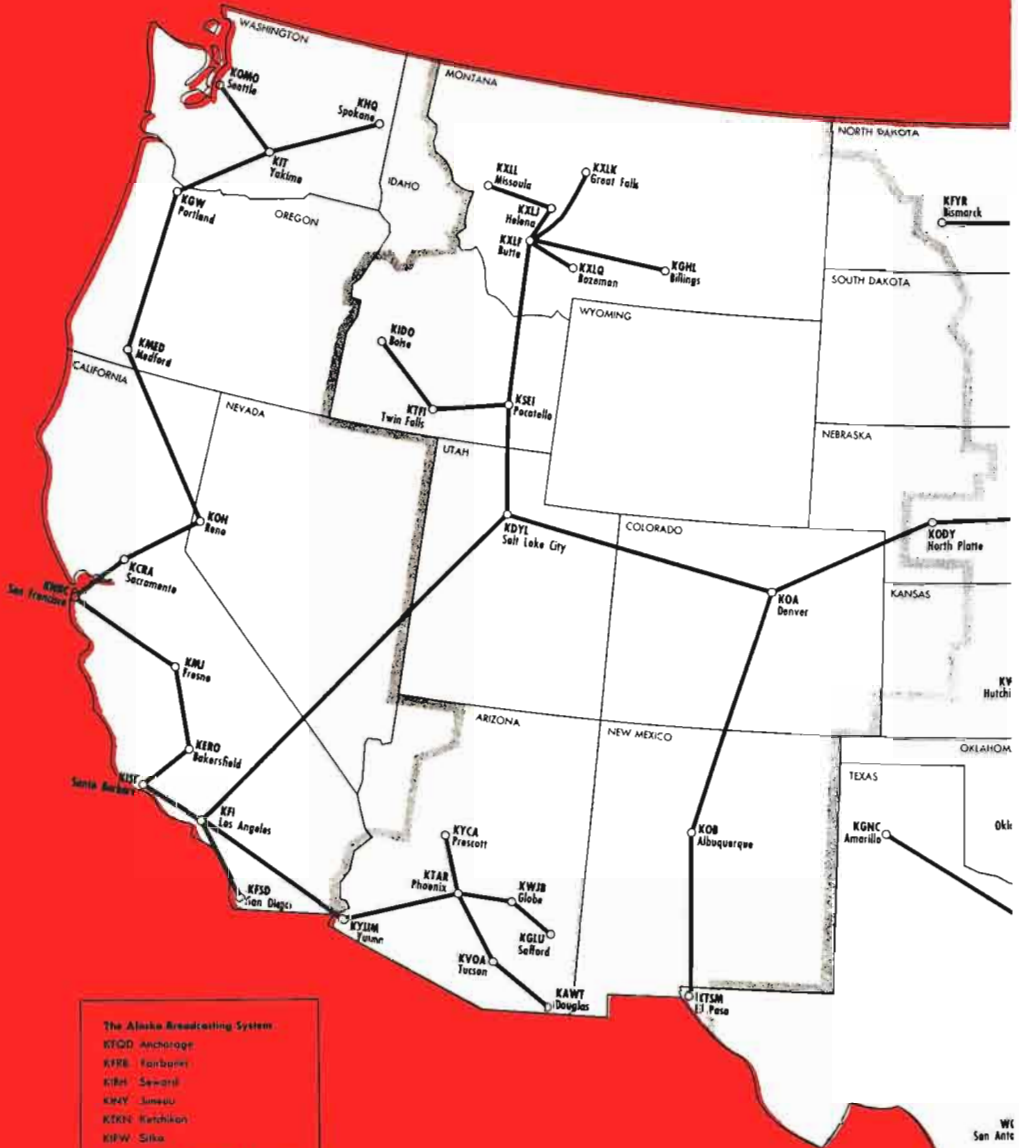
Radio is the basic advertising medium of the country and will remain a vital and effective force in our economy and society as far ahead as anyone can see. It will undergo changes in the years ahead. No institution can remain static and survive. Radio has been accommodating itself to shifting conditions ever since it was established a generation ago, responding to new requirements and reshaping itself as it went along.

Today, radio is being affected by the new force of television, but the elder broadcasting medium, which has lived and grown throughout the social and economic upheavals of the 30's and 40's, will adapt itself successfully to the new environment of the 50's and 60's.

The prime potency of television lies in the extension of the individual's ability to experience—in his own home—things the average viewer never dreamed of before.

Through the newest broadcasting medium, people can effortlessly visit other cities and learn more of their institutions and personalities. They can drop in on Broadway shows, see famed conductors lead symphony orchestras, sit with Congressional committees, watch world events being shaped at the United Nations, or even go under the sea in a submarine, sail out on maneuvers on a Navy carrier, or fly with the Air Force. By thus broadening public experience and bringing the people closer together, television will reduce sectionalism and bring greater unity to the nation.

NATIONAL BROADCAST



The Alaska Broadcasting System
 KFOD Anchorage
 KFBE Fairbanks
 KIBS Seward
 KRAY Juneau
 KRXN Ketchikan
 KIFW Sitka

Midnight Sun Broadcasting Company
 KEGH Anchorage
 KFAR Fairbanks

KGLU Honolulu
 OZRH Manila

Wireless stations are not illustrated but have only one transmitter in each network.

**NETWORK FACILITIES
 AS OF FEB. 1, 1951**

NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)
Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Niles Trammell Chairman of the Board

Arthur E. Braun
John T. Cahill
Charles R. Denny
Gano Dunn

Frank M. Folsom
George L. Harrison
Harry C. Ingles
Charles B. Jolliffe

Joseph H. McConnell
Edward F. McGrady
Mrs. Douglas Horton
Brig. Gen. David Sarnoff

Executive

Niles Trammell.....Chairman of the Board
Joseph H. McConnell.....President
Charles R. Denny.....Executive Vice President
John F. Royal.....Vice President

David C. Adams.....Asst. to Exec. V.P.
Frank Russell.....Vice President (Washington)
William F. Brooks...V.P. Chg. of Public Relations
Carleton D. Smith...V.P. Chg. of Station Relations

ADMINISTRATION

Victor T. Norton.....V.P. for Administration

Finance Departments

John H. MacDonald...V.P. in Chg. of Finance &
Treasurer

BUDGET DEPARTMENT

John Tiedeman.....Budget Officer
Stephen Riddleberger...Asst. to Budget Officer

CONTROLLERS DEPARTMENT

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh McGeachie.....Assistant Controller
Raymond Porrier.....Accounting Supervisor
Arthur Nelson.....Payroll Supervisor
Joseph A. Kent.....Tax Accountant

TREASURERS DEPARTMENT

William A. Williams.....Asst. to Treasurer
Herbert Schumm.....Collection & Credit Supr.
Giovanna Boconne.....Cashier
Ernestine Thomas.....Cashier

PURCHASING

William D. Bloxham.....Purchasing Agent
Edwin W. Deming...Assistant Purchasing Agent
Henry Martin.....Asst. Purchasing Agent
Victoria Galvin.....Buyer

Traffic Department

Harry A. Woodman.....Manager
Steere Mathew.....Assistant Manager
John Boylan...Supr. of Station Notification Divn.
John Hilton.....Supr. of Traffic Operations
Angela Caramore...Supr. of Sustaining Program
Section
Margaret Riebhoff.....Supr. of Station Reports

Legal Department

Gustav B. Margraf.....V.P. & Gen. Atty.
Thomas E. Ervin.....Asst. Gen. Atty.
George H. Halbert.....Senior Atty.
John V. Shute.....Senior Atty.
Paul B. Lynch.....Attorney
Charles Moos.....Attorney
Arthur B. Cuddihy, Jr.....Attorney
Doris M. Crooker.....Office Manager

Press Department

Sydney Eiges...Vice President in Charge of Press
& Information
Josef Dine.....Director
Allan Kalmus.....Television Manager
Donald Bishop.....Magazine Editor
William Lauten.....Trade News Editor
Sidney Desfor.....Photo Editor
Ursula Halloran.....Column Editor
Leo Hershendorfer...Feature & Copy Editor
Samuel Kaufman...Superv. of Radio Publicity
Leonard Meyers.....Music Editor
Anita Barnard.....Manager of Information

Engineering Department

O. B. Hanson.....V.P. & Ch. Engineer
William A. Clarke.....Administrative Asst.
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
Raymond Guy.....Manager of Radio & Allo.
Engineering
George M. Nixon.....Mgr. of Engr. Dev.
Chester A. Rackey...Mgr. of Audio-Video Engr.
James Wood.....Mgr. of Technical Services

Integrated Services Department

William S. Hedges V.P. Chg. of Integrated Services
 Willard Frech Cost Acct.
 Albert Walker, Exec. Asst. Chg. of Spec. Services
 Wm. Burke Miller Night Exec. Officer
 Arch Robb Mgr. of Program Serv. Dept.
 Isabel Finnie Supervisor, Business Office
 Thomas H. Belviso Supervisor of Music Rights & Music Library
 Thomas Adams Supr. Lit. Rts. & Script Readers
 Patrick J. Kelly Supr. of Announcing Division
 Frederick C. Knopfke Supr. of Sound Effects Division
 Patrick Cahill Supervisor of Set-up Division
 Audrey Hanse Supr. of Studio Scheduling Divn.
 Marilyn Hollywood Supr. of Script Routing Divn.
 John Curran Supr. of Night Operations Divn.
 Miriam Hoffmeir Supr. of Program Analysis Div.
 Mary Cooper Supr. of Central Booking Divn.
ORCHESTRA DIVISION
 Joan Gordon Supr. of Schedules & Payroll

Personnel Department

Ernest de la Ossa Director of Personnel
 Theodore M. Thompson Manager
 Edmund Souhami Labor Relations Asst. to the Dir. of Personnel
 Doris Ann Executive Placement Supr.
 Elizabeth Haglund Administrative Supr. of Placement Divn.
 Seth Faison Placement Interviewer
 John Steeves Interviewer
 John Michel Supervisor of Employee Serv. Divn.
 Edward Starr Admin. Asst. Chg. Training & Services
 Robert DeBeer Supr. of Records & Research Div.
 Jerome Duff Asst. Supr. of Records & Res. Divn.
 Eleanor Nadeje Job Analyst
 Jean Collins Pers. Records Supr.
 Dr. Bernard J. Handler Physician

RADIO NETWORK

Henry T. Sjogren Controller for Radio Network
 Curtis Lewis Assistant Controller

Sales Departments

John K. Herbert V.P. & Gen. Sales Mgr. for Radio Network
 Walter D. Scott Eastern Sales Manager
 Sackett Miles Sales Service Manager

Sales Planning & Research Department

George MacGovern Manager
 Howard Gardner Sales Planning Supervisor
 Kenneth E. Greene Research Supervisor
 Calvin Morris Program Research Supr.
 Dwayne L. Moore Ratings Research Supervisor

Public Affairs & Education Department

Edward Stanley Manager
 Margaret Cuthbert Supvr. of Public Affairs
 Doris Corwith, Supvr. of Religious B'casts & Talks
 Hilda Watson Office Supervisor

Building & General Services Department

Edward M. Lowell Manager
 Eleanor Gardella Budget Clerk
BUILDING MAINTENANCE DIVISION
 Albert Humbert Supervisor
 Frank Mocarski Communication Supr.
 Louis Anderson Bldg. Services Supr.
 Maude Archer PBX Supr.
 Patrick Curley Night Supr.
 Robert Keowen Supr. of Air Conditioning Divn.

Office Services Division

Helen Davis Supervisor
 Ruth Preston Supr. of Central Files Section
 Martin Devine Supr. of Duplicating & Bindery Section
 William J. Kelly Supr. of Mail-Messenger Sec.
 Henry Allard, Night Supr. of Mail-Messenger Sec.
 Helen M. Thompson Supr. of Stenographic Sec.
 Marie Freda Night Supr. of Stenographic Sec.
 Leonard Lucas Supr. of Supply & Receiving Sec.
 George Monahan Supr. of Protection Divn.

Guest Relations Department

Peter M. Tittle Manager
 Joseph Phillips Supr. of Reception Division
 Alton Porter Supr. of Tour Operations & Promot. Div.
 James Van Gaasbeek Supr. of Ticket Division
 Julia Dougherty Office Supervisor

General Library

Frances Sprague Chief Librarian

Radio Recording

Charles C. Hicks Manager

Transportation

Marie Dolan Manager

Plans & Research Department

Hugh M. Beville Director
 George Trimble Rate Specialist
 Barry T. Rumble Plans Specialist
 Harold Bell Survey Specialist

Program Departments

Charles Barry Vice President in Charge
 Leslie Harris Eastern Program Mgr.
 Robert Wamboldt Eastern Prod. Mgr. & Supvr. of Script Directors

PACKAGE PROGRAM & TALENT CONTRACTS DEPARTMENT

Mitchell Benson Manager

SCRIPT DIVISION

Van Woodward Supr. of Script Preparations

CONTINUITY ACCEPTANCE DIVISION

Stockton Helffrich Supr. of Continuity Accept.
 Carl Watson Assistant Mgr.

Operations Department

Grant Tinker Supr. of Pgm. Operations
 Leonard Goldstein Supr. of Talent Auditions
 Claire Trainor Supr. of Talent Casting

Music Department

Samuel Chotzinoff General Music Director
 Ernest La Prade Supr. of Music Research

Advertising & Promotion Department

George Wallace..... Manager of Advertising & Promotion
Allen Hurlburt..... Art Director
Edward Antonioli..... Supr. of Program Service
Pat Steel..... Supr. of Audience Promotion
Clyde Clem..... Supr. of Station Promotion Sec.
Norman Glenn..... Senior Presentation Writer & Sales Promotion Mgr.

Station Relations Department

Norman Cash..... Director
Paul Hancock..... Contract Repr.
Paul Rittenhouse..... Contract Repr.
William M. Kelly..... Supr. of Affiliation Contracts

TELEVISION NETWORK

Executive

Sylvester L. Weaver..... Vice Pres. for Television
Edward Madden..... V-G chg. of TV Net Oper. and Sales

Operations Departments

Edward L. Muson..... Dir. of Television Operations
Stanton Osgood..... Asst. to Dir. of TV Oper. & Mgr. of Theatre TV
J. Robert Myers..... Admin. Asst. to Dir. of TV Oper.
William Roden..... TV Personnel Supvr. Fin. Dept.

Finance Department

Charles Creswell..... Controller for TV Network
Joseph Berhalter..... Supvr. of Budget Div.
Leslie Vaughan..... TV Cost & Billing Supvr.
William Sargent..... Supvr. of Systems & Proc. Div. Station Relations Department

Sales Planning & Research Department

Robert McFadyen..... Mgr. of TV Sales Planning & Research
Lewis M. Marcy..... Supr. of Sales Planning Div.
Thomas Coffin..... Supr. of Program Research Div.
Richard Paige..... Supr. of Ratings Div.

Production Services Department

Fred Shawn..... Dir. of TV Prod. Services
Benjamin L. Webster..... Asst. to Dir.
Ernest Theiss..... Supvr. of B'cast Oper.
James Kovach..... Operations Coordinator

Staging Services

Robert Wade..... Mgr. of Staging Services
Robert Brunton..... Supr. of Staging Oper. Section Film Dept.

Film Department

Frank Lepore..... Mgr. of Film & Kinesc. Op. Div.

Technical Operations

Robert E. Shelby..... Dir. of Tech. Oper.
F. A. Wankel..... Mgr. of TV Tech. Oper.
Reid R. Davis..... Supvr. of N. Y. TV Oper.

Program Department

Ernest Walling..... TV Prog. Mgr.
Leonard Hole..... TV Prod. Mgr.
Fred Coe..... Mgr. of New Prog. Develop.
Merritt Barnum..... TV Commercial Prog. Planning Mgr.

News, Special Events & Sports Department

Henry Cassidy..... Director of News, Special Events & Public Affairs
Joseph O. Meyers..... Mgr. of Operations
Francis Littlejohn..... News Desk Supervisor
Bill Stern..... Director of Sports
Jeannette Kriendler..... Office Supervisor

Technical Operations

George McElrath..... Director of Radio Network Technical Operations
Thomas H. Phelan..... Mgr. N. Y. Radio Technical Operations
Paul Gallant..... Supr. of Radio B'cast. Oper.
John Flynn..... WNBC Station Engineer
John Gullans..... East Coast Intern. Sta. Engr.
Charles Phelan..... Supr. of Radio Equipment Maint.

Talent & Program

Procurement Department

Carl Stanton..... Manager
Jack Rayel..... Program Procurement Supvr.
Martin Begley..... Talent Procurement Supvr.

PUBLIC AFFAIRS —

News, Special Events & Sports Department

Davidson Taylor..... Director of TV Public Affairs, News, Special Events & Sports
Francis C. McCall..... Dir. of TV News & Special Events
Adolph Schneider..... Mgr. of TV News & Special Events
James Dolan..... Asst. Dir. of Sports
Clarence Thoman..... TV Newsreel Supvr.

Sales Departments

George Frey..... V.P. & Dir. of TV Network Sales
Hamilton Robinson..... Asst. to V.P.
Ruddick Lawrence..... Dir. of TV Sales Develop.

EASTERN DIVISION

Edward R. Hitz..... TV Eastern Sales Mgr.

SALES SERVICE DIVISION

Frank Reed..... Mgr. of TV Sales Service

PROGRAM SALES

Robert Sarnoff..... Mgr. of TV Program Sales
Michael Dann..... Coordinator of TV Prog Package Sales

Advertising & Promotion Department

James Nelson..... Mgr. of TV Advertising & Prom.
John Hurlburt..... Supr. of Audience Prom.
Fred Viet..... Art Dir.
John Fuller..... Sales Presentation Writer

Station Relations Department

Sheldon B. Hickox..... Director
Elmore B. Lyford..... TV Contact Repr.
Thomas Knode..... TV Contact Repr.
Stephen Flynn..... TV Contact Repr.
Raymond O'Connell..... TV Contact Repr.
Robert Guthrie..... Supvr. of Affiliation Contracts Production Services Department

Production Operations

Fredric W. Wile..... V.P. & Dir. of TV Prod.

Owned & Operated Stations

James M. Gaines...VP for Owned & Operatd. Sta.
 Hamilton Shea.....Controllor
 H. Norman Neubert.....Merchandising Mgr.

National Spot Sales Department

James V. McConnell.....Director
 Richard Close.....Manager
 Jacob Evans...Mgr. of Sales Dev., Advtg. & Prom.
 Charles Phillips.....Eastern TV Sales Mgr.

WNBC, WNBC-FM, WNBT

Ted Cott...Mgr. of WNBC, WNBC-FM, WNBT
 Theodore Zaer.....Controllor
 Berry Long.....Mgr. of Radio Sales
 Leonard Safir.....Supvr. of Radio & TV Advtg. & Prom.
 Winifred Schaefer.....Supvr. of Publicity
 George Wallach...News & Special Events Supvr.
 Harvey Gannon.....Radio Program Mgr.
 John Reber.....Sales Manager, WNBT
 Ivan Reiner.....Pgm. Mgr., WNBT

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC,KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC

AFFILIATED STATIONS—Interconnected Network

WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBK, WWJ-TV, WICU, WLAV-TV, WGAL-TV, WTMJ-TV, WNHC-TV, WNBT, WPTZ, WNBQ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV, WOI-TV, WSB-TV, WBRC-TV, WTTV, WBTW, WLW-TV, WLW-C, WOC-TV, WLW-D, WFMY-TV, WSAZ-TV, WFBM-TV, WMBR-TV, WJAC-TV, WKZO-TV, WDAF-TV, WJIM-TV, WAVE-TV, WMCT, KSTP-TV, WSM-TV, WTAR-TV, WOW-TV, WTVR, WSYR-TV, WKTV.

Central Division

Merchandise Mart, Chicago 54, Illinois
 Superior 7-8300

Harry C. Kopf.....VP & General Mgr.
 John Whalley.....Controllor
 Homer Heck.....Mgr. of Radio Program Dept.
 Edward Cunningham...Mgr. of Radio Sales Dept.
 Leonard Anderson.Mgr. of Integrated Serv. Dept.
 William Ray.....Mgr. of News, Press & Public Affairs Dept.
 John McPartlin.....Mgr. of TV Sales Dept.
 Jules Herbeuveau.....Dir. of TV Operations
 Frederick Jacobson.....TV Program Mgr.
 Howard Luttgens.....Engineer in Charge

Western Division

Sunset Blvd. & Vine St., Hollywood 28, Calif.
 Hollywood 9-6161

John K. West...VP in charge of Western Div.
 Louis Frost.....Asst. to the VP & Dir. of Integrated Services Dept.
 Frank Dellett.....Controllor
 Donald Honrath.....Mgr. of Continuity Accep.
 Roger Sprague...Mgr. of News, Spec. Events & Sports
 Henry Maas...Supr. of Sales & Program Traffic
 Thomas McCray...Dir. of Radio Network Oper.
 Frank Berend...Mgr. of Radio Net Sales Dept.
 Homer Canfield...Mgr. of Radio Programs & Public Affairs Dept.
 Harry Bubeck.....Production Mgr.
 Leslie Raddatz...Mgr. of Radio Press Dept.
 Alfred Saxton...Mgr. of Radio Technical Oper.

KNBH

Thomas McFadden.....General Mgr.
 C. P. Ewing.....Controllor
 Robert Clark.....Mgr. of TV Technical Oper.
 Robert Brown.....Mgr. of TV Program Dept.
 Robert Thompson.....Supr. of TV Operations
 Donald Norman.....Mgr. of TV Sales Dept.
 Robert Pelgram.....Mgr. of TV Press Dept.

NBC Stations Planning & Advisory Committee

Howard Pill.....WSEA, Montgomery, Ala.
 Milton Greenebaum...WSAM, Saginaw, Mich.
 John Murphy...Dir. of TV for Crosley B'castg. Corp.
 C. Robert Thompson...Gen. Mgr., WBNB, Buffalo, N. Y.
 B. T. Whitmore.....Gen. Mgr., WFCB, Greenville, S. C.
 Ralph Evans...Exec. V. P., Central B'casting Co., (WHO, Des Moines, Iowa; WOC, Davenport, Iowa)
 Jack Harris...Gen. Mgr., KPRC, Houston, Texas
 S. S. Fox.....Pres., KDYL, Salt Lake City, Utah
 Richard O. Dunning...Pres. & Gen. Mgr., KHQ, Spokane, Wash.
 Martin Campbell...Gen. Mgr., WFAA, Dallas, Texas
 E. R. Vadeboncoeur..VP & Gen. Mgr., WSYR-TV, Syracuse, N. Y.
 Dean Fitzner.....Gen. Mgr., WDAF-TV, Kansas City, Mo.



KEYSTONE



Broadcasting System, Inc.

Offices

134 North LaSalle Street
Chicago 2, Illinois
STate 2-4590

580 Fifth Avenue
New York 19, New York
PLaza 7-1460

Officers & Directors

President (Director)	Sidney J. Wolf
Exec. Vice-President (Director)	Naylor Rogers
Vice-President (Director)	Joseph Bayer
Vice-President	Noel Rhys
Secretary-Treasurer (Director)	Arthur Wolf

New York

580 Fifth Avenue

Vice-Pres. & Eastern Sales Mgr.....	Noel Rhys
Office Manager	Eve Banner
Research Director	James A. Yergin

Chicago

134 North LaSalle St.

President	Sidney J. Wolf
Exec. Vice President	Naylor Rogers
Secretary-Treasurer	Arthur Wolf
Special Representative	Edwin R. Peterson
Director of Station Relations	Emma G. Rogers
Accountant	Ethel D. Harris



SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 400 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length. Keystone makes its facilities available nationally or in selected groups.



LIBERTY



Broadcasting System

2100 Jackson Street, Dallas, Texas

Phone: Randolph 2424

Officers & Directors

Chairman of the Board	Barton R. McLendon
President	Gordon B. McLendon
Executive Vice-President	James H. Foster

Departments

National Sales	Cal Perley, V.P.
Programming & Production	H. W. Bumpas, V.P.
Advertising	Harry Gage, Dir.
Sports	Jerry Doggett, Dir.
Engineering	Glenn Callison, V.P.

New York

509 Madison Avenue, Phone: MU 8-5580

Vice-President, National Sales	Cal Perley
Regional Vice-President	Edmund Burke

Los Angeles

KMPC Building, 5939 Sunset Blvd.

Vice-President, West Coast Operations	Benton Paschal
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Chicago

75 North Wacker Drive

Regional Vice-President	John M. Dunnagan
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Atlanta

101 Marietta Street

Regional Vice-President	Tom Carr
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Washington

1000 Connecticut Avenue

Regional Vice-President	Fred Palmer
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SERVICES OFFERED: The Liberty Broadcasting System is a national network, stations are joined together through the facilities of the American Telephone & Telegraph Co. At the time of going to press, there are 268 affiliate stations.

400 LOCAL LEVEL

Leading brands using KEYSTONE BROADCASTING SYSTEM know that the KBS local level 400 reaches the rich, high income, small town and rural markets! As the ONLY established and growing Transcription Network, every local KBS affiliate is a home town station . . . and, according to BMB studies, native stations produce more impact with their higher listener-loyalty.

The Keystone Network consists of more than 400 stations located in towns with populations of 10,000 to 50,000 . . . PLUS the RURAL BUYING POWER of that area! These areas are largely beyond the dependable service of major wired networks . . . and effective TV! AND . . . these same markets contain more than HALF OF THE NATION'S RETAIL STORES which do nearly HALF OF THE NATION'S RETAIL BUSINESS!

Investigate this rich and loyal KBS small town and rural market NOW!

KEYSTONE BROADCASTING SYSTEM, INC.

KBS STATIONS REACH THE SMALL TOWN AND RURAL MARKETS – – FREE FROM EFFECTIVE TV!

ONE ORDER ONLY BUYS AN ATTRACTIVE PACKAGE RATE!

Think of it! The Keystone Network operates in the same manner as wired networks . . . **WITH THE SAME ADVANTAGES!** Instead of a large number of clerical, time consuming hours of transactions, KBS reduces your problem to **ONE** order, **ONE** time clearance, **ONE** series of Affidavits of Performance, and **ONE** invoice . . . for all 400 KBS stations . . . or as few stations as needed to meet your needs.

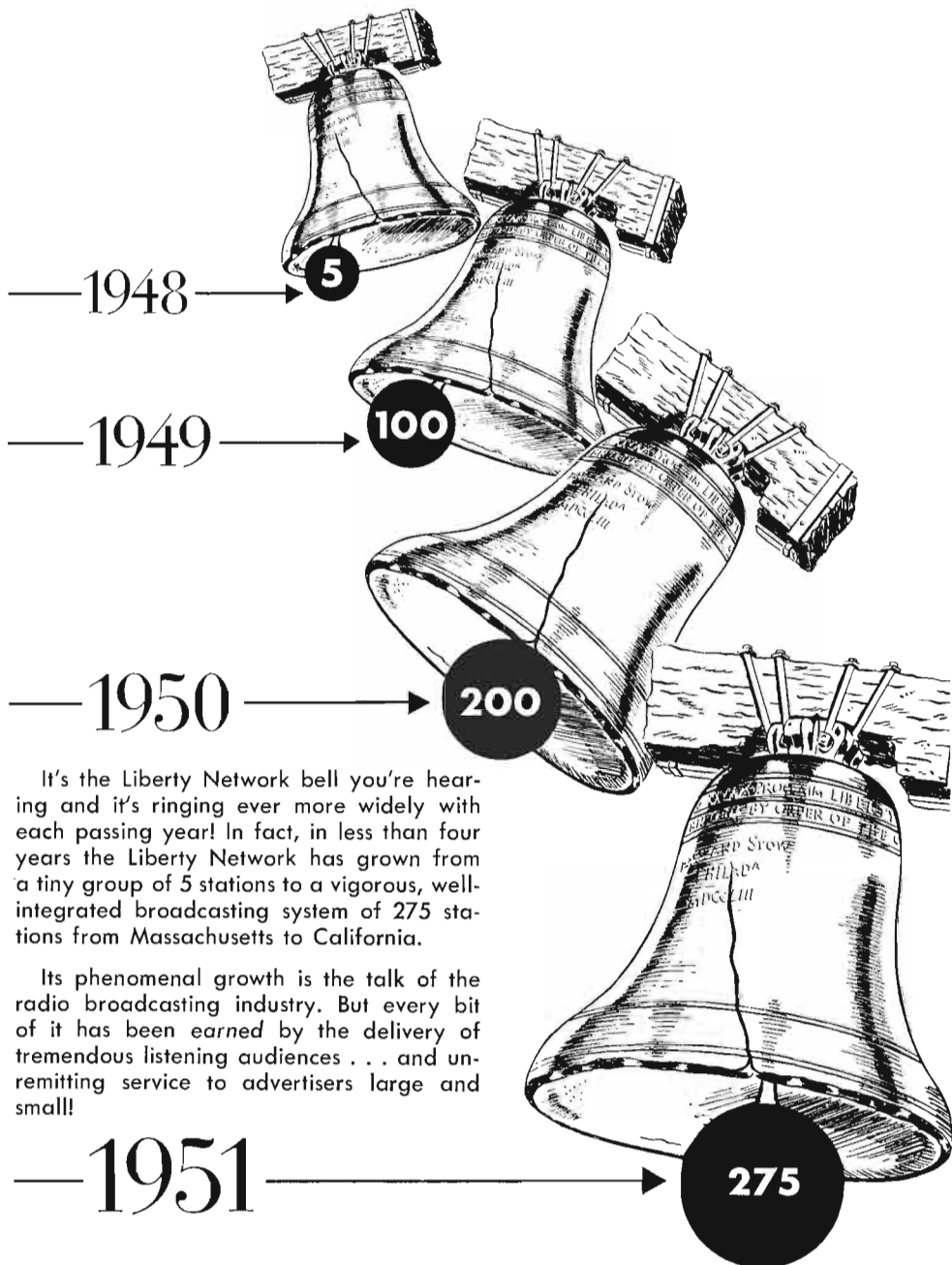
SEARCHING FOR AN ANSWER TO TV-itis?

KBS is the only National radio network without a single station located in a TV City. As a result, many advertisers are using KBS to supplement their TV schedule which doesn't reach the KBS small town and rural market!



500 FIFTH AVE., NEW YORK • 134 N. LaSALLE ST., CHICAGO.

EVERY DAY THIS BELL RINGS
IN **MORE AND MORE** AMERICAN HOMES



It's the Liberty Network bell you're hearing and it's ringing ever more widely with each passing year! In fact, in less than four years the Liberty Network has grown from a tiny group of 5 stations to a vigorous, well-integrated broadcasting system of 275 stations from Massachusetts to California.

Its phenomenal growth is the talk of the radio broadcasting industry. But every bit of it has been *earned* by the delivery of tremendous listening audiences . . . and unrelenting service to advertisers large and small!

THE **LIBERTY BROADCASTING SYSTEM**

New York, N. Y.
509 Madison Ave.

Dallas, Texas
2100 Jackson St.

REGIONAL NETWORKS

Alaska Broadcasting System

CBS, NBC

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
 Commercial Manager.....Kenneth Laughlin
 Chief Engineer.....W. R. Nichols
 Traffic Manager.....A. L. Christensen
 Auditor.....F. Daniel McLean
 Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Wm. Warner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Jim Kemp, Station Mgr.; Station KINY, Box 1091, Juneau, John Ashbaugh, Station Mgr.; Station KFRB, Box 950, Fairbanks, Jack McCahill, Station Mgr.; Station KIBH, Box 250, Seward, Jay Stauter, Station Mgr.; Station KIFW, Box 699, Sitka, R. E. von Postel, Jr., Station Mgr.

STATIONS

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

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
 Vice-Presidents.....A. H. Green,
 C. J. Fern, E. J. Crane

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
 Commercial Manager.....Bill Harvey
 Promotion Manager.....Fred Gerletti

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson

Program Manager.....John R. Williams
 Commercial Manager.....John L. Hogg
 KTUC Manager.....Lee Little
 KSUN Mgr., Owner.....Carlton W. Morris
 KYMA Manager.....William L. Lindsey

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone 3; Station KYMA, 8th St. and "B" Ave., Yuma.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.

NATIONAL REPRESENTATIVE

John Blair & Company

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2-2873

PERSONNEL

President.....Morgan Murphy
 V.-P. & Gen. Mgr.....Walter C. Bridges
 Dir. of Engineering.....Charles P. Persons
 News Editor.....Earl Henton
 Mgr. WEBC.....Greg Rouleau
 Mgr. WMFG.....Oscar Peterson
 Mgr. WHLB.....Chet Thurston
 Mgr. WJMC.....Russ Brown
 Mgr. WEAU.....Harry Hyett
 Mgr. WISC.....Ralph O'Connor

BRANCH OFFICES

WEBC Building (WEBC), Duluth, Minn., Phone Melrose 2-2873, Mgr. Greg Rouleau; Androy Hotel (WMFG), Hibbing Minn., Phone Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave. & 2nd Street (WHLB), Virginia, Minn., Phone Virginia 2000, Mgr. Chet Thurston; 1615 So. Main Street (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Russ Brown; 203 So. Barstow Street (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry Hyett; 114 No. Carroll Street (WISC), Madison, Wis., Phone Madison 7-2588, Mgr. Ralph O'Connor.

STATIONS

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

Broadcasting Corp. of America

(Western Network)

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6293

PERSONNEL

President & Gen. Mgr.....W. L. Gleeson

Regional Networks

BRANCH OFFICE

402 Katz Bldg., San Bernardino, Calif.;
Phone: 5157, Duane Wanamaker, 610 So.
B'way, Los Angeles, Phone: Van Dike 9363.

STATIONS

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

★

Columbia Pacific Network

Columbia Square, Los Angeles, Calif.

PERSONNEL

Manager.....Wayne R. Steffner

STATIONS

KNX, Los Angeles; KCBS, San Francisco;
KCQB, San Diego; KFRE, Fresno; KGDM, Stock-
ton; KROY, Sacramento; KCMJ, Palm Springs;
KOIN, Portland; KIRO, Seattle; KXLY, Spokane.

★

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney

STATIONS

WNAB, Bridgeport; WHT, Hartford; WNHC,
New Haven; WNL, New London; WSTC,
Stamford; WTOR, Torrington; WATR, Water-
bury, Conn.

★

Don Lee Broadcasting System

1313 North Vine St., Hollywood 28, Calif.

Phone: Hudson 2-2133

PERSONNEL

President.....Willet H. Brown
Secretary-Treasurer.....A. M. Quinn
V.-P. in Charge of Sales.....Ward D. Ingram
V.-P. and General Counsel.....Donn B. Tatum
V.-P. in Charge of Engring...Walter Carruthers
Director of Operations.....Anthony J. LaFrano
National Advertising Mgr....Henry Gerstenkorn
KHJ Sales Manager.....Leon Wray
Dir. of Station Relations.....Norman Ostby
Dir. of Public Relations...James Parsons, Jr.
Program Director.....J. Carlton Adair
News and Special Events Dir...Les Mawhinney
Sales Promotion Mgr....Herbert Sonnenburg
Program Promotion Dir.....Robert Hartnett

STATIONS

KHJ, Los Angeles; KFRC, San Francisco;
KAFY, Bakersfield; KHSL, Chico; KXO, El Cen-
tro; KIEM, Eureka; KYNO, Fresno; KMYC,
Marysville; KYOS, Merced; KPRL, Paso Robles;
KVCV, Redding; KXOA, Sacramento; KSBW,
Salinas; KFXM, San Bernardino; KGB, San
Diego; KVEC, San Luis Obispo; KVOE, Santa
Ana; KDB, Santa Barbara; KXOB, Stockton;
KCOK, Tulare, Calif.; KPOJ, Portland; KWIL,
Albany; KAST, Astoria; KBND, Bend; KOOS,
Coos Bay; KORE, Eugene; KUIN, Grants Pass;
KFJI, Klamath Falls; KRRR, Roseburg; KSLM,
Salem, Ore.; KVI, Seattle; KNEW, Spokane;

KXRO, Aberdeen; KPUG, Bellingham; KELA,
Centralia; KRKO, Everett; KWLE, Longview;
KGY, Olympia; KUJ, Walla Walla; KWNW,
Wenatchee; KYAK, Yakima, Wash.; KVIN,
Coeur d'Alene; KRRC, Lewiston; KWAL, Wal-
lace, Idaho; KATO, Reno, Nev.; KOY, Phoenix;
KTUC, Tucson; KSUN, Bisbee, Ariz.; KPOA,
Honolulu; KILA, Hilo, T. H.; KENI, Anchorage;
KFAR, Fairbanks, Alaska.

★

Georgia Associations of Local Stations

Atlantan Hotel, Atlanta, Ga.

Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WBBQ,
Augusta; WGIG, Brunswick; WLBB, Carrollton;
WBHF, Cartersville; WGAA, Cedartown;
WMJM, Cordele; WMOC, Covington; WBLJ,
Dalton; WDWD, Dawson; WMLT, Dublin;
WBHB, Fitzgerald; WDUN, Gainesville; WKEU,
Griffin; WIBB, Macon; WFOM, Marietta; WIBB,
Macon; WMVG, Milledgeville; WMGA, Moul-
trie; WFRP, Savannah; WWSN, Statesboro;
WSFT, Thomaston; WKTG, Thomasville;
WWGS, Tifton; WLET, Toccoa; WVOF, Vidalia;
WAYX, Waycross; WRLD, West Point.

★

Georgia Major Market Trio

(Address any station or The Katz Agency)

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOG,
Savannah, Ga.

★

Great Northern Broadcasting System

107 First Ave., N.W., Mandan, N. D.

Phone: 561

PERSONNEL

Secy. & Treas.....M. J. Reichert

STATIONS

KMHL, Marshall; KGDE, Fergus Falls; KVOX,
Moorhead; KWLM, Willmar, Minn.; KGCK,
Sidney, Montana; KOVC, Valley City; KNOX,
Grand Forks; KDLR, Devils Lake; KLPM, Minot;
KGCU, Mandan & Bismarck, N. D.

★

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah

Phone: 4-3561

PERSONNEL

President.....George C. Hatch
V.-P. Chg. of Sales.....Lynn L. Meyer
V.-P. Chg. of Programs.....Jack Paige
V.-P. Chg. of Engineering...W. D'Orr Cozzens
Regional Account Exec.....Ross B. Strong
Office Manager.....Ernest W. Campbell

BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York,
N. Y., Phone: Judson 6-5536, Exec., Lewis H.
Avery; Avery-Knodel, Inc., 333 North Michigan,

Regional Networks

Chicago, Ill. Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yucon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Calif., Phone: Tucker 2435, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman.

STATIONS

KALL, Salt Lake City; KLO, Ogden; KOAL, Price; KOVO, Provo; KSUB, Cedar City; KSVK, Richfield; KVNU, Logan, Utah; KEYY, Pocatello; KFXD-FM, Boise-Nampa; KID, Idaho Falls; KVWV, Twin Falls, Idaho; KAVR, Havre; KBMY, Billings; KFDW, Helena; KIYL, Shelby; KMON, Great Falls; KOPR, Butte; KPRK, Livingston; KRJF, Miles City; KXLO, Lewistown, Montana; KOVE, Lander; KOWB, Laramie; KSPR, Casper; KWYO, Sheridan; KPOW, Powell; KQRS, Rock Springs, Wyoming; KRAM, Las Vegas, Nevada.



Iowa Tall Corn Network

407 5 St., Des Moines, Ia.

Phone: 2-0225

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KAYX, Waterloo; KRIB, Mason City; KWPO, Muscatine, Iowa.



Lone Star Chain, Inc.

3012 Douglas St., Dallas 19, Tex.

Phone: LAkeside 1041

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager.....H. H. Dunavan

STATIONS

KEYS, Corpus Christi; KFDM, Beaumont; KFDX, Wichita Falls; KFYO, Lubbock; KGNC, Amarillo; KOSA, Odessa; KRGV, Weslaco; KROD, El Paso; KTBB, Tyler; KTBC, Austin; KTRE, Lufkin; K TSA, San Antonio; KTXL, San Angelo; KWKC, Abilene; KXYZ, Houston; WBAP-820, Fort Worth; WBAP-570, Fort Worth, Texas.



Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Ed ward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

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



McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy
Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bak-ersfield; KOH, Reno; KBEE, Modesto.



Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.

Phone: Woodward 3-8321

PERSONNEL

President.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....H. L. Neal, Jr.

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lan-sing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.



New England Major Markets Group

PERSONNEL

Chairman.....E. E. Hill

STATIONS

WLAW, Lawrence, Mass.; WPRO, Provi-dence; WDRC, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.



New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

DIRECTORS

Chairman.....Paul W. Morency
Walter E. Benoit, John J. Boyle, William H. Rines.

STATIONS

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

REPRESENTATIVE

Weed & Company



North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.

PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKNE, Keene; KLNH, Laconia; WMOU, Berlin, New Hampshire;

Regional Networks

WJOY, Burlington; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WNEB, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

Northwest Network

3415 University Ave., St. Paul W4, Minn.;
3415 University Ave., S.E., Minneapolis 18, Minn.

Phone: PRior 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

The Oklahoma Network

1800 West Main, Oklahoma City 2, Okla.

Phone: 3-8352

PERSONNEL

Managing Director.....Edgar T. Bell

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KVSO, Ardmore; KTMK, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Boroff & Co.

The Pacific Regional Network

6540 Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 7406

PERSONNEL

General Manager.....Cliff Gill
Sales Manager.....Ted MacMurray
Program Manager.....Dan Russell

BRANCH OFFICE

William A. Ayres Co., 544 Russ Building, San Francisco 4, Cal., Phone: Douglas 2-4586, William A. Ayres, Pres.

STATIONS

KSDO, San Diego; KVOE, Santa Ana; KPMO, Pomona; KFOX, Long Beach; KWIK, Burbank; KFVB, Los Angeles; KFMV, Los Angeles; KVEN, Ventura; KSPA, Santa Paula; KIST, Santa Barbara; KSMA, Santa Maria; KVEC, San Luis Obispo; KPRL, Paso Robles; KITO, San Bernardino; KPRO, Riverside; KREO, Indio; KYOR, Blythe; KBUC, Corona; KROP, Brawley; KICO, Calexico; KAFY, Bakersfield; KTKR, Taft; KOCS, Ontario; KTIP, Porterville;

KCOK, Tulare-Visalia; KNGS, Hanford; KSGN, Sanger; KYNO, Fresno; KTUR, Turlock; KMOD, Modesto; KSTN, Stockton; KROG, Sonora; KCVR, Lodi; KXOA, Sacramento; YUBA, Yuba City; KDAN, Croville; KXOC, Chico; KBLF, Red Bluff; KSUE, Susanville; KWSD, Mt. Shasta; KSYC, Yreka; KHUM, Eureka; KDAC, Fort Bragg; KSRO, Santa Rosa; KVON, Napa; KGYW, Vallejo; KYA, San Francisco; KROW, Oakland; KEEN, San Jose; KDON, Santa Cruz, California.

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.

Phone: 3802

PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager.....Ray Barath
Chief Engineer.....H. B. Greene

STATIONS

WOLS, Florence; WSNW, Seneca; WBCU, Union; WAIM, WCAC, Anderson; WTND, Orangeburg; WESC (AM-FM), Greenville; WGCD, Chester; WKDK, Newberry; WLBG, Laurens, S. C.; WRFC, Athens; WGAC, Augusta; WKLY, Hartwell, Ga.

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schille
Vice-Pres. & Program Dir.....Ray Fadel
Traffic Director.....Dorothy Janney

STATIONS

KGEM, Boise; KBIO, Burley; KIFI, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KENO, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wyo.

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.

Phone: 3341

PERSONNEL

President.....C. E. Snyder
Secy-Treas.....R. B. Gervan
General Manager.....M. R. Hanna
Ass't. Gen Mgr. Eng. & Sta. Rel.....D. K. deNeuf
Sales Manager.....H. S. Brown
Program Supervisor.....M. K. Knapp
Farm Service Dir.....L. Hammrick
Chief Engineer.....T. R. Humphrey

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, DeRuyter; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WVCU,

Regional Networks

Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

★ Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: 5251

PERSONNEL

Gen. Mgr. Clair R. McCollough
STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Robert Meeker Associates

★ Texas Quality Network

(Address Station)

Manager (KTBS) C K. Beaver
BRANCH OFFICE

312 East Kings Highway, Shreveport, La.,
Phone: 7-3644, C. K. Beaver, Manager.

STATIONS

KTBS, Shreveport, La.

★ Texas State Network, Inc.

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

Phone: ED 3473

PERSONNEL

President Gene L. Cagle
Vice-President Charles B. Jordan
Secretary-Treasurer D. C. Hornburg
Traffic Manager Forrest W. Clough
Program Director Hal Thompson
Chief Engineer James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVJ, Greenville, Texas; KRIO, McAllen, Texas.

★ The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,

Raleigh, N. C.

Phone: 8885

President Floyd Fletcher, WTIK
Vice-President Hartwell Campbell, WGTC
Secy. and Treas. Victor Dawson, WFNC

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

★ Union Broadcasting System

PERSONNEL

General Manager Jim Healy
WOKO, Albany, N. Y.

STATIONS

WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Glov-

ersville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

★ Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

PERSONNEL

Managing Dir. George T. Frechette
President John M. Walter

STATIONS

WRJN, Racine; WCLO, Jamesville; WGEZ, Beloit; WIBU, Poynette; KFIZ, Fond du Lac, Wisc.

★ The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-8000

President William O'Neil
Executive Vice-Pres. & Gen. Mgr.

Linus Travers

Vice-President George Steffy
Vice-President Thomas O'Neil
Dir. of Promotion James Richdale, Jr.
Dir. of Production Paul Keyes
Editor, Yankee Network News Service

Leland Bickford

Technical Director I. B. Robinson
BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy, John B. Poor.

BRANCH OFFICES

Crown Hotel, Providence 2, R. I., Phone: Temple 1-0800, Mowry Lowe, WEAN, Supervisor; 54 Pratt St., Hartford 4, Conn., Phone: Hartford 7-9131, Robert Kennett, WONS Supervisor; Hotel Stratfield, Bridgeport 1, Conn., Phone: Bridgeport 6-1121, Robert Kennett, WICC Supervisor.

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta; WIDE, Biddeford, Me.; WICC, Bridgeport, Conn.; WTSV, Claremont; WKXL, Concord, N. H.; WALE, Fall River; WEIM, Fitchburg; WHAL, Greenfield, Mass.; WONS, Hartford, Conn.; WHYN, Holyoke, Mass.; WOCB, Hyannis, Mass.; WLNH, Laconia, N. H.; WCOU, Lewiston-Auburn, Me.; WLLH, Lowell-Lawrence, Mass.; WKBR, Manchester, N. H.; WNBH, New Bedford, Mass.; WNLG, New London, Conn.; WBRK, Pittsfield, Mass.; WMTW, Portland, Me.; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WWON, Woonsocket, R. I.; WAAB, Worcester, Mass.; WTSA, Brattleboro, Vt.; WTSL, Hanover, N. H.

ESTIMATED RADIO HOMES FOR 1950

	Population	% Increase 1940-1950	Total No. Families	Radio Homes
ALABAMA	3,061,743	+ 8.1	729,000	602,850
ARIZONA	749,587	+50.1	197,200	184,590
ARKANSAS	1,909,511	- 2.0	489,600	411,260
CALIFORNIA	10,586,223	+53.3	3,308,200	3,248,650
COLORADO	1,325,089	+18.0	378,600	366,110
CONNECTICUT	2,007,280	+17.4	542,500	534,910
DELAWARE	318,085	+19.4	83,260	79,350
DISTRICT OF COLUMBIA..	802,178	+21.0	205,800	199,630
FLORIDA	2,771,305	+46.1	769,800	689,650
GEORGIA	3,444,578	+10.3	840,100	699,800
IDAHO	588,637	+12.1	163,500	159,100
ILLINOIS	8,712,176	+10.3	2,420,000	2,359,500
INDIANA	3,934,224	+14.8	1,092,800	1,054,550
IOWA	2,621,073	+ 3.3	728,000	725,490
KANSAS	1,905,299	+ 5.8	544,370	517,670
KENTUCKY	2,944,806	+ 3.5	718,240	639,680
LOUISIANA	2,683,516	+13.5	670,880	565,050
MAINE	913,774	+ 7.9	240,470	228,690
MARYLAND	2,343,001	+28.6	600,770	574,940
MASSACHUSETTS	4,690,514	+ 8.7	1,234,350	1,220,770
MICHIGAN	6,371,766	+21.2	1,722,100	1,686,660
MINNESOTA	2,982,483	+ 6.8	785,000	766,160
MISSISSIPPI	2,178,914	- 0.2	543,600	434,340
MISSOURI	3,954,653	+ 4.5	1,040,700	981,380
MONTANA	591,024	+ 5.6	169,000	164,100
NEBRASKA	1,325,510	+ 0.7	358,250	342,840
NEVADA	160,083	+45.2	48,510	45,750
NEW HAMPSHIRE	533,242	+ 8.5	148,120	142,050
NEW JERSEY	4,835,329	+16.2	1,306,850	1,261,110
NEW MEXICO	681,187	+28.1	170,300	154,300
NEW YORK	14,830,192	+10.0	4,008,160	3,879,900
NORTH CAROLINA	4,061,929	+13.7	962,650	786,210
NORTH DAKOTA	619,636	- 3.5	151,130	146,400
OHIO	7,946,627	+15.0	2,207,400	2,150,010
OKLAHOMA	2,233,351	- 4.4	587,720	526,010
OREGON	1,521,341	+39.6	475,420	463,060
PENNSYLVANIA	10,498,012	+ 6.0	2,691,800	2,567,980
RHODE ISLAND	791,896	+11.0	208,390	205,890
SOUTH CAROLINA	2,117,027	+11.4	492,330	409,620
SOUTH DAKOTA	652,740	+ 1.5	167,370	160,340
TENNESSEE	3,291,718	+12.9	802,860	697,690
TEXAS	7,711,194	+20.2	2,029,260	1,789,810
UTAH	688,862	+25.2	176,630	173,810
VERMONT	377,747	+ 5.2	96,860	92,690
VIRGINIA	3,318,680	+23.9	790,160	702,450
WASHINGTON	2,378,963	+37.0	743,430	727,080
WEST VIRGINIA	2,005,552	+ 5.4	466,410	428,160
WISCONSIN	3,434,575	+ 9.5	903,840	882,140
WYOMING	290,529	+15.9	80,700	78,280
TOTAL U. S.	150,697,361	+14.5	40,232,390	37,908,460

Population figures from Bureau of the Census, April 1, 1950. Families derived from persons per family by individual States, Statistical Abstract of the U. S., 1948. Radio Homes, based on BMB, 1948.



AM RADIO STATIONS

U. S. Station Index



Stations Alphabetically
Listed by States—Cities



Key Personnel



Licensee



Frequency—Power

NINETEEN FIFTY-ONE



THERE IS



NO SUBSTITUTE



FOR THE GOOD MUSIC



OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.

Represented nationally by Paul H. Raymer Co.

Index Of The Standard Stations Of The United States

Station	City—State	Page
CKLW	Detroit-Windsor, Mich.	475
KAAA	Red Wing, Minn.	487
KABC	San Antonio, Tex.	669
KADA	Ada, Okla.	586
KAFP	Petaluma, Cal.	348
KAFY	Bakersfield, Cal.	335
KAHU	Waipahu, Hawaii	713
KAKC	Tulsa, Okla.	591
KAKE	Wichita, Kans.	438
KALA	Sitka, Alaska	711
KALB	Alexandria, La.	445
KALE	Richland, Wash.	690
KALG	Alamogordo, N. M.	522
KALI	Pasadena, Cal.	347
KALL	Salt Lake City, Utah	676
KALT	Atlanta, Tex.	647
KAMD	Camden, Ark.	328
KAMQ	Amarillo, Tex.	647
KANA	Anaconda, Mont.	507
KAND	Corsicana, Tex.	653
KANE	New Iberia, La.	449
KANS	Wichita, Kans.	438
KAPA	Raymond, Wash.	690
KARE	Atchison, Kans.	434
KARK	Little Rock, Ark.	331
KARM	Fresno, Cal.	340
KASA	Elk City, Okla.	587
KASH	Eugene, Ore.	596
KASI	Ames, Iowa	427
KASM	Albany, Minn.	483
KAST	Astoria, Ore.	595
KATE	Albert Lea, Minn.	483
KATL	Houston, Tex.	663
KATO	Reno, Nev.	516
KAUS	Austin, Minn.	483
KAVE	Carlsbad, N. M.	523
KAVL	Lancaster, Cal.	343
KAVR	Havre, Mont.	509
KAWT	Douglas, Ariz.	322
KAYL	Storm Lake, Iowa	433
KAYS	Hays, Kans.	435
KBIO	Burley, Idaho	399
KBIS	Bakersfield, Cal.	335
KBIX	Muskogee, Okla.	588
KBZ	Ottumwa, Iowa	432
KBKH	Pullman, Wash.	690
KBKI	Alice, Tex.	646
KBKO	Portland, Ore.	598
KBKR	Baker, Ore.	595
KBKW	Aberdeen, Wash.	687
KBLF	Red Bluff, Cal.	348
KBMN	Bozeman, Mont.	508
KBMW	Breckenridge, Minn.	484
KBMX	Coalinga, Cal.	339
KBMY	Billings, Mont.	507
KBND	Bend, Ore.	595
KBOA	Kennett, Mo.	501

Station	City—State	Page
KBOE	Oskaloosa, Iowa	432
KBOK	Waterloo, Iowa	433
KBOL	Boulder, Col.	359
KBON	Omaha, Neb.	514
KBOR	Brownsville, Tex.	650
KBOW	Butte, Mont.	508
KBRC	Mt. Vernon, Wash.	689
KBRL	McCook, Neb.	513
KBRO	Bremerton, Wash.	687
KBRS	Springdale, Ark.	333
KBST	Big Spring, Tex.	649
KBTA	Batesville, Ark.	328
FBTM	Jonesboro, Ark.	330
KUC	Corona, Cal.	339
KBUD	Athens, Tex.	647
KBUH	Brigham City, Utah	674
KBUN	Bemidji, Minn.	484
KBUR	Burlington, Iowa	427
KBWD	Brownwood, Tex.	651
KBYE	Oklahoma City, Okla.	589
KBYR	Anchorage, Alaska	710
KBZY	Grand Rapids, Minn.	485
KCBC	Des Moines, Iowa	429
KCBD	Lubbock, Tex.	664
KCBQ	San Diego, Cal.	350
KCBS	San Francisco, Cal.	351
KCFH	Cuero, Tex.	653
KCHA	Charles City, Iowa	428
KCHE	El Reno, Okla.	587
KCHI	Chillicothe, Mo.	498
KCHJ	Delano, Cal.	339
KCHS	Hot Springs, N. M.	524
KCID	Caldwell, Idaho	399
KCIJ	Shreveport, La.	451
KCLL	Houma, La.	447
KCIM	Carroll, Iowa	427
KCIJ	Minot, N. D.	574
KCKN	Kansas City, Kans.	436
KCKY	Coolidge, Ariz.	322
KCLA	Pine Bluff, Ark.	332
KCLE	Cleburne, Tex.	651
KCLF	Clifton, Ariz.	322
KCLO	Leavenworth, Kans.	436
KCLS	Flagstaff, Ariz.	323
KCLW	Hamilton, Tex.	660
KCLX	Collax, Wash.	688
KCMC	Texarkana, Tex.	672
KCMJ	Palm Springs, Cal.	347
KCMO	Kansas City, Mo.	499
KCNA	Tucson, Ariz.	327
KCNC	Ft. Worth, Tex.	657
KCNI	Broken Bow, Neb.	512
KCNY	San Marcos, Tex.	670
KCOG	Centerville, Iowa	428
KCOH	Houston, Tex.	661
KCOK	Tulare, Cal.	357
KCOL	Ft. Collins, Col.	362

Station	City—State	Page
KCOM	Sioux City, Iowa	432
KCON	Conway, Ark.	328
KCOR	San Antonio, Tex.	669
KCOW	Alliance, Neb.	511
KCOY	Santa Maria, Cal.	356
KCRA	Sacramento, Cal.	349
KCRC	Enid, Okla.	587
KCRG	Cedar Rapids, Iowa	427
KCRS	Midland, Tex.	665
KCRT	Trinidad, Col.	364
KCRV	Caruthersville, Mo.	498
KCSB	San Bernardino, Cal.	349
KCSJ	Pueblo, Col.	364
KCSU	Provo, Utah	675
KCTI	Gonzales, Tex.	659
KCTX	Childress, Tex.	651
KCUL	Ft. Worth, Tex.	657
KCVR	Lodi, Cal.	343
KDAC	Ft. Bragg, Cal.	340
KDAL	Duluth, Minn.	484
KDAN	Oroville, Cal.	347
KDB	Santa Barbara, Cal.	355
KDDD	Dumas, Tex.	654
KDEC	Decorah, Iowa	429
KDET	Center, Tex.	651
KDHL	Faribault, Minn.	485
KDIA	Auburn, Cal.	335
KDIX	Dickinson, N. D.	572
KDKA	Pittsburgh, Pa.	617
KDLK	Del Rio, Tex.	654
KDLR	Devils Lake, N. D.	571
KDMO	Carthage, Mo.	497
KDMS	El Dorado, Ark.	328
KDNT	Denton, Tex.	654
KDON	Santa Cruz, Cal.	356
KDRO	Sedalia, Mo.	506
KDRS	Paragould, Ark.	332
KDSH	Boise, Idaho	399
KDSJ	Deadwood, S. D.	635
KDSX	Denison, Tex.	654
KDTH	Dubuque, Iowa	430
KDWT	Stamford, Tex.	671
KDYL	Salt Lake City, Utah	676
KDZA	Pueblo, Col.	364
KEBE	Jacksonville, Tex.	662
KECA	Los Angeles, Cal.	341
KECC	Pittsburg, Cal.	348
KECK	Odessa, Tex.	666
KEEN	San Jose, Cal.	354
KEIO	Pocatello, Idaho	400
KELA	Centralia-Chehalis, Wash.	687
KELD	El Dorado, Ark.	329
KELK	Elko, Nev.	515
KELO	Sioux Falls, S. D.	635
KELP	El Paso, Tex.	655
KELS	Kelso, Wash.	688
KELT	Electra, Tex.	655
KELY	Ely, Nev.	515
KENA	Mena, Ark.	332
KENI	Anchorage, Alaska	710
KENO	Las Vegas, Nev.	515
KENT	Shreveport, La.	451
KEPO	El Paso, Tex.	655
KERB	Kermit, Tex.	662
KERG	Eugene, Ore.	596
KERN	Bakersfield, Cal.	335
KERO	Bakersfield, Cal.	335
KEVA	Shamrock, Tex.	670
KEVT	Kerrville, Tex.	662
KEX	Portland, Ore.	598

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KEXO	Grand Junction, Col.	362
KEYD	Minneapolis, Minn.	486
KEYE	Perrytown, Tex.	668
KEYS	Corpus Christi, Tex.	652
KEYY	Pocatello, Idaho	400
KFAB	Omaha, Neb.	514
KFAC	Los Angeles, Cal.	343
KFAL	Fulton, Mo.	498
KFAM	St. Cloud, Minn.	489
KFAR	Fairbanks, Alaska	710
KFBB	Great Falls, Mont.	508
KFBC	Cheyenne, Wyo.	708
KFBI	Wichita, Kans.	438
KFBK	Sacramento, Cal.	349
KFDA	Amarillo, Tex.	647
KFDM	Beaumont, Tex.	649
KFDR	Grand Coulee, Wash.	688
KFDW	Helena, Mont.	510
KFDX	Wichita, Falls, Tex.	674
KFEL	Denver, Col.	361
KFEQ	St. Joseph, Mo.	503
KFFA	Helena, Ark.	330
KFGO	Fargo, N. D.	572
KFGR	Forest Grove, Ore.	596
KFGT	Fremont, Neb.	512
KFH	Wichita, Kans.	438
KFI	Los Angeles, Cal.	343
KFIZ	Fond Du Lac, Wis.	701
KFJB	Marshalltown, Iowa	431
KFJI	Klamath Falls, Ore.	597
KFJZ	Ft. Worth, Tex.	657
KFKA	Greeley, Col.	363
KFLW	Klamath Falls, Ore.	597
KFMB	San Diego, Cal.	350
KFMJ	Tulsa, Okla.	591
KFMO	Flat River, Mo.	498
KFNF	Shenandoah, Iowa	432
KFOR	Lincoln, Neb.	513
KFOX	Long Beach, Cal.	343
KFQD	Anchorage, Alaska	710
KFPW	Ft. Smith, Ark.	329
KFRB	Fairbanks, Alaska	710
KFRC	San Francisco, Cal.	351
KFRD	Rosenberg, Tex.	668
KFRE	Fresno, Cal.	340
KFRM	Kansas City, Mo.	501
KFRO	Longview, Tex.	663
KFRU	Columbia, Mo.	498
KFSA	Ft. Smith, Ark.	329
KFSB	Joplin, Mo.	499
KFSD	San Diego, Cal.	350
KFTM	Ft. Morgan, Col.	362
KFUN	Las Vegas, N. M.	524
KFVD	Los Angeles, Cal.	344
KFVS	Cape Girardeau, Mo.	497
KFWB	Hollywood, Cal.	341
KFXD	Nampa, Idaho	400
KFXJ	Grand Junction, Col.	362
KFXM	San Bernardino, Cal.	350
KFYN	Bonham, Tex.	650
KFYO	Lubbock, Tex.	664
KFYR	Bismarck, N. D.	571
KGA	Spokane, Wash.	691
KGAF	Gainesville, Tex.	659
KGAK	Gallup, N. M.	524
KGAL	Lebanon, Ore.	597
KGAN	Kingman, Ariz.	323
KGAR	Garden City, Kans.	434
KGB	San Diego, Cal.	350
KGBC	Galveston, Tex.	669

Station	City—State	Page
KGBS	Harrington, Tex.	660
KGBX	Springfield, Mo.	506
KGCU	Mandan, N. D.	572
KGCX	Sidney, Mont.	511
KGDE	Fergus Falls, Minn.	485
KDGM	Stockton, Cal.	357
KGEK	Sterling, Col.	364
KGEM	Boise, Idaho	399
KGER	Long Beach, Cal.	343
KGEZ	Kalispell, Mont.	510
KGFF	Shawnee, Okla.	591
KGFJ	Hollywood, Cal.	341
KGFL	Roswell, N. M.	525
KGFW	Kearney, Neb.	513
KGFX	Pierre, S. D.	635
KGGF	Coffeyville, Kans.	434
KGGM	Albuquerque, N. M.	522
KGHF	Pueblo, Col.	364
KGHI	Little Rock, Ark.	330
KGHL	Billings, Mont.	507
KGIB	Bremerton, Wash.	687
KGIL	San Fernando, Cal.	351
KGIW	Alamosa, Col.	359
KGKB	Tyler, Tex.	672
KGKL	San Angelo, Tex.	669
KGLC	Miami, Okla.	588
KGLN	Glenwood Springs, Col.	362
KGLO	Mason City, Ia.	431
KGLU	Safford, Ariz.	326
KGMB	Honolulu, Hawaii	711
KGNB	New Braunfels, Tex.	666
KGNC	Amarillo, Tex.	647
KGNO	Dodge City, Kans.	434
KGO	San Francisco, Cal.	351
KGON	Oregon City, Ore.	598
KGOS	Torington, Wyo.	709
KGPH	Flagstaff, Ariz.	323
KGRH	Fayetteville, Ark.	329
KGRI	Henderson, Tex.	660
KGST	Fresno, Cal.	340
KGU	Honolulu, Hawaii	712
KGVL	Greenville, Tex.	660
KGVO	Missoula, Mont.	511
KGW	Portland, Ore.	599
KGY	Olympia, Wash.	689
KGYN	Guymon, Okla.	587
KGYW	Vallejo, Cal.	358
KHAS	Hastings, Neb.	512
KHBC	Hilo, Hawaii	711
KHBG	Okmulgee, Okla.	590
KHBR	Hillsboro, Tex.	660
KHIT	Lampasas, Tex.	663
KHJ	Los Angeles, Cal.	344
KHMO	Hannibal, Mo.	498
KHON	Honolulu, Hawaii	712
KHOZ	Harrison, Ark.	330
KHQ	Spokane, Wash.	692
KHSL	Chico, Cal.	338
KHUB	Watsonville, Cal.	359
KHUM	Eureka, Cal.	339
KHUZ	Borger, Tex.	650
KIBE	Palo Alto, Calif.	347
KIBH	Seward, Alaska	711
KIBL	Beeville, Tex.	649
KICA	Clovis, N. M.	524
KICD	Spencer, Iowa	433
KICO	Calexico, Cal.	338
KICK	Springfield, Mo.	506
KID	Idaho Falls, Idaho	400
KIDO	Boise, Idaho	399

Station	City—State	Page
KIEM	Eureka, Cal.	339
KIEV	Glendale, Cal.	341
KIFI	Idaho Falls, Idaho	400
KIFN	Phoenix, Arizona	323
KIFW	Sitka, Alaska	711
KIHN	Hugo, Okla.	588
KIHO	Sioux Falls, S. D.	636
KIHR	Hood River, Ore.	597
KIJV	Huron, S. D.	635
KIKI	Honolulu, Hawaii	712
KILO	Grand Forks, N. D.	572
KIMA	Yakima, Wash.	694
KIMO	Independence, Mo.	498
KIMP	Mt. Pleasant, Tex.	665
KIND	Independence, Kans.	435
KINE	Kingsville, Tex.	663
KING	Seattle, Wash.	690
KINY	Juneau, Alaska	710
KIOA	Des Moines, Iowa	429
KIOX	Bay City, Texas	648
KIPA	Hilo, Hawaii	711
KIRO	Seattle, Wash.	690
KIRX	Kirksville, Mo.	501
KISD	Sioux Falls, S. D.	636
KIST	Santa Barbara, Cal.	355
KIT	Yakima, Wash.	694
KITE	San Antonio, Tex.	669
KITO	San Bernardino, Cal.	350
KIUL	Garden City, Kans.	435
KIUN	Pecos, Tex.	668
KIUP	Durango, Col.	362
KIVY	Crockett, Tex.	653
KIWW	San Antonio, Tex.	669
KIXL	Dallas, Tex.	653
KIYI	Shelby, Mont.	511
KJAM	Vernal, Utah	677
KJAN	Atlantic, Iowa	427
KJAY	Topeka, Kans.	437
KJBC	Midland, Tex.	665
KJBS	San Francisco, Cal.	353
KJCK	Junction City, Kans.	436
KJEF	Jennings, La.	447
KJFJ	Webster City, Iowa	433
KJR	Seattle, Wash.	690
KJSK	Columbus, Neb.	512
KKIN	Visalia, Cal.	358
KLAC	Hollywood, Cal.	341
KLAS	Las Vegas, Nev.	516
KLBM	La Grande, Ore.	597
KLBN	Blytheville, Ark.	328
KLEE	Houston, Tex.	661
FLER	Rochester, Minn.	489
KLfy	Lafayette, La.	447
KLIC	Monroe, La.	448
KLIF	Dallas, Tex.	653
KLIZ	Brainer, Minn.	484
KLIX	Twin Falls, Idaho	401
KLKC	Parsons, Kans.	437
KLMO	Longmont, Col.	363
KLMR	Lamar, Col.	363
KLMS	Lincoln, Neb.	513
KLMX	Clayton, N. M.	523
KLO	Ogden, Utah	675
KLOK	San Jose, Cal.	354
KLOU	Lake Charles, La.	448
KLMP	Minot, N. D.	574
KLPR	Ok'ahoma City, Okla.	589
KLPA	Little Rock, Ark.	331
KLTI	Longview, Tex.	663
KLUF	Galveston, Tex.	659

Station	City—State	Page
KLVC	Leadville, Col.	363
KLVL	Pasadena, Tex.	668
KLVT	Levelland, Tex.	663
KLWT	Lebanon, Mo.	502
KLX	Oakland, Cal.	346
KLYN	Amarillo, Tex.	647
KLZ	Denver, Col.	360
KMA	Shenandoah, Iowa	432
KMAC	San Antonio, Tex.	669
KMAE	McKinney, Tex.	665
KMAN	Manhattan, Kans.	436
KMBC	Kansas City, Mo.	501
KMBY	Manterey, Calif.	346
KMCM	McMinnville, Ore.	597
KMED	Medford, Ore.	597
KMHL	Marshall, Minn.	486
KMHT	Marshall, Tex.	664
KMJ	Fresno, Cal.	340
KMLB	Monroe, La.	448
KMMJ	Grand Island, Neb.	512
KMMO	Marshall, Mo.	502
KMNS	San Luis Obispo, Cal.	354
KMO	Tacoma, Wash.	692
KMOD	Modesto, Cal.	509
KMON	Great Falls, Mont.	509
KMOX	St. Louis, Mo.	503
KMPC	Los Angeles, Cal.	344
KMUR	Murray, Utah	675
KMUS	Muskogee, Okla.	588
KMVI	Wailuku-Maui, Hawaii	712
KMYC	Marysville, Cal.	344
KMYR	Denver, Col.	361
KNAF	Fredericksburg, Tex.	659
KNAK	Salt Lake City, Utah	676
KNAL	Victoria, Tex.	673
KNBC	San Francisco, Cal.	353
KNBY	Newport, Ark.	332
KNCM	Moberly, Mo.	502
KNEB	Scottsbluff, Neb.	515
KNEL	Brady, Tex.	650
KNEM	Nevada, Mo.	502
KNET	Palestine, Tex.	667
KNEU	Provo, Utah	675
KNEW	Spokane, Wash.	692
KNEX	McPherson, Kans.	436
KNGS	Hanford, Cal.	341
KNOE	Monroe, La.	448
KNOG	Nogales, Ariz.	323
KNOR	Norman, Ok'a	589
KNOW	Austin, Tex.	648
KNOX	Grand Forks, N. D.	572
KNPT	Newport, Oregon	598
KNUJ	New Ulm, Minn.	487
KNUZ	Houston, Tex.	661
KNX	Los Angeles, Cal.	344
KOA	Denver, Colo.	360
KOAL	Price, Utah	675
KOAM	Pittsburg, Kans.	437
KOAT	Albuquerque, N. M.	523
KOB	Albuquerque, N. M.	523
KOBE	Las Cruces, N. M.	524
KOCA	Kilgore, Texas	663
KOCO	Salem, Ore.	600
KOCS	Ontario, Calif.	347
KOCY	Oklahoma City, Okla.	589
KODI	Cody, Wyo.	708
KODL	The Dalles, Oreg.	596
KODY	North Platte, Neb.	514
KOEL	Oelwein, Iowa	432
KOFO	Ottawa, Kansas	437

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KOGT'	Orange, Texas	667
KOH	Reno, Nev.	516
KOIL	Omaha, Neb.	514
KOIN	Portland, Ore.	599
KOJM	Havre, Mont.	510
KOKO	La Junta, Colo.	363
KOKX	Keokuk, Iowa	431
KOL	Seattle, Wash.	691
KOLE	Pt. Arthur, Tex.	668
KOLN	Lincoln, Neb.	513
KOLO	Reno, Nev.	516
KOLS	Pryor, Okla.	590
KOLT	Scottsbluff, Neb.	515
KOMA	Oklahoma City, Okla.	589
KOME	Tulsa, Okla.	591
KOMO	Seattle, Wash.	691
KOMW	Omak, Wash.	689
KONO	San Antonio, Tex.	670
KONP	Port Angeles, Wash.	690
KOOK	Billings, Mont.	508
KOOL	Phoenix, Ariz.	326
KOOS	Coos Bay, Ore.	595
KOPO	Tucson, Ariz.	327
KOPP	Ogden, Utah	675
KOPR	Butte, Mont.	508
KORA	Bryan, Tex.	651
KORC	Mineral Wells, Tex.	665
KOBE	Eugene, Ore.	596
KORN	Mitchell, S. D.	635
KOSA	Odessa, Tex.	667
KOSE	Osceola, Ark.	332
KOSF	Nacogdoches, Tex.	666
KOTA	Rapid City, S. D.	635
KOTN	Pine Bluff, Ark.	332
KOVE	Lander, Wyo.	708
KOVO	Provo, Utah	676
KOVC	Valley City, N. D.	574
KOWB	Laramie, Wyo.	708
KOWH	Omaha, Neb.	514
KOWL	Santa Monica, Calif.	356
KOY	Phoenix, Ariz.	326
KQV	Pittsburgh, Pa.	617
KPAC	Pt. Arthur, Tex.	668
KPAN	Hereford, Tex.	660
KPAS	Banning, Calif.	335
KPBM	Carlsbad, N. M.	523
KPBX	Peaumont, Tex.	649
KPDN	Pampa, Tex.	667
KPDQ	Portland, Ore.	599
KPET	Lamesa, Tex.	663
KPHC	Walsenburg, Col.	364
KPHO	Phoenix, Ariz.	326
KPKW	Pasco, Wash.	689
KPLC	Lake Charles, La.	448
KPLT	Paris, Tex.	667
KPMC	Bakersfield, Cal.	335
KPMO	Pomona, Cal.	348
KPOA	Honolulu, Hawaii	712
KPOC	Pocahontas, Ark.	333
KPOJ	Portland, Ore.	599
KPOL	Los Angeles, Cal.	344
KPOW	Powell, Wyo.	708
KPQ	Wenatchee, Wash.	693
KPRC	Houston, Tex.	661
KPRK	Livingston, Mont.	510
KPRL	Paso Robles, Cal.	348
KPRO	Riverside, Cal.	349
KPRS	Olathe, Kansas	436
KPST	Preston, Idaho	401
KPUG	Bellingham, Wash.	687